ABSTRACT

The influence of country-of-origin (COO) image on consumer purchasing behavior continues to grow in importance, especially within emerging markets where consumers are exposed to a wide variety of international brands. In the context of Korean products in Indonesia, the COO image functions not merely as a background cue but as a central element shaping consumer evaluations and brand-related judgments. The national image of South Korea, closely associated with innovation, cultural influence, and economic advancement, serves as a powerful stimulus in forming favorable brand attitudes and stronger purchase intentions. Based on established theories of COO effects, brand attitude development, and consumer ethnocentrism, a quantitative approach is applied to analyze the structural relationships among these constructs. The results confirm that a positive COO image significantly enhances brand attitude, which in turn has a direct impact on purchase intention. These findings provide theoretical contributions to international marketing literature and practical guidance for Korean brands aiming to expand in Southeast Asian markets, where cultural sensitivity and strategic branding alignment are essential.

Keywords: Country-of-origin image, brand attitude, purchase intention, Korean products, consumer ethnocentrism, international marketing, emerging markets

SEMARANG
FEB UNDIP