The Effects of Country-of-Origin Image and Brand Image on Purchase Intention

-A Case Study of Taiwan's Consumers for Korean Hyundai Automobile-

Advisor: Prof. Soon Gwon Choi

By

Hui Ju Chiang

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by

Hui Ju Chuang

Approved by:

Chairman: Prof. Byung Kun Rhee, PhD

Member: Prof. Jung Ok Jeon, PhD

Member: Prof. Soon Gwon Choi, PhD

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The Graduate School

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Abstract

With globalization and the reduction of trade barriers, the Korean automobile industry could face a crisis or it could have a chance at expanding its export market and global market share by developing strenghts in order to became a global automobile giant. Due to a fiercely competitive environment, the Korean automobile industry devotes its attention to improving its brand image, improving product quality, reducing costs, raising awareness of its product, and developing a variety of models to satisfy the different variety of consumer needs.

This study's research purpose is to understand the effects of country of origin image and brand image on brand attitude and purchasing intention for

both non-Hyundai owners and Hyundai owners. To identify the factors that influence Hyundai car owners repurchasing intention and understand how Hyundai owners emphasize evaluation criterion in the decison-making process for purchasing a car. The survey period for collection of data was from December 2003 to February 2004. The number of respodents used in the analysis includes 94 non-Hyundai car owners and 70 Hyundai car owners reside in Taiwan Hsin chu city.

The results reveal that Hyundai owners with repurchase intention have significant higher level of satisfaction than Hyundai owners without repurchase intention. No matter Hyundai owners or not people with purchasing intention have a significantly better Hyundai brand image than those without purchasing intention. For the national image, Non-Hyundai owners without purchasing intention have worse country-of-origin image than Hyundai owners and non-Hyundai owners with purchasing intention. The older and higher income level Hyundai owners are more likely to have higher repurchasing intention than others. This study's research implication for Hyundai automobile in Taiwan is to promote its brand image and the Korean country image together. This will create a strong association between the two and lead to a strong purchasing intention. Hyundai automobile should strive to offer the best possible after sales service for Hyundai car owners. This will maintain or increase a consumer's satisfaction level and lead to higher brand loyalty and recommendation from customers.

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I Introduction

The automobile industry is a highly technological and capital-intensive industry. Together with related industries, this industry deeply influences a country's economic growth. This is no more evident than in the case of Korea.With globalization and the reduction of trade barriers, the Korean automobile industry could face a crisis or it could have a chance at expanding its export market and global market share by developing strengths in order to became a global automobile giant. Due to a fiercely competitive environment, the Korean automobile industry devotes its attention to improving its brand image, improving product quality, reducing costs, raising awareness of its product, and developing a variety of models to satisfy the different variety of consumer needs.

The Korean automobile industry, with its ability to produce 4 million vehicles per annum, should have sufficient economies of scale to survive in the world automobile market. Since South Korea cut ties with Taiwan in 1992, Korean automobiles were absent in the Taiwan car market for 7 years. After Taiwan entered the WTO, the Taiwan car market competition went into overdrive. The Taiwan car market is becoming characterized with the case of the big getting bigger, and the small becoming smaller. Many small car companies will be forced out of the market within the decade. A car is an expensive and long lasting good and has high emotional value. This study will examine factors associated with the repurchase intentions for a Hyundai automobile. Subjects for this study were obtained from two separate samples. The first sample was people who are

Hyundai car owners and the second sample was people who have never had a Hyundai automobile. This study's research purposes are:

1) To understand the effects of country of origin image and brand image on brand attitude and purchase intention for both non-Hyundai owners and Hyundai owners.
2) To identify the factors that influence Hyundai car owners repurchase intention.
3) To understand how Hyundai owners emphasize evaluation criterion (such as: fuel economy, low depreciation rate, safety, outward apperance, features, reasonable price, famous brand, comfort, low maintenance cost, advertising, word of mouth, and dealer service) in the decison-making process for purchase a car.

II Theoretical Review

1. Theory of Consumer Decision-Process

1.1. The meaning of consumer behavior

The study of consumer behavior is a dynamic blend of economics, marketing, psychology, and other related behavioral science disciplines. It is important to discover how organizations develop strategies based on an understanding of consumer behavior. One of the challenges is to discover how groups of

consumers (segments) differ from the population and how they meet their unique needs with products and services that have been designed for them.

There are lots of definitions of consumer behavior. Engel & Blackwell, Walter C, G and Peter Olson's all have different opinions for the definition of consumer behavior. *Consumer behaviors are those activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that proceed and follow these actions*[1]. Walters and Bergeil (1989) thinks *Consumer behavior involves decision behavior of individuals when buying goods and services for own use or for private consumption.* Peter Olson states that *Consumer Behavior is defined as the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives*[2].

The definition of consumer behavior differs between scholars, but most of scholars consider consumer behavior as a process.

1.2. Theory of consumer decision-process model

A model is nothing more than a replica of the phenomena it is designed to represent. It specifies the building of variables and the ways in which they are interrelated. The Consumer Decision-Process Model offers the concept, system, and basic structure for consumer behavior analysis and research. The Consumer

[1] James F. Engel & Roger D. Blackwell, Consumer Behavior, 8th ed.,1994,P.4
[2] J. Paul Peter, Consumer Behavior and Marketing Strategy, 3rd, 1993,P8

Decision-Process Model includes all variables influencing consumer decision-making and it shows the variable interrelationships.

Over the years, researchers and specialists have produced many studies and theories regarding human choice behavior. One of the most universally accepted models for consumer behavior is the EKB model created by Engel, Kollat, and Blackwell in 1973. At the core of the EKB model is the assumption that consumers are logical, rational, utility maximizing problem solvers who make choices from alternatives. The EKB model shows that the problem-solving perspective encompasses all types of need-satisfying behavior and a wide range of motivating and influencing factors. The EKB model for consumer decision-making has the following seven stages:

1) **Need Recognition**—a perception of difference between the desired state of affairs and the actual situation sufficient to arouse and activate the decision process.
2) **Search for information**—search for information stored in memory (internal search) or acquisition of decision-relevant information from the environment (external search).
3) **Alternative Evaluation**—evaluation of options in terms of expected benefits and narrowing the choice to the preferred alternative.
4) **Purchase**—acquisition of the preferred alternative or an acceptable substitute.
5) **Consumption**—use of the purchased alternative.

6) **Post-purchase alternative evaluation**—evaluation of the degree to which the consumption experience produced satisfaction.
7) **Divestment**—disposal of the unconsumed product or its remnants.

Figure 1: A model of purchase and its outcomes

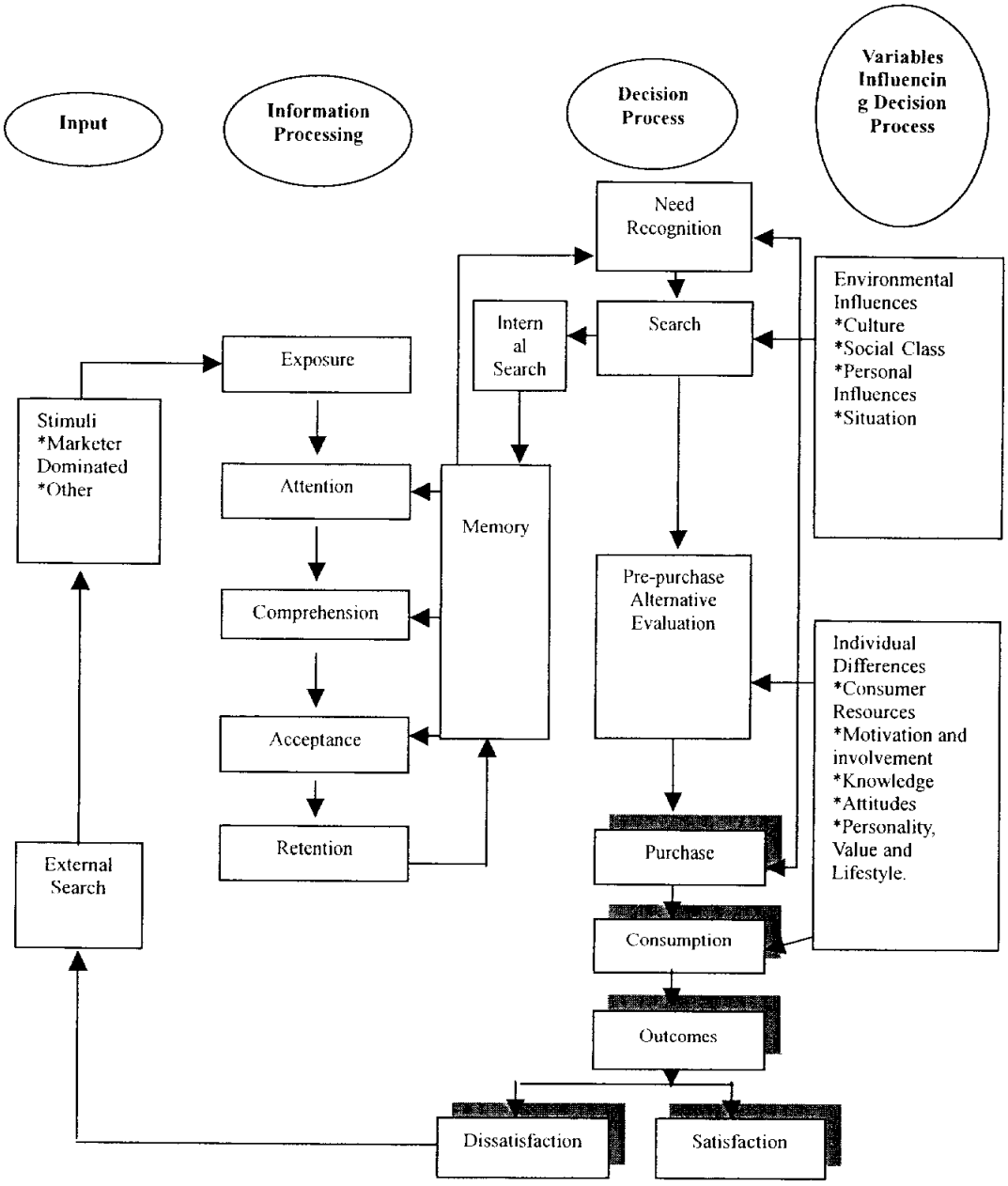

Figure 1 (page 4) shows a representation of the Consumer Decision Process (known as the CDP model)[3].

This study mainly uses the EKB Consumer Decision-Process Model as the basis for the analysis of consumers' choice of automobiles in the Taiwanese car market.

