

Public Abstract

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Graduation Term: SP 2009

Department: Textile and Apparel Management

Degree: MS

Title: Brand Origin and Consumers' Perceptions of Apparel Product Attributes Related to Quality

This study examined the influence of perceived brand origin, or where consumer perceive the corporate headquarters are for a brand on consumers' perceptions of apparel product attributes related to quality. This study particularly focuses on brand origin as a potential cue that consumers use to evaluate the quality of apparel products from three countries: United States, China and Italy. The results of this study concluded that consumers rated brands with Italian origins the highest in quality, brands with United States origins where rated second highest in quality and brands with Chinese brand origins where rated the lowest in quality. The study also concluded that the more educated and the longer a consumer lived in the United States the more a consumer thinks about the brand origin of a product. This study's' results also indicated that a consumers' age, gender, income, ethnicity and ethnocentrism did not affect their perceptions of apparel product quality based on brand origin. Thus, it can be inferred that brand origin does play a large role when consumers' are making inferences about the quality of an apparel item.