

# GLOBAL JOURNAL

OF MANAGEMENT AND BUSINESS RESEARCH: E

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## Marketing

Latest Marketing Techniques

Online Consumer Behavior

Highlights

Customer Buying Decision

Online Advertisement Techniques

Discovering Thoughts, Inventing Future

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# The Review of the Two Latest Marketing Techniques; Viral Marketing and Guerrilla Marketing which Influence Online Consumer Behavior

By Ken Fong & Rashad Yazdanifard

*Southern New Hampshire University, Malaysia*

**Abstract-** The internet has developed into a new distribution channel and online trading is increasing rapidly in a decade. This has created a need for us to understand how the consumer perceives online purchases. Online marketing techniques are the art and science of selling products or services over digital networks, such as the Internet and cellular phone networks. Internet in the consumer decision-making process ensures that marketer to make greater use of this tool, while consumers are changing or challenging traditional pattern of supply of the commercial websites.

**Keywords:** *online marketing techniques, consumer perceives, online purchase, digital network.*

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THE REVIEW OF THE TWO LATEST MARKETING TECHNIQUES; VIRAL MARKETING AND GUERRILLA MARKETING WHICH INFLUENCE ONLINE CONSUMER BEHAVIOR

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Ken Fong <sup>α</sup> & Rashad Yazdanifard <sup>σ</sup>

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## I. INTRODUCTION

As the world now had become increasingly in information and digital, there is no surprise that the internet has become a major place for consumer to shop for the product and service. The invention of the internet and the latest marketing technique had changed the traditional way which how consumer shop and purchasing. A consumer is no longer bound to opening times or in specific location. However, consumers can become active at virtually any time and places and purchase products or services. The internet is a new medium for communication and information exchange that had become a part in our daily life. The internet users are constantly increasing which also mean that the importance of online marketing and the online purchasing is increasing. The speed of increase is explained by the growth in the use of broadband technology combined with a consumer behavior's change (Oppenheim, 2006). The information technologies and emergence of online stores has not been same as it was in the past. Now in order to survive in this cut throat competition it is important for the marketer to understand the factors that matter for consumers when they purchase products and services on internet. As the competition in the online business is more intensive, it becomes more important for online marketer to understand the consumer acceptance of online purchasing. On the other hand, the latest

marketing technique which expected will be influencing online consumer behavior include guerrilla marketing, cross-media marketing, digital marketing, and viral marketing etc.

## II. ONLINE CONSUMER BEHAVIOR

The online purchasing behavior of online consumers has attracted researchers' attention during the last ten years (Connolly, R. & Bannister, F., 2007). When faced with many varieties of products and services that available for sale, consumer seeks for help to help them decide whether to make a purchase on a product or not. One of the most common tools is the consumer recommendation such as consumer reviews, consumer suggestions or consumer references also can be the driving force in choosing from which hotel to live to which Smartphone application to download (Fagerstorm, A. & Ghinea, G., 2011).

In general, consumers' recommendations came from the marketing strategy term is known as word-of-mouth which what other consumers discuss about the product or service of a firm or organization. Such recommendations are known to be particularly influential in purchasing decisions when they are generally perceived as more believe and confidence than recommendations from an organization or advertisers (Amdt, 1967).

However, the word-of-mouth has become one of the most powerful factors in predicting the long-term success of experience goods (De vany, A. & Walls, D., 1999). The online reviews were also extended beyond assisting consumers in their decision making. Online product reviews present an unbelievable valuable source of information for marketers who hope to understand how consumers respond to their products. Marketers can intercept online reviews in real time, and also can quickly learn about the difference in product distribution or performance or strength and so on.

As a result, online reviews made opportunities for marketers to engage in corrective measures in time and without delay (Tsang, A. & Prendergast, G., 2009). Nearly 20 percents of internet users seeks the opinion of online reviews prior before purchasing a product or

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service and these users take reviews into account when making their purchasing decisions (Senecal, S. & Nantel, J., 2004). Overall, online consumer reviews show that online consumers are willing to seek online reviews, and to accept them as a valuable and credible source of information about product strengths and weaknesses.

### III. MARKETING TECHNIQUE 1 (VIRAL MARKETING)

Viral Marketing is also called the electronic Word-of-mouth marketing. It is a direct marketing technique in which an organization persuades online consumer to forward its publicity material in e-mails. Viral marketing depends on a pass over information from person to person. If a large percentage of people forward something to a large number of friends, the overall growth will become very quickly.

However, relatively few marketing viruses achieve success on a scale similar to Hotmail, widely known as the first application of viral marketing. Today, viral marketing has become a mainstream marketing instrument used by multinational firms in various industries which include Nike, Unilever, and Volkswagen etc. Those firms appreciate viral marketing as a means to benefit from the additional trust sources receive while remaining largely in control of the message content (Bampo, Mauro, Micheal T., 2008).

The current trend toward viral marketing also has been fueled by the growing popularity of social network platforms such as Facebook which has more than 1 billion connected consumers sharing marketing messages with just a single click on their laptop or mobile devices. The resulting potential for viral marketing campaigns on Facebook is an evident from popular examples such as the games like FarmVille and CityVille. On the other hands, consumers' reactions to viral marketing seemingly differs for more versus less utilitarian products, according to theory from social psychology (Aronson, Elliot, Timothy D., 2012). Success stories about viral marketing campaigns on Facebook and similar platforms almost exclusively involve products that fit well with the platforms' fun-oriented environments.

Consequently, when Facebook users receive viral marketing messages, they do not expect the messages to promote primarily Unitarian products, because such products do not fit well with their fun expectation. In summary, marketing managers must used to it on their Facebook viral marketing strategy to their product. The same sharing mechanism features that helped products such as FarmVille has achieved more than 100 million consumers in less than 40 days can seriously harm the chances of success of useful products.

The main difference between viral marketing and word-of-mouth is the pertain to the origin of the

marketing message. If consumers rather than firms create the content of a marketing message, the respond of consumers should be strongly affected when they process information through the peripheral route, which implies that they depends hardly on social cues (Hinze, Oliver, Christian Schulze, 2013).

### IV. THE ADVANTAGE OF VIRAL MARKETING

The key to viral marketing is to get an online consumer to a firm webpage to do recommendation to someone else who they think will be interested. Online consumer will be referring a firm webpage to another potential consumer, who will hopefully go on to buy the products and services. A firm can create a network of people visiting the website who are already interested in the content. The advantage of viral marketing is that it increases exposure to interested potential online consumer that can make the firm can have as many different viral agents as have different type of customer.

Other than that, the most creative viral marketing plans use others' resources to get the word out. Affiliate programs, for example, place text or graphic links on others' websites. Authors, who give away free articles, seek to position their articles on others' WebPages. A news release can be picked up by hundreds of periodicals and form the basis of articles seen by hundreds of thousands of readers. Now someone else's newsprint or webpage is relaying a firm marketing message.

### V. MARKETING TECHNIQUE 2 (GUERRILLA MARKETING)

Guerilla marketing is a technique that used by firms to increase firms productivity in order to achieve firms' value and mission. The crowded competitive business environment is a main influence that had cause failures to most of the firms that are not standing out enough or not popularly known by potential customers. Consumers ignores and felt boring with the traditional media such as television, radio and print ads that contain message of their firms' product (Wang, C., Zhang, P., Choi, R. & D'Eredita, M., 2002).

The latest marketing strategy introduced was guerrilla marketing and it can attract consumers' attention with the creativity of advertising and divert their direction of observation on the target of product. Guerrilla marketing was designed for the small firms, it should be based on human psychology, profits, cooperate business with other firms to increase competitive advantages instead of struggles against the competitors (Chen, 2011). There are two reasons to use guerilla marketing, which are to create buzz and build relationships among consumers. Guerilla marketing techniques have been used by a number of brands, both large and small, in different situations. It is a

common reason to use guerrilla marketing techniques is to find a new way to communicate with consumers.

In 2004, Nike sought to communicate with consumers through instant messaging. Despite the success stories and the many reasons to use guerilla marketing, if directed at the wrong audience or not executed properly, it can actually hurt a firm brand (Hallisy, 2006). Guerrilla marketing has proven to be a valuable communication and outreach tool (Hatch, 2005).

## VI. ADVANTAGE OF GUERRILLA MARKETING

Guerrilla marketing is a low-cost, high-impact marketing strategy that allows small firms act like large firms (Castronovo, C. & Huang, L., 2012). When the firms use guerilla marketing, it can sustain the business activity in long-term. Most of the small firms were contributed in the skilled labor market and it will cause the market become cheaper, efficient, and effective (Arslan, S. & Durlu-Ozkaya, F., 2012). In this situation, it can decrease the rate of unemployment in the national development. The larger quantity of labors is increase the rate production of the products and services. When the firm's production is increasing, it will create the awareness of the brand image and it will affect the consumers diver their perception towards the products and services that produced by the firm.

Some of the people found out that one of the advantages of guerrilla marketing are unexpected; it describes when the consumers get shocking on the advertising media which most of them applies guerrilla marketing on it (Omar, A. Lindsey, D. & Dimitrios, K, 2009). Other than that, consumers were unintentionally shows their emotions such as shocking, excited and amazed when they observe or realize the advertising media. Furthermore, the consumer is interacting with the message of the product from advertising media and it keeps an impressive image in consumer's mind.

## VII. DISCUSSION

The purpose of this paper was to determine how effective these are both marketing technique to influence online consumer behavior. This review paper is important because in current realistic society, people had neglected and ignored the traditional advertising and they are partial to social online media such as Facebook, Twitter, or instagram.

Marketer and advertiser need to be changed because of the current realistic consumer behavior. Although online viral marketing technique presents a good opportunity for advertisers, success in this area remains elusive to most of the firms (Ferguson, 2008). This is partly due to the many uncontrollable elements in the online environment. Electronic word-of-mouth is one of today's most powerful and effective marketing tools. It is reported to be one of the fastest growing sectors in

marketing and media services. Smart marketer or advertiser have a chance to become a part of the consumer-driven eWOM (Electronic Word-Of-Mouth) conversation through well-planned, well-researched and well-executed eWOM marketing program, they will be well positioned to influence consumers' purchase intention.

To work out an effective online viral marketing technique that can attract online consumer attention, it is important to recognize these uncertainties while at the same time realize the ability of the firm enable to make strategic choices that can maximize the success rates. The social cost of maintaining a large amount of people leads to weaker average connection and as a result limited effect on subsequent generations of consumers. Therefore, to have a larger number of easily affected individuals than to have a few highly connected hubs in a social network (Watts, D. J. & P. S. Donnes, 2007). When online consumers share too few or too many common interests, diffusion outcome is not very optimal. Instead, a moderately heterogeneous group of consumers could increase the reach of a viral message to more diverse consumer populations.

