

브랜드 글로벌화 이미지와 원산지국가 브랜드 이미지가 소비자 행위에 미친 영향

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The Impact of Brand Internationalization Image and Country of Origin Brand Image on Consumer Behavior

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● 요약 ●

Consumer attitudes and behaviors towards brands are not only related to the perception of corporate brand image but also to factors such as the image of the country of origin, the characteristics of the host country, and consumer individual traits. This article focuses on Chinese multinational companies and aims to study the impact of brand international image and country-of-origin brand image on consumer behavior. A model is constructed with brand international image and country-of-origin brand image as antecedent variables, host country characteristics and consumer traits as moderators, and consumer behavior as the outcome. This study employs a questionnaire survey method targeting foreign residents living in China as participants. The research findings reveal that during the internationalization process, both brand international image and country-of-origin brand image have a significant positive impact on consumer behavior, while host country characteristics and consumer traits play a moderating role. The conclusions of this research enrich the theoretical understanding of brand internationalization and explore the influencing factors of consumer behavior, providing a basis for decision-making for multinational company executives.

키워드: brand internationalization image, country-of-origin brand image, consumer traits, host country characteristics, consumer behavior

I. Introduction

Internationalization requires companies to adapt the systems and logic they have built in their home country to the host country's environment (Nohria and Ghoshal, 1994). Moreover, the interaction with the host country's society, companies, and consumers during the internationalization process often requires time for adjustment (Zhong Changbiao et al., 2016). Therefore, this article explores the influence mechanism of corporate brand image and country-of-origin brand image on consumer behavior from an internationalization perspective. The focus is on analyzing

the role of two moderating variables: host country characteristics and consumer traits, aiming to provide valuable insights for the brand marketing strategies of Chinese companies in the process of multinational operations.

II. Theoretical Research

1. Brand Internationalization Image

Brown and Dacin (1997) explored the relationship between corporate associations and consumer responses to products, introducing two types of associations: Corporate Ability (CA) and Corporate Social Responsibility (CSR). In this study, Corporate Innovation (CI) is used to measure these associations. Marketing refers to the strategies and activities adopted by a company to promote its brand and increase its awareness, visibility, and reputation among the target consumers. Therefore, this study constructs three measurement indicators for brand internationalization image: Corporate Social Responsibility (CSR), Corporate Innovation (CI), and Corporate Marketing (CM).

2. Country-of-Origin Brand Image

As the name suggests, the country of origin refers to the country or region from which a brand originates. The country-of-origin image is the inherent impression consumers perceive and form about a particular country. Schooler (1965) suggests that the country-of-origin image can influence consumer perceptions of products and subsequently affect their purchasing behavior. Therefore, in the internationalization context, the country-of-origin brand image represents the brand associated with the national image, influencing consumers' beliefs, values, and emotions.

3. Consumer Traits and Host Country Characteristics

Consumers possess self-agency and actively and selectively respond or react to external information, and individual trait differences affect individuals' evaluation, response, and subsequent behaviors toward the information (Rucker and Galinsky, 2016). This study adopts the concept of Global Consumer Culture (GCC) to measure consumer traits.

The host country refers to the country or region where the brand enters and expands. These traits have multiple impacts on consumers, including purchase behavior, consumer attitudes, purchase decisions, and market environment. In this study, the concept of Host Country Cultural Tolerance is adopted to measure host country characteristics.

III. The Proposed Scheme

Based on theoretical analysis, construct the research model as follow.

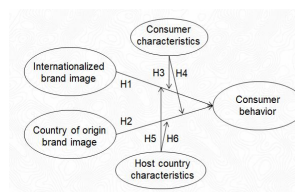


Fig. 1. Research Model

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