

# Country of origin effects: a literature review

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This paper provides a comprehensive review of the literature regarding the effect of country of origin on consumer perceptions of products and services. Results reveal that consumer perceptions differ significantly on the basis of product/service and country of origin. The country of origin may be an important element in the perceptions consumers have of products and services especially where little other information is known. However, the question of how much influence the country of origin provides in product and service evaluations remains unanswered and a number of other major issues have yet to be resolved. Directions for future research are developed.

## Introduction

Over the past 30 years or so the growth in international trade and the development of global markets has been accompanied by a significant increase in interest in the nature of competitiveness. Among the many factors which are believed to impact upon international competitiveness, country of origin (COO) effects (sometimes referred to as product country image or PCI) have attracted growing attention.

This literature review covers most of the citation on the subject and is believed to be the most comprehensive and up-to-date currently available. The review opens with some definitions of COO effects and is then organised chronologically and thematically. The period covered is from 1965 to early 1997 and the themes addressed include the evaluation of products, stereotyping, the effects of demographics on consumers' perceptions of imports, perceived risk and country of origin effects and, finally COO effects on service decisions.

## Definition

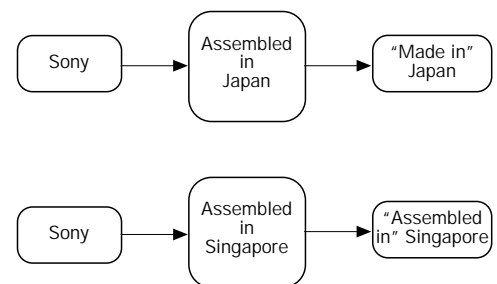
Country of origin effects have been defined in many ways in the literature. According to Wang and Lamb (1983), country of origin effects are intangible barriers to enter new markets in the form of negative consumer bias toward imported products. Johansson *et al.* (1985) and Ozsomer and Cavusgil (1991) define country of origin as the country where corporate headquarters of the company marketing the product or brand is located. Typically, this is the home country for a company. Country of origin is inherent in certain brands. IBM and Sony, for example, imply US and Japanese origins, respectively (Samiee, 1994). Bilkey and Nes (1982), Cattin *et al.*, (1982), Han and Terpstra (1988), Lee and Schaninger (1996), Papadopoulos (1993) and White (1979), define the product's country of origin as "the country of manufacture or assembly". It refers to the final point of manufacture which can be the same as the headquarters for a company. According to Samiee (1994) "country of manufacture

pertains to firms that maintains a relatively large global network of operations or do business with a variety of suppliers, e.g., contract manufacturing" (p. 581). While, Bannister and Saunders (1978), Chasin and Jaffe (1979) and Nagashima (1970, 1977) used the term "made in—" [1] to define the country of origin of the product.

In the modern marketplace defining the country of origin can be a very complicated task. The growth of multinational companies and the evaluation of hybrid products [2], with components from many source countries, have in many cases blurred the accuracy or validity of "made in —" labels (Baker and Michie, 1995; Baughn and Yaprak, 1993; Chao, 1993; Yaprak and Baughn, 1991). For example, Sony is a Japanese manufacturer but some of its products are assembled outside Japan in countries like Singapore (Baker and Michie, 1995). With this example, the product assembled in Singapore would be denoted "assembled in Singapore" and that assembled in Japan would be considered as "made in Japan" (see Figure 1).

**Figure 1**

Country of origin definition



## Product evaluation

Schooler (1965) conducted a study in Guatemala with the simplest of manipulations. Schooler's manipulation involved presenting four groups of 200 respondents of part-time students with a juice product and a swatch of fabric. These products bore fictitious labels denoting four different South American countries (e.g., one group was presented with products labelled as

With special appreciation to Dr Nabeel Shams, Bahrain Center for Studies and Research, for his valuable comments.

Marketing Intelligence & Planning  
16/3 [1998] 150-199

© MCB University Press  
[ISSN 0263-4503]

Guatemalan, the second group was presented with products labelled as Costa Rican, etc.). The study showed that products made in less developed countries were not evaluated as quality products. Consumers were biased for or against products from a less developed country when they were evaluating products made in different, less developed countries. Schooler (1965) found that Guatemalan students gave lower evaluations to products made in El Salvador and Costa Rica than to domestic and Mexican products and that this bias was related to a general negative attitude toward people from the former two countries. Schooler (1965) concluded that the country of origin of a product can have an effect on a consumer's opinion of the product.

Reierson (1966) tried to determine the attitude of American consumers toward foreign products. Therefore, the questionnaire asked 105 business administration students and 50 psychology students to indicate their opinions of products from ten different nations:

- 1 USA.
- 2 Germany.
- 3 Japan.
- 4 France.
- 5 Canada.
- 6 Italy.
- 7 UK.
- 8 Sweden.
- 9 Belgium.
- 10 Denmark.

Products were mechanical, food, and fashion merchandise. Reierson (1966) found that stereotyping of foreign products was present among the American students.

Reierson (1967) continued his work of investigating American students' attitudes towards foreign products and concluded that if the "prejudice of consumers toward a nation's product is not too intense, consumers' attitude may be made significantly more favourable by even slight exposure to communication and promotional devices" (p. 386).

Schooler and Wildt (1968) measured the elasticity of product bias[3] and 236 student respondents were selected randomly and divided into six groups. Each group examined two pieces of glassware, one of which was labelled as American, and the other as Japanese. The labels were authentic, but the products were identical pieces of a domestic manufacturer. Subjects were asked to indicate a purchase preference. Schooler and Wildt (1968) noticed that many American consumers were biased against Japanese products because of their national origin. In 1969 Schooler and Sunoo investigated the

consumer's perception of international products: regional versus national labelling. The purpose of the study was to determine how consumers responded to the manufactured goods of developing areas if the products were labelled regionally. The findings of the study did not show any evidence of bias against the manufactured goods which were labelled regionally. He concluded that "regional labelling" (e.g., made in Asia, made in Latin America, etc.) might work to reduce intraregional product bias.

In his follow-up study, Schooler (1971) attempted to test bias phenomena with a broadly-based representative consumer sample. The results showed significant differences towards products of foreign origin, and a hierarchy of bias effect was observed. In addition, the results indicated that neither national nor regional labelling appeared to be more effective than the other. The products of Germany were rated better than those of Asia, India and Western Europe. On the other hand, US products also were rated better than those of India and Western Europe.

Schooler (1971) concluded the following:

- The older age group rated the products of Asia, Africa, West Germany and North America lower than the younger age group.
- Females evaluated foreign products higher than males.
- Educational level and intensity of bias were observed. Consumers with a high level of education were more in favour of foreign products than those with limited education.
- The group composed of non-white people evaluated products from Africa, Latin America and India better than the group of white people.
- The white group evaluated the products of US and North America better than non-white.

Nagashima (1970) compared Japanese and American attitudes toward foreign and domestic products by using the semantic differential method. The purpose of the study was to measure the cross-cultural image of "made in" products as produced by US and Japanese businesses. The study consisted of a random sample of 230 Minnesota businesses chosen from the *Minnesota Directory of Manufacturers* and 100 Tokyo businesses chosen from the *Tokyo Directory of Companies*. Countries used were USA, Japan, Germany, UK, France, Italy, Switzerland, and Canada. The questions were carefully translated into Japanese making sure that the associative value of the language was not lost in the translation. The author used a seven-point scale with each scale position arbitrarily

weighted from good (+3 points) to bad (-3 points).

Consumers were asked to mark the seven-point scale for “reliable-unreliable, and list the product which first came to mind where they saw the names of the countries; which country’s product they would choose if price, quality and styling were equal; and which country produces products of the greatest value. Nagashima (1970) found that the “made in” stereotype differed among Japanese and American businessmen. Japanese businessmen rated “made in Germany” as the best while American businessmen gave the highest rating to their domestic label. The British were recognised for their excellent craftsmanship, while US and Japanese businessmen rated France the lowest of the five countries.

Nagashima (1970) also found that the “made in” image was strongly influenced by familiarity and availability of the country’s product in question. In his follow-up study, Nagashima (1977) repeated his earlier 1970 study of the “made in” product image among Japanese businessmen. The purpose of this study was to determine whether there had been any attitude change among Japanese businessmen over the eight-year period. Nagashima (1977) asked the Japanese businessmen their opinion regarding US, Japanese, German, British, and French products in terms of five dimensions (price and value, service and engineering, advertising and reputation, design and style and consumer profile). The findings of the study indicated that the overall “made in USA” image had deteriorated in many ways during the six years 1969-75. The “made in USA” label was rated the lowest among the five countries in terms of careful and meticulous workmanship, while “made in” Japan, Germany, Britain and France had been significantly upgraded.

Greer (1971) investigated the usefulness of having the view of professional purchasing executives. Written questionnaires were presented to a random sample of 60 members (3 per cent) of the British Purchasing Officers Associations. Greer (1971) modified Osgood’s (1957) semantic differential for use in his study. Thus, the surveyed purchasing officers were asked about the quality of products, in general, and the engineering “know how”, in general. Countries used were Australia, Belgium, Canada, France, Holland, Italy, USA and West Germany. The findings of this study indicated that the older respondents rated their home country’s product higher than the younger purchasing officers.

Krishnakumar (1974) attempted to examine the influence of country of origin on the

product image of Americans and people from developing countries and to investigate the effect of demographic variables on the “made in” image among those countries. Product classes used in this study were mechanical products, food products and fashion products. Specific products used for evaluation in this study were automobiles, television sets, soft drinks and dress shirts. Respondents (student, staff, faculty members and their families) were asked about their perceptions of countries and their perceptions of the quality of products.

The results of the study showed that people from developing countries tended to have an unfavourable “made in” image of their home country’s products in terms of workmanship, reliability, durability, technical superiority, and other characteristics. Moreover, the study indicated that Americans were more in favour of Japanese products. In addition, demographic characteristics had also played a part in creating differences in “made in” image held by Indians, the test country group. For example, sex and travel experience accounted for significant differences in “made in” images among Indians.

