NORD University

MASTER'S DEGREE THESIS

Consumer Purchase Intention: An empirical study of consumer buying behaviour respect to Country of Origin, Brand Awareness, Brand Loyalty, Brand Image, and Perceived Quality.

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ABSTRACT

Purpose: The purpose of this study is to investigate the simultaneous impact of country of origin (COO), brand awareness (BRA), brand loyalty (BRL), brand image (BRI), and perceived quality (PRQ) on consumer purchase intention while buying personal laptop.

Design/methodology/approach: This study used an online survey where 173 respondents evaluated laptop brand based upon the country of manufacture. Relationship between the factors are tested using statistical tools.

Findings: Consumers are very sensitive when it comes to buying goods and value the branded products manufactured in different countries. The empirical findings show that Country of Origin, Perceived Quality, and Brand Loyalty have a significant positive impact on Consumer Purchase Intention. Similarly, Brand Image, and Brand Awareness has negative impact in Consumer Purchase Intention.

Research limitation: The paper used limited information for product's explanation and the results is based on only 173 respondents. The findings should be expanded.

Practical implication: Through my study business community can analyze the market trend of consumer buying behaviour towards personal laptop brand.

Keywords: Country of origin, Brand awareness, Brand Loyalty, Brand Image, and Perceived Quality

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CHAPTER 1: INTRODUCTION

1.1 Background of the study

In the recent years, the term of "Country of origin" is affecting so much in the purchase intention of the consumers. The increasing globalization has increased the importance of brands in the domestic and international market, where the brand from one country is easily available on the market to the consumers in the other countries. Khalid and Michael (1998) define the core concept of country of origin and its impact on performance of branding. He mentioned that the both brands and country of origin are essential element of consumer's purchase intention in terms of preferences and quality. Company image represents the market structure, knowledge, and belief that are directly connected with the consumers (Al-Sulaiti, 1998). Therefore, it is important to understand the needs of the consumers and their product evaluations. The information about the country of origin helps the consumers to understand the product quality and price setting. For example, consumers may use the information to determine which company's product is good in terms of quality, price, design, and services. Country of origin is essential in certain brands. For example, IBM, and Sony signify the US and Japanese origins (Al-Sulaiti, 1998).

Country of origin plays key role persuading the consumers for buying the products of specific company, whether the products reflects the strong brands or weak brands. Managers are responsible for developing the good marketing strategies. This heightens the importance of company image among the consumers. The brand with negative company image is less favorable among the consumers (Kim, 1995).The product evaluation is affected by the company's performance, meaning the company image will affect the consumer's opinion about the brand of the specific country. The company should understand the existing interrelation between consumer's country image and consumer's based brand aspects. However, it has become important to understand the effects of country of origin on the consumer brand aspects (brand image, brand loyalty, perceived quality, and brand awareness) as well as the importance of the brands which are given less importance, meaning in other developing countries, some products are supplied and sold at cheaper price to get the cost advantage (Pappu, 2006).

According to David (1992), brand aspects are determined in three ways: 1) brand aspects provides the information about the company's product; 2) the knowledge about the product can increase the consumers trust and interest in buying the same product over time; 3) brand aspects such as perceived quality helps the company to know if the consumers are satisfied with the company's brand or not (David, 1992). The consumers and branded product shows the relationship between the country of origin and brand aspects. The country of origin reflects the brand name and is responsible in influencing the customers to buy the brand. For example, German is best known for building good cars, French for producing best wine, the Swiss for the watches, and Japanese for electronic devices (Schutz, 2013).

Country of origin and product are often associated with each other where the consumers are busy in finding out how the one company product is different from other one in terms of attributes, design, services, quality, and price. Therefore, the country of origin image of a product has impact on product's brand equity. The company should more focused on developing effective marketing tool based on the consumer's awareness, loyalty, attitudes of associated place and people. Large numbers of authors have stated that country of origin impacts consumer's perception towards the product quality and services. Perceived quality is an essential element of brand aspects. It provides the consumers reason to buy the company's product by adding more value on the product. It is also stated that consumers preferred those company's brand which is strongly associated with the product category. Consumers perceived the quality according to the country of origin of the brand, and they demand the branded product partly based on country of origin, and the reason for this can be the attributes, design, and services (Pappu, 2006).

This study examines how the country of origin and the brand aspects, such as perceived quality, brand image, brand awareness, and brand loyalty affect the consumer's purchase intention. Hence, the purpose of this study is to investigate the impact of the brand aspects on consumer's purchase intention.

1.2 Research question

In the fast-changing market, it is difficult for the company to maintain its position because of new marketing trend, customer's satisfaction and changing demand. So, in this situation a better planning for studying the consumer's purchase intention became more important for the brand which relies on its company's image. To overcome the growing challenges in the

business environment it is important to understand the concept of branding aspects and how it can relate to consumer's purchase intention. The purpose of branding is to maintain the customer's loyalty and increased the brand awareness, thus maintaining good brand image in the market. The study will also investigate brand aspects which persuade the consumers to choose more than one company product available in the market. The focus of this research is on consumers' willingness to buy and satisfaction which directly concerns on purchase intention, in the context of the issues some questions are arises: What is the impact of each branding aspects and country of origin of product on consumers purchase intention? What are the implications in terms of how this study can help satisfied customers to continue to buy such products?

- A study of the effect of branding and country of origin upon the purchase intention of consumers?

The main objective of this research is to find answers about purchase intention of consumers concerning their willingness to buy a product concerning which aspects determine their buying intention. To examine the consumer's purchase intention, I decided to choose international students from different countries. For product category, I decided to choose laptop, and USA, China, Japan, and Taiwan for product country of origin. The reason for this is different production method i.e. product knowledge, technology, culture, demographic effects, skilled labour that the companies used at time of producing the same products. Students are aware with many computer brands, so the choice of the study is to find out the choice of computers brands, country of origin, and the aspects that influence the purpose to buy a likely brand of a personal laptop.

1.3 Justification for the study

The main reason of this research topic is these days a lot of different companies that, are present on the market with different brands this can lead to high competition and market threat. Increasing market threat and competition means the company should tend to deliver quality products with different country of origin in the market considering customer needs, wants, attitude, and social class. The research area with branding and purchase intention is wide, and that is the reason to the focus on different brand aspects. To limit the research area the focus is on branding aspects and how it is related to the country of origin. There is different method for the company to maintain the branding position in the market. It depends on how the company develops the strategic plan and how successfully they implement their plans to satisfy the consumer's needs. While

introducing the new brand product in the market the company should be sure about how their product is different and why it should be appreciated by the consumers.

1.4 Scope of the study

The thesis is written to evaluate the attitude and perception of the international students from Norway, Nepal, Pakistan, Africa, China, Japan, and India living in Norway. The thesis scope is limited to sample (n= 173) that consists participation of the students from different countries. The data will be collected through a survey by asking questions about how the brand awareness, brand image, brand loyalty, perceived quality and other factors related to attitude, country of origin, and brand image can affect the purchase intention of students.

1.5 Organization of the study

This study is structured as follows:
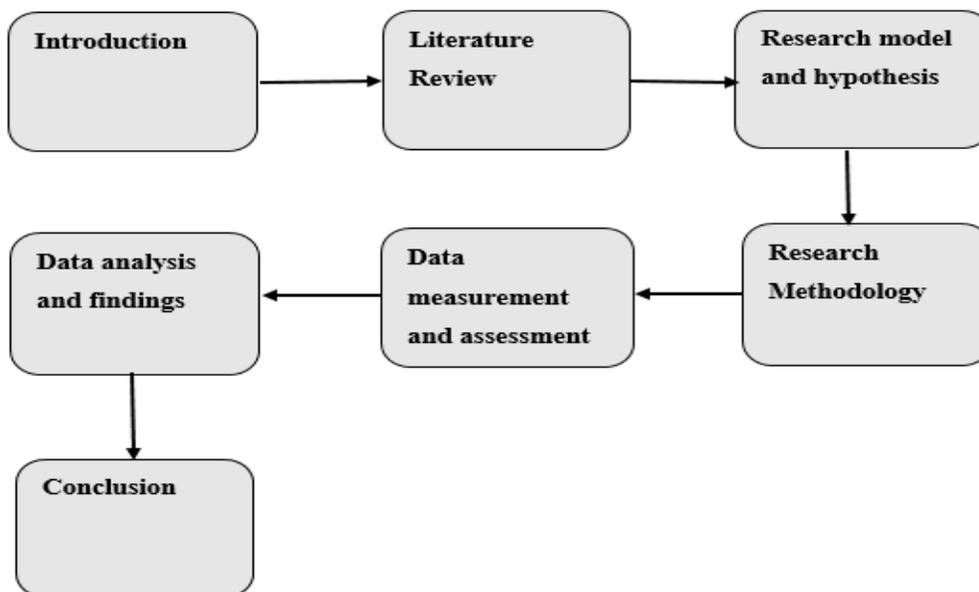
Figure 1.1: The study structure

The **first chapter** – Introduction- gives the reason for choosing the topic as the interest and provides background information about the country of origin, brand aspects, consumer's purchase intention, and the product. This is followed by the discussion about the problems and questions which leads to the main purpose of the research paper.

The **second chapter** is literature review, and consists of information reviewed from the books and scientific articles. There will be a detailed explanation of the brand aspects of the research, which are: brand awareness, brand loyalty, brand image, and perceived quality upon the country of origin, and it includes the theoretical framework of traditional "Theory of purchase intention" (Theory of planned behavior) with the overview of brand aspects as important factors as consumers, and the country of origin. For this theory of purchase intention will be extended with the variables such as the demographic effects, willingness to pay. The problems in the consumers purchase intention are also studied. They will later be used to reach conclusions about the most applicable brand aspects according to the consumers upon the country of the origin.

The **third chapter** will present the research model and hypothesis of the study. We will also examine their reliability and validity.

The **fourth chapter** will describe the methods that have been used in the study and the reason behind it. This study is based on the quantitative method. There will be an argument about the validity and reliability of the research methodology. The data collection procedures of sampling will also be presented.

The **fifth chapter** presents the data measurement and assessment.

In the **sixth chapter**, the study is based on the findings done for the quantitative study in the form of Google forms which include the structured and semi- structured questions. The Google form was sent among the students living in and outside Norway.

In the analysis part, the different brand aspects will be studied. Furthermore, the consumer's purchase intention, brand aspects, and other factors such as demographic effects, willingness to pay will be argued and analyzed. The evaluation will be done upon the importance of the brand aspects based upon the country of the origin to draw the conclusion and for further research.

In the **seventh chapter**, the conclusion part shows the importance of brand aspects among the consumers, and the ideas and knowledge we gained from the different survey. This part will also provide the answer to the research question that is collected through the secondary data. The summary will be based on the findings, discussions, justification, and organization of the study. This part will provide the delimitations faced during the research time. Suggestions for the further research will be provided relating to the importance of brand aspects for the consumers upon the country of the origin.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter is divided into several parts. Firstly, the general discussion of the consumer purchase intention theory and Theory of Planned Behaviour is discussed. It is followed by the consumer decision making and the factors (demographic effects, willingness to buy) that could influence the consumers purchase intention. The model is drawn based on the consumer decision making process. Subsequently, the relationship between the country of origin and brand aspects (brand awareness, brand image, brand loyalty, and perceived quality) is discussed. More specifically, the motive of the research paper is to study the consumer's purchase intention according to the brand aspects and product brand made in different countries.

2.2 Consumer purchase intention

Purchase intention referred to the consumer's willingness to purchase a product. The author (Spears, 2004) defines purchase intention as a conscious planning or an effort made by the consumers while purchasing a product. Likewise, the purchase intention is stated as a subjective concept and is widely used for studying the consumers buying behaviour. The consumer's product purchase intention is characterized to study their willingness to purchase the product, hence it is considered as a key factor for studying the consumer's purchase intention. Fishbein & Ajzen (1975) adds that the purchase intention is an important indicator to examine the effectiveness of the consumer's buying behaviour (Fishbein, 1975).

Consumer's behaviour should be studied to forecast the changes affecting the consumer purchase intention. The consumer purchase intention is categorized into three stages: Pre-purchase, purchase, and post-purchase. Different consumers act differently when it comes about purchasing product brand. The purchase intention is determined by the different consumers buying behaviour, and they are information contact, product contact, transaction, and communication. Besides the behaviours, previous research indicated that consumer purchase intention is significantly affected by country of origin, brand awareness, and demographic effects. And, these factors are considered important in marketing aspect for influencing the consumer's perceptions, attitude, and lifestyle. Similarly, brand is an essential element for consumer's purchase intention (Kotler, 2007).

The author (Pappu, 2006) suggests there is close relationship between product brand, consumer based brand aspects, and country of origin. However, the marketing literature fails to explain how the country of origin can affect the consumer's purchase intention (Pappu, 2006).

Intense globalization and high competition in the branding areas can bring a lot of marketing challenges, such as brand awareness and brand loyalty. The best way to resolve this branding issue is predicting the purchase intention of the consumers. This can help the companies to focus more on the consumer's purchase intention meeting the consumer's expectation and demand. However, it is not enough for the company to have good branded product in the market, the company (origin of product) also need to focus on how the branded product will be presented and how it can be designed so that it can satisfy the large number of consumers (Cohen, 2011). That is why predicting the consumer's purchase intention and how the branding aspects are related to the country of origin is so important. Even if the different branded products are available in the market, the consumer chooses to buy only one product that is superior among all. Sometimes the product from the company can be like the product of another company. The price of the product varies per the company, for example if the consumers decided to buy the Samsung Galaxy S2 phone, the PlayStation 3, Samsung Galaxy Tab 10.1 tablet, and Canon Power shot s95 camera at the same time it would cost him/her $ 1757 in Tokyo; $ 1969 in New York City; and $2012 in Dubai (Sahajwani, 2012).

And this area of interest leads to some questions, which company brand is best for the consumers? Which brand the consumers find more valuable and qualitative that increase their willingness to buy the product? And how the brand from one company is different and superior in quality than other ones? For achieving success in the business, the company must be able to deliver the product that can last forever in the consumer's mind. The company aim should always be retaining maximum consumers depending on the products brand and country of origin. However different branded products of different country of origin are available in the market which creates the difficulty to the consumers in choosing and differentiating the one product from another. This somehow can create the competition between the companies and competitors. By focusing more on the consumer's needs and wants can help the company to build good brand image this will later increase the brand awareness and brand loyalty among the consumers (Kotler, 2008). The (Oliver,

1997) stated that consumer's behavior intention as the possibility of consumers to repurchase the product, and recommending friends and family members to purchase the product soon.

2.3 Theory of Planned Behaviour

In apply the Theory of Planned Behaviour (TPB) stated that the purchase intention is the key indicator that influence the consumer's buying behaviour (Ajzen, 1991). In 1967, Fishbein proposed the "Theory of Reasoned Action" which only aims to study an individual belief and attitude based on the behavior and subjective norm (Fishbein, 1975). Later the theory of reasoned action was formulated into theory of planned behaviour by Icek Ajzen (Ajzen, 1991).

In applying Theory of Planned Behaviour (TPB) claims that the attitude, perceptions, and subjective norm are the main factors that affect the consumer's purchase intention followed by their actual behavior. The author has identified the role of purchase intention has significant impact on the consumer's buying behavior i.e. perform or not to perform. The theory also defines the consequences of attitude and subjective norms on purchase intention over consumer's behaviour. These factors (attitude, subjective norm, perceived behavioral control) determined purchase intention, and succeeding in forecasting the consumer's behaviour. Based on different studies in buying behaviour of product (laptop), this study will use the "Theory of Planned Behaviour" as theoretical framework to find out the consumer's attitude and perception about the product manufactured in different countries. Similarly, the theory of planned behaviour would be used to draw out the impact of other variables such as country of origin, brand awareness, product knowledge, and demographic effects. Furthermore, the Theory of Planned Behaviour has three main variables and they are: attitude, subjective norm, and perceived behavioural control (Ajzen, 1991).
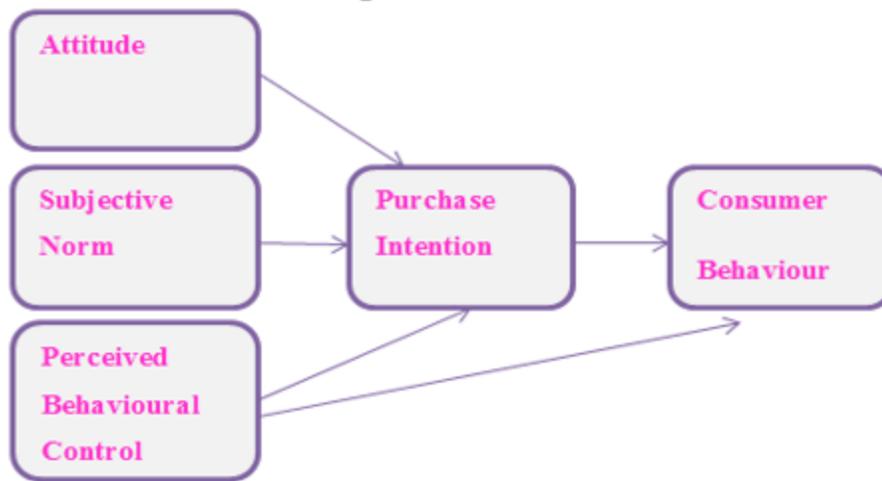
Figure 2.1: The model of Theory of Planned Behaviour (Ajzen, 1991)

The first variable is attitude, and it is defined as the psychological state of mind that indicates positive and negative evaluation of the behaviour over the lifetime. Attitude towards the usage of the product is basically based upon belief about the effect resulting from the purchase intention of the consumers. The positive and negative evaluation of the product is only possible when an individual is engaged in certain kind of behaviours. The behaviour can be communication, information sharing, and product contact with the consumers (Ajzen, 1991). The researcher has stated that the consumer's behaviour and attitude are the most significant factor in measuring the consumer's purchase intention of product. Fang and Alvin (2009) add the consumers with positive attitude to buy product has more possibility to increase the buying rates than those consumers who pretend that they are not interested in buying the same product. The knowledge about the product shows the consumer's intention of purchasing that product, and somehow it is considered as the best way to increase product demand among the new consumers. In short, brand awareness and product perception are important to forecast the consumer's attitude towards buying the product brand (Lee, 2009). Researchers have most frequently used the planned behaviour theory to explain that product knowledge, brand image, brand awareness, and country of origin which has strong impact on the consumer's intention in buying the company's product. In general, it has been stated that attitude has significant impact on the consumer purchase intention of products based upon the country of origin. The consumer's attitude or behaviour has positive relationship with the purchase intention of product, so it is necessary to study which determinants (variables) have strongest impact on the country of origin products (Lee, 2009).

