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ABSTRACT: The effects of the country-of-origin (COO) upon consumer perceptions and purchase intentions remain of interest to marketing researchers. Our paper analyses the perception of the COO and of brands, and their influence on consumer perception and purchasing intention. A cross-national sample was set up in order to obtain a more complex understanding of how the COO concept operates in various countries across different product categories (convenience products, shopping goods and specialty/luxury products). © 2009 Palgrave Macmillan 1350-231X.

AUTHOR KEYWORDS: Consumer behaviour; Country-of-origin (COO); Cross-cultural analysis; International; Luxury

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Copeland, M. T. (1923) Relation of consumers buying habits to marketing methods. Harvard Business Review 1(April): 282-289. Traditionally Convenience goods are those that the customer purchases frequently, immediately, and with minimum effort (for example soaps, newspapers and milk). Shopping goods are those that usually require a more involved selection process than convenience goods. A consumer usually compares a variety of attributes, including suitability, quality, price and style (furniture, electronics and inexpensive clothing). Specialty-luxury goods have particularly unique characteristics for which a significant group of buyers are willing to make a special purchasing effort (luxury cars, professional photographic equipment and high-fashion clothing).


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