
The role of culture adoption in moderating the influence of country image, corporate image, brand image on brand attitude and purchase intention toward foreign brands

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Abstract: This study examines the role of cultural adoption in moderating the relationship of country image to corporate image and brand image to brand attitude and purchase intention to foreign brands. During the COVID-19 pandemic, data collection was conducted online for Indonesian people interested in the Japanese restaurant Sushi Tei. The data collected from 171 respondents were analysed with partial least squares structural equation modelling (PLS-SEM). The results indicate that only corporate image and brand image were found to significantly affect brand attitude and purchase intention, while country image was insignificant. Furthermore, in the moderation test, the homoligiser moderation effect was found. Culture adoption did not moderate any relationships between the conceptualised variables, but what was found was a significant relationship between culture adoption and brand attitude. The mediation test found that brand attitude partially mediated the relationship between corporate image, brand image, and purchase intention. This study also discusses its implications, both theoretically and practically, and its implications for future studies.

Keywords: country image; corporate image; brand image; brand attitude; purchase intention; cultural adoption.

Reference to this paper should be made as follows: Haryanto, B., Gunawan, J.A.P., Fenitra, R.M. and Abbas, A. (2022) 'The role of culture adoption in moderating the influence of country image, corporate image, brand image on brand attitude and purchase intention toward foreign brands', *Int. J. Business Performance and Supply Chain Modelling*, Vol. 13, No. 1, pp.89–108.

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1 Introduction

In the era of globalisation, the entry of foreign brands into a country is an inevitable phenomenon. The positive attitude studies are shared and progressive in literature. It is gaining popularity in contemporary research (Abbas et al., 2021, 2020b). This impact all aspects, including a shift in people's behaviour in responding to several foreign brands that enter a country. An interesting thing about this phenomenon is that consumer buying behaviour towards foreign brands results from evaluations carried out by individuals, which has a positive effect on purchase intentions for foreign brands. This means that if the evaluation result is positive, it may positively impacts the higher purchase intention of the foreign brand.

Sushi Tei restaurant is a real-life illustration of how foreign brands may successfully influence Indonesians to accept their existence. Indonesia with various cities, big and small, with various unique and different regional cultures, each of which has a different level of acceptance of foreign restaurants, including Sushi Tei restaurant. Amid intense competition, Sushi Tei expanded its restaurants to various cities in Indonesia to reaching 45 outlets.

Sushi Tei's success in developing its business in Indonesia is an interesting phenomenon to study. It is necessary to understand consumer behaviour models that explain forming positive attitudes and purchase intentions towards foreign brands. This

model is expected to contribute to the development of consumer behaviour theory on the one hand, and on the other hand, to contribute practically to provide an understanding of effective marketing strategies to increase purchase intentions for Sushi Tei restaurants in Indonesia.

Based on the results of preliminary studies, the image of the country of origin is the first variable that individuals consider forming positive attitudes towards Sushi Tei. It is confirmed by several previous studies that examined the factors that influence attitudes and purchase intentions of foreign brands (Diamantopoulos et al., 2011; Samiee, 2011). The people of Surakarta, Indonesia, understand that Sushi Tei is a restaurant originating from Japan. In the view of customers, Japan is a developed, modern, clean, open country with a decent life and different connotations of a good country image. Attached to the name of Japan received a positive response from consumers.

For Sushi Tei restaurants, the image of the country of origin well perceived by the people of Solo is well utilised as an effective stimulus to influence attitudes and purchase intentions towards Sushi Tei. It can be seen from how Tei sushi restaurants are branded from their interior and exterior design aspects. Restaurants also follow the food menu, presentation, and service approach to the country of origin, i.e., Japan (Chao and Gupta, 1995; Nebenzahl et al., 2003).

Corporate image is the following variable influencing people to positively and buy the Sushi Tei brand. Sushi Tei is perceived as a food company with a high reputation, can be trusted, and has good service for Solo consumers. Introducing a new food product item is always greeted with high enthusiasm from the Japanese food enthusiast community. For Sushi Tei, the company's image is put to good use to form a positive attitude and purchase intention towards Sushi Tei. This concept is confirmed by several previous studies that conceptualised the vital influence of corporate image in influencing attitudes and purchase intentions of foreign brands (Suh et al., 2016; Fan, 2019). The same concept was also put forward by Martenson (2007), who explained the positive influence of corporate image in shaping consumer satisfaction and loyalty in his study.

The last variable identified is the brand image. It turns out that for the people of Indonesia, the name Sushi Tei itself is a brand name that has a good reputation so far. For consumers, Shushi Tei is connoted as a high-quality and delicious brand. However, it is expensive and perceived as reasonable; Sushi Tei is also perceived as high quality. These various reasons have an impact on a positive attitude and intention to buy the product. This argument confirms previous studies that conceptualised that brand image is an actual reason consumers influence positive attitudes and intentions to buy a brand (Bin Ahamat et al., 2018; Fraser et al., 2016; Lee et al., 2017; Wang et al., 2019).