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The second variable in the model of the theory of planned behaviour is the subjective norm. Subjective norm is the function of the perceived opinion required to perform the decision-making process. The norms can be spouses, friends, colleagues, family members who somehow or likely to affect the purchase intention of the consumers (Ajzen, 1991). The subjective norm is considered as perceived social pressure that helps consumers to decide whether to perform or not to perform the behaviour. Consumers purchase behaviour are considered right and wrong based on the social influences. For example, if consumers believe that his/her friends are important to them then they think of buying the same product that his/her friends recommend to them, and vice versa. It can be any product either made in the country or outside the country. This proves that the social influence has more power to affect the purchase intention of products based on the country of origin. The author suggested that subjective norm has positive impact toward the purchase intention of product. Some researcher stated that there is no connection between the two variables: subjective norm and attitude towards the purchase intention of the product (Sundqvist, 2005). However, another study, (Fishbein, 1975) added that subjective norm and purchase intention are highly correlated with each other, and can be affected by social influences (friends, family members, colleagues). Likewise, it is also stated that norm and values influence the purchase intention towards buying the product made in different countries. He further stated in their research that subjective norm has positive impact toward the purchase intention of product among the consumers of different countries (Fishbein, 1975).

The third variable of purchase intention is perceived behavioural control. It refers an individual's perception of difficulty or effort while performing a specific behaviour. Researcher have most frequently depended on the theory of planned behaviour to explain the consumer's perceived behavioural control over which product to purchase, and how it can influence the consumer's purchase intention (J.Frewer, 1998). Another study (Ajzen, 1991) shows that perceived behavioural control is used to measure the consumer's purchase intention on country of origin products. Moreover, he stated that purchase intention is affected by perceived behavioural control. The author also explained that purchase intention is influenced by perceived behavioural control. In other words, consumers who perceived behavioral control more are more likely intent to purchase the product of different countries. Author Ajzen (1991) further stated this might be because the consumers have more buying experience, product knowledge, and are more concerned about the company's brand image (Ajzen, 1991).

Based on the TPB theory, the main motive is to study the consumers purchase intention, but sometimes, purchase intention is only affected by one variables and it can be attitude, perceived behavioural control, or subjective norms. In relation to these variables, Theory of Planned Behaviour has been used in different studies, and provides information that is basically used to evaluate the consumer's behaviour (Ajzen, 1991). Theory of planned Behaviour not only provides the information but help the marketer to solve ethical issues and understand the consumer's behaviour. For example, sometimes consumers made their buying decision based on what they see, for suppose some consumers may look for price, design, features before purchasing company's product but some consumers might not. All in all, theory helps the marketer to understand the behaviour in relation to attitude, subjective norms, and perceived behavioural control. It also helps the researcher to study the impact of each variable (attitude, subjective norms, and perceived behaviour control) on the purchase intention and behaviour (Ajzen, 1991).

In this thesis, the Theory of Planned Behaviour is constructed with the following variables: country of origin, brand image, brand awareness, brand image, perceived quality, and demographic effects.

2.4 Consumer decision making

The consumer decision making process is defines as the process of going through different alternative options before buying a product. It considers factors that can affect the consumer's buying decision. The author (Kotler, 2005) present five steps which are necessary for consumer decision making process. These include need recognition, information search, evaluation of alternatives, product choice, and post purchase evaluation. The steps are important because it helps the marketer to interact and understand the consumer's purchase intention relating to product brand and service. The consumer's buying decision can be different based on the product type, consumer's taste and preference, and even the financial status. So, the marketer should follow these steps properly to: help the consumers to get the desired product and close the sale (Kotler, 2005).

The five steps are as follows:

Step 1: **Need recognition:** This factor defines the buying of product and services when consumers are open to internal and external stimulus.

Step 2: Information search: The consumer identifies his need and wants, and start gathering the information to satisfy it.

Step 3: Evaluation of alternatives: This focuses on selecting right kind of alternatives and evaluating them to find suitable brand and product.

Step 4: Product Choice: Consumers decide to buy the product. It defines whom and from where the consumers are going to make the purchase decision.

Step 5: Post purchase Evaluation: The consumers made the product evaluation or analysis to check whether the product and brand satisfies his/her need or not? The product evaluation is also done to meet the consumer's expectations regarding the product and services.
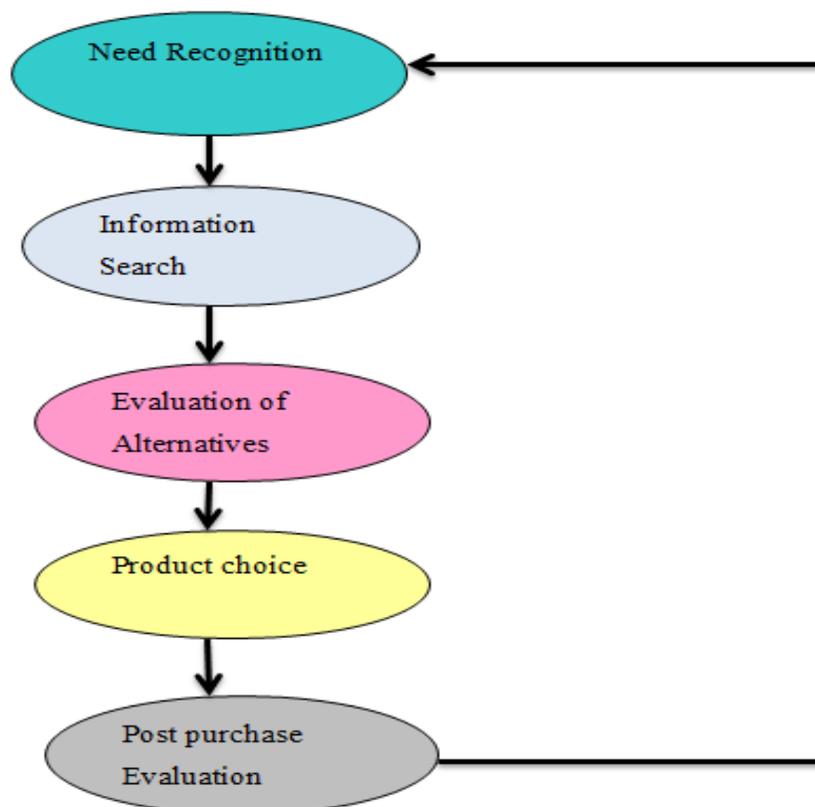
Figure 2.2: Consumer decision making process (Kotler, 2005)

2.4.1 A model of consumer decision making

The author (Schiffman, 2012) presents three components in the consumer decision making model; they are input, process, and output [Figure 2.3]. The input stage defines the consumer's ability to identify the product and refers to the external influences and sources of information; the company's

marketing efforts (price, product, promotion, place), and external influences on the consumers (family, friends, social class, culture and subculture, non-commercial sources). However, firm's marketing efforts focused on how to persuade consumers on buying the product (Schiffman, 2012).
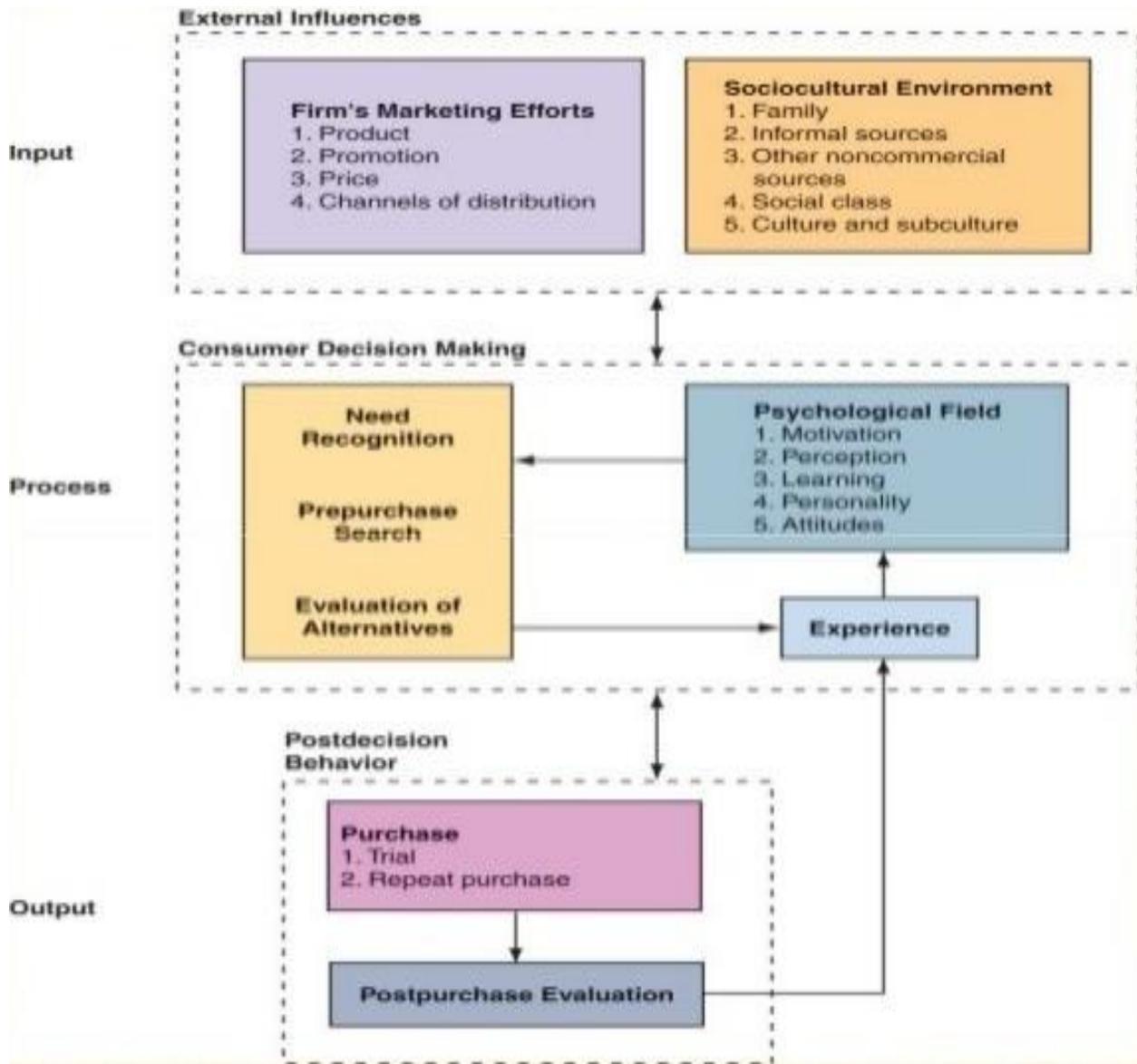
Figure 2.3: A model of consumer decision making: (Schiffman, 2012)

The consumer decision making model is concerned about how the consumers make the purchase decision, and how the marketer can develop the marketing strategy to meet the consumer's needs, wants, and desires. The psychological field consists of different factors such as motivation, perception, learning, personality, and attitudes which can affect the consumer's decision making

process. The process stage also defines how the external factors from input stage can affect the consumer's recognition of a problem/need, pre-purchase search for information, and evaluation of alternatives (Schiffman, 2010). Pre-purchase search helps the consumers to identify their needs for present choice of the product. In general, the pre-purchase search decision is concerned with consumers (his/her) memory, and experience. The external sources such as newspaper, articles, internet surfing, and asking friends can also be used to determine the current choice for the product. The psychological factors (emotional, behavioral, cognitive, and personality) contributes to consumer's decision making process. The psychological factor has positive relationship between consumer's purchase intention and buying decision. In other words, the higher the psychological risk meaning greater chance of having negative impact on the consumer's purchase intention and decision making process (Lin, 2009). The need recognition is important to identify the consumer's problem, and the problem results when the consumers identifies difference between their current need and desire for the product they want to purchase (Solomon, 2013).

There are two type of problem recognition styles; actual state type and desired state type. In actual state type consumers identify the product's problem when the product fails to implement, whereas in desired state type consumers wish for some change in the product. The consumers wish to use the experience for the buying the product. However, if the consumers didn't find his/her memory or experience helpful for buying the product then they can approach the external environment for the help (Schiffman, 2012).

The post-decision behaviour activities consists two stages of output, and they are purchase and post-purchase evaluation (Schiffman, 2010). In the purchase behaviour, the consumers will make the selection of the product they want to make purchase. The consumers make the purchase decision based on their demand and needs. They can change their mind, buy the product, or cancel buying the product if they didn't like the product. In such case, it becomes marketer's responsibility to present the simple and effective product in the market. It can increase the future purchase and reduce the competition (Schiffman, 2010). Likewise, the post-purchase evaluation presents the consumer's satisfaction and dissatisfaction with the product. The consumer's dissatisfaction can stop them from selecting the product. The post-purchase evaluation results of three outcomes: 1) product performance (the benefit the consumers get directly from buying the product), 2) product price (the benefit the consumers getting from the consumption of the direct

product or services), and 3) product benefit (the benefit the consumer gets at the time of making purchase). The consumer's high expectation for getting the desirable product can sometimes leads to the situation of disconfirmation. Disconfirmation defines the consumer's disapproval from buying the product only in the case when the product performance fails to meet the consumer's expectations. The disconfirmation often can be of two types: positive disconfirmation (the consumers get more than they expected from the product purchase), and negative disconfirmation (the consumers didn't get what they expected from buying the product).

In addition, finding the right product for the consumers is often a difficult job because there are many consumers who hardly get satisfied from the product use. There are some key factors that affect consumer's purchase intention (buying behaviour). These includes demographic variables (age, gender, occupation, education), personality variables (attitude, innovativeness, psychological, lifestyle), product characteristics (product knowledge, product type, brand, price, quality, design, differentiation), and environmental characteristics (culture, normative social influence legal, regulations, political). These factors are considering to be the most effective factor in building the consumers relationship. For example, more product knowledge the consumers have about the product, the more satisfaction the consumers get from it. Similarly, higher level of consumer's satisfaction defines the consumer's attitude and perception towards the product, company, and marketplace (Turban, 2008).

Demographic Variables	Personality Variables	Product Characteristics	Environmental Characteristics
Age	Attitude	Product knowledge	Culture/community
Gender	Creativity	Product type/ price	Regulations/taxation
Occupation	Lifestyle	Tangibility	Institutional
Education	Trust/habit	Quality/ design	Political
	Preference/experience	Differentiation	Governmental

Table 2.4: Electronic Commerce Consumers Behaviour Model (Turban, 2008)

Personality factors are important to study and understand the consumers purchase intention. The researcher showed that there is close relationship between attitudes and purchase intention. The taste and preference for the products depend on the individuals buying tendencies because every

individual has different personality traits. Likewise, the environmental characteristics are important because different consumers behave differently followed by their culture. It is important for consumers to understand the rules and regulations of the society. Social factors such as friends, colleagues, social status, family members, and other characteristics such as religious association, political parties, legal etc. influence the consumers purchase decision. For example, an individual is just likely to purchase or choose to buy those products that his/her friends recommend because their friends were also using the same product brand and were relatively satisfied. In other words, we can say consumers are highly influenced by the family members, and friends. Also, the consumers purchase intention is often determined by an individual's social status (Experts, 2008). Thus, the decision-making process is concerned with an individual satisfaction resulting from the purchase of the products and services.

The author (Zhang, 2007) proposed that the consumer decision making is a complex cognitive process which includes perception, learning, and information processing. Consumers depend on different decision rules while making the purchase decision from two or more alternatives choices. The consumer's decision making is important because it helps an individual to understand the decision process for getting the satisfying products and services (Zhang, 2007). The consumer decision making consists of different decision rules. They are classified into two categories: Compensatory decision rules, and Non-compensatory decision rules (Solomon, 2013). The non-compensatory decision rules are followed by the consumers who feel that the product with a poor performance on one evaluative attribute cannot be offset by the good performance on another evaluative attribute. It includes lexicographic decision rule, conjunctive decision rule, and disjunctive decision rule. The lexicographic decision rule is used by the consumers to classify the product attribute per the consumer's attitude and perception. The conjunctive decision rule is used when the existing product doesn't meet the consumer's requirement or brand fails to reach the cut off level of product attribute. The disjunctive decision rule is used by the consumers when the brand meet the cut off level of any attribute (Solomon, 2013).

2.5 Country of origin

Country of Origin is the country where a goods or services were grown and brand is related (Yang, 2008). The country of origin has also been defined as the country of manufacture, and has been considered as the extrinsic cue which influence the consumer's decision making process. Many

consumers connect the product with country of origin, and used the product knowledge just to check the product reliability and durability. And it is believed that such behaviour not only increases the consumer's purchase intentions, but also influences branding aspects of a product from a country (Pappu, 2006). Researchers also have added that the consumer purchase intention and branding aspects are likely to influence by the country of origin. For example, Australian consumers prefer to purchase the product brand made in Japan, not because the product is from Japan but because the Japanese brands have growth-potential and future market size, and product is highly durable, good in design, and quality (Pappu, 2006). Likewise, countries stereotyping has existed for a long time, yet for many consumer's country of origin product stereotyping is the matter of concern. Consumers often perceived the product of some country is not even good enough to use of lesser quality in terms of durability, services, and quality. For example, consumers rated products "made in China" the lowest (Yasin, 2007).

