Abstract

Objective. The thesis was to analyze the usefulness of the brand origin concept in determining the perceptions of Indonesian electronic consumers.

Method. Guided by latest advance in social identity theory, social motivation theory and CO research, a vibrant model of brand origin recognition was proposed. Six hypotheses were tested using a sample of 227 electronic consumers in Jakarta. Using Chi-square test, the association between brand origin identification and social identity was analyzed. A factor analysis with varimax rotation for determining brand images was also carried out.

Results. Resulting in 227 usable data showed that most consumers can recognize the brand origin correctly. The association of brand origin with social status was not supported, since the respondents could determine the brand origin correctly.

Conclusion. Research into CO effect had been wide-ranging. Nevertheless, few studies observe empirically the cause of “brand origin” which was more suitable in developing market in today’s increasingly competitive global environment.

Key words. Brands, Country of origin, Jakarta.