



Purchase Intention of International Branded Clothes Fashion among Younger's in Jakarta

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ABSTRACT

The purpose of this study is to investigate the factors influencing consumer's purchase intention among younger's on international branded clothes fashion in Jakarta. Data for this study was collected through self-administered questionnaire and distributed through convenient sampling method. A total of 100 completed and usable questionnaires have been collected. Pearson Correlation analysis and multiple regression analysis were applied to determine the interrelation of different variables in purchase intention. Findings of this study are limited by the number of respondents, area and location of the study, and absence of other methods to obtain results other than questionnaire. Empirical results show that there is a significant correlation between independent variables (perceived quality, brand image and country of origin) towards the dependent variable (purchase intention). This study is important to the marketers to understand the factors that influence consumers purchase intention. Marketers could also make improvement and strengthen their business based on selected variable to be more competitive.

Keywords: Brand Image, country of origin, perceived quality, purchase intention.

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1.0 INTRODUCTION

Purchase intention is the feeling of people that makes them to purchase the product or service more and more. It's because of the product that they thought is can bring satisfaction to them and makes them buy more and more. Also, it's not all customers have this feeling before having experience in that situation. And also some of customer has a different feeling of the product and service that the company offer.

Purchase behaviour is an important key point for consumers during considering and evaluating of certain product (Keller, 2001). Which means that, to build the purchase intention toward consumer, the

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consumer should purchase the product and evaluate the product. From the evaluation, consumer will have experience, feeling and satisfaction. Once the consumer satisfies with the product, then the purchase intention will exist and becoming a habit for them. This project will focus on how purchase intention occurs among younger clothes fashion. As people know that fashion is popular style and trends especially in clothing, footing and accessories. Also, fashion is considered as habitual trends in the style of the person dresses. Therefore, fashion is one of the habits among people on this earth to dress and look nice (Tee et. al 2014).

Furthermore, fashion is becoming business that all people need and becoming famous in the market. This can be a tool for people to deliver the needs of consumers to purchase and able to know the percentage of purchase intention in market to consumers. On the other hand, clothes fashion becomes so famous among younger people. They start to dress and look nice in public. (Ghosh, 1990) stated that purchase intention is an effective tool use in predicting purchasing process. This means that when consumers decide to purchase the product in a certain store, they will be driven by their intention. Which means that, nowadays producer needs some of data to investigate what are the factors that makes purchase intention occur in the market and among consumer. With this thing called purchase intention, in can be a tool for producer to obtain information how the product that they produce can bring satisfaction to the consumer. Also producers are able to deliver and develop the product and service to serve better. This is why purchase intention exists among consumers.

According to (Lim, Arokiasamy, and Moorthy, 2010), they stated that price and quality, advertising, current fashion design and country-of-origin are the most important factors that are influencing consumer preferences on their purchasing decision for fashion products. This means that nowadays consumers all around the world have a step when they want to buy the product. The first important step that they are taking is by looking the COO of the product come from. And with looking at it makes them easy to buy products and have the intention to purchase. And also when a consumer sees the product which international product, in the consumer's mind that product it should be good and perfect.

A study has been done by (Papadopoulos et al, 1993), shows that the consumer preferences of a product's country of origin (hereafter COO) are based on their knowledge towards the products and the brand which is their "cognitions", the positive and negative attitudes towards the COO which is consumer "affect" and "conative" behaviour which is when the consumers actually buy the foreign products. Conclusively, COO has a major impact on consumer preferences, especially in the fashion industry. From this author above means that nowadays consumer prefers to by product's country of origin, so it's becoming a major impact for customers to feel intention to purchase. Therefore this study trying to identify the following objectives:

- To investigate whether perceived quality affects the purchase intention among younger's international branded clothes fashion in Jakarta.
- To check whether brand image affects the purchase intention among younger's international branded clothes fashion in Jakarta.
- To test whether Country of Origin (COO) affects the purchase intention among younger's international branded clothes fashion in Jakarta.

2.0 LITERATURE REVIEW

PURCHASE INTENTION

Fandos and Flavian (2006) explain the phenomenon of purchase intention as the projected behaviour of consumers on short basis about the repetition purchase of specific product i.e. When someone decided to buy the product whenever he/she will come again to the market. From the information above, it shows that purchase intention will create behaviour among consumer when they purchase the product. Hence, it makes consumer purchase the product more and more, because it's becoming habit that exist in their self.

