



Trust and Country-of-Origin Effects on Imported-Product Purchase Intention in Cross-Border E-Commerce

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Abstract

Cross-border e-commerce (CBEC) platforms such as Shopee, Lazada, and TikTok Shop enable consumers to purchase imported products directly, making consumer behavior an increasingly important dimension of international business. This article examines how country-of-origin (COO), consumer trust, consumer ethnocentrism, and consumer animosity shape purchase intention toward imported products in CBEC. Using a narrative conceptual literature review, the study synthesizes relevant literature published between 1982 and 2025 and develops an integrative framework grounded in the Theory of Planned Behavior (TPB). The review indicates that COO effects vary across product categories and market contexts, whereas trust consistently functions as a mechanism for reducing uncertainty in cross-border transactions. Consumer ethnocentrism emerges as a countervailing influence that can weaken favorable evaluations of foreign products, while religiosity and event-specific animosity may intensify resistance toward products associated with particular countries in Indonesia. The findings also indicate that platform characteristics, logistics performance, and interactive digital engagement increasingly shape the formation of consumer trust in CBEC transactions. Product category and geopolitical context further condition the extent to which consumers translate favorable product evaluations into purchase intention. The proposed framework integrates these cognitive, relational, normative, and situational mechanisms and formulates seven theoretical propositions for future empirical testing. The study contributes theoretically by connecting consumer-behavior and international-business perspectives and extending TPB to explain imported-product purchase intention in cross-border digital trade.

Keywords: *Consumer Trust, Consumer Ethnocentrism, Country-of-Origin Effect, Cross-Border E-Commerce, Purchase Intention.*



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INTRODUCTION

The globalization of the digital economy has transformed how consumers access products from abroad, making international purchasing increasingly embedded in everyday digital consumption rather than confined to conventional import and distribution channels. Cross-border e-commerce (CBEC) platforms such as Shopee, Lazada, and TikTok Shop allow consumers to purchase imported products directly from sellers in other countries, bypassing conventional intermediaries and enabling individual consumption decisions to participate directly in international trade flows (Kartikasari, 2025). This development has shifted international business from a predominantly firm-driven process toward a more consumer-driven arena in which individual buyers simultaneously evaluate products, sellers, platforms, and foreign origins before completing transactions. A systematic review of CBEC research indicates that, despite more than a decade of interdisciplinary investigation, the literature remains fragmented across technological, managerial, logistical, and behavioral perspectives and lacks a consolidated framework capable of explaining consumer decision-making comprehensively (Chen et al., 2023). Bibliometric evidence similarly demonstrates substantial growth in CBEC scholarship while revealing an uneven distribution of research attention, with platform, technology, and logistics issues receiving considerable attention compared with consumer-level psychological mechanisms (Y. Chen et al., 2022). The emergence of live commerce, increasingly sophisticated logistics systems, and externally generated informational cues has further expanded the range of stimuli that consumers encounter when evaluating products originating from unfamiliar markets (Jiao et al., 2024). These developments make the examination of psychological determinants of imported-product purchase intention increasingly

important because the ease of cross-border access does not eliminate the uncertainty, evaluative complexity, and normative considerations associated with purchasing from foreign markets.

Consumer evaluation of imported products is particularly influenced by country-of-origin (COO) information and trust, although existing evidence indicates that neither construct operates as a universally stable determinant of purchase intention. The COO effect traditionally explains how perceptions associated with a product's national origin influence consumers' judgments of product quality, performance, and overall attitude (Bilkey & Nes, 1982). Recent evidence from CBEC demonstrates that COO image remains relevant to consumers' evaluation of foreign products, yet its influence may vary according to the characteristics of the product, market, and country pairing involved (Bao et al., 2022). Research on Chinese smartphones likewise demonstrates that COO can significantly influence purchase intention, indicating that origin information remains an important evaluative cue even in highly digitalized purchasing environments (Blanco-Encomienda et al., 2024). Trust addresses a different dimension of the decision process because consumers purchasing across borders must accept greater uncertainty concerning seller reliability, product authenticity, payment security, returns, and fulfillment. Studies show that trust strengthens purchase-related evaluations in CBEC and interacts with consumer attitudes and perceived value in shaping purchase intention (Wang et al., 2023). Evidence from international online shopping further indicates that the country image of an e-retailer itself can influence pre-purchase intention and post-purchase outcomes, suggesting that consumers may evaluate both the origin of the product and the origin-associated identity of the selling intermediary (Ramkumar & Jin, 2019).

The relationship between COO and trust becomes more complex when foreign-product purchasing is considered within the broader psychological and institutional environment of CBEC. Consumers do not necessarily interpret origin information as a neutral quality cue because the perceived trustworthiness of a platform can vary according to cultural context and the platform's country of origin (Tikhomirova et al., 2021). Trust may also be strengthened or substituted by external informational cues that reduce uncertainty when consumers lack direct experience with foreign sellers or products (Fang et al., 2023). The importance of trust becomes even more pronounced because cross-border transactions expose consumers to delivery delays, customs procedures, return difficulties, and other forms of uncertainty that are less salient in domestic online purchases. Recent evidence shows that logistics delivery performance can influence consumers' subsequent purchasing behavior, indicating that trust is not generated solely before purchase but can also emerge from the actual performance of the cross-border transaction (Tian et al., 2025). At the same time, interactive consumption environments such as live commerce provide additional relational mechanisms through which streamers can enhance consumer engagement and brand equity, potentially altering how consumers form confidence in unfamiliar foreign products (Jiao et al., 2024). These findings suggest that a model relying exclusively on COO as a cognitive product cue or trust as a transactional mechanism may overlook the broader psychological forces that determine whether consumers are willing to convert favorable evaluations into actual purchase intentions.

