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## FACTORS AFFECTING LAPTOP COMPUTER BUYERS' PURCHASE INTENTION IN ADDIS ABABA

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Thesis Submitted to Addis Ababa University, School of Commerce  
in Partial Fulfillment of the Requirements for the Degree of Master  
in Marketing Management

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**June, 2018**  
**Addis Ababa, Ethiopia**

## **DECLARATION**

I, the undersigned, declare that this research is my original work, prepared under the guidance of Gete A. (PhD). All sources of materials used for this research have been duly acknowledged, the researcher further confirm that the research has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

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**Addis Ababa University, Addis Ababa**

**June, 2018**

## **CERTIFICATE**

This thesis has been submitted to Addis Ababa University, School of Commerce for examination with our approval as university advisors.

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## **Abstract**

*This study was conducted with an objective of identifying factors affecting customers' purchasing intention for laptop computers in Addis Ababa. Based on the literatures the country of origin, product knowledge, brand awareness, and product quality were conceptualized to identify their effect on purchasing intention. Purchasers in different sales centers were used as respondents. Convenience sampling method was used to find purchasers at sales area. Data were collected from primary sources through questionnaire. The researcher distributed to 384 respondents but 348 questionnaires were collected. The data was analyzed through both descriptive and inferential methods using both descriptive and explanatory research designs. The descriptive analysis was conducted by using mean and standard deviation. On the other hand, inferential analysis was conducted by using Pearson correlation method and linear regression method. The result indicated that product quality, product knowledge, and brand awareness have significant positive effect on purchasing intention. But effect of country of origin is statistically insignificant. Based on the findings the researcher recommends that sellers of the products to improve product knowledge, brand awareness, and import quality bands.*

**Key words:** Country of origin, product knowledge, brand awareness, product quality purchasing intention

## Acronyms

<b>CPI</b>	Consumer Purchase Intention
<b>COO</b>	Country of Origin
<b>PK</b>	Product Knowledge
<b>BA</b>	Brand Awareness
<b>PQ</b>	Product Quality

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the study

Spears & Singh (2004) refers consumer purchase intention as consumer's conscious plan or intention when they are making an effort regarding product purchase. In this way, consumer purchase intention is a subjective concept to the consumer instead of an objective intention. Papanagiotou (2012) proposed that consumers purchase intention is closely influenced by country of origin regarding food industry. However, the effect of country of origin on consumer purchase intention seems not clear regarding different products or industries. What is more, country of origin is not the only factor which influences consumer purchase intention.

The relative importance of manufacturing origin and brand started to be a research issue in the late 1980s. Since then, the world has changed and country-of-origin (COO) as image of actual manufacturing origin based on "made-in" labels no longer holds. However, consumers still perceive product cues as important cues which are related to origin, and those brands which have progressively taken the lead are also suggesting the importance of product cues related to origin. Brand names may work better than manufacturing origins under some conditions. Because the brand is clearly displayed, it is a visually salient cue which does not require much effort of consumers, much less than trying to find a "made-in" label (Bilkey & Nes, 1982).

The rapid influence of COO in buying behavior is underlined also by two meta-analytical studies by Peterson and Jolibert (1995) and Verlegh & Steenkamp (1999). Country-of-origin is defined as "the overall consumers perception of a product from a particular country, based on their prior perceptions of the country's perceptions and marketing strengths and weaknesses" (Roth and Romeo, 1992, p480). Effects of COO vary across product categories\product-specific variation and are difficult to make a generalized theory while, for example some products categories such as cars, software, food and perfume are strongly relate with their COO (Kotler and Gertner, 2002), and other product categories such as detergents for example are not strongly linked with COO.

Research such as Nebenzahl et al (1997), Jaffe and Nebenzahl (2001), Balabanis and Diamantopoulos (2004) suggest that research on product-specific approach to COO effects is needed. Sujan (1985) and Pavelchak (1989) suggest that stimulus features, such as COO and brand names activities people's decision based on a stored schema-triggered effect.

Though the topic about whether country of origin really influences consumer purchase intention is still under debate, there is evidence suggesting that country of origin have either direct influence or indirect influence on consumer's purchase intention (Wang and Yang, 2008; Kenny Lim, AronO'Cass, 2001; Usunier, 2011; Roth and Romeo, 1992; Agrawal and Kamakura, 1999; Erickson et al., 1984; Thakor and Katsanis, 1997; Chattalas, Kramer & Takada, 2008; Schlegelmilch, and Palihawadana, 2011; Maher and Carter, 2011).

However, COO and brand awareness are not the only two antecedents of consumer purchase intention. Product quality and product knowledge are two classic antecedents for consumers purchase intention. The influence of product quality and knowledge vary from industry to industry, as well as product to product (Papanagiotou, 2012). Generally speaking, product quality positively influences consumer purchase intention (Gopal, 2013; Kuo et al., 2009). It indicates that higher product quality leads to higher consumer purchase intention. Though Kuo et al. (2009) stated that customer satisfaction is playing the mediating role between product quality and consumers purchase intention, product quality in some studies suggest directly or indirectly influence consumers purchase intention. Product knowledge suggests to be another important antecedent of consumers purchase intention. Consumers cannot evaluate all characteristics of a product before they purchase and they have to judge sometimes in their pre-purchase evaluation (Rezvani et al., 2012). According with Rezvani et al. (2012) product knowledge may play an important role in consumer decision making process.

In this study, the researcher has examined factors affecting the purchasing intentions such country of origin, brand awareness; product knowledge; and product quality; influence consumers purchase intention. Hence, the purpose of this study is to investigate the influence of these factors on consumer purchase intention.

## **1.2. Statement of the problem**

Before making any purchase decision customers examine products using various product cues. Country-of-origin is one of the extrinsic cues which are used by customers to evaluate the foreign brands (Kardes, Cronley et al., 2004); (Pappu et al., 2006). Research has shown that image of product's country-of-origin affects consumers' purchase related decisions. The country image serves as the predictor of product quality to customers; it serves as the tool for cognitive assessment of product. Similarly, consumers' may have affective attachment towards the particular country, they simply form favorable image of particular country because they like the celebrities of that country; they have good relationship with people of that country or because of some other reasons. This provokes the emotional side of the consumers'; they tend to patronage products from the country with which their sentiments are intact.

Though there are many studies conducted in this theme abroad, enough research has not been done in Ethiopia. Nowadays, Ethiopian consumers' have privilege to examine number of brands which are available in almost every product category. For example, when they want to purchase computer they encounter with so many brands such as Sony, Samsung from Koreya, Apple, Lenovo from America etc., so, in this context product purchase decision has become very complex to Ethiopian consumers and little is known about how consumers evaluate different computer products imported from different countries based on what they know and feel. This research tried to examine whether given all other information, does still country-of-origin image, product knowledge, brand awareness & product quality influences Ethiopian customer's buying decision while buying products from foreign origin.

Empirically Adina (2014) identified effect of country of origin, product knowledge, brand awareness, product quality on purchasing intention. But the effect of brand awareness is statistically insignificant on the intension of purchasing. But Gebra (2011) identified positive effect of brand awareness on purchasing intention. This implies the results on factors affecting purchasing intention are inconclusive. Therefore, the researcher intends to fill this gap by using responses from laptop buyers in Addis Ababa.

Thus, the influence of image of product's origin, product knowledge, brand awareness and product quality of laptop computers on consumers' purchase decision was assessed in this study. Therefore, this study intends to answer the following research questions.

### **1.3. Research Questions**

#### **1.3.1 Main research question**

What are the factors affecting the purchasing intention of laptop computers in Addis Ababa?

#### **1.3.2 Specific research questions**

- How does country of origin image affects consumer purchase intension of personal laptop (computer) products?
- To what extent does product knowledge affects consumers purchase intension of personal laptop (computer) products?
- How does consumers Brand awareness affects consumers purchase intension of personal laptop (computer) products?
- To what extent product Quality affects consumers purchase intension of personal laptop (computer) products?

### **1.4. Objectives of the study**

#### **1.4.1 General objective**

General objective of the study is to identify factors affecting purchasing intention of personal laptop computer in Addis Ababa.

#### **1.4.2 Specific objectives**

- To examine the effects of country of origin image on consumers purchase intension of personal laptop(computer)
- To examine the effects of Product Knowledge on consumers purchase intension of personal laptop(computer)
- To examine the effects of brand awareness on consumers purchase intension of personal laptop(computer)

- To examine the effects of product quality on consumers purchase intension of personal laptop(computer)

### **1.5. Significance of the study**

Understanding how Ethiopian consumers use country of origin image, product knowledge, brand awareness and product quality in their purchase decision of computer products will help researchers, importers and retailers of computer products as well as all participants of the market will get the real picture of the psychology behind the choice of personal lap top (computers) consumers.

Since little had researched here in Ethiopia on such issues, this study will contribute to our understanding of the importance of country of origin image, product knowledge, brand awareness and product quality on Ethiopian consumers purchase intension with regard to personal laptop (computer) products. The significance of the study relates to the assessment on the role of country of origin, product knowledge, brand awareness and product quality in purchase intension with particular reference to personal laptop (computer), items which are common in most urban residents. This study can also bring as input for future studies in Ethiopia about the relationships between Country of origin image, product knowledge, brand awareness and product quality and consumers intensions to buy personal laptop (computer) products.

### **1.6. Scope of the Study**

This study is geographically scoped to Addis Ababa. This study is analyzed using only primary data. Among different primary data collection methods, the researcher used only questionnaire. Although there are different factors that affect consumer purchasing intention, this study is scoped to use only 4 factors; country of origin, product knowledge, brand awareness, and product quality.

## **1.7. Definition Of terms**

### **1.7.1 Country-of-Origin**

Country-of-origin refers to the country that manufactures designs or assembles a product or brand with which it is associated. If a product has been produced or modified in two or more countries, the country-of-origin of the product will be the last country where the products have been processed. (Roger et al. (1994).

### **1.7.2 Country-of-Origin Image**

Country image is the sum of consumer's beliefs, ideas and impressions about a certain country. The impression about any particular country is based upon political system, level of economic and technological developments and the people who reside there. (Han and Terspra. (1988).

### **1.7.3 Product Knowledge**

Product knowledge means the technical or objective knowledge that the consumers' have about the product. Consumer is somewhat expert and experience to use the product. (Lee and Lee (2009).

### **1.7.4 Purchase Intention**

Purchase decision means consumers' effort to examine the list of brands in a product category and making intention to patronize the particular brand. It shows the attitude and intention of consumers' towards the product. (LU, M.2007)

### **1.7.5 Brand awareness**

Aaker (1991) define brand awareness such as “buyer’s ability to recognize that a specific brand is a member of certain product category”.

### **1.7.6 Product Quality**

Product quality is a determinant perceived value that influence the customers decision making: Kotler (1997).

## **1.8. Organization of the Study**

This study is organized into five chapters. Chapter one is about an introduction which includes background of the study, problem statement, objective of the study, significance of the study and limitations of the study; Chapter two present is about both theoretical and empirical literature review while chapter three presents the methodology that was used in collecting and analyzing data. Chapter four is presentation of the collected data, analyses of the data and interpretation of the findings. It also provides the major findings and results of the study as directed by the objectives of the study. Chapter five presents the discussion of key data findings, conclusion drawn from the findings highlighted and recommendation.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1. Theoretical Review**

##### **2.1.1. Consumer decision making**

Schiffman et al. (2012) argue about consumer decision making process as a everyday “aspect of our lives” without think at “how we make it” or “what is involved in it”. The authors present the consumer decision making as a process of selection from two or more alternative options to choose when they are making a purchase. The consumer can chose if he is making a purchase or not, when consumer chose a brand or other, or a certain product with certain attributes.

Kotler (2005) present five important steps in purchasing-decision making process which include: identification of need (need of recognizing) occurs when customers try to fulfill the gap between desired product and actual one; information search is after the customer identified the need and search for various alternatives available; evaluation of alternatives and comparing them; selection of one alternative; negotiation (if is possible); purchase, payment and delivery and also consider the purchase warranties; service and evaluations after purchase (post purchase evaluation).

##### **Factors Affecting Consumer Behavior**

Consumers are individuals who buy products or services for personal consumption the behavior of consumers’ needs to be understood in order to fully grasp the reason behind the purchases of consumers: how and why they purchase the way they do (Cravens et al, 1998).

Consumer behavior refers to the selection, acquisition and consumption of goods and services to meet their needs. There are different processes involved in consumer behavior. Initially, the consumer tries to find what products you would like to consume, then select only those products that promise greater utility. After selecting the products, the consumer makes an estimate of available funds that can happen. Finally, the consumer looks at the current price of commodities and makes the decision about which

product will consume. Meanwhile, there are several factors that influence consumer purchases.

**Culture:** - The influence of culture on the purchasing behavior varies from country to country; therefore sellers have to be very careful in the analysis of the culture of different groups, regions or even countries.

**Reference groups:** - Reference groups have the potential for the formation of an attitude or behavior of the individual. Reference groups includes opinion leader (a person who influences others by his special skill, knowledge or other characteristics)

**Family:** - Buyer behaviors are strongly influenced by a family member. So vendors are trying to find the roles and influences of the husband, wife and children.

**Age and lifecycle:** - Age and lifecycle have a potential impact on the purchasing behavior of consumers. It is obvious that the consumers change the purchase of goods and services over time.

**Occupation:** - The occupation of a person has a significant impact on their buying behavior.

Economic situation of the consumer has a great influence on their buying behavior.

Motivation the level of motivation also affects the purchasing behavior of consumers. Each person has different needs, such as physiological needs, biological needs, social needs...etc.

