

# **The Influence of Country of Origin on Purchase Intention of Personal-Care Products**

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## **Abstract**

This study examines the socio-psychological determinants of country of origin image, namely country of brand (COB) and country of manufacture (COM) images, for products from developed versus developing countries. It also investigates the effects of COB-COM congruence and incongruence on consumers' purchase intention and product trial. Research was conducted in Bangkok, Thailand with 400 consumers of personal-care products using a survey questionnaire and a field experiment. The four socio-psychological constructs measured were consumer ethnocentrism, cosmopolitanism, materialism, and value-consciousness. We found that cosmopolitanism and materialism positively affected both COB and COM, but only when the origin was a developed country. Value-consciousness, however, positively affected both COB and COM regardless of the country of origin. The effect of COB-COM congruence and incongruence were not found. Nevertheless, when COB and COM were congruent, purchase intention and product trial were significantly different between developed and developing country of origin.

## **Keywords**

Country of origin, Country of brand, Country of manufacture, Purchase intention, Cob-Com Congruence.

## **Biographies**

**Supara Kapasuwan** is an Assistant Professor in International Business at Mahidol University International College, Thailand. She received her Ph.D. in Business Administration from Washington State University, USA. Her main research interests are cross-cultural management, international business strategy, entrepreneurship, and strategic management. Her research has been published in Journal of Small Business and Entrepreneurship, Journal of Strategy and Management, Journal of Developmental Entrepreneurship, Sustainability, among others.

**Thanyaporn Kanchanawatee** earned a Master's degree in Business Modeling and Development from Mahidol University International College, Mahidol University, Thailand. Prior to this, she also completed her bachelor's degree in Business Administration, majoring in International Business from Mahidol University International College. She has experience in finance as an analyst in the treasury department of Bangkok Bank. Currently, she is working as a finance specialist in a family-owned business, Reliance Plaschem Co., a wholesale distributor of imported engineering plastics materials.

**Dolchai La-ornual** received his Ph.D. in Management (Decision Science) from INSEAD in France. He also holds master degrees in Engineering-Economic Systems and Operations Research from Stanford University and Industrial and Operations Engineering from the University of Michigan at Ann Arbor, U.S.A. He is currently an Assistant Professor of Business Administration at Mahidol University International College, Mahidol University, Thailand. His primarily research interest is in judgment and decision making, i.e., decision under ambiguity. He has published in journals such as Journal of Risk and Uncertainty, Journal of Behavioral Decision Making, and Tourism Management.