In marketing field, country of origin is regarded as an essential element for persuading the consumers to purchase the product, especially the electronic goods. Consumers often tend to have an interest and preference for a brand that originate from their own country. However, it is never clear what is being important, whether imported branded products, country image, domestic products, consumer's preference, because the country of origin is the consumer's preference and is between foreign, and domestic products (Yasin, 2007).

The concept of country of origin remains unclear. Pappu (2006) added that the country of origin is defined as the marketing element, that influences the consumer's purchase intention and behaviour for the product manufactured in a specific country (Pappu, 2006).

According to Usunier (2011), country of origin differs significantly based on language and linguistic cues. As companies become more global, many consumers don't possess better understanding about the country of origin product, especially when they are unfamiliar with the brand. Therefore, the brand awareness and brand recognition are important implications for marketers and policy makers to grow in the emerging markets (Usunier, 2011).

Country of image has significant impact on consumer perceptions and behaviours. The researcher (Yasin, 2007) hypothesized that country of origin image had positive impact on product quality.

Showing that, the more positive the country of image, the better the consumers will have perceived the product. It is stated that country of image is important for brand and product evaluations.

Roth and Romeo (1992) explain the country-of-origin image about product categories and define consumer understanding of a country based on their previous product perceptions of strengths and weaknesses in the production and marketing of the product from the country. The authors further stated that a country's image caused by several dimensions that qualify a nation based on the production profile. Such dimensions consist of innovative approaches (superior, advanced technology); design (style, elegance); prestige (exclusivity, status, national brands); and performance (reliability, durability, quality of domestic manufacturers) (B.Romeo, 1992).

However, Agrawal and Kamakura (1999) findings suggest that the COO is likely to have impact on consumer reviews of products and that consumers tend to spend COO as an external line to be judged on the quality of products. Either directly through personal experience, or through information from other sources, or because of the stereotypes of the country, consumers also tend to develop product-country images. These are pictures of the quality of specific products marketed by companies affiliated with different countries (Agrawal, 1999).

If consumers keep a positive (negative) product-country image for a given product and country, this image could lead to a generalized positive (negative) evaluation and attitude all brands of a product linked to the land. According to the study by Erickson (1984), it seems the effect of the picture variable from country to have direct effects on faith and not on attitudes. An image characteristic is defined as all aspects of the product that is different from its physical properties, as identified product. The researcher Erickson (1984) concludes that the quality perceptions are not affected; these are well explained by the actual price and durability, as well as of the affective halo bias. Yet notions of a car economy clearly affected by the country-of-origin image, Japanese cars that have more of an advantage than the German cars (M.Erickson, 1984).

Research from Diamantopoulos, Schlegelmilch, and Palihawadana (2011) has presented empirical evidence about the role of origin. The results of the research clearly present how important COO construct and contribute to handle some of the conflicting reviews of the role of COO found in the literature. This research reveals that consumers associate a country's image not only with specific

skills related to an industry or product category, but also with the more extensive capabilities to produce good brands (Diamantopoulos, 2011).

Heslop, Lu and Cray (2008), added that the country's image can impact consumers both directly and indirectly on product beliefs and buying intentions, under different conditions in the individual products at the product category level and in a wide range of product categories (Heslop, 2008).

Laroche (2003) conducted a survey which aims to raise awareness of the cognitive processing of Homeland signals by refining the concept of the country's image and examine its role in the reviews. Country given a multidimensional structure represented by the three-factor model, reflecting the country believe that people influence and the desired interaction rather than through a single-factor model. Product faith refers to consumers' perceptions of products inherent properties such as quality and reliability. On the other hand, product evaluation refers to consumers' attitude to the product that pride of ownership, taste, and intend to buy. In addition, it is expected that long picture that affect product faith, and consequently has a more indirect effect on product evaluation. An important result is that the country's image and attitudes influence product evaluations based on consumers' degree of familiarity with a country's products (Michel Laroche, 2003). Hadjimarcou and Hu (1999) found that the COO as a category-based plays key role in the stimuli evaluation, such as the content of the information function or task complexity (Hadjimarcou, 1999).

2.5.1 Country of origin and brand image

Based on the reviewed studies (Ravi Pappu, 2006; David 1992), consumer attitudes and choice behaviour are used in all brand aspects. It is stated that country of origin reflects the identity and vision of those consumers who are attached to the brand of the company. The company perceptions somewhere establish market trend in both national and international market. The country's stereotyping has power to influence the consumer's perception and purchase intention regarding the brands from the specific company. It is believed that the consumer's perception and idea about the company are evaluated by the company's product features and attributes. Despite this, some researcher has shown that the globalization as the cause for the change in consumer's perceptions and interest. The product and brand evaluated by the consumers are used to determine either the brand is strong or weak. For companies, it is important to notice the relationship between the brand aspects and country of origin. Nevertheless, it is mentioned the relationship between the brand

aspects and country of origin helps the marketers to determine the method of preserving the importance of brand. The measurement and recognition of branding might can bring change on the consumer's purchase intention and branding aspects (Biel, 1993).

2.5.2 Country of origin and brand awareness

In years, the aspects of branding are gaining importance. As in case of many scientific articles and journals, researcher still cannot agree about how the branding aspects can affect the purchase intention of the consumers. In 2006, the author Ravi Pappu published an article on "branding aspect and country of origin", which, per most the buyers, different consumers hold different knowledge and idea about the same brand and product. He further states that product category helps the buyers to recall the certain brands and vice versa (Pappu, 2006). Investigation of (keller, 1998) shows that consumers of different countries are fully aware of the company's brand and product. According to Yasin (2007), company image has certain impact on the brand awareness because the products holding the good company image are often known by the consumers, and this helps to create positive image on the customer's mind (Yasin, 2007).

2.5.3 Country of origin and perceived quality

According to the Aaker (1991), one of the main elements to increase the perceived quality is improving the product or brand value. He states the company image varies per the level of perceived quality. For example, the product or brand from the good company image is perceived as best in quality than the product from the poor company image and it differs from company to company (Aaker, 1991). Therefore, it is said that the consumers are likely to prefer or perceive towards those brands which has strong product association. The companies with a good brand image are believed to have product with superior quality. Consumers feel more comfortable using the company's brand which has strong market position. Based on the research, perceived quality is considered as the most important aspects in relation to consumer's perception and purchase intention (Aaker, 1991). Perceived quality gives reason to buy the product based on the brand or product value.

2.5.4 Country of origin and brand loyalty

Brand loyalty often shows how likely the consumer will buy the other brand, especially when the brand in made in different companies and makes a change in quality, attributes, and price. A loyal consumer always gives a company opportunity to identify the competitive threats (Pappu, 2006).

According to Kim (1995), company with good brand image will lead to brand popularity and in return increased the brand loyalty. Consumer's brand loyalty is based on the buying preferences or purchase intention of the consumers and the company from the brand is introduced. This also shows that good company image may lead to increase the buying habit of the consumers. Consumers must be aware of the company's brand and should be satisfied with the features and benefits offered by the specific company. Yet, with the intense globalization, impact of brand on company's image and consumer's purchase intention is promptly increasing (Kim, 1995). Consumers are becoming aware of the company's image and used the knowledge to determine the product's value. Likewise, consumers preferred the brands produced in developed countries rather than the brands produced in undeveloped countries. Therefore, it is stated that the company need to develop branding strategies that is effective in every manner so that the company can figure out the reasons for the negative consumer's reactions and opinions about the brand of the specific company (Biel, 1993).

2.6 Branding

Branding usually reflects the company's identity depending upon the kind of goods and services the company is offering. It can be symbol, design, and any other feature that serves those products which is different from other suppliers. Branding is the most important traits that are equally important for both large and small firms. Brand is a valuable gift from the company to its customers. It entails the product quality and services. The basis of the brand is the symbol because it determines the packaging and promotional materials. In simple words, brand describes the company like who you are, what you want to be, and how the customer perceives the company to be. So, to sustain in the long-term market, the company really need to focus on needs and wants of the customers targeting different age group and gender. This will not only satisfy the customers but help the company to gain good market position thus improving the financial profits (Cohen, 2011).

2.6.1 Brand image

The brand image defines the overall opinion of the company. Image is the result of the working experiences, consumer's value, and all the external factors that have certain impact on the company's performance. The trend has never become old fashioned. Nevertheless, the brand image holds different meanings since it was introduced. Different researchers have different meanings of

brand image depending upon the time, place, and people. Brand image defines the perception of the consumers which leaves some memories in the consumer's mind (Aaker, 1996). This study accepts the brand image theory of the Aaker's (1996). The company with the strong brand is easily recognized by the different consumers, so it plays vital role in the commercial market. A company with strong brand image also provides an identity to the product. Consumers hold different opinion and knowledge about the product based on the brand image. The demand for the same product may be different because of the brand image on the market.

In general consumers holds good evaluation for German cars, Japanese electronics, and Italian fashion accordingly from Russian cars, Brazilian electronics, and Israeli fashion. The good company image reveals the different consumer's knowledge and belief about the market structure that directly relates to the products attributes. For example, Bulgarian preferred the products made in the United States followed Hong Kong, Singapore, India; American preferred West German products rather than French and British goods; similarly, the French consumers preferred the domestic goods over the German products and British goods (Dagger, 2011).

According to Maguire (2002), the brand image defines the company position in the market, and for that company need an effective strategic plan. The company should focus on the consumer's needs and wants for better brand positioning in the market. The image defines a promise that the company made to its consumers regarding the service, price, attributes, and quality. The brand with strong image can help in persuading the consumers to buy the company's brand (Maguire, 2002). For example, Apple, the company not only offers the products but also add values to the consumer's lifestyle with their creative ideas and effective advertising. Another example is Nike, though the company is concerned in making money, they facilitate their consumers by bringing change in the products in terms of design, color, quality, and services. The product value and brand can be different based on the product category, and the level of commitment from the consumers. Sometimes it can be challenging for the company to cope up with the consumer's expectation because they must produce the product that is unique in every way from the competitors (Chernatony, 2011).

A brand is symbol, image, and text that impact the desired image of the product. The brand image is often associated with the company image so it is an important asset for the country. The company brand should possess the product advantage that the consumers or users will receive from

consuming the product. The company should consider the consumer's opinion and try to make change per the consumer's needs and wants. A company should focus on the producing the products that can target the people of different age groups, gender, and class. Innovation is an important core of the brand image. The company should try to make change on the branded product relating to features, design, and quality so that they can offer unique product in the market, and after this consumer will feel that companies are understanding their demands and future needs so that they are making product available at the right time, R&D on market trends and consumer purchase intention, what is new? For example, Apple's brand is very popular among users because of the super user interfaces, quality, and design; iPhone, Mac, iCloud, iTunes, and Apps Store plays vital role in developing effective product strategy. The Apple Company prioritizes the consumer's needs and wants, and this is the reason that the company is still able to maintain position in the competitive market. The Apple brand is concerned with the simplicity and resolving the problems faced by their consumers. Similarly, the consumers are likely to choose the Apple brand over Nokia when it comes to product attribute (Auchard, 2016).

More consumers mean the company is successful to achieve product benefits. The brand image helps the consumers in making decision in buying process whether the brand is made for her/him. It will frequently impact the consumers purchase intention (buying habit) and other brand aspects. The planning made should be discussed with the staff members and employees because creativity needs the freedom of ideas. Empower the employees with the decision-making process in creativity and support the research and creative ideas. There should be a proper flow of information and ideas. And companies should promote the unique ideas for sustaining the competing market position and it will help the company and country to develop long term brand equity in the competitive market (Johnson, 2007).

2.6.2 Brand loyalty
Brand loyalty describes how loyal is your consumers when it comes about using or buying the specific brand. The author (Aaker, 1996) describes several types of consumers and their purchase intention. Some consumers don't give importance to brand, they look for branded product only if the stores are offering the product on sale. Some consumers tend to be brand likers who always looked after rational benefits such as cost, service, and quality (Aaker, 1996). The author (Aaker, 1991) further describes brand loyalty is the mindset that makes the consumers to buy the brand

again and again over time. He states that brand loyalty is a crucial element because it helps the consumers to determine the brand in terms of quality, price, and product value as brand loyalty. Loyal consumers mean the company have strong brand image and branding experience, for example, Toyota is Japan Manufacturer offered the high quality designed vehicles to their consumers with the latest model and technology. This is the reason the company is still successful in regaining the consumers trust and getting the same consumers in the cars showrooms. "Toyota has been successful to stand in the competitive market and attaining the loyal customers," says Jeffrey Anderson, Experian Automotive report (Wheelhouse Advisors). To reach the targeted customers, the company must value the brand of choice of the users. High level of loyalty cannot change the potential consumers even if the competitor's rate is high.

According to Assael (1992), the brand loyalty means consistently buying the specific brand over the time. He also states that consumer purchase intention doesn't define the brand loyalty (Assael, 1992). But according to the author (Yoo, 2000) brand loyalty can influence the consumer's decision making process and persuade the consumer to buy the same product to outwit the competitor's brands. Furthermore, (Yoo, 2000) states the brand loyalty is the core element of the product and brand value. The company can get loyal consumers when they think that the available brand has right quality, strong image, and reasonable price. This not only increase the brand loyal consumers but the company can get an opportunity to strengthen the revenues in terms of spending (Yoo, 2000).

However, the brand loyalty defines the learning state of the consumers where the consumers learn which brand can really satisfy their needs and wants. The consumers learning process can just be explained by two approaches: 1) behavioural approach (buying the same product over time); 2) cognitive approach (consumer's behaviour doesn't define the consumer's loyalty). Consumers may choose other brand or product when the price increased and it shows the regular purchasing doesn't shows the consumers loyalty. Thereby, advertising and trails are the effective tools for marketing the product. It will not only attract the more consumers but increased the company's revenue (Aaker, 1991).

2.6.3 Brand awareness

Brand awareness is the possibility that defines at what level the consumers are familiar with the product feature, attributes, design, and service. It refers to the fact on which consumers connect

the brand with the product. It consists of both brand image and brand recall. It defines the consumer's ability to recall the brand when the product classification is mentioned (Severi, 2013). According to the author (Aaker, 1996), brand awareness is the established and demanded factor among the consumers. He further defines brand awareness as the strength of brand that remains in the consumers mind for long time. Likewise, the author (keller, 1998) states the brand awareness is the ongoing process that creates vision, add values, and strongly connected with the product benefits and consumer's purchase intention (keller, 1998). Keller further explains that brand awareness has power to persuade the consumers and it can impact on the purchasing intention of the consumers.

(Pappu, 2006) stated that the brand awareness and brand association are interrelated with each other. Brand awareness is one of the essential for developing successful brand aspects. Various social media and marketing channels can be used to promote the brand. For example, the consumers trust the Pillsbury biscuits, so they are more likely to taste other products like chocolate chip cookies offered by the same company (Bogdan, 2017). The company needs to have effective brand image such as text, image, taglines, symbol or slogans to make the consumers aware of the branded product. Successful brand awareness can provide high return rate and cover large market share. It is often regarded as the medium through which the consumers become familiar with the company's brand and product (Pappu, 2006).

Consumers should have better and positive knowledge and idea about the brand so that they can easily connect the company's brand with the product. Brand is often connected with product category to which extent consumers recall the brand or product based on the service, class, and category. Brand awareness is one important measure taken to introduce the product in the competitive market. For instance, the company with strong brand awareness produced more sales than the competitors (Pappu, 2005).

2.6.4 Perceived quality

It can be defined as the consumer's perception about the features and attributes of the product or brand. Perceived quality holds consumer's opinion and knowledge about the specific brand so it can be calculated or quantify. The concept of the perceived quality considers the consumer's opinion and memories about the brand or product (Severi, 2013). According to Aaker (1996), perceived quality is important to identify the brand aspects. He wrote that the perceived quality

helps to know the consumer's opinion about the products attributes and quality. Perceived quality has perceived as important element that has acquired a real importance in the everyday consumer's purchase intention (Aaker, 1996).

From the view point of Aaker (1991), perceived quality is important in different ways: 1) gives the consumers reason to buy their product or brand; 2) clarifies why the brand is different from the competitors. As an author, Aaker through his books and articles on the topic of brand aspects, he has explained perceived quality provides the company an alternative to charge high price on the brand or product. Based on reviewed studies (Aaker, 1996; Erfan Severi, 2013), the perceived quality is valuable to distributors, retailers, and other channel members thus aimed in making profit. Distributors and retailers preferred to choose those brands that are good in every way. In addition, the company with the strong brand name is perceived to be better in quality and services, and often regarded to be achieving more success than a weak brand in the competitive market.