### **Consumers' Behavior**

According to Krishananaik (1999), consumer behavior attempts to understand the buyer decision making process, both individually and in groups. Also (Wayne, 2007) describe consumer behavior; it studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand peoples' wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups and society in general. Consumer behavior is deeply influenced by the demographics and household structures, needs, emotions, values and personality, group influences, information processing and decision making along with purchase behavior (Henry, 2001). Furthermore, it also sheds light on how the consumers appraise the products after the purchase and the effect of evaluations on their future purchases. Consumer's purchases are strongly influenced by cultural, social, personal and

psychological characteristics (Henry, 2001). Henry (2001) argue that understanding the behavior of consumers before they made purchase decision will help for product manufacturers and service providers to develop strategies in line with customers' actions. Particularly knowing what makes customers to prefer between brands will make the manufacturer to adapt strategies based on the influential factors and inability to analyze the antecedents hinder companies from being competitive. Hence, understanding the behavior of consumers specially the antecedents of brand preference has to be a critical issue and concern for strategic developers.

Based on Porter (1996) consumers buy individually but sometimes the decision making process can be made by a group. In such a situation, a number of individuals may interact to influence the purchase decision each individual that is part of the decision making group may assume different roles. These roles are:

- a. **Initiator**- the person who begins the process of considering a purchase. Information may be gathered by this person.
- b. **Influencer**- the person who attempts to persuade others in the group concerning the outcome of the decision. Influencers typically gather information and attempt to impose their choice criteria on the decision.
- c. **Decider**- the individual with the power and/or financial authority to make the ultimate choice regarding which product to buy.
- d. **Buyer**- the person who conducts the transaction. The buyer calls the supplier, visits the store, makes the payment and effects delivery.
- e. **User** – the actual consumer/user of the product.

### **A model of consumer decision making**

Schiffman et al. (2012) presented an overview model of consumer decision-making in which there are three main components: inputs, process and output (Figure 1). The input component of consumer decision-making model refers to the external influences that provide information about a particular product to consumers, and influence a consumer's product-related values, attitudes and behavior (Schiffman et al., 2012). Among the external influences, there are two main factors: firm's marketing efforts and socio-cultural environment. The firm's marketing efforts are aimed to reach, inform and persuade consumers to buy and use its products through marketing mix strategies including the product itself; mass-media advertising, direct

marketing, personal selling and other promotional efforts; pricing policy; and the selection of distribution channels. The socio-cultural environment consists of a wide range of non-commercial factors including friends, family, informal sources, other non-commercial sources, social class, subculture and culture.

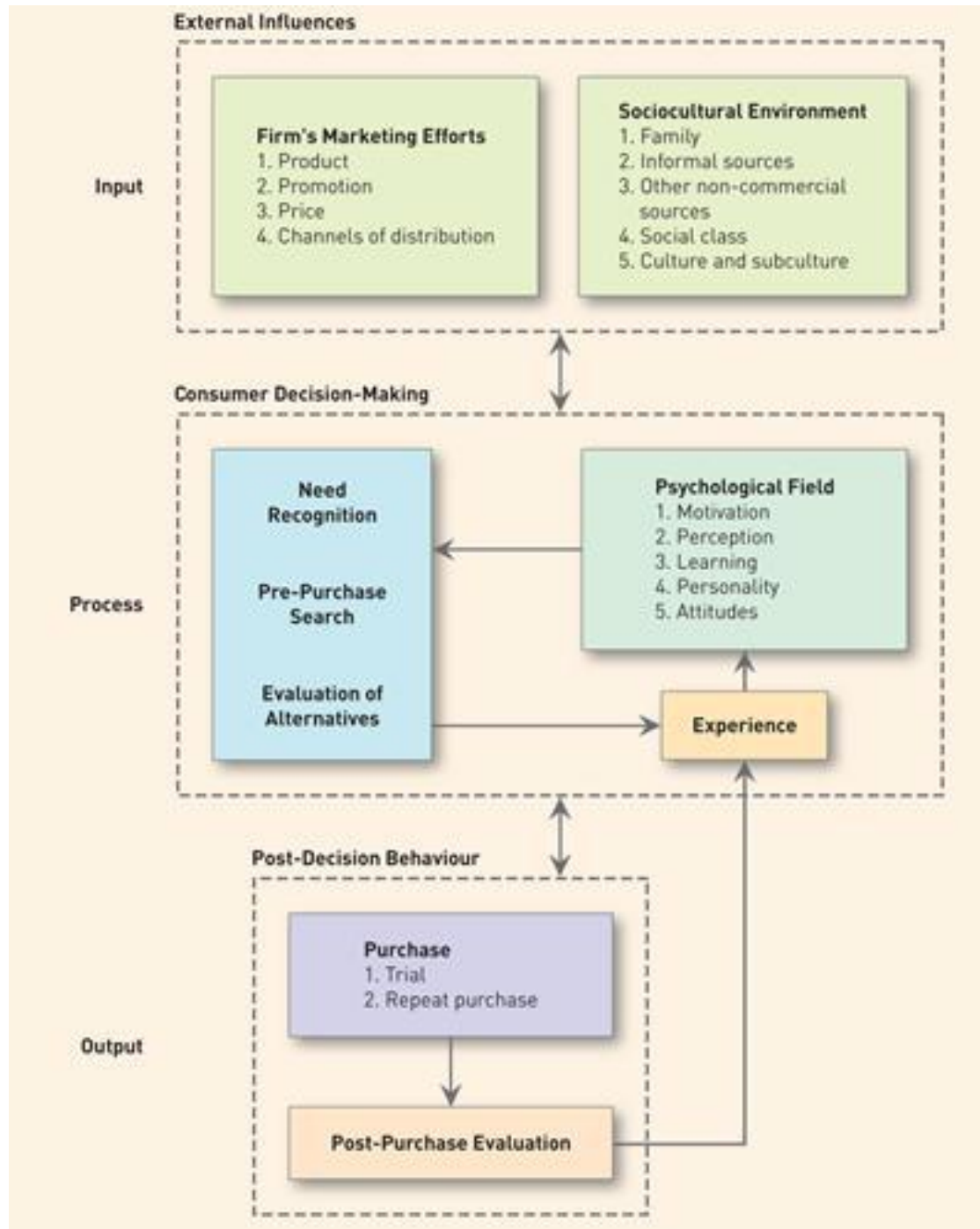


Figure 1 A simple model of consumer decision-making, source: Schiffman et al. (2012)

The process component of the consumer decision-making model is about how consumers make decisions. The psychological field is concerned with the internal influences (motivation, perception, learning, personality and attitudes) that influence consumer's decision-making processes. The consumer decision making process consists of three steps: need recognition, pre-purchase search and evaluation of alternatives (Schiffman et al., 2012). The need recognition occurs when a consumer is faced with a "problem". Problem recognition occurs when consumers experience a significant difference between their current state of affairs and some state they desire (Solomon, 2013).

Peter and Olson (2010) consider that Internet gives consumers more information to take into consideration in decision-making process. To sustain that he gave some everyday examples such as for example if you want to buy a book in a certain topic, topic which is not interesting for your friends, you can find information about this book on [www.amazon.com](http://www.amazon.com) and also you can find information/opinion/feedback about sellers of product, author and similar topics. A similar example is the website [www.edmunds.com](http://www.edmunds.com) where you can chose a car by selecting the brand, model, year - new/used and reading all the information presented, the description of the car, and feedback opinion of previous consumers. In their book Peter and Olson (2010) present two methods which make online shopping website unique in decision-making process: *recommendation agent* consisting of a list of expressed individual preferences attribute information (efficient alternative research) and *comparison matrix* which help consumers to select an alternative by comparing all the selected alternative he/she made in previous step.

According to Schiffman et al., (2012) there are two different need or problem recognition styles. These are actual state type and desired stat type. Actual state type; consumers perceive that they have a problem when a product fails to perform satisfactorily. Desired state type; consumers desire for something new. Pre-purchase search begins when a customer realize that a need can be met by the consumption of a product. The consumer normally searches his or her memory or past experiences for adequate information to make the present choice. On the other hand, if the consumer does not have prior experience, the consumer has to look for the help of an extensive search of the external environment for useful information to determine a choice. These extensive searches

include going shopping, surfing the internet, newspaper and magazine articles, asking friends and colleagues etc.

To evaluate the potential alternatives, consumers usually use two types of information: a list of brands from which they plan to make their selection, and the criteria they will use to evaluate each brand (Schiffman et al., 2012).

Proposed several attributes used as purchase criteria for personal computers: processing speed, price, types of display, hard-disc size, amounts of memory, laptop or desktop.

Peter and Olsen (2010, pp. 166) referred to choice alternative as “the alternative behavior that consumers have in problem-solving process”, where only the “consideration set” is taking into consideration. In their opinion for purchase decision these alternative can be: different product attributes, design, brands, models, that consumer can consider to buy, but also other factors such as different stores to visit (online or offline), method of payment, times of day or week spent on shopping as other type of decision.

The output component of the consumer decision-making model consists of two closely associated kinds of post-decision activity: purchase behavior and post-purchase evaluation. Consumers have three types of purchase: trial purchases, repeat purchases and long-term commitment purchases (Schiffman et al., 2012). For post-purchase evaluation, there are three outcomes: actual performance matches expectations which leads to a neutral feeling, performance exceeds expectations which causes what is known as positive disconfirmation of expectations, and performance is below expectations which causes negative disconfirmation of expectations.

To make more insights for evaluating alternatives, the consumer mind set about the potential brands

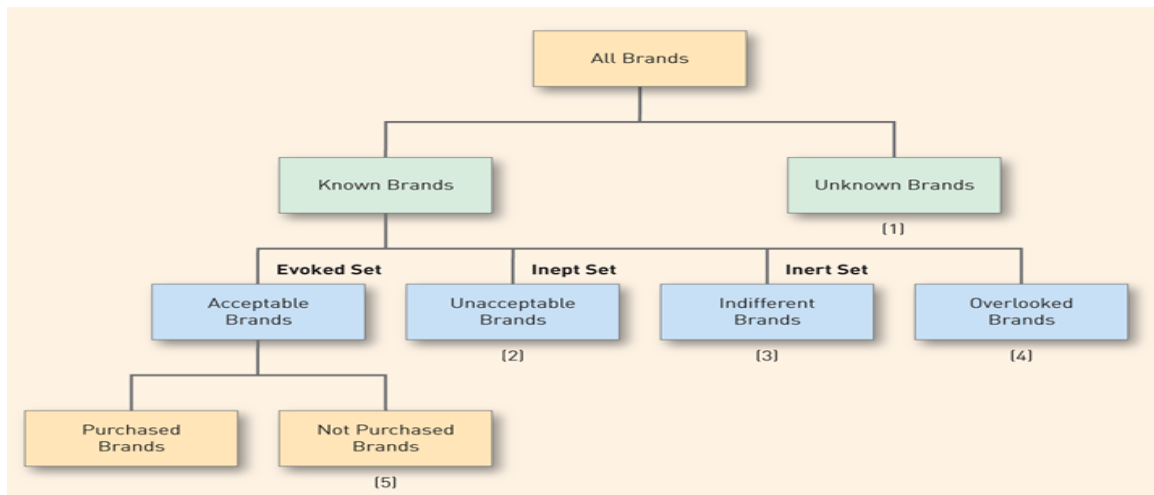


Figure 2 The evoked set as a subset of all brands in a product class, source: Schiffman et al., 2012

### 2.1.2. Consumer purchase intention

Fishbein & Ajzen (1975) referred to purchase intention as a consumer's objective intention when they think of a product. Spears & Singh (2004) define it as consumer's conscious plan or intention when they are making an effort regarding the product purchase. In this way, consumer purchase intention is a subjective concept to the consumers instead of an objective intention. The customer's product purchase intention to buy can be manifested in same way both in online or offline shops. Pavlou (2003) describe the online consumers' willingness to buy products and Chen et.al. (2008), Fjore et.al (2005) adds that quality of communication is a key factor in online consumers' willingness to buy intention.

Purchase intention is the combination from consumer's intention to buy and their possibility to buy a product. Based on that, consumer purchase intention became a hot spot for scholars to predict the changes in consumer purchase intention. Consumer's behavior should be estimated punctually to obtain a good prediction.

Peter and Olson, (2010) suggest three stages that are taking into consideration by consumers and some factors that are influencing their intention to buy.