One of the most important countervailing forces is consumer ethnocentrism, which introduces a normative dimension into the evaluation of imported products by framing foreign-product consumption in relation to the perceived desirability of supporting domestic producers. Consumer ethnocentrism refers to consumers' beliefs concerning the appropriateness and morality of purchasing foreign-made products, meaning that foreign-product evaluation may be negatively influenced even when consumers recognize favorable functional or quality attributes (Shimp & Sharma, 1987). Empirical evidence from Vietnam shows that consumer ethnocentrism negatively affects foreign-product purchase intention, whereas cosmopolitan orientations can operate in the opposite direction, demonstrating that consumers may simultaneously experience competing domestic and global orientations (Tran & Tran, 2024). Evidence from Malaysia similarly indicates that ethnocentrism and animosity are associated with less favorable attitudes toward foreign-product purchasing, while world-mindedness contributes positively to willingness to purchase foreign products (Shah et al., 2021). In Indonesia, this issue has become particularly salient because government restrictions on selected imported product categories on CBEC platforms explicitly connect consumer purchasing behavior with the protection of domestic small and medium enterprises (Kartikasari, 2025). The policy environment therefore creates a setting in which the positive evaluative influence of COO and trust may be counterbalanced by nationalistic consumption norms, making imported-product purchase intention a

psychologically contested rather than purely utility-based decision. Foreign and domestic brands may also produce different relationships between intention and actual behavior in emerging markets, suggesting that consumer responses to imported products cannot be inferred solely from conventional quality evaluations or stated purchase intentions (Sun et al., 2017).

The Indonesian context introduces a further layer of complexity because ethnocentrism may intersect with religiosity and event-specific hostility toward particular countries of origin, producing consumer responses that cannot be adequately captured through general attitudes toward foreign products. Research on Indonesian consumers indicates that religiosity can strengthen ethnocentric orientations, while its relationship with cosmopolitanism is comparatively weaker, suggesting that cultural and religious values can shape how consumers position global brands relative to domestic alternatives (Jin et al., 2024). This distinction is important because consumer ethnocentrism represents a relatively general preference for domestic products, whereas consumer animosity refers to hostility toward a particular country that can suppress demand for its products independently of conventional quality assessments (Klein et al., 1998). Recent evidence from Indonesia demonstrates that religious and ethnocentric values jointly influenced young consumers' willingness to substitute local products for products associated with Israel during a geopolitical boycott, illustrating how temporary external events can intensify existing consumption norms (Herani & Angela, 2025). Such circumstances indicate that consumers may evaluate imported products through simultaneous cognitive, relational, normative, and geopolitical mechanisms rather than through a single hierarchy of product attributes. Yet existing CBEC research has generally examined COO, trust, ethnocentrism, religiosity, or animosity as relatively separate explanatory constructs, leaving uncertainty regarding how these mechanisms interact within a single consumer decision process. Reviews of CBEC scholarship have similarly emphasized the need for more theoretically integrated research capable of connecting fragmented consumer-level determinants into coherent explanatory models (Hazarika & Mousavi, 2022). The unresolved interaction among these variables represents a significant conceptual gap because a favorable COO image or high seller trust may not translate into purchase intention when consumers simultaneously perceive foreign consumption as inconsistent with domestic, religious, or geopolitical values.

This unresolved problem creates both scientific and practical urgency because the rapid expansion of CBEC means that imported-product purchase decisions increasingly affect international sellers, domestic firms, digital platforms, and government trade policies simultaneously. From a theoretical perspective, existing evidence demonstrates that COO and trust can explain important parts of consumers' evaluative responses, while ethnocentrism, religiosity, and animosity introduce normative and situational forces that may weaken or redirect those responses. From a practical perspective, international sellers cannot assume that improving product information, platform credibility, or country image will automatically generate purchase intention when consumers operate within environments characterized by strong domestic-product preferences or geopolitical sensitivities. The Indonesian market provides a particularly valuable setting for examining these competing mechanisms because consumers are simultaneously exposed to expanding CBEC opportunities, domestic-industry protection policies, global brands, religious values, and rapidly changing geopolitical narratives. The present research therefore positions imported-product purchase intention as the outcome of an integrated decision process rather than as a simple consequence of product quality perceptions or transactional trust. Conceptually, the study places COO image and trust within the evaluative pathway of consumer decision-making, while recognizing consumer ethnocentrism and event-specific animosity as forces capable of constraining or modifying the translation of favorable evaluations into behavioral intention. Methodologically, the research organizes the fragmented evidence into a coherent framework grounded in the Theory of Planned Behavior, linking evaluative judgments and normative pressures to purchase intention while incorporating the distinctive conditions of CBEC. The study aims to develop a theoretically integrated explanation of how COO, trust, consumer ethnocentrism, and context-specific animosity shape consumers' intention to purchase imported products through CBEC platforms, while contributing a structured framework that can guide future empirical testing across product categories, countries of origin, and changing geopolitical contexts.

RESEARCH METHODS

This study adopts a non-empirical conceptual research design because it does not collect primary survey data or statistically test relationships among the proposed constructs. The research

employs a structured conceptual literature review to synthesize existing knowledge on trust, country-of-origin (COO), consumer ethnocentrism, consumer animosity, and purchase intention in cross-border e-commerce (CBEC). The literature selection process covers studies published from 1982 to 2025 and retrieved through Google Scholar, Scopus, and the Garba Rujukan Digital (Garuda) portal. The search strategy uses combinations of the keywords country of origin, consumer ethnocentrism, consumer animosity, cross-border e-commerce, trust, and purchase intention to identify literature directly relevant to the research constructs and context. Particular attention is given to peer-reviewed studies that examine consumer decision-making, foreign-product evaluation, online trust, international purchasing, and CBEC behavior across different national and cultural settings. This approach is consistent with the need for greater theoretical integration in CBEC research, where existing studies remain dispersed across multiple disciplines, constructs, and theoretical perspectives (Chen et al., 2023). The selected literature is subsequently organized according to the primary constructs, their proposed relationships, contextual conditions, and theoretical relevance to imported-product purchase intention.

