RESEARCH ARTICLE

Japanese and Filipino College Students as Consumers: Does Country of Origin Affect Their Purchase Intent?

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The marketing literature shows that consumers evaluate and buy products based on the country of origin. The impact of the country of origin (COO) on consumers, especially college students who influence demand in global markets, is becoming increasingly important due to advances in information technology. There are studies that show that COO can directly affect purchase intent without mediator variables. However, this study shows that COO does not have a direct effect on purchase intent. COO can only affect the purchase intent of Japanese and Filipino consumers if perceived product quality is used as a mediator variable. In the case of Filipino consumers, COO can affect the purchase intent through self-expression, brand image, and perceived product quality. On the other hand, COO can affect the purchase intent of Japanese consumers if a sense of pride and perceived product quality are used as mediators. COO can affect the purchase intent of Filipino and Japanese consumers if product quality is used as a mediator.

Keywords: brand associations, brand image, country of origin, perceived product quality, purchase intent

JEL Classification: D12

Studies show that consumers' purchase intent can be affected not only by the product's intrinsic value but by its COO (Acharya & Elliot, 2003; Herz & Diamantopoulos, 2017; Karimov & El Murad, 2018; Karoui & Khemakhem, 2019; Uyar, 2018). COO's effect can lead to biases in favor of some countries. One particular bias is that products from countries of higher economic development, such as Japan, are perceived to be of higher quality (Bilkey & Nes, 1982; Karimov & El Murad, 2018; Karoui & Khemakhem, 2019).

There is also the home-country bias, which suggests the existence of patriotic consumers who prefer local products over foreign products as they want to help local producers and their local economies (Balabanis, Stathopoulou, & Qiao; 2019; Shimp & Sharma, 1987). Nevertheless, the existing literature shows that COO can directly affect consumers' purchase intent (Bilkey & Nes, 1982; Han & Terpstra, 1988; Uyar, 2018).

There are also studies that determine if consumers' intent to purchase is affected by brand equity. Aaker's

(2000) brand equity model identified five components that can influence purchase intent: (1) brand loyalty, (2) brand awareness, (3) perceived product quality, (4) brand associations, and (5) other proprietary assets that may affect the consumer. Although Aaker (2000) defined brand awareness as the image of the brand to the public, perceived product quality is defined as the extent to which the brand provides quality products that equal or exceed customer's satisfaction. On the other hand, Aaker stated that brand associations create positive feelings or attitudes. COO can also generate brand associations, which can affect purchase intention (Keller, 2003; Yang, Ramsaran, & Wibowo, 2018). There are existing studies that show that brand associations have influenced purchase intention and that brands have been differentiated by consumers through these brand associations (O'Cass & Lim, 2008; Yang et al., 2018).

Many of the consumer studies on COO and brand equity components have been conducted in the U.S. or other Western countries (O'Cass & Lim, 2008). There are very few studies on COO, brand equity components as mediator variables, and purchase intent involving Asian consumers. Given this gap, it is desired to have more studies in this field. Insights in this field can help understand how the country of origin can affect purchase intention through brand equity components. There has been much attention in this field in Western countries, but there is an urgent need to know more about this in the Asian context (O'Cass & Lim, 2008).

Many global companies attract young consumers, such as Asian consumers, with high spending power. For example, young Singaporean consumers spend around US$180 million or around US$860 per capita per annum (O'Cass & Lim, 2008). This high spending power has seen the influx of fast fashion brands such as Uniqlo. Understanding the young Asian's buyer behavior may yield more insights than understanding older Asian consumers who are more rigid in their ways, including purchase behavior (Leong, 2000, as cited in O'Cass & Lim, 2008).

This study surveyed young Asian consumers from the Philippines and Japan and their behavior towards Uniqlo as a product brand. Uniqlo has aggressively marketed its products to Japanese and Philippine consumers, especially college students, who comprise the millennial market. As this is an exploratory study, only one product brand (Uniqlo) was used. This study used Japanese and Filipino college students as

respondents because Japan and the Philippines have strong trade relations. Japan was the top market of Philippine products for many years. It is also predicted that the trade relations between these two countries will grow.

In terms of the level of economic development, Japan is a developed country, whereas the Philippines is a developing country. Uniqlo has its main office in Japan. Following the COO bias using the level of economic development, Japanese products, such as the Uniqlo product brand, are perceived to have higher product quality (Karimov & El Murad, 2018; Karoui & Khemakhem, 2019). Thus, consumers from the Philippines will view this product with higher product quality.

