The Influence of Country Image on Consumers’ Evaluations and Purchase Intention in the Full Service Restaurant Sector

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Abstract

The impact of country of origin (COO) image on consumers’ responses have been explored in many countries. However, while country image is comprised of an affective component or emotions and a cognitive component or fact based, most researches on the effects of COO on consumer responses normally focus on the cognitive dimension of country image. The current study purposely differentiates between two components of country image. Consequently, the purpose of this study is to examine the relationship among cognitive and affective country image of Japan and Thai consumers’ evaluations and purchase decisions in the context of full service restaurant setting as this sector has the highest growth in the restaurant industry in Thailand. Based on the quantitative survey of 365 consumers, the structural equation modeling (SEM) indicated the positive effects of affective and cognitive country images on Japanese restaurants’ evaluations and purchase intention. Specifically, Japan was perceived greater on the cognitive component. The results contribute theoretically and practically in that it provides a greater understanding of the significant role of different components of country image on consumers’ decisions. The proposed framework help multinational marketers formulate their product and promotion strategies concerning the aspects of country-of-origin image.

Key Words: Country of origin, Country image, Affective country image, Cognitive country image, Consumer evaluation, Purchase intention, Restaurant industry