The analytical procedure employs a conceptual synthesis and theory-driven interpretive approach rather than statistical or econometric estimation. The Theory of Planned Behavior (TPB) is used as the principal theoretical foundation for organizing the relationships among attitude, subjective norm, perceived behavioral control, and purchase intention (Ajzen, 1991). Within this structure, COO image and trust are interpreted as evaluative antecedents, while consumer ethnocentrism is positioned as a countervailing factor that may weaken favorable evaluations of imported products. Consumer animosity is incorporated as a context-dependent mechanism reflecting hostility toward a specific country of origin, allowing the framework to distinguish general preferences for domestic products from event-specific geopolitical or social responses (Klein et al., 1998). The interpretation process compares convergent and divergent findings across prior studies to determine whether the proposed relationships remain theoretically consistent across different product categories, countries, and CBEC environments. Particular emphasis is placed on identifying conceptual inconsistencies and underexplored interactions among cognitive, relational, normative, and situational determinants, as previous CBEC reviews have identified the limited integration of consumer-level constructs as an important direction for future research (Hazarika & Mousavi, 2022). The resulting synthesis is used to formulate a coherent conceptual model and seven theoretically grounded hypotheses concerning imported-product purchase intention in CBEC.

Proposed Hypotheses

Based on the preceding literature and theoretical framework, the relationships among country-of-origin image, trust, consumer ethnocentrism, attitude, perceived behavioral control, and consumer animosity are formulated into seven hypotheses.

- H1:** Country-of-origin image positively affects consumers' attitude toward imported products on CBEC platforms.
- H2:** Trust in the cross-border seller and/or platform positively affects consumers' attitude toward imported products.
- H3:** Consumer ethnocentrism negatively moderates the relationship between country-of-origin image and consumers' attitude toward imported products.
- H4:** Consumers' attitude toward imported products positively affects purchase intention on CBEC platforms.
- H5:** Perceived behavioral control positively affects purchase intention toward imported products on CBEC platforms.
- H6:** The effect of consumer ethnocentrism on imported-product purchase intention differs across product categories, with a stronger effect in categories directly associated with domestic-industry protection policies.
- H7:** Event-specific consumer animosity toward a particular country of origin negatively moderates purchase intention toward products originating from that country, independently of consumers' general ethnocentric orientation.

RESULTS AND DISCUSSION

Literature Mapping and Emerging Patterns in Cross-Border E-Commerce Consumer Research

The literature mapping indicates that research on consumer behavior in cross-border e-commerce (CBEC) has developed from separate streams of international consumer research into a multidisciplinary field encompassing consumer behavior, digital commerce, international business, and information systems. The expansion of CBEC research has been accompanied by increasing attention to how consumers process product, platform, and transactional information when purchasing across national boundaries. A bibliometric assessment of CBEC scholarship identifies substantial thematic development but also demonstrates that the field remains distributed across multiple research areas rather than organized around a unified consumer-decision model (Chen et al., 2022). This development is important because cross-border purchasing exposes consumers to information asymmetries and uncertainties that differ from those encountered in domestic e-commerce. A systematic review of 40 CBEC studies similarly finds that previous research has employed diverse theoretical perspectives and methodological approaches, while consumer-behavior findings remain insufficiently consolidated (Chen et al., 2023). The literature consequently requires an analytical structure capable of connecting product evaluation, transactional confidence, and consumer values within the same purchasing process. The present review addresses this issue by organizing the literature around the mechanisms through which consumers evaluate imported products and translate those evaluations into purchase intention.

The chronological development of the literature demonstrates a gradual movement from country-based product evaluation toward more complex explanations of international online purchasing behavior. Research on foreign-product consumption established country-of-origin (COO) as an important informational cue, while later studies demonstrated that country-related perceptions can also extend to international retailers and digital platforms. Ramkumar and Jin (2019) showed that an e-tailer's country image can influence both pre-purchase intention and post-purchase outcomes, indicating that country associations may operate beyond the physical product itself. Subsequent CBEC research increasingly incorporated trust, perceived value, cultural differences, and platform characteristics as mechanisms explaining consumer responses to international online transactions. The systematic review by Chen et al. (2023) confirms that CBEC consumer research has expanded across different stages of the purchasing process, although theoretical integration remains limited. This chronological progression suggests that consumers do not encounter COO information independently from the broader digital environment in which the transaction occurs. Country-related perceptions therefore need to be examined alongside seller credibility, platform characteristics, and other contextual signals that determine whether consumers regard an imported product as desirable and sufficiently trustworthy.

The reviewed literature identifies COO and trust as two recurring dimensions of imported-product evaluation, although their explanatory roles are not equivalent. Bao et al. (2022) found that COO image significantly contributes to consumers' evaluation and purchase intention toward Chinese products in CBEC, confirming that origin remains a relevant cue in digitally mediated foreign-product purchasing. Blanco-Encomienda et al. (2024) likewise demonstrated that COO significantly influences purchase intention in the Chinese smartphone market, supporting the continuing relevance of national-origin associations for product evaluation. These findings contrast with evidence from emerging markets showing that foreign brands can sometimes achieve stronger evaluation and different intention-behavior patterns than domestic brands, particularly when consumers possess relevant prior knowledge (Sun et al., 2017). The inconsistency indicates that COO should not be interpreted as a universally positive or negative signal because its influence depends on product characteristics, consumer knowledge, and market context. The meaning attached to foreign origin can therefore shift from a quality-enhancing cue to a potential source of uncertainty or preference depending on the consumer's interpretive frame. This contextual character provides an important basis for examining COO jointly with trust rather than assuming that country image alone determines imported-product purchase intention.