Dornoff *et al.*, (1974) examined consumers’ perceptions of imports. The aim of their study was:

- To find out what consumers’ perceptions of imports were.
- If these perceptions differed for specific countries.
- If these perceptions differed between product classes.
- If differences in perceptions were based on socio-economic characteristics.

Respondents were ordinary consumers selected by a systematic random sample from the greater Cincinnati Metropolitan Area telephone directory. Of the 400 consumers selected, only 216 questionnaires were returned in a complete form. Countries used were USA, France, Germany and Japan. Product categories used were mechanical products, food products, fashion merchandise and electronic equipment. The results of this study indicated the following:

- Respondents were neutral towards “made in France”.
- Products “made in Japan” were considered as substitutes for US products.
- Foreign products were becoming increasingly competitive with US products in terms of quality.
- Japan outranked the USA in electrical equipment and Germany was rated the highest in mechanical products.

- No significant differences existed among the males' and females' perception of foreign products.
- Perception of imports was more favourable as the educational level increased (e.g., respondents with a graduate degree were more in favour of foreign products than those with high-school education).

By using the semantic differential method, Lillis and Narayana (1974) compared US and Japanese consumers' perceptions toward aggregate image of products with "made in" labels from five different countries: Britain, France, Germany, Japan, and USA. The authors used a seven-point scale valued from 1 to 7 (see also Nagashima, 1970). The study consisted of random samples of 100 residents each from Moscow, Idaho, and Fukushima, Japan. According to Lillis and Narayana (1974), none of the subjects in either sample were students. The findings of their study indicated that there existed significant differences regarding various products' attributes. Furthermore, these differences produced significant differences in subjects' perception of foreign and national products.

Green and Langeard (1975) compared French and US consumers in terms of consumer habits and innovative characteristics. The American sample consisted of 193 randomly chosen women from the cities of Dallas and San Antonio, Texas. Self-administered mail questionnaires were used to gather the needed data in the USA. On the other hand, the French sample consisted of 226 women from Aix-en-Provence, and the questionnaires were personally delivered and collected by a research assistant [4]. Green and Langeard (1975) employed stratified sampling in the selection of the French sample to provide basic comparability with the US sample. The results of their study showed behavioural differences between the two groups even though France and the USA are similar in many economic respects.

Darling and Kraft (1977) researched the impact of the "made in" label on Finnish consumers' attitudes towards the products of various selected countries; Sweden, West Germany, UK, France, USA, Japan and Russia. Three-quarters of the respondents were managers and employees randomly chosen from banks, and retail, wholesale, and manufacturing firms, while the remaining quarter of the respondents consisted of randomly chosen faculty personnel, students and staff of different universities in Helsinki, Finland. "A self-administered questionnaire was hand-delivered to potential respondents" (p. 521). Of 350 questionnaires distributed, 303 were usable for the study, with a usable

response rate of 86.6 per cent. Respondents were asked to show their degree of agreement with each statement on a five-point scale ranging from "strongly disagree to strongly agree". Again the findings of the study supported the hypothesis that knowledge of country of origin affected consumer attitudes toward products.

Yaprak (1978) investigated purchase intentions among US and Turkish business executives for specific brands "made in" Germany, Japan and Italy. "The major findings of the study were that both general country and product attributes, and specific product attributes were statistically significant in affecting purchase intentions" (p. xii).

Chasin and Jaffe (1979) examined American industrial buyers' perceptions towards the quality of the goods "made in" Eastern European countries (e.g., Czechoslovakia, Hungary, Poland, Rumania, and the USSR). Personal interviews were conducted and completed with more than 100 companies. Less than one-third (30 per cent) of the companies had had any form of business dealings over the past ten years with one or more of these countries. Industrial buyers were asked to profile the USA through a series of ten performance attributes: five attributes relating to product (quality, workmanship, style, dependability, advanced technology), and five to marketing values (credit/terms, value for the money, on-time delivery, reputation, maintenance/service). According to Chasin and Jaffe (1979) a total of 82 questionnaires were found useful in part, 68 of which were acceptable for complete response. Results of the questionnaires indicated that industrial buyers generally felt that the quality of the goods manufactured in the five Eastern European countries was inferior to the quality of goods manufactured in the West. Therefore, Chasin and Jaffe's (1979) results supported the hypothesis of a country of origin effect.

Niffenegger *et al.* (1980) investigated the product images of British goods among a sample of French and British retail managers in terms of price and value, advertising and reputation, service and engineering, design and style, and consumer profile. Niffenegger *et al.* (1980), used the product categories of automobiles, electrical appliances, textiles, cosmetics, food and pharmaceutical products. "A self-administered questionnaire was developed for measuring the five aspects of product image, using a previous international image study of Japanese businessmen as a general basis" (see, for example, Nagashima, 1977).

The personal drop-off and pick-up method of data collection was used. Representatives called on each store manager, briefly

explained the main purpose of the study and left a copy of the questionnaire. According to the authors this method gave managers the opportunity to complete their questionnaires at a convenient time. Of 117 questionnaires distributed, 92 were returned complete for an overall return rate of 79 per cent. Niffenegger, *et al.*'s (1980) study indicated the following results:

- British products were seen to be cheaper than products “made in” the USA and France.
- British products were seen as more technically advanced than products “made in France”.
- Products “made in USA” were seen as widely advertised compared to those “made in France”.
- French brand names were found to be hard to recognise.
- American products were seen as technically advanced in nature, produced by mass production methods.
- Respondents rated the UK first in electrical appliances, textiles, food and pharmaceutical products, second in automobiles and last in cosmetic products, while France ranked first in automobiles and cosmetics, second in textiles and food and last in electrical appliances and pharmaceutical products.
- Products “made in USA” failed to be the first choice for the UK consumers in all of the product classes examined. Accordingly, it ranked second in electrical appliances, cosmetics and pharmaceutical products and last in automobiles, textiles and food.
- In terms of consumer profile, products “made in USA” were more appealing to the younger market while products “made in France” were more favourable to the feminine market, and British products were more appealing to the older group.

In an extension of his earlier study, Narayana (1981) examined the aggregate image of American and Japanese products. “The aggregate image for any particular country’s product refers to the entire connotive field associated with that country’s product offerings, as perceived by consumers” (p. 32). Narayana (1981) employed the semantic differential format used by Nagashima in the 1970 study. The same 20 criteria were measured on seven-point scales. A random sample of 100 residents of Fukushima, Japan, and 100 residents of Moscow, Idaho, were selected for this study. However, the aim of Narayana’s (1981) study was to find differences between US and Japanese products.

The findings of the study indicated that US consumers perceived their country’s home

products to be generally of higher quality than products “made in Japan”. Besides, the products “made in USA” were perceived by the American consumers as more reliable and of better workmanship than products “made in Japan”. Moreover, both Japanese and American products were perceived by the American consumers to be widely advertised and mass produced.

On the other hand, Japanese consumers perceived products “made in Japan” as highly recognised. They considered Japanese products to be of a higher quality than the US-made products. However, Japanese consumers perceived the products “made in Japan” as less prestigious, less popular and less widely distributed than products “made in US”.

In 1984, Erickson, *et al.* (1984) analysed the country of origin effects on the evaluation of automobile brands. Data were collected from 96 MBA students at the University of Washington. Subjects were asked about their beliefs and attitudes towards ten automobile models (e.g. four US, two German and four Japanese models). Semantic differential scales were used for all rating questions used in the questionnaire. Respondents were also asked to rate their familiarity with each auto, after which they provided an overall rating on a five-point semantic scale.

The empirical results indicated that country of origin affects beliefs but not attitudes. The authors argued that the study demonstrated that image variables also affect beliefs through inferences made by consumers: “It also indicated that the effect of image variables on attitude was not direct; any influence they have appeared to be a secondary one acting through beliefs” (Erickson, *et al.*, 1984).

Morello (1984) did a comparative research on the image of domestic and foreign products. The purpose of his study was to determine what the relationship is between the image of a country and the image of the products “made in” that country. Seven countries were used in the study, namely:

- 1 Belgium.
- 2 France.
- 3 Holland.
- 4 Italy.
- 5 Spain.
- 6 USA.
- 7 USSR.
- 8 West Germany.

Morello (1984) asked a Dutch group of 29 students and an Italian group of 37 students to rate the products from the eight selected countries using 12 sets of bipolar adjectives. The results indicated a significant

relationship between these two images and the research concluded that a country of origin effect does exist and may affect consumer buying behaviour.

Johansson *et al.* (1985) developed a multi-cue method for examining the impact of country of origin on product evaluation. The product class used was automobiles with ten car models “made in” three different countries – namely, Japan, US and Germany – and 13 selected attributes (price, handling, horsepower, acceleration, gas mileage, safety, driving comfort passenger comfort, reliability, durability, workmanship, styling and colour selection). Convenience samples of graduate students from the USA and Japan were used. The American sample consisted of 70 graduate students at a West Coast university and the Japanese sample of 82 students at six universities. The questionnaire was presented to each sample in either a group session or the classroom. Then the students were asked to consider each of the models on each attribute, and also to rate the importance of each attribute. The findings of the study indicated that country of origin effects were relatively minor when a multi-attribute approach was used[5]. Johansson *et al.*, (1985) concluded that “country of origin effects may be less significant than has generally been believed, and they may occur predominantly in relation to evaluation of specific attributes rather than overall evaluations” (Johansson *et al.* 1985, p. 395). Thus, their findings supported the hypothesis that the country of origin is used as a surrogate variable to evaluate a product when respondents have limited knowledge about that product.

