

The Influence of the Image of a Brand's Country-of-origin on the Consumer's Purchase Intention in Buying a Mobile Phone

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Abstract

Consumer behavior is a crucial aspect of marketing. Through the behavior of consumers, companies can formulate sales strategies and, at the same time, improve their competitiveness. This paper summarizes the related literature on country-of-origin image, perceived value, purchase intention, and traditional word-of-mouth, and proposes a framework model. In the model, the independent variable is the image of the country of origin, the mediator variable is the perceived value, the purchase intention is the dependent variable, and traditional word-of-mouth is the moderating variable. The research variables are specifically divided, and the measurement scales are determined. Among them, the image of the country of origin is divided into three dimensions: political and economic image, product image, and consumer image; one dimension is perceived value, and word-of-mouth is divided into two dimensions: positive word-of-mouth and negative word-of-mouth. Hypothesized relationships between variables are presented. Research the countries that sell the top five brands of mobile phones in Thailand. They are the mobile phone brands of China, the United States, and South Korea. Based on this

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hypothesis, the influence of the source country image on purchase intention is put forward. The Influence of Country of Origin Image on Perceived Value: The impact of perceived value on purchase intention. Does word of mouth have a moderating effect? Perceived value has a mediating effect. The hypothesis is established through a literature review; however, there is a lack of quantitative data to support it. In future research, researchers can use this model to verify whether the hypothesis is established through qualitative and quantitative research.

Keywords: Customer behavior, Perceived value, country of origin image, Mobile Phone in Thailand

Introduction

Nowadays, mobile phones have become an indispensable part of people's lives. The world's leading international brands of mobile phones include Apple's mobile phones from the United States, Samsung's mobile phones from South Korea, and Huawei's mobile phones from China. At the same time, these mobile phones are also popular among customers in Thailand. There are currently more than 30 mobile phone brands entering the Thai mobile phone market (Sun, Chen, & Pleggenkuhle-Miles. According to a report by Statista 2022, Chinese smartphone maker Xiaomi ranked first in Thailand last year with sales of 2.6 million units, accounting for 16% of the market. Oppo, Vivo, Samsung, and Apple followed.

These five vendors accounted for 63% of the local smartphone market in 2021. Understanding what consumers want to buy becomes an important part of the strategy. When consumers purchase goods, various factors influence their purchasing decisions. In international marketing(Statista, 2022). Numerous studies by scholars have confirmed that the image of the country of origin affects consumers' purchase intentions. When

consumers purchase unfamiliar products (Moon, Chadee, & Tikoo, 2008), they form their perceptions of the country of origin and make purchase intentions based on these perceptions (Zhang, Wu, & Buhalis, 2018). At the same time, consumers will be influenced by traditional word-of-mouth in the purchasing process to inform their purchase decisions.

The image of the country of origin has attracted the attention of many marketing scholars. P(Wen, Aston, Liu, & Ying, 2020) believed that the image of the country of origin has a more significant impact on consumers' purchasing behavior than the brand name, in addition to the influence on consumer behavior, it also affects tourists, organizational buyers, retailers, and foreign investors. The target market has an important influence, and the concept of national assets and national branding is proposed. Scholars (Wen et al., 2020) believe that brand equity can be enhanced by improving the image of the country of origin; therefore, the image of the country of origin is an intangible asset for both the government and the enterprise, and can be used as a source of sustainable competitive advantage in global marketing. Source (Khourouh, Sudiro, Rahayu, & Indrawati, 2020). For enterprises, whether they can gain a competitive advantage through the image of the country of origin and whether consumers accept their products have become the focus of marketing attention.

Studying the influence of the country of origin image on consumer behavior is necessary. In addition, with the acceleration of the globalization process, many multinational companies are also incorporating their consumption values and culture into their sales of goods. Increasingly, companies are adopting cross-cultural marketing management, and research on consumers from diverse cultural backgrounds has become increasingly important.(Hien, Phuong, Tran, & Thang, 2020)Whether products or brands from different countries have an

image associated with the country of origin for consumers, and whether consumers' purchase intentions are affected by the country of origin. Assuming that it is affected, how does the image of the country of origin affect product evaluation and purchase intention?(Danilwan & Pratama, 2020) The current research on the impact of the country of origin image on consumer purchase decisions primarily focuses on Western consumers. As one of the largest exporting and consumer countries in the world, there is relatively little literature on the study of country-of-origin image and its impact on consumer purchase behavior or intention within the cultural context of Thailand.

