

## THE INFLUENCE OF COUNTRY OF ORIGIN ON CONSUMER ATTITUDE TOWARD PURCHASE INTENTION OF LAPTOPS IN MANADO

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### ABSTRACT

Country of origin is a determinant of consumer attitude and purchase intention. Nowadays, people often discuss about country of origin, the place where the product is produced, where the product comes from, where the product is assembled and designed. It is hard to know exactly what the country of origin is. Consumers tend to use country of origin more as a decision tool when they make decisions to purchase or when they purchase a product. The purpose of this research is to determine the influence of the country of origin to consumer attitude, the influence of attitude to purchase intention, and the influence of country of origin to purchase intention. Theories supporting this research are consumer behaviour, country of origin, consumer attitude and purchase intention. The population observed is people who have laptop or want to purchase laptop with the sample size as many as 200 respondents. This research is a quantitative analysis which uses the Structural Equation Model (SEM) analysis, IBM® SPSS® Amos™ 21.0 software to analyse the data. Results and conclusions are country of origin has a significant influence to consumer attitude. Furthermore consumer attitude has a strong significant influence to purchase intention. However, the analysis result has no prove to show the influences of country of origin on purchase intention.

**Keywords:** *country of origin, consumer attitude, purchase intention*

### INTRODUCTION

#### Research Background

Country of origin is originally 'made in' country, the country where the product it is made. Actually, consumers want to know the place where the products are produced. Products are produced in a place or any place from a city in a country, in an area, in a continent or in the world as global products. A product cannot be thought apart from the place where it was produced or the country of origin. Many products are outcomes of a large number of parts and pieces that come from many different countries, and then assembled together in a different country. It is hard to know exactly what the country of origin is. Consumers tend to utilize the country of origin more when they are less involved and less familiar. Consumers further tend to use country of origin more as a decision tool when they purchase a product.

Indonesian consumers are currently the most optimistic consumers in the world. Indonesia is a country with a fast growing economy. Therefore, consumers in Indonesia is the main target of companies to promote or sell their products. Understanding the consumer attitude is needed in finding out their intention in purchasing a product. Until now China is the main supplier of goods to Indonesia. Then, in the second place, there is Japan and the United States in third. China is the largest supplier of imports to Indonesia with an increase in volume every year (BPS, 2012). China has signed up as the main supplier of various kinds of products to Indonesia. Electronic products are the dominant ones to be imported from these countries especially the type of Portable PC or laptop. Laptop purchase decision is very flexible because there are many kinds of brand choices, models, price, and also the products' home country that varies.

Laptop import during January to March 2013 was valued at USD 283.2 million or 2.7 trillion rupiah. If one laptop is to be priced 5 million then there are about 550,000 units that have already been imported laptop earlier this year. Most laptops are still dominated by imports from China valued USD 271.2 million. China still dominates even close to 80 percent of the total circulating laptop in Indonesia. Malaysia is the second largest import of USD 7.4 million, Japan USD 4.3 million, Singapore USD 337,000 and the United States USD 29,030. Besides that, Taiwan also imports of USD 16,000, Germany USD 1,939, France USD 1,388, Belgium USD 1,368 and finally Australia USD 1,116. (BPS, 2013).

Currently the products made in Indonesia are still not able to compete with imported products, especially from China. Indonesia does need such cheap goods from China, but Indonesia still cannot compete with the imported goods. There are many obstacles and yet competing causes of Indonesian products. The government's policy is one of the obstacles and the causes of it.

According to BPS (2013) the number of households that have a laptop in North Sulawesi province, in the year 2010 was 8.23 percent, the year 2011 was 11.88 percent, and in 2012 was 15.18 percent. Nowadays, the competition between domestic and foreign products has become more intensive in Manado. People are very busy in responding to the changing of the new world economy, and they often discuss about the 'home country' or 'the country where the product was made', and that where the products come from by looking at the 'Made in' label. The globalization of business has complicated the country of origin phenomenon. This is because the design of products are done in one country, while the process of manufacture and assembly may take place in another place, using the raw materials or parts from different areas of the world.

Manado is a region that feels the direct impact from the expansion of foreign products. Foreign products enter the Manado market and cover many industries, even almost all industries. Manado feels the positive and negative impacts simultaneously. The negative impact is the invasion of foreign products to stub out the domestic products. The positive impact is Manado consumers gains a big opportunity to use the newest technology products that are high quality and affordable. Thus, country of origin is one of the most widely studied concepts in marketing, international business and consumer behavior.

