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# THE EFFECT OF COUNTRY-OF-ORIGIN IMAGE, PRODUCT KNOWLEDGE AND PRODUCT INVOLVEMENT ON CONSUMER INFORMATION SEARCH INTENTION TOWARDS MOBILE PHONES: SPECIAL REFERENCE TO UNDERGRADUATES OF EASTERN UNIVERSITY, SRI LANKA

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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. Increasing the knowledge of customers about products makes research about factors that influence their decisions more worthwhile than before. The aim of this study is to identify the effect of country-of-origin image, product knowledge and product involvement on Information search intention towards mobile phones. The added value of this paper is to link between theory and practice, and explore the different country-of-origin image, product knowledge and product involvement on consumer purchase decisions. Four variables are used country-of-origin image, product knowledge, and product involvement and consumer information search intention. Most of the related research has been conducted in developed countries, with a very few exceptions. Therefore, in order to have a perspective of a developing country, the current research was conducted in Srilankan context. The primary data were collected through structured questionnaire from 370 Undergraduates of EUSL. Then data summarize through SPSS, and different tests applied on it, and three hypotheses were tested. The major finding are country of origin, product knowledge, product involvement have a positive effect on consumer information search intention towards mobile phones. But Out of three determinant variables, product knowledge has relatively high impact on consumer information intention towards mobile phones. The findings of this study have various managerial implications for import mobile phone industries. In addition, it also helps marketers who work on related topics according to the consumer decision perspective. Practical implications of the study are that the company must face competitive strategies from many countries and also the effect of consumer product knowledge on business competitive strategy.

**Keywords:** Country-of-origin image, Product knowledge, Product involvement, Information search intention, Eastern University, Sri Lanka.

## 1. Introduction

Over the last few decades, the development of globalization and growth in international trade has been accompanied by a significant increase in interest in the nature of competitiveness. Moreover, globalization has made it possible for consumers in many countries to avail themselves of a vast array of products (Tabassi, Esmaeilzadeh, & Sambasivan, 2013). Now customers worldwide have benefitted from increased access to a wide variety of products and services from other countries. Bulky commodities were imported to Sri Lanka through various channels. Today Srilankan markets are flooded with products and services of companies which are from foreign nations and consumers are today facing stiff and variety of choices not only to choose among products from our country, but also from all over the world. It makes consumers vigilant in their buying decision making process.

Given this scenario, the concept of consumer decision making is gaining importance among the marketers and researchers on buyer behaviors. Before the consumer performs actual purchasing behavior, he/she is most likely involved in Information search to evaluate different products on the basis of varying product attributes, and whether these can deliver the benefits that the customers are seeking than they make purchase. The Access to information, higher levels of education and technological progress have also made it possible for consumers to become more aware of the products and services available throughout the world. Consumer decision process is more prominence to two main activities associated with decision making process such as information search intention.

Lin and Chen (2006) point out that, when customers are making decisions, they search for more information before making their purchase. In the past it would be nearly impossible for information to be transmitted as easily. Now consumers use technology to reach out to the world on the Internet gathering and sending information. The globalization is shaping and modifying consumer decision evaluation. Consumers often actively seek information that has potential usefulness for achieving their consumption goals. Although there are many parameters that consumers consider when they want to buy something and those factors that have an impact on consumer products and services evaluation. Among the parameters, COO image, product knowledge and product involvement are the most important issues which considerably affect the buying decision of consumers. Understanding its effects may lead to better purchase decisions by consumers, on the one hand, and better strategies by marketers, on the other. Consumers are paying attention to the origin of certain brands of products as part of their evaluation and purchasing decision process. The images of manufacturing countries can affect consumers' purchasing decisions directly and independently of product characteristics (Kalicharan, 2014). Country's image does influence a consumer's purchase decision (Lin & Chen, 2006). A strong association between the COO image and consumers' product evaluations and purchase behavior (Shahzad, 2014).

