العوامل المؤثرة على نية المستهلك الأردني لشراء المنتجات ذات العلامات التجارية

من وجهة نظر طلاب جامعة اليرموك في مدينة اربد

الدكتور عبدالفتاح محمود العزام

قسم التسويق، كلية الإقتصاد والعلوم الإدارية

جامعة الزرقاء، الأردن

Abdel_fattah1963@yahoo.com

الملخص:

هدف هذا البحث إلى التعرف على تأثير بلد المنشأ، والنمط، وبيئة المتجر، والجودة المدركة على نية المستهلك في شراء المنتجات ذات العلامات التجارية. حيث تكون مجتمع الدراسة من كافة طلاب جامعة اليرموك في مدينة إربد، وقداستخدم الباحث المنهج الوصفي التحليلي وأسلوب الدراسة الميدانية من خلال إستبيان تم تصميمه لغرض الحصول على المعلومات التي تساعده في اختبار الفرضيات، وتم تحليل البيانات اعتماداً على البرنامج الإحصائي (SPSS)،حيث تم توزيع ٥٠٠ استبانة على أفراد عينة البحث، وهي نسبة مقبولة لأغراض البحث العلمي، وتكونت الاستبانة من اربعة متغيرات مثل بلد المنشأ، والنمط، وبيئة المتجر، والجودة المدركة ، والمتغير التابع نية المستهلك في شراء المنتجات ذات العلامات التجارية. وقد أظهرت نتائج البحث أن بلد المنشأ، والنمط، وبيئة المتجر، والجودة المدركة كانت ذات أهمية كبيرة وإيجابية تتعلق بشراء المنتجات ذات العلامات التجارية. ونتيجة لذلك، يجب على المسوقين وتجار التجزئة والمصنعين وضع استراتيجيات فعالة لتلبية رغبات المستهلكين المحتملين في الأردن. وعلاوة على ذلك، يسهم هذا البحث في مساعدة كل من الباحثين والممارس لمعرفة أهم المتغيرات التي يمكن أن تساعد الشركات على تطوير استراتيجياتها لتعزيز نية المستهلك في شراء المنتجات ذات العلامات التجارية.

الكلمات المفتاحية: نية الشراء، بلد المنشأ، والنمط، وبيئة المتجر، والجودة المدركة.

Factors Influencing Jordanian Consumer's Intention to Purchase Branded Product
A Viewpoint of Yarmouk University student in Irbid City

Dr. Abdel Fattah Mahmoud Al-Azzam

Faculty of Economics and Administrative Sciences

Zarqa University, Jordan

Abdel_fattah1963@yahoo.com

Abstract:

The aim of this research is to identify the influencing of country of origin, style, store environment, and perceive quality on consumer's intention in purchasing branded products. A questionnaire survey was used in order to collect data from respondents. Sample of this research was at Yarmouk University students in Irbid. Furthermore, a total of 500 valid questionnaires were collected and analyzed using SPSS. The findings demonstrated that country of origin, style, store environment, and perceive quality were significant and positively related to the purchasing of branded products. As a result, marketers, retailers and manufacturers need to develop effective strategies to meet these values among potential users in Jordan. However, this research contributes to both the literature and the practitioner as the results, particularly in the most important variables that can help companies develop their strategies to further enhance the user's intention in buying branded products.

1-   Introduction:

In these days, people around the world always are trying to satisfy themselves through the ownership of branded products such as, laptop, hand bag, mobile phone, and Adidas shoes. However, Consumers in Jordan are becoming more conscious of branded products because it can represent identified and individual images. Furthermore, Jordanian consumer lifestyle has been increasing and changing due to the improving culture and education levels. However, Jordanians is becoming more developed. They have moved from the simple need for sustenance to main leisure topics. Thus, consumers in Jordan have a higher demand in buying the branded products to get high degree of lifestyle. Furthermore, Consumers with discretionary income is higher particularly willing to pay the extra money to buy branded products to meet the needs, desires and lifestyle. As a result, branded products have been the Topic of concentrated discussion and debate in the literature too.[20] indicated that in present global market, firms are composed through competitors, regardless of industry. The increasing demand of the branded products is a recognized attribute of numerous countries. However, globalization has led to economic progress to Jordan because it is a developing country and grows radically in terms of economy and new technologies. Furthermore, numerous foreign companies invest in Jordan and bring a lot of employment opportunities to the local people. In addition, quality improvement and

Education also contributed to economic progress. Consumers in this period of mass media and targeted by their users to change the method of thinking through emotions, needs, wants and demands. Most of market researchers and firms spend billions of dollars on consumer research to identify significant variables that affect the decision of users. Furthermore, the analysis of consumer behavior is effective in detecting the orientation of consumer behavior [35].