Table 1. Summary of Prior Studies on Consumer Behavior in Cross-Border E-Commerce

Author(s) (Year)	Context	Focal Construct(s)	Method	Key Finding
Ramkumar & Jin (2019)	International online outshopping	E-tailer country image	Survey	Country image moderates pre- and post-purchase outcomes.
Zhu et al. (2019)	CBEC	Trust, utilitarian and hedonic value	Three-stage empirical model	Trust operates across different stages of the CBEC purchase decision.
Tikhomirova et al. (2021)	Cross-platform CBEC	Culture, trustworthiness, platform COO	SEM	Culture interacts with platform COO to shape trustworthiness and purchase intention.
Shah et al. (2021)	Malaysia	Ethnocentrism, animosity, world-mindedness	SEM-PLS	Ethnocentrism and animosity negatively relate to foreign-product purchasing.
Bao et al. (2022)	CBEC, Chinese products	COO image, purchase intention	Multi-method survey	COO influences product evaluation and purchase intention.
Chen et al. (2022)	CBEC research literature	Research trends	Bibliometric analysis	CBEC research has expanded rapidly but remains thematically fragmented.
Hazarika & Mousavi (2022)	CBEC research literature	Research gaps and directions	Literature review	CBEC research requires stronger theoretical integration.
Bhattacharya et al. (2023)	E-retailers, CBEC	E-retailer COO, privacy, trust	Survey	E-retailer's COO influences privacy concerns and trust.
Fang et al. (2023)	CBEC product sales	External cues	Quantitative analysis	External cues help reduce uncertainty in CBEC purchasing.
Wang et al. (2023)	CBEC platforms	Perceived value, trust, attitude	SEM	Trust and attitude regulate the value–purchase intention relationship.
Chen et al. (2023)	CBEC consumer research	Consumer behavior	Systematic literature review	Existing CBEC consumer research remains fragmented across theories and contexts.
Blanco-Encomienda et al. (2024)	Chinese smartphones	COO	Survey/SEM	COO significantly influences purchase intention.
Wistedt (2024)	CBEC, POI-retailers	Trust, attitude, purchase intention	Survey	Trust strengthens purchase-related responses toward unfamiliar international retailers.
Jiao et al. (2024)	Live commerce	Streamer engagement, brand equity	Empirical study	Streamer interaction strengthens consumer engagement and brand equity.

Jin et al. (2024)	Indonesia	Religiosity, ethnocentrism, cosmopolitanism	SEM	Religiosity increases ethnocentrism, while ethnocentrism reduces preference for global brands.
Tran & Tran (2024)	Vietnam	Ethnocentrism, cosmopolitanism	PLS-SEM	Ethnocentrism negatively affects foreign-product intention.
Kartikasari (2025)	Indonesia, CBEC	Ethnocentrism, TPB	PLS-SEM	Ethnocentrism significantly affects planned purchasing of domestic and foreign products, with effects varying by product category.
Herani & Angela (2025)	Indonesian youth, Israel boycott	Religiosity, ethnocentrism, boycott	PLS-SEM	Religious and ethnocentric values contribute to substitution toward local products.
Tian et al. (2025)	CBEC logistics	Delivery performance, future purchase behavior	Empirical/panel	Logistics delivery performance influences subsequent purchasing behavior.

As presented in Table 2, the literature develops chronologically from country-image and foreign-product evaluation toward a broader consumer-behavior perspective incorporating trust, cultural values, platform characteristics, and transaction performance. The 2019 studies establish that country-related perceptions and trust can operate at different stages of international online purchasing, while the 2021–2022 literature extends these relationships into platform-origin and CBEC-specific environments. The 2023 studies further broaden the analytical scope by incorporating privacy, external informational cues, perceived value, and systematic classifications of consumer behavior. Research published in 2024 and 2025 increasingly emphasizes contextual factors, including live-commerce interaction, religiosity, ethnocentrism, product-category differences, geopolitical consumption, and logistics performance. This chronological expansion indicates that CBEC consumer research has become progressively more sensitive to the interaction between digital transaction characteristics and consumers' social or psychological orientations. At the same time, the increasing number of constructs creates a theoretical integration problem because individual studies frequently examine only selected mechanisms rather than their relationships within a common explanatory structure. The evidence therefore supports the need to distinguish between evaluative mechanisms that facilitate foreign-product acceptance and normative or situational mechanisms that can restrict such acceptance.

A further pattern concerns the role of trust as a relatively stable mechanism for managing uncertainty in CBEC, although the sources from which trust develops have become increasingly diverse. Research indicates that trust can operate alongside consumer attitude and perceived value in shaping purchase intention, suggesting that favorable product evaluations require sufficient confidence in the transaction before they are translated into behavioral intention (Wang et al., 2023). Trust is also influenced by the country of origin of the e-retailer, showing that consumers may evaluate the institutional identity of the seller in addition to the origin of the product itself (Bhattacharya et al., 2023). Cultural differences further condition how consumers interpret platform origin and trustworthiness, demonstrating that the same country-related signal may produce different responses across consumer groups (Tikhomirova et al., 2021). More recent evidence shows that reliable logistics performance can influence future purchasing behavior, extending trust-related mechanisms beyond the pre-purchase stage into actual service performance (Tian et al., 2025). Interactive formats such as live commerce provide another trust-building mechanism because real-time streamer engagement can strengthen consumer engagement and brand-related responses (Jiao et al., 2024). Trust therefore appears less

dependent on a single seller attribute than on an interconnected set of product, platform, cultural, informational, and post-purchase signals.

The final pattern identified from the literature is the growing recognition that favorable evaluations of foreign products coexist with normative forces that can constrain purchase intention. Consumer ethnocentrism provides the clearest example because its influence differs across markets and product categories, while recent Indonesian evidence demonstrates that its effect remains relevant under CBEC policy conditions (Kartikasari, 2025). Research in Vietnam and Malaysia similarly associates ethnocentric orientations with less favorable foreign-product purchasing, although cosmopolitanism and world-mindedness can produce contrasting effects (Tran & Tran, 2024; Shah et al., 2021). Indonesian research adds a further dimension by showing that religiosity can reinforce ethnocentric orientations, while geopolitical boycotts can transform these broader orientations into more targeted substitution behavior (Jin et al., 2024; Herani & Angela, 2025). These findings distinguish a relatively persistent preference for domestic products from event-specific hostility toward a particular country of origin. The distinction is theoretically important because animosity can reduce foreign-product purchasing independently of conventional quality evaluations, meaning that favorable COO perceptions or high trust may not fully offset country-specific hostility (Klein et al., 1998). The literature therefore points toward an integrated explanation in which COO and trust represent supportive evaluative mechanisms, ethnocentrism represents a normative counterforce, and animosity represents a situational mechanism capable of becoming particularly influential during salient geopolitical events.

