

## **ABSTRACT**

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### **THE INFLUENCE OF COUNTRY OF ORIGIN IMAGE TOWARDS BRAND PERSONALITY AND INTENTION TO PURCHASE ZARA PRODUCTS IN SURABAYA**

(xi+ 71 pages; 10 figures; 20 tables; 4 appendices)

Companies all over the world are exploring foreign markets for business expansion. With globalization, consumers are presented with a greater array of product choices. Potential product selection includes a higher proportion of products from non-domestic sources. More companies based in industrialized countries move the production of their goods to foreign locations. One of the companies that has moved its production to a foreign location such as China is Zara.

The objective of the study was to determine whether country of origin image has a significant effect on brand personality and purchase intention of Zara customers in Surabaya. Two hundred thirty four customers of Zara answered a self-administered questionnaire.

Findings of this study showed that Brand Personality has a significant effect on Purchase Intention. Country of Origin Image has a significant effect on Purchase Intention. Brand Personality has a significant effect on Country of Origin Image.

Zara should focus on maintaining the “personality” of its products associated with the brand. Zara should also promote Spain as one of top fashion countries in the world through advertisement and do some changes in packaging materials and design by emphasizing Spain as its product headquarters.

Keywords: Country of Origin Image, Brand Personality, Purchase Intention, Zara, Surabaya

References: 125 (1965-2011)