Research objective

1. To study the effect of country-of-origin image on purchase intention.
2. To study the effect of the country of origin image on perceived value.
3. To study the effect of perceived value on purchase intention.
4. To study whether word of mouth has a moderating effect.

Literature review

(Danilwan & Pratama, 2020) Consumers' perception of the characteristics of products produced in a particular country, their emotions towards a country, and the resulting desire to buy products from that country. (Micevski, Diamantopoulos, & Erdbrügger, 2020) Gradually develop consumers' stereotypes that the product is made in a particular country. (Erisen et al., 2021) Impression or perception of a country. This national impression or cognition is based on the country's economic conditions, political structure, culture, conflicts with other countries, and

environmental affairs. In 1975, Fishbein first published the theory of rational behavior. Willingness refers to the subjective probability that individuals will perform specific actions. Chaiken (1985) defined intention as the individual's ability to act or the tendency to plan future actions. (Li, Li, Jin, & Wang, 2019) made a further improvement in the research. He believed that whether buyers will take action in a particular situation is determined by their willingness to do so. Most researchers agree that consumer behavior is determined by willingness.

Halo effect model: There is a large amount of literature on the halo effect, illustrating the process by which the image of the country of origin affects consumers' purchase intentions (Nicolau, Mellinas, & Martín-Fuentes, 2020). Among these, Han's statement has far-reaching influence. He proposed that the halo effect occurs when consumers are unfamiliar with a country's products, causing them to use the country of origin as a "halo" to infer the product's quality. Consequently, the image of the country of origin directly influences consumers' preferences.

In the halo effect, the image of the country of origin is directly related to the consumer's attitude towards the product's nature, and this attitude will then influence their attitude towards the brand or product, which also affects their willingness to purchase. (Von Helversen, Abramczuk, Kopeć, & Nielek, 2018) When a customer is faced with a product or brand they are unfamiliar with, they will prefer to use their overall understanding of the product to evaluate it. Therefore, from this model, we can see that the image of the source country has a positive impact on the consumer's willingness to purchase.

The theoretical model of the halo effect is based on the early signaling hypothesis (Rossanty & PUTRA NASUTION, 2018). Assuming that the country

of origin is used as one of the signals, the customer evaluates the product based on the information received.

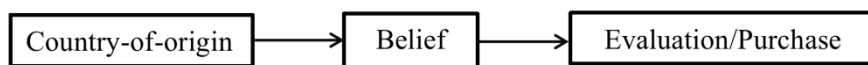


Table1:Halo Effect Model

Consumer Purchase Intention

Wishes are also referred to as behavioral willingness in psychology. It refers to the preparation of an individual in the early stage of performing a specific behavior, and it is also a trend to respond to a specific event or thing.

DODDS, Monroe, GrewAl's research in 1991, proposed that the definition of purchasing is to be a product, brand, or service, the probability probability of individuals to perform this operation, so we can think from the fact that it is said that The willingness to buy is a measurement indicator that can make early predictions to consumers' purchase behavior.

(Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, 2020) Consumers' purchase intentions and actual purchase behavior are more closely correlated in the following situations: existing products are more highly valued than new products, durable products are more highly valued than non-durable products, short-term purchases are more highly valued than long-term purchases, and specific products are more highly valued than product categories.

According to J. E. Lee, Goh, and Noor (2019), the cross in the minds of customers indicates that they intend to make a purchase. Consumers will find information about products, evaluate them, make purchases, and provide feedback throughout the process of purchasing products.

Therefore, they will buy the products they need after this, so that their shopping meets their requirements for the product.

Consumers' preferences for smartphones differ.

Therefore, consumers' purchase behavior depends on their characteristics, such as brand, price, quality, innovation awareness, and Country of origin (J. E. Lee et al., 2019).

The Country of origin comprises three key factors: political economy, product image, and consumer image. This study examines the impact of consumer inventory on purchasing behavior.

Consumers' behavior refers to the choices made by consumers based on their preferences and satisfaction when selecting, purchasing, and consuming products and services. Different processes are involved in consumer behavior (Panwar, Anand, Ali, & Singal, 2019). At first, consumers tried to find products they wanted to buy, choosing those that satisfied their practical needs. Consumers predict the amount they can bear. Ultimately, consumers assess the price of goods and decide whether to purchase the product.

Factors Affecting Consumers' Purchase Intention

(1) Due to individual differences and the influence of macro factors, such as politics, economy, and culture in the host country, consumers exhibit diverse and complex consumption behaviors. Based on existing research results from various countries worldwide, the study on demographic characteristics and consumer behavior reveals that the demographic characteristics of consumers, including gender, age, occupation, income, education level, and geographical location, are generally consistent across different regions. Individual characteristics that will be considered include internal clues (J. Lee, Song, & Hong, 2019), which refer to the subject's attributes that reflect their value. The indicators emphasized by different

products vary accordingly. For example, mobile phone products emphasize appearance, quality, performance, reliability indicators, and durability.

