

**THESIS**

**THE EFFECT OF COUNTRY OF ORIGIN IMAGE ON UZBEK  
CONSUMERS` ATTITUDE AND PURCHASE INTENTION TOWARD  
APPAREL PRODUCTS**



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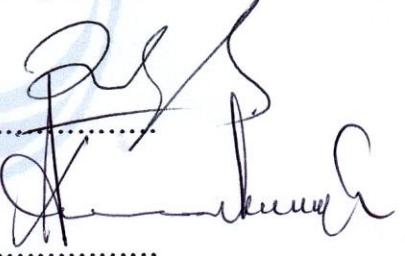
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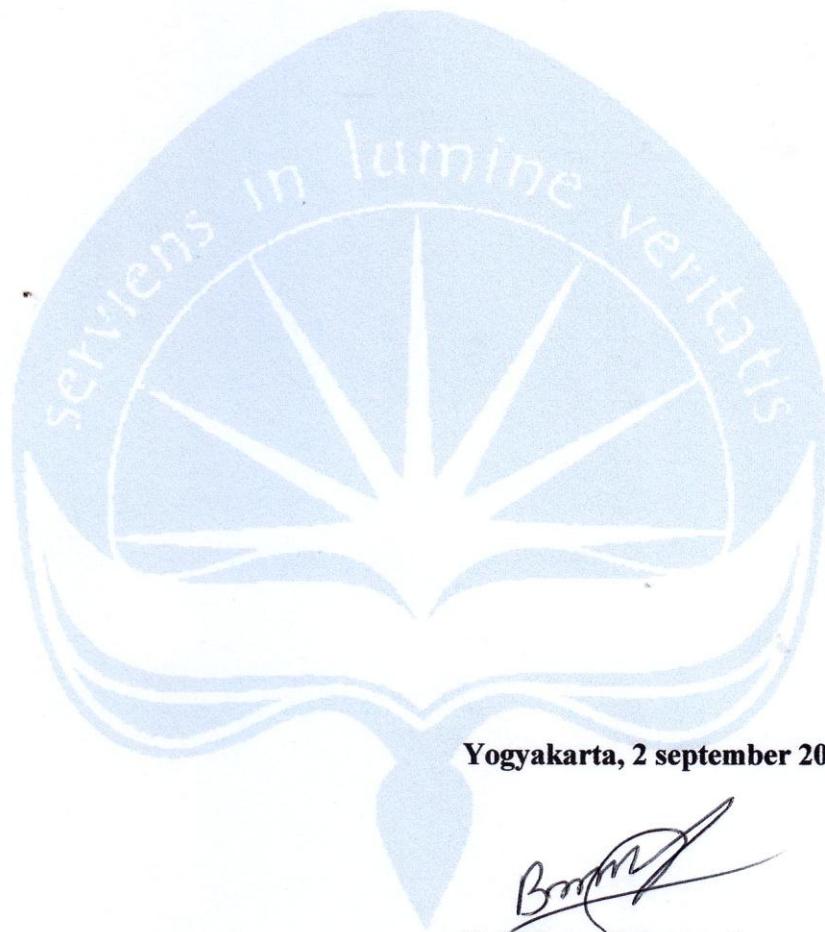


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**DECLARATION**

This thesis represents my own work and contains no materials which has been previously submitted for a degree or diploma in the University of Atma Jaya Yogyakarta or any other institution, except where due acknowledgement is made.



**Yogyakarta, 2 september 2014**

**Bakhtiyor Bekmurodov**

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## ***Abstract***

*The purpose of this study is to learn the influence of country of origin image toward Uzbek consumer's attitude and purchase intention on apparel products from South Korea, Turkey and Uzbekistan.*

*Based on the objectives of the study, the online survey questionnaire was employed to collect the primary data through google form application. A total of 203 Uzbek people completed and returned usable questionnaires. After that, the collected data analyzed through Statistical Package for the Social Sciences software (SPSS), version 16. Simple linear regression analysis was conducted twice 1) COO image toward Attitude, 2) Attitude toward Purchase Intention.*

*The findings showed that COO image has positive influence on Uzbek consumers' attitude toward South Korean and Turkish apparel products, but showed no influence on Uzbek consumers' attitude toward Uzbek apparel products. And we found out that Attitude of Uzbek consumers' has influence on their purchase intention positively. in general, it was concluded that imported apparel products were evaluated more favorably than domestic apparel products for Uzbek consumers.*

**Keywords:** COO image, attitude toward the product, purchase intention, apparel products

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