As a result, marketing specialists need a clear strategy that is based on a complete understanding of the reasons that encourage users to buy back its intention to brand. in a crowded market that we saw a host of brands, reducing branded products purchases is caused by conditions such as economic recession and the decline in the purchasing power, as well as the efforts of these companies to create their own brand of its own in the minds of consumers, professional marketers need realize that how changing factors that affect brand loyalty for change affects brand repurchase intention.

2-   Problem Statement:

Jordan is developing country which is a pot of gold for businesses to grow and earn more profit. In addition, demand from primarily for quality products is growing. This generates opportunities for businesses to sell

branded products in the country. At the same time, it is also challenging to businesses because consumers become more demanding and sometimes it is difficult to meet their needs. Furthermore, Users with a high wish for

A better lifestyle has, encouraged them to purchase branded products. Branded products has always been the choice of buying them because of their perceptions, branded products are the better. Good firm's managers must clearly understand about consumer purchasing intention. They need to be involved about which variables have a strong effect on consumer purchase intentions with respect to the branded products. Currently, Jordanian consumers desire to buy brand products particularly that came from overseas rather than local products, even though the government is continually encouraging consumers to buy local products. Since Jordan become more aware of the branded product, it is significant to understand the variables that encourage consumers to purchase branded products. Despite the importance of the branded product market it has been under-represented within the academic literature[27].

But a little research has been performed to discover the branded product market associated to obvious consumption [22] [35].Finally, this research discovered the variables that influence the intention to buy branded products among consumers in Jordan. Literature study shows four variables that influence consumer purchasing intent to buy a branded product such as country of origin, style, the store environment, and perceived quality. So, this study tries to find out which of the four variables play an important role in influencing consumer purchasing intention.

3- Significance of the Study:

Thisstudy hopefully will provide a clear understanding among business managers about the important variables affecting consumer purchasing intention in Jordan. In addition, this research will only look at the effect of four variables country of origin, style, store environment, perceive quality on branded products purchasing intention. The scope of this research also covers students from Yarmouk University students only as the respondents. Using students as respondents is suitable as they will come out to work and become the future buyers in the markets.Thus, investigate the students viewpoint enable the business manager to know in dept the perception of the future buyer.

Finally,results hopefully will be able to demonstrate that these variables have the most influence on consumer purchase intentions when it comes to branded products. In addition to, the results of this research are expected to provide a better understanding of changes in consumer purchasing intentions and priorities over time. As we know, consumer's choices or taste may change from time to time. Hence, the past few decades, the purchase of branded products is low compared with the currently century.

4- Study Objective:

The main objective of this study is to identify the variables that influencing purchase intention towards branded product among the consumers in Jordan. Another aim is to find out which of the variables has the most important effect on their purchasing intention. However, in this study, there are four objectives.

1- To identify the impact of country of origin on consumers purchasing intention toward foreign and local branded products.
2- To identify the impact of style on consumers purchasing intention toward foreign and local branded products.
3- To determine the impact of store environment on consumers purchasing intention toward foreign and local branded products.
4- To identify the impact of perceive quality on consumers purchasing intention toward foreign and local branded products.

5- Study Hypotheses

A hypothesis is a guess or statement expressed as a declarative to identify a problem. The statement is devise in terms of factors that can be evaluated empirically. Therefore, the following four hypotheses are proposed on the basis of above literature analyses:

H1: There is a significant effect ofCountry of originonpurchase intention of consumers toward foreign and local branded product.a ≤ 0.5

H2: There is a significant effect ofstyleonpurchase intention of consumers toward foreign and local branded product.a ≤ 0.5

H3: There is a significant effect ofstore environmentonpurchase intention of consumers toward foreign and local branded product. a ≤ 0.5

H4: There is a significant effect ofperceive qualityonpurchase intention of consumers toward foreign and local branded product.a ≤ 0.5

6– Study Framework:

Based on the study framework of the literature, the conceptual models areshowed in figure (1).Figure (1), Demonstrate that the theoretical framework of this research consist of four independent variables such as (country of origin, style, store environment, perceived quality) and purchase intention as the dependent variable. Also, this theoretical framework is developed in order to demonstrate the relationship between all the variables. Based on the previous research of the literature, the influence of country of origin, style, store environment and perceived quality will be examined on the consumers' intention to purchase branded products.

