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Consumer Perceptions of Country of Origin, Brand Image and Product Quality on the Purchase Intention of High-Tech Products: A Multi-Country Study of Ghanaian, Norwegian and South Korean Consumers.

10013/Grace Muni-Awudu and 10004/Hyeokmin Kwon

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Abstract

Purpose: In recent times, smartphones can be considered as one of the basic needs of every person. The flexibility, efficiency and ease of use it comes with make it a necessity in today's age and world of technological development. The main purpose of this study therefore, is to find out what factors motivate consumers to purchase a particular smartphone brand.

Design/methodology/approach: Online survey and conjoint analysis were the two approaches used in conducting this research. A total number of 394 respondents from Ghana, Norway and South Korea participated in the experiment.

Findings: The empirical findings reveal brand image, product quality and customer satisfaction positively influence consumers purchase intention in all three (3) countries.

Research limitation: The main limitation is that, this study covers only a very small part of smartphone users across the world, which makes the research setting very limited thus, findings and results cannot be generalized.

Practical implication: Theoretically, this study aids in revealing those variables that affect a consumer's purchase intention of high-tech products (smartphones). It also uncovers the indicators and signals consumers use during the process of deciding to purchase smartphones (purchase intention). A managerial implication could be the suggestion for organizations to be more concerned on establishing a strong brand image by making products that are perceived to be of high quality and satisfying existing and potential consumers.

Keywords: Country-of-origin image, Brand Image, Product Quality, Product Knowledge, Customer Satisfaction, Habitual Usage, Brand Visibility on Social Media, Purchase Intention

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CHAPTER ONE - INTRODUCTION

1.1 Background of study

Smartphones can be considered in recent times as one of the basic needs of every person. The flexibility, efficiency and ease of use it comes with make it a necessity in today's age and world of technological development. The main purpose, among other reasons for the use of smartphones is communication, an essential aspect of human life/nature. Other capabilities of smartphone ranges from entertainment purposes such as photography (photos and video displays, music), games, navigation, surfing the internet, quick accessibility to important information, entertainment (access to social media platforms, discovering of news all over the world), etc (Sarwar & Soomro, 2013). In other words, these advanced capabilities and connectivity of an operating system make smartphone configured and featured (Nagarkoti, 2009).

Before a consumer purchases a product, they gather product information based on their personal experiences as well as their external environment (Bhakar et al, 2013). Various factors in relation to purchase intention have been reviewed by a handful of authors. Among the factors, Country-Of-Origin (Bilkey & Nes, 1982; Elliott & Cameron, 1994; Diamantopoulos et al, 2011), Brand Image (Wang & Yang, 2010; Yu et al, 2013) and Product Quality (Zeithaml, 1988; Dodds et al, 1991; Saleem et al 2015; Haque et al 2015) were found to have impacts on buying intention. However, these reviews are based on specific product groups. For instance, Lee and Tai (2009) conducted a review on automobiles for consumers in Kazakhstan. In their review, the authors identified that, consumers' assessment of product quality is influenced by product attributes. In their study, three (3) attributes of product (Benefit, Image and Characteristic Attributes) were introduced in order to identify Kazakhstan consumers' perception of automobile, which is a global product. These attributes will be explained further under Product Quality (Chapter 2). The findings revealed amongst others that, the consumers in perceiving automobile products focused more on the "image" attribute of the product other than the "characteristic" attribute of that product. The purpose of this study is to find out what motivates consumers to purchase a particular type of smartphone brand.

1.2 Research Problem

The research problem is also to identify how consumers behave towards the purchase of high-tech products. Based on the findings revealed above, high-tech products (smartphones) as a specific product group is selected in this paper and we expect to investigate the key factors influencing purchase intentions of consumers of smartphones in Ghana, Norway and South Korea. Relatively, the purchase intentions for one consumer differs from the other, similarly we believe that it will be very interesting to compare these consumer behaviors between three (3) countries that are absolutely different from each other with regards to the fact that they are from very diverse continents (Africa, Europe and Asia), in order to uncover what similarities and/or differences there are. There are numerous brands of smartphones that a consumer can have the option to choose from. However, our research or survey will be done on the following five (5) smartphone brands: Sony, Huawei, Samsung, Apple and Blackberry.

The findings based on our analysis will help to expand our understanding of smartphone users in the three countries: Ghana, Norway and South Korea. This study will help contribute to the literature on international consumer behavior. Hence, we will seek to find the answers to these main questions;

1. Which factors influence consumer purchase intentions of high-tech products (Smartphones)?
2. What effects does country of origin, brand image and product quality have on product evaluation?
3. What motivates consumers to purchase a particular smartphone brand?

1.3 Justification of the study

For an organization to be relevant and outdo its competitors, information surrounding their targeted consumers, and understanding what satisfies their needs (eg: product price, product color, product design, product quality, etc…), and thereby providing these consumers with exactly what they need becomes a competitive advantage. This in itself will provide a strategic approach to international marketing.

1.4 Scope of study

This research is conducted to reveal the effects and/or perceptions of a consumer's decision to purchase high tech-products (smartphones). This will provide maximum information to the manufacturers and marketers of these products on how consumers behave towards their products and what exactly the needs of consumers in relation to their products are. The scope is however limited to only smartphone users in three countries: Ghana, Norway and South Korea. A survey will be used in collecting data to confirm or debunk if indeed country of origin, brand image and product quality are prevailing factors that influence the purchase intention of smartphone users in the above mentioned countries.

1.5 Organization of the study

The study is going to take the following format or structure:

Chapter One (which is this chapter) consists of the background of this study, the statement of the research problem, justification and scope of the studies.
Chapter Two contains consumer decision making process and major literature reviews.
Chapter Three presents a discussion on selected brands of smartphones and their respective country-of-origins.
Chapter Four will delve into our research model which will be tested using the hypothesis formulated.
Chapter Five will present the research methodology, which is about how to collect data and process the survey/experiement
Chapter Six will discuss reliability and validation of data used in our study/research.
Chapter Seven will focus on the analysis of our data and also the findings.
Chapter Eight will finally summarize our findings and discussions. The chapter will also note the limitations as well as implications of our study.

CHAPTER TWO - LITERATURE REVIEW

2.0 Introduction

Chapter 2 explores purchase intention by reviewing literatures about consumers decision to purchase, country-of-origin, brand image and product quality. As stated by Schiffman & Kanuk, generally, although the decision-making process does not include “how we make it” and “what is involved in it”, consumers put into careful consideration all things regarding their daily lives when making a host of decisions (Schiffman and Kanuk, 2010, pp. 478).

Consumers are influenced by numerous elements when they purchase products. According to previous studies, country-of-origin has a significant impact on purchase intention (Bilkey & Nes, 1982; Elliott & Cameron, 1994; Diamantopoulos et al, 2011) However, the perceptions to country-of-origin varies from author to author. For example, Lillis & Narayana (1974) and Nagashim (1977) conceptualized country-of-origin, emphasizing on the effect of made-in label, whereas Han (1989) and Agarwal & Sikri (1996) focused on country-of-image.

Also, the role of brand image (Wang & Yang, 2010; Yu et al, 2013) and of product quality (Zeithaml, 1988; Dodds et al, 1991; Saleem et al 2015; Haque et al 2015) on product intention has been demonstrated. The concepts of these three in terms of purchase intention have been interesting topics for a lot of researchers. Thus, we are going to outline the theoretical parts of the topics more specifically in our study.

2.1 Consumer Decision Making

Kotler (2010) acknowledge that a consumer's decision to buy a product begins prior to the actual purchase and also lingers on after the product has been bought. The authors book displays five steps called the “*Buyer Decision Process*” (Kotler, 2010, pp. 152). Kotler (2010) believes that every buyer goes through the following (Figure 2.1) stages when purchasing; need recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior stages.

Figure 2.1. Buyer Decision Process,
source: Kotler, P., & Armstrong, G. (2010, pp 152)

Kotler (2010) cautions that, it is essential for marketers to concentrate entirely on the buying process instead of focusing only on the purchase decision (step 4). Kotler however adds that, even though buyers go through the entire 5-stage process with every acquisition or purchase, it is common to find buyers either skipping or reversing some of these steps in monotonous purchases (Kotler, 2010, pp. 152).

Need Recognition

According to Solomon et al, this is the initial stage in the consumer decision making process where the consumer identifies a (substantial) disparity between what they presently have and what they desire and/or wish to have (Solomon et al, 2006, pp. 263). According to Kotler, the entire buying decision process sets off when the buyer identifies that he/she has a need or a problem (Kotler, 2010 pp. 152). He further explains that, "*the need can be triggered by internal stimuli when one of the person's normal needs—for example, hunger or thirst—rises to a level high enough to become a drive" (Kotler, 2010, pp 152).* It is the stage where a buyer *"perceives there is a problem to be solved, which may be large or small, simple or complex" (Solomon et al, 2006, pp. 263).*

Information Search

Kotler emphasizes that the decision to search for more information on a consumer's need may occur or not (Kotler, 2010, pp. 152). Elaborating more on his earlier comment, Kotler explains that a consumer is likely buy a product which is readily available when he/she has pressing needs or urge for that product. Whereas the case is different if the consumer has no strong drive towards the product. In that case, the consumer is likely to commence an information search in relation to his/her needs (Kotler, 2010, pp. 152 & 153). Solomon et al

describe the information search stage as the "*process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision*" (Solomon et al, 2006, pp. 265). In an updated edition written by Solomon, the author questions if the knowledge about a product will make any significant impact on information search or not (Solomon, 2010, pp 310). According to the author, in the beginning, the answer might seem definite and easy but it really isn't as clear (Solomon, 2010, pp 310). To further elaborate, Solomon states also that, people who are very knowledgeable about products use a much different procedure when making the decision to purchase a product in comparison to novices, who have much less knowledge. Thus the novice is more prone to search for more information about the product (Solomon, 2010, pp. 310). On the other hand, the more knowledgeable ones who are obviously much more abreast with the product categories are expected to comprehend with the meaning of any latest information about a product they may purchase (Solomon, 2010, pp. 310). While leads to the question "So, who searches more?" to be asked again. According to Solomon, (2010) "*the answer is neither: Search tends to be greatest among those consumers who are moderately knowledgeable about the product*". As displayed in Figure …, the author finds "*an inverted-U relationship between knowledge and external search effort*" (Solomon, 2010, pp. 310). He concludes that, people with moderate or little knowledge might feel unskilled to embark on a broad information search, or they may probably not have an idea of where to begin the search from (Solomon, 2010, pp. 310).

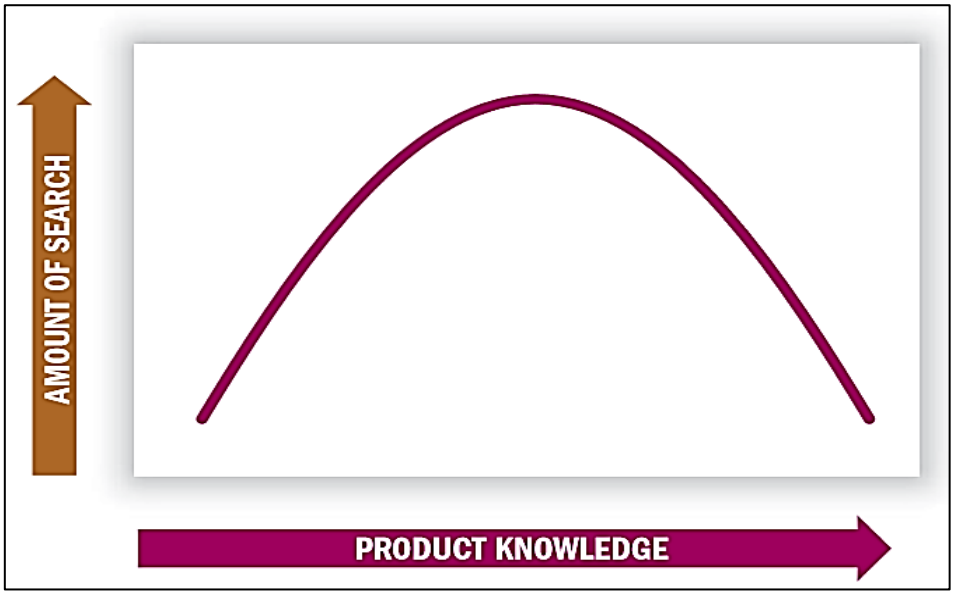

Figure 2.2. The relationship between amount of information search and product knowledge, source: Solomon, M. R. (2010, pp. 310)

Evaluation of Alternatives

According to Schiffman & Kanuk, (2010) there are two types of information a buyer uses when assessing the alternatives available. These information types include "*(1) a "list" of brands (or models) from which they plan to make their selection and (2) the criteria they will use to evaluate each brand (or model)"* (Schiffman & Kanuk, 2010, pp. 488). Schiffman & Kanuk, (2010) being able to choose from alternatives (all potential brands or models) is a human feature which aids in making the decision-making process much simpler (Schiffman & Kanuk 2010, pp. 488). Kotler encourages marketers to take note of the processes involved for a consumer to arrive at a final brand choice because the author believes that buyers employ different processes of evaluation when buying products (Kotler, 2010, pp. 153). The consumers/buyers put into consideration all the purchase alternatives available according to their personal preferences and also based on "*the specific buying situation*" (Kotler, 2010, pp. 153). Kotler, (2010) argues that, buyers may apply critical thinking skills when purchasing, while at other instances, that same buyer may choose to buy instinctively and/or do an impulse buying. Aside making personal buying decisions, buyers also have the tendencies of seeking more information and advice from sales representatives, colleagues, acquaintances, friends and suggestively from the internet through reviews made by past buyers (Kotler, 2010, pp. 153).

Purchase Decision

The purchase decision as described by Kotler (2010) is the decision made by a consumer in relation to which brand to buy. Kotler argues that, purchase intention is created at the evaluation stage, where the buyer ranks or categorizes brands (Kotler, 2010, pp. 154). As the author puts it, though the buyer will be more decisive to purchase a brand he/she prefers, there is the possibility of two factors setting against the intention and decision to purchase (Kotler, 2010, pp. 154). The first factor listed by Kotler is the "*attitudes of others*". To throw more light on this feature, the author explains that a person who is very important to the buyer can have a significant impact on the buyer's purchase decision. For example: the likelihood that the buyer will buy a much more expensive product will dwindle or reduce if this important person to the buyer advises that he/she purchased a lower cost product (Kotler, 2010, pp. 154). Kotler (2010) named the second factor as the "*unexpected situational factor*". The author explained that, a buyer's intention to purchase can be based on features that include, the price, income and benefits the buyer forestalls and/or anticipates that the product

will have (Kotler, 2010, pp. 154). Kotler, (2010) is however quick to add that, certain unforeseen occurrences can create changes to the buyers intention to purchase. Schiffman & Kanuk add that "*trial purchases, repeat purchases and long-term-commitment purchases"* are the three kinds of ways consumers make purchases (Schiffman & Kanuk, 2010, pp. 497).

Post Purchase Behaviour

Kotler (2010) describes the final stage of his buyer decision process as the phase in which buyers take subsequent actions or decisions with a purchase, being that they find the purchase satisfying or not. The author states that, the job of a seller is not done when the product is purchased but extends beyond (Kotler, 2010, pp. 154). Following a purchase made, a buyer "*will engage in post purchase behaviour of interest to the marketer*" depending on whether the buyer is satisfied with his/her purchase or not (Kotler, 2010, pp 154). The determining factor of a buyer being satisfied or dissatisfied about a purchase can be found in the "relationship between the *consumer's expectations and the product's perceived performance*" (Kotler, 2010, pp. 154). If the product does not meet the expectation of the buyer, he/she becomes unsatisfied or disappointed; yet if the buyer's expectations are met, he/she becomes a satisfied; subsequently, a buyer becomes elated or if his/her expectations are exceeded (Kotler, 2010, pp. 154). Kotler, (2010) however states that, if the gap found between a buyers expectations and performance becomes huge, the buyer's disatisfaction becomes more. It is therefore important that marketers and/or sellers promise solely what their brands can provide so that their customers will be satisfied with their purchases (Kotler, 2010, pp. 154). The author described the conflict the buyer feels following a purchase which turns out to be discomforting the "*cognitive dissonance*" (Kotler, 2010, pp. 154).

2.2 Country Of Origin

The concept of country-of-origin was first reviewed by Schooler in 1965. Schooler, (1965) tested 200 part-time students of a University in Guatemala who were selected at random by giving them identical products with fictitious country labels. The number of the countries included in the investigation were four; Guatemala, El Salvador, Costa Rica and Mexico. Respondents in this survey were asked to assess the juice and fabric product whether these products were better or worse than the average in Central America. Results from the survey revealed that Guatemalan products and Mexican products were rated equally, whereas Costa

Rica and El Salvadoran products were rated at a lower level (Schooler, 1965). He found that country-of-origin effect on the products does exists and also saw that, this can have an influence on consumer's decision making process for products (Schooler, 1965).

Lillis and Narayana, (1974) conducted a study to unveil how Americans and Japanese consumers perceive product images with the "made in" labels. They found that both American and Japanese consumers considered German products as reliable and masculine at a high level, whereas there was a high disagreement on the products originated from the U.S.A and France. American consumers and Japanese consumers' attitude to the products made in Japan and England was relatively similar (Lillis and Narayana, 1974). The main result from the conducted survey showed that product's origin is perceived differently from consumer to consumer (Lillis and Narayana, 1974). Still dwelling on the effects of "made-in labels", Nagashim, (1977) researched further about the effect of 'made in' on the product image. The main purpose of his study was to find the perception of Japanese businessmen towards American products, and how the perception had changed from 1967 to 1975 (Nagashim, 1977). He found the "made-in" images of American products on the whole has been considerably degraded in the view of Japanese businessmen, whereas for the other four countries' (Japan, Germany, France and England) the "made-in" images of their products has been significantly upgraded during the past eight years (Nagashim, 1977).

Bilkey and Nes, (1982) reviewed the literatures on the country-of-origin effect with regards to the product evaluations when consumers purchase. The authors explained that, products are perceived by the combination of a great number of informational cues, for example, taste, design or fit considered intrinsic cue, while price, brand name or warranties as extrinsic cues (Bilkey and Nes, 1982). Bilkey and Nes (1982) believed that, customers evaluate the products based on these cues. However, since the cues had not been precisely estimated yet, future studies would have to include how the influence of the cues can be related to the real life purchasing situations; also adding that it should not be only a single cue (Bilkey and Nes, 1982). Upon reviews of the extant literature, Bilkey and Nes, (1982) concluded that country-of-origin definitely has an impact on consumer purchasing intention.

The impact of country-of-origin on product evaluations had been studied by Johansson et al, (1985). The multi-attribute attitude method used in their study showed that the level of

influence of country-of-origin is significantly harder to be found than it is estimated in previous studies. Products could be perceived not only by nationality, but also by other demographic aspects such as gender, income, age etc. and familiarity with the certain product (Johansson et al, 1985). Johansson et al, (1985) concluded that the impact of country-of-origin could be measured and explained better with regard to the specific attributes in the evaluation than overall evaluations.

Han and Terpstra (1988) studied consumer evaluations influenced by country-of-origin and brand name cues by conducting a survey with products from both home and foreign countries. The targeted population for the survey was all USA residents. The study was primarily focused on how US consumers perceive the products; Color televisions and small cars (Han and Terpstra, 1988). Han and Terpstra (1988) found that the value of the product on consumer evaluation is impacted by both the sourcing country and brand name. For example, the product modes (US-branded/US-made, US-branded/foreign-made, foreign branded/US-made, and foreign-branded/foreign-made), in which product quality as perceived by consumers at the overall level and individual dimensions varied (Han and Terpstra, 1988). However, the most interesting finding of the study was that, the effects of country-of-origin are probably more powerful on consumer evaluations than on the brand name (Han and Terpstra, 1988). A year later, Han, (1989) developed two models to test the role of country of image on the quality of products as consumers perceive. Building on his previous year's review with Terpstra, Han used the same products (Color televisions and small cars - as selected above) in this survey. He suggested that, country image in terms of consumer evaluations could be conceptualized with the following; halo and the other is summary construct. The main finding of the study was that country image could probably be working as a halo in evaluation of the product when the country's products are not well-known to consumers (Han, 1989). This has an indirect impact on consumer's perception toward the brand because consumers evaluate the attributes of the products based on inference (Han, 1989). On the other hand, when the country's products are well-known to consumers, country image could be working as a construct. This summarizes the consumers' beliefs about the attributes of the product, giving a direct impact on their perception toward the brand (Han, 1989).

Roth and Romeo, (1992) suggested a model matching product category and country image dimension for operating the effect of country-of-origin. In the model, the significance of product categories is matched with the attitude toward the image of country-of-origin (Roth and Romeo, 1992). The investigation showed that consumers are likely to buy an automobile from Germany, the USA or Japan, whereas they are less likely to buy the same product category from Mexico or Hungary (Roth and Romeo, 1992). The major findings thus were that, purchase intention of consumers is going to be high on the countries that were assessed highly with the important dimensions of the product category (Roth and Romeo, 1992). In contrast, consumers are less likely to purchase products from the countries that were assessed and matched with an unfavorable product country (Roth and Romeo, 1992). Roth and Romeo, (1992) concluded that managers should use this model (Firugre 2.3) not only in order to evaluate consumers purchase willingness, but also to be supported for managing their products' country-of-origin.

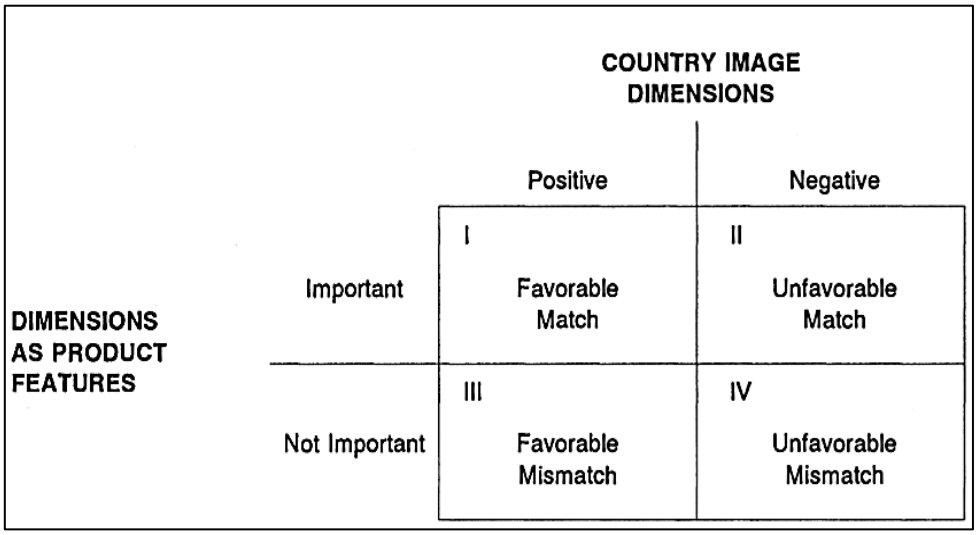

Figure 2.3. Country and Product Category Dimension Matches and Mismatches, source: Roth and Romeo, (1992)

Thakor and Kohli, (1996), studied the core differences between the concept of brand origin and country-of-origin. Thakor and Kohli conceptualized brand origin as following: *"We define brand origin as the place, region or country to which the brand is perceived to belong by its target consumers. We note that this may differ from the location where products carrying the brand name are manufactured or are perceived by consumers to be manufactured"*(Thakor and Kohli, 1996). The authors believed that consumer perceptions might contrast from reality due to ignorance and the absence of significant origin information

for a specific brand, or intentionally planned confusion made by firms that consider purchasers attitude to an unfavorable origin (Thakor and Kohli, 1996). Consumers would have full information of where a well-known product is produced, while they would not think much about the region that it is, the brand origin (Thakor and Kohli, 1996). For instance, though Honda is manufactured in America, consumers will still perceive the brand as a Japanese car (Thakor and Kohli, 1996). Thakor and Kohli, (1996) further stated that, the effects of origin cues cannot be removed by the country-of-manufacture or country-of-assembly that is slightly manipulated, because famous brand names are already encompassed with those cues. For instance, subjects would still consider Samsung and Toyota as a South Korean and Japanese brand respectively, even though the products from these companies are assembled in other countries (Thakor and Kohli, 1996). The authors argued that, since the concept of brand origin is more comprehensive than country-of-origin, those can be separated from each other. They continued that, *"Brand origin refers to signifiers of origin beyond those that merely indicate a country*" (Thakor and Kohli, 1996).

Agarwal and Sikri (1996) investigated the role of country image in consumer evaluation in terms of product category extensions. Findings of the study were that, a substantial connection between the beliefs about the most famous product category from a particular country and anticipation for the new product category does exist (Agarwal and Sikri, 1996). Moreover, it is suggested that, new products are going to have larger transference when the degree of the perceived similarity between the different product categories are greater (Agarwal and Sikri, 1996).

Zain and Yasin (1997) studied about how important the information of country-of-origin is to Uzbekistan consumers and how they (Uzbeks) perceive product quality. The main findings in the study is that the products from developed countries like Japan and USA are perceived by Uzbek consumers as more advanced in quality than the products from the likes of India and China, that are relatively less developed countries (at the time of the research) (Zain and Yasin, 1997). Furthermore, consumer attitude in Uzbekistan toward country-of-origin information was considerably influenced and depended on purchases of products that are new and expensive (Zain and Yasin, 1997). Zain and Yasin, (1997) further found that, the purchase intention of the consumers are also impacted by the "made in" label, which is a very important information for them, regardless of their level of education, sex or marital status.

Laroche et al, (2003) studied how consumer evaluations are affected by country image structure when they see foreign products. The main aim of their paper was to broaden knowledge on handling cognitive process in terms of country-of-origin cues based on the country image concept and its function in the product assessment (Laroche et al, 2003). Laroche et al, (2003) included the concept of three-dimensions which were composed of cognitive, affective and conative elements in relation to country image. The authors gave a detailed description of the concepts as: "*(1) a cognitive component, which includes consumers' beliefs about the country's industrial development and technological advancement; (2) an affective component that describes consumers' affective response to the country's people; and (3) a conative component, consisting of consumers' desired level of interaction with the sourcing country*"(Laroche et al, 2003). They proposed a framework to ascertain how the three concepts were related to country image, product beliefs, and product evaluations (Laroche et al, 2003). The framework showed that product evaluations are influenced concurrently by the other two factors (country image and product beliefs) irrespective of how much familiar consumers were with a country's products (Laroche et al, 2003). Laroche et al, (2003)´s framework also suggested that product evaluations can be affected by country image structure, both at the direct and indirect levels based on the concept of product beliefs. The authors added that, when an affective element is powerful on a country image, product evaluations is directly influenced by the image at a more powerful level than product beliefs (Laroche et al, 2003). However, if a cognitive element is powerful on country image, product evaluation is directly influenced by the image at a less powerful level than product beliefs (Laroche et al, 2003).