(2) Product externalities.

(3) Externality is relative to internality. It refers to external factors such as price, brand image, guarantee, word of mouth, and source image that cannot alter the internal attributes of the product and have no bearing on the product's inherent attributes.

Consumer situational effects.

(4) Research on the impact of situational factors on consumers' purchase intentions has undergone a development process from examining a single factor to considering the overall environment. Individual purchasing decisions will fluctuate as circumstances change. Philip Kotler (1973) noted in his research on the retail industry that various shopping situations, including prices, advertisements, promotions, and public relations, can be leveraged as powerful marketing tools that influence the likelihood of purchase.

Situational factors affect consumers' purchasing decisions.

Socioeconomic factors. This factor encompasses a range of factors, including political, legal, economic, cultural, population, natural environment, technological environment, and other environmental factors at the macro level. These factors will influence consumers' assessment of social prospects, which will, in turn, impact their willingness to purchase.

Research on the country-of-origin effect has long been a research hotspot. However, research on mobile phone brands is still in its exploratory stage. The research selects Thai consumers as the research

object to study the country-of-origin effect on their choice of mobile phone brands.

The country-of-origin effect was first proposed by Schooler in 1965. The research indicates that consumers have varying evaluations of products from different countries, and they are more inclined towards products from economically developed countries, thus confirming the existence of the country-of-origin effect.

Gregory (1994) found that, regardless of the type of product, the image of the country of origin is a significant factor influencing consumers' purchase decisions; however, the importance of this image is weaker than that of the product's quality and price.

(Rossanty & PUTRA NASUTION, 2018) Believed that the country of origin effect is the process of evaluating the quality of products in different countries based on the information of the country of origin, and then making a purchase decision. Wang (Xin & Seo, 2019) verified the relationship between consumer purchase intention and brand by analyzing Chinese consumer samples. The country of origin image is significantly correlated.

(Vuong & Khanh Giao, 2020) Research has shown that when consumers believe the quality of products produced in a particular country is reliable, they tend to develop a positive attitude towards the country's brand. Conversely, if political factors lead to a hostile attitude towards a particular country, consumers will also have a negative attitude towards the country's brand. Consumers respond differently depending on their existing knowledge base about a country. Anderson (1995) concluded that consumers' purchase intentions are influenced by the image of the country of origin of the purchased brand. When consumers cannot accurately identify the differences between brands, that is, they have

incomplete product information, the image of the country of origin will significantly affect their purchase intention.

Since the country-of-origin effect was proposed, numerous scholars have examined the composition of the country-of-origin image from both macro and micro perspectives. For example, Martin and Eroglu (1993) divided the image of the country of origin into three dimensions: politics, economy, and technology. Nagashima (1977) analyzed the image of the country of origin from the dimensions of price and value, advertising and reputation, design and style, service and craftsmanship, and consumer image. (Rossanty & PUTRA NASUTION, 2018) pointed out that the research on the image of the country of origin should start from consumers, not researchers, thus developing two dimensions for consumers: product image and consumer image.

From the perspective of the combination of macro and micro, the research refers to the three dimensions of the image of the source country proposed by Rossanty and Putra Nasution (2018), namely the degree of political and economic development, product image, and consumer image.

Based on a review of the existing literature, this study confirms that the image of the country of origin has a significant impact on purchase intention, as supported by both theoretical circles and practical applications. This finding suggests that the country of origin has a positive effect on consumers' willingness to purchase.

For research on the purchase behavior of mobile phone brands in Thailand, a hypothesis can be formulated.

H1a. The degree of product image development in the source country has a positive impact on customer purchase intention.

H1b. The political economy of the country of origin has a significant positive impact on purchase intention.

H1c. The consumer image of the country of origin has a positive impact on purchase intention.

The effect of country-of-origin image on perceived value. Dzever and Quester (1997) investigated the impact of the country-of-origin image effect on the purchasing behavior of industrial products. The research results indicate that the country of origin of the products directly influences buyers' evaluation of product quality. Additionally, it will also influence buyers' preferences.

Dzever (1998) noted that the quality of brand perception is influenced by consumers' ethnocentrism and the country-of-origin effect, which primarily refers to the positive or negative perceptions of product quality associated with a country. Stereotype.

