# The Impact of Brand Awareness and Country of Origin on Purchase Intention with Mediation of Self Congruity on Chinese Brand Automotive Products Wuling

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## Abstract

This study aims to analyze the relationship of Brand Awareness and Country of Origin by using Self Congruity as mediation for Purchase Intention. This causal study used a questionnaire-based survey as a data collection method, and 200 questionnaires have been distributed to sample respondents of this study. The selection of this research sample used a purposive sampling technique with criteria determined by the researcher. Data analysis used the Partial Least Square (PLS) technique. The results showed that from five hypotheses, three hypotheses were supported, and two hypotheses were rejected. Also, this study shows that Self Congruity as the most influential variables affecting respondents Purchase Intention toward Wuling car.

**Keywords:** Brand awareness; country of origin; self-congruity; purchase intention.

## 1. Introduction

Domestic and overseas companies try to set up business and creating types of products that will be favored by Indonesian customers. Purchase intention is an essential role for all organization because purchase intention is an index to predict consumers behavior who are defined as customers on certain products (Warshaw, 1980).

The development of the automotive industry in Indonesia is one of the biggest in ASEAN by 34% after Thailand 43.5%. *Automotive and Transportation Frost & Sullivan's Practice* predicts Indonesia will become the largest automotive market ASEAN in 2019. Indonesia's economic growth is stable and attracts investors to invest in the automotive sector. Indonesian Automotive Industry commonly abbreviated as GAIKINDO stated that Indonesia's domestic sales growth reached 23.6% per year.

In terms of market size, Indonesia is the largest car market in South East Asia and ASEAN region. The population reaches 261 million people. Therefore, it attracts China to make Indonesia as a target for marketing their products, not only in the clothing, watches, smartphones and of course the automotive industry.

Indonesia is a very potential target for foreign countries to market their products. The Indonesian people support this condition tend to trust the quality of products from abroad compared to domestic products.

Understanding the brand according to Aaker (2010) is a name and symbol that is of nature distinguish (such as a logo, stamp, or packaging) with the intent, identify goods and services from a seller. Brand awareness is the ability of a brand to come in consumers mind when they are thinking about specific product categories and how much easy name appears (Shimp, 2003). The concept of country of origin must be understood primarily in developing countries. In the purchasing process, consumers consider not only the quality and price factors of a brand but also other factors, including the country of origin (Lin and Kao, 2004).

Country of origin (COO) needs to be understood further because of Indonesian people feels imported goods is better than local products. This is important because of several brands outside actually has set up factories in Indonesia, so that the community uses local products or foreign products.

There is a role for self-congruity in determining consumer purchasing intentions behavior in the perspective of products and services (Sirgy and Su, 2000). In other words, people prefer products or brands whose psychological characteristics match their characteristics (Liu et al., 2012).

Based on the explanation above, this study will examine the influence of brand awareness and country of origin towards purchase intention with self-congruity as a mediation.

## 2. Literature Review

### 2.1 New Product

Products according to Kotler and Armstrong (1996) are everything that is offered to the market to get attention, be bought, used, and obtained satisfying customer desires and satisfaction.

For the creator, a new product is something he has not made at this time. As for the customer, a new product is something he has never before heard before (Gruenwald, 1992). Gruenwald (1992) classifies new products as:
1. Evolution of existing products
2. Expansion of brand/product management rights
3. New entries in the established category
4. New category
5. New business

According to Shimp (2003), there are three main stages that an individual goes through to adopt a new product that is *Awareness*, the test phase try *(Trier),* and the re-purchase stage *(Repeater).*

## 2.2 Product Life Cycle (PLC)

The concept of the product life cycle (PLC) can be used to analyze categories of products, product forms, products, and brands. Products are created as alternatives solver to meet consumer needs.

