

**Japanese Students as Consumers: Does Country of Origin Affect their Purchase Intention?
(ABSTRACT ONLY)**

By

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Abstract

The impact of the country of origin (COO) on consumers in overseas markets is becoming increasingly important due to globalization. This study defines COO as the country where the main office is located. Although the effect of COO on consumer purchase intention is crucial, there are few studies on the indirect effect of COO on purchase intention. This study explains the direct and/or indirect effect of COO on consumer purchase intention of Japanese students for fast fashion. The results show that COO has strong indirect effect on Japanese students as consumers; however, its direct effect remains unclear. Further, the results show important mediators that affect COO indirectly.