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Relationship between Country of Origin Image, Product Knowledge, Product Involvement, and Purchase Intention

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Abstract
Today Marketing is the buzz word around the globe, and marketers are trying their best to be successful within their respective market over competition. The main objective of this study is to examine the impact of different factors on buying decision. Four variables has been used, three independent i.e. country-of-origin image, product knowledge, and product involvement and one dependent i.e. consumer purchase intention. Questionnaire of twenty one items was adopted from the research of Hanzaee and Khosrozadeh (2011) for data collection. Population was the students of Pakistani universities and selected sample size was of 207 students for applying tests for the empirical results. Data was compiled and different tests were applied through SPSS, and three hypotheses has been tested. The results demonstrate that the country of origin has no significant positive impact on the purchase intention and product knowledge, product involvement have a strong relationship and impact with purchase intentions of consumers.

Keywords: Country of Origin (COO), Product Knowledge (PK), Product Involvement (PI), Purchase Intention (PIN), Marketing

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I. Introduction

Marketing is the art as well science of creating, finding, and delivering value to fulfill the need of the whole market. It identifies unfulfilled wishes and requirements. Marketing is a method of shows the worth of manufactured goods to the consumer for promoting the manufactured goods or service. This is an important dealing function for attracting customers. It explains the potential of yielding. Measure the amount and acknowledged range of market. Within this marketing manager role based significantly on corporate culture, size of business and industry framework.

Customer satisfaction is very important to marketers because it leads to maintenance furthermore in theory of marketing, retention of consumer is very low cost and easier strategy   in assessing with promoting to obtain new consumer (Heidarzadeh and Mirvaisi, 2011). To attain the long-term success, the theorists have argued with firms which focuses on the consumer wants are better situated (Kotler, 1997). Country of origin is one of the most important issue which considerably affect the buying decision of consumers. It defines as comprise the person thinking of the consumer concerning the specific product that gives an important observation, such as beliefs, ideas and impersonation before making such buying decisions. The country of origin "prepared in label" has used as a vital occupation in concerning with today aggressive and global surroundings in sort to increase sales of different product. The magnitude of country-of-origin as a signal in choice of customer performance are earliest highlighted by (Schooler, 1965) over the early decade, there has been an attempt to better elucidate the country-of-origin by focusing on the more inclusive construct of "country- image" (Romeo and Roth, 1992). The image of the customer linked with country-of-origin, i.e.: Image, stereotype businessmen, the standing and customer connect the products of precise country. That image is fashioned by variables, i.e. characteristics that occur nationally, representation of products, profitability and supporting background, the past and traditions (Nagashima, 1970). Conversely a diverse definition was provided by Romeo and Roth (1992), image of the country is generally the awakened customer for the goods of a particular country; depend on the perceptions of the country's strengths and invention and weaknesses of marketing. The manufactured goods country image is a broader more exact than country of origin, the image of the country and the opinion such images create in the minds of customers (Papadopoulos and Heslop, 1993).

Product knowledge plays very important role in searching information and it is very important indicator behavior of consumer. "Product knowledge" knows all the objects and provided services which the employer sells, knowledge about all the goods and those services that having specific information relate to its employment occupation, features, and utilize sustains necessities. Knowledge of Product shown in different forms of a product feature, for their specific purpose. Scholar in 1979 creates the use of knowledge that formed high rank of facts of the aims; customers with a high rank of knowledge have a great trend to look for more information of product. Involvement of product is explained as the consumer's personal interest in buying or using an item, an approach that summarize the personal and situational component of the relationship of the consumer and the purchase item. Involvement can be seen from several perspectives; the consumer's personal engagement and their level of personal interest in the buying process in their choice of purchasing (Evans, 2009).

Intention of purchase known as the decision to do something that shows the behavior of an individual according to specific product (Yang and X. Wang, 2008). Purchase Intention as a purchase probability associated with percentage of individuals buying a product with an intention (Whitlark et al., 1993) to obtain goods, by expense to obtain by sacrifice, effort, etc. Country image first give the impression in a research paper of Nagashima (1970). Nagashima defines the expression as: customer have precise image, portrait and attitude headed for supplies and products of a definite country. The overall image of the country is created by specimens of all products including economic and political background and historic tradition variables hold of a specific country (Nagashima, 1970).