In their study, Festervand *et al.* (1985) investigated consumers’ perceptions of imports and their attitudes towards countries’ product quality. Using a self-administered questionnaire, a random sample of 1000 consumers were selected in ten large south-eastern US cities. Only 259 usable questionnaires were obtained for a response rate of 26 per cent. A four-point scale ranging from strongly disagree (1) to strongly agree (4) was used in the study for obtaining data on the respondents’ general attitude towards different aspects of product quality for each country. The countries used were UK, France, Germany, Japan and the USA. The product categories used were mechanical, food, fashion merchandise, electronic equipment, and leisure goods. Respondents were asked to rate the given countries in terms of product quality. Minor differences in attitude were found across countries and American consumers’ perceptions of the countries’ products were mixed across the different product categories.

Heslop and Wall (1985) examined the differences between males and females on the basis of country of origin product image. A total of 635 Canadian men and women were asked their opinions about products from 13 different countries. They found that products “made in Canada” were ranked the highest by both males and females except for women’s shoes, where Canada came second after Italy. It was also noticed that males preferred Italian clothing over the Canadian in terms of quality, while Romanian males’ clothing was rated lower than clothing from other countries in the group. On the other hand, clothing “made in Far Eastern” countries was rated the lowest by both males and females. Moreover, the results also indicated that females gave higher ratings in terms of quality to almost all countries than males did, except for South Korea, Hong Kong and the Philippines.

Becker (1986) measured US consumers’ perceptions of the price/quality relationship of American vs. Japanese products. Four hundred individuals passing a card table set up in a shopping area of Boston were requested to participate in a four-question survey. Of these, 20 collected questionnaires were incomplete for data analysis. The findings of the research indicated the existence of the “halo effect” pattern bolstering the pervasive image of products “made in Japan”. According to Becker this was found even when the Japanese product was of lesser price. In addition, nationalism was found to be a dominant factor in influencing the Americans’ purchasing behaviour when price and quality were constant. They desired “to purchase domestic products, but not at the expense of perceived inferior quality” (p. 111).

Ofir and Lehmann (1986) measured the country-level images of ski resorts in three European countries – Switzerland, France and Austria. A survey was conducted in order to gather data for the study: 269 skiers attending a ski show in the city of New York were asked to rate each of the three countries on a five-point scale for ten attributes, namely, modern, exciting, entertaining, challenging, friendly, honest, sophisticated, romantic, picturesque, and expensive. The findings revealed that the images of Switzerland, Austria, and France were relatively homogeneous with Switzerland and considered slightly more positively than France (Ofir and Lehmann, 1986). Thus, American skiers, according to the findings, could not distinguish between resorts in European countries, demonstrating a low level of familiarity with the product.

Papadopoulos *et al.* (1987) examined consumers' perceptions of foreign consumer goods. Subjects from Canada, UK and France were asked to assess products from the US, Japan, Sweden, Canada and their own country's products. Respondents were chosen through systematic cluster or quota samples. A random sample of 250 to 300 respondents were collected from each country. The authors used the drop-off/pick-up method for their study. According to Papadopoulos *et al.* (1987), this method gave high response rates, averaging about 75 per cent at comparative low cost. A structured, self-administered interview schedule was used in order to standardise questions across countries. Products were evaluated on the basis of performance (two scales), price (three scales), before and after purchase product support (two scales), social image (three scales), market availability (five scales), and behavioural component (two scales). The study revealed the following conclusions:

- "There is no question that a country of origin effect does exist".
- "Both consumers and industrial buyers are affected by 'made in' images".
- "Made in stereotype can be changed, at least in the long term".
- "Price may affect foreign product perceptions".
- "Foreign stereotypes may vary across product categories on consumer types" (Papadopoulos *et al.*, 1987, p. 9).

Darling (1987) analysed the general attitude of Finnish consumers towards the products of various countries (UK, France, Japan, USA and West Germany). Data were collected in 1975, 1980, and 1985 from 1,113 consumers living in three different cities in Finland. Several business companies were chosen, and a random sampling of managers and employees from these companies were invited to participate in this study. A random sample of faculty, staff and students were asked to participate in the study as well.

Darling used an identical form of questionnaire for the data collection for each year of the study including 31 "Likert-type" statements: 13 of them dealt with different product dimensions, 13 with marketing practices, and five with the general importance of the products to the respondents. Respondents then were asked about their attitudes regarding products "made in" the above-mentioned countries, marketing practices, and the importance of a product's country of origin. The results of the study indicated significant differences in consumers' attitudes in the three cities where data were collected. In addition, the "made in" label also showed significantly

different product and marketing mix images. At the same time, the study revealed no causal relationship between this image dimension and actual market behaviour.

Ettenson, *et al.* (1988) presented conjoint analysis as an alternative method for examining the effect of country of origin in relation to a "made in the USA" campaign. The products used were a ladies' blouse and men's dress shirt. Attributes used were style (for blouse) cut (for shirt), quality, fibre content, price, and brand. Additionally, the country of origin was manipulated in a conjoint study which assessed consumer decision making before and after the introduction of the "made in the USA" campaign. A total convenience sample of 105 students at the University of Maryland was invited to take part in the study and 55 students completed both the pre-test and the post-test

The results of the study demonstrated that contrary to previous findings, the effect of country of origin was relatively small both before and after the launching of that campaign. From these findings it can be concluded that product cues (e.g., price and quality) may have a stronger effect on consumer product evaluations than country of origin information. Furthermore, the authors suggested that "retailers should be cautious in using patriotic themes in promotion since their effectiveness has yet to be documented" (Ettenson *et al.*, 1988, p. 85).

Al-hammad (1988) investigated the Saudi Arabian market for selected imported goods (with specific reference to UK suppliers) at both country and brand levels. The study examined Saudi Arabian economic and cultural factors and the attitudes of the Saudi consumer and reseller to the product and its suppliers. The results showed that the majority of Saudi consumers considered price to be the most important attribute in the case of products necessitating higher expenditure, either by way of a single payment or frequent payments. In terms of the consumer profile the results demonstrated that both age and income tended to have a positive correlation with the attributes of price and quality in the case of carpets and air-conditioners, and a negative correlation with the attributes of quality and maintenance for cars and design of outerwear and refrigerators. In the case of educational level, it was found that the higher the level of education, the more people are in favour of imported products than those with low level of education.

On the other hand, the Saudi resellers considered, first, price and, second, quality to be the most important factor when selecting suppliers. The results also indicated that the

Saudi resellers' opinion about the British suppliers was less favourable with regard to all market mix factors except quality (Al-hammad, 1988).

Han and Terpstra (1988) designed a research to determine the effects of the country of origin and brand name cues on consumer evaluations of uninational products (products that involve a single country of origin, that is, purely domestic and purely foreign products) and binational products (products that involve two countries of origin, i.e. products which may be foreign-made but carry a domestic brand name), and to estimate the perceived values of such cues. Using face-to-face interviews with a regional quota sample of 150 American household residents, subjects were asked to rate four different brands of colour television and subcompact automobiles from four countries: Germany, Japan, South Korea, and the USA. To check for the validity of the interviews, the authors employed a random selection of respondents by telephone. All respondents selected by telephone confirmed their participation in the interviews. The results demonstrated that source country and brand name did affect consumers' perceptions of product quality. On the other hand, sourcing country stimuli were found to have more powerful effects than brand name on consumer evaluations of binational products.

Han (1989) examined the role of country image in consumer evaluations of TV sets and automobiles. Two brands were chosen for each product type. Countries tested were the USA, Japan and South Korea. Using a systematic sample, 116 respondents were interviewed by telephone. They were asked for their images of products from the three countries. The images were measured on a 7-point semantic differential scale anchored by "good" and "bad" (Han, 1989). The respondents were also asked for their attitudes towards each brand using the same scale. However, the results suggested that country image can be used by consumers in product evaluations in either or both of two directions:

- 1 as a halo construct (country image used to consider products that consumers know little about);
- 2 or as a summary construct (as consumers become familiar with a country's products, country image may become a construct that summarises consumers' beliefs toward product attributes and directly affects their attitudes toward the brand).

Hong and Wyer (1989) investigated the cognitive process instigated when country of origin information is given in conjunction

with other product information. Respondents were 128 college students enrolled in an introductory business course. They were divided into two groups. The first group was asked to consider the given information, then evaluate its clarity. The second group was asked to form an impression of the material provided to them. The countries used were West Germany, Mexico, Japan and South Korea. The products used were a personal computer, and a video cassette recorder. The results of the study indicated that country of origin itself influenced product evaluations regardless of whether the additional product attribute information was known before or after and regardless of whether subjects were asked to understand the provided product information or to form an impression of the product.

Khachaturian and Morganosky (1990) investigated consumers' quality perceptions of apparel from the USA, South Korea, China, Italy and Costa Rica. The influence of three independent variables (country of origin, store type, and brand name type) was measured in relationship to the dependent variable, perceived quality. The respondents for the study were households in the continental USA with telephone numbers as listed in the American telephone and telegraph tape of working area codes and prefixes. Using a systematic random sampling, 199 working telephone numbers were selected, 153 of which were completely elicited resulting in a 77 per cent response rate.

Consumers were asked their perception of apparel quality sold in three different store types consisting of department stores, discount stores, and off-price stores. The authors included off-price stores because they are a fairly new form of retail institutional type and are achieving growing consumer acceptance [6]. The findings of the study are summarised as follows:

- Clothing "made in USA" was perceived as having the highest quality. Italy was perceived as second highest followed by China, Korea and Costa Rica.
- Given the amount of prestige associated with traditional department stores, as well as the premise of the price/quality relationship, it is not surprising that department stores received the highest quality ratings, followed by off-price stores.
- Results from the paired *t*-test revealed that a significant decline in quality perceptions occurred for apparel products sold in department stores when associated with being "made in" Korea, China, and Costa Rica, whereas quality ratings for discount stores were significantly upgraded when associated with US-made and Italian-made apparel.



