

## **Effect of patriotism, attention to economic prosperity and brand image on food products purchase intention by consumers living abroad (Case study: Iranians in Hong Kong)**

Fatemeh Shabani Ghadikolaie\*, Faezeh Hedayatnazari

*Department of Business Management, Farabi Institute of Higher Education University, Karaj, Iran*

*\* Corresponding Author; Email address: shabani.mbm96@gmail.com*

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**ABSTRACT:** *The present study aims to investigate the effect of patriotism, attention to the economic prosperity of country or origin, trust in the country brand and the brand equity on the consumers' purchase intention of food products (Pistachio, Saffron, Date and Rose water) by consumers living abroad (case study: Iranians in Hong Kong). Data was collected using a questionnaire. The statistical population is the Iranians living in Hong Kong who have activities in universities (including professors, staff and students along with their families) and have the age of over 18 years with more than three months of living experience in Hong Kong (70 people). The sample size using Cochran's formula at 95% confidence level is calculated to be 60. The results obtained from information of 60 participants using SPSS software depict that patriotism (21.5%), attention to the economic prosperity of Iran (37.2%), trust in the Iranian brands (45.8%) and equity (69.8%) have significant effects on the consumers' purchase intention. The content of this study can be useful for those researchers, policymakers, producers and exporters (for both Iranians and non-Iranians) who are working on the marketing side for increasing the consumer's intention to purchase the desired product brands.*

**KEYWORDS:** *Attention to economic prosperity; Brand equity; Brand trust; Iranian brands; Patriotism; Purchase intention*

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### **I. INTRODUCTION AND LITERATURE REVIEW**

Economic development is one of the main goals in any country that entering foreign and international markets can be the basis for achieving this goal (Rezvani & Golarizadeh, 2016). Iran is also among the countries that seek to achieve more success in the field of foreign and international markets, which is why supporting domestic production, consumption of domestically made goods and exports of these products have always been a priority of its trade and economic policies. But to achieve this, it is necessary to identify the factors affecting the sale of domestically produced products. International marketing research has expressed two views on the product selection by the consumers: 1) a logical pattern which states that the buyers buy their products through a rational process, and 2) an emotional pattern is the second view. In choosing between the domestic and foreign products, several factors such as quality, availability, product price, as well as the involvement of interest and loyalty to the homeland, cause a greater tendency to domestic products than foreign goods (Haghighi & Hosseinzadeh, 2009). Customers who show a higher emotion on domestic products have stopped buying foreign products. Because some customers believe that buying foreign products reduces job opportunities and has a negative impact on the national economy and increases unemployment, and this causes damages to their national image, therefore, they buy domestic goods (Torkestani et al., 2014).

The tendency to consume domestic goods was firstly introduced by Shimp and Sharma under the title of consumer nationalism, which makes the nationalist consumers consider domestic products to be cognitively more desirable than foreign products. Nationalist customers prefer domestic goods to foreign ones and believe that their own products are better than foreign ones (Haghighi & Hosseinzadeh, 2009). In addition to nationalism, quality and brand type also affect customer choice (Parhizkar et al., 2013).

Based on the information above and regarding the importance of identifying the factors affecting the customer's intention to buy in global markets and also the lack of sufficient information about the factors affecting the intention to buy Iranian goods from the perspective of Iranians abroad, the present study aims to investigate the effect of patriotism, attention to economic prosperity and the Iranian brands on the purchase intention of Iranian food in abroad (Hong Kong as a case study). The consequences of this research include: supporting Iranian production, preventing unemployment and supporting employment in Iran, marketing Iranian products in abroad, introducing Iranian goods to other countries and increasing exports, which can lead to development in the Iran's economic. Since the present study shows Iranians' desire to buy the Iranian products, the findings of this study could be useful for the Iranian food producers and exporters. In addition, the content of

this study will be useful for those people (for both Iranians and non-Iranians) who are working on the marketing side for increasing the consumer's intention to purchase the desired product brands.

