

A Cross Cultural Study of Antecedents of Purchase Intention for Sports Shoes in Korea and China[†]

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〈Abstract〉

Sportswear, including sports shoes, becomes a common and popular category because it gives young people a more relax lifestyle and greater versatility and comfort. It is believed that consumers prefer products of developed countries to products of developing or underdeveloped countries. This study tries to compare consumer behaviors for sports shoes in China and Korea. Our research model analyzed relationships among country-of-origin, perceived quality, perceived price, brand image and purchase intention for sports shoes in Korea and China. The country-of-origin was not found to play a significant role in Korea. But it was found to positively influence perceived quality in China. Brand image was found to play an important role in influencing perceived quality and perceived price in Korea and China. Perceived quality was found to influence positively purchase intention in both countries. Perceived price was found to negatively influence purchase intention in China. Implications drawn from this study were discussed.

Key words: Country-of-origin, Brand Image, Purchase Intention, Perceived Price, Perceived Quality

I . INTRODUCTION

As reported in *China View 2007*, China consumes about 2.7 billion pairs of shoes per year, exceeding USA (1.9 billion pairs) and ranking first in the world. China is also the biggest shoes production and export country in the world, in 2006, China produced nearly 10 billion pairs of shoes and exported 7.8 billion pairs. In 2005, per capita annual shoes expenditure of urban households is RMB 176.18.

Compare to 2004, the increasing rate is 16.8%. From 2002 to 2004, the proportion of shoes expenditures in total consumption expenditure is almost same, but from 2004 to 2005, the increase is dramatic (see Table 1). All signs indicate that China has established its leading position as a biggest shoe market.

According to a report by the State Sports General Administration of China (SSGA), China is expected to become the largest retail market of sports shoes by

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Table 1 Per Capita Annual Shoes Expenditure of Urban Households (RMB)

	2002	2003	2004	2005
Shoes Expenditures	127.92	138.67	150.74	176.18
Increasing rate of expenditures in shoes		8.4	8.7	16.8
Total Consumption Expenditures	6,029.88	6,510.94	7,182.10	7,942.88
Proportion (%)	2.12	2.13	2.10	10.6

2010 with estimated 500 million Chinese taking parts in some types of fitness program or sports event.

China's sports shoes market passed US\$ 1.4 billion in 2003, and was worth over US\$ 2.0 billion in 2006. Annual growth rate is estimated to be 12 to 15 percent, slightly faster than the overall growth rate for the Chinese economy as a whole.

Korean shoes companies has manufactured their shoes in China and exported almost all of them. But those Korean shoes companies wish to market their shoes in Chinese market recently. No study has been conducted to analyze Chinese consumer behavior for sports shoes. Further there has been no study comparing consumer behaviors for sports shoes in Korea and China.

Thus, this study tries to analyze relationships among antecedents of purchase intention for sports shoes in China and Korea. A variety of marketing variables have attracted academic and practical attention to increase international marketing

competitiveness (Al-Sulaiti and Baker 1998). Studies of Country-of-origin's effects have been begun since the 1960s. The impact of country-of-origin on consumers' perception of products has attracted significant attention from researchers and practitioners across the globe for decades (for example Schooler 1965; Ahmed et al. 2003; Sohail and Ahmed 2006). Brand image is also an important factor to influence consumers' perception of products. Biswas and Sherrell (1993) concluded that the overall perception of products is influenced by brand image. Country-of-origin, brand image, perceived quality and perceived price had been identified as one of most important antecedents of purchase intention.

The objective of this study was to compare relationships of antecedents of purchase intention for sports shoes in China and Korea and to draw academic and practical implications.