- Perceived quality of the off-price store was significantly higher when selling US-made apparel, and lower when associated with Korea, China and Costa Rica. There was no significant change in perceived quality of off-price stores when selling Italian apparel.
- The results also indicated that when a store type was associated with different countries of origin, consumers' quality rating for the store type changed depending on the particular country with which it was associated. The authors believed that the amount of resulting change was related to the level of industrial development of the associated country of origin, yet China was rated more positively than Korea, even though Korea is considered more industrialised than China.
- In the case of branded apparel, significant declines in perceived quality occurred when name brands were associated with all four foreign countries of origin. A name brand's association with US-made apparel neither significantly increased nor decreased the quality rating of the name brand. Perceived quality of name brands was hurt most by association with Costa Rican apparel.
- Store brand quality was perceived as being significantly lowered when associated with apparel from Korea, China, and Costa Rica. Association with US-made apparel improved quality ratings for store brands, while Italy had no significant influence on store brand perceptions. On the other hand, the quality rating of designer brands was somehow improved by association with US-made apparel. Quality perception of designer brands was lowered when made in Korea, China, and Costa Rica. But association with Italian apparel neither significantly increased nor decreased the quality rating of the designer brand.

Khachaturian and Morganosky (1990) concluded that "associating a brand with less-industrialised countries could potentially lower the quality image of that brand type." Moreover, "the less-industrialised the country of origin, the more the potential decline in the quality image."

Han (1990) argued that country image[7] may be conceptualised as a consumer halo. Therefore, Han (1990) designed a study to address the role of country of origin image in consumer choice behaviour across the USA, Japan and South Korea. The study assessed the following:

- 1 The effect of country image on consumers' attitudes towards brands "made in" different countries.

- 2 The effect of country image on consumers' intentions to purchase brands from various countries.
- 3 The effect of country image on consumers' perceptions of specific product attributes.
- 4 The effect of country image for a product category on different categories from the same countries.

Country image was measured with reference to five items. They were technical advancement, prestige value, workmanship, price, and serviceability. Colour television sets and compact automobiles were examined in the study because "their various domestic and foreign brands are relatively well known to consumers in the USA where this study was conducted". Two brands were selected from each of the countries for each product type. The selected television brands were General Electric and RCA for US brands, Panasonic and Toshiba for Japanese brands, and Samsung and Goldstar from Korean brands. The car brands were Ford Escort and Buick Skyhawk for the US, Honda Accord and Toyota Celica for Japan, and Hyundai Excel for Korea[8]. Brand attitudes were assessed with two measures – cognitive and affective. Han (1990) gathered his data from a systematic sample of 116 American residents living in a Midwestern city. They were selected randomly and interviewed by telephone. The response rate was 64.8 per cent (116 out of 179 calls were obtained successfully). Finally, subjects were asked for their intentions to purchase each brand.

According to Han (1990) the halo hypothesis suggested that consumers may consider not buying an unfamiliar foreign brand simply because they may make unfavourable inferences about the quality of the brand from their lack of familiarity with products from the country. The findings of the study also demonstrated that consumers' willingness to purchase a product was related to the economic, political, and cultural characteristics of the product's country of origin. Additionally, country of origin images were affected by the consumer's perception of similarity between his or her own country's and the origin country's political and cultural climate and beliefs systems.

Ghadir (1990) investigated Jordanian consumers' perceptions of quality, price and risk of foreign versus domestic product. The countries used in the study were USA, UK, Japan, Russia, Romania, Taiwan, Egypt and Jordan. The product class employed in the study was major household electrical and gas appliances. The data were obtained through structured direct questionnaires from a stratified random sample of 1,000 households with

a 63.9 per cent usable response. The results revealed the following:

- The country of origin had a significant relationship with the consumers' perception of the quality, price and risk of the product.
- Products "made in" developed countries were evaluated as higher in quality and price, but lower in risk than the products "made in" less developed countries.
- The home country bias seemed "to be more relevant in comparing the domestic product to that of other countries of a relatively similar stage of development". Therefore, the products "made in Jordan" were evaluated as being higher in quality and price, but lower in risk than the products "made in" less developed countries. They were also evaluated to be lower in quality and price but higher in risk than developed countries' products.
- A consistent negative correlation between quality and risk was found for the products of the entire set of countries. For example, "the higher the consumers' perception of the products of the various countries, the lower their perception of the risk associated with these products" (1990, p. v).
- The results indicated that a low percentage of the consumers connected the purchase of the domestic product with their patriotic duty.
- Among sociodemographic variables, sex was found to be the least important factor in discriminating among the consumers and age was found to be the most important.

Ghadir (1990) suggested that domestic producers should develop separate marketing strategies for the imported products of developed and less developed countries, rather than just dealing with the imported product under the general term "foreign" (Ghadir, 1990, p. v).

Using a computer-administered conjoint analysis, Liefeld *et al.* (1993) studied the effects on relative cue utility of the interaction of cues in product choice situations in which both the number and types of both extrinsic and intrinsic information cues were varied for two types of products, namely, telephone and clothing (men's shirts and women's blouses). In mall intercepts 326 adult shoppers were asked to participate in the study. They were randomly assigned to one of three designs for telephones, shirts (for men only) and blouses (for women only) so that the shoppers were exposed to only one treatment condition per product, e.g., between subject design (Liefeld, *et al.*, 1993). The results of the study revealed

that the relative utility of information cues changed in choice situations with different cues present. This was clearly noticed especially when more cues were involved in choice situations. Extrinsic cues (e.g., brand, warranty and price) tended to have greater relative utility than when fewer cues were present. Moreover, "cue types, while affecting choice processes, appeared to be product specific" (p. 124).

Roth and Romeo (1992) examined country of origin in terms of the fit between countries and product categories. They suggested a framework which matches the importance of product category dimensions (innovativeness, design, prestige, and workmanship) with the perceived image of the country of origin along the same dimensions. Therefore, a study was designed to determine which dimensions were most frequently associated with a country's image and how important these characteristics were to different product categories. Data were collected from 99 graduate students in Ireland, 130 in Mexico, and 139 in the USA. Country image was measured along the four dimensions mentioned above. For each dimension, subjects evaluated ten countries. The countries surveyed were UK, Germany, Hungary, Ireland, Japan, South Korea, Mexico, Spain, and the USA. The product categories evaluated were beer, automobiles, leather shoes, crystal, bicycles, and watches. Using 7-point importance scales (1= not innovative; 7= very innovative), subjects were asked to show the extent to which each of the four image dimensions was an important criterion for evaluating each product category. Finally, subjects were asked how willing they would be to purchase the product categories from each of the ten countries they evaluated. The results revealed that "product-country match may be an indicator of willingness to buy imported products". Roth and Romeo (1992) said, for example, if a country is perceived as having a positive image, and this image is important to a product category, consumers will be more willing to buy the product from that country.

The study showed that US, Irish, and Mexican consumers were willing to buy a car or watch from Japan, Germany, and the USA since these countries were evaluated highly on dimensions that were also important to these product categories. On the other hand, "unfavourable product country match may explain why consumers are unwilling to buy certain products from certain countries. Respondents were less likely to buy Mexican and Hungarian autos and watches as these countries had poor evaluations on dimensions that were important for car and watch characteristics" (Roth and Romeo 1992,

p. 493). The results also indicated no differences in familiarity with beer and bicycles across the US, Mexican, and Irish respondents. But significant differences were found for the other four product categories. Moreover, results on demographic differences between groups demonstrated very homogeneous samples, and revealed no changes in the prediction of willingness to buy.

Roth and Romeo (1992) suggested that managers should use product country match information in order to assess consumers' purchase intentions, and assist them in managing their product's country of origin. Specifically, some differences in product country matches and willingness were found across the three groups of respondents.

Chao (1993) attempted to address the multi-dimensional nature of the product/country concept. Specifically, the central focus of his research was to examine how US consumers would evaluate hybrid products with a multiple-country designation in terms of product design and country of assembly. The product selected for the study was a television set produced by Tera Electronics, Inc. of Taiwan. Two levels of price (\$269.95 and \$369.95), three levels of "Assembled in" location (Taiwan, Thailand and Mexico), and three levels of "Designed in" location (US, Japan and Taiwan) were specified in the study. A systematic sample of 120 American residents living in the Midwest was selected from a local telephone directory for this study. They were given a copy of the advertisement to examine at their own pace. They were asked to rate the product in two separate categories: design quality and product quality. After respondents had completed the questionnaire, they were asked to evaluate the quality of electronic products made in six different countries (Mexico, Singapore, USA, Germany, Taiwan and Thailand), on four different dimensions: workmanship, reliability, durability, quality.

The results showed that consumers rated electronic products assembled in Taiwan to have the highest quality followed by Thailand and Mexico. Respondents were also asked to evaluate the design quality of electronic products designed in five different countries (Japan, USA, Taiwan, Germany and South Korea) on three different dimensions: innovativeness, exclusiveness and stylishness. The results indicated that the design quality perception was rated the highest for Japan, followed by the USA and Taiwan. The differences were all statistically significant. Results for the design quality dependent variable indicated that the design for quality perception for a television from Taiwan, but designed in Japan, rated the highest, followed

by the USA and Taiwan. In addition, no significant main effect from country of assembly nor any interaction effect was noted since design quality represented a different dimension from product quality (Chao, 1993).

On the other hand, results for the product quality dependent variable indicated the following:

- The main effect with regard to price showed that the product quality perception was higher at the higher price. The lower the price, the lower the product quality perception.
- The country of design (COD)[9] main effect showed that quality was evaluated as highest for Japan, followed by Taiwan and the USA.
- The COD main effect indicated that the product quality rating for a television assembled in Taiwan was evaluated the highest, followed by Thailand and Mexico. The price by COD interaction effect for a television set designed in Japan indicated no price differential was needed to impart a higher quality image. Therefore, the TV set was evaluated the highest for both the low and the high prices, while for a TV set designed in Taiwan a higher price was necessary to boost the quality ratings (Chao, 1993).

Chao (1993) suggested that when seeking potentially new overseas co-operative ventures, manufacturers should pay more attention to potential consumer reactions to the products of such ventures in addition to considerations based purely on costs and technology.