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From different countries, evaluation of different products began by consumers known as Country-of-origin image (COI). Schooler (1965) usually being the first researcher who empirically crams this outcome. He establishes that the products are relevant to each other in every except for country of origin, there are about 700 articles which published on this topic (Papadopoulos and Heslop, 2003). Study showed that a signal of product quality is basically a product's national origin, (Wyer & Li, 1994; Han, 1989) affect threats that shown actually better chances to acquire the things. (Nes and Bilkey, 1982).

Nowadays business competition is dominated by its emphasis on brand building. The study of the impact of brand name on the perception and attitude of consumers has been a significant issue since competitors are keen on capturing higher market share. In the response of country image on a consumer's purchase intention, Country-of-origin means the manufactured goods or brand is connected along usually this country is called the home country. Country-of-origin consequence means buyers' attitude of definite country. According to the definition, label of the country means people (or precise people) have definite labels and priorities for products of any other country. This can significantly contribute towards a customer's intension to purchase a certain product based on the consideration of where it was manufactured.

Factual and logical proofs show that knowledge of product has an influence on processing the information for the customer when the buyer selects a product, they typically depend on that knowledge of product to access it, and knowledge of product also involve on information search process thoughts, and information search number. In calculation the level knowledge of product determine customer purchase intention, and ultimately influence the buying goals. The idea of involvement originated from social psychology. Product involvement can be known as a customer understanding of a specific product. In Pakistan, the concept of variables is not cleared by people and they have to examine the impact of country of origin picture, product involvement and product information on buying intention. The literature relate to country-of-origin in Pakistan not shown clearly therefore there is need to do research regarding these variables in Pakistan. After the extensive literature review, no work is found in Pakistan on this concept and the present study address this gap.

Here the research questions arise that i) what is country-of-origin Image in mind of lay man? ii) How people gain the knowledge about the product? iii) What is the relation between product involvement and purchase intention? Main objectives of the study is to determine the relationship between country of origin, product involvement, and purchase intention and product knowledge. This will not only helpful for future researchers who aim to carry out research on different product of Marketing but in addition for normal people to get rid of their weaknesses and recover their knowledge skill relate to the product.

II. Literature Review
This chapter reviews the previous studies involving the four variables of the present study, namely COO image, product knowledge, product involvement and purchase intention. They all are interlinked with each other positively. Country of Origin (COO) of any produce can be explained as "country of produce or the country of assembly" (Nes and Bilkey, 1982) accredited by "pretend in" or "made in" tags (Nagashima, 1977). Development of the international corporations and appearance of cross goods with component supplied from the number of countries had vague the correctness or potency of "manufactured in" or "made in" tags (Ahmed & d'Astous, 2004). Building the identification of COO from time to time becomes very difficult. COO means the country which manufactures a product is related to; conventionally this country is known as home country (Samiee, 1994).

The COO image plays a very significant role when a consumer makes a purchase intention. The attitudes of consumers to COO image could influence the purchase brand intention (Hsieh et al., 2004). By giving

empirical proof of indemnity and catering services (Lin and Chen, 2006) recent empirical study also hypothesize that the COO image is drastically positively associated with the customer purchase intention. Iversen and Hem (2001) provided such an example for conceptualization of country equity as "the portion of customer affect to a product or brand derived purely from product's relations with a specific country".

Product knowledge is the important construct in considering consumer behavior as information search and processing (Park et al., 1994). The information of the product plays a vital function in the behavior of consumer study. It is an important research topic in the related fields. Knowledge continued particular and chief beliefs which mean the information collected by humankind and are stored in the memory (Page and Uncles, 2004). Degree of knowledge which a consumer has regarding a product will affect the signs used to make the quality assessments of the product (Rao and Monroe, 1988).