In quite a recent study, Diamantopoulos et al, (2011) studied the relationship among country-of-origin image and brand image with regards to purchase intentions. According to the authors, it is a well-known fact that carpet is skillfully made in Turkey, yogurt in Greece and cheese in Netherland (Diamantopoulos et al, 2011). Hence, certain countries have been connected by country-of-origin with specific product categories suggesting the assumption that, outstanding performance/reputation of the countries in these particular product categories considerably influences a consumer's purchase of a brand (Diamantopoulos et al, 2011). According to the authors, consumers link country image via two attitudes as indicated below;

1. Particular capabilities in relation to a product category or an industry.
2. The more inclusive capabilities of manufacturing great brands

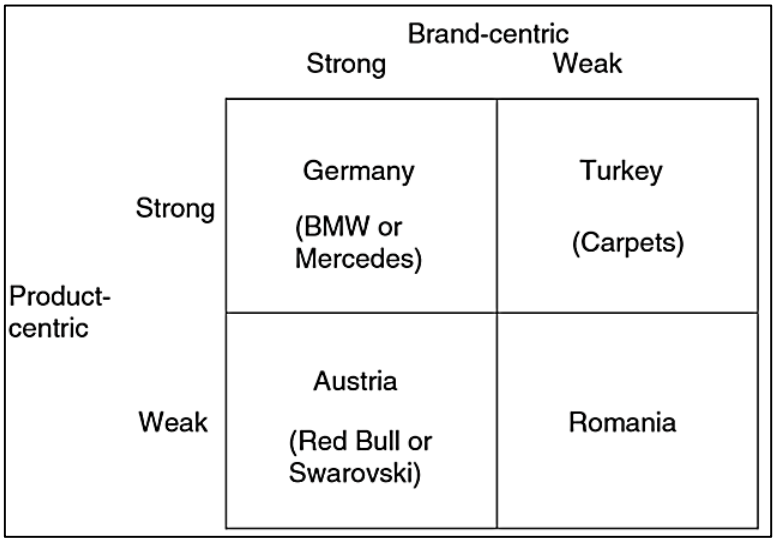

Figure 2.4. Types of Country-of-origin influence, **source: Diamantopoulos et al (2011)**

As revealed by the figure 2.4, in the cases consisting of strong product image and strong brand image, country-of-origin has a positive influence products and brands from a focal country. The figure shows Germany produces both strong reputation for automobiles and strong brands such as BWM or Mercedes. However, Turkey has a case composed of strong product-centric and weak brand centric. In other words, the country (Turkey) is short of appropriate skills for turning a certain type of well-known product into strong and famous brands (Diamantopoulos et al, 2011).

2.3 Brand Image

Gardner & Levy (1955) defined brand image in the following ways; *"A brand name is more than the label employed to differentiate among the manufacturers of a product. It is a complex symbol that represents a variety of ideas and attributes. It tells the consumers many things, not only by the way it sounds (and its literal meaning if it has one) but, more important, via the body of associations it has built up and acquired as a public object over a period of time". "The net result is a public image, a character or personality that may be more important for the overall status (and sales) of the brand than many technical facts*

about the product." The authors describe image as consumers' ideas, feelings, and attitudes that they have about brand.

Several years later, Dolich (1969) investigated the relationships between *"(a) most preferred and least preferred brands (b) socially consumed and privately consumed products, and (c) real-self and ideal-self-image relationships"* in order to find how much brand images are similar with self-images. The result of the survey showed that self-concept had a stronger similarity with brand most preferred images than least preferred images (Dolich, 1969). There is however consistency with favoured brands that have a self-concept or self-image where individuals perceive a brand, create the image for themselves and accordingly fortify it (Dolich, 1969). Although social/private consumption products for most preferred brands had no difference in the research, it was found that products that are socially visible clearly are less congruent than privately consumed products for least preferred brands (Dolich, 1969). Finally, there was a considerable relationship between ideal self-image and brand least preferred, but this was only for male subjects (Dolich, 1969). The relationship is that ideal self-image on them (male subjects) is notably less congruent than real self-image for brands least preferred (Dolich, 1969).

In 1970, Bird et al wanted to find out the favorability towards a brand, so they studied the relationship between the attitudes of persons who have used the brand in the past, current users of the brand, and lastly, those who have never used the brand before. Their findings revealed brand favorability, on the average, was higher among persons who currently use the brand in comparison to the other two groups of consumers; those persons that have used the brand in the past, and those who have never used/tried the brand (Bird et al, 1970). This signals that the former or past usage of the brand by the consumer affects brand image and more specifically, their attitudes toward the brand depends on whether they have recently used it or not. (Bird et al, 1970).

Reynolds and Guttman (1984) defined product image in relation to the stored meanings that a person has in his/her memory, giving some significant viewpoints. One viewpoint is perception, in which the meanings we attribute most to image are offered through what is stored or called up in our memories (Reynolds & Gutman, 1984). The other viewpoint is the

structural component where the linkages representing what brings about specific meanings or classifications can be connected to one another or called up (Reynolds & Gutman, 1984).

In 1993, Keller introduced customer-based brand equity (CBBE) which is defined as *"the differential effect of brand knowledge on consumer response to the marketing of the brand"* (Keller, 1993). From this perspective, the two basic components of brand knowledge consist of brand awareness and brand image (Keller, 1993). According to the author, "*Brand awareness relates to brand recall and recognition performance by consumers. Brand image refers to the set of associations linked to the brand that consumers hold in memory"* (Keller, 1993). The figure 2.5 below shows the concept he describes:

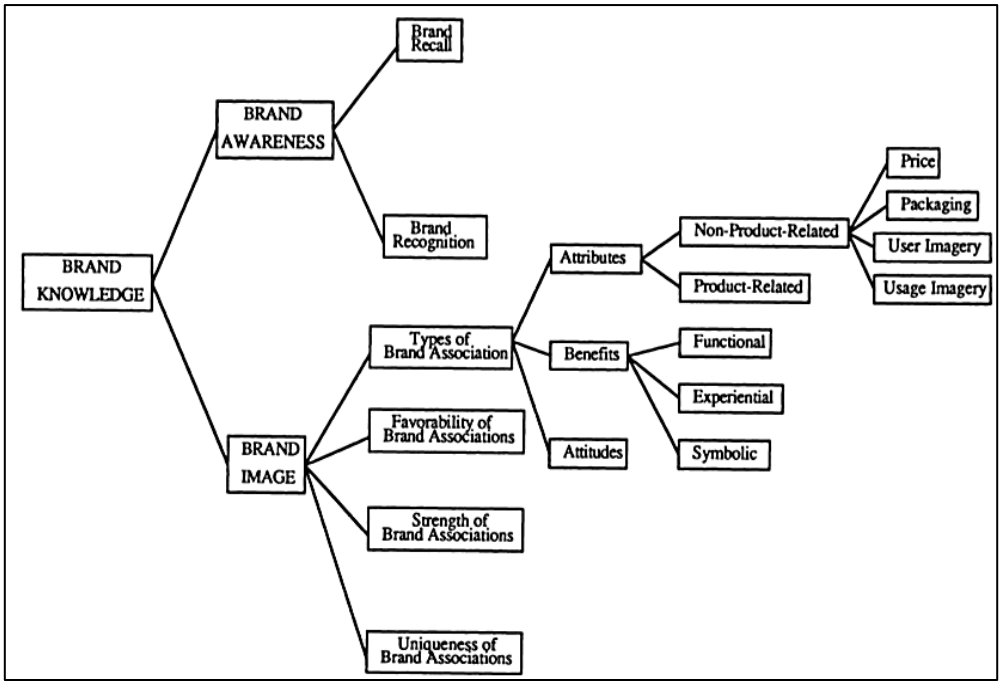

Figure 2.5. Dimensions of Brand Knowledge, source: Keller (1993)

Keller (1993) argued that firms should execute marketing strategies, linking the strong and unique brand associations with the memories about the brand which consumers keep in their mind in order to create a positive brand image. The positive brand image can bring various different positive results to the firms (Keller, 1993). For example, it can increase not only the probability of brand choice, but also consumer loyalty that is less vulnerable to the marketing strategies from competitors (Keller, 1993). Further studies on the conceptual model of brand equity, which had already been developed in previous literatures by Keller, (1993), and related to how brand attitude and brand image affect brand equity was further researched by

Faircloth et al, (2001). According to Faircloth et al, brand equity is directly influenced by brand image, which is indirectly influenced by brand attitude. Thus, brand image has a broader concept than brand attitude, working as the primary driver of brand equity (Faircloth et al, 2001). The authors' conclusion coincides with Keller's (1993) research, where brand attitude is considered as a part of brand image. Faircloth et al further revealed that, brand image plays a more significant role in brand equity than brand attitude because regardless of brand attitude, purchasing behavior will be more vulnerable to brand image. Therefore, brand image is a holistic construct, encompassing all the attitudes and other associations that may have indirect impacts on brand equity (Faircloth et al, 2001).

Chung et al (2009) also researched the concepts of country-of-manufacture (COM) and brand image; and how these two concepts affect Korean consumers' purchase intention in hybrid global products. In the figure (extracted from Chung et al´s research) displayed below (see Figure 2.6), the model encompasses five dimensions; aesthetics, performance, serviceability, brand prestige, and technical prestige. These five dimensions affect consumer's attitude toward products which is linked to the level of product intention (Chung et al, 2009).

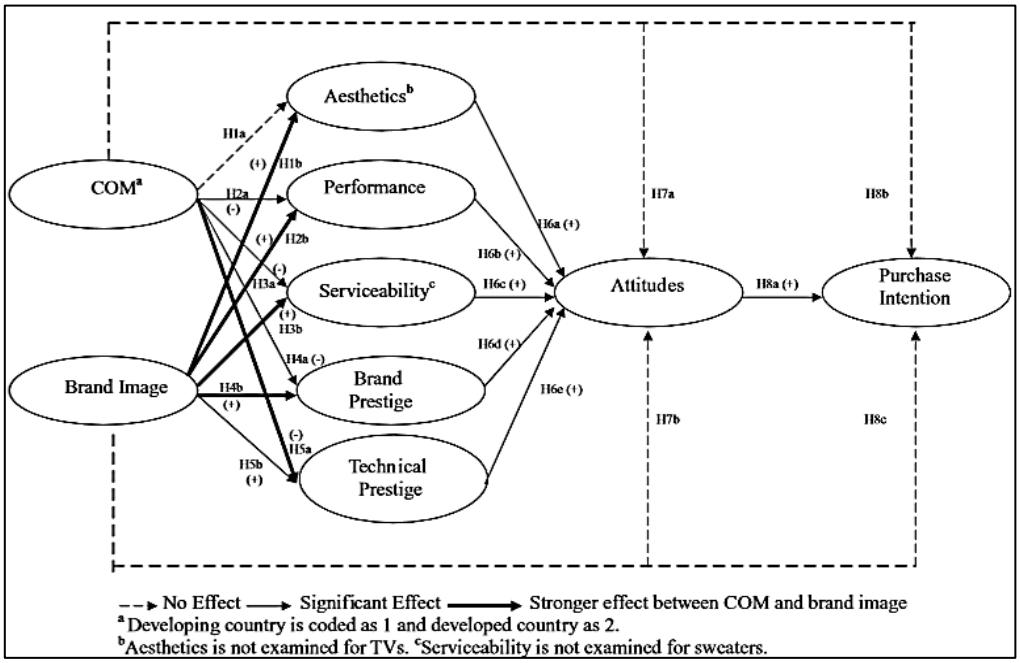

Figure 2.6. A Comprehensive Model of the Differential Effects of Brand Image and COM on Korean Consumers' Purchase Intention of Hybrid Products, source: Chung et al, (2009)

According to the findings, the differential effects in the model indicate that, brand image is more influential in Koreans' perceptions than COM (Chung et al, 2009). Korean consumers perceive that performance, brand prestige and technical prestige dimensions are strongly impacted by brand image, but weakly impacted by COM in real (Chung et al, 2009). Hence, Koreans are more likely to purchase a product, considering the brand image of the product than country-of-manufacture (Chung et al, 2009).

With emphasis laid on the role of brand image on brand credibility, Wang & Yang, (2010) studied brand credibility by factoring in three dimensions; trustworthiness, expertise and attractiveness in terms of how these dimensions affect purchase intention in China. According to the authors, this research happens to be from a new perspective because the country indicates a main representative of emerging economies and that most literatures related to this field had been conducted in the U.S settings (Wang & Yang, 2010). The findings in their study show that brand credibility has a considerable and positive influence in consumers' brand purchase intention. In detail, the relationship between brand awareness and brand image work as significant moderators (Wang & Yang, 2010). In other words, when the brand awareness is high, and the brand has a favorable, special and strong image, brand credibility would significantly have an impact on purchase intention more (Wang & Yang, 2010). Thus, consumers purchase intention toward the brand with high credibility would be greater than the brand with low credibility (Wang & Yang, 2010).

To sum up literature on Brand Image, a most current literature written by Sallam last year, 2016 was visited. The literature laid emphasized on the role brand image plays on brand equity in affecting consumer behaviours. A recap from Keller´s literature (1993) discussed above has it that, brand equity is composed of two factors; brand awareness and brand image. Faircloth et al (2001) in addition to Keller´s findings stated that, brand image has a direct impact on brand equity. Sallam (2016) studied about the role corporate branding and brand image plays on brand equity and how it affects consumer's choice. The target subjects in the research were Saudi Arabian consumers who used any type of smart phone. Notably, the findings was different from Faircloth et al (2001)'s findings. Sallam´s, (2016) survey demonstrated that brand image was of no influence on brand equity in the Saudi mobile phone market, contrary to what Faircloth found. The author concluded that managers targeting Saudi's consumers need to focus more on brand image if they want to have a

positive impact on Saudi's consumers in the near future since the consumers do not purchase a smartphone considering the brand image currently (Sallam, 2016).

2.4 Product Quality

In 1984, Garvin investigated consumer perception of quality, where he introduced five (5) perspectives to define quality. These perspectives are as follows:

• The first perspective was the transcendental perspective of philosophy - Where quality was considered as an innate excellence that is recognizable but undefined.
• Next, the product-based perspective of economics - where quality was considered as an inherent characteristic of goods that is precise and measurable.
• Thirdly, the user-based perspective of economics, marketing and operations management - In which quality was considered as fitness for use that maximizes customer satisfaction.
• Then there was also the manufacturing-based perspective - where quality was considered as conformance to requirement.
• And finally, the value-based perspective of operations management - Where quality was considered as performance at an acceptable price or conformance at an acceptable cost.

Garvin (1984) added however that, if quality is defined by only one perspective, it is prone to cause some problems. As products shift from design to market, the perception of quality also moves, because the characteristics of the product changes. In Garvin´s quest to remove the vagueness and inaccuracy concept of the definitions, he introduced eight (8) dimensions of product quality, with regards to the basic factors of product quality. These dimensions included; 1. Performance 2. Features 3. Reliability 4. Conformance 5. Durability 6. Serviceability 7. Aesthetics and 8. Perceived Quality. He argued that these play an important role in pursuing successful strategy for high quality product that companies need to adopt and focus on a few dimensions to compete (Garvin, 1984).

Madu et al (1995) studied how middle managers perceive quality practice in terms of organizational performance by comparing Taiwanese to Americans. The authors depicted that, the quality construct associated with the improvement in organizational performance consists of three (3) components; customer satisfaction (price, services, product features, product

reliability, company culture), employee satisfaction (politics, absenteeism, leadership, financial rewards, turnover rate, non-financial rewards, performance evaluation, training and educational programs, promotion and job enrichment opportunities) and employee service quality (availability, responsiveness, timeliness, completeness and pleasantness) (Madu et al, 1995). According to their findings, older firms between the two countries (Taiwan and America) perceive quality differently. From the Taiwanese view, customer satisfaction was the most significant element on quality, whereas the American managers viewed employment satisfaction as the main factor on quality. However in that same study, younger firms in both countries focused on customer satisfaction as the primary measure in improving organizational performance (OP). Thus, it can be drawn that customer satisfaction acts as an important moderator between perceived product quality and purchase intention, because these two have influences in organizational performance (Madu et al, 1995).

The effects of various constructs of quality management (QM) on product quality have been studied by Ahire et al (1996). The conclusion suggested that the integration of QM strategies such as top management commitment, customer focus, supplier/design quality management, benchmarking, employee training and so forth create a synergy effect on a firm's product quality. However, among the constructs, top management commitment was found, acting as the most influential determinant in order to achieve successful QM implementations (Ahire et al, 1996). Product quality is substantially influenced by this construct, which creates values, goals and systems to maximize customer satisfaction. The influence can be also achieved through improved customer focus and effective human resource mobilization (Ahire et al, 1996).

In order to measure and define quality from firms' perspective through the Garvin's five approaches, Tamimi & Sebastianelli (1996) conducted a research in total quality management. In the survey conducted by students, practitioners helped them learn about how complex defining and measuring quality is. Their study appears to agree on Garvin's finding (above), in that, as firms' goods move from design to market, it is needed for them to adopt different approaches to defining quality. They explained specifically, giving some examples as follows: *"The customer-based quality definitions are essential in the design phase of a product or service to ensure capturing the voice of the consumer. The conformance-based definitions (e.g., compliance to policies or design specifications) help to ensure that the voice of the*

customer is translated into technical requirements. "The product-based definitions (i.e., the bells and whistles of a product or service) are especially important in the marketing phase to ensure "delighting" the customers" (Tamimi & Sebastianelli,1996).

In Aaker's (1996) study, perceived quality playing an important role in measuring brand equity is called "*the core construct*". It is about the overall quality of a product or service consumers perceive (Aaker, 1996). According to the author, consumers evaluate quality by comparing with the competitor's' goods such as the following;

"This brand
• *has: high quality vs. average quality vs. inferior quality*
• *is: the best vs. one of the best vs. one of the worst vs. the worst*
• *has: consistent quality vs. inconsistent quality"* (Aaker, 1996).

Tamimi & Sebastianelli, (2002) have not agreed on the universal definition of product quality, although it had widely been studied. In 2002, Tammi & Sebastianelli again in their article discussed Garvin's (1984) well-known framework in order to identify the relationship between how companies define quality and which one among Garvin's eight (8) dimensions is the most useful for them to have competitive strategies. The linkage about product quality between the five (5) multiple definitions and the eight dimensions has been explored in their study. The authors argued that there is no empirical evidence on the relationship between the product-based definition and durability, and between the manufacturing definition and reliability (Tamimi & Sebastianelli, 2002). In supportive comments, the framework was found to be valid, such that, the empirical data has a strong linkage between the user-based definition and aesthetics and perceived quality, between the manufacturing-based definition and conformance, and also between the product-based definition and performance and features (Tamimi & Sebastianelli, 2002).

In a very interesting survey which was conducted by Brunsø et al (2005) where the authors investigated Danish consumers' assessment in terms of meat quality, which has not widely been studied in the previous literatures, they found through the model of Total Food Quality that consumers' evaluations about food are strongly influenced by subjective elements such as perception, personal experiences and expectations. Also, it was found that visual stimuli

(as in a shopping environment) makes it difficult for consumers to judge meat quality leading to uncertainty and dissatisfaction (Brunsø et al, 2005). And thus, consumers can expect the meat quality at the moment of purchase, but the exact assessment of the meat quality occurs when they are eating it or preparing meals (Brunsø et al, 2005). The purchase process is shown in the figure 2.7 below.

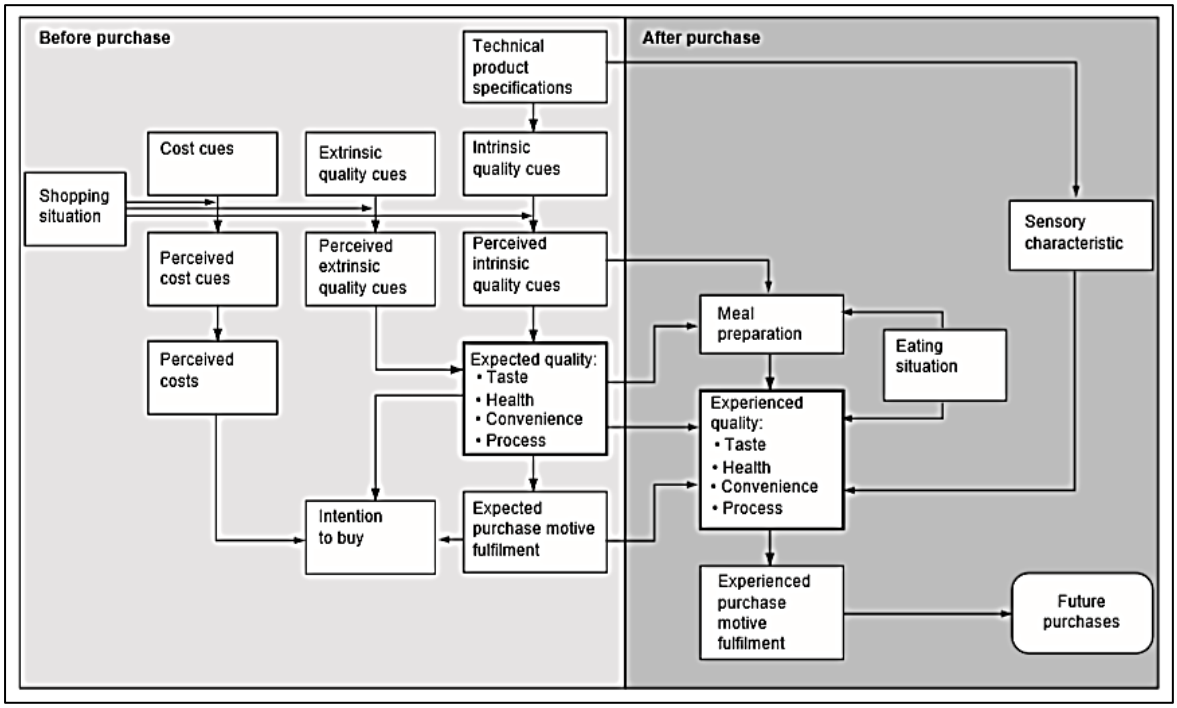

Figure 2.7. The Total Food Quality Model, source: Brunsø et al. (2005)

Additionally, as stated in the background information section of Chapter 1, Lee and Tai (2009) conducted a review on automobile consumers in Kazakhstan where three attributes were introduced in order to identify consumer perceptions. In distinctive detailing, these product attributes included:

• Characteristic - which the authors referred to as those "*descriptive features that characterize a product or service*".

• Benefit - which they defined as the "*kind of perceived information that is self-relevant, and corresponds to the notion that product image perception is a largely subjective and perceptual phenomenon formed through a consumer's own interpretation*".

• Image - they defined just as in marketing literature, "*an abstract concept incorporating the influences of marketing promotion, reputation and peer evaluation of alternatives*" (Lee and Tai, 2009).

The results showed that Kazakhstan consumers evaluate product quality, relying more on the "benefit" attribute of the product than the "characteristic" attribute. Both attributes were found to be of positive influence, however, consumers were more impacted directly by the benefit attribute. Also, just as stated in the background, consumers focused more on the "image" attribute of product than the "characteristic" attribute when they perceive automobile products. Unlike the "benefit" attribute, the "image" attribute had no direct effect on them.

Expanding on Garvin's study in 1984, Shaharudin et al, (2011) studied product quality through Garvin's eight quality dimensions in order to identify how it relates to purchase intention. In their study, Malaysia's national motorcycle/scooter which has not widely been researched in previous literatures was used as the target product. The findings showed that purchase intention did not significantly impact the level of customer perceptions. In more detail, the purchase intention depended more on the other elements: those elements the customers actually needed other than just a mere perception (Shaharudin et al, 2011). This was because, quality perception is not the only factor that can encourage customers to decide to purchase a motorcycle/scooter, but also many other factors such as the customers' preferences, priorities, price, buyer's own self-concept and ownership status, which vary from individual to individual, are contributing factors (Shaharudin et al, 2011).

To wrap up literature on the influences product quality has on purchase intention, a quite recent research by Haque et al, (2015) also found that product quality has a considerable positive impact on purchase intention of foreign products, by means of conducting a survey on Bangladeshi consumers. They demonstrated that Bangladeshi consumers purchase foreign products, significantly considering its quality (Haque et al, 2015). However, the quality of Bangladeshi perceptions was unfavorably related with religiosity and ethnocentrism, therefore, having a negative influence in their purchase intention (Haque et al, 2015).

2.5 Summary

This Chapter presented literatures reviews on country-of-origin, brand image and product quality. It has been discovered that the authors studied these three factors from different perspectives and different approaches. The findings from the reviews reveal that once a consumer has a positive perception on a product's country-of-origin, brand image and product quality, there's a substantial positive result fetched in favour of the firm/s manufacturing the product. These results were also found to have considerable impacts on consumer evaluations and purchase intentions. It is important to however note that, as Shaharudin et al (2011) stated in the section of product quality, consumers are influenced by much more elements such as customers preferences, price, etc., at the moment of purchase.

CHAPTER THREE - SMARTPHONE PRESENTATION

3.1 Introduction

Gupta (2013) argued that the external business environment can be analyzed by the PEST analysis. This analysis is a framework of macro-environmental factors standing for Political, Economic, Social, and Technological analysis (Gupta, 2013). PEST also helps global or geographically dispersed companies with how to conduct; and the strategies businesses should implement in different regions (Gupta, 2013). Chapter 3 is therefore going to explore the PEST analysis based on the selected smartphone-origin countries' environment. The five smartphone brands from the countries will be presented as well. There is no doubt that smartphones have become an indispensable part of our lives. A number of global high-tech manufacturers unveil their new products within short period but all the products are operated based on the different features / softwares. A typical example explains that Samsung phones are produced with Android systems whereas Apple products are operated by iPhone OS system. Therefore, this chapter will show each brand/product's characteristics more specifically and discuss what similarities/differences exist between them.

3.2. The Country's Environment and the Smartphones

3.2.1 USA

According to Central Intelligence Agency, the United States is the leading technological economy in the world with a GDP of $54,800 per capita. Though the United States´ benefits have become limited owing to the World War II, the country leads in fields such as the aerospace, pharmaceuticals, technological advancements particularly in computers, medical and equipment the military uses (Central Intelligence Agency, 2017). In 2014, the US economy after maintaining their position as the largest "*GDP measured at Purchasing Power Parity conversion rates*" for over 100 years has fallen back into second position, with China currently at the first position. The change recorded indicates that China's growth rate for each year in the last 40 years has been more than triple of that of the United States growth rate based on the Purchasing Power Parity rates (Central Intelligence Agency, 2017).