**Brand trust:**

Trust means expecting some people from other people (companies, etc.) that is based on an oral or written promise or a letter. Trust is an important step in building a long-term relationship between buyer and seller and it is one of the key elements in marketing and can even be the interface between the consumer and a particular brand. Trust is one of the important elements in marketing (Parhizkar et al., 2013) and has a direct impact on consumer loyalty in purchasing products (Abbasi et al., 2015). Trust can be defined as the amount of belief that a customer can have in delivering their product or service from a brand. High-level brand trust can lead the consumer to decide to repurchase. Trust in a brand means trusting in the credibility of a brand and in the general definition: the feeling of security and confidence that a consumer has when interacting with a brand. This confidence can be generated from the customer's attitude towards honesty and brand responsibility in maintaining the interests and welfare of the consumer (Shirkhodaie & Nouripour, 2014).

**Brand equity:**

Brand equity is one of the most important marketing concepts that was first formed in the 1980s (Momen et al., 2015). The value of the brand in today's marketing is not hidden from anyone (Kafashpor et al., 2014). The brand indicates the position of services and products in the minds of consumers (Momen et al., 2015) and in their view is a fundamental and important component in products (Kafashpor & Niakan, 2011). Brand also affects the perceived quality of products in the eyes of consumers (Shahrokh & Ahmadi, 2016) because brands have a significant role in developing and earning income for the commercial sector (Hoseini et al., 2016). In other words, brand equity is a set of assets (liabilities) related to the brand that increases or decreases the value of a product or service provided by the company. In order for a brand to have value, it must be considered as a valuable item by the consumers (Shirkhodaie & Nouripour, 2014).

**Attention to economic prosperity:**

Economic prosperity means increasing the production of products and services, which causes the prosperity of the market and improves the economic situation of the people. Economic growth means increasing the efficiency of the economy. Attention to economic prosperity is such that it is better for the government to prepare the necessary investments for the import or even export of its products, and to do so.

**Patriotism:**

Researchers believe that true patriots love and do not reject their country, its culture and its customs. Patriotism is a feeling of pride and a special attachment to living in it, having respect for the people of your country. Some researchers believe that people who are true patriots love the customs and culture of their country, and try to preserve it (Torkestani et al., 2014).

**Purchase intention:**

The most important issue in any industry can be focusing on increasing the intention to buy products (Ghadikolaie, 2016). The special position of the brand in the eyes of customers will increase the intention of customers to buy the product related to the famous brand (Gholipour et al., 2015). Nazari et al. (2017) in an article on brand equity, examined the variables of brand awareness, brand association, perceived quality, brand loyalty, for an unlimited community of 384 consumers and customers of chocolate using questionnaire to collect the data. According to the results, all the research hypotheses had been confirmed and the significant impact of advertising on brand equity and its dimensions include (brand awareness, brand association, perceived quality, brand loyalty) was also proved.

Bahkshi & Roshan (2016) aimed to investigate some parameters affecting purchase intention such as brand trust, brand equity and loyal customer satisfaction, while the statistical population was the customers of Astan Quds Razavi products in Mashhad (sample member was 384 people) using questionnaire to collect the data. The results of this study showed that brand trust was rooted in the brand's past experience and also had a positive relationship with brand loyalty, which in turn maintained a positive relationship with brand equity.

In a study conducted by Kheiri & Fathali (2015), the effect of perception of luxury brand, mental image (restaurant) and consumer attitude towards luxury products on the quality of luxury restaurant services, social effect, self-esteem and purchase intention was investigated using the statistical community of customers referring to selected luxury restaurants in Tehran for a sample size of 385 people. Results revealed that consumer's attitudes toward luxury products, quality of luxury restaurant services, perception of luxury brand and social impact had a positive influence on purchase intention. However, mental image and self-esteem did not affect purchase intention.