Due to high consumer ethnocentrism, Japanese consumers are most likely to adopt their own products versus foreign products because of their sense of pride (Acharya & Elliot, 2003; Karoui & Khemakhem, 2019). Thus, it is likely that Japanese students will adopt the Uniqlo product brand.

Research Problem

This study explored if COO would affect the purchase intention of Japanese and Filipino students as consumers. Specifically, this study had the following objectives:

1. Would COO directly affect the purchase intention of Japanese and Filipino students as consumers? The direct effect means that COO will affect purchase intention without mediator variables.
2. Would COO affect the purchase intention of Japanese and Filipino students as consumers through mediators such as brand equity components? The indirect effect means that COO would affect the consumers' purchase intention through mediators. The brand mediators that were identified were brand image, product quality, and brand associations such as a sense of pride, self-expression, and self-satisfaction.

Literature Review

COO studies started in the U.S. in the 1960s. These included surveys to understand what image American

consumers had of overseas countries, firms, and products (Reierson, 1966, 1967; Schleifer & Dunn, 1968; Schooler,1971). The expensive labor costs in developed countries encouraged big companies to manufacture in countries with low labor costs. Bilkey and Nes (1982) and Häubl and Elrod (1999) focused on the country of manufacture (COM), but other studies focused on the country of brand (COB). COB defines COO as the country where the head office is located (Chao 1993; Ettenson & Gaeth 1991; Han &Terpstra 1988). In this study, COO is defined as COB.

Globalization has led to the development, design, and manufacture of various products, such as fast fashion, in various countries. For example, Uniqlo produces T-shirts in China and Bangladesh. As Uniqlo has been successful in the Japanese and Philippine markets, this implies that today's consumers have become less conscious of the country of manufacture than they used to be.

Below are the themes tackled in the marketing literature on CO1O.

COO Comparison

These studies showed where COO could encourage or discourage consumer purchase. For example, Shimp, Samie, and Madden (1993) analyzed consumers' cognitive structures using data of 11 countries and their products. Elliott and Cameron (1994) compared the impact of country image on consumers' perception of quality and choice for six products. Agrawal and Kamakura (1999) investigated the competitive advantages of COO through comparisons between Japan, the Netherlands, and South Korea. Usunier and Cestre (2007) focused on product ethnicity and analyzed the relationship between products and countries. Uyar (2018) found that consumers living in Turkey had a negative attitude on Chinese products.

COO Elements

These studies focused on the factors which can influence the COO image in consumers' minds. Wang and Lamb (1983) focused on politics, economics, and culture as the COO elements. Martin and Eroglu (1993) developed a scale to measure the multi-dimensional construct of country image. The dimensions were politics, economics, and technology. On the other hand, Roth and Romeo (1992) adopted innovativeness, design, prestige, and workmanship as country image dimensions. Although these studies focused on

positive dimensions, Amine, Chao, and Arnold (2005) focused on hostility and price-quality issues as COO elements. Hong and Kang (2006) also focused on the relationship between negative factors such as animosity and industriousness brutality and COO. Other studies focused on the relationship between ethnocentrism and COO (Balabanis & Diamantopoulos, 2004; Batra, Ramaswamy, Alden, Steenkamp, & Ramachander, 2000; Chattalas, Kramer, & Takada, 2008; Karoui & Khemakhen, 2019). Dursun, Kabadayi, Ceylan, and Koksal (2019) surveyed Russian consumers' perceptions of Turkish products based on COO elements of country image, consumer ethnocentrism, and animosity. Their study showed that these elements did not directly affect the purchase intention for Turkish products.

