

CHAPTER 5

CONCLUSION

5.1. Introduction

This chapter covered up the whole study which included the general finding of the study. The conclusion was made based on the hypothesis result and what were their implications academically and managerially. Moreover, this chapter also discussed the limitation and suggestions for future research.

5.2. Conclusion

This study was a modified replication study from Zhuang *et al.* (2008) titled “Asymmetric Effect of Brand Origin Confusion”. However, this study made some modification in terms of variables used and the number of brands and respondents. The variable of “brand value” was deleted because there was no exact measurement for the variable. The number of brand used was 24, 12 for local and 12 for foreign brands.

This research was done to find the effect of brand origin confusion on brand preference and brand purchase likelihood, and to take a look the brand knowledge moderating power to the relationship of brand origin confusion and brand preference. The study was done in the context of brand level and it meant we changed our point of view, not in the perspective of consumers but in the brands. The hypotheses were developed and the results are:

1. In Indonesia, all else being equal, consumers' confusion about the origin of local brands is related positively to their preference for local brands, and their confusion about the origin of foreign brands is related negatively to their preference for foreign brands.

This result proves how country-of-origin still become a matter in Indonesia. Still, foreign brand is preferable to Indonesian consumers. The recognition accuracy of origin of the brand may bring the consumers to different brand preference.

2. In Indonesia, all else being equal, consumers' knowledge of local brands does not significantly moderates the relationship between consumers' confusion about the origin of local brands and preference for local brands.

In Indonesia, although a consumer is aware about the local brand, it does not mean they could perceive the origin of the brand accurately that makes them change their preference. This indicates that brand knowledge does not weaken the positive relationship of brand origin confusion to brand preference of local brands.

3. In Indonesia, all else being equal, consumers' confusion about the origin of local brands is related positively to their purchase likelihood of local brands and their confusion about the origin of foreign brands is related negatively to their purchase likelihood for foreign brands.

This result also proves how country-of-origin still become a matter in Indonesia. Because foreign brand is preferable to Indonesian

consumers, their purchase likelihood is affected also. The recognition accuracy of origin of the brand may bring the consumers to different brand purchase likelihood. However, the effect of brand origin confusion to brand purchase intention will be not significant compared to brand preference.

4. Brand knowledge is related positively to the brand preference and brand preference is related positively to the purchase likelihood for both local and foreign brands.

In order to test the model developed before, brand knowledge and brand preference need to be tested in terms of their direct relationship to brand preference and brand purchase likelihood. It is shown that brand knowledge has a big role in determining the brand preference, so has brand preference to brand purchase likelihood.

5.3. Managerial Implications

This study shows us the effect of brand origin confusion or brand origin recognition accuracy. It is proven that in emerging country like Indonesia, country-of-origin effect still become a matter (Batra *et al.*, 2000; Steenkamp *et al.*, 2003; Usunier *et al.*, 2011). Perceived brand origin is still be used by consumers in determining their preference and also purchase intention toward the brand. The result of purchase likelihood represents a new finding different from the original research and at the same time, proven Steenkamp *et al.* (2003) study. Again, as

foreign brands are preferable for consumers here, most of local brands only get small market share compared to foreign brands.

Considering the results of the study, it is beneficial for both local and foreign companies to employ the “BOC strategy”. Both companies could formulate their branding strategy and marketing strategy to enhance the BOC effect. In order to gain the advantage of BOC effect, local companies could mask their origin and at the same time enhance the foreignness of their brand by for instance naming or advertising their brands with foreign characteristics. This strategy could, according to the findings of this research, lead to greater consumer preference and purchase intention for the brands of these companies (Zhuang *et al.*, 2008).

Moreover, foreign companies also could do the same thing by enhancing their foreign element of the brands. From sales perspective, brand adaptation or localization which reduces the foreign characteristic of the brand may not be good strategy because of the BOC effect might reduce the brand preference and brand purchase likelihood. Foreign companies should emphasize their brand origin in their marketing to decrease consumers’ confusion about the origin of the brand.

Furthermore, this study does not find any evidence in support of the moderating role of brand knowledge. It indicates that the accuracy of brand origin perception is not related to the more knowledge the consumers have. Hence, in Indonesia both local and foreign companies do not need to reduce the brand knowledge of their brands, but even they need to enhance consumers’ knowledge

because brand knowledge found to give a positive direct impact to brand preference.

A new finding is developed that BOC also play a role in affecting brand purchase likelihood. In sales perspective, this finding is very important as it is proven that BOC could affect the purchase intention. Nevertheless, BOC which found to affect the preference and purchase intention toward the brands should not be exaggerated, because consumers' preference and purchase intention for local and foreign brands also depends on the brand knowledge and direct brand preference.

5.4 Limitations of Research

Several limitations of this study should be noted. First of all, in this study, the sample respondents were universities students. Although the categories of brands which were used in this study were actually used by the respondents, they may not be accurate representatives of ordinary consumers in Indonesia.

Furthermore, this study only used 24 brands to find the BOC effect on brand preference and brand purchase likelihood. Because this study is in the context of brand level and in the data analysis it separated foreign and local brands, by only have 24 brands, low number of data was obtained. A low number of data might create some problems about the findings.