In a study performed by Torkestani et al. (2014), a conceptual model for various parameters such as the image of the country of origin, the need for differentiation, patriotism, perceptual quality, emotional value, attitudes toward imported products, racism, intending to buy imported products from European countries in the

city of Tehran was studied. It was found that there are positive effects of the image of the country of origin and need for differentiation as well as the negative effect of "patriotism" on attitude to imported products. However, the effect of racism on attitudes toward imported products was not significant. In addition, the attitude towards imported products had a direct, positive and significant effect on the intention to purchase imported products.

A study carried out by Shirkhodaie & Nouripour (2014), entitled: Halal foods: Examining the factors affecting the consumers' intention to purchase in Europe, explored the effect of several factors on purchase intention (brand trust, brand equity and attitude to a halal certificate). The statistical population of that study was the halal food consumers from three countries including Germany, England and France. The data was obtained through paper and electronic questionnaires and obtained results showed that brand equity and brand trust had a positive and significant effect on the intention to purchase halal food products. However, the attitude towards halal certification did not have a significant effect on purchase intention.

Research conducted by Wang et al. (2019), entitled: Factors influencing organic food purchase intention in developing countries and the moderating role of knowledge, explored the relationship between subjective norms, personal attitude, perceived behavior control, health awareness, knowledge and purchase intention with a statistical population of 331 consumers of organic food in Tanzania and 350 in Kenya. The results showed that all variables (except for perceived behavior control in Kenya) had a significant relationship with the intention to purchase organic food.

A study conducted by Xiao et al. (2019), entitled: Factors affecting purchase intentions in generation Y: An empirical evidence from a fast food industry in Malaysia, examined the relationship between food quality, service quality, price reduction, restaurant environment, and purchase intention. In that study, the data was obtained using a questionnaire from a statistical population of 313, and the results showed that only food quality and price reduction had a significant relationship with the intention to purchase fast food.

Research performed by Shakil & Majeed (2018), entitled: Brand purchase intention and brand purchase behavior in halal meat brand, examined the effect of perceived quality of the brand, brand image, brand satisfaction, brand trust, brand loyalty on brand purchase intention and purchase behavior of the brand. The data obtained in that study was collected through a questionnaire. There were 217 respondents to the questionnaire, who had purchased halal meat from several butcher shops in Karachi, Pakistan. The results indicated that all variables had a significant relationship with brand intention and brand buying behavior, except that the perceived quality of the brand did not affect the purchase intention and brand buying behavior and brand satisfaction did not affect brand purchase behavior.

A study carried out by Ali et al. (2018), entitled: Antecedents of consumers' Halal brand purchase intention: an integrated approach, examined several conceptual models such as brand image, brand satisfaction, brand trust, brand loyalty and customer purchase intention. In that study, the data was collected by a questionnaire from a statistical population of 347 people who had experience in buying halal milk in Islamabad and Rawalpindi (Pakistan). The results showed that the image, satisfaction, trust and loyalty of the halal brand had positive effects on the purchase intention.

Research conducted by Haque et al. (2015), entitled: Purchase intention of foreign products: A study on Bangladeshi consumer perspective, examined several conceptual models such as racism (ethnicity), country of origin image, brand image, foreign product, religion and intention to purchase. The statistical population in that study was 260 customers of any kind of foreign products from Dhaka and Chittagong (Bangladesh). The information collected in that study showed that the brand image and quality of foreign products had significant impacts on the intention to purchase foreign products. Religiosity had a negative effect on the intention to purchase foreign products, the image of the country of origin had a positive effect on the brand image, but ethnocentrism had a negative effect on the perception of the quality of foreign products on the intention of customers to purchase.