According with Adina & Chen (2012) product knowledge may play an important role in consumer decision making process. Consumers have different levels of product knowledge to evaluate the products in different ways. Product knowledge does influence the information communicated to the consumer (Javed & Hasnu, 2013).

The level of product involvement of a customer also affects the consumers' decision-making (Shahzad, 2014). Therefore, product involvement is a central framework, vital for understanding consumer decision-making behavior and associated communications (Bian & Moutinho, 2011). Product involvement plays a significant role in consumer behavior and as the level of involvement increases, the consumer searches for further information (Shahzad, 2014). The consumer cannot evaluate all characteristics of a product before they purchase and they have to judge some times in their pre-purchase evaluation. Consumers' perceptions of perceived risk related to the product, together with perceived quality are important as they affect the consumer's choice of buying a product (Shahzad (2014). Extrinsic cues that consumers believe in can be used for their judgment about products quality (Tudor & Zheng, 2014).

At the same time, the continued growth of international trade and globalization, the interest of importers and retailers increased in wanting to know consumer purchase decision regarding the effect of COO image, product knowledge, and product involvement. Sri Lanka was the first market to have open economic policy in South Asian developing countries (Senthilnathan, 2011). The mobile phone adaption is among the highest in Srilankan younger generation. In other words, profitable market of mobile phone in Sri Lanka, and consequently huge import of mobile phones contributed to the development of this study. Therefore there is need to do research regarding these variables in Sri Lanka.

Most of the related research has been conducted in developed countries, with a very few exceptions. Therefore, in order to have a perspective of a developing country, the current research was conducted in Srilankan context. Developing countries are huge market with promising market share for foreign companies and this kind of research can help those companies to better understand the consumer perception and behaviors with reference to the COO image, product knowledge and product involvement. In developing countries the things are not clear, the people just prefer those products with less awareness, and later on they realize that, so there is a problem with the consumer behavior.

Mainly this research is to find answers about customers' purchase decision, regarding buying the mobile phones taking into consideration which key factors effect their information search intention. On the other hand, in order

to fill little empirical indication of Srilankan consumers' purchase decision related with COO image, product knowledge and product involvement. Based on the above problem identified, the following research objectives have been attained.

1. Identifying the levels of COO image, product knowledge, product involvement, and consumer information search intention towards mobile phones.
2. Identifying the COO image, product knowledge, and product involvement impact on the consumer information search intention towards mobile phones.
3. Identifying the relationship between the COO image, product knowledge and product involvement on consumer information search intention towards mobile phones.

## 2. Literature Review

### Consumer Purchase Decision

The consumer decision making is a process of selection from two or more alternative options to choose when they are making a purchase. When making decisions, highly involved individuals will go through an extended problem solving process: recognizing the problem, actively searching for information, evaluating the alternatives, and making the purchase decision (Gursoy & McCleary, 2004). Increasingly, marketers are becoming strongly aware of the role of emotions in the purchasing decision process (Bamber, Phadke & Jyotishi, 2011). Today consumers do not just buy a commodity they buy branded products which are a combination of the tangible and intangible benefits created by the efforts of a company. Major variables that influence consumer purchase decision. The globalization of products and markets add some other factors to the check list of consumers to make perfect decision. There are many parameters plays an important role in competitive markets and consumer behaviour (Hunjra, Kiran & Khalid, 2014).

### Information search intention

The buying behaviour associated with this kind of purchase is information seeking (Shahzad, 2014). When customers are making decisions, they search for more information before making their purchase (Lin & Chen, 2006). Some authors contend that consumer decision making process is exposed to some doubts, wrong purchase decision may occur in spite of availability of appropriate information. Furthermore, some critics contend that customers can be exposed to information overload, therefore existence of extra information can deteriorate decision making process (Gasimova, 2015).

