## REFERENCES

Apple: brand value 2021 | Statista. (2021). Statista; Statista. https://www.statista.com/statistics/326052/apple-brand-value/

- Abdulla Aljafari 2016, Apple Inc. Industry Analysis Business Policy and Strategy, Ijser.org. <u>https://www.ijser.org/paper/Apple-Inc-Industry-Analysis-Business-Policy-and-Strategy.html</u>
- Adenan, Mohd & Kasuma, Jati & Humida, Dayang. (2018). Country of origin, brand image and high involvement product towards customer purchase intention: empirical evidence of east malaysian consumer. Jurnal Manajemen dan Wirausaha. 20. 10.9744/jmk.20.1.63-72.
- Adina, C., Gabriela, C., & Roxana-Denisa, S. (2015). Country-of-Origin Effects on Perceived Brand Positioning. *Procedia Economics and Finance*, 23, 422–427.
- Ainiyah, Nur & Deliar, Albertus & Virtriana, Riantini. (2016). The classical assumption test to driving factors of land cover change in the development region of northern part of west java. isprs - International Archives of the Photogrammetry, Remote Sensing and Spatial Information Sciences. XLI-B6. 205-210. 10.5194/isprs-archives-XLI-B6-205-2016
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human* Decision Processes, 50(2), 179–211.
- Akram, A., Merunka, D. and Shakaib Akram, M. (2011), "Perceived brand globalness in emerging markets and the moderating role of consumer ethnocentrism", International Journal of Emerging Markets, Vol. 6 No. 4, pp. 291-303.
- Albers, M. J. (2017). Quantitative Data Analysis—In the Graduate Curriculum. Journal of Technical Writing and Communication, 47(2), 215– 233.
- Alden, D. L., JanBenedict E. M. Steenkamp, & Batra, R. (1999). Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global

Consumer Culture. *Journal of Marketing*, 63(1), 75–87. JSTOR. https://doi.org/10.2307/1252002

- Ali, A., Xiaoling, G., Sherwani, M. and Ali, A. (2018), "Antecedents of consumers and potential consumers' Halal brand purchase intention: an integrated approach", Management Decision, Vol. 56 No. 4, pp. 715-735. https://doi.org/10.1108/MD-11-2016-0785
- Apple Inc. (AAPL) Company Profile & Facts Yahoo Finance. (2020).@YahooFinance. <u>https://yhoo.it/39HVUHe</u>
- Apple Inc. | Devex. (2020). Devex.com. <u>https://www.devex.com/organizations/apple-inc-54609</u>
- Apple Statistics (2021). (2021, March 16). Business of Apps; https://www.businessofapps.com/data/apple-statistics/
- Arrighi, G. (1999). The Global Market. *Journal of World-Systems Research*, 216–251. https://doi.org/10.5195/jwsr.1999.129
- Arrighi, Giovanni. (2015). The Global Market. Journal of World-Systems Research.5. 216. 10.5195/jwsr.1999.129.
- Asadoorian, M. O., & Kantarelis, D. (2005). *Essentials of inferential statistics*. University Press of America.
- Aspiring Indonesia: Expanding the Middle Class. (2020). World Bank. https://www.worldbank.org/en/country/indonesia/publication/aspiringindonesia-expanding-the-middle-class
- Aysuna, Ceyda & Bilgen, İlknur & Kara, Adnan. (2016). The Effect of Country of Origin Perceptions and Perceived Brand Globalness on Perceived Brand Quality.
- Baek, Tae Hyun & Kim, Jooyoung & Yu, Jay. (2010). The Differential Roles of Brand Credibility and Brand Prestige in Consumer Brand Choice. Psychology and Marketing. 27. 662 - 678. 10.1002/mar.20350.
- Baek, Woo-Yeul & Byon, Kevin & Choi, Young-hwan & Park, Choon-woo. (2017).Millennial consumers and potential consumers' perception of sportswear brand

globalness impacts purchase intention in cause-related product marketing. Social Behavior and Personality: an international journal. 45. 1319-1335. 10.2224/sbp.6225.

- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. Journal of Personality and Social Psychology, 5, 1173-1182.
- Bhakar, Sher & Bhakar, Shailja. (2013). Relationship between country of origin, brand image and customer purchase intentions. Far East Journal of Psychology and Business. 10.
- Bhrsma Murti (2016) How to conduct path analysis and structural equation model for health research. <u>http://theicph.com/wp-content/uploads/2016/09/How-to-</u> <u>conduct-Path-Analysis-and-SEM-for-Health-Research\_24-Sep-2016\_Prof-</u> <u>Bhisma-Murti.pdf</u>
- Bommae. (2016, April 18). Introduction to Mediation Analysis / University of Virginia Library Research Data Services + Sciences. Virginia.edu. https://data.library.virginia.edu/introduction-to-mediation-analysis/
- Bordo, M. D., Taylor, A. M., Williamson, J. G., & National Bureau Of Economic Research. (2003). Globalization in Historical Perspective. University Of Chicago Press.

https://www.degruyter.com/document/doi/10.7208/9780226065991-006/html

- Brand. (2021). Investopedia. https://www.investopedia.com/terms/b/brand.asp
- Bui Nhat Vuong & H Nam Khanh Giao (2019, 9 Jul) The Impact of Perceived Brand Globalness on Consumers and potential consumers' Purchase Intention and the Moderating Role of Consumer Ethnocentrism: An Evidence from Vietnam. (2020). Journal of International Consumer Marketing. <u>https://www.tandfonline.com/doi/abs/10.1080/08961530.2019.1619115</u>

- Chang, T.-Z. ., & Wildt, A. R. (1994). Price, Product Information, and Purchase Intention: An Empirical Study. *Journal of the Academy of Marketing Science*, 22(1), 16–27.
- Chepchirchir, Josphine & Leting, Mark. (2015). Effects of Brand Quality, Brand Prestige on Brand Purchase Intention of Mobile Phone Brands: Empirical Assessment from Kenya. The International Journal of Management Science and Business Administration. 1. 7-14. 10.18775/ijmsba.1849-5664-5419.2014.111.1001.
- Counterpoint Research. (2021, August 5). Counterpoint Research. Counterpoint Research. Counterpoint Research. <u>https://www.counterpointresearch.com/global-smartphone-share/</u>
- Counterpoint Research. (2021, September 14). Counterpoint Research. https://www.counterpointresearch.com/apple-continues-to-retain-over-half-ofpremium-smartphone-market-in-q2-2021/
- *Counterpoint Research*. (2020, September 4). Counterpoint Research. <u>https://www.counterpointresearch.com/indonesia-smartphone-market-q2-</u> <u>2020/</u>
- Deka Apriansyah. (2020, February 5). *5 Smartphone Mid-Range Oppo Serasa High-End, Wajib Beli!* IDN Times; IDN Times. <u>https://www.idntimes.com/tech/gadget/deka-1/smartphone-mid-range-oppo-</u> serasa-high-end-c1c2
- Diamantopoulos, A., Davvetas, V., Bartsch, F., Mandler, T., Arslanagic-Kalajdzic, M.,
   & Eisend, M. (2019). On the Interplay Between Consumer Dispositions and
   Perceived Brand Globalness: Alternative Theoretical Perspectives and
   Empirical Assessment. *Journal of International Marketing*, 27(4), 39–57.
- Discriminant Validity Assessment and Heterotrait-monotrait Ratio of Correlations (HTMT) / SmartPLS. (2017). Smartpls.com.

https://www.smartpls.com/documentation/algorithms-andtechniques/discriminant-validity-assessment