## **II. HYPOTHESES DEVELOPMENT AND RESEARCH FRAMEWORK**

Based on the article performed by Haque et al. (2015), which examined the relationship between racism (ethnicity), country of origin image, brand image, foreign product, religion and purchase intention, it is found that brand image and quality of foreign products have significant impacts on the intention to purchase the foreign products; while ethnocentrism has a negative effect on understanding the quality of foreign products on customers' intention to purchase. Accordingly, the first hypothesis is: Patriotism has a positive and significant effect on the intention to purchase the food products by Iranians living in Hong Kong.

Bandara & Miloslava (2012) find that patriotism and economic prosperity have positive and significant effects on the consumers' intention to purchase beverages in the Czech Republic. Thus, in this study, the second hypothesis is: Attention to economic prosperity has a positive and significant effect on the intention to purchase the food products by Iranians living in Hong Kong.

Shakil & Majeed (2018) find that perceived brand quality, brand image, brand satisfaction, brand trust and brand loyalty have a significant relationship with purchase intention and brand buying behavior for halal

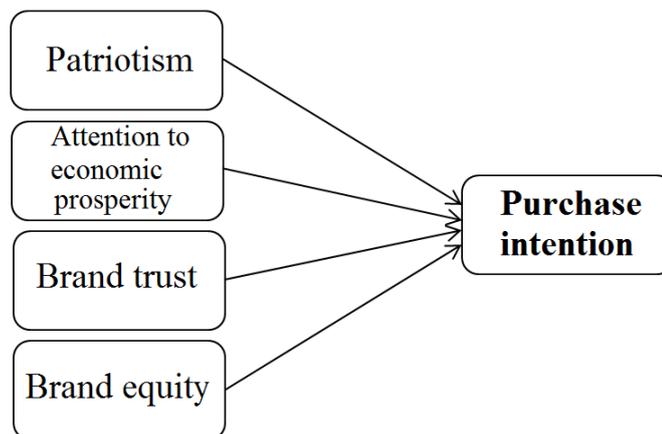
meat. In another study conducted by Ali et al. (2018), the authors observe that the image, satisfaction, trust and loyalty of the halal brand have significant positive effects on the customer's purchase intention. Therefore, the third hypothesis in this study is: Trust on the brand has a positive and significant effect on the intention to purchase the food products by Iranians living in Hong Kong.

Nazari et al. (2017) find that there are relationships between brand awareness, brand association, perceived quality, brand loyalty, advertisement and brand equity. An article by Bahkshi (2016), also examines brand trust, brand equity and loyal customer satisfaction, and finds that all variables have positive relationships with brand equity. Therefore, the fourth hypothesis is: Brand equity has a positive and significant effect on the intention to purchase the food products by Iranians living in Hong Kong.

In addition to the main hypotheses, four sub-hypotheses are also examined as follows:

1. There is a significant difference between men and women in intention to purchase food products.
2. There is a significant difference between different ages (under and over 30) in intention to purchase food products.
3. There is a significant difference between married and single people in intention to purchase food products.
4. There is a significant difference between the length of stay of people (in three-period categories of 3 to 12 months, 13 to 36 months and 37 months and above) in intention to purchase food products.

The main goal of this study is to explain the effect of brand trust, brand equity, patriotism and attention to economic prosperity on intention to purchase food products by Iranians living in Hong Kong, which is shown in the conceptual model designed in Figure 1.



**Figure 1: Conceptual model of research.**

### III. RESEARCH METHODOLOGY

The present study aims to investigate the effect of patriotism, attention to Iran's economic prosperity, trust in the Iranian brands and the special value of the Iranian brands on the intention of consumers of Iranian food (pistachios, saffron, dates and rose water) in Hong Kong. The present research is of descriptive and inferential quantitative type and the library method is used to compile the theoretical foundations and research background. Data is obtained by the field method using a questionnaire with a five-point Likert scale. This study is a cross-sectional study considering the time criterion (for collecting questionnaires from May to June 2019).

In this study, content validity was used for the validity of the questionnaire. Content validity refers to the extent to which the sample questions used in the test represent the whole community of possible questions that can be gleaned from the content or topic. In the present study, the content validity of the research questionnaire was first approved by experts and university professors so that in case of any problems in the questionnaire, the necessary corrections can be made.