Moreover, this study did not find any evidence of brand knowledge moderating effect. Because this study used single-item measurement, the general meaning of brand knowledge was used. However, brand knowledge had many

dimensions in it such as brand awareness, brand quality, brand image, etc. Therefore, the rejection of H4 might be caused by this measurement.

Lastly, although it was proven that brands that are perceived to be foreign are considered as more preferable than local one in developing countries (Batra *et al.*, 2000), in some cases, this conclusion may not be true. In Indonesia for instance, a category like traditional herbs or it is called as *jamu* is well-known in Indonesia. Indonesian consumers might prefer local brands for this category than traditional herbs from foreign companies. Hence, it could be argued that this BOC effect may not be acceptable for all categories.

5.5. Suggestions for Future Research

There are some suggestions to be concerned for future research. First of all, a wider sample could be used for future studies. Because this study only used universities students as the sample, future research should consider a more representative sample for the ordinary consumers. Therefore, a bigger generalizability of the research could be obtained.

Second, a bigger number of brands to be analyzed are important. Previous study used 67 brands to evaluate the effect of BOC on brand preference and purchase likelihood (Zhuang *et al.*, 2008). Hence, the more brands used for future research would be crucial because this research is done in the context of brand level.

Third, brand knowledge variable measurement should be reevaluated. As it has more than one dimension to explain the meaning, it will be better to include

those dimensions in the future research in order to gain a better understanding of its moderating role in BOC and preference relation.

Finally, other variables such as brand extensions, “sub-categories” or ethnocentrism should be considered for future research as those variables may influence the effect of BOC on brand preference and purchase likelihood.



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Appendix 1 – Pilot Study (English Version)

Brand Pretest

Please give a check (v) to the number in your opinion is correct

Brand	I'm very knowledgeable about this brand						
	SD	D	SWD	N	SWA	A	SA
Kratingdeng							
Buavita							
Yakult							
Ades							
Country Choice							
Mizone							
Nu green tea							
Yeo's Cincau							
Ovaltine							
Tropicana Slim							
Formula							
Denta Systema							
Ciptadent							
Natur							
Sunsilk							
Biore							

Scales:

Strongly disagree (SD) Disagree (D)
Somewhat disagree (SWD) Neutral (N)

Brand	I'm very knowledgeable about this brand						
	SD	D	SWD	N	SWA	A	SA
Rejoice							
Dove							
Autan							
Medicare							
Delfi							
Snikers							
Lays							
So nice							
Mayasi							
Tim tam							
Stikko							
Mr P							
Biskuat							
Roka							
Esprit							
Lea Jeans							
Executive							

Somewhat agree (SWA) Agree (A)
Strongly agree (SA)

Brand	I'm very knowledgeable about this brand						
	SD	D	SWD	N	SWA	A	SA
Hammer							
Fila							
Nevada							
Giordano							
Coconut Island							
League							
Bata							
Advan							
Acer							
Asus							
Zyrex							
Compaq							
Byon							
Forsa							
Fujitsu							
Lenovo							

Appendix 2 – Pilot Study (Bahasa Version)

Pretes Merek

Berilah tanda centang (v) pada jawaban yang menurut anda benar

Merek	Saya berpengetahuan banyak tentang merek tersebut						
	STS	TS	ATS	N	AS	S	SS
Kratingdeng							
Buavita							
Yakult							
Ades							
Country Choice							
Mizone							
Nu green tea							
Yeo's Cincau							
Ovaltine							
Tropicana Slim							
Formula							
Denta Systema							
Ciptadent							
Natur							
Sunsilk							
Biore							

Keterangan:

Sangat tidak setuju (STS) Tidak Setuju (TS) Agak tidak setuju (ATS)

Netral (N) Agak setuju (AS) Setuju (S) Sangat setuju (SS)

Merek	Saya berpengetahuan banyak tentang merek tersebut						
	STS	TS	ATS	N	AS	S	SS
Rejoice							
Dove							
Autan							
Medicare							
Delfi							
Snikers							
Lays							
So nice							
Mayasi							
Tim tam							
Stikko							
Mr P							
Biskuat							
Roka							
Esprit							
Lea Jeans							
Executive							

Merek	Saya berpengetahuan banyak tentang merek tersebut						
	STS	TS	ATS	N	AS	S	SS
Hammer							
Fila							
Nevada							
Giordano							
Coconut Island							
League							
Bata							
Advan							
Acer							
Asus							
Zyrex							
Compaq							
Byon							
Forsa							
Fujitsu							
Lenovo							

Appendix 3 – Pretest (English Version)

I am Yessy Trisiana Lestari, a student from International Business Management Program, University of Atma Jaya Yogyakarta. Right now, I am doing a research about brand origin confusion effect to brand preference and brand purchase intention. In order to analyze this effect, your information is needed. Therefore, I would like to ask your help to fill this questionnaire which the result will be used for my research later.