According to (Jin and Kang, 2011) explains purchase intention relating four behaviours of consumers, including the undoubted plan to buy the product, thinking unequivocally to purchase the product, when someone contemplate to buy the product in the future, and to buy the specific product utterly. It shows that when consumer purchase the product and create purchase intention habit in their self. They will think before they purchase with certain reason that can bring them into satisfaction from the product or service. And also when consumer following the four steps above, it can make them feel that this product is very useful and come again the next time in the shop for looking other product which is can give them satisfaction.

Overall, refer to the study of (Siti, Pan and Mohaini, 2014) and (Tee, Gharleghi, and Chan, 2013). Purchase intention is consider as habit that exist in the market for consumer when they purchase the items. And also it makes firm having competitive advantage that they get something unique to make consumer really love with what they offer. On the other hand, it's also becoming behaviour for consumer when they take the decision to purchase. With purchase intention will make the doing repurchase the items. Purchase intention already exists in the market among Younger's International Branded Clothes Fashion in Jakarta. The purchase intention in this study refers to five items, adopted by above scholars which was measuring using five point Likert scale.

PERCEIVED QUALITY

Perceived quality is a critical element for consumer decision making; consequently, consumers will compare the quality of alternatives with regard to price within a category (Jin and Yong, 2005). In consumer mind, quality is very important thing for them. Before they make a decision to purchase, they will evaluate the quality of the product first. Then they will think about the price of the product. If they think the product quality is make sense with the price, and then they will make decision to purchase. But some of consumer will compare two products with same type. For example is when consumer purchase shirt, then they will find other shirt and compare it. After all, they will choose the shirt based on the quality and price as well.

According to (Davis et al, 2003), perceived quality is directly related to the reputation of the firm that manufactures the product. Which means is, perceived quality factor is really useful for the firm because when firm produce such a good quality. It can bring them a good image of the firm as well. It also make consumer believe with the product that they produce can bring a satisfaction. This is a good thing for company to get success. It is because when they able to deliver such a good quality of the product. It can make the name of the firm become famous and consumer will look for their product. Therefore, perceived quality can bring good image for firm and make consumer have intention to purchase.

Overall, refer to the study of (Tee, Gharleghi, and Chan, 2013). Perceived Quality has huge impact on the market and for consumer as well. The reason behind the Perceived Quality is made consumer has felt the product has good quality and also to build purchase intention among consumers. Furthermore, Perceived Quality makes purchase intention occur among consumer in Jakarta. The perceived quality in this study refers using four items and five items adopted by (Tee, Gharleghi, and Chan, 2013) which was measuring using five point Likert scale. Therefore based on the above literature the following hypothesis can be made:

H1: There is a relationship between perceived quality and purchase intention.

BRAND IMAGE

According to (Kinra, 2006) reviewed that consumers tend to have positive brand image perceptions towards international brand of products. This means, consumer has the knowledge and feeling when they choose products when they want to purchase. They probably think when they purchase a product with a strong brand image will make them satisfy and have the intention to purchase. And usually they

choose a product that has a strong brand name among consumer at market and it must be international brand. Because it has good quality and when consumer purchase that product will make them feel proud. For example is when a consumer wants to purchase shirts, they will think what are the brand that famous and has good quality. And probably they will go and purchase the shirt in Ted Baker, Massimo Dutti and Ermenegildo Zegna. Those examples of the brand name are international brand of products and also they are famous in the market makes them has a good brand image to offer for the consumer. Therefore, consumers will visit and have the intention to purchase.

According to (Hsieh, Pan, & Setiono, 2004) successful brand image enables consumers to identify the satisfaction of a brand, compare the difference between the brands from its competitors and increases the chances for consumers to repurchase the brand. This means that nowadays people expect the product with a perfect brand image so it can influence them to repurchase the brand. And also when they have positive feelings of satisfaction, it can guide them to have an intention to purchase, and it can also guide them to be the first brand that they choose when they want to purchase the next time. For example is when consumer purchase television with Sony, then they have a positive feeling of satisfaction. It will guide them to purchase another product created by Sony for next purchasing. This is the positive impact that brand image will make customer has purchase intention habit. Therefore based on the above literature the following hypothesis can be made:

H2: There is a relationship between brand image and purchase intention.

COUNTRY OF ORIGIN (COO)

Overall, refer to the study of (Bhakar, Shailja, and Shilpa, 2013) Country of Origin is the huge impact on purchase intention. This point is brought many things for consumers, make consumer has knowledge of the product, and keep in their mind that the product from abroad is good quality and make them satisfy. The reason behind this is nowadays considered as globalization era and makes people able to obtain product from abroad. That is, make Country of Origin (COO) is becoming the impact that make purchase intention occur. Furthermore, Country of Origin makes purchase intention occur among consumer in Jakarta. The Country of Origin in this study refers using five items, (Bhakar, Shailja, and Shilpa, 2013) which was measuring using five point Likert scale.