7- Literature Review:

There are a lot of variables that can affect purchase intentions in general, and purchasing intentions, especially branded products. As a result, during this time

Various previous studies have been performed by the authors and researchers of different under different areas of the intention to buy the brand and the countries are different, different cultural settings, with the objective to recognize, define, and investigate variables influencing purchase intention towards branded products. Among the predictor factors that have been evaluated and reported to have correlations with purchase intention are: country of origin, style, store environment, and perceive quality, [22].Additionally, other factors not related to the present research were found in the following studies, attitude, trust, price, advertisement [12].
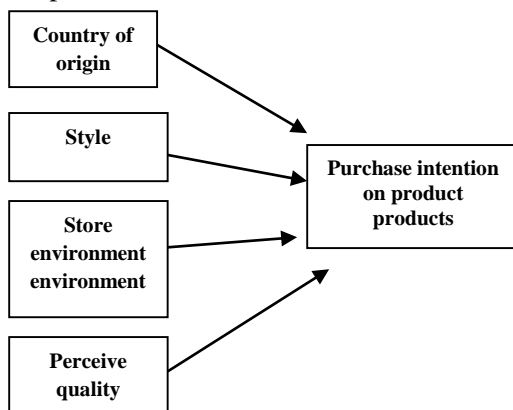

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1- Purchase Intention:

The main fundamental aspect of consumer behavior is the intention of buying them in literature is defined as a situation where the consumer is agreeing to make a deal with retailer. According to [28] purchase intent comes into the discussion when the customer is most likely to try to buy some products or services. Furthermore, Purchase intent is a type of decision making which examines the reasons for buying a particular brand by consumers [22].

Also, [31] define is a purchase intention as circumstances where customer tends to purchase a convinced product in certain situation. According to [38] defines purchasing intention is the likelihood of consumer's willingness to buy a product in near future. It is usually associated with the consumer's attitude, perception and purchasing behavior. It is noted that the purchase intent is a very important variable for consumers when they make decisions about purchasing any product [38] [36]. As a result, there are numerous variables that affect consumer purchase intention branded product such as country of origin, style, store environment, and perceived quality.

7-2- Country of origin:

Nowadays, in the era of modern and competitive, where the global market is today growing by the day, the country of origin, as important parameters were studied in the research are many, and it shows that these factors influence consumer behavior as well as

their purchase intention [5] [37]. Also, the other thing that research shows that people are concerned about the state of the product comes from and where it was made and considers these factors when assessing the quality of the product [26].

Country of origin influences on customer purchase intention has become a topic of research for several decades. Cultures and histories cause different perceptions among consumers, which could lead to a different assessment of the product when they want to choose[41].In addition, there are many parameters that have an impact on this aspect, where the country of origin plays an important role in a competitive market and purchasing intention. However, scholars have pointed out that the country of origin has become the identity of the user to evaluate the product since 1960, and that it is still a topic of current research[18].

Country of origin is one of the external factors that affect consumer's purchasing intention and have a relationship. Whether a product is manufactured and from which country the product influences the purchase intention and affects purchase decisions made by consumers is known. Although the concept and its effect of country of origin (COO) have been discussed in several studies, there is active discussion on how to define this concept. In terms of bias against consumer imports, some countries consider the origin effect as an intangible barrier to foreign products when entering a new oversea market. Others define the origin of the country as a sign of a kind of information that forms the attitude and perception of consumers [21].

Essentially, in the previous studies, the country-of-origin of the product is a clue to important information that influences consumer perception, product evaluation, willingness to purchase foreign products, which makes it easier for imported products to I agreed to affect acceptance[19].