Questionnaire Part I

Name :

Gender : ☐ Male / ☐ Female

Age : ☐ 18 – 20 years old
☐ 21 – 23 years old
☐ 24 – 26 years old
☐ 27 – 29 years old

University :

The next page is the second part of this questionnaire which has several brands from 5 categories, personal care, food, beverages, fashion items, and laptop. Please evaluate each of the brands in terms of brand origin confusion, brand knowledge, brand preference, and brand purchase intention by giving a check (v) to the cell provided. The scales to evaluate each brand are:

Strongly disagree (SD) Neutral (N) Disagree (D) Somewhat agree (SWA) Somewhat disagree (SWD) Agree (A) Strongly agree (SA)

Formula							Brands							Ciptadent						
SD	D	SWD	N	SWA	A	SA								SD	D	SWD	N	SWA	A	SA
							I am very familiar with it													
							I know a lot about it													
							It has very good image													
							It makes me look good in front of my friends													
							It is very high on overall quality													
							It is a brand of superior quality													
							I like it													
							I have good opinion about it													
							If would certainly buy it (assuming it is available)													
							I am very likely to buy it (if available)													
Local					Foreign		In your opinion, where is it come from?							Local					Foreign	

Natur							Brands							Sunsilk						
SD	D	SWD	N	SWA	A	SA								SD	D	SWD	N	SWA	A	SA
							I am very familiar with it													
							I know a lot about it													
							It has very good image													
							It makes me look good in front of my friends													
							It is very high on overall quality													
							It is a brand of superior quality													
							I like it													
							I have good opinion about it													
							If would certainly buy it (assuming it is available)													
							I am very likely to buy it (if available)													
Local					Foreign		In your opinion, where is it come from?							Local					Foreign	

Biore							Brands							Rejoice						
SD	D	SWD	N	SWA	A	SA								SD	D	SWD	N	SWA	A	SA
							I am very familiar with it													
							I know a lot about it													
							It has very good image													
							It makes me look good in front of my friends													
							It is very high on overall quality													
							It is a brand of superior quality													
							I like it													
							I have good opinion about it													
							If would certainly buy it (assuming it is available)													
							I am very likely to buy it (if available)													
Local					Foreign		In your opinion, where is it come from?							Local					Foreign	

Roka							Brands							So nice						
SD	D	SWD	N	SWA	A	SA								SD	D	SWD	N	SWA	A	SA
							I am very familiar with it													
							I know a lot about it													
							It has very good image													
							It makes me look good in front of my friends													
							It is very high on overall quality													
							It is a brand of superior quality													
							I like it													
							I have good opinion about it													
							If would certainly buy it (assuming it is available)													
							I am very likely to buy it (if available)													
Local					Foreign		In your opinion, where is it come from?							Local					Foreign	

Lays							Brands	Delfi									
SD	D	SWD	N	SWA	A	SA		SD	D	SWD	N	SWA	A	SA			
							I am very familiar with it										
							I know a lot about it										
							It has very good image										
							It makes me look good in front of my friends										
							It is very high on overall quality										
							It is a brand of superior quality										
							I like it										
							I have good opinion about it										
							If would certainly buy it (assuming it is available)										
							I am very likely to buy it (if available)										
Local				Foreign				In your opinion, where is it come from?		Local				Foreign			

Country Choice							Brands							Ades						
SD	D	SWD	N	SWA	A	SA								SD	D	SWD	N	SWA	A	SA
							I am very familiar with it													
							I know a lot about it													
							It has very good image													
							It makes me look good in front of my friends													
							It is very high on overall quality													
							It is a brand of superior quality													
							I like it													
							I have good opinion about it													
							If would certainly buy it (assuming it is available)													
							I am very likely to buy it (if available)													
Local					Foreign		In your opinion, where is it come from?							Local					Foreign	

Yakult							Brands							Ovaltine						
SD	D	SWD	N	SWA	A	SA								SD	D	SWD	N	SWA	A	SA
							I am very familiar with it													
							I know a lot about it													
							It has very good image													
							It makes me look good in front of my friends													
							It is very high on overall quality													
							It is a brand of superior quality													
							I like it													
							I have good opinion about it													
							If would certainly buy it (assuming it is available)													
							I am very likely to buy it (if available)													
Local					Foreign		In your opinion, where is it come from?							Local					Foreign	

Nevada							Brands	Bata									
SD	D	SWD	N	SWA	A	SA		SD	D	SWD	N	SWA	A	SA			
							I am very familiar with it										
							I know a lot about it										
							It has very good image										
							It makes me look good in front of my friends										
							It is very high on overall quality										
							It is a brand of superior quality										
							I like it										
							I have good opinion about it										
							If would certainly buy it (assuming it is available)										
							I am very likely to buy it (if available)										
Local				Foreign				In your opinion, where is it come from?		Local				Foreign			

The Executive							Brands							Lea Jeans						
SD	D	SWD	N	SWA	A	SA								SD	D	SWD	N	SWA	A	SA
							I am very familiar with it													
							I know a lot about it													
							It has very good image													
							It makes me look good in front of my friends													
							It is very high on overall quality													
							It is a brand of superior quality													
							I like it													
							I have good opinion about it													
							If would certainly buy it (assuming it is available)													
							I am very likely to buy it (if available)													
Local					Foreign		In your opinion, where is it come from?							Local					Foreign	

Giordano							Brands							Fila						
SD	D	SWD	N	SWA	A	SA								SD	D	SWD	N	SWA	A	SA
							I am very familiar with it													
							I know a lot about it													
							It has very good image													
							It makes me look good in front of my friends													
							It is very high on overall quality													
							It is a brand of superior quality													
							I like it													
							I have good opinion about it													
							If would certainly buy it (assuming it is available)													
							I am very likely to buy it (if available)													
Local					Foreign		In your opinion, where is it come from?							Local					Foreign	

