

# Riding the Country, Buying the Brand: How Country-of-Origin Image Drives the Purchase Behavior of Big Motorcycle in Indonesia

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## Abstract

This paper examines the role of country-of-origin image (COO image) values in the process of purchase decision making of big motorcycle consumers in Indonesia. Referring to the COO image values such as Authenticity, Differentiation, Quality Standard and Expertise, as well as the elements of purchase decision making process such as Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision and Post Purchase Decision, researchers conducted in-depth interviews to five Triumph big motorcycle consumers. The results show that the authenticity of the British-made product is the main consideration of consumers both in searching for information and in recognizing the need of big motorcycles. The competitive advantages of product that make it different from other products is the consideration in evaluating the brands, while product quality has the role in stimulating the purchase decision and post purchase actions, in which also strengthened by the perception towards the British-expertise in producing big motorcycles. This research is very beneficial to big motorcycle brands in understanding the mindset of Indonesian consumers.

**Keywords:** Country-of-Origin (COO) image, brand values, purchase behavior, big motorcycle, Indonesian consumers

## 1. Introduction

Brand has long become a global commodity that spreads in so many countries. In addition to expanding the market, increasing the consumption choices variability, moving the capital machine with some new business energies, popularizing the corporate identity, brand also bring a nation identity. In this international market context, the excellence of country of origin of a brand sometimes becomes an added value to its brand. Country of origin shows the origin or location where a product is produced; it often means that the product is not a domestic product. It is supported by a number of researches done to see the consumer reaction to foreign products, and mostly related to quality of the product. The label "*Made in*" has become a representation attribute which delivers the message about where a product is produced, or where a brand is born or created. It also becomes a consideration for the consumer in the process of assessment of a brand or product.

The research of Nagashima (1977) showed that consumers have their own image in their mind about specification category of certain product. For example, Japan has been known as a country that produces automobile technology, while Belgian known as the most popular country that produces chocolate in all over the world. At this point, the consumer created their perception of a product based on the image of a country where the product is produced. When we act as a consumer, are we going to choose a cellphone with an unfamiliar brand from Belgian? It is a sure thing that a number of doubts will attack our mind with several uncertain prejudices about the quality of the product, because we see the background where the product is derived.

Studies conducted by Ayyildiz (2007) shows that the image of a country will affect consumer loyalty. The image of a country created by the consumer satisfaction on quality of product or service that provided by a brand. When the satisfaction is created, consumer will see the background where the brand is derived. The consumer perception of a country also created by their personal experience of a certain brand that they have consumed before. According to Sauer (1991), actually there is no certain definition about what is country image, it is known by the generalization and perception about a country based on the evaluation of a person to a product or

brand which derived from certain country. The image of a country refers to consumer perception to product from a certain country; it is based on their main perception about the production result, also the strengths and the weaknesses of the marketing in a certain country (Roth & Romeo, 1992).

It is no wonder that some of brands include their country's name as their identity that shows the quality standards of the country that have been perceived good by consumer, and it also shows the expertise of a country, for example *Swiss Army* watch brand, *American Standard* for bathroom fixtures, and fashion brand *American Apparel*. Those brands always use their country's name as the attribute in their brand name. The use of the country's name where a brand is derived is a strategy called Country-of-Origin (COO), that shows the added values of a brand that supported by the eminence of a country where a brand is derived. By looking at the name of the brands, the consumer will instantly have a brief overview or information about where the brand is derived. Subsequently, consumer will have a brief overview about the relationship between the brand quality and its country of origin.

The closer examples to this research topic are some shoe brands from England that always use the brand knowledge attributes about their country of origin by adding the sentence "*Made in England*" or "*England Established*" or even by applying Union Jack, their country flag in their logo, such as Barker England, Juju Jellies Shoes, Dasco Shoe Care, Grenson, and some other brands.

A similar thing is done by a big motorcycle brand from England, Triumph Motorcycles. Triumph Motorcycles is a company which produces classic and sport motorcycle established in 1902. Until today, the name and the product dominate the market of the large motorcycles in England, and becomes the brand of choice in some quarters over countries like US and Japan. This brand also use their country of origin as attribute in their logo, official website, and also in any events held by them.