The consumer with a diversity of product knowledge levels has different opinion about product attributes (Laroche et al., 2003; Baker et al., 2002; Blair and Innis 1996). A consumer with the greater levels of product knowledge have improved developed and complex plan, with the well-formulated judgment criteria (Marks and Olson 1981). Kempf and Smith (1998) proposed that consumers through higher level of product knowledge are much logical and informed than those who have lower knowledge. Higher the product knowledge level less will be the chance of biasness. Effect of the consumer purchasing intention on the product selection usually evaluates the product on consideration bases and it would affect consumer knowledge search processing, information search quantity and approach (Zhu, 2004). Consumer information for any product would make customer purchase decisions that would indirectly alarm purchase intention.
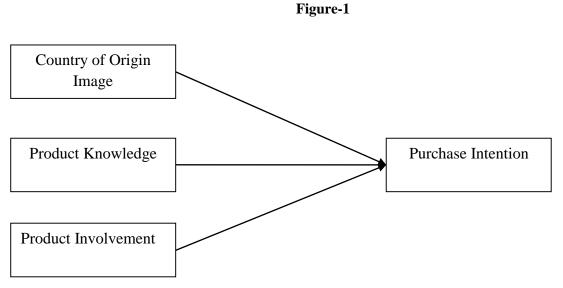
Product involvement is typically defined as consumer's long-lasting opinion of magnitude of product type based on consumer's ethics, inherent needs and wellbeing (De Wulf, Odekerken- Schroder and Lacobucci, 2001; Mittal, 1995; Zaichkowsky, 1985). It was introduced for the first time to marketing the idea of concerns that has been broadly used as descriptive or moderate variable for consumer behavior (Dholakia, 1997; 1998). It is considered as central framework which is vital to know the decision-making behavior of consumer and also linked communications (Chakravarti and Janiszewski, 2003; Fill, 1999). Concerns initiated from social psychology and notion's 'ego involvement' which refers to association among an issue, individual or the object (Michaelidou and Dibb, 2006).

Krugman (1965) brought and related involvement concept in the marketing for the first time. He clarified low involvement concept has a television add effect. With this concept, it not just carried an enormous effect on the advertisement, but also on marketing examination concerning consumer's behavior theory. After that involvement debate gradually develop into a part of main stream in the consumer's behavior research. Traylor (1981) describes involvement as consumer's recognition or considerate of a particular product. The higher level of the consumer reflection about the product is known as high involvement but lower level refers low involvement and high involvement causes positive purchase intention and vice versa (Neese and Taylor, 1994). Zaichkowsky (1985) said involvement as conception, personal demand and interest in the particular product. Engel et al. (1995) examined involvement under a particular environment when consumer is encouraged by personal respect and interest in product.

Purchasing intention is the option of the customers purchasing state to choose a definite brand of the product category (Crosno et al., 2009). Interest of purchase intentions which drive from its related purchasing behavior. Fishbein and Ajzen (1975) competed best single analyst of the individual behavior that evaluation of the intention to make behavior". The process by which the individuals respond and ultimately make decision that is important in increasing any marketing carrying plan. There are five stages to the general process where consumer make and get decision and marketing infrastructure that may has influence on all

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stages with varying potential values (Fill, 1999). This process has information explored post-purchase evaluation, problem acknowledgment, and alternative assessment and acquires decision. The problem detection occurs with great variation among the ideal state of the individual and reality happens. Potential purchaser will search data in an attempt to verify it. The purchase decision had formed and consumer might feel nervousness about the past decision if product fails to gain vision or consumer will be awake as a superior choice. The marketing communication should be proposed at intensification of past decisions by the pressure as positive feature of the product or giving more knowledge for using and applying. Consumer doesn't follow decision sequence for all the times. Process may be diverse depending level of the risk, time available and degree of involvement (Fill, 1999). A consumer purchase for precise confirmation is ensuring by discussing execute project assessment and also buying result (Lin and Chen, 2006).

III. Theoretical framework

Figure-1

H1: The country-of-origin image asserts a significantly positive impact on the consumer purchase intention.
H2: Product knowledge had a significantly positive impact on consumer purchase intention.
H3: Product involvement has a significantly positive impact on consumer purchase intention.

IV. Methodology
Research design encompasses the procedures and methodology to accomplish scientific research. The design of a research defines the type of study (explanatory correlation, half-experimental, investigational review, meta-analytic) and sub-type (longitudinal and descriptive), question relate to research, dependent and independent variables, hypotheses, experimental and appropriate data gathering methods and a statistical plan of analysis.