Apple

Apple is a manufacturing company that designs and sells "*mobile communication and media devices*", handy musical players that are digital and personal computers amongst other

products. The company also produces services and solutions concerning networking, "*third-party digital content and applications*" as well as a wide range of software that is associated with the brand (APPLE INC, 2016, pp. 1). The company has successfully produced a number of products and also offers some services. Some of these are "*iPhone ® , iPad ® , Mac ® , iPod ® , Apple Watch ® , Apple TV ® , a portfolio of consumer and professional software applications, iOS, OS X ® and watchOS™ operating systems, iCloud ® , Apple Pay ® and a variety of accessory, service and support offerings*" (APPLE INC, 2016, pp. 1). iPhone which operates on the iOS system happens to be the company's collection of smartphones. Some features of the iphone collection are Siri ® , an intelligent aid that has been activated for voice, "*and Apple Pay and Touch ID™ on qualifying devices*" (APPLE INC, 2016, pp. 2). In September, the last quarter of the year 2015, Apple launched new smartphones (the iPhone 6s and 6s plus) which presented the 3D touch. The 3D Touch senses and/or feels the need for a user to access and interact with the features, contents and applications of the phone. iPhone functions with "*the iTunes Store, App Store and iBooks Store*" for the purposes of buying, "*organizing and playing digital content and apps*"(APPLE INC, 2016, pp. 2). iPhone possesses the capability of synchronizing with other users´ devices due to its compatibility with "*both Mac and Windows personal computers and Apple's iCloud services*" (APPLE INC, 2016, pp. 2).

3.2.2 Canada

Being part of the high-tech business society of the trillion-dollar class, Canada and the United States are considered alike in terms of their manufacturing patterns, market-oriented economic system and high standards of living (Central Intelligence Agency, 2017). Following the World War II, Canada records an outstanding growth in the production, service and mining sectors which has converted the country into one main urban and industrial economy, from a nation that was an enormous rural economy. To add to that, Canada's oil sector, the petroleum sector to be precise continues to grow due to the noteworthy advancement of Alberta's oil sands (Central Intelligence Agency, 2017). This boost landed Canada a ranking as the third worldwide confirmed oil reserve after the 1st and 2nd reserves, Venezuela and Saudi Arabia respectively. Additionally, Canada is currently at the 5th position of the world's largest oil producers (Central Intelligence Agency, 2017). The

Blackberry phone is from Canada. Next, we present a short description of Blackberry's features and product characteristics.

Blackberry

According to Blackberry's website, the company describes themselves as the "*global leader in mobile communications*" which "*revolutionized the mobile industry when it was introduced in 1999*" (Blackberry Website, n.d). The main means of generating income and revenue for Blackberry Limited is through the vending of "*smartphones and enterprise software and services*". Aside that, Blackberry makes some income from licensing QNX software products as well as providing expertise services in order to help develop customers' products (BlackBerry Limited, 2016, pp. 10). A third source of revenue is from the company's "*secure messaging products and services sold by AtHoc, Secusmart and through its BBM service*". And a final revenue generating source is through the licensing of their technology, repairs on their non-warranted products and many other accessories, etc. (BlackBerry Limited, 2016, pp. 10). Blackberry Limited also aims at expanding the proportion of the organisations software and services income, that is made from licensing that are primarily based on subscriptions (BlackBerry Limited, 2016, pp. 10). The fiscal year, 2016 saw Blackberry launch smartphones that were "*powered by the BlackBerry 10 OS*" (BlackBerry Limited, 2016, pp. 11). The same financial or economic year also saw the introduction of the company's prime smartphone called the PRIV, one which operated on the Android OS. The android OS made it possible for users to have access to over "*one million Google Play apps alongside BlackBerry security and productivity features, including support for Android for Work*" (BlackBerry Limited, 2016, pp. 11). PRIV comes with both a touchscreen and a slide out feature. The smartphone also presents a "*5.4 display and a 3410 mAh battery with enough power for up to 22.5 hours of use*" (BlackBerry Limited, 2016, pp. 11). An application called the DTEK app, which is exclusive to PRIV, has the tendencies of detecting and/or alerting users about the risk levels of their privacy (BlackBerry Limited, 2016, pp. 11). Additionally, two (2) other smartphones called the "Blackberry Leap" and "Blackberry Porsche Design P'9983 Graphite" were launched in the 2016 fiscal year (BlackBerry Limited, 2016, pp. 11). The company however continues to produce smartphones like the Classic and Passport collections which are part of the Blackberry 10 line (BlackBerry Limited, 2016, pp. 11).

3.2.3 South Korea

According to the Central Intelligence Agency, there's been a display of an astonishing economic growth and a global merging "*to become a high-tech industrialized economy*" by South Korea over the past forty (40) years (Central Intelligence Agency, 2017). Back in the 1960s, it was fair to compare South Korea´s GDP per capita to certain countries of Africa and Asia which were poorer and/or underdeveloped (Central Intelligence Agency, 2017). The year 2004 however saw South Korea join the "*trillion-dollar club of world economies*" (Central Intelligence Agency, 2017). This was achievable as a result of a closed system of government and ties in businesses, in addition to limitations that were imposed on credit and imports directly. In contrast, the government of South Korea endorsed the importation of technology and raw materials while championing the act of investments and savings over consumption (Central Intelligence Agency, 2017). Next, we present a short description of Samsung's smartphone's features and product characteristics. Though Samsung originates from South Korea, the company has become an international and global conglomerate.

Samsung

According to Samsung Electronics Annual (2015) report, the company claim to have proven to be the most loved product manufacturers for consumers around the globe in the year 2014 (SAMSUNG ELECTRONICS, 2015, pp. 18). Additionally, the report states that, though there has been quite a sluggish growth and an increase in competition, Samsung electronics leads the ranks by remaining No.1 across the world's mobile and smartphone market. Similarly, Samsung states that they have an assertive support from their advertisements, promotions and other marketing avenues. To add to that, Samsung also claims to have sustained the leadership position they have established with the release of innovative products like the "*Galaxy S5, Galaxy Note 4 and Galaxy Note edge"* (SAMSUNG ELECTRONICS, 2015, pp. 18). The company also worked hard to secure the "*No.1 status in the rising global wearable tech market with their stylishly innovative wearable products, including Samsung Gear 2, Gear S, Gear VR and Gear Circle*" (SAMSUNG ELECTRONICS, 2015, pp. 18). Samsung intends to boost their sales by inventing premium collections of smartphones that are competitive, while advancing products with great quality but averagely-priced in order to maintain their market leadership. At the time of the report, the company also expected an

outstanding performance of their newly released premium smartphones (Galaxy S6 and Galaxy S6 edge) (SAMSUNG ELECTRONICS, 2015, pp. 18).

3.2.4 Japan

Features such as robust work ethics, proficiency and superiority of high-tech, "*a comparatively small defense allocation (1% of GDP)*", cooperation of government or state businesses over the past 70 years, have been a contributing factor that has developed Japan into an advanced economy (Central Intelligence Agency, 2017). For Japan, promising a sizeable group of urban labour force employment to cover a lifetime and "keiretsu", a term given to the creation of a close linkage between suppliers, distributors and manufacturers were two of the most significant characteristics the country employed for their economy after World War II (Central Intelligence Agency, 2017). These characteristics are however beginning to become dilapidated due to variations in national and/or local demography and demands of global competition (Central Intelligence Agency, 2017). Next, we present a short description of Sony's as a company, brand and product features and characteristics.

Sony

Consistent with Sony Corporation's Report in 2016, the company embarks on "*product research, development, design, marketing, sales, production, distribution and customer services for mobile phones, tablets, accessories and applications*" (SONY CORPORATION, 2016, pp. 27). So-net is the network service Sony operates, to offer its subscribers with services of internet broadband network. Additionally, So-net is responsible for the generation of and supply of content to numerous "*electronic product platforms*" via its "*portal services*" (SONY CORPORATION, 2016, pp. 27). Predominantly, Sony Mobile makes and sells mobile handset concentrating on the smartphone market, precisely for products that runs on the Android System as a program. The distribution of Sony's products is done mostly by the same retailers who deliver or supply to Sony's competitors in the mobile handset industry as well (SONY CORPORATION, 2016, pp. 35). The company however is of the opinion that, certain characteristics such as their product design capabilities, economical pricing abilities and the originating of technology amongst other factors is important to keep the company in a competitive position (SONY CORPORATION, 2016, pp. 35).

3.2.5 China

The Central Intelligence Agency in 2017 states that China has transformed "f*rom a closed, centrally planned system to a more market-oriented*" system which in return plays an important universal role; the year 2010 recorded China as the world's leading and biggest exporter. Accordingly, China's restructuring commenced with eliminating classifications of agriculture, to a development that comprised of a steady liberation of prices, the development of the private sector and stock markets, banking systems that are contemporary, welcoming foreign and/or international trade and investments, an improved independence for state owned organisations etc, (Central Intelligence Agency, 2017). China has also in present times "*renewed its support for state-owned enterprises in sectors considered important to "economic security," explicitly looking to foster globally competitive industries*" (Central Intelligence Agency, 2017). The outcome of China's restructuring of its economy and its subsequent efficiency benefits provided the country with a GDP increase, valued at well over a tenfold growth since 1978 (Central Intelligence Agency, 2017). Next, we present a short description of Huawei's features and product characteristics.

Huawei

As stated by the Huawei Investment & Holding Company Limited, a report in 2016, Huawei is said to be a top provider and/or supplier of universal information and communication technology (ICT). Being motivated by their drive to provide innovative products, sound operations and igniting collaborations, Huawei has been able to create a competitive portfolio in ICT where they provide "*end-to-end solutions in telecom and enterprise networks, devices, and cloud technology and services*" (Huawei Investment & Holding Co., Ltd 2016). Huawei's products, services and ICT solutions are patronized in over 170 countries and regions which is a representation of well over a third of the world's populace. The company at the time of the report, has a staff number of over 180,000 and is dedicated to empowering the upcoming information society whiles building a world that connects (Huawei Investment & Holding Co., Ltd 2016). The high-end-smartphone consumer market for Huawei in Europe saw a significant rise as a result of how powerful the HUAWEI P9 series sold. Also following the launch of the HUAWEI P9 series, the company's shares increased by 6 percentage points and 8 percentage points in Western and Northeastern Europe respectively, in the company's 500-600 Euros product price range (Huawei Investment & Holding Co., Ltd 2016, pp. 34). The Chinese market for Huawei's smartphones also witnessed a share increase of 18.1% in 2016

which makes the company a leader in the CNY 3,000–4,000 product price range. Similarly, a combination of "*Latin America, Africa, the Middle East, and some other regions*" provided Huawei with about 15% market share in the same fiscal year (Huawei Investment & Holding Co., Ltd 2016, pp. 34).

3.3 Summary

This chapter explored the originating country's economic environment of each of the five brand/product selected. The chapter in addition shows those similarities/differences that may exist between them. The reason we chose the five brands/products was because these are the global companies leading the high-tech product market (smartphone). In other words, we assumed that most people who use a smartphone are familiar with the five brands. Next chapter, we are going to present the research model with the hypotheses.

CHAPTER FOUR - RESEARCH MODEL AND HYPOTHESES

4.1 Introduction

The proposed model for this research is displayed in Chapter 4. Hypotheses are formulated and deliberated on, while we discuss about the overview of the proposed model as well. Chapter 4 is brought to a conclusion with the discussion how likely it is for the control variables to have an effect on Purchase Intention (the dependent variable).

4.2 Overview of Research Model

According to Ajzen (1991), the dominating element in the theory of planned behaviour lies in a person's intention to carry out a specific behavior. Ajzen also believes that intentions are anticipated to encapsulate the driving factors that impact behaviour; these are also pointers of how forceful and eager individuals are to attempt, and of how much power the individuals are projecting to apply, to aid in the performance of a behaviour (Ajzen, 1991). Ajzen continued to state that, it is possible to guess people's intentions to carry out behaviours of diverse forms, with excessive precision ranging from *"attitudes toward the behavior, subjective norms, and perceived behavioral control"*; where these intentions, in combination with behavioral control opinions, make up for substantial changes in real and/or true behaviour (Ajzen, 1991).

Years on, an extension of the theory of planned behaviour called Triandis' Theory of Interpersonal Behaviour was developed. This extension (Triandis' Theory of Interpersonal Behaviour) was established because it was identified that human behaviour is not permanently rational, thus the inclusion of emotional and habitual scopes (McDonald, 2014).

An observation by Egmond and Bruel states that, intentions are originators or "antecedents" of behavior in the theory of interpersonal behaviour (Egmond and Bruel, 2007). Egmond and Bruel added that critically, habits are similarly interceding factor of behaviour (Egmond and Bruel, 2007). Accordingly, these two influences (habits and intentions) are controlled by facilitating situations. Also, in accordance with Trandis, behaviour displayed in any circumstance is a role partially of the intention, *"partly of the habitual responses, and partly of the situational constraints and conditions"* (Egmond and Bruel, 2007). Social, emotional and rational reflections and/or considerations are all factors that affect intention (Egmond and Bruel, 2007). The authors maintain that, not one of these factors in Triandis' model is entirely

"*deliberative*" or entirely "*automatic*". They also claim that, not one of the factors (be it social, emotional or rational reflections) is entirely "*autonomous*" or fully "*social*" (Egmond and Bruel, 2007). Egmond and Bruel concluded that behaviour is affected by ethical views, but the influence of these is controlled by both emotional drives and cognitive and/or reasoning restrictions (Egmond and Bruel, 2007).

Based on the concept of this theory and literature reviews above (in chapter 2), we established our research model. The remaining independent and control variables which were not explored will be explained accordingly in this chapter

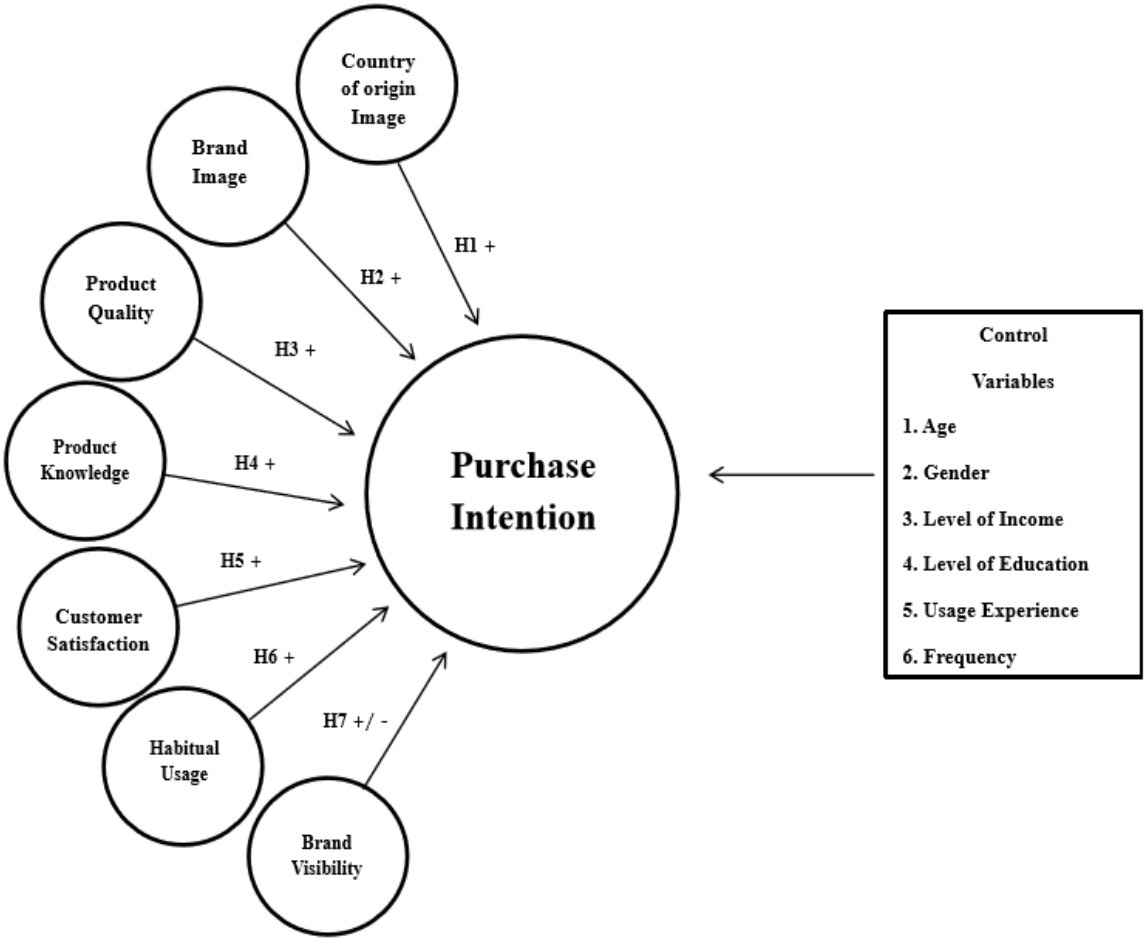

Figure 4.1. Conceptual Research Model

4.3 Hypotheses

4.3.1 The impact of Country-Of-Origin Image on Purchase Intention

In 1984, Erickson et al conducted a study on automobiles with the aim of finding the creation of beliefs and attitudes that are impacted by image variables. The automobiles are identified with several aspects and each aspect is perceived as a different image variable. The image variables of the products could be categorized into various features such as brand name, country-of-origin, symbols used in marketing & pubic relation activities and endorsement by a celebrity (Erickson et al, 1984). The paper was focused on these concepts, but more precisely on country-of-origin, and to explore the influence of how consumers evaluate the automobile brands. Their survey, which was carried out among 96 MBA students, showed the impact of country-of-origin absolutely existed in the automobile market (Erickson et al, 1984) and that the automobile products can be identified fairly easy by country-of-origin (Erickson et al, 1984).

Elliott and Cameron, (1994) conducted a study to reveal how the effect of country-of-origin and the quality of products are perceived by consumers. The main purpose of the survey was to evaluate the influence of "Made in Australia" and to find the impact of external information cues of product attributes, excluding the effects of country-of-origin on consumer perceptions (Elliott and Cameron, 1994). The survey was conducted based on three concerns; First was how important the country-of-origin is, in comparison to other product attributes. Second, is whether it was possible that country-of-origin can be considered as a substitution of the indicator of product quality? And last, the "*likely effect of country of origin on consumer choice across a range of product categories is studied with brand name and price held constant*" (Elliott and Cameron, 1994). The survey consisted of six products; computers, cars, tires, dishwashers, shoes and jam (Elliott and Cameron, 1994). The subjects/participants ranked the six product attributes (quality of manufacture, price, style/appearance, country of origin, brand name, and technical advancement/innovativeness) in order of their importance on each product (Elliott and Cameron, 1994). Elliott and Cameron, (1994) found that consumers generally would prefer the products made in the host country, if the product is the same or better in terms of its price and quality. Even in situations under which the quality of product is comparable or is just regarded as average, consumers would still have a strong preference for the local product. (The evidence is shown for tires, jams, computers and shoes)

(Elliott and Cameron, 1994). The results of the survey assumed that "overseas-made" products should have distinctly superb/better quality and competitive prices in comparison with the "locally-made" products, if consumers are willing to purchase the imported products first (Elliott and Cameron, 1994). Elliott and Cameron (1994)´s study further revealed that, locally made products have a positive impact on consumer purchase intentions**.** We hypothesize that:

H_1: Country Of Origin Image is positively associated with purchase intention.

4.3.2 The impact of Brand Image on Purchase Intention

Plummer (1985) explained that; *"There are three primary components to a brand's image, three aspects of the brand's description. These are its physical elements or attributes, the functional characteristics or the benefits or consequences of using a brand, and the way the brand is characterized, or its personality."* The author believes that, brand personality as one of the components of brand image can make a difference in terms of consumer perceptions (Plummer, 1985). More specifically, brand personality includes two aspects; the first aspect is what they would like consumers to think and feel, that is the ultimate goal. Also the authors described brand personality statement as creating a strategy to communicate with consumers for the brand. The second aspect is what these consumers really think and feel, that is, consumer perceptions of the brand, which the authors also called brand personality profiles (Plummer, 1985). The author concluded brand image differs from brand personality.

Building on the role of brand image on consumer behaviors, Shukla (2011) investigated the roles of interpersonal influences, brand origin and brand image on why consumers purchase luxury products, focusing on inter-functional interactions of different two groups of consumers; the British and Indian. The results of the study showed that normative interpersonal influences [as defined by Burnkrant and Cousineau, (1975) as "*the tendency to conform to the expectations of others*"] was significant in terms of purchasing intention of luxury brands in both countries, while informational interpersonal influence [as defined by (Bearden et al., 1989) as "*the tendency to accept information from others as evidence of reality*"] was found to be effective only on Indian consumers (Shukla, 2011). It also showed that British consumers laid more emphasis on brand cues such as the origin and the image of the brand (Shukla, 2011). The most important finding in the research was that brand image

does not have a direct impact on consumer purchase intention, but it plays an essential role as a moderator in the relationship between interpersonal influences and luxury brand purchase intention (Shukla, 2011). Shukla after his survey concluded that, if the image related to socio-culture is embedded in consumer practice, it would be the contribution as a part of the strength of the brand, not as a part of solely "purchasing" (Shukla, 2011). In other words, the embedded image is relevant to the importance of the practice. The brand strength might play an important role in contributing to the numerous interconnections between the images and the practice (Shukla, 2011).

In a relatively recent study, Yu et al, (2013) investigated the effects of country-of-origin (COO), brand image and self-congruity in terms of the purchase intention of online luxury goods. The study was similar with Shukla's (2011) in regards to the purchase intention on luxury brands, but slightly different, in the sense that, it was conducted for consumers who purchase the brands via the Internet. They explained the relationship of the effect on purchase intention through different factors. Their findings were that, purchase intention is positively influenced by the country of origin (COO), self-congruity, and brand image when these are consistent (Yu et al, 2013). We hypothesize that:

H_2: Brand Image is positively associated with purchase intention.

4.3.3 The impact of Product Quality on Purchase Intention

According to Zeithaml (1988), *"Quality can be defined broadly as superiority or excellence. By extension, perceived quality can be defined as the consumer's judgment about a product's overall excellence or superiority.' Perceived quality is (1) different from objective or actual quality. (2) a higher level abstraction rather than a specific attribute of a product. (3) a global assessment that in some cases resembles attitude, and (4) a judgment usually made within a consumer's evoked set"* (Zeithaml, 1988). The findings in her study demonstrated that perceived quality is influenced positively by many different cues of product or service both intrinsically and extrinsically. Intrinsic attributes indicate the physical components of the product such as flavor, color, texture, and degree of sweetness in the case of a beverage, while extrinsic attributes are related to products except for the part of intrinsic attributes such as brand name, level of advertising and price (Zeithaml 1988). These elements shape

perceived value which ends up affecting customers purchase intentions at the point of purchase.

Dodds et al (1991) in their article also studied the impacts of extrinsic attributes such as price, brand name and store information on product quality and value leading to purchase intentions. This confirms Zeithaml (1988)'s findings that, perceived value is considerably influenced by perceived quality and the perceived quality is also positively influenced by price. In other words, perceived quality plays an important role in mediating between extrinsic attributes and perceived value. The definition of purchase intention according to Dodds et al´s study was viewed as the likelihood that consumers intend to purchase a product. The authors concluded that the more a brand is favorable, the more positively influential it is in terms of product quality and value and consumers will be willing to purchase the products, highly relying on the familiar information cues of store brand (Dodds et al, 1991).

In Saleem et al´s study in 2015, the authors argued that the level of purchase intention heavily relied on customer satisfaction and flexible perceived product quality (Saleem et al 2015). It is therefore essential that, manufacturers keep looking at the day-by-day changing needs of customers in order to meet customers' demands and improve their product quality (Saleem et al 2015). We hypothesize that:

H_3: Product Quality is positively associated with purchase intention.

4.3.4 The impact of Product Knowledge on Purchase Intention

According to Alba and Hutchinson (1987), familiarity and expertise are the major constituents of consumer knowledge. The authors explain familiarity to be the amount of experiences linked to a product that the consumer has stored (in their memory) over a while. Expertise on the other hand is explained to be the capability to efficaciously execute those tasks and/or duties related to products (Alba and Hutchinson, 1987). When people familiarise with products more, the outcomes presents an improved consumer proficiency or capability (Alba and Hutchinson, 1987). Since different tasks need the display of different skills or capabilities, there's an upgrade or development of performance when these diverse kinds of experiences are put to use. Additionally, to achieve success in any given task, there will be

the need to apply many other kinds of knowledge, other than just one type of knowledge in completing or performing the task (Alba and Hutchinson, 1987).

Rao and Monroe (1988) contend that, for customers who are less acquainted with products, they are prone to make use of price as a pointer of product quality instead of using basic or inherent signals. Customers with relative familiarity with products on the other hand are more likely to use basic or inherent signals instead of price as a pointer of product quality (Rao and Monroe, 1988). Lastly, Rao and Monroe state that, customers who are extremely acquainted or familiar with products can utilize any one of price or inherent signals as a pointer of product quality (Rao and Monroe, 1988). These last categories of customers have a high tendency of using price, once they are aware that the product market has a connection between price and quality. This is because, the understanding of information concerning price and the digestion of that information is fairly simple in comparison to information that is intrinsic (Rao and Monroe, 1988). Accordingly, the authors maintain that knowing about products ahead of time is expressed to include the volume of the correct data that a consumer keeps in their memory concerning product substitutes that may exist, and what consumers personally deem to know (perceptions) about the products (Rao and Monroe, 1988).

Brucks (1985) performed an analysis which tested the consequences of having preceding knowledge about a product category on several features of information search before-purchase, inside that product category (Brucks, 1985). This analysis revealed that having preceding knowledge about a product aids in obtaining information that is new and/or fresh while enlarging the proficiency of searching for information (Brucks, 1985). In a much precise way, Brucks states that, unbiased or impartial knowledge is related to looking for information concerning a large quantity of qualities and/or features which show that knowledge aids in the questioning of attributes (Brucks, 1985). Brucks' study also revealed that, knowledge that is independent or subjective was notably associated with the likelihood to ask for the opinions of marketers instead of information about attributes, which is a dissimilarity to impartial and/or objective knowledge (notably linked to the examination of numerous features) discussed above (Brucks, 1985). The author concluded by mentioning that subjective knowledge seem to have a different effect on the actions involved in processing information in comparison to objective knowledge (Brucks, 1985). We hypothesize that:

H_4: Product Knowledge is positively associated with purchase intention.

4.3.5 The impact of Customer Satisfaction on Purchase Intention

Oliver (1980) recommended a model which articulates customer satisfaction as a function of anticipation and negation of expectancy. Satisfaction or contentment is thought to impact changes in attitude and buying intentions of consumers. To be more precise, satisfaction usually facilitates variations in consumer attitudes before and after being exposed to a product. Moreover, Oliver established that, the evaluation of the purpose of the study reveals that, both satisfaction and consumers attitude after being exposed to a product impact imminent buying prospects of the consumer (Oliver, 1980).

