Zambian Consumers and the Country-of-Origin Effect

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Abstract:- Since increase in exportsis highlybeneficial for the economic development and growth of a country, this research exposes the negative effects of a brand's country-of-origin on consumer purchase intention in developing countries, it exposes how a brand's country-of-origin in developing countries influences local consumers to purchase imported brands more than local brands.

Through the use of a quantitative research method, this research is based on data collected from a sample size of 600 that was analyzed in SPSS. The findings shows that country-of-origin influences the purchase of local and imported FMCGs in Zambia, but its effects are much stronger towards the purchase of imported goods than local goods. Furthermore, the results also reveal that Zambians are prone to purchase imported goods because they trust them. These findings therefore provide empirical evidence of the importance of the need for more studies and usage of country-of-origin and brand trust in marketing research and practice in developing countries.

Keywords:- Country-of-Origin, Brand Trust, Purchase Intention, FMCGs, Developing Countries.

I. INTRODUCTION

The topic of country-of-origin and purchase intention is one in the marketing research circles that has widely received attention from researchers over a span of many decades. Whether in recent or older studies, the two concepts; country-of-origin (COO) and purchase intention (PI) in various marketing literature can be evidently seen as studied individually or paired together (Rusmiati&Sugiati, 2020) or studied together with other concepts in marketing to determine their role in consumer behavior (Vuong& Giao, 2020).

This study was limited to study of fast-moving consumer goods because current studies indicate that the fast-moving consumer goods (FMCG) sector contributes significantly to the gross domestic product (GDP) growth of a country (Makaleng & Hove-Sibanda,2022). Other studies also have shown that), coca cola was ranked the top leading fast-moving consumer good (FMCG) brand worldwide for the year 2021, by household reach (Statista, 2021) and has been estimated to hold about 29% market share of carbonated soft drinks in the middle east and Africa combined (Wood & Baker, 2021). Furthermore, according to a survey done in the year 2022 in Zambia (Statista,2022), data from the survey showed that Coca Cola was the most preferred brand of carbonated drinks, with a share of 75% of respondents saying they preferred Coca Cola while the remaining 25% was left to be shared among other brands, among them Pepsi with 17%, also another Imported brand. Such data tells us that there's definite need for reforms that are aimed at changing the Zambian consumer's attitude towards purchasing global brands over local brands. Thus, this research as aimed to investigate Zambian consumers' attitude towards purchasing a local brand called Redrock cola verses an imported brand, Coca cola.

Fig 1: Left is Redrock Cola and Right is Coca Cola

According to previous literature, one of the many ways in which marketing research in developed countries differs from that of developing countries is in consumer behavior (Shankar & Carpenter, 2012). (Craig & Douglas, 2005) stated that in developing countries, consumer behavior may be more influenced by factors such as lower income levels, diverse cultural norms, and evolving market preferences due to rapid economic growth and urbanization. These factors are not only likely to affect a developing country's consumer behavior, but also likely to cause differences in the approach and occurrence of marketing research on particular topics in these emerging economies. Based on such research information, it is worth to consider the fact that in developing countries there exists gaps in marketing research or to be more specific as it relates to this paper, there exists gaps in consumer behavior research in developing countries, thus there's need for more marketing research based on these countries.

Apart from prior literature showing that developing countries have been understudied, the growth of African GDP and consumer spending is also one of the current calls for the need for marketing-based research on emerging economies. Burgess and Malhotra in their 2020 research paper (Burgess & Malhotra, 2020) stated that African GDP and consumer spending is projected to double in this decade, reaching 2.6 USD trillion and 1.4 USD trillion, respectively. Consequently, more than one-third of the Africa's 3 billion people could move from subsistence to more modern consumer lifestyles in the span of a generation. Also, a publication on Statista (statista.com) by (Tugba Sabanoglu,2023) shows that in 2015, consumer and businesses in Africa spent a total of four trillion U.S. dollars and a projection for 2030 showed that this figure was projected to rise to around 6.6. billion U. S dollars by 2030, fueled by population growth, urbanization and growing markets. It is worth noting that there's a race to win these fast-growing, unsaturated markets by focusing attention on the need to improve our understanding of marketing science and practice in African emergent contexts. It is to this extent that, (Dadzie, Dadzie, and Winston, 2019) recently called for more research on drivers and performance outcomes of marketing strategy and practice in African emerging markets.