Cronbach's alpha coefficient was also used to assess the reliability of the questionnaires. The reliability results of the questionnaire can be seen in Table 1. According to Table 1, it is observed that all Cronbach's alpha coefficients for all variables are greater than 0.7, which indicates the appropriateness and high reliability of the questionnaires and their reliability.

**Table 1: Reliability coefficient of questionnaires**

Variables	Number of questions	Source	Cronbach's alpha coefficient
Brand trust	3	(Matzler et al., 2006; Mohammad, 2012)	0.897
Brand equity	13	(Buil et al., 2013; Lee & Leh, 2011)	0.866
Patriotism	6	(Bandara & Miloslava, 2012)	0.856
Attention to economic prosperity	5	(Bandara & Miloslava, 2012)	0.846
Purchase intention	3	(Ali et al., 2018; Chang & Liu, 2009)	0.930

The statistical population of this study is the Iranians who are involved at any universities in Hong Kong (including professors, university staff and students with their families) and are over 18 years and have lived in Hong Kong for more than three months. The Iranian consulate in Hong Kong announced that the number of these people is 70, thus, the number of samples required according to Cochran's formula at 95% confidence level is 60. Due to the limited statistical population, the questionnaires (with a five-point Likert scale) were distributed among all 70 people, of whom 60 people fortunately answered the questionnaires, and the analysis in this study is based on these 60 answers. SPSS software version 25 was used to analyze the data.

#### IV. RESULTS AND DISCUSSION

The number of participants in this study was 60, and their characteristics are shown in Table 2.

**Table 2: Demographic characteristics of the statistical population of this research**

Specifications	Type / Value	Number	Percent
Duration of stay in Hong Kong (month)	3 to 12	21	35
	13 to 36	23	38.3
	More than 36	16	26.7
Gender	Female	26	43.3
	Man	34	56.7
Age group (year)	30 and less than 30	23	38.3
	More than 30	37	61.7
Marital status	Single	23	38.3
	Married	37	61.7
Degree of education	Diploma	1	1.7
	Bachelor	8	13.3
	Master	28	46.7
	PhD	23	38.3

Table 3 shows the mean values and standard deviation of the independent and dependent variables.

**Table 3: Mean and standard deviation of the main research variables**

Variables	Mean	Std. deviation	N
Brand trust	2.4778	1.02210	60
Brand equity	2.8295	0.70360	60
Patriotism	3.4167	0.93504	60
Attention to economic prosperity	3.2300	0.83794	60
Purchase intention	2.2222	1.12608	60

Table 4 shows the internal correlation coefficient between the main variables of the research and their significance levels.

**Table 4: Correlation coefficient between the research variables**

Correlation						
		Brand trust	Brand equity	Patriotism	Attention to economic prosperity	Purchase intention
Brand trust	Pearson correlation	1	0.608**	-0.053	0.135	0.458**
	Sig. (2-tailed)		0.000	0.686	0.305	0.000
	N	60	60	60	60	60
Brand equity	Pearson correlation	0.608**	1	0.332**	0.357**	0.698**
	Sig. (2-tailed)	0.000		0.009	0.005	0.000
	N	60	60	60	60	60
Patriotism	Pearson correlation	-0.053	0.332**	1	0.671**	0.215
	Sig. (2-tailed)	0.686	0.009		0.000	0.100
	N	60	60	60	60	60
Attention to economic	Pearson correlation	0.135	0.357**	0.671**	1	0.372**
	Sig. (2-tailed)	0.305	0.005	0.000		0.003

prosperity	N	60	60	60	60	60
Purchase intention	Pearson correlation	0.458**	0.698**	0.215	0.372**	1
	Sig. (2-tailed)	0.000	0.000	0.100	0.003	
	N	60	60	60	60	60

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

**Examining research hypotheses**

Before examining the hypotheses, the normality of the variables was first examined using the Kolmogorov-Smirnov test, the results of which are listed in Table 5.