II. LITERATURE REVIEW

1. Country-of-origin

A Country-of-origin representation is any labeling, packaging, logo or advertising that makes a statement, claim or implication about which country goods come from (Australian Competition and Consumer Commission 2003). Schooler (1965) began a first study on COUNTRY-OF-ORIGIN effect of "Product Bias" in the Central American Common Market. The paper was published in the *Journal of Marketing Research* in November, 1965. After the first article of Schooler published, researchers and marketers tried to extend the study on COUNTRY-OF-ORIGIN effect even more widely in today's research field. Country-of-origin has been studied by starting from the single cue to multiple cues, hybrid product and it is represented as the stereotype of their country and products (Chao 1998). Wall, et al. (1991), Ozsomer and Cavusgil (1991) and Peterson and Jolibert (1995) had conducted a series of research through the observation of the students' reaction responding to the COUNTRY-OF-ORIGIN effects by examining the stem from the use of single cue models

versus multi cue models. This study employed the use of different forms of descriptive versus tangible product information. In 1994, Samiee (1994) studied on a topic of "Customer Evaluation of Products in a Global Market". In this study, he researched country-of-origin (COO), country of manufacturing (COM), and country stereotype effect (CSE). He pointed out that country-of-origin did influence the consumer product evaluation. Papadopoulos and Heslop (2000) suggested that buyers evaluate the country-of-origin using multiple criteria that include the country's level of advancement, the buyers' feelings about the people of the country and the buyers' desire to be more closely aligned with the country.

Peterson and Jolibert (1995) employed meta analysis to quantify the COUNTRY-OF-ORIGIN effect involving two categories of dependent variables-quality/reliability perceptions and/or purchase intentions. They used omega-square (ψ^2) to measure the size of COUNTRY-OF-ORIGIN effect. They also found that COUNTRY-OF-ORIGIN has a significant effect on consumer product evaluation. Verlegh and Steenkamp (1999) also conducted the research on a meta-analysis

of COUNTRY-OF-ORIGIN effects on three types of product evaluations- perceived quality, attitude, and purchase intention- focusing on cognitive, effective, and normative aspect of COUNTRY-OF-ORIGIN. Gurhan-Canli and Maheswaran (2000) examined the psychological processes that underlie country-of-origin evaluations using undergraduate students and an experimental design in which electronic products were the focus. They found that consumers were more likely to focus on the country-of-origin when their motivation to buy the product was low or if their processing goal directed their attention away from the country-of-origin information. In conclusion, the past studies have found that the country-of-origin is one of most important antecedents of consumer's information search.

2. Brand Image

Keller (1993) views brand image as perceptions about a brand as reflected by the brand associations held in consumer memory. This definition implies that brand image is a kind of impressions stored in consumers' brain; consumers' perceptions toward a brand can be evoked by proper brand-related associations or implications.

Marketers should relate brand to specific image and consistently emphasize brand image through managing marketing mix to highlight brand position in consumers' mental spaces.

A clear brand image helps to position brand and makes a brand outstanding as well. It has been evidenced that brands with enduring, well-defined, and strong images are usually the powerful ones (Ries and Trout, 1986; Kim et al. 2003). Through effective brand image construction and communication, a strong impression can be vividly implanted in consumers' minds. As long as when a brand takes over a specific position in consumers' mind, irreplaceable brand awareness is achieved. Park et al. (1986) also advise managers should select a specific concept for a brand at the time of its introduction and then use the marketing mix to support and reinforce it over the brand's life. Batra and Homer (2004) mentioned that brand image could influence purchase intention because brand attitudes reflect a consumer's private/internal evaluations and feelings about an object itself, whereas purchase intentions toward it reflect evaluations and feelings toward the act of buying it publicly. Therefore, precisely positioning a brand and persistently

reinforcing a consistent image will determine a brand's future success.

3. Purchase Intention

Understanding consumers' purchasing behavior is a key factor of a firm to attract and to retain customers and to improve the firm's prospects for survival and growth, and to enhance shareholder's value. Therefore, marketers should understand consumer as individual and market segment. One theory of consumer behavior supports the belief that individuals are rational. Individuals think and move through stages when making a purchase decision. This means that rational thinkers have led to the identification of a consumer buying decision process. Consumer's decision process with its different levels of involvement and various influencing factors is fundamental to understand purchase intention. Theory of planned behavior proposed that the consumers' purchase intentions affected by three factors such as attitudes, group influence, and perceived control. These three factors have impacts upon purchase intention. Thus in our study, purchase intention was proposed to be affected by perceived quality and perceived price.