Zambia, likemost of the other countries on the content of Africa possesses gaps in marketing research. This paper is aimed to play in role in changing the current state of marketing research in Zambia and Africa as whole by shedding light on the impact of country-of-origin (COO) on purchase intention (PI). According to information gathered through observation in Zambian marketing literature, this area of study has not yet been explored in Zambia. The current state of study shows hints of the effect of country-of-origin towards the purchase of goods in Zambia. (Mweemba & Mweshi,2022) and (Mweemba & Bbenkele,2022) in their recent marketing research provided iterate evidence that Zambians are more inclined to purchase imported fast moving consumer goods than local fast moving consumer goods.The aimof this article is to prove whether country-of-origin has an impact on the purchase of local and imported goods respectively. And as to help in finding factors that

couldinfluence the increase in the purchase of local brands over imported ones.

The Zambian economy stands to benefit significantly from a robust understanding of consumer behavior, as it can inform strategic initiatives aimed at bolstering local industries, fostering economic growth, and mitigating unemployment through the creation of job opportunities within the thriving local manufacturing sector. This research seeks to leverage the constructs of country-of-origin (COO), brand trust (BT) and purchase intention (PI) to unravel the intricate web of factors that influence consumer purchasing decisions in Zambia. By doing so, it aims to not only shed light on the underlying drivers of consumer behavior but also to provide actionable insights that can inform targeted marketing strategies and policy interventions to bolster the Zambian economy.

This research aims at Investigating the specific factors that contribute to the negative effects of country-of-origin (COO) on the purchasing behavior of Zambian consumers, particularly in relation to imported brands versus local brands. This includes examining the perceptions and attitudes of consumers towards products based on their country of origin, such as how cultural, and economic factors influence consumer preferences.

Lastly, this research aims to provide actionable insights for marketers to tailor strategies that combat the negative effects of country-of-origin on consumer purchasing behavior, with the goal of promoting the growth of local brands and contributing to the overall development of the Zambian economy. This includes offering practical recommendations for marketers to leverage consumer insights and cultural understanding to develop effective marketing strategies that resonate with Zambian consumers. Additionally, the study aims to provide guidance on how marketers can address cultural barriers and perceptions related to local and imported products to promote the success of local brands and industries. By addressing these detailed research objectives, the study aims to contribute to a deeper understanding of consumer behavior in the Zambian market, while also providing practical implications for marketers and policymakers to support the growth of local industries and the economy as a whole.

II. LITERATURE REVIEW

A. Country-of-Country of Origin and Purchase Intention

The subject of the Country-of-origin is one subjectin marketing research that has spiked the interest of many for over five decades now. From Schoolers first publication of its first study in 1965 (Schooler, 1965) which laid the foundation for understanding how the country of manufacture can influence consumer attitudes and purchase intentions, up to the present day, country-of-origin has attracted a high level of interest from both scholars and practitioners all over the world. Based on literature investigation, researchers found out that country-of-origin image play a significant role in consumer's perceptions towards products and brands from any given country

(Hanzaee & Khosrozadeh, 2011), already existing research shows that people care about which country the product came from and where they were made (Parkvithee& Miranda 2012).