7-3- Style:

The style is visual appearance, including lines, shadows and details affecting consumer perception of the branded products [25]. Furthermore, according to [24], lists of composite properties of clothing were generated and are one of the conceptual categories is style. Also, Users in Jordan tend to be fashion conscious. However, According [8], awareness of fashion is usually defined as the awareness of the new style, changing fashions and attractive style, as well as the desire to buy something attractive and stylish. Moreover, young users in Jordan prefer trendy and chic fashion. In addition, Consumer perceptions are wearing different than the others. Thus, the branded products are their best option. Branded products are unique and expensive, so not everyone can afford or are willing to pay higher prices to purchase branded products such as laptops, handbags, mobile phones, and Adidas shoes[6] [13].Though, for users who are fashion conscious, they are willing to do so. People love to socialize for a specific

objective such as maintaining business relationships. For example, they would be ashamed if they know that other people who also wear the same clothes in the ceremony or party. Whether they will choose to leave early to avoid meeting people who also wear the same clothes, as a result, to prevent this from happening, they tend to buy branded clothing as this will reduce the risk of wearing the same clothes.

7-4- Store environment:

Store environments frequently influence consumer purchasing intention. [3] [42] emphasized that the store environment is the most important factor in the success of retails marketing and store longevity. Furthermore, store environment that involves a good location, store layout, clean and playing music are the properties of a good store environment. Moreover, all these factors can be found in the stores of branded products. This is because store-branded products emphasizing on providing a good store environment to its consumers[29].

Also, the store-branded products are basically located in strategic locations such as shopping and crowded roads and urban areas. This is because its target market is the middle class to the higher class. Shopping multifaceted is always the best location for a branded product for consumers come from different classes and different places. In addition, the designer opened a shop of products in the shopping complex can attract more customers, especially on weekends. Furthermore, in the grocery store was an important attribute for store environmental stimuli [23]. Also, in refer to the grocery store layout and design, this allows users to plan their journeys in terms of orientation and direction. Besides, consumers are willing to pay currency to buy the branded clothes and instead save to better use As a result, consumers are willing to pay the currency to purchase the branded clothes rather than save for better used.

7-5- Perceive quality:

In the area of marketing, the build of perceived quality has been widely recognized as a key driver of purchase intentions [16]. In general, Perceived quality is consumer perception of the general quality or excellence of the products or services - with regard to the use of the product or service compared to other alternatives [15].

Perceived quality can be defined as the consumer perception of the general quality or excellence of the products or services in the light of the expected aim of branded products compared to other alternatives. According to [43], perceived quality is defined as a consumers assessment of a brands in general, superiority based on intrinsic (performance and durability) and extrinsic indications (brand name). Therefore, the quality is defined as a judgment on the overall superiority or excellence of a product or

Service. In other words, quality can be defined in terms of the instant in which users receive information or signals about the characteristics of the product while shopping for or consuming it [22].

It also means that the perception of the quality varies depending on various variables such as the moment in which the user makes a purchase or consumes the product, and the place where it was purchased or benefit from [7]. Furthermore, consumers look for a quality branded products. This is because the quality of the product says everything about the brand. For example, if the branded such as a laptop, hand bag, mobile phone, and Adidas shoes have some defect, this means the quality is not good, then so does the brand. In addition, users see that branded products are good quality mainly the branded products that the country of origin to be the west. Finally, without a doubt, the branded products play a positive role on the perception of the brand as good quality.

8- Methodology:

A quantitative method was used in this research. A questionnaire was used to gather data on intention to purchase branded products with consumers from Irbid City, Jordan. Items that are used to measure the construct in this research was adapted from prior studies to ensure the validity of content. Six items were used to measure the intention to buy branded products adapted from [7]. Five items were used to measure country of origin is adapted from [1]. Five items were used to measure style is adapted from [39]. Also, seven items were used to measure store environment is adapted from [11]. Perceived quality is measured by six items adapted from [7]. All the items are measured on a five-point Likert scales.

