

**VILNIUS UNIVERSITY**

**FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION**

**Momin Hasib**

*Marketing and Integrated Communication study programme*

**MASTER'S THESIS**

**IMPACT OF COUNTRY'S AND STORE'S IMAGE ON CONSUMER'S INTENTION TO  
BUY IN CROSS BORDER ONLINE STORES**

Allowed to defend \_\_\_\_\_  
(signature)

Student \_\_\_\_\_  
(signature)

Head of the study programme

Committee **Prof. dr. Name, Surname**

Supervisor \_\_\_\_\_  
(signature)

Prof. Dr. V. Dikčius

The date of the delivery

7<sup>th</sup> January, 2025

Registration No. 2230598

Vilnius, 2025

# **SUMMARY**

## **IMPACT OF COUNTRY'S AND STORE'S IMAGE ON CONSUMER'S INTENTION TO BUY IN CROSS BORDER ONLINE STORES**

Momin Hasib

Master's Thesis

Master in Marketing and Integrated Communication

Faculty of Economics and Business Administration, Vilnius University

Academic supervisor – Prof. Dr. V. Dikčius

Vilnius, 2025

Master thesis consists of 91 pages, 25 tables, 3 figures and 137 references.

The current research examines and investigates the impact of the country and store image on customer purchase intention. Moreover, perceived usefulness, ease of use, enjoyment, and trust were examined as mediating variables. Furthermore, ethnocentrism is also examined in this research. The research was quantitative in nature, and it was a survey of experimental research design. The research was conducted on fashion-related products and Korean and Chinese countries selected with their online stores. The data was collected through a survey questionnaire in Pakistan, and the survey link was shared with them. The data collected was analyzed using SPSS, and the results were obtained. The findings of the research stated that the country's image has a significant impact on online store image. Furthermore, the online store image significantly positively impacts perceived usefulness, ease of use, enjoyment, and trust. The results also revealed that these variables (perceived usefulness, perceived ease of, perceived enjoyment, and trust) mediated between online store image and customer purchase intention. In contrast, the country's image has no significant moderation impact on online store image and perceived usefulness, ease of use, perceived enjoyment, and trust. Regarding ethnocentrism, it is clearly found to have adverse impacts and discourage the customer's intention to purchase from cross-border online stores. The research will be beneficial for e-commerce strategists who intend to expand their business in different destinations.

**Key Words:** Online Store Image, Country Image, Cross-border, Ethnocentrism, Purchase Intention, Trust

**SANTRAUKA**

**ŠALIES IR PARDUOTUVĖS ĮVAIZDŽIO POVEIKIS**

**VARTOTOJO KETINIMUI PIRKTI TARPVALTOJOSE**

**INTERNETINĖSE PARDUOTUVĖSE**

Dabartinis tyrimas tiria ir tiria šalies ir parduotuvės įvaizdžio įtaką pirkėjo ketinimams pirkti. Be to, kaip tarpininkaujantys kintamieji buvo nagrinėjami suvokiamas naudingumas, naudojimo paprastumas, malonumas ir pasitikėjimas. Be to, šiame tyrime nagrinėjamas ir etnocentrizmas. Tyrimas buvo kiekybinio pobūdžio ir buvo eksperimentinio tyrimo plano tyrimas. Tyrimas buvo atliktas su mada susijusiais produktais ir Korėjos bei Kinijos šalimis, atrinktomis su jų internetinėmis parduotuvėmis. Duomenys buvo renkami atliekant apklausos anketą Pakistane, su jais pasidalinta apklausos nuoroda. Surinkti duomenys buvo analizuojami naudojant SPSS, gauti rezultatai. Tyrimo išvadose teigiama, kad šalies įvaizdis turi didelę įtaką internetinės parduotuvės įvaizdžiui. Be to, internetinės parduotuvės įvaizdis labai teigiamai veikia suvokiamą naudingumą, naudojimo paprastumą, malonumą ir pasitikėjimą. Rezultatai taip pat atskleidė, kad šie kintamieji (suvokiamas naudingumas, suvokiamas lengvumas, suvokiamas malonumas ir pasitikėjimas) yra tarpininkas tarp internetinės parduotuvės įvaizdžio ir pirkėjo ketinimo pirkti.

Priešingai, šalies įvaizdis neturi reikšmingos nuosaikumo įtakos internetinės parduotuvės įvaizdžiui ir suvokiamam naudingumui, naudojimo patogumui, jaučiamam malonumui ir pasitikėjimui. Kalbant apie etnocentrizmą, aiškiai nustatyta, kad jis turi neigiamą poveikį ir atgraso nuo kliento ketinimo pirkti iš tarptautinių internetinių parduotuvių. Tyrimas bus naudingas elektroninės prekybos strategams, ketinantiems plėsti savo verslą įvairiose vietose.

## Table of Contents

Introduction .....	8
1. Literature Analysis of Impact on Country's image and Store Image on Consumers' Purchase Intention in Cross-Border Online Stores .....	11
1.1 Factors Impact on Consumers' Purchase Intention in Cross-Border Online Stores .....	11
1.2 Factors Preventing Purchase Intention in Cross-Border Online Stores .....	13
2. Store Image, Country Image and Decision Making .....	17
2.1 Store Image on Consumer Decision-Making .....	17
2.2 Country Image on Consumer Decision Making .....	19
3. Underpinning Theories (TAM & TBP) .....	21
Product Types .....	25
4. Impact of Country's and Store's Image on Consumer's Intention to Buy In Cross Border Online Stores Research Methodology .....	27
4.1. Purpose of research, model, and hypotheses .....	27
4.1.1 Research Hypothesis.....	28
4.2. Data Collection Methods and Research Instruments.....	33
4.3. Research Sample Size and Structure .....	36
5. Results and Analysis of Country and Store Image impact on Customer Purchase Intention in Cross-Border Online Stores.....	38
5.1. Demographic Characteristics of Respondents and Reliability of Collected Data .....	38
5.2. Impact of Country Image and Online Store Image on Perceived Usefulness, Ease of Use, Enjoyment and Trust.....	41
5.3. Impact of Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment and Trust on Customer Purchase Intentions .....	45
5.4. Country Image as Moderator Towards, Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment and Trust.....	47
5.5. Mediating Effect of Perceived Usefulness, Ease of Use, Enjoyment and Trust Between Online Store Image and Customer Purchase Intention.....	50
5.6 Discussion.....	56
6. CONCLUSIONS AND RECCOMENDATIONS OF THE RESEARCH.....	59
6.1 Limitations and Future Research Directions .....	60
References .....	62
Appendix .....	74

Questionnaire -1.....	74
Questionnaire -2.....	81

## List of Tables

Table 1: Factors Affecting Cross-Border Purchase Intentions .....	16
Table 2: Stores Selection for Research.....	35
Table 3: Research Sample Size .....	37
Table 4: Gender of Respondents .....	38
Table 5: Age of Respondents .....	39
Table 6: Marital Status of Respondents .....	39
Table 7: Education of Respondents.....	39
Table 8: Income Level of Respondents .....	40
Table 9: Reliabilities of Instruments .....	40
Table 10: Country Image and Online Store Image.....	42
Table 11: Perceived Usefulness of China and Korean Online Stores .....	43
Table 12: Perceived Ease of Use of China and Korean Online Stores.....	43
Table 13: Perceived Enjoyment of China and Korean Online Stores .....	44
Table 14: Store Trust of China and Korean Online Stores.....	45
Table 15: Perceived Usefulness, Ease of Use, Enjoyment, Store Trust and Customer Purchase Intention.....	47
Table 16: Country Image Moderator Between Online Store Image and Perceived Usefulness ...	48
Table 17: Country Image Moderator Between Online Store Image and Perceived Ease of Use..	49
Table 18: Country Image Moderator Between Online Store Image and Perceived Enjoyment ...	49
Table 19: Country Image Moderator Between Online Store Image and Store Trust.....	49
Table 20: Perceived Usefulness, Online Store Image and Customer Purchase Intention .....	51
Table 21: Perceived Ease of Use, Online Store Image and Customer Purchase Intention .....	52
Table 22: Perceived Enjoyment, Online Store Image and Customer Purchase Intention .....	53
Table 23: Store Trust, Online Store Image and Customer Purchase Intention .....	54
Table 24: Ethnocentrism and Customer Purchase Intention .....	54
Table 25: Summary of Hypotheses .....	55

## **List of Figures**

Figure 1: TAM Theory (Davis, 1989) .....	21
Figure 2: Theory of Planned Behavior .....	24
Figure 3: Research Model .....	28

## **Introduction**

E-commerce is growing with every passing day and opening new horizons for businesses in domestic and international markets. According to Statista's report, retail e-commerce growth will reach 8,034 billion USD by 2027, a huge increase compared to 5,784 billion USD in 2023 (Statista, 2024). After the pandemic, online shopping and e-commerce have increased, and customers have what they want on their doorstep without visiting any physical store (Qi et al., 2020). Moreover, a Forbes report shows that 52% of customers purchase products from cross-border online stores instead of local or domestic markets. This trend showed a wider adaptability of cross-border e-commerce worldwide (Snyder, 2024).

In cross-border shopping, the origin of the country and stores matter a lot. Well-renowned stores and developed countries treated them as high-quality products, and the customers' purchasing consideration level increased compared to others (Oduro et al., 2024; Shin et al., 2019). Customers' perception of quality increases when they see that products belong and originate. In the automobile sector, car manufacturing from Japan, the USA, and Germany's is considered high quality and top-notch compared to China's manufactured ones (Hien et al., 2024; H. M. Lee et al., 2014). The cars from Japan, China, and Germany were perceived as high quality, durable, and reliable due to the country's image (developed and advanced countries). Similarity is aligned with customers' online cross-border purchasing behavior. They are perceived as highly valuable and quality products when they see the origination country of the product (Chen et al., 2022). Apart from that, the platform or store is another crucial element that customers consider before purchasing and consideration. A well-known and famous store with a strong image is considered trustworthy, and customers consider purchasing the product from that store. In contrast, the customers avoid the new and emerging stores (Jiang et al., 2023; Ting et al., 2023).

Existing research deliberated different phenomena influencing online cross-border purchase intentions. The customer pays huge attention to the product's origin in online purchases because it represents the perceived quality (Qalati et al., 2021; Shin et al., 2019). Developed countries' products are projected to be of high quality, in contrast with developing countries' products (Nugraha et al., 2024). In lieu, the store's or platform's familiarity or image boosts the customers' confidence to purchase the product from that certain store. Products purchased from Amazon, AliExpress, Apple Stores, and others are considered and perceived as the best, high-quality products, and customers feel confident when purchasing from these stores (J. Chen et al., 2023).



According to Chen and Yang (2021), customer purchase intention in online settings is affected by customer trust. It stated that the purchase intentions increase as much as the customers have a trust level. It also expressed that customer trust connects the country's origin image and customer purchase intentions (Al-Debei et al., 2015; Lăzăroiu et al., 2020). Likewise, the developed and strong country image is the source of higher customer trust, which tends to positive customer purchase intentions (Bhattacharya et al., 2022). This research concentrates on the image of the country of origin and store image concerning online purchase intention. However, some research contradicts the results as customer trust does not significantly impact online purchase intentions when the country's image is present there (Baek et al., 2020; Harrigan et al., 2021). In contrast, some researchers also expressed that the country of origin did not matter whether the product was high quality or in similar geographical settings. Customers concentrate on product quality compared to the country's image (Baek et al., 2020). Apart from this, some customers prefer to purchase products from their own countries and ethnocentrism higher, while some people prefer to purchase products from other countries as perceived as having higher quality than home countries (Abdul-Latif et al., 2024; Aqif & Mumtaz, 2024).

The contradiction in the existing research findings about the country's image store image towards online shopping intention is the crucial point of research. Along with the findings on trust, they contradict online purchase intentions in cross-border markets. Moreover, contradiction is also found in the ethnocentric behavior of the customers. This contradiction in the existing studies ignites the research to examine and understand the phenomena of country image, store image, trust, etc.

**Research Problem:** How do the country's and store images influence customer purchase intentions by considering trust and ethnocentric behavior in cross-border online stores?

**Research Aim:** This research aims to measure the country's image and store image in customer intention, taking into account ethnocentrism in cross-border online stores.

## **Research Objectives**

The research objectives are undermentioned:

1. To analyze the country's image on online purchase intentions in cross-border online stores.
2. To examine the store image on online purchase intentions in cross-border online stores.
3. To investigate the influence of trust on online purchase intentions in cross-border online stores.
4. To theoretically systemize the perceived ease of use, perceived usefulness, perceived enjoyment, and customer trust on customer purchase intentions.
5. To examine the mediating roles of perceived ease of use, perceived usefulness, perceived enjoyment, and customer trust in relation to online store image and customer purchase intention.
6. To summarize and provide recommendations and practical insights for online stores.

**Research Methods:** Narrative methods were used for literature analysis and conceptual development. A quantitative research design with a standardized questionnaire was used for data collection and analysis.

**Structure of Thesis:** This research is based on an introduction, literature analysis, research methodology, results, and analysis, and the final section is about the conclusion, recommendations, and future suggestions. The introduction section showed the importance of the study, problem statement, novelty, aims, and objectives. In contrast, the literature analysis provides critical insights about the existing literature on relevant topics and extracts meaningful insights. The third section is about framework development, research designs, and how the research will be conducted. Data analysis is analyzing the collected data to get insights into the research objectives. Finally, the last section provided findings, a summary, a conclusion, and recommendations.

# **1. Literature Analysis of Impact on Country's Image and Store Image on Consumers' Purchase Intention in Cross-Border Online Stores**

## **1.1 Factors Impact on Consumers' Purchase Intention in Cross-Border Online Stores**

Rapid technological advancements have revolutionized all facets of life and altered shopping patterns worldwide (Simanjuntak, 2023). People of one geographical location are likely to purchase products from other areas, which is done through internet connectivity around the globe (Ma et al., 2019; Wagner et al., 2023). The borders are limitless these days, and businesses expand their horizons digitally. Customers now access international markets and purchase products easily. In other words, the trend has shifted from traditional businesses to cross-border digital businesses, and now the companies are trying their best to serve customers appropriately (Jian et al., 2023; Zhu et al., 2020).

Cross-border online purchases depend on numerous factors that directly affect purchasing, such as trust, perceived risk, ease of use, and perceived usefulness (Huang & Chang, 2019; Kutlina-Dimitrova & Lakatos, 2016). Existing studies deliberated that people intend to purchase from the cross-border online due to the wide array of products available. They are perceived to have limited access and choices in their locality. However, they have a huge variety of the latest and trendy products which they easily access and purchase from cross-border online stores (Han et al., 2018; Wang et al., 2023; Zhu et al., 2019). Product purchases are considered through convenience, customization, and localization in their locality. Moreover, the cheaper and more affordable products available in their locality and in the same geographical locations save shipping and other costs, especially taxes and duties. Furthermore, in physical shopping stores, customers tend to consider product purchasing because of convenience, physical touch, easy accessibility, customer service, and store ambiance (Bao et al., 2011; Watanabe et al., 2019). Apart from that, the physical store products are easily accessible without any shipping cost or wait time, and these all-factors customers consider buying the products from local stores (Diallo, 2012; Graciola et al., 2020). However, the products' quality, variety, and diversity are limited in a region. Customers are looking for better, higher quality, and premium products, which leads to a search of cross-border markets to select and purchase products (Sleuwaegen & Smith, 2022).

According to Saraswati and Giantari (2022), scholars found that customers are looking for better, higher-quality products with wide choices. For instance, they prefer to purchase products from foreign countries that specialize in them. This is especially true with electronic and skin care products as the consumer found the best and higher quality products from cross-border countries compared to local stores (Calvo-Porrall & Lévy-Mangin, 2017; Jin et al., 2020). They consider that

products from foreign countries, especially those from countries that originated the products, are of higher quality than their local products; for instance, their intention to purchase cross-border online products increased. Their preference for foreign countries and online purchasing strengthens than local producers (Han et al., 2018; Wagner et al., 2023). Foreign countries manufacture products that are perceived as high-quality compared to local ones. The reason is that some countries and companies are famous for the higher quality or origin of those products. For instance, the number of customers who are considering and purchasing cross-border products has increased, and so have other people's words towards the brand or product (Zhao et al., 2020)

Here also, the scholars and the customer perspectives do not ignore the matter of brand familiarity. Brands' reputation and familiarity across the globe are projected as high-quality products that build customer trust, and they consider purchasing the product from cross-border online stores. The customer directly contacts the company located across borders and then purchases the product (Hien et al., 2020). Positive brand image and recognition at the international level ignite customers to consider such brands and purchase the products. For instance, the customer will examine different ways to buy products online. They consider famous brands to have higher quality products that fulfill their needs. They believe in purchasing the products and pursue purchasing them no matter how much they cost. They receive high and top-notch quality products (Diallo, 2012; Lee et al., 2014; Li et al., 2023). Those quality products are perceived as higher-value products catering to customers' desired features and attributes. The perceived value is deliberated as the benefits customers gain are more significant than the price paid (Huang & Chang, 2017). International brands are concentrating on additional features and value addition in the products, which drives the customers to purchase and use the products not only once but on a recurring basis. In other words, it is one of the key drivers of today's business world (Huang & Chang, 2017; Y. Ma et al., 2019).

According to Guo et al. (2018), customers think of cross-border purchasing due to the trust element as it builds on the foreign country product compared to local products. These caused numerous factors, such as word of mouth, recommendations from friends or family members, and brand image. Trust is described as a customer's positive belief or confidence toward the supplier or seller (Lien et al., 2015). It is illustrated as the service provider or seller providing the promised product or service without compromising quality and following all features described during the buying procedure. Trust in the sellers enhances the customer's purchasing intentions and increases the consideration level (Bhattacharya et al., 2022b). Different scholars illustrated that trust in online stores determined the quality of the platform, security, secrecy, and keeping the promises.

Lowering trust leads to switching to other platforms and purchasing modes instead of purchasing from the platform (Bhattacharya et al., 2022; Lee, 2020).

Aligned with it, the customer experience with foreign products has strengthened over other factors, and they consider it a positive and pleasant experience. They purchase products from such countries and trusted stores and recommend them to others by sharing their experience (Handarkho, 2020). According to Chen and Yang (2021), customer experience is a considerable determinant of the purchase of cross-border products. The study was conducted on Chinese consumers and found that customers with positive experiences were intent on purchasing the product. The experience of friends and family is recommended to the consumers who intend to buy the product. According to Ma et al. (2021), social experience (friends or family) influences customers and strengthens the customer purchase intention, which is deliberated as a positive and direct impact on consumers.

Similarly, the positive word of mouth from the customers and other users positively impacts the purchasing intention. Word of mouth refers to the reviews, views, and opinions about the product or service given by users to others (Yuan & Peluso, 2021). These days, through social media and electronic modes of communication, word of mouth is amplified compared to the traditional age, as consumers share their experiences through giving reviews or ratings, which is the key element for purchasing products. Positive words of mouth build credibility, increases trust and authentication and provides social proof enough for the customer to consider buying the product (Saraswati & Giantari, 2022; Yuan & Peluso, 2021).

These are the key factors influencing the customer to pursue cross-border online purchasing compared to local online or physical store purchasing. These factors include trust, customer experience, social experience, high-quality products, word of mouth, perceived value, brand image, originated country image, etc. These factors ignite the customers' consideration for cross-border online purchasing.

## **1.2 Factors Preventing Purchase Intention in Cross-Border Online Stores**

Although numerous determinants ignite customers for online cross-border purchasing, many factors still revoke and hinder cross-border purchasing. These contain the customers' perspectives and the country and platform issues. Perceived risk, late deliveries, high shopping costs, and language barriers prevent customers from purchasing products from cross-border online stores (Chen et al., 2023; Spierings & van der Velde, 2013; Valarezo et al., 2018).

According to Li et al. (2023), perceived risk is the primary determinant hindering product purchase. Product quality, data privacy concerns, and frauds or scams directly relate to perceived risk. Customers try to protect themselves from the risks; for instance, no matter how good quality products are available in cross-border stores, they prevent themselves from such purchases and try to be safe from such issues (Chang & Tseng, 2013; Pillai et al., 2022).

The language barrier is another foremost factor, especially in the Middle East and other European countries. The products from China, Korea, and such countries are manufactured in their geographical surroundings, and the descriptions are mostly printed in their native languages (Ariansyah et al., 2021; Eduardsen et al., 2023). Although translators have made customers' lives easy, the modes of communication with manufacturers and traders are in their native languages. However, it is still a huge challenge for customers to communicate and interact in the same language. Another linguistic challenge is that the terms and conditions and policies are mentioned in their native language, making it difficult to understand and respond to. Even though the English version is available, there are still a colossal number of customers who have a lower familiarity with English, and that's a greater challenge for them. Considering this element, they avoid it (Lkhaasuren et al., 2018a; X. T. Nguyen, 2019; H. Yang et al., 2020).

Due to some uncertain situations, the late delivery of the products from cross-border products is one of the chief elements. The late delivery of products prevents customers from purchasing them because it adversely impacts them (Ariansyah et al., 2021; Valarezo et al., 2018). Usually, the delivery time is mentioned at the ordering stage, which customers understand and consider when purchasing. Still, uncertain delays lead to dissatisfaction, and they are perceived as a negative image in their mind. As a result, the customer avoids the next time or shares with others who intend to purchase from that company, and late delivery stopped purchasing the products from cross-border stores (Eduardsen et al., 2023; Y. Ma et al., 2019).