Despite this, some researchers McDougall and Levesque (2000) have shown perceived quality is correlated with brand loyalty, future product performance, and customer satisfaction (Levesque, 2000). However, it is important to notice that some studies consider the concept of brand aspects in a broad way provides a lot of information which relates with the branding and consumers purchase intention. They are somehow linked with the consumer's buying decision upon the country of origin that's why many studies cannot provide the clear structure of brand aspects. Furthermore, the other types of branding aspects should be examined and measured separately. The motive of the further studies should be developed in more accurate manner so that it would be able to connect the other branding aspects with those consumers who does not use the branded product. The problem of brand aspects is that the definition is too distinct and unclear (Atilgan, 2005).
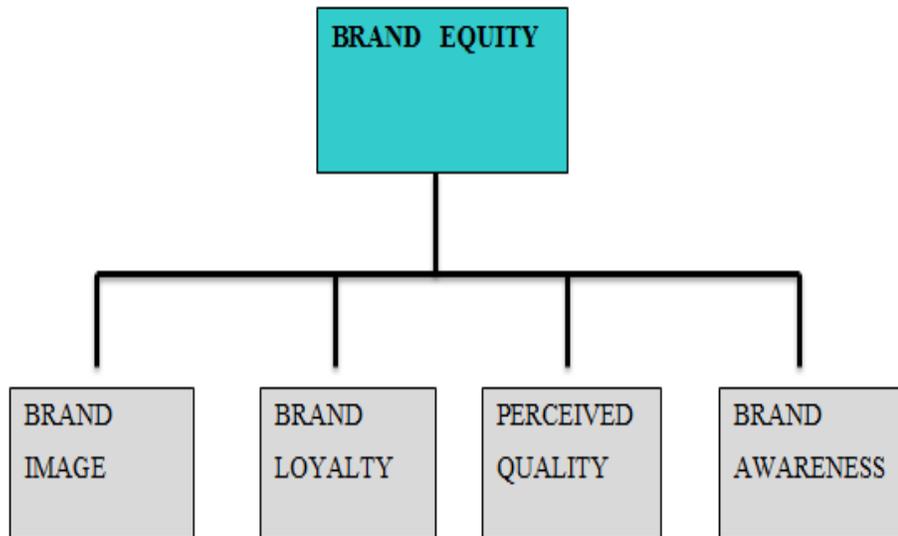
Figure 2.5: Brand Equity model ((Pappu R. , 2006)

2.7 Demographic effects

Consumer's purchase intention is likely to be affected by the personal traits such as age, gender, occupation, lifestyle, and economic situation. Lifestyle and taste differ from one consumer to another. For example, young consumers can better evaluate the foreign products while compared to older consumers. However, the consumer's attitude towards the company's product differs on the gender. The female is more likely to have interest on buying the foreign country's product rather than male. The study shows that the people with high earnings are more likely to purchase the international product rather than domestic product. The demographic effects are more affected by the education variables. The researcher states the education level also determines the purchase intention of the consumers. Consumers who are less educated are less likely to purchase the foreign products than the consumers who are highly educated. It is stated that attitudes, earnings level, and education are correlated with the demographic effects (Wall, 1986).

2.8 Willingness to buy

This element is considered as the critical factor for measuring the consumer's purchase intention. The consumer's willingness to pay highlights, at what level the consumers are aware of the brand. In other word, product and company image are linked with the consumer's willingness to pay. The researcher Dagger (2011) states the good company image will have positive impact on the product

evaluation and consumer's purchase intention. The consumers always seek for the ideal product. If the consumers found their ideal product, then they are more likely to pay for that. In other word, it is expected that if the company's product matches the consumer's ideal product then it is predicted to increase the consumer's willingness to buy the product from the specific company. For example, the consumers are more likely to buy or pay for the product made in USA, Japan, and Canada as their companies are highly recognized for creativeness, design, and prestige; while others are seemed less likely to purchase the product made in New Zealand, China, and Korea; this is because the companies have poor image on the market i.e. innovation and design (Dagger, 2011).

2.9 Summary

The interest of my study is the concept of the brand aspects which helps me to evaluate how the consumers react to the brand they used. It is not possible to quantify the brand aspects, but it is great for the consumers and company to have some sort of ideas about the brand aspects (Kotler, 2007). The branding aspects are necessary to make the relationship strong between the consumer, company, and the country of origin, so this chapter reviewed the literature about the consumer decision making, consumer purchase intention, and theory of planned behaviour, and brand awareness. These factors are chosen because there is huge difference between brand, country of origin, and product knowledge, and these factors are likely to impact on consumer decision making process. For instance, if consumer is more concerned about the price and quality then they can select best product with the given price respectively the country of origin or brand.

CHAPTER 3: RESEARCH MODEL AND HYPOTHESES

3.1 Introduction

In the previous chapter, the Theory of Planned Behaviour was explained with the relating variables. An overview of research model and hypotheses has been developed according to the research topic. All the variables are discussed in the model. The Theory of Planned Behaviour has been used to examine the impact of independent variables on each dependent variable. This chapter also present a brief description and arguments for the control variables.

3.2 Overview of research model
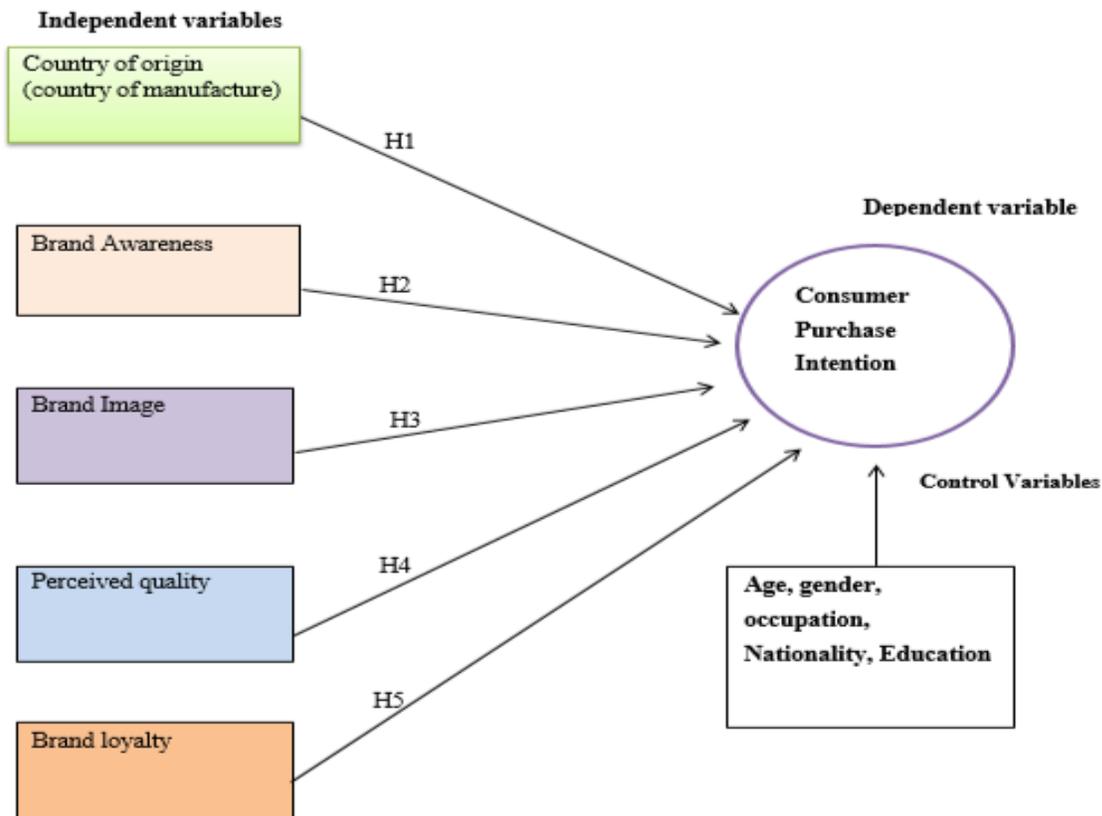
Figure 3.1: Research model

The concept Country of origin refers to the manufactured product or brand that are associated with the country. Origin is likely to affect the consumers' purchase intention positively. The term origin refers to a positive attitude towards a brand or a product of the country which can increase the customer purchase intention (Yang, 2008). The terms such as country of origin, brand awareness,

brand image, brand loyalty, and perceived quality will be examined to see how these factors can affect the consumer purchase intention.

Gender, income, occupation, education, age and nationality are positioned as control variables. The next part of this chapter deals with the related hypotheses required for the research model. The conceptual research model and hypothesized relationships is presented in the Figure 3.1 above.

3.3 Hypotheses

3.3.1 The influence of Country of Origin on Consumer Purchase Intention

The country of origin of a product is an external cue which is like company brand, and is likely to affect the consumer purchase intention (Hong, 1989). The country is known for giving rise to product manufactured in the minds of consumers. The consumers may relate the product with different countries based on the reliability and durability. For example, consumers may remember and relate France and Spain products based on their reliability and durability (Keller, 1993). Therefore, the brand or product manufactured in different countries can affect the

branding aspects and consumers purchase intention.

It has been added that a separate favorable opinion from a country of origin refers to a positive attitude towards a brand or a product, and likely to affect the customers purchase intention (Fang, 2002). The country of origin is a brand association i.e. name, symbols, concepts which reflects the perceptions of the companies and products, which may consist both positive and negative perceptions about the company or product of the country (Meyer, 2016).

Consumers prefer products or brands from certain countries which offer superior design and quality. Country-of-Origin presents why the products from certain countries are demanded. This indicator is used to evaluate and analyze the image of desired business or company. Country image determines the company reputation, and reputation management for manufacturing certain types of products and services. The company requires certain skills and resources for manufacturing the certain products and services (Romeo, 1992). Large number of the consumers are widely affected by the country of origin a product, and this is because the country of origin perceptions signifies the company's image and acceptability of by consumers that are connected to products manufactured in that country.

Company image is defining as the general perception of the company as perceived by the consumers based on the product or brand manufactured in the certain country, and its marketing strength and weakness (Mourali, 2005). Country of origin helps the consumers to evaluate the product properly. The importance of the country of origin product and brands depend on the consumer purchase intention or willingness to buy. However, it will be challenging for the company to manufacture unique and attractive product that satisfies the consumer's wants and needs (Mourali, 2005).

Brand awareness, brand loyalty, and perceived quality are now characterized and affected by the development of the global market. Consumers holds different opinion and knowledge about the certain products and brand, and it is believed that favourable opinion is likely to reflects the positive attitude towards the brand or product of the country. On the other hand, unfavourable opinion may signify why the consumers are not willing to purchase the product from the certain countries. Consumers are less likely to purchase the country of origin product that has less product and brand evaluations (Brodowsky, 2006). The researcher (Akaah and Yaprak, 1993) investigated that the product knowledge and nationality are not affected by the country of origin. For example, American consumers believed that the automobiles made in Japan and Germany are highly reliable and durable as compared to the product made in their country (Akaah, 1993).

H1: There is a positive association between country of origin and purchase intention.

3.3.2 The influence of brand awareness on Consumer Purchase Intention

Brand awareness is the consumer's ability to recall the product in relation to the country of origin (Aaker, 1991). Brand awareness defines the consumer's ability to choose the right kind of product in the competitive market. When a customer selects a product, then it means there is a strong tendency to choose a well-known brand rather than an unknown (K.Macdonald, 2000).

Brand knowledge is an important aspect which can influence the consumer purchase intention (Yang, 2008). Consumers may prefer the product or brand in terms of the country of origin which may guarantee the consumers to provide both quality and reasonable goods. Brand awareness can help to reduce the perceived risk. The market experience and product knowledge can help the consumers to be aware of the market threat. This is possible because more product knowledge and consumer's market experience helps the consumers to determine the benefits and attributes offered

by the company. This proves that brand awareness is an important strategy to reduce the market threat for the buyers, especially for those who are quality and brand conscious (Yang, 2008). Also, (Yasin, 2007) in his research, showed a close relationship between product brand and origin.

According to Alba and Hutchinson (1987), brand awareness consists of two parts: product expertise, and product familiarity (Hutchinson, 1987). Consumers are less likely to purchase the country of origin product especially when they are not aware and familiar with the certain product or brand. It is important for the consumers to have basic knowledge about the company's product. This can be helpful while making the purchasing decision. Brand awareness is based on the market experience which can be both subjective and objective (Brucks, 1985). Moreover, it will affect the decision-making process. Consumers with more product knowledge are more likely to be influence to make a purchase decision.

However, it is stated that the level of brand awareness is influence in two ways; 1) the consumers purchase the product from the store, because the seller is present, and the consumer focused to recall the famous brand to make the buying process easy, 2) the consumer purchase the product online and focused is on brand choice. In the first case, the degree of brand awareness is very low because the seller is present to tell the consumers about the product features and attributes. While in second case, the level of brand awareness is very high because the consumers must use their mind and product knowledge while making the purchase (Peter, 2010).

Brand origin is a strong brand association of consumer awareness. It would increase the consumer's buying habit and results the high competitive advantage (Keller, 1993). In the business field, the marketers should be fully aware of the consumer's needs and wants, especially when the consumers have different attitudes and beliefs about the company's product. New research suggests that brands and brand awareness has a significant impact on purchase intention (Davis, 2008).

Brand awareness is described as common knowledge that consumers have about the functional characteristics or attributes of products and brands. It is expected that higher brand awareness leads to increase consumer purchase intention. The expected brand awareness is likely to have a positive relationship with the consumer's purchase intention (Soleimani, 2012).

H2: There is a positive association between brand awareness and purchase intention.

3.3.3 The influence of brand loyalty on consumer purchase intention

Brand loyalty is the commitment made by the consumers that they will remain loyal to the towards the company, and will not change their brand choice under any condition. Consumers' loyalty towards brand is the result of trust and perception that the company holds about the product and services. It is believed that brand loyalty helps the company to maintain the high product quality relationship. This can help company to outwit the competitors to sustain in the global market. Brand loyalty defines consumers purchase intention. The loyal consumers are likely to pay more prices for the product. The positive feelings towards brand will help the marketer to maintain the relationship with the new and existing (B.Dodds, 1991).

Successful company with good brand can help the marketer to identify the consumer's attitudes and perception towards the product. The company with the good brand image can increase the brand loyalty and lead to higher brand awareness. The brand loyalty will also increase the importance of branding aspects such as perceived quality, brand image, and brand awareness. Higher the brand loyalty, more the company will gain competitive advantage. It can also reduce the market threat coming in near future (Aaker, 1991).

H3: There is a positive association between brand loyalty and purchase intention.

3.3.4 The influence of brand image on consumer purchase intention

The brand image reflects the identity of product. The consumer may have a good or bad opinion of the product. Strong brand image, brand reputation, corporate image influences consumer buying intention. A good picture of the product will result in a positive position. In contrast, poor product image leads to a negative attitude towards the product. The brand image is an important aspect for consumers while making purchase decision. Good brand image and information is positively linked with perceived quality, and can affect the consumers buying decision. The good brand image can bring the consumers to comfortable buying situation (B.Dodds, 1991).

(Chung, 2009), stated that brand image has strong impression over consumers, and could put the attitude of consumers towards the brand. Consumers are often confused when faced with similar product on the market. Limited time to find information makes them have limited information as a basis for choosing a product. Consumers often used image to make a purchase decision. In addition, consumers buy famous brand because they think the product can satisfy their needs and

wants (Bhakar, 2013). Likewise, consumers are more likely to buy the famous brands having positive image, because good brand image can lower the consumers 'perceived risks, and increase the perceived value of the consumer (Tsai, 2014).

The brand image includes evaluative, improved perception of quality and performance, and reduce the perceived risk. Consumers have different perception regarding the product. Perception defines consumers attitude towards the product. The good brand image improve consumer buying decision based on product quality and benefits. But weak image can reduce consumer's purchase intentions. Brand image reflects brand association based on memories of consumers towards the product. The literature (Keller, 1993) showed that there are a positive and direct effects between the image perceived quality, perceived value and purchase intention. Good brand image has tendency to increase the consumer purchase intention, because a good brand image is likely to have superior product attributes and may have good product association. For example, Germany is known for automobiles services, Japan for electronics, and Italy for fashion (Keller, 1993).

H4: There is positive association between brand image and purchase intention.

3.3.5 The influence of perceived quality on consumer purchase intention

Perceived quality signifies the performance of the product and/or services that can affect the consumer's purchase intention. Perceived quality is used to measure the consumer's level of satisfaction in terms of product or services. Consumers are more likely to purchase the product only when they are satisfied with the product they purchased (Jiang, 2006). Perceived quality is also used to measure the product reliability in terms of design, quality, and features. However, it is stated that product reliability can influence the purchase intention. Higher perceived quality improves consumers' perceived value that increase consumer purchasing intention (Zeithaml, 1988).

The consumer's perceptions and attitudes for the company product can be different in the international market. The consumer's opinion and knowledge are further used as the source of the information for the better assessment of the products manufacturing in different companies. Sometimes the information can be used to interpret the quality and price of the product. This shows that the products are evaluated and perceived based on the country of origin. For example, Italian

marbles are considered better in quality with higher price as compared to Malaysian marble, this is because Italy is best known for fashion and style (Hinner, 2010).

Tslotsou (2006) suggested that the influence of perceived quality on purchasing intentions and reported that perceived quality has a significant and positive impact on the buying intentions of consumers. Purchase intention is primarily influenced by the perceived quality, not perceived risk. Consumers purchase intention are likely to be affected by the effort, time and money. These factors are the key indicators that affect the consumers purchase intention. Perceived quality also defines consumers buying preferences and perception of product quality (Ahmed, 2015).

Consumers purchase intention are also affected by the factors such as individual, social, psychological, and literary rights. To get target consumers, the marketer should consider these factors, because different consumers have different buying behavior in terms of purchasing and evaluating the products (kotler, 2005). Marketer should make the marketing decision so that they can identify how the factors can affect the consumers purchase intention (Saleem, 2015).

Garretson (1999) added that perceived quality has positive impact on purchase intention of consumers. Consumers have some perceptions on product quality, price and styles before going to buy the product. After using the product, purchase intention is likely to increase or decrease, because it has direct relationships and can affect each other. But if the perceived quality is high, the customer purchase intention is also high. Consumers perceive the quality is considered more specific concept based on product attributes, feature, and services. The company may have a degree of control over the quality. Thus, it is proposed that perceived quality is considered as a source of satisfaction (Llusar, 2001). Perceived quality is used to examine the consumer's product requirements. Perceived quality forecast the level of the product quality, and directly influence the consumers purchase intentions by satisfying the consumer's needs and wants.

H5: Perceived quality is positively associated with purchase intention.

3.3.6 Control Variables
- *Age and Gender*

In this study, the demographic variables such as age and gender are included as control variables. Many empirical studies suggest that the gender gap is partly biological way of shopping and

socializing experience (Putrevu, 2001). Men are driven primarily by socials standards and have self-centered goals while women are guided by concern for self and others. Women are more likely to have interest on buying the foreign product rather than men. The women are more relationship-oriented and loyal than men. Young consumers can better evaluate the foreign products as compared to older consumers. A consumer's attitude towards the company's product varies with the gender. Therefore, age and gender are required to provide a description of the dependent variable which is consumer purchases intention (Ndubisi, 2006).