Impact of COO on Consumers' Purchase Behavior

Many studies use models with a direct influence on the COO. For example, Hong and Kang (2006) focused on the direct impact of COO on product evaluations, overall quality evaluation, and purchase intention. Lim, Darley, and Summers (1994) analyzed the direct effect of COO on perceived quality, product evaluation, and purchase intention. Koschate-Fischer, Diamantopoulos, and Oldenkotte (2012) measured the direct effect of favorable or less favorable country image on willingness to pay. Elliott and Cameron (1994) measured six factors: quality of manufacture, price, style/appearance, COO, brand name, and product attribute. This framework was also based on the direct effect of COO on consumer perception. These studies depended heavily on models with a direct effect of COO on consumer purchase behavior. On the other hand, few studies focused on the indirect impact of COO. For example, Strizhakova and Coulter (2015) compared local and global brands and analyzed COO's impact on purchase intention through the function of brands. In addition, Han (1989) developed and tested two alternative causal models: the halo model, which states that country image serves as a halo in product evaluation, and the summary construct model, which states that country image functions as a summary construct. In the summary construct model, COO directly influences brand attributes. On the other hand, in the halo model, COO influences beliefs, such as technology, prestige, service, workmanship, and price. Subsequently, these beliefs influence the brand attributes. In short, it measured the indirect effect of

COO. Zielke and Komor (2015) focused on the retail market and analyzed the impact of COO on store brands via price consciousness, value consciousness, price–quality schema, and prestige sensitivity.

Conceptual Framework

This study uses the conceptual framework based on Aaker's (2000) brand equity model (2000). Only the dimensions of brand association (sense of pride, self-expression, self-satisfaction, and brand image) and perceived quality will be utilized for this study. The researchers chose to examine brand association as a possible mediator because this will show the positive feelings associated with the brand. These positive feelings can be used by preparing an effective promotional campaign for college students in Japan or in the Philippines. Figure 1 shows the study's framework.

Below are the definitions of variables in this study:

1. Country of Origin. COO is defined as the country where the head office is located (Chao, 1993; Ettenson & Gaeth, 1991; Han &Terpstra, 1988).
2. Brand Associations. This refers to the extent that brand associations create positive feelings (Aaker, 2000).

   2.1 Sense of Pride. This is measured through the following survey questions: I want others to see myself wearing Uniqlo (#73), I want others to pay attention to my wearing Uniqlo (# 74), and I want to boast that I am wearing Uniqlo (#75).

2.2 Self-Expression. This is measured through the following survey questions: Wearing Uniqlo expresses myself (#67), I like to wear Uniqlo (#68), and Uniqlo suits me (#69).

2.3 Self-Satisfaction. This is measured through the following survey questions: Possessing Uniqlo is fun (#70), Wearing Uniqlo is fun (#71), and Wearing Uniqlo is convincing (#72).

2.4 Brand Image. This refers to the extent that the brand is known to the public (Aaker, 2000). This is measured through the following survey questions: Uniqlo is luxurious (#64), Uniqlo is high-grade (#65), and Uniqlo is cutting-edge (#66).

2.5 Product Quality. This is the extent to which the brand provides good quality products (Aaker, 2000). This is measured through the following survey questions: Uniqlo has good quality (#23), Uniqlo has good material (#24), and Uniqlo is durable (#25), Uniqlo has good texture (# 26), and Uniqlo is a reliable product (#27).
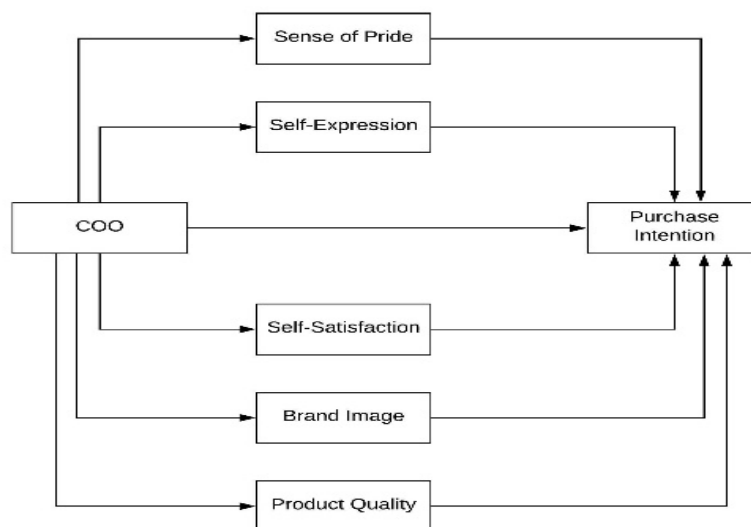

Figure 1. COO, brand equity model, and purchase intention (adapted from Aaker, 2000).

2.6 Purchase Intention. This is measured through the following survey questions: I want to buy Uniqlo (#20), I have experienced buying Uniqlo (#21), and I will continue to buy Uniqlo (#22).