Before officially entering Indonesia with the name Triumph Motorcycles Indonesia, this classic motorcycle company has expanded their market in 54 countries in all over the world. Triumph Motorcycles, company based in England has their own market share that differs from its competitor, Harley Davidson, a classic motorcycle company from US. This characteristic difference also makes the consumer assessment process become different. According to managing director PT Triumph Motorcycles Indonesia, Paulus B. Suranto, Triumph's positioning is Emotional Bike, which means Triumph is not only a motorcycle that can be used for traveling from one place to another, but also gives the feeling to consumer about the pleasure of riding with confidence and pride. The tag line says "what we stand for and deliver, real riding obsession" which means that Triumph targeted the urban sport, adventurer, and icon segment. Triumph Motorcycle's target audience is people who have been the huge fan of big motorcycle and have passion in adventure and also have their own style.

Every product which derived from England always has its own image to consumer. It is because England has been perceived as a classic country with its historical story and become an important thing in world civilization. In addition, England also has so many famous classic icons; one of them is The Beatles. It is also supported by several brands which engaged in the automotive field, mode, and technology from England, such as Burberry, Topshop, Topman, and Mini Cooper that have different characteristics of the product image from its competitor. These brands are more emphasizing their classic impression in every product as well as the advertising efforts. Based on the characteristic of its country of origin, the authors would like to analyze further about the value of country of origin owned by the big motorcycle company Triumph Motorcycles and how it drives the purchase behavior.

## 2. Literature Review

### 2.1 Country-of-Origin (COO) Image Values

Consumer evaluation to a product is not only based on intrinsic cues of a product (for example is the quality and table of content) but also the extrinsic cues (for example is brand and packaging). Among these extrinsic cues, the perception about the country of origin often taken into consumer's consideration in their decision making when it comes to purchase decision (Agarwal & Kamakura, 1999).

The research about COO has been underway since 1965. COO concept was first explained by Nagashima back in 1960, while the research about COO Effect was first conducted by Schooler in 1965. Some researchers have similar belief about the definition of COO, for example from Badri et al. (1995) belief that COO effect as "*made in*" effect. COO is a cue in a product that affects consumer evaluation in identifying the country of origin of a product (Thakor & Pacheco, 1997). While Ahmed, Johnson and Boon (2004) clearly define COO as the country where a product is produced or established that identified as label "*made in*" or "*established in*". Czinkota and Ronkainen said that COO is an effect that arise in consumer's perception that affected by location where a

product is produced.

Some terms are born from the concept of COO, such as the term of Country of Design, Country of Manufacture, Country of Assembly, and Country of Part. All of these terms show that some global and transnational companies are no longer operate the whole production series in their countries. The series of production processes are conducted by other countries, but still refers to the country of origin. For example, a product is designed in Japan, and then assembled in Indonesia, but the components are derived from China.

If Country-of-Origin (COO) is defined as a country where a product is produced (Pappu et al., 2006), or according to Han and Terpstra (1988) and Yassin et al. (2007) who defined COO as the country of origin of a company or country where a brand is derived, so Country-of-Manufacture (COM) means a country where a product is produced or assembled (Okechuku & Onyemah, 1999, in Wong et al., 2008; Chao, 1998, in Essoussi & Merunka, 2006). While Country-of-Design (COD) defined as a country where a product is designed and usually become where a brand is generally associated (Chao, 1993, in Inch & McBride, 2004). Meanwhile, Country-of-Assembly (COA) is defined as a country where most of the assembly of the final product is done (Chao, 1993, in Inch & McBride, 2004), and Country-of-Part (COP) is defined as a country where most of the materials or components are derived or as a country who provides the component of a product (Tse & Lee, 1993, in Inch & McBride, 2004). According to Hsieh et al. (2004) in Demirbag & Glaister (2010), basically, the country image in marketing perspective can be defined into three levels; overall country image, aggregate product country image, and specific product country image.