8- 1- Survey Instrument:

Questionnaires were used to get the information needed to measure the factors in this research. Furthermore, the questionnaire was chosen because it can get the data in a fair and simple answer coded. Also, questionnaire technique was selected since it can get data quite and the responses can be easily coded [9]. However, the questions used were adapted from prior research. The Arabic questionnaire was fully used in this research. The questionnaire was divided in to three sections. The first section was about the demographics variables of consumers. Then, the second part was designed to access the consumers' willingness to purchase branded products. Finally, the third part was about the purchase intention toward branded products. In general, 5-point likert scale of agree-disagree was applied during the questionnaire. The 5-point likert scale is chosen because the enhanced of scale does not develop the reliability of ratings, as a result, the scale of five is as good scale [34].

8-2- Population and Sample:

The target population for this study is the students yarmouk University in irbid city which comprised of

25,000 students. According to [34], 384 are needed to represent a total population of irbid city. On the other hand, [33] offered a table to find out the sample size according to the number of population. Based on the table by Yamane sample size, sampling units were provided in the target population estimate population characteristics. Sampling units is the element or objects obtainable for choice throughout the sampling process. Therefore, the elements of sampling are limited to students who are studying at the University of Yarmouk. Since the total population of 25,000 students, 380 students were selected based on the schedule for determining the sample size is created by [4]. Finally, Simple random sampling method is used to determine the samples.

8-3- Research Design:

[4], defined research designs as the diagram and construction of analysis to get answer of research questions, and the plan was the scheme or overall research program. Since the aim of this research is to identify the effect of relationship between independent and dependent variables, it is regarded as a causal type of research design. Furthermore, the research methodology is based on primary data and secondary data. The data was composed through a structured questionnaire to get the opinion of respondents from yarmouk University students in irbid. Also, quantitative data is a measure of where the numbers are used directly to represent the characteristics of respondents. In this study, the number used to represent the level of satisfaction with the variables that affect consumer intention to purchase branded products.

8-4- Data Analysis:

The aim of data analyses and hypotheses examining, numerous statistical ways were be used from SPSS software version 17.These comprise descriptive statistics to illustrate the characteristics of the respondent, correlation analyses to explain the relationship between variables and multiple regression analysis to evaluate the impact of independent factors on dependent factors. The study consisted of yarmouk University students in Irbid who used branded product such as, laptop, hand bag, mobile phone, and Adidas shoes. The aim of this study was evaluating the effect of country of origin, style, and store environment, perceive quality, and purchase intention on branded. Simple random sampling, a probability sampling plan, was applied in this study.

8-5- Results and Implications:

8-5-1- Descriptive statistics:

Descriptive statistics were used to describe the statistical characteristics of the variables. Also, indicators such as mean, median, standard deviation,

normal distribution and scores are often used to express the characteristics of factors [9].

In this research, the dependent factor (purchasing intention) and independent variables (country of origin, style, store environment, and perceived quality) are measured by the mean and standard deviation. Furthermore, respondents were asked to assess the responses to each of the variables in the questionnaire using the Likert five scales -Point of disagree (1) to strongly agree (5). Table 1 demonstrated the summary of the data. It demonstrated the minimum and maximum values, and mean and standard deviation for each factors.

Table 1. Descriptive statistic for the factors

Factors	Minimum	Maximum	Mean	Std .Deviation
Purchasing intention	1	5	3.88	.543
country of origin	1	5	3.48	.889
style	1	5	3.99	.541
store environment	1	5	3.83	.594
perceived quality	1	5	.376	.705

8-5-2- Scale Reliabilities:

Reliability is significant in order to evaluate the consistency and stability of the measurements. Also, in this research, the reliability of the research were tested again using a total of 500 respondents were composed set of data to confirm the consistency of measurement items for the observed phenomena. The Cranach's alpha of the factor for the investigation is as demonstrated in table 2. Cronbach's alpha is regarded good if above 0.8, are acceptable if the range of 0.7 and poor if less than o.6 [10].

Furthermore, Cranach's alpha for the five variables were having above 0.60 levels. Consequently, the factors were consistent and sufficiently reliable to perform the best of the hypotheses.

Table: 3. Reliability Analysis

Variables	Number of items	Alpha
Purchasing intention	6	.749
country of origin	5	.733
style	5	.657
store environment	7	.629
perceived quality	6	.615

8-5-3- Multiple Regressions:

Multiple regressions are a statistical method that authorizes the researcher to investigate the impacts relationship between a single dependent factor and

Several independent factors [10]. Also, R Square shows how much variance in the dependent factor explained by a set of independent factors [32]. According to [33], over 30% rated by R-square is considered a good model can be accepted. The findings of regression are an equation that represents the best forecast of dependent factors [9].