According to Rogers (1997), PLC occurs based on the concept of consumer behavior called the *Consumer Adoption Process*. It is a process by which consumers are knowing the existence of a new product after the product is on the market for some time and then gradually received. Rogers classify adoption innovators into five categories namely *Innovator, Early Adopter, Early Majority, Late Majority, and Laggard.*

The concept of the product life cycle has relevance to the object of this research. China's Wuling are new products in the Indonesian market will undoubtedly be seen in the product life cycle, in this case at the *Early Adopters* stage or the stage where new car brands from China introduce Indonesian consumers.
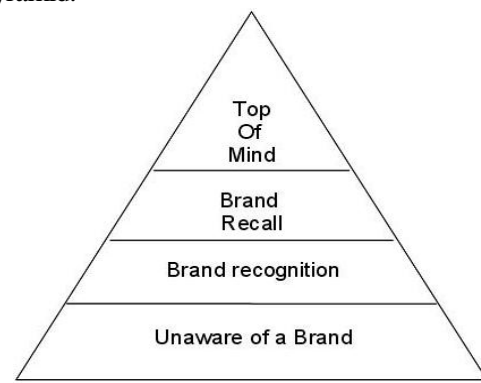
## 2.3 Brand Awareness

According to Baker W, J, & Nedungadi (1986), there must be brand consideration when deciding to buy products and services; if there is nothing to be considered, then nothing can be chosen. Brand awareness creates great relationships in memory of certain brands (Stokes, 1985). Creating a strong brand image in the minds of dependent consumers on the creation of optimistic brand assessments, affordable brand approaches, and reliable brand representation (Farquhar, 1989). The importance of brand awareness in the customer's mind can be evaluated in various stages, for example, recognition, memory, the peak of mind, brand dominance, brand knowledge (Aaker D., 1996). Brand awareness is essential because if there is no communication, there are no transactions that will

occur (Percy, 1987). Brand awareness increases loyalty to the brand, consumer trust and consumer purchase intention (Aaker, D., 1990).

Organizations that have strong brand awareness mean that the product and the service of the organization has a good reputation in the market and can be accepted (Gustafsin & Chabot, 2007).

The right brand awareness strategy depends on how well-known the brand is that is. Sometimes the purpose of a promotion is to maintain the brand level high awareness.

Brand awareness has several levels from the lowest level (unaware of the brand) to the most level high, namely *Top of Mind*, which can be described in a pyramid:



According to Aaker (1997), there are four levels of how far consumers are aware of a brand:
1. *Unaware Brands* (not aware of the brand) are the lowest level in pyramid *brand awareness* where consumers are not aware of a brand.
2. *Brand Recognition* is a minimum level of brand awareness, where the introduction of a brand appears again after it is done recall returns via *aided recall.*
3. *Brand Recall* is the recall of the brand unassisted (*unaided Recall*).
4. *Top of Mind* is the brand that was first mentioned by the consumer or the first time that appears in the minds of consumers, or brands. These are the leading brands of various brands that are in mind a consumer.

In this study Brand Awareness, measurements use theoretical concepts from Aaker (1997) where prospective car buyers measured their level of awareness towards the Wuling car brand by dividing three levels of awareness towards a brand, namely: top of mind, brand recall, and brand recognition.

## 2.4 Country of origin

Country of origin is the country of which the product produced. For showing Country of origin

(COO) is often written the word "*made in*" on product packaging. Many people are then very familiar with the word "*made in*" so when they see the word "*made in*" on packaging products, they go straight interpret the product to be from a certain country. If on the packaging written "*made in the USA*," they will interpret the product originating from the United States (Keegan, 2007).

The definition of Country of origin (Kotler, 1993) is the perception consumer valuation of the country of origin of the brand product, based on information received from various sources, formed from 3 dimensions including beliefs in the country, beliefs in people and the desired interaction with the country. Measurement of COO variables according to Kotler (1993) through indicators as follows:

- *Country Beliefs*:
  1. The country where brand X originates is an innovative country within manufacturing.
  2. The country where brand X originates is a country that has an education level and high technology mastery.
  3. The country where brand X originates is a country that is good in product design.
  4. The country where brand X originates is a country that has a reputation.
  5. Countries where brand X comes from developed countries.
- *People Affect*
  1. The country where brand X originates has a workforce creative.
  2. The country where brand X originates has a workforce high quality.
- *Desire Interaction*
  1. The country where brand X originates is an ideal country to visit.