According (Kimery& McCord, 2002) in their 2002 research, measuring consumers' buying behaviour is not fairly straightforward; hence, their buying behaviour is typically assessed using purchase intention. The theoretical basis for purchase intention in marketing is a fundamental concept in consumer behavior research. According to some researchers, Consumer purchase intention refers to the "possibility of consumers' willingness of purchasing some specific products" (Dodds, Monroe & Grewal, 1991; Yunus& Muhamad,2016). It is also usually defined as a prerequisite for stimulating and pushing consumers to actually purchase products and services (Zhuang & Luo,2021). Purchase intention, also according to some other researchers, refers to the likelihood that a buyer in a specific purchase situation will choose a specific group of products in the future (Le, 2021). It is also believed to be the likelihood that consumers intend to purchase a specific brand in the future (Nguyen & Dang, 2022).

Understanding the influence of country-of-origin (COO) on consumer behavior is a key area of interest in marketing research, particularly in the context of consumer goods purchasing behavior. This paper aims to delve into the impact of COO on consumer preferences and purchasing decisions in Zambia. Drawing from existing research evidence and hypotheses developed based on prior studies, the focus will be on exploring the preference of Zambian consumers for global brands compared to local brands, and the implications of country-of-origin (COO) on their purchase intentions.

Numerous studies, including those by Elliot & Cameron (1994), Yunus& Rashid (2015), Rashid & Barnes (2016), and Hiena&Phuonga (2020), have highlighted the significant influence of COO on consumers' intention to purchase a particular product or brand. These studies have demonstrated that consumers often associate certain attributes with products from specific countries, leading to preferences or biases in their purchasing behavior. Moreover, research by (Moradi &Zarei, 2012) and (Hiena& Phuonga,2020) has shed light on the preference for imported goods in developing countries, citing not only high quality but also the influence of country-of-origin (COO) on purchase decisions. These findings emphasize the role of COO in shaping consumer preferences and purchasing behavior, particularly in emerging economies. Furthermore, recent research by (Mweemba &Mweshi, 2022) and (Mweemba & Bbenkele, 2022) has provided empirical evidence that Zambian consumers are more inclined to purchase imported fast-moving consumer goods (FMCGs) over local FMCGs. These findings indicate that COO plays a significant role in shaping consumer preferences in the Zambian market, with a clear preference for global brands over local brands. Hence based on the existing literature, the following hypotheses have been formulated:

- H1: COO impacts the purchase of FMCGs in Zambia
- H1a: Compared to local brands, Zambians are more likely to purchase imported brands
- H1b: Compared to imported brands, Zambians are less likely to purchase local brands

The hypothesis H1 aim to investigate the influence of COO on Zambian consumers' purchase intentions, with H1a and H1b providing specific predictions regarding the preference for global versus local brands.

B. Brand Trust and Purchase Intention

Building and maintaining a trusting and long-lasting relationship with customers are critical to a brand's success in today's highly competitive global market. And because of its importance in the process of brand success, brand trust (BT) has drawn increasing attention from both practitioners and researchers in recent years (Vo & Nguyen, 2022).

Brand trust is defined as the degree of consumer willingness to trust the ability to perform the functions that the brand has stated (Nguyen & Dang,2022), it is the consumers' belief that they can trust a brand to provide the same services or products as committed (UT-THA, (2021). According to (Nosi and Pucci, 2021) Brand trust antecedents can be grouped into four categories: (1) cognition-based, which is connected with consumers' perceptions (e.g. gathered information quality and perceived privacy protection) related to the trusted party; (2) affect-based, which is linked to indirect interactions with the vendor such as advice from relatable others; (3) experience-based, which is associated with consumers prior experience with the retailer and shopping in general; and (4) personality-oriented, which is connected to individuals' dispositional traits and shopping practice.

Currently there exists many studies on brand trust that have brought to light numerous, interesting research evidence that is worth consideration and attention by both researchers and marketers. In recent research, some researchers have pointed out that many factors affect brand trusts, such as experience and brand relationship (Budi, 2021), perceived service quality (Vo & Nguyen, 2022), social media marketing (Puspaningrum, 2020), country-of-origin (COO) (Vo & Nguyen, 2022), while other researchers have stated the need for businesses to behave in their customers' best interests based on common goals and values that reflect trust (Kholis&Ratnawati, 2021).