4. Perceived Quality

Quality is subjective and ambiguous (Zeithaml 1988). The current definition of quality by ISO is "The totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs." Perceived quality is different from objective or actual quality. It is an abstraction rather than a specific attribute of a product. It is a global assessment on the superiority of products or services and a judgment usually made within a consumer's evoked set (Liu & Chau 2001). Olson (1978) stated that consumers use quality to develop the product characteristics and inferential beliefs and their actual product choice can be a direct function of these media beliefs. Cheron and Propeck (1997) had examined and compared the dimensions used to measure the perceived quality of product of consumers conducted by different researchers for over two decades.

Then, they suggested to use the latent variables and associated indicators to obtain a reliable and valid measure of the perceived quality of products. Quality has been accepted as a great attention from the consumer perspective towards the product from various countries. As we

knew, Scott, Thomas, and John (1997) treated quality as a multi dimension and attributed five dimensions including reliability, value for money, appearance, availability, and functional for quality. Chinen, Jun and Hampton (2000) studied on the investigation of consumer's attitude towards domestic products versus foreign products. Eight scale items such as quality, workmanship, overall products, reliable, after-service, value for the money, attractive appearance, and innovative, were employed to measure the construct of product quality.

5. Perceived Price

It is common for people to be averse to paying prices that they view as unfairly inflated (Martins and Monroe 1994; Urbany and Madden 1989). The perceived price includes all the cost which the buyer faces in making a purchase decision such as purchase price, acquisition costs, transportation cost, installation cost, order handling, repairs and maintenance, risk of failure and poor performance.

In the COUNTRY-OF-ORIGIN effects research field, researchers have linked the other marketing variables to the effect of country-of-origin. Chai et al. (2004)

conducted the research on country-of-origin effect and price influence on consumers' willingness to buy foreign products. They made following conclusions: (1) COUNTRY-OF-ORIGIN effect was very important in multiple-attribute scenario. They found that consumers are more willing to buy imported products depending upon the degree of the development of the manufacturing country. (2) Even consumer always considered "made in" label as a very important factor but they still took price-another influenced factor-into account before making purchasing decisions. Consumers would increase their willingness to buy the products from a less developed country if the price of its product decreased, while the prices of the imported product from developed country remain the same. And (3) the price elastisty of the durable goods from less developed country was lower than non- durable goods from the same country.

III . RESEARCH MODEL AND HYPOTHESES

1. Relationships among Research Constructs

1.1 Relationship between country-of-origin and Perceived Quality

Verlogh and Steenkamp (1999) found that country-of-origin had a greater effect on perceived quality of products than attitude toward the product or purchase intention. Furthermore, the degree of economic development of the countries of producers could influence the country-of-origin effects. Wall and Liefeld (1991) also addressed that there were positive relationship between the quality of the products and the level of development of a country (Crawford and James 1993). In terms of results of researches mentioned above, consumers tend to evaluate highly products from countries with the high level of economic development or higher technologies countries (development countries, for example US). These countries also have high country image (CI) and

high level of perceived quality for their manufactured products. Finally consumers demonstrate their higher level of attitudes towards the products made in developed countries, and then purchased products from these countries. In consistently, moderate level of economic development or technological countries of manufacturers produced the moderate level of country images (CI), product quality and attitude toward products. For under developed countries, consumers demonstrate low country images, low products quality, and low attitudes towards the foreign products.

Based upon discussions mentioned above, this study constructs the following research hypothesis:

H1: Positive country-of-origin will result in positive perceived quality for sports shoes.