### Major Factors impact on Consumer Purchase Decision

#### Country-of-Origin

Country image means the consumer's general conscience for product quality manufactured from a specific country (Lin & Chen, 2006). Overall country image, aggregate product country image and specific product country image, the overall country image was defined as the general consumer perception of products originating in a particular country (Shahzad, 2014). A large amount of consumers use country-of-origin stereotypes to evaluate products and product's quality. For example, "Japanese electronics are reliable", "German cars are excellent", "Italian pizza are superb". Many consumers believe that a "Made in . . ." label means a product is "superior" or "inferior" depending on their perception of the country (Tudor & Zheng, 2014).

#### The Influence of COO image on Consumer Purchase Decision

The country-of-origin information does influence a consumer to evaluate the country's product quality (Lin & Chan, 2006). Especially when the COO image appears negative, a consumer might have a negative image of that country's product. The country-of-origin does have effects on product appraisal, the manufacturing industry and the consumers' product purchase decision (Lin & Chan, 2006). Higher COO image, consumer would have a higher intention of information search (Lin & Chan, 2006). The other point that studies demonstrate is that people care about which country products come from and where they are made and consider these factors when evaluating the quality of products (Rezvani, *et al.*, 2012).

#### Product Knowledge

Consumers Product knowledge based on consumer's understanding or awareness about the product or consumer's confidence about it (Gasimova, 2015). Consumers' knowledge of products relies on the extent of the obtained information. Knowledge held in memory has been identified as a significant factor influencing consumer decision making (Wang & Yang, 2008). Consumers with the high product knowledge are capable to

achieve product associated responsibilities and have general earlier knowledge on product usage, types and purchasing data (Lin & Chan, 2006).

According to previous researches consumer knowledge can be divided into two particular categories: objective and subjective knowledge. Objective (or actual knowledge) is the information that we actually know, however there is also subjective (or perceived knowledge) is what we think we know (Gasimova, 2015). However, people with a high level of subjective knowledge have a greater tendency to rely on country of origin for evaluating the quality of a product (Rezvani, *et al.*, 2012).

### **The Influence of Product Knowledge on a Consumer Purchase Decision**

A consumer has relevant or important product information (high product knowledge), he/she would only concentrate on searching and evaluating limited information, thus his/her intention in information search is not high. In purchase processing, a consumer's understanding of a product would not only affect his/her information search behavior, but also his/her information treatment and decision making processing, and furthermore affect consumer purchase intention (Lin & Chan 2006).

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 (Hunjra, *et al.*, 2014). Much evidence shows that product knowledge does have an impact on information processing to the consumer. The relationship between product knowledge and information search has not yet generated any definite conclusion (Shirin and Kambiz, 2011).

### **Product Involvement**

Product involvement is the personal involvement in the product which is directly related to personal commitment (Javed & Hasnu, 2013). The consumer product involvement is referred to how much time, interest, effort and thought goes into the product purchases (Shahzad, 2014). When his/her involvement level increases, the consumer will search for further information (Lin & Chen, 2006). Involvement can be divided into advertising involvement, product involvement, and purchasing involvement (Hunjra, *et al.*, 2014).

### **The Influence of Product Involvement on the Consumer Purchase Decision**

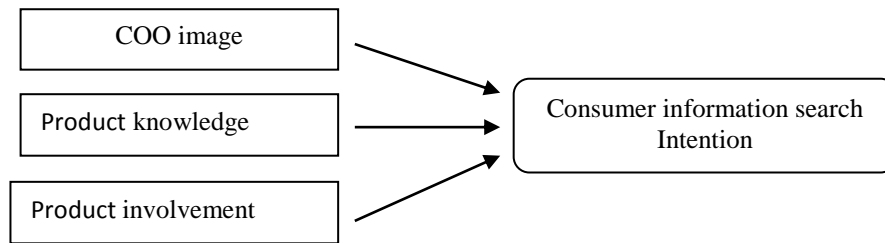
When a consumer considers purchasing a product which has a fairly high level (high product involvement), he/she will carefully evaluate product advantages and disadvantages. However, when a consumer owns product relevant or important information (high product knowledge), he/she will only concentrate on search and evaluate limited information, thus his/her information search intention is not high (Lin & Chen, 2006). If customer has the understanding of product, it will affect his search behaviour and they will search for limited information only before purchasing (Javed & Hasnu, 2013).