On the other hand, people had neglected and ignored the traditional advertising and they are partial to social online media such as Facebook, Twitter, and Instagram. Guerrilla marketing is also one of the marketing techniques that attribute unconventional, and surprising which can benefits the firm and consumer both. Therefore, it can also be attracting consumers from different background and cultures. Some small firm might hired professional street style dancer to do a flash mob in the mall to promote their products or distribute message from the firm to the consumer. Consumer will share video and spread the message to their friends and family. Thus, other potential consumer will be attracted to the video and indirectly spend time on it.

Overall, the latest marketing techniques is more entertaining and lower cost comparing to the traditional marketing technique. Therefore, online consumer will prefer the latest marketing technique that the firms use as tool to sell their product and service. Because the majority of online consumer is generation Y. Online consumer would prefer more on fresh and creativity stuffs.

## VIII. CONCLUSION

The result from this study found out that marketing techniques quality does affect consumers' perceptions of products and services. Online consumer review is one of the most imperative communication ways in today's business world. Immense research has demonstrated that online consumer reviews have an important impact on the sales of corporation (Mayzlin, D. & Chevalier, J. A., 2006). Consequently, online consumer reviews should be manage and handled in



good way and should be incorporated in communication marketing strategy of organization. Furthermore, the buying intentions of online consumers with low cognitive need were affected by quantity of rather than quality of arguments.

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# The Review of the Most Effective of Online Advertisement Techniques to Affect Online Customer buying Decision

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**Abstract-** Advertisement is one of the common marketing strategy tools which can help to influence customer buying decision and perception towards the particular brand. Thus, online business is getting more and more popular in contemporary times due to the technology advanced which lead to the business market became more competitive now. Marketers use various techniques of online advertisement to get the attention from online customers in order to compete in the market. In this essay will describe the effectiveness of online advertisement techniques and the perception of customer that influence their buying decision.

**Keywords:** *online advertisement, e-commerce, perception of online customers, consumer behavior.*

**GJMBR-E Classification :** JEL Code: C44, C61



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Tan Li Hsuan <sup>α</sup> & Rashad Yazdanifard <sup>σ</sup>

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## I. INTRODUCTION

Online advertisement has been very common techniques nowadays for all online business to promote their brand and product due to the enhancement of online competitive market. The advance of the technology affect that most of the generation today has been more digitalization compare to the past. The people today are spending more time in their working or study, and even stay at home to access the internet for work, education and entertainment. People can connect globally by just clicking the browser, they can seek whatever they want from the internet by seated at their comfortable places whenever and wherever they like. Study shown that one in three consumers may rely heavily on internet to seek for information before making their life decisions such as buying car or houses, finding a job or school, make investment and online shopping. [Ayub 2009; Yusoff 2009; Halim 2009] This trend has created a huge opportunity for businessman to explore their business through online. Online business such as clothing, cosmetic, books, software and other goods and services are possible to get numerous of customers from worldwide. Because of online business are spread widely in the marketplace, it is hard for a company to compete in the market which leads to created many online advertisement techniques to attract the attention from the online buyers. The perception, effectiveness

and impact of online customer towards the online advertisement will be study in the following chapters as to understand whether the online advertisements can change the customer mind for their buying decision towards a product or services. According to Hynes and Janson (2007) claimed that it is important to have a well-designed online advertisement to communicate with the potential customer which can lead to a successful e-commerce. Their study has also suggested an effective online advertisement have to adopt "cultures congruity" which enable the customer believe that the localization of the website.

## II. POPULATION OF ONLINE BUYERS

Online shopping has made a major breakthrough for the culture of the society. It has brought a lot of advantages such as faster, easy to differentiate for two or more similar products, informative, convenience, and it enable for those who lack of time to walk in to the retail shops and also allow customer to purchase the item from oversea instead of local product only. [Chang n.d.]

From the research of Morris (2013) has conducted a survey on last year February in United State, he found that there have up to seventy percent from the sample selected are more prefer online shopping in their favorite online retail stores. There have half of the smartphone users and nearly 60% of tablets owners are using those devices to shop and purchase on the online store. In addition, online shoppers has boost in the market for the recent years. The growing rate of e-commerce was seven times of total on retail spending. However, the online retailers may be charge sales tax by U.S. government soon due to the high exploration of online business. [Gutman 2013]

As a result, many business has started conduct multichannel in order to expand their business globally. The high demand of online buyers has affected more and more business competitors enter to this marketplace. The online store like EBay, Amazon, Groupon and other stores will use various types of promotion techniques to attract more customers and differentiate themselves with other online retailers. ["Poll," 2007]

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### III. TRADITIONAL ADVERTISEMENT

Advertisement is a tools that can help the company brand the image to all the audiences. From the statement of McDaniel, Lamb and Hair (2009) has explained that advertisement is a form of impersonal, paid communication from the sponsor or the company. The main purpose of advertisement is to promote the product or service, create confidence, increase awareness, and provide information and branding the image of the company. The tradition advertisement was started from printed media, then slowly explore to media such as radio and television due to technology advance. Those visual and non-visual advertisement has succeeded create the awareness from the particular brand through repetitive promoted and it helps many companies to brand a good image in the market. [John 1999] As the research mentioned earlier, the enhancement in digitalization industry has created a good opportunities for online retailers. Thus, advertisement is the main tools for online retailers to change people's mind about the shopping culture which is from tradition retail store to online purchase. [Smith 2013]

### IV. IMPACT OF SOCIAL NETWORK

According to Fernández-Pérez, Fuentes-Fuentes, and Bojica (2012) shows that social network is one of the major tools from internet which has occurred and has made many changes for the online users. Social network has brought a lot of convenience and it allow the user connect network from one to more people to expand their socialization. [Visser 2004 and Mirabile 2004] The social network like Facebook, Tweeter, Instagram, YouTube and any other applications enable a person to broad expand their network by adding friends or followers. The high population of electronic gadgets like smartphone and tablet has led to the users of social network has highly increased in the recent years. The power of social network can spread the news to worldwide within a second by sharing through word of mouth and the post from social network. This awesome power of social network also created a great opportunity for business to expand their market shares with more costless way. In marketing aspect, all the retailers can promote and advertise their business through social network in order to get more customers from all the different aspect.

### V. TYPES OF ONLINE ADVERTISEMENT TECHNIQUES

Many online retailers have used various types of online advertisement techniques to expand the market shares and increase the popularity of their particular products. The traditional types of advertisement such as printed media, television or radio advertisement may

only deliver the message to the limited of the audience. For example, advertisement on television are usually target for housewife because they are more likely stay at home, advertisement on radio are targeting the audience who driving often or who stay at office for long time. However, online advertisement can help to explore the ads to mass audience and even the whole world. Nowadays, internet has taken a very important part in our daily life. No matter the young or old generation will use internet for working, studying or entertaining. In order to deliver the message from the company to all the audiences, online advertisement is the best way to do so. [Nobis 2013 Lehr 2013 Ebert 2013 et al.] The online advertisement techniques include social network, mobile applications, games and email that will be describe as the following:

#### a) *The Social network*

One of the most popular social networks around the world is Facebook. [Johnston 2013; Chen 2013; Hauman 2013] Therefore, almost all retailers own a Facebook account besides their own website. Marketer enable to promote the products and services by creating a page in Facebook and there have non chargeable for open a page. Besides, Facebook is providing banner that enables those pages to promote their page by paying the advertisement fees. In this way, whoever signs in to Facebook will be able to see the advertisement. [Dunay 2010; Krueger 2010]

#### b) *YouTube*

According to Hitwise Experian (2010), YouTube is the rank in top three most popular online social network (after Facebook and Myspace). YouTube is a well-known social network that sharing various genres of videos, drama, short clips, movie trailers and other visual clips. YouTube users can get new friends with other users and interact with them through the various tools such as messages, comment-boxes, and they can subscribe if they feel interested with the video sharing. In this setting, videos that shared by the user can be interpreted as products which is the good way to advertise something. Besides that, YouTube will auto update the data regarding the video performance and number of respond like total views, ratings, comment and it also allow the audience to see the data of the authors' social network which is public for all the audiences around the world. [Yoganarasimhan 2012] Online retailers will advertise on YouTube from the banner, an advertisement before the video play, a pop-out advertisement during the video and upload a commercial video to YouTube. The advertisements can reach to worldwide which enable to deliver the message to those who access to YouTube.

#### c) *Blog*

Blog is similar to a dairy which allow user to share their story daily. Some of the retail or online retail

store will may create the blog that introduce about their own company and the products and services that sell. This is a costless advertisement technique. [Hu 2013; Dong 2013; Liu 2013; Yao 2013] In addition, some of the company will advertise on the banner of some famous blogger who has millions of followers due to high population of viewers on their blog. The company like boutiques may find the famous blogger to be their brand ambassador in order to increase the popularity of the company. [Chau 2012 and Xu 2012].

#### d) *Mobile Application (Apps)*

The majority nowadays own a smart phones or tablets. The mobile application like Instagram, Wechat, Facebook and other free apps are supported by the advertisement from the companies who wish to advertise. It is a chargeable advertisement which appear on the banner of the apps whenever the user log in to the application. It also has the same concept with the games application on mobile device.

#### e) *Search Engines*

From the study of Jabeur, Zeadally and Sayed (2013) claim that search engine is like a fundamental of the internet. Majority of internet users will access to the search engine first before access to the particular website. The search engines like Google, Yahoo, Bing etc. can help everyone to search the related information by clicking the keywords in the box of search engine. The clicking rate of the links appeared according the keywords on the first page first roll will usually higher than the following page. Thus, the online retailers would paid for the search engines company in order to ensure the link of their website is up-to-date all the time. In this way, the company got higher chances to increase the viewers to visit their page.

#### f) *Email*

Email is a transformation of tradition mail. It is faster and easier way compare to the traditional mail and it can be personalize for the customer information by computer system in order to keep good relationship between customer and the company. [Ghosh 2011; Dhumal 2011; Chawla 2011] The company can get the email address from customer and send them the newsletter, latest promotion or an appreciation letter through email.

## VI. PERCEPTION TOWARDS ONLINE ADVERTISEMENT

The study found consumer may develop attitudes toward advertising disclosures based on their perception to find out the reason of the marketer is disclosing the information. [Thomas 2013; Fowler 2013; Grimm 2013] The research has found that the advertisement of graphics on the web banner and buttons has stared become a prevalent since 1994. Since the advertisement began appear from the internet,

the response of the online advertisement get disappointing low result.

Advertisement is a short a brief and simple introduction about a company's brand and products or services in visual or non-visual form. It allows the audiences have an idea about the company and it can create awareness for the potential customer who has intention to know more about it. The online advertisement on social network and any other techniques can get higher chances to deliver the message to their target audiences. Online customer will be easier connecting to the company through the updates of their advertisement and it is easy for customer to access to the particular company website by just clicking on the online advertisement. [Masood 2013; Seerat 2013; Ammara 2013; Javaria 2013; Amna 2013].