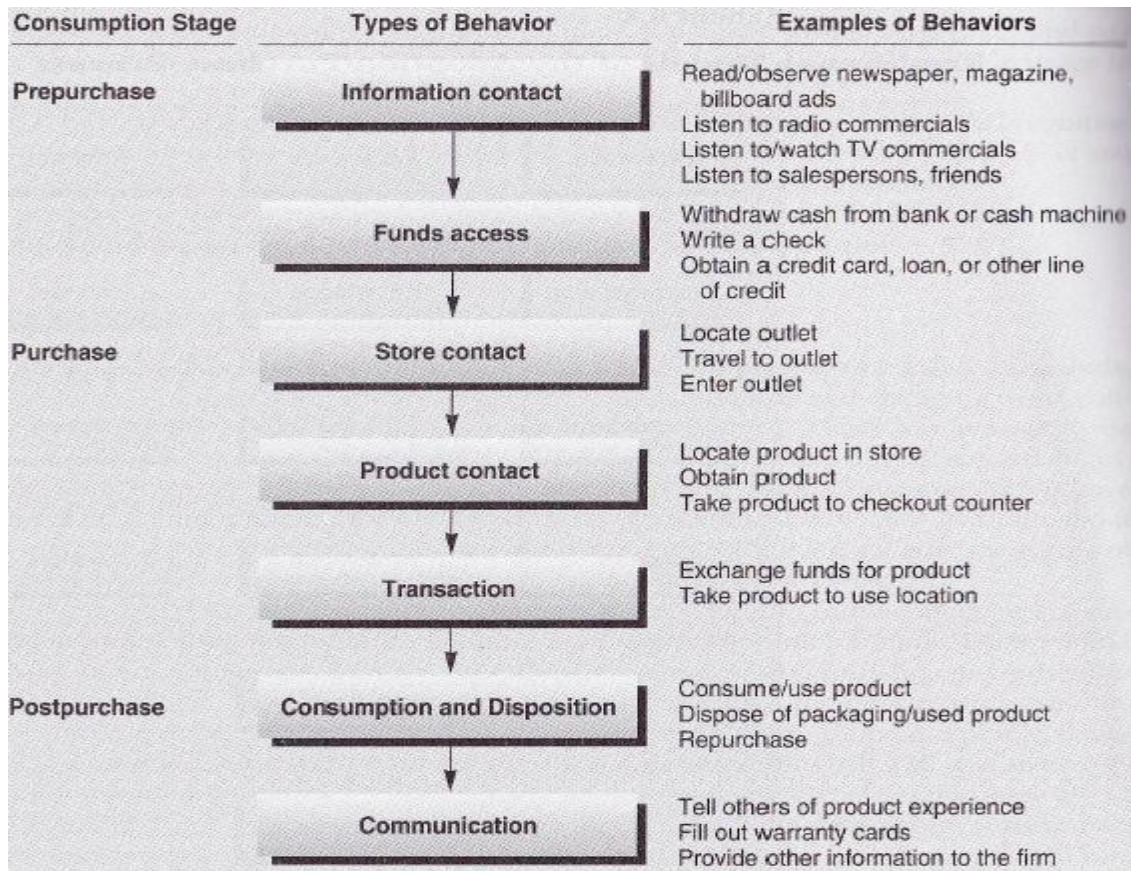


Figure 3 A Common Behavior Sequence for a Retail Store, source: Peter and Olson, 2010)

These three stages are pre-purchase stage, purchase stage and post-purchase stage. Among these three stages, there are several types of behavior that maybe acted by consumers, for instance information contact, funds access, store contact, product contact, transaction, consumption and disposition, and communication. Among these behaviors, the consumer purchase intention may be influenced by country of origin (through information contact in pre-purchase stage and disposition in post-purchase stage), brand awareness (through information contact behavior in pre-purchase stage), brand visibility on social network (through information contact in pre-purchase stage, store contact, and product contact in purchase stage), product knowledge (through product contact in purchase stage).

Brown et al. (2003) proposed that the online consumers can be divided into seven types based on their orientations, including personalizing shoppers; recreational shoppers;

economic shoppers; involved shoppers; convenience-oriented, recreational shoppers; community-oriented shoppers; and apathetic, convenience-oriented shoppers. This supports the opinion which suggests consumers may be segmented into relatively heterogeneous groups according to their shopping orientation. This indicates that purchase intention is more a subjective concept than an objective concept.

Oliver (1997) defines behavior intention as likelihood to get involved in a certain behavior. This implies that a satisfied customer may repurchase and recommend the product to friends, families, and others in future.

### **2.1.3 Country of origin**

Country-of-origin (hereafter CoO) is the country (often referred to as the home country) with which a manufacturer's product or brand is associated (Wang and Yang, 2008). COO of a product has been found to influence consumers' evaluations of the product on two dimensions: perceptions of quality and perceptions of purchase value (Yasin et al., 2007). A large amount of consumers use country-of-origin stereotypes to evaluate products and product's quality. For example, "Japanese electronics are reliable", "German cars are excellent", "Italian pizza are superb". Many consumers believe that a "Made in . . ." label means a product is "superior" or "inferior" depending on their perception of the country (Yasin et al, 2007).

The phenomenon of evaluating products based on judging the country of origin is called CoO effect (Chrysochoidiset.al, 2007). Consumers often develop stereotypical beliefs about products from a particular country, and the beliefs about the attributes of products of a particular country or brand (Yasin et al, 2007). Therefore the country-of- origin image has the power to arouse importers' and consumers' belief about product attributes, and to influence evaluations of products (Yasin et al, 2007).

Han (1989) supported this perspective by stating that country image is defined as consumers' general perceptions of quality for products made in a given country. Some other researchers defined country image as consumers' general perceptions about the quality of products made in a particular country while some others defined it as the "defined beliefs about a country's industrialization and national quality standard" (Yasin

et al, 2007). According to the result of Yasin et al, (2007), Country-of-origin image (COI) plays an important role in consumer purchase decision, particularly for electrical goods. Consumers often develop their interests and preferences for a brand according to their perception of the country-of-origin and the available information pertaining to the brand. However, Usunier (2011) stated that in CoO research, it is never clear what is being measured, whether country image, product image, or consumer attitude, because origin image is an intersection construct, a crossroad concept between countries, products and consumers. COO remains a fuzzy, contingent and evasive concept. According to Usunier (2011), one new antecedent of COO is suggested, language and linguistic cues. An example was used by Usunier (2011) to illustrate: Acronyms are often based on historical and geographical descriptors as FIAT (Fabbrica Italiana Automobili di Torino, Italian automobile manufacturer of Turin) or SAAB (Svenska Aeroplan Aktie Bolaget, Swedish Aircraft Corporation). These acronyms are sometimes intentionally designed to avoid origin associations. It is likely that LG did not want to be associated with Korea when the brand name first appeared on the global market. This suggests that language and linguistic cues may be one of the drivers for origin recognition, based on deliberate origin evocation, especially when the brand is not very well known. Thus, the brand awareness and brand recognition are influencing interactively with CoO.

Roth and Romeo (1992) investigate Country-of-origin image (CoI) in association with product categories and define it as consumers' understanding of a country which is based upon their prior product perception of the strengths and weaknesses of the production and marketing of the product from that country. Roth and Romeo (1992) stated that a country's image arises from a series of dimensions that qualify a nation in terms of its production profile. Such dimensions include innovative approach (superior, cutting-edge technology); design (style, elegance, balance); prestige (exclusiveness, status of the national brands); and workmanship (reliability, durability, quality of national manufacturers). According to Agrawal and Kamakura (1999), CoO refers to the country with which the firm producing a brand is associated, whereas Country of manufacturing (COM) refers to the country where a brand is actually manufactured or assembled.

### **Country-of-Origin Image**

Three main approaches can be identified in conceptualizing country-of-origin image depending on their focal image object (Roth & Diamantopoulos, 2009):

- the first approach focuses on product image, i.e. studies that define country image at the product level;
- the second approach refers to product-country image and includes those authors that see country image and product image as two independent but related parts; and
- The third approach refers to overall country image approach: writings that present country image as a broad construct determined by multiple factors.

Nagashima (1970) one of the first to describe country image using first approach, describes it as the picture, the reputation, the stereotype that consumers attach to products of a specific country. Using the same approach, Han (1990) indicates that country image can be understood as consumers' general perceptions about the quality of products made in a given country, and Roth and Romeo (1992) conceptualize it as the overall perception consumers' form of products from a particular country, based on their prior perceptions of the country's production and marketing strengths and weaknesses.

### **Dimensions of Country-of-Origin Image**

The country-of-origin image is created by representative products, national characteristics, economic and political background, history, and traditions (Nagashima, 1970). Also, some researchers argue that the mental representations regarding the products origin is formed in the consumer's mind through country's people, products, culture and national symbols (Ger, 1991; Askegaard & Ger, 1996).

Several studies regarding country-of-origin and also place branding studies acknowledge a wide range of additional determinants of country image including a country's education, culture, media, people, sports, etc. As Bannister and Saunders (1978) argued 35 years ago, country image stems from not only its products, but also other factors, namely economic, political, historical, technological characteristics and so on. According to Martin and Eroglu (1993), image of country-of-origin is a three-dimensional construct which clearly reflect consumers' cognitive perceptions about a country consisting of:

- Political
- Economic
- Technological

#### **2.1.4. Product Knowledge**

Product knowledge is an important construct in understanding consumer behaviors such as information search, information processing and evaluation of purchase alternatives (Park *et al.*, 1994). Knowledge is the body of facts and principles (i.e., information) collected by mankind (i.e., stored in memory) about a domain (Page & Uncles, 2004). The degree of knowledge that consumers have about a product will influence the cues used to make product quality assessments (Rao & Monroe, 1988). The study of various literatures demonstrates that product knowledge has a significant position in consumer behavior studies (Alba, 1983; Bettman & Park, 1980; Brucks, 1985; Cowley & Mitchell, 2003).

Product knowledge is described as general knowledge or the information that customer possess about functional characteristics of products and brand. It also is known as product familiarity, expertise and experience (Lee & Lee 2009). Brucks (1985) defines product knowledge as the memories and knowledge's regarding the product in the people's minds.

Other researchers added that product knowledge is customers' ability to recognize products and also the confidence that they have about the products (Lin & Zhen, 2005). Thus, people with a high degree of product knowledge have vast information and an organized knowledge structure, and, also, they are aware of the product subcategories (B. K. Lee, 2005).

Consumer consciousness about products has an important effect on product knowledge (Lin & Zhen 2005). Researchers agree that there are different types of product knowledge (Rajuet *et al.*, 1995). Although there are different definitions of product knowledge it can be broken up into three main categories (Brucks, 1985); (Park & Lessig, 1981); (Park *et al.*, 1994) such as subjective knowledge or perceived knowledge, objective knowledge, and experience based knowledge.

### **2.1.5 Brand awareness**

Keller (1993) affirms that “brand awareness is a component of brand knowledge”. If customers have passive or active knowledge about a product, it means that the customers’ brand awareness of that product or service is high (Valkenburg&Buijzen, 2005). To describe brand awareness Keller (1993), and Rossiter& Percy (1997) used two dimensions, brand recognition, which is the consumer’s ability to identify the brand when he is asked about brand name and brand recall which is the customer’s ability to identified the product category when he is asked about brand name.

Aaker (1991) define brand awareness such as “buyer’s ability to recognize that a specific brand is a member of certain product category”. Anand and Sternthal (1990) also suggest that a strong brand name determines high brand awareness. Laroche et al (1996) argue that if consumers have more knowledge about a brand, which implies that brand have high awareness, customer trust will increase regarding that brand.

Unnava and Burnkrant (1991) suggest that advertising have the biggest influence on brand awareness. Peter &Olson (2010) suggest that the level of brand awareness is influenced by the way that customers make their purchase. There are present two situation, one is when customer chose product from shop, and the degree of brand awareness is not need to be high because the seller is presenting the different brand and product attributes, situation in which the customers need is only to recall the brand name or to recognize the familiar brands, which will activate the brand knowledge in customer memory. Other situation is when the customer is buying the product via Internet, and then the degree of brand awareness is needed to be high to influence brand choice.

A brand may influence customers' perceptions and attitudes in several ways. Analysis of the dominant components of this influence is possible through the investigation of two complementary key issues: the functional dimension and the relational dimension. The functional brand derives from the commonly accepted view that the brand usually represents the memory of a firm, which encompasses all the investments, research activities, and process technologies or innovations that the firm carries out over time.

Nevertheless, customers may use brands as a vehicle or mode of expression of attitudes, individualism, and needs. Brands can simplify choices, be synonymous with a particular level of quality, reduce risk, and generate trust.

Beatty and Smith (1987) in their research discuss that the people must be aware of a brand in order to prefer it. But more than 32% of people consider brand in their shopping behavior. For example Punj and Staelin (1983) discovered that 30% of people that want to buy a car, they visit only a dealer before they purchase. This implies that brand awareness is an important concept recognized by customers and capitalized by companies.

Brand attitude is an important tool, which leads the customer's purchase intention and companies cash-flow, because brands have strong implication and are perceived as "value", "image", and "perceived quality". This implies that brand equity dimensions consist of four dimensions: brand loyalty, brand awareness, perceived quality, and brand associations.

Also, Keller, (1993) suggest that positive brand attitude over time create a strong emotional association with brand, and Percy and Pervan (2011) suggest that this behavior lead to a loyal brand, behavior which represent in fact strong brand equity. Brand equity refers to the tremendous value inherent in a well-known brand name. It appears when consumers willingly pay more for the same level of quality due to the attractiveness of the name attached to the product (Yasin, et.al. 2007). In the marketing literature, also, brand equity is referred to the intangible brand properties. Brand equity arose from customer brand-name awareness, brand loyalty, perceived brand quality and favorable brand symbolisms and associations that provide a platform for a competitive advantage and future earning streams (Yasin, et.al. 2007)

Brand equity has been discussed in many different researches. Aaker and Keller (1990) defined it as the net value of brand image, which is a specific association with brand and overall attitudes towards brand in memory. According to Biel (1992), brand equity can be

the additional cash flow achieved by associating a brand with the underlying product or service. Pagano (1990) described the brand equity as the value of worth that resides in a particular brand name, trademark or product. Brand equity can be viewed from two perspectives: financial and consumer based.

*Financial perspective:* Keller (2008) consider that brand equity contribute significantly to the financial perspective of a company, not only because its represent the increase in company cash flow by increasing the brand name. In general strong brands have positive brand equity and loyal customers. With a high degree in brand equity, the customers will be more interested and attracted to purchase more, without considering price as an impediment. The customers' willingness to buy product with a strong brand name will be high, being prepared to pay a higher price for the product, which implies higher margin for company compared with competitors from that segment category. (Percy and Pervan, 2011)

*Consumers Based Perspective* is given from the consumers' awareness from that specific brand, which elicit in the consumer's memory about the brand. Favorable brand attitude give customers, over time, the acceptance of receiving a certain level of benefits (quality, features, certainty...) from that brand and also brand loyal behavior (Percy and Pervan, 2011). For customers, awareness of a brand implies learning and formation of an attitude about a brand, which will influence his/her emotion, leading in the end to build his/her loyalty with that brand.

To build brand equity there is the need that product or service should achieve three dimensions: *function benefits*: product and performance attributes, value, quality; *process benefits*: easy to access, convenient transaction; *relationship benefits*: create value based on personalized service with create strong relevance emotion, exchange value by information sharing, and differential loyalty rewards (Aggarwal and Law, 2005).