- Dudovskiy, J., 2016. The Ultimate Guide to Writing a Dissertation in Business Studies: A Step-by-Step Assistance.
- Eastman, J.K., & Eastman, K.L. (2015). Conceptualizing a Model of Status Consumption Theory: An Exploration of the Antecedents and Consequences of the Motivation to Consume for Status.
- Ergin, Elif. (2010). Consumers and potential consumers Purchase Intentions For Foreign Products: An Empirical Research Study In Istanbul, Turkey. International Business & Economics Research Journal (IBER). 9. 10.19030/iber.v9i10.644.
- Esmaeilpour, Fariba. (2015). The role of functional and symbolic brand associations on brand loyalty: A study on luxury brands. Journal of Fashion Marketing and Management: An International Journal. 19. 467-484. 10.1108/JFMM-02-2015-0011. \_PLS-sem\_Indeed\_a\_silver\_bullet
- F. Hair Jr, J., Sarstedt, M., Hopkins, L. and G. Kuppelwieser, V. (2014), "Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research", European Business Review, Vol. 26 No. 2, pp. 106-121.
- Falk, R.F. and Miller, N.B. (1992) A Primer for Soft Modeling. University of Akron Press, Akron.
- Gallagher, W. (2021, January 27). Apple named world's most valuable brand, beating Amazon and Google. AppleInsider; AppleInsider. https://appleinsider.com/articles/21/01/27/apple-named-worlds-mostvaluable-brand-beating-amazon-and-google
- Garrido-Morgado, Á., González-Benito, Ó., & Martos-Partal, M. (2016). Influence of Customer Quality Perception on the Effectiveness of Commercial Stimuli for Electronic Products. Frontiers in Psychology, 7. https://doi.org/10.3389/fpsyg.2016.00336
- Gelder, Sicco. (2004). Global brand strategy. Journal of Brand Management. 12. 10.1057/palgrave.bm.2540200.

- Gianina Amira Zahra. (2020, December 31). Indonesia's Electronics Industry: Big Opportunities in Consumer Electronics Devices. Medium; With BRIGHT Indonesia. https://medium.com/with-bright-indonesia/indonesias-electronicsindustry-big-opportunities-in-consumer-electronics-devices-4796053eeed2
- Global innovation index 2020, *Who Will Finance Innovation*? (2020.). https://www.wipo.int/edocs/pubdocs/en/wipo\_pub\_gii\_2020.pdf
- *Global smartphone market share: by quarter (August 5,2021)* Counterpoint Research. https://www.counterpointresearch.com/global-smartphone-share/
- Goertzen, M. J. (2017). Chapter 3. Introduction to Quantitative Research and Data. *Library Technology Reports*, 53(4), 12–18. https://journals.ala.org/index.php/ltr/article/view/6325/8275
- Hair, J. F., Hult, T. M., Ringle, C. M., & Marko Sarstedt, 2nd ed, 2017, A Primer on Partial Least Squares Structural Equation Modeling.
- Hair, Joe & Sarstedt, Marko & Hopkins, Lucas & Kuppelwieser, Volker. (2014).
  Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool for Business Research. European Business Review. 26. 106-121. 10.1108/EBR-10-2013-0128.
- Halkias, G., Davvetas, V., & Diamantopoulos, A. (2016). The interplay between country stereotypes and perceived brand globalness/localness as drivers of brand preference. Journal of Business Research, 69(9), 3621–3628.
- Hamid, M & Sami, Waqas & Sidek, M. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. Journal of Physics: Conference Series. 890. 012163. 10.1088/1742-6596/890/1/012163.
- Han, C. (2020). Assessing the predictive validity of perceived globalness and country of origin of foreign brands in quality judgments among consumers and potential consumers in emerging markets. Journal of Consumer Behaviour. 19. 10.1002/cb.1829.
- Hatzithomas L, Boutsouki C, Theodorakioglou F, Papadopoulou E (2021). The Link between Sustainable Destination Image, Brand Globalness and Consumers and

potential consumers' Purchase Intention: A Moderated Mediation Model. Sustainability. 2021; 13(17):9584. https://doi.org/10.3390/su13179584