On the other hand, some of the online user may think that the advertisement is annoying because it pop-out often and they may disrupting by those advertisements. For instance, the customer who always receives advertisement mails from a company will easily feel annoyed because it is not convenience for them to check their email. Besides, the banner of the advertisement on mobile apps may be annoyed by the mobile apps users due to disruption of the attention during the conversation or playing a game.

## VII. EFFECTIVENESS OF ONLINE ADVERTISEMENT TECHNIQUES

According to Steward and Pavlou (2002) and Rappaport (2007) has claimed that online advertisement have improved from classic banner advertising from the website to different advertising ways with the concept of "on-demand" advertising through the famous search engine marketing or price comparison web sites, which enable the internet to be an unique potential strategy for interaction between consumer and advertiser.

The various online advertisement techniques can be explore to worldwide which can be targeted for particular market to mass market. There have many studies had mentioned about the effectiveness of online marketing effort that focused on banner ads. Researchers usually used some ways in most studies in order to develop the click stream model in order to show that there is high heterogeneity among the relationship of consumers in terms of their tendency to click the banner ads on particular website, the two ways are experimental setting or focused on specific steps to find out the consumer-persuasion process. [Brettel &Spilker-Attig, 2010]

Alijani, Mancuso, Kwun and Omar (2010) have conducted a qualitative and quantitative research to determine the most effective factors in recalling online advertisement. As a result, embedded videos on YouTube, price, product and services itself and together



with the credibility of the online advertisements has become a very effective tools to recall the advertisement on their mind which lead to make a business transaction towards it.

## VIII. ATTRACTIVENESS OF ONLINE ADVERTISEMENT

Online advertisement can reach to mass audience, yet it may not to do so. An effective advertisement must have consist of AIDA model which is attention, interest, desire, and action model. [Strong, 1925] Research Townsend and Kahn (2014) of found that visual advertisement will be easier to attract audience's attention compare to non-visual advertisement. Online advertisement is usually visualized and it will appear as frequent as possible in the social network in order to get attention from the audience. Study of Brettel and Spilker-Attig (2010) shows that advertiser usually focus on which advertising effort works, for which audience its work, in what circumstances it works and when does it works. Thus, the online advertisement will use the colors, sales and promotion, and ambassador to get attention from the online audience. According to Matikas and Skusevich (2010), the brand of the company also takes a major part that attracts audience attention. Study shows that the audience would have more interesting to view the advertisement from the well-known companies compare to the new companies. However, if there not potential buyers, they usually would not have intention to spend their time and click the advertisement and view it. [Supphellen 2011; Nysveen 2011] Despite the design of the advertisement, it is also very important for retailers to get the right way to promote the products or services to their target market. Additionally, some of the payable online advertisement that can probably get full attention from the audience such as YouTube because it cannot be avoid by the audience.

## IX. LEVEL OF PERSUASIVENESS AND AWARENESS

Advertisement can be easy to persuade and create awareness to the customers by repetitive of the same advertisement. This may lead to create top of the mind awareness for customer in order to remember the product or services to particular brand. [Heath 2009; Nairn 2009; Bottomley 2009] For online advertisement unlike the advertisement on television or radio, it is like optional for the online users to choose whether want to view it. Therefore, the level of creating awareness from online advertisement is lack effective compare to the tradition advertisement techniques. For top of the mind awareness, once the message and image has placed in the long term memory, it may seem virtually never to be forgotten and the brand of the particular product will appear in our mind automatically. [Ehrenberg 2002;

Barbard 2002; Kennedy 2002; Bloom 2002] For example, when we think about instant noodle, the first brand in our mind is Maggie. It shows that the advertisement has successfully created the awareness and increase the persuasiveness towards that particular brand. Thus, an online advertisement should advertise continuously in different types in order to increase the level of persuasiveness and awareness from the potential buyers.

## X. CONFIDENCE OF ONLINE BUYERS

From the study of Kiran, Sharma and Mittal (2008) has determined that the more frequent the company make advertised, the higher confidence level of the customer towards the brand. The obvious example of the online boutiques in Malaysia is Zalora. When Zalora company enter the market, the marketer keep advertise in various way such as Facebook advertisement, advertisement on television, mobile application advertisement and it also collaborate with a famous coffee house like Starbuck. By keep on reminding the online buyers, there can successfully create the awareness from the customer which can indirectly increasing the confidence level from the customer. [Alijani 2010; Ghasem 2010; Louis 2010; Obyung 2010; Adnan 2010]

According to Gün and Atakan-Duman (2013) found that customer may spend more time to seek for information on online product compare to product sell in retail store. The main reason of it is because online buyers may feel unsafe from the purchase on online retailers due to invisible trade. Online buyers may have anxiety towards online purchase because of they worry the damage of the product, get a fake product, cheap quality, being cheated from the seller and unsafety payment process may lead to customer confidence level decrease. [Lim 2013] Therefore, once the online buyers had bad experience on online purchase, they probably would lost the confidence and choose to purchase in retail store rather than online retailers.

## XI. ONLINE CRIMES

The breakthrough of e-commerce also made a good opportunity for online cybercrimes. The risk for online buyers may face the problem of online crimes such as hacker, software privacy, extortion, stolen identity and scam. [Moore 2009; Clayton 2009; Anderson 2009] Hacker may hack the customer personal information, including the username and password for the customer data by resorting to blackmail and identity fraud. The hacker also use those information to cheat on the other victims. Besides, some crimes also involve using phishing to steal online user's personal information like credit card details and bank records in order to steal the money from the victims. [Griffiths 2010].

Besides, one of the common online crimes exists is fraud. The convenience of social network is the best and easiest way to online retailers to operate their business, and it also a best way for cheater to commit crime. It is relatively new form of fraud that becomes apparent since 2008, through online selling in order to defraud the victims in large amount of money. [Whitty 2012; Buchanan 2012] That cheater may open a page on social network, the content of the page is very informative. All the information content such as image, product information, and price are copied from an original page owner and the cheater was only change the name of the online retailer. Once the customer purchased it, he/she has succeeded get in a scam.

## XII. DISCUSSION

Advertiser usually use different appeals to attract the attention from the audience like humor, fear, music, sex and any other appeals. However, the most effective way to attract the attention from audience is sex appeal, which might lead to some bad consequences after watching it. The advertisement on printed media like newspaper, magazine, poster and the advertisement on television and radio might be control by government in some countries. [Dougherty 2013] However, the exploratory of online advertisement is hard to control by the government and it may consist of high content of sex appeal. The users of internet is from young to old age and some of the advertisement might not suitable for children. [Gershon 2008].

Hence, the advertisement with sex appeal may lead to the sexual crimes increase because it enables the audiences have the intention towards the sexuality habit, especially teenagers. Hamilton (2008) has found that Grand Junction Police Department says: "Local law enforcement is taking a closer look at the area's prostitution networks as women posing in online advertisements for the Western Slope's sex trade are beginning to look more like girls than women." The U.S. constitution does not protect the commercial speech which content hawks and unlawful good or service, this may be difficult to enact the laws by prohibiting those sexy ads especially on online advertisement. [Summers 2013]

According to Carl (2011) has stated that the great deal of sexually related advertising should be banned in United States. There have some crimes happened is influenced by the advertisement such as rape, illegal sexual behavior, violent, and the worst may cause murder too. The freedom of advertisement has unlimited in most countries, which would be easy for the audience to connect with and those sexual ads might affect the sexual desire increase for some audience that lead to the crimes happen. As a result, the online advertisement should use moderately in sex appeal which would not lead to any bad consequences that harmful to the society.

## XIII. CONCLUSION

Online advertisement can be a very effective tool if the company implemented it in the effective way. Enhance of new technology have opened the door to a new era on interactive and creativity. An effective online advertisement can help to create top of the mind awareness, increase the confidence towards the brand, create positive brand image and make it well known in the market. Once the company has created a familiar brand, the level of persuasiveness and satisfaction of online customer may also increase which able to change their buying decisions because the online customer will be more trustful to the company who always advertise. From my personal point of view, the most effective way for online retailer to advertise the product and service is the combination of different online strategy tools on internet because the more often the advertisement appear in different websites, the higher the confidence of the online customer towards the company. Internet has the power to spread the news and information to worldwide within a minute and it is easy to interact with online customer and expand the market shares in global. Online advertisement can help to transform a person's negative attitude toward a product into positive way. However, consumer could not change deeply the rooted values and attitudes through advertisement because it might bring the different perception for the audience who really try the product or service. In this way, online advertisement might also result as the way that consumer to rank a brand's attribute such as the product shows on advertisement with the actual product that had purchased on hand. Online advertisement usually provide the more expectation for online buyers about the ideal product or service, however, once the customer has own experience for the trade, they will spread their views through words of mouth to their friends and family, whether is it positive or negative. Online advertisement can be rank through customer's satisfaction level not only for the strategy tools that marketer used, it can be rank from the service of the online retailers, the quality or function of the product, the process of payment, the speed to get the parcel from delivery, and also the service after purchase. In conclusion, advertisement may have the power persuasiveness to change online customer buying decision in short term, yet the real quality of the product and services of the online retailers only is the main key to keep the business in long term.

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## How Customer Perception Shape buying Online Decision

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**Keywords:** *online shopping, online purchase, electronic commerce, customer perception, customer behaviour, website characteristics, customer satisfaction, brand switching.*

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HOWCUSTOMERPERCEPTIONSHAPEBUYINGONLINEDECISION

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**Keywords:** online shopping, online purchase, electronic commerce, customer perception, customer behaviour, website characteristics, customer satisfaction, brand switching.

## I. INTRODUCTION

In this century, most of the big companies are used electronic commerce to conduct business. It is proved that doing business by using online Internet will make the big different compared from the traditional business. Moreover, by using electronic commerce as a new ways of making business, it can figure out the key assets and in the same time all the customers get the benefits. Next, many companies conducting their business by changing the way of using website and the Internet. As nowadays more companies use the internet to do their business, the possibilities for conducting business-to-business commerce on the Internet will eventually expand greatly, and become more of a regular part of commerce than it is today (David Kosiur, 1997).

## II. CUSTOMER PERCEPTION

According to Keller (2003) claims that in consumer behaviour, perception referred to the way of stimuli which interact and integrated by the consumer towards the products. In another word, perception mean as the process by which individual choose, organize and interprets their stimuli that relates to their choice of busying decision. In the same situation, each customer

may have different point of view (Dave G., 2013). Besides that, brand is in fact that create awareness, reputation, and importance in the marketplace so customer have to understand their perception to choose the right decision before making a purchase (Ellword, 2002).