Country-of-Origin and Trust as Evaluative Mechanisms

The literature indicates that country-of-origin (COO) and trust represent two closely related but analytically distinct mechanisms through which consumers evaluate imported products in cross-border e-commerce (CBEC). COO primarily functions as an informational cue through which consumers infer product quality, reliability, technological capability, or symbolic value when direct product knowledge is limited (Bao et al., 2022). Trust operates more directly on transaction-related uncertainty by reducing consumers' concerns about seller reliability, payment security, product fulfillment, and the consequences of purchasing from geographically distant providers (Wistedt, 2024). These mechanisms become particularly important in CBEC because consumers cannot rely on physical inspection or established local relationships to evaluate foreign products before purchase. Evidence from international online outshopping also suggests that country image can influence both pre-purchase intentions and subsequent consumer responses, indicating that origin-related perceptions extend beyond the physical attributes of products (Ramkumar & Jin, 2019). The analytical distinction between these mechanisms is important because a favorable perception of a product's origin does not necessarily guarantee confidence in the seller or platform. COO may generate an initial evaluative advantage, whereas trust determines whether that evaluation is sufficiently credible to support an actual purchasing decision.

Recent evidence further demonstrates that COO effects become more complex when the object of evaluation shifts from the product to the digital retailer or platform. Consumers may evaluate the country associated with an e-retailer as an institutional signal concerning privacy, credibility, and transactional reliability, meaning that country-related perceptions can operate at multiple levels within the same CBEC transaction (Bhattacharya et al., 2023). Cultural differences also condition how consumers interpret platform origin and trustworthiness, suggesting that identical country-of-origin cues may not generate equivalent responses across national consumer groups (Tikhomirova et al., 2021). This finding challenges a simplified interpretation of COO as a stable product-quality heuristic because its meaning depends partly on the institutional and cultural context surrounding the transaction. External informational cues can further influence product evaluation when consumers lack direct experience with foreign sellers, providing additional evidence that consumers combine multiple signals when resolving uncertainty in CBEC environments (Fang et al., 2023). The resulting evaluation process is therefore multidimensional rather than dependent on a single country-related attribute.

Table 2. Conceptual Synthesis of Country-of-Origin and Trust Mechanisms

Dimension	Analytical Role	Main Pattern Identified	Implication for Purchase Intention
Country-of-Origin Image	Product-related evaluative cue	Influence varies across product, market, and consumer contexts	Can strengthen or weaken product evaluation
E-Retailer's Country Image	Platform-related evaluative cue	Country associations extend beyond the product itself	Shapes perceptions of retailer credibility
Seller/Platform Trust	Risk-reduction mechanism	Reduces uncertainty in cross-border transactions	Supports favorable purchase intention
Cultural Context	Contextual condition	Modifies perceptions of platform trustworthiness	Changes the strength of trust effects
External Information Cues	Uncertainty-reduction mechanism	Provides additional information when direct experience is limited	Facilitates purchase evaluation
Logistics Performance	Post-purchase trust mechanism	Reliable delivery strengthens future purchasing behavior	Supports repeat purchase intention
Live-Commerce Engagement	Relational mechanism	Real-time interaction strengthens engagement and brand-related responses	Reinforces consumer confidence

Table 2 synthesizes these mechanisms by distinguishing the informational, relational, cultural, and performance-based sources through which consumers construct evaluations of foreign products and CBEC transactions. COO image primarily influences product-related interpretation, whereas e-retailer's country image extends the origin effect toward perceptions of the digital intermediary. Trust occupies a broader transactional position because it can be generated through seller credibility, platform characteristics, cultural compatibility, external information, delivery performance, and interpersonal interaction. This broader configuration is consistent with evidence showing that trust and attitude jointly shape the relationship between perceived value and purchase intention in CBEC (Wang et al., 2023). Trust also operates across different stages of the consumer decision process, suggesting that its relevance is not confined to the moment immediately preceding purchase (Zhu et al., 2019). The conceptual implication is that COO and trust should be treated as complementary rather than interchangeable determinants of imported-product purchase intention.

The relationship between trust and purchase intention becomes particularly important when consumers encounter unfamiliar international retailers because geographical distance magnifies the consequences of information asymmetry. Consumers may perceive a foreign seller as credible based on product-origin information, yet remain reluctant to purchase if uncertainty surrounding payment, delivery, returns, or post-purchase service remains unresolved. Wistedt (2024) demonstrates that trust strengthens the relationship between consumer attitude and purchase intention toward unfamiliar international retailers, supporting the interpretation of trust as a mechanism that converts favorable evaluations into behavioral intention. This mechanism is reinforced by evidence that logistics delivery performance affects consumers' subsequent purchasing behavior, indicating that trust can be strengthened or weakened through actual service outcomes rather than through pre-purchase information alone (Tian et al., 2025). Live-commerce environments introduce another relational pathway because streamer-mediated interaction can enhance consumer engagement and brand equity through real-time communication (Jiao et al., 2024). Such findings expand the meaning of trust in CBEC from a static perception of seller reliability toward a dynamic assessment formed through repeated informational and experiential signals.

The combined evidence suggests that COO should not be conceptualized as a direct and universally dominant determinant of purchase intention. Research on Chinese-origin products and Chinese smartphones confirms that COO can significantly influence product evaluation and purchase intention, yet evidence from emerging markets shows that foreign brands may outperform domestic alternatives under particular conditions related to consumer knowledge and product evaluation (Bao et al., 2022; Blanco-Encomienda et al., 2024; Sun et al., 2017). This inconsistency indicates that

consumers interpret COO through contextual filters rather than applying an identical origin-based judgment across all products. Product category, prior knowledge, perceived technological competence, platform credibility, and transaction risk can alter the extent to which COO becomes influential in the final decision. Trust consequently provides an important complementary mechanism because it addresses uncertainty that COO information alone cannot resolve. A foreign product may receive a favorable quality evaluation because of its country image while still generating weak purchase intention if consumers perceive the seller or platform as unreliable. The conceptual relationship between COO, trust, and purchase intention therefore requires an approach that recognizes both product evaluation and transactional confidence as interconnected stages of consumer decision-making.