Some global and transnational companies no longer do the whole production series in the country. For example, the design was carried out in Japan, the assembly is done in Indonesia, and the components are imported from Japan. The following is explained the understanding of each COO component:

1. *Country of origin* (COO), defined as the country where a product is produced.
2. *Country of Manufacture* (COM), is the country where the product is manufactured or assembled.
3. *Country of Design* (COD), is a country where products are designed and usually a place where brands are generally associated.
4. *Country of Assembly* (COA), is a country where most of its final product assembly is done.

5. *Country of Part* (COP), is a country where most of the material is used in the product produced, or the country where the product parts/components are made.

The country of origin (COO) in this study uses the concept of measurement from Kotler (1993). Prospective buyers of cars will be measured by the level of knowledge the origin country of Wuling's car products using country beliefs, people affect, and desire interaction.

## 2.5 Self Congruity

The self-concept influences how the process and the way the consumer buys the product. Consumers seek fulfillment of needs such as; self-esteem, consistency self, social consistency, and social agreement (Sirgy & Johar, 1992). Suitability it is based on the similarity between expressive product-attribute values (*product's value expressive attributes* that are by the image of the product user (*product-user image*) and the user's self-concept (Johar & Sirgy, 1991).

Products and brands have symbolic value for individuals who judge it by consistency with images of their own personal (Schiffman and Kanuk., 2000).

According to Schiffman and Kanuk (2000) the variety of self-image includes:

1. Actual self-image, how consumers see themselves in reality.
2. Ideal self-image, how consumers see themselves.
3. Social self-image, how consumers feel others perceive them.
4. Ideal social self-image, how consumers want to be seen by other people.

Self-congruity in this study uses the concept of measurement proposed by Schiffman & Kanuk (2000) to measure consumers feel there is a match between self-image and an item or Wuling car brand by using actual, ideal, social, and social ideal.

## 2.6 Purchase Intention

According to Lin (2007), before purchasing, consumers start by collecting product information based on personal experience and external environment. When the amount of information reaches a certain level, the consumer starts the assessment and the evaluation process, and make purchasing decisions after comparison and judgment.

The indicators of purchase intention are explained by Schiffman and Kanuk (2004) with the following components:

1. Interested in finding information about the product.
2. Consider buying.
3. I am interested in trying.
4. Want to know the product.
5. I want to buy a product.

In this study using the measurement indicators put forward by Schiffman & Kanuk (2004) to find out how much consumers want to own and buy a brand of Wuling automotive products. Measurement use indicators whether consumers: interested in looking for information, consider buying, interested in trying, and interested in buy the product.

## 2.7 Theoretical Framework and Hypotheses
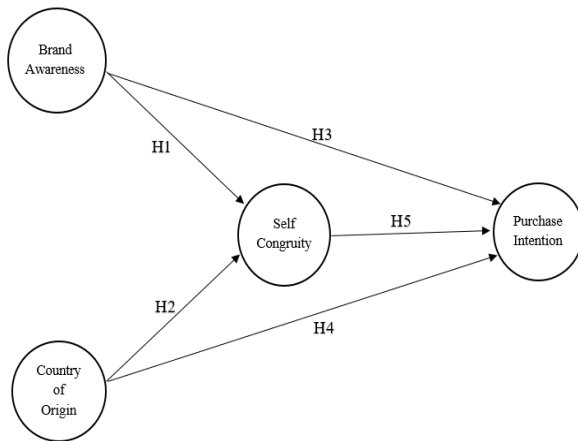


Algesheimer (2005), learns about aspects of relationships customers with brand communities influence consumer behavior. With test community involvement, negative consequences such as community pressure. The survey was conducted on members of the European car club in China. Results show that brand awareness has a direct effect on self-congruity.