Hypotheses

COO and Purchase Intention

Based on the COO theories on the country bias, Filipino consumers are likely to adopt a product that comes from a developed country like Japan (Bilkey & Nes, 1982; Karimov & El Murad, 2018; Karoui & Khemakhem, 2019). Thus, the COO will have a direct effect on purchase intent. Likewise, Japanese consumers will adopt a Japanese product brand like Uniqlo because of high consumer ethnocentrism (Acharya & Elliot, 2003). This leads to the following hypothesis:

1.   H1. There is a significant relationship between COO and Purchase Intention.

COO and Brand Equity Components

COO generates brand associations, such as a sense of pride, self-expression, self-satisfaction, which can affect purchase intention (Kotler & Keller, 2013)). Similarly, COO can also lead to images of brand image and product quality as consumers may have experienced these perceptions through travel and education (Acharya & Elliot, 2003). This leads to the following hypotheses:

H2. There is a significant relationship between COO and brand equity components (Sense of Pride, Self-Expression, Self-Satisfaction, Brand Image, and Product Quality).

H2.1: There is a significant relationship between COO and Sense of Pride.
H2.2. There is a significant relationship between COO and Self-Expression.
H2.3. There is a significant relationship between COO and Self-Satisfaction.
H2.4. There is a significant relationship between COO and Brand Image.
H2.5. There is a significant relationship between COO and Product Quality.

Brand Equity Components and Purchase Intention

The product's intrinsic value, such as its brand associations, image, and product quality, can influence consumers' purchase intent (Aaker, 2000). This leads to the following hypotheses:

H3. There is a significant relationship between Brand Equity Components (Sense of Pride, Self-Expression, Self-Satisfaction, Brand Image, and Product Quality) and Purchase Intention.

H3.1. There is a significant relationship between Sense of Pride and Purchase Intention.
H3.2. There is a significant relationship between Self-Expression and Purchase Intention.
H3.3. There is a significant relationship between Self-Satisfaction and Purchase Intention.
H3.4. There is a significant relationship between Brand Image and Purchase Intention.
H3.5. There is a significant relationship between Product Quality and Purchase Intention.

Methodology

Three hundred five Japanese and 336 Filipino college students were surveyed to collect data on consumers' perceptions of Uniqlo. Of the 305 Japanese respondents, 149 were females and 156 were males. The survey was conducted from June 10 to June 30, 2017. Of the 336 Filipino college students, there were 176 females and 160 males. The survey was conducted from August 15-September 15, 2017. The Likert seven-point scale (1 – Strongly disagree, 2 – Disagree, 3 – Somewhat disagree, 4 – Neither agree nor disagree, 5 – Somewhat agree, 6 – Agree, and 7 – Strongly agree) was used to measure consumer perception of Japanese and Filipino college students. Smart PLS was used to perform structural equation modeling to analyze the respondents' data. All elements of COO and brand associations in the COO direct or indirect effect model were tested. The COO elements and brand associations were selected based on the goodness of fit test.

Findings

Filipino Students' Perceptions of Uniqlo

Figure 3 shows that H1 (COO will directly affect purchase intention) is not supported. It validates studies that show that COO does not directly influence purchase intention (Dursun et al., 2019). However, the results supported H2, which hypothesized that COO would affect brand equity components such as Sense of Pride (H2.1), Self-Expression (H2.2), Self-Satisfaction (H2.3), Brand Image (H2.4) and Product Quality (H2.5). This validates Aaker's (2000) brand equity model that products can have brand associations and perceived quality. Uniqlo can advertise its products to young Filipino consumers as a Japanese brand that will lead to a sense of pride, self-expression, self-satisfaction, brand image, and product quality. The results showed that only three out of five brand equity components were significant to purchase intention (H3). Although the results supported that Self Expression (H3.2), Brand Image (H3.4), and Product Quality (H3.5) were significant to Purchase Intention, the results showed that Sense of Pride (H3.1) and Self-Satisfaction (H3.3) were not significant to Purchase Intention. The results validate the theory that products from developed countries such as Japan can be patronized by consumers from developing countries such as the Philippines through the use of mediators such as self-expression, brand image, and product quality (Karimov & El Murad, 2018; Karoui & Khemakhem, 2019). Thus, it is important that marketers highlight messages that show that products have good quality and brand image. Advertisements targeted to Filipino young consumers should be bolder in emphasizing that the product's COO is Japan. Further, it should lead consumers to think that the product can be a form of self-expression.