When Han and Quester (1988) studied the effect of country of origin on multi-nationality or dual-nationality products, they found that both product origin cues and brand name cues had an impact on consumers' product quality perception, but the former's impact on product evaluation was greater than the latter's.

In addition, An (Islam, Attiq, Hameed, Khokhar, & Sheikh, 2018) distinguished between functional value and symbolic value when examining the impact of the country of origin image on the purchasing behavior of consumers who buy single-nationality products or dual-nationality electronic products.

Based on the model proposed by Cowan and Guzman (2020), I added the image of the country of origin as a new variable to the model. I found, through an investigation of consumers, that the image of the country of origin has a significant influence on both the functional evaluation and

symbolic evaluation of products. It has a significant impact, and the image of the source country is evaluated more favorably in terms of product functionality than its symbolic value.

From the above literature review, it is evident that the image effect of the country of origin has a significant impact on consumers' product evaluation and quality perception.

Based on the above research, this study puts forward the following hypotheses:

H2a. The degree of product image development in the country of origin has a positive impact on perceived value.

H2b. The political economy of the country of origin has a positive effect on perceived value.

H2c. The consumer image of the country of origin has a positive effect on perceived value.

The impact of perceived value on purchase intention

Cattin and Jolibert (1985) highlighted the relationship between perceived value and consumption intention in their perceived value formation model, suggesting that consumers perceive positive perceived value as promoting their further purchase intentions. Dodds, Monroe, and Grew (1991) noted that consumers' willingness to buy depends on both the value obtained from the product and the price paid when studying the impact of price, brand, and store name on consumers' perceptions of product quality. The relative relationship, that is, the perceived value of the product, ultimately determines the consumer's purchase intention, and it is positively correlated with perceived value (Anderson, 1994; Ravald & Gronroos, 1996).

(Cowan & Guzman, 2020) Found a significant relationship between the perceived value of services and consumer behavior. In addition, Letham

(1988) proposed the perceived value model, which suggests that both internal attributes and external attributes of the product will affect perceived value, ultimately influencing product purchase intention. A large number of studies have confirmed that the higher the perceived benefits of a product or service, the higher the perception of value, and the higher the perceived value, the higher the consumer's intention to purchase the product. This study puts forward the following hypotheses:

H3 Perceived value has a positive impact on customer purchase intention. Word of mouth influences purchase intention. Purchasing intention refers to the likelihood of consumers' purchasing behavior, and it can effectively predict actual purchasing behavior. The stronger the purchasing intention, the greater the possibility of implementing purchasing behavior (Cheung & Thadani, 2012). Products can be categorized into promotion-oriented and prevention-oriented products based on their distinct functional attributes. The former is a product that increases the joy of life; the latter is a product that ensures life safety. Product type moderates the impact of word-of-mouth direction on persuasiveness. When evaluating promotion-targeted products, scholars believe that positive word of mouth is more persuasive than negative word of mouth. When evaluating preventive-targeted products, negative word-of-mouth is more persuasive than positive word-of-mouth. Persuasive.

Chakravarty et al. (2010) found that consumers who seldom attend movie theaters are more likely to be persuaded by negative word of mouth, while frequent movie theater visitors are less affected by it. The matching of one-sided word-of-mouth and extreme ratings is more convincing (Scholer, 2011). Sun (2012) pointed out that it is not a single rating that affects purchase intention, but the distribution range of product ratings. The study found that the average score and standard deviation of product

ratings have an impact on purchase intentions, and products with low average scores and high standard deviations increase profits. A product with a high average score and a high standard deviation will drive away vacillating consumers and reduce profits. The quantity of word-of-mouth adjusts the influence of word-of-mouth direction on purchase intention. When the number of word-of-mouth is large, the higher the word-of-mouth score, the higher the credibility of word-of-mouth, and the stronger the purchase intention; on the contrary, when the number of word-of-mouth is small, the higher the word-of-mouth score, the lower the authenticity of word-of-mouth, and the lower the purchase intention. Based on this, this study puts forward the research hypothesis about the moderating effect of traditional word-of-mouth as follows:

H4a Positive word-of-mouth has a moderating effect on the relationship between country of origin, product image, and purchase intention.

H4b Positive word of mouth has a moderating effect on the relationship between country of origin, political economy, and purchase intention.

H4c Positive word-of-mouth has a moderating effect on the relationship between country of origin, consumer image, and purchase intention.

H5a Negative word of mouth has a moderating effect on the relationship between country of origin, product image, and purchase intention.

H5b Negative word of mouth has a moderating effect on the relationship between country of origin, political economy, and purchase intention.