Overall country image refers to the loyalty, idea, and impression as a whole package of a certain country as a consumer result to their perception about the strengths and weaknesses of a certain country. Aggregate product country image refers to the whole cognitive feeling which associated with a product from a certain country or the impression to the whole product quality which derived from certain country. For example, the general view of the consumers such as Japanese products are manufactured by using sophisticated technology, Chinese products are cheaper, and the products made in Germany have a high durability. Meanwhile, specific product country image is defined as the whole cognitive feeling which associated with the product specification in a certain country. For example is the general view of the consumers who appreciate French-made cosmetics, dairy products from Netherlands, and electronic goods from Japan.

The study '*Made in*' which developed by The Future Brand, one of the agency in marketing communication field that located in United Kingdom, indicated that a strong COO can be defined through their performance in four key areas; *Authenticity*, related to unique product or service with unique standards that can be linked to the history of its country of origin or the components of its country such as culture, native people, or even the geographical situation of a country. Meanwhile, *Differentiation* emphasizing its own distinguishing features of a product that is not owned by competitor's products through distinctive hallmark approach based on culture and heritage that is owned by the country of origin. *Quality Standards* shows the commitment on security, expertise, production processes and transparency in every single matter related to a product that will be marketed, and *Expertise* is identified as a product with title "Best" in its category, or become the featured product of several competitors.

When it combined, the strength of these four dimensions can be a powerful stimulus of differentiation and authenticity of the product or service. When a brand associated with a country which have unique values, different messages, and have experts who produce products with high standards, then the consumer might consider it as their first choice. When a brand combined these four dimensions as well, good things that can be expected by a brand is that they can enjoy the better introduction of their product (better awareness), a good reputation, and they can order a higher resale value and has much better performance than brand competitors who do not have a quite interesting COO background story.

## 2.2 Purchase Decision Behavior

Purchase decision is actually just a part of the much bigger purchasing processes, started with the recognition of the consumer needs through how consumer feel after making the purchase. Marketers want to get involved during the purchase decision processes (Kotler & Armstrong, 2010: 177). Clearly, purchasing process actually started long before the purchasing act itself. Other factors can be affected by the marketers and can be hinted to marketers about how to develop products, distribution price, and promotion. Kotler (2000) says that the consumers are experiencing the five stages: needs recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior. It is clear that purchasing process begins long before the actual purchase happens and has long term impact after the purchasing. The detail explanation about the stages can be described as follows.

*Need recognition.* Purchasing processes started when the buyer recognize the problem or the needs. These needs can be triggered by internal or external stimuli. Internal stimuli comes from a normal person's need, such as hunger, thirst, or sex that increased to a certain level and turned into an urge or impulse, while external stimuli comes from the environment, for example is when people going through a bakery and the smells of the bread stimulates their hunger. Consumer will decide to buy something when they believe that the product they are going to buy can solve the problem or fulfill their needs, or even more profitable than the amount of money that they have spent.

*Information search.* Consumers who triggered about their needs tend to look more information about a brand or product that can fulfilled their needs. Lighter information search situation can be determined by focusing on the consumer attention to a product. At this stage, people are just more sensitive to product information. At the next level, people began to search the information actively: searching the information materials, call their friends, and visit the stores to learn about certain product. Through this information search, consumer learns about the competing brands as well as the features they have. The information sources of consumer can be classified into four groups: 1) private sources such as family, friends, neighbors, and colleagues, 2) commercial sources such as advertising, distributors, dealers, packaging, and exhibitions, 3) common sources such as mass media and consumer organizations, and 4) the sources of experience: ever handled, tested, and consumed the products.

*Evaluation of alternatives.* There are some decision evaluation processes and the newest models that look at the consumer evaluation processes as cognitive process-oriented. These models assume that the consumer creates their assessment about a product in such a consciously and rationally situation. Some basic concepts will help us to understand the consumer evaluation processes. First, consumers are trying to fulfill their needs. Second, consumers are looking for certain benefit from product solutions. Third, consumers are considering at each product as a set of attributes with different capabilities in delivering the benefits that used to satisfy the needs.

*Purchase decision.* In the evaluation stage, consumer creates preference to number of choices of some brands. Consumer also creates their buying purposes for the most preferred brands based on some factors such as the expected price according to their income and the expected benefits from a product. When consumers are going to act, some unexpected factors may arise and change their buying purposes.