Overall, the three variables revealed are practical triggers to promote favourable views and purchase intentions of Sushi Tei. These are packaged in a unique restaurant packaging that displays a distinctly Japanese feel different from the restaurants in various cities in Indonesia. However, one thing is enjoyable, identified from the Indonesian people: their openness to accepting Japanese culture. It turns out that this is also a determining variable in forming positive attitudes and purchase intentions towards the Sushi Tei brand. If observed, this cultural adoption is the impact of cultural acculturation. The Indonesian people voluntarily accept Japanese culture through concerts, new albums, anime, and various other ways to form reasonable opinions on Japanese culture in various aspects, including food, language, and other traditional values (Kim et al., 2013; Suh et al., 2016).

In the behavioural process, cultural adoption has a unique influence in the sense that this variable may play a role as a moderating variable in the process of forming attitudes and purchase intentions of a brand (Chaudhary et al., 2017; Yusuf et al., 2017; Sutrisno et al., 2020). This means that the influence of the country of origin, corporate image, and brand image on the positive attitude and purchase intention depends on high and low cultural adoption. Suppose the level of adoption of high consumer culture impacts the relationship between variables. In that case, it is stronger than the level of adoption of low consumer culture. Cultural acculturation, especially accepting foreign cultures, is a variable that Sushi Tei restaurant cannot control.

This study explains how the country's image influences the positive attitudes and buying intentions of foreign brands. The corporate image affects the positive attitudes and purchases intentions of foreign brands. Finally, cultural adoption affects the link between these variables.

2 Literature review

2.1 Cognitive approach

This study takes a cognitive perspective to purchase, viewing it as a process that begins with thinking, moves through feeling, and ends with action conative (Verbeke, 2001; Cook et al., 2002; Haryanto et al., 2015). This study's cognitive structure has three independent variables: country image, corporate image, and brand image. These variables can be viewed as individual perceptions of marketing stimulus. They influence the affective structure of this study, which is brand attitude. Brand attitude, in turn, influences purchase intention, which is the conative structure of this study. Cultural adoption is conceptualised as a moderating variable in this study. This is based on the idea that cultural adoption influences individual purchasing decisions by influencing the independent variables.

2.2 Brand attitude and purchase intention

Brand attitude refers to consumers' thoughts and feelings toward a particular brand (Solomon, 2014). Brand attitude acts as a prominent variable that influences consumers' preferences on a particular brand. Consumers who have a positive attitude towards a particular brand will develop a firm purchase intention (Sezgin and Tanrisevdi, 2021; Giraldi et al., 2018). Purchase intention is defined as consumers' tendency to purchase a particular product and subjectively choose a brand or a product category (Sezgin and Tanrisevdi, 2021). Companies can utilise purchase intention to develop a marketing strategy (Morwitz, 2014). Due to its nature as a good predictor of individual behaviour (Chandon et al., 2016) and sales (Morwitz et al., 2007). The consumer behaviour model demonstrates that purchase intention emerges after consumers have completed their evaluation of alternative products. In this case, they develop a tendency and a conscious plan to purchase the product (Lee and Tai, 2006). Furthermore, attitude is one of the primary driving factors of purchase intention (Ajzen, 2002). However, purchase intention might also arise in unplanned purchases (Lohmann, 2018) without a specific plan (Inman et al., 2009).

According to Suprpto et al. (2020), there is a significant and positive direct relationship between brand attitude and purchase intention. Other studies by Lee et al. (2017) and Wang et al. (2019) also observed the same effect between the two variables. In addition to that, several studies found that consumer attitude and purchase intention lead to actual purchase (Agag et al., 2020; Fenitra and Haryanto, 2019). Some marketers, therefore, use purchase intention to predict actual purchases (Haryanto et al., 2019).

H1 Brand attitude has a positive effect on purchase intention.

2.3 Country image

Country image is defined as overall consumer perception towards products from a particular country based on their view of its strengths and weaknesses in production and marketing (Xiao et al., 2016). A nation image is a perceptual unit that contains what consumers know or think about the country. People's habits, behaviours, and product features are also connected with it. It includes technology, innovation, quality, and reliability (Hamzaoui and Merunka, 2006). Although country image and country-of-origin (COO) are often used interchangeably, they are not the same. COO is primarily limited to the country where a particular product is manufactured (Mohamed et al., 2020).