## **3. Methodology**

This research is concerned to collect the primary data from Undergraduates of EUSL by issuing structured questionnaire. To consider the efficiency of this sampling, stratified random sampling method is selected for this study to collect data. 363 Undergraduates were selected as a sample for this research based on 95% confidence interval equation. With regard to the size of the sample, 400 questionnaires were distributed, 373 of which were efficient. However, only 370 questionnaires were used based on least size of sample. A five point scale will be used to measure the variable this scale consists of five boxes ranging from strongly disagree to strongly agree and very low to very high.

### 3.1 Conceptualization

Figure 1: The conceptual frame work



Source: Shirin & Kambiz, 2011

Mainly this research is to find answers about customers' purchase decision, regarding buying the mobile phones taking into consideration which key factors effect their information search intention in reference to the four variables in figure 1.

In this conceptual model, independent variables COO image, product knowledge, product involvement. At the same time dependent variables information search intention.

### 3.2 Hypotheses

Based on the above literature, the hypothesis for this study is developed as follows:

**H<sub>1</sub>:** The country-of-origin image asserts a significantly positive impact on the consumer information search intention.

**H<sub>2</sub>:** Consumer product knowledge has a significantly positive impact on consumer information search intention.

**H<sub>3</sub>:** Product involvement has a significantly positive impact on consumer information search intention.

### 3.3 Univariate analysis

Univariate analysis technique was used for evaluating respondents' views. It looks at the range of values, as well as the central tendency of the values including mean and standard deviation. The decision rule can be formulated as follows.

Table 1: Decision Criteria for Univariate Analysis

Decision Criteria	Decision Attribute
$1 \leq X \leq 2.5$	Low level
$2.5 < X \leq 3.5$	Moderate level
$3.5 < X \leq 5.0$	High level

X – Mean value of indicators/variables

### 3.4 Bivariate analysis

It involves the analysis of two variables for the purpose of determining the relationship between independent variables and dependent variables. Under the bivariate analysis correlation and simple regression were used to evaluating the collected data in order to achieving the second objective of the study.

Table 2: Decision Rule for Correlation Analysis

Coefficient Range	Strength of Association
$r = \pm 0.91$ to $\pm 1.00$	Very Strong Positive Relationship
$r = \pm 0.71$ to $\pm 0.90$	High Positive Relationship
$r = \pm 0.41$ to $\pm 0.70$	Moderate Positive Influence
$r = \pm 0.21$ to $\pm 0.40$	Small but Definite Relationship
$r = \pm 0.00$ to $\pm 0.20$	Slight, almost negligible

(Source: Jnr, Money, Samouel, & Page, 2007)

### 3.5 Multivariate Analysis

It is process that involves measuring relationships among multiple variables at the time and multivariate analysis improves upon separate univariate analysis of each variable in a study because it incorporates information into the statistical analysis about the relationship between all the variables.

#### Multiple Linear Regression

Multiple linear regression is a method of analyzing the collective impact and relationship of two or more independent variables on a dependent variable. Therefore to identify the impact of these independent variables on dependent variable, multiple linear regression analysis was used to achieve third research objective.

## 4. Data analysis and Discussion

This study has used univariate analysis in order to achieving first objective of the study. For this analysis mean values and standard deviation of the variable was taken in to consideration in order to find out the level of COO image, product knowledge, product involvement, and consumer information search intention towards mobile phones. The results of descriptive analysis for each variable given in following Table 4.