One of the main and important concerns is the customer's personal data and financial securities, which customers are conscious of. Personal data leakage is common due to the poor security system of the website (Tseng et al., 2023). The websites did not implement certain security plugins, i.e., SSL, etc., which allow hackers and scammers to enter the website and steal the customers' data, which was later misused. Similarly, with payment or financial data, the hackers steal the account details, card numbers, and other details and then misuse them. As a result, the customers faced huge financial losses. This impacts the customers, ruining the stores' reputation

and causing negative positioning in customers' minds (Bhattacharya et al., 2022c; Mou et al., 2020).

Shipping and extra costs are other important determinants that distract customers from purchasing products from cross-border stores. Generally, the customers see, select, and pursue purchasing the product, but the shipping charges and hidden charges increase, leading to leaving customers and increasing the number of carts (Han et al., 2023). The hidden charges or extra charges contain the taxes and duties that the company wants to charge from the customers instead of bearing themselves. The customers feel frustrated and avoid it. As a result, a huge number of customers avoid purchasing the products online due to shipping and hidden charges (Chuang & Chuang, 2023).

In cross-border online purchasing, customers have limited payment choices, which is also a primary element in revoking transaction completion and product purchasing. The lack of availability of the preferred methods, i.e., PayPal, Visa Cards, and Master cards, has not wider alignment and acceptability to online stores for purchasing the products (Kamalul Ariffin et al., 2018; Qalati et al., 2021). Companies and stores have their own gateways, creating trust issues. Secondly, the theft of data and financial information leads to insecurity. The customers avoid this in this regard (Tseng et al., 2023). Other studies deliberated that the conversion costs and additional charges create huge differences between the home country and the target store currencies, and as a result, the customers avoid purchasing the products (Ariansyah et al., 2021; Jian et al., 2023).

In the matter of reviews, the customers are keenly interested in seeing and evaluating the reviews of the products from different platforms. After critical evaluation, it takes time to decide whether to purchase or not. The negative reviews from the customers towards the seller and the product lose the store's credibility, and the customer avoids making transactions with such stores (Von Helversen et al., 2018). Negative reviews happened due to lack of trust, poor customer service, poor quality products, late deliveries, overcharging, etc. All these issues related to products not only caused dissatisfaction among the customers but also spread negative reviews to others. As a result, potential customers who are interested in the products purchased from the store avoid completing the transactions. This prevents them from making transactions with stores (Handarkho, 2020; Ma et al., 2021).

Poor quality is the triggering element for customers' intention to quit and lose cross-border online purchasing opportunities. The products are not manufactured or delivered at promised quality. Sometimes, the faulty and defective products received by the customer Customers who

receive poor quality or damaged or defective products face different challenges, i.e., time wastage, monetary loss, and psychological challenges. In some organizations, customer support and the return or replacement policies are hectic and a great challenge for the customers (Calvo-Porrall & Lévy-Mangin, 2017; Saraswati & Giantari, 2022). The systems are complicated, which results in the customers' financial loss and late deliveries. In the case of an exchange, the extra cost is incurred as the customer shipped the defective product to the company. After a certain duration, the company either rectifies the defective product or sends a replacement and new product, which also requires extra shipping time (Bao et al., 2011; Shin et al., 2019).

These are the key determinants that prevent customers from engaging in cross-border transactions and purchases. However, all factors influencing the customers are mentioned and deliberated in Table 1.

**Table 1: Factors Affecting Cross-Border Purchase Intentions**

<b>Authors</b>	<b>Factors on Cross border Purchase Intention</b>
Chen and Yang (2021)	<ul style="list-style-type: none"> <li>• Customer Experience</li> <li>• Customer Cost</li> </ul>
Huang and Chang (2017)	<ul style="list-style-type: none"> <li>• Perceived Trust</li> <li>• Perceived Value</li> </ul>
Silban et al. (2020)	<ul style="list-style-type: none"> <li>• Perceived Risk</li> </ul>
Yoon (2009)	<ul style="list-style-type: none"> <li>• Trust</li> </ul>
Wang et al. (2023)	<ul style="list-style-type: none"> <li>• Customer Perception</li> <li>• Perceived Risk</li> <li>• Perceived Convenience</li> <li>• Trust</li> <li>• Attitude</li> </ul>
Ma et al. (2019)	<ul style="list-style-type: none"> <li>• E-WOM</li> <li>• Perceived Value</li> <li>• Trust</li> <li>• Perceived Risk</li> <li>• Uncertainty Avoidance</li> <li>• Satisfaction</li> </ul>
Dursun et al. (2011) Xu and McGehee (2012)	<ul style="list-style-type: none"> <li>• Store Familiarity</li> </ul>
Zhang et al. (2018)	<ul style="list-style-type: none"> <li>• Perceived Usefulness</li> <li>• Perceived Risk</li> </ul>
Lien et al. (2015)	<ul style="list-style-type: none"> <li>• Brand Image</li> <li>• Perceived Price</li> <li>• Trust</li> </ul>



Ariansyah et al. (2021) Eduardsen et al. (2023) Valarezo et al. (2018) Tseng et al. (2023) Han et al. (2023) Handarkho (2020) Ma et al. (2021)	<ul style="list-style-type: none"> <li>• Language Barrier</li> <li>• Payment Issues</li> <li>• Poor Quality Products</li> <li>• Negative Reviews</li> <li>• Late Deliveries</li> <li>• Shipping Cost and Extra Charges</li> </ul>
--	---

## 2. Store Image, Country Image and Decision Making

### 2.1 Store Image on Consumer Decision-Making

Store image is considered a key determinant in the buying process. The customer's mental image decides whether to purchase the product from a certain store (Ting et al., 2023). The store image describes the mental image or picture captured through experiences, interactions, physical appearance, and other factors, i.e., accessibility, layout, service quality, etc. The store image significantly impacts the customers' decisions as the higher and positive image leads to customers purchasing while the negative distracts and causes customer loss (Diallo, 2012; Graciola et al., 2020).

The store's image varies according to its presence and ultimately impacts the customer's purchasing decision (Calvo-Porrall & Lévy-Mangin, 2017). In the physical store, the customer image is built through different factors, including the ambiance, appearance, price, availability of the product, customer services, quality of the products, etc. The existing studies described how physical stores developed their store image by providing high-quality products with a great and pleasing ambiance and a higher level of customer service (Bao et al., 2011). Another research found that convenience, ease of use, and physical accessibility matter greatly in physical stores, leading to customer buying decisions. Customers visit the store, touch the product, gain experience, and then purchase the products unavailable in online stores (De Villiers et al., 2018; Gorji & Siami, 2020). In contrast, online stores have a wider variety and accessibility across the globe. Customers from one geographical location purchase products from cross-border destinations (Huang & Chang, 2017).

The online store image is different from the physical store. Online stores have various aspects and determinants that matter in building their image in customer's minds. These determinants included website quality, web design and layout, product display, safety and security, customer services & support, secure payment methods, and numerous other elements (Chang & Tseng, 2013; Diallo, 2012; Ting et al., 2023). Past research clearly expressed that the online

store's image was determined through safety and security, website quality, responsiveness, and customer support. As much as the store is safe and secure, the image is strengthened, ultimately impacting customers' minds and helping them make decisions. Some customers are quality and value-conscious, and they perceive them as high-quality stores where they find positive reviews and recommendations from others (Jiao et al., 2021). The store is famous and has positive customer reviews on different platforms, grabbing the attention of a huge community and positively impacting the customers. The safe and secure store's websites and demonstrating the safety elements of the website build customer trust. Such stores consider the positive store image from the customer's perspective, leading the customers to make transactions and purchase products from that store (Huang & Chang, 2019). In these elements, the ease of use and user-friendliness cannot be ignored because the customer wants their desired products in fewer clicks, with smooth and safer payment options and a wider selection of products displayed on the store's site. These elements positively build the store's image in customers' minds, increasing their trust level. Moreover, it declined the numerous fears and risks associated with online stores and led to purchase decisions (Mou et al., 2020). The strong and positive store image has become the source of customers' positive perception and creation of value in their minds. They perceived the customers' high quality, ease of use, safety, and security.

According to Qalati et al. (2021), the online store image determines the different factors, including the website or store layout, simplicity, ease of use, presentation of the products, and safer and secure data. These combined elements make the store image positive and stronger. A strong and positive store image increases the customer's perceived value (H. Yang et al., 2020). They feel safe and secure while making transactions with them and are happier as they receive higher value in exchange for the price they pay for the products. The store display, safety and security, better user experience, ease of use, and prompt customer support enhance the customer's perceived value, which turns into customer decision-making (Diallo, 2012; Ma et al., 2019).

Another element is that the strong and positive store image enhances customer trust as they want to make the transaction and purchase the product from such online stores (Jiao et al., 2021). It also aligned with the findings of Knouk (2018), who clearly illustrated in his research that store image has a positive and significant impact on customer trust, which leads to customer purchase intention. He expressed that the store image's attributes caused the customer to build trust, which is connected with the intention of the customer to purchase.

In conclusion, the store image positively impacts the customers' minds and aids in purchasing decisions. The strong store image causes the trust and confidence of the customer in the store due to different elements, i.e., store layout, website quality, customer services and support, wider selection, store website design, ease of use, user-friendliness, and securing the personal data from leakage and theft. Such elements increase the customer's trust, which is connected to customer purchasing decisions.

## **2.2 Country Image on Consumer Decision Making**

Country image is represented as the perception and belief about the country. It is also described as the individual perception, impression, and a certain place occupied in their mind related to that country (Nugraha et al., 2024). Country image is either weak or strong or positive or negative based on different determinants. These determinants include the country's political situation, technology, culture, and social, political, and environmental aspects (Lee, 2020). From the consumer perspective, the country image is described as the country where the products are either manufactured or assembled. It is also explained as the mental association of the country of origin to a brand that affects the customer's mindset towards the product (Kotler et al., 2016). Country image is widely accredited by individuals who have limited knowledge of the products and don't want to spend a lot of time searching for product information, comparing with other substitutes, and finalizing the products for purchasing and usage. In other words, it's the shortcut information and the method of evaluation and consideration among available choices (Lee et al., 2009).

Usually, the products' country of origin is considered at the consumer end. Customers consider the product to be of higher quality, reliable, durable, and trustworthy based on the country of origin (Sevanandee & Damar-Ladkoo, 2018; Shin et al., 2019). After that, the customers make the purchasing decision, which clearly illustrates that the country of origin significantly impacts the customers' decisions. A country with a good image in the consumers' memory creates a better perception of the products treated as higher quality products from that country. This image and perception make the customers comfortable selecting and continuing to purchase that country's products (Rezvani et al., 2012; Septiani et al., 2020).

Generally, the products' country of origin is the higher quality products that are famous for their originated and manufactured products. These are directly connected with tangible products, types, and categories, i.e., cars, cosmetics, foods, electronics, etc., cars (Bartikowski et al., 2019), cosmetics (Hsu et al., 2017), and food (Jin et al., 2020). In some Asian countries, cars

from Japan are considered high-quality, durable, and reliable products compared to other countries. The customers' decisions were based on their countries of origin, and many consumers chose Japanese cars for their use. Research about cars, especially Japanese cars, has grabbed a huge market share and dominates the other countries' manufactured brands, and these are the first choice of customers. It's due to low cost, high quality, fuel efficiency, and maintenance and repair costs. These features make it competitive and unique among other countries' brands, and China's luxury cars also have a certain position in customers' minds (Bartikowski et al., 2019; Nugraha et al., 2024b).

Similarly, for other products, the customers preferred to go to their country of origin before making a purchase decision. Like in skincare and cosmetics, customers prefer to buy South Korean products from other countries, which are considered high quality without any issues in Indonesia and other Asian countries (Mahri et al., 2024). According to (Hien et al., 2020), the customers are keenly interested and conscious about products originating from developed countries. They considered high-quality and reliable products because the country portrayed its image as a high-tech, advanced, quality-conscious nation. Moreover, such countries have strengthened their political, economic, and industrial sectors, which build confidence and trust in such countries. The products from developed countries, especially from the United States, Japan, Korea, and other such countries, are considered high-quality products, and customers love to purchase them (Han et al., 2018; Lkhaasuren et al., 2018b; Mahri et al., 2024). Another perspective deliberated that the perception of country or origin and customer attention matter varies from country to country. Likewise, African consumers are more country-conscious about the product's origin and consider that the products from developed countries are more reliable and high quality than other countries (Oduro et al., 2024a). They perceived that the products from Korea, Japan, the US, and Germany are the finest and highest-quality products they trust and pursue for purchasing and usability (Spierings & van der Velde, 2013; Wagner et al., 2023). While the European, Australian, North American, and other such country's consumers do not pay as much attention as the Asian and African consumers. But still, it's considerable that the country of origin matters a lot (Mandler et al., 2017).

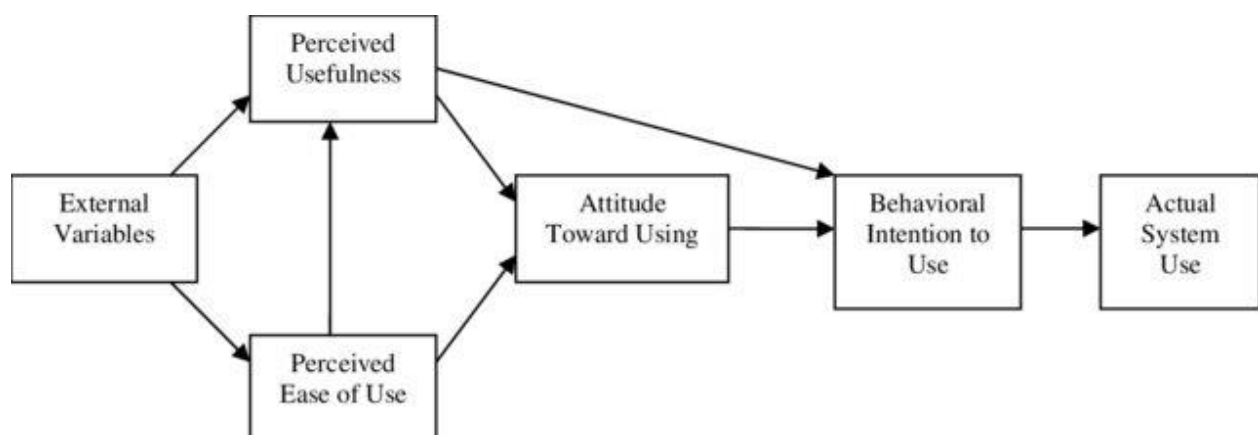
Apart from that, the country's image matters a lot for the consumers in online purchasing. Consumers who want to purchase products from online stores are considered more secure and highly trustworthy products from developed and famous countries. While the less developed countries do not ponder positive image in the customer's minds, and as a result, the customers are

not intent on purchasing or making transactions with them ( Lee, 2020; Magnusson et al., 2022; Pelet et al., 2018),

Ultimately, it is described as the country's origin image that matters a lot from the customer's perspective, and the customer concentrates more on the products manufactured in the country. It also stated that the developed and originated countries of the products are more reliable and considered high-quality producers who not only build trust but also revoke the risks and ignite the customers to pursue the purchasing products (Hien et al., 2024; Oduro et al., 2024a, 2024b; Sevanandee & Damar-Ladkoo, 2018).

### 3. Underpinning Theories (TAM & TBP)

TAM, or the Technology Acceptance Model, was introduced by Davis (1989). This model deliberated how the customers and individuals adapt and accept the technology for their day-to-day usage and work or operations. This model grabbed huge attention around the globe in almost every sector (Ying et al., 2021). In businesses, it is usually linked with technology adoption in the organizations as the latest and modernized technology is introduced that the organizations want to implement in their organizations for maximum benefits. However, certain challenges are faced during the adoption of technology that must be examined and carefully sorted out, such as the TAM model used among employees (Song et al., 2021).



*Figure 1: TAM Theory* (Davis, 1989)

The TAM model contains two main variables. These contain the Perceived Usefulness and Ease of Use. Perceived ease of use is described as an individual's internal intention to use the technology. It also stated how an individual perceived that this technology is easy to use and does not require a huge level of effort. In other words, Perceived Ease of Use pertains to the extent to

which a person believes that using the system will be free of effort (Harrigan et al., 2021). In contrast, Perceived Usefulness determines how it will be useful in completing the tasks or how to get maximum benefit while using the technology (Ha et al., 2019). These two are the main and key factors that lead to the user's intention to use the technology and impact the behavior.

TAM is also widely used across borders and in customers' online purchasing intentions. This shaped the customers' behaviors and aided in using the technology to make online purchasing transactions, which served the purpose. Perceived usefulness determines that the customers focus on the gains through technology usage and products received. Customers who receive high-quality and highly valued products from cross-border countries that fulfill their needs increase their intention to purchase because the cost of efforts and utilization is lower than the benefits received (Hassan et al., 2019; Song et al., 2021).

In cross-border shopping behaviors, the TAM model's perceived usefulness is used as a mediator between the predictors and outcome (purchase intention or intention to use). The study of Harrigan et al. (2021) deliberated that the perceived usefulness has significantly mediated between peer communication, trust, and intention to purchase fashion apparel products. Similarly, it has been used in numerous researches as a mediator between external variables and intentions (Nguyen et al., 2019). The existing research found that the TAM is widely used and adequate for cross-border shopping behavior as the customers perceived the products as beneficial for themselves deliberated as the lower efforts with maximum benefits (Ru et al., 2021).

In conclusion, it is clearly stated that perceived usefulness has played an integral role in various industries and cross-border shopping, giving customers maximum benefits in their purchasing efforts.

According to TPB Ajzen (1991), the three types of considerations that guide human behavior are belief in the likelihood of the behaviour's consequences (behavioral beliefs), belief in the normative expectations of others (normative beliefs), and belief in the presence of factors that could help or hinder the performance of the behavior (control beliefs). When taken together, behavioral beliefs generate an attitude toward behavior (positive or negative), normative beliefs provide a sense of social pressure or subjective norm, and control beliefs generate a sense of behavioral control or self-efficacy (Cooke et al., 2013; Hegner et al., 2017). The perceived ability to control one's behavior moderates the impact of attitude and subjective norms on intention (McDermott et al., 2015). In general, one's desire to engage in a certain behavior should be stronger if they have a more positive attitude toward it, belong to a more socially acceptable group, and feel

more in control of their surroundings (Cooke et al., 2013). Finally, if people have enough control over their activities, they should seize opportunities to implement their goals (Cooke et al., 2013; Hegner et al., 2017). As a result, it is assumed that intentions take precedence over acts. Perceived behavioral control can be used as a substitute for actual control and as a predictor of behavior.

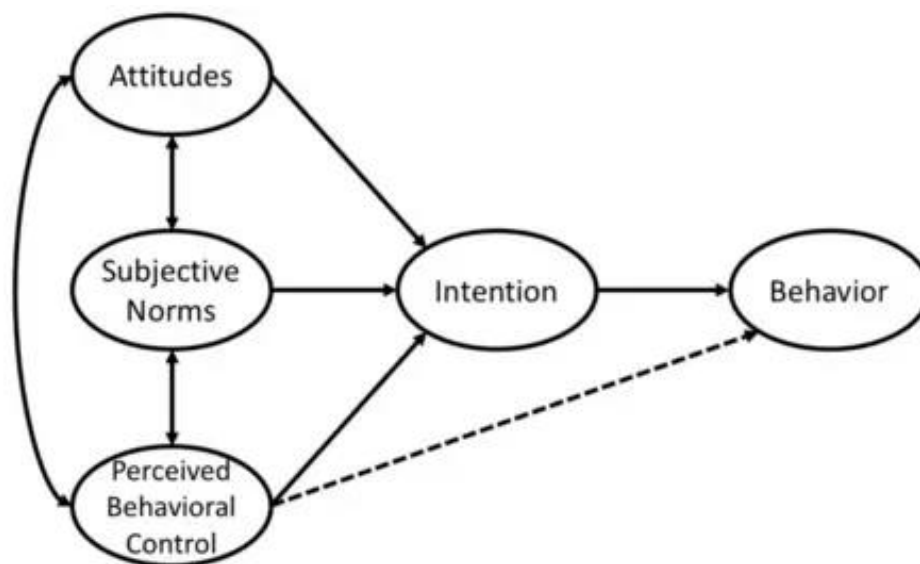
According to Han and Kim (2018), when people think about purchasing from a cross-border online retailer, they assess their attitude toward it based on several criteria, including perceived value for the money, trust in the online source, and product quality. Regarding cross-border transactions, customers may consider the reviews of friends, relatives, or internet reviews in their domestic country, contributing significantly to subjective norms (Pandey et al., 2019; Adwan et al., 2021). Furthermore, perceived behavioral control becomes critical, including aspects such as comfort level with online shopping, perceived ease of use, risks of late deliveries, and other obstacles like linguistic or monetary disparities (Sauceda et al., 2015). These components work together to impact consumers' intent to make cross-border purchases, underscoring the significance of addressing social influences, attitudes, and perceived control issues to promote and facilitate these transactions in online cross-border stores.

