

## Does Country of Origin Matter? Exploring Its Effect on Purchase Decisions Mediated by Perceived Quality

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### ABSTRACT

This research explores whether a product's country of origin (COO) influences consumer purchasing decisions through the mediating role of perceived quality. The study is grounded in consumer behavior and brand perception theories, focusing on Adidas users in Bandung as a case. Using a quantitative method and Structural Equation Modeling (SEM) via SmartPLS, data were collected from 110 respondents through a structured questionnaire. The analysis confirmed that COO has a significant positive influence on perceived quality and, subsequently, on purchase decisions. However, the COO does not directly influence purchasing decisions without the mediation of perceived quality. These findings highlight the importance of perceived product quality in bridging the consumer's perception of a brand's origin and purchasing behavior. This study contributes to marketing and branding strategies by emphasizing the need for companies to enhance the perceived quality of their products when leveraging their country of origin in brand positioning.



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## 1. Introduction

In an era of global competition, where international brands are constantly vying for consumer attention, the reputation of a product's origin has emerged as a powerful influence on purchasing behavior. Consumers often rely on extrinsic cues—such as brand name, price, packaging, and, most notably, Country of Origin (COO)—to evaluate the quality and desirability of products, especially when they lack sufficient information about the product itself. The concept of Country of Origin (COO)—the country where a brand or product is perceived to originate—has gained prominence in consumer behavior studies due to its impact on brand image and buyer perception. COO is a cognitive cue that shapes consumers' beliefs about a product's quality, reliability, and prestige (McConkey & Mariga, 2011; Skidmore & Kaufman, 2011). This phenomenon has become particularly relevant for international brands like Adidas, whose strong German heritage is often linked to high performance and premium quality.

Despite extensive research into COO effects, scholars continue to debate the mechanisms through which it influences consumer decision-making. Some studies emphasize a direct effect of COO on purchase decisions (Buhmann & Inghoff, 2015), while others argue that perceived quality mediates this relationship, suggesting that COO only matters if it enhances the perceived value of a product. This divergence highlights a critical gap in understanding how consumers process origin cues when forming judgments about brand quality and making purchase choices. This influence of COO is especially prominent in countries with rapidly growing consumer classes, like Indonesia, where foreign brands often hold a prestigious image. Among such brands, Adidas stands out as a global sportswear giant perceived to embody German efficiency, innovation, and quality. For many Indonesian consumers, especially in urban centers like Bandung, the perceived German origin of Adidas adds value to the brand beyond its functional benefits. This psychological association creates a competitive advantage that directly or indirectly affects consumer decision-making. However, while COO is often cited as an important determinant of consumer behavior, the mechanisms through which it exerts its influence remain a subject of scholarly debate.

Some researchers argue that the COO directly influences purchase decisions, acting as a shortcut in the consumer's decision-making process (Buhmann & Inghoff, 2015). Others contend that the COO affects consumer choices only indirectly through its impact on perceived product quality (Robo, 2014). This indirect view posits that the COO influences consumers' perceptions, which then mediate the eventual purchase behavior. Thus, while the significance of the COO is generally acknowledged, the pathways through which it operates are still contested in academic literature.

On the other hand, understanding perceived quality's role is crucial in untangling this relationship. Zeithaml (1988) states that perceived quality is “the consumer's judgment about a product's overall excellence or superiority.” It is subjective, shaped by brand associations, marketing communications, and external indicators such as COO. When consumers believe that a product comes from a country known for producing high-quality goods in that category (e.g., Germany for engineering and sportswear), they may be more likely to assign high quality to that product, regardless of its actual performance. This halo effect of COO on quality perception can significantly influence the consumer's final decision to purchase. Despite these insights, few empirical studies in Indonesia have examined the mediating role of perceived quality in the relationship between COO and purchasing decisions. Much of the existing literature has focused on Western markets or treated COO as an isolated influence. This lack of localized research creates a gap in understanding how Indonesian consumers, particularly in urban environments with high exposure to international brands, interpret COO and whether it genuinely impacts their buying decision.

This study aims to address this gap by examining the indirect effect of COO on purchasing decisions mediated by perceived quality in the context of Adidas users in Bandung,

Indonesia, as a case. Bandung represents a relevant context for this study because it is a fashion-forward city with a large population of brand-conscious youth, and the brand "Adidas," being a leading foreign brand with a strong German identity, is an ideal case to assess how the COO and perceived quality affect consumer behavior in a real-market setting. Hence, this research investigates whether COO enhances brand appeal by elevating perceived quality, leading to actual purchase intentions. The study's findings contribute to marketing theory and brand strategy by offering nuanced insights into how consumers interpret and respond to origin-based brand cues. Ultimately, the research underscores the strategic value of aligning perceived quality with origin associations to strengthen consumer loyalty and drive purchasing behavior.