Asus							Brands							Acer						
SD	D	SWD	N	SWA	A	SA								SD	D	SWD	N	SWA	A	SA
							I am very familiar with it													
							I know a lot about it													
							It has very good image													
							It makes me look good in front of my friends													
							It is very high on overall quality													
							It is a brand of superior quality													
							I like it													
							I have good opinion about it													
							If would certainly buy it (assuming it is available)													
							I am very likely to buy it (if available)													
Local					Foreign		In your opinion, where is it come from?							Local					Foreign	

Axioo							Brands							Advan						
SD	D	SWD	N	SWA	A	SA								SD	D	SWD	N	SWA	A	SA
							I am very familiar with it													
							I know a lot about it													
							It has very good image													
							It makes me look good in front of my friends													
							It is very high on overall quality													
							It is a brand of superior quality													
							I like it													
							I have good opinion about it													
							If would certainly buy it (assuming it is available)													
							I am very likely to buy it (if available)													
Local					Foreign		In your opinion, where is it come from?							Local					Foreign	

Appendix 4 – Pretest (Bahasa Version)

Dengan hormat,

Saya Yessy Trisiana Lestari, mahasiswi program studi manajemen internasional Universitas Atma Jaya Yogyakarta. Saya sedang melakukan penelitian mengenai “Brand Origin Confusion Effect” terhadap preferensi dan niat beli konsumen. Untuk menunjang penelitian saya ini, dibutuhkan informasi dari saudara/saudari sekalian. Oleh sebab itu saya menggunakan kuisisioner ini yang dimana hasilnya akan digunakan untuk kepentingan penelitian saya. Atas perhatian dan bantuannya, saya ucapkan terima kasih.

Kuisisioner Bagian I

Nama :

Jenis kelamin : ☐ Laki-laki / ☐ Perempuan

Umur : ☐ 18 – 20 tahun

☐ 21 – 23 tahun

☐ 24 – 26 tahun

☐ 27 – 29 tahun

Universitas :

Halaman berikutnya merupakan **bagian II** dari kuisisioner ini dimana terdapat sejumlah nama merek barang dari 5 kategori yaitu *personal care*, makanan, minuman, *unisex fashion items*, dan *laptop*. Berilah pendapat anda tentang merek tersebut dengan memberikan tanda centang (v) pada jawaban yang menurut anda benar yang diwakili dengan pengukuran:

Sangat tidak setuju (STS) Tidak Setuju (TS) Agak tidak setuju (ATS) Netral (N) Agak setuju (AS) Setuju (S) Sangat setuju (SS)

Formula							Merek							Ciptadent						
STS	TS	ATS	N	AS	S	SS								STS	TS	ATS	N	AS	S	SS
							Saya sangat familiar dengan merek tersebut													
							Saya tahu banyak mengenai merek tersebut													
							Merek tersebut memiliki image yang sangat baik													
							Merek tsb membuat saya terlihat baik di depan teman-teman													
							Secara umum, merek ini memiliki kualitas yang baik													
							Merek ini merupakan merek dengan kualitas yang unggul													
							Saya menyukai merek tersebut													
							Saya memiliki pendapat yang baik mengenai merek tersebut													
							Jika merek tersebut tersedia saya akan membeli merek tersebut													
							Jika merek tersebut tersedia saya mungkin akan membelinya													
Lokal					Luar		Menurut Anda, dari manakah merek tersebut berasal?							Lokal					Luar	

Natur							Merek							Sunsilk						
STS	TS	ATS	N	AS	S	SS								STS	TS	ATS	N	AS	S	SS
							Saya sangat familiar dengan merek tersebut													
							Saya tahu banyak mengenai merek tersebut													
							Merek tersebut memiliki image yang sangat baik													
							Merek tsb membuat saya terlihat baik di depan teman-teman													
							Secara umum, merek ini memiliki kualitas yang baik													
							Merek ini merupakan merek dengan kualitas yang unggul													
							Saya menyukai merek tersebut													
							Saya memiliki pendapat yang baik mengenai merek tersebut													
							Jika merek tersebut tersedia saya akan membeli merek tersebut													
							Jika merek tersebut tersedia saya mungkin akan membelinya													
Lokal					Luar		Menurut Anda, dari manakah merek tersebut berasal?							Lokal					Luar	

Biore							Merek							Rejoice						
STS	TS	ATS	N	AS	S	SS								STS	TS	ATS	N	AS	S	SS
							Saya sangat familiar dengan merek tersebut													
							Saya tahu banyak mengenai merek tersebut													
							Merek tersebut memiliki image yang sangat baik													
							Merek tsb membuat saya terlihat baik di depan teman-teman													
							Secara umum, merek ini memiliki kualitas yang baik													
							Merek ini merupakan merek dengan kualitas yang unggul													
							Saya menyukai merek tersebut													
							Saya memiliki pendapat yang baik mengenai merek tersebut													
							Jika merek tersebut tersedia saya akan membeli merek tersebut													
							Jika merek tersebut tersedia saya mungkin akan membelinya													
Lokal					Luar		Menurut Anda, dari manakah merek tersebut berasal?							Lokal					Luar	