2. *Theory of Country of Origin Effects*

A number of researchers have posited that Country Image effect may be explained as either a halo or summary construct (Erickson, Johansson and Chao 1984, Johannson, Douglas and Nonaka 1985, Johansson 1989, Shimp, Samiee and Madden 1993). The halo construct assumes that a consumer's perceptions of the origin country's image directly effects attitudes in situations where the consumer knows little about a country's products. In this case, country of origin images are based on whatever knowledge the consumer has about these countries, including their level of economic, political and social development. Han (1989) proposes that the halo construct implies that country image affects product attributes (beliefs) which in turn, affect brand attitude (product evaluation). In Han's formulation of the halo construct, the relationship is hypothesized as :

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[3] Source: James F Engel & Rogers D. Blackwell, Consumer Behavior, 8th ed., 1994, P.237.

MCI(manufactuer country image)=> Beliefs => brand attitude

This means that there is a positive relationship between MCI and a consumer's beliefs. These beliefs are then positively related to the process of product and brand evaluation.

The summary construct assumes a slightly different process. The summary construct says that MCI is based on the perceived attributes of products made in a given country. The generalized perceptions of the attributes of products made in a country and sold under a certain brand name, directly affects consumers attitude toward the brand (Crawford and Garland 1988, Hong and Wyer 1989, Howard 1989) or the specific product. This proposition is hypothesized by han (1989) as:

Experience => beliefs => MCI => brand attiude

Consumers' experiences with products from a country shape their belief of all products from that country (MCI) and is therefore applied to all brands from that country. This shows that there is a positive relationship between MCI and a consumer's attitude toward the brand. In this case, MCI operates as a summary statistic for a set of attributes of given products in much the same way as a brand name does.

3. *The Importance of Consumer Satisfaction*

3.1. Definition of consumer satisfaction

Despite many attempts to measure and explain consumer satisfaction, there still does not appear to be a consensus regarding its definition (Giese and Cote 2000) or determinants (Spreng, Mackenzie, and Olshavsky 1996). Previous studies have tried to identify a definition for consumer satisfaction but the results have given a wide variety of definitions, which creates problems for comparing and interpreting previous study results. Some define satisfaction as an evaluation process while others define it as a response to an evaluation process[4].

Consumer satisfaction is typically defined as being the result of an evaluative process that contrasts prepurchase expectations with perceptions of performance during and after the consumption experience (e.g., Oliver 1980, 1981; Rust and Oliver 1994). Several alternative explanations of consumer satisfaction have been advanced, but the expectations-disconfirmation paradigm has been the most popular (Oliver 1980,1981; Spreng, Mackenzie, and Olshavsky 1996; Tse and Wilton 1988). This account predicts that expectations and disconfirmation are the two variables that best explain consumer satisfaction. Disconfirmation can be defined as the difference between expected and perceived product performance, and expectations as predictions of future performance (e.g., Oliver 1980).

[4] Giese, J. & Cote, J. (2000), "Defining Consumer Satisfaction". Academy of Market Science Review.

Giese and Cote (2000) conducted a study into the definition of satisfaction. They observed that previous research share common elements. These are; 1) satisfaction is a response (emotional or cognitive), 2) the response has a focus, and 3) the response occurs at a particular time. From this they conducted surveys and came up with the following definition of consumer satisfaction.

Consumer satisfaction is:

- *A summary affective response of varying intensity.*
- *With a time-specific point of determination and limited duration.*
- *Directed toward focal aspects of product acquisition and/or consumption.*

This means that satisfaction (or dissatisfaction) is a response to certain attributes of a product for a limited time.

3.2. Measuring consumer satisfaction

Many studies have tried to create a measurement for consumer satisfaction. Myers (1988) identifies three commonly used methods of measuring satisfaction, Expectancy Disconfirmation (ED), Ideal Point (IP), and Value Percept Disparity (VPD).

Expectancy Disconfirmation measures the difference between the expected performance of an item against the perceived performance of the item. Measuring satisfaction with this model is achieved by summing the differences of expected and perceived for each attribute. The following equation shows the calculation.

$$S = \Sigma_i (A_i - PRED_i)$$

Where, S = satisfaction

A_i = after usage experienced attribute level

$PRED_i$ = expected value of attribute level

Ideal Point method uses vectors to distinguish satisfaction levels. It measures overall attitude towards a product or brand by summing the importance of attributes as a function of, perceived performance less ideal attribute point. Spreng et al (1996) express IP by the following equation.

$$A_x = \Sigma_i W_i \mid B_{ix} - I_i \mid$$

Where, A_x = overall attitude towards alternative x

W_i = consumer's importance on attribute i

B_{ix} = perception of alternative x on attribute i

I_i = consumer's ideal regarding attribute i

The final method of measuring satisfaction is the Value Percept Disparity. This measure incorporates a customer's wants, needs or desires. Attitude towards product or brand is sum of, a consumer's needs and desires regarding and attribute less the consumer's perception of the performance. Spreng et al (1996) express this formula as:

$$A_x = \Sigma_i \mid B_{ix} - V_i \mid$$

Where, A_x = overall attitude towards alternative x

B_{ix} = perception of alternative x on attribute i

V_i = consumer's desires or needs regarding attribute i

These three methods of measuring satisfaction all have one point in common. The total product or brand satisfaction is the sum of satisfaction for each product attribute. Therefore we can propose the following simplified equation for evaluating satisfaction.

Satisfaction = Sum of each attribute satisfaction level.

3.3. The importance of consumer satisfaction

Any study focused on repurchase intention must consider consumer satisfaction. Engel, Blackwell and Paul pointed out why customer satisfaction is important. Their reasons are as follows:

a) It influences repeat buying : Probably the most obvious reason companies must pay attention to customer satisfaction is that it influences whether consumers will buy from the same company again. Positive post-consumption evaluations are essential for retaining customers. "Typically, it is cheaper to retain an existing customer than to recruit a new one" (Fornell and Wernerfelt, 1987). Although a satisfactory consumption experience does not guarantee loyalty the likelihood that customers will remain loyal depends on their level of satisfaction. For this reason, businesses have begun to realize that simply satisfying customers may not

be enough. Rather, "they should strive for 'customer delight' that comes when customers are satisfied completely" (Kevin T., 1997).

b) It shapes Word-of Mouth communication: Discussing one's consumption experiences with other people is a common activity. The favorability of such word-of-mouth communication directly depends on the favorability of the consumption experience. A company's ability to deliver a satisfying consumption experience will affect its success in retaining current customers as well as recruiting new ones.

c) Dissatisfaction leads to complaints: Some customers who experience dissatisfaction, compalin. Complaints can be in form of legal action or other actions that could lead to negative publicity. Sincere and speedy action by a comapny to rectify a complaint can lead to stronger repurchase intentions.

d) Implications for competitive strategy: Beyong understanding the post-consumption evaluations of their own customers, companies may also find it useful to understand the evaluations of their competitors' customers. There is usually a greater return from attacking the competitor serving a rather unsatisfied customer base. Unhappy customers are more willing to consider alternative offerings.

4. Previous Research Related to Taiwanese Market

Lin Zhi-Yuan (2003) completed a paper on the effect of country-of-origin on a consumer's perceived quality-take using the sale of Korean cars in Taiwan as an

example. He found: 1) high cognition on country-of-brand has significantly higher impact on a consumer's perceived quality than low cognition on country-of brand.

2) The level of a country's technology for manufacture does not have significant influence on a consumer's perceived quality.

3) High cognition on R&D and design level for a car brand's 'country-of-design' has a significant impact on a consumer's perceived quality.

Chi Ren-shu (1999) with her research studied brand loyalty for Taiwan's consumer purchase of Korean brand automobiles. She used different variables including demographics, product attributes, and evaluation critiera used during the decision process for purchase car and how these attributes and criteria affect purchase decision-making.

This paper's purpose is to find out what are the factors that affect consumer purchase intention. This study will divide possible respondents into two kinds of consumers. One group will be Hyundai car owners and the other will be non-Hyundai car owners. The paper will investigate the effects of country of origin image and brand image on purchase intention, and how satisfaction level affects Hyundai-owners repurchase intention. The research scope will be discussed in next chaper.

III Research Scope & Hypotheses

1. *Satisfaction Level & Repurchase Intention*

As mentioned earlier, consumer satisfaction is closely related to repurchase intention. Intentions are subjective judgments about how people will behave in the future. There are many types of consumer intentions such as shopping intentions, spending intentions, search intentions, consumption intentions and purchase intentions. Purchase intentions represent what we think we will buy. A Special type of purchase intention is 'repurchase intention' which reflects whether people anticipate buying the same product or brand again (Roger, Paul, & James, 2001).

Satisfaction has been linked to firm profitability and repurchase probability (e.g., Anderson, Fornell, and Lehmann 1994; LaBarbera and Mazursky 1983). Demonstrating such a relationship is valuable for explaining why consumers purchase or repurchase products. This is the underlying principle for consumer behavior and consumer psychology. Fornell (1992) suggests that the probability of repeat purchase is a function of both satisfaction and switching barriers. Searching costs, transaction costs, learning costs, habit, emotional cost, cognitive effort, and various forms of risk or uncertainty, may all act as barriers to switching from one brand to another (Fornell 1992; Hirschman 1970).

Consumer choice decisions for a product such as a car, are likely to be more elaborate than for products that are generally less costly and less complicated

(Engel et al., 1990; Howard and Sheth, 1969). A car is a complex product with many salient attributes, which consumers may use in product evaluations and subsequent brand preference formation. However, product attribute information used in these evaluations may not be easily accessible without involving consumers in relatively extensive information search. A car is an expensive product that has high product involvement (research and alternative evaluations) and brand commitments. Consumer satisfaction is assumed here to be an important antecedent of both choice decisions and the likelihood of repeat purchase. The few articles that explore the relationship between satisfaction and repeat purchase behavior find that they are strongly related (Bloemer and Kasper 1995; Kasper 1988; Labarbera and Mazursky 1983; Newman and Werbel 1973).

This research assumes consumers that have lower satisfaction level will have no intention to repurchase the brand or product again. On the contrary, consumers that have higher satisfaction level will have an intention to repurchase again. Therefore I hypothesize the following:

H1: There is a significant difference in satisfaction level between the people who have repurchase intention and those that do not have repurchase intention.