In Zambia, current research on brandtrust highlights the prevalence of imported carbonated soda brands in Zambia, suggesting a clear preference for global players in the market (Chiyesu and Chiboma, 2018). This preference is not solely attributed to the country-of-origin (COO) but is also believed to be influenced by brand trust. Furthermore, existing literature also proves that there's a positive association between a product's country-of-origin and consumers' trust in the product (Vo & Nguyen, 2022). Additionally, existing literature also proves that there's a positive association between brand trust and consumers'

purchase intention (Cuong, 2020). Thus, the author of this article proposed that:

- H2: Zambians Purchase Imported Brands due to their Trust in them.

This hypothesis seeks to investigate and demonstrate the positive impact of brand trust in mediating the causal effect of country-of-origin on the purchase of global brands in Zambia. It predicts that Zambians' trust in a brand plays a significant role in their inclination to purchase global brands, such as Coca Cola, over local alternatives. The hypothesis is based on the premise that brand trust is a key factor influencing consumer behavior and purchase decisions. By examining the relationship between brand trust and the purchasing of global brands in Zambia, this hypothesis aims to contribute to a deeper understanding of consumer behavior in the context of carbonated soda consumption in the Zambian market.
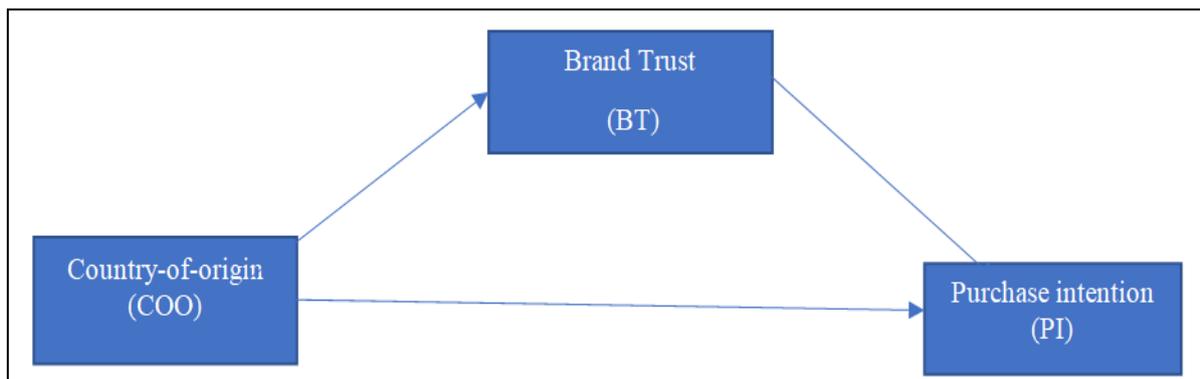

Fig 2: Research Model

III. METHODOLOGY

A. Survey Design

The survey for this paper was designed to target Zambian consumers in Lusaka, the capital city of Zambia. Since this survey involves investigating the effect of country-of-origin on purchase of local brands and imported brands respectively, it was decided that to avoid statistical error and bias there was need to design two questionnaires. The two questionnaires were all designed in google forms and were sent to respondents in form of a link. To avoid the same respondents from responding to both questionnaires, respondents were only exposed to either of the questionnaires. A respondent that participated in answering questionnaire 1 was not allowed to answer questionnaire 2 nor be exposed to it. This method allowed the author to collect data from a total of 600 respondents (i.e., 300 from questionnaire 1 and 300 from questionnaire 2).

