

Effect of Product Evaluation on Purchase Intention toward White Goods: Mediating Role of Country of Origin

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Country of Origin has become a significant factor in the era of globalization in the areas pertaining to consumer behavior studies. Country-of-origin (COO) is regarded as an intangible indication that might affect consumers' decision to buy and assess a product. With the rise of global trade and rivalry, COO is regarded as a potent image variable that has been applied to impact competitive positioning and business success of brands. Considering this information, the goal of this study is to determine how the COO affects the purchasing habits of young Indian consumers in purchase of white goods. The present study also investigates the interrelationships between COO, product evaluation and product purchase intention among the consumers of home appliances industry in India. Mediation analysis was used to establish the relationship between the three variables and the study found that product evaluation had a significant effect on consumer purchase intention of white goods via the mediating effect of country of origin.

Keywords: *Country of Origin, Globalization, Mediation Analysis, Product Evaluation, Purchase Intention, White Goods*

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