Kochunny *et al.* (1993) developed a schema-based knowledge[10] representation framework in order to test the effects of country of origin on product evaluations. The countries used were the USA, Japan and South Korea. The product used was the automobile with five product evaluation dimensions labelled as quality, performance, dealer service, comfort and variety/choice. Six hundred members of consumer research panels received information that was either consistent or inconsistent with their expectations concerning automobiles "made in" America and Japan (response rate varied from 71 per cent to 84 per cent and the total number of usable responses was 393). They also received factual information about South Korean cars. A price level of under \$10,000 was provided as critical information to all groups to control variability due to the price factor. In addition, the country of origin was provided to all respondents. Respondents were instructed to read the description and then answer the questionnaire. Evaluation (recall) measures

were taken immediately after the presentation of information about the automobiles and again three months later; all respondents received the same questionnaire without any descriptive scenarios.

Kochunny *et al.* (1993), demonstrated that the results of this study were consistent with those of earlier findings in that American automobiles were perceived less favourably than automobiles "made in Japan" in the category tested. Besides, consumers possessed a country of origin schema and those country of origin schemas affected consumers' retention of information about automobiles, as well as their judgements. The results also indicated that "there were no significant differences among the study groups on the basis of age, education, household income, marital status, and gender" (p. 5).

Chao and Rajendran (1993) examined how ownership of a variety of household consumer products may have an impact on interpersonal perceptions. Of particular interest were country of origin effects which could be assessed via consumer profiles. The study employed a  $2 \times 2 \times 3$  factorial experimental design. Consumer profiles were constructed based on two levels of foreign product (Japan and Germany) two levels of consumer description (college professor and plant foreman) and three levels of foreign product ownership (high, medium and low). A total of 14 products with different brand names were selected for the study. A total of 499 students were randomly chosen for the 12 treatment conditions. Each student received one of the consumer profiles and a copy of the questionnaires. They were asked to indicate their perceptions of nationality of these brands: USA, Japan, Germany or other.

The results indicated that attitudes of students towards owning imported products have become a little more favourable, particularly for those products which were owned by the professors. On the other hand, students perceived foremen to remain loyal to domestic products. Moreover, students attributed a favourable image to those who owned Japanese rather than German-made products. The results also revealed a recent surge in popularity of products "made in Japan" in the USA, particularly for the 14 products investigated in this study.

Ahmed and d'Astous (1993) investigated the effects of three countries of origin, three brand names and three levels of price and service on consumers' perceptions of the purchase value of an automobile in two consuming countries, namely Canada and Belgium. Three brands of automobile were chosen for study, namely:

- 1 Toyota;
- 2 Ford; and
- 3 Lada.

Japan, Russia, and the home country (Canada and Belgium) were selected as countries of origin. The price levels in Canada were \$7,000 (low), \$10,000 (medium) and \$13,000 (high). In Belgium they were BEF250,000 (low), BEF350,000 (medium) and BEF450,000 (high). Service quality was either poor, average or good. Using a modified area sampling technique a total of 910 households from Sherbrooke, Canada, and Mons, Belgium, were visited; 595 agreed to participate in the study. A total of 395 completed questionnaires was collected. Of these, 376 were usable for analysis, ending up with 40.1 per cent response rate.

The results indicated that the effect of price on perceptions of purchase value was not significant. In addition, the brand name was a more important informational cue than "made in" for Belgian consumers, but not for Canadian consumers. Ahmed *et al.* (1993) suggested that global marketers should carry out large-scale studies using samples from different countries where a global product is marketed in order to produce relevant information concerning whether or not it makes sense to manufacture products in poor image countries, just to make use of low-cost labour, and what type of modification to global marketing strategies may be needed from one consuming country to another.

In 1994, Ahmed and his colleagues investigated the effects of country of origin on purchasing managers' product perceptions in terms of perceived quality, purchase value, and product profiles: country of design, country of assembly, brand name, price, and warranty. They used the product category of computer system, fax machine, and ball-point pens. Canada and Mexico were selected as country of design and assembly along with a third country (Japan for the computer system and fax machine, Germany for the ball-point pens). Additionally, 13 countries were also added in the study as locations for the conception, design and engineering (country of design); and manufacturing and assembly (country of assembly) of industrial products using a 9-point scale (mediocre/excellent). The study consisted of a sample of 173 purchasing managers representing 14 per cent of the Quebec division of the Canadian Association of Purchasing Managers (CAPM).

The results indicated that developed countries were evaluated better in general than newly industrialising countries (e.g., Mexico) as locations for the design and

assembly of industrial products. However, newly industrialising countries were better evaluated as locations for the assembly of industrial products than as countries of design. For instance, South Korea was evaluated almost as well as France and Italy as a country of assembly. Respondents also rated Korea higher than Belgium as a country of assembly and almost as well as a country of design. In addition, the country of design was a more important indicator of product quality and purchase value than the country of assembly. However, its importance was related to product complexity (e.g., for purchase managers, the more complex the product technology, the greater the perceived importance of design skills).

In terms of product profiles, the results indicated that for both perceived quality and purchase value, country of design explained a larger proportion of common variance than country of assembly. "Although brand name had a statistically significant impact on the perceived quality and purchase value of the computer system and fax machine, its explanatory power was much smaller than that on country of origin cues" (p. 329).

The study also showed that purchase managers were more influenced by price than by country of design or country of assembly, especially when considering the purchase value of ball-point pens.

Ahmed *et al.* (1995) designed a study to understand how households and organisational buyers' product perceptions are affected by knowledge of the country of design and country of assembly when other information such as brand name, price, and warranty is also available. The organisational data were collected via the collaboration of the Canadian Association of Purchasing Managers (CAPM) in Canada (for, the purchasing managers' data collection method see Ahmed *et al.*, 1994). For, the household data, 561 houses were visited, from which 190 questionnaires were usable for the study resulting in 33.8 per cent response rate. The results indicated that the country of design was a more important cue in organisational purchase decisions than the country of assembly and brand name. While household buyers gave equal importance to both country of design and country of assembly, they perceived the brand name as a more important cue than the country of origin. On the other hand, household buyers perceived warranty as more important than country of origin and brand name. The results also showed that newly industrialising countries were evaluated poorly as countries of assembly and even more poorly as countries of design.

Levin *et al.* (1993) investigated American consumers' attitude towards "Buy America First" and preferences for American and Japanese cars. Seventy-one undergraduate students were asked to rank-order their likelihood of purchasing an automobile from each of six companies described by the country of origin (the USA and Japan) and the percentage of American and Japanese workers. The subjects showed a strong preference for cars made by American companies over cars made by Japanese companies and an even stronger preference for companies which employ mostly American workers. The results also indicated that attitudes towards "Buy America First" appeared to represent a form of nationalism separate from perceptions of quality and seemed to be an overriding factor in preference rankings, especially when the composition of the workforce was mainly American. Thus "one unique cue affecting pre-purchase intentions may be nationalistic feelings which, as we have seen, may dominate other perceptions based on country of origin" (p. 628).

Similar findings were revealed by Olsen *et al.* (1993). Their study explored the possible influences on US consumers' willingness to choose American-made over imported products. Results revealed prejudices against imported products and suggested "ways to market the Buy American theme" (p. 307).

Akaah and Yaprak (1993) examined (via conjoint methodology) the influence of country of origin on product evaluation. Additionally, the authors examined the moderating influence of product familiarity and respondents nationality [11]. A total sample of 225 students from three different nations were selected for this study (70 from Ghana, 54 from Turkey and 101 from the USA). The main objective of the study was respondents' perception of automobile quality which were "made in" USA, Japan and West Germany. Seven automobile attributes were selected for the study (workmanship, country of origin, reliability, driving comfort, styling, and fuel economy).

The findings indicated that the influence of country of origin was relatively weak when it was evaluated as one cue in an array of product cues. Akaah and Yaprak (1993) concluded that neither product familiarity nor respondent nationality had a moderating influence on country of origin effects. For example, American respondents perceived "made in Japan" and "made in West Germany" automobiles to be higher in quality than "made in USA" automobiles.

Okechuku (1994) also used conjoint analysis to investigate the relative importance of the country of origin of a product to consumers

in the USA, Canada, Germany, and The Netherlands. Two product categories, television sets and car radio/cassette players, were used as items of study. The conjoint profiles of television sets were based on the following attributes:

- 1 brand name;
- 2 price;
- 3 picture quality;
- 4 warranty.

The conjoint profiles of car radio were based on:

- 1 brand name;
- 2 price;
- 3 receiver quality;
- 4 cassette player quality.

Additionally, country of origin was added as a fifth attribute for both television sets and car radios. The source countries selected for television sets were Japan, the USA, The Netherlands, and South Korea, while Germany, the USA, Canada, and Mexico were selected for car radios. The brands selected for the television set conjoint profile were Sony, Zenith, Philips and Samsung; and for car radio/cassette player profiles Blaupunkt, Kenwood, Kraco and Pioneer were selected. The price levels selected for each product category for the conjoint design represented a low, an average, and a high price. For picture quality, receiver quality, cassette player quality and warranty, values were selected to represent high and low performance related to those attributes. Subjects were asked to rank the 16 product options in terms of their overall performance: an attitudinal rather than a behavioural intention measure – from 1 (most preferred) to 16 (least preferred).

The results showed that for the product categories, the country of origin was an important attribute in preference evaluation across the four countries. “For the television sets, it was significantly more important than the brand name and price among Canadian and German respondents, and about as important as the price among Dutch respondents”. On the other hand, for car radios, “the country of origin was significantly more important than the price and about as important as the brand name among the respondents in all the four countries”. In addition, the results indicated that consumers preferred domestically-made, yet not necessarily domestically-branded, products. But if domestically-made products are unfavourable or unacceptable, respondents would choose products made in other developed countries. Unlike the findings of Akaah and Yaprak (1993), familiarity played an important role in consumers’ evaluations of such products. For example, American

consumers were not familiar with Canadian-made brands; therefore, they evaluated them third after the USA and Japan. Finally the results indicated that newly industrialising nations such as South Korea and Mexico were evaluated unfavourably in terms of source countries.