B. Scale

The entire survey comprised of questions that were tailored to question respondents about country-of-origin (COO) i.e., examining the country-of-origin image of Zambia for Redrock cola and the United States of America for Coca cola, purchase intention (PI), and brand trust. All items in this survey were borrowed from previously done research and measured on a 7-point Likert scale "1 = strong disagree, 7 = strongly agree". With regards to design for Country-of-origin (COO) items, the items used in this survey are those borrowed from (Parameswaran &Pisharodi, 1994; Hiena& Phuonga,2020), Purchase intention items were borrowed from (Zhu & Benyoucef,2019; Hiena& Phuonga,2020), while items for brand trust were borrowed from (Dos Santos,2020; Vo & Nguyen, 2022). In order for the questionnaire to be specifically tailored for Zambian respondents, some of the items were later modified to best fit Zambian respondents.

Table 1: Reliability Indicators of Constructs

Variables	Code	Cronbach's Alpha if item deleted
Towards local brands		
Country-of-origin (COO) (Cronbach's Alpha = 0.715)		
I believe Zambia is creative in production	COOL1	.795
I believe Zambian technology is high	COOL2	.783
I believe Zambian designs are beautiful	COOL3	.794
I believe Zambia has highly qualified workers	COOL4	.810
I believe Zambian workers have creative skills	COOL5	.796
I believe Zambia is a prestigious country	COOL6	.781
I believe Zambia is an advanced country	COOL7	.788
Purchase intention (PI) (Cronbach's Alpha = 0.978)		
Next time I want to buy carbonated soda I intend to purchase Redrock cola	PI1	.765
Next time I want to buy carbonated soda I plan to purchase Redrock cola	PI2	.765
Next time I want to buy carbonated soda I will try to purchase Redrock cola	PI3	.764

Next time I want to buy carbonated soda I expect to purchase Redrock cola	PI4	.763
Towards Imported brands		
Country-of-origin (COO) (Cronbach's Alpha = 0..886)		
I believe USA is creative in production	COOI1	.865
I believe USA technology is high	COOI2	.866
I believe USA designs are beautiful	COOI3	.861
I believe USA has highly qualified workers	COOI4	.864
I believe USA workers have creative skills	COOI5	.883
I believe USA is a prestigious country	COOI6	.870
I believe USA is an advanced country	COOI7	.880
Purchase intention (PI) (Cronbach's Alpha = 0.960)		
Next time I want to buy carbonated soda I intend to purchase Coca cola	PI1	.961
Next time I want to buy carbonated soda I plan to purchase Coca cola	PI2	.937
Next time I want to buy carbonated soda I will try to purchase Coca cola	PI3	.946
Next time I want to buy carbonated soda I expect to purchase Coca cola	PI4	.944
Uncertainty avoidance (UA) (Cronbach's Alpha = 0.766)		
I think Coca cola is trustworthy	BT1	.837
I believe Coca cola is competent	BT2	.833
I think Coca cola is honest	BT3	.785
I trust the quality of Coca cola	BT4	.800

IV. RESULTS AND DISCUSSION

After the measurement items and scales proved to be reliable, as part of this study, the author conducted a regression analysis using SPSS.

Table 2: Regression Analyses

Direct effect of COO on PI							
Hypothesis			**Beta Coefficient**	R^2	**F**	**P-Value**	**Hypothesis Supported**
H1	COO→PI	H1a: COOLocal → PI	.281	.091	2.214	.009	Supported
		H2b: COOImported→PI	.571	.212	5.930	.000	
Mediation Analysis							
Hypothesis	Beta Coefficient		SE	R^2	p-value	LLCI	ULCI	Hypothesis supported
H2	COO→BT→PI		.189	.095	.456	.000	.003	.376	Supported

Note(s): N= 600, COOLocal = "country-of-origin for local brands", COOImported = "country-of-origin for imported brands", p<0.05.