Roka							Merek							So Nice						
STS	TS	ATS	N	AS	S	SS								STS	TS	ATS	N	AS	S	SS
							Saya sangat familiar dengan merek tersebut													
							Saya tahu banyak mengenai merek tersebut													
							Merek tersebut memiliki image yang sangat baik													
							Merek tsb membuat saya terlihat baik di depan teman-teman													
							Secara umum, merek ini memiliki kualitas yang baik													
							Merek ini merupakan merek dengan kualitas yang unggul													
							Saya menyukai merek tersebut													
							Saya memiliki pendapat yang baik mengenai merek tersebut													
							Jika merek tersebut tersedia saya akan membeli merek tersebut													
							Jika merek tersebut tersedia saya mungkin akan membelinya													
Lokal					Luar		Menurut Anda, dari manakah merek tersebut berasal?							Lokal					Luar	

Yakult							Merek							Ovaltine						
STS	TS	ATS	N	AS	S	SS								STS	TS	ATS	N	AS	S	SS
Lokal					Luar		Menurut Anda, dari manakah merek tersebut berasal?							Lokal					Luar	

Nevada							Merek							Bata						
STS	TS	ATS	N	AS	S	SS								STS	TS	ATS	N	AS	S	SS
Lokal					Luar		Menurut Anda, dari manakah merek tersebut berasal?							Lokal					Luar	

The Executive							Merek							Lea Jeans						
STS	TS	ATS	N	AS	S	SS								STS	TS	ATS	N	AS	S	SS
							Saya sangat familiar dengan merek tersebut													
							Saya tahu banyak mengenai merek tersebut													
							Merek tersebut memiliki image yang sangat baik													
							Merek tsb membuat saya terlihat baik di depan teman-teman													
							Secara umum, merek ini memiliki kualitas yang baik													
							Merek ini merupakan merek dengan kualitas yang unggul													
							Saya menyukai merek tersebut													
							Saya memiliki pendapat yang baik mengenai merek tersebut													
							Jika merek tersebut tersedia saya akan membeli merek tersebut													
							Jika merek tersebut tersedia saya mungkin akan membelinya													
Lokal					Luar		Menurut Anda, dari manakah merek tersebut berasal?							Lokal					Luar	

Giordano							Merek							Fila						
STS	TS	ATS	N	AS	S	SS								STS	TS	ATS	N	AS	S	SS
							Saya sangat familiar dengan merek tersebut													
							Saya tahu banyak mengenai merek tersebut													
							Merek tersebut memiliki image yang sangat baik													
							Merek tsb membuat saya terlihat baik di depan teman-teman													
							Secara umum, merek ini memiliki kualitas yang baik													
							Merek ini merupakan merek dengan kualitas yang unggul													
							Saya menyukai merek tersebut													
							Saya memiliki pendapat yang baik mengenai merek tersebut													
							Jika merek tersebut tersedia saya akan membeli merek tersebut													
							Jika merek tersebut tersedia saya mungkin akan membelinya													
Lokal					Luar		Menurut Anda, dari manakah merek tersebut berasal?							Lokal					Luar	

Asus							Merek							Acer						
STS	TS	ATS	N	AS	S	SS								STS	TS	ATS	N	AS	S	SS
							Saya sangat familiar dengan merek tersebut													
							Saya tahu banyak mengenai merek tersebut													
							Merek tersebut memiliki image yang sangat baik													
							Merek tsb membuat saya terlihat baik di depan teman-teman													
							Secara umum, merek ini memiliki kualitas yang baik													
							Merek ini merupakan merek dengan kualitas yang unggul													
							Saya menyukai merek tersebut													
							Saya memiliki pendapat yang baik mengenai merek tersebut													
							Jika merek tersebut tersedia saya akan membeli merek tersebut													
							Jika merek tersebut tersedia saya mungkin akan membelinya													
Lokal					Luar		Menurut Anda, dari manakah merek tersebut berasal?							Lokal					Luar	

Axioo							Merek							Advan						
STS	TS	ATS	N	AS	S	SS								STS	TS	ATS	N	AS	S	SS
							Saya sangat familiar dengan merek tersebut													
							Saya tahu banyak mengenai merek tersebut													
							Merek tersebut memiliki image yang sangat baik													
							Merek tsb membuat saya terlihat baik di depan teman-teman													
							Secara umum, merek ini memiliki kualitas yang baik													
							Merek ini merupakan merek dengan kualitas yang unggul													
							Saya menyukai merek tersebut													
							Saya memiliki pendapat yang baik mengenai merek tersebut													
							Jika merek tersebut tersedia saya akan membeli merek tersebut													
							Jika merek tersebut tersedia saya mungkin akan membelinya													
Lokal					Luar		Menurut Anda, dari manakah merek tersebut berasal?							Lokal					Luar	

Appendix 5 – Questionnaire (English Version)

I am Yessy Trisiana Lestari, a student from International Business Management Program, University of Atma Jaya Yogyakarta. Right now, I am doing a research about brand origin confusion effect to brand preference and brand purchase intention. In order to analyze this effect, your information is needed. Therefore, I would like to ask your help to fill this questionnaire which the result will be used for my research later.