Table 3: Descriptive statistics for consumer decision towards mobile phones.

Description	Variables			
	COOI (X <sub>1</sub> )	PK (X <sub>2</sub> )	PRI (X <sub>3</sub> )	ISI
Mean	3.99	4.12	4.29	3.93
Standard Deviation	0.542	0.564	0.621	0.711

The variables such as COO image, product knowledge, and product involvement and consumer information search intention. These variables have the mean values of 3.99, 4.12, 4.29 and 3.93 respectively. Those are deviated from 0.542, 0.564, 0.621 and 0.711 respectively. It shows that the COO image, product knowledge, product involvement and consumer information search intention have high level of attributes in Undergraduates of EUSL.

COO image (COI) plays an important role in consumer purchase decision, particularly for electrical goods (Tudor & Zheng, 2014). Product knowledge plays an important role in the research of consumer behavior; therefore, it is an essential research subject in related fields (Shirin & Kambiz, 2011). Involvement impacts the general process of consumers' decision making, from initial information probe to ultimate evaluation of purchased product (Kambiz & Shirin, 2011).

## 4.2 Pearson's Correlation Analysis

Correlation coefficient of Pierson was applied to study the relation between two variables. Rules of thumb about correlation coefficient, coefficient range  $\pm 0.91$  to  $\pm 1.00$  = very strong,  $\pm 0.71$  to  $\pm 0.90$  = high,  $\pm 0.41$  to  $\pm 0.70$  = moderate,  $\pm 0.21$  to  $\pm 0.40$  = small but definite relationship,  $\pm 0.00$  to  $\pm 0.20$  = slight, almost negligible.

Table 4: Pearson's Correlation Analysis

	COO image	Product knowledge	Product involvement
Pearson Correlation	0.261**	0.463**	0.358**
Significant Level Sig. (2tailed)	.000	.000	.000

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

(Source: Survey Data)

Table 5.19 shows there is a significant and positive relationship between COO image, product knowledge, product involvement and information search intention. Correlation coefficient of COO image is 0.261. It falls under the coefficient range of  $\pm 0.21$  to  $\pm 0.40$ . This indicates small but definite relationship between COO image and information search intention. When a consumer evaluates a foreign country product, he/she will mostly likely adopt a COO image as the most easy to obtain information (Chan & Lin, 2006). Higher COO images, the consumer would have a higher intention of information search (Lin & Chan, 2006).

Correlation coefficient of product knowledge is 0.463. It falls under the coefficient range of  $\pm 0.41$  to  $\pm 0.70$ . This indicates moderate relationship between product knowledge and information search intention. Some scholars state that consumers' understanding in product knowledge has a positive correlation to information search quantity, such as Moore and Lehmann (1980), Punj and Staelin (1983), Selnes and Troye (1989), Alba and Hutchinson (1987) (Lin & Chan, 2006). Research highlights that having knowledge about products has a positive and significant relation with information search intention (Hunjra *et al.*, 2014).

Moreover, correlation coefficient of product involvement is 0.358. It falls under the coefficient range of  $\pm 0.21$  to  $\pm 0.40$ . This indicates small but definite relationship between product involvement and information search intention. The product involvement acts a very important role in customer behavior. When their involvement level rises customer will search more information (Hunjra *et al.*, 2014).

## 4.3 Multiple regression between COO image, product knowledge and product involvement and consumer information search intention

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.488 <sup>a</sup>	.238	.232	.62289	.238	38.146	3	366	.000

According to the Table 5, F-Statistics value 38.146 with 5% significance level reveals that the model is significant. Furthermore, Adjusted R Square statistic is 0.232 which implies that 23.2% of change in consumer information search intention towards mobile phones is explained by these three variables.