The first stage of the regression analysis recorded in this article was aimed at investigating the effect of country-of-origin in the purchasing of domestic and global brands respectively. According to the analyses results, H1a(F= 2.214, p<0.05), Hb (F=5.930, p<0.05) and consequently H1 are all supported. This indicates that Country-of-origin (COO) can play a significant role in influencing the purchase of both local and imported fast moving consumer goods in Zambia, but the effect of country-of-origin towards the purchase of local brands is much less (β = .281), R2= .091 (9.1%) compared to the effect of country-of-origin towards the purchase of global brands (β = .571), R2= .212 (21.2%). In conclusion this confirms that there's indeed a relationship between country-of-origin and Purchase intention (Moradi & Zarei,2012; Hiena& Phuonga,2020) and further confirming that Zambians are more inclined to purchase imported fast moving consumer goods than local fast moving consumer goods (Mweemba & Bbenkele,2022).

The results also further show that brand trust has significant mediating effect towards the purchase of fast-moving consumer goods in Zambia. The indirect effect of country-of-origin on purchase intention through brand trust did not include zero (β = .189, SE=.095, LLCI=.003, ULCI=.376, p<.05). This supports H2's prediction that Zambians purchase imported brandsdue totheir trust in them. The results obtained through this section of the analysis confirm prior research(Bilkey&Nes, 1982; Häubl, 1996; Vida & Reardon, 2008; Cuong, 2020) whose analyses stated that there's a significant interaction between country-of-origin (COO) and brand trust.

V. CONTRIBUTIONS TO THEORY AND PRACTICE

Firstly, the research findings underscore the significance of incorporating the COO as a focal point in marketing and branding strategies. Specifically, the evidence indicating that Zambian consumers exhibit a greater propensity to purchase imported brands over domestic ones (H1a) suggests that businesses should strategically emphasize the foreign origin of their products.

For instance, leveraging marketing communications that highlight the unique attributes associated with imported goods, such as quality, innovation, or prestige, can effectively resonate with the preferences of Zambian consumers, thereby enhancing the appeal of foreign brands in the market.

Conversely, the statistically significant result indicating a reduced likelihood of Zambian consumers purchasing domestic brands compared to imported ones (H1b) necessitates a tailored approach towards promoting local products. Companies operating in Zambia should consider accentuating the local heritage, authenticity, and community impact of their products to align with the preference for domestic brands. This could involve integrating culturally resonant messaging, utilizing local endorsements, or engaging in community-focused initiatives to foster a strong connection between Zambian consumers and local brands.

In addition, the research findings based on H1 may prompt businesses to explore partnerships or alliances with local or international entities to leverage the preference for specific types of brands. Collaborations that emphasize the local or foreign nature of products could resonate well with Zambian consumers, aligning with their preferences and fostering stronger market positioning for the businesses involved.

The second hypothesis in this research (H2) states that Zambians purchase imported brands due to their trust in these brands. The hypothesis results have indicated a statistically significant relationship between Zambian consumers' trust and their preference for imported brands. Based on these results, the author suggests that managers can leverage the statistically significant relationship to develop marketing strategies that emphasize the trustworthiness of their brands. By highlighting quality, reliability, and consistency, companies can build and maintain consumer trust (Vo & Nguyen, 2022). For example, showcasing the brand's heritage, quality control measures, or endorsements by trusted individuals or organizations can effectively communicate the brand's reliability to Zambian consumers.Based on the results of the second hypothesis (H2), H2's results can guide managers in positioning their brands as trustworthy and reliable options in the Zambian market. Emphasizing the brand's reputation, customer reviews, or any certifications or awards received can help establish trust among consumers. Through effective product positioning, companies can differentiate their brands from competitors and capture the attention of Zambian consumers seeking reliable products.

Finally, by using the results of the hypothesis (H2) as great insight into understanding Zambian consumer behavior, companies can also consider investing in consumer education programs that can further enhance trust in imported brands. By providing transparent information about the brand's manufacturing processes, quality standards, and relevant certifications, companies can empower Zambian consumers to make informed purchasing decisions.

This educational approach can foster long-term trust and loyalty among consumers, benefiting the brand's market presence.