- *How the Coefficient of Determination Works*. (2021). Investopedia. <u>https://www.investopedia.com/terms/c/coefficient-of-determination.asp</u>
- Hrubes, Daniel & Ajzen, Icek & Daigle, John. (2001). Predicting Hunting Intentions and Behavior: An Application of the Theory of Planned Behavior. Leisure Sciences - LEISURE SCI. 23. 165-178. 10.1080/Huaman Ramirez, Richard & Albert, Noël & Merunka, Dwight. (2019). Are global brands trustworthy? The role of brand affect, brand innovativeness, and consumer ethnocentrism. European Business Review. 31. 926-946. 10.1108/EBR-11-2017-0202.
- Hubley, A. M. (2014). Discriminant Validity. Encyclopedia of Quality of Life and Well-Being Research, 1664–1667.
- Hussein, Rania Samir & Hassan, Salah. (2018). Antecedents of Global Brand Purchase Likelihood: Exploring the Mediating Effect of Quality, Prestige and Familiarity. Journal of International Consumer Marketing. 30. 1-16. 10.1080/08961530.2018.1455549.
- IBISWorld Industry Market Research, Reports, and Statistics. (2021). Ibisworld.com. https://www.ibisworld.com/us/bed/per-capita-disposable-income/33/
- IDC Smartphone Market Share Market Share. (2021). IDC: The Premier Global Market Intelligence Company. <u>https://www.idc.com/promo/smartphone-</u> <u>market-share</u>
- Indonesia: smartphone market share by vendor 2019 / Statista. (2019). Statista; Statista. https://www.statista.com/statistics/516302/indonesia-smartphoneshipments-vendor-market-share/
- Indonesia: smartphone penetration rate 2026 | Statista. (2021). Statista; Statista. <u>https://www.statista.com/statistics/321485/smartphone-user-penetration-in-</u>indonesia/
- Indonesia: smartphone users 2026 / Statista. (2021). Statista; Statista. <u>https://www.statista.com/statistics/266729/smartphone-users-in-indonesia/</u>

Jakarta Population 2021 (Demographics, Maps, Graphs). (2021).Worldpopulationreview.com.https://worldpopulationreview.com/world-cities/jakarta-population

- Insan, Aris, et al. "How Product Quality, Brand Image, and Customer Satisfaction Affect the Purchase Decisions of Indonesian Automotive Customers." Int. J. Services, Economics and Management, vol. 10, no. 2, 2019.
- Johnson, Zachary & Lee, Sangwon. (2009). Brand Origin or Product Origin? The Effects of Country of Origin Fit on Brand Evaluation. Advances in consumer research. Association for Consumer Research (U.S.). 36.
- Keller, Kevin Lane, and Vanitha Swaminathan. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition. S.L., Pearson Education Limited, 2019.
- Kenya, Gilbert. (2020). The Role of Multinational Corporations (MNCs) in Globalization.

https://www.researchgate.net/publication/342437901\_The\_Role\_of\_Multinatio nal\_Corporations\_MNCs\_in\_Globalization

- Khan, Muhammad & Lee, Michael. (2014). Prepurchase Determinants of Brand Avoidance: The Moderating Role of Country-of-Origin Familiarity. Journal of Global Marketing. 27. 329-343. 10.1080/08911762.2014.932879.
- Kiki Verico, & Mari Elka Pangestu. (2020). Economic Research Institute for ASEAN and East Asia - ERIA. <u>https://www.eria.org/publications/the-economic-impactof-globalisation-in-indonesia/</u>
- Kostas Stylidis, C. Wickman, & R. Söderberg. (2019). *Perceived quality of products: a framework and attributes ranking method*. Undefined; https://www.semanticscholar.org/paper/Perceived-quality-of-products%3A-aframework-and-Stylidis-