The literature also reveals that trust-related mechanisms increasingly extend beyond conventional website credibility and seller reputation into the broader architecture of the CBEC experience. Platform country image, cultural compatibility, external informational cues, delivery reliability, and interactive seller-consumer communication can collectively influence whether consumers perceive a foreign transaction as sufficiently safe and valuable (Tikhomirova et al., 2021; Fang et al., 2023). This development is particularly relevant for CBEC because technological mediation removes many interpersonal and institutional signals available in conventional retail environments. The consumer must construct confidence from fragmented digital cues before accepting the vulnerability inherent in an international transaction. The evidence therefore supports positioning trust as a central evaluative mechanism that connects informational perceptions to behavioral intention, while COO functions as one important source of information within that process. Such positioning also creates conceptual space for examining countervailing factors, because positive COO and trust evaluations may coexist with consumer values that discourage purchases of foreign products. This issue provides the basis for examining consumer ethnocentrism, religiosity, and country-specific animosity as normative and situational forces affecting imported-product purchase intention.

Consumer Ethnocentrism, Religiosity, and Animosity

Consumer ethnocentrism emerges in the reviewed literature as a normative force that can counter favorable evaluations of imported products generated through COO and trust. Unlike COO, which primarily represents an informational cue, ethnocentrism reflects consumers' beliefs regarding the appropriateness and moral acceptability of purchasing foreign-made products (Shah et al., 2021). Its relevance becomes particularly visible in markets where imported products compete directly with domestic industries and where purchasing decisions are connected to broader national or social values. Evidence from Vietnam indicates that stronger ethnocentric orientations are associated with lower foreign-product purchase intention, whereas cosmopolitanism generates an opposing tendency (Tran & Tran, 2024). Similar evidence from Malaysia demonstrates that ethnocentrism and consumer animosity are negatively associated with attitudes toward foreign-product purchasing, while world-mindedness provides a more favorable orientation toward foreign products (Shah et al., 2021). These patterns suggest that consumer responses to imported products cannot be explained solely through functional evaluations of quality, value, or trust. The purchasing decision also reflects a normative assessment of whether supporting foreign products is compatible with consumers' perceptions of national economic interests and social identity.

The Indonesian context makes this normative mechanism particularly relevant because CBEC has developed alongside regulatory efforts intended to protect domestic producers from competition with imported products. Evidence from Indonesia indicates that the influence of ethnocentrism differs according to product category, showing that consumers do not apply a uniform preference for domestic products across all imported goods (Kartikasari, 2025). This variation is theoretically important because categories closely associated with domestic small and medium enterprises may activate stronger national-economic considerations than categories where foreign products possess distinctive technological or functional advantages. Ethnocentrism therefore operates as a context-sensitive counterforce rather than an absolute rejection of imported products. Consumers may simultaneously recognize the quality or attractiveness of a foreign product while experiencing normative pressure to prioritize domestic alternatives. Such coexistence creates a tension between evaluative mechanisms such as COO and trust and normative mechanisms represented by ethnocentrism. The tension becomes particularly important in CBEC because digital platforms substantially increase consumers' exposure to foreign products while also making the national origin of sellers and products highly visible.

Table 3. Conceptual Synthesis of Normative and Situational Influences on Foreign-Product Purchasing

Dimension	Analytical Role	Main Pattern Identified	Implication for Imported-Product Purchase
Consumer Ethnocentrism	Normative counterforce	Favors domestic products over foreign alternatives	Weakens foreign-product purchase intention
Cosmopolitanism	Global-oriented disposition	Encourages openness toward foreign products	Can counterbalance ethnocentric tendencies
World-Mindedness	Global social orientation	Supports willingness to engage with foreign products	Strengthens foreign-product acceptance
Religiosity	Cultural-normative factor	Can reinforce ethnocentric orientation in Indonesia	Intensifies preference for domestic alternatives
Consumer Animosity	Country-specific situational force	Generates hostility toward products from particular countries	Can suppress purchase independently of product quality
Geopolitical Boycott	Event-triggered mechanism	Activates religious and ethnocentric values	Encourages substitution toward local products
Product Category	Contextual moderator	Strength of ethnocentrism varies across categories	Produces different levels of foreign-product resistance

As shown in Table 3, ethnocentrism represents a relatively stable normative orientation, whereas animosity and geopolitical boycott represent more situational mechanisms that can intensify resistance toward foreign products. Cosmopolitanism and world-mindedness provide contrasting orientations because they encourage consumers to view foreign products as legitimate components of global consumption rather than threats to domestic economic interests. The coexistence of these orientations indicates that imported-product purchase intention reflects competing value systems rather than a simple preference between domestic and foreign products. In the Indonesian context, religiosity adds another layer because religious commitment may strengthen ethnocentric tendencies without necessarily producing greater cosmopolitan orientation (Jin et al., 2024). This relationship suggests that the normative evaluation of imported products can be influenced by cultural values that operate independently from conventional product-quality assessments. The conceptual significance lies in recognizing that the same consumer may perceive an imported product positively at the functional level while simultaneously evaluating its purchase negatively from a normative perspective.

Religiosity becomes especially important when consumer preferences intersect with broader social and geopolitical concerns. Research among Indonesian consumers indicates that religiosity is associated with stronger ethnocentric orientations, while cosmopolitanism does not appear to increase in parallel, suggesting that religious commitment can shape foreign-product preferences through a distinctive normative pathway (Jin et al., 2024). The mechanism becomes more visible when geopolitical events transform abstract national or religious values into concrete consumption choices. Research on Indonesian youth during the Israel boycott indicates that religious and ethnocentric values jointly contributed to willingness to substitute local products for products associated with Israel, illustrating how consumption can become a form of value-based expression (Herani & Angela, 2025). Such behavior differs from conventional ethnocentrism because the rejection is not directed toward foreign products as a general category but toward products associated with a particular country or geopolitical issue. The distinction has implications for CBEC because digital platforms allow consumers to identify product and seller origins quickly, making country-specific associations more salient during periods of heightened political attention. A product that would ordinarily benefit from strong COO perceptions or seller trust may therefore experience declining purchase intention when its country of origin becomes associated with a salient geopolitical controversy.