Lin and Sternquist (1994) attempted to investigate the effects of information cues, country of origin and store prestige on Taiwanese consumers’ perception of quality and estimation of retail price. The product used was women’s sweaters. Lin and Sternquist used a 4 × 3 factorial experimental design in the study. The countries were the USA, Italy and Taiwan, and three groups of stores of varying prestige were used in the study, namely:

- Shoppers in high-prestige department stores.
- Shoppers in moderate-prestige department stores.
- General shoppers.

The sample of the study consisted of 265 shoppers who were intercepted in the main shopping streets in eastern Taipei. They were asked to assign price and quality to the woman’s sweater. The findings indicated that the country of origin was the only cue which significantly influenced the Taiwanese consumer perception of sweater quality. However, the country of origin did not influence the consumers’ price estimates in this study. Respondents evaluated the sweater labelled “made in Japan” the highest and that labelled “made in Taiwan” the lowest. Moreover, the cue of store prestige was not significantly related to price estimates and quality evaluations related to sweaters. The results also indicated that neither country of origin nor store prestige was found to have an effect on price estimates. Thus, Lin and Sternquist’s (1994) findings supported the hypothesis of a country of origin effect.

Using French brands, Leclerc *et al.* (1994) reported three experimental studies to determine the effects of foreign branding on product perception and evaluation. Products tested in this study were products with primarily utilitarian features, products with primarily hedonic features, and hybrids. Experiment 1 demonstrated foreign branding effects. Experiment 2 examined the joint impact of foreign branding and country of origin information. Finally, experiment 3 investigated whether foreign branding effects occur only when consumers have little or no direct experience with a product. Here an actual product taste test was performed. The results of the three experiments indicated “foreign branding can be an effective means

of influencing consumers' perceptions and attitudes" (p. 269).

Experiment 1 indicated that the French pronunciation of a brand name affected the perceived hedonism of the products, attitudes towards the brand, and attitudes towards brand name as well. Experiment 2 indicated that foreign branding was a strong cue for changing hedonic perceptions. In fact, country of origin information had no significant effects on consumers' attitudes towards foreign branding. For experiment 3, results showed "French brand names were an asset especially for hedonic products and more effective than country of origin information" (p. 269).

Thakor and Pacheco (1997) attempted to replicate and extend the Leclerc *et al.* (1994) findings using similar stimuli and 266 undergraduate students from a Canadian university. Their findings revealed the following:

- The French brand name for a calculator was perceived as more hedonic than the English name.
- The English brand name for a calculator made in Quebec was favoured more than the Italian name.
- Females liked sunglasses with French branding significantly more than males when country of origin was not indicated.

Baker and Michie (1995) examined British car drivers' perceptions of, and attitudes towards, four makes of foreign cars:

- 1 Honda.
- 2 Hyundai.
- 3 Proton.
- 4 Toyota.

Additionally, a British car (Rover) was added to the study in order to establish the possible effects of ethnocentrism[12] on intention to buy. A judgemental quota sample of 120 car drivers were asked to determine which make of car they would prefer to purchase from an exhibit that summarised the key features of five similar models. A detailed description for each model was provided in the exhibit; however, no reference was made to price or country of origin. Subjects were then told to indicate the three most important factors controlling their choice and were then provided with a list of cars' prices which ranged from- £8,500 to £13,500.

The results of the study demonstrated that respondents preferred the most expensive cars (Toyota and Rover) but some of these changed their decision when informed that the prices of these two makes were 50 per cent higher than an available alternative. The results also indicated that product country images and ethnocentrism had a significant impact (both positive and negative) on the

consumers' intention to buy. For instance, 18 per cent of the respondents showed a strong preference to "buy British" and 48 per cent showed a preference for a British car as against 52 per cent selecting one or other of the Asian cars. Thus, ethnocentrism can be a strong source of competitive advantage, especially when domestic products are equal to imported products on a price-performance basis (Baker and Michie, 1995).

Tse *et al.* (1996) attempted to find out how the country of origin effect affects local consumers' propensity to buy a high-involvement product (a colour TV) from four countries: Hong Kong, Germany, Japan, and South Korea. Results showed that country of origin significantly affected consumers' intention to purchase the product. For example, Hong Kong consumers have a significantly higher probability of buying Germany- and Japan-made colour TV sets than those made in Hong Kong and South Korea.

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## Stereotyping

Stereotyping has been found to be universal. Reiersen (1966) was one of the first to conduct country of origin bias research. Reiersen (1966) investigated whether or not preconceived notions consumers have about foreign products are really national stereotypes rather than opinions about specific products. The results indicated a clear evidence of stereotyping. Respondents rated products "made in USA" the highest; therefore, the study suggested, that while consumers have preconceived notions about foreign products, attitudes are really national stereotypes rather than opinions about specific products.

Schooler (1965) was the first to examine country of origin bias as it affected specific product evaluation. Results showed that Guatemalan and Mexican products in each case were rated higher than the products of Costa Rica and El Salvador.

Nagashima (1970) found that Japanese businessmen evaluated products "made in" Germany the highest followed by UK, USA, Japan and France. In his follow-up study, Nagashima (1977) reported that images of Japanese, West German and French products had improved and that of UK products had deteriorated. Thus, the findings of these studies suggested that, in addition to varying among customers in different nations, national stereotypes change over time.

Gaedeke (1973) extended the idea of national stereotypes to cover products from developing countries. He examined the opinion of US consumers towards the overall quality of imported products "made in"

various developing countries and the USA. Likert's method of summated rating was employed in the study in order to develop a 5-point quality rating scale: very good–5 points to very poor–1 point. Two hundred students were asked their opinions about the quality of imported products in general, about classes of products imported in relatively large volume from developing countries, and about specific product items. The countries used in this study were the USA, the Philippines, Hong Kong, Argentina, Brazil, Taiwan, Mexico, South Korea, India, Singapore, Turkey, and Indonesia. US products (e.g., food, electronic items and textiles) were rated first in all product classes named, while products from developing countries were rated lower than the US products. Gaedeke (1973) concluded that country of origin information did not significantly affect opinions about the quality of branded products in general.

Etzel and Walker (1974) examined the level of congruence between national product stereotypes and attitudes toward specific types of products. Products tested were autos, cameras, and mechanical toys from three different countries, namely, Germany, Japan and the USA. A sample of 293 females were selected for the study. The results revealed a significant difference between consumers' perceptions of foreign national product stereotypes and images of specific products from that country for all but one situation (German products vs. German autos).

Abdul-Malek (1975) examined Canadian business managers' attitudes towards trade contracts abroad. A structured questionnaire was presented to chief executives of a judgement sample of 154 manufacturing firms in Canada. Five national settings were used for the research (Canadian, US, West European, Latin American, and Asian and African settings). Chief executives were asked "to describe (actual or potential) customers and intermediaries in each of these settings, one at a time, with the help of a set of scales for each situation" (p. 199). Research indications were a clear preference for dealing with North American buyers who were perceived as superior to foreign customers and distributors. Abdul-Malek (1975) also found differences in chief executives' perceptions resulting from different perceived socio-economic traits. For example, exporters with more experience tended to be more in favour of imported products than non-exporters.

Darling and Kraft (1977) suggested that additional variables such as past experience or reputation might also be considered when investigating the impact of "made in" labels. Darling and Kraft (1977) concluded that "this label provides a great deal of information to

consumers as a result of their past experience with representative national products, learned stereotypes and reputations of national products, and perhaps more general images of traditions and customs of foreign people" (Darling and Kraft, 1977, p. 520).

Bannister and Saunders (1978) examined attitudes of UK consumers towards domestic products and the products of advanced countries highly active in the UK market (e.g., France Italy, Japan, USA, USSR, and West Germany). The authors modified Nagashima's (1970) semantic differential scales for use in their study (see Nagashima, 1970). A sample totalling 224 from West Yorkshire and Cheshire was chosen to participate in the study. They were asked to rate these countries' products in general on the basis of reliability, value for money, appearance, availability, and standard of workmanship. The results of the study indicated that consumers did have stereotypical views about different countries and significant differences did exist between these stereotypes. UK consumers had formed country images into three groups. Favourable images attached to West Germany, UK, and Japanese products; mediocre images to products "made in" France, Italy and the USA; and very poor images of products "made in Russia".

White and Cundiff (1978) examined whether industrial buyers allow national stereotypes to influence their evaluation of industrial products and their perceptions of product quality based on country of origin. The products used in the study were an industrial lift truck, a metal working machine tool, and a dictation system. A total of 480 questionnaires were distributed to members of the National Association of Purchasing Management, and 236 usable questionnaires (49 per cent) were returned. The results indicated that there were statistically significant differences in the perception of quality depending on where they were made. For example, respondents rated the product "made in" USA and Germany over Japan in perceived quality for all three products. While the product "made in Brazil" was evaluated below all of the other countries tested in the study.

White (1979) examined attitudes to US-manufactured products in selected European countries, namely, West Germany, France, Italy, and UK. A sample of 480 purchasing managers was randomly chosen from the National Association of Purchasing Management. Of these, 213 American purchasing managers, having an average of over ten years, experience, were invited to take part in the study. They were asked to provide assessments for industrial products from one



country in terms of 12 scales. The results indicated that US purchasing managers in general had stereotyped attitudes towards the countries tested.

Crawford and Lamb (1981) studied the extent to which consumers are willing to buy products of foreign origin and the identification of preferred sources for these products. A self-administered questionnaire was mailed to 1,090 firms selected from the list of members of the Nation Association of Purchasing Management, Inc. Of these, 376 responses were usable resulting in a 35 per cent response rate. Industrial purchasers were asked to show their willingness to buy products from 44 different countries and five product categories: foods, feeds, and beverages; industrial supplies and materials; capital goods; automotive goods; and consumer goods. The results revealed that the US industrial purchasers were influenced by both the individual country and the existing levels of economic development and political freedom within the 44 given countries. Moreover, the US industrial buyers showed their country stereotype in being most willing to buy from advanced nations.