The concept of customer perception was creating by their experience on how they observe the service that offered by the company and in the end whether they actually satisfied with the experience or not. One of the ways to make the business more successful is by present a good customer service and service quality (Wilson, Zeithaml, Bitner and Gremler, 2008). In this case, the success of the business can be identifying by the image and impressions of the brand or website as well as the products are selling meet the customer expectations (Porter & Claycomb, 1997).

The whole process of perception is made up by three different stages. First stage is called the exposure stage, next is attention stage and lastly is the interpretation stage. The brain is the one who stimuli in the attention stage and interprets the stimuli according to the previous experience and what the individual desires in the interpretation stage (Solomon, Bamossy, Askegaard and Hogg, 2006)

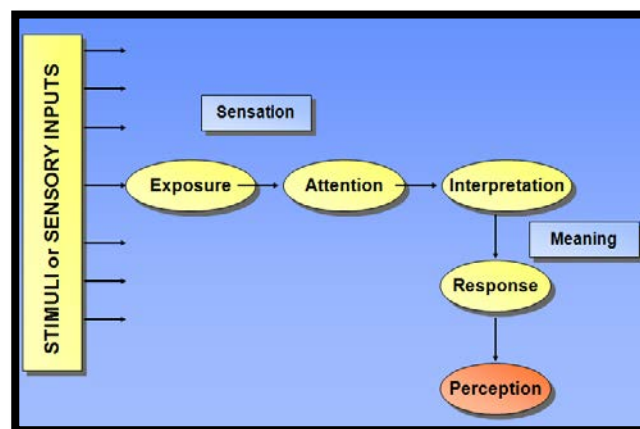


Figure 1: The Process of Perception (Solomon, Bamossy, Askegaard and Hogg, 2006)

The first stage, Exposure was define as stimuli comes within the reach of one or more of our five senses which would be sense of see, hear, smell, touch and taste. Consumer will look for information that will help achieve certain goals either it for immediate or long

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range usage. Next, Attention occurs when stimuli activates as allocation of mental processing capability. (Solomon, Bamossy, Askegaard and Hogg, 2006) When an individual's attention is attracted, the mind will be focuses on stimuli ready and willing to process further information to know more about the products. Getting attention is one of the major concern for marketers because customer might feel curious and want to know more about the products (Neal, Quester & Hawkins, 2002).

The final step in the perception process, interpretation happens towards one's sensation. Besides that, interpretation relate on how an individual can understand and make sense of incoming information .For instance, it can either influenced by characteristics of the stimulus, the individual or the situation (Neal, Quester & Hawkins, 2002).

### III. WEBSITE CHARACTERISTICS

A website's characteristics can be differentiating to cognitive or experiential signals where it can manipulate on buyer trust in direct and indirect ways. In this situation, cognitive signals allocate the buyer to trust the firm's capability and the products. Both features may also affect trust and loyalty indirectly because when individual have purchased the goods or services, their perception towards the features that they have buy either increase their satisfaction and consequently their trust in the firm. Otherwise, experiential signals define as the emotions and proposed to have an effect on trust only once they have been experienced and have produced a positive effect on satisfaction (Lee and Overby, 2004). Figure 2 shows that the website characteristics that can influence customer buying decision.

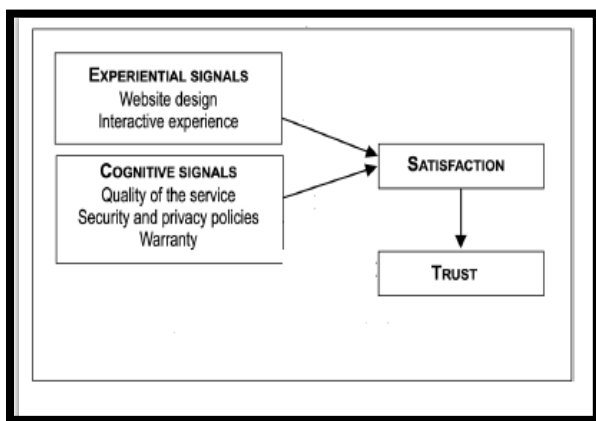


Figure 2 : The Website Characteristics that influence customer online buying decision

#### a) Service Quality (Cognitive)

According to Jun & Yang & Kim (2013) claimed that online service quality is one of the way to identify the success of online business. One of the reason that the perceived quality of the product or services is

becoming more competitive in business world because people named business era now as Quality Era (Peeler, 1996). Moreover, service quality also defined as a comparison between expectations and performance. According to Trocchia and Janda (2003) claimed that service quality may be reflected in the firm's effort to provide better service either through a wide assortment of products, a good quality- price relation, a good delivery service, broad and detailed information on the product and services or a greater customisation of the customer.

A research shows that service quality has been referred as the extent to which a service meets customer's needs or expectations (Dotchin & Oakland, 1994). When a business creates a high quality in service, it will easily meet the customer expectation and their need which can create loyalty towards the customer once they satisfy with the purchased product or services. A successful business must not only do well on satisfy customer needs yet it also needs to give them surprise and delight them. From this point of view, delighting customer is a way to exceed the customer expectations ( Mosahab, Mahamd & Ramayah, 2010). A research done by Singh (2002) claimed that online customers have increasing expectations about services offered to enhance their online shopping experience.

#### b) Warranty (Cognitive)

Warranty is another ways from cognitive signal where it is a way to show it as a commitment to meet what the customer expectations. Warranty is a contract that covers up the solution to future contingency for example failure or any problem about the products that have been bought.(Emons, 1988). A typical life cycle of failed products is shown is figure 3, where the process starts from product manufacture time and ends at the time when they returned to the manufacturer. (Shaomin w., 2012)



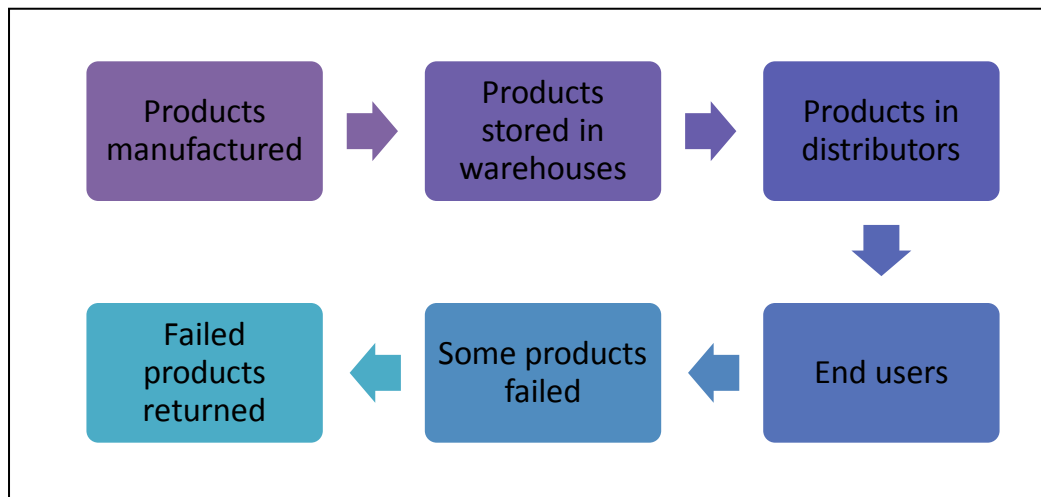


Figure 3 : A typical life cycle of failed products (Shaomin w., 2012)

According to the figure above, first of all product will be manufactured by the manufacture company and the products will be send in warehouse. After that, product will be selling to the distributor towards the purchaser as it is also known as end users. When the end user notice the product is failed, the product will be return to the manufacture to claim the warranty (Shaomin w., 2012).

*c) Security and Privacy Policies (Cognitive)*

Security and privacy play an important role in order to create trust from the customer. It is important to one business maintain their customer information as privacy for example their personal data, transaction etc. Online transaction is one of the main attribute for online business to provide their information to their customer to make decisions. A research shows the e-commerce is more likely to use for those customer who have greater awareness of security and privacy for their data to spread out.

This awareness can be built by giving customers clear and obvious access to the security and privacy policies of the web site or by the design of a protocol that ensures fair exchange, that neither the customer nor the merchant suffer a loss due to unfair practices of the other player in the transaction (Ray and Zhang, 2008). According to Wang et al. (2004), providing privacy (and security) disclosures is an effective way for online retailers to develop cooperative relationships with shoppers. They have stated that most web users would cooperate with information requests if the sites provided a statement regarding how the collected information would be used. Security and privacy policies also foster customer satisfaction. As perceptions of security and privacy risk decrease, satisfaction with the information service is expected to increase (Ha, 2004; Park and Kim, 2006).

When consumers fear that in online buying their privacy might be violated, their personal data divulged

and that promises made will not be kept, they will probably be interested in the information and warranties the firm offers in order to diminish their fear of potential negative buying experiences. Their buying process will be more rational and they will evaluate more alternatives before making a decision (Martin S. & Camarero C., 2008). Besides that, Rodgers et al. (2005) claimed that online satisfaction is influenced by information quality in the case of buyers with less online experience, who are likely to be those who perceive more risk.

*d) Interactivity (Experiential)*

Interactivity is define by an organization run their businesses by manipulate the focus in features, process, perception, or combined approaches in order to have interaction with their customers (McMillan and Hwang 2002). According to Rice (1948) claimed that interactivity is defines as the ability of a business's communicate system that have the interaction between the sender and receiver so that communicators can have more control over the pace, and identify the structure and differentiate the type of customers. For example, the interaction that will happen in offline stores is between a customer and salespeople. Instead of the web businesses the perception is depend on the interaction with the firm's website.

Moreover, Interactivity can be identifying by the number of customer click, queries and searches.

When the website was user friendly, it could generate higher satisfaction by providing a clear information to give the customer more understand towards the product (Shankar et. al., 2003). A determination of satisfaction from customer can be shown from the act of the purchase from the web site purchase experience (Zeithalm et. al., 2000). A research shows that interactivity led to enhancement of number of buying and also can increase the satisfaction level of the customers (Cheng and Chang, 2003).

#### e) *Design of the web site (Experiential)*

Web site design is the appeal that user interface design presents to customers. In the online environment, the web site is the meeting place between the consumer and the firm. In this case, the web site is one of the communicating ways with customers therefore its design of appearance and structure is very importance (Bramall et. al, 2004). The design characteristics of the web site for example browsing structure, informative contents and graphic style will therefore have an impact on the quality evaluations of the service provided by the electronic channel and on consumer satisfaction. When online business is being as popular and wildly competitive as it is, businesses must well design and user friendly in order to attract more customer to purchase their goods. There are few ways as below use by the businesses.