Brand personality was found to positively affect purchase intention. The more positive the brand personality was, the higher the consumers' purchase intention toward the brand would be. As described by one of the respondents in the research of Wang and Yang

(2008): “What I want is a sharp brand personality to make me feel different and high-status when driving the car.” The research findings fell basically in line with the positive direction of brand personality influence on the dependent measures, a subject that has been extensively studied in the past decade.

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## **Branding**

Branding enables products to differentiate themselves from other competitive products, even though there is no tangible difference between the products. That is why customers can't often distinguish between products from each other on blind testing as mentioned earlier (Vakratsas and Ambler, 1999). Brands are important assets to firms as they serve as markers for what the company has to offer to its customers; it also signifies the experience that a customer will have when purchasing the product. Brand therefore, should be given a considerable amount of attention. If it is not carried out properly, it will have an immense effect on the reputation of the company and so much more.

Brands provide products with value beyond just their functional benefits. Brands provide a company with possibilities to differentiate from its competition and enhance positioning possibilities. With the right positioning, companies can establish certain brand associations and knowledge structures in the minds of consumers the success in securing a large market therefore all lies on the consumer's perception of brands and how companies can build brand equity based on the customers' perception (Aaker and Keller, 1990)

Every brand differs in names or symbols like logo, trade mark, design and packing. The products are recognized through these elements and thus make it possible to differentiate one product from the other. A brand is a signal to protect the customer from similar brand names and protect the producer from the competitors (Aker, 1991). "A brand is a name, term, sign, symbol or design or combination of them, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competition" (Kevin, 2003).

Brand is a combination of name, symbol and design. Brands represent the customer's perceptions and opinion about performance of the product (Lepla, 2003). The powerful brand is which resides in the mind of the consumer. Brands differ in the amount of power and worth they have in the market place. Some brands are usually unknown to the customers in the marketplace while on the other hand some brands show very high degree of awareness (Blackett, 2004). It has been noted (Aker, 1991) that brands with high awareness have a high level of acceptability and customers do not refuse to buy such

brands as they enjoy the brand performance. Some brands commend high level of brand loyalty.

According to (Aaker, 1996) brand present many things about a product and give number of information about it to the customers and also tell the customer or potential buyer what the product means to them. Furthermore Christopher(1996) has argued that brand represents the customers' convenient summary like their feelings, knowledge and experiences with the brand. More over customer do not spend much time to do find out about the product. When customer considers about the purchase they evaluate the product immediately by reconstructed product from memory and cued by the brand name (Kolter, 2009).

### **Brand Equity**

Brand equity is a concept that emerged in the 1980s. It is believed to be one of the most popular and potentially important marketing concepts. It serves as a tool to interpret the potential effects of various brand strategies. It stresses the importance of the role of the brand in marketing strategies.

Brand equity has been defined by various institutes and individuals in various ways. According to Aaker, (2003) brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers.

The underlying assumption behind the brand equity concept is that 'the power of a brand lies in what resides in the minds of customers'. Money spent on marketing activities should therefore be considered as investment; because it influences the perception of consumers. The perception of consumers is derived from past experiences they have had from the particular products and the knowledge they have acquired from those experiences. Therefore; the true value and future prospects of a brand rest with customers and their knowledge about the brand.

The sources of brand equity are discussed in the paragraphs below.

Brand awareness consists of brand recall performance and brand recognition. Brand recognition relates to consumers ability to confirm prior exposure to the brand when given the brand as a cue. Brand recall relates to consumers' ability to retrieve the brand

from memory when given the product category, the needs fulfilled by the category or usage situation as a cue brand awareness is of critical importance since customers will not consider your brand if they are not aware of it (Aaker and Keller, 1990).

### **Brand Salience**

Achieving the right brand identity involves creating brand salience with customers. Brand salience relates to aspects of the awareness of the brand. For example; how often and easily the brand is evoked under various situations or circumstance; to what extent the brand is top of mind and easily recalled or reorganized; what kinds of cues or reminders are necessary? How pervasive is the brand awareness? Achieving the right brand identity involves creating brand salience with customers.

A highly salient brand is one that has both depth of brand awareness- the likelihood that a brand element will come to mind and the ease with which it does, and the breadth of brand awareness the range of purchase and usage in which the brand comes to mind. Brand salience is an important first step in building brand equity, but is usually not sufficient (Aaker and Keller, 1990).

### **Brand meaning**

According to Cravens et al (1998) brand meaning is of two types: branding performance and brand imagery.

#### **A. Brand Performance**

A product that satisfies the customer's needs and wants is necessary for successful market. The product's performance helps in building brand equity.

Brand performance relates to the ways in which the product or service attempts to meet customers' more functional needs. The specific performance attributes and benefits making up functionality will vary widely. However, there are five important types of attributes that underlie brand performance. This include primary ingredients and supplementary features, product reliability, durability and service ability, service effectiveness, efficiency and empathy, style and design and price.

#### **B. Brand Imagery**

Brand imagery deals with the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs. It

refers to intangible aspects of the brand. The categories include; user profiles, purchase and user situations, personality and values and history, heritage and experiences

### **Brand Sensitivity**

One aspect that has not been given attention to is brand sensitivity, which is an important factor to account for. If consumers are relatively insensitive to marketing efforts or brands for that matter, less brand equity will be generated and less true brand loyalty will be created. This would diminish the aforementioned advantages of brands and is therefore useful to research. Of course, consumers might still repeatedly buy a certain brand, but without a high level of brand sensitivity this would only be purchase inertia (Cravens et al, 1998).

In the case of purchase inertia, the consumer is not able to distinguish between brands and does not perceive any important differences between brands. Repeat purchases would be caused by habitual buying or environmental constraints like product assortment. Only under the condition of strong brand sensitivity a consumer is said to be brand loyal.

This is supported by Deshpande et al (1993), who recognized brand sensitivity as a direct antecedent of brand loyalty and defines it as a psychological variable describing the consumers' tendency to use brand information as a determining criterion in the choice process. Amine states that highly involved consumers with strong brand sensitivity are likely to be brand loyal. This shows the importance of brand sensitivity in the context of brand loyalty.

Brand sensitivity is a crucial concept in the context of brand loyalty, which in turn is of great importance to companies due to the competitive advantages provided by a loyal customer base.

Brand sensitivity therefore is the central concept of this thesis. We will try to explain this psychological variable by researching the underlying explanatory variables; this should make clear why some persons are more sensitive to brands than others.

Consumers almost always approach the marketplace with a well-established set of tastes and preferences (Hover & Brown. 1990). To win the brand preference competition by making a brand preferred over other brands in an established category or subcategory is tough and expensive. A stronger brand would always have a better understanding of

needs, wants, and preferences of consumers than the brands that are not competitive. Thus stronger brands would help in creating effective marketing programs that could go beyond consumer expectations. (Keller, 2003)

A consumer during his lifetime undergoes a series of ever changing circumstances and situations. As a result his brand preference shifts with his changing needs. The brand attributes or features must fit to consumers' need to maintain an ongoing permanent relationship with the brand. The consumers need to have a trust in their preferred brands for continued offering of the desired benefits. According to Browne (1998), if companies fail to ensure a trustworthy, stable brand reputation, the brand's growth and market share will be affected.

Thus a brand reputation is the image of superior quality and added value, which justify a premium price. A reputable brand is a strong asset, which benefits from a high degree of loyalty and stability for future sales (Kapferer. 1997). Ultimate goals of highly reputed brands should be to strengthen their image. Low selling brands with low reputation should focus on tailoring their marketing mix and fixing the overall image problem (Baldinger & Rubinson. 1996).

Brand preference has been conceptualized in many ways in the marketing literature. In some studies, brand preference has been equated with brand loyalty ( Rundle-Thiele & Mackay 2001). In other studies, it has been evaluated as a precursor to brand loyalty (Odin et al. 2001).

Brand preference is typically viewed as an attitude in which the consumer has a predisposition toward one or more brands. Ben-Akiva (1999) define preferences as comparative judgments between entities. This definition is used as a basis for distinguishing brand preference as a comparative judgment between a set of brands which leads to a more favorable attitude toward one or more of the brands.

Consumers appear to have high willingness to pay for particular brands, even when the alternatives are objectively similar. The majority of consumers typically buy a single brand of beer, Cola, or margarine (Dekimpe et al., 1997), even though relative prices vary

significantly over time, and consumers often cannot distinguish their preferred brand in blind taste tests (Thumin.1962).

Theorists have long speculated that willingness to pay for brands today could depend on consumers' experiences in the past. Willingness to pay could be a function of past consumption, which could enter expected utility directly (Becker & Murphy, 1988), through switching costs (Klemperer. 1987). or through beliefs about quality (Schmalensee ,1982). It could depend on past exposure to advertising or on past observations of the behavior of others.

At the extreme, brand preferences could be entirely determined by experiences in childhood (Berkman. Lindquist. & Sirgy 1997). Under these assumptions, consumers' accumulated stock of preference capital could be a valuable asset for incumbent firms and a source of long-term economic rents. In Bain's (1956) view, the advantage to established sellers accruing from buyer preferences for their products as opposed to potential entrant products is on average larger and more frequent in occurrence at large values than any other barrier to entry.

### **2.1.6 Product Quality**

To understand what a product offer in an international market Kotler (1997) suggest the five level of a product as a determinant perceived value that influence the customers decision making:

- core benefit: the fundamental need which is satisfying by consuming the product,
- generic product: the product attributes that are absolutely necessary,
- expected product: the attribute that are normally expected by customer,
- augmented product: additional attributes that make the product to differ from the competitors,
- Potential product: which is the future product target), as a determinant perceived value that influence the customers decision making.

Aaker, Fournier and Brasel (2004), in their research agree that product quality is the heart of a great brand. From the product quality attributes, which can vary from a product category to other, and have some of the following dimensions: performance; features,

conformance quality, reliability – consistency of performance over time; durability; style and design (Aggarwal, 2004).

Service quality showed no direct positive effect on post-purchase intention. Although service quality has no direct effect on post-purchase intention, the indirect influence of service quality on post-purchase intention could be found through perceived value and customer satisfaction (Kuo et al., 2009). According to the different effects of constructs on post-purchase intention, the constructs can be ranked as follows based on the effect on post-purchase intention: perceived value, service quality, and customer satisfaction (Kuo et al., 2009). However, there are other different opinions about the relationship between quality and purchase intention.

Gopal (2013) found that the direct impact of quality on purchase intention is positive. Papanagiotou (2012) provided evidence of a strong relationship between expected quality and intention to buy. Nevertheless, there are some differences between expected quality and intention to purchase. And these differences are not resulted from perceived monetary costs which mean that not all consumers are choose the highest price products. The usage of the extrinsic cue "price" for the formation of quality evaluation is an indication of uncertainty. This has been perceived as a difficulty in quality evaluation (Papanagiotou, 2012).

It has been found that consumers appear to admit that the product with superior quality is not always the first choice for them. There is evidence which suggest that this result is not only a matter of personal consumer preferences but is also a consequence of consumers' lack of confidence and proper information about the quality (Papanagiotou, 2012).

### ***Product***

Product is defined as a physical product or service to the consumer for which he is willing to pay. It includes half of the material goods, such as furniture, clothing and grocery items and intangible products, such as services, which users buy (Singh, 2012).

Product is either a tangible good or an intangible service. It is what businesses offer to their prospective customers. Products consist of the core product and the added

supplements that reinforce its value (Zikmund & d'Amico 2001, 9). A product can be a reward for those willing to pay for it.

Dang (2015) emphasizes that the product is the first and one of the key marketing elements. Author cit. Kotler and Armstrong emphasizes that the product: "is what can be offered to the market, to get attention, to be the acquisition of used or used, and can satisfy the wants or needs." In fact, it was observed that in most cases the literature is dominated by a narrow "product" concept of perception, so in order to better understand the nature of the product.

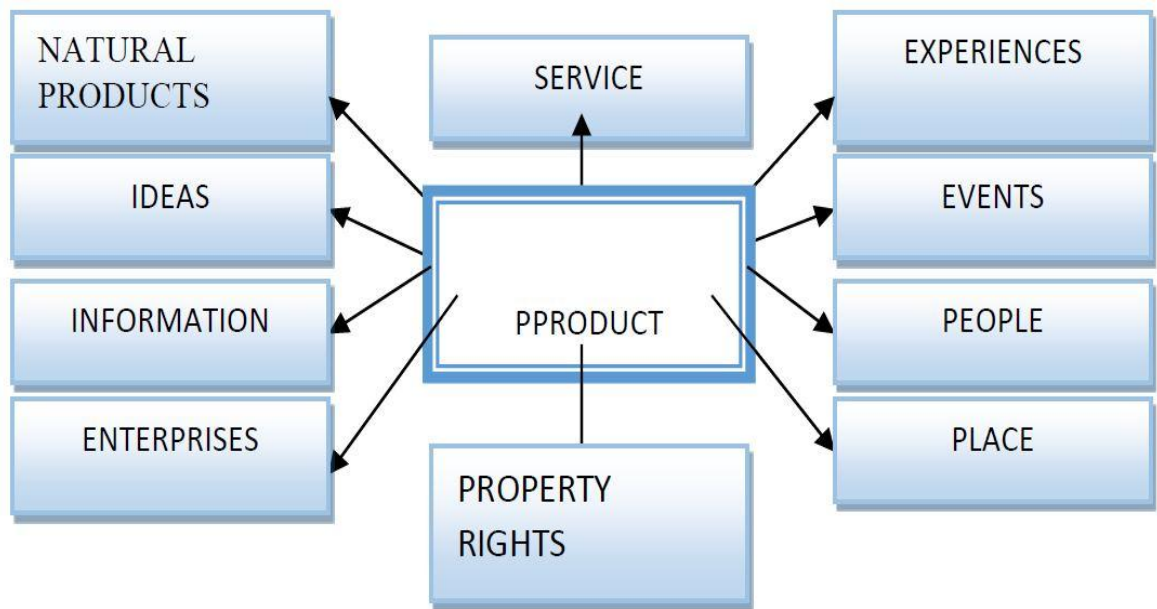


Figure2.1. Product wider perception (Singh, 2012)

Therefore, based on the above figure, the product concept is very broad and includes not only natural products and services, but also the experience, people, places, property rights, businesses or organizations, information and ideas.