Japanese Students' Perceptions of Uniqlo

Like their Filipino counterparts, the results show that COO did not directly affect purchase intent. H1 is not supported. The results showed there were significant relationships between COO and Sense of Pride (H2.1) and Product Quality (H2.5). However, the relationships between COO and Self-Expression (H2.2), COO and Self-Satisfaction (H2.3), and COO and Brand Image (H2.4) were not significant. This implies that
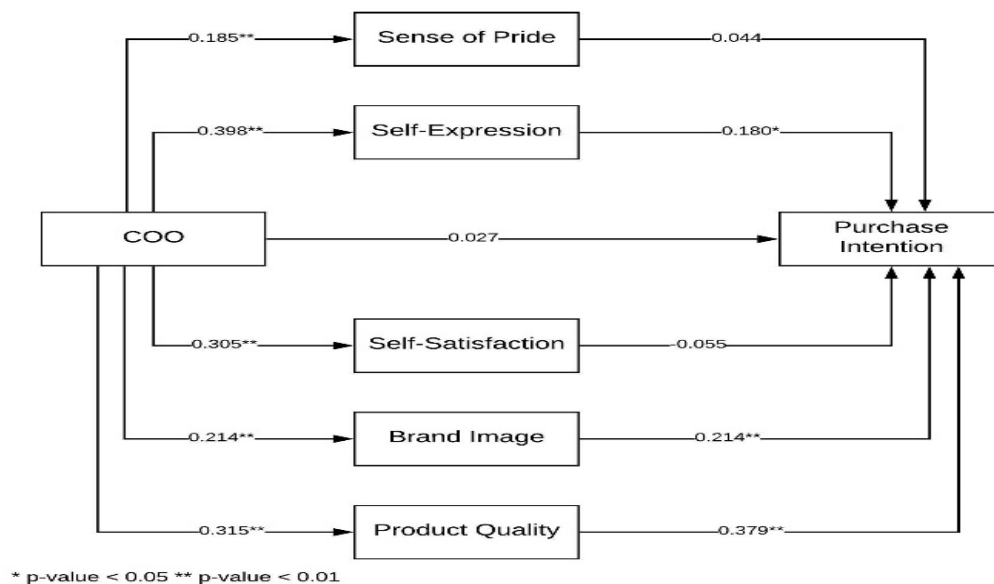

Figure 3: Filipino Students' Perceptions of Uniqlo.

Uniqlo products evoke a sense of pride and product quality among the young Japanese consumers but not feelings of self-expression, self-satisfaction, and brand image. This also implies that Uniqlo products evoke more positive feelings for young Filipino consumers compared to their Japanese counterparts.

The results show that Sense of Pride and Purchase Intention (H3.1), Self-Expression and Purchase Intention (H3.2), Self-Satisfaction and Purchase Intention (H3.3), and Product Quality and Purchase Intention (H3.5) were significant. Only the relationship between Brand Image and Purchase Intention was not significant. This implies that Japanese respondents do not perceive the Uniqlo brand image as desirable. Uniqlo has been perceived as a discount retailer selling cheap and low-quality apparel among Japanese consumers (Roll, 2019).

Comparison of Filipino and Japanese Consumers

The study's results show that COO did not directly influence Filipino and Japanese consumers' purchase intention. This supports the study of Dursun et al. (2019). The Japanese and Filipino young consumers can be influenced to purchase Uniqlo products if product quality would be used as a mediator variable. This finding also validates the theory that consumers

from developing countries view products from developed countries as having higher product quality (Karimov & El Murad, 2018; Karoui & Khemakhem, 2019). Unlike their Japanese counterparts, Filipino consumers' purchase intent is not affected by a sense of pride. This is true for the ethnocentric Japanese consumers because Uniqlo is a Japanese product brand (Karoui & Khemakhem, 2019).

Filipino consumers associate Uniqlo with feelings of self-expression, unlike their Japanese counterparts. As Uniqlo is considered mass and low-priced product in Japan, Japanese consumers do not buy it as a form of self-expression (Roll, 2019).

Among Filipino consumers, Uniqlo has a high brand image, unlike their Japanese counterparts. This can be attributed to the fact that the product is perceived to be of higher quality because it comes from a developed country (Karimov & El Murad, 2018; Karoui & Khemakhem, 2019). Filipino consumers also have more positive brand associations with Uniqlo compared to their Japanese counterparts.