Oliver (1981) theorized the satisfaction of a customer as an estimation of the "surprise" characteristic which is found in the procurement of a good or service and the experience derived from its use. Substantially, the mental and/or emotional state of consumers after the purchase of a product becomes highly activated due to high expectations prior to consumer's experience. Furthermore, the enthusiasm of this assessment is assumed to have limited time, this is because, satisfaction is expected to decrease with time, as the product is being utilised. This concept has a direct impact on the complete approach consumers have when making purchases predominantly with precise marketing settings (Oliver, 1980).

The satisfaction or dissatisfaction of a customer and/or user as described by Day (1984) is the customer's reaction from a specific purchase experience to the assessment of the perceived or apparent differences between preceding expectancies and the real performance of the good/service as observed after it is purchased. Largely, it is established that consumers who disapprove of the product in a positive manner are more satisfied as compared to consumers who have an undecided experience using the product (Day, 1984).

Johnson and Fornell (1991) maintained that, in a potent viewpoint, consumers' experience with products ought to result in an over-all upsurge in a perceived or apparent satisfaction. This upsurge or growth cannot be clarified solely on the foundation of negation or rebuttal by consumers. In addition, Johnson and Fornell (1991) further explained that satisfaction is perhaps the most critical intangible characteristics as it labels the consumer's entire consumption experience. Hence, it's not only a shared benchmark for products through

categories, it also incorporates consumer satisfaction after purchase (Johnson and Fornell, 1991). We hypothesize that:

H_5: Customer Satisfaction is positively associated with purchase intention.

4.3.6 The impact of Habitual Usage on Purchase Intention

Verplanken and Aarts defined habits as "*learned sequences of acts that have become automatic responses to specific cues, and are functional in obtaining certain goals or end-states*" (Verplanken and Aarts, 1999). The authors also deliberated extensively on the impulsiveness that may occur in habits as a one of the main features of habits. The most conspicuous trait of the spontaneous nature of habits is the absence of consciousness and efficacy (Verplanken and Aarts, 1999). Typically, most individuals are unaware of all behavioural choices which exist in their daily life routines. Behavioural decisions are made without understanding or being unaware of predictable choices and judgments, which is predominantly the situation seen in habits. Logically, habits are also proficient because they need minute amount of mental work to implement. The most complex activities like exercising occur under the power of habit under situations of weighty mental processes which include, interval pressure, interference to name a few (Verplanken and Aarts, 1999).

Ouellette and Wood (1998) defined habits as propensities of behaviour. These are trends that echo reactions in an unwavering setting. These forms of responses are most likely to advance in the same instances as the attainment of any talent. Furthermore, Ouellette and Wood (1998) claim that behaviours that are put up previously may play a role in controlling forthcoming responses or reactions through two methods. Behaviours are effectively practised in persistent situations because of the automation in methods and procedures which introduce and monitor their performance. The consistency of previous behavioural routines mostly replicates strength in habits and has an unwavering outcome on forthcoming routines. Interchangeably, when behaviours are done in unbalanced or tough situations, cognisant choices are expected to be made in order to initiate the actions. Under the circumstances stated, behaviours that have been exhibited previously (along with attitudes and subjective norms) may play a major role by adding to the formation of the motive or intentions behind the behaviour (Ouellette and Wood, 1998).

Ajzen (2002) reiterated the point on automatic nature of past behaviours based on choices. The author maintained that, the setback of likening the strength in habit with the rate of recurrence of former behavioural routines is that, the tradition becomes unsuccessful in differentiating between automaticity in the implementation of a behaviour and the choice to execute the action deduced from such behaviour. The aim, intention or purpose of behaviour is the intellectual depiction of a decision to accomplish a certain deed. The intention becomes impulsive when done constantly; it is made available with ease in one's mind and triggered unconsciously. Nonetheless, an intention is created consciously and may be completed mostly in an involuntary manner. Therefore, an individual may think extensively before making a choice but automatically adjust to the decision once the choice is made (Ajzen, 2002). We hypothesize that:

H_6: Habitual Usage is positively associated with purchase intention.

4.3.7 The impact of Brand Visibility on Social Media on Purchase Intention

The internet has transformed the manner in which firms and their products interrelate with their clients and the mode in which businesses are executed (Botha et al, 2011). Businesses with brands are trying to use the internet and/or social media platforms to influence prevailing clients, attract fresh or potential ones and shape their integrity and status. Essentially, it is important for brands to exhibit their products on the internet in a way that can rate or assess their visibility and will give them a competitive advantage in the industry in which they operate (Botha et al, 2011).

Reyneke and Berthon (2011) argued that it is imperative for organisations who advertise their product on social media platforms to have a fair knowledge of what consumers think about these products online and the frequency with which people make mention of it, and the exact platform on which it is being said. This form of information would give the product manager an idea of how visible and reachable the product is on the internet. The manager should also be on the lookout for other competitive products of the same nature and study how well they are being patronised on these social media platforms (Reyneke and Berthon, 2011).

Customers can get materials relating to the product from the internet. This may be of substantial assistance when purchasing decisions are being made (Wang and Chang, 2013).

Social networking sites are amongst the many virtual sources which can impact the decision-making pattern of a potential customer negatively or positively (Akar et al, 2015).

Hutter et al (2013) analysed the impact of social media activities of products and/or brands and the involvement of members in the process of making a buying decisions of many products. Hutter et al (2013) demonstrated that participation and involvement with a Facebook fan page has constructive and profitable outcomes on "*customers' brand awareness, word of mouth (WOM) activities and buying intention*" (Hutter et al, 2013). However, aggravation with the fan page generates an undesirable effect with regards to the general commitment to and participation in the fan page and word of mouth. The authors concluded that activities on social media certainly influence the procedure a consumer goes through when deciding to purchase (Hutter et al, 2013). We hypothesize that:

H_7: Brand Visibility on Social Media is positively/negatively associated with purchase intention

4.3.8 Control Variables

Age and Gender

Studies by Lundeberg et al in relation to gender differences in attitudes and behavior reveal that women were less confident in comparison to men, who were overconfident (Lundeberg et al, 1994). Additionally, when both genders are partaking in activities concerning investments, it was found that investors who were men maintained that, they indulge in further scrutinisation of security in addition to using more money and time than females do, on that particular activity (Lewellen et al, 1977). With regard to the effects of age difference, Phillips and Sternthal (1977) demonstrated that older people tend to process data received in a distinctive manner from that of the younger persons. Another study by Gilly and Ziethaml (1985) discovered that a small number of persons in the elderly or senior category are in "*the trial and adoption stages*" when it comes to advancement and/or inventions. Thus, it is believed these two demographic variables are going to be some parts of explanation for the dependent variable (purchase intention).

Level of Income and Education

In terms of income level, Akhter mentioned that income had a close relation *"with the opportunity cost of time"* (Akhter, 2003). The author continued to state that, the opinions surrounding the worth or importance of time, as a consumer perceives changes in the event where his/her income grows. Goldman and Johansson (1978) added that, the originating factor to having a *"less-efficient shopper"* can be associated with deprived consumers and the less income.

Akhter (2003) argued that being a literate or attaining some level of education has an impact on obtaining data, and on consumers approaches to assessing products and/or goods and services. A study by Murthi and Srinivasan maintain that customers with a high level of education involve themselves more in searching for information about a product they may want to purchase, and also are familiar with the utilization of the data collected. Accordingly, the authors reveal that, the probability of these set of shoppers partaking in assessments and/ or evaluations is similarly high (Murthi and Srinivasan, 1999).

It is viewed that these two factors can be linked to the exploration or understanding of the dependent variable (purchase intention). We have therefore included them as a part of the control variables.

Usage Experience and Frequency

Noh et al (2016) in their study disclose that a smartphone user's and/or consumer's liveliness and aesthetics opinion that is obtained from the usage experience of a smartphone brand influences the satisfaction of brand usage and purchase intention of both mobile and immobile devices. Wang notes that with regards to customer's purchase intention of shoes, there is a substantial difference between consumers who have a greater frequency of shoe purchases thus, own a large quantity of shoes and consumers who have a much lesser shoe purchasing frequency, thus, own fewer quantities of shoes (Wang, 2014). The author attributes this to the fact that, when consumers buy and possess more pairs of shoes, the further they attach sentiments of care to the brand names of the shoes (Wang, 2014).

Based on these two literatures explained, it is believed that the more people use and/or have usage experience with their smartphone brands, the more they care about the specific brands

of smartphone, thus, affecting purchase intention. This has thus been included as part of our control variables.

4.4 Summary of hypotheses

Hypotheses	Relationship between variables	Hypothesize effect
H_1	Country Of Origin of Image has a positive influence on purchase intention	+
H_2	Brand Image has a positive influence on purchase intention	+
H_3	Product Quality has a positive influence on purchase intention	+
H_4	Product Knowledge has a positive influence on purchase intention	+
H_5	Customer Satisfaction has a positive influence on purchase intention	+
H_6	Habitual Usage has a positive influence on purchase intention	+
H_7	Brand Visibility on Social Media has a positive influence on purchase intention	+
	Brand Visibility on Social Media has a negative influence on purchase intention	-

Table 4.1. Summary of the hypotheses

4.5 Summary

This chapter discusses the study's proposed model. As a result of literature review, hypotheses for the conceptual model were formulated. Chapter 5 presents the methodology followed for this study in detail.

CHAPTER FIVE - RESEARCH METHODOLOGY

5.1 Introduction

Chapter 5 begins with a discussion of the philosophical position in which this research was carried out. The chapter then continues to discuss in the order of; the research design, empirical settings and geographical location, data collection (which is divided into other subsections) and finally the measurement of variables. The summarization of the chapter brings Chapter 5 to a conclusion.

5.2 Philosophical Position

Antwi and Hamza (2015) argue that, a competent research is built on basic theoretical hypothesis which entails logical findings and techniques apposite for the advancement of knowledge in the specified study. The choice of research procedure varies as a result of the model or pattern the research project takes (Antwi and Hamza, 2015). Positivists are of the view that research elements are factually given and quantified using independent factors and instruments. That is to say, information is unbiased and quantifiable. Also, logical methods and systems are utilised during the course of data generation with the aim of measuring data to improve accuracy in the portrayal of limitations and the rapport between them (Antwi and Hamza, 2015).

The features of interpretivism, in terms of implementing qualitative systems to approach reality, differs from the positivist pattern (Thanh and Thanh, 2015). McQueen (2002, pp. 55) contended that "interpretivist" scholars pursue methods which allow them to have a deep understanding and connection between man and their immediate environment, and the role those individuals play in generating the social context they belong to. These individuals are not seeking for a goal or extensive answers to their questions, because they envisage the world through a sequence of individuals' eyes (McQueen, 2002, pp. 55). The two paradigms have been discussed and this paper will be presented from positivists perspective. This research used the quantitative method, by conducting statistical analyses.

5.3 Research Design

A research design lays down the systems and methods used in obtaining the data required to construct and unravel the research findings. The complete functional plan for a research

development specifies what evidence is to be gathered, its origin, and by what process. An effective research design guarantees the data obtained is applicable to the research problem, and gathered by impartial and efficient measures (Smith and Albaum, 2010, pp. 21).

Two approaches are chosen in this chapter to obtain primary data. One of these two approaches is survey. According to Shukla (2008), research procedures are the backbone of the overall marketing of most research findings. They include a designed survey form distributed to participants and designed to produce detailed information (Shukla, 2008, pp. 47). Participants are questioned on varied areas relating to their moods, inspirations, performance, attitudes and goals, sentiments, demographics amongst other pertinent variables. Information is solicited using varied approaches and platforms which include internet (social media), mobile phones, direct contact and the mail box (Shukla, 2008, pp. 47).

The second approach is conjoint analysis. A conjoint study and/or analysis is among the extensively progressive methods used in investigating products in marketing (Smith and Albaum, 2010, pp. 381). It is an influential tool that permits the investigator to forecast choice segments for competitive brands. The researcher must be concerned with identifying utilities – which may translate into the standards people use to make a trade-off while selecting between objects with lots of features and/or attributes (Smith and Albaum, 2010, pp. 381). One of the methodologies for conducting conjoint analysis, the Adaptive Conjoint Analysis (ACA), is used in this study. Both the questionnaire and conjoint analysis used are added in appendix 5.1.

5.4 Empirical Setting and Geographical Location of the Study

Empirical research is mostly based on practice or surveillance alone or sometimes both and may often disregard the normal laid down procedure and processes (Kothari, 2004, pp. 4). It is a knowledge-based study with findings which are mostly tested by surveillance or experiments (Kothari, 2004, pp. 4). Empirical research is applicable when evidence is required that some variables affect others in one way or the other. Data collected through research is considered to be very influential in the development of a hypothesis in recent times (Kothari, 2004, pp. 4).

This thesis which is based on the concept of empirical research was conducted in three (3) different countries; Ghana, Norway and South Korea. The survey was not only focused on the countries' specific region, but on an entire area. The three (3) figures 5.1, 5.2 and 5.3 displayed below show each of the features in terms of their geographies.

Figure 5.1. Ghana location - Western Africa, bordering the Gulf of Guinea, between Cote d'Ivoire and Togo

Figure 5.2. Norway location - Northern Europe, bordering the North Sea and the North Atlantic Ocean, west of Sweden

Figure 5.3. South Korea location - Eastern Asia, southern half of the Korean Peninsula bordering the Sea of Japan and the Yellow Sea

source: Central Intelligence Agency, 2017

5.5 Data Collection

For a successful research, two types of data collection procedure must be utilized. These data collection types have been categorized into two segments namely, the primary and secondary data. The primary data consists of freshly gathered information (raw data) which has not been used by any individual or groups of people, thus has a sense of originality attached to it (Kothari, 2004, pp. 95). On the other hand, the secondary data can be classified as already existing information which have been used by other individuals or institutions, thus lacks a

sense of freshness or originality (Kothari, 2004, pp. 95). Responsibility lies on the researcher to determine what kind of data is appropriate for the research that is being conducted. The procedures of gathering primary and secondary data vary since primary data are to be initially collected from an original source, while in the case of secondary data, the nature of information gathered is simply based on assembling data from different old sources (Kothari, 2004, pp. 95).

5.5.1 Primary and Secondary Data

As stated earlier in the section of research design, survey and ACA are used as the primary data. The analysis technique is prevalent for numerous reasons (Shukla, 2008, pp. 47). A key motive is that information gathering is a task which includes proper planning and directing the study instrument (that is, a questionnaire) (Shukla, 2008, pp. 47). This is contrasting from exploratory design based techniques because survey and/or research techniques depend less on communication, control and understanding abilities of the investigator. Survey procedures can incorporate enormous samples sizes thereby producing more general results (Shukla, 2008, pp. 47).

Adaptive Conjoint Analysis (ACA) makes use of computer-based discussions to familiarize with each respondent's dialog to the evaluations delivered by each participant (Smith and Albaum, 2010, pp. 382). Initially, the participant is examined to remove characteristics and levels that may not impact the product's image positively. ACA then offers attributes for assessment and lastly in bits of two-at-a-time. Selected pair sets are offered in an order that progressively analyses the satisfaction derived from the consumption of each unit of the product (Smith and Albaum, 2010, pp. 382).

In order to discover consumer purchase intention, which is core of this study, a host of secondary data has been used. Seven hypotheses were built up based on previous literature. This step was achieved through Google Scholar. Additionally, we were granted access to the sawtooth software to create the survey and the ACA.

5.5.2 Survey/Experiment and Procedure

As stated earlier in the section of 5.4 (Empirical Setting and Geographical Location of the Study), this research is conducted based on the above-mentioned (three) countries. The major

reason of selection for the countries was because they are all located in different continents (Africa, Europe and Asia) making it interesting to compare. We believe the advantage here is that, Norway will be a representative of Europe/the North; Ghana as a representative of Africa and then South Korea as representative of the East. Secondly, using only Ghana and Korea can be 'biased' since one of the popular brands is of Korean origin (Samsung). However, Ghanaian and Norwegian consumers may not be 'biased' by the origin of the brand but more about the product feature and brand equity. We carried out the survey and ACA from the 26th of April to 5th of May by sharing the links with any Ghanaian, Norwegian and South Korean who owns a smartphone. This was conducted via the internet. We created three different links through the sawtooth software for each country because the number of limitation was only 250 respondents per link. We believed that it would be comparably easier to compare the three groups if the survey was done using three different links, instead of conducting for all three countries in only one account. The survey however did not reveal or state the information that the survey was designed to compare preferences between the three countries, because we thought it may have the possibility or tendencies of producing biased responses by country-specific respondents. After a 10-day intensive survey, a total of 143 respondents were gathered for the Ghanaian survey, 118 respondents for the Norwegian survey and 133 respondents for the South Korean survey. This brought the total number of respondents who participated in the survey to 394.

5.6 Measurements of the Constructs

According to Kothari (2004), likert-type scales which are also referred to as summated scales are established or formed by applying the "item analysis approach" whereby a specific item is assessed based on "*how well it discriminates between those persons whose total score is high and those whose score is low*" (Kothari, 2004, pp. 84). After this, the items that are superlative to meeting this kind of discrimination test are involved and/or encompassed in the concluding instrument (Kothari, 2004, pp. 84). Consequently Kothari explains that, summated scales comprise of statements which communicate the favorability or unfavorability of attitudes about the specific or particular item to which the participant is requested to respond. The participant then shows whether he approves of each of the "*statements in the instrument*" or not (Kothari, 2004, pp. 84). A numeric score which denotes the favorability or unfavorability of a response is given to every one of the respondent's

reactions. The sum of all scores is then used as an evaluation of participant's attitude (Kothari, 2004, pp. 84). Kothari concludes that, the complete score characterizes the participants "*position on the continuum of favourable-favourableness towards an issue*" (Kothari, 2004, pp. 84).

Based on this concept, one dependent variable (Purchase Intention); and seven independent variables; country of origin image, brand image, product quality, product knowledge, customer satisfaction, habitual usage and brand visibility on social media, together with the control variables; age, gender, level of income, level of education, usage experience and frequency will be discussed.

5.6.1 Dependent Variable

Purchase Intention

Liat and Wuan (2014) argued that the intention to buy something will occur when an individual decides to purchase a specific product or service in the future. Kotler (2010) states that the intention to purchase is the consumer's choice, about which product or brand to acquire (Kotler, 2010, pp. 154). In this research, purchase intention is used as the dependent variable and the scales are employed from the study of Dodds et al (1991) and Grewal et al (1998). The construct indicates 1 for strongly disagree, 4 for neutral and 7 for strongly agree. Purchase intention was measured by five (5) items.

5.6.2 Independent Variables

Country of Origin of Image

Nagashima (1970) argued that, the "made in" (or completed product) image is the representation, the status and the label that manufacturers and buyers confer on goods and services of a particular country. This image is shaped by variables like illustrative products, nation-wide features, commercial and governmental background, past activities and cultures. It has a resilient impact on customer actions in global market environment due to its link with consumer personal understanding, and governmental views. The scales are adapted from the study of Martin and Eroglu (1993) and Lin and Chen (2006) and the construct indicates 1 for strongly disagree, 4 for neutral and 7 for strongly agree. Country of origin image was measured by five (5) items.

Brand Image

Keller (1993) defines brand image as the views or image attached to the brand in the mind of consumers. Rindell et al, (2011) reveal in their research that, brand image affects consumer behaviors significantly and positively. They investigated brand image in order to uncover how it is embedded in consumption practices and how companies can identify the strength, their brands possess (Rindell et al, 2011). The scales are derived from the study of Hsieh and Li (2008) and Laroche et al (2005) and the construct indicates 1 for strongly disagree, 4 for neutral and 7 for strongly agree. Brand image was measured by three (3) items.

Product Quality

Kirmani & Baumgartner (2000) demonstrated that consumers' evaluation on a brand's quality is considerably influenced by the internal standards such as the information stored in their memory. More specifically, the target brands affect their judgments much more than the reference brands and this judgment relies on "internal standards of what constitutes appropriate levels of qualify in the product class, provided such information is internally available" (Kirmani & Baumgartner, 2000). In another study by Tsiotsou, (2006), which was conducted to identify the role of perceived quality of sports shoes on purchase intentions, the findings showed that perceived quality affect purchase intention both directly and indirectly, and the level of effects is depended on consumer satisfaction of the product (Tsiotsou, 2006). The scales are employed from the study of Yoo et al (2000) and the construct indicates 1 for strongly disagree, while 4 for neutral and 7 for strongly agree. Product quality was measured by three (3) items.

Product Knowledge

Supplementary to COO image, it is believed that customers commonly pursue further information ahead of making any purchasing decision (Lin and Chen, 2006). This contributes to the importance of product knowledge to target consumers (Lin and Chen, 2006). Product knowledge can be defined as the level of alertness and understanding demonstrated by a consumer about a product and has been ranked by the volume of sales, usage and material stored in the memory (Lin and Chen, 2006). The scales are adapted from the study of Shirin and Kambiz (2011) and the construct indicates 1 for very low, and 7 for very high. Product knowledge was measured by four (4) items.

Customer Satisfaction

Customer satisfaction is based not only on current experience but also on all past experiences, as well as future or anticipated experience (Anderson et al, 1994). It is also dependent on price (Anderson et al, 1994). The scales are derived from the study of Cronin et al (2000) and the construct indicates 1 for strongly disagree, 4 for neutral and 7 for strongly agree. Customer satisfaction was measured by three (3) items.

Habitual Usage

Verplanken and Orbell (2003) argue that habit can be categorized as a conduct that is deliberate in its source, is manageable to a narrow extent, is accomplished void of awareness, and is competent. Habits are competent because they liberate the human sensory organs and provide means and ways of multitasking. The capability of habit surfaces under stress and pressure amongst other situations (Verplanken and Orbell, 2003). The scales are employed from the study of Verplanken and Orbell (2003) and Wu and Kuo (2008). The construct indicates 1 for strongly disagree, 4 for neutral and 7 for strongly agree. Habitual usage was measured by four (4) items.

Brand Visibility on Social Media

The internet specifically (social media) is the source from which quality information or data can be collected. These platforms enhance certain behavioral traits like gang or host behavior, peer pressure which may end up promoting certain unacceptable behaviors (Power and Phillips-Wren, 2011). During our survey, there were no available literatures for measuring the brand visibility scale. Thus, the researchers in this study created six out of the eight scales used. The rest of them were adapted from the study of Chen (2011). The construct indicate 1 for strongly disagree, 4 for neutral and 7 for strongly agree. Brand visibility on social media was measured by eight (8) items.

5.6.3 Control Variables

Age and Gender

Respondents' age was measured by way of filling in the blank, by stating their actual ages. And gender was measured by choosing one option out of the two, male or female.

Level of Income and Education

The survey asked respondents their level of education and income. These were measured by giving them five and seven options respectively. Education level ranged from Under High School to PhD, while income level ranged from Less than 500 USD to More than 3000 USD. The range of the options of income level was uniform.

Usage experience and Frequency

The usage experience of respondents in terms of their current smartphone brands was measured in years by way of filling in the blank. The survey also asked them the average number of times they use their smartphones in a day. The scales were given from 0 to 100.

5.7 Summary

Chapter 5 presented a detailed discussion of the methodology followed in this research. A presentation of survey and ACA (which were the two research designs used), in addition to the scales of measurement adopted for the research were discussed as well. Chapter 6 presents measurement assessment and data validation.

CHAPTER SIX - MEASUREMENT ASSESSEMENT AND DATA VALIDATION

6.1 Introduction

Chapter 6 presents the assessment of the instruments used for measurement. Issues such as the validity of the data gathered, reliability and factor analysis are discussed. Furthermore, descriptive (statistics) analysis, data inspection, reliability and the validity of measurements are carried out in detail to assess the data. A discussion focusing on the validation process of the constructs brings Chapter 6 to a conclusion.

6.2 Descriptive Statistics Analysis and Data Examination

6.2.1 Data Cleaning

Data cleaning lays emphasis on uncovering any potential error as well as checking lost responses that may be present in the information collected (Shukla, 2008, pp. 98). The primary stage in the data cleaning course is to scrutinize individual variables for irrational data that may cause inconsistencies in the data collected. All illogical data must be rectified immediately to prevent corruption of the entire scrutiny process (Shukla, 2008, pp. 98). Most developed statistical packages offer an output concerning such inconsistent data. Uneven data must be thoroughly scrutinized as they may sometimes be rational, thus giving a logical and legitimate feedback (Shukla, 2008, pp. 98).

6.2.2 Descriptive analyses of the data

Descriptive statistics defines the features of a data and provides primary analysis of any contraventions of presumptions that are fundamental or elementary to the statistical methods (Shukla, 2008, pp. 99). Descriptive analysis can also be useful in formulating unambiguous research questions. Additionally, Shukla maintains that a descriptive examination or analysis is essential since various advance statistical tests are subtle to desecrations in the information or data at hand (Shukla, 2008, pp. 99). According to Shukla, researchers attach significance to descriptive tests because it gives them a sense of precision as to how to conduct the research without getting involved in any irregularities (Shukla, 2008, pp. 99). Descriptive statistics comprise of "*the mean, standard deviation, range of scores, skewness and kurtosis*" (Shukla, 2008, pp. 99). Conclusively, descriptive statistics in SPSS can be acquired by making use of "*frequencies, descriptives or the explore commands*" (Shukla, 2008, pp. 99). Table 6.1 below and appendix 6.1 show the descriptive statistics of all the items and each construct included in our research model.