According to Uzniene (2011) product life cycle is divided into these product life cycle or phases;

- **Product development** which begins when a business finds a new product idea and begins to implement it, the sales revenue of which in the course of its development is zero, and investment costs are high;

- **Placing on the market**, the sales revenue begins to rise slowly, but it lacks profitability, because the product marketing costs are still high;
- **Growth**, during this period the market is encouraged by the product and the profits start to rise;
- **Maturity**, in this period, sales revenue growth decreases, because the majority of potential buyers choose alternative products or due to the increasing marketing expenses in order to protect the product from its competitors;
- **Decline**, the stage when sales revenues and profits begin to decrease.

On the other hand, in order to further expand the product awareness, Thrush (2011) proposes to assess these three points of view: customer Satisfaction approach, the materiality of importance in terms of the process and outcome perspective.

Thus, the real benefits - the main reason why a consumer buys a product, which shows the basic benefits of the product to the consumer. The main product - this is the minimum characteristics of the product, which requires that the user can receive substantial benefits. The expected product includes the following features of the product, which the user expects to get out of it, and this covers the user's expectations. A supplemented by product - this is a product that surpasses the expectations of the average user, and can be supplemented with new properties or the improved existing ones. It depends on many factors: the chosen marketing strategy targeted segment features competing product characteristics, product technical feasibility, the available amount of resources, etc. The potential of the product can transcend not only the smallest but also the largest expectations of a contemporary user and have properties, which may surprise the user (Thrush, 2011).

Uzniene (2011) classified product as; consumer product which includes (toothpaste, bread, newspapers, clothes, household appliances, etc. The product they purchase for their personal use and these products are still divided into minimum, valuable, exclusive and unmarketable (not intended to search): necessary product which is a product that the consumer buys frequently and almost immediately without comparing it to other products of the same type; valuable product which is more consumer-oriented product, which the consumer usually compares to others, considers its suitability, the quality, price and style;

exclusive product which is consumer product that has unique characteristics or is distinguished by its brand, which is bought by a large group of customers; and lastly transgressed (not intended to search) the product (blood donation, life insurance) - Consumer is a product which a user does not know, and if he knows he has no intention to buy it.

Meanwhile, the product range covers all goods family, class types, brands and units, which the seller offers to the buyer. The range is the company's goods group/whole offered to the consumer, which are similar not only in their features, but are also grouped according to certain characteristics, and focused on the users' needs. Where the range width of products offered number of groups, and shows the depth of one product group in the number of goods. The range can be characterized on the basis of not only the depth (deep range), width, but also alignment and saturation.

Based on Singh (2016) the product is associated with the service. The same services as compared to the product have different characteristics, namely:

- I) **Intangibility** - intangible traits, which have many items, but the service can be considered as a product only when this feature is dominated by the tactile qualities. As such, the result - in addition to visual expression can customer awareness;
- II) **Non-accumulation** - in which many services are projected at the same time as granted and must not be prepared in advance and stored. This raises labor allocation problems, such as seasonality;
- III) **Non-serviceability** - since services production and consumption are closely related, so they cannot be separated and have no severed features. As such, it cannot tell the customer where there is none;
- IV) **Heterogeneity** - this is when the service is nothing other than the service provider and the recipient interaction, which may be granted not to every user similarly, for example, a television program about the increased taxes can be understood by each individual and focused on the perception about heavier tax burdens on others that helps assess the country's budget collection.

Product quality is an important determinant for the customers for choosing a brand that helps in the development of brand reputation. Quality belongs to the product perspective of a brand's identity whereas perceived quality is how a brand's quality is seen by the consumers. A higher price is a sign of high quality to the consumers. Perceived quality is a source of consumer satisfaction it makes them to repurchase the product, which leads to loyalty (Uggla, 2001). Product quality allows a firm put itself distinctively in the market and charge higher price to consumer. High price for branded products are justified by consumer quality assumptions that come with the brand name. In addition it gives a competitive advantage with leads to gain in profit margin and market share. Branded products are further expected to show evidence of higher quality compared to non-branded products, and premium brands should display even greater levels of quality (Woodside, 2009). It is because branded products represent a set of promises to consumer (Keller, 1993)

Thus, the real benefits - the main reason why a consumer buys a product, which shows the basic benefits of the product to the consumer. The main product - this is the minimum characteristics of the product, which requires that the user can receive substantial benefits. The expected product includes the following features of the product, which the user expects to get out of it, and this covers the user's expectations. A supplemented by product - this is a product that surpasses the expectations of the average user, and can be supplemented with new properties or the improved existing ones. It depends on many factors: the chosen marketing strategy targeted segment features competing product characteristics, product technical feasibility, the available amount of resources, etc. The potential of the product can transcend not only the smallest but also the largest expectations of a contemporary user and have properties, which may surprise the user (Thrush, 2011).

Uzniene (2011) classified product as; consumer product which includes (toothpaste, bread, newspapers, clothes, household appliances, etc. The product they purchase for their personal use and these products are still divided into minimum, valuable, exclusive and unmarketable (not intended to search): necessary product which is a product that the consumer buys frequently and almost immediately without comparing it to other products

of the same type; valuable product which is more consumer-oriented product, which the consumer usually compares to others, considers its suitability, the quality, price and style; exclusive product which is consumer product that has unique characteristics or is distinguished by its brand, which is bought by a large group of customers; and lastly transgressed (not intended to search) the product (blood donation, life insurance) - Consumer is a product which a user does not know, and if he knows he has no intention to buy it.

Meanwhile, the product range covers all goods family, class types, brands and units, which the seller offers to the buyer. The range is the company's goods group/whole offered to the consumer, which are similar not only in their features, but are also grouped according to certain characteristics, and focused on the users' needs. Where the range width of products offered number of groups, and shows the depth of one product group in the number of goods. The range can be characterized on the basis of not only the depth (deep range), width, but also alignment and saturation.

Product quality affects purchase because perceived quality creates personal shopping value and encourages a regular purchase of the brand (Snoj, 2004). Higher product qualities not only enhance utilitarian value but also reward the consumer emotionally by providing more gratifying experience (Babin, 2004).

To sum up, the product concept is very broad and includes not only natural products and services, but also the experience, people, places, property rights, businesses or organizations, information and ideas. Perception through the user needs of the approach includes 5 product levels: the real benefits, the main product, expected product, added to the product, the potential of the product. Furthermore, the products are classified according to the objects of consumption products, which is still divided into minimum, valuable, exclusive and unmarketable (not intended to search).

## 2.2 Empirical Review

Kamal and Abdollah (2012) identified on the effect of country of origin in Tehran Iran on purchase intention by considering the role of product knowledge. On the basis of the results of the present study, marketers are able to do a more effective job in formulating the contents of their messages in marketing communications. A total of 380 questionnaires were distributed to university students. Country-of-origin, the independent variable, was measured using Maheswaran (1994) scale; purchase intention, the dependent variable; and product knowledge was the moderator variable. Structural equation modeling was used for data analysis and to test the hypotheses. The results show that the effect of production origin country on willingness to purchase in individuals with low product knowledge is greater than in those with high product knowledge; also the effect of production origin country on willingness to purchase in individuals with low objective knowledge is greater than that in those with high objective knowledge. In final, Structural equation modeling shows that the effect of production origin country on willingness to purchase in individuals with low and high subjective knowledge of product is rejected because of quantity of T-value which is 1.4 and 1.9 respectively.

Hoang (2013) assessed the effects of country of origin and product features on customer purchase intension and this study aims to investigate drivers of purchase intention for imported powder milk by using the partial least squares-structural equation model approach to analyze a data survey of 369 customers in Vietnam. The results indicate that product attitude has the strongest positively effect on purchase intention; meanwhile, the country of origin has indirectly relationship to the purchase intention via product features. Specifically, group conformity also has significant relationship with purchase intention. Lastly, ethnocentrism has a negative effect on product quality and purchase intention. Specifically, the paper also conducts a qualitative study to support the empirical results.

Harrychand & Kalicharan (2011) addressed the effect and influence of country-of-origin on consumers' perception of product quality and purchasing intentions. And this study evaluated the effect of country-of-origin on consumers' perception of product quality in developed and emerging economies. The author reviewed several empirical studies conducted over several years and found that when consumers were aware of certain

country characteristics, they were more inclined to use country-of-origin as an external cue in evaluating product quality and guiding their purchasing decision process. Consumers conferred a higher evaluation of product quality on products produced in developed countries, owing to the technological advances and competitive nature of the markets in these countries. Further, the study revealed that in certain countries, consumers prefer products manufactured locally, owing to ethnocentrism and patriotism. It further identified the challenges faced by multinational corporations as they explore the possibilities of outsourcing the manufacturing of their products to international countries in an effort to reduce cost and maintain price competitiveness. However, given the continuous globalization of markets, it is possible to neutralize the effect of country-of-origin on the evaluation of product quality and the influence on purchasing decisions. Evidence from the literature revealed that if other forms of product quality attributes were highlighted during the product's promotion and marketing campaigns, country-of-origin would have low effect on consumers' perception of product quality.

Zemenu (2009) assessed effect of country of origin on Ethiopian customers' preference of products and their buying decision. The main targets of the study are students of Mekelle University. Data has been collected from 315 students of different departments of College of Business and Economics. In the sampling process a combination of probability and non-probability sampling techniques are used to address the ultimate sample elements. The research design applied is descriptive research design. Moreover, descriptive analysis is used to analyze the data collected from the respondents. And the finding shows that country-of-origin has effect on university students buying decision.

Aschalew & Elias (2012) examined the effects of country-of-origin image on the purchase intention of domestic and foreign products in Ethiopia in order to pin point the key determinant factors based on which managerial recommendations are forwarded and the study accomplish the objectives by developing a set of questionnaire and dispatched to the respondents as self-administered survey. 200 questionnaires were distributed to the randomly selected Bahir Dar University instructors of which 189 filled questionnaires qualified for analysis using structural equation modeling with AMOS 18 version software

and found It was determined that country of origin image plays a significant role in predicting purchase intentions towards domestically produced goods and products from European country. The results indicated that the effect of country of origin image is significant in the case of domestic and foreign products in Ethiopia.

All the reviewed research papers conducted on the effect of country of origin identifies different variables that affects consumers purchase intentions.

### **2.3 Hypotheses**

**H1.** Country of origin image has a positive and significant effect on consumers purchase intension of personal (laptop) computer products in Addis Ababa.

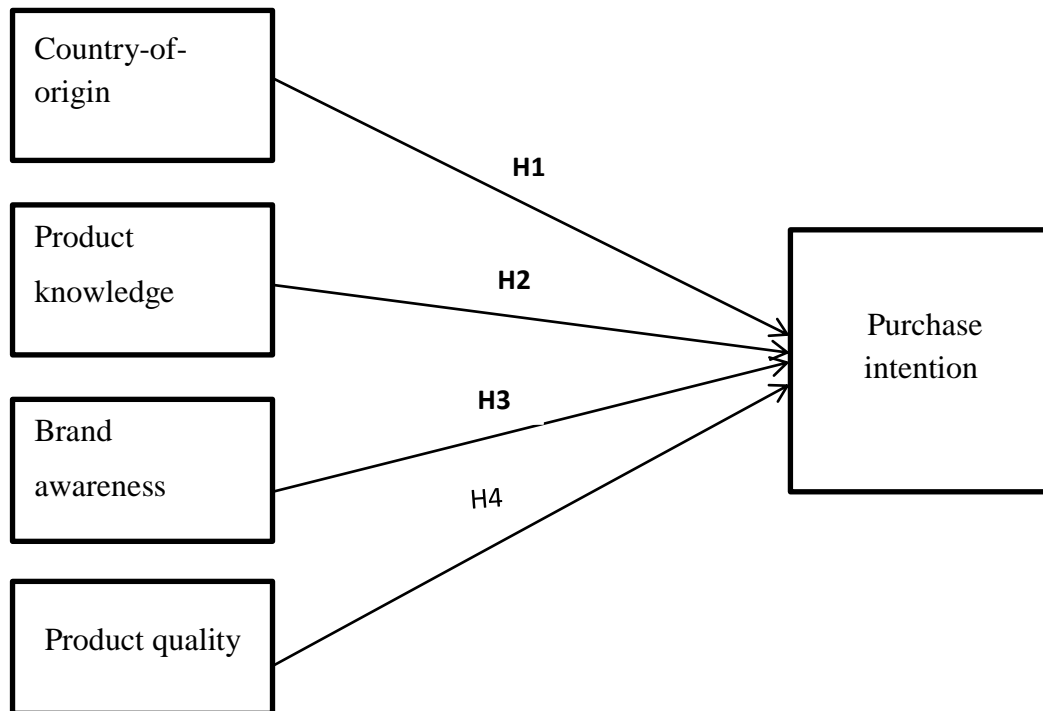
**H2.**Product knowledge has a positive and significant effect on consumers purchase intension of personal laptop (computer) products in Addis Ababa.

**H3.**Brand Awareness has a positive and significant effect on consumers purchase intension of personal laptop (computer) products in Addis Ababa.

**H4.**Product Quality has a positive and significant effect on consumers purchase intension of personal laptop (computer) products in Addis Ababa.