## Research Objective

There are specific objectives for this research:

1. Determine the influence of country of origin to consumer attitude.
2. Determine the influence of consumer attitude to purchase intention
3. Determine the influence of country of origin to purchase intention

## THEORETICAL FRAMEWORK

### Country of Origin

In this modern era, global marketing is growing day by day. Country of origin has become a significant phenomenon in consumer behavior studies recently. Originally, the concept of Country-of-Origin (COO) was considered as the Made-in country (Nebenzahl et al., 1997), or the COM country-of-manufacture, the country which appeared on the 'made-in' label and generally that country where final assembly of the good took place. Elliot et al., (1994) cited in Bhakar et al. (2013) defined the country of origin as the country of origin or the country of manufacturing for a specific product. Liu et al. (2007) cited in Bhakar et al. (2013) found that the country of origin effect has a significant impact on consumer's attitude and intention to buy foreign products. COO can act similarly as an attribute of the product and be utilizing in much the same way as other more specific attributes to arrive product evaluation (Hong and Wier, 1989 cited in Fan, 2007).

### Attitude

Attitude can drive purchase decision. If a consumer has a positive attitude toward a brand, the propensity to purchase the brand rises (Cowan and Baack, 2010:85). Attitude is defined as a mental, emotional or rational predisposition with regard to a fact, state, person or an object (Hmansu, 2009). According to Cowan and Baack (2010) attitude consists of three components: Firstly, cognitive is a person's mental images, understanding and interpretations of the person, object or issue. Secondly, affective is the feelings or emotions a person has about the object, topic, or idea. Affective is emotions or feelings that a person evaluates toward

products or brands, which are satisfied or dissatisfied. And lastly, conative is how the person is likely to respond to object based on their knowledge and feeling.

### Purchase Intention

Purchase intention means a subjective inclination consumers have towards a certain product (Fishbein and Ajzen, 1975 cited in Bhakar et al., 2013). Wang (2012) stated that there is another statement shows that particular features of products, perception of consumers, country of origin and perception of country of origin, all have an influence on customer purchase intention. Purchase intention is construed as consumer willingness to buy' (Jarvenpaa et al., 2000 cited in Cyril et al., 2012). Howard and Sheth (1969) cited in Rezvani et al. (2012) stated that purchase intention is the buyer forecast of his choice sometimes in the future.

### COO and Attitude

Country of origin (COO) can have greater effect on consumer attitude (Amine and Shin, 2000). If country of origin (COO) has a positive image in consumer's mind, consumer will perceive less negative on product attributes such as expensive and bad quality (Knight and Calantone, 2000). Consumer tend to show their attitude across the wide range of the home country made products (Nagashima, 1970). Fan (2007) found that there is significant between countries of origin on consumer attitude.

### Attitude and Purchase Intention

Attitude has significant effect on purchase intention (Fan, 2007). Country of origin (COO) can have greater effect on consumer attitude (Amine and Shin, 2000).

### COO and Purchase Intention

Lin and Chen (2006) stated that country of origin (COO) is one of the factors that most concern marketers in respect of its impact on consumer purchase intention. Country of origin influence on consumer purchase intention (Wang et al., 2012). Zeugner-Roth and Diamantopoulos (2010) stated that country of origin of a product has an effect on consumer purchase intention. COO can have a positive or negative impact on consumer intention (Rezvani et al., 2012). Lin and Chen (2006) stated that COO has a direct relationship with purchase intention. Consumer use COO in the purpose of evaluating the products quality or as the reference for their buying decision making (Chai et al., 2004 cited in Bory, 2005). Not only affecting the attitude towards products, it is shown that country of origin has influential effect on purchase intention as well (Fan, 2007).

### Previous Research

Rezvani et al., (2012) found that even when consumers can evaluate all the intrinsic product characteristics by experiencing the product, the effect of extrinsic cues has more influence on consumer product evaluation. Fan (2007) found that attitude has significant effect on purchase intention and because of the positive relationship between attitude and purchase intention, country of origin also affects the purchase intention of consumers. Buaman and Phuengsukethasit (2011) found that the belief that consumer have on an image of a particular country has great effect on attitude and purchase intention towards products of given country. Xanguo et al., (2012) found that the impact of country-of-origin image on purchase intention of domestic products is not significant, thus the effect of country-of-origin is degraded to take account to other factors.

