

ABSTRACT

It has been widely speculated that buyer's product evaluation is based on the extrinsic cues (Price, brand name and store name information) when they do not have enough time, knowledge and intrinsic cues information of product. This study examines the effect of price, brand name and store name information on perceived quality, perceived value and willingness to buy in the case of consumers of sandal in Ho Chi Minh City.

There are three independent variables(price, brand name and store name) to be tested with the three main groups of dependent variables (perceived quality ,perceived value and willingness to buy. The research uses experimental technique with applying the convenience sampling method all together 585 questionnaire are distributed to the buyer's of sandal product in Ho Chi Minh Market.

One_way ANOVA is used to test the effect of price, brand name and store name information on buyer's product evaluation. MANOVA is used to test the combine effect of price, brand name and store name on dependent variables

The research result shown that there is a positive relationship between **price** and buyer's perceptions of quality , value and willingness to buy.

A significant **Brand name** effect on those three dependent variables.. In contract , **Store name** have no effect on the perceived quality, value and willingness to buy.

In term of the combines effects ,suggesting that the **effect of price** on perceived quality is greater in the single cue than multiple –cue, in contract the effect of price on perceived value and willingness to buy is not greater in single –cue than Multiple -cue . The result in **brand effect** on perceive quality, perceived value and willingness to buy all is greater in the single-cue than in multiple –cue and the **effect of store** on perceived quality is not greater in the single –cue(SC) than Multiple –cue(MC), for the perceived value ,the effect of store in SC is not greater in SC than all conditions but SC is greater than in Store and Brand conditions and willingness to buy is not greater in the single – cue only than Multiple cue.

The research finding that the buyer's often use price and brand name information on their product quality evaluations and intend to buy when the buyer's are less familiar with a product lack of experience. This research finding out that the buyer are relied on price for their perceived quality but it is not for their perceived value and willingness to buy and the buyers of sandal are more rely on familiar information cues of brand name to assess the sandal 's worth and purchase intentions.