## 2.4. Conceptual Framework

Conceptual framework is the basis or foundation upon which the study was conducted. Since, the purpose of this study is to develop theories about the influence of country-of-Origin image, product awareness, product knowledge, and product quality on consumers' purchase intension, it is essential to develop conceptual Framework. The conceptual framework for this study is presented below:-



**Figure 1:1 Conceptual framework**

**Source: Adapted from ADINA-GABRIELA TUDOR and CHEN ZHENG**

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 Research Approach**

The three methods that are commonly used in conducting studies are quantitative, qualitative and mixed, whereby one of them is not better than the others, all of this depends on how the researcher want to do a research of study (Creswell, 2005). He asserted that quantitative research is a type of educational research in which the researcher decides what to study, asks specific, narrow questions, collects numeric (numbered) data from participants, analyzes these numbers using statistics, and conducts the inquiry in an unbiased, objective manner. Variables can be defined as attributes or characteristics of individuals, groups, or sub-groups of individuals (Creswell, 2009). Quantitative approach is one in which the investigator primarily uses postpositive claims for developing knowledge, i.e., cause and effect relationship between known variables of interest or it employs strategies of inquiry such as experiments and surveys, and collect data on predetermined instruments that yield statistics data (Creswell, 2009). This research employed quantitative method while conducting the study.

#### **3.2. Research Design**

Designing a study helps the researcher to plan and implement the study in a way that help the researcher to obtain intended results, thus increasing the chances of obtaining information that could be associated with the real situation (Burns & Grove, 2001). The researcher has used quantitative data from primary sources that was collected through questionnaire. This study has used both descriptive and explanatory designs to reach at aforementioned objectives. Kothari (2004) explains descriptive research as a situation or condition at hand, it is one in which information is collected without changing operating environment. On the other hand, the researcher used explanatory design to analyse factors affecting the purchasing intention. Therefore, this study use mixed approach.

## **3.3 Population and Sampling**

### **3.3.1 Population**

Hair, et al (2010) states target population as a specified group of people or object for which questions can be asked or observed to collect required data structures and information. To collect the data about factors affecting purchasing intention, the researcher targeted to consumers of laptop users in Addis Ababa.

### **3.3.2 Sampling Method**

Alreck & Settle (2005) noted that the choice of sample size is made after considering statistical precision, practical issues and availability of resources. Samples that are selected on a random basis are considered as a representative of the population. According to Malhotra & Peterson(2006) there is no a single and precise way to determine the size of sample; hence there are a number of inadequacy for deciding on sample size. The larger the sampling size of a research, the more accurate the data generated.

The researcher used non-probability sampling approach, specifically convenient sampling technique by using those buyers available in a certain specific time and place. Convenience sampling is used because it is a type of sampling where the first available primary data source will be used for the research without additional requirements. In other words, this sampling method involves getting participants wherever you can find them and typically wherever is convenient. In the case of this study, this method can be applied in order to gain initial primary data regarding purchasing intention of laptop computer in Addis Ababa.

### 3.3.3 Sample Size

To determine the sampling size, this study employed using the following statistically accepted formula.

$$\text{Sample Size} = \frac{Z^2 \times p \times (1 - p)}{d^2}$$

Where;

$Z^2$  = 95% of confidence level and equals 1.96

P = expected prevalence which equals 50%

$d^2$  = is the level of precision or sampling error and equals 5% (0.05)

$$\text{Sample Size} = \frac{1.96^2 \times 0.5 \times (1 - 0.5)}{0.05^2} = 384.16 \approx 384$$

Therefore, the sample size of this study is 384 individuals.

### 3.4 Data type and Collection Techniques

This study was analyzed based on the data collected from primary sources through questionnaire. Primary data was collected from selected buyers of the product and secondary data was collected from published journals, and the websites.

The study used questionnaire as a quantitative data collection instrument that helps to cover larger target groups than the interview, given the quality and chance of no response. The questionnaire was prepared using 5 point Likert-Scale approach (i.e., from “Strongly Disagree to Strongly Agree”). Accordingly, respondents were asked to indicate their level of agreement on 5 point Likert scale with the following ratings; Strongly Disagree (1), Disagree (2), neutral (3), Agree (4) and Strongly Agree (5) for ordinal scale measurement and to generate data suitable for quantitative analysis.

Based on the previous studies the researcher developed sub constructs to each factor used in the study.

The researcher collected from the respondents through drop and pick approach because it is not possible to collect responses from sampled respondents.

### **3.5 Methods of Data Analysis**

After the data are collected both descriptive and inferential statistical techniques were employed to analyze the data. The data was analyzed using computer software, Statistical Package for Social Sciences (SPSS) version 20. The statistical tools were aligned with the objectives of the study. Descriptive analysis was presented by using statistical tools mainly frequencies, percentages, mean and standard deviation to summarize the responses. Inferential analyses were conducted by using correlation and multivariate regression to show the relationship and the significance between dependent and independent variables. The correlation analysis was computed by using Pearson correlation method and regression analysis was estimated by using the Ordinary Least Square (OLS) methods.

This study used multiple linear regression model.

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \dots + \beta_nX_n + \epsilon_i$$

Where

Y is dependent variable which is explained by the independent variables

$\beta_0$  is constant

$\beta_1 \dots \beta_n$  are the coefficient of the independent variables  $X_1$  to  $X_n$ .

$\epsilon_i$  is an error term

Specifically, model for this study can be expressed as follows;

$$PI = \beta_0 + \beta_1CO + \beta_2PK + \beta_3BA + \beta_4PQ + \epsilon_i$$

**Where PI = Purchasing intention**

**CO= Country of Origin**

**PK= Product Knowledge**

**BA=Brand awareness**

**PQ=Product Quality**

### **3.6 Reliability and Validity analysis**

#### **3.6.1 Validity**

Bryman & Bell (2007) defined validity as how much any measuring instrument measures what it is intended to measure. They also suggest that the important issue of measurement validity relates to whether measures of concepts really measure the concept or not. There are several ways of establishing validity such as content validity; convergent validity concurrent; predictive validity; construct validity; and convergent validity. This study has addressed content validity through the review of literature and adapting instruments used in previous studies: Adina-Gabriela & Chen (2014).

#### **3.6.2 Reliability Test**

Nunnally (1978) stated that reliability is the consistency of a test, survey, observation, or another measuring device. The level of reliability of the instrument indicates the consistency of the variables. Cronbach's alpha is an index of reliability associated with the variation accounted for the true score of the underlying construct and it can only be measured for variables which have more than one measurement question. 0.5 is a sufficient value, while 0.7 is a more reasonable value. all Cronbach's alpha values of the for the variables used in the study are above 0.7.

Table 1 Reliability Statistics

	Cronbach's Alpha	N of Items
CO	.704	5
PK	.814	4
BA	.815	3
PQ	.728	5
PI	.769	5
Overall reliability	.910	22

Source: Own computations, 2018

### **3.7 Ethical Considerations**

During the distribution of the questionnaire, respondents were informed about the purpose and the benefit of the study along with their full right to refuse or completely reject the participation. The respondents` are told their response would be kept confidential and their identity shall not be exposed. Every person involved in the study was entitled to the right of privacy and dignity of treatment, and no personal harm was caused to subjects in the research. Information obtained is held in strict confidentiality by the researcher. All assistance, collaboration of others and sources from which information was drawn acknowledged.

## CHAPTER FOUR

### RESULT AND DISCUSSION

#### 4.1 Demographic information

The researcher distributed 384 questionnaires to the laptop computer buyers in Addis Ababa but 340 questionnaires were returned fully filled with the response rate of 88.54%. Demographic information of the respondents is about a gender, age, and income.

Table 2 Demographic information

	Category	Frequency	Percent
Gender	Male	227	66.76
	Female	113	33.24
Age	18 - 30	66	19.41
	31- 40	178	52.35
	41-50	72	21.18
	51-60	21	6.18
	60+	3	0.88
Income	Less than 5000	99	29.12
	5001-10000	172	50.59
	10001-20000	40	11.76
	Over 20001	29	8.53

Source: Survey, 2018

The result of demographic information indicates majority (66.76%) of the respondents are male. But only 113 (33.24%) of the respondents are females. Regarding the age group of the respondents, majority (52.75%) of the respondents are at age group of 31-40 followed by age group of 41-50 (21.18%). Age group of 18-60 comprises 19.41% of the respondents. But only 0.88% of the respondents are at age group of above 60. Highest number (50.59%) of the respondents earn monthly income at range of 5000 to 10000 followed by the income range of less than 5000 (29.12). but the fewest number of the respondents earn an income at range of above 20,000.

## 4.2 Descriptive Analysis

### 4.2.1 Preference among the brands

Table 3 Preference among the brands

Brand	Frequency	Percentage
Toshiba(Japan)	92	27.06
Dell(USA)	20	5.88
HP(USA)	91	26.76
Acer(China)	3	0.88
Sony(Japan)	7	2.06
Asus(China)	4	1.18
Apple(USA)	90	26.47
Lenovo(China)	21	6.18
Samsung(Korea)	12	3.53

Source: Survey, 2018

Toshiba is highly preferable brand is indicated by responses from 27.06% of the respondents and followed by apple with the percentage of 26.76%. HP is third most preferred brand. Acer is least preferred laptop by the laptop buyers in Addis Ababa.

### 4.2.2 Decision Criteria

Table 4 Decision Criteria

Attribute	Frequency	Percentage
Processing Speed	101	29.71
Hard drive size	22	6.47
Amount of Memory (RAM)	112	32.94
The battery life	14	4.12
Design (e.g. shape, color etc.)	91	26.76

Source: Survey, 2018

The respondents were asked to rate their decision criteria to purchase laptop computers. As depicted in the table 4, RAM is the mostly used preferences attribute (32.94%) and followed by the processing speed (29.71%). Very few respondents intend to purchase based on battery life and hard drive size.

#### 4.2.3 Country of origin

Table 5 Descriptive statistics for Country of origin

Country of Origin	Mean
The level of economic development of country of product I intend to buy is high	3.8941
The level of industrialization of the country where my favorite laptop comes from is high	3.8500
The level of political stability of the country I prefer the product is high	4.0118
The product quality of this country is high	3.7765
Personal computers (laptops) from this country are reliable	3.8029

Source: Survey, 2018

The mean values in the table 5 are above 3 .00 that majority of the respondents agreed with the constructs. The mean value of all responses in the adopted constructs is at the range of agree except political stability implying that the potential purchasers know the about the country from where the product comes. The overall mean for the country of origin is 3.8671 and the standard deviation is 0.57579 suggesting that there is no high variation in the responses for the status of the country where the product is made.

#### 4.2.4 Product Knowledge

Table 6: Descriptive statistics of Product Knowledge

	Mean
The level of my knowledge of this personal computer brand	3.7529
I am willing to know more about this personal (laptop) computer brand.	3.8471
After purchase and use of this personal (laptop) computer brand, the accumulated level of what I know about this brand is high.	3.4824
I am willing to understand more about this Laptop brand	3.9441
<b>Product knowledge</b>	<b>3.7566</b>

Source: Survey, 2018

Mean value for the responses for product knowledge is at the level of agree and their overall mean is 3.7566 suggesting that the purchasers have good knowledge about the product they intends to buy. The overall standard deviation is 0.71318 suggesting lower variation from overall mean.

#### 4.2.5 Brand awareness

Table 7discriptive statistics for Brand awareness

	Mean
I Know this brand	3.7235
When it comes to laptops, I can immediately recall the brand	3.8029
The name of the manufacturer of my favorite laptop is a well-known computer brand	3.7676
<b>Brand awareness</b>	<b>3.7647</b>

Source: Survey, 2018

For all constructs the respondents on average agree with the statements. The overall mean value of 3.7647 for brand awareness constructs indicates that the purchasers have brand awareness. The overall standard deviation indicates there is low variation in agreement for the brand awareness suggesting that the purchasers are aware of the brand before they purchase.

#### 4.2.6 Product Quality

The researcher used 5 constructs for the quality of the products. All mean values for the constructs at the range of agree. Overall mean value for factor, product quality is 3.7341 suggesting the purchasers focus on quality of the product. Overall standard deviation is 0.51263 suggesting lower deviation from mean agreement.

Table 8 Descriptive statistics for Product Quality

	Mean
I am very concerned about low personal (laptop) computer prices, but I am equally concerned about their quality	3.8147
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	3.7176
When purchasing a personal (laptop)computer, I always try to maximize the quality I get for the money I spend	3.4647
This personal (laptop) computer brand is of high quality	3.8529
This computer brand manufacturer is very innovative	3.8206
<b>Product quality</b>	<b>3.7341</b>

Source: Survey, 2018

#### 4.2.7 Purchase intention

Table 9 Descriptive statics Purchase intention

	Mean
I would consider buying this personal computer (laptop) brand always	3.8235
If I were going to buy this laptop / computer, I will consider buying any model of this brand	3.9176
The possibility I would consider buying this product is high	3.7176
My willingness to buy this product is high	3.7235
The likelihood of me purchasing this product is high	3.7882
<b>Purchase intention</b>	<b>3.7941</b>

Source: Survey, 2018

For all statement of purchase intention, mean values are at the level of agreement. The overall mean for the responses is 3.7941 suggesting that purchasers focus on specific brand, give higher possibility for the product, and willing to buy the product. The standard deviation is low suggesting similarity between intension to purchase.

### 4.3 Correlation analysis

This study has used correlation analysis to identify the relationship between independent variables, country of origin, product knowledge, product awareness and product quality, and dependent variable, intention to purchase.

Table 10 Correlation analysis

		Correlations				
		CP	COI	PK	BA	PQ
CP	Pearson Correlation	1	.483**	.599**	.723**	.852**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	340	340	340	340	340
COI	Pearson Correlation	.483**	1	.334**	.415**	.455**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	340	340	340	340	340
PK	Pearson Correlation	.599**	.334**	1	.418**	.480**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	340	340	340	340	340
BA	Pearson Correlation	.723**	.415**	.418**	1	.643**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	340	340	340	340	340
PQ	Pearson Correlation	.852**	.455**	.480**	.643**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	340	340	340	340	340

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

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

Source: Survey, 2018

Result of correlation analysis shows that all independent variables are positively related and statistically significant at significance level of 0.01. Country of the origin has least correlation coefficient of 0.483 but product quality is most correlated variable with the coefficient of 0.852 suggesting that higher perceived product quality, higher intention to purchase. Brand awareness is the second most correlated factor with the purchasing

intention with correlation coefficient of 0.723 suggesting that the higher brand awareness results on higher purchasing intention.