- *Education*

Education is one of demographic factors variables that can influence the purchase intention. Different consumers can react differently to the product features, and services. Likewise, 0 highly-educated consumers are found to be more concerned about the product quality and attributes as compared to less educated people. Such consumers want to buy the product from the different places and country. They can also have perceived value about the product in relation to the economic value, social value, and individual value. It is observed that there is a positive effect of education on purchase intention. However, the product brand is more popular among rich and highly educated women. They believe that the origin of the product, functionality, price, reputation, brand awareness, and product design instead of TV shopping. People with higher educational level have greater tendency to rational than impulsive decisions (Hamelin, 2014).

- *Nationality and Income*

This study also included demographic variables such as nationality and income as control variables. It is expected that customers with higher salary or income can better afford to buy whatever products they want; lifestyle and taste differ from one consumer to another. Higher incomes should increase the probability to consume. The consumers with high earnings are more likely to purchase the international product rather than domestic product. Thus, revenues are expected to increase consumer purchase intent. On the other hand, Nationality can also affect the likelihood of the consumer because of differences in incomes for people from the same country and different income levels between countries. Therefore, nationality and income are included in

our research model because they provide alternative explanations for the dependent variable - consumer buying intention (Marjorie Wall, 1986).

3.4 Summary of the hypothesis

The summary of the hypothesis is presented in the table 3.2

H1	*There is positive association between country of origin and purchase intention*
H2	*There is positive association between brand awareness and purchase intention*
H3	*There is positive association between brand loyalty and purchase intention*
H4	*There is positive association between brand image and purchase intention*
H5	*Perceived quality is positively associated with purchase intention*

Table 3.2: Summary of the hypotheses

3.5 Summary

In this chapter, the overall research model and hypotheses are discussed and formulated based on scientific articles and literature review. All in all, a total of five hypotheses are generated. Each hypothesis shows the relations between country of origin, brand awareness, brand image, brand loyalty, and perceived quality. However, income, education, age and gender are used as control variables. The next chapter argues and explains the methodology of the study.

CHAPTER 4: RESEARCH METHODOLOGY

4.1 Introduction

This chapter explains the methodological procedures which discuss an overview of philosophical position, research design, data collection, and empirical setting of the study. The purpose of the study is to explore the impact of the branding and country of origin upon the consumers purchase intention. The technology sector is selected as setting to measure the consumer purchase intention. This study investigates how consumers perceived the importance of brand aspects before purchasing whether they consider country of origin of product, and how much they are satisfied with that product? The laptop is studied in this research because students are aware with many brands and are mostly adaptable. With the growing popularity of laptops, the research analyzes the consumers' willingness to buy the computers brands manufacture in different countries, and the branding aspects that mainly influence the consumers to purchase a likely brand of a personal laptop.

4.2 Philosophical Position

Jacob and Joseph (2015) discuss two research paradigms: positivism and interpretivism. The positivist approach to research is based on the observable social reality and seeks legitimacy to conclude based on agreed and measurable ''facts'' deductions (Bengat, 2015). The positivist researcher tends to use a structured methodology to facilitate replication (Gill, 2002). The positivist perspective emphasizes on quantifiable observations that lead to the statistical analysis and scientific evidence. The researcher is independent of the respondent. The language used by the researcher is more formal, objective, deductive approach to problem solving.

But the interpretivism method advocates that interpretivism is related to epistemology which is important to understand the human's role in the society. The researcher and the research participant are not independent. The researchers influence and communicate with respondents. The language used by the researcher tends to be more informal, subjective, inductive approach to problem solving.

The research method of this study is quantitative which includes the collection of primary data by applying statistical and mathematical techniques. The philosophical position presented in this research is connected to positivist perspective where the researcher uses correlational type of

quantitative research because this study intent to examine if the factors (brand awareness, brand image, perceived quality, and brand loyalty) can impact a consumer's choice of buying the product manufacture in different countries. The theoretical framework was carried out accordingly in order to derive the hypothesis and variables. Likewise, the collected data were evaluated to examine the theories explained.

4.3 Research approach/design

Research design refers to the reanalysis of facts and truths to access the information about the research question from the students (Easterby-Smith, 2012).

According Schmidt and Hollensen (2006), primary data can be collected through survey, observation, and experiment. The online survey is chosen as the research approach for this study. There are different advantages of using survey, including faster, cheaper, more accurate, quick to analyses, more flexible, more honest, easy to use for both participants and researchers (Schmidt, 2006). Based on the study, laptop was chosen as stimulus products, for which I designed the study to focus on different brands Dell, Apple, Acer, HP, Toshiba, Lenovo, Sony, Samsung. Laptop product were used because students are familiar with it, and many of them are always interested in purchasing such products.

4.4 Empirical setting and geographical location of study

The research was conducted among the international students of different faculties; business, science, and humanities. In this research, the sample size of above 150 students are targeted to collect the data, and the survey was sent to each of the students by emails. The time devoted to answer the questionnaires ranged between 2 to 5 minutes per respondents. The context of this research program consists the proportion of students from the African continent, and different countries like India, Nepal, Norway, Germany, China, Japan, Pakistan etc.
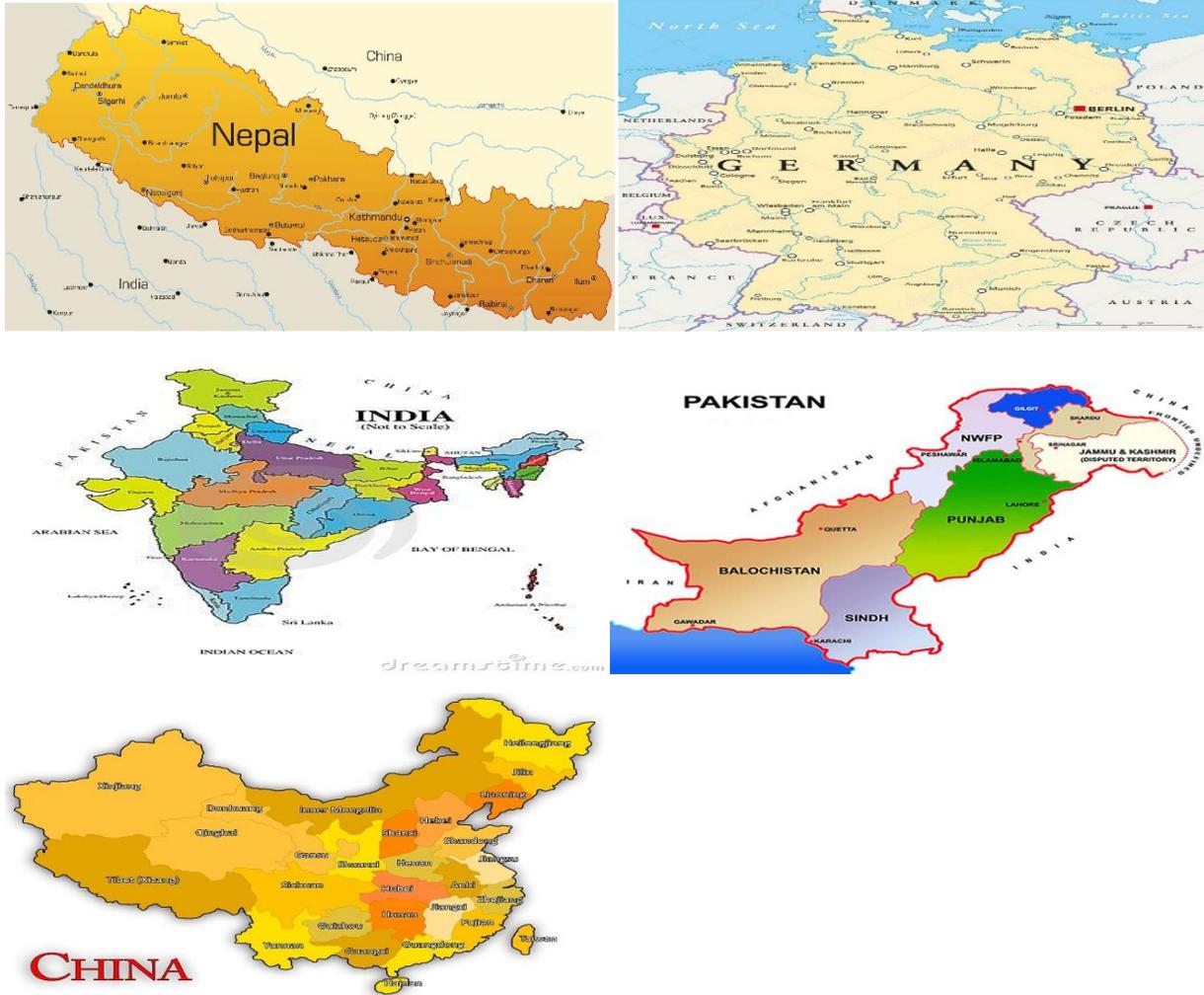
Figure 4.1: Different countries maps, source google maps (https://www.google.no/maps/)

Figure 4.2: Map of Africa (https://www.google.no/maps/)

4.5 Questionnaire design

A questionnaire is a research instruments that consists set of the questions which determines how the research questions should be asked. The questionnaire design depends on the type of the research project. For example, qualitative information (to better understand the purpose of the study), and quantitative study (to examine the previous hypotheses generated by the previous researcher). The questions should be designed properly to meet the research objectives. The questions should be simple and clear so that the respondents fully understand what the questions is about and are not likely to refuse to answer (Schmidt, 2006).

The questionnaire used in this study is show in the Appendix 4.

This research contains different sections about the measurements; the first section is about product purchase intention, in which we measure the consumers point of view about the product manufactured in different countries, what is important aspects when they make purchase. And the second section is about the consumer's satisfaction, after purchasing the country of origin product, how much the consumers were satisfied with the product? And the last section is about purchase intention, in future if the consumers will purchase the same product or not

A research questionnaire is used to study the effect of branding and country of origin upon the consumers purchase intention with the consumer's satisfaction. The questionnaire includes different control variables on the bases of theoretical framework. In detailed, the research questionnaire was specified in accordance to type of the questions which are mentioned below:

- Closed-ended questions: To know the gender and age of the respondents.
- Multiple-choice questions: To know the respondent's opinion about the importance of brand aspects while purchasing the products based upon the country of origin, and how likely it would affect the consumers purchase intention. This questions format is chosen because it gives more flexibility to the respondents i.e. provides more than one option for the respondents to answer the given questions.

4.6 Data Collection

There are two methods for data collection: primary data and secondary data. The primary data refers to data collection that are originated by the organization and researcher through his/her efforts and experience with purpose of meeting the research goals, whereas the secondary data refers to the data that are collected by any person for other purposes than the current research problem. As compared to secondary data, primary data is quite expensive, and needed lot of investment and manpower. Furthermore, in primary data collection that data are collected through surveys, experiments, questionnaire, interviews. The data collected are more accurate and reliable than secondary data. However, the secondary data is cheaper than primary data because data can be easily collected from the sources like journal articles, books, reports, and websites (Schiffman, 2008).

In my study, I used both primary and secondary data. The primary data was collected through surveys where google form including the questionnaires were sent to different international students of different age group. The google forms were sent through email. Likewise, the secondary data was obtained from different online sources. Secondary data is used to guide the researcher with the aim of providing background information about the previous research.

4.7 Operationalization of variables

Operationalization defines how the researcher will define and measure the variables (dependent and independent) in their study. As noted by Bollen (1991) there are two types of measurement

models: the reflective model and formative model (Bollen, 1991). The proper specification of a measurement is necessary to find relationship in the structural model (Anderson, 1988). The different factors are used in this study which is shown in the appendix below (see Appendix 5).

The reflective model involves of reflective scales. This reflective scale indicates that causality flows from the construct to the indicators. The change in the construct lead to some change in the indicators. Hence, to measure the reliability, the indicators of reflective model should have internal consistency, because the measurements are equal valid indicators of the constructs (Jarvis, 2003). Adding and removing of one indicator doesn't change the content validity of the construct. Because there is zero covariance between the indicators. However, the reverse is the case in the formative model (Bayesialab, 2016). Formative model indicates that causality flows from the indicators to the construct. In the case of formative model, the change in the indicators lead to change in the constructs (Jarvis, 2003). Adding and removing of an indicator can change the content validity of the construct and the covariance between the indicators could be zero, positive or negative (Bayesialab, 2016).

The two types of measurement models possess some similarities. But if the scales of both models fail to represent the construct, the reflective model will result in inconsistent structural estimates, and biased in the assessment of data in the formative model (Jarvis, 2003).

In this study, the reflective model is used to measure the scales.
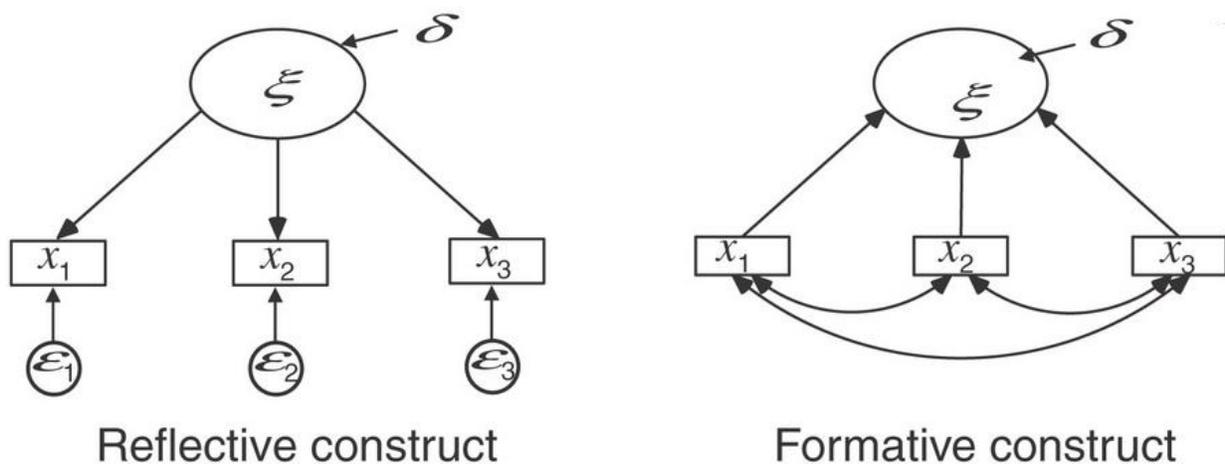
Figure 4.3: Differences between types of measurement models (Bayesialab, 2016)

4.8 Measurement of variables

The list of the questions which make up the variables are presented in this chapter. The list of questions composed of different questions, including closed ended, and multiple choice questions. This study consists one dependent variable; consumer purchase intention, and ten independent variables country of origin, brand loyalty, brand image, perceived quality, brand awareness with control variables age, gender, nationality, occupation, education. The measurement scale for the variables which have been used in this study are adapted scales from previous research. However, Schmidt and Hollensen (2006), and Renis Likert (1932) mentioned, psychometric scale measures people's attitudes and personality stating that how the individuals differ from one another in terms of variables of interest to my study (Schmidt, 2006) (Likert, 1932). The interval scale and semantic differential scale is chosen in this survey. The respondent chooses a degree, for example high and low on a scale from 1 to 7 about the specific topic.

- *The dependent variable-consumer purchase intention*

   Spears and Singh (2004) defines purchase intention as a conscious planning or an effort made by the consumers while purchasing a product (Singh, 2004). The consumer purchase intention is used in this study as a dependent variable. The scale measuring the consumer purchase intention were adapted from (Bone, 1992) and (Baker, 1994) ,and this construct is measured on a 7 point Likert scale, where 1 is strongly disagree or very low and 7 is strongly agree or very high. The questions are:

   CPI 1 I would consider purchasing this laptop brand always

   CPI 2 If I were going to purchase this laptop, I will consider purchasing any model of this brand

   CPI 3 The probability I would consider purchasing this laptop is

   CPI 4 My willingness to purchase this laptop is

- *The independent variables:*

   Country of Origin

   Country of image has significant impact on consumer perceptions and behaviours (Yasin, 2007). Showing that, the more positive the country of image, the better the consumers will have perceived the product. It is stated that country of image is important for brand and product evaluations. The scales measuring the country of origin were adapted from

(M.Martin, 1993), and (Shirin, 2011), and this construct is measured on a 7 point Likert scale, where 1 is strongly disagree and 7 is strongly agree.

COO 1 The level of economic development of this country is high

COO 2 The level of industrialization of the country where my favourite laptop comes
        from is very high

COO 3 The level of technology of this country is high

COO 4 Personal laptops from this country is reliable

Brand awareness

It defines the consumer's ability to recall the brand when the product classification is mentioned (Severi, 2013). The scales measuring the brand awareness were adapted from (Aaker, 1991), and (Lu, 2014), and this construct is measured on a 7 point Likert scale, where 1 is strongly disagree and 7 is strongly agree.

BRA 1 I am very much aware of my preferred laptop brand:

BRA 2 When it comes to laptop, I can immediately recall the brand

BRA 3 The name of the manufacturer of my favourite laptop is a well-known computer
        brand

Brand loyalty

Brand loyalty describes how loyal is your consumers when it comes about using or buying the specific brand (Aaker, 1996). The scales measuring the brand loyalty were adapted from (Pappu, 2006), (Yoo B. &., 2001), (Fornell, 1996), (Aaker, 1992), and this construct is measured on a 7 point Likert scale, where 1 is strongly disagree and 7 is strongly agree.

BRL1 I will always prefer my favourite laptop brand to all others:

BRL 2 I am loyal to my personal laptop brand

BRL 3 I am pleased or satisfied with my laptop brand, and I will continue to purchase
        this brand

Brand image

The image defines a promise that the company made to its consumers regarding the service, price, attributes, and quality. The brand with strong image can help in persuading the consumers to buy the company's brand (Maguire, 2002). The scales measuring the brand image were adapted from (Shirin, 2011), and this construct is measured on a 7 point Likert scale, where 1 is strongly disagree and 7 is strongly agree.

