

Table of Contents

Title cover	1
Table of Contents	2
Abstract	4
Abstrak	5
Introduction	6
Literature review	8
Country of Origin and Celebrity endorsement	8
Consumer coping behavior and Country of Origin	9
Behavioral disengagement	10
Positive reinterpretation	10
Conceptual model	11
Hypotheses	11
Research Methodology	12
Study design	12
Measurement scaling	13
Country of Origin	13
Perception of power	13
Consumer coping behavior	13
Sample selection and data description	14
Results	15
The main effect of celebrity endorsement on perceived quality of country image	15
The main effect of celebrity endorsement on perceived performance of country image	15
The main effect of celebrity endorsement on perceived reputation of country image	16
The main effect of celebrity endorsement on the power of the company	16
The main effect of celebrity endorsement towards financial power of the company	17
The main effect of Celebrity Endorsement on market power of the company	17
The main effect of celebrity endorsement on Positive Reinterpretation of consumer	18
The main effect of celebrity endorsement on Behavioral disengagement of consumer	19
General discussion	22
References	24
Appendix	28
Appendix 1: Questionnaire items	28



Appendix 2: Scenario	30
Appendix 3: Respondent Demographics.....	34
Appendix 4: Pairwise comparison of Quality	37
Appendix 5: Pairwise comparison of Performance.....	38
Appendix 6: Pairwise comparison of Reputation.....	38
Appendix 7: Pairwise comparison of Power	39
Appendix 8: Pairwise comparison of Financial	40
Appendix 9: Pairwise comparison of Market power	40
Appendix 10: Pairwise comparison of Response 1 (Knowledge and opportunity.....	41
Appendix 11: Pairwise comparison of Response 2 (Worthwhile and Valuable).....	42
Appendix 12: Pairwise comparison of Response 3 (Opportunity to learn)	43
Appendix 13: Pairwise comparison of Response 4 (Interesting)	43
Appendix 14: Pairwise comparison of Response 5 (Consideration)	44
Appendix 15: Pairwise comparison of Response 6 (Usefulness)	45
Appendix 16: Hypothesis testing table	46