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness and Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Skewness	Kurtosis
CI1	394	1	7	5,54	1,556	-,838	-,043
CI2	394	1	7	5,90	1,452	-1,421	1,498
CI3	394	1	7	5,62	1,476	-,931	,229
Ci4	394	1	7	5,44	1,531	-,706	-,196
Ci5	394	1	7	5,56	1,468	-,797	-,022
BI1	393	1	7	5,52	1,450	-,712	-,196
BI2	393	1	7	5,58	1,437	-,869	,292
BI3	393	1	7	5,11	1,605	-,545	-,318
PQ1	394	1	7	5,86	1,316	-1,254	1,380
PQ2	394	1	7	5,78	1,336	-1,243	1,513
PQ3	394	1	7	5,64	1,401	-1,009	,666
PK1	394	1	7	5,06	1,422	-,444	-,232
PK2	394	1	7	5,31	1,558	-,687	-,222
PK3	394	1	7	4,78	1,562	-,330	-,474
PK4	394	1	7	5,22	1,398	-,504	-,131
CS1	394	1	7	5,75	1,394	-,959	,349
CS2	394	1	7	5,64	1,464	-,913	,203
CS3	394	1	7	5,57	1,550	-1,001	,328
HU1	393	1	7	6,05	1,262	-1,350	1,456
HU2	393	1	7	4,83	1,923	-,535	-,765
HU3	393	1	7	5,18	1,865	-,824	-,348
HU4	393	1	7	5,95	1,390	-1,318	1,239
BV1	394	1	7	4,29	1,932	-,174	-,935
BV2	394	1	7	4,42	1,893	-,287	-,871
BV3	394	1	7	4,34	1,877	-,132	-,875
BV4	394	1	7	4,36	1,960	-,212	-,990
BV5	394	1	7	3,85	1,987	,075	-1,075
BV6	394	1	7	4,22	2,043	-,171	-1,151
BV7	394	1	7	4,46	1,944	-,272	-,915
BV8	394	1	7	4,46	2,055	-,305	-1,108
PI1	394	1	7	5,43	1,632	-,921	,138
PI2	394	1	7	5,53	1,649	-1,073	,380
PI3	394	1	7	5,53	1,595	-,923	,023
PI4	394	1	7	5,60	1,571	-1,024	,300
PI5	394	1	7	5,53	1,553	-,868	,053

Table 6.1. Descriptive statistics

The Skewness value indicates the regularity and/or symmetry of the distribution. Conversely, Kurtosis offers evidence concerning the 'peakedness' of the distribution (Pallant, 2016, pp. 57). Positive skewness figures or values propose that minimum scores are gathered to the left (Pallant, 2016, pp.57). Positive kurtosis values show that the distribution is peaked (that is, grouped in the centre), with elongated slim extensions or tails (Pallant, 2016, pp.57). Table 6.1 above portrays or depicts that certain skewness and kurtosis values are negative, that is the values are below -1 and 0 respectively. In other words, the values of skewness groups "*scores to the right-hand side of a graph, while the kurtosis values show a distribution that is*" comparatively even (Pallant, 2016, pp.57).

6.2.3 Factor analysis

Factor analysis allows the researcher to resolve a bulky set of variables that are measured moderately in small groups, known as factors (Kothari, 2004, pp. 322). This method permits the researcher to assemble variables into factors (depending on the relationship between variables) and all derived factors are labelled as different or new variables (frequently characterised as latent variables) and their value is usually obtained by adding "*the values of the original variables which*" were previously assembled into the factor (Kothari, 2004, pp. 322). The name and definition of the new variable is generated by the researcher based on observations made during the research. The factors are mostly in a linear form combining data and synchronising each variable, measuring them to get values termed as factor loadings (Kothari, 2004, pp. 322). These factor loadings denote the relationship existing between the actual variable and the factor, and are typically "*placed in a matrix of correlations between the variable and the factors*" (Kothari, 2004, pp. 322). Table 6.2, 6.3 below and appendix 6.2 show the factor analysis (Rotated Component Matrix, KMO and Bartlett's Test and Total Variance Explained) of the variables included in our research model.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,930
Bartlett's Test of Sphericity	Approx. Chi-Square	11023,122
	df	595
	Sig.	,000

Table 6.2. KMO and Bartlett's Test

	1	2	3	4	5	6
CI1			**,746**			
CI2			**,806**			
CI3			**,842**			
Ci4			**,816**			
Ci5			**,822**			
BI1	,415				**,537**	
BI2	,441				**,564**	
BI3				,445	**,484**	
PQ1	,454				**,696**	
PQ2	,460				**,683**	
PQ3					**,735**	
PK1				**,836**		
PK2				**,652**		
PK3				**,719**		
PK4				**,826**		
CS1	**,683**					
CS2	**,737**					
CS3	**,685**					
HU1						**,755**
HU2						**,676**
HU3						**,716**
HU4						**,802**
BV1		**,789**				
BV2		**,786**				
BV3		**,777**				
BV4		**,810**				
BV5		**,816**				
BV6		**,811**				
BV7		**,765**				
BV8		**,796**				
PI1	**,850**					
PI2	**,809**					
PI3	**,849**					
PI4	**,850**					
PI5	**,871**					

Table 6.3. Rotated Component Matrix

KMO and Bartlett's Test table shows whether the factor analysis is appropriate, based on the given data set. To verify this, the KMO value should be 0.6 or higher and the Bartlett's Test of Sphericity Sig value should be .05 or below (Pallant, 2016, pp. 193). Both the KMO and Bartlett's Test of Sphericity Sig values as seen in table 6.2 satisfy the appropriateness of factor analysis.

6.3 Reliability of Measurements

Smith and Albaum explain reliability to relate with the regularity of test and/or analysis results over sets of persons or over the same person at diverse periods (Smith and Albaum, 2010, pp. 254). A scale can be dependable but can also be prone to being invalid however, reliability demonstrates a higher assurance or guarantee of validity (Smith and Albaum, 2010, pp. 254). A scale that is irregular and undependable cannot be an authentic scale (Smith and Albaum, 2010, pp. 254).

An internal consistency as described by Bernstein and Nunnally define approximations of reliability depending on the average relationship that exists between the elements in a test (Bernstein and Nunnally, 1994, pp. 251). In addition to that, Shukla explains that internal consistency reliability is employed to measure or evaluate the reliability of a total or summated scale where numerous elements are summed to create a total score (Shukla, 2008, pp. 84). Pallant adds that an internal consistency indicator that is usually utilized is the Cronbach's alpha coefficient (Pallant, 2016, pp.101). Conclusively, the common use of the coefficient alpha is to compute the coefficient alpha using "*statistical analysis packages, report it, and*" evaluate to see if the value acquired "*exceeds some rule-of-thumb minimum value, typically 0.70*" (Smith and Albaum, 2010, pp. 256). Table 6.4 below and appendix 6.3 show the reliabilities of the variables included in our research model. Table 6.4 displayed below confirms reliability since all the Cronbach's Alpha values exceed 0.7.

Construct	Items	No. of Items	Cronbach's Alpha
COUNTRY OF ORIGIN IMAGE	CI 1,2,3,4,5	5	0.903
BRAND IMAGE	BI 1,2,3	3	0.822
PRODUCT QUALITY	PQ 1,2,3	3	0.895
PRODUCT KNOWLEDGE	PK 1,2,3,4	4	0.856
CUSTOMER SATISFACTION	CS 1,2,3	3	0.921
HABITUAL USAGE	HU 1,2,3,4	4	0.788
BRAND VISIBILITY ON SOCIAL MEDIA	BV 1,2,3,4,5,6,7,8	8	0.935
PURCHASE INTENTION	PI 1,2,3,4,5	5	0.947

Table 6.4. Cronbach's Alpha

6.4 Validity

Smith and Albaum define validity as "*measuring what we believe we are measuring*" (Smith and Albaum, 2010, pp. 253). The data must be impartial and appropriate or significant to the feature being measured. The validity of an evaluating mechanism mirrors or replicates the non-existence of systematic error. A systematic error can occur from either the mechanism or instrument for measurement itself, the operator of the instrument, "*of the instrument, the subject, or the environment in which the scaling*" technique is being managed and/or controlled (Smith and Albaum, 2010, pp. 253). The authors also state that, because true or correct scores are seldom used in practice, a scaling technique is typically judged by its association with other pertinent standards (Smith and Albaum, 2010, pp. 253). When testing the validity of a scale, Smith and Albaum advice that the investigator should be conscious of the many methods of validity there are (Smith and Albaum, 2010, pp. 253). These comprise of *"(1) Content validity, (2) Criterion validity, and (3) Construct validity*" (Smith and Albaum, 2010, pp. 253). In this study, we present the construct validity (convergent validity and discriminant validity).

6.4.1 Convergent validity and Discriminant validity

Convergent validity relays the extent to which various approaches of computing a variable deliver matching results (O'Leary-Kelly and Vokurka, 1998). O'Leary-Kelly and Vokurka cited an example as follows; if manufacturing flexibility is quantified using varied techniques, that is, information obtained autonomously from entirely diverse sources, (such as a strategist

and a marketing executive), to what extend will both information agree with each other or converge? The authors postulated that a valid data must result in the same outcome when diverse techniques are applied to it. Failure of outcomes to converge will be as a result of differences in data and techniques used for the analysis which may result in the questioning of the legitimacy of the measure (O'Leary-Kelly and Vokurka, 1998). In this research, we analyzed each factor separately using maximum likelihood (ML) of extraction method. The next step was to square the factor loadings in order to calculate AVE (average variance extracted). This process was achieved that all the added factor loadings were divided by the number of items. The convergent validity is depended on the value of AVE. Table 6.5 and 6.6 shows the convergent validity of the variables included in our research model.

		Factor 1	Squared Factor loading	AVE
COUNTRY OF ORIGIN IMAGE	CI1	0.668	0.446	0.655
	CI2	0.731	0.534	
	CI3	0.899	0.808	
	CI4	0.848	0.719	
	CI5	0.876	0.767	
BRAND IMAGE	BI1	0.783	0.613	0.618
	BI2	0.867	0.752	
	BI3	0.699	0.489	
PRODUCT QUALITY	PQ1	0.903	0.815	0.748
	PQ2	0.910	0.828	
	PQ3	0.776	0.602	
PRODUCT KNOWLEDGE	PK1	0.850	0.722	0.614
	PK2	0.635	0.403	
	PK3	0.720	0.518	
	PK4	0.902	0.814	
CUSTOMER SATISFACTION	CS1	0.922	0.850	0.805
	CS2	0.951	0.904	
	CS3	0.813	0.661	

Table 6.5. Convergent Validity 1

		Factor 1	Squared Factor loading	AVE
HABITUAL USAGE	HU1	0.805	0.648	0.520
	HU2	0.616	0.379	
	HU3	0.602	0.362	
	HU4	0.832	0.692	
BRAND VISIBILITY ON SOCIAL MEDIA	BV1	0.814	0.663	0.644
	BV2	0.796	0.634	
	BV3	0.782	0.612	
	BV4	0.835	0.697	
	BV5	0.789	0.623	
	BV6	0.796	0.634	
	BV7	0.790	0.624	
	BV8	0.820	0.672	
PURCHASE INTENTION	PI1	0.885	0.783	0.784
	PI2	0.802	0.643	
	PI3	0.915	0.837	
	PI4	0.898	0.806	
	PI5	0.923	0.852	

Table 6.6. Convergent Validity 2

AVE should be greater than 0.5 in order to confirm convergent validity. As shown in the table, all AVEs for each construct are higher than 0.5, therefore, convergent validity in this research is established.

Discriminant validity quantifies the extent to which varied hidden or latent variables are exclusive (O'Leary-Kelly and Vokurka, 1998). According to O'Leary-Kelly and Vokurka, a variable can be termed valid when its variance reflects hidden exclusive variables, ignoring all non-exclusive variables. In order to verify discriminant validity, it requires comparing AVEs to shared variance. We used the table of correlation of the factors, which is part of the multiple regression output, and squared these correlations to calculate shared variance. To demonstrate discriminant validity, the AVEs should be greater than the shared variance. Table

6.7 shows the discriminant validity of the variables included in our research model. Discriminant validity of this study is established as shown in the table (6.7) below.

Factor	PI	CI	BI	PQ	PK	CS	HU	BV
PI	1,000	0.138	0.375	0.389	0.136	0.532	0.149	0.093
CI		1,000	0.191	0.261	0.050	0.185	0.083	0.076
BI			1,000	0.477	0.305	0.366	0.172	0.240
PQ				1,000	0.152	0.376	0.117	0.103
PK					1,000	0.149	0.082	0.257
CS						1,000	0.187	0.085
HU							1,000	0.140
BV								1,000
AVE	0.784	0.655	0.618	0.748	0.614	0.805	0.520	0.644

Table 6.7. Discriminant Validity

6.5 Summary

Data was assessed in this chapter. Descriptive analysis and data inspection was presented together with an analysis for both reliability and the validity of measurements. The internal consistency indicator that was used to assess reliability is Cronbach's alpha, while validity was evaluated using several factor loading items as well as the Average Variance Extracted (AVE). Chapter 7 presents this research's data analysis and its empirical findings.

CHAPTER SEVEN - DATA ANALYSIS AND EMPIRICAL FINDINGS

7.1 Introduction

In this chapter, we are going to present multiple regression analysis based on what we have discussed in the previous chapter. Also, there will be an exploration of the results of the importance of particular attributes of smartphones between Ghana, Norway and South Korea.

7.2 The Proportion of the Current Smartphones / Importance

All 394 respondents were asked to choose which smartphone brands they currently use. The respondents were provided with six options to choose from; Sony, Huawei, Samsung, Apple, Blackberry and Other. From data gathered, the top two smartphone brands respondents currently use across all three countries were Apple and Samsung. In the case of Ghanaian respondents, Apple representing 44.755% and Samsung representing 21.678% of all respondents came 1st and 2nd respectively as the current smartphones respondents use, while about 22.378% use smartphone brands found in the "other" category. These included brands such as Microsoft, Infinix, HTC, HOTWAVE, Techno, BLU, ALCATEL, Windows, Itel and Lenovo etc. The situation was not any different amongst the Norwegian respondents. Similarly, Apple had the most users representing 55.085% of the total sample, while Samsung users came 2nd representing 22.034% of the sample size. 6.780% of respondents however used "other" smartphone brands such as Nexus, Xiaomi and Motorola. It was not surprising to find approximately 59.399% respondents in the South Korean survey currently using Samsung, as the brand originates from South Korea. Apple came 2nd with about 26.316% current users, while the "other" category saw 12.782% respondents use brands like ASUS and Sky. LG was the most frequently observed smartphone brand in the category of other phones among all three countries. A total of 18, 10 and 9 respondent use Huawei, Sony and Blackberry smartphone brands respectively in all three countries, accounting for 9.4% percent of the whole sample.

With regard to each country's importance to particular or specific attributes, the Ghanaian respondents apportioned major importance (of 10.768, which is the importance in percentage) to the Operating System, followed by the Brand Name and Camera. The Norwegian

respondents similarly placed major importance on the Operating System, but were slightly higher (11.670%) than the Ghanaians. Camera and Price were of 2nd and 3rd importance to the Norwegian respondents. The topmost important attribute to South Korean respondents was the Country, which is very distinctive in comparison to the Ghanaian and Norwegian respondents. Brand Name and Color were placed at 2nd and 3rd respectively among the South Korean respondents. These findings as a result of the experiment carried out were achieved through ACA (Adaptive Conjoint Analysis).

The three (3) tables displayed below give a detailed breakdown and description of the percentages of the respondent's current smartphone brands (table 7.1), respondent's current smartphone brands from their respective countries (table 7.2) and the importance levels given to each of the attributes as explained above (table 7.3).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apple	164	41,6	41,6	41,6
	Samsung	136	34,5	34,5	76,1
	Other	57	14,5	14,5	90,6
	Huawei	18	4,6	4,6	95,2
	Sony	10	2,5	2,5	97,7
	Blackberry	9	2,3	2,3	100,0
	Total	394	100,0	100,0	

Table 7.1. The smartphone brands the respondents currently have

		Ghana		Norway		South Korea	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	Apple	64	44.755	65	55.085	35	26.316
	Samsung	31	21.678	26	22.034	79	59.399
	Other	32	22.378	8	6.780	17	12.782
	Huawei	4	2.7972	12	10.169	2	1.5038
	Sony	3	2.0979	7	5.9322	0	0
	Blackberry	9	6.2937	0	0	0	0
	Total	143	100	118	100	133	100

Table 7.2. Respondent's current smartphone brands from their respective countries

	Attributes	Ghanaian Average Importance	Norwegian Average Importance	South Korean Average Importance
1	Smartphone Countries	9.912	8.357	11.110
2	Smartphone Brand	10.739	10.483	10.661
3	Price	9.288	10.890	10.010
4	Smartphone Operating System	10.768	11.670	10.009
5	Smartphone Screen Size (inch)	9.743	9.164	9.228
6	Smartphone Memory Size (GB)	10.258	9.747	9.749
7	Smartphone Color	9.510	9.792	10.380
8	Smartphone Battery Capacity (mAh)	9.933	10.450	10.225
9	Smartphone Camera Megapixel	10.620	10.793	9.829
10	Smartphone Weight (grams)	9.230	8.623	8.797

Table 7.3. Summary of Average Importance

7.2.1 T-test and One way ANOVA of Individual Importance

Pallant explains that an independent-sample t-test is applied in the event where a researcher wants to measure the similarity or dissimilarity between the mean score on certain continuous or incessant variables, for two distinctive groups of respondents (Pallant, 2016, pp. 244). The author also states that, in the event a researcher is going to be comparing the mean scores of many more groups, the analysis variance (ANOVA) should be used (Pallant, 2016, pp. 244). Accordingly, the one-way analysis of variance includes a factor (one independent variable) which possesses several distinctive levels; the levels agree to diverse situations or groups (Pallant, 2016, pp. 255). There are a host number of cases of the smartphone attributes with each country, making it difficult to compare them all. Thus, we present the following two tests based on two attributes; Smartphone Brands and Price.

The t value of the T-test will be interpreted based on the t-table below.

*** p < 0.001	t ≥ 3.291 is significant at the level of 0.001	two tails
** p < 0.01	t ≥ 2.576 is significant at the level of 0.01	two tails
* p < 0.10 p < 0.05	t ≥ 1.645 is significant at the level of 0.10 t ≥ 1.645 is significant at the level of 0.05	two tails one tail (##)
[a] p <0.10	t ≥ 1.282 is significant at the level of 0.10	one tail

Table 7.4. t-table

7.2.2 Smartphone Brands / Apple, Samsung, Huawei, Blackberry, Sony

The significant value of 'Test of Homogeneity of Variances' is less than 0.05, which means it has been violated the assumption of homogeneity of variance. When the significant value is less than 0.05, it requires the interpretation of the t value of 'Equal variances not assumed', which is part of the result from Independent Sample Test. The table 7.6 comparing Ghana and South Korea show that t value and Sig (2- tailed) have 0.211 and 0.833 respectively. In other words, there is no significant difference between the two countries in terms of the importance they attached to smartphone brands. This therefore means that, Ghanaians and South Koreans attached the same level of importance to smartphone brands.

The significant value in the ANOVA indicates that the importance of the smartphone brands between Ghana, Norway and South Korea is at 0.846, which is greater than 0.05. It demonstrates there is no significant difference between the three countries, thus they attach the same level of importance to smartphone brands.

The three tables (7.5, 7.6 and 7.7) below and appendix 7.1 show the findings as discussed.

Levels – Apple, Samsung, Huawei, Blackberry, Sony

Levene Statistic	df1	df2	Sig.
5,103	2	391	,006

Table 7.5. Test of Homogeneity of Variances

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Levels – Apple, Samsung, Huawei, Blackberry, Sony	Equal variances assumed	,236	,627	,212	274	,833
	Equal variances not assumed			,211	268,239	,833

Table 7.6. Independent Samples Test

Levels – Apple, Samsung, Huawei, Blackberry, Sony

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4,365	2	2,182	,167	,846
Within Groups	5098,194	391	13,039		
Total	5102,558	393			

Table 7.7. ANOVA

7.2.3 Price / $200, $400, $600, $800, $1000

Contrary to smartphone brands, the result of the t test for price attribute between Norway and South Korea showed a difference.

The assumption of homogeneity of variance has been violated, because significant value is less than 0.05. The t value of 'Equal variances not assumed' demonstrates that there is a significant difference between the two countries in terms of the importance they attached to price. Therefore, Norwegians and South Koreans attached different levels of importance to price.

The significant value in the ANOVA indicates that the importance of price between Ghana, Norway and South Korea is at 0.002, which is less than 0.05. It demonstrates a significant difference between the three countries, thus they attached different levels of importance to price. However, if we want to find which specific country is different from the other country, the Multiple Comparison table of Post Hoc Tests will need to be looked at. According to the mean difference in the table of Multiple Comparisons, there is a significant difference between Ghana and Norway, [asterisks (*) are attached to the values]. The mean value of

Ghana for price is lower than that of Norway. In other words, Norwegians attached more importance to the price attribute in comparison to the Ghanaians.

The five tables (7.8, 7.9, 7.10, 7.11 and 7.12) below and two appendices (7.2 and 7.3) show the findings as discussed.

Levels – $200, $400, $600, $800, $1000

Levene Statistic	df1	df2	Sig.
9,333	2	391	,000

Table 7.8. Test of Homogeneity of Variances

Levels – Apple, Samsung, Huawei, Blackberry, Sony		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Levels – Apple, Samsung, Huawei, Blackberry, Sony	Equal variances assumed	13,248	,000	1,759	249	,080

Table 7.9. Independent Samples Test

Levels – $200, $400, $600, $800, $1000

	N	Mean	Std. Deviation	Std. Error
Ghana	143	9,287527638	2,690795128	,2250155926
Norway	118	10,88989062	4,913656322	,4523387291
South Korea	133	10,01089758	2,838280382	,2461101216
Total	394	10,01160641	3,596135522	,1811706903

Table 7.10. Descriptives

Levels – $200, $400, $600, $800, $1000

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	165,997	2	82,998	6,601	,002
Within Groups	4916,354	391	12,574		
Total	5082,351	393			

Table 7.11. ANOVA

Dependent Variable: Levels – $200, $400, $600, $800, $1000

	(I) CountryCode	(J) CountryCode	Mean Difference (I-J)	Std. Error	Sig.
Tukey HSD	Ghana	Norway	-1,602362982000000*	,441005935000000	,001
		South Korea	-,723369947000000	,427163272000000	,209
	Norway	Ghana	1,602362982000000*	,441005935000000	,001
		South Korea	,878993035000000	,448438859000000	,124
	South Korea	Ghana	,723369947000000	,427163272000000	,209
		Norway	-,878993035000000	,448438859000000	,124

Table 7.12. Post Hoc Tests - Multiple Comparisons

7.3 Model estimation

The estimation of an Ordinary Least Square (OLS) is achieved. The equation below describes our research model.

$$PI = b_0 + b_1CI + b_2BI + b_3PQ + b_4PK + b_5CS + b_6HU + b_7BV + b_8AGE + b_9GEN + b_{10}INC + b_{11}EDU + b_{12}USE + b_{13}FRQ + \acute{\varepsilon}$$

b0	CONSTANT
Dependent Variable	
PI	PURCHASE INTENTION
Independent Variable	
CI	COUNTRY OR ORIGIN IMAGE
BI	BRAND IMAGE
PQ	PRODUCT QUALITY
PK	PRODUCT KNOWLEDGE
CS	CUSTOMER SATISFACTION
HU	HABITUAL USAGE
BV	BRAND VISIBILITY ON SOCIAL MEDIA
Control Variable	
AGE	AGE (Natural logarithm of age)
GEN	GENDER (Dummy male 0 female 1)
INC	LEVEL OF INCOME
EDU	LEVEL OF EDUCATION
USE	USAGE EXPERIENCE (Natural logarithm usage experience)
FRQ	FREQUENCY (Natural logarithm of frequency)
ε	ERROR TERM

7.4 Estimation of results

The relationship between the dependent variable, the seven (7) independent variables and the six (6) control variables will be presented in the multiple regression analysis.

7.4.1 Correlation matrix

Correlation Matrix is presented in Table 7.13 and 7.14 and in appendix 7.4

	PI	CI	BI	PQ	PK	CS	HU	BV
PI	1,000	0.371**	0.612**	0.624**	0.369**	0.730**	0.386**	0.305**
CI		1,000	0.437**	0.511**	0.223**	0.430**	0.288**	0.275**
BI			1,000	0.691**	0.552**	0.605**	0.415**	0.490**
PQ				1,000	0.390**	0.613**	0.342**	0.321**
PK					1,000	0.386**	0.286**	0.507**
CS						1,000	0.432**	0.292**
HU							1,000	0.374**
BV								1,000
Mean	5.525	5.613	5.406	5.760	5.093	5.654	5.501	4.301
SD	1.453	1.270	1.287	1.229	1.243	1.367	1.279	1.628

Table 7.13 Correlation Matrix 1

	AGE	GEN	INC	EDU	USE	FRQ
PI	0.009	-0.061	0.073	0.057	0.331**	0.090
CI	0.077	0.044	0.062	-0.054	0.172**	-0.039
BI	-0.103*	0.014	-0.064	-0.027	0.156**	0.124*
PQ	-0.034	0.056	-0.025	0.032	0.217**	0.035
PK	-0.141**	0.019	-0.102*	-0.032	0.072	0.133**
CS	0.016	-0.057	0.037	0.01	0.256**	0.059
HU	-0.095	-0.167**	0.014	-0.009	0.092	0.258**
BV	-0.201**	-0.090	-0.167**	-0.187**	0.045	0.267**
AGE	1,000	0.240**	0.685**	0.419**	0.241**	-0.183**
GEN		1,000	0.154**	0.089	0.001	-0.106*
INC			1,000	0.369**	0.237**	-0.148**
EDU				1,000	0.112*	-0.167**
USE					1,000	-0.047
FRQ						1,000
Mean	3.393	0.561	3.449	3.195	1.065	3.856
SD	0.345	0.497	2.350	0.791	0.822	0.815

Table 7.14 Correlation Matrix 2

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

* Correlation is significant at the 0.05 level (2-tailed)

The results from the two tables demonstrate that all the seven independent variables; COUNTRY OF ORIGIN IMAGE(CI), BRAND IMAGE(BI), PRODUCT QUALITY(PQ), PRODUCT KNOWLEDGE(PK), CUSTOMER SATISFACTION(CS), HABITUAL USAGE(HU), BRAND VISIBILITY ON SOCIAL MEDIA(BV) and the one control variable; USAGE EXPERIENCE(USE) are significantly related to the dependent variable; PURCHASE INTENTION(PI).

7.4.2 Multiple regression analysis

Multiple regression analysis as defined by Hair et al is a statistical method used to investigate the connection between a criterion (a sole dependent) variable and predictor (numerous independent) variables (Hair et al, 2013, pp. 157). The aim of multiple regression analysis is to use the known and familiar values of the independent variables to estimate or foretell the sole (single) dependent variables chosen by the investigator (Hair et al, 2013, pp. 157). Every single independent variable is "*weighted by the regression analysis*" process to guarantee an utmost or highest forecast from the group of independent variables (Hair et al, 2013, pp. 157). Hair et al also explain the weights to indicate the relative contribution of the independent variables to the total forecast, and aids in the interpretation of the impact each variable made in the prediction, though the link between the independent variables obscures the explanatory and/or interpretative process (Hair et al, 2013, pp. 157).

Table 7.15 and 7.16 below as well as appendix 7.5 show the results of this research's multiple regression analysis.