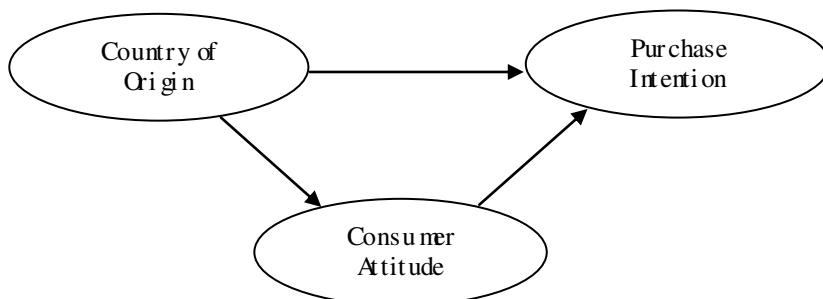


Figure 1 Research Framework

## Research Hypothesis

Based on the variables relationship, the following hypotheses are:

1. H1: Country of Origin significantly influences Consumer Attitude.
2. H2: Consumer Attitude significantly influences Purchase Intentions
3. H3: Country of Origin significantly influences Purchase Intentions

## RESEARCH METHOD

### Type of Research

This research is a causal type of research where determines if one variable causes another variable to occur or change, where it investigates the influence of country of origin on consumer attitude toward purchase intention of laptops in Manado.

### Place and Time of Research

The research is conducted in Manado between June to July 2013.

### Population and Sample

The population in this research is people who live in Manado. Selected productive age so that the research results are a representation of the respondents who have the economic ability to purchase a laptop as a limitation of the study product. The population that is mainly observed in this research is people who watch the advertising. The number of data to collect is 100-200 accepted respondents.

### Data Collection Method

This research is conducted with two sources of data. Primary data collected for the research problem. Secondary data collected as support to this research. Pilot Testing with questionnaire on small number of respondent in order to improve the adequacy of instructions to respondents and fix language error. Developing the questionnaire is needed to satisfy validity and reliability of the instrument.

### Operational Definition and Measurement of Research Variables

#### Operational Definition of Research Variable

1. Country of origin means where a given product is made, where goods are manufactured, and produced.
2. An attitude is a lasting general evaluation of something (in this case the country of origin). It has knowledge of that something, liking or disliking, and the strength of the feelings.
3. Purchase intention is a plan to purchase a product. The plan in which a person intends to buy a product sometime in the near future.

The factors of variables that analysed is the country of origin (COO), consumer attitudes and purchase intentions were measured using a Likert Scale. Selected 5 (five) level Likert scale to indicate how respondents agree or disagree of each the statement. The Likert scale is designed to examine how strongly subjects agree or disagree with statements on a five-point scale with strongly disagree, disagree, neither agree nor disagree, agree, strongly agree (Sekaran, 2011: 152).

### Data Analysis Method

#### Validity and Reliability Test

Reliability is a test of how consistently a measuring instrument measures whatever concept it is measuring. The reliability of a measure is established by testing for both consistency and stability' (Sekaran, 2011: 161). The purpose of testing reliability is to determine the level of measurement error, it means showing the consistency of measurement. Reliability was measured by using Cronbach's Alpha coefficient, when the value of Cronbach's alpha increase the consistency also increase. If the coefficient value of Alpha less than 0.60 then the reliability is bad. Research instrument is acceptable if the test shows the alpha in the range of 0.70 and the reliability is good if above 0.80 (Sekaran, 2011: 325).

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. Validity is the level extent to which of precision and accuracy of a measuring instrument to perform the functions of measuring in this study is the questionnaire. An instrument has high validity if it can deliver results in accordance with the purpose of measuring the measurements itself. The validity of testing can use the Product- Moment Correlation Pearson techniques. The measurement is valid if the test shows the p-value  $\leq 0.05$ . Questionnaires were used as a measuring instrument should qualify the validity of the content. See the significance of each indicator in which the indicator is valid at the 5% level if it has significance in under 0.05 and flags marked (\*) and valid at the level of 1% if it has significance under 0.01 and 2 flags marked (\*\*).

### Structural Equation Modelling (SEM)

Structural Equation Models (SEM) are a well-known component of the methodological arsenal of the social sciences (Bollen and Long, 1993: 1). SEM is divided into 2 (two) sub model such as Measurement Model and the Path/ Structural Model. Measurement model is used to determine the relationships between manifest variables and determine which variables directly or indirectly influence the Latent variable. Path/ Structural Model is used to distinguish variables independent (independent / exogenous) and the dependent variable (dependent / endogenous).