To sum up, TPB's emphasis on behavioral, normative, and control beliefs greatly impacts the decision-making process (1991). In addition to subjective norms derived from social influences and perceived behavioral control factors like transaction ease and logistical concerns, consumers' attitudes toward cross-border purchases are influenced by factors such as product quality, platform trust, and perceived value (Pandey et al., 2019, Adwan et al., 2021, Sauceda et al., 2015). It is important to pay attention to attitudes, societal pressures, and perceived control to effectively encourage and enable cross-border transactions. This comprehensive approach emphasizes that intentions to engage in such transactions are influenced by diverse causes.

In summary, various factors influence consumer behavior and buying decisions, shaping the landscape of online purchasing. According to Verhagen et al. (2003), store image is shaped by subjective assessments of tangible and intangible elements and significantly impacts customer perception. Though research suggests that direct trust may not boost buying intentions, it is nevertheless a significant factor affecting the usefulness of an online store's reputation (Cheng and Teng, 2013). The interaction of trust, usefulness, and other variables illustrates how difficult it is for customers to make online shopping decisions. Furthermore, it has been discovered that a key factor influencing customer intentions is perceived risk in online transactions. Consumers' heightened risk perceptions are influenced by their inability to inspect products physically and their

worries about security, authenticity, and after-sales services (Chung and Tseng, 2011; Biswas et al., 2004). As a result, they are less likely to make purchases online. Consumers' concerns affect their online buying behavior due to various factors, including financial risks, product performance, time, and privacy concerns (Massoud, 2013; Alrawad et al., 2023; Hsu and Luan, 2017).

On the other hand, the country's image strongly influences consumer reviews and purchasing intentions. Customers demonstrate the halo effect in their purchasing decisions by basing their brand reputation and product quality evaluations on preexisting conceptions about a country (Koschate-Fischer et al. 2012). Consumer perceptions are influenced by the image of the country of origin, which affects how items are viewed and ultimately bought. Ultimately, the Theory of Planned Behavior (TPB) offers a thorough framework that sheds light on the rationale for intercountry Internet transactions. Consumer intentions to engage in cross-border transactions are influenced by attitudes shaped by product quality, trust, and perceived value, which interact with subjective norms and perceived control (Han & Kim, 2018; Saucedo et al., 2015). This highlights how attitudes, social influences, and perceived control must be addressed to support and encourage cross-border Internet transactions properly. These factors combined highlight how complex customer behavior is in online retail. A nuanced understanding is necessary to navigate and improve the online shopping experience, as trust, perceived risk, country image, and the Theory of Planned Behavior all influence and shape consumer intentions (Verhagen et al., 2003; Adwan et al., 2021; Saucedo et al., 2015, Ajzen, 1991, Han & Kim, 2018).



**Figure 2: Theory of Planned Behavior**



## **Product Types**

In cross-border online purchasing, different products are available, and customers intend to purchase from different geographical locations through online stores. These products vary in nature and from specialized-originated countries. According to the research of Baek et al. (2020), customers are keenly interested in purchasing fashion apparel products from China and Korea. Furthermore, Yang et al. (2020) deliberated that customers purchase cosmetics from online stores. It stated that customers concentrated on Korean cosmetics products because they perceived that they were high quality and considered top-notch manufacturers operating and manufacturing in Korea. Customers prefer Korean products over products from other countries.

Harrigan et al. (2021) elaborated on the fashion products consumers are keenly interested in. The findings stated that many customers are purchasing fashion products from cross-border stores. However, electronics and other product categories are not ignored; they are more important. Sohan and Grob (2020) found that customers prefer mobile phones and certain electronic devices online because they perceive and believe that trusted brands and products from certain countries are always higher than those of other stores. Similarly, different food products are considered to be purchased from countries that are famous among manufacturers (Nguyen et al., 2019; Sohn & Groß, 2020).

In conclusion, it examined that the customers are focusing on and purchasing different types of products from different stores and originating countries. These products are fashion apparel, mobile phones and electronics, cosmetics, and food products.

In online cross-border purchase intentions, the customers' characteristics matter a lot. The characteristics that the customer possesses directly influence purchase intentions. Various characteristics were found, but certain factors were greatly influenced, including ethnocentrism and cosmopolitanism (Lu et al., 2015; Pelet et al., 2018).

### **Ethnocentrism**

Ethnocentrism is an individual state of mind where he thinks and feels his ethnic group is superior. The individual perceives culture, values, ethnicity, country, and nation as unique and superior and feels pride in it. Such people keep that superiority matter in almost everywhere and every aspect of life. Generally, it is seen in politics, religion, education, and other regions. However, it prevails in the business environment and corporate settings, superior to others (Narang, 2016; Nguyen et al., 2023). Ethnocentric people are concerned about their domestic

products over other countries, and their preferences always revolve around their countries. They tend to purchase and use their local and domestic products over imported and international branded products (Martínez et al., 2021; Narang, 2016b; Qing et al., 2012) . Ethnocentric people have a certain mindset and are keenly interested in utilizing domestic products and concentrating on the development and promoting the local industry over international ones. In other words, they remain alive and maintain their identity in different ways (Narang, 2016).

In cross-border shopping behaviors, ethnocentrism is higher, affecting the customers' shopping behaviors. People from different locations are determined as ethnocentric due to their country's product as compared to the imported and country of origin products. Some customers have personality characteristics, such as preferring local and national products over cross-border products and eliminating cross-border purchase intentions (Aqif & Mumtaz, 2024; Xin & Seo, 2020). This is due to their ethnocentric personality and perception that their home country's products are superior to others and that they remain loyal to their country (Nguyen et al., 2023). Some researchers stated that ethnocentrism is not only concerned with producing or manufacturing products, but people prefer their brands, designs, architecture, and home country's style over those of foreign countries. They indulge in a superiority complex, negatively affecting online purchasing intention. Even in the online shopping element, such customers look for domestic manufacturing products from foreign or cross-border stores as part of their personality characteristics (Rozania et al., 2024). Ethnocentric behavior: People are loyal to their countries and local industries, and for instance, they prefer domestic products over international brands even if the local or domestic products do not match the higher quality of international products.

Ethnocentrism characteristics play an integral role in online shopping behavior. It positively impacts purchasing domestic products on domestic online platforms and stores while negatively impacting cross-border shopping intention. This behavior eliminates the purchasing intention in cross-border settings and cannot ignored. In other words, the ethnocentric characteristic is a crucial factor in cross-border online purchasing intention (Aqif & Mumtaz, 2024; El Banna et al., 2018).

To summarize, ethnocentric people play a crucial role in the industry and especially in the international market. Such people concentrate on domestic products and remain loyal to the country. Moreover, they promote local and domestic products, which discourage international or cross-border purchases.

## **4. Impact of Country's and Store's Image on Consumer's Intention to Buy In Cross Border Online Stores Research Methodology**

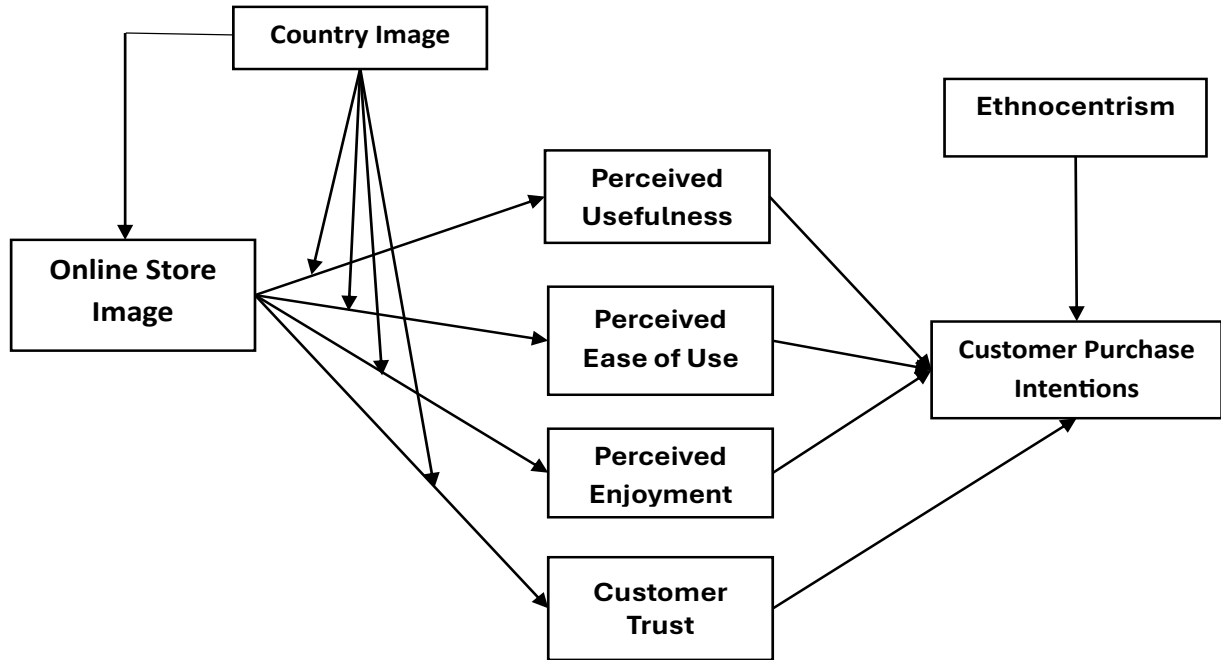
### **4.1. Purpose of research, model, and hypotheses**

The research approach is presented in this section of the written work and is based on the findings of the literature review. The study's general objectives, methods, theoretical underpinnings, and hypotheses are all presented in the methodology section.

This research employed a theoretical, analytical approach in its initial section. A critical and in-depth literature review was conducted. A thorough study is conducted on the Theory of Planned Behavior and Technology Acceptance model, theoretical data is collected, and hypotheses are developed to guide the model's development. Comprehensive descriptions of the data collection techniques, the justifications for the questionnaire items, and the sample size computation are provided, all based on earlier studies. The data was collected through the structured questionnaire obtained and used for this research from existing literature. The collected data was analyzed using SPSS 27 version software. In addition to providing socioeconomic details on the sample group, the data quality is assessed.

**Aim of the research:** To testify how the image of the country and the image of the online store influence the purchase of an online store with the moderating role of country image and the mediating role of perceived ease of use, perceived usefulness, perceived enjoyment, and trust.

The theory of planned behavior models, developed by Ajzen (1991), and the Technological Acceptance Model are widely used by many researchers and serve as the foundation for theoretical research models. This framework includes two main components: the Online Store Image and the Country Image, which are connected to Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Trust, and Attitude. Further factors included Ethnocentrism, an independent variable essential to this framework, and its relationship with purchase intentions. The conceptual framework is described in undermentioned Figure 3.



*Figure 3: Research Model*

#### 4.1.1 Research Hypothesis

The country's image is described as being technologically, economically, and financially strong, with adequate relations with the neighboring countries. Moreover, the country's policies towards businesses and consumers are flexible and friendly or not (Shin et al., 2019). Countries with higher levels of technology, economic strength, and flexibility in their policies regarding businesses are strong and have a positive image. Such a country's image makes consumers in different areas of the world perceive that the products manufactured in that country are of high quality. So, these days, consumers are especially concentrated on the country's originated products because the strong and positive image of the country makes the lives of consumers comfortable and their effort level decreased (Oduro et al., 2024; Sevanandee & Damar-Ladkoo, 2018).

**H1: Country image has a significant and positive impact on online store image.**

Consumer behavior and psychology studies regularly support the idea that customers' perceptions of an online store's usefulness are positively correlated with their own. Konuk's (2018) research indicates that consumers' perceptions of usefulness are greatly impacted by aspects that influence the perceived image, including user interface, website design, brand reputation, and customer reviews (Chi, 2018; Konuk, 2018). Alrawad et al. (2023) stated that an online store's positive image is shaped by its trustworthy branding features, clear information presentation, easy navigation, and appealing visual aesthetics. Furthermore, pleasant experiences contribute to

developing consumer trust and confidence in an online business, resulting in a perceived utility associated with the store's image (Hosseini & Norouzi, 2017). Research indicates that when an online store maintains a positive image, customers are more likely to view it as useful. This supports the idea that store image and perceived usefulness are positively correlated in online commerce (Calvo Porral & Levy-Mangin, 2016; Hosseini & Norouzi, 2017).

**H2: Customers' perceived usefulness of Korean online stores will be higher than Chinese online store.**

The store's image matters a lot, especially in the digital world. The positive image builds as the store is user-friendly, i.e., high quality, easy to operate, navigate, speed, and other relevant elements. These elements positively impact the customers differently (Diallo, 2012). The existing research deliberated that the store's image is positively perceived, and customers feel the store's trustworthiness. On the other hand, the customer uses it easily, and their effort level declines. This will positively impact customers, who easily search and find their desired products (Chang & Tseng, 2013).

**H3: Customers' perceived ease of use of Korean online stores will be higher than Chinese online store.**

Online stores' positive image also allows customers to enjoy their customer experience. As the customers feel comfortable during their purchasing process, their efforts decline, and happiness increases (Bao et al., 2011; Watanabe et al., 2019). They feel comfortable, which tends to lead to enjoyment. The product description, high-quality images, and ease of understanding and operation make the user more relaxed, which leads to happiness. In other words, the positive store image is the cause of customer happiness and enjoyment. The customers enjoy their shopping experience while interacting with the store (Ananda et al., 2021).

**H4: Customers' perceived enjoyment of Korean stores will be higher than Chinese online stores.**

A store's positive image is determined by providing high-quality products, secure payment options, a user-friendly, good reputation, and being at the top level in that region or country category. The customer's trust level is enhanced and positive if they perceive that the store provides adequate and high-quality products, on-time delivery, secure payments, and data protection (Ha et al., 2019; Lien et al., 2015). Customers evaluate These things from the social proof, user reviews, ratings, and endorsements from others. These elements positively contribute to customer image,

which reveals that the store has a positive online image. This positive online image gives customers confidence and enhances their trust level.

**H5: Customers' trust on Korean stores will be higher than Chinese Online store.**

The perceived usefulness is likely to impact the customer's perception strongly. It ponders a positive impact on the customers' perception, and they perceive that this product is value-oriented, solving their problems and having all the required ingredients. Thus, customers are willing to engage with the product and likely to share and recommend it with others. In other words, perceived usefulness is positively associated with customers and ignites them to purchase products. It deliberated that the perceived usefulness is directly connected with customers buying intentions (Han et al., 2018; Tiwari et al., 2024).

**H6: Perceived usefulness will positively impact on customer purchase intentions.**

Perceived ease of use will benefit customers by allowing them to search and navigate the products easily. This will decrease the customer's efforts, i.e., time, money, attention, and other factors, and as a result, the customer attitude will be positively affected. The ease of use affects the customers' mindset, and their perception becomes positive, directly impacting the customers' purchase intentions. The customers' efforts declined, which increased their consideration and purchasing intentions (Han et al., 2018; Nguyen et al., 2019).

**H7: Perceived ease of use will positively impact on customer purchase intentions.**

Perceived enjoyment is related to the customer's positive mental state and builds an emotional connection. When a customer enjoys the product purchasing procedure, his emotional connection will build satisfaction with the product, its features, quality, etc. This will lead to positive mental peace, which enables him to use it, experience it, and recommend it to others. This perceived enjoyment will positively impact customers and ignite for consideration and purchasing the products (Nguyen et al., 2019; Zhang & Hanks, 2018).

**H8: Perceived enjoyment will positively impact on customer purchase intentions.**

Customer trust fosters confidence and reliability towards the products. The relationship becomes positive because the customer feels that a certain product is according to his needs, provides satisfaction, and is willing to buy. This enhances the trust level, giving satisfaction and positive perception and ultimately positively impacting the customer attitude (Ho Nguyen et al., 2022; Nguyen et al., 2019).

**H9: Customer trust will positively impact on purchase intentions.**

The positive country image is useful for the customers because they perceive that the product from a certain country is high quality, reliable, authentic, and manufactured under certain standards. This will build the confidence of customers. Moreover, the customer perception strengthens due to fulfilling the purpose and complying with his needs. (Ariff et al., 2014; Hien et al., 2024; Ying et al., 2021). Similarly, the online store with a positive image is considered a strong brand in customers' eyes. When consumers see that products from high and strong country manufacturers are produced and offered in a well-regarded store, they consider them useful and beneficial. In other words, combining a strong country image with a well-reputed and positive store image enhanced the customers' usefulness.

**H10: A Positive country image will positively moderate the relationship between a positive Store image and customer's perceived usefulness.**

The strong country image reduces customer efforts because of the mental perception developed as the products are high quality and fulfill customer needs. The customers perceived that the products were according to their needs without compromising the quality or any international standards. (Nguyen et al., 2019; Sevanandee & Damar-Ladkoo, 2018; Tiwari et al., 2024). Such products, when offered in high quality and well-reputed with a positive online store image, build a strong reputation in customers' minds and efforts. In other words, the positive country image, high quality, and strong store image make customers comfortable with purchasing the products.

**H11: A positive country image will positively moderate the relationship between a positive store image and the customers' ease of use.**

When the country's positive image is in customers' minds, they enjoy their shopping experience because they know that the products from certain countries are according to their needs. They feel happy, their mental state relaxed, and they feel confident. As a result, their attitude became positive and at a higher level because they perceived that such products originated from high-tech and economically strong country give them pleasure and fulfill their needs (Abu-Alsondos et al., 2023; Oduro et al., 2024b; Rouibah et al., 2016). Moreover, these products are offered in a well-reputed, strong and positive image store. In this scenario, the customers enjoy the process and feel pleasure.

**H12: A positive country image will positively moderate between positive Store image and customer's perceived enjoyment.**

Countries with positive and strong images make the customers comfortable and confident. They trust such products originated from strong and positive brand countries. Customers consider that these products are manufactured per international standards and do not violate any standardized practices (Oduro et al., 2024a; Sevanandee & Damar-Ladkoo, 2018). Moreover, the customers' trust is raised when such products are offered into a high-quality store with a reputation for high-quality products and a wide range of features, privacy policies, and secure procedures. In other words, the joint impact is perceived as high trustworthiness in customers' minds.

**H13: A positive country image will positively moderate between positive Store image and customer's trust.**

Online store image is critically important for customers, especially their perception. They perceived that the online store was useful for them, i.e., providing high-quality products, easy navigation, secure payments, and other key elements considered. They perceived it as useful, which enhanced their perception level and connected with consideration. The customer intends to purchase products from the online store (De Villiers et al., 2018; Graciela et al., 2020; Huang & Chang, 2017).

**H14: The perceived usefulness will mediate between positive online store image and customer purchase intentions.**

Customers' comfort level increases as they perceive the ease of use of the online store image. They are perceived as easy to use because their effort level is reduced, building a positive image in their minds. It happens when the online store provides customers with a wide array of features and facilitates their shopping experience, i.e., easy navigation, shorter clicks for purchasing or adding to a cart, privacy concerns, etc. This ease of use positively impacts customers' mental state and increases their purchasing intentions (Akroush & Al-Debei, 2015; Kim et al., 2017).

**H15: The perceived ease of use will mediate between positive online store image and customer purchase intentions.**

The positive image stores provide a positive and enjoyable experience for customers. Customers feel confident, their effort reduces, and they feel secure while interacting and communicating. This level of comfort gives them enjoyment and happiness because they pursue



shopping without worrying or any other concerns, and it will increase customers' intentions to purchase positively. They consider it and pursue the purchasing process (Ariff et al., 2014; Bedi et al., 2017; Huang & Chang, 2017).

**H16: The perceived enjoyment will mediate between positive online store image and customer purchase intentions.**

Customer trust in the store's image builds confidence and positively impacts customer perception. The customers feel confident because of the high quality, well-reputed, and secure store image, which enhances their trust level, and it ultimately impacts customers' intentions, and they pursue purchasing products because of trust level (Akroush & Al-Debei, 2015; Al-Debei et al., 2015; Graciola et al., 2020).

**H17: Customer trust will mediate between positive online store image and customer purchase intentions.**

Research suggests that more ethnocentric people have less intention to buy products or services from cultures other than their own (Ho Nguyen et al., 2022; Kuncharin & Mohamed, 2014). People frequently hesitate to purchase goods from other cultures because they favor their cultures and are apprehensive about unknown brands or items (Budiarti et al., 2022; Kuncharin & Mohamed, 2014). Ethnocentric consumers frequently see products from other cultures as less trustworthy or enticing, which lowers their propensity to make a purchase. The Theory of Planned Behavior and other psychological models highlight the influence of Ethnocentrism on purchase intentions (Ajzen, 1991). Empirical data often supports the idea that greater levels of Ethnocentrism lead to a reduced inclusionary buying goods or services from cultures other than one's own.

**H18: Higher level of Customer ethnocentrism will lower customer intention to purchase.**

## **4.2. Data Collection Methods and Research Instruments**

Previous studies (Ariff et al., 2014; Grah & Tominc, 2015; Sharma, 2015; Vijaranakorn & Shannon, 2017) on the perception of a country and online shop on various online stores demonstrate that questionnaires and experimental designs are typically used as researchers' tools. This research used a survey and experimental design, and a survey questionnaire was used as an instrument.