## 4.4 Regressions Analysis

### 4.4.1 Multicollinearity Test

According to Gujarati (2004) multicollinearity problem arises when there is a linear relationship among explanatory variables that the result could not obtain estimates of all parameters. Different methods are often suggested to Variance inflation factors (VIF) technique used for continuous explanatory variable detect the existence of multicollinearity problem. If the value of VIF is 10 or above, there is problem of multicollinearity. To detect the problem of multicollinearity the VIF technique is used prior to executing the regression analysis. Since the values of VIF are well below 10, there is no problem of multicollinearity among the study independent variables.

Table 11: Collinearity Statistics

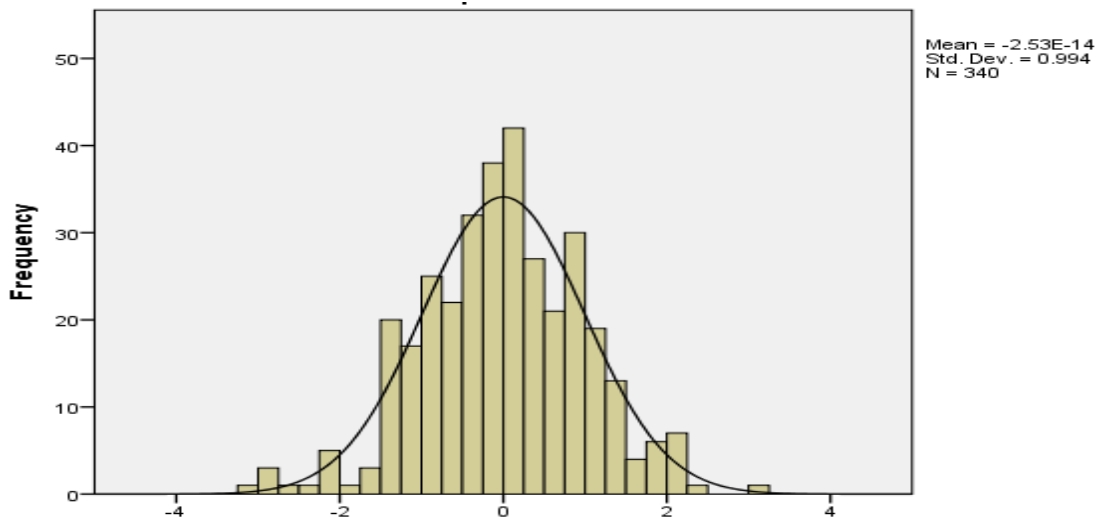
	Tolerance	VIF
CO	.756	1.323
PK	.738	1.355
BA	.557	1.797
PQ	.506	1.977

Source: Survey, 2018

### 4.4.2 Normality Test

One of the classical linear regression models assumptions for linear models is the error term should be normally distributed or expected value of the error term should be normally distributed or expected value of the errors terms should be zero ( $E(UT)=0$ ). The researcher used histogram to identify normal distribution of residuals and the result indicates that standard residuals are a little bit far away from the curve, many of the residuals are fairly close more to the curve and the histogram is bell shaped. This implies that the majority of scores lie around the center of the distribution (so the largest bars on the histogram are all around the central value. Therefore, this indicates that the residuals are normally distributed.

Figure 4 Normality Test



Source: Own computations, 2018

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
CP	340	-.111	.132	.311	.264
COI	340	-.810	.132	.137	.264
PK	340	-.847	.132	.953	.264
BA	340	-.685	.132	.386	.264
PQ	340	-.290	.132	.027	.264
Valid N (listwise)	340				

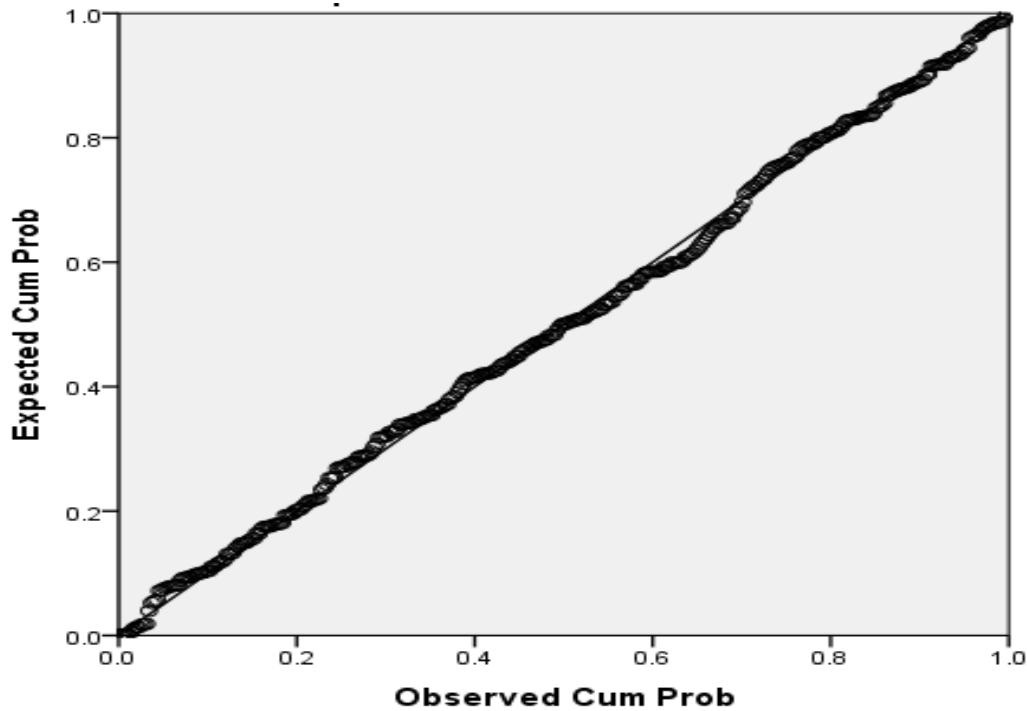
Source: Survey, 2018

To get strong assurance of the residual or errors are normally distributed In addition to the above test for normality, normal distribution is detected based on skewness and kurtosis statistics. Skewness is a measure on the asymmetry of a distribution. Whereas, kurtosis measures the extent to which observations cluster around a central point. The acceptable range for normality for both statistics is between (-1.0 and +1.0). All variables are within the acceptable range for normality (-1.0 to + 1.0). The kurtosis statistics for all independent variables are within the suggested range of normality (-1.0 to + 1.0).

#### 4.4.3 Linearity Test (Normal P-P Plot)

The P-P plot of residuals reveals no large deviation in the spread of the residuals that almost all residuals lay on the linear straight line. Therefore, this indicates that the relationship between the independent variables and the dependent variable is linear.

Figure 5 Linearity Test



Source: Own computations, 2018

#### 4.4.4 Regression Result

Table 12 Model summary

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.902 <sup>a</sup>	.814	.812	.26874	1.475

Source: Own computations, 2018

The model summary indicates R squared is 0.814 and adjusted R squared is 0.812 suggesting that that 81.2% variation in dependent variable is explained by independent variables used in the model. This implies that 81.2% variation in purchasing intention is affected by factors used in the model.

Table 13 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	105.715	4	26.429	365.953	.000 <sup>b</sup>
Residual	24.193	335	.072		
Total	129.908	339			

Source: Own computations, 2018

ANOVA is used to address the general objective of the study. In addition, this analysis is used to identify appropriateness of the model in estimating factors affecting purchasing intention. The researcher used multivariate linear regression method to run regression analysis. F-statistic is significant at 0.01 indicating that the linear model is appropriate for the study. This implies that factors used in the model significantly affect purchasing intention.

Table 14: Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.428	.123		-3.475	.001
CO	.056	.029	.052	1.913	.057
PK	.177	.024	.204	7.442	.000
BA	.204	.026	.250	7.897	.000
PQ	.688	.040	.570	17.200	.000

Source: Own computations, 2018

Linear regression equation for this result can be expressed as;

$$PI = -428 + 0.056CO + 0.177PK + 0.204BA + 0.688PQ$$

Assuming other factors constant, unit increase in CO increases PI by 0.56. Coefficient of product knowledge is positive and significant at 0.01 with beta=.177 suggesting that unit increase in product knowledge increases purchasing intention for laptop computers by 0.177 units. Unit increase in brand awareness increases purchasing intention with 0.204 units holding other factors constant. Finally, unit increase in product quality increases purchasing intention by 0.688.

#### 4.4.5 Hypothesis Summary

Table 15 Hypothesis Summary

Hypothesis	Sig	Decision
<b>H1.</b> Country of origin image has a positive and significant effect on consumers purchase intension of personal (laptop) computer products.	.057	Not Supported
<b>H2.</b> Product knowledge has a positive and significant effect on consumers purchase intension of personal laptop (computer) products.	.000	Supported
<b>H3.</b> Brand Awareness has a positive and significant effect on consumers purchase intension of personal laptop (computer) products.	.000	Supported
<b>H4.</b> Product Quality has a positive and significant effect on consumers purchase intension of personal laptop (computer) products.	.000	Supported

Source: Survey, 2018

Coefficient of country of origin is positive but statistically insignificant. This suggests that purchasing intention is indifferent for the country from where the products imported.

The knowledge for the laptop computer is good, the purchasers are willing to know more about the laptop computer brand, after purchase and use of this personal (laptop) computer brand, the accumulated level knowledge about the brand is high, and the purchasers are willing to understand more about this Laptop brand. Coefficient of product knowledge is positive and significant at significance level of 0.01. This implies that consumer who wants to purchase the product is focusing on the knowledge they have about the product. The possible reason is the purchasers are collecting information about the product from prior users and from persons who have technical knowledge about the products. This study has identified similar result with finding of Lee, (2015).

The purchasers are aware about the brand, the purchasers can immediately recall the brand, and the name of the manufacturer of favorite laptop is a well-known computer brand. Coefficient of brand awareness (BA) is positive and significant at significance

level of 0.01 suggesting that purchasers who have higher brand awareness have higher intention to purchase the product and vice versa. The possible reason for this is promotion for the product through and sellers. This finding coincides with find of (Valkenburg & Buijzen, 2015).

The buyers are very concerned about low personal (laptop) computer prices, but they are equally concerned about their quality, the buyers compare the price of different brands to be sure they get the best value of my money, they always try to maximize the quality, and they consider quality of the brand and innovativeness of the manufacturer. Coefficient of product quality is positive and significant at significance level of 0.01. The positive sign indicates that the higher is perceived quality of the product, higher is intention to purchase the product. This finding is similar to the finding of the Aaker, Fournier and Brasel (2004) that perceived quality of the product has positive and significant effect on purchasing intention.

## **CHAPTER FIVE**

### **SUMMARY OF MAJOR FINDINGS, CONCLUSION AND RECOMMENDATION**

#### **5.1 Summary of Major Findings**

This study has identified factors affecting purchasing intention in the case of the laptop computer purchasers in Addis Ababa. Based on different literatures, the researcher used four factors; country of origin, product knowledge, brand awareness, and product quality. The researcher used both descriptive and explanatory analysis for data collected through questionnaire. The descriptive analysis was conducted by using mean and standard deviation; whereas, explanatory analysis was conducted by using Pearson correlation and multivariate linear regression analyses. Finding of this study reveals that country of origin has statistically insignificant effect on purchasing intention. But other factors; product knowledge, brand awareness and product quality have statistically significant positive effect on purchasing intention at significance level of 0.01. Product quality has highest effect with t-value of 17.20 and followed by product knowledge with t-value of 7.897.

#### **5.2 Conclusion**

Based on the findings the researcher provides following conclusions.

Product knowledge effects purchasing intention of laptop users in Addis Ababa implying that the buyers that have better knowledge for the product have higher intention to purchase the product. The consumers prefer to purchase brand that they have better knowledge.

Brand awareness positively affects the purchasing intention of the laptop buyers in Addis Ababa that better awareness for the brand is resulting on higher intension to purchase the product. Consumers prefer to purchase brand that they have better awareness.

Perceived product quality for the brand positively affects intention of laptop buyers in Addis Ababa to purchase the brand. The laptop users intend to purchase laptop that they perceive it is quality

### **5.3 Recommendations**

Based on the conclusions the researcher provides following recommendations.

- Since the product knowledge have positive effect on purchasing intention, the researcher recommends the sellers of the of laptop computers to provide important information about the products like processing speed, hard disk, battery life, repair availability, and accessories.
- The researcher recommends sellers of laptop computer to create awareness about different brands their features because brand awareness have positive effect on purchasing intention of laptop computer buyers in Addis Ababa.
- Perceived quality of the laptop computers have positive effect on purchasing intention of the product. Therefore, the researcher recommends the sellers to quality features of the laptops.

### **5.4 Implication for further studies**

Although products have been sold throughout the country, this study has geographically distributed only in Addis Ababa that limits generalization for the company. Therefore, further studies are recommended to consider other part of the country because of possible effects of the factors. Since this study is conducted by using only primary data through questionnaire, further studies are suggested to include other methods like interview, include open ended questions and to support with secondary data to make the findings more reliable by supporting with facts. Additionally, seller perspectives have to be included.

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- Asus(China)
- Apple(USA)
- Lenovo(China)
- Samsung(Korea)

**5. Which of the following attributes of the personal (laptop) computer influence your purchasing decision?**

- Processing Speed
- Hard drive size
- Amount of Memory
- The battery life
- Design (e.g. shape, color etc.)