BRI 1 I can distinguish my personal brand element from other brands:

BRI 2 I tend to purchase my personal laptop brand that really make me look good in front of my friends

BRI 3 I avoid purchasing a laptop brand, which has a very bad image

Perceived quality

Perceived quality holds consumer's opinion and knowledge about the specific brand so it can be calculated or quantify. The concept of the perceived quality considers the consumer's opinion and memories about the brand or product (Severi, 2013). The scales measuring the perceived quality were adapted from (Aaker, 1991) ,and (Lichtenstein, 1993), and this construct is measured on a 7 point Likert scale, where 1 is strongly agree and 7 is strongly disagree.

PRQ 1 This personal (laptop) computer brand is of high quality

PRQ 2 This personal (laptop) computer brand is highly reliable

PRQ 3 This computer brand manufacturer is very innovative

- *Control variables:*

  This study consists of five control variables; age, gender, education, occupation, and nationality.

  Gender: Gender is measured by simple question.

  ➢ Please indicate your gender

  Male Female

  Age: The respondents age is measured by the simple question.

  ➢ Please select your age

  Under 20

  20-25

  26-30

  31-40

  Over 40

  Education: The level of education also influence the consumer purchase intention. This is measured by a single question:

  ➢ What is the level of your education?

Basic education

Secondary/High School

Polytechnic diploma

Bachelor

Master

PhD

Nationality: It is measured by simple question.

➢ Please select your nationality or origin:

Norway

Germany

Nepal

Pakistan

India

China

Africa

Japan

Others….

Income: Income levels also affect the consumers purchase intention. It is expected that customers with higher salary or income can better afford to buy whatever products they want. Income level is measured by simple questions.

➢ What is your level of income per month?

Less than 6000NOK

6001-12000NOK

12001-24000NOK

More than 24001NOK

Occupation: Occupation is measured by simple question.

➢ What is your occupation?

Student

Employed

Unemployed

Retired

Others

4.9 Summary

In this chapter, the overall research methodology is discussed and presented. The selected research design was used for the establishment of the research, and explains the methodology process. The different measurement scales have been used and discussed in this chapter.

The next chapter is measurement assessment and data validation.

CHAPTER 5: DATA MEASUREMENT AND ASSESSMENT

5.1 Introduction

In this chapter, the data measurement and assessment are presented. This chapter discusses descriptive statistics, factor analysis, and data screening and cleaning. The chapter ends with a discussion on the reliability of measurements.

5.2 Descriptive statistics analysis and data examination

5.2.1 Data screening and cleaning

Before using the statistical technique, it is important to inspect data for errors and correct them to minimize their impact on data analysis. According with Roger (2005), before starting the analysis part, it is important to check if the data have been entered correctly or not (Eeckels, 2005). The data screening process consists three steps; screening, diagnosing, and editing of data. The data retention and diagnostic phases require knowledge of the sources and types of errors in all stages of the survey, during and after the measurement. The data transfer is crucial in this context, and after the measurement of data, the research data will load into the information carriers where the data are again extracted, transferred to the other carriers, edited, sorted, processed, summarized, and presented. It is important to realize that there may be errors at any time in the flow of data including the actual data storage (Eeckels, 2005).

5.2.2 Descriptive analysis of the data

After the data is cleaned and screened for errors, the data is analyzed by using descriptive phase. Gaur and Gaur (2006) stated that the descriptive statistics is used to summarize and analyzed data in a meaningful manner. The authors showed the three methods of descriptive statistics: first, measures of central tendency (mean, median, mode); second, measures of variability (range, variance); and third, measures of percentiles, quartiles, interquartile range, skewness, and Kurtosis (Gaur, 2006).

The descriptive statistics resulted from the research study can be used for the simpler interpretation of the data. It is used to check the right kind of variables to answer the research questions. In short, descriptive statistics is used to simplify the raw data in a sensible way in order to summarize the sample and the measures. Descriptive analysis includes important attributes, and they are minimum, maximum, mean, and the standard deviations of the variables.

The result of the descriptive statistics of the variables are depicted in the Table 5.1(a) shown below.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CPI 1	173	1	7	5.29	1.528
CPI 2	173	1	7	4.99	1.686
CPI 3	173	1	7	5.21	1.492
CPI 4	173	2	7	5.10	1.628
BRA 1	173	1	7	4.40	1.728
BRA 2	173	1	7	4.03	1.753
BRA 3	173	1	7	5.55	1.549
BRL 1	173	1	7	5.18	1.603
BRL 2	173	1	7	4.23	1.447
BRL 3	173	1	7	5.05	1.478
BRI 1	173	1	7	4.20	1.751
BRI 2	173	1	7	4.43	1.792
BRI 3	173	1	7	5.59	1.513
PRQ 1	173	1	7	5.18	1.529
PRQ 2	173	1	7	5.32	1.351
PRQ 3	173	1	7	5.37	1.390
COO 1	173	1	7	5.23	1.488
COO 2	173	1	7	5.22	1.289
COO 3	173	1	7	5.49	1.520
COO 4	173	2	7	5.34	1.404
Valid N (listwise)	173				

Table 5.1(a): Descriptive statistics

Table 5.1(a) explains the univariate descriptive statistics. The skewness values measure the asymmetry of the distribution. The skewness values can be either positive or negative, or undefined. The value can be ranged be between -1 and +1. A negative skew indicates low values and tail on the left side, and positive skew indicates one have large values and tail on the right side, and kurtosis indicates the peakness of the distribution, and how it differs from the normal distribution. Positive kurtosis indicates sharper peak of the distribution, and negative kurtosis indicates flatter peak of the distribution.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	173	0	1	.47	.501
Age	173	1	5	2.83	.843
Education	173	1	6	4.60	.776
Income	173	1	4	1.78	.841
Nationality	173	1	9	3.88	2.375
Occupation	173	1	5	1.48	.634
Valid N (listwise)	173				

Table 5.1(b): Descriptive statistics

5.2.3 Factor analysis

Factor analysis is a statistical technique that is used to describe the structure or variables. Factor analysis is designed to find the structure of the latent variables. It is not designed to measure the hypotheses but to deal with the data sets that are present in large numbers of observed variables. Factor analysis does not indicate whether the groups are different from one another and do not test hypotheses. Factor analysis are of two types: Exploratory factor analysis (EFA) and Confirmatory factor analysis (CFA).

The factor analysis consists two steps, to check if the data is suitable for the factor analysis. First, the sample size should not be less than 150 (Nunnally, 1978). In my study the sample size was 173 respondents. Second, Tabachnick & Fidell (2013) recommends a study of the correlation matrix for the test of coefficients should be more than 0,3. Bartlett test (p<0,05) and KMO index (ranges from 0 to 1) with 0,5 suggested as the minimum value (Tabachnick, 2013).

Table 5.2 shows the factor analysis from the study.

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
CPI 1	.780	.437	.120	.129	.174
CPI 2	.826	.399	.066	.046	.036
CPI 3	.656	.507	.279	.129	.224
CPI 4	.798	.348	.204	.185	.112
BRA 1	.153	.248	.884	.011	.199
BRA 2	.141	.248	.882	.043	.064
BRA 3	.726	.381	.337	.131	.216
BRL 1	.764	.369	.220	.146	.184
BRL 2	.518	.035	.657	.364	.087
BRL 3	.707	.223	.374	.238	.294
BRI 1	.208	.221	.890	-.085	.085
BRI 2	.246	.219	-.023	.913	.053
BRI 3	.335	.270	.273	.066	.840
PRQ 1	.609	.501	.312	.297	.083
PRQ 2	.559	.586	.285	.126	.152
PRQ 3	.584	.609	.253	.185	.095
COO 1	.400	.688	.220	.138	.213
COO 2	.391	.722	.356	.080	.044
COO 3	.439	.756	.202	.024	.095
COO 4	.333	.742	.202	.258	.210

Table 5.2: Factor analysis

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 7 iterations.

In the SPSS software, Tabachnick & Fidell suggests inspection of correlation matrix for signs of greater than 0.3 coefficients (Tabachnick, 2013). In my study, I inspected the correlation matrix and found only few correlation coefficients which were below than 0.3. There are two tests that calculate the correlation between the variables. First, KMO which ranges between 0 and 1. In my study, I obtain 0.948 which is very good because the value range between 0 and 1. Second, Bartlett test which should be significant if $p<0,05$ (in this case has a significant $p=0.000$), and therefore we

can say that the further analysis is appropriate (see Appendix 5.2(c)). In total variance, I have extracted five components which explains a total of 84.547 % of the variance.

5.3 Reliability of measurements

The reliability of a scale is the extent to which an evaluation tool produces stable and consistent results. Also, it describes the extent to which varying measurements observed the "true" value and is "error free". The results obtained from the measurements is said to have high reliability if the measure gives the same results under consistent conditions (Hair, 2014).

Reliability refers to the scale's ability to create consistent results when repeated measurements are used. When it comes about measuring the size, level of measurement is classified into four different levels; they are nominal, ordinal, interval, and ratio. I choose ordinal scale in this survey. The ordinal scale is attained by classifying or arranging items by which data can be sorted. The scale is used to measure the differences among the objects or variables (Schmidt M. J., 2006). The respondents attitude is also measured and considered because the research study investigates how the factors country of origin, brand awareness, perceived quality, brand loyalty, and brand image can influence the consumer purchase intention.

Cronbach's alpha coefficient is used to measure the internal consistency. The value of Cronbach's alpha coefficient ranges from 0 to 1. To achieve the reliability the value should not be less than 0.70 (Nunnally, 1978).

In this case, almost all indicators show an internal consistency above 0.7 except brand image which shows (.608), so the factors that scores less than 0.40 were eliminated. The items measuring country of origin, brand awareness, brand loyalty, perceived quality, consumer purchase intention shows the value above 0.70, this means the items are the good indicators.

The result in the following Table 5.3 shows that the measurement items have achieved high reliability.

Construct	Items	No. of Items	Reliability (Cronbach alpha)
Country of Origin	COO 1,2,3,4	4	.913
Brand Awareness	BRA 1,2,3	3	.841
Brand Loyalty	BRL 1,2,3	3	.870
Perceived Quality	PRQ 1,2,3	3	.917
Consumer Purchase Intention	CPI 1,2,3,4	4	.942

Table 5.3: Reliability

5.4 Chapter summary

This chapter is on data assessment where I evaluated the measures of my latent variables/factors. Descriptive analysis was performed using SPSS, and the reliability of the data were measured and analyzed. Cronbach's alpha was used to check the reliability of data by determining several factors. Factor analysis shows 5 components: Consumer Purchase Intention, Brand awareness, Brand loyalty, Brand image, and Perceived Quality. These five components explain a total of 84.547 % of the variance. In the next chapter data analysis and empirical findings of this research will be presented.

CHAPTER 6: DATA ANALYSIS AND EMPIRICAL FINDINGS

6.1 Introduction

In this chapter, the standard multiple regression (OLS estimation technique) is applied to present the empirical findings of this study. This chapter is also presents the model estimation, empirical findings, empirical testing of the five hypotheses. The chapter ends with a summary of the findings of the hypotheses tests.

6.2 Brand/ Product preference ranking

During the research study, the respondents were asked to rank different laptop brands from 1 to 7 according to their buying preferences and importance of attributes. The rankings were weighted for the personal laptop brands with 1 the most preferred brand and 7 the least preferred. Likewise, the importance of personal laptop brand attributes was classified, where the respondents were asked to rank the attributes concerning the personal laptop brand from 1 to 7, where 1 for "not important" and 7 for "very important". The mean values for preferences of different personal laptop brands and attributes preferred by the respondents is shown in the Table 6.1(a) and 6.1(b).

In 2011, Milward Brown claims that Apple is the most popular and valuable brand in the world (Schiffman, 2012). The online survey also proves that Apple is most preferred brand as compared to other brands. The statement is also demonstrated in the Table 6.1(a).
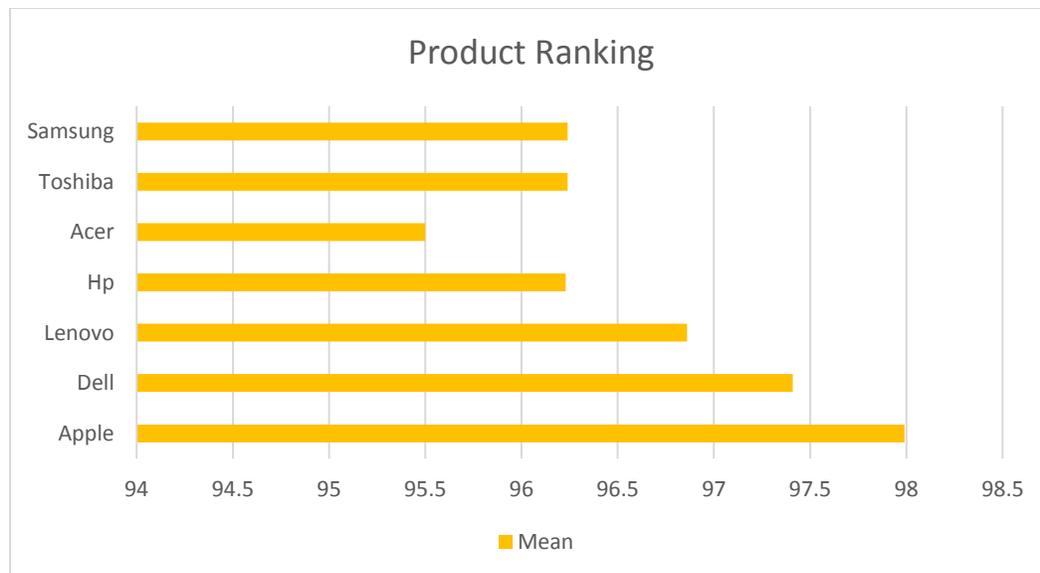
Table 6.1(a): Descriptive statistic- Preference for Brand

Figure: Attributes Ranking — Mean values for Hard drive size, Processor, Multifunction, Battery backup, Technical support, Good brand image, Reasonable price, Good design.
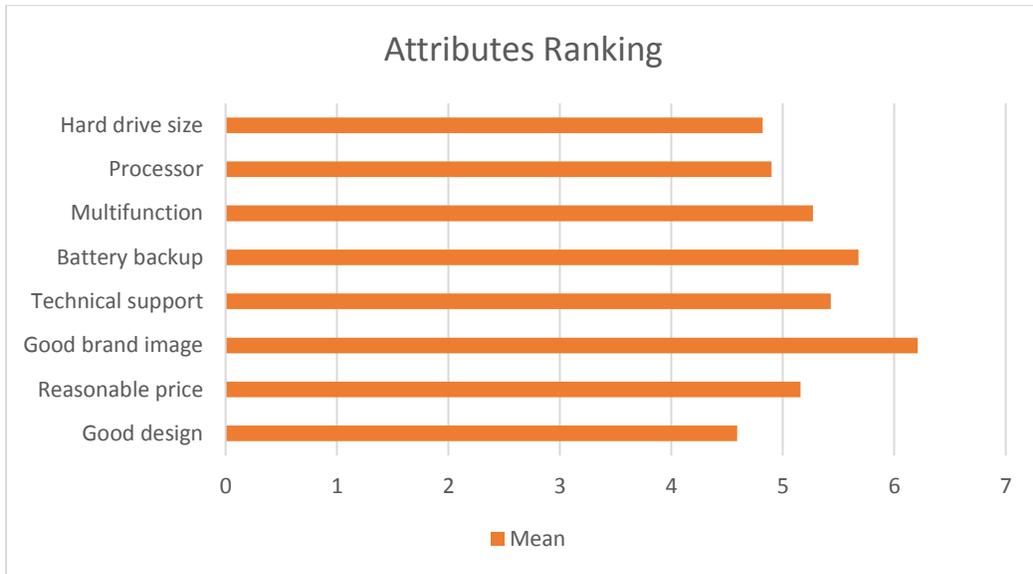
Table 6.1(b): Descriptive statistic- Importance of Attributes

6.3 Model estimation

Ordinal Least Square (OLS) regression model is calculated by using the SPSS statistical software. The model is estimated by the regression equation which is presented below:

$$CPI = b_0 + b_1COO + b_2BRA + b_3BRI + b_4BRL + b_5PRQ + b_6AGE + b_7GEN + \acute{\varepsilon}$$

Where:

b_0 Constant

Dependent variable

CPI   Consumer purchase intention

Independent variable

COO   Country of Origin

BRA   Brand Awareness

BRI   Brand Image

BRL   Brand Loyalty

PRQ   Perceived Quality

Control variables

AGE   Age (Natural logarithm of age)

GEN   Gender (Dummy 0 female, 1 male)

έ   Error term

6.4 Estimation results

In this part, the regression model shows the relationship between the dependent, independent, and control variables.

- Dependent variable: Consumer Purchase Intention (CPI)
- Independent variables: Country of Origin (COO), Brand Awareness (BRA), Brand Loyalty (BRL), Brand Image (BRI), Perceived Quality (PRQ)
- Control variables: Age (AGE), Gender (GEN)

6.4.1 Correlation matrix

The correlation matrix is also presented in the Appendix 4.