For this research, two countries, China and Korea, are selected. These countries are famous for their products and viral brands. China is an emerging market, but its image is considered low-

level relative to Korea (Ramkumar & Ellie Jin, 2019; Xin & Seo, 2020). In contrast, Korea is believed to have a strong and high image. The customers perceived the image of Korea as stronger and more powerful with high-quality products in the countries (Hien et al., 2020). These two countries were selected for the research as Korea has a strong image and China is a low-image country.

Regarding the stores, there are a huge number of online stores operating and providing top-notch products to the consumer. In China, there are different stores: Taobao, Tmall, JDcom, Pinduoduo, Douyin, etc. However, from these stores, Tmall is the leading store with massive coverage, a friendly interface, and a multi-lingual and wide range of products (SDG, 2023). Tmall is owned and operated by Alibaba Group, one of the leading e-commerce groups in China, and is also considered inside (GMA, 2023). So, Tmall was selected as a highly reliable store for this research, while TaoBao was chosen as the less reliable one. Regarding Korea, there are numerous online stores: Coupang, Naver, Frisbee, Memebox, Olive Young, etc. (DK, 2024). So, Coupang was selected as a reliable store, while Naver was also selected as a less reliable store for fashion and clothing products for this research.

In this research, clothing and fashion apparel products are selected. Clothing and fashion apparel products are widely used around the globe. Almost all females and males use these products in their daily routines, lifestyles, and fashion. Korea and China are the renowned producers of fashion and clothing products in Asia and worldwide (Marsha et al., 2019). Customers perceive the fashion and clothing products produced in Korea to be of high quality and reliable compared to other countries. While China is another major producer, its perception of Korean products is strong (Mahri et al., 2024). For instance, the clothing and fashion apparel products selected for research.

### **Data Collection Procedure**

For this research, an online survey was conducted. It is based on an experimental design in which the respondents are asked to respond about the store and country image.

The survey was created in English. Respondents may complete it anonymously whenever it is convenient for them. It was circulated online through social media platforms and open groups. Because it was anonymous, a huge number of respondents will feel comfortable and provide truthful responses, increasing the information's credibility and dependability. The data was collected from Pakistan's people as it is closer to both countries, and people intend to purchase online products from these countries.

The four different stores were selected for clothing and fashion apparel. Two stores from China and two from Korea were selected to gain meaningful responses for the research. One store is highly reliable while the other is less reliable.

**Table 2: Stores Selection for Research**

China	South Korea	Store Status
Tmall <a href="https://www.tmall.com/">https://www.tmall.com/</a>	Coupang <a href="https://www.coupang.com/">https://www.coupang.com/</a>	More Reliable
Taobao <a href="https://www.taobao.com/">https://www.taobao.com/</a>	Naver <a href="https://www.naver.com/">https://www.naver.com/</a>	Less Reliable

### **Instrumentation**

The data was collected through a survey questionnaire created on Google docs and circulated through social media platforms and from personal references or groups. Standardized survey instruments were used.

Sharma (2015) developed statements on Ethnocentrism, focusing on preferences. Preferring native goods and services over those from abroad is examined in this construct. It evaluates how much people place a premium on domestic purchasing, indicating a sense of economic or country pride Sharma (2015). This scale measures the Ethnocentrism related to online products, which is aligned and suitable for research.

Grah and Tominc (2015) developed the Online Store Image construct, which represents opinions regarding the value and service of a supermarket or store. This construct, which focuses on the perceived qualities of an online supermarket, assesses things like the store's value for money, enticing promotions, and level of customer care. The study conducted by Grah and Tominc (2015) employed a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to evaluate each item. The architecture was modified for the online store picture even though it was created especially for the image.

Vijaranakorn et al. (2017) established the concept of Country Image, which is concerned with how luxury brands from countries are perceived. This construct evaluates how premium brands are perceived according to where they are from. It measures the probability of buying luxury goods from a particular country, demonstrating the impact of a country's reputation on consumer preferences. A seven-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree), was employed in this investigation. Since research by Vijaranakorn et al. (2017) evaluated

consumers' perceptions of luxury brands, the concept was modified to fit the subject of the current study.

Yang and Peterson (2004) introduced the concept of perceived usefulness, which is the worth of a company's goods and services relative to alternatives. This concept evaluates a business's goods and services relative to its competitors. It represents the customer's opinion regarding whether a business provides more value, fair prices, and lower expenses compared to other possibilities. Peterson and Yang (2004).

Wu et al. (2015) developed Intention to Purchase, which denotes the probability of purchasing from specific merchants. This concept calculates the probability of buying goods from a specific set of vendors. It determines the likelihood and willingness of the customer to purchase from these suppliers shortly.

Customer trust was measured through the Yang et al. (2020) scale, which is about the trust of online retailers. It's about trustworthiness, keeping and delivering promises, and overall trust in the store. The scale was primarily on a five-point Likert scale as 1 on Strongly Disagree to 5 on Strongly Agree. According to the research, this study will be used as the scale is adequate.

The perceived ease of use scale is derived from the Lee et al. (2006) scale. It's about measuring the ease of use that will be adopted and used for the country and storing images in this research. The scale contains four statements and will be measured through five five-point Likert scales in this research.

The perceived enjoyment scale is obtained from (Chen et al., 2018). This scale covers the elements of enjoyment, excitement, etc. The three-item scale measures the opinion on five points.

These scales were used as they are adequate and appropriate according to the research phenomena. The other scales are unsuitable for measuring certain research phenomena about countries and online store images.

The researcher used a 7-point Likert scale, which goes from 1="Strongly Disagree", 2- "Disagree", 3- "Somewhat Disagree", 4- "Neutral", 5 – "Somewhat Agree", 6- "Agree" and 7– "Strongly Agree for this research.

### **4.3. Research Sample Size and Structure**

This chapter's section on methodology describes the sampling strategy, sample size calculation, and data-gathering approach used in this investigation. First, the researcher establishes

the target audience without imposing demographic conditions like age or gender. A nonprobability convenience sampling technique will be used to pick respondents, making participation recruiting more approachable. Following a comprehensive study of reliable sources and empirical precedents detailed in a matching table, a benchmark sample size of 318 participants is created, drawing from recognized best practices and insights obtained from the marketing research literature.

**Table 3: Research Sample Size**

<b>Ser#</b>	<b>Author</b>	<b>Questionnaire Types</b>	<b>Sampling Technique</b>	<b>Number of Respondents</b>
<b>1</b>	Ananda et al. 2021	Online survey	Non-Probability Sampling	175
<b>2</b>	Alrawad et al. 2023	Questionnaire	Non-Probability Sampling	558
<b>3</b>	Ma et al. 2019	Online survey	Probability Sampling	302
<b>4</b>	Budiarti et al. 2022	Online survey	Probability Sampling	236
<b>5</b>	Han et al. 2019	Online survey	Non-Probability Sampling	309
<b>6</b>	Choi et al. 2019	Online survey	Non-Probability Sampling	240
<b>7</b>	Jian et al. 2023	Online survey	Non-Probability Sampling	278
<b>8</b>	Cui et al. 2020	Online survey	Non-Probability Sampling	699
<b>9</b>	Aghekyan-Simonian et al., 2012	Online survey	Non-Probability Sampling	73
			<b>Average</b>	<b>318</b>

Since there are two surveys in the current study, the objective is to get roughly 160 respondents for each one, and the total is 320. The poll was administered online using two different versions of the Google Forms program. Respondents were instructed to select any survey that included a single webpage, visit the provided website, and complete the survey's questions. The questionnaire contains statements that will be given to assess the variables and contain demographic and variable-related statements. The respondents will visit the websites, scroll the pages, and then provide feedback.

## 5. Results and Analysis of Country and Store Image impact on Customer Purchase Intention in Cross-Border Online Stores

### 5.1. Demographic Characteristics of Respondents and Reliability of

#### Collected Data

The data was collected from the respondents in Pakistan. The survey was circulated through the online survey, and the link was shared through social media and through a direct approach. The survey duration was between November 5 and December 15. The targeted sample size was 360 of the respondents. The data was collected from the respondents 360, and after filtering and screening the data, the usable respondents for data analysis were 342. The missing error and other respondents were omitted from the data analysis. In the survey, two questionnaires containing Chinese and Korean stores were administered. The demographic details of the respondents were discussed.

The gender of the respondents is deliberated and described in Table 4. The results stated that the total number of respondents was 342, of which males were 232 and females were 110. It also expressed that males are 67.8% which were higher than females (32.2%). So, overall, in this survey, the majority of the respondents were males.

**Table 4: Gender of Respondents**

		Frequency	Percent
Valid	Male	232	67.8
	Female	110	32.2
	Total	342	100

The age of the respondents is illustrated in Table 5. It showed that the lowest age is 20 years while the highest is 45 years. However, table 5, clearly expressed that 22.5% of respondents had belonged to 20-25 years of age group, 40.1% from 26-30 years of age, 21.1% from 31-35 years of age, 12.6% from 36-40 years of age and 3.8% from 41-45 years of age group. It found that the majority of the respondents belonged to 26-30 years of age group, which was 40.1%.

**Table 5: Age of Respondents**

		Frequency	Percent
Valid	20-25 Yrs	77	22.5
	26-30 Yrs	137	40.1
	31-35 yrs	72	21.1
	36-40 yrs	43	12.6
	41-45 yrs	13	3.8
	Total	342	100

The marital Status of the respondents is illustrated in Table 6. It showed that the single respondents were 39.5%, married 54.4%, divorced 2.9% and separated 3.2%. Overall, from the respondents' profile, a huge number of respondents were married, which was 186 in numbers and 54.4%, while divorced were the lowest age category, which was 3.2%.

**Table 6: Marital Status of Respondents**

		Frequency	Percent
Valid	Single	135	39.5
	Married	186	54.4
	Divorced	10	2.9
	Separated	11	3.2
	Total	342	100

The educational status of the respondents was described in Table 7, which stated that from SSC to PhD, qualified people anticipated the research and responded to the survey questions. From the tabular and figure values, 9.1% were SSC qualified, 11.1% HSSC, 29.5% were bachelor's degree holders, 47.7% were Master qualified, and the remaining 2.6% were PhD degree holders. Overall, the majority of the respondents were master's degree holders.

**Table 7: Education of Respondents**

		Frequency	Percent
Valid	SSC	31	9.1
	HSSC	38	11.1
	Bachelors	101	29.5
	Master	163	47.7
	PhD	9	2.6
	Total	342	100

The income level of respondents is described in Table 8, which shows their financial position. It stated that 19.9% of respondents were earning Less than 30000 PKR per month, 10.8%

were 30001 to 50000 PKR, 22.8% were 50000 to 70000, 26.3% were 70001 to 100,000 and the remaining 20.2% were above 100,000 PKR. It clearly expressed that the overall respondents' financial position was well, and most of the respondents had belonged to 70001 to 100,000 PKR of 26.3%.

**Table 8: Income Level of Respondents**

		Frequency	Percent
Valid	Less Than 30000	68	19.9
	30001 to 50000	37	10.8
	50001 to 70000	78	22.8
	70001 to 100000	90	26.3
	Above 100000	69	20.2
	Total	342	100

### Reliability Analysis

The reliability analysis deliberated the reliability of the instrument or scale and produced adequate results for the respondents. It also showed whether the respondent's overall responses were reliable or not. The numeric value ranges from 0 to 1, while the value of Cronbach's Alpha between 0.6 and 0.95 is considered highly reliable (Greco et al., 2018; Tavakol et al., 2011). The reliability of the instruments and scales are described and shown in Table 9.

Table 9 clearly illustrates that the country image has 7 items, and the scale's reliability is .855, which shows the reliability of the research scale. Afterward, the store image has 5 items with a reliability of .889, perceived usefulness is 5 items with .894 reliability, and perceived ease of use has 4 items. The scale's reliability is .934, perceived enjoyment has 3 items, and the reliability of the scale is .916, and store trust has 3 items with .924 reliability of the scale. Apart from it, the table value demonstrates that ethnocentrism has 8 items and the reliability of the scale is .913, while the customer purchase intention has 5 items scale and the reliability of the scale is .933. Table 9 shows that all the scales have higher reliabilities and are adequate for further analysis.

**Table 9: Reliabilities of Instruments**

Sr. No	Questionnaire	Item scale	Reliability
1	Country Image	7	.855
2	Store Image	5	.889



3	Perceived Usefulness	5	.894
4	Perceived Ease of Use	4	.934
5	Perceived Enjoyment	3	.916
6	Store Trust	3	.924
7	Ethnocentrism	8	.913
8	Customer Purchase Intention	5	.933

The assessment of the reliability analysis showed that all the scales were highly reliable, and no item was excluded from the data.

## **5.2. Impact of Country Image and Online Store Image on Perceived Usefulness, Ease of Use, Enjoyment and Trust**

From the existing literature and methodology, it was found that the country's image was a strong predictor of the online store. Moreover, the online store also influences perceived usefulness, ease of use, enjoyment, and store trust. The current research explores the impact of the different determinants on the framework.

In the current research, the country's image impact on online store image is the crucial factor that needs to be examined. For instance, linear regression was applied, examining the impact on country and store images. The results shown in Table 10 clearly show that the country's image significantly and positively impacts the online store image. The value in the table is ( $b = 0.542$ ,  $p < 0.05$ ,  $R^2 = 0.293$ ,  $F = 283.209$ ), and it states that the country image (CI) has a positive and significant impact on store image (SI). So, hypothesis **H1** is approved and confirmed here.

**Table 10: Country Image and Online Store Image**

Model Summary									
Model	R	R	Adjusted R	Std. Error of	R Square	Change Statistics			Sig. F
		Square	Square	the Estimate	Change	F	df1	df2	
1	.542 <sup>a</sup>	.293	.292	1.41041	.293	283.209	1	682	.000

a. Predictors: (Constant), CI

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	563.379	1	563.379	283.209	.000 <sup>b</sup>
	Residual	1356.678	682	1.989		
	Total	1920.057	683			

a. Dependent Variable: SI

b. Predictors: (Constant), CI

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.264	.161		7.866	.000
	CI	.526	.031	.542	16.829	.000

a. Dependent Variable: SI

An independent sample t-test was performed to examine the perceived usefulness of countries and online stores. The main reason is that two countries (China and Korea) categories were found, and their online stores' perceived usefulness was examined. In this situation, the t-test is the appropriate measure for examining the differences and compressions in these two groups. The results shown in table 8 Korean and Chinese online stores (Korean Mean= 4.454, Std.Dev= 1.927, Chinese Mean= 3.495, Std.Dev= 1.570,  $t=7.134$ ,  $p<0.05$ ) concluded that there are significant differences exists between Korean and Chinese online stores. The results in Table 11 clearly show that Korean online stores' perceived usefulness is higher than that of Chinese online stores. So, the hypothesis **H2** is confirmed here.

**Table 11: Perceived Usefulness of China and Korean Online Stores**

Group Statistics					
	Country	N	Mean	Std. Deviation	Std. Error Mean
PU	China	342	3.4953	1.57060	.08493
	Korea	342	4.4544	1.92729	.10422

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PU	Equal variances assumed	28.931	.000	-7.134	682	.000	-.95906	.13444	-1.22303	-.69510
	Equal variances not assumed			-7.134	655.301	.000	-.95906	.13444	-1.22305	-.69508

To examine the perceived ease of use of Korean and Chinese online stores, an independent sample t-test was performed. The results shown in table 12 Korean and Chinese online store (Korean Mean= 4.3955, Std.Dev= 1.6953, Chinese Mean= 3.2997, Std.Dev= 1.7975,  $t=8.201$ ,  $p<0.05$ ), concluded that there is significance difference exists between Korean and Chinese online stores. The results found a significant difference, and Korean stores' perceived ease of use is higher than that of Chinese online stores. So, the hypothesis **H3** is confirmed here.

**Table 12: Perceived Ease of Use of China and Korean Online Stores**

Group Statistics					
	Country	N	Mean	Std. Deviation	Std. Error Mean
PEU	China	342	3.2997	1.79751	.09720
	Korea	342	4.3955	1.69532	.09167

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PEU	Equal variances assumed	.383	.536	-8.201	682	.000	-1.09576	.13361	-1.35809	-.83343
	Equal variances not assumed			-8.201	679.677	.000	-1.09576	.13361	-1.35810	-.83342

Perceived enjoyment of online stores in Korean and Chinese countries was also examined using the t-test. The results shown in Table 13 and the values of results of Chinese online stores and Korean online stores (Korean Mean= 4.2018, Std.Dev= 2.0153, Chinese Mean= 3.2427, Std.Dev= 1.9574,  $t=6.313$ ,  $p<0.05$ ) showed the significant difference exists. It found that the Korean online stores' perceived enjoyment is higher than the Chinese online store, and the **H4** confirmed here.

**Table 13: Perceived Enjoyment of China and Korean Online Stores**

Group Statistics					
	Country	N	Mean	Std. Deviation	Std. Error Mean
P.Enj	China	342	3.2427	1.95749	.10585
	Korea	342	4.2018	2.01539	.10898

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	Lower	Upper
P.Enj	Equal variances assumed	3.386	.066	-6.313	682	.000	-.95906	.15192	-1.25736	-.66077
	Equal variances not assumed			-6.313	681.421	.000	-.95906	.15192	-1.25736	-.66077

Store trust in online stores in Korean and Chinese countries was also examined by t-test, and the results are explained in Table 14. The results shown in Table 11 and the values of results of Chinese and Korean online stores are (Korean Mean= 4.2563, Std.Dev= 1.977, Chinese Mean= 3.5526, Std.Dev= 1.5383,  $t=5.195$ ,  $p<0.05$ ) highlighted and deliberated the significant difference

exists and found in the results. It was found that customers trust Korean online stores more than Chinese online stores, and the H5 was confirmed here.

**Table 14: Store Trust of China and Korean Online Stores**

Group Statistics									
Country		N	Mean	Std. Deviation	Std. Error Mean				
ST	China	342	3.5526	1.53836	.08319				
	Korea	342	4.2563	1.97712	.10691				

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
ST	Equal variances assumed	69.152	.000	-5.195	682	.000	-.70370	.13546	-.96967 -.43773
	Equal variances not assumed			-5.195	643.147	.000	-.70370	.13546	-.96970 -.43770

The results of the independent sample t-test found that Korean online stores have significant differences than Chinese online stores, and the respondents considered them higher valued stores. Korean online stores perceived usefulness, ease of use, enjoyment, and trust are higher than Chinese online stores.

### 5.3. Impact of Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment and Trust on Customer Purchase Intentions

In the existing literature, perceived usefulness, ease of use, enjoyment, and trust significantly affected customer purchase intention in different research and contexts. However, the current research concentrated on the online store image and country image. For instance, multiple regression was employed to examine relationships and their impact on customer purchase intention.

Multiple regression was applied to examine the combined relationship and impact on the customer purchase intention. Table 15 shows the overall impact of the perceived usefulness, ease of use, enjoyment, and trust towards the customer purchase intention ( $R^2=.775$ ,  $F=586.18$ ,  $p<0.05$ )

shown in the Model summary table. However, the individual and separated impacts were also examined and deliberated in the co-efficient table.

Table 15 shows that perceived usefulness positively and significantly impacts customer purchase intention. The values ( $b=0.085$ ,  $p<0.05$ ) show that the perceived usefulness positively and positively impacts the customer purchase intention. It deliberated that the increase in perceived usefulness impacts 8.5% of customer purchase intention, which aligns with the hypothesis. So, **H6** is confirmed here.

Perceived ease of use and its impact on the customer purchase intention are examined, and the result is shown in Table 15. The values ( $b=0.405$ ,  $p<0.05$ ) showed that perceived ease of use has a positive and significant impact on customer purchase intention. It deliberated that the higher the perceived ease of use will have a higher impact on the customer purchase intention with 40.5% and confirmed the hypothesis. So, **H7** confirmed here.

Perceived enjoyment is the next determinant to examine the impact on customer purchase intention, and the results are shown in Table 15. The value of the test is ( $b=0.194$ ,  $p<0.05$ ), which states that perceived enjoyment has a significant and positive impact on customer purchase intention. Furthermore, it expressed that the higher perceived enjoyment would result in higher customer purchase intention with a value of 19.4%. So, **H8** is confirmed here.

Trust in the intention of the customer to purchase is an important factor that is exhibited in existing research. Table 15 shows the results of this study, and the values are ( $b=0.290$ ,  $p<0.05$ ). The results showed that trust significantly and positively impacts the customer purchase intention at 29%. It found that higher trust leads to higher customer purchase intention. So, **H9** confirmed here.

**Table 15: Perceived Usefulness, Ease of Use, Enjoyment, Store Trust and Customer Purchase Intention**

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.881 <sup>a</sup>	.775	.774	.85913	.775	586.185	4	679	.000

a. Predictors: (Constant), ST, PU, P.Enj, PEU

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1730.655	4	432.664	586.185	.000 <sup>b</sup>
	Residual	501.170	679	.738		
	Total	2231.826	683			

a. Dependent Variable: PI

b. Predictors: (Constant), ST, PU, P.Enj, PEU

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.336	.087		3.879	.000
	PU	.084	.026	.085	3.250	.001
	PEU	.401	.035	.406	11.379	.000
	P.Enj	.171	.030	.194	5.707	.000
	ST	.291	.029	.290	10.107	.000

a. Dependent Variable: PI

#### 5.4. Country Image as Moderator Towards, Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment and Trust

Country images are the key element and factor in research. The country was perceived as highly reliable and wealthy, and other factors made it a strong country with a positive image. In the current research, the country image was assessed and examined as a moderator between online store image and perceived usefulness, ease of use, enjoyment, and trust.