Linear multiple regression model $R^2 = 0.625$ $R^2 adj = 0.612$	Independent Variables	Unstandardized Coefficients	Standardized Coefficients	t value	Tolerance (VIF)
	b0 CONSTANT	0.309		0.437	
	b1 COUNTRY IMAGE	-0.037	-0.032	-0.829	0.664(1.505)
	b2 BRAND IMAGE	0.188	0.167	3.214**	0.367(2.723)
	b3 PRODUCT QUALITY	0.233	0.197	4.041***	0.418(2.395)
	b4 PRODUCT KNOWLEDGE	0.003	0.002	0.059	0.606(1.651)
	b5 CUSTOMER SATISFACTION	0.498	0.469	10.506***	0.497(2.011)
	b6 HABITUAL USAGE	0.018	0.015	0.403	0.672(1.489)
	b7 BRAND VISIBILITY ON SOCIAL MEDIA	0.013	0.015	0.358	0.592(1.689)
	b8 AGE	-0.223	-0.053	-1,135	0.455(2.198)
	b9 GENDER	-0.122	-0.042	-1,246	0.885(1.129)
	b10 LEVEL OF INCOME	0.047	0.076	1.728*	0.507(1.971)
	b11 LEVEL OF EDUCATION	0.074	0.040	1,121	0.767(1.304)
	b12 USAGE EXPERIENCE	0.242	0.137	4.027***	0.857(1.167)
	b13 FREQUENCY	0.064	0.036	1,053	0.851(1.175)

Table 7.15. Model Adequacy and Coefficient.

*** $p < 0.001$	$t \geq 3.291$ is significant at the level of 0.001	two tails
** $p < 0.01$	$t \geq 2.576$ is significant at the level of 0.01	two tails
* $p < 0.10$	$t \geq 1.645$ is significant at the level of 0.10	two tails
$p < 0.05$	$t \geq 1.645$ is significant at the level of 0.05	one tail(##)
[a] $p < 0.10$	$t \geq 1.282$ is significant at the level of 0.10	one tail

Linear multiple regression model	Standardized coefficient			Tolerance (VIF)		
	Ghana (n=143)	Norway (n=118)	South Korea (n=133)	Ghana (n=143)	Norway (n=118)	South Korea (n=133)
(Constant)						
COUNTRY IMAGE	-0.082	0.042	-0.012	0.624(1.603)	0.772(1.295)	0.501(1.995)
BRAND_IMAGE	0.233**	0.160*	0.101	0.366(2.735)	0.358(2.792)	0.353(2.835)
PRODUCT_QUALITY	0.169*	0.231**	0.202*	0.475(2.104)	0.409(2.444)	0.245(4.088)
PRODUCT_KNOWLEDGE	-0.017	-0.045	0.073	0.613(1.631)	0.680(1.470)	0.490(2.040)
CUSTOMER_SATISFACTION	0.505***	0.417***	0.452***	0.556(1.798)	0.472(2.117)	0.303(3.299)
HABITUAL_USAGE	-0.025	0.088	-0.055	0.586(1.706)	0.510(1.959)	0.636(1.571)
BRAND_VISIBILITY_ ON_SOCIAL_MEDIA	0.017	-0.015	0.053	0.560(1.786)	0.559(1.789)	0.534(1.874)
AGELN	-0.034	0.003	-0.081	0.681(1468)	0.338(2.961)	0.379(2.636)
GENDERNEW	-0.129*	-0.020	0.06	0.835(1.197)	0.694(1.441)	0.840(1.190)
INCOMELEVEL	0.013	0.038	0.097	0.798(1.253)	0.482(2.075)	0.402(2.487)
EDUCATIONLEVEL	0.045	0.028	0.014	0.775(1.290)	0.414(2.413)	0.681(1.468)
USAGEEXPNEW	0.132*	0.168**	0.113*	0.828(1.208)	0.788(1.269)	0.721(1.387)
FREQUENCYNEW	0.011	0.096[a]	0.04	0.879(1.138)	0.642(1.559)	0.890(1.124)
R^2	0.638	0.688	0.615			

Table 7.16. Each country's Model Adequacy and Coefficient.

*** p < 0.001	two tails
** p < 0.01	two tails
* p < 0.10	two tails
p < 0.05	one tail(##)
[a] p <0.10	one tail

Multicollinearity happens when any of the single independent variables is extremely connected or linked to a group of other independent variable (Hair et al, 2013, pp. 152). Tolerance is a pointer of how much of the irregularity of the definite independent variable is *"not explained by the other independent variables in the model*" (Pallant, 2016, pp.159). If the value is below .10, it denotes the multiple correlation or link with other variables to be high, and this proposes that there is the likelihood of multicollinearity (Pallant, 2016, pp.159). The other important value given is the opposite of the tolerance value, the Variance Inflation Factor (VIF). A VIF value which is above 10 indicates multicollinearity (Pallant, 2016, pp.159).

Table 7.15 demonstrates that our research model has not been violated in terms of the multicollinearity assumption. An overall evaluation of the model, based on the "*p-value*" from ANOVA (see appendix 7.5) is significant at $p < .001$, ($R^2 = 0.625$, R^2 adj = 0.612, F = 48.583) which means that 61.2 % of the variance PI is explained by the independent variables and the rest is represented by non-included variables. R^2 indicates how much of the variance in the dependent variable (PURCHASE INTENTION) is explained by the regression model, which consists of the 13 variables. The variables with t values higher than 3.291, significant at 0.001 (two tails) are PRODUCT QUALITY (4.041), CUSTOMER SATISFACTION (10.506) and USAGE EXPERIENCE (4.027). And the variable with t values higher than 2.576, significant at 0.01 (two tails) is BRAND IMAGE with a t value of 3.214. The last one, LEVEL OF INCOME (INC) with a t value of 1.728, which is greater than 1.645, is significant at 0.1 (two tails). In this model, in comparing the influence of the independent variables on the dependent variable, the independent variable with the highest standardized coefficient is CUSTOMER SATISAFACTION (0.469) followed by PRODUCT QUALITY (0.197) and BRAND IMAGE (0.167). With regards to the control variables, the highest standardized coefficient when comparing its (control variable) effect on the dependent variable is USAGE EXPERIENCE (0.137) followed by LEVEL OF INCOME (0.076).

Table 7.16 demonstrates that there is not much difference in terms of significance for the three countries. In Ghanaian sample (n=143), CUSTOMER SATISAFACTION (0.505) with the highest standardized coefficient is significant at 0.001 (two tails) followed by BRAND IMAGE (0.233) and PRODUCT QUALITY (0.169), which are significant at 0.01 (two tails) and at 0.1 (two tails) respectively. Both control variables; GENDER (-0.129) AND USAGE EXPERIENCE (0.132) are significant at 0.1 (two tails). In the sample for Norway (n=118), CUSTOMER SATISAFACTION (0.417) with the highest standardized coefficient is significant at 0.001 (two tails) followed by PRODUCT QUALITY (0.231) and BRAND IMAGE (0.160), which are significant at 0.01 (two tails) and at 0.1 (two tails) respectively. Among the control variables, USAGE EXPERIENCE (0.168) is significant at 0.01 (two tails) and FREQUENCY (0.096) is significant at 0.1 (one tail). Contrary to the two countries, BRAND IMAGE is not significant at any level in the South Korean sample (n=133). However, except for the BRAND IMAGE, CUSTOMER SATISFACTION (0.452) with the highest standardized coefficient followed by PRODUCT QUALITY (0.202) are significant at

0.001 (two tails) and at 0.1 (two tails) respectively. With regard to control variables, it indicates USAGE EXPERIENCE (0.113) is significant at 0.1 (two tails).

Below shows the summary of the results for the whole sample (n=394):

Hypothesis H_1

Contrary to suggestion, an insignificant negative association between Country of Origin Image and Purchase Intention is presented ($b_1 = -0.037$, $t = -0.829$). The statistical findings from the regression estimates do not support H_1 .

Hypothesis H_2

As suggested, a significant positive association between Brand Image and Purchase Intention is presented ($b_2 = 0.188$, $t = 3.214$, $p < 0.01$). The statistical findings from the regression estimates support H_2 .

Hypothesis H_3

As suggested, a significant positive association between Product Quality and Purchase Intention is presented ($b_3 = 0.233$, $t = 4.041$, $p < 0.001$). The statistical findings from the regression estimates support H_3 .

Hypothesis H_4

As suggested, an insignificant positive association between Product Knowledge and Purchase Intention is presented ($b_4 = 0.003$, $t = 0.059$). The statistical findings from the regression estimates do not support H_4 .

Hypothesis H_5

As suggested, a significant positive association between Customer Satisfaction and Purchase Intention is presented ($b_5 = 0.498$, $t = 10.506$, $p < 0.001$). The statistical findings from the regression estimates support H_5.

Hypothesis H_6

As suggested, an insignificant positive association between Habitual Usage and Purchase

Intention is presented (b_6 = 0.018, t = 0.403). The statistical findings from the regression estimates do not support H_6.

Hypothesis H_7

As suggested, an insignificant positive association between Brand Visibility on Social Media and Purchase Intention is presented (b_7 = 0.013, t = 0.358). The statistical findings from the regression estimates do not support H_7.

Outliers, normality, homoscedasticity, independence of residuals

In Normal P-P Plots (see appendix 7.6), the points must fall in a rational "*straight diagonal line from the bottom left to the top right*" to demonstrate that there are no main nonconformities from normality (Pallant, 2016, pp.160). In our case, we can look at some points away from the line both between 0.2 to 0.6 and 0.7 to 0.9. In other words, it is assumed that the errors of prediction are not perfectly considered to represent a normal distribution. However, the Histogram (see appendix 7.6) with most scores concentrating in the center demonstrates they are normally distributed around the predicted dependent variable.

The residuals scatterplot ought to show a collision or pileup of residuals at the middle of the plot "*at each value of anticipated score, and a normal distribution of residuals trailing off proportionally from the center*" (Tabachnick and Fidell, 1989, pp. 131). In our scatterplot (see appendix 7.6), the points are occurring along the zero and almost all them are within -3 and 3. In other words, only few outliers exist.

7.5 Summary of hypotheses

Hypotheses	Relationship between variables	Hypothesized effect	Findings
H_1	Country Of Origin of Image has a positive influence on purchase intention	+[a]	Not Supported
H_2	Brand Image has a positive influence on purchase intention	+**	Supported
H_3	Product Quality has a positive influence on purchase intention	+***	Supported
H_4	Product Knowledge has a positive influence on purchase intention	+[a]	Not Supported
H_5	Customer Satisfaction has a positive influence on purchase intention	+***	Supported
H_6	Habitual Usage has a positive influence on purchase intention	+[a]	Not Supported
H_7	Brand Visibility on Social Media has a positive influence on purchase intention	+[a]	Not Supported
	Brand Visibility on Social Media has a negative influence on purchase intention	-[a]	

Table 7.17. Summary of the hypotheses

*** p < 0.001 two tails ** p < 0.01 two tails * p < 0.10 two tails [a]p >0.10 one tail

7.6 Summary

In this chapter, we have discussed the assessment of the hypotheses based on the multiple regression outputs. The findings indicate that three hypotheses out of seven were significantly supported. Thus, 'Brand Image', 'Product Quality' and 'Customer Satisfaction' have a positive influence on purchase intention. Among the control variables, it has been shown that 'Level of Income' and 'Usage Experience' are positively associated with Purchase Intention. The final chapter presents the conclusion of the whole study, where we discuss various sections such as the implications of this study, the limitations of the study as well as future research suggestions.

CHAPTER EIGHT - CONCLUSION

8.1 Introduction

Chapter 7 presented a discussion on the empirical findings generated from the data gathered. Hypotheses were also tested and discussed. Chapter 8, the final chapter of this study however presents discussions and conclusions of the entire research. The chapter will include the summary of findings, implications and limitations of the study, and some recommendations for the purposes of future research.

8.2 Summary of findings

As explored in the previous chapters, this study was aimed at finding the main factors that affect consumers' intention to purchase a smartphone. It is believed that the research model is well designed since it has verified the appropriateness of factor analysis through KMO and Bartlett's Test, where KMO and Bartlett's Test of Sphericity Sig values indicate 0.930 and 0.000 respectively (see table 6.3). Cronbach's Alpha also showed the reliability of the dependent variable and all seven (7) independent variables, since the Cronbach's Alpha values for all the variables exceeded 0.7. Convergent validity and discriminant validity, which are part of the validity construct, were used in order to verify the validity of our research model. All the AVEs for each construct, which are higher than 0.5, confirmed convergent validity (see table 6.5 and 6.6), while all the shared variances indicating values lower than the AVEs confirm discriminant validity.

It was found that the most preferred smartphone brands of the Ghanaian and Norwegian respondents was Apple, accounting for 44.755% and 55.085% respectively of their individual survey sample. Samsung, a brand which originates from South Korea was the brand used currently by most South Korean respondents (59.399%) representing more than half of the entire sample. With regards to the importance given to the ten (10) attributes included in our survey for each country, Ghanaian and Norwegian respondents ranked the Operating System first. In comparison to the two countries, South Koreans saw the topmost important attribute very differently. South Koreans placed the highest level of importance to 'Smartphone Countries' (11.110%), an attribute whose level of importance was placed 6^{th} (9.912%) and 10^{th} (8.357%) in the Ghana and the Norway survey respectively. This suggested that

Norwegians attached the least importance to smartphone countries, while South Koreans considered the attribute as the most important one. These findings were revealed as a result of using the ACA (Adaptive Conjoint Analysis) as the experiment tool.

The results from regression analysis for the whole sample (n=394) showed that PRODUCT QUALITY, CUSTOMER SATISFACTION and USAGE EXPERIENCE were significant at the level of 0.001 (two tails). BRAND IMAGE was significant at 0.01(two tails), while LEVEL OF INCOME was significant at 0.1(two tails). It was unveiled that CUSTOMER SATISFACTION with the highest standardized coefficient had the largest influence on the dependent variable (PURCHASE INTENTION) for the whole sample (n=394) as well as for the each country's sample (see table 7.15 and 7.16). Aside from that, GENDER was significant at 0.1 (two tails) in the Ghanaian sample, and FREQUENCY was significant at the level of 0.1 (one tail) in the Norwegian sample. Generally, no significant differences were found between the three (3) participating countries.

In summary, the empirical findings reveal three (BRAND IMAGE, PRODUCT QUALITY and CUSTOMER SATISFACTION) out of seven (7) hypotheses were supported. It was also uncovered that USAGE EXPERIENCE and LEVEL OF INCOME out of the six control variables were supported by the statistical results from the regression estimates. USAGE EXPERIENCE implies that as consumers gain more experience with their current smartphone brands, purchase intention is affected. From findings, it can also be suggested that level of income is positively associated with purchase intention.

The figure 8.1 shows the final results of research model

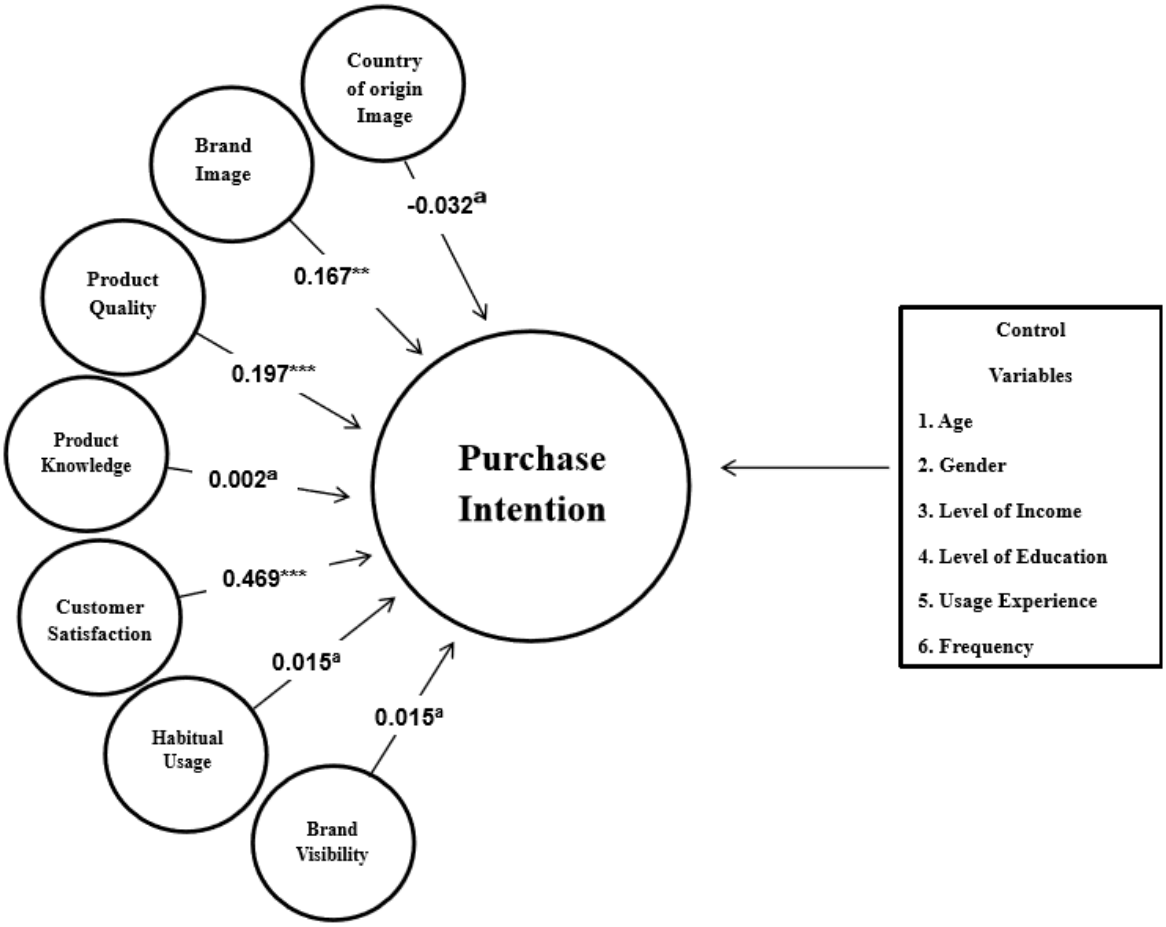

Figure 8.1. The final results of structural model (standardized regression coefficients)

*** p < 0.001	** p < 0.01	* p < 0.10	[a]p >0.10
two tails	two tails	two tails	one tail

8.3 Discussion and conclusions

Prior to carrying out this study, we believed that Country of Origin would most definitely be a top antecedent for respondents, thus, affects their purchase intentions. As (we have) discussed in the chapter 2, each country has their own specific capabilities. For example, Germany produces both strong reputation for automobiles and strong brands such as BWM or Mercedes, while carpet is skillfully made in Turkey, yogurt in Greece and cheese in Netherland (Diamantopoulos et al, 2011). As a result, we also assumed that consumers would be influenced by the image of for instance, the United States at the point of buying an Apple

brand of smartphone. However, it was found that our assumptions with regards to Country of Origin Image having a positive effect on Purchase Intention has not always been the case, thus our expectations were proven wrong. As a result, an insignificant negative association between Country Of Origin Image and Purchase Intention was presented uncovered ($b1 = -0.037$, $t = -0.829$). It was also very surprising to find Country of Origin Image to be the only factor negatively affecting purchase intention among the independent variables. One interesting fact was that South Koreans attached importance to smartphone (originating) countries the most when they were participating in the adaptive conjoint analysis, while the results of the regression analysis for the South Korean sample showed a contrasting insignificant negative association between Country of Origin Image and Purchase Intention. We can interpret this to mean that although South Koreans positioned the highest importance to Country of Origin Image, the respondents actually are not affected by the Country of Origin Image when purchasing a smartphone. We can therefore conclude that though Country of Origin image seem to have some significant effects on consumers purchase intention for other products, smartphone users as found from participants in the settings that our survey was conducted do not consider country of origin so much when intending to purchase a smartphone.

On the other hand, our assumptions and expectations towards both Brand Image and Product Quality (independent variables) to affect consumers purchase intention of smartphones were met. Results from our survey indicate that participants from all three (3) countries looked out for the image of the brand and product quality when deciding to buy a smartphone. Our findings interestingly confirms Chung et al's restuls which found Brand Image to be more influential in Koreans' perceptions than country-of-manufature (Chung et al, 2009). Thus, Koreans are more likely to purchase a product, considering the Brand Image of the product than country-of-manufacture (Chung et al, 2009).

A similarly interesting finding was the strong effect of USAGE EXPERIENCE on the Purchase Intention of smartphones. What does this imply? The experience gained while using a smartphone can have a significant influence and/or motivate consumers to purchase or repurchase a particular smartphone brand. We can link this revelation to customer satisfaction. Customer satisfaction, an independent variable which was not forecasted initially to have a strong effect on purchase intention was outstandingly found to be the highest variable of them

all (as shown in Fig. 8.1). As mentioned in chapter 5, Anderson et al (1994) explained customer satisfaction to be based not only on current experience, but also on all past experiences, as well as future or anticipated experience. Thus, this can be interpreted to mean, in the event where a consumer have had lots of experiences with a specific brand, their intention to purchase that particular brand in the future is increased due to their past experiences which may indicate satisfaction.

Another discussion for control variable is LEVEL OF INCOME which can further be explained with the attribute, "Price". Findings as displayed in chapter 7 reveal a significant mean difference between Ghana and Norway in terms of the level of importance attributed to price. The mean for Ghana for price was lower than that of Norway. That is, Norwegians attached more importance to the price attribute in comparison to the Ghanaians (see table 7.10). It is believed that income has a close relation *"with the opportunity cost of time"* (Akhter, 2003). In other words, higher income earners see the opportunity cost of time as a more important factor than lower income earners perceive. This has been proven in this research through a comparison between Ghanaians and Norwegians. Without careful consideration of elements such as age and level of education, there cannot be a perfect analysis of the relationship that exists between level of income and price, in terms of purchasing a smartphone. However, our study showed the opportunity cost of time was more important for Norwegians who earn large income than Ghanaians. Appendix 8.1 presents a description of age, level of income and level of education between the three countries.

In conclusion, we have tried to find answers to our research questions. From findings, we can conclude that indeed, BRAND IMAGE and PRODUCT QUALITY positively affect consumers intention to purchase high-tech products (smartphones). Thus, our research questions have been answered. Additionally, CUSTOMER SATISFACTION, USAGE EXPERIENCE AND LEVEL OF INCOME were found to positively influence consumer purchase intentions of high-tech products (smartphones), while country of origin image had a contrasting insignificant negative effect on purchase intention.

These revelations when explored further can provide organisations operating in the mobile phone industries valuable knowledge about what consumers truly need and want in their products, especially for consumers within the regions in which this survey was carried out. It will also be interesting to find the relationships and connections that may exist between these

variables (dependent and independent) and how they affect purchase intentions generally in the future.

8.4 Implications of the study

Theoretically, this study aids in revealing those variables that affect a consumer's purchase intention of high-tech products (smartphones). It also uncovers the indicators and signals consumers use during the process of deciding to purchase smartphones (purchase intention). From our findings, consumers consider the image of the product and/or brand, the perception of quality associated to the product and their satisfaction as the main components when intending to purchase high-tech products like smartphones. These three (3) attributes have proven to be of superior concern to consumers when intending to purchase.

Another implication will be the managerial effect of this study. Since our overall findings reveal brand image, product quality and customer satisfaction to be significant to purchase intention of consumers, smartphone producers and/or organisations should be more concerned on establishing a strong brand image by making products that are perceived to be of high quality and satisfying its existing and potential consumers.

8.5 Limitation of the study

Even though this research activity was carried out in three (3) very distinct countries (Ghana, Norway and South Korea), it does not cover the remaining continents and regions. That is to say that, the study covers only a very small part of smartphone users across the world, which makes the research setting very limited thus, findings and results cannot be generalized.

Another limitation was the challenge faced in developing the survey and questionnaires for South Korean participants. It was eminent that every wording went through an almost perfect translation phase in order to make it easier for respondents to understand the questions so that results would be accurately represented just as in the case of the English surveys (for Ghana and Norway).

Finally, it was very challenging to get Norwegian respondents as compared to the Ghana and South Korea. This can be attributed to major concerns that were raised by some of our Norwegian respondents about the use of the sawtooth software. The most dominating and prevalent ones were unpleasant comments about the link provided by the software (to give access to respondents to participate in the survey) having to go through the phase of logging into Facebook first. Most of them felt it was in an attempt to reveal their identities which was meant to be protected; others felt it was fraudulent, thus expressed non-interest in participating in the survey. On the other hand however, we had no complains whatsoever from the Ghana and South Korea surveys regarding this. We would therefore like to suggest for this problem to be looked into further to help avoid some of the problems we faced.

8.6 Recommendations for future research

We recommend further studies to cover a bigger region of smartphone users as this will provide more certain, accurate and general result and/or findings.

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Appendices

Appendix 5.1. Questionnaire and Adaptive Conjoint Anaylsis

Research Project on Consumer Purchase Intention of High tech products (smartphones).

Dear Respondent

We (Grace Muni-Awudu and Hyeokmin Kwon) are students at Norwegian University of Science and Technology (NTNU) in Ålesund. This is a master thesis survey designed to identify the factors that influence consumer's purchase intention of high tech products (smartphones).

NB: The responses to each question will be aggregated to aid in the final analysis of the information provided in this survey and it is therefore not possible to trace information given in the survey to individual respondents

Thank you for agreeing to participate in this research study!

Click the Next button below to continue

Research Project on Consumer Purchase Intention of High tech products (smartphones)

Which of the following smartphone brands do you currently use?					
Sony	Huawei	Samsung	Apple	Blackberry	Other

How long have you been using your Smartphone brand? (years)	_____

On a scale of 0 to 100, indicate the average number of times you use your smartphone in a day. (number of times)	_____

Please answer the following questions concerning how you perceive the country of your smartphone brand.

	Strongly Disagree (1)	**2**	**3**	**Neutral (4)**	**5**	**6**	**Strongly Agree (7)**
The level of economic development of this country is high.							
The level of technological advancement of this country is high.							
The product quality of this country is high level.							
It is great to have the product of this country.							
The product of this country is reliable.							

Please answer the following questions about your smartphone brand.

	Strongly Disagree (1)	**2**	**3**	**Neutral (4)**	**5**	**6**	**Strongly Agree (7)**
I feel that my smartphone brand possesses a positive image.							
I feel that my smartphone brand provides me with a pleasant experience.							
I could easily explain many features associated with my smartphone brand.							

Please answer the following questions based on your current smartphone brand.

	Strongly Disagree (1)	**2**	**3**	**Neutral (4)**	**5**	**6**	**Strongly Agree (7)**
This smartphone brand is of high quality.							
The likelihood that this smartphone brand is reliable is very high.							
This product seems to be durable.							

Please answer the following questions based on your current smartphone brand.

	Very Low (1)	2	3	4	5	6	Very High (7)
The level of what I know about my smartphone is							
I am willing to understand more about my smartphone.							
The level of what I actually stored in my memory about this product's information is							
After purchase and use of my smartphone, the accumulated level of what I know about the smartphone is							

Please answer the following questions based on your current smartphone brand.