Correlations

Factor		1	2	3	4	5	6
CPI	1	1	.819**	.645**	.855**	.698**	.880**
COO	2	.819**	1	.679**	.744**	.707**	.874**
BRA	3	.645**	.679**	1	.769**	.791**	.731**
BRL	4	.855**	.744**	.769**	1	.803**	.830**
BRI	5	.698**	.707**	.791**	.803**	1	.738**
PRQ	6	.880**	.874**	.731**	.830**	.738**	1
Mean		5.51503	5.3194	4.6628	4.8189	4.7399	5.2929
SD		1.46290	1.27200	1.46315	1.34561	1.17951	1.31981

Table 6.2: Correlation matrix

**. Correlation is significant at the 0.01 level (2-tailed).

The value of the correlation coefficient range between -1 to 1. It indicates the strength between two variables. Zero value indicates there is no correlation between two variables. A negative value

indicates a negative correlation between two variables. According to (Cohen J. , 1988), he suggests the following guideline:

r = 0.1 to 0.29 or r = -0.1 to -0.29	**small**
r = 0.3 to 0.49 or r = -0.3 to -0.49	**medium**
r = 0.5 to 1 or r = -0.5 to -1	**large**

So, the correlation results in this case shows that all the factors brand awareness (BRA), brand image (BRI), brand loyalty (BRL), perceived quality (PRQ), and country of origin (COO) are significantly related to the consumer purchase intention (CPI).

6.4.2 Regression analysis

A standard multiple regression analysis was produced using the method (Pallant, 2013). The dependent variable consumer purchase intention, and independent variables country of origin, brand awareness, brand image, perceived quality, and brand loyalty were used to get the multiple regression analysis. Likewise, the control variables age, gender was also used for the regression analysis. The interpretation of the output was done by following the steps (Pallant, 2013). The results of the standard multiple regression are analyzed and presented in the following Table 6.3. The table present the tolerance values and the variance inflation factor (VIF). The both values are used to study the multi-Collinearity. The achieved results show that the multicollinearity is not violated because all the tolerance values of the variables are greater than 0.10. An overall assessment of standard multiple regression output is presented in the Appendix 5.

Appendix 5 presents the SPSS output of model summary, ANOVA, Coefficients, Consumer purchase intention Histogram, Scatterplot, Normal P-P Plot.

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	t	Collinearity Statistics Tolerance	VIF
Linear multiple regression model $R^2=0.848$ Adj $R^2=0.841$ F=131.073	(Constant)	-.440	.237	-1.852		
	COO	.212	.075	2.816**	.216	4.628
	BRA	-.149	.063	-2.363*	.233	4.299
	BRL	.535	.071	7.573***	.219	4.565
	BRI	-.061	.074	-.834	.263	3.804
	PRQ	.502	.086	5.829***	.153	6.542
	Gender	-.100	.106	-.938	.701	1.427
	Age	.092	.057	1.622	.861	1.161

Table 6.3: Regression analysis: Dependent variable consumer purchase intention

* P<0.05 t – values greater than 1.96 are significant at 0.05 two – tail

** p<0.01 t – values greater than 2.6 are significant at 0.01 two – tail

*** p<0.001 t – values greater than 3.30 are significant at 0.001 two – tail

Furthermore, an overall assessment of the model, based on the "p value" from the ANOVA (see the Appendix 5-6.3(c)) shows significant at p<0.001, (R^2=0.840, R^2 adj=0.841, F=131.073), R^2 is the correlation coefficient which indicates the percentage of the total variation explained in the regression model. This means that 84.1% of the variance, CPI is explained by the independent variables. R^2=0.840 is measurement of the degree of the variation of the dependent variable CPI which is explained by the covariance of independent variables. Independent variables brand awareness (BRA) which is negative and significant (t= -2.363, R^2=0.840, R^2 adj=0.841, F=131.073). Likewise, Country of Origin (COO) (t=2.816, R^2=0.840, R^2 adj=0.841, F=131.073) can be considered as significant at 0.01 two tail. The other independent variables like brand loyalty (BRL) and perceived quality (PRQ) are significant with BRL (t=7.573, R^2=0.840, R^2 adj=0.841, F=131.073), PRQ (t=5.829, R^2=0.840, R^2 adj=0.841, F=131.073) can be considered as significant at 0.001 two tail.

Table 6.3 and Appendix 5 presents the data obtained from the regression model. We can see country of origin is significant at p<0.01 (two tail), and perceived quality and brand loyalty is

significant at p<0.001 (two tail): brand awareness which is negative is significant at p<0.05(one tail), The summary of the findings is presented below:

Hypotheses H1

Looking the Table 6.3 Regression analysis and Appendix 5 Coefficients output 6.3(d) we can see that Country of Origin unstandardized beta equal to 0.212 t= 2.816, p<0.01 two tail, is significant and presents a positive association, and is supported by the statistical regression.

Hypotheses H2

Looking the Table 6.3 Regression analysis and Appendix 5 Coefficients output 6.3(d) we can see that Brand Awareness unstandardized beta= -0.149, t= -2.363, p<0.05 two tail, is significant and presents a negative association, is not supported by the statistical regression.

Hypotheses H3

Looking the Table 6.3 Regression analysis and Appendix 5 Coefficients output 6.3(d) we can see that Brand Loyalty unstandardized beta equal to 0.535, t= 7.573, p<0.001 two tail, is significant and presents a positive association, is supported by the statistical regression.

Hypotheses H4

Looking the Table 6.3 Regression analysis and Appendix 5 Coefficients output 6.3(d) we can see that Brand Image unstandardized beta= -0.34, t= -0.061, p>0.05 and is insignificant and presents a negative association, is not supported by the statistical regression.

Hypotheses H5

Looking the Table 6.3 Regression analysis and Appendix 5 Coefficients output 6.3(d) we can see that Perceived Quality unstandardized beta= 0.502, t=5.829, p<0.001 two tail, is significant and presents a positive association, is supported by the statistical regression.

Normality, homoscedasticity, outliers or independence of residuals

Looking at the Table Normal P-P Plot generated by the regression procedure, we can say that all the points lie in a reasonably straight diagonal line from the bottom left to the top right. This tells that there is no significant deviation from normality (See Appendix 6.3(f)).

Likewise, the dependent variable is analyzed in the scatterplot. We can see that all the scores are concentrated in the center and this suggest there is no deviation from normality (See Appendix 6). The presence of the outliers can be detected by examining the scatterplot diagram shown in the Appendix below (See Appendix 6). The diagram show that the preconditions of the residuals being normally distributed, linearity, no significant outliers, and no problems with multicollinearity have seen. The scatterplot for each independent variables and control variables is shown below in Appendix 6. Hence, the result obtained from the multiple regression for the dependent variables (consumer purchase intention) can be interpreted and analyzed accordingly.

6.5 Summary of hypotheses

In the chapter 3, five hypotheses were presented. The regression analysis is used in SPSS to test the hypotheses. The five hypotheses are summarized in Table 6.4.

Hypotheses	Association with variables	Hypothesized effect	Findings
H1	Country of Origin is positively associated with Consumer purchase intention	$+^{**}$	Supported
H2	Brand awareness is negatively associated with Consumer purchase intention	$-^{*}$	Not supported
H3	Brand loyalty is positively associated with Consumer purchase intention	$+^{***}$	Supported
H4	Brand image is negatively associated with Consumer purchase intention	$-^{a}$	Not supported

H5	Perceived quality is positively associated with Consumer purchase intention	$+^{***}$	Supported

Table 6.4: Summary of hypotheses

*p<0.05 one tail   **p<0.01 two tail   .^{a}p>0.05 two tail

6.6 Chapter Summary

This chapter studies the analysis of the empirical data using the multiple regression technique. In the third chapter, five hypotheses have been presented but in this chapter these five hypotheses were examined and tested by using ordinary least square estimation technique (OLS). The findings achieved shows that three out of five hypotheses were supported. Statistical results have been discussed below, and consequences for the theory is discussed in the next chapter. In addition, the limitations and further research for this study is discussed in the final chapter- conclusion.

CHAPTER 7: CONCLUSION

7.1 Introduction

In the previous chapter, the results obtained from the empirical tests were discussed and presented. Based on the five hypotheses presented in the chapter 3, this chapter starts with the summary, discussion, and conclusions of the findings. However, the chapter ends with the limitations of the study which is followed by the implications and limitations of the study. The suggestions for further research are also presented at the end of this chapter.

7.2 Summary of findings

The main objective of this study was to determine the factors that affect consumer purchase intention for personal laptop. The analysis is based on a sample of 173 international students who were studying in and outside the Norway. The empirical result obtained from the SPSS supports three of the five hypotheses. Brand loyalty, perceived quality, and country of origin are significantly and positively associated with consumer purchase intention. Perceived quality and brand loyalty plays key role in consumer's decision making process. This mean that when people buy products, the perceived quality and brand loyalty should be considered one of the most important features.

It is consistent with the previous research which shows the perceived quality and brand loyalty has positive relation with the consumer purchase intention. This finding of positive relationship among variables has proved that international students are quality conscious. They preferred more quality product. They evaluate perceived quality in terms of reliability and innovation. The same result was observed for brand loyalty, where the international students are found to be more conscious when it comes about buying the personal laptop. They preferred to buy the laptop brand which is well-known and manufacture in the country which has good product image.

Similarly, according to this study brand awareness and brand image has no impact on the consumer purchase intention. Also, the brand image does not have significant impact on consumer purchase intention. Both factors show the negative association towards the consumer purchase intention.

In addition, this result indicates the effect of factors (brand awareness, brand loyalty, brand image, perceived quality) occurs when the consumers are more concerned about different countries product. According to previous research, the country of brand has found to be more important to

consumers (Lee M. &., 1993). My study also shows our respondents are more concerned about the brand made in other country than its home country.

Concerning the personal laptops, this result shows Apple and Dell are always preferred to be favourite laptop brand to all others. The students also seem to be very satisfied and pleased with their favourite and personal laptop brand. This indicates that brand loyalty and perceived quality may strengthen consumer purchase intention. The good brand loyalty and perceived quality indicates how the consumers perceived the brand and how loyal they are when it comes to buying laptops. Hence, perceived quality and brand loyalty are important factors for consumer purchase intention.

7.3 Discussion and conclusions

The objective of this study was to evaluate the factors that can affect the consumers purchase intention. The first discussed factor is the country of origin. Country of origin is important factor when it comes to purchasing personal laptop brand. There are different factors like technology, industrialization, and economic development that can affect country of origin. These are the key factors to recognize the laptop brand manufacture in other countries. The surveys have shown that country of origin has strong and positive impact on consumers purchase intention. Regarding the purchase intention, international students are found to be more concerned about the laptop manufacture in other countries, and country of origin is supported. The study also used the Theory of planned behavior to develop the research model based on the previous literature. Five hypotheses were developed based on the research model. The study was represented by a survey question- "Rank the following laptop brands". The result proved APPLE to be first choice with the mean value around 98. The other was Dell with the mean value of about 97. Surprisingly, HP and Acer could not meet the consumer's satisfaction because these laptop brands are manufactured in same country. Though Toshiba is not a well-known brand for personal laptop, it is preferred by most of the consumers in terms of mean value. APPLE and Dell are most preferred brand, despite the fact, consumers are found to be less aware about the brand. Brand awareness with the acquisition of personal laptop is not supported in this study. This raise the question- how the APPLE and DELL can be ranked first and second when the consumers have not enough knowledge about the laptop brand they have been using??

Another argument is perceived quality. Perceived quality is expected to have significant impact on the consumer purchase intention. This study shows different consumers have different expectations when it comes about purchasing their favourite laptop brand. For example, students may be more focusing on the multifunction and battery of the laptop. The knowledge about the product can help the consumers in choosing right kind of product. It is difficult to figure out good product without proper knowledge and information. But knowing the needs and wants of the consumers can help companies to focus on the features and attributes of the product which can increase the consumer purchase intention in future. The perceived quality is connected to the brand loyalty in this case. The continuous purchase of personal laptop brand is largely depending on whether you are pleased and satisfied, or not when it comes to purchasing the personal laptop brand. It also evaluates how loyal you are when it comes to buying the laptop brand.

As mentioned above, brand awareness is statistically significant but had a negative instead of positive relation with purchase intention, however brand image suggested no influence on the consumer purchase intention. The results indicate a negative association. Sometimes negative results can turn off the potential customers and can lead to purchase disagreement. So, for the further study, impact of brand image and brand awareness should be studied in order to create strong brand image and higher brand awareness.

7.4 Implications of the study

The findings of this study specialize the understanding of which factors or variables influences the consumer purchase intention. It focuses on which factors are important when the consumers purchase the laptop. This study provides managerial implications for perceived quality, brand loyalty, and country of origin by providing a better understanding about what drives consumers while purchasing the personal laptops. In respect to the drivers of purchase intention, most influential factor is perceived quality and brand loyalty. The positive association between the variables shows that perceived quality and brand loyalty will highly influence the consumers purchase intention. The consumers are concerned with the image they perceive about laptop manufacture in other countries. This suggests that it is worthy for the laptop companies that promote laptop to build strong brand image through perceived quality and brand loyalty. This gives higher level of consumer's satisfaction. Various promotion strategies on perceived quality and brand loyalty may be more useful for personal laptop. The third influential factor is country of

origin. This means that the economic development, technology, and industrialization is an important for the consumer purchase intention that have chosen country of manufacture when it comes about buying the personal laptop brand. Thus, it is important for the companies to try to include the country of origin image while manufacturing the laptop brand, because in the future this might can increase the number of consumers.

7.5 Limitation of the study

The main limitation of this master thesis is that the research is not done from one research setting (focusing one country students). The sample size is 173 which is rather a small sample size, hence it fails to get relevant answers and thus the findings cannot be generalized.

7.6 Further research

The research was conducted among the international students living in and outside Norway. I recommend for the further research to take into consideration more students from one specific country, for the product (personal laptop) choose one country of origin. Secondly, the focus could also be put on the random people instead of focusing only on international students and for that people of different age group can be targeted to collect the data because in my study most of the respondents age group range from 26-30 years old. Third, since the brand image has low Cronbach's alpha value which means the value is not appropriate. So, the better questions should be design to analyze the impact of brand image and brand awareness on consumer purchase intention. For further research, it could also be interesting to do the research on one specific attributes (good design or reasonable price or multifunction, processor etc.). It will not only provide accurate information but also increase the validity and reliability of research data. Besides this, we cannot generalize this study towards the whole population of international students in Norway. Because this study has been carried out particularly on international students living in and outside Norway. Another limitation can be the time given to the respondents to answer the questions. So, in the further research, I recommend longer period of time should be given to the respondents to answer the survey questions.

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APPENDICES

Appendix 1: DESCRIPTIVE STATISTICS

Descriptive Statistics- brands preferences

	N	Mean	Std. Deviation
Apple	173	2.01	2.085
Dell	173	2.59	1.649
Lenovo	173	3.14	1.209
Hp	173	3.77	1.294
Acer	173	4.50	1.160
Toshiba	173	3.76	1.646
Samsung	173	3.76	1.362
Valid N (listwise)	173		

Descriptive Statistics- attributes/features preferences

	N	Minimum	Maximum	Mean	Std. Deviation
Good design	173	1	7	4.59	1.749
Reasonable price	173	2	7	5.16	1.399
Good brand image	173	1	7	6.21	1.341
Technical support	173	1	7	5.43	1.399
Battery backup	173	1	7	5.68	1.324
Multifunction	173	1	7	5.27	1.372
Processor	173	1	7	4.90	1.603
Hard drive size	173	1	7	4.82	1.739
Valid N (listwise)	173				

Appendix 2: FACTOR ANALYSIS EXTRACTIONS

-

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.674	63.371	63.371	12.674	63.371	63.371	6.135	30.675	30.675
2	1.986	9.928	73.299	1.986	9.928	73.299	4.435	22.174	52.849
3	.909	4.546	77.845	.909	4.546	77.845	3.797	18.987	71.836
4	.738	3.690	81.535	.738	3.690	81.535	1.374	6.871	78.707
5	.602	3.012	84.547	.602	3.012	84.547	1.168	5.840	84.547
6	.482	2.411	86.958						
7	.362	1.810	88.768						
8	.352	1.760	90.528						
9	.271	1.356	91.884						
10	.233	1.167	93.051						
11	.210	1.051	94.102						
12	.202	1.008	95.109						
13	.166	.831	95.940						
14	.152	.758	96.698						
15	.143	.713	97.411						
16	.129	.647	98.059						
17	.114	.572	98.630						
18	.106	.530	99.160						
19	.097	.486	99.646						
20	.071	.354	100.000						

Figure 5.2(a): Total Variance Explained

- SCREENPLOT
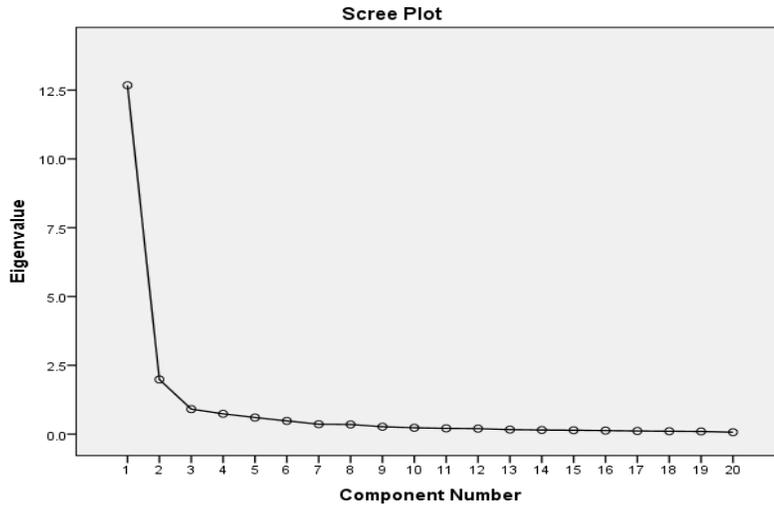
Figure 5.2(b): Screenplot

- **KMO and BARTLETT'S TEST**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.948
Bartlett's Test of Sphericity	Approx. Chi-Square	3858.684
	df	190
	Sig.	.000

Figure 5.2(c): KMO and Bartlett Test

Appendix 3: RELIABILITY

1. Consumer Purchase Intention

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.942	.943	4

Item Statistics

	Mean	Std. Deviation	N
CPI 1	5.29	1.528	173
CPI 2	4.99	1.686	173
CPI 3	5.21	1.492	173
CPI 4	5.10	1.628	173

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CPI 1	15.31	19.937	.877	.775	.919
CPI 2	15.61	18.740	.867	.759	.923
CPI 3	15.39	20.390	.862	.746	.924
CPI 4	15.50	19.472	.843	.713	.930

2. Country of Origin

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.913	.915	4

Item Statistics

	Mean	Std. Deviation	N
COO 1	5.23	1.488	173
COO 2	5.22	1.289	173
COO 3	5.49	1.520	173
COO 4	5.34	1.404	173

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
COO 1	16.05	14.905	.763	.584	.902
COO 2	16.06	15.776	.826	.697	.883
COO 3	15.79	14.061	.835	.710	.877
COO 4	15.94	15.188	.798	.639	.889

3. Brand Awareness

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.841	.838	3

Item Statistics

	Mean	Std. Deviation	N
BRA 1	4.40	1.728	173
BRA 2	4.03	1.753	173
BRA 3	5.55	1.549	173

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BRA 1	9.58	8.291	.803	.728	.679
BRA 2	9.96	8.248	.789	.722	.694
BRA 3	8.43	11.189	.548	.301	.917

4. Brand Loyalty

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.870	.871	3

Item Statistics

	Mean	Std. Deviation	N
BRL 1	5.18	1.603	173
BRL 2	4.23	1.447	173
BRL 3	5.05	1.478	173

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BRL 1	9.27	7.466	.714	.549	.854
BRL 2	10.23	8.249	.716	.560	.847
BRL 3	9.41	7.429	.830	.689	.744

5. Perceived Quality

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.917	.918	3

Item Statistics

	Mean	Std. Deviation	N
PRQ 1	5.18	1.529	173
PRQ 2	5.32	1.351	173
PRQ 3	5.37	1.390	173

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PRQ 1	10.69	6.737	.832	.694	.885
PRQ 2	10.55	7.679	.825	.682	.888
PRQ 3	10.51	7.356	.847	.718	.868

6. Brand Image

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.608	.612	2

Item Statistics

	Mean	Std. Deviation	N
BRI 1	4.20	1.751	173
BRI 3	5.59	1.513	173

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BRI 1	5.59	2.290	.441	.194	.
BRI 3	4.20	3.066	.441	.194	.

