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# **THE IMPACTS OF WORLDMINDEDNESS AND NATIONALISM ON STUDENTS' ATTITUDE AND PURCHASE INTENTION TOWARDS PORTABLE CONSUMER ELECTRONICS: A CROSS-NATIONAL STUDY**

## **Abstract:**

This study examines the influences of worldmindedness and nationalism on Malaysian and Korean students' attitude and purchase intention, in which their attitude and purchase intention towards various country of origin and brands match on portable consumer electronics. Data collection activities, in which self-administered survey, were done in Republic of Korea (ROK) and Malaysia. The research findings showed that both worldmindedness and nationalism possessed significant influences on students' attitude and purchase intention according to various brands and origin country matches. Interestingly, attitude influenced purchase intention significant positively. Implications to both policy makers and market practitioners are discussed. Lastly, limitations of study and recommendations for future researchers are presented.

## **Keywords:**

Worldmindedness, Nationalism, Attitude, Purchase Intention, Malaysia, South Korea

**JEL Classification:** M00, M31, M16