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Pakistan Consumers Perception of Country of Origin vs. Brand Name in Three Basic Product lines

Salman Tahir

Consumer purchase intention is dependent on many factors and variables. Marketers use these factors smartly to promote their product in competitive world. These factors are product characteristics, share of mind, share of heart, quality, share of market and brand name as well. Consumers purchase by keeping in view the brand name only shows the power of brand equity. But as the world moving towards globalization and due to meager resources and low trade barriers, companies spreading all over the world. But this also changes the country of origin of that product. Therefore consumer purchase is also affected by country of origin. This research would be beneficial for textile market in such a way that it would give us idea about people perception towards Pakistani apparel brands and how much people associate it with their use. The research includes three product lines which are personal use, electronic and home durables. It would help us to figure out how we have to market those items which fall in these three categories. Either we have to consider the brand name or the country of origin to make positive consumer behavior.