### **1.1. Problem Identification**

As globalization expands consumer access to international brands, brand origin becomes a powerful factor in shaping consumer trust and willingness to purchase. However, in markets like Indonesia—where consumer sophistication is growing but still varies across regions—the influence of COO is not always straightforward. On one hand, consumers may be drawn to foreign brands because they are perceived to offer superior quality and prestige. On the other hand, the presence of imitation products and inconsistent brand messaging can weaken the COO signal. This inconsistency raises critical questions: Does the Country of Origin still strongly influence Indonesian consumers' purchasing decisions? Or has the perceived quality of the product become the more decisive factor? These questions are particularly salient for global brands like Adidas, which rely on their German heritage to reinforce brand identity and manufacture products worldwide, including Asia. The complexity increases when consumers become aware that the product was not physically manufactured by the COO, leading to potential cognitive dissonance between brand perception and product reality. Depending on perceived quality, this dissonance could either dilute or reinforce the COO effect. Moreover, previous research presents inconsistent findings. Some scholars assert that COO directly influences consumer behavior, while others emphasize its role as a cue that shapes perceived quality. Evidence suggests that in developing markets, COO matters more for first-time purchases or luxury products but less for habitual purchases or familiar brands. These conflicting views underscore the need for research that tests mediation models to determine whether COO affects purchase decisions directly, indirectly, or both.

This study was, therefore, designed to address a fundamental question in consumer behavior and international marketing: To what extent does Country of Origin affect purchasing decisions, and what role does perceived quality play in mediating this effect? The lack of consensus in previous literature and the scarcity of empirical studies in the Indonesian context motivate a closer examination of this issue.

### **1.2. Significance of the Study**

This study makes several important contributions to theory and practice. Theoretically, it deepens our understanding of the COO construct by exploring its interaction with perceived quality in influencing purchasing decisions. By testing a mediation model, the research moves beyond simplistic cause-effect assumptions and provides a more nuanced view of how brand origin works in real-world consumer markets. The study also expands the literature on COO effects in developing countries, which remain under-researched in global marketing scholarship. From a managerial perspective, the findings have practical implications for brand strategists, especially those operating in emerging markets. Suppose the COO influences consumer decisions only when perceived quality is high. In that case, firms must focus on promoting their country of origin and ensuring consistent product performance and communication. The study offers insight into leveraging brand heritage effectively for Adidas and similar international brands while addressing local consumer expectations.

Furthermore, the research helps local marketers understand the dynamics of foreign brand perception, enabling them to craft marketing messages that resonate more effectively with the aspirations and preferences of urban Indonesian consumers. In a market where counterfeit goods are common, and brand credibility is fragile, understanding how COO and perceived quality interact can make the difference between a successful and failed brand strategy.

### 1.3. Integrated Literature Review

Previous studies on Country of Origin (COO) have long emphasized its importance in consumer behavior and international marketing. Schooler (1965) first introduced the concept, suggesting that consumer perceptions of a product are often shaped by the country associated with its production. This idea was expanded by Nagashima (1977), who argued that COO functions as a symbolic cue that reflects a consumer's image of a nation's people, economy, and industrial capabilities. Johansson et al. (1985) also found that COO could act as a halo effect, influencing the overall evaluation of a product regardless of its intrinsic attributes. Later research refined this idea by integrating it with the concept of perceived quality. Zeithaml (1988) defined perceived quality as the consumer's judgment about a product's excellence, which is not necessarily based on technical evaluation but on perception. Bilkey and Nes (1982) demonstrated that COO can significantly affect perceived quality, particularly when a product originates from a country renowned for excellence in that category. This indirect path suggests that COO shapes consumer expectations, influencing purchasing behavior.

The relationship between COO, perceived quality, and purchasing decisions has been explored in various contexts. Yasin et al. (2007) found that consumers associate COO with brand reputation and technological advancement. In the Southeast Asian context, Pandey et al. (2021) examined Adidas users across Indonesia, India, and Malaysia, finding that perceived quality significantly influenced purchase decisions, though COO effects varied by region. Similarly, Mujahidah and Tan (2021) found that for Nike products in Jabodetabek, COO, brand image, and consumer ethnocentrism jointly influenced purchase intentions. Despite these findings, gaps remain—particularly in understanding how COO operates as a background factor rather than a standalone influence. Several studies by Sweeney and Soutar (2001) and Ko et al. (2012) recommend testing mediation models, arguing that COO only impacts purchasing when filtered through perceived quality.