Jianlin (2010), studied the brands of domestic goods affect consumer preferences. Research conducted in China, results shows that brand awareness has a significant effect on self-congruity on consumer ethnocentrism in determining purchase intention.

Liu (2011), researched to examine the effects of Brand to determine the suitability of the customer's self-image. The study was conducted in Australia by using 391 questionnaires. This study tested two luxury brands CK and Chanel in the watch product category. User and suitability image usage is the most powerful predictor for brands; image usage suitability has a significant effect on brand attitude. Based on findings it can be concluded that brand awareness affects self-congruity in the category of luxury goods.

H1: There is an influence of Brand Awareness on Self Congruity.

Josiassen (2009), learns about three-way interactions between countries products, congruence of products and related product involvement to consumers. The study was conducted in Australia. The findings of the original image (COO) depend on the product context. The original product plays a role in the involvement situation. The COO image is essential when a company deals with more customers that involve products. The country of origin has no direct influence against self-congruity.

Tasin (2007), learn about the effects of the country of origin of the brand on the formation of brand equity. The study was conducted in Malaysia on consumers who use electronic products. The results obtained from the country of direct origin effect on self-congruity on the quality felt at the consumer.

Chao (1998), studied the impact of the country of origin of a product on consumer evaluation. The study was conducted in Mexico on companies manufacture. The result is that the country of origin has a significant effect on self-congruity on consumer perceptions in assessing product quality.

Jimenez (2014), learning about trust plays a mediating role country of origin of the product. Brand reputation and the influence of consumer hostility within determine to purchase. The study was conducted in Spain and Mexico in 476 car owner. The result is the reputation of the country of origin (COO) brand influencing self-congruity of consumers through trust and purchase intention from the consumer.

H2: There is a Country of Origin influence on Self Congruity.

Youlha (2013), studied the relationship between brand personality affect consumer buying intentions in the Chinese car industry. Dimension brand personality between buyers and non-buyers. The results show that Brand Awareness has a direct effect on Purchase Intention for improving perceived quality. Otherwise, the quality perceived is not influenced by brand trust for buyer groups. In context China's car industry, increasing the level of brand quality requires convincing non-buyers that the brand is valuable and the information provided is useful.

Jalivand (2011), studied the influence of brand equity dimensions on intention buy consumers. The research was conducted in the automotive industry in Iran. Results show that brand awareness has a direct effect on Purchase intention consumer to buy

products. Marketers must be careful consider the equity of a brand when designing an imaging strategy brand. Branding must be by the marketing environment to reducing the transition rate of consumers.

H3: There is an influence of Brand Awareness on Purchase Intention.

Godey (2012), studied the factors that influence purchasing consumers in specialized luxury products from state brands origin (COO) on the purchase decision. The study was conducted in seven countries (China, France, India, Italy, Japan, Russia, and the US). The results found that the country of origin has a significant impact on Purchase Intention on consumers in buying luxury goods. The difference in interests is a component in the process of drawing consumer decisions regarding the purchase of fancy onions.

Liefeld (2004), learning about the origin of products influences purchase intentions on American and Canadian consumers. The results showed from 91 people surveyed only 27 people knew the country of origin of the product. Different from Previous research, this finding revealed that the country of origin was not an important attribute in the process of selecting most North American consumers. The country of origin does not affect Purchase Intention.

H4: There is a Country of Origin influence on Purchase Intention.

Wang (2009), learns about the importance of personality and interests brand product characteristics. Conformity and self-image to purchase intentions at the Chinese car industry context. The finding that self-congruity has a significant effect on purchase intention in influencing purchase intentions. Image compatibility self with the brand personality affects the consumer's purchase intention towards a product.