Consumer animosity provides the theoretical mechanism for distinguishing generalized ethnocentrism from targeted hostility toward a specific country. The animosity model proposes that consumers may avoid products from a particular nation because of historical, political, or contemporary hostility even when they recognize that the products themselves possess acceptable quality (Klein et al., 1998). This mechanism differs fundamentally from ethnocentrism because ethnocentrism expresses a broad preference for domestic products, whereas animosity is directed toward products associated with a specific foreign country. The distinction is important for interpreting Indonesian consumer behavior because geopolitical events can activate country-specific negative sentiments that are not captured adequately by a general measure of domestic-product preference. Herani and Angela (2025) provide contemporary evidence that boycott-related consumption among Indonesian youth can involve both religious and ethnocentric considerations, indicating that situational events can transform broader values into concrete purchasing behavior. The presence of animosity therefore introduces temporal sensitivity into the conceptual model because its intensity may rise sharply during politically salient events and decline when the triggering event becomes less prominent. This characteristic differentiates animosity from the comparatively stable normative orientation represented by consumer ethnocentrism.

The interaction between ethnocentrism and animosity also clarifies why favorable COO and trust signals may not consistently produce purchase intention toward imported products. A consumer may perceive a foreign product as technologically advanced, reliable, and commercially trustworthy while simultaneously considering its purchase undesirable because of national, religious, or geopolitical concerns. Evidence from Southeast Asian markets supports the negative role of ethnocentrism in foreign-product purchasing, although the magnitude of the effect varies according to national and product contexts (Tran & Tran, 2024; Shah et al., 2021). Indonesian evidence further indicates that product category and policy context influence the strength of ethnocentric responses, preventing the construct from being interpreted as a universal rejection of foreign consumption (Kartikasari, 2025). These findings imply that the influence of COO and trust should be interpreted alongside the consumer's normative orientation rather than in isolation. Ethnocentrism can function as a moderating force that weakens favorable responses to foreign-origin cues, while animosity can generate a more abrupt reduction in purchase intention when a specific country becomes the target of negative sentiment. The resulting conceptual structure provides a stronger explanation of imported-product purchasing because it accommodates both stable consumer values and temporary geopolitical pressures.

From a theoretical perspective, the distinction among ethnocentrism, religiosity, and animosity expands the interpretation of consumer behavior beyond purely cognitive evaluations of imported products. Ethnocentrism represents a generalized normative preference for domestic consumption, religiosity can reinforce that orientation within a culturally specific setting, and animosity introduces a country-specific response triggered by historical or contemporary conflict (Klein et al., 1998; Jin et al., 2024). These mechanisms operate differently in terms of scope, stability, and target, making their conceptual separation necessary for explaining heterogeneous consumer responses in CBEC. The evidence from Indonesia is particularly valuable because the country combines rapid digital consumption, strong religious salience, domestic-industry protection concerns, and exposure to international geopolitical issues. Such conditions create an environment in which product evaluations, national preferences, and geopolitical sentiment can converge within a single purchase decision. The literature therefore supports incorporating ethnocentrism as a countervailing mechanism and animosity as a situational mechanism within the proposed framework. This conceptualization establishes the basis for linking these normative forces with TPB components in the subsequent integrated framework.

Integrated TPB Framework and Theoretical Implications

The preceding synthesis indicates that imported-product purchase intention in CBEC is shaped by the interaction of evaluative, normative, and situational mechanisms rather than by a single consumer attribute. The Theory of Planned Behavior (TPB) provides an appropriate theoretical structure because purchase intention is fundamentally determined by attitude, subjective norm, and perceived behavioral control (Ajzen, 1991). Within this structure, COO image can be positioned as an antecedent of consumers' favorable or unfavorable attitudes toward imported products, while trust helps determine whether positive evaluations are sufficiently credible to support intention. Consumer ethnocentrism introduces a normative counterforce that can weaken favorable responses to foreign products, particularly in product categories associated with domestic economic interests (Kartikasari, 2025).

Consumer animosity represents a more situational mechanism because hostility toward a particular country can alter purchase intention independently of conventional product-quality judgments (Klein et al., 1998). The integration of these mechanisms allows the framework to connect international consumer behavior with digital transaction characteristics without treating country-related perceptions, trust, and consumer values as isolated variables. The resulting structure also provides a clearer theoretical explanation of why favorable evaluations of imported products do not always translate into purchase intention.

The TPB perspective further clarifies the different positions occupied by these constructs within the consumer decision process. Attitude represents the consumer's overall evaluation of purchasing imported products and can be informed by perceived product quality, COO image, and confidence in the seller or platform. Subjective norm captures perceived social and normative pressure, making it relevant to ethnocentric, religious, and consumption-nationalist influences that shape whether purchasing foreign products is socially or morally acceptable. Perceived behavioral control reflects consumers' perceived ability to complete the transaction, including access to payment systems, customs information, return procedures, and reliable delivery. The importance of these dimensions is consistent with evidence that consumer perceptions, trust, and attitude jointly contribute to purchase intention in CBEC environments (Wang et al., 2023). The framework therefore avoids treating TPB as a generic intention model and instead uses its components to organize mechanisms specifically relevant to international digital purchasing. Such an arrangement creates a theoretical bridge between consumer psychology and international business by explaining how market-level country associations and consumer-level values converge in individual purchasing decisions.