**Table 6: Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.975	.301		3.237	.001
	COO image	.080	.067	.061	1.197	.232
	Product Knowledge	.453	.070	.359	6.491	.000
	Product Involvement	.179	.061	.156	2.911	.004

While considering the overall impact of the model on consumer information search intention towards mobile phones Table 6 indicates the unstandardized constant statistic is 0.975 it shows that the model would predict if all of the independent variables were zero.

Regression result indicate that the b value of COO image is 0.080 its means if COO image increased by one point consumer information search intention is increased by 0.080. According to the Table 6 as the level of significance is grater than the alpha value (in this case, 0.232). So the first hypothesis of the study was not accepted.

**H<sub>1</sub>: The country-of-origin asserts a significantly positive impact on the consumer information search intention.**

Making the identification of COO sometimes very difficult. For example, consumers identify many well-known brands with particular countries, even if the product being evaluated was not manufactured in the firm's country of domicile. Thus, Toyota and Honda products are considered to be Japanese; McDonald's and KFC originated in the U.S. COO does matter when consumers evaluate low-involvement products but, in the presence of other extrinsic cues (price and brand), the impact of coo is week and brand becomes the determinant factor (Shirin & Kambiz, 2011).

There are certain underdeveloped countries that have a history of producing certain products that are recognized as world class and of the highest quality. For example, Afghanistan is seen as an underdeveloped country, but their rugs are considered to be of the best quality in the world (Phau & Suntornnond, 2006).

However, globalization continues, country-of-origin would have less influence on consumers' perception than brand and price (kalicharan, 2014). Speculation was that consumers might not be sufficiently confident to rely solely on COO when faced with the task of evaluating an unfamiliar brand. That this link would not usually be apparent where unfamiliar brands are concerned obviously suggests that COO cues are likely to be less influential (Phau, 2006). Evidence reveals the COO effect to be farreaching and applicable to brands, products and between nations, whether developed or developing. COO became less significant in the presence of further secondary cues like price and brand (Prendergast, 2018).

The b value of Product knowledge is 0.453 its means if Product knowledge increased by one point consumer information search intention is increased by 0.453 and b value of Product Involvement is 0.179 its means if Product Involvement increased by one point consumer information search intention is increased by 0.179. According to the Table 6 as the level of significance is less than the alpha value (in this case, 0.000). So the second hypothesis of the study was accepted.



**H<sub>2</sub>: Consumer product knowledge has a significantly positive impact on consumer information search intention.**

Thus, product knowledge may be important for consumers when consumers are searching for relevant information to make decision (Tudor & Zheng, 2014). Product knowledge does influence the information communicated to the consumer. It can be claimed that at 95% confidence level, the product knowledge has a significantly positive impact on information search intention (Shirin & Kambiz, 2011). Consumer product knowledge has a significantly positive impact on his/her effort in information search (Lin & Chan 2006).

The b value of Product Involvement is 0.179 its means if Product Involvement increased by one point consumer information search intention is increased by 0.179. According to the Table 6 as the level of significance is greater than the alpha value (in this case, 0.004). So the third hypothesis of the study was accepted.

**H<sub>3</sub>: Product involvement has a significantly positive impact on consumer information search intention.**

Goldsmith and Emmert (1991) report that when involvement level increases, the consumer will search for further information. It can be claimed that at 95% confidence level, product involvement has a significantly positive impact on information search intention (Shirin & Kambiz, 2011).

Table 7 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.519	.242		6.267	.000
	Product Knowledge	.584	.058	.463	10.025	.000
	(Constant)	1.139	.268		4.248	.000
	Product Knowledge	.478	.067	.379	7.158	.000
	Product involvement	.191	.061	.167	3.150	.002

While considering the overall impact of the model on consumer information search intention towards mobile phones Table 7 indicates the unstandardized constant statistic is 1.139 it shows that the model would predict if all of the independent variables were zero. Regression result indicate that the b value of Product knowledge is 0.478 its means if Product knowledge increased by one point consumer information search intention is increased by 0.478 and b value of Product Involvement is 0.191 its means if Product Involvement increased by one point consumer information search intention is increased by 0.191. The above said three impacts are significant at 5% significance level ( $p < 0.05$ ). Out of the determinant variables; product Knowledge has relatively high impact on consumer information intention towards mobile phones.