The country's image plays an integral role in the customer's perceived usefulness. However, the country image is also linked and associated with the store image because the online store's country of origin matters a lot. This research examined the country's image as moderator between online store image and perceived usefulness. For instance, the Process Macros in SPSS were used

for testing moderation, and Model 1 was applied. The results shown in Table 16 show the direct impact of country and store images on perceived usefulness. The store image impact values are (Coeff= .7532,  $p < 0.05$ ), and the country image value is (Coeff= .2922,  $p < 0.05$ ). However, the interaction term created for moderation is (Int\_1 = SI x CI). The moderation results showed that there is not any significant impact on perceived usefulness as the values shown (Coeff= -.0371,  $p > 0.05$ ), showed a higher level of the p-value. It was found that country and store images separately impact perceived usefulness while combined have no impact. So, **H10** was rejected here.

**Table 16: Country Image Moderator Between Online Store Image and Perceived Usefulness Model**

	<b>Coeff</b>	<b>SE</b>	<b>t</b>	<b>P</b>	<b>LLCI</b>	<b>ULCI</b>
Constant	.4307	.2789	1.5445	.1229	-.1168	.9783
SI	.7532	.1048	7.1891	.0000	.5475	.9589
CI	.2922	.0640	4.5632	.0000	.1665	.4180
Int_1	-.0371	.0201	-1.8459	.0653	-.0765	.0024

Dependent Variable: PU

Country image moderation between online store image and perceived ease of use is examined, and the results are illustrated in Table 17. The results revealed that the country image and store image have a direct positive and significant impact on perceived ease of use. The store image impact values are (Coeff= .8289,  $p < 0.05$ ), and the country image values are (Coeff= .2313,  $p < 0.05$ ). However, the interaction term created for moderation is (Int\_1 = SI\_M x CI\_M). The interaction values (Coeff= .0207,  $p > 0.05$ ) showed that moderation does not have any significant positive impact on the perceived ease of use. It showed that as separate variables, both variables have a significant impact, while they don't have a combined impact, and the **H11** was rejected here.



**Table 17: Country Image Moderator Between Online Store Image and Perceived Ease of Use**

	Model					
	Coeff	SE	T	p	LLCI	ULCI
Constant	-.0181	.2345	-.0771	.9385	.4784	.4423
SI	.8289	.0881	9.4112	.0000	.6560	1.0019
CI	.2313	.0538	4.2959	.0000	.1256	.3370
Int_1	.0207	.0169	-1.2268	.2203	-.0539	.0124

Dependent Variable: PEU

Country image moderation between online store image and perceived enjoyment examined in this research which is also employed through Process Macros model 1. The results of the moderation described in table 18. The store image impact values are (Coeff= .8748,  $p < 0.05$ ), and the country image value are (Coeff= .0423,  $p > 0.05$ ) and it showed that store image has significant and positive impact while country image has not any impact on perceived enjoyment. However, for moderation, the interaction values are (Coeff= .0042,  $p > 0.05$ ) which showed that the moderation has not any significant and positive impact on the perceived enjoyment. It showed moderator and independent variable don't have combined impact and the **H12** rejected here.

**Table 18: Country Image Moderator Between Online Store Image and Perceived Enjoyment**

	Coeff	SE	T	P	LLCI	ULCI
Constant	.0990	.2671	.3706	.7111	-.4255	.6235
SI	.8748	.1003	8.7182	.0000	.6778	1.0718
CI	.0423	.0613	.6893	.4908	-.0782	.1627
Int_1	.0042	.0192	.2160	.8291	-.0336	.0419

Dependent Variable: P.Enj

Country image moderation between online store image and store image examined in this research which is also employed through Process Macros model 1. The results of the moderation described in table 19. The store image impact values are (Coeff= .8333,  $p < 0.05$ ), and the country image value are (Coeff= .0505,  $p > 0.05$ ) and it showed that store image has significant and positive impact while country image has not any impact on store trust. However, for moderation, the interaction values are (Coeff= -.0232,  $p > 0.05$ ) which showed that the moderation has not any significant and positive impact on the store trust. It showed moderator and independent variable don't have combined impact and the **H13** rejected here.

**Table 19: Country Image Moderator Between Online Store Image and Store Trust**

	Coeff	SE	t	p	LLCI	ULCI
--	-------	----	---	---	------	------

Constant	.9482	.2713	3.4947	.0005	.4155	1.4810
SI	.8333	.1019	8.1751	.0000	.6331	1.0334
CI	.0505	.0623	.8112	.4175	-.0718	.1729
Int_1	-.0232	.0195	-1.1877	.2354	-.0616	.0152

Dependent Variable: ST

### 5.5. Mediating Effect of Perceived Usefulness, Ease of Use, Enjoyment and Trust Between Online Store Image and Customer Purchase Intention

From the theoretical framework and the description in the methodology, the next analysis is about examining the mediating effect of perceived usefulness, ease of use, enjoyment and trust between online store image and customer purchase intention. For instance, mediation analysis employed through Process Macros Model 4.

For mediation analysis between online store image and customer purchase intentions examined in this research, Process Macros model 4 employed. The results of the mediation described in table 20. In the table, it showed that the store image has significant and positive impact on the perceived usefulness (IV to Med) and the values are ( $b = .6817$ ,  $t = 21.0527$ ,  $p < 0.05$ ,  $LLCI = .6181$ ,  $ULCI = .7452$ ) which showed that the path is significant and positive. The next is about store image to customer purchase intention (IV to DV) and the values are ( $b = .6230$ ,  $t = 19.8962$ ,  $p < 0.05$ ,  $LLCI = .5615$ ,  $ULCI = .6845$ ) and this path is also positive and significant. After this the next step is about examining the perceived usefulness to purchase intention (Med to DV) and the results are ( $b = .3054$ ,  $t = 10.5942$ ,  $p < 0.05$ ,  $LLCI = .2488$ ,  $ULCI = .3620$ ) and it's also significant. For mediation testing results ( $b = .2082$ ,  $SE = .029$ ,  $LLCI = .1526$ ,  $ULCI = .2665$ ) and it showed that the mediation proved and perceived usefulness significantly mediated between store image and customer purchase intention. Overall, the results of mediations (**Direct effect** = 0.6230,  $LLCI = .5615$ ,  $ULCI = .6845$ ; **Indirect effect** = 0.2082,  $LLCI = .1526$ ,  $ULCI = .2665$ ; **Total effect** = 0.8312  $LLCI = .7796$ ,  $ULCI = .8829$ ) described the direct, indirect and total effect. It showed that perceived usefulness mediated between store image and customer purchase intention and the **H14** confirmed here.

**Table 20: Perceived Usefulness, Online Store Image and Customer Purchase Intention**

Variable / Effects	b	SE	t	p	95% Confidence Interval	
					LLCI	ULCI
SI → PU	.6817	.0324	21.0527	.000	.6181	.7452
SI → PI	.6230	.0313	19.8962	.000	.5615	.6845
PU → PI	.3054	.0288	10.5942	.000	.2488	.3620
<b>Effects</b>						
Direct	.6230	.0313	19.8962	.0000	.5615	.6845
Indirect (Mediation) <b>SI → PU → PI</b>	.2082	.0290	-	-	.1526	.2665
Total	.8312	.0263	31.6157	.0000	.7796	.8829

In mediation of perceived ease of use between online store image and customer purchase intentions, Process Macros model 4 employed. The results of the mediation described in table 21 which showed that the store image has significant and positive impact on the perceived ease of use (IV to Med) and the values are (b= .8269, t=30.186, p<0.05, LLCI=.7734, ULCI=.8805) which showed that the path is significant and positive. The next is about store image to customer purchase intention (IV to DV) and the values are (b= .3501, t=10.891, p<0.05, LLCI=.2870, ULCI=.4132) and this path is also positive and significant. After this the next step is about examining the perceived usefulness to purchase intention (Med to DV) and the results are (b= .5818, t=19.755, p<0.05, LLCI=.5240, ULCI=.6396) and it's also significant. For mediation testing results (b= .4811, SE=.0372, LLCI=.4089, ULCI=.5528) and it showed that the mediation proved and perceived ease of use significantly mediated between store image and customer purchase intention. Overall, the results of mediations (**Direct effect** =0.3501, LLCI=.2870, ULCI=.4132: **Indirect effect** =0.4811, LLCI=.4089, ULCI=.5528: **Total effect** =.8312 LLCI=.7796, ULCI=.8829) described the direct, indirect and total effect. It showed that perceived ease of use mediated between store image and customer purchase intention and the **H15** confirmed here.

**Table 21: Perceived Ease of Use, Online Store Image and Customer Purchase Intention**

Variable / Effects	b	SE	t	p	95% Confidence Interval	
					LLCI	ULCI
SI → PEU	.8269	.0273	30.186	.0000	.7734	.8805
SI → PI	.3501	.0321	10.891	.0000	.2870	.4132
PEU → PI	.5818	.0295	19.755	.0000	.5240	.6396
<b>Effects</b>						
Direct	.3501	.0321	10.891	.0000	.2870	.4132
Indirect (Mediation) <b>SI → PEU → PI</b>	.4811	.0372	-	-	.4089	.5528
Total	.8312	.0263	31.615	.0000	.7796	.8829

Perceived enjoyment mediation analysis between online store image and customer purchase intentions examined in this research, and for instance, Process Macros model 4 employed. The results of the mediation described in table 22 which showed that the store image has significant and positive impact on the perceived enjoyment (IV to Med) and the values are (b= .9247, t=30.454, p<0.05, LLCI=.8651, ULCI=.9843) which showed that the path is significant and positive. The next is about store image to customer purchase intention (IV to DV) and the values are (b= .4329, t=12.347, p<0.05, LLCI=.3641, ULCI=.5018) and this path is also positive and significant. After this the next step is about examining the perceived enjoyment to purchase intention (Med to DV) and the results are (b= .4307, t=14.963, p<0.05, LLCI=.3742, ULCI=.4837) and it's also significant. For mediation testing results (b= .3983, SE=.0414, LLCI=.3196, ULCI=.4799) and it showed that the mediation proved and perceived enjoyment significantly mediated between store image and customer purchase intention. Overall, the results of mediations (**Direct effect** =0.4329, LLCI=.3641, ULCI=.5018: **Indirect effect** =0.3983, LLCI=.3196, ULCI=.4799: **Total effect** =.8312 LLCI=.7796, ULCI=.8829) described the direct, indirect and total effect. It showed that perceived enjoyment mediated between store image and customer purchase intention and the **H16** confirmed here.

**Table 22: Perceived Enjoyment, Online Store Image and Customer Purchase Intention**

Variable / Effects	b	SE	t	p	95% Confidence Interval	
					LLCI	ULCI
SI → P.Enj	.9247	.0304	30.454	.0000	.8651	.9843
SI → PI	.4329	.0351	12.347	.0000	.3641	.5018
P.Enj → PI	.4307	.0288	14.963	.0000	.3742	.4837
<b>Effects</b>						
Direct	.4329	.0351	12.347	.0000	.3641	.5018
Indirect (Mediation) <b>SI → P.Enj → PI</b>	.3983	.0414	-	-	.3196	.4799
Total	.8312	.0263	31.615	.0000	.7796	.8829

Store trust mediation analysis between online store image and customer purchase intentions was examined in this research, and for instance, Process Macros model 4 was employed.

The results of the mediation described in Table 23 which showed that the store image has significant and positive impact on the store trust(IV to Med) and the values are (b= .7146, t=23.185, p<0.05, LLCI=.6541, ULCI=.7752) which showed that the path is significant and positive. The next is about store image to customer purchase intention (IV to DV) and the values are (b= .4887, t=16.791, p<0.05, LLCI=.4316, ULCI=.5459) and this path is also positive and significant. After this the next step is about examining the store trust to purchase intention (Med to DV) and the results are (b= .4793, t=17.267, p<0.05, LLCI=.4262, ULCI=.5324) and it's also significant. Mediation testing results (b= .3425, SE=.0341, LLCI=.2780, ULCI=.4112) showed that the mediation proved and store trust significantly mediated between store image and customer purchase intention. Overall, the results of mediations (**Direct effect** =0.4887, LLCI=.4316, ULCI=.5459: **Indirect effect** =0.3425, LLCI=.2780, ULCI=.4112: **Total effect** =.8312 LLCI=.7796, ULCI=.8829) described the direct, indirect and total effect. It showed that store trust mediated between store image and customer purchase intention, and the H17 was confirmed here.

**Table 23: Store Trust, Online Store Image and Customer Purchase Intention**

Variable / Effects	b	SE	t	p	95% Confidence Interval	
					LLCI	ULCI
SI → ST	.7146	.0308	23.1851	.0000	.6541	.7752
SI → PI	.4887	.0291	16.7917	.0000	.4316	.5459
ST → PI	.4793	.0270	17.2670	.0000	.4262	.5324
<b>Effects</b>						
Direct	.4887	.0291	16.7917	.0000	.4316	.5459
Indirect (Mediation) <b>SI → ST → PI</b>	.3425	.0341	-	-	.2780	.4112
Total	.8312	.0263	31.615	.0000	.7796	.8829

In the current research, ethnocentrism also examined and investigated towards customer purchase intention. For instance, the linear regression was applied in this research, and the results are indicated in Table 24. The results showed that ethnocentrism significantly and negatively impacts customer purchase intention. The values are ( $b = -2.52$ ,  $t = 6.804$ ,  $p < 0.05$ ,  $R^2 = .064$ ,  $F = 46.294$ ) and stated that the customer purchase intention will lower as the ethnocentrism increases. It is also highlighted as the inverse impact in this research. So, hypothesis **H18** is approved and confirmed here.

**Table 24: Ethnocentrism and Customer Purchase Intention**

Model Summary									
Model	R	R	Adjusted R	Std. Error of	R Square	Change Statistics			Sig. F
		Square	Square	the Estimate	Change	F	df1	df2	
1	.252 <sup>a</sup>	.064	.062	1.75056	.064	46.295	1	682	.000

a. Predictors: (Constant), Ethn

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141.868	1	141.868	46.295	.000 <sup>b</sup>
	Residual	2089.958	682	3.064		
	Total	2231.826	683			

a. Dependent Variable: PI

b. Predictors: (Constant), Ethn

Coefficients <sup>a</sup>				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	6.109	.319		19.153	.000
	Ethn	-.385	.057	-.252	-6.804	.000

a. Dependent Variable: PI

From the overall analysis of the results, it was found that a huge number of hypotheses were accepted and confirmed. In contrast, the moderation hypothesis is rejected there. In table 25, the hypotheses summary is mentioned. The table showed that from 18 hypotheses, the 4 hypotheses were rejected, and the remaining 14 were accepted and confirmed in this research.

**Table 25: Summary of Hypotheses**

Hypothesis Number	Hypothesis Statement	Status
H1	Country image has a significant and positive impact on online store image.	<b>Accepted</b>
H2	Customers' perceived usefulness of Korean online stores will be higher than Chinese online store.	<b>Accepted</b>
H3	Customers' perceived ease of use of Korean online stores will be higher than Chinese online store.	<b>Accepted</b>
H4	Customers' perceived enjoyment of Korean stores will be higher than Chinese online stores.	<b>Accepted</b>
H5	Customers' trust on Korean stores will be higher than Chinese Online store.	<b>Accepted</b>
H6	Perceived usefulness will positively impact on customer purchase intentions.	<b>Accepted</b>
H7	Perceived ease of use will positively impact on customer purchase intentions.	<b>Accepted</b>
H8	Perceived enjoyment will positively impact on customer purchase intentions.	<b>Accepted</b>
H9	Customer trust will positively impact on purchase intentions.	<b>Accepted</b>
H10	A Positive country image will positively moderate the relationship between a positive Store image and customer's perceived usefulness.	<b>Rejected</b>
H11	A positive country image will positively moderate the relationship between a positive store image and the customers' ease of use.	<b>Rejected</b>

H12	A positive country image will positively moderate between positive Store image and customer's perceived enjoyment.	<b><i>Rejected</i></b>
H13	A positive country image will positively moderate between positive Store image and customer's trust.	<b><i>Rejected</i></b>
H14	The perceived usefulness will mediate between positive online store image and customer purchase intentions.	<b>Accepted</b>
H15	The perceived ease of use will mediate between positive online store image and customer purchase intentions.	<b>Accepted</b>
H16	The perceived enjoyment will mediate between positive online store image and customer purchase intentions.	<b>Accepted</b>
H17	Customer trust will mediate between positive online store image and customer purchase intentions.	<b>Accepted</b>
H18	Higher level of Customer ethnocentrism will lower customer intention to purchase.	<b>Accepted</b>

## 5.6 Discussion

In this research, the key focus of the study was to examine and investigate the online store image and country image in relation to customer purchase intention. Moreover, in this research, perceived usefulness, perceived ease of use, perceived enjoyment, and store trust were also examined in relation to customer purchase intention. Apart from this, the ethnocentrism behavior of the respondents was also examined and investigated in terms of customer purchase intentions. In the experiment, the different variables produce different outcomes; not all are equal or aligned with similar results. The hypotheses of the study are aligned with the research objectives, and it showed how adequately the problem statement was addressed.

The country image was examined using an online store image in the initial and first steps. The country image contained the two countries (China and Korea) and their online stores selected for this research. The online stores are determined to be more reliable and less reliable. The results showed that the country's image has a strong and positive impact on the online store image. The hypothesis (H1) showed that the country's image has a positive impact, which demonstrated that the higher the country's image, the higher the online store image. The results were aligned with the existing research (Oduro et al., 2024; Sevanandee & Damar-Ladkoo, 2018). After that, the online store image will be examined to determine the impact on the perceived usefulness of the customers. The research results revealed and deliberated that there are significant differences in



the perceived usefulness of the online store image. Moreover, the more reliable stores have a positive impact than the less reliable stores, and in this research, Korean stores are perceived as more highly reliable than Chinese stores. In lieu, the Korean store's perceived usefulness is higher than that of the Chinese store, and hypothesis (H2) is supported and confirmed. The results were aligned with existing research (Calvo Porral & Levy-Mangin, 2016; Hosseini & Norouzi, 2017). Regarding the perceived ease of use of online stores, customers found a higher online image for easy-to-use the store and pursued further actions. This research also confirmed these results (H3) confirmed here and aligned with past studies (Chang & Tseng, 2013). Moreover, customers try to enjoy the shopping experience when interacting with established and credible stores. In this research, the customers felt pleasure and perceived enjoyment when they considered Korean online stores over Chinese, and this hypothesis (H4) was aligned with existing research (Ananda et al., 2021). Moreover, trust matters also related to the strong online image of stores. The existing research by Ha et al. (2019) and Lien et al. (2015) clearly stated that online stores' strong image leads to build store trust in customers' eyes and also confirmed in this research as a hypothesis (H5) confirmed here.

Next, the matter is about examining the determinants impacting customer purchase intention in this research. The study results revealed that perceived usefulness is connected and directly impacts customer purchase intention because as the customers think and perceive the elements useful for them, they act and their intention to purchase becomes higher. Similarly, for ease of use, the customer purchase intention will be higher because they perceived it as easy in usability. The more ease of use in the online shopping process, the higher the purchase intention will be. Further, the intention of customers to purchase will be higher as they enjoy the shopping experience. It happens when customers feel comfortable navigating the desired products smoothly and enjoying the whole process, and as a result, their intention to purchase will be higher. Furthermore, it is also higher when the customers perceive the store as trustworthy and trust it. They rely on the store and trust that all the provisions of the store are legal and according to the benchmarks. This will lead to higher purchase intentions. The results found of the hypotheses (H6, H7, H8, & H9) were confirmed here and aligned with existing research (Han et al., 2018; Hien et al., 2024; Nguyen et al., 2019; Tiwari et al., 2024 ; Zhang & Hanks, 2018).

In this research, the next element to be considered was the country's image and store image towards the perceived usefulness. The hypothesis (H10) results are not confirmed here, and it showed that the country image has no impact on the store image towards the perceived usefulness. Similarly, with the hypotheses (H11, H12, & H13), the country image with the store image has no

association and impact on the customer's perceived ease of use, enjoyment, and store trust. The results were deliberated as the customers were concerned and curious about the store image and gave worth to it, while the country image did not play a significant role ((Baek et al., 2020) . The research showed that the country of origin does not matter in online shopping because the users are concentrated on the online store and its reputation (Hamzaoui-Essoussi, Merunka, & Bartikowski, 2011).