Country image has been indicated to affect consumers' attitudes and purchase intention (Giraldi et al., 2018). The country image also refers to the COO image as a crucial aspect influencing customers' perception of the brand (Mohamed et al., 2020). The effect of country image on purchase decision-making becomes apparent when consumers are unfamiliar with a particular product (Chaulagain et al., 2019). Prior research on Chinese consumers' attitude towards cars from local, Japanese, South Korean, the USA, Germany, and French manufacturers. A study conducted by Han (2006) shows that consumers' perception towards the country origin of the cars has a significant effect on brand attitude and purchase intention. The findings of Giraldi et al. (2018) have supported the above argument found that country image can positively influence attitude.

H2 Country image has a positive effect on brand attitude.

2.4 Corporate image

Corporate image is a set of beliefs, experiences, information, feelings, and impressions regarding a particular company inside individuals' minds (Lee et al., 2017; Triatmanto et al., 2021; Nguyen and Leblanc, 2002; Kim et al., 2013). Corporate image can also be defined as one of the non-physical components of a company or stakeholders' impressions of a company (Lin et al., 2021). A robust corporate image reduces the negative impact of competitors. Thus, increasing consumer preference and the company's profit, company value and increases company market share (Ni et al., 2020). In short, by forming a positive image in consumers' minds, a company will obtain sustainable competitive advantages (Porter and Kramer, 2006; Leonidou et al., 2013).

In this study, corporate image is one of the variables consumers consider necessary in purchasing a product. Consumers believe that companies with a good image can produce high-quality and satisfactory products (Heinberg et al., 2018). Thus, it can be

conceptualised that a positive corporate image leads to a higher brand attitude and purchase intention.

Based on prior work by Ni et al. (2020), there exists a significant positive effect on consumers' satisfaction and loyalty. This work is supported by a study conducted by Fan (2019). In this study, the corporate image shows both direct and indirect impacts on brand choice and purchase intention.

H3 Corporate image has a positive effect on brand attitude.

2.5 *Brand image*

Brand image refers to knowledge and opinions held by consumers regarding a particular brand that might affect their purchase and consumption behaviour (Bin Ahamat et al., 2018). This includes their perception of quality and other product attributes (Fraser et al., 2016). Brand, on the other hand, is a principal reference source for consumers in making purchase decisions. In the case of insufficient information about a product, consumers typically use a brand as an indicator to determine its quality.

Prior work by D'Astous and Ahmed (1999) shows that brand image can counteract negative country image. Brand images also significantly influence brand attitude (Najafi and Alvandi, 2017) and are a dominant signal in representing a product (Fraser et al., 2016). This finding is supported by the study (Shafiee et al., 2014) on Iran consumers. This study found that consumers' assessment of a particular product influences their attitude and purchase intention.

H4 Brand image has a significant effect on brand attitude.

2.6 *Cultural adoption*

Cultural adoption, or cultural appropriation as used by Suh et al. (2016), is a term initially used in the context of art. It can be defined as a direct duplication, copying, or incorporation of an image by another party in a different context, thus wholly altering its meaning, originality, and authenticity (Mohamed et al., 2020). Cultural appropriation involves using ideas, symbols, and other aspects of human-made visual and non-visual culture (Schneider, 2003). In other words, one can adopt a particular culture when they have an emotional bond to the culture and desire to associate themselves with it. According to Suh et al. (2016), cultural adoption significantly affects consumers' attitudes towards the country, company, and product. Cultural adoption also has a significant impact on purchase intention. However, this condition applies only to performance-based products, such as electronics and vehicles. Cultural adoption has shown a weak influence on personal products, such as food and beverages. This can be attributed to a country's image not constantly influencing the purchase intention of products in this category.

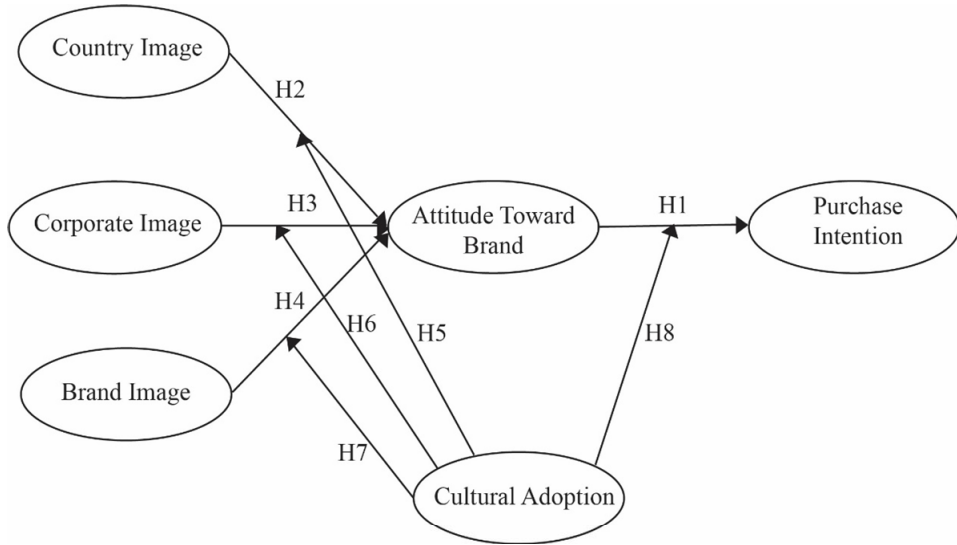
H5 Cultural adoption moderates the relationship between country image and purchase intention.