The probability techniques of sampling were used for collection of data. In this method, a questionnaire containing 21 questions was designed and individually given to student to gain quantitative information on different questions of specific knowledge base on the experience of the respondents. Probability the sampling shows that each part in the population has some non-zero opportunity that it is included in the sample to be selected. A population is entirety whole organisms of the same species or groups; those survive in the similar region. The population of this research was the students of i) University of Arid Agriculture (PMAS-UAAR) ii) Allama Iqbal Open University (AIOU) iii) National University Of Modern Language (NUML). Sample size of 300 students were selected from above mentioned three universities.

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For fulfilling the chosen objectives of this study as mentioned, an empirical research was undertaken. The research was quantitative in nature. The best tool for the collection of the data was questionnaires which were used for the collection of the data from the respondents. In this study, total four variables were used. Three were Independent variable (Country of origin, Product involvement and Product knowledge) and one was Dependent variable (purchase intention). The questionnaire was adopted from the study of Hanzaee and Khosrozadeh (2011).

Table-1: Instrument's Reliability Measurement		(N=207)
Variables	**Items Nos.**	**Cronbach's Alpha**
Country of Origin	8	0.597
Product Knowledge	5	0.822
Product Involvement	6	0.852
Purchase Intention	2	0.799
Total	21	0.753

Reliability of each measurement placed questionnaire is certified by Cronbach's alpha values, consequent to each variables. The Intention to purchase 'being dependent variable with two (02) items having reliability of 0.799 (80%). Product involvement, attached with six (06) items, the independent variable(Product involvement) shows the maximum value of reliability with Cronbach Alpha 0.852 (85%) whereas the Product knowledge is with further five (05) items giving figure of 0.822 reliability becomes almost of 62 percent. The country of origin have less reliability among independent variables, it attached with eight (08)items giving figure of 0.597 reliability become almost 60% . Finally, it represent overall reliability index for the twenty (21) items instrument as 0.753 to become 75 in percentage.

In this research, primary data was composed through ordered questionnaire and survey. Depending upon the response of respondents' in the questionnaire, the data was analyzed and the factors were ranked consequently. In order to analyze the managed and collected data, SPSS software was used. In this study four tests were applied:
- Regression analysis was used to recognize the relationship between Independent variables and dependent variables.
- Analysis of variance (ANOVA) was used to evaluate significant levels of all variables of theoretical model amongst the different groups of respondents with respect to their institution, specific rank in the organization, and totality of all experience.
- Confidence level for present study was 95 % with 5 % level of significance. So, the level of significance of the variable was checked at 5 %.
- Correlation Matrix of Country of origin, Product knowledge, Product involvement and purchase Intention is measured.

V. Results and Discussion
In the data analysis, a lot of attempts have been made to shows the results clearly and in short it is support by accurate presentation of the tables. Results have been discussed in all aspect in condition of the research topic and objectives. The major objective of this study is to examine the association among different variables. Different tests have been functioned to examine the collected data. The results of these variables

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and the scale of sociability and importance according to respondents and the association among these variables are analyzed via descriptive statistics and regression practices and results are summarized below. Descriptive statistics is the influence of quantitatively describing the main features of a data that is collected, or the quantitative description itself. First of all, the frequency distribution and descriptive statistics based on the gender is shown;

Table-2: Frequency Distribution and Descriptive Statistics with respect to "Gender"

	Number of Responses (N=207)	
Gender	Frequency	Percentage (%)
Male	99	47.8
Female	108	52.2
Total	207	100

It is clear from the table-2 that 47.8 percent are the male respondents (99 males) where as 52.2 percent female respondents are the contributors in the undertaken research. The reason of little bit male respondents less because in universities more females are presents, and they are taking everything serious. Females were more conscious relate to new product and brands, so there percentage is more.

Table-3: Frequency Distribution and Descriptive Statistics with respect to "Age"

	Number of Responses (N=207)	
Ages	Frequency	Percentage (%)
18-31	190	91.8
32-44	14	6.8
45-57	2	1.0
>57	1	.5
Total	207	100

In this table, student with four different ages has shown, and in first group of age 18-31 more respondent are presents with the percentage of 91.8. In other ages respondents are very less this is because at university level majority is youngsters, so first group of age is preferred.