Regarding indirect or mediation, the results revealed that the online store image, directly and indirectly, influences customer purchase intention. The study results showed that when the customer sees that the store's image is strong and positive, then it considers its usefulness for them, and it leads to higher customer purchase intention and hypothesis (H14) was confirmed, which aligned with existing researches (De Villiers et al., 2018; Graciela et al., 2020; Huang & Chang, 2017). Similarly, as the customer considers the online store image as easy to use, their purchasing intention is higher (H15, confirmed). Aligning with perceived enjoyment, the online store image ponders positive impact, which enhances the perceived enjoyment and enhances the purchasing intention because the more customers feel enjoyed during the purchase from the strong and positive store, the higher the purchase intention (H16, confirmed). Regarding trust, as the customer feels stronger trust on the online store, the purchase intention will increase (H17, confirmed). These are aligned with existing researches (Akroush & Al-Debei, 2015; Ariff et al., 2014; Bedi et al., 2017; Graciola et al., 2020; Kim et al., 2017) , which showed that perceived usefulness, ease of use, enjoyment and store trust mediated between online store image customer purchase intentions.

In this research, ethnocentric behavior was also examined, which stated that the people of a certain country prefer to buy products from that country instead of other countries. Results revealed that ethnocentrism has a negative impact on customer purchase intentions. It stated that the people with a higher ethnocentrism level negatively impact the customers' purchase intentions. In other words, higher ethnocentrism will lower the customer purchase intention, and it confirmed here. The results were aligned with existing studies (Budiarti et al., 2022; Ho Nguyen et al., 2022; Kuncharin & Mohamed, 2014).

## **6. CONCLUSIONS AND RECOMMENDATIONS OF THE RESEARCH**

The current aims and objectives are to examine the influence of online store image and online country image on customer purchase intentions along with different determinants. These determinants contained perceived usefulness, ease of use, enjoyment, and trust. In contrast, ethnocentrism is also the examining factor. The problem statement of the research is that the online store image and country of origin of the store have different contradictions in cross-border purchases.

In this research, the country's image has a strong and positive impact on the online store image, which showed that the country of origin, especially the strong image country, has a positive impact on the online store image. The respondents perceived online a strong or positive image as more reliable and stronger than in other countries.

The next section is about examining the impact of online store image on perceived usefulness. It concluded from the results that the Korean online stores are perceived as more useful than Chinese stores. Like these results obtained and extracted from the research, Korean online stores are considered as easy to use, perceived enjoyment, and have stronger store trust than Chinese online stores. In other words, online stores with strong and positive images are considered more useful, ease of use, perceived enjoyment, and trust than other store image.

The next step is examining purchase intention, usefulness, ease of use, enjoyment, and store trust. The results revealed that customer purchase intentions are higher when the perceived usefulness, ease of use, enjoyment, and trust are higher.

In the matter of country-of-origin image and online store image towards the perceived usefulness, ease of use, perceived enjoyment, and store trust, the results vary and differ from the existing studies that support it. In this research, the country of origin does not impact the perceived usefulness, ease of use, perceived enjoyment or store trust, or online store image. The key reason is that the respondents concentrated on the store image rather than the country or origin. That's why it does not ponder any impact.

The next step is examining the mediation analyses of perceived usefulness, ease of use, enjoyment, and trust between online store image and customer purchase intentions. The findings clearly demonstrate that the positive online store image is considered useful for the customers, and their purchasing intention has increased. It occurred based on the positive store image. Similarly, it is considered ease in use because the positive online store image builds based on consideration of the users' needs and provides them comfort. Aligning with this, users not only easily use and

navigate the shopping procedure but also enjoy the shopping experience. This increases their intention to purchase. Furthermore, the strong and positive image of the online store encourages the users to trust them, ultimately increasing the customer purchasing intentions. In other words, the positive online store image significantly impacts perceived usefulness, ease of use, enjoyment and store trust, ultimately impacting customer purchase intention.

Lastly, the study results clearly show that ethnocentrism negatively impacts customer purchase intention. It showed that the respondents preferred their home-manufactured products as compared to other online stores, and due to this reason, it inversely impacted the customer purchase intention.

### **Research Implications**

The current research contained the academic and industrial implications for benefitting from it. In academics, the current research concentrated on customer purchase intention on the online store image and country image and TAM theory factors (Perceived Usefulness, Ease of Use, Perceived Enjoyment and, Trust). Moreover, the factors of ethnocentrism were also examined. This research was conducted in Pakistan, and it showed that users are more concerned about the online store image than the country image. So, the country's image is not moderated by online store image and perceived usefulness, ease of use, perceived enjoyment, and store trust. However, these determinants significantly mediated between online store image and customer purchase intention. This is a significant contribution to the body of knowledge and academia.

Regarding the industrial implications, this research provides insights for online stores, especially e-commerce companies that intend to expand their businesses and get a user base from such countries. It showed that the positive and strong store image is more beneficial than the weak store image as the users are keenly interested in purchasing products from the store where they feel convenience, easily navigating the store environment (exploring and examining the products), enjoying the experience and having trust in it. In contrast, they are very concerned about their domestic product as the ethnocentric situation revoked them from purchasing products. So, the strategists and marketers make policies and strategies to consider and execute all these factors.

#### **6.1 Limitations and Future Research Directions**

The research contained numerous limitations. First, the research was conducted in Pakistan, and the data was collected through online questionnaires. Future research will be carried out in other countries to understand better, examine, and generalize the results. The second limitation is that the questionnaire contains long questions that distract the respondents. Future research will

use shorter questions to engage the respondents and gain the appropriate opinion about the research questions and statements.

Another limitation is the selection of countries (Korea and China) and their stores. Future research will consider other countries, i.e., Japan, Taiwan, etc., to compare the country's image and stores. The next limitation is about the selection of the product. The current research was conducted on fashion products, while future research will be carried out on other product categories, i.e., electronics, accessories, etc. Furthermore, the current research was conducted using a quantitative research design. Future research will be conducted using qualitative research and mixed-method research designs.

These are key limitations and future research directions.

## References

- Abdul-Latif, S. A., Abdul-Talib, A. N., Saad, M., Sahar, R., & Matyakubov, U. (2024). An Examination of the Effects of Consumer Ethnocentrism, Consumer Internationalism and Consumer Cosmopolitanism toward Products from China in Malaysia. *Journal of International Consumer Marketing*, 36(3), 224–241.  
<https://doi.org/10.1080/08961530.2023.2251675>
- Abu-Alsondos, I. A., Alkhwalidi, A. F., Salhab, H. A., Shehadeh, M., & Ali, B. J. A. (2023). Customer attitudes towards online shopping: A systematic review of the influencing factors. In *International Journal of Data and Network Science* (Vol. 7, Issue 1, pp. 513–524). Growing Science. <https://doi.org/10.5267/j.ijdns.2022.12.013>
- Aghekyan-Simonian, M., Forsythe, S., Suk Kwon, W., & Chattaraman, V. (2012). The role of product brand image and online store image on perceived risks and online purchase intentions for apparel. *Journal of Retailing and Consumer Services*, 19(3), 325–331.  
<https://doi.org/10.1016/J.JRETCONSER.2012.03.006>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Akroush, M. N., & Al-Debei, M. M. (2015). An integrated model of factors affecting consumer attitudes towards online shopping. *Business Process Management Journal*, 21(6), 1353–1376. <https://doi.org/10.1108/BPMJ-02-2015-0022>
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research*, 25(5), 707–733. <https://doi.org/10.1108/IntR-05-2014-0146>
- Alrawad, M., Lutfi, A., Alyatama, S., Al Khattab, A., Alsoboa, S. S., Almaiah, M. A., Ramadan, M. H., Arafa, H. M., Ahmed, N. A., Alsyoud, A., & Al-Khasawneh, A. L. (2023). Assessing customers perception of online shopping risks: A structural equation modeling–based multigroup analysis. *Journal of Retailing and Consumer Services*, 71, 103188.  
<https://doi.org/10.1016/J.JRETCONSER.2022.103188>
- Ananda, A., Mugiono, M., & Hussein, A. S. (2021). The influence of store image on repurchase intention: the mediation role of perceived value and customer satisfaction. *International Journal of Research in Business and Social Science* (2147- 4478), 10(4), 17–27.  
<https://doi.org/10.20525/ijrbs.v10i4.1209>
- Aqif, T., & Mumtaz, S. (2024). Understanding the outcomes of consumer ethnocentrism and country of origin's image on e-purchase behavior after Covid-19: an empirical investigation. *SN Business & Economics*, 4(4), 1–17. <https://doi.org/10.1007/S43546-024-00641-6>
- Ariansyah, K., Sirait, E. R. E., Nugroho, B. A., & Suryanegara, M. (2021). Drivers of and barriers to e-commerce adoption in Indonesia: Individuals' perspectives and the implications. *Telecommunications Policy*, 45(8), 102219.  
<https://doi.org/10.1016/J.TELPOL.2021.102219>
- Ariff, M. S. M., Sylvester, M., Zakuan, N., Ismail, K., & Ali, K. M. (2014). Consumer Perceived Risk, Attitude and Online Shopping Behaviour; Empirical Evidence from Malaysia. *IOP*

- Conference Series: Materials Science and Engineering*, 58(1), 012007.  
<https://doi.org/10.1088/1757-899X/58/1/012007>
- Baek, E., Lee, H. K., & Choo, H. J. (2020). Cross-border online shopping experiences of Chinese shoppers. *Asia Pacific Journal of Marketing and Logistics*, 32(2), 366–385.  
<https://doi.org/10.1108/APJML-03-2018-0117>
- Bao, Y., Bao, Y., & Sheng, S. (2011). Motivating purchase of private brands: Effects of store image, product signatureness, and quality variation. *Journal of Business Research*, 64(2), 220–226. <https://doi.org/10.1016/J.JBUSRES.2010.02.007>
- Bartikowski, B., Fastoso, F., & Gierl, H. (2019). Luxury cars Made-in-China: Consequences for brand positioning. *Journal of Business Research*, 102, 288–297.  
<https://doi.org/10.1016/J.JBUSRES.2019.01.072>
- Bedi, S. S., Kaur, S., & Lal, A. K. (2017). Understanding Web Experience and Perceived Web Enjoyment as Antecedents of Online Purchase Intention. *Global Business Review*, 18(2), 465–477. <https://doi.org/10.1177/0972150916668614>
- Bhattacharya, S., Sharma, R. P., & Gupta, A. (2022a). Does e-retailer's country of origin influence consumer privacy, trust and purchase intention? *Journal of Consumer Marketing*.  
<https://doi.org/10.1108/JCM-04-2021-4611>
- Bhattacharya, S., Sharma, R. P., & Gupta, A. (2022b). Does e-retailer's country of origin influence consumer privacy, trust and purchase intention? *Journal of Consumer Marketing*, 40(2), 248–259. <https://doi.org/10.1108/JCM-04-2021-4611/FULL/PDF>
- Bhattacharya, S., Sharma, R. P., & Gupta, A. (2022c). Does e-retailer's country of origin influence consumer privacy, trust and purchase intention? *Journal of Consumer Marketing*.  
<https://doi.org/10.1108/JCM-04-2021-4611>
- Budiarti, R. R. A. M., Simanjuntak, M., & Nurhayati, P. (2022). Online Shopping: Analysis of the Influence of Ethnocentrism on Purchase Intention in Local Cosmetics. *Jurnal Ilmu Keluarga Dan Konsumen*, 15(3), 276–286. <https://doi.org/10.24156/jikk.2022.15.3.276>
- Calvo Porral, C., & Levy-Mangin, J. P. (2016). Food private label brands: the role of consumer trust on loyalty and purchase intention. *British Food Journal*, 118(3), 679–696.  
<https://doi.org/10.1108/BFJ-08-2015-0299/FULL/PDF>
- Calvo-Porral, C., & Lévy-Mangin, J. P. (2017). Store brands' purchase intention: Examining the role of perceived quality. *European Research on Management and Business Economics*, 23(2), 90–95. <https://doi.org/10.1016/J.IEDEEN.2016.10.001>
- Chang, E. C., & Tseng, Y. F. (2013). Research note: E-store image, perceived value and perceived risk. *Journal of Business Research*, 66(7), 864–870.  
<https://doi.org/10.1016/J.JBUSRES.2011.06.012>
- Chen, C. C., Hsiao, K. L., & Wu, S. J. (2018). Purchase intention in social commerce: An empirical examination of perceived value and social awareness. *Library Hi Tech*, 36(4), 583–604. <https://doi.org/10.1108/LHT-01-2018-0007/FULL/PDF>
- Chen, J., Lan, Y. C., & Chang, Y. W. (2023a). Consumer behaviour in cross-border e-commerce: Systematic literature review and future research agenda. In *International Journal of*

- Consumer Studies* (Vol. 47, Issue 6, pp. 2609–2669). John Wiley and Sons Inc.  
<https://doi.org/10.1111/ijcs.12969>
- Chen, J., Lan, Y. C., & Chang, Y. W. (2023b). Consumer behaviour in cross-border e-commerce: Systematic literature review and future research agenda. In *International Journal of Consumer Studies* (Vol. 47, Issue 6, pp. 2609–2669). John Wiley and Sons Inc.  
<https://doi.org/10.1111/ijcs.12969>
- Chen, N., & Yang, Y. (2021a). The impact of customer experience on consumer purchase intention in cross-border E-commerce—Taking network structural embeddedness as mediator variable. *Journal of Retailing and Consumer Services*, 59, 102344.  
<https://doi.org/10.1016/J.JRETCONSER.2020.102344>
- Chen, N., & Yang, Y. (2021b). The impact of customer experience on consumer purchase intention in cross-border E-commerce—Taking network structural embeddedness as mediator variable. *Journal of Retailing and Consumer Services*, 59.  
<https://doi.org/10.1016/j.jretconser.2020.102344>
- Chen, Y., Li, M., Song, J., Ma, X., Jiang, Y., Wu, S., & Chen, G. L. (2022). A study of cross-border E-commerce research trends: Based on knowledge mapping and literature analysis. *Frontiers in Psychology*, 13, 1009216.  
<https://doi.org/10.3389/FPSYG.2022.1009216/BIBTEX>
- Chi, T. (2018). Understanding Chinese consumer adoption of apparel mobile commerce: An extended TAM approach. *Journal of Retailing and Consumer Services*, 44, 274–284.  
<https://doi.org/10.1016/J.JRETCONSER.2018.07.019>
- Chuang, H.-M., & Chuang, C.-C. (2023). The Effects of Experienced Utility and PEEIM on the Purchase Intention of Cross-Border E-Commerce. *Sustainability*, 15(21), 15666.  
<https://doi.org/10.3390/su152115666>
- Cui, Y., Mou, J., Cohen, J., Liu, Y., & Kurcz, K. (2020). Understanding consumer intentions toward cross-border m-commerce usage: A psychological distance and commitment-trust perspective. *Electronic Commerce Research and Applications*, 39, 100920.  
<https://doi.org/10.1016/J.ELERAP.2019.100920>
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Q.*, 13(3), 319–339. <https://doi.org/10.2307/249008>
- De Villiers, M. V., Chinomona, R., & Chuchu, T. (2018). The influence of store environment on brand attitude, brand experience and purchase intention. *South African Journal of Business Management*, 49(1). <https://doi.org/10.4102/sajbm.v49i1.186>
- Diallo, M. F. (2012). Effects of store image and store brand price-image on store brand purchase intention: Application to an emerging market. *Journal of Retailing and Consumer Services*, 19(3), 360–367. <https://doi.org/10.1016/J.JRETCONSER.2012.03.010>
- DK. (2024, February 21). *Best Korean Online Beauty Stores | Top Skincare | Delivered Korea*. <https://www.delivered.co.kr/korean-beauty-stores/>
- Eduardsen, J., Marinova, S., Leonidou, L. C., & Christodoulides, P. (2023). Organizational Influences and Performance Impact of Cross-Border E-Commerce Barriers: The Moderating



- Role of Home Country Digital Infrastructure and Foreign Market Internet Penetration. *Management International Review* 2023 63:3, 63(3), 433–467.  
<https://doi.org/10.1007/S11575-023-00500-W>
- El Banna, A., Papadopoulos, N., Murphy, S. A., Rod, M., & Rojas-Méndez, J. I. (2018). Ethnic identity, consumer ethnocentrism, and purchase intentions among bi-cultural ethnic consumers: “Divided loyalties” or “dual allegiance”? *Journal of Business Research*, 82, 310–319. <https://doi.org/10.1016/J.JBUSRES.2017.09.010>
- GMA. (2023, May 12). *Best Chinese E-commerce Platforms for Beauty Brands*.  
<https://cosmeticschinaagency.com/best-chinese-e-commerce-platforms-for-beauty-brands/>
- Gorji, M., & Siami, S. (2020). How sales promotion display affects customer shopping intentions in retails. *International Journal of Retail and Distribution Management*, 48(12), 1337–1355.  
<https://doi.org/10.1108/IJRDM-12-2019-0407>
- Graciola, A. P., De Toni, D., Milan, G. S., & Eberle, L. (2020). Mediated-moderated effects: High and low store image, brand awareness, perceived value from mini and supermarkets retail stores. *Journal of Retailing and Consumer Services*, 55, 102117.  
<https://doi.org/10.1016/J.JRETCONSER.2020.102117>
- Grah, M., & Tominc, P. (2015). Relationships among Store Image and Store Loyalty in Slovenia. *Naše Gospodarstvo/Our Economy*, 61(6), 28–37. <https://doi.org/10.1515/NGOE-2015-0024>
- Greco, L. M., O’Boyle, E. H., Cockburn, B. S., & Yuan, Z. (2018). Meta-Analysis of Coefficient Alpha: A Reliability Generalization Study. *Journal of Management Studies*, 55(4), 583–618.  
<https://doi.org/10.1111/JOMS.12328>
- Guo, Y., Bao, Y., Stuart, B. J., & Le-Nguyen, K. (2018). To sell or not to sell: Exploring sellers’ trust and risk of chargeback fraud in cross-border electronic commerce. *Information Systems Journal*, 28(2), 359–383. <https://doi.org/10.1111/isj.12144>
- Ha, N. T., Nguyen, T. L. H., Nguyen, T. P. L., & Nguyen, T. Do. (2019). The effect of trust on consumers’ online purchase intention: An integration of tam and tpb. *Management Science Letters*, 9(9), 1451–1460. <https://doi.org/10.5267/j.msl.2019.5.006>
- Han, B., Kim, M., & Lee, J. (2018a). Exploring consumer attitudes and purchasing intentions of cross-border online shopping in Korea. *Journal of Korea Trade*, 22(2), 86–104.  
<https://doi.org/10.1108/JKT-10-2017-0093>
- Han, B., Kim, M., & Lee, J. (2018b). Exploring consumer attitudes and purchasing intentions of cross-border online shopping in Korea. *Journal of Korea Trade*, 22(2), 86–104.  
<https://doi.org/10.1108/JKT-10-2017-0093/FULL/PDF>
- Han, L., Ma, Y., Addo, P. C., Liao, M., & Fang, J. (2023). The Role of Platform Quality on Consumer Purchase Intention in the Context of Cross-Border E-Commerce: The Evidence from Africa. *Behavioral Sciences*, 13(5). <https://doi.org/10.3390/bs13050385>
- Handarkho, Y. D. (2020). Impact of social experience on customer purchase decision in the social commerce context. *Journal of Systems and Information Technology*, 22(4), 47–71.  
<https://doi.org/10.1108/JSIT-05-2019-0088/FULL/PDF>

- Harrigan, M., Feddema, K., Wang, S., Harrigan, P., & Diot, E. (2021). How trust leads to online purchase intention founded in perceived usefulness and peer communication. *Journal of Consumer Behaviour*, 20(5), 1297–1312. <https://doi.org/10.1002/cb.1936>
- Hassan, M., Falindah Padlee, S., & Sibtain Ali Shah Kazmi, S. (2019). Technology Acceptance Model (TAM) and Dynamics of Online Purchase Adaptability. In *International Journal of Recent Technology and Engineering*. <https://www.researchgate.net/publication/334746159>
- Hien, N. N., Long, N. T., Ghi, T. N., & Ngan, N. T. T. (2024). Country-of-Brand, Corporate Social Responsibility and Customer Responds: Moderating Role of Country-of-Manufacture and Corporate Reputation. *Global Business Review*. <https://doi.org/10.1177/09721509231221983>
- Hien, N. N., Phuong, N. N., van Tran, T., & Thang, L. D. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters*, 10(6), 1205–1212. <https://doi.org/10.5267/j.msl.2019.11.038>
- Ho Nguyen, H., Nguyen-Viet, B., Hoang Nguyen, Y. T., & Hoang Le, T. (2022). Understanding online purchase intention: the mediating role of attitude towards advertising. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2095950>
- Hosseini, M., & Norouzi, H. (2017). International Review of Management and Marketing Investigating the Impact of Consumer Trust on Loyalty and Purchase Intention of Food Store Brands: Case Study: Palladium Shopping Mall in Tehran. *International Review of Management and Marketing*, 7(4), 138–146. <http://www.econjournals.com>
- Hsu, C. L., Chang, C. Y., & Yansritakul, C. (2017). Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services*, 34, 145–152. <https://doi.org/10.1016/J.JRETCONSER.2016.10.006>
- Huang, S. L., & Chang, Y. C. (2017). Factors That Impact Consumers' Intention to Shop on Foreign Online Stores. *Hawaii International Conference on System Sciences*, 2017(1), 3981–3990. <https://doi.org/10.24251/HICSS.2017.481>
- Huang, S. L., & Chang, Y. C. (2019). Cross-border e-commerce: consumers' intention to shop on foreign websites. *Internet Research*, 29(6), 1256–1279. <https://doi.org/10.1108/INTR-11-2017-0428>
- Jian, J., Lv, L., & Wan, L. (2023). Exploring consumer purchase intention in cross-border e-commerce: evidence from 'belt and road' countries. *Asia Pacific Journal of Marketing and Logistics*, 35(3), 625–644. <https://doi.org/10.1108/APJML-12-2021-0934>
- Jiang, L., Li, Q., & Wu, X. (2023). The Impact of Clothing E-Store Image on Intention Based on Search and Purchase Phases: From the Perspective of Sustainable Marketing. *Sustainability (Switzerland)*, 15(1). <https://doi.org/10.3390/su15010871>
- Jiao, C., Shen, X., & Wang, L. (2021). The Effect of Baby Food E-Store Image (for Ages 0–3) on Consumers' Purchase Intention. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.796750>