*Post purchase behavior.* Consumer satisfaction or dissatisfaction to a product will affect the behavior of the next customers. If consumers feel satisfied, they will show higher possibility to buy the product all over again. But, if consumers feel less satisfied to a product, it will reduces the intensity towards the purchase of the product, and they might complain to the company, asking for compensation, or even spread the news about their discontent experience to a product.

### **3. Method**

To evaluate and examine the values of COO image of Triumph motorcycles and its roles in the purchase decision of consumers, this research interviewed five Triumph users who owned Triumph motorcycles at least for 2 years, with qualitative case study approach. According to Patton (2001), qualitative research that uses data collection method by interviewing key informants, then the number of samples to be interviewed is approximately 5 (five) people. All informants in this research are the community members of Triumph motorcycle users. The advantages of this homogeneous sampling are able to reduce variation, simplify analysis, and facilitate group or community interviewing. To respect the privacy of informants, all names of informants purposely are disguised.

Meanwhile, discussion guide was constructed by elaborating the dimensions of COO image and purchase decision making process in the context of foreign brand of big motorcycles in Indonesia, while 18 open questions with probing were posed to informants. To get more insights, researchers also observed directly to the Triumph motorcycle show room and the community events. Insights from the launching party event which held on 17 September 2014 used as triangulated data, as well as data from digital observation both on the official websites of the object and of the competitors. Researchers also conducted interview with marketing manager of Triumph Indonesia to confirm some information gathered.

### **4. Results and Discussion**

#### *4.1 Authenticity for Need Recognition*

The value of authenticity which owned by Triumph Motorcycles is a form of reflection of the image of the England as the country of origin where the brand of this big motorcycle is derived. England has its own image that different from other countries. England is known as a country that has an element of elegant, luxury, supported by the preservation of its heritage that makes cultural heritage become a precious treasure, and also closely associated with the fashion industry and stated as a modern country. The value of authenticity of the

country of origin which is reflected in the brand can be the impulse to consumer in *Need Recognition* stage where consumers still find out about their needs (1). It is like a statement from one of Triumph's consumers:

*UK is fashion, UK is heritage, UK is trendsetter. Those are perceptions that always popped out in people's mind when they know about UK and its root* (Rizky, interview 5 June 2015).

The statement shows that England is closely related to the upper class image. The image of England is also reflected in the Triumph motorcycle product itself. Triumph Motorcycles has different variants of the various motor class categories. But, there is one category of motorcycle that is excellent in Indonesia because lots of big motorcycle consumers in Indonesia have high interest and enthusiasm in this category, and the category is Modern Classic. Modern Classic is a Triumph's motorcycle category that has three different kinds of product type, such as Thruxton, Bonneville, and Bonneville T100.

These three kind of Triumph's motorcycle products have the dashing look of big classic motorcycle with good quality product adapted with the changing times. One of the consumers assumed that the three types of Modern Classic motorcycles category is really reflects the England. The sophisticated product display, elegant but still have the dashing look of big motorcycle, create the first impression of the consumers. In a question of consumer perception about: Is the image of country of origin reflected in the brand Triumph Motorcycles, one of Triumph's consumers named Yoga clearly say that:

*For me, it depends on the motorcycle itself, where the most of it is the riding position. Just like this, it is comfortable to ride. And also from the model and the design. It is clearly reflects the England based motorcycle, not too imperious, but remain as big motorcycle* (Yoga, interview 9 June 2015).

The consumer interest towards Triumph big motorcycle on motorcycle products that reflect the country of origin of where it derived indicates that the value of authenticity of the country of origin which is owned by Triumph appeared to have a role in consumer purchasing decision. Consumers who see the external appearance and physical form of Triumph's motorcycle products are getting to know and find out about their needs.

In addition, the authenticity also shown in the element of the brand. Triumph Motorcycles is a big motorcycle brand from England who successfully market and develop their products in more than 10 countries in all around the world. From the research and further observation that have been conducted, researchers found that the value of authenticity in the form of reflection of the country of origin which is owned by Triumph Motorcycle are communicated through some elements of the brand itself, such as: the logo, the attributes in the Triumph Motorcycle 2014 Launching Party Event, and also the advertising.