2. *Country & Brand Image Effect on Purchase Intention*

2.1. Country of Origin

While pioneering studies on the country-origin effect can be traced back to the 1960s, one conceptualization of this phenomenon was attempted by Nagashima (1970). He concluded that consumers associate a given country of origin in context of "the picture, the reputation, and the stereotype that businessmen and consumers attach to products of a specific country". Samiee (1994) regards the country-of-origin effect as any influence or bias that consumers may hold, resulting from the country of origin of an accociated product or service. Country-of-origin effects have been found to exist for products in general (Darling and Wood, 1990; Howard, 1989), for certain product categories (Cordell, 1992; Hong and Wyer, 1989, 1990; Roth and Romeo, 1992), and for specific brands (Chao, 1993; Han and Terpstra, 1988; Tse and Gorn,1993; Witt, 1990).

Country stereotypes that consumers may have, impact on their purchase behavior. The findings of alot of research suggests that the country of origin generally has a significant impact on the evaluation of automobiles (see e.g. Han, 1989; Han and Terpstra, 1988; Johansson and Nebenzahl, 1987). From this it can be surmised that if Taiwan consumers have a negative country image of Korea, then purchase intention of Hyundai automobiles will be low. Conversly, if a consumer has an intention of purchase a Hyundai car, then they will have a significantly higher country of origin image about Korea.

This paper will therefore divide respondents into 4 groups for the purposes of evaluating differences in the country of origin image of Korea. These groups are:

Group 1 : Hyundai owners with purchase intention.

Group 2 : Hyundai owners with out purchase intention.

Group 3 : Non-Hyundai owners with purchase intention.

Group 4 : Non-Hyundai owners with out purchase intention.

The following hypothesis will be tested.

H2-1: There is a significant difference in country-of-origin image between the 4 respondent groups.

2.2. Brand Image

Brand image: brand perceptions can come from a variety of sources, including consumer experiences, marketing communications and/or word of mouth (Krishnan,1996). They can consist of descriptive information (eg. comes in a blue carton), benefits (eg. will not raise cholesterol), evaluations of specific aspects of the brand (eg. provides excellent service) and/or purchase/consumption situations (eg. a treat for the kids) (Joyce1963, Barwise and Ebrenberg 1985, and Aaker 1991). Essentially, any information that is encountered with the brand name can, if sufficiently processed, become linked to the brand name in memory and thus become part of that brand's image (Keller 1993).

This research assumes that consumers with higher brand image will have a higher purchase intention and consumers with lower brand image will have no purchase intention. This relationship is hypothesized as below:

H2-2: There is a significant difference in Hyundai's brand image between the 4 respondent groups.

3. Demographic Variables

Some studies have focused on the effect of demographic variables on purchase intention. One such study by Mittal and Kamakura (2001) found that "consumers with different characteristics have different thresholds such that at the same level of rated satisfaction, repurchase rates are systematically different among different groups". A possible example of influence of demographic variables is age; older people (with the same level of satisfaction) will have higher repurchase intention than younger people.

Different demographic variables such as gender, age, education level, and income level, will give different consumer characteristics. This paper assumes there is a relationship between demographic variables and purchase intention. The hypotheses are hypothesized as below:

H3-1: There is a signigicant difference in demographic variables between Hyundai-owners with purchase intention and Hyundai owners without purchase intention.

H3-2: There is a signigicant difference in demographic variables between non-Hyundai owners with purchase intention and non-Hyundai owners without purchase intention.

4. Research Hypotheses

The following is a summarized list of the hypotheses to be tested by this study.

H1: There is a significant difference in satisfaction level between the people who have repurchase intention and those that do not have repurchase intention.

H2-1: There is a significant difference in country-of-origin image between the 4 respondent groups.

H2-2: There is a significant difference in Hyundai's brand image between the 4 respondent groups.

H3-1: There is a signigicant difference in demographic variables between Hyundai-owners with purchase intention and Hyundai owners without purchase intention.

H3-2: There is a signigicant difference in demographic variables between non-Hyundai owners with purchase intention and non-Hyundai owners without purchase intention.

IV Methodology

1. Data Gathering Process

The survey period for collection of data was from December 2003 to February 2004. The number of respodents used in the analysis includes 94 non-Hyundai car owners and 70 Hyundai car owners.

Subjects who haven't owned a Hyundai car, were obtained from the general population residing in Taiwan. Eligible respondents were individuals aged 18 and above. Data was collected in Hsin-Chu city's main districts and all participants in the study were at least 18 years of age and voluntarily participated in the questionnaire.

Subjects who have Hyundai cars, reside in Taiwan. They were gathered from 3 Hyundai service centers located in Hsin-Chu city. Car owners who brought their cars to the service center for repair or maintenance service were asked to complete the survey form. All respondents were over 18 years of age, owned the vehicle, and voluntarily completed the form.

2. *Contents of Questionnaire*

Measures:

- **Satisfaction level** : Respondents who have Hyundai cars rated how satisfied they were with the car's product attributes. These attributes included 12 items: fuel economy, low depreciation rate, safety, outward appearance, features, reasonable price, famous brand, comfort, low maintenance cost, advertisement, word of mouth, and dealer service. Respondents had to rank the attributes on a scale of 5 to 1 (5 being extremely satisfied and 1 being very unsatisfied).
- **Country of origin image**: Respondents rated how positive or negative they felt about Korea's country of origin image on a scale of 5 to 1 (higher being a more positive image).
- **Brand Image**: Respondents rated how they felt about Hyundai's brand image on a scale of 5 to 1 (higher being very good) in regard to Hyundai automobile manufacture.
- **Consumer loyalty/Purchase intention**: Respondents rated their global brand loyalty (how likely they were to repurchase a product or service with which they were satisfied) and responses were divided into "Yes/No" (1,0 respectively for analysis purposes).
- **Brand Perception**: Respondents who haven't had a Hyundai automobile rated whether they agree or disagree with various brand attributes of Hyundai automobiles on a scale of 5 to 1 (higher being very agree). These attributes consist of 12 descriptions for Hyundai automobiles' brand perception (including: good fuel economy, low depreciation, good safety

level, nice outward appearance, good features, reasonable price, famous brand, comfort, low maintainance cost, good advertising, good recommendation, and good dealer service and image).

- **Demographic control factor**. Several demographic factors were measured so that they could be included in the analysis as control variables. These included gender, age, education (5 levels), and income level (5 levels).

Copies of the surveys have been included as appendix A and appendix B.

3. *Analysis Method*

This research used SPSS 10.5 for windows for the data analysis.The method of data analysis included Chi-square, One-way ANOVA, and independent sample T test.

The Chi-square test of independence: The chi-square test of independence can be used to determine whether two ordinal-leveled variables are related. The individual observations are independent of each other. To allow correct use of this test, the sample number for any cell can not be smaller than 5. The respondent numbers obtained from this paper's survey allows for correct use of the Chi-square test.

One-Way ANOVA: A One-Way Analysis of Variance is a way to test the equality of three or more means at one time by using variances. It requires the following three assumptions for the correct use in analysis[5].

1) For each population, the response variable is normally distributed.

2) The variance for the response variable is the same for all of the population.

3) The observations must be independent.

The independent sample T test : compares the mean scores of two groups on a given variable. It tests the level of significance between two population means based upon two-independent small samples.

V Result of Analysis

1. Descriptive Analysis of Taiwan Automobile Industry

1.1. Taiwan automobile market: current situation

There are 10 car assembly firms in Taiwan (with 13,885 employees) and the vehicle manufacturing industry's total production in 2003 was 386 686 units. Table 1 (page 19) shows a break down of the automobile market in Taiwan. The leading car manufacturers in Taiwan are world leading brand assembly firms, including Toyota (28% of local sales for 2003) Mitsubishi (24%), Nissan (18%), Ford (18%), Honda (2%), and Hyundai (2%). Taiwan's total domestic sales were

[5] Anderson, D., Sweeney, D., & Williams, T. (2003) "Modern Business Statistics with Microsoft Excel", South-Western, Ohio, p.508.

401,640 units. In Taiwan the top 4 biggest assembly firms total market share was over 90% showing a very concentrated market.

The Taiwan automobile industry and Taiwanese automobile manufacturers obtain technology by cooperation and joint ventures with European, American and Japanese companies. The Japanese have the most important relationship with Taiwan's automobile industry.

With high economic growth rates from 1994 to 1995, the Taiwan car market total sales reached over 500,000 units. Recently the Taiwan automobile industry's ability has been improved by product quality and an increase in car features. Domestically produced cars are now equal in quality to fully imported cars and are also priced very reasonably. This has had an affect of increasing the market share of domestically produced cars. We can see from table 2 (page 19) and figure 2 (page 20) that in 2002, domestically produced cars sales totaled 342,800 units, giving them a market share of 85.94% for that year. This represents an increase of 7 % in market share compared with 1997.

On May 18th 2002, Sanyang Industry Co. signed a cooperation contract with Hyundai Motor Co., enabling it to become the sole sales agent for the South Korean automaker in the local market. Sanyang Industry Co. had a technological–cooperation agreement with Honda for 4 decades but the agreement terminated in June 2002. This allowed them to become the distributor for Hyundai Motors and develop their own domestically produced car in Taiwan.

Table 1: Current Taiwan automobile industry

company	Date of produce	Capital (billion)	Employee Number	Prouct ability(unit)	2003 production Number	2003 Domestic Sales	Market Share	Technology Cooperation	Joint ventuer
Kouzui	1984.04	3.2	2,200	110,000	105,731	100,606	28%	Toyota, Hino	Toyota (46.65%), Hino,Hotai Moto
CMC	1973.12	11.29	2,700	120,000	94,807	86,162	24%	Mitsubish	Mitsubishi (19.6%)
Ford Lio Ho	1973.01	0.555	1,800	110,000	69,065	63,366	18%	Zuzuki Mazada	Ford (70%)
Yulon	1956.10	16.45	2,490	120,000	70,234	66,020	18%	Nissan	Nissan (25%)
Prince	1966	1.70	1,100*	24,000	14,207	14,353	4%	Zuzuki	--
Taiwan Honda	2002,12	3.6	850	35,000	12,535	11,173	2%	Honda	Honda
Formosa	2000.12	1.5	180	24,000	8,130	8,510	2%	Deawoo	--
San Yang	1967.05	7.9	2,200*	100,000	7,022	6,569	2%	--	Hyundai
Chin Chun	1994.06	4.8	280	30,000	3,313	6,569	1%	Wolkswagon Hyundai	--
Taiwan Isuzu	1996.12	0.3	85	7,000	1,642	1,733	0%	--	Isuzu
Total	--	51.29	13,885	680,000	386,686	401,640	100	--	--