Questionnaire Part I

Name :

Gender : ☐ Male / ☐ Female

Age : ☐ 18 – 20 years old
☐ 21 – 23 years old
☐ 24 – 26 years old
☐ 27 – 29 years old

University :

The next page is the second part of this questionnaire which has several brands from 5 categories, personal care, food, beverages, fashion items, and laptop. Please evaluate each of the brands in terms of brand origin confusion, brand knowledge, brand preference, and brand purchase intention by giving a check (v) to the cell provided. The scales to evaluate each brand are:

Strongly disagree (SD)
Disagree (D)
Somewhat disagree (SWD)
Neutral (N)
Somewhat agree (SWA)
Agree (A)
Strongly agree (SA)

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Formula

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							

Ciptadent

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Natur

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Sunsilk

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Biore

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							





Roka

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



So Nice

In your opinion, where is the brand come from?				Local		Foreign		
Variable	SD	D	SW D	N	SW A	A	SA	
I am very knowledgeable about this brand								
I like this brand								
I am likely to buy it (if available)								



Lays

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Delfi

In your opinion, where is the brand come from?				Local		Foreign		
Variable	SD	D	SW D	N	SW A	A	SA	
I am very knowledgeable about this brand								
I like this brand								
I am likely to buy it (if available)								



Country Choice

In your opinion, where is the brand come from?				Local		Foreign		
Variable	SD	D	SW D	N	SW A	A	SA	
I am very knowledgeable about this brand								
I like this brand								
I am likely to buy it (if available)								



Ades

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Yakult

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Ovaltine

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Nevada

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Bata

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Lea Jeans



Giordano

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Fila

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Asus

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Acer

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Axioo

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							



Advan

In your opinion, where is the brand come from?				Local		Foreign	
Variable	SD	D	SW D	N	SW A	A	SA
I am very knowledgeable about this brand							
I like this brand							
I am likely to buy it (if available)							

Appendix 6 – Questionnaire (Bahasa Version)

Dengan hormat,

Saya Yessy Trisiana Lestari, mahasiswi program studi manajemen internasional Universitas Atma Jaya Yogyakarta. Saya sedang melakukan penelitian mengenai “Brand Origin Confusion Effect” terhadap preferensi dan niat beli konsumen. Untuk menunjang penelitian saya ini, dibutuhkan informasi dari saudara/saudari sekalian. Oleh sebab itu saya menggunakan kuisisioner ini yang dimana hasilnya akan digunakan untuk kepentingan penelitian saya.

Atas perhatian dan bantuannya, saya ucapkan terima kasih.

Kuisisioner Bagian I

Nama :

Jenis kelamin : ☐ Laki-laki / ☐ Perempuan

Umur : ☐ 18 – 20 tahun
☐ 21 – 23 tahun
☐ 24 – 26 tahun
☐ 27 – 29 tahun

Universitas :

Halaman berikutnya merupakan **bagian II** dari kuisisioner ini dimana terdapat sejumlah nama merek barang dari 5 kategori yaitu *personal care*, makanan, minuman, *unisex fashion items*, dan *laptop*. Berilah pendapat anda tentang merek tersebut dengan memberikan tanda centang (v) pada jawaban yang menurut anda benar yang diwakili dengan pengukuran:

Sangat tidak setuju (STS)

Tidak Setuju (TS)

Agak tidak setuju (ATS)

Netral (N)

Agak setuju (AS)

Setuju (S)

Sangat setuju (SS)

Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								
Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								
Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								
Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								
Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								
Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								



Formula



Ciptadent



Natur



Sunsilk



Biore



mungkin akan membeli merek tersebut							
-------------------------------------	--	--	--	--	--	--	--

Sunsilk





Roka

Menurut anda, dari manakah merek tersebut berasal?					Lokal		Luar	
Variabel	STS	TS	ATS	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								
Menurut anda, dari manakah merek tersebut berasal?					Lokal		Luar	
Variabel	STS	TS	ATS	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								



So Nice

Menurut anda, dari manakah merek tersebut berasal?					Lokal		Luar	
Variabel	STS	TS	ATS	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								



Lays

Menurut anda, dari manakah merek tersebut berasal?					Lokal		Luar	
Variabel	STS	TS	ATS	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								



Delfi

Menurut anda, dari manakah merek tersebut berasal?					Lokal		Luar	
Variabel	STS	TS	ATS	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								



Country Choice

Menurut anda, dari manakah merek tersebut berasal?					Lokal		Luar	
Variabel	STS	TS	ATS	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								



Ades

Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								
Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								
Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								
Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								
Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								
Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								



Yakult



Ovaltine



Nevada



Bata



The Executive



Lea Jeans



Giordano

Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								



Fila

Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								



Asus

Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								



Acer

Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								



Axioo

Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								



Advan

Menurut anda, dari manakah merek tersebut berasal?					Loka l		Lua r	
Variabel	ST S	TS	AT S	N	AS	S	SS	
Saya tahu banyak tentang merek tersebut								
Saya menyukai merek tersebut								
Jika merek tersebut tersedia, saya sangat mungkin akan membeli merek tersebut								

Appendix 7 - Multi-item and Single-item Response Rate Results

	Multi-item measurement	Single-item measurement
Total questionnaires distributed	150	150
Total of returned questionnaires	138	149
Total of questionnaires used	87	147
Response Rate	$87 / 150 \times 100 \% = 58 \%$	$147 / 150 \times 100 \% = 98 \%$