Another authenticity values shown in the community of Triumph's rider. Triumph Motorcycle must have strategy that is used to develop and increase the sales in the big motorcycle market in Indonesia. Indra, as Marketing Manager of Triumph Motorcycles Indonesia, said that one of the strategies they used is community communication. They create a good communication with the community of Triumph's lover in order to maintain the consumer convenience within the community.

Today, in Indonesia, there have been two large communities of Triumph's riders and lovers. One of them is Troupe Brut Rides. The Troupe Brut Rides community clearly shows the country of the origin of Triumph motorcycle. It can be seen from the style of the community member and also their high-class image from each member. This was explained by one of Troupe Brut Rides members:

*For me, people who really know about big motorcycle and they choose Triumph as their motorcycle, it means that those people are keen with style. I choose Triumph because when i ride Triumph, i can feel the pride. And also the conversation between Triumph's riders are way better than the conversation between Harley Davidson's riders. It is just different. As you have known before that England is different from America. And i try to maintain that image in this Troupe, because personally, i am proud and i don't want this sophisticated image become an arrogant image just like most motor clubs that exist* (Doni, interview 3 July 2015).

It is no wonder that in recognition stage, the potential consumers tend to look at the community environment first before the choose the product. The value of COO; the authenticity of the country of origin which is reflected in the circle of Triumph's riders and lovers community creates a perception about how the Triumph's rider itself and it creates the representation of Triumph's brand image. This representation then becomes the stimuli for the consumers to find out about what they truly need and can the brand be predicted to satisfy their needs (Suharyanti, 2011).

#### 4.2 Authenticity for Information Search

At the stage of information search, consumer will be at a stage where they begin to look for information to

satisfy their curiosity about a product or a brand that they have predicted will satisfy their needs (Kotler: 2000). Triumph motorcycle consumers will look for the deeper information and use their effort to get all of the knowledges and informations about the Triumph motorcycle that they admired.

It is because Triumph motorcycle products included in the category of products that require high involvement in accordance with Triumph motorcycle product criteria that has a price range over three hundreds million rupiah. At the information stage, the purchase decision making processes shows the high level of complexity of Triumph's consumer buying behavior (known as Complex Buying Behavior). This consumers buying behavior complexity can be solved with the help of the role of COO values; the authenticity of the country of origin which turned out to be an attraction and consideration for Triumph motorcycle consumers in stabilizing step to make a purchase decision.

The first authenticity in information search shown in the official website of Triumph Motorcycles (2). The consumers of Triumph Motorcycles are consumers with SES A and A+ background where the consumers from this class can be classified in smart consumer group, which means a group of consumers that can attempt themselves to dig the information about a brand or product they wants. At the stage of information digging in the purchase decision making process, it is found that Triumph Motorcycles consumers dig their own information about Triumph Motorcycles through the cyberspace. It is explained by the consumer named Yoga, who claimed that he dig the information through the cyberspace.

*Before I have this motorcycle, I always dig the information about this brand from the website, and I already find out about the prices, specifications, even the accessories that fit with this Triumph motorcycle. I'm a lot more browsing the information about the history of its brand, its factory in Hinckley, any variation of its products, and as a result I know a lot of information about Triumph. Yes, it is because I dig it through the cyberspace (Beno, interview 30 June 2015).*

Any information that contained in the website that are either implicitly or explicitly can be a stimuli or even dismiss the consumers desire to look for further information, and it depends on the information that contained in the website. The more attractive and informative website of a certain brand would make consumers interested and decided to continue extracting the information or even further to the next stage in the purchase decision making processes.

The authenticity of COO that contained in the official website of Triumph Motorcycles can be seen with the use of artistic value of layout and display that contained on the website creates an elegant impression that reflect the image of Triumph Motorcycles itself. The value of authenticity that contained on the official website of Triumph Motorcycles communicated with the layout that fits with the characteristic of the products, such as the use of black as well as the use of the British flag emblem that forms an impression of "cool" for consumers who see it. It appears that any form of authenticity display the COO that shown on the official website turned to have a role in the information search about the brand and it can be a stimuli for the consumers at the *Information Search* stage in the purchase decision making processes of Triumph consumers.