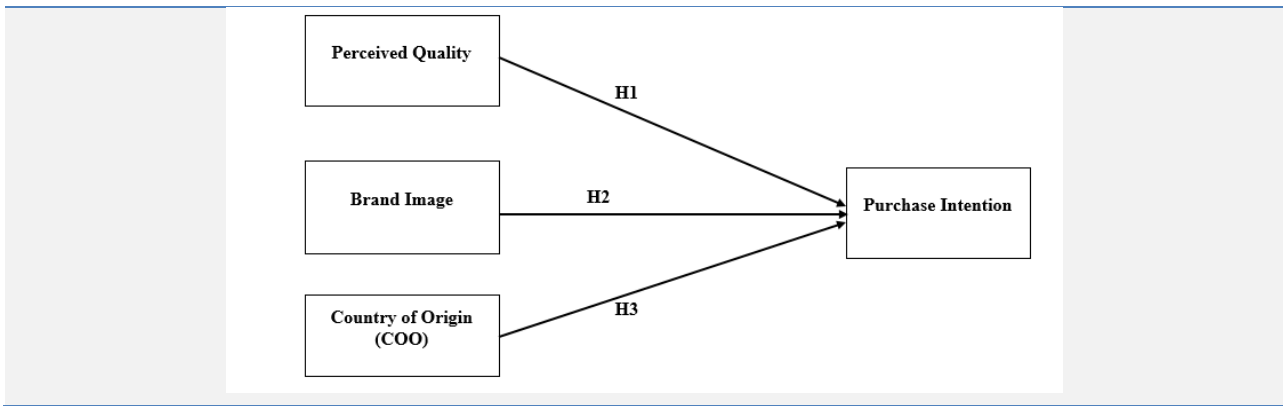
Positive attitudes would result in higher purchase intention toward products of this category from that country (Roth and Romeo, 1992). According to (Hsieh et al., 2004) also point out that consumers' attitudes toward COO image could affect their brand purchase intention. This means that Country of Origin (COO) is giving impact and make consumer has a high purchase intention habit when they see a product from abroad. Therefore based on the above literature the following hypothesis can be made:

H3: There is a relationship between Country of Origin (COO) and purchase intention.

3.0 RESEARCH METHODOLOGY

The sampling technique for the project is a Non-probability. Which mean that the sampling type use the element selected based on non-probabilistic consideration. Which means the researcher allow to do survey from different people with different characteristic. Since, the total population of Jakarta is 9.6 million people exactly the population number in Jakarta. Therefore, with that huge number of population in Jakarta, the researcher will target the small group of younger clothes fashion in Jakarta to complete this project. Sample size will be 100 respondents to find information from younger's international branded clothes fashion in Jakarta near by Shopping Mall in Jakarta. Beside it is a convenience way to get the sample, the researcher can meet and gather the information from the different people with different characteristic. Also with sample size able to save money, time and high level of accuracy for this project.

Figure 1: Research framework



Data collection method is process of getting the raw information which can be the answer of the research. In this part, the researcher will show how the researcher able to get information. For this project, the researcher using primary and secondary data. Primary research will be obtained by survey. It will use written questioning form. Also the questionnaire that used to collect the data will get via face-to-face or through other communication media. Also by mail questionnaire will use to obtain information. The questionnaire sent to the respondent via mail. To save time and cost is useful for collecting accurate data. A total of 100 set of questionnaire will deliver to the targeted respondent. It will delivered by using hard copy of the questionnaire and the rest will be delivered by main questionnaire and some of student from Jakarta who living in Malaysia will help to collect and complete the questionnaire. All the gathered information will be analysed by using Statistical Package for Social Science for Windows (SPSS for Windows Version 20). SPSS used in this project to produce accurate result for researcher. On the other hand, descriptive analysis will be used to tabulate the frequency table for the respondent characteristic such as gender, age, occupation, education and income level. Furthermore, Pearson Moment Correlation test will be used to measure the correlation between independent variable toward dependent variable. Lastly, Multiple Regression test will be used to measure the best prediction of dependent variable from several independent variables.