	Strongly Disagree (1)	2	3	Neutral (4)	5	6	Strongly Agree (7)
My choice to purchase this smartphone was a wise one.							
I think that I did the right thing when I purchased this smartphone.							
This smartphone is exactly what I needed.							

Please answer the following questions based on your current smartphone brand.

	Strongly Disagree (1)	2	3	Neutral (4)	5	6	Strongly Agree (7)
I use my smartphone frequently.							
It makes me feel weird if I do not use my smartphone.							
I use my smartphone without thinking.							
Using my smartphone belongs to my daily routine.							

Please answer the following questions based on your current smartphone brand.

	Strongly Disagree (1)	2	3	Neutral (4)	5	6	Strongly Agree (7)
Product related messages communicated by my favorite Smartphone brand through social media is important to me.							
My favorite Smartphone brand manufacturer's marketing communications through social media is more visible to me than other media.							
I see my favorite Smartphone brand more on social media such as Youtube.							

I see my favorite Smartphone brand more on social media such as Facebook.							
I see my favorite Smartphone brand more on social media such as Twitter.							
I see my favorite Smartphone brand on social media such as Instagram.							
Brand related information communicated by my favorite Smartphone manufacturer through social media is important.							
Whenever a new Smartphone is released, I tend to see it first on social media (e.g. Youtube, Facebook, Twitter).							

Please answer the following questions based on your current smartphone brand.

	Strongly Disagree (1)	**2**	**3**	**Neutral (4)**	**5**	**6**	**Strongly Agree (7)**
The likelihood of purchasing my current smartphone is high.							
If I were going to buy a smartphone, the probability of buying this current brand is high.							

I would purchase this smartphone.							
The probability that I would consider buying this smartphone is high.							
My willingness to buy this smartphone is high.							

Age
Please state your age_____ years

Gender	
Male	
Female	

Level of Income	
Which of the following level of income per month best describes your income for now?	
Less than 500 USD	
501 – 1000 USD	
1001 – 1500 USD	
1501 – 2000 USD	
2001 - 2500 USD	
2501 – 3000 USD	
More than 3000 USD	

Level of Education	
What is the level of your education?	
Under high school	
High school	
Diploma/Bachelor/College	
Master	
PhD	

Nationality	
Ghana	
Norway	
South Korea	
Other	

Country of Residence	
Ghana	
Norway	
South Korea	
Other	

Conjoint Analysis

ATTRIBUTES	LEVELS				
Smartphone Countries	China	United States	South Korea	Canada	Japan
Smartphone Brand	Apple	Samsung	Huawei	Blackberry	Sony
Price	$200	$400	$600	$800	$1000
Smartphone Operating System	iOS	Android	Windows	Blackberry OS	Tizen
Smartphone Screen Size (inch)	4.0 inch	4.5 inch	5 inch	5.5 inch	6.0 inch
Smartphone Memory Size (GB)	16GB	32GB	64GB	128GB	256GB
Smartphone Color	Black	White	Silver	Gold	Red
Smartphone Battery Capacity (mAh)	4 hours	8 hours	12 hours	16 hours	20 hours
Smartphone Camera Megapixel	4 MP	8 MP	12 MP	16 MP	20 MP
Smartphone Weight (grams)	100g	150g	200g	250g	300g

(Korean Version)

첨단 기술 제품 (스마트폰)에 대한 소비자 구매의도의 연구 과제

안녕하십니까?

우선 바쁘신 중에도 귀중한 시간을 내주셔서 감사 드립니다.

저희는 올레순에 위치한 노르웨이 과학 기술 대학교 (Norwegian University of Science and Technology)에서 석사 과정을 공부하고 있는 학생들입니다. 이 설문조사는 첨단 기술 제품 (스마트폰)에 대한 소비자 구매의도가 어떤 요인들에 의해 영향을 받는지 알아보기 위한 것입니다.

주의: 각 질문에 대한 응답은 최종 분석만을 돕기 위해 집계될 것입니다. 따라서, 이 설문조사에 제공된 정보를 통해 개별 응답자를 추적하는 것은 불가능합니다.

다음 중 현재 사용하고 계시는 스마트폰 브랜드를 선택해주세요					
소니	블랙베리	애플	화웨이	삼성	기타

귀하는 현재 스마트폰 브랜드를 얼마나 오래 동안 사용해 왔습니까?	_____(년)

0에서 100까지의 숫자로, 귀하가 하루 동안 스마트폰을 사용하는 평균 횟수를 나타내 주시기 바랍니다.	_____(번)

귀하는 스마트폰 브랜드의 국가를 어떻게 인식하는지 다음 질문에 답해주시기 바랍니다.

	아주 동의하지 않는다 (1)	2	3	중립적이다 (4)	5	6	아주 동의한다 (7)
이 나라의 경제 발전 수준은 높다.							
이 나라의 기술 발전 수준은 높다							
이 나라의 제품 품질은 높은 수준이다.							
이 나라의 제품을 가지고 있는 것은 좋다							
이 나라의 제품은 믿을만하다							

귀하의 스마트폰 브랜드에 대한 다음 질문에 답해주시기 바랍니다.

	아주 동의하지 않는다 (1)	2	3	중립적 이다 (4)	5	6	아주 동의한다 (7)
나는 내 스마트폰 브랜드가 긍정적 인 이미지를 가지고 있다고 느낀다.							
내 스마트폰 브랜드가 나에게 즐거운 경험을 제공한다고 생각합니다.							
나는 이 내 스마트폰 브랜드와 관련된 많은 특징을 쉽게 설명할 수 있다.							

귀하의 현재 스마트폰 브랜드를 바탕으로 다음 질문에 답해주시기 바랍니다.

	아주 동의하지 않는다 (1)	2	3	중립적 이다 (4)	5	6	아주 동의한다 (7)
이 스마트폰 브랜드는 고품질이다							
이 스마트폰 브랜드를 신뢰할 수 있는 가능성은 매우 높다.							
이 제품은 내구성이 있는 것 같다.							

귀하의 현재 스마트폰 브랜드를 바탕으로 다음 질문에 답해주시기 바랍니다.

	아주 낮다 (1)	2	3	4	5	6	아주 높다 (7)
내 스마트폰에 대해 내가 아는 수준은							
나는 내 스마트폰에 대해 더 많이 알고 싶다.							
이 제품의 정보가 내 기억에 실제로 저장된 수준은							
내 스마트폰 구매 및 사용 후, 이 스마트폰 브랜드에 대한 나의 지식이 누적 된 수준은							

귀하의 현재 스마트폰 브랜드를 바탕으로 다음 질문에 답해주시기 바랍니다.

	아주 동의하지 않는다 (1)	2	3	중립적 이다 (4)	5	6	아주 동의한다 (7)
이 스마트폰을 구입한 것은 현명한 선택이었다.							
나는 이 스마트폰을 구입할 때 내가 옳은 일을 했다고 생각한다.							
이 스마트폰은 나에게 반드시 필요한 것이다.							

귀하의 현재 스마트폰 브랜드를 바탕으로 다음 질문에 답해주시기 바랍니다.

	아주 동의하지 않는다 (1)	2	3	중립적이다 (4)	5	6	아주 동의한다 (7)
나는 내 스마트폰을 자주 사용한다.							
나는 내 스마트폰을 사용하지 않으면 이상하게 느껴진다.							
나는 내 스마트폰을 무의식적으로 사용한다							
내 스마트폰을 사용 하는 것은 일상생활에 속한다.							

다음 질문에 답해주시기 바랍니다.

	아주 동의하지 않는다 (1)	2	3	중립적이다 (4)	5	6	아주 동의한다 (7)
소셜 미디어를 통해 전달된 내가 좋아하는 스마트폰 브랜드의 제품 관련 메시지는 나에게 중요하다.							
소셜 미디어를 통한 내가 좋아하는 스마트폰 브랜드 제조업체의 마케팅 커뮤니케이션은 다른 미디어보다 내 주의를 더 끈다.							
내가 좋아하는 스마트폰 브랜드를 유튜브와 같은 소셜 미디어에서 더 많이 본다.							

내가 좋아하는 스마트폰 브랜드를 페이스북과 같은 소셜 미디어에서 더 많이 본다.							
내가 좋아하는 스마트폰 브랜드를 트위터와 같은 소셜 미디어에서 더 많이 본다.							
내가 좋아하는 스마트폰 브랜드를 인스타그램과 같은 소셜 미디어에서 더 많이 본다.							
내가 좋아하는 스마트폰 제조업체가 소셜 미디어를 통해 전달하는 브랜드 관련 정보는 중요하다.							
새로운 스마트폰이 출시 될 때마다 나는 그것을 소셜 미디어(예: 유튜브, 페이스북, 트위터)를 통해 먼저 보는 경향이 있다.							

귀하의 현재 스마트폰 브랜드를 바탕으로 다음 질문에 답해주시기 바랍니다.

	아주 동의하지 않는다 (1)	2	3	중립적이다 (4)	5	6	아주 동의한다 (7)
현재 내 스마트폰을 구매할 가능성은 높다.							
이 스마트폰 구입을 고려할 가능성은 높다.							
이 스마트폰을 구매하려는 나의 의지는 높다.							

내가 스마트폰을 산다면, 이 브랜드를 살 가능성이 높다.							
나는 이 스마트폰을 구입할 것이다.							

연령
본인의 연령을 기재해 주십시오. 만 _____ (세)

성별	
남	
여	

소득 수준	
다음 중 귀하 소득을 가장 잘 나타내는 월 소득 수준은 어느 것입니까?	
500달러 미만 (570,250원 미만)	
501 – 1000 달러 (571, 400원 – 1,140,500원)	
1001 – 1500 달러 (1,141,650 – 1,710,750원)	
1501 – 2000 달러 (1,711,890 – 2,281,000원)	
2001 - 2500 달러 (2,282,150 – 2,851,250원)	
2501 – 3000 달러 (2,852,400 – 3,421,500원)	
3000 달러 이상 (3,421,500원 이상)	

교육 수준	
당신의 교육 수준은 어느 정도입니까?	
고등학교 이하	
고등학교	
학사	
석사	
박사	

국적	
가나	
노르웨이	
한국	
기타	

거주 국가	
가나	
노르웨이	
한국	
기타	

컨조인트 분석

속성	레벨				
스마트폰 국가	중국	미국	한국	캐나다	일본
스마트폰 브랜드	소니	블랙베리	애플	화웨이	삼성
가격	$200 (228,100 원)	$400 (456,200 원)	$600 (684,300 원)	$800 (912,400 원)	$1000 (1,140,500 원)
스마트폰 운영 체제	아이오에스	안드로이드	윈도우	블랙베리 오에스	타이젠
스마트폰 화면크기 (인치)	4.0 인치	4.5 인치	5 인치	5.5 인치	6.0 인치
스마트폰 메모리크기(GB)	16GB	32GB	64GB	128GB	256GB
스마트폰 색상	검정	하얀색	은색	금색	빨강
스마트폰 배터리 용량 (mAh)	4 시간	8 시간	12 시간	16 시간	20 시간
스마트폰 카메라 메가 픽셀	4 MP	8 MP	12 MP	16 MP	20 MP
스마트폰 무게 (그램)	100g	150g	200g	250g	300g

Appendix 6.1. Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
COUNTRY_OF_ORIGIN_IMAGE	394	1,00	7,00	5,6132	1,26998
BRAND_IMAGE	393	1,00	7,00	5,4063	1,28739
PRODUCT_QUALITY	394	1,00	7,00	5,7597	1,22910
PRODUCT_KNOWLEDGE	394	1,00	7,00	5,0933	1,24318
CUSTOMER_SATISFACTION	394	1,00	7,00	5,6540	1,36688
HABITUAL_USAGE	393	1,00	7,00	5,5019	1,27869
BRAND_VISIBILITY_ON_SOCIAL_MEDIA	394	1,00	7,00	4,3017	1,62826
PURCHASE_INTENTION	394	1,00	7,00	5,5249	1,45334
Valid N (listwise)	393				

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
COUNTRY_OF_ORIGIN_IMAGE	-,891	,123	,489	,245
BRAND_IMAGE	-,610	,123	-,042	,246
PRODUCT_QUALITY	-1,189	,123	1,592	,245
PRODUCT_KNOWLEDGE	-,380	,123	-,194	,245
CUSTOMER_SATISFACTION	-,920	,123	,298	,245
HABITUAL_USAGE	-,683	,123	-,125	,246
BRAND_VISIBILITY_ON_SOCIAL_MEDIA	-,184	,123	-,799	,245
PURCHASE_INTENTION	-,931	,123	,334	,245
Valid N (listwise)				

Appendix 6.2. Factor analysis

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13,083	37,381	37,381	13,083	37,381	37,381
2	4,428	12,650	50,031	4,428	12,650	50,031
3	2,609	7,455	57,487	2,609	7,455	57,487
4	1,904	5,439	62,926	1,904	5,439	62,926
5	1,724	4,927	67,853	1,724	4,927	67,853
6	1,140	3,256	71,109	1,140	3,256	71,109
7	,857	2,450	73,559			
8	,739	2,113	75,671			
9	,694	1,984	77,655			
10	,660	1,886	79,541			
11	,573	1,638	81,179			
12	,537	1,534	82,713			
13	,511	1,459	84,173			
14	,462	1,319	85,492			
15	,437	1,250	86,742			
16	,397	1,136	87,878			
17	,375	1,072	88,950			
18	,348	,995	89,945			
19	,321	,917	90,862			
20	,302	,863	91,725			
21	,281	,804	92,529			
22	,278	,794	93,322			
23	,256	,732	94,055			
24	,252	,721	94,775			
25	,234	,670	95,445			
26	,222	,636	96,081			
27	,206	,588	96,668			
28	,189	,540	97,208			
29	,172	,492	97,701			
30	,170	,485	98,186			
31	,154	,440	98,625			
32	,135	,386	99,011			
33	,129	,368	99,379			
34	,125	,358	99,738			
35	,092	,262	100,000			

	Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %
1	6,501	18,576	18,576
2	5,895	16,843	35,419
3	3,879	11,082	46,500
4	3,041	8,688	55,189
5	2,926	8,359	63,548
6	2,646	7,561	71,109
7			
8			
9			
10			
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35			

Extraction Method: Principal Component Analysis.

Appendix 6.3. Reliability

Scale: COUNTRY OF ORIGIN IMAGE

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,903	,903	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28,07	40,321	6,350	5

Item Statistics

	Mean	Std. Deviation	N
The level of economic development of this country is high.	5,54	1,556	394
The level of technological advancement of this country is high.	5,90	1,452	394
The product quality of this country is high level.	5,62	1,476	394
It is great to have the product of this country.	5,44	1,531	394
The product of this country is reliable.	5,56	1,468	394

Scale: BRAND IMAGE

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,822	,825	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,22	14,916	3,862	3

Item Statistics

	Mean	Std. Deviation	N
I feel that my smartphone brand possesses a positive image.	5,52	1,450	393
I feel that my smartphone brand provides me with a pleasant experience.	5,58	1,437	393
I could easily explain many features associated with my smartphone brand.	5,11	1,605	393

Scale: PRODUCT QUALITY

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,895	,897	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17,28	13,596	3,687	3

Item Statistics

	Mean	Std. Deviation	N
This smartphone brand is of high quality.	5,86	1,316	394
The likelihood that this smartphone brand is reliable is very high.	5,78	1,336	394
This product seems to be durable.	5,64	1,401	394

Scale: PRODUCT KNOWLEDGE

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,856	,860	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20,37	24,728	4,973	4

Item Statistics

	Mean	Std. Deviation	N
The level of what I know about my smartphone is	5,06	1,422	394
I am willing to understand more about my smartphone.	5,31	1,558	394
The level of what I actually stored in my memory about this product's information is	4,78	1,562	394
After purchase and use of my smartphone, the accumulated level of what I know about the smartphone is	5,22	1,398	394

Scale: CUSTOMER SATISFACTION

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,921	,923	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,96	16,815	4,101	3

Item Statistics

	Mean	Std. Deviation	N
My choice to purchase this smartphone was a wise one.	5,75	1,394	394
I think that I did the right thing when I purchased this smartphone.	5,64	1,464	394
This smartphone is exactly what I needed.	5,57	1,550	394

Scale: HABITUAL USAGE

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,788	,808	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22,01	26,161	5,115	4

Item Statistics

	Mean	Std. Deviation	N
I use my smartphone frequently.	6,05	1,262	393
It makes me feel weird if I do not use my smartphone.	4,83	1,923	393
I use my smartphone without thinking.	5,18	1,865	393
Using my smartphone belongs to my daily routine.	5,95	1,390	393

Scale: BRAND VISIBILITY ON SOCIAL MEDIA

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,935	,935	8

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
34,41	169,678	13,026	8

Item Statistics

	Mean	Std. Deviation	N
Product related messages communicated by my favorite Smartphone brand through social media is important to me.	4,29	1,932	394
My favorite Smartphone brand manufacturer's marketing communications through social media is more visible to me than other media.	4,42	1,893	394
I see my favorite Smartphone brand more on social media such as Youtube.	4,34	1,877	394

I see my favorite Smartphone brand more on social media such as Facebook.	4,36	1,960	394
I see my favorite Smartphone brand more on social media such as Twitter.	3,85	1,987	394
I see my favorite Smartphone brand on social media such as Instagram.	4,22	2,043	394
Brand related information communicated by my favorite Smartphone manufacturer through social media is important.	4,46	1,944	394
Whenever a new Smartphone is released, I tend to see it first on social media (e.g. Youtube, Facebook, Twitter).	4,46	2,055	394

Scale: PURCHASE INTENTION

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,947	,947	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
27,62	52,805	7,267	5

Item Statistics

	Mean	Std. Deviation	N
The likelihood of purchasing my current smartphone is high.	5,43	1,632	394
If I were going to buy a smartphone, the probability of buying this current brand is high.	5,53	1,649	394
I would purchase this smartphone.	5,53	1,595	394
The probability that I would consider buying this smartphone is high.	5,60	1,571	394
My willingness to buy this smartphone is high.	5,53	1,553	394

Appendix 7.1. Independent Samples Test - Smartphone Brands between Ghana and South Korea

Group Statistics

	CountryCode	N	Mean	Std. Deviation
Levels – Apple, Samsung, Huawei, Blackberry, Sony	Ghana	143	10,739108060000000	2,940037449000000
	South Korea	133	10,661303020000000	3,166339612000000

	CountryCode	Std. Error Mean
Levels – Apple, Samsung, Huawei, Blackberry, Sony	Ghana	,245858283000000
	South Korea	,274556464000000

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
Levels – Apple, Samsung, Huawei, Blackberry, Sony	Equal variances assumed	,236	,627	,212
	Equal variances not assumed			,211

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Levels – Apple, Samsung, Huawei, Blackberry, Sony	Equal variances assumed	274	,833	,077805041200000
	Equal variances not assumed	268,239	,833	,077805041200000

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence Interval of the Difference Lower
Levels – Apple, Samsung, Huawei, Blackberry, Sony	Equal variances assumed	,367557225000000	-,645790028000000
	Equal variances not assumed	,368547890000000	-,647809445000000

		t-test for Equality of Means 95% Confidence Interval of the Difference Upper
Levels – Apple, Samsung, Huawei, Blackberry, Sony	Equal variances assumed	,801400111000000
	Equal variances not assumed	,803419527000000

Appendix 7.2. Independent Samples Test – Price between Norway and South Korea

Group Statistics

	CountryCode	N	Mean	Std. Deviation
Levels – $200, $400, $600, $800, $1000	Norway	118	10,889890620000001	4,913656322000001
	South Korea	133	10,010897580000000	2,838280382000000

	CountryCode	Std. Error Mean
Levels – $200, $400, $600, $800, $1000	Norway	,452338729000000
	South Korea	,246110122000000

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
Levels – $200, $400, $600, $800, $1000	Equal variances assumed	13,248	,000	1,759
	Equal variances not assumed			1,707

			t-test for Equality of Means		
			df	Sig. (2-tailed)	Mean Difference
Levels – $200, $400, $600, $800, $1000		Equal variances assumed	249	,080	,878993035000000
		Equal variances not assumed	182,359	,090	,878993035000000

			t-test for Equality of Means	
			Std. Error Difference	95% Confidence Interval of the Difference Lower
Levels – $200, $400, $600, $800, $1000		Equal variances assumed	,499741945000000	-,105267150000000
		Equal variances not assumed	,514956812000000	-,137046671000000

			t-test for Equality of Means 95% Confidence Interval of the Difference Upper
Levels – $200, $400, $600, $800, $1000		Equal variances assumed	1,863253221000000
		Equal variances not assumed	1,895032741000000

Appendix 7.3. Post Hoc Tests

Multiple Comparisons

Dependent Variable: Levels – $200, $400, $600, $800, $1000

	(I) CountryCode	(J) CountryCode	Mean Difference (I-J)	Std. Error	Sig.
Tukey HSD	Ghana	Norway	-1,602362982000000*	,441005935000000	,001
		South Korea	-,723369947000000	,427163272000000	,209
	Norway	Ghana	1,602362982000000*	,441005935000000	,001
		South Korea	,878993035000000	,448438859000000	,124
	South Korea	Ghana	,723369947000000	,427163272000000	,209
		Norway	-,878993035000000	,448438859000000	,124

			95% Confidence Interval	
	(I) CountryCode	(J) CountryCode	Lower Bound	Upper Bound
Tukey HSD	Ghana	Norway	-2,639905763000000	-,564820201000000
		South Korea	-1,728345468000000	,281605575000000
	Norway	Ghana	,564820201000000	2,639905763000000
		South Korea	-,176036987000000	1,934023058000000
	South Korea	Ghana	-,281605575000000	1,728345468000000
		Norway	-1,934023058000000	,176036987000000

*. The mean difference is significant at the 0.05 level.

Appendix 7.4. Correlation matrix

Correlations

		PURCHASE_INTENTION	COUNTRY_OF_ORIGIN_IMAGE	BRAND_IMAGE	PRODUCT_QUALITY	PRODUCT_KNOWLEDGE	CUSTOMER_SATISFACTION
PURCHASE_INTENTION	Pearson Correlation	1	,371**	,612**	,624**	,369**	,730**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	394	394	393	394	394	394
COUNTRY_OF_ORIGIN_IMAGE	Pearson Correlation	,371**	1	,437**	,511**	,223**	,430**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	394	394	393	394	394	394
BRAND_IMAGE	Pearson Correlation	,612**	,437**	1	,691**	,552**	,605**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	393	393	393	393	393	393
PRODUCT_QUALITY	Pearson Correlation	,624**	,511**	,691**	1	,390**	,613**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	394	394	393	394	394	394
PRODUCT_KNOWLEDGE	Pearson Correlation	,369**	,223**	,552**	,390**	1	,386**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	394	394	393	394	394	394
CUSTOMER_SATISFACTION	Pearson Correlation	,730**	,430**	,605**	,613**	,386**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	394	394	393	394	394	394

HABITUAL_USAGE	Pearson Correlation	,386**	,288**	,415**	,342**	,286**	,432**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000
	N	393	393	393	393	393	393
BRAND_VISIBILITY_ON_SOCIAL_MEDIA	Pearson Correlation	,305**	,275**	,490**	,321**	,507**	,292**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000
	N	394	394	393	394	394	394
AGELN	Pearson Correlation	,009	,077	-,103*	-,034	-,141**	,016
	Sig. (2-tailed)	,862	,127	,041	,501	,005	,759
	N	394	394	393	394	394	394
GENDERNEW	Pearson Correlation	-,061	,044	,014	,056	,019	-,057
	Sig. (2-tailed)	,225	,385	,780	,268	,705	,260
	N	394	394	393	394	394	394
LEVEL_INCOME	Pearson Correlation	,073	,062	-,064	-,025	-,102*	,037
	Sig. (2-tailed)	,148	,222	,204	,620	,044	,459
	N	394	394	393	394	394	394
LEVEL_EDUCATION	Pearson Correlation	,057	-,054	-,027	,032	-,032	,010
	Sig. (2-tailed)	,258	,287	,588	,529	,533	,841
	N	394	394	393	394	394	394
USAGEEXPNEW	Pearson Correlation	,331**	,172**	,156**	,217**	,072	,256**
	Sig. (2-tailed)	,000	,001	,002	,000	,156	,000
	N	394	394	393	394	394	394
FREQUENCYNEW	Pearson Correlation	,090	-,039	,124*	,035	,133**	,059
	Sig. (2-tailed)	,074	,436	,014	,494	,008	,243
	N	394	394	393	394	394	394

		HABITUAL_USAGE	BRAND_VISIBILITY_ON_SOCIAL_MEDIA	AGELN	GENDERNEW	LEVEL_INCOME	LEVEL_EDUCATION
PURCHASE_INTENTION	Pearson Correlation	,386**	,305**	,009	-,061	,073	,057
	Sig. (2-tailed)	,000	,000	,862	,225	,148	,258
	N	393	394	394	394	394	394
COUNTRY_OF_ORIGIN_IMAGE	Pearson Correlation	,288**	,275**	,077	,044	,062	-,054
	Sig. (2-tailed)	,000	,000	,127	,385	,222	,287
	N	393	394	394	394	394	394
BRAND_IMAGE	Pearson Correlation	,415**	,490**	-,103*	,014	-,064	-,027
	Sig. (2-tailed)	,000	,000	,041	,780	,204	,588
	N	393	393	393	393	393	393
PRODUCT_QUALITY	Pearson Correlation	,342**	,321**	-,034	,056	-,025	,032
	Sig. (2-tailed)	,000	,000	,501	,268	,620	,529
	N	393	394	394	394	394	394
PRODUCT_KNOWLEDGE	Pearson Correlation	,286**	,507**	-,141**	,019	-,102*	-,032
	Sig. (2-tailed)	,000	,000	,005	,705	,044	,533
	N	393	394	394	394	394	394
CUSTOMER_SATISFACTION	Pearson Correlation	,432**	,292**	,016	-,057	,037	,010
	Sig. (2-tailed)	,000	,000	,759	,260	,459	,841
	N	393	394	394	394	394	394
HABITUAL_USAGE	Pearson Correlation	1	,374**	-,095	-,167**	,014	-,009
	Sig. (2-tailed)		,000	,061	,001	,777	,866
	N	393	393	393	393	393	393
BRAND_VISIBILITY_ON_SOCIAL_MEDIA	Pearson Correlation	,374**	1	-,201**	-,090	-,167**	-,187**
	Sig. (2-tailed)	,000		,000	,075	,001	,000
	N	393	394	394	394	394	394
AGELN	Pearson Correlation	-,095	-,201**	1	,240**	,685**	,419**
	Sig. (2-tailed)	,061	,000		,000	,000	,000
	N	393	394	394	394	394	394
GENDERNEW	Pearson Correlation	-,167**	-,090	,240**	1	,154**	,089
	Sig. (2-tailed)	,001	,075	,000		,002	,076
	N	393	394	394	394	394	394
LEVEL_INCOME	Pearson Correlation	,014	-,167**	,685**	,154**	1	,369**
	Sig. (2-tailed)	,777	,001	,000	,002		,000
	N	393	394	394	394	394	394
LEVEL_EDUCATION	Pearson Correlation	-,009	-,187**	,419**	,089	,369**	1
	Sig. (2-tailed)	,866	,000	,000	,076	,000	
	N	393	394	394	394	394	394

USAGEEXPNEW	Pearson Correlation	,092	,045	,241**	,001	,237**	,112*
	Sig. (2-tailed)	,067	,369	,000	,988	,000	,026
	N	393	394	394	394	394	394
FREQUENCYNEW	Pearson Correlation	,258**	,267**	-,183**	-,106*	-,148**	-,167**
	Sig. (2-tailed)	,000	,000	,000	,035	,003	,001
	N	393	394	394	394	394	394

		USAGEEXPNEW	FREQUENCYNEW
PURCHASE_INTENTION	Pearson Correlation	,331**	,090
	Sig. (2-tailed)	,000	,074
	N	394	394
COUNTRY_OF_ORIGIN_IMAGE	Pearson Correlation	,172**	-,039
	Sig. (2-tailed)	,001	,436
	N	394	394
BRAND_IMAGE	Pearson Correlation	,156**	,124*
	Sig. (2-tailed)	,002	,014
	N	393	393
PRODUCT_QUALITY	Pearson Correlation	,217**	,035
	Sig. (2-tailed)	,000	,494
	N	394	394
PRODUCT_KNOWLEDGE	Pearson Correlation	,072	,133**
	Sig. (2-tailed)	,156	,008
	N	394	394
CUSTOMER_SATISFACTION	Pearson Correlation	,256**	,059
	Sig. (2-tailed)	,000	,243
	N	394	394
HABITUAL_USAGE	Pearson Correlation	,092	,258**
	Sig. (2-tailed)	,067	,000
	N	393	393
BRAND_VISIBILITY_ON_SOCIAL_MEDIA	Pearson Correlation	,045	,267**
	Sig. (2-tailed)	,369	,000
	N	394	394
AGELN	Pearson Correlation	,241**	-,183**
	Sig. (2-tailed)	,000	,000
	N	394	394
GENDERNEW	Pearson Correlation	,001	-,106*
	Sig. (2-tailed)	,988	,035
	N	394	394
LEVEL_INCOME	Pearson Correlation	,237**	-,148**
	Sig. (2-tailed)	,000	,003

	N	394	394
LEVEL_EDUCATION	Pearson Correlation	,112*	-,167**
	Sig. (2-tailed)	,026	,001
	N	394	394
USAGEEXPNEW	Pearson Correlation	1	-,047
	Sig. (2-tailed)		,352
	N	394	394
FREQUENCYNEW	Pearson Correlation	-,047	1
	Sig. (2-tailed)	,352	
	N	394	394

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

*. Correlation is significant at the 0.05 level (2-tailed).