Another authenticity is in the official sales dealer of Triumph Motorcycles. In an effort to sell products, Triumph Motorcycles Indonesia distributes their motorcycle products to two big motorcycles dealers that located in Jakarta. The official dealer of Triumph in Indonesia is PT Gerai Motor Terpadu. There is also common importer dealer called Troupe Industries. Both of these Triumph motorcycle dealers become a place where consumers can continue digging further information. The informations that provided by the dealer are the further informations about the brand and products of Triumph motorcycle provided by sales and marketing staff, people who provided the deeper informations about brand and products of Triumph motorcycle for the potential buyers. In addition, consumers can directly feel the experience of riding their desired motorcycle product through test drive program.

*I got a lot of information about Triumph motorcycle through the cyberspace. I feel curious and want to try the product, and then I go to Troupe (Rizky, interview 5 June 2015).*

The confession of one of the Triumph consumers above is a proof that consumers seeking and digging the information by coming directly to the dealer. It shows that consumers make the dealer as one of their information provider in attempt to pass the *Information Search* stage in the purchase decision making processes.

#### 4.3 Evaluating the Brand Differentiation

*Evaluation of Alternative* is one of the stages in the consumer purchase decision making processes where consumers do a comparison between some brands whose product can satisfy their needs. The comparison conducted carefully in accordance with the value of the product. Based on the type of product category, Triumph Motorcycles is not only a brand that can satisfy people's needs, but also a product that give certain value to a

people who own it, because Triumph is a prestigious product with high value.

At the *Evaluation of Alternatives* stage, the value of the COO becomes the distinctive characteristic owned by Triumph Motorcycles that used to be the stimuli for the consumers to do the comparison between Triumph and the competitors. The distinctive characteristic which is owned by Triumph Motorcycles is divided in two areas, the quality of machine performance and Triumph's product display, and also the brand image that created in consumer's eyes.

One of the advantages owned by Triumph Motorcycles in consumer's eyes is the quality of the machine and the product performance of Triumph motorcycle itself. Triumph Motorcycles Indonesia said that the quality of Triumph's machine performance has been through 72 hours handling test in Triumph Motorcycles factory in Hinckley, England, before the products are dropped in the market. In addition the quality of the machine performance, the body of Triumph motorcycle products also becomes one of the advantages owned by Triumph Motorcycles and become the distinguishing characteristic with competitors in consumer's eyes. It is clearly explained by Triumph's consumer.

*The advantages is in the quality of the machine, it is not too easy to heat, and the body is not too big, and also the vibration of the motorcycle is not as hard as Harley Davidson which makes this motorcycle more comfortable to ride (Doni, interview 3 July 2015).*

Another statement about the body of the motorcycle also explained by Eja as follows:

*I love the classic design owned by this motorcycle rather than big sized motorcycle owned by that "neighbor" brand (Eja, interview 12 June 2015).*

In addition to the quality and body performance, the brand image also becomes the consumer's consideration in the *Evaluation of Alternatives* stage. It is clearly shown in the statement explained by one of Triumph's consumer who previously was one of the consumers of Triumph competitor about how Triumph motorcycles have the added value compare to the competitors.

*For me, the image of Triumph is shown in the personality of the motorcycle itself. The average motorcycles made in England have the same riding position. It is comfortable to ride. The design and the model of the motorcycle also reflected that it is made in England, not too imperious, but remain as big motorcycle (Yoga, interview 9 June 2015).*

From the statements that explained by both informants above, it can be concluded that the specialty of country of origin where Triumph Motorcycles is derived which is from England, become the distinctive characteristic that can be used as the comparison with the competitors (3), and also have the role as the stimuli for consumers to do the *Evaluation of Alternatives* in their purchase decision making processes.

#### 4.4 Quality that Drives Purchase and Post Purchase Actions

Quality standard is a necessity which is owned by a brand. It is in the form of an attempt to show the commitment on security, expertise, production processes and transparency regarding all matters related to a product to be marketed.