## 5. Conclusion

The first objective is to determine the level of COO image, product knowledge, product involvement and consumer information search intention towards mobile phones. The study findings clearly show COO image, product knowledge, product involvement and consumer information search intention are high level of attribute in Undergraduates of EUSL. Among the variables Product involvement was have high level of attribute. When customers have mobile related product involvement, it will improve effective purchase decision towards mobile phones.

The second objective is to investigate the relationship between the COO image, product knowledge and product involvement and consumer information search intention towards mobile phones. The results correlation analysis indicated that, COO image and product involvement have a small but definite relationship with information search intention towards mobile phones and also product knowledge has a moderate relationship with information search intention towards mobile phones.

The third objective is to investigate whether the COO image, product knowledge and product involvement significantly impact on the consumer information search intention towards mobile phones. The results of multiple regression analysis indicated that three impacts are significant at 5% significance level ( $p < 0.05$ ). The results shows, COO image not significantly positive impact on consumer information search intention. Product knowledge and product involvement has a significantly positive impact on consumer information search intention. Out of three determinant variables, product Knowledge has more impact on consumer information intention towards mobile phones.

### **Implication and Limitation**

Today consumers do not just buy a commodity they buy branded products which are a combination of the tangible and intangible benefits created by the efforts of a company. Major variables that influence consumer purchase decision. If COO image is considered positive then different people acquire advantage of it and hold different features of COO image and its image in different marketing strategies. At other side if COO image having a negative image it is sensible to position important on different manufactured goods and encouragement activities that center on advertising the features of imported mobile brands to attract different number of customers.

Due to the fact that consumer's product knowledge leaves a positive effect on consumers' decision, it is recommend that companies would benefit by making more effort to better inform consumers about their products. Apart from the influence on purchase decision, consumers equipped with higher levels of knowledge about a specific product are less likely to be apprehensive about using it. The informing since product knowledge and involvement are process can be achieved using various media multi-dimensional variables and every one of these channels.

Involvement has a specific positive effect on Information search intention. Marketers who eager to increase productivity of companies via increasing consumer purchase decision should concentrate on product involvement factor organize to maintain consumer occupied So it is recommended that marketing managers check the involvement outline of their consumers. These kinds of investigations can be useful to create differentiation and developing competitive strategies regarding mobile phones. The consumer's product knowledge leaves a positive result on consumer information search intention, we can involve consumers by informing them with product information; therefore indirectly their purchase intention will be increased. Finally the study concluded based on the analysis results COO image, product knowledge, product involvement asserts a positive impact on the and consumer information search intention towards mobile phones.

Despite of achieving concrete conclusions, the present research bears some limitations, too. However, these limitations can create opportunities for further research. They are as follows:

Merely and only one university was selected as a representative population; samples were homogenous, young, educated and well-informed about product. Possibly such sample won't be indicative of general consumers of mobile phone in the society. Consequently, generalization is subject to limitation. This study only focuses on Undergraduates of EUSL. If the sample size is considered all University Undergraduates, the findings of this study can be certified very strongly.

Unsuitable to infer to other product: this study only performs research based on one product such as mobile phone. Although concrete conclusions were made, it may not be generalized to other product's categories.

The information is collected from issuing questionnaire with three independent variables and two dependent variables to Undergraduates of EUSL. If the questionnaire includes more options and dimensions, in this study further strongly confirmed the evaluation of consumer purchase decision.

The study considers descriptive, Pearson correlation, simple regression and multiple regression analyses as sufficient to explore the evaluation of consumer purchase decision. Any further extension of these analyses can result in almost the same results that the study reveals.

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