Appendix 7.5. Multiple Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,791[a]	,625	,612	,90516	,625	48,583

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	379	,000

a. Predictors: (Constant), FREQUENCYNEW, PRODUCT_QUALITY, GENDERNEW, EDUCATIONLEVEL, USAGEEXPNEW, PRODUCT_KNOWLEDGE, INCOMELEVEL, HABITUAL_USAGE, COUNTRY_OF_ORIGIN_IMAGE, BRAND_VISIBILITY_ON_SOCIAL_MEDIA, CUSTOMER_SATISFACTION, AGELN, BRAND_IMAGE

b. Dependent Variable: PURCHASE_INTENTION

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	517,463	13	39,805	48,583	,000[b]
	Residual	310,521	379	,819		
	Total	827,984	392			

a. Dependent Variable: PURCHASE_INTENTION

b. Predictors: (Constant), FREQUENCYNEW, PRODUCT_QUALITY, GENDERNEW, EDUCATIONLEVEL, USAGEEXPNEW, PRODUCT_KNOWLEDGE, INCOMELEVEL, HABITUAL_USAGE, COUNTRY_OF_ORIGIN_IMAGE, BRAND_VISIBILITY_ON_SOCIAL_MEDIA, CUSTOMER_SATISFACTION, AGELN, BRAND_IMAGE

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	,309	,707		,437
	COUNTRY_OF_ORIGIN_IMAGE	-,037	,044	-,032	-,829
	BRAND_IMAGE	,188	,059	,167	3,214
	PRODUCT_QUALITY	,233	,058	,197	4,041
	PRODUCT_KNOWLEDGE	,003	,047	,002	,059
	CUSTOMER_SATISFACTION	,498	,047	,469	10,506
	HABITUAL_USAGE	,018	,044	,015	,403
	BRAND_VISIBILITY_ON_SOCIAL_MEDIA	,013	,036	,015	,358
	AGELN	-,223	,196	-,053	-1,135
	GENDERNEW	-,122	,098	-,042	-1,246
	INCOMELEVEL	,047	,027	,076	1,728
	EDUCATIONLEVEL	,074	,066	,040	1,121
	USAGEEXPNEW	,242	,060	,137	4,027
	FREQUENCYNEW	,064	,061	,036	1,053

Model		Sig.	95,0% Confidence Interval for B		Correlations
			Lower Bound	Upper Bound	Zero-order
1	(Constant)	,662	-1,081	1,699	
	COUNTRY_OF_ORIGIN_IMAGE	,407	-,123	,050	,371
	BRAND_IMAGE	,001	,073	,304	,612
	PRODUCT_QUALITY	,000	,119	,346	,624
	PRODUCT_KNOWLEDGE	,953	-,090	,096	,369
	CUSTOMER_SATISFACTION	,000	,405	,592	,730
	HABITUAL_USAGE	,687	-,068	,103	,386
	BRAND_VISIBILITY_ON_SOCIAL_MEDIA	,721	-,059	,085	,305
	AGELN	,257	-,609	,163	,009
	GENDERNEW	,214	-,314	,070	-,061
	INCOMELEVEL	,085	-,007	,101	,073
	EDUCATIONLEVEL	,263	-,056	,204	,057
	USAGEEXPNEW	,000	,124	,360	,331
	FREQUENCYNEW	,293	-,056	,184	,090

Model		Correlations			
		Partial	Part	Tolerance	VIF
1	(Constant)				
	COUNTRY_OF_ORIGIN_IMAGE	-,043	-,026	,664	1,505
	BRAND_IMAGE	,163	,101	,367	2,723
	PRODUCT_QUALITY	,203	,127	,418	2,395
	PRODUCT_KNOWLEDGE	,003	,002	,606	1,651
	CUSTOMER_SATISFACTION	,475	,330	,497	2,011
	HABITUAL_USAGE	,021	,013	,672	1,489
	BRAND_VISIBILITY_ON_SOCIAL_MEDIA	,018	,011	,592	1,689
	AGELN	-,058	-,036	,455	2,198
	GENDERNEW	-,064	-,039	,885	1,129
	INCOMELEVEL	,088	,054	,507	1,971
	EDUCATIONLEVEL	,057	,035	,767	1,304
	USAGEEXPNEW	,203	,127	,857	1,167
	FREQUENCYNEW	,054	,033	,851	1,175

a. Dependent Variable: PURCHASE_INTENTION

GHANA

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,799[a]	,638	,601	,98943	,638	17,328

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	128	,000

a. Predictors: (Constant), FREQUENCYNEW, USAGEEXPNEW, GENDERNEW, BRAND_VISIBILITY_ON_SOCIAL_MEDIA, INCOMELEVEL, EDUCATIONLEVEL, COUNTRY_OF_ORIGIN_IMAGE, PRODUCT_KNOWLEDGE, AGELN, CUSTOMER_SATISFACTION, HABITUAL_USAGE, PRODUCT_QUALITY, BRAND_IMAGE

b. Dependent Variable: PURCHASE_INTENTION

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	,867	2,159		,401
	COUNTRY_OF_ORIGIN_IMAGE	-,095	,078	-,082	-1,218
	BRAND_IMAGE	,305	,115	,233	2,652
	PRODUCT_QUALITY	,215	,098	,169	2,188
	PRODUCT_KNOWLEDGE	-,025	,101	-,017	-,249
	CUSTOMER_SATISFACTION	,521	,074	,505	7,072
	HABITUAL_USAGE	-,029	,080	-,025	-,365
	BRAND_VISIBILITY_ON_SOCIAL_MEDIA	,020	,081	,017	,241
	AGELN	-,347	,662	-,034	-,524
	GENDERNEW	-,405	,182	-,129	-2,222
	INCOMELEVEL	,012	,055	,013	,213
	EDUCATIONLEVEL	,134	,181	,045	,743
	USAGEEXPNEW	,268	,119	,132	2,258
	FREQUENCYNEW	,022	,110	,011	,196

Model		Sig.	95,0% Confidence Interval for B		Correlations
			Lower Bound	Upper Bound	Zero-order
1	(Constant)	,689	-3,405	5,138	
	COUNTRY_OF_ORIGIN_IMAGE	,225	-,249	,059	,330
	BRAND_IMAGE	,009	,077	,532	,622
	PRODUCT_QUALITY	,031	,021	,410	,550
	PRODUCT_KNOWLEDGE	,804	-,224	,174	,411
	CUSTOMER_SATISFACTION	,000	,375	,667	,730
	HABITUAL_USAGE	,716	-,187	,129	,397
	BRAND_VISIBILITY_ON_SOCIAL_MEDIA	,810	-,141	,180	,365
	AGELN	,601	-1,657	,964	-,025
	GENDERNEW	,028	-,766	-,044	-,171
	INCOMELEVEL	,831	-,097	,120	,054
	EDUCATIONLEVEL	,459	-,223	,491	,032
	USAGEEXPNEW	,026	,033	,503	,330
	FREQUENCYNEW	,845	-,197	,240	,055

Model		Correlations			
		Partial	Part	Tolerance	VIF
1	(Constant)				
	COUNTRY_OF_ORIGIN_IMAGE	-,107	-,065	,624	1,603
	BRAND_IMAGE	,228	,141	,366	2,735
	PRODUCT_QUALITY	,190	,116	,475	2,104
	PRODUCT_KNOWLEDGE	-,022	-,013	,613	1,631
	CUSTOMER_SATISFACTION	,530	,376	,556	1,798
	HABITUAL_USAGE	-,032	-,019	,586	1,706
	BRAND_VISIBILITY_ON_SOCIAL_MEDIA	,021	,013	,560	1,786
	AGELN	-,046	-,028	,681	1,468
	GENDERNEW	-,193	-,118	,835	1,197
	INCOMELEVEL	,019	,011	,798	1,253
	EDUCATIONLEVEL	,065	,040	,775	1,290
	USAGEEXPNEW	,196	,120	,828	1,208
	FREQUENCYNEW	,017	,010	,879	1,138

a. Dependent Variable: PURCHASE_INTENTION

NORWAY

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,830[a]	,688	,649	,83452	,688	17,666

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	104	,000

a. Predictors: (Constant), FREQUENCYNEW, COUNTRY_OF_ORIGIN_IMAGE, EDUCATIONLEVEL, USAGEEXPNEW, GENDERNEW, PRODUCT_KNOWLEDGE, PRODUCT_QUALITY, INCOMELEVEL, BRAND_VISIBILITY_ON_SOCIAL_MEDIA, HABITUAL_USAGE, CUSTOMER_SATISFACTION, BRAND_IMAGE, AGELN

b. Dependent Variable: PURCHASE_INTENTION

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	-1,254	1,209		-1,037
	COUNTRY_OF_ORIGIN_IMAGE	,050	,075	,042	,669
	BRAND_IMAGE	,173	,099	,160	1,750
	PRODUCT_QUALITY	,266	,099	,231	2,698
	PRODUCT_KNOWLEDGE	-,053	,079	-,045	-,679
	CUSTOMER_SATISFACTION	,484	,093	,417	5,233
	HABITUAL_USAGE	,101	,087	,088	1,153
	BRAND_VISIBILITY_ON_SOCIAL_MEDIA	-,013	,063	-,015	-,200
	AGELN	,012	,343	,003	,034
	GENDERNEW	-,055	,184	-,020	-,298
	INCOMELEVEL	,023	,048	,038	,488
	EDUCATIONLEVEL	,040	,122	,028	,329
	USAGEEXPNEW	,314	,115	,168	2,727
	FREQUENCYNEW	,145	,103	,096	1,406

Model		Sig.	95,0% Confidence Interval for B		Correlations
			Lower Bound	Upper Bound	Zero-order
1	(Constant)	,302	-3,651	1,144	
	COUNTRY_OF_ORIGIN_IMAGE	,505	-,098	,198	,337
	BRAND_IMAGE	,083	-,023	,370	,656
	PRODUCT_QUALITY	,008	,070	,461	,658
	PRODUCT_KNOWLEDGE	,499	-,209	,102	,335
	CUSTOMER_SATISFACTION	,000	,301	,668	,732
	HABITUAL_USAGE	,251	-,073	,274	,456
	BRAND_VISIBILITY_ON_SOCIAL_MEDIA	,842	-,138	,113	,330
	AGELN	,973	-,669	,692	-,093
	GENDERNEW	,766	-,421	,311	-,127
	INCOMELEVEL	,626	-,072	,118	-,040
	EDUCATIONLEVEL	,743	-,202	,282	-,033
	USAGEEXPNEW	,007	,086	,543	,421
	FREQUENCYNEW	,163	-,060	,350	,223

Model		Correlations			
		Partial	Part	Tolerance	VIF
1	(Constant)				
	COUNTRY_OF_ORIGIN_IMAGE	,065	,037	,772	1,295
	BRAND_IMAGE	,169	,096	,358	2,792
	PRODUCT_QUALITY	,256	,148	,409	2,444
	PRODUCT_KNOWLEDGE	-,066	-,037	,680	1,470
	CUSTOMER_SATISFACTION	,457	,286	,472	2,117
	HABITUAL_USAGE	,112	,063	,510	1,959
	BRAND_VISIBILITY_ON_SOCIAL_MEDIA	-,020	-,011	,559	1,789
	AGELN	,003	,002	,338	2,961
	GENDERNEW	-,029	-,016	,694	1,441
	INCOMELEVEL	,048	,027	,482	2,075
	EDUCATIONLEVEL	,032	,018	,414	2,413
	USAGEEXPNEW	,258	,149	,788	1,269
	FREQUENCYNEW	,137	,077	,642	1,559

a. Dependent Variable: PURCHASE_INTENTION

SOUTH KOREA

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,784[a]	,615	,572	,89335	,615	14,593

Model	Change Statistics		
	df1	df2	Sig. F Change
1	13	119	,000

a. Predictors: (Constant), FREQUENCYNEW, PRODUCT_KNOWLEDGE, USAGEEXPNEW, EDUCATIONLEVEL, GENDERNEW, HABITUAL_USAGE, COUNTRY_OF_ORIGIN_IMAGE, INCOMELEVEL, BRAND_VISIBILITY_ON_SOCIAL_MEDIA, BRAND_IMAGE, CUSTOMER_SATISFACTION, AGELN, PRODUCT_QUALITY

b. Dependent Variable: PURCHASE_INTENTION

Coefficients[a]

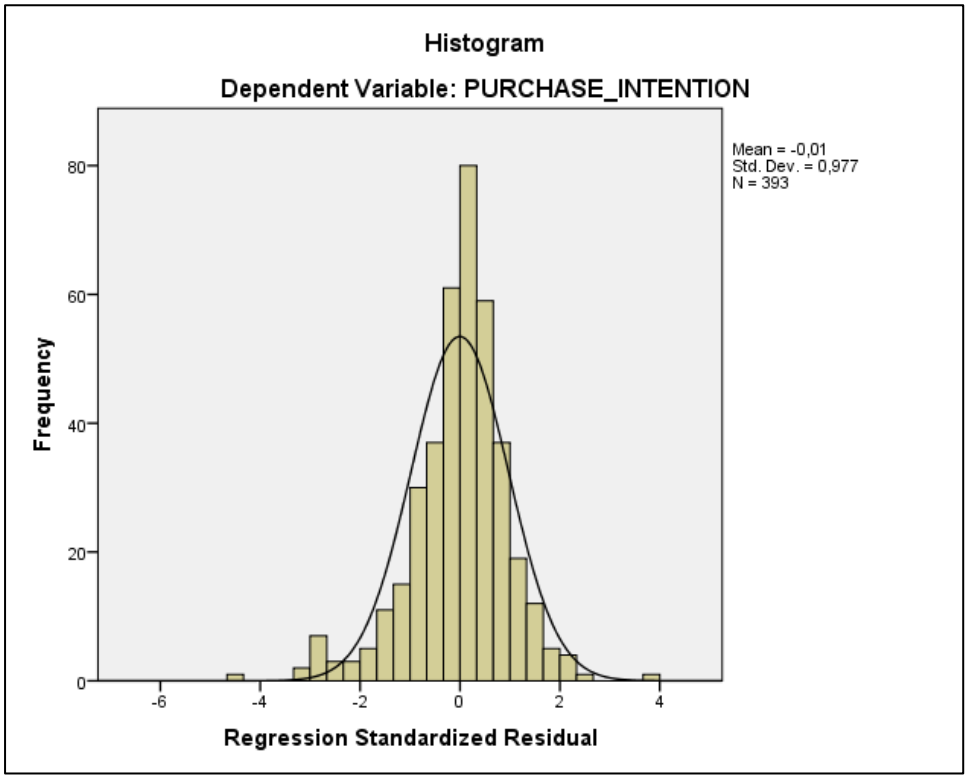
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	,928	1,279		,726
	COUNTRY_OF_ORIGIN_IMAGE	-,014	,091	-,012	-,150
	BRAND_IMAGE	,107	,102	,101	1,057
	PRODUCT_QUALITY	,228	,130	,202	1,753
	PRODUCT_KNOWLEDGE	,084	,094	,073	,893
	CUSTOMER_SATISFACTION	,464	,106	,452	4,375
	HABITUAL_USAGE	-,061	,080	-,055	-,764
	BRAND_VISIBILITY_ON_SOCIAL_MEDIA	,051	,075	,053	,683
	AGELN	-,299	,341	-,081	-,874
	GENDERNEW	,170	,176	,060	,965
	INCOMELEVEL	,055	,051	,097	1,077
	EDUCATIONLEVEL	,027	,131	,014	,208
	USAGEEXPNEW	,171	,102	,113	1,679
	FREQUENCYNEW	,084	,126	,040	,664

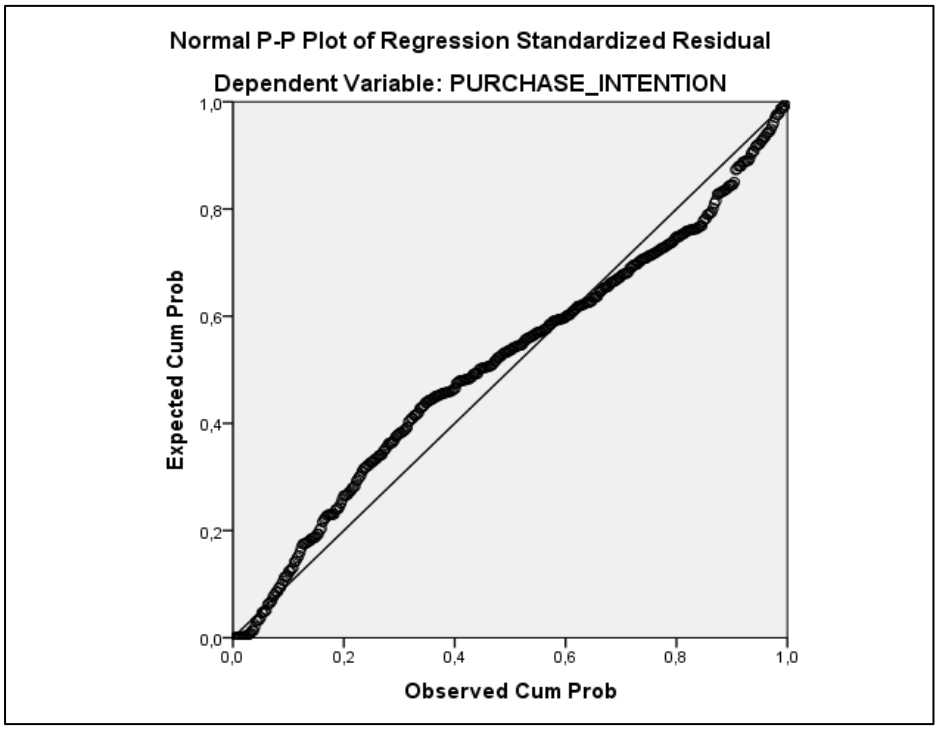
Model		Sig.	95,0% Confidence Interval for B		Correlations
			Lower Bound	Upper Bound	Zero-order
1	(Constant)	,469	-1,604	3,461	
	COUNTRY_OF_ORIGIN_IMAGE	,881	-,195	,167	,513
	BRAND_IMAGE	,293	-,094	,309	,612
	PRODUCT_QUALITY	,082	-,030	,485	,699
	PRODUCT_KNOWLEDGE	,373	-,102	,270	,443
	CUSTOMER_SATISFACTION	,000	,254	,675	,731
	HABITUAL_USAGE	,446	-,220	,098	,296
	BRAND_VISIBILITY_ON_SOCIAL_MEDIA	,496	-,098	,200	,352
	AGELN	,384	-,975	,378	,177
	GENDERNEW	,336	-,179	,518	,162
	INCOMELEVEL	,284	-,046	,155	,234
	EDUCATIONLEVEL	,835	-,232	,286	,147
	USAGEEXPNEW	,096	-,031	,372	,287
	FREQUENCYNEW	,508	-,166	,334	,006

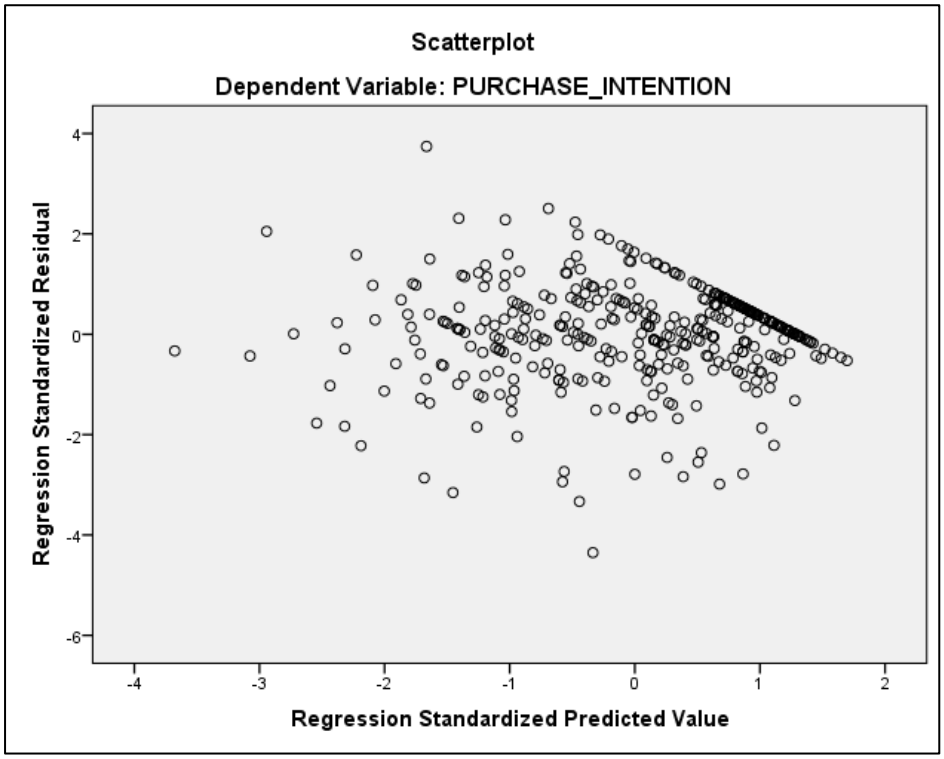
Model		Correlations			
		Partial	Part	Tolerance	VIF
1	(Constant)				
	COUNTRY_OF_ORIGIN_IMAGE	-,014	-,009	,501	1,995
	BRAND_IMAGE	,096	,060	,353	2,835
	PRODUCT_QUALITY	,159	,100	,245	4,088
	PRODUCT_KNOWLEDGE	,082	,051	,490	2,040
	CUSTOMER_SATISFACTION	,372	,249	,303	3,299
	HABITUAL_USAGE	-,070	-,043	,636	1,571
	BRAND_VISIBILITY_ON_SOCIAL_MEDIA	,062	,039	,534	1,874
	AGELN	-,080	-,050	,379	2,636
	GENDERNEW	,088	,055	,840	1,190
	INCOMELEVEL	,098	,061	,402	2,487
	EDUCATIONLEVEL	,019	,012	,681	1,468
	USAGEEXPNEW	,152	,096	,721	1,387
	FREQUENCYNEW	,061	,038	,890	1,124

a. Dependent Variable: PURCHASE_INTENTION

Appendix 7.6. Outliers, normality, homoscedasticity, independence of residuals




Normal P-P Plot of Regression Standardized Residual
Dependent Variable: PURCHASE_INTENTION
Expected Cum Prob
Observed Cum Prob
0,0
0,2
0,4
0,6
0,8
1,0


Scatterplot
Dependent Variable: PURCHASE_INTENTION
Regression Standardized Residual
Regression Standardized Predicted Value
4
2
0
-2
-4
-6
-4
-3
-2
-1
0
1
2

Appendix 8.1. Descriptives

Descriptives - AGE

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Ghana	143	25,92	4,331	,362	25,20	26,63
Norway	118	31,49	14,524	1,337	28,84	34,14
South Korea	133	38,29	13,645	1,183	35,95	40,63
Total	394	31,76	12,608	,635	30,51	33,01

	Minimum	Maximum
Ghana	18	50
Norway	18	74
South Korea	18	73
Total	18	74

Descriptives – LEVEL OF INCOME

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Ghana	143	2,22	1,704	,142	1,94	2,50
Norway	118	3,90	2,318	,213	3,48	4,32
South Korea	133	4,38	2,420	,210	3,96	4,79
Total	394	3,45	2,350	,118	3,22	3,68

	Minimum	Maximum
Ghana	1	7
Norway	1	7
South Korea	1	7
Total	1	7

Descriptives – LEVEL OF EDUCATION

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Ghana	143	3,12	,524	,044	3,03	3,21
Norway	118	3,57	,983	,090	3,39	3,75
South Korea	133	2,95	,721	,063	2,82	3,07
Total	394	3,20	,791	,040	3,12	3,27

	Minimum	Maximum
Ghana	2	5
Norway	2	5
South Korea	2	5
Total	2	5