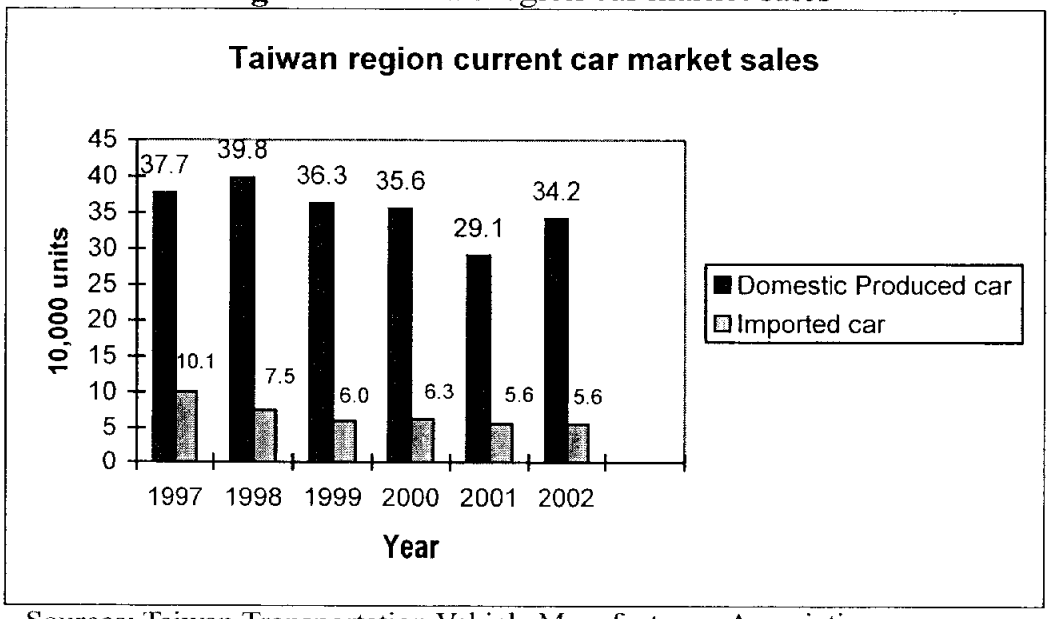
Sources: Taiwan Transportation Vehicle Manufacturers Association

Table 2: Taiwan region car market: 1994-2001

Year	1997	1998	1999	2000	2001	2002
Domestic Produced sale	377,403	398,576	363,066	356,546	291,307	342,800
Imported Cars sale	101,718	75,493	60,474	63,809	56,113	56,082
Total Market	479,121	474,069	423,540	420,355	347,420	398,822
Annual growth %	3.76%	-1.57%	-10.6%	-0.75%	-17.3%	14.8%
Domestic Car market share	78.77%	84.08%	85.72%	84.82%	83.85%	85.94%

Sources: Taiwan Transportation Vehicle Manufacturers Association

Figure 2: Taiwan region car market sales



Sources: Taiwan Transportation Vehicle Manufacturers Association

1.2. Descriptive statistics: Survey results

Non-Hyundai car owners:

As mentioned earlier results from 94 non-Hyundai car owners were obtained. The following is a summary and breakdown of those results.

Table 3 (page 21) shows the demographic breakup of the non-Hyundai car owners. These demographic variables will be used later to test for significance as per hypothesis H3-2.

Table 4 (page 21) shows non-Hyundai car owners' perceptions of Hyundai's product attributes. We can see that general Taiwanese consumers' brand perception of Hyundai automobiles agree that Hyundai cars have a reasonable price, nice outward appearance, good dealer service and image, good fuel economy, and comfort. But in good advertising, famous brand, good features, low maintenance cost, good safety level, good recommendation, and low depreciation rate their means are below 3 meaning that consumers are closer to not agreeing with these brand attributes.

Table 3: Non-Hyundai owners' demographic structure

Variables	Items	Frequency	Percentage (%)
Gender	Male	57	60.6%
	Female	37	39.4%
Age	20~29 years	35	37.2%
	30~39 years	39	41.5%
	40~49 years	9	9.6%
	Over 50 years	9	9.6%
Education Level	Middle school	4	4.3%
	High school	21	22.3%
	College	31	33%
	University	35	37.2%
	Graduate Study	3	3.2%
Income Level	Below NT$20,000	5	5.3%
	NT$20,001~40,000	60	63.8%
	NT$40,001~60,000	24	25.5%
	NT$60,001~80,000	2	2.1%
	Over NT$80,001	1	1.1%

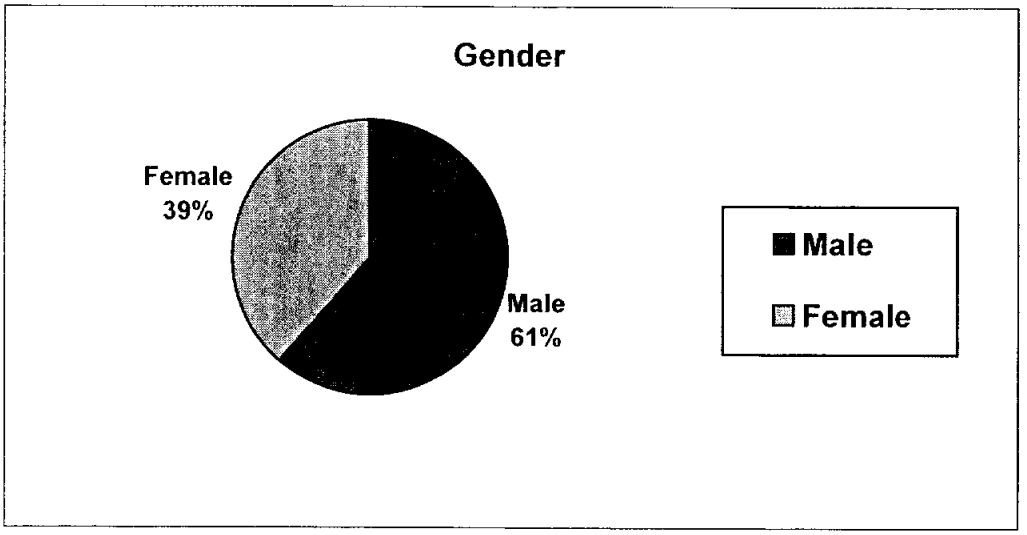
Table 4: General Taiwanese brand perception of Hyundai cars

	N	Sum	Mean	Std.
Reasonable Price	92	322	3.50	.791
Nice outward appearance	94	320	3.40	.931
Good dealer service and Image	93	292	3.14	.788
Good Fuel Economy	92	284	3.09	.807
Comfort	92	283	3.08	.802
Good ADs	94	281	2.99	.836
Famous Brand	94	277	2.95	.988
Good Features	93	274	2.95	.877
Low maintenance cost	92	265	2.88	.837
Good Safety level	93	261	2.81	.798
Good Recommendation	94	256	2.72	.921
Low depreciation rate	91	243	2.67	1.055
Valid N	90			

Hyundai car owners:

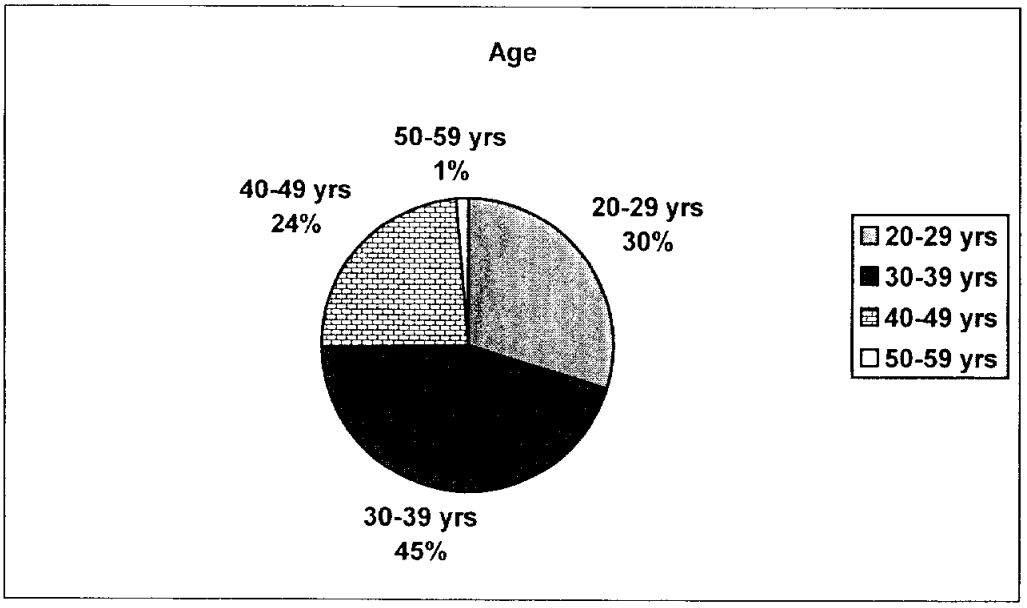
Hyundai car owner respondents totaled 70. Of these 43 or 61% of total respondents were male. Only 27 or 39% of total respondents were female. Figure 3 shows this breakup.

Figure 3: Hyundai-owners Respondents Gender distributions



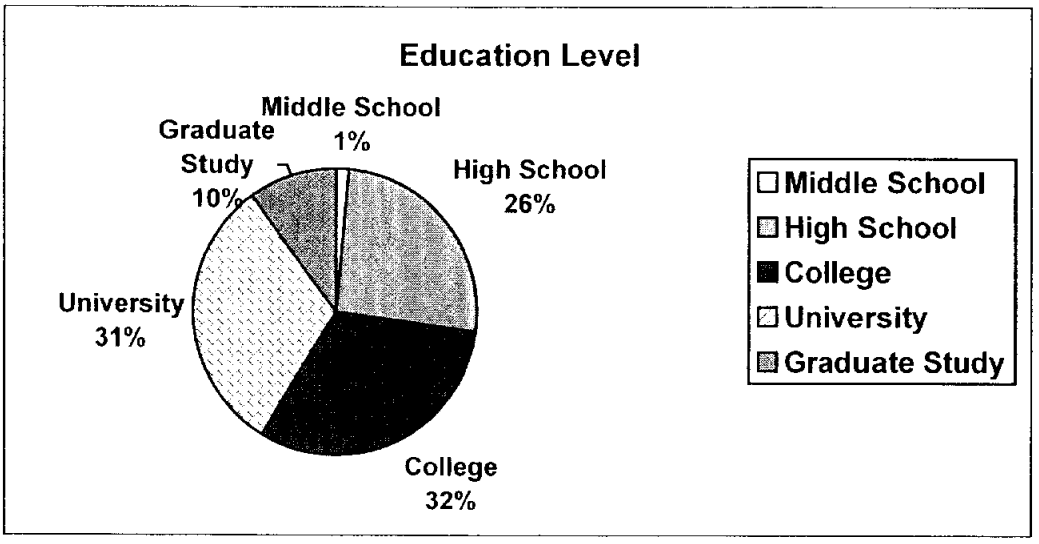
Respondents' age breakdown was, 20 people were aged from 20 to 29 years (30%), 30 people from 30 to 39 years old (45%), 16 people from 40 to 49 years old (24%) and only 1 person was over 50 years old. Respondents' age was primarily from 20 to 39 years old covering 75% of all respondents.