Table-4: Frequency Distribution and Descriptive Statistics with respect to "Qualification"

	Number of Responses (N=207)	
Qualification	Frequency	Percentage (%)
Bachelor	108	52.2

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Masters	83	40.1
Others	16	7.7
Total	207	100

In this table, the rate of respondents from three group of qualification are selected for ranking number of students, Bachelor, Masters and others, others included MS level, PhD and different courses. The outcomes from the above table shown is cleared that the respondents with Bachelor level having the higher level of answer rate which is 52.2 % of the total. While at the Masters Level the response rate is 40.1. we conclude that at university level bachelor and master students are more in number, because they are regular student and more in number and in other group PhD students are less, so Bachelor level is preferred.

Table-5: Frequency Distribution and Descriptive Statistics with respect to "Country-of origin

Items	Percentage response rate (N=207)						
	Str. Disagree	Disagree	Neutral	Agree	Str. Agree	Mean	St. Dev
1. The level of economic development of this country is high.	52	78	44	25	08	2.3188	1.0941
2. The level of democratic politics of this country is high.	37	75	52	32	11	2.5411	1.1134
3. The level of industrialization of this country is high	40	65	55	31	16	2.6039	1.1810
4. The standards of living of this country are high	37	89	57	16	8	2.3671	.99048
5. The level of technically advancement of this country is high.	28	87	57	25	10	2.5266	1.0278
6. The Nokia quality of this country is high level.	38	70	56	36	6	2.7295	3.1398
7. It is great to have the product of this country	23	74	58	8	1	3.0097	3.5251
8. The product of this country is reliable.	26	69	50	49	13	2.7778	1.1318
9. The product of this country is reliable.	26	69	50	49	13	2.3188	1.0941

In the table-5, the results obtained from analysis of the collected data explain that how many respondents strongly disagree, disagree, neutral, agree or strongly agree with the items of the Country of origin and interpreted in means and standard deviation give the indication about whether the responses of the respondents is positive or negative. From the side of 1st item respondents collective mean is 2.3188 and

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standard deviations is 1.0941. From the 2nd item, their collective mean is 2.5411 and standard deviations is 1.1134. The 3rd item's mean is 2.6039 and standard deviations of 1.1801. .From 4th item respondent's collective mean is 2.3671 with the standard deviations of 0.99048. From the results of 5th item the collective mean is 2.5266 and standard deviations is 1.0278 .From the result of 6th item, their collective mean is 2.7295 with the standard deviations of 3.1398. The 7th item mean is 2.7778 and standard deviations is 1.1318. From 8th item respondent's collective mean of 2.3188 and standard deviations of 1.0941.This shows that maximum of the respondents disagree with the country of origin items.

Table-6: Frequency Distribution and Descriptive Statistics with respect to Product knowledge:

		Percentage response rate (N=207)					
Items	Str. Disagree	Disagree	Neutral	Agree	Str. Agree	Mean	St. Dev
1. The level what I know about this product.	21	54	83	43	6	2.8019	.97761
2. The willingness I want to understand this product actively.	19	48	61	67	12	3.0242	1.07685
3. The level what I actually stored in my memory about this product's information.	19	53	63	64	8	2.9469	1.04374
4. The level what I can discriminate the difference of product and brand of different product firms.	16	52	68	55	16	3.0145	1.06797
5. After purchase and use of this product, the accumulated level what I know about this product.	19	48	86	43	11	2.8986	1.00694

The results obtained from analysis of the collected data explain that how many respondents strongly disagree, disagree, neutral, agree or strongly agree with the items of the Product knowledge. From the results of 1st item respondent's collective mean is 2.8019 with standard deviations of 0.97761. From the

results of 2nd item 19 response mean is 3.0242 and standard deviations is 1.07685. From 3rd item collective mean of respondents is 2.9469 and standard deviations is 1.04374. The 4th item mean is 3.0145 and standard deviations is 1.06797 and the 5th item has mean value of 2.8986 with the standard deviations of 1.00694. This shows that most of the respondents were neutral with the knowledge of product. In additional the mean standards as shown in the table, give the signals about whether the responses of the respondents is negative or positive. In this case, the mean standards are higher at 2nd and at 4th item.

