

**A STUDY ON THE IMPACT OF COUNTRY OF ORIGIN ON
CONSUMERS PURCHASE INTENSION
(SPECIAL REFERENCE TO PURCHASING OF ELECTRICAL PRODUCT
IN BADULLA DISTRICT)**

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ABSTRACT

The main objective of this study is to identify country of origin is how to impact for the consumers Purchase intention of Electrical product. To study this topic the researcher use the model with three independent variables such as attitude, perception, product evaluation and those variables how to impact the dependent variable of purchasing intension.

To successfully investigate this research topic researcher use past finding related to this topic. It provides great support to continue this research by providing enough evidence to relationship between country' of origin and consumer purchase intension.

The sample consist 200 customers in who have use Electrical product for their day to day life in Badulla district. Further the researcher use personally administered questionnaire with five point scale answers for this study.

The collected data is analyzed by the researcher to obtain the related statistic values. Here researcher use Cronbach alpha value to test the reliability of questioner, multiple linear regression analysis to test the hypothesis and correlation analysis to assess the validity of the model. Further the researcher uses frequency analysis to describe all the question includes in the questionnaire how to affect for the consumer purchase intention of electrical product

According to the collected primary data for this study customers attitude toward COO, perception of COO and product evaluation by using COO significantly affect the purchasing intention of electrical product customers. Among this factors attitude toward the COO is most important factor it impact 0.922 for consumer purchasing intention. As well as product evaluation also impact on consumer purchasing intention. Value is 0.272. Perception towards COO also impact on purchasing intencion by 0.491. According to the research findings, all the independent variables (country of origin) effect 0.769 to the purchasing intention of electrical product.

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