Figure 4: Hyundai-owners respondents' age distributions



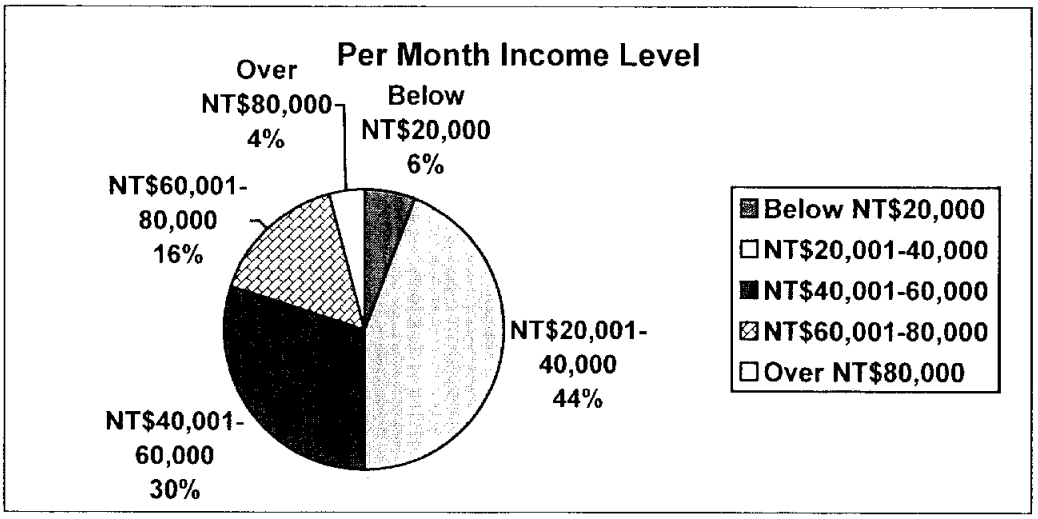
In regard to respondents' education levels, there were 7 people with graduate study or 10% of total respondents, 22 people with university or 31 % of total, 22 people with college or 32% of total, 18 people with high school or 26% of the total, and only 1 with middle school or 1% of total. Thus, respondents' education levels over college education level (including college level) were 73% of the total. Figure 5 shows the breakdown of this information.

Figure 5: Hyundai-owners respondents' education level distributions



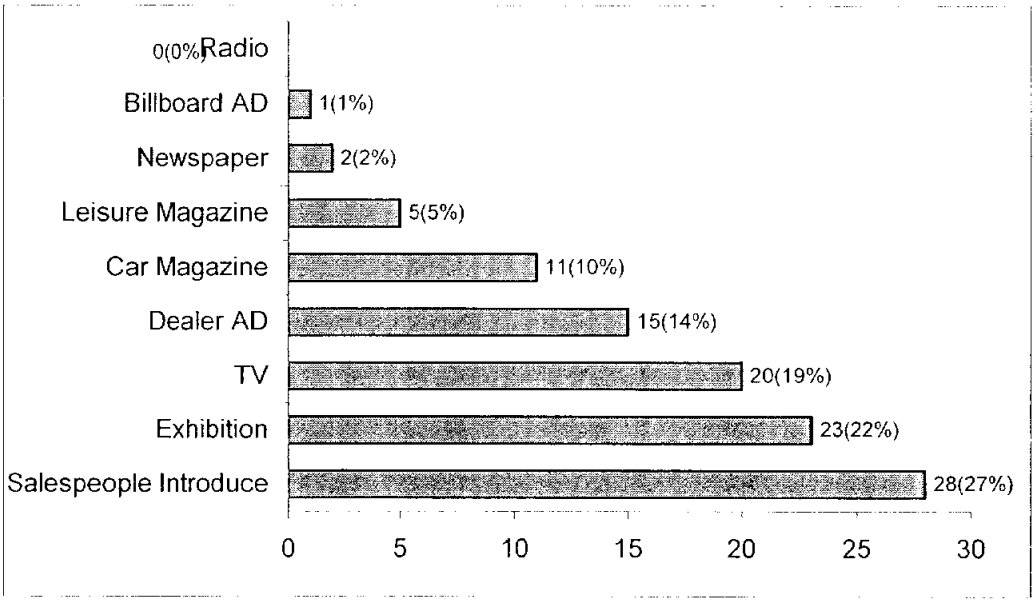
In regard to respondents' income level, there were 4 people or 6% of total below NT$20,000 per month income, 31 people or 44% of total per month with income level from Nt$20,001~40,000, while 21 people had income from Nt$40,000 to 60,000 being 30% of total respondents. 11 people earned from Nt$60,001~80,000 per month or 16% of total. Only 3 people earned over NT$80,000 per month or 3 % of total respondents. This means that 74% of respondents had income levels from NT$ 20,001 to 60,000. Figure 6 (page 24) shows graphically the division by income levels.

Figure 6: Hyundai-owners respondents' income level distributions



In regard to information sources (See Figure 7), Hyundai owners were asked to express how they got the information about their current Hyundai car. Sales people introduced 27% of all respondents to the Hyundai cars. Another 27% of respondents received information from automobile exhibitions while 19% of the total got information from Television. Dealer advertisements accounted for 14% of all respondents and 10% from Car magazines. The final 10% came from other unnamed sources.

Figure 7: Information sources for Hyundai cars



Hyundai car owners were asked to rank importance levels for car attributes in regard to the selection process of buying a car. Each attribute was to be ranked on a 5 point Likert scale from very important (represented by number 5) to very unimportant (represented by number 1). The results are shown in table 5. We can see all attributes have a mean score over 3 (neutral number) showing that all of the attributes are important. The table also shows us that safety is the most important attribute in buying a car followed by dealer service, comfort and then features.

Table 5: The evaluation of attributes

	N	Sum	Mean	Std.
Safety	69	312	4.52	.584
Dealer service	69	301	4.36	.641
Comfort	69	289	4.19	.670
Features	69	284	4.12	.718
Outward appearance	69	281	4.07	.754
Fuel Economy	68	272	4.00	.669
Reasonable Price	68	269	3.96	.762
Low maintenance cost	68	269	3.96	.721
Famous Brand	68	237	3.49	.743
Low depreciation rate	68	236	3.47	.872
Word of mouth	68	212	3.12	.856
Advertisement	68	206	3.03	.712
Valid N (listwise)	68			

2. *Hypothesis Tests*

2.1. Satisfaction level & Repurchase intention

To test the hypotheses we used the independent samples T test for Satisfaction level. It compares the mean scores of satisfaction levels between two groups of Hyundai car owners (those with repurchase intention and those without repurchase intention). The result is shown in table 6 (page 26). In regard to satisfaction level, consumers with repurchase intention numbered 48 and the mean of satisfaction level was 3.62. Consumers with no repurchase intention numbered 16 and the mean of satisfaction level was 3.40. There is signigicantly different means of satifaction level between the two groups. *P*-value=0.044 (*df* =62) is significant at the 0.05 level. Therefore consumers who have repurchase

intention had a significantly higher satisfaction level than those who have no repurchase intention. This means we accept H1.(There is a significant difference in satisfaction level between the people who have repurchase intention and no repurchase intention).

Table 6: Independent Sample T Test for satisfaction & repurchase

Repurchase Intention				N		Mean
Satisfaction level	No= 0			16		3.3958
	Yes= 1			48		3.6215
		Levine's Test for Equality of Variances		T-test for Equality of Means		
		F	Sig.	T	df	Sig. (2-tailed)
Satisfaction level	Equal variances assumed	0.432	0.514	-2.061	62	0.04*
	Equal variances Not assumed			-1.849	21.880	0.078

Confidence interval : 95%

2.2. Brand image & Purchase intention

Table 7 (page 27) shows the descriptive statistics for Hyundai's brand image between 4 groups of respondents. These groups are Hyundai owners with repurchase intention; Hyundai owners without repurchase intention, Hyundai non-owners with purchase intention, and Hyundai non-owners without purchase intention. The statistical test for significance between these groups is shown in

table 8 (page 27). The result shows a strong difference in brand image between the groups.

The relationship between brand image and purchase (or repurchase) intention is tested in table 9 (page 28). According to the results of the one-way ANOVA test for Hyundai brand image, Hyundai owners with repurchase intention have a significantly better Hyundai brand image than Hyundai owners without repurchase intentions. The non-Hyundai owners with purchase intention have a significantly better Hyundai brand image than non-Hyundai owners without purchase intention.

The results from this analysis supports hypothesis 2-2 that there is a significant difference in Hyundai's brand image between the 4 respondent groups.

Table 7: Descriptive statistics for brand image.

Descriptives

Hyundai Image

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Hyundai owners with repurchasing intention	51	3.67	.653	.091	3.48	3.85	3	5
Hyundai owners withou intention	17	3.00	.354	.086	2.82	3.18	2	4
nonowners with intentic	32	3.38	.833	.147	3.07	3.68	1	5
non-owners without intention	55	2.80	.779	.105	2.59	3.01	1	4
Total	155	3.23	.802	.064	3.10	3.35	1	5

Table 8: Significance test for differences in brand image.

ANOVA

Hyundai Image

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.463	3	7.154	13.916	.000
Within Groups	77.633	151	.514		
Total	99.097	154			

Table 9: Test of relationship between purchase intention & brand image.

Multiple Comparisons

Dependent Variable: Hyundai Image

Scheffe

(I) group	(J) group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Hyundai owners with repurchasing intention	Hyundai owners without intention	.67*	.201	.014	.10	1.23
	nonowners with intention	.29	.162	.358	-.17	.75
	non-owners without intention	.87*	.139	.000	.47	1.26
Hyundai owners without intention	Hyundai owners with repurchasing intention	-.67*	.201	.014	-1.23	-.10
	nonowners with intention	-.38	.215	.389	-.98	.23
	non-owners without intention	.20	.199	.799	-.36	.76
nonowners with intention	Hyundai owners with repurchasing intention	-.29	.162	.358	-.75	.17
	Hyundai owners without intention	.38	.215	.389	-.23	.98
	non-owners without intention	.58*	.159	.006	.12	1.03
non-owners without intention	Hyundai owners with repurchasing intention	-.87*	.139	.000	-1.26	-.47
	Hyundai owners without intention	-.20	.199	.799	-.76	.36
	nonowners with intention	-.58*	.159	.006	-1.03	-.12

*. The mean difference is significant at the .05 level.