4.0 EMPIRICAL FINDINGS

We study the impact of perceived quality, brand image, and country of origin towards purchase intention in Jakarta. We start with analysing the respondent profile and a brief review of the profile suggests the following table:

Table 1: Gender of respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	64	64.0	64.0	64.0
Valid Female	36	36.0	36.0	100.0
Total	100	100.0	100.0	

Table 2: Age of respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 19 Years Old	15	15.0	15.0	15.0
Valid 20-30 Years Old	46	46.0	46.0	61.0
Valid 31-35 Years Old	15	15.0	15.0	76.0
Valid 36-40 Years Old	12	12.0	12.0	88.0
Valid Above 40 Years Old	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Table 3: Income level of respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Less than Rp 3.000.000	31	31.0	31.0	31.0
	Rp 3.000.001 - Rp 6.000.000	22	22.0	22.0	53.0
	Rp 6.000.001 - Rp 9.000.000	6	6.0	6.0	59.0
	Rp 9.000.001 - Rp 12.000.000	17	17.0	17.0	76.0
	More than Rp 12.000.000	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

PEARSON CORRELATION ANALYSIS

The Correlation is used to look at the 'net strength' relationship between two continuous variables. Pearson product-moment correlation coefficient is the correlation coefficient which conducted to view the correlation between variables from the range of -1.00 to +1.00. When the value is near to 0, it represents a little or absolutely no correlation between variables.

Correlation coefficient can be either positive or negative, depending on the direction of the correlation between variables. A negative correlation coefficient shows inverse correlation between two variables.

Figure 1: Pearson correlation value

Dancey and Reidy's (2004) categorisation:	
Value of the Correlation Coefficient	Strength of Correlation
1	Perfect
0.7 - 0.9	Strong
0.4 - 0.6	Moderate
0.1 - 0.3	Weak
0	Zero

Source: Dancey and Reidy's, 2004

Table 4: Pearson correlation results

		Perceived Quality	Brand Image	Country of Origin
Purchase Intention	Pearson Correlation	0.957**	0.975**	0.977**
	Sig. (2-tailed)	.000	.000	.000
	N	105	105	105

** denotes sig at 5%

MULTIPLE REGRESSION ANALYSIS

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985 ^a	.970	.969	.16560

a. Predictors: (Constant), country_of_origin, Perceived Quality, brand image

According from the table above, it shows that the coefficient determination of R Square is 0.970. It represents that perceived quality; brand image and country of origin have contributed to 97.0 % towards purchase intention in Jakarta. On the other hand, 3 % (100-97) identify as the elastic factors that is uncontrollable.

Table 6: ANOVA analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.767	3	28.589	1042.446	.000 ^b
	Residual	2.633	96	.027		
	Total	88.400	99			

a. Dependent Variable: purchase_intention
b. Predictors: (Constant), country_of_origin, Perceived_Quality, brand_image

Based on the table above, the F value is 1042.446 is significant at the level of 0.000 ($p < 0.1$). Hence, the overall regression model for perceived quality, brand image and country of origin is working properly in explaining the different in purchase intention in Jakarta.

Table 7: Regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.361	.117		3.091	.003
	Perceived Quality	.255	.086	.219	2.965	.004
	Brand Image	.226	.099	.235	2.278	.025
	Country of origin	.451	.058	.544	7.712	.000

a. Dependent Variable: purchase intention

The formula uses to identify the beta value of standardized coefficients is stated as below and it shows how each of the independent variables (Perceived Quality, Brand Image and Country of Origin) impact on the dependent variable (Purchase Intention):

$$\text{Purchase Intention} = 0.219 \text{ Perceived Quality} + 0.235 \text{ Brand Image} + 0.544 \text{ Country of Origin}$$

$$\begin{matrix} (t= 2.965) & (t= 2.278) & (t= 7.712) \\ (p= 0.004) & (p= 0.025) & (p=0.000) \end{matrix}$$

From the coefficients table above, perceived quality has a significant positive influence towards purchase intention on international branded product ($p=0.004$, $t=2.965$, $\beta=0.219$). If perceived quality increased by one unit, it will increase the purchase intention toward international branded product by 0.219 as well. Brand image also has a significant positive influence toward purchase intention on international branded product. The data are $p=0.025$, $t=2,278$, $\beta=0.235$. If brand image increased by one unit, it will increase the purchase intention on international branded product by 0.235 as well. Furthermore, country of origin has a significant positive influence toward purchase intention on international branded product. The data are $p=0.000$, $t=7.712$, $\beta=0.544$. If the country of origin increase by one unit, it will increased the purchase intention on international branded product by 0.544 as well.

Ho: There is no relationship between perceived quality and purchase intention.