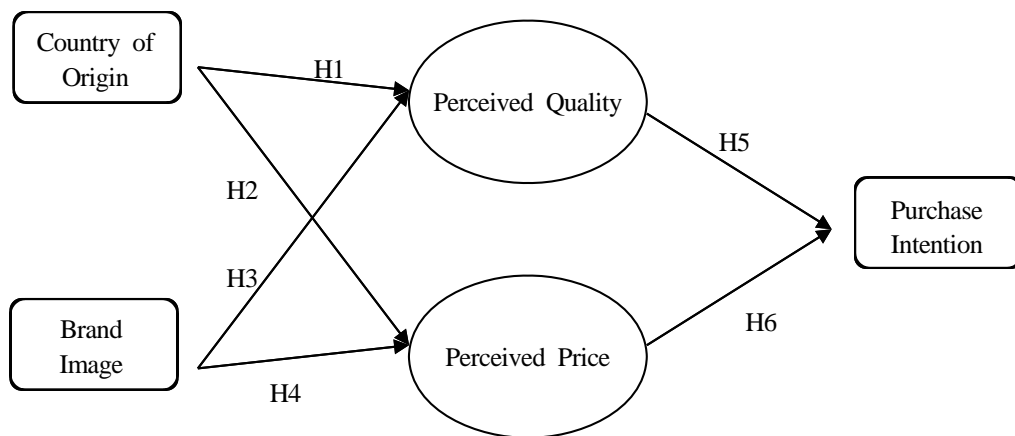


Figure 1 The Empirical Model of This Study

1.2 Relationship between country-of-origin and Perceived Price

When a consumer is given information about the brand name and country-of-origin, he or she tends to give a favorable consideration for products from developed countries (Astous and Ahmed 1992). Consumers expect to get lower price in order to compensate a negative country-of-origin of products. (Cheron and Propeck 1997). For the same products made in two different countries, for example, developed country and less developed country, consumers are more likely to purchase the product made in less developed country, when the price of less developed country products are lower (Chai, et al. 2004). Ahmed, et al. (1993) found that there was a significant relationship between country-of-origin and price of products. This indicated that price concessions are needed to sell the products with low country image. Therefore, a consumer may expect in lower price for the products made in poor developed country.

Based upon discussions mentioned above, we constructed the following research hypothesis:

H2: Positive country-of-origin will result in positive perceived price for sports shoes.

1.3 Relationship between Brand Image and Perceived Quality

People implicitly defined brand image, and these definition have a strong and pervasive effect on product's quality. The brand image has been studied in various quality related studies. The underlying assumption is that the beliefs or attitudes regarding the original brand will be transmitted to the extension, and a positive brand image will have a positive effect on the perceived quality of the product (Milewicz and Herbig 1994). More recent studies have demonstrated a relationship between positive brand image and the success of perception of product's quality (Kim et. al. 2001).

Based upon discussions mentioned above, we constructed the following research hypothesis:

H3: Positive brand image will result in positive perceived quality for sports shoes.

1.4 Relationship between Brand Image and Perceived Price

In today's highly competitive business environment, a well positioned brand image is very important (Arnold 1992). Helgeson & Beatty (1987) concluded that brand names (which usually reflect brand

image) can carry price information. Brand image should be considered when studying the impact of external reference price on internal price standards (Biswas and Sherrell 1993). Therefore, in this study, we want to find the relationship between the brand image and perceived price.

Based upon discussions mentioned above, we constructed the following research hypothesis:

H4: Positive brand image will result in positive perceived price for sports shoes.

1.5 Relationship between Perceived Quality and Purchase Intention

In global environment, researchers and marketers try to develop the information for the consumers, which they can rely on to make their product evaluation and choice preference. This intends to provide consumers with more information which is in order to assist them in making better decision on the complex nature of global products. As the world wide economy increases in its' complexity, consumers may rely on a variety of information cues to infer a product's COUNTRY-OF-ORIGIN information. In this case consumers may refer to single-dimensional country-of-origin

information. Consumers believe that highly developed countries would produce high quality of products, thus they intend to buy the products imported from these countries. However, the main effect of product quality on the consumers purchasing intention has not been widely studied.

Based upon discussions mentioned above, we constructed the following research hypothesis:

H5: A consumer who perceives a high perceived quality will demonstrate a high level of purchase intention.

1.6 Relationship between Perceived Price and Purchase Intention

Price is the most important cue that consumers use in their decision making. Researches on price cue regard price as a unidimensional cue (Chang and Wildt 1996). However, Lichtenstein, Ridgway, and Netemeyer (1994) posited that there are multidimensional aspects of price cues and suggested two dimensions of positive price cues (price/quality schema and prestige sensitivity) and five dimensions of negative price cues (sale proneness, price mavenism, value consciousness, coupon proneness, and price consciousness). According to Lichtenstein et al. (1994),

high price can either stimulate purchase or cause the consumer to postpone or give up purchase according to consumer perception.

Based upon discussions mentioned above, we constructed the following research hypothesis:

H6: A consumer who perceives the price of the product to be high will demonstrate low level of intention to purchase the product.