Conclusion

This study shows that COO did not directly affect the purchase intention of young Japanese and Filipino consumers. Given that COO did not directly affect purchase intention, this implies that marketers should look for brand equity components that can serve as mediator variables (Balabanis et al., 2019) to enhance
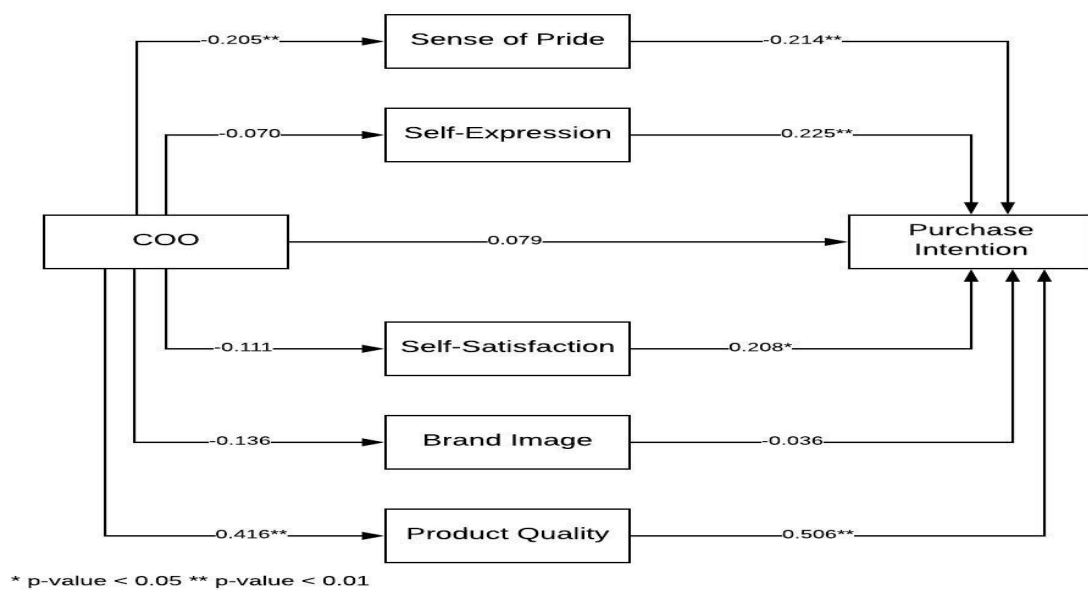

* p-value < 0.05 ** p-value < 0.01

Figure 4: Japanese Students' Perceptions of Uniqlo

purchase intention. The brand equity components that served as mediator variables between COO and purchase intention for Japanese consumers were a sense of pride and product quality. On the other hand, self-expression, brand image, and product quality mediated between COO and purchase intention for Filipino consumers. These mediators should be stressed in marketing communication materials targeted to these consumers.

Because not all brand association variables (sense of pride, self-expression, self-satisfaction, and brand image) proved significant between COO and purchase intention, marketers should carefully consider the brand association variables in designing their brand strategies. The branding approach should carefully consider the cultural environment.

This study validates the COO effect that consumers in developing countries are likely to equate products from developed countries to be of high-quality (Karimov & El Murad, 2018; Karoui & Khemakhem, 2019).

Limitation and Future Research

This empirical study has limitations that can be areas for future research. The first limitation is the use of convenience sampling in data collection. The data of this study collected through convenience sampling cannot represent the entire population of Japanese and Filipino students as consumers. Replicating this research in different countries with different samples (e.g., young professionals) will enhance the generalizability of the findings of this study.

The study uses Uniqlo as a product brand, not as a retail brand. Future research can study Uniqlo as a retail brand. Because this is an exploratory study, it relies on Uniqlo as a single Japanese brand. Future studies can consider multiple brands to cancel brand-specific effects.