2.3. National image & Purchase intention

Table 10 (page 29) shows the descriptive statistics for Korea's country image for the 4 groups of respondents. The statistical test for significance between these groups is shown in table 11 (page 29). The result shows a strong difference in Korean country image between the groups.

The relationship between country of origin image and purchase (or repurchase) intention is tested in table 12 (page 30). According to the results of the one-way ANOVA test for national image, Hyundai car owners with repurchase intention have a significantly better country of origin image than non-Hyundai owners without purchase intentions. The Hyundai car owners without purchase intention have significantly better national image than those non-Hyundai car owners without purchase intention. The non-Hyundai owner with purchase intention has a significantly better country of origin image than non-Hyundai owners without purchase intention.

The result proves hypothesis H2-1 as there is a significant difference in country-of-origin image between the 4 respondent groups.

Table 10: Descriptive statistics for Korean country image.

Descriptives

National image

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Hyundai owners with repurchasing intention	51	3.33	.589	.082	3.17	3.50	2	4
Hyundai owners without intention	18	3.28	.461	.109	3.05	3.51	3	4
nonowners with intention	33	3.39	.788	.137	3.11	3.67	2	5
non-owners without intention	60	2.60	1.045	.135	2.33	2.87	1	5
Total	162	3.07	.886	.070	2.93	3.21	1	5

Table 11: Significance test for differences in Korean country image.

ANOVA

National image

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.030	3	7.010	10.526	.000
Within Groups	105.223	158	.666		
Total	126.253	161			

Table 12: Test of relationship between purchase intention & country image.

Multiple Comparisons

Dependent Variable: National image

Scheffe

(I) group	(J) group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Hyundai owners with repurchasing intention	Hyundai owners without intention	.06	.224	.996	-.58	.69
	nonowners with intention	-.06	.182	.991	-.58	.45
	non-owners without intention	.73*	.155	.000	.29	1.17
Hyundai owners without intention	Hyundai owners with repurchasing intention	-.06	.224	.996	-.69	.58
	nonowners with intention	-.12	.239	.971	-.79	.56
	non-owners without intention	.68*	.219	.026	.06	1.30
nonowners with intention	Hyundai owners with repurchasing intention	.06	.182	.991	-.45	.58
	Hyundai owners without intention	.12	.239	.971	-.56	.79
	non-owners without intention	.79*	.177	.000	.29	1.29
non-owners without intention	Hyundai owners with repurchasing intention	-.73*	.155	.000	-1.17	-.29
	Hyundai owners without intention	-.68*	.219	.026	-1.30	-.06
	nonowners with intention	-.79*	.177	.000	-1.29	-.29

*. The mean difference is significant at the .05 level.

2.4. Demographic variables & Purchase intention

To test the demographic variables and purchase intention, we used the chi-square to test the relationships between demographics and purchase intention. For Non-Hyundai owners, there is a significant relationship between purchase intention and gender. For Hyundai owners, there are significant relationships between purchase intention and Age and Income levels. The results are shown in tables13 to 22.

Table 13: Non-Hyundai owners Purchase intention and demographics cross tabulation

	Chi-square	D.F.	Significance
Gender	4.870	1	0.027*
Age	2.373	2	0.305
Education Level	0.012	1	0.913
Income Level	0.023	1	0.880

*$p < 0.05$

Using the Chi square test, Table 13 shows that there is a significant relationship between purchase intention and gender for non-Hyundai car owners. The significance level for gender is well below the 0.05 significance level. Other variables have no influence on purchase intention.

Table 14: Hyundai owners Purchase intention and demographics cross tabulation

	Chi-square	D.F.	Significance
Gender	2.950	1	0.086
Age	9.850	2	0.007*
Education Level	1.345	1	0.246
Income Level	4.786	1	0.029*

*$p < 0.05$

Table 14 shows that for Hyundai car owners there is a significant relationship between age and income, and repurchase intention. Both age and income levels have significance values well below 0.05. For Hyundai car owners, gender and educational level have no influence on repurchase intention.

Table 15: Non-Hyundai owners purchase intention & gender cross tabulation

Purchasing intention * Gender Crosstabulation

			Gender		
			male	female	Total
Purchasing intention	0=No	Count	32	29	61
		Expected Count	37.0	24.0	61.0
		% within Purchasing intention	52.5%	47.5%	100.0%
		% within Gender	56.1%	78.4%	64.9%
		% of Total	34.0%	30.9%	64.9%
		Adjusted Residual	-2.2	2.2	
	1= Yes	Count	25	8	33
		Expected Count	20.0	13.0	33.0
		% within Purchasing intention	75.8%	24.2%	100.0%
		% within Gender	43.9%	21.6%	35.1%
		% of Total	26.6%	8.5%	35.1%
		Adjusted Residual	2.2	-2.2	
Total		Count	57	37	94
		Expected Count	57.0	37.0	94.0
		% within Purchasing intention	60.6%	39.4%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	60.6%	39.4%	100.0%

Chi-Square=4.870 D.F. = 1 Asymp. Sig. (2sided)=0.027 E.F. <5 (None)

From table 15, we can see that there are significant differences in purchase intention by gender for non-Hyundai car owners. Significance level of 0.027 is well below the 5% required level. Adjusted residual is positive for purchase intention for males, while the residual for females is negative. For without purchase intention, females have a positive residual value. This means that males are likely to have repurchase intention than females.

Table 16: Non-Hyundai owners purchase intention and age cross tabulation

Crosstab

			age2			
			20~29 yrs	30~39 yrs	over 40	Total
Purchasing intention	NO	Count	25	25	9	59
		Expected Count	22.4	25.0	11.5	59.0
		% within Purchasing intention	42.4%	42.4%	15.3%	100.0%
		% within age2	71.4%	64.1%	50.0%	64.1%
		% of Total	27.2%	27.2%	9.8%	64.1%
		Adjusted Residual	1.1	.0	-1.4	
	Yes	Count	10	14	9	33
		Expected Count	12.6	14.0	6.5	33.0
		% within Purchasing intention	30.3%	42.4%	27.3%	100.0%
		% within age2	28.6%	35.9%	50.0%	35.9%
		% of Total	10.9%	15.2%	9.8%	35.9%
		Adjusted Residual	-1.1	.0	1.4	
Total		Count	35	39	18	92
		Expected Count	35.0	39.0	18.0	92.0
		% within Purchasing intention	38.0%	42.4%	19.6%	100.0%
		% within age2	100.0%	100.0%	100.0%	100.0%
		% of Total	38.0%	42.4%	19.6%	100.0%

Chi-Square=2.373 D.F. = 2 Asymp. Sig. (2sided)=0.305 E.F. <5 (None)

From table 13, we saw there is no significant relationship between purchase intention and age for non-Hyundai car owners. Table 16 shows that over 40 years may have a slightly higher purchase intention, however this is not significantly different to the other age groups.

Table 17: Non-Hyundai owners purchase intention and education cross tabulation

Crosstab

			edu2		
			less High school	over college	Total
Purchasing intention	NO	Count	16	45	61
		Expected Count	16.2	44.8	61.0
		% within Purchasing intention	26.2%	73.8%	100.0%
		% within edu2	64.0%	65.2%	64.9%
		% of Total	17.0%	47.9%	64.9%
		Adjusted Residual	-.1	.1	
	Yes	Count	9	24	33
		Expected Count	8.8	24.2	33.0
		% within Purchasing intention	27.3%	72.7%	100.0%
		% within edu2	36.0%	34.8%	35.1%
		% of Total	9.6%	25.5%	35.1%
		Adjusted Residual	.1	-.1	
Total		Count	25	69	94
		Expected Count	25.0	69.0	94.0
		% within Purchasing intention	26.6%	73.4%	100.0%
		% within edu2	100.0%	100.0%	100.0%
		% of Total	26.6%	73.4%	100.0%

Chi-Square=0.012 D.F. = 1 Asymp. Sig. (2sided)=0.913 E.F. <5 (None)

The significance value (0.913) for Table 17 tells us that there is no significant relationship between purchase intention and education level for non-Hyundai car owners. The differences in adjusted residuals are very small, showing that purchase intention does not differ because of education levels.

Table 18: Non-Hyundai owners purchase intention and income cross tabulation

Crosstab

			income2		
			less NT$40,000	over 40,000	Total
Purchasing intention	NO	Count	42	17	59
		Expected Count	41.7	17.3	59.0
		% within Purchasing intention	71.2%	28.8%	100.0%
		% within income2	64.6%	63.0%	64.1%
		% of Total	45.7%	18.5%	64.1%
		Adjusted Residual	.2	-.2	
	Yes	Count	23	10	33
		Expected Count	23.3	9.7	33.0
		% within Purchasing intention	69.7%	30.3%	100.0%
		% within income2	35.4%	37.0%	35.9%
		% of Total	25.0%	10.9%	35.9%
		Adjusted Residual	-.2	.2	
Total		Count	65	27	92
		Expected Count	65.0	27.0	92.0
		% within Purchasing intention	70.7%	29.3%	100.0%
		% within income2	100.0%	100.0%	100.0%
		% of Total	70.7%	29.3%	100.0%

Chi-Square=0.023 D.F. = 1 Asymp. Sig. (2sided)=0.880 E.F. <5 (None)

From table 18, we can see that there is no significant relationship between purchase intention and income level for non-Hyundai car owners as the significance value is 0.88. This is also reflected in the closeness of the adjusted residuals.

Table 19: Hyundai owners purchase intention and gender cross tabulation

Crosstab

			gender1		
			male	female	Total
Repurchasing Intention	No	Count	8	10	18
		Expected Count	11.1	6.9	18.0
		% within Repurchasing Intention	44.4%	55.6%	100.0%
		% within gender1	18.6%	37.0%	25.7%
		% of Total	11.4%	14.3%	25.7%
		Adjusted Residual	-1.7	1.7	
	Yes	Count	35	17	52
		Expected Count	31.9	20.1	52.0
		% within Repurchasing Intention	67.3%	32.7%	100.0%
		% within gender1	81.4%	63.0%	74.3%
		% of Total	50.0%	24.3%	74.3%
		Adjusted Residual	1.7	-1.7	
Total		Count	43	27	70
		Expected Count	43.0	27.0	70.0
		% within Repurchasing Intention	61.4%	38.6%	100.0%
		% within gender1	100.0%	100.0%	100.0%
		% of Total	61.4%	38.6%	100.0%

Chi-Square=2.950 D.F. = 1 Asymp. Sig. (2sided)=0.086 E.F. <5 (None)

Table 19 shows that there is no significant relationship between repurchase intention and gender for Hyundai car owners. The significance value of 0.086 is close to a significant relationship level so we see higher adjusted residual values.