H6 Cultural adoption moderates the relationship between corporate image and purchase intention.

- H7 Cultural adoption moderates the relationship between brand image and purchase intention.
- H8 Cultural adoption moderates the relationship between brand attitude and purchase intention.

2.7 Conceptual framework

Figure 1 Hypothetical framework of the study



3 Research methodology

3.1 Sampling and data collection

Indonesian society is unique in terms of culture, each city has its own unique and different cultural customs, and each upholds its traditional values. However, the influence of globalisation with the entry of foreign cultures, cultural acculturation occurs, which impacts cultural adoption naturally. The influence of cultural adoption on consumer behaviour is explained in buying foreign brands. This study examines Sushi Tei restaurant, which has tried its luck by entering the market in various cities in Indonesia. Related to this, the population studied is Indonesian people who are interested in Sushi Tei restaurants.

An online survey was conducted because when the research was conducted, the city of Solo was enforcing a lockdown due to the COVID-19 outbreak, so a direct survey to respondents was not possible. The snowball technique is done by distributing questionnaires to several friends in the WhatsApp group, asking them to distribute them to as many other individuals as possible, and so on for one month. To get a high response rate, each respondent gets a reward in pulses worth 50,000 IDR.

In the study, initially, the planned sample was a minimum of 150. It was estimated that this number exceeds within one month. This minimum amount is determined to anticipate the worst risk from a low response rate caused by an online survey. For the sample evaluated by other researchers (Abbas et al., 2020a), this method using the partial least squares structural equation modelling (PLS-SEM) method has met the qualifying criteria (Yadama, 1995).

499 people answered the survey; however, only 286 of them filled out all the questions completely. Of this number, 171 are usable. The rest are unsuitable due to not meeting the specified inclusion criteria, children's age, income is too high, and other inclusion criteria.

Individuals selected as samples can be described as presented in Table 1. Participants of this study were Female (88.89%), with an average age categorised as adults (26–30 years) of 39.18%, while others are adolescents (21–25 years) by 36.26%, with a small proportion of older adults (31–35 years), and adolescents (18–21).

Table 1 Respondents' profile

<i>Gender</i>	<i>n</i>	<i>%</i>	<i>Province of origin</i>	<i>n</i>	<i>%</i>
Male	19	11.11	Jakarta	51	29.82
Female	152	88.89	West Java	28	16.37
<i>Age</i>	<i>n</i>	<i>%</i>	Central Java	28	16.37
18–20	20	11.70	Yogyakarta	9	5.26
21–25	62	36.26	East Java	23	13.45
26–30	67	39.18	Others	32	18.71
31–35	22	12.87	<i>Monthly income</i>	<i>n</i>	<i>%</i>
<i>Education</i>	<i>n</i>	<i>%</i>	IDR < 1 million	7	4.09
High school	4	2.34	IDR 1-2 million	2	1.17
Diploma	3	1.75	IDR 2-3 million	28	16.37
Bachelor	138	80.70	IDR 3-4 million	27	15.79
Master	26	15.20	IDR 4-5 million	5	2.92
<i>Occupation</i>	<i>n</i>	<i>%</i>	IDR 5-6 million	15	8.77
Student	49	28.65	IDR 6-7 million	21	12.28%
Civil servant	3	1.75	IDR > 7 million	66	38.60%
Private employee	82	47.95			
Entrepreneur	21	12.28			
Housewife	5	2.92			
Others	11	6.43			
Total	171	100			

Note: Exchange rate: USD 1 = IDR 14,769 (2020), n = frequency; % = percentage.

Most of them are domiciled in DKI Jakarta (29.82%). The rest are evenly distributed in several cities in Indonesia, such as West Java, Central Java, Jogja, East Java, and other cities in Indonesia (Sumatra, Banten, Kalimantan). Most of their jobs are private employees (47.95%); the rest are students, entrepreneurs, freelancers, doctors, homemakers, and civil employees.

Education that dominates is undergraduate (80.70%), the rest are master, high school, and diploma. The average monthly income is above 7 million IDR. Some are 2–6 million IDR per month, and some are less than 2 million IDR per month.