##### i. *Be Attractive*

When a website is user friendly, it not only can attract visitors yet also keep them to repeating purchase. To make a website more attractive, firstly, the website must have different colour rather than only black and white. The contents should be simple to read and tidy. For example, title of the website should show in a colour that clear on any computer screen. If the background of the website is too many graphic user will feel tired to read the contents. The suitable background is light-coloured and black text. (Seo, 2012) Beside that, the website should have suitable language and graphics which are familiar. Beside that it will be friendlier if they come with audio, video, text, and graphics. This will help the customer can do more than just look at it. (Andrew Dahl & Leslie Lesnck, 1995)

##### ii. *Speed is Important*

People are less patience nowadays, they will feel annoying if they waiting for loading to a website. They will simply change to other website that loads faster. From this, company have to make sure their website is load quickly. To enhance this problem, the company can reduce the large or number of images. Other than that, less clutter and simple design will allow the website to load faster (Seo, 2012). Moreover, it is important to keep the time to download is short. Do not put the heavy graphics which contain high memory and this will led to slow down and minimize the size of the image (Andrew Dahl & Leslie Lesnck, 1995).

#### IV. FUNCTIONALITY OF E-COMMERCE WEBSITE

The functionality of e-commerce website is, the customer can click on the company website and look thru the details. Customer can click on the corporate profile to view the history, goal, vision and mission. This is very important because the customer can have more knowledge about what the company are doing and how

many years that the company are doing business. It can build the confidence from the customer to the company. Other than that, customers can click on the online catalogue. Customers can view all the product that the company are selling and what are the price of its products. The product are show whit the picture with colouring and this is to attract more customer will try and buy the product. (Lightner, Nancy J, 2004)

#### V. PURCHASE DECISION

The meaning of buying decision process is show how a customer perception and behaviour before, during or after they purchase a product or services. There are five stages to assess customer's buying decision process (Johnston E, 2013).

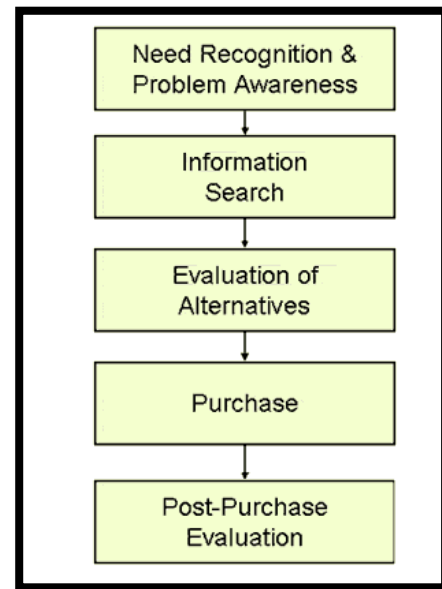


Figure 4 : The process of buying decision (Johnston E, 2013)

##### a) *Need Recognition & Problem Awareness*

The first step of one's buying decision is recognition. When an individual does not have recognition, purchase cannot take place. The need can be differentiate by internal stimuli for example hunger or external stimuli like advertising. According to Hierarchy Needs of Maslow there are five categories of needs. When an individual achieve one of the needs, their next target is to achieve another needs are higher. When the needs are strong and the product and services offer by the organization can fulfil the needs of the customer, then a purchase decision will be made. Most of the customer will begin search information about the product in order for them to choose the right decision (Johnston E, 2013).

##### b) *Information Search*

The next step is information search created when customer recognized the problem or need and

find out the best solution to choose the right decision. In this stage, consumer might do some research from internet, media, or some printed material like brochure, magazine to gather the information (Johnston E, 2013).

#### c) *Evaluation of Alternatives*

After customer gathers the information, they will evaluate the products into different categories and brand. This can help the customer to evaluate the products which is what he/she looking for. In this step, one's attitude and behaviour can easily get influenced not only by itself yet also influenced by people around them. When the customer satisfy with the product, they might buy it and otherwise when the dislike about the product they must give up and try to look for others product as well. Furthermore, involvement is another factor that can influences in the evaluation process. Research show that when a customer involve higher participate in the product or brand, the probability of buying the product will be higher (Johnston E, 2013).

#### d) *Purchase*

The next stage is purchase decision where customer will buy the product or brand (Johnston E, 2013). During this stage, the consumer has the intention to buy the product because he/she is already evaluating all the value and alternatives that the product will bring towards him. One of the way to determine the customer buy the product is when they satisfy or understandable about the product and have the intention to buy it (Boundless, 2014).

#### e) *Post-Purchase Evaluation*

The final stage of customer buying decision is the post-purchase evaluation. It is general for customer to think about their experience after they bought the purchase and customers will either compare whether the product is meet the expectation. It is either the customer satisfies and re-purchases the product or dissatisfied towards the product. This can highly influence the decision process for repeat purchases from customers in the future. When a customer is satisfied from their early experience they will not care much of the changes in price because they will concentrate of the quality and they trust the product will satisfied themselves (Boundless, 2014). Besides that, customer will also create word of mouth from their past experience whether it is positive or negative. To deal with the post-purchase stage, the marketing team plays an important role to persuade the potential customer that the product to satisfy his or her needs. Then after having made a purchase, the customer should be encouraged that he or she has made the right decision (Johnston E, 2013).

## VI. CUSTOMER LOYALTY

Customer loyalty is one the technique to success in e-commerce (Reichheld & Scheffer, 2000).

From a behavioural view, customer loyalty is defined as repeat purchase which the number of times of purchaser chooses the same product or services made by the purchaser in that category. (Neal, 1999) Loyalty can be of important value to the organization as well as the customer itself. Customers are willing to create loyalty towards a business that the company is offer the product or services which is different from the others company (Reichheld, 1996). When a customer is loyal to a company, they will pay more attention towards the product and may minimize time of searching and evaluating before they purchase (Yang & Peterson, 2004). Besides that, when a customers are loyal to the company, they will inclined to forget customer service mishaps, display decreasing sensitivity to price, and create positive word-of mouth about the business to others. As a result, customer loyalty can be a major source of sustained growth and profit as a strong asset (E.W. Anderson & Mittal, 2000).

## VII. CUSTOMER SATISFACTION

Customer satisfaction is a key factor in information of customer's desire for future purchase (Mittal & Kamakura, 2001). Furthermore, the satisfied customers will probably create word-of-mouth based on the good experiences. This fact, especially in the Middle Eastern cultures, where the social life has been shaped in a way that social communication with other people enhances the society (Jamal & Naser, 2002). Moreover, satisfaction brings the meaning of the difference between expectation and performance, but there are also have the differences between quality and satisfaction. For example, Parasuraman et. al. (1991), one of the famous researchers in service quality say that satisfaction is a decision made after experience while quality is not the same.

## VIII. BRAND SWITCHING

Brand switching is defined as the customer decision to purchase a product different from that previously or usually purchased. Moreover, brand switching can be instigated price promotions, in-store displays, superior availability, perceived improvements or innovations in competitive brands, desire for novelty, number of available brands, perceived risk, frequency of purchase, changes in quality, or level of satisfaction with the most recent purchase (AllBusiness.com, 2014).

#### a) *The Moderating Role of Switching Costs*

Switching cost can be definite as the cost that avoid customer from switching to another competitor's product or services. Besides that, switching costs not only can be influence by economic in nature, yet it can be also influence by psychological and emotional (Sharma & Patterson, 2000). With the enhancement of the Internet technology now, the switching cost

becomes a more tactical force by using IT to foster communication and coordination among supply chain partners (Lin F. & Lo Y. & Sung Y., 2006). Factor that can influence the switching costs are different according by the type of product or services, business and customer (Jackson, 1985; Port, 1980).

The figure below shows a conclusion research done by Dr. Rajesh and Umeshannad G. (2008) that the

differences between the interaction of stimuli, consumer characteristics, decision process and consumer response before they choose a product. The research was gather by using 50 respondents to test about how they response in different interaction.

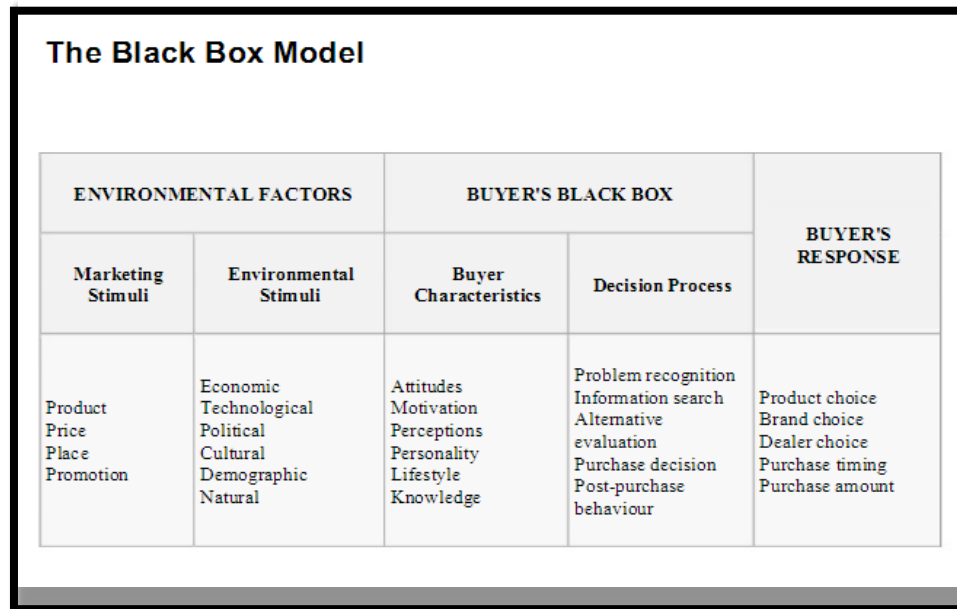


Figure 5 : The Black Box Model (Dr. Rajesh and Umeshannad G, 2008)

The research was done to identify the different between interpersonal stimuli (between people) or intrapersonal stimuli (within people) as shown in figure 4. According to the figure above, the marketing stimuli are designed by the companies where they will identify the 4P (Product, Price, Place and Promotion). Meanwhile, the environmental stimulus is happen in our social factors based on the economical, political and society.

The result shows that inside the buyer black box, it contain of different characteristics of buyer and their decision process that can influence their determination reaction. Moreover, the black box model consists of buyer response with their conscious and rational decision process. There are also many responses from the buyer shows how they identify during the differential stimuli and processes (Dr. Rajesh and Umeshannad G, 2008).