Table 20: Hyundai owners purchase intention and age cross tabulation

Repurchasing Intention * age range Crosstabulation

			age range			Total
			20~29 yrs	30~39 yrs	over 40	
Repurchasing Intention	No	Count	10	6	1	17
		Expected Count	5.2	7.7	4.1	17.0
		% within Repurchasin Intention	58.8%	35.3%	5.9%	100.0%
		% within age range	50.0%	20.0%	6.3%	25.8%
		Adjusted Residual	3.0	-1.0	-2.1	
	Yes	Count	10	24	15	49
		Expected Count	14.8	22.3	11.9	49.0
		% within Repurchasin Intention	20.4%	49.0%	30.6%	100.0%
		% within age range	50.0%	80.0%	93.8%	74.2%
		Adjusted Residual	-3.0	1.0	2.1	
Total		Count	20	30	16	66
		Expected Count	20.0	30.0	16.0	66.0
		% within Repurchasin Intention	30.3%	45.5%	24.2%	100.0%
		% within age range	100.0%	100.0%	100.0%	100.0%

Chi-Square=9.850 D.F. = 2 Asymp. Sig. (2sided)=0.007 E.F. <5 (None)

From table 20, we can see that there are significant differences in repurchase intention by age for Hyundai car owners. From adjusted residuals, we can see ages from 40~49 years are more likely to have repurchase intention than other age groups. Ages from 20~29 years are more likely to have no repurchase intention. This result clearly shows that older people have higher repurchase intention.

Table 21: Hyundai owners purchase intention and education cross tabulation

Crosstab

			education level		
			Less High school	over college	Total
Repurchasing Intention	No	Count	3	15	18
		Expected Count	4.9	13.1	18.0
		% within Repurchasing Intention	16.7%	83.3%	100.0%
		% within education level	15.8%	29.4%	25.7%
		% of Total	4.3%	21.4%	25.7%
		Adjusted Residual	-1.2	1.2	
	Yes	Count	16	36	52
		Expected Count	14.1	37.9	52.0
		% within Repurchasing Intention	30.8%	69.2%	100.0%
		% within education level	84.2%	70.6%	74.3%
		% of Total	22.9%	51.4%	74.3%
		Adjusted Residual	1.2	-1.2	
Total		Count	19	51	70
		Expected Count	19.0	51.0	70.0
		% within Repurchasing Intention	27.1%	72.9%	100.0%
		% within education level	100.0%	100.0%	100.0%
		% of Total	27.1%	72.9%	100.0%

Chi-Square=1.345 D.F. = 1 Asymp. Sig. (2sided)=0.246 E.F. <5 (None)

Table 21 shows that there is no significant relationship between purchase intention and education level for Hyundai car owners. The significance value of 0.246 is much higher than the 0.05 accepted level so there is no close relationship.

Table 22: Hyundai owners purchase intention and income cross tabulation

Crosstab

			Income level		
			Less NT$40,000	over NT$40,000	Total
Repurchasing Intention	No	Count	13	5	18
		Expected Count	9.0	9.0	18.0
		% within Repurchasing Intention	72.2%	27.8%	100.0%
		% within Income level	37.1%	14.3%	25.7%
		% of Total	18.6%	7.1%	25.7%
		Adjusted Residual	2.2	-2.2	
	Yes	Count	22	30	52
		Expected Count	26.0	26.0	52.0
		% within Repurchasing Intention	42.3%	57.7%	100.0%
		% within Income level	62.9%	85.7%	74.3%
		% of Total	31.4%	42.9%	74.3%
		Adjusted Residual	-2.2	2.2	
Total		Count	35	35	70
		Expected Count	35.0	35.0	70.0
		% within Repurchasing Intention	50.0%	50.0%	100.0%
		% within Income level	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Chi-Square=4.786 D.F. = 1 Asymp. Sig. (2sided)=0.029 E.F. <5 (None)

From table 22, we can note that there are significant differences in repurchase intention by income level for Hyundai car owners. From adjusted residuals, we can see people with income level of over NT$40,000 are more likely to have

repurchase intention than others. People with income level less NT$40,000 are more likely to have no repurchase intention.

VI Conclusion

1. Summary of Research Findings

This research according to the hypotheses test found that those consumers with purchase (or repurchase) intention have higher level of satisfaction then those consumers who don't have purchase (or repurchase) intention. Satisfaction level has significantly different mean between brand loyalty and brand switching consumers. This result confirm that the few article that explore the relationship between satisfaction and repeat purchase behavior find that they are related. Consumers with higher satisfaction level will have higher repurchase intention. On the contrary, consumers consumers that have lower satisfaction level will have no intention to repurchase the brand or product.

The Hyundai owners with repurchase intention have a significantly better Hyundai brand image than Hyundai owners and non-owners without purchase intentions. People with purchase intention have a significantly better Hyundai brand image than those without purchase intention. That brand image or brand perceptions strongly influence buying behavior. This is because of the belief that the perceptions individual customers hold somehow affect their buying behavior.

Generally, it is held that the more positively the marketplace perceives the brand, the more customers will buy.

For the national image, Hyundai car owners with repurchase intention have a significantly better country of origin image than non-Hyundai owners without purchase intentions. The Hyundai car owners without purchase intention have significantly better national image than those non-Hyundai car owners without purchase intention. The non-Hyundai owner with purchase intention has a significantly better country of origin image than non-Hyundai owners without purchase intention. Non-Hyundai owners without purchase intention have worse country-of-orgin image than Hyundai owners and non-Hyundai owners with purchase intention.

This finding explains that halo construct assumes that a consumer's perceptions of the origin country's image directly changes brand attitudes into purchase intention. For Hyundai owners, as experience with Hyundai's product increases, the salience of the country-of-origin cue diminishes. Non-Hyundai owners are not so familiar with Hyundai's product and when intrinsic cues such as product quality are unknown, then extrinsic cues such as country-of-origin cue or brand name will become more salient. The country of origin stereotyping does effect non-Hyundai owners purchase intention and it is often a determining factor in the buying process.

For Non-Hyundai owners: In the demographics variables, there are only significant differences in purchase intention by gender. Males are more likely to have purchase intention than females.

For Hyundai owners: In the demographics variables, there are significant differences in repurchase intention by age and income level. Over 40 years of age consumers are more likely to have repurchase intention than others. Consumers' aged from 20 to 29 years are more likely to have no repurchase intention. In regard to income level, consumers who earn over NT $ 40,000 are more likely to have repurchase intention than consumers earning less than NT$ 40,000.

2. *Research Implications*

Automobiles need change over time, so the producer will be obliged at some point to think about offering different attributes to existing or new market segments, or the same attribute to new market segments. In this fiercely competitive Taiwanese automobile environment, it is a trend for all producers to develop their own differentiated product in order to survive in the market. Therefore, it is the marketer's responsibility to capitalize on the image of their automobile's attributes by promoting the appropriate message to the appropriate target market. Manufactures should not only endeavor to enhance products quality and service quality, but also should be on the initiative to create value for product and service, and then enhance the rate of repurchase and recommendation from customers.

Customer's satisfaction level affects brand loyalty. The more that manufacturers pay attention to their products and after sales service, the higher brand loyalty they could get from their customers. Brand loyalty is very important for a customer's purchase intention and so is country of origin image. Country of origin image affects both purchase intention and brand loyalty.

2.1. Implications for Hyundai Automobile in Taiwan

The first basic implication for Hyundai is to increase the Korean country image. This will lead to stronger brand loyalty and purchase intention. This will not only help Hyundai but also help all other Korean brands, so maybe it should be a government responsibility to promote Korea's country image. Hyundai's best alternative will be to promote its brand image and the Korean country image together. This will create a strong association between the two in lead to a strong purchase intention.

Another more detailed implication for Hyundai is in regard to their marketing strategy. Automobile consumers identified the importance of a car's attributes in the purchase process. The results show that safety level is the most important consideration, followed by dealer service, comfort level, and then features. The general Taiwan consumers however do not agree that Hyundai cars have a good safety level. They also are almost neutral on Hyundai cars having a good comfort level, and good features. However it is believed that Hyundai does have a good dealer service. The implication for Hyundai is to promote their safety level,

features, and their comfort level. They should also maintain promotion of their dealer service levels.

The next implication involves advertising. General Taiwan consumers were neutral about Hyundai having good advertising. From this they should develop better advertising campaigns to increase the image of their advertising. Hyundai car owners identified their sources of information for Hyundai cars. Most people were introduced to Hyundai cars by salespeople, exhibitions or from the TV. Magazines and newspapers were not so high as a source of information about Hyundai cars. Hyundai might consider expanding advertising in this media.

Hyundai needs to maintain satisfaction level for Hyundai car owners. This study has shown that satisfaction is difference between expected performance and the perceived performance of the car's attributes. Therefore actual attributes for Hyundai cars need to be higher than expected. After purchase of a car, Hyundai really only has control over the after sales service attribute. This means that Hyundai should strive to offer the best possible after sales service for Hyundai car owners. This will maintain or increase a consumer's satisfaction level and lead to higher brand loyalty.

3. *Limits of Research*

This research focused on the Hyundai owners who reside in Hsin-chu city in Taiwan. It investigated the satisfaction level, country and brand image and demographic variables affecting the consumer repurchase intention. Due to time

and financial limits, a sample couldn't be obtained from all over the Taiwan region. Future research could enlarge the sample size to include different cities and extend to add other variables such as price, consumer social status, and incentive program variables that affect consumer-repurchase intention (brand loyalty).

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Appendix A: Hyundai Owners Questionnaire

I. 購買及使用汽車之資料 Information for purchase & use of automobile

1. 請問您是不是在汽車製造(銷售)業服務?Do you work for any automobile related industry?
   □ 是 Yes (結束訪問 Finish interview)　　□ 不是 No(續答第 2 題 Continue question No 2)

2. 你家裡共有 _____ 部車 How many cars are in your family?

3. 請問您或您家裡最近一部購買的車車齡約____年____月 How old is your currently purchased car?

   (1) 購買時是 Last purchase was □ 新車 Brand New　□中古車 Used
   (2) 廠牌 Brand_____車型 Model_____
   排氣量 Engine Size
   □小型(1500C.C 以下)Small (Below 1500 C.C)
   □中型(1501~2000 C.C)Medium(1501C.C~2000C.C)
   □大型 (2000C.C 以上)Big (Over 2000 C.C)

   (4) 您是透過那一種媒體知道這部車上市的訊習的? How did you know the information about this vehicle?