**Table 5: Evaluation of the normality of research variables by Kolmogorov-Smirnov test**

One-Sample Kolmogorov-Smirnov Test						
		Brand trust	Brand equity	Patriotism	Attention to economic prosperity	Purchase intention
N		60	60	60	60	60
Normal Parameters <sup>a,b</sup>	Mean	2.4778	2.8295	3.4167	3.2300	2.2222
	Standard deviation	1.02210	0.70360	0.93504	0.83794	1.12608
Most Extreme Differences	Absolute	0.143	0.104	0.155	0.159	0.195
	Positive	0.143	0.104	0.080	0.096	0.195
	Negative	-0.074	-0.039	-0.155	-0.159	-0.139
Test Statistic		0.143	0.104	0.155	0.159	0.195
Asymp. Sig. (2-tailed)		0.146	0.166 <sup>c</sup>	0.112	0.128	0.087

a: Test distribution is normal; b: Calculated from data; c: Lilliefors significance correction.

According to Table 5, since the significance level for all variables is more than 0.05, thus, it is concluded that all variables were normal. The results of the linear regression test to test the four main hypotheses are given in Table 6.

**Table 6: Linear regression test for examining the four main hypotheses**

Hypothesis number	Hypotheses	Sig.	Beta coefficient	Durbin-Watson statistic	F	R <sup>2</sup>
1	Effect of patriotism on purchase intention	0.017	0.215	1.69	2.801	0.046
2	Effect of attention to economic prosperity on purchase intention	0.003	0.372	1.60	9.340	0.139
3	Effect of brand trust on purchase intention	0.000	0.458	1.63	15.362	0.209
4	Effect of brand equity on purchase intention	0.000	0.698	1.77	54.961	0.487

**Examining the main hypotheses of the research:**

**Hypothesis No. 1:**

According to Table 6, the value of the coefficient of determination R<sup>2</sup> for the patriotism variable is equal to 0.046, which means that this variable has the ability to explain the purchase intention as much as 4.6%. Also, the Durbin-Watson test value is in the range of 1.5 to 2.5, which shows the independency of the errors. Also, based on the collinearity indices, there is no collinearity between the predictor variables, and the results of the regression model are reliable. According to the table, it is clear that the Beta coefficient is 0.215 and the significance level is 0.017; therefore, the hypothesis is confirmed and it can be said that patriotism has a positive and significant effect (21.5%) on the purchase intention.

**Hypothesis No. 2:**

According to Table 6, the value of the coefficient of determination R<sup>2</sup> for the attention to economic prosperity variable is equal to 0.139, which means that this variable has the ability to explain the purchase intention as much as 13.9%. Also, the Durbin-Watson test value is in the range of 1.5 to 2.5, which shows the independency of the errors. Also, based on the collinearity indices, there is no collinearity between the predictor variables, and the results of the regression model are reliable. According to the table, it is clear that the Beta coefficient is 0.372 and the significance level is 0.003; therefore, the hypothesis is confirmed and it can be said that attention to economic prosperity has a positive and significant effect (37.2%) on the purchase intention.

**Hypothesis No. 3:**

According to Table 6, the value of the coefficient of determination R<sup>2</sup> for the brand trust variable is equal to 0.209, which means that this variable has the ability to explain the purchase intention as much as 20.9%. Also, the Durbin-Watson test value is in the range of 1.5 to 2.5, which shows the independency of the errors. Also, based on the collinearity indices, there is no collinearity between the predictor variables, and the

results of the regression model are reliable. According to the table, it is clear that the Beta coefficient is 0.458 and the significance level is 0.000; therefore, the hypothesis is confirmed and it can be said that brand trust has a positive and significant effect (45.8%) on the purchase intention.