This research builds on and extends these prior studies by applying a mediation framework in the context of Adidas consumers in Bandung, thereby contributing new evidence from an emerging market perspective.

## 2. Method

This study adopted a quantitative research approach using a survey method to examine the role of Country of Origin (COO) on purchasing decisions among Adidas brand users in Bandung, with perceived quality as a mediating variable. The research was designed to provide statistically reliable findings that can be replicated and built upon by other scholars investigating consumer behavior, particularly in the context of global brand perception in emerging markets. This study was conducted independently and did not receive written approval or endorsement from Adidas. The research utilized Adidas as a case study to investigate consumer behavior, specifically focusing on the effect of Country of Origin (COO). As is common in academic research, brand names were used for educational and scholarly purposes without implying affiliation or sponsorship.

The target population consisted of consumers in Bandung who had purchased and used Adidas products. Using non-probability purposive sampling, 100 respondents were selected

based on their familiarity with Adidas products and willingness to participate. This sampling method ensured the inclusion of respondents directly relevant to the study objectives. Respondents were selected through non-probability purposive sampling. The criteria for inclusion were (1) familiarity with Adidas products and (2) willingness to participate in the study. The researcher targeted individuals in Bandung who had purchased and used Adidas products, ensuring the sample was relevant to the research objectives. This purposive approach enabled the researcher to specifically reach consumers with experience using the Adidas brand rather than relying on general or random sampling.

### **2.1. Data Collection Procedure**

Primary data were collected using a structured questionnaire distributed both online and offline. The questionnaire comprised closed-ended questions based on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The instrument was pre-tested on a small sample to ensure clarity and reliability before the final distribution. Respondents provided demographic information, perceptions about the COO, perceived quality, and their purchase decision behavior. There are three key variables were measured:

1. Country of Origin (COO): COO was operationalized using items adapted from prior studies such as Han (1989) and Roth and Romeo (1992), focusing on perceptions about Germany as Adidas's country of origin.
2. Perceived Quality (PQ) was measured using indicators developed by Zeithaml (1988) and Dodds et al. (1991), which captured consumers' subjective evaluations of Adidas product quality.
3. Purchase Decision (PD) was assessed using items adapted from Goldsmith et al. (1990), focusing on factors influencing brand choice and purchase behavior.

Content validity and reliability were ensured through expert judgment from marketing academics. Construct validity was confirmed using factor analysis. Reliability analysis produced a Cronbach's Alpha above 0.7 for all constructs, indicating acceptable internal consistency.

### **2.2. Data Analysis**

Data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach via SmartPLS 3.2.9. SEM-PLS was chosen for its ability to test complex relationships, particularly mediation effects, within small to moderate sample sizes. The analysis followed a two-stage approach: measurement model assessment (validity and reliability of indicators) and structural model assessment (hypothesis testing). Bootstrapping with 5000 samples was used to assess the significance of path coefficients.

Regarding the research's Ethical Considerations, all respondents participated voluntarily, and their anonymity and confidentiality were maintained. The study complied with standard ethical guidelines for research involving human subjects, and no sensitive personal data was collected. For the data availability, all research instruments, raw data, and analysis codes used in this study are available upon request to the corresponding author. While not yet deposited in a public repository, the materials will be made accessible for verification and replication as publication standards require.

### 3. Results and Discussion

#### 3.1. Results

This section presents the empirical findings based on the analysis of data obtained from 100 respondents who are Adidas users in Bandung. The analysis used the Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach. The data were evaluated through two main stages: measurement model assessment and structural model assessment.

##### 3.1.1. Descriptive Statistics

The majority of respondents were aged between 18-25 years (72%), followed by 26-35 years (20%) and above 35 years (8%). Regarding gender distribution, 54% were male and 46% female. Most respondents had purchased Adidas products more than once, indicating familiarity with the brand.