Wickman/b2914f80ef6784bec670672c9593cb430ca545d4

- Kotler, Philip 2012. "dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing\_Management\_\_\_\_\_Millenium\_Edition.pdf" (PDF). Pearson Customer Publishing. Archived from the original (PDF) on 1 February 2013.
- Lemeshow, Stanley, Hosmer, David Janelle, Lwanga, Stephen W, Klar, Kaggwa & World Health Organization. (1990). Adequacy of sample size in health studies Stanley Lemeshow al.]. Chichester / [et : Wiley. https://apps.who.int/iris/handle/10665/41607
- Lestari, Ika & Maksum, Arifin & Kustandi, Cecep. (2019). Mobile Learning Design Models for State University of Jakarta, Indonesia. International Journal of Interactive Mobile Technologies (iJIM). 13. 152. 10.3991/ijim.v13i09.10987.
- Liang, C.-C. (2019). Moderating Effect of Country of Origin to the Evaluation of Cellphones. HCI in Business, Government and Organizations. ECommerce and Consumer Behavior, 288–297. <u>https://doi.org/10.1007/978-3-030-22335-9\_19</u>
- Littler, S. (2015, October 27). *The Importance and Effect of Sample Size Select Statistical Consultants*. Select Statistical Consultants. https://select-statistics.co.uk/blog/importance-effect-sample-size/
- Liu, Hao & Schoefer, Klaus & Fastoso, Fernando & Tzemou, Efstathia. (2020). EXPRESS: Perceived Brand Globalness/Localness: A Systematic Review of the Literature and Directions for Further Research. Journal of International Marketing. 29. 1069031X2097318. 10.1177/1069031X20973184
- Loebnitz, N., & Grunert, K. G. (2019). The moderating impact of perceived globalness on consumers and potential consumers' purchase intentions for copycats: The pleasure of hurting global brands. *Psychology & Marketing*, *36*(10), 936–950. <u>https://doi.org/10.1002/mar.21246</u>

Magier-Łakomy, Ewa, and Monika Boguszewicz-Kreft. "Dimensions of the countryof-origin Effect and Their Measurement." Annales Universitatis Mariae Curie-Skłodowska, Sectio H, Oeconomia, vol. 49, no. 3, 7 July 2015, p. 125, 10.17951/h.2015.49.3.125.

- Middleton, F. (2019, August 8). *The 4 Types of Reliability | Definitions, Examples, Methods*. Scribbr. https://www.scribbr.com/methodology/types-of-reliability/
- Middleton, F. (2019, July 3). Reliability vs Validity in Research / Differences, Types and Examples. Scribbr. <u>https://www.scribbr.com/methodology/reliability-vs-validity</u>
- Mingming Dai, & L. Hove. (2017). The impact of customer images on online purchase decisions: Evidence from a Chinese C2C Web site. Undefined; https://www.semanticscholar.org/paper/The-impact-of-customer-images-ononline-purchase-a-Dai-Hove/6fc27438a8fa5e87182c29083eb2502be6e30853
- Mirabi, V., Akbariyeh, H. and Tahmasebifard, H. (2015) A Study of Factors Affecting on Customers Purchase Intention. Journal of Multidisciplinary Engineering Science and Technology, 2, 267-273
- Mobile Vendor Market Share Indonesia / Statcounter Global Stats. (2021). StatCounter Global Stats. <u>https://gs.statcounter.com/vendor-market-share/mobile/indonesia</u>
- Mobile Vendor Market Share Worldwide | Statcounter Global Stats. (2021). StatCounter Global Stats. <u>https://gs.statcounter.com/vendor-market-share/mobile/worldwide</u>
- Morrison, D. G. (1979). Purchase Intentions and Purchase Behavior. Journal of Marketing, 43(2), 65–74. JSTOR. <u>https://doi.org/10.2307/1250742</u>
- Moslehpour, Massoud & Nguyen, Thi Le. (2014). The Influence of Perceived Brand Quality and Perceived Brand Prestige on Purchase Likelihood of iPhone and HTC Mobile Phone in Taiwan. International Journal of Business Performance Management. 1. 10.5296/rbm.v1i1.4882.