Appendix 4: CORRELATION MATRIX

Descriptive Statistics

	Mean	Std. Deviation	N
PI Mean Score	5.1503	1.46290	173
COO Mean Score	5.3194	1.27200	173
BA Mean Score	4.6628	1.46315	173
BL Mean Score	4.8189	1.34561	173
BI Mean Score	4.7399	1.17951	173
PQ Mean Score	5.2929	1.31981	173

Correlations

		CPI	COO	BRA	BRL	BRI	PRQ
CPI	Pearson Correlation	1	.819**	.645**	.855**	.698**	.880**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	173	173	173	173	173	173
COO	Pearson Correlation	.819**	1	.679**	.744**	.707**	.874**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	173	173	173	173	173	173
BRA	Pearson Correlation	.645**	.679**	1	.769**	.791**	.731**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	173	173	173	173	173	173
BRL	Pearson Correlation	.855**	.744**	.769**	1	.803**	.830**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	173	173	173	173	173	173
BRI	Pearson Correlation	.698**	.707**	.791**	.803**	1	.738**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	173	173	173	173	173	173
PRQ	Pearson Correlation	.880**	.874**	.731**	.830**	.738**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	173	173	173	173	173	173

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix 5: LINEAR MULTIPLE REGRESSION ANALYSIS OUTPUT FROM SPSS

1. Descriptive statistics

Descriptive Statistics

	Mean	Std. Deviation	N
CPI	5.1503	1.46290	173
COO	5.3194	1.27200	173
BRA	4.6628	1.46315	173
BRL	4.8189	1.34561	173
BRI	4.7399	1.17951	173
PRQ	5.2929	1.31981	173
Gender	.47	.501	173
Age	2.83	.843	173

Table 6.3(a): Descriptive statistics

2. Model summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.921^a	.848	.841	.58313	.848	131.073	7	165	.000	1.799

Table 6.3(b): Model summary

a. Predictors: (Constant), Age, PQ Mean Score, Gender, BI Mean Score, BA Mean Score, BL Mean Score, COO Mean Score

b. Dependent Variable: PI Mean Score

3. ANOVA

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	311.986	7	44.569	131.073	.000ᵇ
	Residual	56.106	165	.340		
	Total	368.092	172			

Table 6.3(c): ANOVA

a. Dependent Variable: PI Mean Score

b. Predictors: (Constant), Age, PQ Mean Score, Gender, BI Mean Score, BA Mean Score, BL Mean Score, COO Mean Score

4. Coefficients

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.440	.237		-1.852	.066
	COO Mean Score	.212	.075	.184	2.816	.005
	BA Mean Score	-.149	.063	-.149	-2.363	.019
	BL Mean Score	.535	.071	.492	7.573	.000
	BI Mean Score	-.061	.074	-.049	-.834	.406
	PQ Mean Score	.502	.086	.453	5.829	.000
	Gender	-.100	.106	-.034	-.938	.349
	Age	.092	.057	.053	1.622	.107

Coefficientsᵃ

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	COO Mean Score	.819	.214	.086	.216	4.628
	BA Mean Score	.645	-.181	-.072	.233	4.299

BL Mean Score	.855	.508	.230	.219	4.565
BI Mean Score	.698	-.065	-.025	.263	3.804
PQ Mean Score	.880	.413	.177	.153	6.542
Gender	.013	-.073	-.029	.701	1.427
Age	.160	.125	.049	.861	1.161

Table 6.3(d): Coefficients

a. Dependent Variable: PI Mean Score

5. Histogram
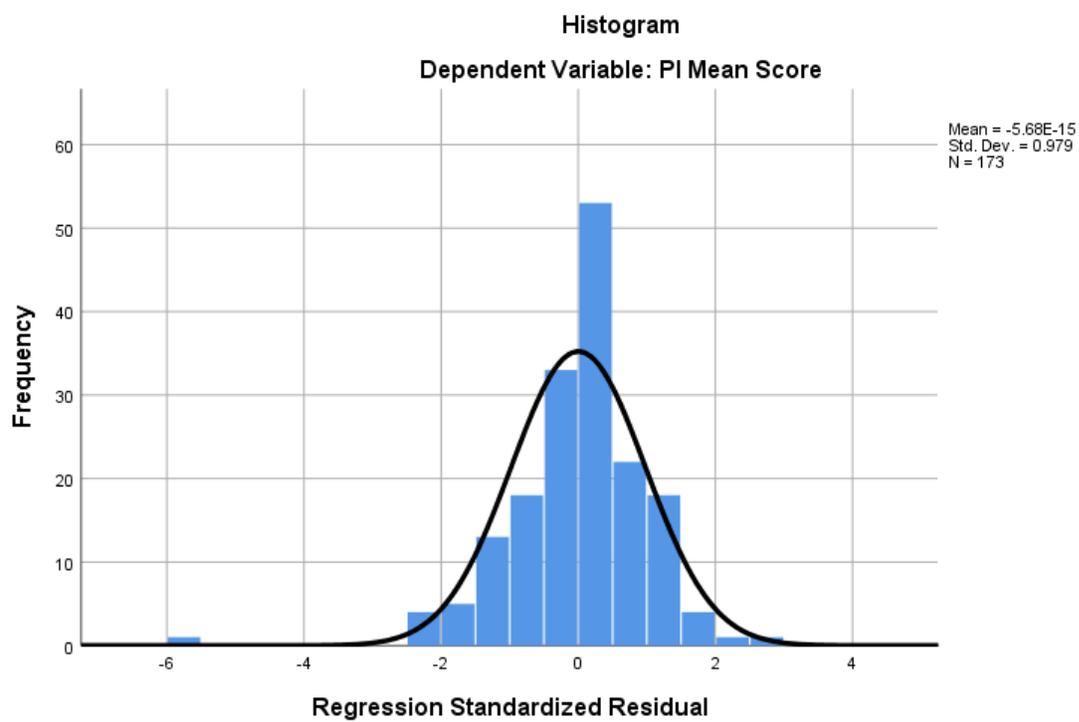
Figure 6.3(e): Histogram

6.   Normal P-P Plot
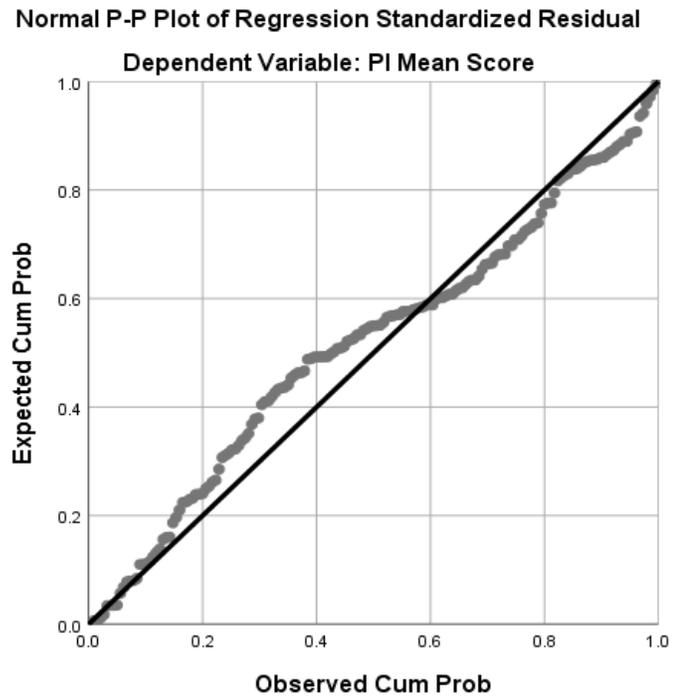
Figure 6.3(f): Normal P-P Plot

Appendix 6: SCATTERPLOT
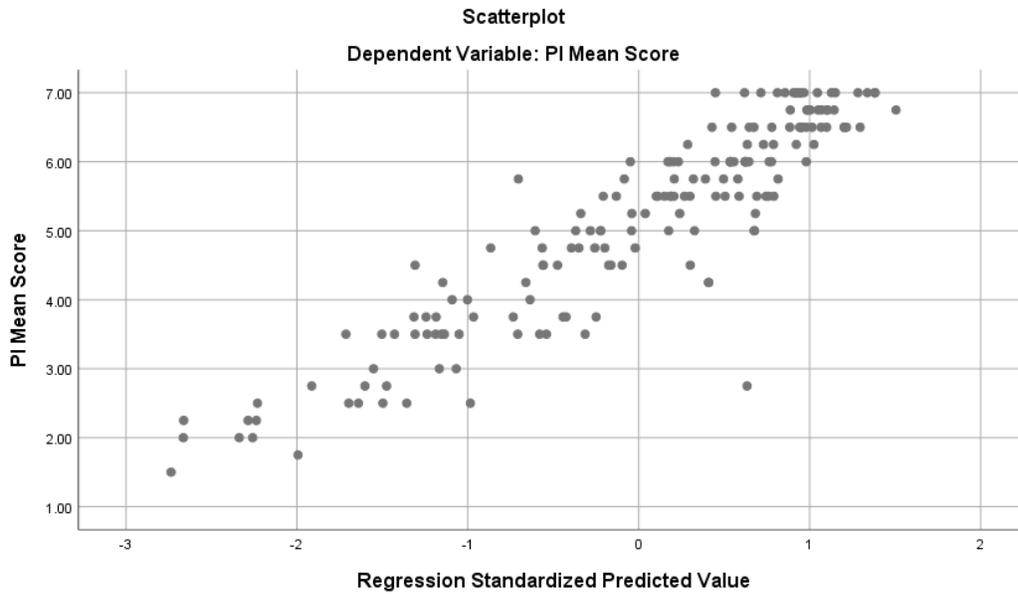
Figure 6.3(g): Scatterplot

Appendix 7: QUESTIONNAIRES

1. Please indicate your gender:

   Male   Female

2. Please select your age

   Under 20

   20-25

   26-30

   31-40

   Over 40

3. What is the level of your education?

   Basic education

   Secondary/High School

   Polytechnic diploma

   Bachelor

   Master

   PhD

4. What is your level of income per month?

   Less than 6000NOK

   6001-12000NOK

   12001-24000NOK

   More than 24001NOK

5. Please select your nationality or origin:

   Norway

   Germany

   Nepal

   Pakistan

   India

   China

   Africa

   Japan

   Others….

6. What is your occupation?

   Student

   Employed

   Unemployed

   Retired

   Others

7. Do you have laptop in the past 3 years?

   Yes   No

8. How often do you change your laptop?

   Less than 2 years

   2-3 years

   3-4 years

   More than 4 years

9. My personal laptop brand is

   Apple

   Dell

   Lenovo

   HP

   Acer

   Toshiba

   Samsung

   Sony

10. Please rank the following attributes that influences your purchase intention:

    1(Not Important) 2 3 4 5 6 7 (Very Important)

    Good design

    Reasonable price

    Good brand image

    Technical support

    Battery backup

    Multifunction

    Processor

Hard drive size

11. I would consider purchasing this laptop brand always:

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

12. If I were going to purchase this laptop, I will consider purchasing any model of this brand:

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

13. The probability I would consider purchasing this laptop is:

Very Low 1 2 3 4 5 6 7Very High

14. My willingness to purchase this laptop is:

Very Low 1 2 3 4 5 6 7Very High

15. I am very much aware of my preferred laptop brand:

Strongly Disagree1 2 3 4 5 6 7 Strongly Agree

16. When it comes to laptop, I can immediately recall the brand:

Strongly Disagree1 2 3 4 5 6 7 Strongly Agree

17. The name of the manufacturer of my favourite laptop is a well-known laptop brand

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

18. I will always prefer my favourite laptop brand to all others:

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

19. I am loyal to my personal laptop brand:

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

20. I am pleased or satisfied with my laptop brand, and I will continue to purchase this brand

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

21. I can distinguish my personal brand element from other brands:

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

22. I tend to purchase my personal laptop brand that really make me look good in front of my friends

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

23. I avoid purchasing a laptop brand, which has a very bad image

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

24. Rank the following brands in the order of the preference

1(Most Preferred) 2 3 4 5 6 7(Least Preferred)

Apple

Dell

Lenovo

HP

Acer

Toshiba

Samsung

25. My personal laptop brand is of high quality

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

26. My personal laptop brand is highly reliable

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

27. My laptop brand manufacturer is very innovative

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

28. The level of economic development of this country is high:

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

29. The level of industrialization of the country where my favourite laptop comes from is very high:

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

30. The level of technology of this country is high

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

31. Personal laptops from this country is reliable

Strongly Disagree 1 2 3 4 5 6 7Strongly Agree

Appendix 8: Factors used in the study

Factors	Sources	Original questions	Adapted questions
Brand Awareness	1. Aaker (1991) 2. Long-Chuan Lu (2014)	-I know this brand -When it comes to laptops, I can immediately recall the brand -The name of the manufacturer of my	- I am very much aware of my preferred laptop brand: - When it comes to laptop, I can immediately recall the brand: -The name of the manufacturer of my

		favorite laptop is a well-known computer brand	favourite laptop is a well-known computer brand:
Brand Image	1. Shirin and Kambiz (2011) 2. Nunnally (1978)	- I can distinguish my personal (laptop) computer brand element from other brands: -I tend to buy my personal (laptop) computer brand that really make me look good in front of my friends -I avoid buying a computer brand, which has a very cheap/poor image	-I can distinguish my personal brand element from other brands: - I tend to purchase my personal laptop brand that really make me look good in front of my friends - I avoid purchasing a laptop brand, which has a very bad image
Perceived Quality	1. Aaker (1991) 2. Lichtenstein (1993)	-This personal (laptop) computer brand is of high quality -This personal (laptop) computer brand is highly reliable -This computer brand manufacturer is very innovative	-My personal laptop brand is of high quality -My personal laptop brand is of highly reliable -My laptop brand manufacturer is very innovative
Brand Loyalty	1. Ravi Pappu (2006) 2. Yoo and Donthu (2001) 3. Fornell (1992) 4. Aaker (1992)	-I will always prefer to buy this personal (laptop) computer brand even though other brands offering better products -I consider myself loyal to brand X	-I will always prefer my favourite laptop brand to all others: - I am loyal to my personal laptop brand: - I am pleased or satisfied with my laptop brand, and I

		-I am pleased or satisfied with the personal (laptop) computer brand, and I will continue to buy this brand	will continue to purchase this brand
Purchase Intention	1. Spears & Singh (2004)	- I would consider buying this personal computer (laptop) brand always -It is possible that I will always buy this laptop brand -If I were going to buy this laptop/computer, I will consider buying any model of this brand -The possibility I would consider buying this product is -My willingness to buy this product is -The likelihood of me purchasing this product is	- I would consider purchasing this laptop brand always -If I were going to purchase this laptop, I will consider purchasing any model of this brand -The probability I would consider purchasing this laptop is -My willingness to purchase this laptop is:
Country of Origin	1. Martin and Eroglu (1993) 2. Shirin and Kambiz (2011)	-The level of economic development of this country is high -The level of industrialization of the country where my favorite laptop comes from is high - The level of technology of this country is high	-The level of economic development of this country is high: -The level of industrialization of the country where my favourite laptop comes from is very high:

		-Personal computers (laptops) from this country are reliable	-The level of technology of this country is high -Personal laptops from this country is reliable
Price	1. Lichtenstein (1993)	-I am very concerned about low personal (laptop) computer prices, but I am equally concerned about their quality -When shopping for a personal (laptop) computer I compare the price of different brands to be sure I get the best value of my money -When purchasing a personal (laptop) computer, I always try to maximize the quality I get for the money I spend	-I am very concerned about low price personal laptop: -When it comes to purchasing, I used to compare the price with other laptop brands: - When I buy a personal laptop, I always try to maximize the quality I get for the money I spend