## IX. CONCLUSION

It can be conclude that when an online business can understands the perceptions of the customer. This can help the businesses to get a higher chances of satisfaction for their customer and at the same time can attract and maintain their loyal customers. In online business, the creation of trust is a primary goal to achieve a greater development of e-commerce and

create a loyalty customer. Next, context it is more difficult to retain customers due to the existence of a large number of alternatives and to the lack of trust and the high risk perceived, which may inhibit electronic purchase. From this point of view, aspects such as service quality, web site quality and the level of satisfaction from the previous experience are important in order to reduce the risk of consumer perceives in an online context and at the same time can gain the customer trust. In order to create a loyalty customer, the firm should strengthen the objective of the website characteristics like service quality, Internet users who buy online more frequently are more likely to trust the web site based only on the satisfaction they obtained in previous interactions.

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# An Interactive Influence of Country of Origin on buying Intention of Branded Clothing: A Study on Female Brand

By Arafatur Rahaman

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**Abstract-** The purpose of this study is to investigate affects of country of origin on branded clothing by female consumers. As expected, regression analysis clearly illustrates the topical relevance of the issue and country of origin has found significant impact on female consumer's perception of choosing branded clothing. Factor analysis has been performed to identify most preferred factors that led by 26 key factors. This result will help marketer to set strategy by understanding market insights and it might be useful to academicians, manufacturers and other applied researchers now and in the future. This paper could help marketing managers employ promotional techniques that deemphasize, downplay or avoid the COO information in order to prevent or reduce any risks if a country's image is unfavorable. Conversely, firms may choose to emphasize COO if the country's image is favorable.

**Keywords:** *branded clothing, female buying behavior, country of origin and key factors.*

**GJMBR-E Classification :** JEL Code: L67



AN INTERACTIVE INFLUENCE OF COUNTRY OF ORIGIN ON BUYING INTENTION OF BRANDED CLOTHING A STUDY ON FEMALE BRAND

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## I. INTRODUCTION

The fashion industry in Bangladesh has been experiencing an explosion due to considerable dynamic nature which increases fashion consciousness among consumers. Everyone has a separate and elegant fashion sense which is mainly related to the apparels throughout the world. Currently, all international brands are found in Bangladesh. This industry has progressed from emerging stage to successful blooming industry today. Clothing defines the personality, education, behavior and the way of thinking of the people. Individual consumers are assumed to have different wants or needs, and those goods that best satisfy their preferences are regarded as having the highest quality.

The country of origin effect has been recognized as an important factor in consumers' purchasing decisions (Schooler, 1965). In fact, it has drawn great attention in the consumer buying behavior literature since the 1960s (Ditcher, 1962; Schooler, 1965). Despite over fifty years of research, the COO effect has been criticized as one of the least understood phenomena (Verlegh & Steenkamp, 1999). Furthermore, in an age of increasing international competition and globalization, the concept of country of origin has come

under great criticism (Thakor & Kohli, 1996). As the Bangladeshi textile and apparel industry becomes more and more global, it is important to point out that favorable or unfavorable perceptions of countries associated with the product lead to corresponding favorable or unfavorable perceptions of brands that are from a certain country. Apparel products were selected as the central concentration for this study because they are produced through the most global and complex supply chain; thus, the boundary between country of origin and brand origin has been quite confusing (Dickerson, 1999). Therefore, many national companies of various countries are deregulating and encouraging market forces to operate. Multinational companies are also aggressively moving into new markets and practicing global marketing by maintaining conformance of quality and brand positioning. Consumers of a product also are getting multiple options to choose their product or brands by considering quality and other features. The increasing use of fashion clothing and the emerging market has intrigued foreign as well as local brands to provide services to its customers.

The marketplace is always changing; thus consumers are forced to make judgments about the quality of a product or a brand with incomplete information about that specific product or brand (Thakor & Kohli, 1996). Therefore, consumers often use secondary cues to form the associations needed to create images of a product or a brand (Keller, 1998). According to Keller (1998), the examples of secondary cues are country of origin, brand origin, distribution channels, or a spokesperson or endorser of the product (Keller, 1998). This study particularly focuses on brand origin as a potential cue that consumers use to evaluate apparel product quality. To understand the role of brand origin, however, the concept of country of origin must be discussed as it has been used as the precursor of brand origin. Many studies have given insights about gender difference in building relationships with brands. The results revealed by these studies magnify the role of women in judgment of a brand and consider women as an active partner than men in buying behavior. This influenced author to identify the factors that are actually considered by female before purchase decision of them and its affects on country of origin. This study is a modest attempt (along with 88 factors) in this direction

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and aims to focus affects of country of origin on branded clothing, and will help marketer to determine the female consumer's preference and aggregated relationship with country of origin influence.

#### a) *Background of Study*

In this competitive era, marketer must be fully aware about the customer needs distinctly and separately as regards what are they expecting from a brand, how they differ in their buying behavior, factors which push them to purchase a particular brand, their total outlay, shopping frequency etc to attain a competitive edge. This vital information can help the companies to formulate the strategies as per the customer needs & deliver them the products which consumer wants from the company which will be profitable for the company. This study investigated affects of country of origin which establish female consumers are really stressed by country of origin while they purchase branded clothing.

##### i. *Objectives of the Study*

- Examine affects of country of origin of female perception on branded clothing and aggregated relationship with all explored factors.
- To identify favorable and unfavorable COO perceptions of products from countries among apparel buyers.
- To explore attitudes of Bangladeshi female consumers in purchase decision-making associated with fashion-clothing, products made in countries affects of brand equity & evaluation.
- Identification of important factors for the female customers on buying the chosen products.
- Finding most influenced factors, inducing the respondent's preference that can facilitate easy advertisement & publicity of a particular brand.
- Identification of brand awareness, shopping frequency, demographics and expenditure

## II. JUSTIFICATION OF THE STUDY

The country of origin effect has been defined as "the positive and negative influence that a product's country of manufacture may have on consumers' decision making processes or subsequent behavior (Elliott and Cameron, 1994). Infact, in the words of Nagashima (1970), COE (Country of Origin Effect) can be defined as "the picture, the reputation, and the stereotype that businessmen and consumers attach to products or brands of a specific country. This image is created by such variables as representative products, national characteristics economic and political background, history, and traditions". The literature on country-of-origin effects is quite rich and covers the topic from different perspectives in different countries. Some studies have shown that country of origin also has symbolic and emotional meaning to consumers, and it

plays an important role along with other attributes such as quality and reliability in shaping consumers attitudes toward products. Moreover, attitudes and perceptions of consumers toward brands and products will depend on categories, for instance, electronic goods from Italy may be perceived as a poor quality but Italian clothing would be perceived as fashionable and high quality (Bikey and Nes, 1982). This would be differently perceived with Japanese brands as Japanese electronic goods would be perceived with positive attitudes and Japanese clothing will be negatively perceived.

International trade and the development of the global market have grown considerably. Companies and international marketers are also looking for more opportunities in the global market and multinational firms, which causes international competition between companies. There are many factors that have an impact on this growth as well as consumer products and services evaluation, such as brand name and perception of country. Among the many parameters, country of origin is one of the most important affecting this competitive market. Studies show that country of origin (COO) is one of the factors that most concern marketers in respect of its impact on consumer purchase intention (L. Y. Lin & Chen, 2006). Although there are many parameters that consumers consider when they want to buy something, such as brand, colour and design, researchers cannot ignore extrinsic factors like country of origin. The international marketing literature shows that consumers use this extrinsic factor for evaluating products. In other words country of origin is a higher risk for international trade because it reflects consumer intention. In brief, in respect of other studies and the literature, country of origin is usually abbreviated as "COO", which refers to the country that manufactures designs or assembles a product or brand with which it is associated (J. K. Lee & Lee, 2009).

Nowadays, in this modern and competitive era, in which global marketing is growing day by day, country of origin, as a significant parameter, has been studied in much research, and it is shown that this factor influences consumer behavior and also their purchasing. The other point that studies demonstrate is that people care about which country products come from and where they are made and consider these factors when evaluating the quality of products, (Parkvithee & Miranda, 2012).

The number of business enterprises relocating production facilities is constantly growing. Decisions to relocate production are being taken more and more frequently by many manufacturers, both to capitalize on labour cost advantages and for strategic market considerations (e.g. to circumvent import quotas and/or excessively high import duties). The title "country-of-origin effect" usually indicates a description of the influence of the country of origin on consumers'

attitudes, product perceptions or behavior. The influence of the country of origin on consumers is determined by feelings towards the country (affective country evaluation), by rational estimates of the quality of the country (cognitive country evaluation), from the general "made in"-image of the country (competence of country in manufacturing) and by evaluating individual products made in the country (evaluation of branded clothing of the country). Furthermore, these components are interdependent as far as the influence exerted by them is concerned, and, for this reason, a major part of their influence is exerted indirectly. This form of indirect influence also illustrates why many firms and marketing experts underestimate the effects of product origin.

### III. RESEARCH METHOD

#### a) Questionnaire Development

In finding the factors, researcher conducted an exploratory research with an open ended question and asked more than 50 respondents to answer it. (What are the factors actually they considered while purchasing branded cloth?). After that, around 88 factors were found excluding demographic information's. Based on it, a close ended structured questionnaire has been made by using 5 point Likert Scale to measure the relative importance of the variables. The questionnaire was pre-tested in order to maintain proper wording, length and sequencing of the questions. The respondents were asked to rate on several statements on the questionnaire using the scale between Strongly Agree to Strongly Disagree.

#### b) Population

The target population for the study was the female consumer of Dhaka city aged between 18 to 32, who frequently buy their own clothing. It has been anticipated by author that, female's living in capital city has their own perceptions, multiple option of choice and freedom of decision making which backed by their educational background and fashion consciousness.

#### c) Sample Size

A total of 250 questionnaires were handed out and a sample of 220 was realized. The remaining 30 questionnaires were discarded for one of the following reasons:

- i. Non-compliance with the set of parameters.
- ii. Incorrect completion of questionnaire.
- iii. Too many fields of data missing.

#### d) Sampling Technique

For sampling, non-probabilistic sampling method (i.e. convenient judgment sampling) was used.

#### e) Data Collection Method

The needed data has been collected from the both primary and secondary sources

#### f) Primary data

Sources of primary data are collected by university students on different area of Dhaka City conducting survey through questionnaire for the first time and thus happen to be original in character.

#### g) Secondary data

Secondary information collected from different web sites and published articles, online journals, and working papers.

### IV. DATA PROCESSING & ANALYZING TECHNIQUE

After collecting data, it was scrutinized and analyzed by using statistical tools SPSS 16.0 (Statistical Package of Social Science).

#### a) Reliability

Reliability and internal consistency of the multi item scales for each of the constructs were measured using Cronbach Coefficient Alpha. The minimally acceptable reliability for primary research should be in the range of point five to point six. (Nunnally, 1967) Based on the assessment- a total of 88 items measuring the constructs were finally retained for final use. Cronbach's Coefficient alpha values were computed. 911 which demonstrates the high internal consistency of the collected data.