2. Measurement

Based upon results of literature review in related areas, the following research model <Figure-1> was constructed. This model describes the relationships between country image and brand image's evaluation factors and perceived quality, perceived price and purchase intention. Bergkvist and Rossiter (2007) found that there is no difference in the predictive validity of the multiple-item and single item measures. From Orbaiz and Papadopoulos's research (2003), two items were used to measure country-of-origin. Two items were used to measure brand image are adopted from Voss's work (Voss et al. 2003). Perceived quality were measured by two items which recommended by Chao (2001).

From Cai, et al.'s study (2004), two items were used to measure perceived price. Finally, two items were recommended by Ko and Zhang (2006) to measure purchase intention.

3. Data Collection

A sampling plan is developed to ensure that certain types of respondents will be included in this study. The data collection was conducted at two big universities in Beijing, PR China and one big university in Seoul, Republic of Korea in 2006. Samples for this study consisted of undergraduate and graduate students.

This research used convenience survey method using questionnaires from the 10th August to the 10th September, 2006. Questionnaires were distributed to four hundred respondents (200 Chinese students and 200 Korean students). 368 questionnaires were collected, 191 were drawn from Beijing, and 177 were drawn from Seoul. Three hundred and eighty two were usable and ten were useless. The response rate is amounted 92.0%.

IV. DATA ANALYSIS

1. Sample Characteristics

Sample characteristics including five major items in this study: (1) Gender, (2) Age, (3) Major, (4) Yearly income (5) Monthly Consumption. The result of Chinese respondents is shown that 47.6% respondents are female, and 52.4% respondents are male. Because all the respondents are students in college, most of them, 91%, are between 23 and 28 years old. 16.8% of respondents' major are liberal, 47.1% are engineering, 32.5% are science and 3.7% are art. More than half of the respondents earn less than 10,000 RMB in one year. Most of the respondents consume less than 700 RMB in one month.

Analysis upon Korean sample characteristics showed that 26% of respondents are male, 74% are female. Because all of the respondents are college students, most of the respondents are from 20 years old to 28 years old, about 95% of the respondents. Most of the respondents' major is textile and clothing department, about 85% of the respondents. Although there were almost 50% of the respondents didn't answer the questions

about yearly income and monthly consumption, we still can get results from the available answers, that most of the respondents were born in the middle-level families, and they have enough money to consume.

2. Reliability and Validity Test

Reliability means the reliable level, and it also means that the reliability or stability of the scores of a test. To analyze the reliability of the questionnaire items used in this study, Cronbach's Alpha was used. The Cronbach's coefficient alpha is used to measure the internal consistency of each identified dimension. In reliability test, the general criterion of the Cronbach's coefficient alpha should be greater than 0.6. In this research, the reliability of the data from two countries was good enough to be analyzed based upon the study of Kim (1998).

Confirmatory factor analyses (CFA) were then performed to check the validity of the measures used in this study. For Korean respondents, CFA produced the following results: chi square = 64.69, $p = 0.00$. RMR = 0.069, GFI = 0.93. For Chinese respondent, CFA results were: chi square = 105.62, $p = 0.00$, RMR =

0.097, GFI = 0.91. The confirmatory factor analysis indicated a reasonable level of fit of the model. In summary, the selected items make reliable and valid measures for the research constructs.

3. Hypothesis Tests

LISREL 8.3 (Jöreskog and Sörbom 2002) was used to test the research hypotheses constructed in this study. A LISREL analysis was conducted for the two data sets from Korea and China which produced the following fit indexes: for Korean respondents' data, Chi-square = 68.49 (df = 28, p-value = 0.0000), GFI = 0.93, and for Chinese respondents' data, Chi-square = 141.85 (df = 28, p-value = 0.0000), GFI = 0.88. Thus our research

model fits well into data structures collected from two nations.

Korean Data

Country-of-origin was not found to positively influence consumer's perceived quality ($\beta = 0.01$, t-value = 0.41) and perceived price ($\beta = -0.02$, t-value = -0.41). Additionally, brand image was found to positively influence consumer's perceived quality ($\beta = 1.62$, t-value = 3.74) and perceived price ($\beta = 1.24$, t-value = 3.78). Finally, consumer's perceived quality was found to positively influence consumer's purchase intention ($\beta = 0.43$, t-value = 3.84), but perceived price was not found to positively influence consumer's purchase intention ($\beta = 0.06$, t-value = 1.07).

