

ABSTRACT

This paper is planned to give an information processing consumer perspective underlying the effects of country-of-origin and specific attribute information on sportshoes product: Nike from USA, Adidas from Germany, Fila from Italia and Umbro from England. Consumer perspective measured from several factors: quality, design, technology, price and distribution.

This research used questionnaire to 216 respondents. Sampling method used in this research is non probability sampling by using judgement sampling.

Using bivariate correlation analysis, mean and quadrant analysis, this research found that Country-of-origin has major impact on consumer decision making, especially sport shoes product. Not all brand or product can be well associated effectively with its country origin, depending on how or the way of the product or brand has been associated. A product which has a weaker perception from its country origin can use secondary association to increase its brand image.

Keywords: country-of-origin, brand equity, country image, Halo effect, brand image, summary construct, paired sample T test, mean, quadrant analysis, bivariate correlation analysis