Cattin *et al.* (1982) investigated the stereotypes held by American and French directors of purchasing towards products produced in five different advanced countries. They were France, Germany, Japan, USA and UK. A total sample of 123 American and 97 French directors of purchasing was asked to evaluate the five countries' industrial products using 20 sets of bi-polar dimensions. Cattin *et al.* (1982) found that French, German, and Japanese labels were rated higher by the Americans than the French. Thus, their findings supported the notion that stereotypes are perceived differently from consumers across national boundaries, because consumers sharing similar cultural values tend to be similar in their evaluations of "made in" labels.

Wang and Lamb (1983) examined the possible level of economic development, culture and political climate on US consumers' willingness to buy foreign products from 36 developing countries. A factorial design model was chosen for the study. Questionnaires were hand delivered to a randomly chosen sample of 500 residents in the Bryan-College Station. Of these, 273 were usable for the study resulting in a total response rate of 54.6 per cent. Respondents were asked to indicate their willingness to purchase products made in each of the 36 countries. The findings of the study showed prejudices against products from developing nations. They also indicated that consumers were most willing to buy products made in economically developed

and politically free countries with a European, Australian, or New Zealand culture base.

Khanna (1986) investigated business people's perceptions of pricing, product, promotion, and service attributes of Asian companies exporting new manufactures. South Korea, Taiwan, India and Japan were selected for the study. Subjects were asked how important they perceived a country of origin stereotype was to a new client versus a client of a long-standing relationship. The results indicated that country of origin had a greater effect on new clients than on established ones. Khanna concluded that the image of Indian manufacturing exports varied between the executives of importing companies in Thailand, Singapore, the Philippines and Japan (Khanna, 1986).

Yavas and Alpay (1986) examined Saudi Arabian and Bahraini consumer attitudes towards "made in" USA, Japan, France, Germany, Italy, UK and Taiwan. The source of data included two samples. The first sample consisted of 59 Bahraini students and the second sample consisted of 94 Saudi students. The findings showed that "the two groups by and large agreed in their assessments". For both groups results indicated that the Taiwan label was evaluated the lowest, while Japan was rated the highest followed by the USA and Germany.

Kaynak and Cavusgil (1983) examined how quality perceptions of consumers varied across four product classes:

- 1 electronic items;
- 2 food products;
- 3 fashion merchandise; and
- 4 household goods.

Using a structured, self-administered questionnaire, 197 heads of households in four cities in Canada were asked to rate the quality and price of products from 25 countries in general, and then the four product classes. Quality perceptions of the respondents were recorded on a five-point Likert scale from very good to very poor. The results revealed that consumers' perceptions of quality towards products of foreign origin tend to be product specific. Food was the most culturally sensitive product, and "made in Canada" came out on top. However, the findings of this study did not generally support Reiersen's (1966) findings as to the positive bias shown towards domestic products. Kaynak and Cavusgil (1983) suggested that country of origin may function as a surrogate variable, having stronger impact when little else is known about a product. The authors concluded that the less known about a business firm and its brands, the greater the

impact of the national origin of the manufacturer. Moreover, the results of a study by Papadopoulos *et al.* (1987) also did not support the home country preference view either and made the suggestion that there were cross-cultural variations in the assessment of products from one's own country.

Papadopoulos *et al.* (1989) developed a large-scale cross-national consumer survey carried out in the capital and another major city in the USA, Canada, UK, The Netherlands, France, West Germany, Greece and Hungary. The authors included Hungary in order to examine the attitudes of consumers in an Eastern as well as Western market. However, the aim of the study was to examine the country of origin effects from a transnational perspective. Using a quota sample, 300 consumers from the Budapest area were selected, "and the drop-off/pick-up technique was used resulting in a response rate of 94 per cent (versus an average of 57 per cent in the other seven countries that were sampled" (p. 34). A self-administered questionnaire was employed in the study, which was identical in all eight countries and was translated and back-translated to ensure accuracy. Subjects were asked to evaluate countries and their products. The results revealed that consumers do hold stereotypical views towards different countries. For example, products "made in Japan" were evaluated the highest by six of the eight samples. The results also showed that Hungarian consumers held strongly positive attitudes towards Japan and its products.

Lawrence *et al.* (1992) examined New Zealand consumers' attitudes towards automobiles "made in" four different countries: Japan, Germany, France and Italy. Owing to the large number of bipolar adjective pairings that required evaluation, the authors developed two structured, self-administered questionnaires for use in this study. The questionnaires were developed in a way which enabled the hypotheses to be tested easily. Each questionnaire had four parts:

- 1 purchase behaviour;
- 2 country of origin attitude;
- 3 brand familiarity; and
- 4 demographics.

The results showed that "country of origin stereotyping was present in the New Zealand new car market, and that it was often a determining factor in the buying process. Respondents evaluated automobiles 'made in Germany' as the most favoured country of origin. The German stereotypical image, with its reputation for producing well engineered and assembled, competently

performing, cars appeared to be what many New Zealand consumers desired and admired" (Lawrence *et al.*, 1992, p. 49).

Smith (1993) examined the US consumers' perceptions towards manufactured goods that were labelled regionally. The regions used were Africa, Latin America, Asia and Western Europe. The products used in the study were:

- 1 a piece of cloth of medium weave; and
- 2 a modest wine glass.

The result of the study showed that there was a demonstration of some degree of regional consumer bias as Asian products received a more positive evaluation than those from Western Europe, Africa, and Latin America for some of the semantic differential items used in the research. The results also indicated that younger consumers had more negative product evaluations than older people had. Smith (1993) concluded that the use of such labelling could ameliorate consumers' negative bias against products from developing countries. "This is demonstrated by the fact that respondents in this study evaluated African, and Latin American products as being comparable to, or superior to, those from Western Europe" (p. 11). In earlier studies using country-specific comparisons, products from African and Latin American countries did not fare well against those from Western Europe. For example, "Schooler (1971) found more positive attitudes towards products from West Germany than those from Nigeria and Chile" (Smith 1993, p. 11).

Maheswaran (1994) identified consumer expertise and the type of attribute information as moderating the effects of country of origin on product evaluation. The product used in this study was a personal computer along with nine attributes namely:

- 1 memory capacity;
- 2 speed of computation;
- 3 software provisions;
- 4 monitor;
- 5 compatibility;
- 6 data storage;
- 7 ease of operation;
- 8 keyboard; and
- 9 modem.

The results indicated that when attribute information was unambiguous, experts based their evaluations on attribute strength, while novices relied on country of origin. "When attribute information was ambiguous, both experts and novices used country of origin differently in evaluations" (Maheswaran, 1994, p. 354). The results also showed that both experts and novices differed in their processing of stereotypical information. For

example, “experts used country of origin stereotypes for selectivity process and recall attribute information, whereas novices used them as a frame of reference to differentially interpret attribute information” (Maheswaran, 1994, p. 362).

Strutton *et al.* (1994) examined the opinions of US consumers towards automobiles made in the USA and Japan. Using a telephone interview method, 1,000 adults living in the continental USA were asked to evaluate automobiles on construction, investment properties, dimensions of quality, dimensions of style, and cost consideration. Of the 1,000 calls, 36 were considered incomplete because of missing information. The results of the study indicated that American consumers were more in favour of Japanese automobiles in terms of their dimensions of style, investment properties and dimensions of quality. However, “no significant differences were observed in the perceptions held by American consumers regarding the cost consideration and construction of US and Japanese cars” (Strutton, *et al.*, 1994, p. 70).

Keown and Casey (1995) measured the factors that influence Northern Ireland consumers’ behaviour when purchasing wine from 14 selected countries. Respondents were presented with ten characteristics;

- 1 country of origin;
- 2 brand name;
- 3 grape variety;
- 4 region of origin;
- 5 volume of alcohol;
- 6 vintage;
- 7 classification;
- 8 a chateau-bottled wine;
- 9 a “table” wine; and
- 10 a “country” wine;

and asked to show which of the factors were important when purchasing their wine. The results indicated that country of origin was the most important factor when the Northern Ireland consumers were selecting wine. Moreover, respondents rated the traditional producers such as France, Italy and Germany the highest and USA and UK the lowest.

Niss (1996) determined to what extent Danish exporters of foodstuffs, design goods, and agricultural products make use of the Danish image in their export marketing based on country stereotypes. Using both mail questionnaires and personal interviews, managers from 58 exporting companies were asked their attitudes towards using nationalities for international promotion purposes. The results of the study indicated that as “a product moves along its life cycle

towards the maturity and decline stage, a shift occurs in the positioning strategies employed by many of the firms interviewed from use of the national image as a differentiation tool to the building of international brands and product images” (Niss, 1996, p. 19). This means that as the product approaches its maturity and decline stage, the consumer’s information requirements also decline because at this level the consumer knows all about the product and its functional and aesthetic qualities, including its designation of origin (Niss, 1996).

Country of origin stereotypes seem to be highly affected by ethnocentrism [13] (Hooley *et al.*, 1988; Lee *et al.*, 1992; Stoltman *et al.*, 1991). This term “appears to impact consumer choice both through product attribute evaluation and through direct affective factors regarding the purchase itself” (Yaprak and Baughn, 1991, p. 265). Han (1988) found that consumer patriotism does affect cognitive evaluations of goods, but affects purchase intent to a greater degree. For example, US consumers prefer US products (Gaedeke, 1973; Johansson *et al.*, 1994; Levin *et al.*, 1993; Nagashima, 1970; Olsen *et al.*, 1993; Reiersen, 1966), French consumers are more in favour of products “made in France” (Baumgartner *et al.*, 1978), Japanese consumers favour Japanese products (Narayana, 1981), Canadian consumers are willing to purchase Canadian products that are higher in price but equal in quality to imported products (Wall and Heslop, 1986), Turkish managers purchase products “made in Turkey” (Gudum and Kavas, 1996), Polish and Russian consumers prefer their home country’s products (Good and Huddleston, 1995), Spanish consumers prefer home-made products (Peris and Newman, 1993), Mexican consumers buy Mexican products (Bailey and Pineres, 1997), UK consumers prefer their home country’s products over foreign ones (Baker and Michie, 1995; Bannister and Saunders, 1978; Hooley *et al.*, 1988; Peris and Newman, 1993) and European consumers in general tend to prefer products “made in Europe” to imported products (Schweiger *et al.*, 1995).