There is a question about what is causing the consumers ultimately decided to make a purchase of Triumph motorcycle products. From this question, the consumers responded that the *Quality Standard* is one of the reasons that make consumers make a purchase decision to a product (4). As said by Rizky, a consumer of Triumph motorcycle as follows:

*First, the services completeness and motorcycle spare parts are easy. Second, the solidarity of the community is great. We can share and also enlarge the connection. Third, is the quality of the motorcycle itself, it is easy to ride and I can use it to travel in a long distances (Rizky, interview 5 June 2015).*

These advantages make the consumers take an action to be the loyal customers of Triumph big motorcycles on *Post Purchase Decision* stages (5). Consumers feel that the quality standard which is owned by the product does not disappoint and the consumer expectation of the products has been paid off. The fact that the quality product is just the same as promised by the brand makes the consumers feel satisfied and decided to become loyal consumers of Triumph Motorcycles.

It is concluded from the statement of one of the consumers of Triumph Motorcycles who purchase the product with the stimuli from the quality product, as follows:

*Yes, my expectation has been paid off when I owned Triumph motorcycle. The quality of the motorcycle is balanced with the style. It looks dashing but also cool. I feel satisfied with the simple characteristic owned by*

*this motorcycle; it is smooth and easy to ride (Yoga, interview 9 June 2015).*

Indra, the Marketing Manager of Triumph Motorcycles Indonesia also said that so far the consumer’s enthusiasm is in a positive way, it can be seen from consumer’s participation as members in big motorcycle community and the participation of the community member in every touring event, and other events.

4.5 ‘Made in England’ Is a Guarantee

The country of origin of a brand can make the brand image as a brand with a product that expert in its category. For example, pizza is a special food from Italy. The country image of Italy is famous for its delicious pizza, with the delicacy of the pizza makes pizza brand or products that derived from Italy have more value and can be regarded as expert in the product category of pizza.

This ‘law’ is also applicable on the big motorcycle products. In this case, the value of country of origin which is owned by Triumph Motorcycles makes Triumph as the expert in the big motorcycles category that emphasizes the aspects of style, gentlemen ride, and the elegance that is not owned by other big motorcycle products. This consumer reliance in the expertise of the brand can enhance the stimuli for the consumers to take post purchase action (6) and become the loyal customers of Triumph Motorcycles. From a loyalty, there will be love, which in the long term can lead to deep feeling to a brand, and as hierarchically it represents the culmination of customer loyalty (Wijaya, 2012). It is as explained by one of the consumers.

*I like it because the brand is from England, which gives me a pride in terms of lifestyle and fashion. It increases my confidence and makes me feel so handsome. I like it also because it has consistency about the classic design that makes itself timeless (Eja, interview 12 June 2015).*

From this consumer’s statement, it seems that the consumers feel the satisfaction with a product based on the value of country of origin of Triumph Motorcycles. It explained that the country of origin appears to have the stimuli for the consumers not only to the purchase decision, but until further action; become loyal customers and even more become lovers of Triumph as the big motorcycle brand. If it is illustrated, the role of Country of Origin’s value in the consumers purchasing decision process of big motorcycle Triumph can be seen in the Figure 1 below.

