

## TABLE OF CONTENTS

BACHELOR THESIS APPROVAL .....	ii
BACHELOR THESIS COMPLETION APPROVAL .....	iii
STATEMENT OF ORIGINALITY .....	iv
ABSTRACT .....	v
ABSTRAK .....	vi
ACKNOWLEDGEMENT .....	vii
TABLE OF CONTENTS .....	viii
LIST OF TABLES .....	xi
LIST OF FIGURES .....	xii
LIST OF PICTURES .....	xiii
CHAPTER 1 INTRODUCTION .....	1
1.1 Background.....	1
1.2 Problem Identification .....	10
1.3 Research Questions .....	12
1.4 Research Objectives.....	12
1.5 Research Purposes .....	13
1.6 Thesis Organization .....	13
CHAPTER II LITERATURE REVIEW .....	15
2.1 Literature Review .....	15
2.1.1 S-O-R (Stimulus-Organism-Response) Theory .....	15
2.1.2 Consumer's Purchasing Decision.....	16
2.1.3 Brand Image.....	17
2.1.4 Perceived Quality .....	19
2.1.5 Korean brand Ambassador.....	20
2.2 Previous Research .....	23
2.3 Relationship between Variables .....	26
2.3.1 The Relationship between Brand image and Consumer Purchases Decisions. ....	26
2.3.2 The Relationship Between Perceived Quality and Consumer Purchases Decision .....	27

2.3.3 The Relationship Between Korean Brand Ambassador and Brand Image on Consumer Purchase Decision .....	28
2.3.4 The Relationship Between Korean Brand Ambassador and Perceived Product Quality on Consumer Purchase Decision .....	30
2.4 Research Model and Hypothesis .....	31
2.4.1 Research Model .....	31
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>32</b>
3.1 Research Variables and Operational Definitions of Variables .....	32
3.1.1 Research Variables .....	32
3.1.2 Operational Definition Variables .....	33
3.2 Population and Sample .....	35
3.2.1 Population .....	35
3.2.2 Sample .....	36
3.3 Data Types and Sources .....	37
3.4 Data Collection Techniques .....	38
3.5 Validity and Reliability Testing .....	38
3.5.1 Validity Test.....	38
3.5.2 Reliability Test.....	39
3.6 Classical Assumption Test.....	40
3.6.1 Normality Test .....	40
3.6.2 Multicollinearity Test.....	40
3.6.3 Heteroscedasticity Test .....	40
3.7 Analysis Method .....	41
3.7.1 Multiple Linear Regression .....	41
3.7.2 Simultaneous Test (F Test) .....	42
3.7.3 Determine Test (R square) .....	42
3.7.4 Partial Significance Test (T-Test) .....	43
<b>CHAPTER IV RESERCH FINDINGS AND DISCUSSION .....</b>	<b>44</b>
4.1 Respondent Characteristic.....	44
4.1.1 Characteristics of Respondents by Gender .....	44
4.1.2 Characteristics of Respondents by Age.....	45
4.1.3 Characteristics of Respondents by Jobs .....	45
4.1.4 Characteristics of Respondents by Monthly Income .....	46

4.2 Validity and Reliability Testing .....	47
4.2.1 Validity Test.....	47
4.2.2 Reliability Test.....	49
4.3 Classical Assumption Test.....	50
4.3.1 Normality Test .....	50
4.3.2 Multicollinearity Test.....	51
4.3.3 Heteroscedasticity Test .....	53
4.4 Multiple Regression Analysis .....	54
4.5 Moderated Regression Analysis .....	55
4.6. Hypothesis Test .....	56
4.6.1 F-Test.....	56
4.6.2 T-Test.....	58
4.6.3 Coefficient Determination .....	61
4.7 Discussion .....	62
4.7.1 The Relationship Between Brand Image and Consumer Purchases Decisions .....	62
4.7.2. The Relationship Between Perceived Quality and Consumer Purchases Decision. ....	64
4.7.3. Korean Brand Ambassador Influences the Relationship Between Brand Image and Consumer Purchase Decision.....	65
4.7.4. Korean Brand Ambassador Influences the Relationship Between Perceived Quality and Consumer Purchase Decision .....	66
Chapter V Conclusion .....	69
5.1 Conclusion.....	69
5.2 Theoretical Implications .....	70
5.3 Managerial Implication .....	71
5.4 Limitation .....	71
5.5 Future Research .....	72
REFERENCES.....	73
APPENDIX .....	78