

# **The Influence of Product Innovation, Country of Origin, and Product Knowledge on Purchase Intention: The Mediating Effect of the Brand Attitude**

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Globalization has succeeded in broadening consumers' choice via technological assistance which provides sufficient variety of information. Companies shall face competition, both at domestic and international level, which is more intensified than prior to globalization. Moreover, Chinese brands are increasingly popular overseas and reaching out to compete with other global brands. Global consumers are also continuously looking up on companies' country of origin for newest product innovations yet having the lowest price tag in the market. Their search brings about knowledge and attention on Chinese brands. Brand attitude is formed, because it is beneficial for a company; while customer value refers to the comparison of benefits and costs from a customer perspective. Product innovation is one of the benefits received by consumers after buying certain products. In addition, for consumers, country of origin and product knowledge are the ways they utilize information to find out about a product's perceived quality. This research aims to analyse the influence of product innovation, country of origin, and product knowledge on purchase intention through brand attitude. To collect data, close-ended questionnaires were handed over to 100 respondents. The data were then calculated using SmartPLS 3.2.7. The results showed that all hypotheses were accepted, which indicate that there were positive and direct effects among variables. This study exemplifies the strongest correlation between brand attitude and purchase intention. Even though the relationship between product knowledge and brand attitude has the lowest significance, but it still reflects the relationship between both variables. The findings indicated that in order to create more favourable brand attitude, a company needs to focus on efforts to generate customer memory about product specification. Significantly, a company could obtain more cash due to its brand name if it is well-accepted in the market. Meanwhile, limitation of this study lies on the small number of samples, geographical location, and theoretical support.

*Keywords:* product innovation, country of origin, product knowledge, brand attitude, purchase intention

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