Appendix 8 – Descriptive Statistics (Gender, Age, and University Origin)

Gender

GENDER	Frequency	Percent
Male	70	47,61905
Female	77	52,38095
Total	147	100

Age

AGE	Frequency	Percent
18-20	52	35,37415
21-23	86	58,5034
24-26	9	6,122449
Total	147	100

Universities

Universities	Frequency	Percent
UAJY	120	81,63265
UGM	10	6,802721
STIE	5	3,401361
USD	9	6,122449
UPN	3	2,040816
Total	147	100

Appendix 9 – Frequency Origin Misjudgment Perception and Ratio

Local Brands	Fre- quency	Misjudgment Ratio (%)
Category / Brand Name		
Personal Care		
Formula	32	21,33
Ciptadent	24	16,00
Natur	23	15,33
Food		
So Nice	9	6,00
Delfi	131	87,33
Beverages		
Country Choice	110	73,33
Ades	72	48,00
Fashion Item		
Nevada	88	58,67
The Executive	121	80,67
Lea Jeans	114	76,00
Laptop		
Axioo	60	40,00
Advan	41	27,33

Foreign Brands	Fre- quency	Misjudgment Ratio (%)
Category / Brand Name		
Personal Care		
Sunsilk	38	25,33
Biore	16	10,67
Rejoice	59	39,33
Food		
Roka	35	23,33
Lays	12	8,00
Beverages		
Yakult	27	18,00
Ovaltine	47	31,33
Fashion Item		
Bata	113	75,33
Giordano	11	7,33
Fila	25	16,67
Laptop		
Asus	11	7,33
Acer	18	12,00

Apeendix 10 – Averaged Data According to the Variables and Brand (Local)

	Brand	Variable			
No	Local	BK	BP	BUY	BOC
1	Formula	4,2133	3,6933	3,5667	21,3333
2	Ciptadent	4,1867	3,3533	3,2400	16,0000
3	Natur	4,0400	3,2067	3,0467	15,3333
4	So Nice	4,4400	3,5800	3,4600	6,0000
5	Delfi	4,9733	5,3867	5,3000	87,3333
6	Country Choice	4,4600	4,5933	4,4933	73,3333
7	Ades	4,9400	5,0267	5,0933	48,0000
8	Nevada	4,7133	4,6133	4,5933	58,6667
9	The Executive	5,0333	5,4000	5,3933	80,6667
10	Lea Jeans	4,6933	4,7400	4,6800	76,0000
11	Axioo	3,9933	3,4933	3,3933	40,0000
12	Advan	3,7067	3,1133	3,0067	27,3333
	AVG	4,4494	4,1833	4,1056	45,8333

Note: BOC is “Brand Origin Confusion”; BK is “Brand Knowledge”; BP is “Brand Preference”; BUY is “Brand Purchase Likelihood”

Apeendix 11 – Averaged Data According to the Variables and Brand (Foreign)

	Brand	Variable			
No	Foreign	BK	BP	BUY	BOC
1	Sunsilk	4,8667	4,7133	4,6200	25,3333
2	Biore	5,1667	5,3000	5,2667	10,6667
3	Rejoice	4,7067	4,1867	4,0800	39,3333
4	Roka	4,6867	5,1600	5,1267	23,3333
5	Lays	5,2000	5,6667	5,6467	8,0000
6	Yakult	5,3667	5,8200	5,7533	18,0000
7	Ovaltine	4,5800	4,7800	4,6733	31,3333
8	Bata	4,3867	3,8933	3,7667	75,3333
9	Giordano	5,0733	5,3933	5,3067	7,3333
10	Fila	4,5600	4,7333	4,6267	16,6667
11	Asus	5,1867	5,2733	5,1933	7,3333
12	Acer	4,9000	4,8533	4,6867	12,0000
	AVG	4,8900	4,9811	4,8956	22,8889

Note: BOC is “Brand Origin Confusion”; BK is “Brand Knowledge”; BP is “Brand Preference”; BUY is “Brand Purchase Likelihood”

Appendix 12 – SPSS Output of Regression Analysis

- The effect of local brand knowledge to local brand preference

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,945 ^a	,894	,883	,2948383

a. Predictors: (Constant), Local Brand Knowledge

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,239	,923		-4,593	,001
	Local Brand Knowledge	1,893	,207	,945	9,164	,000

a. Dependent Variable: Local Brand Preference

- The effect of local brand origin confusion to local brand preference

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,885 ^a	,784	,762	,4202102

a. Predictors: (Constant), Local Brand Origin Confusion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,971	,235		12,642	,000
	Local Brand Origin Confusion	,026	,004	,885	6,022	,000

a. Dependent Variable: Local Brand Preference

- The effect of local brand origin confusion and local brand knowledge to local brand preference