## Section II: Country of-origin image

**Direction:** Please indicate your degree of agreement/disagreement with the following statements by circling the appropriate number. (1-Strongly disagree; 2-Disagree; 3-Neutral; 4-Agree; and 5-Strongly agree)

**The country of origin image of my favorite brand:**

No	Description of the items	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
<b>Country of origin image</b>						
1	The level of economic development of this country is high					
2	The level of industrialization of the country where my favorite laptop comes from is high					
3	The level of technology of this country is high					
4	The product quality of this country is high					
5	Personal computers (laptops) from this country are reliable					

## Section III: Product Knowledge

**Direction:** Please indicate your degree of agreement/disagreement with the following statements by circling the appropriate number. (1-Strongly disagree; 2-Disagree; 3-Neutral; 4-Agree; and 5-Strongly agree).

**Concerning the personal computer (laptop) brand Product Knowledge:**

No	Description of the items	Very Low (1)	Low (2)	Neutral (3)	High (4)	Very High (5)
<b>Product Knowledge</b>						
1	The level of my knowledge of this personal computer brand					
2	I am willing to know more about this personal (laptop) computer brand.					
3	After purchase and use of this personal (laptop) computer brand, the accumulated level of what I know about this brand is high.					
4	I am willing to understand more about this					

	Laptop brand					
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## Section IV: Brand Awareness

**Direction:** Please indicate your degree of agreement/disagreement with the following statements by circling the appropriate number. (1-Strongly disagree; 2-Disagree; 3-Neutral; 4-Agree; and 5-Strongly agree)

**Concerning the personal computer (laptop) brand Awareness:**

No	Description of the items	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Brand Awareness						
1	I know this brand					
2	When it comes to laptops, I can immediately recall the brand					
3	The name of the manufacturer of my favorite laptop is a well-known computer brand					

## Section V: Product Quality

**Concerning the personal computer (laptop) brand, price and quality:**

No	Description of the items	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Product Quality						
1	I am very concerned about low personal (laptop) computer prices, but I am equally concerned about their quality					
2	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					
3	When purchasing a personal (laptop)computer, I always try to maximize the quality I get for the money I spend					
4	This personal (laptop) computer brand is of high quality					
5	This computer brand manufacturer is very innovative					

## Section VI: Consumer purchase intention

**Direction:** Please indicate your degree of agreement/disagreement with the following statements by circling the appropriate number. (1-Strongly disagree; 2-Disagree; 3-Neutral; 4-Agree; and 5-Strongly agree)

Concerning the personal computer (laptop) brand Purchase intension:

No	Description of the items	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
	Purchase Intention					
1	I would consider buying this personal computer (laptop) brand always					
2	If I were going to buy this laptop / computer, I will consider buying any model of this brand					
3	The possibility I would consider buying this product is					
4	My willingness to buy this product is					
5	The likelihood of me purchasing this product is					

**Source: Adapting from ADINA GABRIELA TUDOR CHEN ZHENG**

## Appendix B: SPSS Output

**The level of economic development of this country is high**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	3	.9	.9	.9
Disagree	17	5.0	5.0	5.9
Neutral	98	28.8	28.8	34.7
Agree	117	34.4	34.4	69.1
Strongly agree	105	30.9	30.9	100.0
Total	340	100.0	100.0	

**The level of industrialization of the country where my favorite laptop comes from is high**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	2	.6	.6	.6
Disagree	11	3.2	3.2	3.8
Neutral	97	28.5	28.5	32.4
Agree	156	45.9	45.9	78.2
Strongly agree	74	21.8	21.8	100.0
Total	340	100.0	100.0	

**The level of technology of this country is high**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	3	.9	.9	.9
Disagree	20	5.9	5.9	6.8
Neutral	51	15.0	15.0	21.8
Agree	162	47.6	47.6	69.4
Strongly agree	104	30.6	30.6	100.0
Total	340	100.0	100.0	

**The product quality of this country is high**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	1	.3	.3	.3
Disagree	36	10.6	10.6	10.9
Neutral	71	20.9	20.9	31.8
Agree	162	47.6	47.6	79.4
Strongly agree	70	20.6	20.6	100.0
Total	340	100.0	100.0	

**Personal computers (laptops) from this country are reliable**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	2	.6	.6	.6
Disagree	15	4.4	4.4	5.0
Neutral	68	20.0	20.0	25.0
Agree	218	64.1	64.1	89.1
Strongly agree	37	10.9	10.9	100.0
Total	340	100.0	100.0	

**The level of my knowledge of this personal computer brand**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	5	1.5	1.5	1.5
Disagree	36	10.6	10.6	12.1
Neutral	71	20.9	20.9	32.9
Agree	154	45.3	45.3	78.2
Strongly agree	74	21.8	21.8	100.0
Total	340	100.0	100.0	

**I am willing to know more about this personal (laptop) computer brand.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	3	.9	.9	.9
Disagree	25	7.4	7.4	8.2
Neutral	69	20.3	20.3	28.5
Agree	167	49.1	49.1	77.6
Strongly agree	76	22.4	22.4	100.0
Total	340	100.0	100.0	

**After purchase and use of this personal (laptop) computer brand, the accumulated level of what I know about this brand is high.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	5	1.5	1.5	1.5
Disagree	30	8.8	8.8	10.3
Neutral	133	39.1	39.1	49.4
Agree	140	41.2	41.2	90.6
Strongly agree	32	9.4	9.4	100.0
Total	340	100.0	100.0	

**I am willing to understand more about this Laptop brand**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	5	1.5	1.5	1.5
Disagree	15	4.4	4.4	5.9
Neutral	64	18.8	18.8	24.7
Agree	166	48.8	48.8	73.5
Strongly agree	90	26.5	26.5	100.0
Total	340	100.0	100.0	

**I Know this brand**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	11	3.2	3.2	3.2
Disagree	29	8.5	8.5	11.8
Neutral	71	20.9	20.9	32.6
Agree	161	47.4	47.4	80.0
Strongly agree	68	20.0	20.0	100.0
Total	340	100.0	100.0	

**When it comes to laptops, i can immediately recall the brand**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	2	.6	.6	.6
Disagree	21	6.2	6.2	6.8
Neutral	81	23.8	23.8	30.6
Agree	174	51.2	51.2	81.8
Strongly agree	62	18.2	18.2	100.0
Total	340	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	2	.6	.6	.6
Disagree	20	5.9	5.9	6.5
Neutral	95	27.9	27.9	34.4
Agree	161	47.4	47.4	81.8
Strongly agree	62	18.2	18.2	100.0
Total	340	100.0	100.0	

**I am very concerned about low personal (laptop) computer prices, but I am equally concerned about their quality**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly Agree	1	.3	.3	.3
Disagree	5	1.5	1.5	1.8
Neutral	68	20.0	20.0	21.8
Agree	248	72.9	72.9	94.7
Strongly agree	18	5.3	5.3	100.0
Total	340	100.0	100.0	

**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**

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	35	10.3	10.3	10.3
Neutral	50	14.7	14.7	25.0
Agree	231	67.9	67.9	92.9
Strongly agree	24	7.1	7.1	100.0
Total	340	100.0	100.0	

**When purchasing a personal (laptop)computer, I always try to maximize the quality I get for the money I spend**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly Agree	2	.6	.6	.6
Disagree	29	8.5	8.5	9.1
Neutral	127	37.4	37.4	46.5
Agree	173	50.9	50.9	97.4
Strongly agree	9	2.6	2.6	100.0
Total	340	100.0	100.0	

**This personal (laptop) computer brand is of high quality**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	2	.6	.6	.6
Disagree	34	10.0	10.0	10.6
Neutral	17	5.0	5.0	15.6
Agree	246	72.4	72.4	87.9
Strongly agree	41	12.1	12.1	100.0
Total	340	100.0	100.0	

**This computer brand manufacturer is very innovative**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	6	1.8	1.8	1.8
Disagree	16	4.7	4.7	6.5
Neutral	83	24.4	24.4	30.9
Agree	163	47.9	47.9	78.8
Strongly agree	72	21.2	21.2	100.0
Total	340	100.0	100.0	

**I would consider buying this personal computer (laptop) brand always**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Agree	4	1.2	1.2	1.2
Disagree	18	5.3	5.3	6.5
Neutral	115	33.8	33.8	40.3
Agree	100	29.4	29.4	69.7
Strongly agree	103	30.3	30.3	100.0
Total	340	100.0	100.0	

**If I were going to buy this laptop / computer, I will consider buying any model of this brand**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly Agree	1	.3	.3	.3
Disagree	17	5.0	5.0	5.3
Neutral	68	20.0	20.0	25.3
Agree	177	52.1	52.1	77.4
Strongly agree	77	22.6	22.6	100.0
Total	340	100.0	100.0	

**The possibility I would consider buying this product is high**

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	35	10.3	10.3	10.3
Neutral	50	14.7	14.7	25.0
Agree	231	67.9	67.9	92.9
Strongly agree	24	7.1	7.1	100.0
Total	340	100.0	100.0	

**My willingness to buy this product is high**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly Agree	11	3.2	3.2	3.2
Disagree	29	8.5	8.5	11.8
Neutral	71	20.9	20.9	32.6
Agree	161	47.4	47.4	80.0
Strongly agree	68	20.0	20.0	100.0
Total	340	100.0	100.0	

**The likelihood of me purchasing this product is high**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly Agree	1	.3	.3	.3
Disagree	20	5.9	5.9	6.2
Neutral	77	22.6	22.6	28.8
Agree	194	57.1	57.1	85.9
Strongly agree	48	14.1	14.1	100.0
Total	340	100.0	100.0	

**One-Sample Test**

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The level of economic development of this country is high	77.079	339	.000	3.89412	3.7947	3.9935
The level of industrialization of the country where my favorite laptop comes from is high	87.071	339	.000	3.85000	3.7630	3.9370
The level of technology of this country is high	84.152	339	.000	4.01176	3.9180	4.1055
The product quality of this country is high	77.033	339	.000	3.77647	3.6800	3.8729
Personal computers (laptops) from this country are reliable	99.082	339	.000	3.80294	3.7274	3.8784

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
The level of my knowledge of this personal computer brand	340	3.7529	.96127	.05213
I am willing to know more about this personal (laptop) computer brand.	340	3.8471	.88255	.04786
After purchase and use of this personal (laptop) computer brand, the accumulated level of what I know about this brand is high.	340	3.4824	.83947	.04553
I am willing to understand more about this Laptop brand	340	3.9441	.87228	.04731

**One-Sample Test**

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The level of my knowledge of this personal computer brand	71.989	339	.000	3.75294	3.6504	3.8555
I am willing to know more about this personal (laptop) computer brand.	80.376	339	.000	3.84706	3.7529	3.9412
After purchase and use of this personal (laptop) computer brand, the accumulated level of what I know about this brand is high.	76.491	339	.000	3.48235	3.3928	3.5719
I am willing to understand more about this Laptop brand	83.374	339	.000	3.94412	3.8511	4.0372

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
I Know this brand	340	3.7235	.98366	.05335
When it comes to laptops, i can immediately recall the brand	340	3.8029	.82690	.04485
The name of the manufacturer of my favourite laptop is a well-known computer brand	340	3.7676	.83550	.04531

**One-Sample Test**

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I Know this brand	69.799	339	.000	3.72353	3.6186	3.8285
When it comes to laptops, i can immediately recall the brand	84.802	339	.000	3.80294	3.7147	3.8912
The name of the manufacturer of my favourite laptop is a well-known computer brand	83.150	339	.000	3.76765	3.6785	3.8568

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
I would consider buying this personal computer (laptop) brand always	340	3.8235	.96458	.05231
If I were going to buy this laptop / computer, I will consider buying any model of this brand	340	3.9176	.80502	.04366
The possibility I would consider buying this product is high	340	3.7176	.74250	.04027
My willingness to buy this product is high	340	3.7235	.98366	.05335
The likelihood of me purchasing this product is high	340	3.7882	.76570	.04153

**One-Sample Test**

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I would consider buying this personal computer (laptop) brand always	73.091	339	.000	3.82353	3.7206	3.9264
If I were going to buy this laptop / computer, I will consider buying any model of this brand	89.734	339	.000	3.91765	3.8318	4.0035
The possibility I would consider buying this product is high	92.323	339	.000	3.71765	3.6384	3.7969
My willingness to buy this product is high	69.799	339	.000	3.72353	3.6186	3.8285
The likelihood of me purchasing this product is high	91.226	339	.000	3.78824	3.7066	3.8699

**Correlations**

		CP	COI	PK	BA	PQ
CP	Pearson Correlation	1	.483**	.599**	.723**	.852**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	340	340	340	340	340
COI	Pearson Correlation	.483**	1	.334**	.415**	.455**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	340	340	340	340	340
PK	Pearson Correlation	.599**	.334**	1	.418**	.480**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	340	340	340	340	340
BA	Pearson Correlation	.723**	.415**	.418**	1	.643**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	340	340	340	340	340
PQ	Pearson Correlation	.852**	.455**	.480**	.643**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	340	340	340	340	340

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

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902 <sup>a</sup>	.814	.812	.26874

a. Predictors: (Constant), PQ, COI, PK, BA

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	105.715	4	26.429	365.953	.000 <sup>b</sup>
	Residual	24.193	335	.072		
	Total	129.908	339			

a. Dependent Variable: CP

b. Predictors: (Constant), PQ, COI, PK, BA

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.428	.123		-3.475	.001
	COI	.056	.029	.052	1.913	.057
	PK	.177	.024	.204	7.442	.000
	BA	.204	.026	.250	7.897	.000
	PQ	.688	.040	.570	17.200	.000

a. Dependent Variable: CP

**Descriptive Statistics**

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
CP	340	-1.111	.132	1.311	.264
COI	340	-.810	.132	1.137	.264
PK	340	-.847	.132	.953	.264
BA	340	-.685	.132	.386	.264
PQ	340	-1.290	.132	2.027	.264
Valid N (listwise)	340				