- Most valuable brands worldwide 2021 | Statista. (2021). Statista; Statista. https://www.statista.com/statistics/264875/brand-value-of-the-25-mostvaluable-brands/
- Mrugank V. Thakor (1996), Brand origin: conceptualization and review | Emerald Insight. (2021). *Journal of Consumer Marketing*. <u>https://doi.org/10.1108/jcm</u>
- Nguyen, P. V. (2019). Effects of country of origin, foreign product knowledge and product features on customer purchase intention of imported powder milk. *International Journal of Business Innovation and Research*, *19*(2), 139–161.
- Nominal, Ordinal, Interval, Ratio Scales with Examples / QuestionPro. (2018, May 22). QuestionPro. https://www.questionpro.com/blog/nominal-ordinal-interval-ratio/
- Non-Probability Sampling: Definition, types, Examples, and advantages / QuestionPro. (2018, April 30). QuestionPro.

https://www.questionpro.com/blog/non-probability-sampling/

Overview. (2020). World Bank.

https://www.worldbank.org/en/country/indonesia/overview

- Özsomer, Ayşegül & Altaras, Selin. (2008). Global Brand Purchase Likelihood: A Critical Synthesis and an Integrated Conceptual Framework. Journal of International Marketing - J INT MARKETING. 16. 1-28. 10.1509/jimk.16.4.1.
- Baek, T. H., Kim, J., & Yu, J. H. (2010). The differential roles of brand credibility and brand prestige in consumer brand choice. *Psychology and Marketing*, 27(7), 662–678. <u>https://doi.org/10.1002/mar.20350</u>

Pallant, Julie. (2001). SPSS survival manual. 10.4324/9781003117407.

Pandey, J., Muenkid, S., Jivasantikarn, N., Chaisiriwongsuk, A. J., & Inthaklhan, Y. (2021). Impact of country of origin effect (coe) on consumer purchase intentions: a case study of cosmetic products in lampang, thailand. *ASEAN Marketing Journal*, *12*(2). https://doi.org/10.21002/amj.v12i2.12897

- Piedmont, R. L. (2014). Construct Validity. Encyclopedia of Quality of Life and Well-Being Research, 1212–1213.
- Pino, G., Amatulli, C., Peluso, A. M., Nataraajan, R., & Guido, G. (2019). Brand prominence and social status in luxury consumption: A comparison of emerging and mature markets. Journal of Retailing and Consumer Services, 46, 163–172. <u>https://doi.org/10.1016/j.jretconser.2017.11.006</u>
- Population Clock: 7.9 Billion People (2021) Worldometer. (2021). Worldometers.info. <u>https://www.worldometers.info/world-population/</u>
- Pratiwi, Neva & Giantari, Ketut & Yasa, Ni & Ekawati, Ni Wayani & Setini, Made. (2020). The Role of Prestige in Mediating the Influence of Perceived Quality and Price Fairness on the Intention to Repurchase Online-base Fashion Products. Journal of Advanced Research in Dynamical and Control Systems. 12. 1507-1514. 10.5373/JARDCS/V12SP5/20202070.
- Priyono, Imam. (2016). The effect of the perceived brand globalness, brand quality, and brand prestige to brand purchase likelihood. Business and Entrepreneurial Review. 9. 1. 10.25105/ber.v9i1.28.
- Pyun, Do Young & Kwon, Hyungil & Lee, Chul-Won. (2011). The influences of perceived brand quality and ethnocentrism on consumption patterns of a global sports brand: The case of Korean college students. International Journal of Sports Marketing and Sponsorship. 13. 23-37. 10.1108/IJSMS-13-01-2011-B003.
- Randrianasolo, A. A. (2017). Global brand value in developed, emerging, and least developed country markets. *Journal of Brand Management*, 24(5), 489–507. <u>https://doi.org/10.1057/s41262-017-0044-6</u>
- Rao, A. R., & Monroe, K. B. (1989). The Effect of Price, Brand Name, and Store Name on Buyers' Perceptions of Product Quality: An Integrative

Review. *Journal of Marketing Research*, 26(3), 351–357. https://doi.org/10.1177/002224378902600309

Reaching the Indonesian consumer - Santandertrade.com, (2020) <u>https://santandertrade.com/en/portal/analyse-markets/indonesia/reaching-the-</u> <u>consumers and potential consumers?actualiser\_id\_banque=oui&id\_banque=0</u> *Sample*. (2021). Investopedia. https://www.investopedia.com/terms/s/sample.asp

Šapić, Srđan & Topalović, Snežana & Marinković, Veljko. (2014). The Influence Of Perceived Value Dimensions On Customer Loyalty. Economic Themes. 52. 10.1515/ethemes-2014-0025.