3.2 Questionnaire design and measurement

Semantic differential scales were used to measure respondents' attitudes. The semantic differential is a scale that uses a bipolar pair of adjectives with their semantic meanings (Malhotra, 1993). A seven-point scale was used to improve data reliability. Respondents were asked to assess each statement on the questionnaire. Sample items include 'Sushi Tei is a company that'. With their respective indicators, e.g., 'has a negative reputation' and 'have a positive reputation'. Country image is an individual's perception of the image of the country of origin, which is measured using seven items adapted from Parameswaran and Yaprak (1987), Laroche et al. (2005) and Li et al. (2009): economic development, international economic influence, openness to foreigners, people's attitude, education, affinity to Japanese society and country, and life condition. Corporate image is an individual's perception of the company's image, which is then measured using the following five items: reputation, trust, market position, attitude towards new brands, and service quality (Jin and Park, 2008; Kim et al., 2013). Brand image is an individual's perception of the brand image as measured using five items: quality, performance, cost-effectivity, class, customer dependency, and trust. These indicators were derived from Keller (1993), Aaker (1996), Jin and Park (2008) and Kim et al. (2013). Attitude toward the brand is an individual's subjective evaluation of a brand. This construct was measured with five items, including their knowledge, affinity, and familiarity over the brand (Jeon et al., 2008). Cultural adoption is the level of individual adoption of a foreign culture. Cultural adoption was measured using six items: interest, appeal, staying current, pride, and generation (old and young). The first five items were derived from Suh et al. (2016), and the researcher for this study developed the last item.

Finally, purchase intention is an individual's purchase intention towards a brand; these variables were measured using five items adapted from Lohmann (2018), Hill et al. (1977) and Schivinski and Dabrowski (2016): interest, intention, plan, preference, and priority.

3.3 Data analysis

Data obtained through the survey were analysed with PLS-SEM using Smart-PLS 3. The analysis comprised of validity, reliability, model, and hypotheses testing. Validity testing was used to measure research instruments' ability to measure their constructs (Sekaran and Bougie, 2016). Instruments were considered valid if their values were at least .70. However, instruments that lie between 0.40 and 0.70 can also be considered valid if they meet the minimum requirements of composite reliability (CR) and average variance extracted (AVE) (Hair et al., 2016).

Reliability testing was then conducted to test the consistency of instruments used in this study. It is also used to measure to which degree instruments are free of bias or errors (Sekaran and Bougie, 2016). Reliable instruments are the ones that have CR values greater than 0.70.

Model testing was performed to test the quality of the model used in this study and see whether it could represent the data obtained through surveys empirically (Tenenhaus

et al., 2005). This test was accomplished by calculating the average AVE and R square (R^2) values of the model used in this study. The resulting value is called the goodness of fit (GoF) index. A model should have a minimum value of .36 to be considered valid (Tenenhaus et al., 2005).

Hypothesis testing was carried out using a bootstrap resampling procedure. The relationships among variables were determined using the path coefficient values. Positive relationships were determined by positive path coefficient values and vice versa. The significance of the relationships, on the other hand, was determined using p-value (accepted if $p < 0.05$).

To test the effect of moderation, it is done by comparing the value of the coefficient of determination (R^2) from the model before and after moderation with a range of values 0 – 1 (0 = no relationship; 0.25 = weak relationship; 0.50 = moderate relationship; 0.75 = strong relationship; and 1 = perfect relationship). Effect size (f^2) explains the difference in the coefficient of determination between the models before and after moderation. Based on the level, the effect size (f^2) values are 0.02, 0.15, and 0.35, representing small, medium, and large effects. The value of effect size (f^2), which is less than 0.02, indicates no effect.

4 Results and discussion

4.1 Validity and reliability

The results of the validity test were obtained from the outer loading values of each indicator on Smart-PLS. A reliability test was then performed after the validity test had passed. Table 2 shows the outer loading, CR, and AVE values of each indicator. All indicators can be considered reliable since they meet the following requirements: $CR > 0.70$ and $AVE > 0.50$ (Hair et al., 2016).

The validity test results indicate that 4 out of 7 indicators were valid. The invalid indicators are CI1: Japan is a very influential country globally, CI2: Japan is an open country, CI3: Japan is a country that still upholds local culture. Furthermore, there are 2 out of 5 indicators of an invalid brand image, namely BI1, the food served by Sushi Tei is delicious, BI3: Sushi Tei is an upscale restaurant. Purchase intention, there is 1 out of 5 invalid indicators, namely PI2: I intend to buy Sushi Tei shortly. Adoption of culture, 2 out of 5 indicators were not valid. Sample items include CA3: even though other people criticise Japanese culture, I am still proud of that culture, CA4: I am a Japanese culture lover.

Furthermore, discriminant validity testing was carried out to explain the relationship between variables. The results indicated that all variables had met the discriminant validity requirements. Namely, the relationship between the same variables was higher than the relationship between different variables. The hetero-trait-mono-trait (HTMT) ratio was used to evaluate the discriminant validity (Table 3). The discriminate validity indicated that all construct meets a satisfactory discriminant validity; each HTMT value did not exceed 0.85 (Voorhees et al., 2016). Thus, it can be explained that the average respondent's response to all variables is relatively high, with the average value of the composite variable.