Sweeney and Soutar (2001) study the factors that drive perception from the perceived value of consumers' purchase intention through quality, emotional, price, and social. The results show that Self Congruity has a significant effect on Purchase Intention through perceived value.

H5: There is an effect of Self Congruity on Purchase Intention.

## 3.     Research Methodology

A questionnaire distributed to respondents who have the desire to buy a car within the next year in Surabaya and Semarang. Two hundred samples obtained from Ferdinand's (2006) formula theory.

In this study the methods used in data collection by using a 5 point Likert-scale and data analysis method with use *Structural Equation Modeling* and *Partial Least Square* programs software SmartPLS version 3.

## 4.     Analysis And Discussion

This study obtained a sample of 200 respondents in Surabaya and Semarang.

**Table 1.** Respondents profile

| Respondent Profile | | Total | % |
|---|---|---|---|
| Gender: | Women | 29 | 14.5 |
| | Man | 171 | 85.5 |
| Current age: | <20 years old | 0 | 0 |
| | 20-25 years | 21 | 10.5 |
| | 26-30 years | 48 | 24 |
| | > 30 years old | 131 | 65.5 |
| In your opinion, Wuling is a car brand from: | Overseas | 52 | 26 |
| | Domestic | 148 | 74 |
| Your work: | Entrepreneur | 93 | 46.5 |
| | Private employees | 104 | 52 |
| | Student | 0 | 0 |
| | Others | 3 | 1.5 |
| Current average monthly income: | <Rp. 2,000,000 | 0 | 0 |
| | Rp. 2,000.001 - Rp. 5,000,000 | 20 | 10 |
| | Rp. 5,000,001 - Rp. 10,000,000 | 54 | 27 |
| | Rp. 10,000,001 - Rp. 25,000,000 | 73 | 36.5 |
| | > Rp. 25,000,000 | 53 | 26.5 |

Table 1 shows that 29 of them are women and 171 men. This shows an interest in more automotive or cars many boys. in terms of age, 20-25 years as many as 21 people or 10.5% of total respondents, aged 26-30 years as many as 48 people or 24% of the total respondents, and age above 30 years 131 people or 65.5% of the total respondents, this shows that the desire to buy more cars at the age of 30 years. Fifty-two people answered that the Wuling brand car from overseas and 148 respondents answered from within the country, respondents already know the Wuling car production brand in Indonesia. Employee work the company is 104 people, 93 are self-employed, and others are three people. The average income of respondents is 2 million to 5 million as many as 20 people, above 5 million to 10 million, 54 people, above 10 million with 25 million as many as 73 people and above 25 million as many as 53 people. Income respondents, more than 10 million.

### 4.1   Evaluasi Outer Model
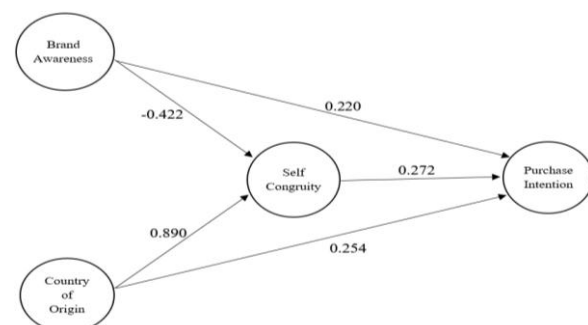
*a. Convergent Validity*

Measuring convergent validity is by looking at the value of each outer loading. Indicator meets convergent validity if has the value of outer loading > 0.5.