Information in the table above shows that The Pearson Correlation between perceived quality and purchase intention value is positive. The Pearson Correlation value which is 0.957 and the p-value 0.000 which is $P < 0.01$. Therefore null (H_{10}) Hypothesis is rejected and alternative (H_{1A}) Hypothesis is accepted. The result shows that there is a relationship between perceived quality and purchase intention. Since the Pearson Correlation value (r) is 0.957 and it is nearly to 1. Refer to Figure 1, showed that the relationship between perceived quality and purchase intention is consider very strong and there is a positive correlation between perceived quality and purchase intention.

According to the previous researcher (Tee, Gharleghi, and Chan, 2013) in their research on consumer preference in choosing international fashion brand, they also found that there is a significant relationship between perceived quality and purchase intention ($r = 0.796$ and $p < 0.05$). Besides, according to the previous researcher (Jalilvand, Samiei and Mahdavinia, 2011) in their research on component on purchase

intention in the automobile industry, they also found that there is a significant relationship between perceived quality and purchase intention ($r = 0.242$ and $P < 0.00$).

Ho: There is no relationship between brand image and purchase intention.

Information in the table above shows that The Pearson Correlation between brand image and purchase intention value is positive. The Pearson Correlation value which is 0.975 and the p-value 0.000 where $P < 0.01$. Therefore null (H_{20}) Hypothesis is rejected and alternative (H_{2A}) Hypothesis is accepted. The result shows that there is a relationship between brand image and purchase intention. Since the Pearson Correlation value (r) is 0.975 and it is nearly to 1. Refer to Figure 1, showed that the relationship between brand image and purchase intention is consider very strong and there is a positive correlation between brand image and purchase intention.

According to the previous researcher (Tariq, Nawaz, Nawaz and Butt, 2013) in their research on consumer perception about branding and purchase intention in the FMCG in an emerging market, they also found that there is a significant relationship between brand image and purchase intention ($r = 0.321$, p-value 0.000 and $P < 0.01$). Besides, according to the previous researcher (Tee, Gharleghi, and Chan, 2013) in their research on consumer preference in choosing international fashion brand, they also found that there is a significant relationship between brand image and purchase intention ($r = 0.695$ and $P < 0.05$). The previous researcher has been concluding that brand image is one of the impact on the consumer to have purchase intention toward international branded product.

Ho: There is no relationship between Country of Origin (COO) and purchase intention.

Information in the table above shows that The Pearson Correlation between country of origin and purchase intention value is positive. The Pearson Correlation value which is 0.977 and the p-value 0.000 where $P < 0.01$. Therefore null (H_{30}) Hypothesis is rejected and alternative (H_{3A}) Hypothesis is accepted. The result shows that there is a relationship between country of origin and purchase intention. Since the Pearson Correlation value (r) is 0.977 and it is nearly to 1. Refer to Figure 1, showed that the relationship between country of origin and purchase intention is consider very strong and there is a positive correlation between country of origin and purchase intention.

According to the previous researcher (Tee, Gharleghi, and Chan, 2013) in their research on consumer preference in choosing international fashion brand, they also found that there is a significant relationship between country of origin and purchase intention ($r = 0.838$ and $P < 0.05$). Besides, according to the previous researcher (Hsiu-Li Chen, 2009) in their research on the effect of country variables on young generation's attitude towards American product, they also found that there is a significant relationship between country of origin and purchase intention ($r = 0.174$ and $P < 0.05$). The previous researcher has been concluding that country of origin is the strongest impact on the consumer to have purchase intention toward international branded product. And also consumer will not look for another factor if the country of origin factor is not suitable for them (Jamali, Samadi, Gharleghi, 2015).

5.0 CONCLUSION

In conclusion, it shows that perceived quality, brand image and country of origin has influence toward purchase intention on the international branded clothes fashion in Jakarta. Also the correlation is considered as strong and solid. The researcher found that country of origin has the strongest influence toward purchase intention on the international branded clothes fashion in Jakarta. According to (Heimbach, Johansson, and MacLachlan, 1989) which indicated that country-of-origin has the strongest influence on purchase intention. This factor not only influence consumer to buy clothes fashion. It also influences the company to get the best resource to produce product and get the best material from the country who are expert. On the other hand, based on the findings in this research, brand image also is one of the strongest factors that able to influence the consumer of having intention to purchase. Perceived quality is also another important factor that will influence consumer of having intention to

purchase. These are the major marketing policy implication toward the marketing managers to take care of these factors while promoting the products.

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