Table 2 Convergent validity and reliability tests

<i>Variable/indicator</i>	<i>Outer loading</i>	<i>CR</i>	<i>AVE</i>
<i>Country image</i>		0.803	0.508
CI4 Japan is a friendly country	0.724		
CI5 Japan is synonymous with highly educated	0.759		
CI6 Japan is a country with good economic conditions	0.763		
CI7 Japan is a developed country	0.589		
<i>Corporate Image</i>		0.835	0.507
CPI1 Sushi Tei is a reputable restaurant	0.777		
CPI2 Sushi Tei is a trusted restaurant	0.823		
CPI3 Sushi Tei is a restaurant with good service	0.741		
CPI4 Sushi Tei is an innovative and creative restaurant	0.606		
CPI5 Sushi Tei is a leading restaurant	0.581		
<i>Brand image</i>		0.824	0.619
BI2 Menu served by Sushi Tei Delicious	0.875		
BI4 Shushi Tei has a classic menu	0.555		
BI5 Sushi Tei's menu is reliable	0.885		
<i>Brand attitude</i>		0.901	0.695
BA1 My impression of Sushi Tei restaurant is good	0.861		
BA2 I like the food from Sushi Tei restaurant	0.810		
BA3 I'm glad there is a Sushi Tei restaurant in Indonesia	0.882		
BA5 I prefer Sushi Tei restaurant over other restaurants	0.776		
<i>Purchase intention</i>		0.909	0.717
PI1 I'm interested in buying food at Sushi Tei restaurant	0.705		
PI3 I have always been interested in eating at Sushi Tei restaurant	0.904		
PI4 Compared to other restaurants, Sushi Tei is my choice	0.924		
PI5 If you want to go to a restaurant, Sushi Tei is my priority	0.835		
<i>Culture adoption</i>		0.789	0.568
CA1 I admire Japanese culture	0.907		
CA2 Japanese culture is relevant to be applied in everyday life	0.797		
CA5 I'm not shy about showing Japanese culture in my environment	0.526		

Notes: CR > 0.70 and AVE > 0.50.

Table 3 Discriminant validity

	<i>Mean</i>	<i>St. dev. (SD)</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
Purchase intention	5.992	1.009	0.847					
Brand attitude	5.948	0.976	0.786	0.833				
Brand image	6.037	1.158	0.644	0.820	0.787			
Corporate image	6.607	0.973	0.522	0.693	0.649	0.712		
Country image	6.073	1.158	0.207	0.276	0.335	0.389	0.712	
Culture adoption	4.883	1.383	0.683	0.640	0.528	0.435	0.215	0.753

Note: Diagonal italic value represents the HTMT value

4.2 Hypothesis testing and discussions

4.2.1 GoF model testing

Model testing was accomplished by calculating the GoF index. According to Tenenhaus et al. (2005), the GoF index can be calculated using the following formula: $\text{GoF} = \sqrt{\text{AVE} \times R^2}$. The AVE and R^2 values of each indicator and their averages are shown in Table 4. The research data testing conducted indicated several indicators that met the criteria of validity and reliability, and a small part was excluded from the bootstrapping analysis. The initial step is testing the goodness-of-fit model; the results indicate that the GoF value = 0.564. Table 4 describes that the model is a good fit.

Table 4 The GoF test

	<i>AVE</i>	<i>R square</i>	<i>GoF</i>
Brand attitude	0.695		
Brand image	0.619		
Company image	0.507		
Country image	0.508		
Cultural adoption	0.568	0.773	
Purchase intention	0.717	0.690	
Model fit			0.564

Note: $\text{GoF} = \sqrt{\text{AVE} \times R^2}$.

4.2.2 Hypothesis testing and interpretation

4.2.2.1 Main effect testing

Table 5 indicates that the relationship between brand attitude and purchase intention is significant and positive, so Hypothesis 1 is supported (St. coeff. = 0.592; SD = 0.054; $p = 0.000$). This indicates that the higher the brand attitude, the higher the purchase intention towards Sushi Tei. This finding confirms the results of research obtained from several previous studies that explain a significant and positive relationship between Lee et al. (2017) and Wang et al. (2019).

Subsequently test results indicate an insignificant relationship between country image and brand attitude (St. coeff. = -0.047 ; SD = 0.039; $p = 0.230$), so Hypothesis 2 is not supported. This means that country image is not a variable considered important by consumers in forming brand attitudes towards Sushi Tei restaurants. This insignificant relationship does not confirm the results obtained in previous studies (see Wang et al., 2004; Han, 2006). This concept requires research to provide further explanation of its causes.