Table 4. Integrated Theoretical Relationships in the Proposed CBEC Purchase-Intention Framework

Construct	Theoretical Role	Expected Relationship	TPB Component	Hypothesis
Country-of-Origin Image	Evaluative antecedent	Positive	Attitude	H1
Trust in Seller/Platform	Evaluative antecedent	Positive	Attitude	H2
Consumer Ethnocentrism	Countervailing factor	Negative moderation	Attitude	H3
Attitude Toward Imported Products	Proximal determinant	Positive	Attitude	H4
Perceived Behavioral Control	Behavioral-control factor	Positive	Perceived Behavioral Control	H5
Consumer Ethnocentrism	Context-dependent factor	Category-dependent	Subjective Norm	H6
Event-Specific Consumer Animosity	Situational factor	Negative moderation	Attitude/Subjective Norm	H7

Summarizes the proposed relationships by positioning COO image and trust as supportive evaluative mechanisms and ethnocentrism and animosity as countervailing forces. H1 proposes that COO image positively influences consumer attitude because perceptions associated with product origin can serve as informational cues when consumers evaluate unfamiliar imported products. H2 proposes that trust in the seller or platform positively influences attitude because confidence in transaction reliability reduces uncertainty associated with cross-border purchasing. H3 introduces consumer ethnocentrism as a negative moderator because strong domestic-product preference can weaken the favorable evaluation generated by foreign-origin cues. H4 connects attitude to purchase intention in accordance with the central logic of TPB, while H5 recognizes that consumers must also perceive sufficient control over the transaction before purchasing imported products. H6 captures category-level variation in ethnocentric influence, reflecting evidence that consumer responses differ according to the type of imported product and its relationship with domestic-industry protection (Kartikasari, 2025). H7 incorporates event-specific animosity as a situational force capable of suppressing purchase intention

toward products associated with a particular country, particularly when geopolitical or religious sentiment becomes salient (Herani & Angela, 2025).

The conceptual integration also addresses the fragmented character of existing CBEC consumer research. Previous studies have examined COO, trust, consumer ethnocentrism, platform characteristics, and purchase intention through different theoretical perspectives, but these constructs have rarely been organized into a single framework that distinguishes their respective functions in the consumer decision process. Reviews of CBEC scholarship identify theoretical fragmentation and limited integration of consumer-level mechanisms as continuing research challenges (Chen et al., 2022; Chen et al., 2023). The proposed framework responds to this limitation by separating evaluative mechanisms from normative and situational mechanisms while retaining TPB as the organizing theory. This distinction is important because COO and trust generally provide reasons to accept an imported product, whereas ethnocentrism and animosity provide reasons to reject it. The framework consequently accommodates competing forces that may operate simultaneously rather than assuming that purchase intention results from uniformly positive or negative evaluations. Its theoretical contribution lies in conceptualizing CBEC purchase intention as an outcome of competing cognitive, relational, normative, and situational influences.

The framework also provides a more precise interpretation of trust within international online purchasing. Trust should not be understood solely as a direct predictor of purchase intention because its effect depends on whether consumers can translate confidence in a seller or platform into a favorable assessment of the imported product. Research on unfamiliar international retailers indicates that trust strengthens the relationship between attitude and purchase intention, supporting its role as a mechanism that facilitates the conversion of favorable evaluations into behavioral intention (Wistedt, 2024). Evidence concerning platform country image further indicates that institutional and national characteristics can influence trust perceptions, meaning that the origin of the digital intermediary may interact with product-origin evaluations (Bhattacharya et al., 2023). Logistics performance and interactive engagement provide additional mechanisms through which confidence can be reinforced after or during the transaction (Tian et al., 2025; Jiao et al., 2024). These findings support the positioning of trust as an evaluative antecedent rather than an isolated technological variable. The framework consequently captures the multidimensional nature of trust formation in CBEC while maintaining conceptual consistency with the broader purchase-intention process.

The proposed framework further contributes by recognizing that imported-product consumption can become a socially and politically embedded behavior. Consumer ethnocentrism establishes a relatively stable normative preference for domestic products, while religiosity can reinforce this orientation within the Indonesian context (Jin et al., 2024). Animosity differs because it can emerge from specific historical, political, or geopolitical circumstances and can reduce willingness to purchase products associated with a targeted country independently of conventional product evaluation (Klein et al., 1998). This distinction enables the framework to explain why the same consumer may respond favorably to an imported product under ordinary circumstances but reject it during periods of heightened geopolitical tension. The framework also acknowledges that the strength of ethnocentric influence varies across product categories, which is particularly relevant to Indonesia's CBEC environment where selected imported categories have been subject to regulatory attention (Kartikasari, 2025). The seven hypotheses therefore represent a theoretically integrated set of relationships rather than seven independent predictions. Empirical testing of these relationships in future research can determine the relative strength and interaction of evaluative, normative, and situational mechanisms in shaping imported-product purchase intention on CBEC platforms.

CONCLUSION

This article concludes that purchase intention toward imported products in cross-border e-commerce is shaped by the interaction of country-of-origin perceptions, trust, consumer ethnocentrism, and consumer animosity within a broader behavioral decision process. The literature synthesis indicates that the COO effect does not operate uniformly across markets and product categories, as its influence depends on consumer knowledge, product characteristics, and the broader context of international online purchasing. Trust emerges as a more consistent mechanism for reducing perceived uncertainty, with its formation increasingly influenced by platform characteristics, logistics performance, and interactive digital commerce experiences. Consumer ethnocentrism functions as a countervailing force

that can weaken favorable evaluations of foreign products, although its intensity varies across product categories and national contexts. In Indonesia, religiosity and event-specific animosity introduce additional normative and situational influences that can intensify resistance toward products associated with particular countries beyond the effects of general ethnocentrism. The proposed TPB-based framework integrates these mechanisms into seven theoretically grounded propositions and provides a more comprehensive explanation of imported-product purchase intention in CBEC.

The study is limited by its non-empirical conceptual design and narrative literature review approach, which does not employ a systematic protocol such as PRISMA and therefore may involve subjectivity in literature selection and interpretation. The proposed relationships have also not been tested using primary consumer data, meaning that the direction and relative strength of the hypothesized relationships require empirical validation. Future research should quantitatively test the framework using structural equation modeling among Indonesian CBEC users to assess the proposed relationships and their relative explanatory power. Comparative research across product categories, particularly electronics and fashion, could clarify whether ethnocentrism becomes stronger when imported products directly compete with domestic industries. Studies comparing countries of origin that are subject to geopolitical controversy with those that are not could further distinguish stable ethnocentric preferences from event-triggered consumer animosity. Future investigations could also examine interactions between platform country of origin and product COO, changes in ethnocentrism under government trade policies, and the role of religiosity in shaping digital consumption among Indonesia's increasingly young CBEC consumer population.

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