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Appendices

Table 1. *Comparative Path Coefficients of Japanese and Filipino Respondents*

	Path Coefficients Original (Japan)	Path Coefficients Original (Philippines)	Path Coefficients Mean (Japan)	Path Coefficients Mean (Philippines)	STDEV (Japan)	STDEV (Philippines)	t-Values (Japan)	t-Values (Philippines)	p-Values (Japan)	p-Values (Philippines)
ProdQuality -> PurchIntention	0.507	0.379	0.507	0.379	0.054	0.077	9.312	4.947	0.000	0.000
COO -> ProdQuality	0.416	0.315	0.416	0.313	0.057	0.075	7.261	4.175	0.000	0.000
SelfExpress -> PurchIntention	0.224	0.179	0.226	0.178	0.086	0.078	2.601	2.299	0.009	0.022
SelfSatisfact -> PurchIntention	0.209	0.319	0.206	0.321	0.085	0.075	2.451	4.227	0.014	0.000
COO -> PurchIntention	0.078	0.027	0.077	0.027	0.053	0.040	1.463	0.670	0.143	0.503
BrandImage -> PurchIntention	-0.037	-0.054	-0.034	-0.056	0.059	0.051	0.624	1.054	0.533	0.292
COO -> SelfExpress	-0.070	0.298	-0.070	0.301	0.067	0.050	1.055	5.978	0.292	0.000
COO -> SelfSatisfact	-0.111	0.305	-0.111	0.306	0.063	0.057	1.779	5.346	0.075	0.000
COO -> BrandImage	-0.135	0.214	-0.135	0.219	0.090	0.054	1.499	3.964	0.134	0.000
COO -> SensePride	-0.205	0.185	-0.206	0.187	0.063	0.048	3.235	3.859	0.001	0.000
SensePride -> PurchIntention	-0.213	0.045	-0.213	0.043	0.072	0.045	2.957	0.985	0.003	0.325

Table 2. *Parametric Test of Path Coefficients of Filipino and Japanese Respondents*

	Path Coefficients-diff (| Japan - Philippines |)	t-Value(Japan vs Philippines)	p-Value(Japan vs Philippines)
BrandImage -> PurchIntention	0.017	0.228	0.820
COO -> BrandImage	0.350	3.449	0.001
COO -> ProdQuality	0.101	1.063	0.288
COO -> PurchIntention	0.052	0.793	0.428
COO -> SelfExpress	0.368	4.497	0.000
COO -> SelfSatisfact	0.416	4.997	0.000
COO -> SensePride	0.390	4.965	0.000
ProdQuality -> PurchIntention	0.128	1.346	0.179
SelfExpress -> PurchIntention	0.046	0.396	0.692
SelfSatisfact -> PurchIntention	0.110	0.959	0.338
SensePride -> PurchIntention	0.258	3.118	0.002

Table 3. *Measurement Invariance Comparing Filipino and Japanese Respondents*

	Outer Loadings-diff (| Japan - Philippines |)	p-Value (Japan vs Philippines)
JapImage1 <- COO	0.000	0.496
JapImage2 <- COO	0.002	0.498
UniqImage1 <- BrandImage	0.203	0.054
UniqImage3 <- BrandImage	0.126	0.837
UniqInt2 <- PurchIntention	0.019	0.072
UniqInt3 <- PurchIntention	0.015	0.056
UniqSelfex1 <- SelfExpress	0.044	0.908
UniqSelfex2 <- SelfExpress	0.042	0.998
UniqSelfex3 <- SelfExpress	0.003	0.565
UniqSuper1 <- SensePride	0.012	0.277
UniqSuper2 <- SensePride	0.007	0.676
UniqSuper3 <- SensePride	0.008	0.388
Uniqprod1 <- ProdQuality	0.012	0.331
Uniqprod2 <- ProdQuality	0.002	0.518
Uniqprod3 <- ProdQuality	0.014	0.313
Uniqprod4 <- ProdQuality	0.001	0.524
Uniqprod5 <- ProdQuality	0.017	0.716
Uniqselfsat1 <- SelfSatisfact	0.007	0.710
Uniqselfsat2 <- SelfSatisfact	0.026	0.985
Uniqselfsat3 <- SelfSatisfact	0.008	0.653

Table 4. *Construct Reliability and Validity (Filipino and Japanese Respondents)*

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BrandImage	0.797	0.906	0.904	0.825
COO	0.842	0.851	0.926	0.863
ProdQuality	0.961	0.962	0.970	0.864
PurchIntention	0.927	0.930	0.965	0.932
SelfExpress	0.932	0.939	0.957	0.880
SelfSatisfact	0.956	0.956	0.972	0.919
SensePride	0.925	0.940	0.952	0.869