The relationship between corporate image and brand attitude was significant and positive (St. coeff. = -0.047 ; SD = 0.039; $p = 0.230$). This means that the higher the corporate image, the higher the brand attitude, so Hypothesis 3 is supported. The test results that indicate a positive relationship confirm with the results proposed by several previous studies (see Martenson, 2007; Fan, 2019). This means that for Sushi Tei consumers, corporate image is an effective stimulus to shape brand attitude.

Table 5 Results of hypothesis testing

	Standardised coefficient	Std. dev.	T-stat	P-value
Brand attitude -> Purchase intention	0.529	0.054	9.835	***
Brand attitude * Cultural adoption -> Purchase intention	-0.112	0.044	2.516	0.013
Brand image -> Brand attitude	0.518	0.045	11.391	***
Brand image * Cultural adoption -> Brand attitude	-0.033	0.039	0.853	0.395
Corporate image -> Brand attitude	0.251	0.053	4.776	***
Corporate image * Cultural adoption -> Brand attitude	-0.042	0.044	0.963	0.337
Country image -> Brand attitude	-0.047	0.039	1.203	0.230
Country image * Cultural adoption -> Brand attitude	0.036	0.035	1.031	0.304
Cultural adoption -> Brand attitude	0.255	0.038	6.661	***

Note: *** < 0.001.

Brand image was found to have a significant and positive relationship (St. coeff. = 0.518; SD = 0.045; $p = 0.000$), so Hypothesis 4 is supported. A positive relationship indicates that the higher the Brand Image, the higher the brand attitude. The findings of this study confirm the results obtained in previous studies that lead to the regularity of the phenomenon of a positive relationship between brand image and brand attitude.

4.2.2.2 Interaction effect testing

The test results on the relationship between country image * culture adoption and brand attitude indicated an insignificant relationship (St. coeff. = 0.036; SD = 0.035; $p = 0.304$) (Table 6). The results of this test indicate that culture adoption is not a variable that moderates the relationship between country image and brand attitude. The test results are supported by test results which indicate weak results (f^2 at delta $R^2 = 0.003$) as displayed in Table 6. It indicates that the conceptualised Hypothesis 5 is not supported in this study. This does not confirm previous studies that indicated a significant and positive relationship between country image*culture adoption and brand attitude (see Suh et al., 2016).

Furthermore, the relationship between corporate image*culture adoption and brand Attitude was also found to be insignificant (St. coeff. = -0.042; SD = 0.044; $p = 0.337$) (Table 6). The f^2 test obtained indicates a weak result (f^2 at delta $R^2 = 0.004$). Explaining that culture adoption conceptualised to moderate the relationship between corporate image and brand attitude is not supported. Thus, this study did not support Hypothesis 6, conceptualised concerning Suh et al. (2016).

The relationship between Brand image * Culture adoption and brand attitude was also found to be insignificant (St. coeff. = -0.033; SD = 0.039; $p = 0.395$) (see Table 5). The f^2 test obtained indicates a weak result (f^2 at delta $R^2 = 0.003$) displayed in Table 6. It shows that culture adoption is not a variable that moderates the relationship between brand image and brand attitude. The conceptualised Hypothesis 7 is not supported.

Table 6 Results of the interaction effect

	<i>Model</i>	<i>R² (in %)</i>	<i>f²</i>
Model 1	Brand image -> Brand attitude	0.674	0.495
Model 2	Brand image * Culture adoption -> Brand attitude	0.735	0.003
Model 3	Country image -> Brand attitude	0.076	0.008
Model 4	Country image * Culture adoption -> Brand attitude	0.437	0.005
Model 5	Corporate image -> Brand attitude	0.485	0.137
Model 6	Corporate image * Culture adoption -> Brand attitude	0.630	0.004
Model 7	Brand attitude -> Purchase intention	0.617	0.473
Model 8	Brand attitude * Culture adoption -> Purchase intention	0.691	0.059

The relationship between brand attitude * culture adoption and purchase intention, and the results indicate a significant and negative relationship (St. coeff. = -0.112 ; SD = 0.044; $p = 0.013$) (table). The f^2 test obtained indicates a moderate result (f^2 at delta $R^2 = 0.059$) in Table 6, indicating that culture adoption only negatively moderates the relationship between brand attitude and purchase intention. The higher the culture adoption, the weaker the relationship between brand attitude and purchase intention. This could be possible that Indonesian people only admire, acknowledge the relevance, and are not ashamed to show Japanese culture. However, that culture does not apply to Indonesian culture (see Table 2). Consumers intend to buy Sushi Tei not because they want to adopt traditional Japanese culture but also because they accept the symbols used as brand identity.