Table 1 : Reliability Statistics

Cronbach's Alpha	N of Items
.911	88

### V. FACTOR ANALYSIS

*KMO and Bartlett's Test:* Before going to factor analysis result, researcher should analyze the KMO and Bartlett sphericity test. It was found that KMO exceed 0.5, so researcher should be confident that factor is appropriate for these data and Bartlett sphericity test is always significant for all factors. If the KMO value is lower than 0.5, factor analysis can not be conducted because data doesn't have enough requirement. The requirement means that factors don't have enough data to be process. It is also indicated from significant value on Bartlett test of sphericity. If the value is higher than alpha significant, the factor analysis is not allowed to be process. Here, researcher found significant value .000 and therefore factor analysis is appropriate.

Table 2 : KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.699
Bartlett's Test of Sphericity	Approx. Chi-Square	1.431E4
	df	3828
	Sig.	.000

a) *The Result of Factor Analysis*

Principle component analysis is used as the extraction method to identify the key factor having significant correlation with the variables. The results of principle component analysis indicate that there are

twenty six factors whose eigenvalues exceed 1.0. Eigen value of a factor represents the amount of the total variance explained by that factor. The twenty six factors identified explain 77.773% or 78% of the total variance.

Table 3 : Total Variance Explained

Component	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	11.652	13.241	13.241
2	5.909	6.714	19.955
3	4.998	5.680	25.635
4	4.085	4.642	30.277
5	3.756	4.268	34.545
6	3.551	4.035	38.580
7	3.061	3.479	42.059
8	2.785	3.165	45.224
9	2.473	2.810	48.034
10	2.310	2.625	50.659
11	2.170	2.466	53.125
12	2.081	2.364	55.489
13	1.961	2.228	57.718
14	1.860	2.113	59.831
15	1.745	1.983	61.814
16	1.677	1.905	63.720
17	1.602	1.821	65.540
18	1.462	1.662	67.202
19	1.358	1.543	68.745
20	1.283	1.458	70.203
21	1.198	1.361	71.564
22	1.175	1.336	72.899
23	1.138	1.293	74.192
24	1.092	1.241	75.434
25	1.040	1.182	76.616
26	1.019	1.158	77.773

Extraction Method: Principal Component Analysis.

Factor analysis result shows that communalities of variables are quite high, indicating that the variables used in data set are highly cohesive in nature. From the Table 5 it can be concluded that, this 26 factors constitute approximately 78% of the total variance. The first factor explained 13.241 percent of this variance and according to result; it exhibited heavy loadings for twenty six variables. Product quality (13.241) is the most

important factor for female consumers of choosing branded clothing, which eigenvalues is 11.652. The second factor named long lasting explained 6.714 percent of the variance with eigenvalues 5.909 is the second preferred factor among twenty six. Thirdly, Quality of finishing explained 5.680 percent and fourthly Quality of stitching (4.642), Quality Assurance (4.268), Quality of raw materials (4.035) percent consequently of



the variance that's load highly on it. Fifthly, two factors explained more than 3 percent of variance named as button quality (3.479) and Color combination (3.165). Other six factors exceed two percent of variance namely different color options (2.810), Brightness of color (2.625), Color guarantee (2.466), light colors (2.364 Fashionable (2.228), Adopt myself with fashion changes (2.113) percent.

Above 14 factors has Cumulative 59.831 % and other 12 factors has explained over one percent of variance, those are given below on a sequential order--- (Innovativeness of Branded clothing, Fantasy clothing influences, reasonably priced, Fixed Price option, Category pricing, Smoothness of cloth, Softness of

cloth, Brand image., Brand impression, Logo of the brand, Brand trustworthiness and trendy).

Frequency analysis shows that, 64.1% purchase branded clothing whenever needed, 15% once a month, 10.9% more than once a month & 10% once a year of total respondent (See Table 4). Persons accompanying respondents during purchase, on that question 87.3% of them buy with some one special, 6.8% with co-worker, 5% with family member & .9% with friends (See Table 5). Respondent's monthly expenditure on Branded clothing on that question were found, 39.5% spend 1000tk. to 2000tk. 31.8% spend 2000tk. to 3000tk. 17.6% spend more than 3000tk. and 10.9% spend less than 1000tk. (See Table 6) and Table 7 describes respondents age.

*Table 4 :* Frequency of branded clothing purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a year	22	9.9	10.0	10.0
	Once a month	33	14.9	15.0	25.0
	More than once a month	24	10.8	10.9	35.9
	Whenever feel needed	141	63.5	64.1	100.0
	Total	220	99.1	100.0	
Missing	System	2	.9		
Total		222	100.0		

*Table 5 :* Persons accompanying respondents during purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friends	2	.9	.9	.9
	Family members	11	5.0	5.0	5.9
	Co-workers	15	6.8	6.8	12.7
	Someone special	192	86.5	87.3	100.0
	Total	220	99.1	100.0	
Missing	System	2	.9		
Total		222	100.0		



Table 6

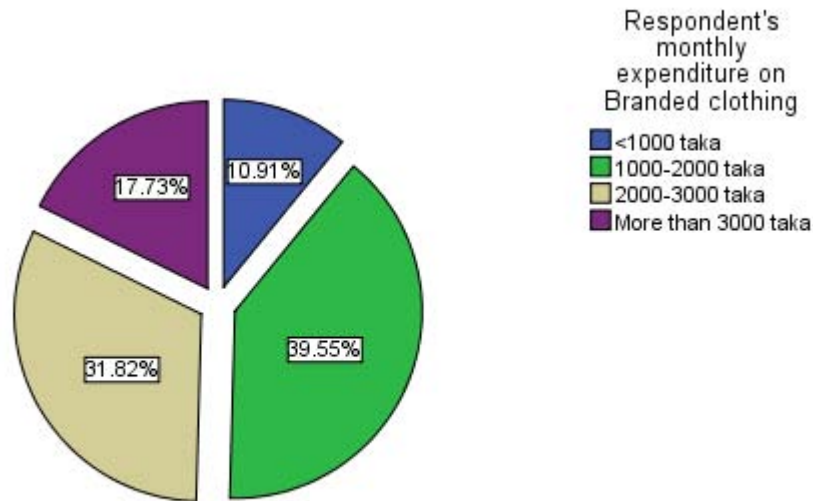
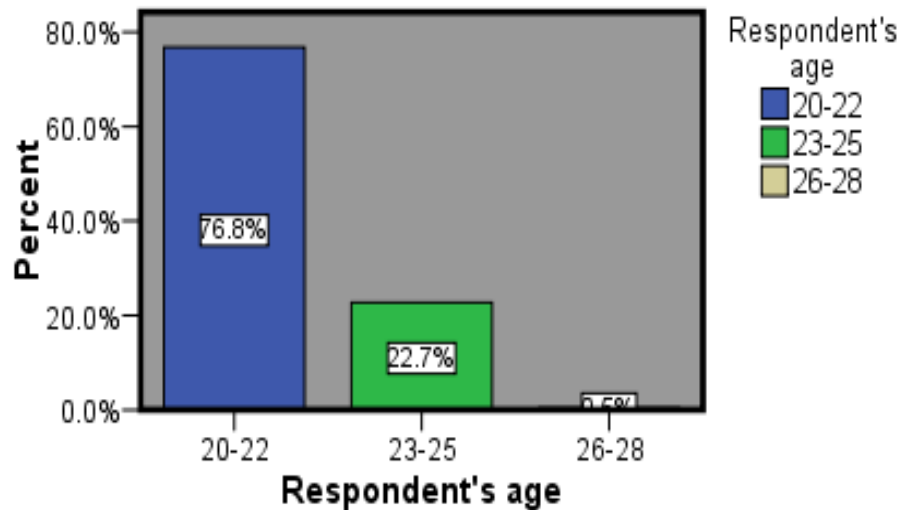


Table 7



## VI. DATA ANALYSIS & INTERPRETATIONS

### a) Model

In this study multiple regression models has been used to examine affects of "Country of Origin" to identify the relationship between the factors identified through overall measure of preference of the

respondents. The author has used the country of origin influence as the dependent variable and other 87 factors are used as independent variables. The author has run the regression model to determine the significance level of the variables for country of origin influences regardless other factors.

The basic model for the study was therefore as follows:

$$\text{Country of Origin Influence (CoOI)} = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \dots + \beta_{87} X_{87} + e$$

Where, CoOI = Country of Origin influence

$X_1$  = Product quality

$X_2$  = because of long lasting

$X_3$  = Quality of finishing influences

$X_4$  = Quality of stitching

$X_5$  = Quality Assurance

$X_6$  = Quality of raw materials

$X_7$  = button quality.

$X_8$  = Color combination  
 $X_9$  = different color options  
to  
 $X_{87}$  = Magazine advertisement

And  $\alpha$  is constant and  $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7, \beta_8, \beta_9, \dots, \beta_{87}$  are coefficient to estimate and  $e$  is the error term.

#### b) Regression Analysis

Under multiple regression analysis, the report of analysis is given below along with SPSS software output & sufficient explanation.

Table 8 : Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.929 <sup>a</sup>	.863	.772	.504	1.951

a. Predictors: (Constant), All requested variables entered

b. Dependent Variable: Country of Origin influences me to prefer Branded clothing.

#### i. Explanation of Model Summary

- In this model, the value of  $R = 0.929$  expresses that there is a high degree of positive relationship between the dependent variable  $\hat{Y}$  (CoOI) Country of origin and the independent variables expressed as  $X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, \dots, X_{87}$  at 5 % level of significance
- The term R Square is the multiple coefficient of determination interpreted as the proportion of variability in the dependent variable that can be explained by the estimated multiple regression equation.
- Hence, when multiplied by the 100, it can be interpreted as the percentage of the variability in  $\hat{Y}$  (CoOI) that can be explained by the estimated regression equation.

- All independent variables ( $X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, \dots, X_{87}$ ), the R Square = 0.863. Therefore, 86.3% of the variability in  $\hat{Y}$  (CoOI) is explained by the estimated multiple regression equation with all entered  $X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9, \dots, X_{87}$  as the independent variables.
- If a variable (say for colour of washing tag) is added to the model, R Square becomes larger even if the added variable is not statistically significant. The Adjusted R Square compensates for the number of independent variables in this model.
- Std. Error of the Estimate (€) expresses the total amount of error or variability in the dependent variable  $\hat{Y}$  (CoOI) that can't be explained by the linear effect of the all independent variables in the multiple regression model expressed by multiple regression equation.

Table 9 : ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	210.610	87	2.421	9.545	.000 <sup>a</sup>
	Residual	33.477	132	.254		
	Total	244.086	219			

a. Predictors: (Constant), All requested variables entered

b. Dependent Variable: Country of Origin influences me to prefer Branded clothing.