Table 2 Standardized LISREL Estimates

From \ To	perceived quality		perceived price		purchase intention	
	Korea	China	Korea	China	Korea	China
Country-of-origin	0.01 (0.41)	0.16 (2.39)	-0.02 (-0.41)	0.02 (0.96)		
Brand Image	1.62 (3.74)	0.22 (3.46)	1.24 (3.78)	0.13 (2.15)		
Perceived Quality					0.43 (3.84)	0.54 (2.79)
Perceived Price					0.06 (1.07)	-0.51 (-2.09)

* Lisrel Estimate (t-value)

LISREL analysis was used to test our research hypotheses. The results of testing the research hypotheses are as follows:

Chinese Data

The predicted antecedents, country-of-origin was found to positively influence consumer’s perceived quality ($\beta = 0.16$, t-value = 2.39) but not perceived price ($\beta = 0.02$, t-value = 0.96). Additionally, brand image was found to positively influence consumer’s perceived quality ($\beta = 0.22$, t-value = 3.46) and perceived price ($\beta = 0.13$, t-value = 2.15). Finally, consumer’s perceived quality was found to positively influence consumer’s purchase intention ($\beta = 0.54$, t-value = 2.79), but perceived price was found to negatively influence consumer’s purchase intention ($\beta = -0.51$, t-value = -2.09).

The research model of this study produced good model fitting indexes for Korean data (Chi-square = 68.49, df = 28, p-value = 0.0000; GFI = 0.93) and Chinese data (Chi-square = 141.85, df = 28, p-value = 0.0000; GFI = 0.88).

Country-of-origin was found to positively influence perceived quality in China but not in Korea. Thus, H1 was supported in China but not in Korea. Country-of-origin was not found to significantly influence perceived price either in Korea and China. Thus, H2 was not supported either in China and Korea. Brand image was found to positively influence perceived quality in both countries. Thus, H3 was supported in Korea and China. Brand image was found to positively influence the perceived price in both countries. Thus, H4 was supported in Korea and China. Perceived quality

4. Summary of Hypothesis Tests

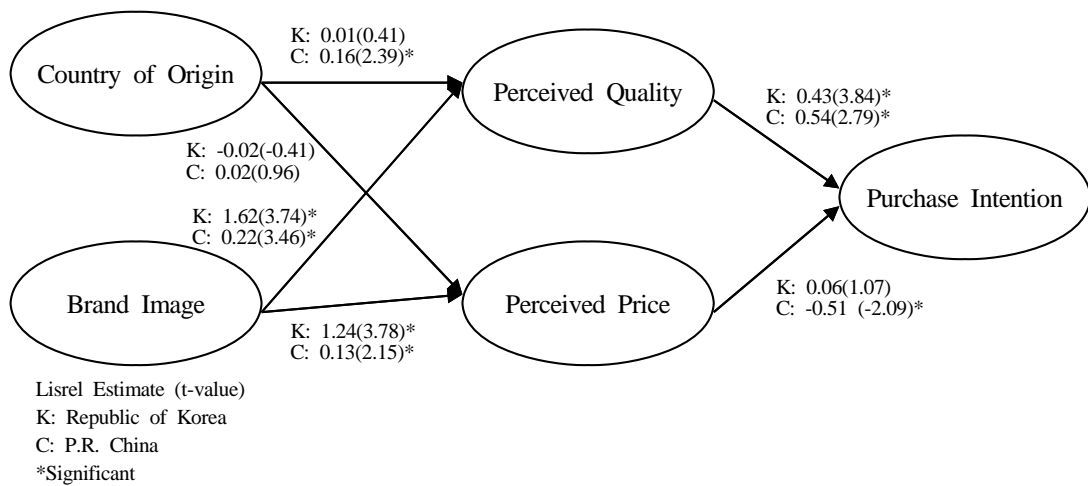


Figure 2 Results of Hypothesis Testing in Korea and China

Table 3 Summary of Research Hypotheses in Korea and China

Hypotheses		Results	
		Korea	China
1	Positive country-of-origin will result in positive perceived quality for sports shoes.	Not Supported	Supported
2	Positive country-of-origin will result in positive perceived price for sports shoes.	Not Supported	Not Supported
3	Positive brand image will result in positive perceived quality for sports shoes.	Supported	Supported
4	Positive brand image will result in positive perceived price for sports shoes.	Supported	Supported
5	A consumer who perceives a high perceived quality will demonstrate a high level of purchase intention.	Supported	Supported
6	A consumer who perceives the price of the product to be high will demonstrate low level of intention to purchase the product.	Not Supported	Supported

was found to positively influence the purchase intention in Korea and China. Thus, H5 was supported in Korea and China. Perceived price was found to negatively influence the purchase intention in China but in Korea. Thus H6 was supported only in China.