VI. LIMITATIONS AND FUTURE LINES OF RESEARCH

This research study in the context of the Zambian market represents a valuable contribution to the understanding of consumer behavior in emerging economies. By investigating the impact of country-of-origin on consumer purchase intention, the study aimed to shed light on the dynamics of consumer behavior and its potential implications for the growth of the Zambian economy. However, it is important to recognize that this study is subject to some limitations that should be taken into consideration as opportunities for future research.

The sample size is the first limitation that is worth noting. While the study collected data from about 600 respondents, this sample size may limit the generalizability of the findings. In a diverse market like Zambia, future research could consider a larger and more representative sample size that would provide greater confidence in the conclusions drawn from the study. A larger sample size would also allow for more robust subgroup analyses, potentially revealing important differences in consumer behavior across different demographics or regions within Zambia.

Similar to the limitation caused by sample size is the limitation caused by sample representation. Although the study collected data using a digital questionnaire survey method from about 600 respondents, it's essential to acknowledge the diversity within Zambia, including the fact that apart from Lusaka, the capital city, there are nine other provinces. The sample may not fully represent the diversity of consumer behaviors and preferences across these different regions, potentially limiting the generalizability of the findings to the entire Zambian population. Given the cultural, economic, and social diversity across different provinces, the study's findings may not fully capture the nuances of consumer behavior in all regions of Zambia, thus future research could also consider carrying a survey on all 10 provinces of Zambia to have more generalized findings.

The scope of the variables can also be considered one of the limitations of this study. This study focuses on specific constructs such as country-of-origin and brand trustas factors that affect consumer purchase intention. However, there may be other relevant variables or factors influencing purchase intention that were not included in the analysis. For a comprehensive understanding of consumer behavior in the Zambian market, future research could consider a broader range of variables, including socio-economic factors (e.g., income levels, employment status and other cultural factors apart from uncertainty avoidance), marketing strategies (e.g., social proof and content marketing), and product attributes (e.g. pricing, product quality and package).

In summary, this research on the effects of country-of-origin in the purchase of brands in Zambia is helpful but has some limitations to keep in mind for future studies. These include the small sample size, limited representation of different regions in Zambia, and focusing on only a few factors influencing consumer purchase intention. And so, to improve future research, it's important to use a larger and more diverse group of people from all parts of Zambia. Also, considering a wider range of factors like income, culture, and marketing strategies can give a better understanding of why people buy certain products. Exploring how beliefs like consumer loyalty and aversion to risk affect buying choices can also provide valuable insights.

VII. CONCLUSION

This paper through a thorough literature review method has given insights into the knowledge and theory of the concepts of country-of-origin (COO), purchase intention (PI) and brand trust (BT).

Through the use of a deductive method of research, this paper proposed reliable hypotheses and a hypothetical model that showed the possible interactions of the variables. While using the proposed hypothesis and model, this paper aimed to investigate the effect of country-of-origin in the purchase of local and imported fast-moving consumer goods respectively.This study aimed to investigate if in a developing country like Zambia the country-of-origin effect has positive impact in the purchase of imported goods and to investigate if the country-of-origin effect is negative when it comes to the purchase of domestic brands.

Through the use of a digital questionnaire that was made up of reliable measurement items, this article provides statical evidence based on data collected from a survey of about 600 people who differed demographically by gender, age, level of education, occupation and income. After collecting data and running multiple regression analyses using SPSS, this study provides statistical results that prove that: Firstly, country-of-origin has influence in the purchase of local brands and imported brands in Zambia respectively, but this effect of country-of-origin is much stronger at influencing the purchase imported brands than at influencing the purchase of local brands. And secondly, that trust plays a positive role in the purchase of imported in Zambia and compared to the direct of country-of-origin on purchase of imported brands, the effect of country-of-origin on the purchase of imported brands seems to be much strong when mediated by brand trust, thus confirming that trust is a very strong factor in influencing the purchase of imported brands in Zambia.

Hopefully, this research's findings will motivate more nuanced inquiries in this direction to further understand the possible processes and boundary conditions underlying the effect of country-of-origin (COO) towards the purchase of local and imported brands respectively.

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