Further testing of the moderating effect indicates a significant and positive relationship between culture adoption on brand attitude (St. coeff. = 0.255; SD = 0.038; $p = 0.000$). This finding provides information that culture adoption is a variable that can be a moderating variable or what is often also called 'moderator homologiser'. Most of the hypothesised moderating effects are not fully supported. Only one hypothesis is supported, namely the relationship between Brand attitude * Culture adoption and purchase intention. This means that in Indonesian consumer behaviour towards Sushi Tei restaurant, culture adoption is not an important variable as a moderator. This variable, therefore, recommended its effect if applied to different objects and settings.

4.2.2.3 Mediation effect testing

The test results on the mediating effect indicate that brand attitude was found not to mediate directly or partially. The relationship between country image and purchase intention (St. coeff. = -0.043 ; $p = 0.234$) is displayed in Table 7. This means that country Image is an ineffective stimulus to form purchase intention.

Furthermore, it was found that brand attitude partially mediates the relationship between corporate image and purchase intention (St. coeff. = 0.233; $p = 0.000$). The relationship between corporate image and purchase intention is significant (St. coeff. = 0.133; $p = 0.000$) (Table 7). Likewise, the mediating relationship between brand image and purchase intention was partially significant (St. Coeff. = 0.508; $p = 0.000$). The relationship between corporate image and purchase intention was significant (St. coeff. = 0.079; $p = 0.000$) (Table 7). These two findings indicate that corporate image and brand image are two effective stimuli to influence brand attitude and purchase intention.

Table 7 Results of mediation effect

<i>Path</i>	<i>Standardised coefficient</i>	<i>P-values</i>
Country image -> Purchase intention	-0.025	0.203
Country image -> Brand attitude → Purchase intention	-0.043	0.234
Corporate image -> Purchase intention	0.133	***
Corporate image -> Brand attitude → Purchase intention	0.233	***
Brand image -> Purchase intention	0.079	***
Brand image -> Brand attitude → Purchase intention	0.508	***

Note: ***< 0.001.

5 Conclusions and discussion

This study conceptualises the role of culture adoption as a variable that moderates the relationship between country image, corporate image, and brand image on brand attitude and purchase intention. However, the findings only underline the significant relationship between corporate image, brand image, and brand attitude, and purchase intention. In contrast, country image is not an adequate stimulus to influence brand attitude and purchase intention. In the context of Sushi Tei restaurant, it may be too far to link the image of the country to the restaurant and the dishes served. Individuals are more concerned with corporate and brand image, namely the perception of the restaurant and its dishes.

Furthermore, unsatisfactory predictions occur in culture adoption as a moderator of the relationship between variables. All interaction effect tests indicate insignificant results. Important information found that there is a significant relationship between culture adoption and brand attitude. This finding provides information that culture adoption has a homoligiser moderation effect. This means that these variables can be moderating variables in different contexts of objects and research settings.

Finally, the test results found that brand attitude partially mediates the relationship between corporate image, brand image, and purchase intention. This means that these two variables can directly influence the process of forming purchase intention apart from being through brand attitude. meanwhile, brand attitude was found not to mediate the relationship between country image and purchase intention.

6 Implications

This study contributes to an alternative model in consumer behaviour that explains a specific phenomenon, namely the buying behaviour of Sushi Tei restaurants. The model constructed was developed from the process model to form brand attitude and purchase intention (Fenitra and Haryanto, 2019; Haryanto et al., 2015). Furthermore, the model was modified by theorising three stimulus variables: country image, corporate image, and brand image (Wang et al., 2004; Han, 2006), and finally conceptualising culture adoption as a moderating variable (Suh et al., 2016). Although there are still unsatisfactory

prediction results in the test, the model has been tested using procedures that can be justified.

In the future, it is hoped that further research will be conducted to explain the unsatisfactory prediction results. Particularly, country image as an independent variable and cultural adoption as a moderating variable, which still indicates unsatisfactory predictive results in the test. We assume that insignificance reported in this study was due to the brand limitations of current research. As a result, Sushi Tei Japanese Restaurant, as a foreign brand, has opted. It is likely to have implications for considerations that are not so important to the country's image and culture adoption in influencing their behaviour towards Sushi Tei restaurant. In addition, the present study offers a chance for further research, primarily on the concept of cultural adoption as a moderating variable. Future researchers are advised to look at respondents' profiles with their rational behaviour in purchasing foreign products that imply their cultural adoption level as an alternative viewpoint. This study developed a conjecture that suggests individuals with higher education and income possess a higher cultural adoption level than those with lower education and income (Ionică et al., 2012; Petroman et al., 2015).

7 Limitations

This study focuses only on a limited group of Sushi Tei consumers, specifically consumers aged 18 to 35 with minimum high school education. Researchers selected this group with an expectation to capture the behaviour of millennial consumers. A moderating variable is found to have an insignificant effect on positive opinions and purchase intentions regarding Sushi Tei Indonesia when this restriction is imposed. Nevertheless, all the concepts developed in this study can be held accountable scientifically. Therefore, it can be used as a reference for future researchers.

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