H5c Negative word of mouth has a moderating effect on the relationship between country of origin, consumer image, and purchase intention.

The purpose of this research is to start from the consumer's point of view, through a survey of Thai consumers, based on the top 5 national brands in the research are mainly mobile phone brands in China, the United States and South Korea, to explore the image of the country of origin The impact on consumers' purchase intentions, the impact of country of origin on perceived value, and the impact of consumers' perceived value on purchase intentions, because consumers perceive the image of the country of origin based on their perceptions, and then decide their purchase intentions based on their perceptions. Moreover, word of mouth has a moderating effect on the relationship between country of origin image and purchase intention. Among them, the country of origin image is primarily divided into three dimensions: political and economic image, product image, and consumer image; perceived value serves as an intermediary variable. Traditional word-of-mouth, as an adjustment variable, is primarily categorized into positive word-of-mouth and negative word-of-mouth. Perceived value and purchase intention are not further divided into dimensions.

Conceptual framework

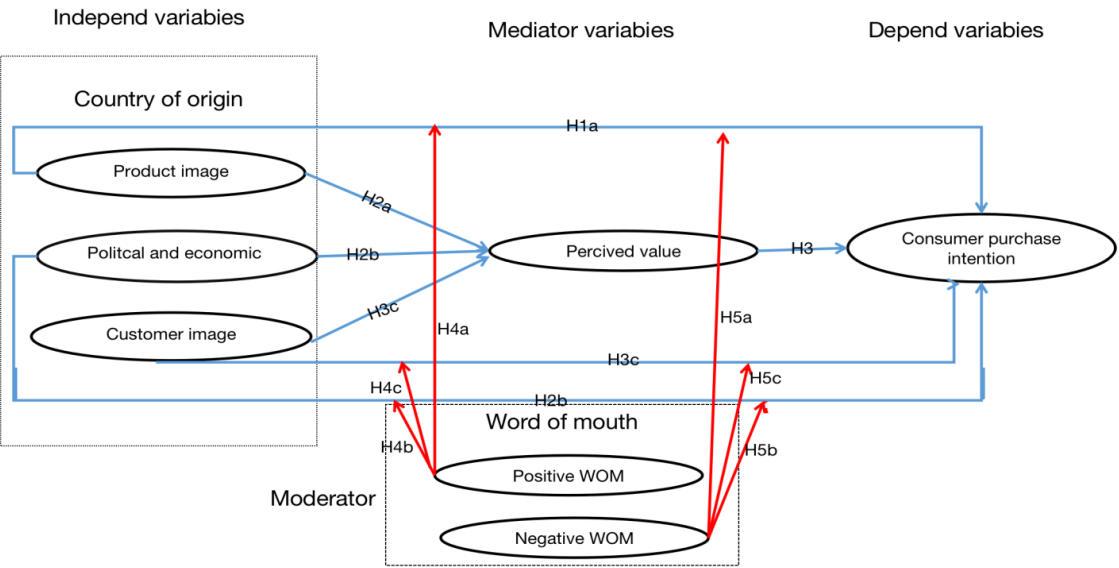


Table2: Conceptual framework

Conclusion

This paper presents hypotheses and develops a model of the country of origin effect, drawing on relevant theoretical and empirical research on the country of origin effect in the literature and referencing existing studies. In the model, the independent variable is the image of the country of origin, the mediator variable is the perceived value, the purchase intention is the dependent variable, and traditional word-of-mouth is the moderating variable. Among them, the image of the source country is divided into three dimensions: political and economic image, product image and consumer image; one dimension is perceived value, and traditional word-of-mouth is divided into two dimensions: positive word-of-mouth and negative word-of-mouth and other relevant literature are reviewed and sorted out for the following Model construction and hypotheses lay the theoretical foundation. Firstly, the related concepts, such as the country of origin image defined by different scholars, are

reviewed. Based on this review, the research definition proposed in this paper is presented, along with an analysis of the influencing factors and formation mechanism that affect the country of origin image. Secondly, the definition of purchase intention is reviewed, and the influencing factors of consumers' purchase intention are analyzed; the theoretical basis of consumers' purchase intention is expounded. Third, explain the impact of traditional word-of-mouth on consumer behavior. Fourth, the definition of perceived value is clarified, and its characteristics are explained.

Future research

This paper examines the relationship between the source country, perceived value, word of mouth, and customer purchase intention. However, it lacks data support and does not specify the central source countries, such as China, the United States, and South Korea. In the future, the framework model can be further validated through both qualitative and quantitative research methods.

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