- Jin, B. E., Kim, N. L., Yang, H., & Jung, M. (2020). Effect of country image and materialism on the quality evaluation of Korean products: Empirical findings from four countries with varying economic development status. *Asia Pacific Journal of Marketing and Logistics*, 32(2), 386–405. <https://doi.org/10.1108/APJML-11-2018-0456/FULL/PDF>
- Shin, J., Saithibvongsa, P., & Jae Hyeok, C. (2019). Country Image, Perceived Product Quality and Purchase Intention: The Moderating Roles of Quality Warranty Certificate and Country-Image Transferred Strategies. In *International Journal of Economics and Management* (Vol. 1, Issue 3).
- Kamalul Ariffin, S., Mohan, T., & Goh, Y. N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing*, 12(3), 309–327. <https://doi.org/10.1108/JRIM-11-2017-0100>
- Kim, H. Y., Lee, J. Y., Mun, J. M., & Johnson, K. K. P. (2017). Consumer adoption of smart in-store technology: assessing the predictive value of attitude versus beliefs in the technology acceptance model. *International Journal of Fashion Design, Technology and Education*, 10(1), 26–36. <https://doi.org/10.1080/17543266.2016.1177737>
- Konuk, F. A. (2018). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of Retailing and Consumer Services*, 43, 304–310. <https://doi.org/10.1016/J.JRETCONSER.2018.04.011>
- Kotler, P., Keller, K. L., Columbus, B., New, I., San, Y., Cape, F. A., Dubai, T., Madrid, L., Munich, M., Montréal, P., Delhi, T., São, M. C., Sydney, P., Kong, H., Singapore, S., & Tokyo, T. (2016). *Marketing Management Global Edition* (15e ed.). Pearson. [www.pearsonglobaleditions.com](http://www.pearsonglobaleditions.com)
- Kuncharin, W., & Mohamed, B. (2014). The Impacts of Consumer Ethnocentrism on Foreign Product Judgment and Local Helping Purchase: A Case of Malaysian Cross-Border Shoppers in Hatyai, Thailand. *International Journal of Biometrics*, 9(9). <https://doi.org/10.5539/IJBM.V9N9P135>
- Kutlina-Dimitrova, Z., & Lakatos, C. (2016). Determinants of direct cross-border public procurement in EU Member States. *Review of World Economics*, 152(3), 501–528. <https://doi.org/10.1007/s10290-016-0251-3>
- Lăzăroiu, G., Neguriță, O., Grecu, I., Grecu, G., & Mitran, P. C. (2020). Consumers' Decision-Making Process on Social Commerce Platforms: Online Trust, Perceived Risk, and Purchase Intentions. In *Frontiers in Psychology* (Vol. 11). Frontiers Media S.A. <https://doi.org/10.3389/fpsyg.2020.00890>
- Lee, H. H., Fiore, A. M., & Kim, J. (2006). The role of the technology acceptance model in explaining effects of image interactivity technology on consumer responses. *International Journal of Retail and Distribution Management*, 34(8), 621–644. <https://doi.org/10.1108/09590550610675949/FULL/PDF>
- Lee, H. J., Lim, H., Jolly, L. D., & Lee, J. (2009). Consumer Lifestyles and Adoption of High-Technology Products: A Case of South Korea. *Journal of International Consumer Marketing*, 21(2), 153–167. <https://doi.org/10.1080/08961530802153854>

- Lee, H. M., Chen, T., & Guy, B. S. (2014). How the Country-of-Origin Image and Brand Name Redeployment Strategies Affect Acquirers' Brand Equity After a Merger and Acquisition. *Journal of Global Marketing*, 27(3), 191–206. <https://doi.org/10.1080/08911762.2014.909550>
- Lee, Y. K. (2020). The Relationship between Green Country Image, Green Trust, and Purchase Intention of Korean Products: Focusing on Vietnamese Gen Z Consumers. *Sustainability*, 12(12), 5098. <https://doi.org/10.3390/SU12125098>
- Li, X., Setiowati, R., Li, X., & Setiowati, R. (2023). The Influence of Country of Origin, Brand Awareness, Perceived Risk and Brand Image on Purchase Intention on China Wuling Air Electric Vehicles. *Open Journal of Applied Sciences*, 13(5), 618–635. <https://doi.org/10.4236/OJAPPS.2023.135049>
- Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218. <https://doi.org/10.1016/J.APMRV.2015.03.005>
- Lkhaasuren, M., Nam, K.-D., Bang, D.-O., & Kim, D.-C. (2018a). The Effect of Korean Country Image and Culture Contents Favor on Mongolian Customers' Cross-Border Online Purchase Intention in Korean Products. *Journal of International Trade & Commerce*, 14(1). <https://papers.ssrn.com/abstract=3177363>
- Lkhaasuren, M., Nam, K.-D., Bang, D.-O., & Kim, D.-C. (2018b). The Effect of Korean Country Image and Culture Contents Favor on Mongolian Customers' Cross-border Online Purchase Intention in Korean Products. *Journal of International Trade & Commerce (J. Int. Trade Commer*, 14(1), 1–21. <https://doi.org/10.16980/jitc.14.1.201802.1>
- Lu, L. C., Chang, H. H., & Chang, A. (2015). Consumer Personality and Green Buying Intention: The Mediate Role of Consumer Ethical Beliefs. *Journal of Business Ethics*, 127(1), 205–219. <https://doi.org/10.1007/S10551-013-2024-4/TABLES/4>
- Ma, L., Zhang, X., Ding, X., & Wang, G. (2021). How Social Ties Influence Customers' Involvement and Online Purchase Intentions. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(3), 395–408. <https://doi.org/10.3390/JTAER16030025>
- Ma, Y., Ruangkanjanases, A., & Chen, S. C. (2019). Investigating the Impact of Critical Factors on Continuance Intention towards Cross-Border Shopping Websites. *Sustainability*, 11(21), 5914. <https://doi.org/10.3390/SU11215914>
- Magnusson, P., Zdravkovic, S., & Westjohn, S. A. (2022). A longitudinal analysis of country image and brand origin effects. *International Marketing Review*, 39(4), 912–930. <https://doi.org/10.1108/IMR-07-2021-0228/FULL/PDF>
- Mahri, A. J. W., Juliana, J., Monoarfa, H., Rohepi, A. P., & Karim, R. (2024). Integrating country of origin, brand image and halal product knowledge: the case of the South Korean skincare in Indonesia. *Journal of Islamic Marketing*, 15(1), 244–259. <https://doi.org/10.1108/JIMA-12-2021-0390>
- Mandler, T., Won, S., & Kim, K. (2017). Consumers' cognitive and affective responses to brand origin misclassifications: Does confidence in brand origin identification matter? *Journal of Business Research*, 80, 197–209. <https://doi.org/10.1016/J.JBUSRES.2017.05.014>

- Marsha, E., Dwi, D. M. Y., & Agustini, H. (2019). Country of Origin and Brand Image on Purchase Decision of South Korean Cosmetic Etude House. In *JMBE Journal Of Management and Business Environment* (Vol. 1, Issue 1).
- Martínez, V., Montero, J.-M., Antonio, P., Cervantes, M., Camacho, L. J., Ramírez-Correa, P. E., & Salazar-Concha, C. (2021). Consumer Ethnocentrism and Country of Origin: Effects on Online Consumer Purchase Behavior in Times of a Pandemic. *Sustainability* 2022, Vol. 14, Page 348, 14(1), 348. <https://doi.org/10.3390/SU14010348>
- Mou, J., Cui, Y., & Kurcz, K. (2020). Trust, risk and alternative website quality in B-buyer acceptance of cross-border e-commerce. *Journal of Global Information Management*, 28(1), 167–188. <https://doi.org/10.4018/JGIM.2020010109>
- Narang, R. (2016a). Understanding purchase intention towards Chinese products: Role of ethnocentrism, animosity, status and self-esteem. *Journal of Retailing and Consumer Services*, 32, 253–261. <https://doi.org/10.1016/J.JRETCONSER.2016.05.010>
- Narang, R. (2016b). Understanding purchase intention towards Chinese products: Role of ethnocentrism, animosity, status and self-esteem. *Journal of Retailing and Consumer Services*, 32, 253–261. <https://doi.org/10.1016/J.JRETCONSER.2016.05.010>
- Nguyen, N. H., Kien Dao, T., Duong, T. T., Nguyen, T. T., Nguyen, V. K., & Dao, T. L. (2023). Role of consumer ethnocentrism on purchase intention toward foreign products: Evidence from data of Vietnamese consumers with Chinese products. *Heliyon*, 9(2). <https://doi.org/10.1016/j.heliyon.2023.e13069>
- Nguyen, T. T. H., Nguyen, N., Nguyen, T. B. L., Phan, T. T. H., Bui, L. P., & Moon, H. C. (2019). Investigating consumer attitude and intention towards online food purchasing in an emerging economy: An extended TAM approach. *Foods*, 8(11). <https://doi.org/10.3390/foods8110576>
- Nguyen, X. T. (2019). Factors Impacting on Korean Consumer Goods Purchase Decision of Vietnam's Generation Z. *Journal of Distribution Science*, 17(10), 61–71. <https://doi.org/10.15722/jds.17.10.201910.61>
- Nugraha, A. K. N. A., Krista, C. E., & Huruta, A. D. (2024a). The effect of country image, brand image, and warranty knowledge on car purchase intentions: a comparison of use situations. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2332498>
- Nugraha, A. K. N. A., Krista, C. E., & Huruta, A. D. (2024b). The effect of country image, brand image, and warranty knowledge on car purchase intentions: a comparison of use situations. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2332498>
- Oduro, S., De Nisco, A., & Petruzzellis, L. (2024a). Country-of-origin image and consumer brand evaluation: a meta-analytic review. In *Journal of Product and Brand Management* (Vol. 33, Issue 1, pp. 108–124). Emerald Publishing. <https://doi.org/10.1108/JPBM-01-2023-4328>
- Oduro, S., De Nisco, A., & Petruzzellis, L. (2024b). Country-of-origin image and consumer brand evaluation: a meta-analytic review. *Journal of Product and Brand Management*, 33(1), 108–124. <https://doi.org/10.1108/JPBM-01-2023-4328/FULL/PDF>

- Pelet, J. E., Massarini, M., & Pauluzzo, R. (2018). Ethnicity versus country-of-origin effects: A situational process-focused approach towards designer fashion brand evaluation. *Journal of Global Fashion Marketing*, 9(4), 343–363. <https://doi.org/10.1080/20932685.2018.1503554>
- Pillai, S. G., Kim, W. G., Haldorai, K., & Kim, H. S. (2022). Online food delivery services and consumers' purchase intention: Integration of theory of planned behavior, theory of perceived risk, and the elaboration likelihood model. *International Journal of Hospitality Management*, 105, 103275. <https://doi.org/10.1016/J.IJHM.2022.103275>
- Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Hong Thuy, T. T., & Merani, S. H. (2021). Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2020.1869363>
- Qi, X., Chan, J. H., Hu, J., & Li, Y. (2020). Motivations for selecting cross-border e-commerce as a foreign market entry mode. *Industrial Marketing Management*, 89, 50–60. <https://doi.org/10.1016/J.INDMARMAN.2020.01.009>
- Qing, P., Lobo, A., & Chongguang, L. (2012). The impact of lifestyle and ethnocentrism on consumers' purchase intentions of fresh fruit in China. *Journal of Consumer Marketing*, 29(1), 43–51. <https://doi.org/10.1108/07363761211193037/FULL/PDF>
- Ramkumar, B., & Ellie Jin, B. (2019). Examining pre-purchase intention and post-purchase consequences of international online outshopping (IOO): The moderating effect of E-tailer's country image. *Journal of Retailing and Consumer Services*, 49, 186–197. <https://doi.org/10.1016/j.jretconser.2019.03.021>
- Rezvani, S., Dehkordi, G. J., Rahman, M. S., Fouladivanda, F., Habibi, M., & Eghtebasi, S. (2012). A Conceptual Study on the Country of Origin Effect on Consumer Purchase Intention. *Asian Social Science*, 8(12), p205. <https://doi.org/10.5539/ASS.V8N12P205>
- Rouibah, K., Lowry, P. B., & Hwang, Y. (2016). The effects of perceived enjoyment and perceived risks on trust formation and intentions to use online payment systems: New perspectives from an Arab country. *Electronic Commerce Research and Applications*, 19, 33–43. <https://doi.org/10.1016/J.ELERAP.2016.07.001>
- Rozania, V., Afifah, N., Listiana, E., & Shalahuddin, A. (2024). The influence of brand ambassador, country of origin, and brand credibility on purchase intention of Some By Mi products in Indonesia moderated by consumer ethnocentrism. *Journal of Management Science (JMAS)*, 7(1), 288–298. [www.exsys.iocspublisher.org/index.php/JMAS](http://www.exsys.iocspublisher.org/index.php/JMAS)
- Ru, L. J., Kowang, T. O., Long, C. S., Fun, F. S., & Fei, G. C. (2021). Factors Influencing Online Purchase Intention of Shopee's Consumers in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 11(1). <https://doi.org/10.6007/ijarbss/v11-i1/8577>
- Saraswati, A. R., & Giantari, I. G. A. K. (2022). Brand image mediation of product quality and electronic word of mouth on purchase decision. *International Research Journal of Management IT and Social Sciences*, 9(1), 97–109. <https://doi.org/10.21744/IRJMIS.V9N1.2012>

- SDG. (2023, December 13). *11 Best Chinese Marketplaces for Beauty Brands*.  
<https://sekkeidigitalgroup.com/best-chinese-marketplaces-for-beauty-brands/>
- Septiani, V. R., Oktavia, R. N., & Sudrajat, D. A. (2020). Pengaruh Country of Origin dan Celebrity Endorser Terhadap Keputusan Pembelian Pada Produk Nature Republic Aloe Vera 92% Shooting Gel. *Jurnal Administrasi Dan Manajemen*, 10(1), 60–66.  
<https://doi.org/10.52643/JAM.V10I1.691>
- Sevanandee, B., & Damar-Ladkoo, A. (2018). Country-of-origin effects on consumer buying behaviours. A case of mobile phones. *Studies in Business and Economics*, 13(2), 179–201.  
<https://doi.org/10.2478/sbe-2018-0029>
- Sharma, P. (2015). Consumer ethnocentrism: Reconceptualization and cross-cultural validation. *Journal of International Business Studies*, 46(3), 381–389.  
<https://doi.org/10.1057/JIBS.2014.42/METRICS>
- Simanjuntak, D. (2023). International Journal of Quantitative Management (IJQM) INFLUENCE OF ADVERTISING CAMPAIGN, BRAND AMBASSADOR AND COUNTRY OF ORIGIN ON CONSUMER BUYING INTEREST THROUGH SHOPPING SATISFACTION AT THE MARKETPLACE. *International Journal of Quantitative Management*, 1, 1–11.
- Sleuwaegen, L., & Smith, P. M. (2022). Who purchases cross-border? Individual and country level determinants of the decision to purchase cross-border in the European Single Market. *Electronic Commerce Research*, 22(3), 749–785. <https://doi.org/10.1007/S10660-020-09440-1/TABLES/3>
- Snyder, K. (2024, March 28). *35 E-Commerce Statistics of 2024 – Forbes Advisor*.  
<https://www.forbes.com/advisor/business/ecommerce-statistics/>
- Sohn, S., & Groß, M. (2020). Understanding the inhibitors to consumer mobile purchasing intentions. *Journal of Retailing and Consumer Services*, 55, 102129.  
<https://doi.org/10.1016/J.JRETCONSER.2020.102129>
- Song, H. J., Ruan, W. J., & Jeon, Y. J. J. (2021). An integrated approach to the purchase decision making process of food-delivery apps: Focusing on the TAM and AIDA models. *International Journal of Hospitality Management*, 95.  
<https://doi.org/10.1016/j.ijhm.2021.102943>
- Spierings, B., & van der Velde, M. (2013). Cross-Border Differences and Unfamiliarity: Shopping Mobility in the Dutch-German Rhine-Waal Euroregion. *European Planning Studies*, 21(1), 5–23. <https://doi.org/10.1080/09654313.2012.716236>
- Statista. (2024, April 15). *Global retail e-commerce sales 2014-2027 | Statista*.  
<https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>
- Tavakol, S., Dennick, R., & Tavakol, M. (2011). Psychometric properties and confirmatory factor analysis of the Jefferson Scale of Physician Empathy. *BMC Medical Education*, 11(1), 1–8. <https://doi.org/10.1186/1472-6920-11-54/TABLES/4>
- Ting, H., Zhou, X., Yang, Z., Ning, B., Li, G., Jiang, L., Li, Q., & Wu, X. (2023). The Impact of Clothing E-Store Image on Intention Based on Search and Purchase Phases: From the

- Perspective of Sustainable Marketing. *Sustainability* , 15(1), 871.  
<https://doi.org/10.3390/SU15010871>
- Tiwari, A., Kumar, A., Kant, R., & Jaiswal, D. (2024). Impact of fashion influencers on consumers' purchase intentions: theory of planned behaviour and mediation of attitude. *Journal of Fashion Marketing and Management*, 28(2), 209–225.  
<https://doi.org/10.1108/JFMM-11-2022-0253/FULL/PDF>
- Tseng, H. T., Nadeem, W., Hajli, M. S., Featherman, M., & Hajli, N. (2023). Understanding consumers' interest in social commerce: the role of privacy, trust and security. *Information Technology and People*. <https://doi.org/10.1108/ITP-05-2020-0322>
- Valarezo, Á., Pérez-Amaral, T., Garín-Muñoz, T., Herguera García, I., & López, R. (2018). Drivers and barriers to cross-border e-commerce: Evidence from Spanish individual behavior. *Telecommunications Policy*, 42(6), 464–473.  
<https://doi.org/10.1016/J.TELPOL.2018.03.006>
- Vijaranakorn, K., & Shannon, R. (2017). The influence of country image on luxury value perception and purchase intention. *Journal of Asia Business Studies*, 11(1), 88–110.  
<https://doi.org/10.1108/JABS-08-2015-0142/FULL/PDF>
- Von Helversen, B., Abramczuk, K., Kopeć, W., & Nielek, R. (2018). Influence of consumer reviews on online purchasing decisions in older and younger adults. *Decision Support Systems*, 113, 1–10. <https://doi.org/10.1016/J.DSS.2018.05.006>
- Wagner, G., Fota, A., Schramm-Klein, H., & Steinmann, S. (2023). Development of a Motivation–Trust–Vulnerability (MTV) Framework for Cross-Border Online Shopping: A Cross-National Application to Chinese and German Consumers. *Schmalenbach Journal of Business Research*, 75(3), 389–414. <https://doi.org/10.1007/s41471-023-00170-2>
- Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms. *Heliyon*, 9(11). <https://doi.org/10.1016/j.heliyon.2023.e21617>
- Watanabe, E. A. de M., Torres, C. V., & Alfinito, S. (2019). The impact of culture, evaluation of store image and satisfaction on purchase intention at supermarkets. *Revista de Gestao*, 26(3), 256–273. <https://doi.org/10.1108/REGE-12-2017-0009/FULL/PDF>
- Wu, K., Vassileva, J., Noorian, Z., & Zhao, Y. (2015). How do you feel when you see a list of prices? the interplay among price dispersion, perceived risk and initial trust in Chinese C2C market. *Journal of Retailing and Consumer Services*, 25, 36–46.  
<https://doi.org/10.1016/J.JRETCONSER.2015.03.007>
- Xin, L., & Seo, S. (2020). The role of consumer ethnocentrism, country image, and subjective knowledge in predicting intention to purchase imported functional foods. *British Food Journal*, 122(2), 448–464. <https://doi.org/10.1108/BFJ-05-2019-0326>
- Yang, H., Jin, B. E., & Jung, M. (2020). The Influence of Country Image, the Korean Wave, and Website Characteristics on Cross-Border Online Shopping Intentions for Korean Cosmetics: Focusing on US and Chinese Consumers. *International Journal of Costume and Fashion*, 20(2), 38–49. <https://doi.org/10.7233/ijcf.2020.20.2.038>



- Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology & Marketing*, 21(10), 799–822.  
<https://doi.org/10.1002/MAR.20030>
- Ying, Z., Jianqiu, Z., Akram, U., & Rasool, H. (2021). TAM Model Evidence for Online Social Commerce Purchase Intention. *International Resources Management Journal*, 34(1), 86–108. <https://doi.org/10.4018/IRMJ.2021010105>
- Yuan, B., & Peluso, A. M. (2021). The Influence of Word-Of-Mouth Referral on Consumers' Purchase Intention: Experimental Evidence from WeChat. *Sustainability*, 13(2), 645.  
<https://doi.org/10.3390/SU13020645>
- Zhang, L., & Hanks, L. (2018). Online reviews: The effect of cosmopolitanism, incidental similarity, and dispersion on consumer attitudes toward ethnic restaurants. *International Journal of Hospitality Management*, 68, 115–123.  
<https://doi.org/10.1016/J.IJHM.2017.10.008>
- Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41, 100980. <https://doi.org/10.1016/J.ELERAP.2020.100980>
- Zhu, W., Mou, J., & Benyoucef, M. (2019). Exploring purchase intention in cross-border E-commerce: A three stage model. *Journal of Retailing and Consumer Services*, 51, 320–330.  
<https://doi.org/10.1016/J.JRETCONSER.2019.07.004>
- Zhu, W., Yan, R., & Ding, Z. (2020). Analysing impulse purchasing in cross-border electronic commerce. *Industrial Management and Data Systems*, 120(10), 1959–1974.  
<https://doi.org/10.1108/IMDS-01-2020-0046/FULL/PDF>

**Appendix**  
**Questionnaire -1**

**IMPACT OF COUNTRY'S AND STORE'S IMAGE ON CONSUMER'S  
INTENTION TO BUY IN CROSS BORDER ONLINE STORES**

Dear Respondent,

I am a Vilnius University student working on my final year Thesis. I need a few minutes of your precious time to help me complete this questionnaire. This questionnaire intends to capture your perception regarding cross border online store image on the customers purchasing intentions and consideration of country image. Your valuable input is of considerable and immense importance to me. In this research, two different stores from China and Korea are selected, and the Skin Care products are selected for this research. You are requested to visit the store's websites, see the categories, and then fill out the questionnaire.