For hypothesis evaluating in business and management studies, the most important level is at the 5 percent level [33]. In this research, regressions analysis was applied to evaluate the relationships among country of origin, style, store environment, perceived quality (i.e. independent factors), and Purchasing intention (dependent variable). Finally, Table, 4, demonstrated the multiple regressions findings between country of origin, style, store environment, perceived quality and purchasing intention. From the table, the adjusted R square is 0,627, which indicated the model accounts for 62.7% of variance in the consumer purchasing intention.

Table: 4. Result of Multiple Regressions between country of origin, style, store environment, perceived quality and purchasing intention

Model		Dependent variable: customer loyalty	
Independent variable	B	Beta	Sig
country of origin	. 238	.389	.000
style	. 094	.094	.010
store environment	. 241	.264	.000
perceived quality	. 147	.190	.000
R Square=.627			

8-5-4- Correlation of Analysis:

Correlation is a statistical method used to measure the closeness of the relationship between factors [14]. Pearson correlation analysis is used to investigate if there is a relationship among the study's factors such as country of origin, style, store environment, perceived quality and purchasing intention. Furthermore, Correlation analysis was used to decide the degree of relationship, and worked as a numerical measure of the direction and magnitude of the relationship between values of two or more factors [14]. For the aim of analysis, the major factors such as independent factors, and dependent factor were compute using SPSS. Below is the table for the strength of the correlation findings between variables.

Consequently, the findings of this research are consistent with prior studies. In addition, according to the findings of multiple regressions, country of origin was the first variable affecting consumers' purchase intention and this shows that country of origin is a mainvariable in the purchase intention of consumers.A review of the purchase intention literature

demonstrated mixed results regarding the impact of between country of origin, style, store environment, and perceive quality on consumers' intention to purchase branded product. Yet, the results of the current research confirm that purchase intention has a substantial influence on the independent factors.These

Results consistent with prior studies demonstrating that there is a significant and positive impact between purchase intentions in the context of branded products. Finally, the present study helps us to understand the significance of factors influencing, such as country of origin, style, store environment, and perceived quality on purchase intention of branded product among Jordanian consumers. Future research need to be conducted to examine other variables which may impact purchase intention of branded product. In sum, the finding of this research suggested that it is very significance for the branded product manufacturers to understand what determinants influencing Jordanian consumers purchase intention towards laptop, handbag, and mobile phone,because they represented the future main uses of branded product. Furthermore, it is the key to increase their own market share within the respective market segment.

Table: 5. Pearson Correlation for Independent Variables and Dependent variable

	intention	country of origin	style	store environment	perceived quality
intention	1				
country of origin	.695 (**)	1			
style	.697(**)	.560 (**)	1		
store environment	.676(**)	.558(**)	.610(**)	1	
perceived quality	.666(**)	.595(**)	.564(**)	.724(**)	1

** Correlation is significant at the 0.01 level (2−tailed

Antecedents that affect Jordanian consumer's intention to purchase branded product.

9- Discussion and Conclusion:

The main objective of this research is to study the factors affecting Jordanian consumer's intention to purchase branded product. In this research, we evaluate the fourvariables of country of origin, style, store environment and perceived quality as independent factors

on consumers' purchasing intention.In the first hypothesis, the focus was on the affect of country of origin on consumers' purchase intention. The result is consistent with that reported by previous study of [2], who found a significant and positive relationship between country of origin and purchasing intention. The findings were also revealing by [30], who explored the effect of country of origin on purchasing intention. Furthermore,Several studies have examined the affect of style, store environment, perceive quality on consumers' purchase intention that demonstrates the impact of these variables on consumers' purchase intention [1] [17] [24].

10– Recommendation and future research:

Although this study provides a significant picture of buying intent on branded products, further research needs to cover larger groups and wide areas in the survey. This may include consumers who work from different geographical areas like cities. This is because working consumers have the ability to spend more money to buy intentions. Thus it will strengthen the validity of future studies. While future researchers want to use students as respondents, they must include students from various universities across Jordan. Future study may be performed to find out the other factors that affect the consumers purchasing intention in branded products.

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