V. CONCLUSIONS AND IMPLICATIONS

Conclusions

Following conclusions were made based upon results of analysis in this study:

First, Chinese consumers pay more

attention to country-of-origin when they evaluate the quality of sports shoes than Korean consumers. This study found that country-of-origin influences positively perceived quality in China but in Korea. Also this study found country of origin has no influence upon perceived price in Korea and China. These findings suggest that Chinese and Korean consumers do not use country-of-origin as important information when they evaluate the price of sports shoe. Chinese consumers consider that sports shoes of developed countries have better quality than those of under developed countries.

Second, Brand image plays more important role in consumer behavior for

sports shoes in Korea and China that country-of-origin does. This study found brand image influences positively perceived quality and perceived price for sports shoes in Korea and China. Country-of-origin was found to be only significant in China only. These findings suggest that consumers use the brand image to evaluate the quality and the price of sports shoes in both countries. Nike and Adidas were ranked as top brands by our respondents. Consumers consider Nike and Adidas as good quality shoes with high price. Korean consumers do not care where it was manufactured. But Chinese consumers do care where it was manufactured.

Third, consumers are likely to purchase sports shoes with high level of perceived quality in Korea and China. This study found that perceived quality positively influences purchase intention for sports shoes in Korea and China. This finding reminds us a classical axiom of marketing mentioning a product with a good quality sells itself.

Fourth, Chinese consumers are less likely to purchase the sports shoes if they perceive the price of the product is high. But Korean consumers are likely to purchase their sports shoes regardless of

the price. This was caused by differences in economic development stage of two nations. Chinese consumers pay more attention to the price of sports shoes than Korean consumers. Korean consumers have more purchasing power compared to Chinese consumers (Motes 1987).

Implications

1. For Business

First, marketers should build strong brand equity to sell their sports shoes in Korea and China. Findings of this study suggest that brand image is more important than country-of-origin. Papadopolous et al. (1990) found that consumers in Canada, the United State (US), Great Britain, Greece and Hungary are more likely to purchase the Japanese products rather than the similar products made in their home country. This was caused by strong marketing programs of Japanese companies to enhance their brand image. Sports shoes marketers should develop their marketing strategy to enhance their brand image, for example, advertising strategy to increase the level of brand awareness and brand personality (Lau et al. 2006)

Second, marketer of sports shoes should put more emphasis upon communicating

consumers with the quality of their products. This study found that perceived quality is one of the most important variables influencing purchase intention in both countries (Shepard 1978; Mitchell and Olson 1981).

Third, integrated marketing communication strategy to enhance the brand image is recommended to market sports shoes in Korea and China. Marketers of sports shoes should use advertising, promotion and PR strategies. It is critical to coordinate these individual strategies to increase the impact of marketing efforts to sell sports shoes in Korea and China.

2. Limitations and Future Research

This research utilized undergraduate and graduate students as samples. This study found the country of origin did not play an important role in Korea and positively influenced perceived quality in China. This may be caused by the limited age bracket of our samples.

Questionnaire method was used to collect data for this study. Chinese questionnaire might have been suffered by translation problems even though we used translation and back translation method.

Measurements of variables in this study was taken from previous studies and

improved. But there was no research about sports shoes. Our measurements of variables might be needed to be improved more.

Future research in this field should use more general samples and more rigorous translation method to get high level of validity and reliability. Also it is suggested for future research to include more variables in the research model. Our research model only included four antecedents of purchase intention such as country-of-origin, brand image, perceive quality and perceived price. Other variables related to advertising, promotion, PR and warranty can be included in the future research model. It is worth to devote a whole research to develop proper measurements for consumer behavior of sports shoes.

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