Sichtmann, C., Davvetas, V., & Diamantopoulos, A. (2019). The relational value of perceived brand globalness and localness. Journal of Business Research, 104, 597–613. https://doi.org/10.1016/j.jbusres.2018.10.025

Smartphones in Indonesia. (2021). Statista; Statista.

https://www.statista.com/topics/5020/smartphones-in-indonesia/

Smartphones Market - Growth, Trends, COVID-19 Impact, and Forecasts (2021 - 2026). (2021). Mordorintelligence.com.

https://www.mordorintelligence.com/industry-reports/smartphones-market Smartphones Market. (2021). Persistence Market Research.

https://www.persistencemarketresearch.com/market-research/smartphonesmarket.asp

- Solomon, Michael R. Consumer Behavior : Buying, Having, and Being. Harlow (England), Etc., Pearson, 2020.
- Steenkamp, Jan-Benedict & Batra, Rajeev & Alden, Dana. (2003). How Perceived Brand Globalness Creates Brand Value. Journal of International Business Studies. 34. 53-65. 10.2139/ssrn.339365.

- JournalofMedicalEducation, 2,53–55.https://doi.org/10.5116/ijme.4dfb.8dfd
- Tekic, Anja & Tekic, Zeljko & Anisic, Zoran. (2013). Customer Co-Creation throughout the Product Life Cycle. International Journal of Industrial Engineering and Management - IJIEM. 4. 43-49.
- Torelli, Carlos & Stoner, Jennifer. (2019). Global consumer culture: consequences for consumer research. International Marketing Review. 36. 10.1108/IMR-11-2018-0316.
- Uma Sekaran, and Roger Bougie. *Research Methods for Business : A Skill-Building Approach*. Hoboken, Nj, John Wiley & Sons, Inc, 2019. Pg 264-265.
- Umar Khan. (2019, December 13). All You Need to Know about Apple's Global

   Presence.
   Market
   Realist;
   Market
   Realist.

   https://marketrealist.com/2019/12/need-to-know-apples-global-presence/
- Wang, Xuehua & Yang, Zhilin. (2008). Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies?: Evidence from China's auto industry. International Marketing Review. 25. 458-474. 10.1108/02651330810887495.
- Viddy, A., Rafiqoh, Kadang, T., & Angriani, F. (2019). The Effects of Brand Prestige and Brand Familiarity with Brand Awareness on Perceived Quality and Purchase Intention For Users of NMAX Yamaha Motorcycle in East Kalimantan Indonesia. Proceedings of the First International Conference on Materials Engineering and Management - Management Section (ICMEMm 2018). https://doi.org/10.2991/icmemm-18.2019.5
- Vigneron, F., Johnson, L.W., & Mt, M. (1999). A Review and a Conceptual Framework of Prestige-Seeking Consumer Behavior.
- VO, Thuy & Nguyen, Chi. (2015). Factors Influencing Customer Perceived Quality and Purchase Intention toward Private Labels in the Vietnam Market: The

Moderating Effects of Store Image. International Journal of Marketing Studies. 7. 10.5539/ijms.v7n4p51. Wong, Ken. (2013). Partial least square structural equation modeling (PLS-SEM) techniques using SmartPLS. Marketing Bulletin. 24. 1-32.

- Yu, Chunling & Dong, Lily. (2017). How Perceived Brand Globalness Drives Value in Emerging Markets: An Examination from China. International Journal of Business and Management. 12. 111. 10.5539/ijbm.v12n11p111.
- Yunus, N. S. N. M., & Rashid, W. E. W. (2016). The Influence of Country-of-origin on Consumer Purchase Intention: The Mobile Phones Brand from China. Procedia Economics and Finance, 37, 343–349. <u>https://doi.org/10.1016/s2212-5671(16)30135-6</u>
- Zeithaml, Valarie. (1988). Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. Journal of Marketing. 52. 2-22. 10.1177/002224298805200302. 014904001316896855