
ABSTRACT

Globalization presents considerable challenges and opportunities for all international marketers. As the current economic environment become more competitive in China, masses of foreign brands gained access to Chinese markets. Consumers in China seem to possess an increasing demand for the purchase of foreign-branded product. This study seeks to examine the willingness to buy of Chinese consumers for foreign-branded products in China. Specifically, the purpose of this study is to contribute to existing literature by examining the purchase intentions of Chinese consumers for a foreign-branded product, Dove chocolate. The research used a questionnaire to survey 400 respondents who have bought Dove chocolate from ten CR vanguard supermarkets in Xi'an city, Shaanxi province, China. Pearson Correlation Coefficient analyses were used to analyze the data obtained from the research.

The result of this research provides insights into the significance of positive impact in the perceived value for money on consumer's willingness to buy, product beliefs has a positive relationship with willingness to buy, and world-mindedness has a stronger relationship with willingness to buy. In addition, foreign country image has a positive relationship with product beliefs. The results of this research are reported along with significant implications for foreign enterprises marketing managers. The information will help them to have a better understanding about Chinese Consumers' perception and attitudes towards foreign brands. Meanwhile, local brands companies must find new strategies to increase their awareness and competitiveness with foreign brands.