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Table-7: Frequency Distribution and Descriptive Statistics with respect to Product Involvement:

Percentage response rate (N=207)

Items	Str. Disagree	Disagree	Neutral	Agree	Str. Agree	Mean	St. Dev
1. This product is what I want for me.	18	55	71	53	10	2.9130	1.02974
2. This product is very important for me.	16	56	60	60	15	3.0097	1.07933
3. This product is worthy for me.	18	53	66	56	14	2.9758	1.07233
4. This product is what I need for me.	17	60	56	62	12	2.9614	1.07417
5. For me, this product I will take care and think more and more.	18	44	69	58	18	3.0676	1.09068
6. This product is helpful for me	13	45	67	62	20	3.1498	1.06661

The results obtained from analysis of the collected data explain that it is evident that from 207 respondents voted according to their own willingness against 06 item of Product involvement. According to the 1st item, mean is 2.9130 and standard deviations is 1.02974. From 2nd item collective mean of respondents is 3.0097 with the standard deviations of 1.07933. The 3rd item collective mean is 2.9758 with the standard deviations of 1.07233. From the results of 4th item collective mean of respondents is 2.9614 and standard deviations is 1.07417. From the 5th item collective mean of responses is 3.0676 and standard deviations is 1.09068 and the 6th item collective mean is 3.1498 and standard deviations is 1.06661.This shows that maximum of the respondents neutral and agree with the Product involvement. In this case, the mean values of 5th item shows higher mean value among others.

Table-8: Frequency Distribution and Descriptive Statistics with respect to Purchase Intention:

Percentage response rate (N=207)

Items	Str. Disagree	Disagree	Neutral	Agree	Str. Agree	Mean	St. Dev
1. The possibility I will buy this product.	24	42	74	46	24	3.0193	1.16570
2. The possibility I recommend to other people who also want to buy this product.	20	47	59	60	21	3.0725	1.14466

The results obtained from analysis of the collected data explain that how many respondents strongly disagree, disagree, neutral, agree or strongly agree with the items of the Purchase intention. The mean of

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1st item is 3.0193 and standard deviations is 1.16570 and the 2nd item mean is 3.0725 and standard deviations is 1.14466. This shows that maximum of the respondents neutral and agrees with the Purchase intention. In this case, the mean values of 2nd item shows higher mean value from the 1st one.

In classify to categorize the differences among the well-known variables with admiration to diverse demographics of the respondents, ANOVA test is applied.

Table-9: ANOVA (Analysis of variance with respect to the Qualification of the Respondents (N = 207)

Variable	Qualification	N	Mean	F-value	P- value
Purchase Intention	Bachelor	108	2.8565	3.961	0.021
	Master	83	3.2229		
	Other	16	3.4062		
	Total	207	3.0459		

Table summarizes the results of ANOVA test which was applied to find the difference of significance level of the country of origin, product knowledge, Product involvement and the purchase intention. Between three different qualification level. The above tabulated results reveal that F & P-values on account of purchase intention are 3.961 (>3) and 0.021(>0.05) respectively which establish an opinion about the significant difference between various Qualification. For example, the mean value of Bachelor level is 2.8565, at master level is 3.2229 and other having mean of 3.4062 and their collective mean is 3.0459.The other is highest amongst bachelor and masters. This reflects that the significance level of Purchase intention is highest for others with 3.4062 whereas the purchase intention is least significant for Bachelor level with mean value of 2.8565as compared to other qualification.

Table-10: Regression coefficients, standard errors in parentheses, t-values in brackets and p-values in italic:

Constant	Country of origin image	Product knowledge	Product involvement	R-Square	F-Statistics
0.612	0.031	0.178	0.607	0.481	26.45
(0.315)	(0.066)	(0.086)	(0.082)		
[1.940]	[.469]	[2.085]	[7.445]		
0.054	*0.640*	*0.038*	*0.000*		*0.000*

The result obtained from the Regression analysis (β coefficient) show not significant relation among Country of origin and the constant Purchase intention so it is disapprove because its P-value is greater than 0.05 and its value is 0.640, so H1 is Disapprove because (P>0.05).Analysis show significant relationship among product knowledge and Purchase Intention   because its value is smaller than 0.05 and its value is 0.038 so H2 is approved. Product involvement and Purchase intention also show positive relationship because its value is 0.00 and it is so much significant, so H3 is also approved. R-square shows the goodness

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and fitness of the analysis and its value is 0.481 mean it is 48% at all, so it is best fitted because of Product knowledge and Purchase intention and f-statistics give us significant results that is 26.45. The standard errors in parentheses provide information concerned to data. The overall model show significant results because two independent variables show positive and significant relationship and one variable show non-significant relationship-square values best fitted because of product knowledge and product involvement. Finally we can say that H1 is rejected, H2 and H3 are accepted.