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,993 ^a	,986	,983	,1138129

a. Predictors: (Constant), Local Brand Origin Confusion, Local Brand Knowledge

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,054	2	4,027	310,872	,000 ^b
	Residual	,117	9	,013		
	Total	8,170	11			

a. Dependent Variable: Local Brand Preference

b. Predictors: (Constant), Local Brand Origin Confusion, Local Brand Knowledge

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,098	,454		-4,624	,001
	Local Brand Knowledge	1,279	,113	,639	11,283	,000
	Local Brand Origin Confusion	,013	,002	,431	7,623	,000

a. Dependent Variable: Local Brand Preference

- The effect of local brand origin confusion, local brand knowledge to local brand preference and brand knowledge as moderating variable to its effect.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,993 ^a	,986	,980	,1207138

a. Predictors: (Constant), Moderation , Local Brand Knowledge, Local Brand Origin Confusion

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,054	3	2,685	184,230	,000 ^b

Residual	,117	8	,015		
Total	8,170	11			

a. Dependent Variable: Local Brand Preference

b. Predictors: (Constant), Moderation , Local Brand Knowledge, Local Brand Origin Confusion

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2,118	1,108		-1,912	,092
Local Brand Knowledge	1,283	,257	,641	4,990	,001
Local Brand Origin Confusion	,013	,024	,448	,557	,593
Moderation	,000	,005	-,018	-,020	,984

a. Dependent Variable: Local Brand Preference

- The effect of local brand preference to local brand purchase likelihood

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999 ^a	,998	,997	,0460153

a. Predictors: (Constant), Local Brand Preference

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,297	,069		-4,331	,001
Local Brand Preference	1,052	,016	,999	65,378	,000

a. Dependent Variable: Local Purchase intention

- The effect of local brand origin confusion to local brand purchase likelihood

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	,876 ^a	,767	,743	,4600017
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a. Predictors: (Constant), Local Brand Origin Confusion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,842	,257		11,048	,000
	Local Brand Origin Confusion	,028	,005	,876	5,733	,000

a. Dependent Variable: Local Purchase intention

- The effect of local brand preference and local brand origin confusion to local brand local brand purchase likelihood

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999 ^a	,998	,998	,0447184

a. Predictors: (Constant), Local Brand Origin Confusion, Local Brand Preference

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,053	2	4,527	2263,660	,000 ^b
	Residual	,018	9	,002		
	Total	9,071	11			

a. Dependent Variable: Local Purchase intention

b. Predictors: (Constant), Local Brand Origin Confusion, Local Brand Preference

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,396	,103		-3,845	,004

Local Brand Preference	1,090	,034	1,034	32,391	,000
Local Brand Origin Confusion	-,001	,001	-,040	-1,260	,239

a. Dependent Variable: Local Purchase intention

- The effect of foreign brand knowledge to foreign brand preference

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,860 ^a	,740	,714	,3047121

a. Predictors: (Constant), Foreign Brand Knowledge

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,751	1,453		-1,893	,088
	Foreign Brand Knowledge	1,581	,297	,860	5,331	,000

a. Dependent Variable: Foreign Brand Preference

- The effect of foreign brand origin confusion to foreign brand preference

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,812 ^a	,659	,625	,3485423

a. Predictors: (Constant), Foreign Brand Origin Confusion

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,527	,160		34,600	,000

Foreign Brand Origin Confusion	-,024	,005	-,812	-4,400	,001
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a. Dependent Variable: Foreign Brand Preference

- The effect of foreign brand origin confusion and foreign brand knowledge to foreign brand preference

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,902 ^a	,814	,772	,2717397

a. Predictors: (Constant), Foreign Brand Origin Confusion, Foreign Brand Knowledge

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,902	2	1,451	19,653	,001 ^b
	Residual	,665	9	,074		
	Total	3,567	11			

a. Dependent Variable: Foreign Brand Preference

b. Predictors: (Constant), Foreign Brand Origin Confusion, Foreign Brand Knowledge

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,105	1,990		,053	,959
	Foreign Brand Knowledge	1,052	,385	,572	2,730	,023
	Foreign Brand Origin Confusion	-,012	,006	-,396	-1,891	,091

a. Dependent Variable: Foreign Brand Preference

- The effect of foreign brand preference to foreign brand purchase likelihood

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	,999 ^a	,997	,997	,0340220
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a. Predictors: (Constant), Foreign Brand Preference

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,325	,090		-3,599	,005
	Foreign Brand Preference	1,048	,018	,999	58,180	,000

a. Dependent Variable: Foreign Purchase Intention

- The effect of foreign brand origin confusion to foreign brand purchase likelihood

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,801 ^a	,641	,605	,3755609

a. Predictors: (Constant), Foreign Brand Origin Confusion

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,461	,172		31,725	,000
	Foreign Brand Origin					
	Confusion	-,025	,006	-,801	-4,226	,002

a. Dependent Variable: Foreign Purchase Intention

- The effect of foreign brand preference and brand origin confusion to foreign brand purchase likelihood

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,999 ^a	,997	,997	,0339548

a. Predictors: (Constant), Foreign Brand Origin Confusion, Foreign Brand Preference

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3,919	2	1,960	1699,654	,000 ^b
Residual	,010	9	,001		
Total	3,930	11			

a. Dependent Variable: Foreign Purchase Intention

b. Predictors: (Constant), Foreign Brand Origin Confusion, Foreign Brand Preference

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,473	,171		-2,767	,022
	Foreign Brand Preference	1,074	,031	1,023	34,848	,000
	Foreign Brand Origin Confusion	,001	,001	,030	1,020	,335

a. Dependent Variable: Foreign Purchase Intention