

ABSTRACT

The global expansion leads to increase global consumer awareness of the products from different countries. Many times, we hear people talk about Japanese cars, Swiss watches, and French wines etc. Many marketers often use verbal allusion to a product's country of origin as a selling point in their advertising. Car is one of product categories that customers consider country of origin as one important factor when they make a decision to buy a car.

This research study is based on the statement of the problem of "How does the 'Country of Origin' effect the relationship between automobile attributes and purchase evaluation?" The objective of this research is to investigate the relationship between various automobile attributes and purchase evaluation when country of origin comes into consideration.

For this research, the data were acquired via self-administered questionnaire with 384 respondents who bought a car or have participation role in buying a car. Convenience-sampling technique is chosen. All data are analyzed and summarized by using the Statistical Package for Social Science (SPSS). This thesis applies Coefficient of Partial Correlation technique as a statistic tool to test all nine hypotheses.

The results from the test of 9 hypotheses can be indicated that country of origin has effect on the relationship between purchase evaluation and the following attributes;

- Price
- Brand
- Style
- Safety

These attributes are related to purchase evaluation only when country of origin comes into consideration. However, if we control country of origin (not considered), the result shows that there is no relationship between these attributes and purchase

evaluation. This means Country of origin information can support respondents in making buying decision and works well if considered along with these attributes.

Therefore, the major recommendations regarding the study's findings are that when automobile company creates marketing strategy which emphasizes on these four following factors; price, brand, style and safety, they should continually evoke the "original country" along with these factors because country of origin information can be communicated principally and potently through these factors, which also affect customers' buying decision making.

In addition, future study should study on other durable products such as television, camera etc. in order to evaluate the important effect of country of origin affect on product attributes across differ products.