Table 1 Gender of 100 Respondent

Gender	Frequency	Percentage
Male	66	66%
Female	34	34%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 2 Age of 100 Respondent

Age	Frequency	Percentage
17-24	59	59%
25-34	30	30%
35-44	9	9%
>45	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

##### 3.1.2. Measurement Model Assessment

The outer model was evaluated for convergent validity, discriminant validity, and internal consistency. All indicator loadings were above 0.7, average variance extracted (AVE) exceeded 0.5, and composite reliability scores surpassed 0.7, confirming the constructs' adequacy (COO, Perceived Quality, and Purchase Decision).

Table 3 Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Country of Origin	0.802
Purchase Decision	0.693
Perceived Quality	0.794

3.1.3. Structural Model and Hypothesis Testing

Table 4 Goodness of Fit (GoF)

	Saturated Model	Estimated Model
SRMR	0.068	0.068

Table 5 F Square

Variable	F Square
COO → Purchase Decision	0.017
COO → Perceived Quality	0.1881
Perceived Quality → Purchasing Decision	0.883

Table 6 Path Coefficients (Direct Effect)

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
COO → Perceived Quality	0.109	0.100	0.113	0.966	0.334
Perceived Quality → Purchase Decision	0.808	0.813	0.051	15.997	0.000
COO → Purchase Decision	0.781	0.792	0.101	7.745	0.000

Table 7 Specific Indirect Effect (Mediation Effect)

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
COO → Perceived Quality → Purchase Decision	0.631	0.645	0.099	6.353	0.000

The model's R<sup>2</sup> value for Purchase Decision was 0.682, suggesting that the perceived quality and COO could explain 68.2% of the variance in consumer purchase decisions. The R<sup>2</sup> for Perceived Quality was 0.493, indicating a strong influence from COO.

Table 8 R-square Model

Variable	R-square	R-square Adjusted
Purchase Decision	0.760	0.755
Perceived Quality	0.653	0.648

3.1.4. Interpreting the Influence of Country of Origin (COO)

The findings demonstrate a statistically significant relationship between Country of Origin and Purchasing Decision. This supports existing theories on the country-of-origin effect, such as those proposed by Bilkey and Nes (1982) and Han and Terpstra (1988), which argue that consumers use a product’s origin as a heuristic or cue to judge quality. The positive effect of COO on consumer preferences observed in this study is aligned with prior studies like Ahmed and d’Astous (2004) and Jin et al. (2006), which found that well-perceived countries—like Germany, Japan, or in this case, Germany (Adidas)—enhance brand perceptions and trust.

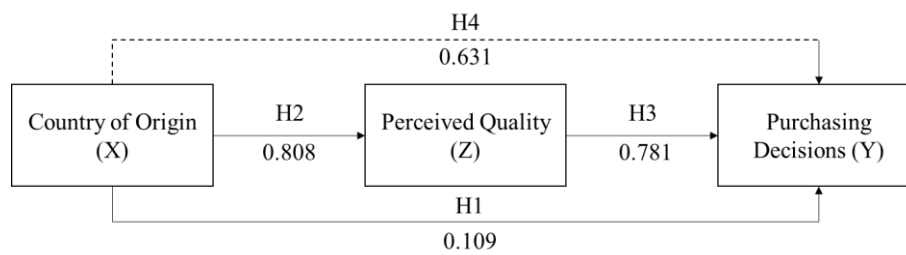


Figure 1 Hypothesis Results

The results suggest that consumers in Bandung associate Adidas with Germany's favorable industrial and cultural image, thereby enhancing their confidence in the brand and its products. The reputation of German engineering and quality may translate into perceived product reliability, technological superiority, and style.

3.1.5. The Mediating Role of Perceived Quality

The research confirms that Perceived Quality mediates the relationship between COO and Purchasing Decisions, as hypothesized. This finding supports the Aaker Brand Equity Model (2009) and Zeithaml’s (1988) value perception theory, where perceived quality is a central dimension affecting brand preference and purchase behavior. Consumers' perceptions of the high quality of Adidas products—enhanced by the COO cue—ultimately shape their buying decision.

Table 6 Mediating Role

Variable	Mediating Effect
COO → Perceived Quality → Purchase Decision	0.631

Furthermore, the results align with those of Elliott and Cameron (1994), who suggest that consumers interpret COO as a quality marker, primarily for high-involvement products like branded sportswear. In addition, this mediation effect is consistent with (Pappu et al. (2007), who also found perceived quality to be a crucial intermediary between brand cues and consumer responses

### 3.2. Discussion

This study aimed to examine the role of Country of Origin (COO) in influencing consumer purchasing decisions, with Perceived Quality as a mediating variable. The analysis results confirmed the significance of direct and indirect relationships among the variables, providing rich insights into consumer behavior, especially within global brands such as Adidas. Furthermore, the findings of this study emphasize the significant role played by Country of Origin (COO) and Perceived Quality in shaping consumer purchase decisions, particularly among Adidas users in Bandung. This aligns with previous literature suggesting that the COO often acts as a proxy for product credibility and quality evaluation, especially when consumers cannot directly evaluate the product before purchase (Ghani & Bashirun, 2019).

