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THE ADVANTAGES OF USING BEST-WORST MODEL FOR HYBRID PRODUCTS

Abstract:

Purpose-the aim of this paper is to highlight the advantages of using Best-Worst Model to find out the importance of country of origin of hybrid products for specialists

Design/Methodology/Approach-quantitative methods: questionnaires. SPSS was used for computing the scores and to check out if the gender or age has an influence on the scores.

Findings- for specialists or consumers familiar with products, country of origin is of low importance, it is less important comparing to price or quality and it doesn't have a significant effect on buying intention.

Practical implications-the paper is very for researchers, it was proved that Best-Worst Model is more objective than other types of survey.

Originality/Value-the application of the Best-Worst Model on specific categories of goods.

Keywords:

Best-Worst Model, consumer behavior, hybrid products

JEL Classification: B41, C83