## RESULT AND DISCUSSION

### Result

#### Validity Analysis of Measurement

Validity testing use the Pearson Product- Moment Correlation techniques. The measurement is valid if the test shows the significance (p-value)  $\leq 0.05$  or flag marked (\*) and valid at the level of 1% if it has significance  $\leq 0.01$  or 2 flags marked (\*\*). It shows that the measurement of collected data are valid.

The purpose of reliability is to examine the consistency of measurement. The inter-item consistency reliability is a test of the consistency of respondent's answer to all the items in a measure (Sekaran, 2011: 162). The reliability testing adopts Cronbach's alpha as a tool for reliability analysis according to Sekaran (2011: 325) is acceptable if the Cronbach's coefficient alpha test shows the coefficient in the range of 0.70 and if above 0.80 the reliability is good. If the Alpha less than 0.60 then the reliability is bad. The higher the coefficient alpha, the better the instrument reliability to measure all the items.

**Table 1 Case Processing Summary**

	N	%
Valid	186	100.0
Cases Excluded <sup>a</sup>	0	.0
Total	186	100.0

a. List wise deletion based on all variables in the procedure.

**Table 2 Reliability Statistics Variable COO**

Cronbach's Alpha	N of Items
.833	20

Source: SPSS Output

**Table 3 Reliability Statistics Variable ATT**

Cronbach's Alpha	N of Items
.779	20

Source: SPSS Output

**Table 4 Reliability Statistics Variable PI**

Cronbach's Alpha	N of Items
.786	20

Source: SPSS Output

**Table 5 Reliability Statistics**

Cronbach's Alpha	N of Items
.907	60

Source: SPSS Output

The acceptance level of Cronbach's coefficient alpha in the range of 0.70 and over 0.80 good

1. The Cronbach's coefficient alpha of Country of Origin (COO) is 0.833 is acceptable or the reliability is good.
2. The Cronbach's coefficient alpha of Consumer Attitude (ATT) is 0.779, the reliability is acceptable.
3. The Cronbach's coefficient alpha of Purchase Intentions (PI) is 0.786, the reliability is acceptable.
4. The Cronbach's coefficient alpha of all variables is 0.907. It shows that the measuring instrument are reliable.

### SEM Analysis

#### Model Fitting Evaluation

Measurement model is used to see whether the indicators are significantly measured the variables and to evaluate the suitability the initial model to see how good the data fits.

**Table 6 Goodness of Fit**

Model Fit	Chi-square (X)	Probability Level	RMSEA	CM N DF	CFI	TLI
Cut-Off Value	<<<	$\geq 0.05$	$\leq 0.08$	$\leq 2.00$	$\geq 0.95$	$\geq 0.95$

Source: SPSS Output

The table above shows that the standard goodness of fit is used to test statistics in the model of this research

**Table 7 Result of Model Fit Summary**

Goodness of Fit Index	Cut-Off Value	Estimate	Result
Chi-square (X)	<<<	82.593	Good Fit
Probability level	$\geq 0.05$	0.164	Good Fit
RMSEA	$\leq 0.08$	0.030	Good Fit
CM N DF	$\leq 2.00$	1.163	Good Fit
CFI	$\geq 0.95$	0.994	Good Fit
TLI	$\geq 0.95$	0.992	Good Fit

Source: SPSS Amos Output

From the table above the fit of adjusted model is acceptable. Then model has been modified such that the relationship between variables can be interpreted so that it can be concluded.

#### Model Interpretation

##### Direct Effects and Indirect Effects

Output of Structural Equation Model consists of two estimation is non-standardized and standardized estimation. Non-standardized estimation is the analysis of the model with respect to one variable as a reference indicator estimation. To see the value/level of the probability Model and the parameters used p-value of non-

standardized table for example table regression weight and the total effect. As for seeing the relationships between the variables or to test the hypothesis that should be used on the table that already Standardize order estimation refers to the overall value of the variable is not only to 1 (one) variable only. The total effect (combined direct and indirect effect) of each column variable on each row variable. Total effect is the sum of the direct and indirect effects contained in the research model. It shows that COO have total influence on ATT is 0.755 and PI is referring 0.685 and ATT effects have total influence on PI is 0.981.

### Measurement Model

Measurement model of Country of Origin (COO), Consumer Attitude (ATT), and Purchase Intention (PI) show that all indicators of each variable determined satisfied the probability to measure the variable because the value of indicators above 0.6 then the indicators can represent the variable.