#### ii. Explanation of ANOVA

The ANOVA (Analysis of variance) tells us whether the regression equation is explaining a statistically significant portion of the variability in the dependent variable from variability in the independent variables. The test shows that table sig. value 0.05 is greater than the calculated value .000. It means; there has significant relationship between dependent and independent variables.

- In case of ANOVA (Analysis of variance), the total sum of squares can be divided into two components: the sum of squares due to Regression

(SSR) and the sum of squares due to Error (SSE) as shown below:

$$SST = SSR + SSE.$$

Where,

$$SST = \text{Total sum of squares} = \sum (Y_i - \bar{Y})^2$$

$$SSR = \text{sum of squares due to regression} = \sum (\hat{Y}_i - \bar{Y})^2$$

$$SSE = \text{sum of errors due to error} = \sum (Y_i - \hat{Y}_i)^2$$

- The analysis of variance part shows the three values for our selected problem with all independent

variables ( $X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9$ , to  $X_{87}$ ): SST=244.086, SSE=210.610 and SSR=33.477. The value of SST is same whether independent variable added or deducted, it doesn't depend on  $\hat{Y}$ , but SSR increases and SSE decreases when another independent variable is added with model. The implication is that the estimated multiple regression equation –provides a better fit for the observed data.

- Adding independent variables cause the prediction errors to become smaller, thus reducing the sum of squares due to error (SSE) because SSR= SST-SSE when SSE becomes smaller.
- The F-test is used to determine whether a significant relationship exists between dependent variable named CoOI and the set of all independent variables such as  $X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9$ , to  $X_{87}$  expressed as respectively; we will refer to the F-test as the test for overall significance.
- In this ANOVA model, the hypothesis for the F-test involves the parameters of the multiple regression models:

$$H_0 = \beta_1 = 0$$

$$H_1 = \beta_1 \text{ or is not equal to zero.}$$

- if  $H_0$  is rejected, we have enough evidence to deduce that, all of the parameters of variables are not equal to zero and that the overall relationship between CoOI ( $\hat{Y}$ ) and other independent variables ( $X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9$ , to  $X_{87}$ ) is significant.
- Before interpreting the F-test, we need to know the concept of Mean Square. A mean square is a sum of square dividend by its corresponding degrees of freedom. In the multiple regression models, SST has (n-1) degrees of freedom, SSR has p (number of independent variables) degrees of freedom and SSE has (n-p-1) degrees of freedom. Hence, the mean square due to regression (MSR) is SSR divided by p and the mean sum of square due to error (MSE) is SSE divided by (n-p-1).
- If  $H_0$  is accepted, MSR provides an unbiased estimate of  $\sigma^2$ , and the value of MSR or MSE becomes larger. To determine how large values of MSR/MSE must be to reject  $H_0$ , we make use of the fact that if  $H_0$  is true and the assumptions about the multiple regression model are valid, the sampling distribution of MSR/MSE is an F-distribution with p degrees of freedom in the numerator and (n-p-1) in the denominator. The summary of F-test is given below:

$$F = \text{MSR/MSE} = 2.421/.254 = 9.545$$

- The p-value (sig.) with a level of significance  $\alpha = 0.05$  in the last column of the ANOVA table also indicates that we can reject  $H_0$  because the P-value is less than  $\alpha = 0.05$

From the above analysis it can be easily inferred that, Country of Origin has significant impact on female consumer's perception of choosing branded clothing.

## VII. RECOMMENDATIONS

Brands are an essential part of consumer choices when purchasing products, but to understand why this is the case, author suggest retailers need to isolate and understand the factors that underlie a brand's importance and what factors lead their own brands to possess a competitive advantage in the marketplace. By understanding the role of brands as market based assets and the relationships that can develop between consumers and particular needs and category brands, managers can not only enhance revenue generation, but also be in a better position to predict business outcomes now and in the future. Findings of the study will help marketer to set sustainable driver of brand value as well as isolating competitive advantage over retailers and manufacturer.

### a) Author Recommends that

- Production facilities should definitely not be moved to a country that considered very inferior in terms of competence.
- Need to focus on building brands that can offset negative impact of COO associations & create strong brand equity to minimize negative country image.
- Promote other product attributes and benefits; e.g., lower price, more extensive guarantee and service
- Select brand name that disguises negative COO
- Consumers' having strong tendency towards habitual behavior needs to familiar various country of origin product. Representation of multiple country products will minimize significance of origin.
- Consumers' are affected by product origin of home country (patriotism), a strong prestige value can be attached with product. Moreover, Made in Pakistan has a negative evolution to citizen of India but in case of renowned brand it can be less important.
- People associate brand with the quality of product, style and its design mainly. In return, they expect the branded product to provide them recognition, satisfaction and value for the money invested. Extra utility can therefore protect a brand if production facilities have to be relocated. Because they want brand and happen to be fashion at a time. A particular brand can provide some extra utility to satisfy consumer which derived from brand value, can minimize affect of country of origin. For example, consumers are getting a product of famous brand at a reasonably price.

## VIII. CONCLUDING REMARKS & MANAGERIAL IMPLICATION

The knowledge about the country of origin plays a decisive role when not so much is known about the product and its country of origin. Understanding the processes in consumer decision making and taking care of them will help to encourage the international trade between the people and firms of different countries. International marketers could use COO marketing as an instrument to facilitate the entry of new market. However, complementary marketing strategies (e.g. brand name marketing) should be employed to sustain market position because reliance only on COO in long term may lose its effectiveness.

The results regression analysis shows that the country of origin exerts a substantial influence on the female consumers' purchasing decisions. – this shows the reader the absolute influence of product origin and also enables him/her to gauge the significance of the country of origin in comparison to others fundamental product attributes.

When the consumer shows an interest in a product's origin, the second step is to establish the impact of product origin on the buying decision within a product category and the impact of product origin on the brand as connecting a brand with its (supposed) country of origin can also contribute to the brand's credibility. A relocation of production facilities will only appear unproblematic, when product origin is neither significant for the product category nor for the brand. If product origin is important either for the product category or for the brand or for both, the (negative) consumer reactions have to be evaluated. Finally, the evaluated consumer reactions and other disadvantages are set against the advantages of the new location in order to establish the viability of relocating production facilities. Some entrepreneurs and marketing experts hold the opinion that it is possible to be successful as long as the brand of the products is strong enough, irrespective of the production location. That fact that the original production location can be an integral component of the strength of a brand is usually overlooked. It is indeed the strongest brands that consumers closely connect with their countries of origin; relocation can evoke uncertainty among consumers as to the quality of the products of the brand in question.

From the results of factor analysis, it is being revealed that most female consumer concern about product quality while choosing a brand. Moreover the female consumers who possess strong positive attitudes towards brands show high level of involvement in long lasting of cloth, Quality of finishing, Quality of stitching, Quality Assurance, Quality of raw materials. Consequently, button quality and Color combination hold a high level of involvement in fashion or branded

clothing. It is also observed in the study that different color option, brightness of color, color guarantee, light colors, fashionable, adopt myself with fashion changes should be consider seriously in strategy formulation while giving critical importance to these factors. Above all, to get clear understanding by the key factors priority should be given factors like innovativeness of branded clothing, fantasy clothing influences, reasonably priced, fixed price option, category pricing, smoothness of cloth, softness of cloth, brand image., brand impression, logo of the brand, brand trustworthiness and trendy.

Marketing managers and producers should concentrate their efforts to enhance and promote the image of their brand's original country because consumer perceptions about the country almost transfer to the originality of a brand apart from location of production countries which produce or assemble brand products and if increased, it will contribute positively to their firm's brand equity dimensions. All these insight have to be embedded in the policy formulation that will help marketing manager to design appropriate strategies to deal marketing practice for the benefit of companies.

## IX. LIMITATION OF THIS RESEARCH

This study used eighty-eight factors which are considered before purchasing branded clothing as the focal object to determine affects of country of origin. Future research could consider whole society by increasing sample size which in other case could have been done to make the research even more realistic and authenticated. Besides, female consumers may behave differently when responding to other product categories

Therefore, the researcher has phased the following limitation;

Firstly, the researcher applied non-probability sampling technique for research purpose.

Secondly, the research has been conducted with in a limited span of time.

Thirdly, sample was taken from Dhaka city only.

In addition, further research is needed to measure the relationship of overall satisfaction and behavioral intension to the consumers' perception of a particular brand or company's products.

## X. ACKNOWLEDGEMENT

This research was supported by some young researcher of Southeast University who contributed in different phase of data collection. Gratitude to all and dedication to Mr. Manzur Alam. (With the course of flowing time, there has been a proportionate escalation in distance and confliction of personality, may be the word "I do love" will remain untold; may be I can hardly put an end to the thirst for his affectionate closeness...!).

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### Annexure 2

*(All Independent Variables that has been entered on Multiple Regression Model)*

Product quality, because of long lasting., Quality of finishing influences, Quality of stitching, Quality Assurance, Quality of raw materials, button quality, Color combination, different color options., Brightness of color, Color guarantee, light colors, fashionable., adopt myself with fashion changes., Innovativeness of Branded clothing, Fantasy clothing, reasonably priced, Fixed Price option, Category pricing, Smoothness of cloth, Softness of cloth, Brand image, Brand impression, Logo of the brand, Brand trustworthiness, Trendy, Updated collections, Seasonal collection, attractive looking, Attractive style, stylish., Fashion Conscious, Gorgeous, Trial room advantage, Altering facility, Online facility, Customer service, Smartness of salesmen, Behavior of salesmen, Celebrity advertisement., Decoration of showroom, Lighting of showroom, Smell of showroom, Air conditioning, Style Opinion Leader, Creatively designed, Boutique design, Standard design, Attractive design, influenced by the TV advertisements, Use of models in the advertisement, Discount offer, Different sales offer, Availability of Unique designs, time saving, it fits well, flexible payment system, refreshes mind after purchasing, available branches everywhere, Tailor ship, Attractive Product Catalogue, Because of Fashion Magazines, Mannequin display, My family members influence, friends influence, coworkers influence, Availability of Care Instructions, Print Media influences, Word-of-Mouth, Celebrity Endorsements, Loyalty to brands, fashion knowledge, Self-expression, life-style, ethnicity influences, Various Social Occasions, Length of Stitches, lining., Width of Hem, Shopping Habit, comfortable to wear, variety of designs., allow me to move freely while I am shopping, ensures my social status, Magazine advertisement, Country of Origin influences.



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- Fundamental goal
- To the point depiction of the research
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## Approach:

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### Approach

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<i>Introduction</i>	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
<i>Methods and Procedures</i>	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
<i>Result</i>	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
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<i>References</i>	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring



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