**Hypothesis No. 4:**

According to Table 6, the value of the coefficient of determination R2 for the brand equity variable is equal to 0.487, which means that this variable has the ability to explain the purchase intention as much as 48.7%. Also, the Durbin-Watson test value is in the range of 1.5 to 2.5, which shows the independency of the errors. Also, based on the collinearity indices, there is no collinearity between the predictor variables, and the results of the regression model are reliable. According to the table, it is clear that the Beta coefficient is 0.698 and the significance level is 0.000; therefore, the hypothesis is confirmed and it can be said that brand equity has a positive and significant effect (69.8%) on the purchase intention.

**Investigation of research sub-hypotheses Nos. 1-4:**

Considering the F statistics as well as the level of significance of the variables in the sub-hypotheses 1-4 which is more than 0.05 (Tables 7-10, respectively), it is concluded that significant differences in the intention to purchase the food products between men and women, married and single individuals, up to 30-year old and over 30-year old individuals, and people with different lengths of residence in Hong Kong (in three-period categories including 3 to 12 months, 13 to 36 months and more than 37 months) have not been seen. Therefore, all the sub-hypotheses of this study have been rejected.

**Table 7: Statistical results for sub-hypothesis No. 1**

Gender	N	Mean	Std. deviation	Std. error	95% Confidence interval for mean		F	Sig.
					Lower bound	Upper bound		
Female	26	2.2436	1.19836	0.23502	1.7596	2.7276	0.016	0.899
Male	34	2.2059	1.08561	0.18618	1.8271	2.5847		
Total	60	2.2222	1.12608	0.14538	1.9313	2.5131		

**Table 8: Statistical results for sub-hypothesis No. 2**

Age (year)	N	Mean	Std. deviation	Std. error	95% Confidence interval for mean		F	Sig.
					Lower bound	Upper bound		
Less than 30	23	2.2899	1.42950	0.29807	1.6717	2.9080	0.133	0.717
More than 30	37	2.1802	0.90811	0.14929	1.8774	2.4830		
Total	60	2.2222	1.12608	0.14538	1.9313	2.5131		

**Table 9: Statistical results for sub-hypothesis No. 3**

Marital status	N	Mean	Std. deviation	Std. error	95% Confidence interval for mean		F	Sig.
					Lower bound	Upper bound		
Married	37	2.1622	1.21366	0.19952	1.7575	2.5668	0.271	0.605
Single	23	2.3188	0.98718	0.20584	1.8920	2.7457		
Total	60	2.2222	1.12608	0.14538	1.9313	2.5131		

**Table 10: Statistical results for sub-hypothesis No. 4**

Duration of stay in Hong Kong (month)	N	Mean	Std. deviation	Std. error	95% Confidence interval for mean		F	Sig.
					Lower bound	Upper bound		
3 to 12	21	2.0000	0.91287	0.19920	1.5845	2.4155	0.676	0.513
13 to 36	23	2.3913	1.26592	0.26396	1.8439	2.9387		
More than 36	16	2.2708	1.18771	0.29693	1.6379	2.9037		
Total	60	2.2222	1.12608	0.14538	1.9313	2.5131		

**V. CONCLUSIONS, IMPLICATIONS AND SUGGESTIONS**

The present study aims to investigate the effect of patriotism, attention to Iranian economic prosperity, trust in the Iranian brands and the special value of the Iranian brands on the intention of consumers of Iranian food (pistachios, saffron, dates and rose water) in Hong Kong. The results of the present study, as shown in Table 11, indicate that all the main hypotheses of this study have been confirmed, while all the sub-hypotheses have been rejected.