**Table 2.** Outer Loading

| | | Indicator | Outer Loading |
|---|---|---|---|
| **BA** | X.1.1 | When asked to mention car product brands from China, WULING is the first brand that comes to mind | **0.882** |
| | X.1.2 | If asked to mention 3 car brands, the WULING brand will be mentioned compared to other brands | 0.869 |
| | X.1.3 | The WULING car brand is an alternative choice when choosing car products compared to other brands | 0.855 |
| | X.1.4 | I remember one of the WULING car advertisements that aired on television | 0.874 |
| **COO** | X2.1 | I believe that the quality of WULING brand products from China is the best | 0.765 |
| | X2.2 | China where the WULING brand originates is a country that has high technological capabilities | 0.786 |
| | X2.3 | The country of China where the WULING brand originates is an innovative country in car manufacturing / fabrication | 0.806 |
| | X2.4 | China has a high level of education and mastery of technology in the automotive industry | 0.835 |
| | X2.5 | China is a country that is good in the design of WULING brand car products | 0.844 |
| | X2.6 | China has a reputation in the automotive industry | 0.828 |
| | X2.7 | China is a developed country in the automotive industry | 0.821 |
| | X2.8 | China is a country that has a creative workforce in the automotive industry | 0.843 |
| | X2.9 | China has a high quality workforce in the automotive industry | **0.886** |
| | X2.10 | I feel the prestige of the WULING car brand is inherent in China | 0.796 |
| **SC** | X3.1 | I judge my self image in accordance with the car brand image WULING | 0.899 |
| | X3.2 | The image of the WULING car brand fits my ideal self-image. | **0.950** |
| | X3.3 | Other people judge my self image as being compatible with WULING's car brand image. | 0.947 |
| | X3.4 | I will be seen by others when using a WULING brand car. | 0.893 |
| **PI** | Y1 | I am interested in finding more detailed information about the WULING car brand | 0.778 |
| | Y2 | I am considering buying a car brand WULING | **0.916** |
| | Y3 | I am interested in trying to use the car brand WULING | 0.892 |
| | Y4 | I want to buy the WULING car brand in the next one year | 0.802 |

Table 2 shows the value of outer loading respectively the indicators on the four research variables are all worth more than 0.5. This means the indicators used in this study have met convergent validity.

*b. Composite Reliability*

The next evaluation of the outer model is composite reliability. Composite reliability tests the value of indicators in a construct. Variable is said to meet the composite reliability if value >0.7.

**Table 3.** *Composite Reliability*

| Variabel | Composite Reliability |
|---|---|
| *Brand Awareness* | 0.926 |
| *Country of Origin* | 0.954 |
| *Self Congruity* | 0.958 |
| *Purchase Intention* | 0.912 |

Table 3 shows that the composite reliability value of each variable in this research has fulfilled the expected reliability more than >0.7.

## 4.2 Inner Model Evaluation

The second stage in *Partial Least Square* (PLS) analysis is Tests on structural models are conducted to examine the relationship between latent constructs by *bootstrapping*.

**Table 4.** R-square

R-square

| Variable | R-Square |
|---|---|
| *Purchase Intention* | 0.414 |
| *Self Congruity* | 0.252 |

The value of R-Square in the Purchase Intention variable is 0.414. It means the percentage of purchase intention explained by the country of origin, brand awareness, and self-congruity is 41.4%. In other words, brand awareness, country of origin and self-congruity explained 41.4% the variance of Purchase Intention.

The value of R-Square in the self-congruity variable is 0.252. It means the percentage of the variance of the self-congruity explained by Brand Awareness and country of origin is 25.2%. It can also be concluded that brand awareness and country of origin can affect 25.2% self-congruity.

In the PLS model, predictive relevance known from the value of $Q^2$. $Q^2 > 0$ indicates that the model has good predictive accuracy.

$$Q^2 = 1 - (1 - 0.252) \times (1 - 0.414) = 0.561$$

From the calculation results, it is known that the value of Q 2 is 0.561, where this value is more than zero, which indicates the structural model was developed on this study has good predictive accuracy. Can be interpreted too that the structural model developed in this study can predict well 56.1% purchase intention.

*c.  Hypothesis testing*

T-statistics indicate path coefficient scores. Hypothesis significant if the T-statistic value is more than 1.96 with a significant level of 5%.