   □ 報紙 Newspaper　□電視 TV　□車商廣告 Dealer Ad　□ 休閒雜誌 leisure magazine　□展示會 Exhibition　□ 收音機 Radio　□ 人員介紹 salespeople introduce　□ 戶外看板 Billboard Advertising　□汽車專業雜誌 Automobile magazine　□其它 Others

   (5) 在您或您家裡決定買下,目前這部車前, 曾比較那些廠牌及車型? Before you or your family bought this current vehicle, did you compare with other brands and models?
   (i) 廠牌 Brand_____ 車型 model_____
   (ii) 廠牌 Brand_____ 車型 model_____

   (6) 從以前到現在這部車是您家裡的第_____部車 (若是第一部車請跳答第 5 題) How many cars have you ever owned? (If this is your first car, please go to Question 5)

4. 請問您或您家裡上一部車是在_____年_____月買的 When did you purchase your previous car?

(1) 購買時是 Previous purchase was □ 新車 Brand New □中古車 Used
(2) 廠牌 Brand_____車型 Model_____
排氣量 Engine Size
□小型(1500C.C 以下)Small (Below 1500 C.C)
□中型(1501~2000 C.C)Medium(1501C.C~2000C.C)
□大型 (2000C.C 以上)Big (Over 2000 C.C)

5. 請問您或您家裡會不會在最近一年內換車? Will you or your family buy another vehicle within the next year?
□會 Yes □不會 No

6. 請問您是否會在繼續再買現代汽車 □ 會□ 不會 （務必回答）
Will you continue buying Hyundai car? □ Yes □ No

7. 請問您想下一部想買的車 what kind of vehicle would you like to buy for your next car?
(1) 是 is □ 新車 Brand New □ 中古車 Used
(2) 廠牌 Brand_____車型 Model_____
排氣量 Engine Size
□小型(1500C.C 以下)Small (Below 1500 C.C)
□中型(1501~2000 C.C)Medium(1501C.C~2000C.C)
□大型 (2000C.C 以上)Big (Over 2000 C.C)

II · 個人基本資料 Personal Information

性別 Sex : □男 male □女 female

1. 年齡 age: _____歲 years old

2. 學歷 Education:
□ 國小 (含國小以下) Primary school □ 國 (初) 中 Middle school
□ 高中 (職) High School □ 專科 College □ 大學 University
□ 研究所以上 Graduate study

3. 職業 Occupation :
□ 商工自營或經營者 Management □ 自由業 Self employed
□ 農林魚牧自營者 Agriculture □ 技術勞務工作者 Professional
□ 服務或銷售工作者 Service &sale □ 軍公教 Government worker
□ 家管 Unemployed □ 學生 student □ 其它 Other

4. 個人所得 ：請問您目前每個月的個人收入約爲多少? About how much is your monthly income ? (NT dollar)

☐ 20,000 元以下 ☐ 20,001 元~40,000 元
☐ 40,000 元~60,000 元 ☐ 60,001 元~80,000 元
☐ 80,000 元~100,000 元 ☐ 100,001 元~150,000 元
☐ 150,001 元~200,000 元 ☐ 200,000 元以上

5. 您每月平均個人所得佔您全家每月總收入得比例是 What proportion is your income compare with your family total?

☐20%以下 ☐21~40% ☐41~60% ☐61~80% ☐81% 以上

6. 個人家庭週期 Family Status:

☐ 未婚 Single
☐ 已婚, 尚無小孩 Married without child
☐ 最小的子女未滿 6 歲 Families with preschool children (youngest below 6 yrs)
☐ 最小的子女在 6~18 歲之間 Families with children (youngest one between 6~18 yrs)
☐ 最小的子女已滿 18 歲 Families with children (youngest one over 18 yrs)

III. 下列是您選購車的過程中, 所重視的考慮因素、請依據您的實際情況、在適當的內打[ν]

In the decision-making process for purchase car, what do you think about the following evaluation criteria?

換車之考慮因素 Evaluation criteria	非常不重視 Very unimportant	不重視 Unimportant	普通 Neutral	重視 important	非常重視 Very important
省油 Fuel Economic	_____	_____	_____	_____	_____
折舊低 Low depreciation rate	_____	_____	_____	_____	_____
安全性 Safety	_____	_____	_____	_____	_____
外型美觀 Outward Appearance	_____	_____	_____	_____	_____
性能優越 Features	_____	_____	_____	_____	_____
價格合宜 Reasonable Price	_____	_____	_____	_____	_____

品牌知名度 Famous Brand	_____	_____	_____	_____	_____
操控手感與舒適性 Comfort	_____	_____	_____	_____	_____
保養費低 Low maintenance cost	_____	_____	_____	_____	_____
廣告宣傳文案 Advertisement	_____	_____	_____	_____	_____
同事或親友介紹 Word of Mouth	_____	_____	_____	_____	_____
經銷商的服務態度 Dealer Service	_____	_____	_____	_____	_____

IV. 下列是請問您***購買這部車之後***，對此汽車產品個屬性的滿意度調查 After buying this car, what is your satisfaction about this car product attributes?

	非常不滿意 Very dissatisfaction	不滿意 Dissatisfaction	普通 Fair	滿意 Satisfaction	非常滿意 Very satisfaction
省油 Fuel Economic	_____	_____	_____	_____	_____
折舊低 Low depreciation rate	_____	_____	_____	_____	_____
安全性 Safety	_____	_____	_____	_____	_____
外型美觀 Outward Appearance	_____	_____	_____	_____	_____
性能優越 Feature	_____	_____	_____	_____	_____
價格合宜 Reasonable Price	_____	_____	_____	_____	_____
品牌知名度 Famous Brand	_____	_____	_____	_____	_____
操控手感與舒適性 Comfort	_____	_____	_____	_____	_____
保養費低 Low maintenance cost	_____	_____	_____	_____	_____
廣告宣傳文案 Advertisement	_____	_____	_____	_____	_____
同事或親友介紹 World Mouth	_____	_____	_____	_____	_____
經銷商的服務態度 Dealer Service	_____	_____	_____	_____	_____

1.您對於韓國國家整體形象為何? What do you think about Korean national image?

☐非常差 Very poor ☐差 Poor ☐普通 Fair ☐佳 good ☐非常佳 Very good

2.您對於韓國汽車製造商的形象爲何? What do you think about Korean automobile manufactures image?

現代汽車 Hyundai : □非常差 Very poor □差 Poor □普通 Fair □佳 Good □非常佳 Very good
□ 不清楚 don' t know

起亞汽車 Kia : □非常差 Very poor □差 Poor □普通 Fair □佳 Good □非常佳 Very good
□ 不清楚 don' t know

大宇汽車 Deawoo : □非常差 Very poor □差 Poor □普通 Fair □佳 Good □非常佳 Very good
□ 不清楚 don' t know

Appendix B: Non-Hyundai Owners Questionnaire

I · 個人基本資料 Personal Information

性別 Sex : □男 male □女 female

7. 年齡 age: _____歲 years old

8. 學歷 Education:
   □ 國小 (含國小以下) Primary school □ 國 (初) 中 Middle school
   □ 高中 (職) High School □ 專科 College □ 大學 University
   □ 研究所以上 Graduate study

9. 職業 Occupation :
   □ 商工自營或經營者 Management □ 自由業 Self employed
   □ 農林魚牧自營者 Agriculture □ 技術勞務工作者 Professional
   □ 服務或銷售工作者 Service &sale □ 軍公教 Government worker
   □ 家管 Unemployed □ 學生 student □ 其它 Other

10. 個人所得 ：請問您目前每個月的個人收入約爲多少? About how much is your monthly income ? (NT dollar)
    □ 20,000 元以下 □ 20,001 元~40,000 元
    □ 40,000 元~60,000 元 □ 60,001 元~80,000 元
    □ 80,000 元~100,000 元 □ 100,001 元~150,000 元
    □ 150,001 元~200,000 元 □ 200,000 元以上

11. 您每月平均個人所得佔您全家每月總收入得比例是 What proportion is your income compare with your family total?
    □20%以下 □21~40% □41~60% □61~80% □81% 以上

12. 個人家庭週期 Family Status:

☐ 未婚 Single

☐ 已婚, 尚無小孩 Married without child

☐ 最小的子女未滿 6 歲 Families with preschool children (youngest below 6 yrs)

☐ 最小的子女在 6~18 歲之間 Families with children (youngest one between 6~18 yrs)

☐ 最小的子女已滿 18 歲 Families with children (youngest one over 18 yrs)

7. 請問您是否曾考慮過，購買韓國現代汽車？ Have you ever considered buying Korean Hyundai cars? ☐ 是 Yes ☐ 否 No

II. 下列是對韓國現代汽車,此品牌知覺的描述， 請依據您的實際情況, 對於韓國現代汽車您的想法爲何? 在適當的__內打[ν] 若以下描述，您不同意請在不同意欄__內打[ν]
The following are descriptions Korean Hyundai automobile brand perception, what is your perception of Hyundai Automobile brand?

	非常不同意 Very disagree	不同意 disagree	普通 Neutral	同意 agree	非常同意 Very agree
很省油 Good Fuel Economic	_____	_____	_____	_____	_____
折舊低 Low depreciation	_____	_____	_____	_____	_____
安全性高 Good safety level	_____	_____	_____	_____	_____
外型美觀 Nice outward appearance	_____	_____	_____	_____	_____
性能優越 Good Features	_____	_____	_____	_____	_____
價格合宜 Reasonable Price	_____	_____	_____	_____	_____
品牌知名度高 Famous Brand	_____	_____	_____	_____	_____
操控手感與舒適性佳 Comfort	_____	_____	_____	_____	_____
保養費低 Low maintenance cost	_____	_____	_____	_____	_____
廣告宣傳文案佳 Good Ads	_____	_____	_____	_____	_____
口碑好 Good Recommendation	_____	_____	_____	_____	_____
經銷商的服務態度及形象佳 Good dealer service and image	_____	_____	_____	_____	_____

III.國家形象及韓國汽車製造商形象 Korea national image and Korean automobile manufactures brand image

1.您對於韓國國家整體形象爲何? What do you think about Korea national image?

□非常差 Very poor □差 Poor □普通 Fair □佳 good □非常佳 Very good

2.您對於韓國汽車製造商的形象爲何? What do you think about Korean automobile manufactures image?

現代汽車 Hyundai : □非常差 Very poor □差 Poor □普通 Fair □佳 Good □非常佳 Very good
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大宇汽車 Deawoo : □非常差 Very poor □差 Poor □普通 Fair □佳 Good □非常佳 Very good
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