### Structural Model

Structural model describes the relationship pattern of all variables or hypotheses testing. Hypothesis 1 is accepted or proved that Country of Origin (COO) has a significant influence on Consumer Attitude (ATT) represented by the Total Effect estimates in 0.7 - 0.8 and fulfill the significance at 0.05 level. Hypothesis 2 is accepted or proved that ATT (Consumer Attitude) has a strong significant influence on PI (Purchase Intention) represented by the Total Effect estimates > 0.8 and fulfill the significance at 0.05 level. Hypothesis 3 is rejected that Country of Origin (COO) has a significant influence on Purchase Intention (PI) because the probability value 0.49 not significant at 0.05 level.

### Hypotheses Testing

The result of country of origin (COO) to consumer attitude (ATT) is 0.755 have a strong relationship. Country of origin (COO) has a positive influences and significant to consumer attitude (ATT). Hypothesis 1 is accepted or proved that country of origin significantly influences consumer attitude. Consumer attitude (ATT) to purchase intention (PI) is 0.981 have a strong relationship. Hypothesis 2 in this research that consumer attitude significantly influenced purchase intention is accepted or proved because consumer attitude (ATT) has a positive significant influence on purchase intention (PI). Country of origin (COO) to purchase intention (PI) is -0.55 that is below 0.5 which means that country of origin (COO) and purchase intention (PI) have no relationship or have a negative relationship. So, country of Origin (COO) has negative influences toward purchase intention (PI). Hypothesis 3 is not accepted that country of origin (COO) has a significant influence on purchase intention (PI).

### Discussion

#### The Influence of Country of Origin on Consumer Attitude

The result that hypothesis 1 is accepted that country of origin significantly influence consumer attitude. The study of Amini and Shin (2000) argued that country of origin can have greater effect on consumer attitude. These results also confirm or agree with Amini and Shin (2000) that if country of origin (COO) has a positive image in consumer's mind, consumer will perceive less negative on product attributes such as expensive and bad quality (Knight and Galantone, 2000). The statements above match with the finding in this research.

#### The Influence of Consumer Attitude to Purchase Intention

The result shows that hypothesis 2 is accepted that consumer attitude significantly influence purchase intention. This is similar to Fan (2007) which demonstrated that attitude has significant effect on purchase intention. Therefore it can be concluded that purchase intention is people's attitude that shows whether they want to purchase the product or not. People's intention are based on their attitude toward the product.

#### The Influence of Country of Origin to Purchase Intention

The result shows that hypothesis 3 is not accepted that country of origin significantly influence purchase intention. Zeugner-Roth and Diamantopoulos (2010) also argued that country of origin of a product has an effect on customer purchase intention. Li and Chen (2006) stated that country of origin has a direct relationship with purchase intention. The statements above cannot be proved with the finding in this research. The researcher argues that the difference in result compared to above opinions might be caused by the culture difference and

favourite country of origin. According to Rezvani et al., (2012) country of origin can have a positive or negative impact on purchase intention.

## CONCLUSION AND RECOMMENDATION

### Conclusion

1. The researcher found that country of origin (COO) has a significant influence to consumer attitude (ATT). The indicator of consumer attitude that is the most influential according to the results of research is preference, whereas indicator of country of origin is good reputation. In this case it can be concluded that preference of consumer is influenced by the reputation of the country of origin. In this research, U.S.A and Japan are considered that countries that have good reputation.
2. The researcher found that consumer attitude (ATT) has a strong significant influence to purchase intention (PI). Purchase intention is represented by the variable 'will purchase' which is the factor that is most influenced by consumer attitude. Preferences of consumer can indicate the amount of consumer interest in buying a laptop.
3. The researcher found that the analysis result has no prove to show what the influences of country of origin (COO) influence toward purchase intention (PI). This is caused by exceeded statistical number in the SEM Analysis that depends on the sample observation. Replacing the sample observation or add the number of samples can be tested to overcome this statistical problem.

### Recommendation

1. For foreign companies, that should pay attention to the consumer attitude in Manado like consumer favour, consumer preference and consumer interest of the product's country of origin.
2. For domestic companies or Indonesian companies, they need to improve the quality of their products, and should consider the technological development to make the consumer attracted to their products.
3. For future research, this research only uses Indonesia, China, Japan, and U.S.A therefore, future researcher may use other countries. Moreover, recommended future research could have different variables, items, method analysis, and a different object, expand the exogenous and/or intervening variables to enrich research about the topic and take several factors that important on country of origin, consumer attitude and purchase intention.

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