#### 3.2.1. *Country of Origin as a Cognitive Cue*

The results confirm that COO has a strong influence on brand perception. Consumers tend to associate products from developed countries, especially Germany, in the case of Adidas, with superior technology, durability, and style. This is consistent with previous studies such as those by Pharr (2005) and Usunier (2011), which explain that the symbolic and functional value embedded in the country's image enhances brand equity and consumer trust. In Bandung, a city with a growing middle class and heightened brand consciousness, the COO acts not only as a cognitive cue but also as a social symbol of status and trust.

#### 3.2.2. *The Mediating Role of Perceived Quality*

Perceived quality was found to be a mediator in the relationship between COO and purchase intention. Consumers do not merely respond to the country label but integrate that cue with personal perceptions of product quality—durability, comfort, design, and materials. This finding supports Zeithaml's (1988) concept of perceived quality as a consumer judgment about a product's overall excellence or superiority. It also builds on more recent work (Wang et al., 2019), highlighting that perceived quality strengthens the psychological link between COO and actual purchasing behavior.

#### 3.2.3. *Adidas as a Case of Global Brand Success*

Using Adidas as a case provides strong evidence of how a well-managed global brand can leverage COO strategically. The brand's German heritage evokes notions of precision engineering, athletic performance, and innovation—highly valued by the Bandung respondents. Adidas has consistently embedded its COO values into its global messaging and product designs, further solidifying consumer confidence in the brand. This ties back to Batra and Sinha (2000), who assert that global brands gain a competitive edge when combining global appeal with culturally resonant messaging.

#### 3.2.4. *Local Context: Bandung's Consumer Landscape*

Bandung is known for its trend-conscious and fashion-forward youth market, making it a relevant case for investigating how international brand perceptions take root in local markets. The results indicate that COO influence is amplified when consumers use brand choices to construct personal and social identities. Furthermore, the increasing exposure to global media and international shopping experiences (e.g., via e-commerce) means that Bandung consumers are becoming more discerning, valuing product origin's symbolic and functional attributes.

### 3.2.5. Comparison with Other Empirical Studies

This study's results align with similar empirical findings by Ahmed and d'Astous (2008) and Han and Terpstra (1988), who documented that COO plays a pivotal role in high-involvement purchases. However, it also contrasts with research by (Chao et al., 1995), which noted diminishing COO effects in highly globalized consumer segments. This divergence may reflect the stage of market maturity and brand penetration; in Bandung, COO still appears to be a robust heuristic due to developing awareness of global brand histories and perceived value. Several studies have emphasized the dual role of COO—as both a cognitive shortcut and an affective association in purchase behavior. For example, Chang and Chen (2008) found that COO significantly affects consumers' emotional connection and willingness to pay a premium. Our findings corroborate this, particularly the strong effect of COO on perceived quality, indicating that even in emerging markets like Indonesia, COO is not merely symbolic—it tangibly influences how quality is assessed.

Interestingly, some literature, such as Magnusson et al. (2011), suggests that the COO effect is diminishing in younger, globalized consumers prioritizing brand identity over origin. However, this study provides evidence that the COO still plays a substantial role, even among urban, brand-conscious youth in Bandung, suggesting that the effect remains contextually relevant depending on brand category, consumer familiarity, and market maturity.

### 3.2.6. Theoretical Implications

This study reinforces the Theory of Planned Behavior by Ajzen (1991) by showing how attitudes formed through COO perceptions and quality beliefs influence behavioral intentions. The mediation of perceived quality also echoes the Signaling Theory, which posits that consumers rely on extrinsic signals (like COO) to assess product attributes in markets with asymmetric information. Moreover, the linkages observed support the Brand Equity framework (Aaker, 1992), where the COO contributes to perceived quality, influencing loyalty and purchase intent. This study contributes to the literature by empirically validating the mediating effect of perceived quality in the COO–purchase decision relationship, specifically in a Southeast Asian context. It adds nuance to COO research by demonstrating that perceived quality is not a passive outcome but a dynamic construct shaped by cognitive cues and brand narratives. This is especially useful for understanding consumer behavior in emerging markets where global brands are aspirational symbols. Additionally, the results bridge two research domains—country image theory and consumer quality perception—highlighting how cognitive and evaluative constructs jointly influence consumer choice.