I ensure that the data and results are only utilized for research purposes. I shall observe high standards of research ethics and respect your privacy.

With Thanks and Regards

**Momin Hasib**

1. Have you bought products for yourself in online stores in the last 6 months?

- Yes
- No (finish the survey)

Give your opinion by choosing best and appropriate response from the given options where 1 – "Strongly Disagree", 2- "Disagree", 3- "Somewhat Disagree", 4- "Neutral", 5 – "Somewhat Agree", 6- "Agree" and 7– " Strongly Agree".

## (Tmall and Naver)

### **Tmall (China Store)- More Reliable**

Imagine that you are looking for some clothes in online stores. One of the stores is “Tmall”. It is a Chinese store with highest level of performance and reputation for best quality.

“Tmall” store is offering wide range of products in different categories i.e. i.e. cosmetics, clothing, footwear, accessories, home appliances etc.

1. Have you purchased clothing products from "TMall" store from last 12 months?

- Yes
- No

Visit the website : <https://www.tmall.com/>

Give your opinion by choosing best and appropriate response from the given options

where 1 – "Strongly Disagree", 2- “Disagree”, 3- “Somewhat Disagree”, 4- “Neutral”, 5 – "Somewhat Agree", 6- “Agree” and 7– " Strongly Agree

<b>Statements</b>	1	2	3	4	5	6	7
China is a wealthy country?	1	2	3	4	5	6	7
China is economically developed?	1	2	3	4	5	6	7
China has a high standard of living?	1	2	3	4	5	6	7
Products made in China are of high quality?	1	2	3	4	5	6	7
Products made in China are reliable?	1	2	3	4	5	6	7
Products made in China have a strong brand?	1	2	3	4	5	6	7
Products made in China have good design?	1	2	3	4	5	6	7

Give your opinion by choosing best and appropriate response from the given options

where 1 – "Strongly Disagree", 2- “Disagree”, 3- “Somewhat Disagree”, 4- “Neutral”, 5 – "Somewhat Agree", 6- “Agree” and 7– " Strongly Agree

<b>Statements</b>							
<b>Perceived Usefulness</b>							
Compared to alternative, Tmall offers attractive product costs?	1	2	3	4	5	6	7
Compared to alternative, Tmall charges me fairly for similar products?	1	2	3	4	5	6	7
Compared to alternative, Tmall provides more free services?	1	2	3	4	5	6	7
Comparing what I pay to what I might get from other competitive, I think the Tmall provided me with good value?	1	2	3	4	5	6	7
Comparing what I pay to what I might get from other, I think the Tmall provides me with good value?	1	2	3	4	5	6	7
<b>Perceived Ease of Use</b>							
Tmall website/e-commerce exchange would be clear and understandable?	1	2	3	4	5	6	7
Tmall website/e-commerce exchange would not require a lot of mental effort?	1	2	3	4	5	6	7
Tmall website/e-commerce exchange would be easy to use?	1	2	3	4	5	6	7
Tmall website/e-commerce exchange would allow me to shop the way I want to shop ?	1	2	3	4	5	6	7
<b>Perceived Enjoyment</b>							
If I were online shopping, this Tmall website/e-commerce exchange would be entertaining?	1	2	3	4	5	6	7
If I were online shopping, this Tmall website/e-commerce exchange would be enjoyable?	1	2	3	4	5	6	7
If I were online shopping, this Tmall website/e-commerce exchange would be exciting?	1	2	3	4	5	6	7
<b>Store Trust</b>							
Tmall appears to be more trustworthy than others?	1	2	3	4	5	6	7
I find Tmall capable of fulfilling the delivery promises made to me?	1	2	3	4	5	6	7
Overall, I trust the Tmall?	1	2	3	4	5	6	7
<b>Store Image</b>							
The store Tmall provides excellent customer service?	1	2	3	4	5	6	7
The store Tmall has attractive promotions in the	1	2	3	4	5	6	7

store?							
The store Tmall offers an attractive loyalty program?	1	2	3	4	5	6	7
The store Tmall has an extensive assortment?	1	2	3	4	5	6	7
The store Tmall offers value for money?	1	2	3	4	5	6	7

### **Intention To Purchase**

The probability that I would consider buying clothes products from Tmall is high?	1	2	3	4	5	6	7
If I were to buy clothing products, I would consider buying products from Tmall sellers?	1	2	3	4	5	6	7
My willingness to buy clothing products from Tmall is high?	1	2	3	4	5	6	7
It is likely that I will purchase clothing products from Tmall in the near future?	1	2	3	4	5	6	7

## **(Tmall and Naver)**

### **Naver (Korean Store)- Less Reliable**

Imagine that you are looking for some clothes in online stores. One of the stores is “Naver”. It is a Korean online store with a normal level of performance. The store offers a wide range of products in different categories i.e. i.e. cosmetics, clothing, footwear, accessories, home appliances etc.

1. Have you purchased clothing products from "Naver" from last 12 months?

- Yes
- No

Visit the website : <https://www.naver.com/>

Give your opinion by choosing best and appropriate response from the given options

where 1 – "Strongly Disagree", 2- “Disagree”, 3- “Somewhat Disagree”, 4- “Neutral”, 5 – "Somewhat Agree", 6- “Agree” and 7– " Strongly Agree

<b>Statements</b>	1	2	3	4	5	6	7
Korea is a wealthy country?	1	2	3	4	5	6	7
Korea is economically developed?	1	2	3	4	5	6	7
Korea has a high standard of living?	1	2	3	4	5	6	7
Products made in Korea are of high quality?	1	2	3	4	5	6	7
Products made in Korea are reliable?	1	2	3	4	5	6	7

Products made in Korea have a strong brand?	1	2	3	4	5	6	7
Products made in Korea have good design?	1	2	3	4	5	6	7

Give your opinion by choosing best and appropriate response from the given options

where 1 – "Strongly Disagree", 2- "Disagree", 3- "Somewhat Disagree", 4- "Neutral", 5 – "Somewhat Agree", 6- "Agree" and 7– " Strongly Agree

<b>Statements</b>							
<b>Perceived Usefulness</b>							
Compared to alternative, Naver offers attractive product costs?	1	2	3	4	5	6	7
Compared to alternative, Naver charges me fairly for similar products?	1	2	3	4	5	6	7
Compared to alternative, Naver provides more free services?	1	2	3	4	5	6	7
Comparing what I pay to what I might get from other competitive, I think the Naver provided me with good value?	1	2	3	4	5	6	7
Comparing what I pay to what I might get from other, I think the Naver provides me with good value?	1	2	3	4	5	6	7
<b>Perceived Ease of Use</b>							
Naver website/e-commerce exchange would be clear and understandable?	1	2	3	4	5	6	7
Naver website/e-commerce exchange would not require a lot of mental effort?	1	2	3	4	5	6	7
Naver website/e-commerce exchange would be easy to use?	1	2	3	4	5	6	7
Naver website/e-commerce exchange would allow me to shop the way I want to shop?	1	2	3	4	5	6	7
<b>Perceived Enjoyment</b>							
If I were online shopping, this Naver website/e-commerce exchange would be entertaining?	1	2	3	4	5	6	7
If I were online shopping, this Naver website/e-commerce exchange would be enjoyable?	1	2	3	4	5	6	7
If I were online shopping, this Naver website/e-commerce exchange would be exciting?	1	2	3	4	5	6	7
<b>Store Trust</b>							
Naver appears to be more trustworthy than others?	1	2	3	4	5	6	7

I find Naver capable of fulfilling the delivery promises made to me?	1	2	3	4	5	6	7
Overall, I trust the Naver?	1	2	3	4	5	6	7
<b>Store Image</b>							
The store Naver provides excellent customer service?	1	2	3	4	5	6	7
The store Naver has attractive promotions in the store?	1	2	3	4	5	6	7
The store Naver offers an attractive loyalty program?	1	2	3	4	5	6	7
The store Naver has an extensive assortment?	1	2	3	4	5	6	7
The store Naver offers value for money?	1	2	3	4	5	6	7

<b>Intention To Purchase</b>							
The probability that I would consider buying clothes products from Naver is high?	1	2	3	4	5	6	7
If I were to buy clothing products, I would consider buying products from Naver sellers?	1	2	3	4	5	6	7
My willingness to buy clothing products from Naver is high?	1	2	3	4	5	6	7
It is likely that I will purchase clothing products from Naver in the near future?	1	2	3	4	5	6	7

<b>Ethnocentrism</b>							
For me, it's always the products from Pakistan first, last and foremost?	1	2	3	4	5	6	7
If I have a choice, I will prefer buying products and services from Pakistan?	1	2	3	4	5	6	7
I prefer being served by service providers from Pakistani companies?	1	2	3	4	5	6	7
As far as possible, I avoid buying products and services from foreign countries?	1	2	3	4	5	6	7
I often refuse to buy a product or service because it is from a foreign country?	1	2	3	4	5	6	7
I would much rather not buy a product or service than buy one from a foreign country?	1	2	3	4	5	6	7
It may cost me in the long run, but I support products and services from Pakistan?	1	2	3	4	5	6	7

I will never regret buying a product or service from Pakistan?	1	2	3	4	5	6	7
--	---	---	---	---	---	---	---

<b>Gender</b>	<input type="checkbox"/> Male	<input type="checkbox"/> Female			
<b>Age (yrs.)</b>	_____ Years				
<b>Marital Status:</b>	<input type="checkbox"/> Single	<input type="checkbox"/> Married	<input type="checkbox"/> Divorced	<input type="checkbox"/> Separated	<input type="checkbox"/> Others
<b>Qualification</b>	<input type="checkbox"/> SSC	<input type="checkbox"/> HSSC	<input type="checkbox"/> Bachelors	<input type="checkbox"/> Masters	<input type="checkbox"/> PhD
<b>Income (After Tax) Pkr</b>	<input type="checkbox"/> Less Than 30000 Rs.	<input type="checkbox"/> 30001 to 50000 Rs.	<input type="checkbox"/> 50001 to 70000 Rs.	<input type="checkbox"/> 70001 to 100000 Rs.	<input type="checkbox"/> Above 100000 Rs.



## Questionnaire -2

### (TaoBao and Coupang)

#### **TaoBao (China Store)- Less Reliable**

Imagine that you are looking for some clothes in online stores. One of the stores is “TaoBao”. It is a Chinese store with average level of performance and average reputation.

“TaoBao” store is offering wide range of products in different categories i.e. i.e. cosmetics, clothing, footwear, accessories, home appliances etc.

1. Have you purchased clothing products from “TaoBao” from last 12 months?

- Yes
- No

Visit the website : <https://www.taobao.com/>

Give your opinion by choosing best and appropriate response from the given options

where 1 – "Strongly Disagree", 2- “Disagree”, 3- “Somewhat Disagree”, 4- “Neutral”, 5 – "Somewhat Agree", 6- “Agree” and 7– " Strongly Agree

<b>Statements</b>	1	2	3	4	5	6	7
China is a wealthy country?	1	2	3	4	5	6	7
China is economically developed?	1	2	3	4	5	6	7
China has a high standard of living?	1	2	3	4	5	6	7
Products made in China are of high quality?	1	2	3	4	5	6	7
Products made in China are reliable?	1	2	3	4	5	6	7
Products made in China have a strong brand?	1	2	3	4	5	6	7
Products made in China have good design?	1	2	3	4	5	6	7

<b>Statements</b>							
<b>Perceived Usefulness</b>							
Compared to alternative, TaoBao offers attractive product costs?	1	2	3	4	5	6	7
Compared to alternative, TaoBao charges me fairly for similar products?	1	2	3	4	5	6	7
Compared to alternative, TaoBao provides more free services?	1	2	3	4	5	6	7
Comparing what I pay to what I might get from other competitive, I think the TaoBao provided me with good value?	1	2	3	4	5	6	7
Comparing what I pay to what I might get from	1	2	3	4	5	6	7

other, I think the TaoBao provides me with good value?							
<b>Perceived Ease of Use</b>							
TaoBao website/e-commerce exchange would be clear and understandable?	1	2	3	4	5	6	7
TaoBao website/e-commerce exchange would not require a lot of mental effort?	1	2	3	4	5	6	7
TaoBao website/e-commerce exchange would be easy to use?	1	2	3	4	5	6	7
TaoBao website/e-commerce exchange would allow me to shop the way I want to shop?	1	2	3	4	5	6	7
<b>Perceived Enjoyment</b>							
If I were online shopping, this TaoBao website/e-commerce exchange would be entertaining?	1	2	3	4	5	6	7
If I were online shopping, this TaoBao website/e-commerce exchange would be enjoyable?	1	2	3	4	5	6	7
If I were online shopping, this TaoBao website/e-commerce exchange would be exciting?	1	2	3	4	5	6	7
<b>Store Trust</b>							
TaoBao appears to be more trustworthy than others?	1	2	3	4	5	6	7
I find TaoBao capable of fulfilling the delivery promises made to me?	1	2	3	4	5	6	7
Overall, I trust the TaoBao?	1	2	3	4	5	6	7
<b>Store Image</b>							
The store TaoBao provides excellent customer service?	1	2	3	4	5	6	7
The store TaoBao has attractive promotions in the store?	1	2	3	4	5	6	7
The store TaoBao offers an attractive loyalty program?	1	2	3	4	5	6	7
The store TaoBao has an extensive assortment?	1	2	3	4	5	6	7
The store TaoBao offers value for money?	1	2	3	4	5	6	7

<b>Intention To Purchase</b>							
The probability that I would consider buying clothes and fashion apparel products from TaoBao is high?	1	2	3	4	5	6	7
If I were to buy clothing and fashion apparel products, I would consider buying products from	1	2	3	4	5	6	7

TaoBao sellers?							
My willingness to buy clothing and fashion apparel products from TaoBao is high?	1	2	3	4	5	6	7
It is likely that I will purchase clothing and fashion apparel products from TaoBao in the near future?	1	2	3	4	5	6	7

### (TaoBao and Coupang)

#### **Coupang (Korea Store)- More Reliable**

Imagine that you are looking for some clothes in online stores. One of the stores is “Coupang”. It is a Korean online store with the best quality and higher level of performance online store. The store offers a wide range of products in different categories i.e. i.e. cosmetics, clothing, footwear, accessories, home appliances etc.

1. Have you purchased clothing products from "Coupang" from last 12 months?

- Yes
- No

Visit the website : <https://www.coupang.com/>

Give your opinion by choosing best and appropriate response from the given options

where 1 – "Strongly Disagree", 2- “Disagree”, 3- “Somewhat Disagree”, 4- “Neutral”, 5 – "Somewhat Agree", 6- “Agree” and 7– " Strongly Agree

<b>Statements</b>	1	2	3	4	5	6	7
Korea is a wealthy country?	1	2	3	4	5	6	7
Korea is economically developed?	1	2	3	4	5	6	7
Korea has a high standard of living?	1	2	3	4	5	6	7
Products made in Korea are of high quality?	1	2	3	4	5	6	7
Products made in Korea are reliable?	1	2	3	4	5	6	7
Products made in Korea have a strong brand?	1	2	3	4	5	6	7
Products made in Korea have good design?	1	2	3	4	5	6	7

#### **Statements**

#### **Perceived Usefulness**

Compared to alternative, Coupang offers attractive product costs?	1	2	3	4	5	6	7
Compared to alternatives, Coupang charges me fairly for similar products?	1	2	3	4	5	6	7
Compared to alternatives, Coupang provides	1	2	3	4	5	6	7

more free services?							
Comparing what I pay to what I might get from other competitive, I think the Coupang provided me with good value?	1	2	3	4	5	6	7
Comparing what I pay to what I might get from other, I think the Coupang provides me with good value?	1	2	3	4	5	6	7
<b>Perceived Ease of Use</b>							
Coupang website/e-commerce exchange would be clear and understandable?	1	2	3	4	5	6	7
Coupang website/e-commerce exchange would not require a lot of mental effort?	1	2	3	4	5	6	7
Coupang website/e-commerce exchange would be easy to use?	1	2	3	4	5	6	7
Coupang website/e-commerce exchange would allow me to shop the way I want to shop?	1	2	3	4	5	6	7
<b>Perceived Enjoyment</b>							
If I were online shopping, this Coupang website/e-commerce exchange would be entertaining?	1	2	3	4	5	6	7
If I were online shopping, this Coupang website/e-commerce exchange would be enjoyable?	1	2	3	4	5	6	7
If I were online shopping, this Coupang website/e-commerce exchange would be exciting?	1	2	3	4	5	6	7
<b>Store Trust</b>							
Coupang appears to be more trustworthy than others?	1	2	3	4	5	6	7
I find Coupang capable of fulfilling the delivery promises made to me?	1	2	3	4	5	6	7
Overall, I trust the Coupang?	1	2	3	4	5	6	7
<b>Store Image</b>							
The store Coupang provides excellent customer service?	1	2	3	4	5	6	7
The store Coupang has attractive promotions in the store?	1	2	3	4	5	6	7
The store Coupang offers an attractive loyalty program?	1	2	3	4	5	6	7
The store Coupang has an extensive assortment?	1	2	3	4	5	6	7

The store Coupang offers value for money?	1	2	3	4	5	6	7
---	---	---	---	---	---	---	---

### **Intention To Purchase**

The probability that I would consider buying clothes and fashion apparel products from Coupang is high?	1	2	3	4	5	6	7
If I were to buy clothing and fashion apparel products, I would consider buying products from Coupang sellers?	1	2	3	4	5	6	7
My willingness to buy clothing and fashion apparel products from Coupang is high?	1	2	3	4	5	6	7
It is likely that I will purchase clothing and fashion apparel products from Coupang in the near future?	1	2	3	4	5	6	7

### **Ethnocentrism**

For me, it's always the products from Pakistan first, last and foremost?	1	2	3	4	5	6	7
If I have a choice, I will prefer buying products and services from Pakistan?	1	2	3	4	5	6	7
I prefer being served by service providers from Pakistani companies?	1	2	3	4	5	6	7
As far as possible, I avoid buying products and services from foreign countries?	1	2	3	4	5	6	7
I often refuse to buy a product or service because it is from a foreign country?	1	2	3	4	5	6	7
I would much rather not buy a product or service than buy one from a foreign country?	1	2	3	4	5	6	7
It may cost me in the long run, but I support products and services from Pakistan?	1	2	3	4	5	6	7
I will never regret buying a product or service from Pakistan?	1	2	3	4	5	6	7

<b>Gender</b>	<input type="checkbox"/> Male	<input type="checkbox"/> Female	
<b>Age (yrs.)</b>	_____ Years		

<b>Marital Status:</b>	<input type="checkbox"/> Single	<input type="checkbox"/> Married	<input type="checkbox"/> Divorced	<input type="checkbox"/> Separated	<input type="checkbox"/> Others
<b>Qualification</b>	<input type="checkbox"/> SSC	<input type="checkbox"/> HSSC	<input type="checkbox"/> Bachelors	<input type="checkbox"/> Masters	<input type="checkbox"/> PhD
<b>Income (After Tax) Pkr</b>	<input type="checkbox"/> Less Than 30000 Rs.	<input type="checkbox"/> 30001 to 50000 Rs.	<input type="checkbox"/> 50001 to 70000 Rs.	<input type="checkbox"/> 70001 to 100000 Rs.	<input type="checkbox"/> Above 100000 Rs.

***Thanks and Best Regards***