Table 5. *Construct Reliability and Validity (Japanese Respondents)*

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BrandImage	0.730	0.839	0.876	0.779
COO	0.820	0.831	0.917	0.847
ProdQuality	0.949	0.952	0.961	0.830
PurchIntention	0.929	0.934	0.966	0.934
SelfExpress	0.882	0.957	0.925	0.803
SelfSatisfact	0.930	0.944	0.955	0.876
SensePride	0.916	0.922	0.947	0.857

Table 6. *Construct Reliability and Validity (Filipino Respondents)*

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BrandImage	0.766	0.974	0.837	0.723
COO	0.819	0.830	0.917	0.846
ProdQuality	0.948	0.950	0.960	0.828
PurchIntention	0.891	0.897	0.948	0.901
SelfExpress	0.917	0.922	0.947	0.857
SelfSatisfact	0.945	0.947	0.965	0.902
SensePride	0.911	0.923	0.944	0.849

Table 7. *Fornell-Larcker Criterion (Filipino and Japanese Respondents)*

	BrandImage	COO	ProdQuality	PurchIntention	SelfExpress	SelfSatisfact	SensePride
BrandImage	0.909						
COO	0.226	0.929					
ProdQuality	0.459	0.490	0.930				
PurchIntention	0.414	0.397	0.698	0.965			
SelfExpress	0.722	0.276	0.527	0.578	0.938		
SelfSatisfact	0.698	0.254	0.506	0.576	0.897	0.959	
SensePride	0.629	0.139	0.324	0.379	0.738	0.755	0.932

Table 8. *Fornell-Larcker Criterion (Japanese Respondents)*

	BrandImage	COO	ProdQuality	PurchIntention	SelfExpress	SelfSatisfact	SensePride
BrandImage	0.883						
COO	(0.143)	0.920					
ProdQuality	0.120	0.416	0.911				
PurchIntention	0.142	0.298	0.616	0.966			
SelfExpress	0.626	(0.070)	0.183	0.312	0.896		
SelfSatisfact	0.576	(0.111)	0.160	0.293	0.84	0.936	
SensePride	0.619	(0.205)	(0.025)	0.050	0.716	0.736	0.926

Table 9. *Fornell-Larcker Criterion (Filipino Respondents)*

	BrandImage	COO	ProdQuality	PurchIntention	SelfExpress	SelfSatisfact	SensePride
BrandImage	0.850						
COO	0.211	0.920					
ProdQuality	0.447	0.315	0.910				
PurchIntention	0.400	0.293	0.668	0.949			
SelfExpress	0.529	0.298	0.586	0.680	0.926		
SelfSatisfact	0.526	0.305	0.575	0.698	0.855	0.95	
SensePride	0.434	0.185	0.362	0.479	0.618	0.644	0.922

Table 10. *Heterotrait-Monotrait Ratio (HTMT) (Filipino and Japanese Respondents)*

	BrandImage	COO	ProdQuality	PurchIntention	SelfExpress	SelfSatisfact	SensePride
BrandImage							
COO	0.255						
ProdQuality	0.519	0.542					
PurchIntention	0.468	0.449	0.738				
SelfExpress	0.825	0.309	0.556	0.618			
SelfSatisfact	0.790	0.282	0.528	0.610	0.95		
SensePride	0.726	0.156	0.339	0.405	0.791	0.799	

Table 11. *Heterotrait-Monotrait Ratio (HTMT) (Japanese Respondents)*

	BrandImage	COO	ProdQuality	PurchIntention	SelfExpress	SelfSatisfact	SensePride
BrandImage							
COO	0.158						
ProdQuality	0.154	0.467					
PurchIntention	0.186	0.343	0.653				
SelfExpress	0.815	0.095	0.189	0.323			
SelfSatisfact	0.720	0.128	0.165	0.307	0.931		
SensePride	0.759	0.233	0.043	0.071	0.809	0.804	

Table 12. *Heterotrait-Monotrait Ratio (HTMT) (Filipino Respondents)*

	BrandImage	COO	ProdQuality	PurchIntention	SelfExpress	SelfSatisfact	SensePride
BrandImage							
COO	0.251						
ProdQuality	0.551	0.354					
PurchIntention	0.469	0.341	0.724				
SelfExpress	0.608	0.340	0.626	0.748			
SelfSatisfact	0.620	0.344	0.605	0.758	0.917		
SensePride	0.543	0.215	0.386	0.528	0.673	0.692	