### 3.2.6. Practical Implications

These findings suggest the importance of integrating COO messaging with quality-based storytelling **for marketers, especially in the athletic and lifestyle apparel sector.** Brands like Adidas can enhance Bandung's market resonance by highlighting their heritage and innovation in local campaigns. Additionally, companies should consider consumer education strategies to enhance quality perceptions—emphasizing material standards, performance testing, and sustainability practices. From a managerial perspective, these findings underscore the importance of leveraging COO in marketing strategies, particularly for global brands operating in developing economies. Brand managers can reinforce the country-of-origin narrative in promotional materials to strengthen perceived quality and enhance purchase intentions. For instance, in localized campaigns, Adidas might emphasize its German heritage to deepen brand value perception among Indonesian consumers.

Moreover, the mediating role of Perceived Quality reveals that while COO provides the initial signal, consumers still evaluate product features such as design, durability, and comfort.

Therefore, companies must ensure consistent product performance that matches or exceeds the image associated with their country of origin.

### 3.2.7. *Limitations and Future Research Directions*

Although the study provides meaningful insights, it is geographically limited to Bandung, which may not fully represent other Indonesian consumer segments. Additionally, the study relies on self-reported measures, which may be subject to bias. Future research should explore comparative city-based analysis across Indonesia and include variables like brand loyalty, pricing perceptions, and social influence, which further mediate or moderate the impact of COO. While the study offers robust insights, it has some limitations. The focus on Adidas as a single brand limits generalizability. Future research could explore multiple brands across different product categories to assess whether the mediating role of perceived quality holds consistently.

Moreover, cultural factors such as nationalism, ethnocentrism, or even anti-globalization sentiments may also moderate the COO effect, as suggested by Shimp and Sharma (1987). Future studies should include such variables better to understand the dynamics of global branding in localized settings.

## 4. **Conclusion**

This study explored the influence of Country of Origin (COO) on purchase decisions, mediated by perceived quality, among Adidas consumers in Bandung. The research contributes theoretically and practically to the literature on international marketing and consumer behavior, particularly in emerging market contexts. The findings confirm that COO plays a significant role in shaping consumer perceptions and purchasing behavior. In the case of Adidas, the German country image is not merely symbolic—it exerts a tangible effect on how consumers assess product quality and make purchasing decisions. This underscores the enduring relevance of COO in brand positioning, especially in brand-conscious urban markets like Bandung. More importantly, the study demonstrates that perceived quality is a key mediating variable. Consumers interpret COO as a signal of trust and authenticity, but their judgment of product quality—durability, comfort, and style—ultimately drives their buying behavior. This validates the hypothesis that the COO's influence is not automatic; it becomes effective when quality perception is positive and aligned with brand messaging. From a theoretical perspective, this study reinforces existing frameworks, such as the Signaling Theory, Theory of Planned Behavior, and Brand Equity Model, by confirming the mechanisms through which COO influences consumer action. From a practical standpoint, it highlights how global brands can strengthen market impact by integrating COO storytelling with product excellence and consistency. This synthesis of key points—starting from the problem identification through the empirical evidence—demonstrates compatibility across all study chapters. The narrative that the COO shapes perceived quality, which shapes consumer decisions, is supported by statistical results and theoretical discourse.

The findings of this study open several avenues for future exploration. First, expanding the scope to include other international brands and product categories would allow for a comparative analysis of COO effects across industries. Second, incorporating moderating variables such as brand loyalty, consumer ethnocentrism, or price sensitivity may deepen understanding of how COO interacts with personal and cultural factors. Additionally, as consumer behavior evolves with digital exposure, future research should explore how online reviews, influencer endorsements, and e-commerce platforms mediate or amplify COO perceptions. Understanding these new pathways is critical for adapting traditional COO strategies to the digital age. Finally, practical applications could include the development of localized brand communication strategies that blend origin credibility with experiential

marketing—reinforcing quality perceptions not only through advertisements but also through customer experience, retail ambiance, and after-sales service. In conclusion, the power of COO, when combined with high perceived quality, remains a compelling force in shaping consumer behavior. For brands like Adidas, the key lies in sustaining quality while authentically leveraging their origin to build lasting consumer trust and preference.

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