**Table 11: Confirmed and rejected hypotheses in this research**

Hypothesis number	R <sup>2</sup>	Coefficient	Sig.	Result
Main hypothesis 1	0.046	Beta = 0.215	0.017	Confirmed
2	0.139	Beta = 0.372	0.003	Confirmed
3	0.209	Beta = 0.458	0.000	Confirmed
4	0.487	Beta = 0.698	0.000	Confirmed
Sub-hypothesis 1		F = 0.016	0.899	Rejected
2		F = 0.133	0.717	Rejected
3		F = 0.271	0.605	Rejected
4		F = 0.676	0.513	Rejected

The results obtained from this research show the positive and significant effect of the main hypotheses, which is in line with the results of other researchers' work. In the first main hypothesis, patriotism had a positive and significant effect of 21.5% on the intention of Iranians living in Hong Kong to purchase the Iranian food products. In the field of patriotism research, patriotism has been declared to have a positive and significant effect on consumers' intention to buy beverages in the Czech Republic (Bandara & Miloslava, 2012). The same achievement was achieved in the field of food by Torkestani et al. (2014) and Haque et al. (2015). In the second hypothesis, paying attention to economic prosperity has a positive and significant effect with 37.2% on the intention to purchase the Iranian food products. In the field of economic prosperity, the intention of consumers to buy beverages in the Czech Republic has also been seen as a positive and significant effect (Bandara & Miloslava, 2012). In the third hypothesis, it can be said that trust in the Iranian brands has a positive and significant effect on the intention to purchase as much as 45.8%. This finding is also has been supported by Rezai et al. (2010) in the field of non-Muslim food awareness research with the halal brand, by Shakil & Majeed (2018), and Ali et al. (2018) in the field of trust on the brand. The fourth hypothesis expresses the positive and significant effect of brand equity on the intention to purchase the Iranian food products by 69.8%. This result is also in line with some other research as Samadi et al. (2009), Bahkshi & Roshan (2016), and Nazari et al. (2017) in chain stores.

The results of the study also show the lack of relevance of four sub-hypotheses including differences in the intention to purchase the Iranian food products between men and women, between different age ranges (under 30 and over 30 years), between married and single people, and between the Iranians with different length of residences in Honk Kong (3 to 12 months, 13 to 36 months and 37 months and above).

Since no similar research can be observed in the literature (according to the authors' knowledge), to focus on the factors of patriotism, attention to economic prosperity, brand trust and brand equity on the intention of Iranian consumers to purchase the Iranian food products in abroad (Hong Kong); therefore, the information and results of this study can be useful for the researchers in this field and even for the manufacturers, suppliers and traders of Iranian food products. Because these results can give suitable information about the destination market for Iranians living abroad, and about exporting the products abroad for the relevant authorities (government, commercial industries, chamber of commerce, exporters, etc.).

According to the confirmation of the hypotheses from the present study, we have the following suggestions. When consumers intend to use the domestically produced products, there is a need for special attention to the issue of product quality. It is better to use the creative and specialized workforce in the field of food products with using the educated people in food production fields to take the necessary advantage to be able to use the latest technologies in the world to produce high-quality food. Because these educated people can prepare the basis for work so that quality products enter the market and trust in the Iranian brands causes the sales of products to increase. Findings from the research of Mohamed & Daud (2012), have shown that high trust in the brand of a food product, can increase the brand equity of that product from the consumer's point of view, and the people's trust can be increased through various methods like new packaging and the right advertisements to better introducing the products. Patriotism is one of the factors and is one of the beliefs of all people in every country e.g., Iran. In the case of introducing Iranian brands, through the media and with the repeated advertisements, it can cause Iranians to purchase those products if they are available abroad. Based on the results from hypothesis No. 4, it can be suggested that Iranian food organizations and companies need to increase the brand equity, especially through the marketing activities, which is one of the important ways in this regard.

Since the present study was carried out in Hong Kong, where Iranians live sparsely, it is suggested that some studies can be conducted in the future in countries with high Iranian population densities. Also, the statistical population of this study was the academics people (including professors, university staff and students with their families), which is recommended to include all classes (academic and non-academic) in the future research. This study has examined only eight hypotheses and the linear regression method has been used. Thus, more variables using other methods can be conducted in the future.

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