**Table 5.** *Path Coefficient*

|    | Original Sample | Standard Deviation | T Statistics |
|----|-----------------|--------------------|--------------|
| H1 | -0.422          | 0.178              | 2.365        |
| H2 | 0.890           | 0.190              | 4.681        |
| H3 | 0.220           | 0.207              | 1.067        |
| H4 | 0.254           | 0.204              | 1.249        |
| H5 | 0.272           | 0.047              | 5.769        |

H1 examines the effect of Brand Awareness on self-congruity on candidates Wuling Chinese brand car buyers. The results of the study show that between brand awareness and self-congruity China car Wuling has a direct influence with a negative value of -0.422, this can mean that more respondents are aware of the existence of a Wuling brand car, then the respondent's perception that the Wuling car is in harmony with self-image/self-concept respondents are getting lower. So that it can be concluded that the higher the level of awareness of the Chinese brand of Wuling is lower than the image consumers, it indeed becomes interesting why it can be so. These findings should not be taken as conclusions but rather as preliminary findings that provoke further thought. Variable Self Congruity In this research, it was considered not strong enough to mediate with purchase intention. It is possible that community involvement consists of several components that lead to results that are entirely positive and others negative. The negative impact will undoubtedly affect the perception of assessment Wuling Chinese brand car. Further research is needed to study this problem.

H2 tests the effect of the country of origin on self-congruity. Results indicate that the alignment between the country of origin of the brand (COO) and self-congruity China Wuling car has a direct influence of 0.905, so it can be concluded that the country of origin of the Chinese car brand Wuling has a big influence on consumer self-image, consumers feel Wuling's car brand is very inherent or synonymous with China.

H3 examines the effect of variable brand awareness on purchase intention. The results show that there is no effect on consumers' purchase intentions; consumers feel the Wuling car brand is not enough to get purchase intention. This indicates where the actual prospective buyer knows and know the origin of the product rather than the Wuling brand car but for getting the intention to buy from consumers is not fully acceptable.

H4 examines the effect of the Country of origin variable on Purchase Intention on China's Wuling brand automotive products. The results show that harmony between brand origin countries (COO) and purchase intention have no influence. Consumers do not feel satisfied enough with the quality of Chinese car products from Wuling.

H5 tests the effect of self-congruity on Purchase Intention. The results show that the alignment between self-image and the intention to buy a China Wuling car has a direct effect of 0.272 so that it can be concluded that the self-image that is felt in Wuling Chinese cars influences consumer purchase intentions.

## 5.  Conclusion

Brand awareness has a significant effect on Self Congruity, so it can be interpreted that the brand awareness of China's Wuling car products affected the prospective buyer and create an emotional bond with consumers to Wuling car brand products.

The country of origin has a significant effect on self-congruity, so it can be interpreted that the country of origin of the China Wuling car brand affects the emotional bond of prospective car buyers. Prospective car buyers feel that the car the Chinese Wuling brand is attached to its home country namely China.

Self-congruity in this study is not yet strong enough as a mediating variable between Brand Awareness and country of origin to purchase intention.

Self-congruity has a significant effect on Purchase Intention so that it can be interpreted that the emotional ties of prospective car buyers affect intention to buy in China Wuling car brand. The higher level of conformity of self-image prospective buyers with the product, the higher purchase intention is felt.

## 6.  Suggestion

Based on the results of the study, brand awareness of prospective car buyers have negative effect on the Wuling brand self-congruity. So that the variable

self-congruity is considered not strong enough as a mediation of purchase intention. For further research suggest *Convenience Acquisition* variables and *payment systems* as moderation of brand awareness to purchase intention. A payment system to get a Wuling car is considered to be the most influential factor in getting purchase intention prospective car buyers of the Wuling brand.

The country of origin found in the results of this study does not provide the impact on consumers purchase intentions on Chinese Wuling cars. The company needs to improve service from the sales unit especially after sales service maintenance. This will create a better image of the Chinese brand product. A positive impact will change the perception of the Indonesian people towards automotive products originating from China.

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