Table-11: Correlation Matrix of Country of origin (COO), Product knowledge (PK), Product involvement (PI) and Purchase Intention (PIN).

		CO	PK	PI	PIN
CO	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	207			
PK	Pearson Correlation	.228[**]	1		
	Sig. (2-tailed)	.001			
	N	207	207		
PI	Pearson Correlation	.084	.318[**]	1	
	Sig. (2-tailed)	.230	.000		
	N	207	207	207	
PIN	Pearson Correlation	.098	.289[**]	.512[**]	1
	Sig. (2-tailed)	.159	.000	.000	
	N	207	207	207	207

**. Correlation is significant at the 0.01 level (2-tailed).

The results of the table-11 demonstrate that there is significant correlation among some variables by summarizing the values of Pearson's correlation coefficient. It is clear from the result that at 0.01 level of significance country of origin is negatively associated with Product knowledge as the value of the correlation coefficient 0.228. Country of origin is also negatively associated with Product involvement because its value is non-significant that is 0.084, Country of origin is also negatively associated with Purchase intention because its value is non-significant that is 0.098. Product knowledge have positive association with product involvement and its value is significant at 0.318, product knowledge also show significant association with Purchase intention and that is 0.289. Product involvement show significant positive association with Purchase intention and that is 0.512. Finally we can say that country of origin is not associated with any of the variable and others Product knowledge, Product involvement and Purchase Intention are significantly correlated with each other's.

VI. Major Findings and Discussion
The major principle of this study is to examine factors which are most noteworthy of the people's narrated to country of origin, knowledge of Product ,involvement relate to product and purchase intention. The present research scrutinizes the structure of consumer purchase decision. Research highlights that having knowledge about products has a positive and significant relation with information search intention. ANOVA test has been applied on qualification with respect to respondent, and dependent variable having least significance for bachelor level and high for others.

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From the regression analysis, it is revealed that the p-values of country of origin is greater than 0.05 and there is considerable negative association between the Country of origin and purchase Intention but there is considerable positive relationship of Product knowledge and product involvement with Purchase intention(R-square= 0.481 and the F-value = 26.45), therefore the model is significant.

The accepted hypothesis H2 support the study done by Khosrozadeh and Heidarzadeh & Hanzaee, 2011, Lin and Chen, 2006 that Customer knowledge of Product had a noticeably constructive influence on customer intention to purchase. The hypothesis H3 is also accepted empirically from the present study results of regression and also has strong background of theoretical evidences that the Involvement of Product had a positive influence on customer intention to purchase (Khosrozadeh and Heidarzadeh Hanzaee 2011, Lin and Chen 2006). At the end, based on the results acquired through correlation analysis, it has been observed that the Purchase intention has negative association with Country of origin (independent variable) and having positive association with two other independent variables like product knowledge and purchase intention, but overall correlation is significant positively.

VI. Conclusion
The present study describes the relationship between country of origin, product knowledge, product involvement and purchase intention. The consistency of every aspect set out in the questionnaire that is endorsed by Cranach's alpha values, subsequent to variables reach, finally, reliability index for each item is consistent. The present study describes problems with admiration to country of origin; Country-of-origin image has no significantly control on purchase intention. Product knowledge has an extensively positive control on purchase intention. Product involvement has also an extensively positive control on purchase intention. By using Correlation Matrix of Country of origin (COO), Product knowledge (PK), Product involvement (PI) and Purchase Intention (PIN). Country of origin is also negatively associated with Product knowledge, involvement of product and intention to purchase because its value is not significant. Product knowledge has positive association with product involvement and its value is significant, Product knowledge also show significant association with Purchase intention. Product involvement show significant positive association by Purchase intention. Further, researchers can examine why some people have high involvement with a specific product while others have low involvement. How much peoples knows about county of origin, brand awareness and consciousness about brand.

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