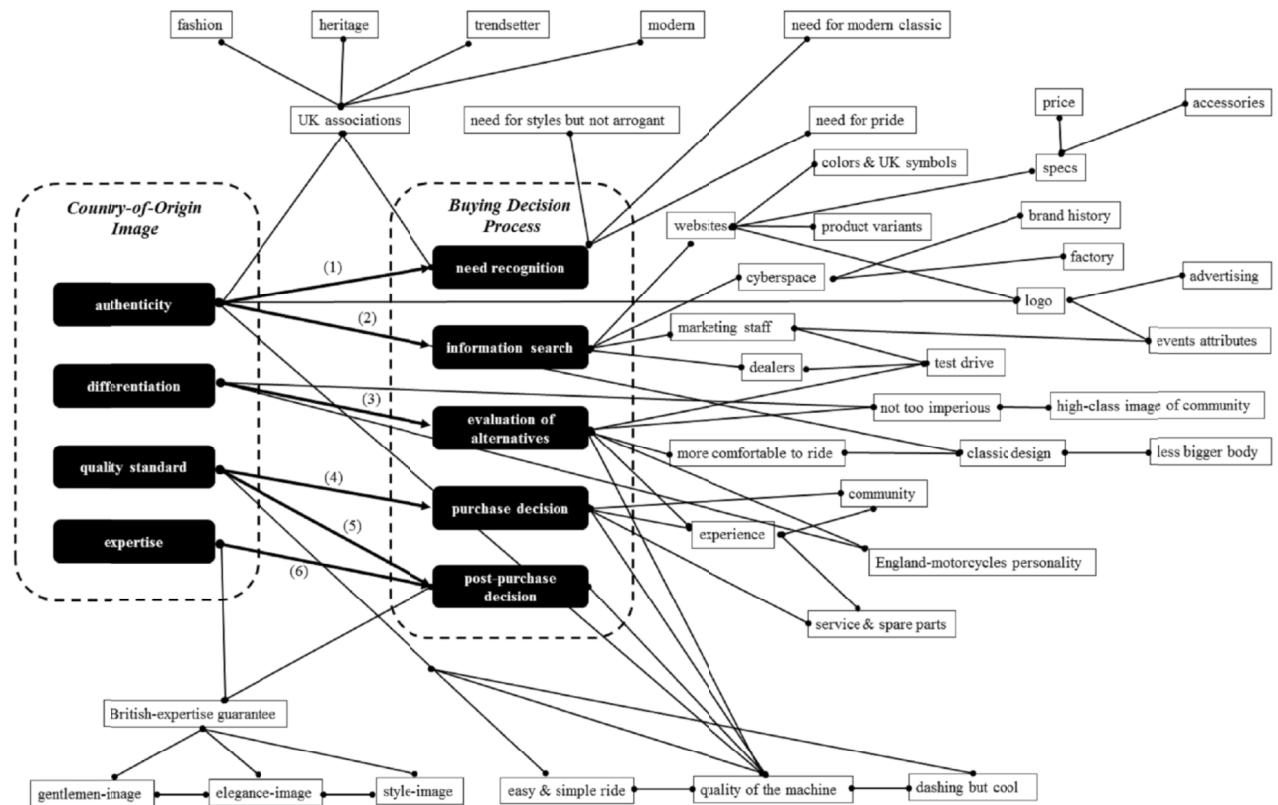


Figure 1. The connections between COO images and purchase behavior of big motorcycles in Indonesia



## 5. Conclusion

From this research found that the indicator of *Authenticity* is an indicator that has the prominent role to consumers in the early stages, *Need Recognition* and *Information Search* in consumers purchase decision making processes towards big motorcycles Triumph as the form of the COO value. It reflects the brand and product based on the image of England that appears in consumers mind, such as the brand element (logo and advertising) to the Triumph's motorcycle product display itself. Meanwhile, the indicator of *Differentiation* has the role in the *Evaluation of Alternatives* stages as a form of distinctive characteristic that differentiate Triumph Motorcycles with competitors such as quality of the product and brand image which is created in the consumers mind. It becomes the stimuli for consumers in comparing Triumph with other big motorcycle brands.

In addition, *Quality Standard* is the indicator that has the prominent role as the stimuli for the consumers in the two final stages: *Purchase Decision* and *Post Purchase Decision*. It is concluded from the consumer's statements who said that one of the reason why they take the purchase decision is the quality standard which is owned by Triumph, and the consumers satisfaction are created because the quality is still maintained as well, so the consumers decided to become loyal to Triumph Motorcycles.

While the *Expertise* indicator is the indicator which has the role in the last stages of purchase decision making process, *Post Purchase Decision*. Triumph Motorcycles is perceived as the brand from the country with expertise in big motorcycles category that emphasizes the aspects of style, gentlemen ride and the elegance that is not owned by other big motorcycle products. This perception then stimulates consumers to be loyal to Triumph Motorcycles as well.

The informants have been through the decision making processes by the complex way (complex decision). It is based on the product category of Triumph which is a prestigious product with high value that can fulfill and satisfy the consumer's psychological needs that required high involvement. Stage by stage in purchase decision making process was passed by the consumers with the stimuli of COO that eventually able to make the consumers take the decision on purchasing Triumph's big motorcycle product, or even love the product.

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