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### Demographic effects

Demographic variables also played a role in differences in “made in” image between male and female respondents (Wall and Heslop, 1989; Wall *et al.*, 1989). Male and female attitudes towards foreign products differ; females generally tend to show a more positive country of origin bias towards domestic products than males (Good and Huddleston,

1995; Heslop and Wall, 1985; Lawrence, 1992; Sharma, *et al.*, 1995). Contrastingly, gender was found to be an unimportant factor by Dornoff (1974). In terms of age, older people tend to evaluate foreign products more favourably than do younger people (Bailey and Pineres, 1997; Schooler, 1971; Smith, 1993).

The most influential demographic variable was that of education (Festervand *et al.*, 1985). Education enjoyed fairly consistent results as correlated with perceptions of products. Most studies revealed that people with a high level of education are more in favour of foreign products than those with limited education (Al-hammad, 1988; Anderson and Cunningham, 1972; Dornoff *et al.*, 1974; Festervand *et al.*, 1985; Good and Huddleston, 1995; Greer 1971; Schooler, 1971; Sharma *et al.*, 1995; Wall, *et al.*, 1991). Likewise McLain and Sternquist (1991) and Bailey and Pineres (1997) found that as the education level increased, the level of consumer ethnocentricity displayed by the respondents decreased. Wall *et al.* (1990) found that, there was a strong relationship between income level and positive attitudes towards imported products. Good and Huddleston (1995), Sharma *et al.* (1995) and Bailey and Pineres (1997) found that the higher the income, the less likely it was that the consumer would buy domestic products. On the other hand, both Han (1990) and McLain *et al.* (1991) agreed that income did not significantly account for variations in ethnocentricity between consumers.

### Perceived risk as a determinant of country of origin effects

Hampton (1977) was the first researcher to examine the influence of perceived risk on rating 27 products in three classes of perceived risk (high, moderate, low) from nine different countries. He examined perceived risk for American products made in the US compared with products made abroad by American firms. A sample of 200 households living in Seattle, Washington, were invited to participate in the study. A total of 176 usable questionnaires were returned with a response rate of 88 per cent of the total sample. The findings indicated a general increase in perceived risk of products made abroad.

Baumgartner and Jolibert (1978) investigated French consumers' perceptions of foreign products. Subjects were asked to evaluate each product and country in terms of perceived risk. Baumgartner and Jolibert (1978) selected four classes of products:

- 1 playing cards;
- 2 life insurance;

- 3 cough syrup; and
- 4 a winter coat;

made in the USA, UK, France and Germany. The study employed a 7-point scale ranging from "extremely interesting (1 point) to "not at all interesting" (7 points). A total of 120 French consumers were asked to consider each of 16 products (4 × 4) which were presented in random order. The results of the study demonstrated that French consumers preferred products "made in" France over foreign products.

Nes (1981) examined the country of manufacture as a cue to perceived product risk and perceived product quality. Products were classified into two groups: low risk and high risk products. Three brand categories were used in the study: no brand name, a new brand name and a well recognised brand name. Four countries of origin were used: no country information available, made in a poor country, made in an average income country and made in a developed country. The findings showed that all three factors (country, brand and risk class) were significant, while none of the interactions was significant (Nes, 1981).

Hugstad and Durr (1986) investigated the importance of country of manufacture (COM) information to US consumers. Products used were automobiles, cameras, canned food, automobile tyres, shoes, and sports shirts. Countries used were Japan, China, South Korea, Taiwan and the USA. Using a mall intercept method, interviews were conducted with 341 shoppers. They were asked their sensitivity, and perceived risk related to each country and its products. The results indicated that "sensitivity to country of manufacture (COM) varies by product category, being highest for durable goods" (p. 119). Moreover, COM also appeared to affect perceptions of quality and price for products from different nations.

Wall and Heslop (1986) investigated Canadian consumers' attitudes towards Canadian products and the products of 17 Canadian trading partners. The results showed that females have more positive attitudes than males in favour of Canadian products. Ghadir (1990) examined Jordanian consumers' perceptions of quality, price and risk of foreign versus domestic products. The results indicated a strong relationship between country of origin and consumers' perception of the quality, price and risk of the product. Wall *et al.* (1991) experimentally determined the effects of country of origin when combined with brand name and price level on consumers' ratings of quality, risk to purchase, value, and likelihood to buy a shirt,

telephone and wallet. Countries used were Canada, Hong Kong, Italy, South Korea, Taiwan and the USA. The results indicated that country of origin was related to the assessment of product quality, but when it came to evaluating purchase likelihood, country of origin seemed not to be important. In addition, "age, education, sex and perceptions of ability to judge products were related to consumers' ratings of quality, risk, value and likelihood of purchase especially when the product was more complex and difficult to judge" (p. 105).

Cordell (1991) investigated the interaction of country of origin within four product categories (colour TVs, microwave ovens, bicycles, and telephones) along with different levels of financial risk. Countries used were Algeria, India, Nigeria, Peru, and the USA. In a lab experiment setting, 241 students were presented with two different products at a time and asked to choose only one. Results showed preference biases against products from developing countries. Respondents were less likely to choose a product made in a developing country as the price and the financial risk increases. Therefore, a hierarchy was found to exist between developing countries and industrialised nations.

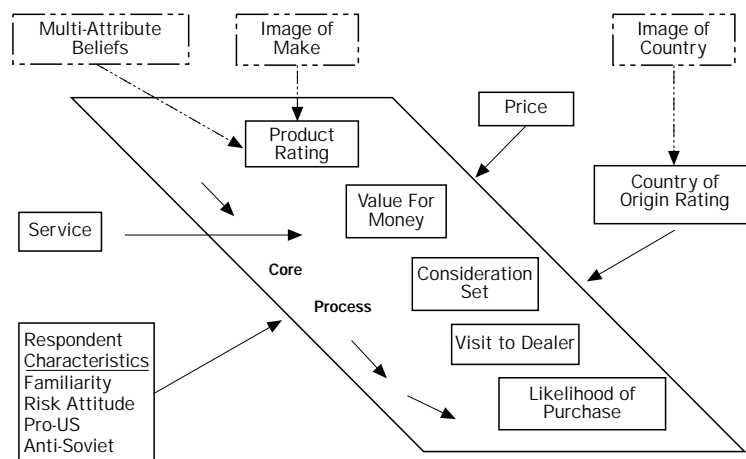
Johansson *et al.* (1994) investigated the role of product country images for Russian tractors in the United States. They postulated a model which sees the image of a country prompting a "country of origin rating" for the relevant product which then influences the core process of product evaluation (see Figure 2).

The target was a farmer likely to be in the market for tractors of the kind manufactured by Belarus in Russia. Individual interviews

were conducted around a comparison of eight different makes of tractors, made in six different countries: Belarus in Russia; Deere, Ford, and Maxxum in the USA; Massey in Canada; Deutz in Germany; Hesston in Italy; and Kubota in Japan. Comparisons among the eight models were made and each stage of the core process was measured using a seven-point scale. For example, respondents were asked to rate a tractor in terms of value for money from "very good" to "very bad". Respondents were also asked their beliefs about the make's country of origin, their familiarity with the make, and their rating of the country of origin as a manufacturer of tractors. Then the respondent was given a self-evaluation on three batteries of Likert-type scales. One was a ten-item battery on ethnocentrism. A second was a set of 13 risk items and a third set of eight items measured the perception of the "new" Russia. Finally, they were asked to indicate their political leanings using two seven-point scales: Liberal-Conservative, and Pro-Democrat - Pro-Republican. Results indicated that "once the consideration set had been reached, the changes to influence the process diminish. After the consideration set, the farmer's mind may well be made up. Familiarity also had a pervasive influence throughout the process. This was reflected in both the risk-reducing tendency on the part of risk-averse farmers and the reluctance among all farmers to consider unfamiliar makes" (p. 171). Country of origin was also another recurring influence that played an important role in the process of product evaluation.

The results revealed a significant change in the process especially when the tractor was made in a highly rated country such as the

**Figure 2**  
The complete model



Source: Johansson (1994, p. 160).

USA which affected all countries with low score evaluation, including Russia. Although farmers rated Belarus' products very low, they still considered them as good value for money. The results also showed pro-US sentiment affected only product ratings and the consideration set, but not purchase likelihood. In addition, "opinions on whether the United States should support Russia through the trade influenced farmers' rating of products and their likelihood to purchase". It was also found that farmers who liked to try out a new product were more likely to visit the Belarus dealer, but they did not like it as much when they recognised its origin. Therefore, this study suggested that entering a new market requires strong promotional support because consumers are reluctant to purchase, or consider, a product with which they are unfamiliar (Johansson *et al.*, 1994).

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### Service evaluation

Kaynak *et al.* (1994) examined consumers' perceptions of airlines in the USA. The main objective of their study was:

- To investigate consumers' satisfaction and/or dissatisfaction while flying by a domestic and/or foreign airline to foreign destinations.
- To understand consumers' perceptions of airlines and relate this information to their domestic and foreign airline preferences.

The study was conducted in three cities of Pennsylvania, namely, Harrisburg, Lancaster and York. Using a stratified sampling method, two groups of neighbourhoods, namely, upper income and middle income, were selected for the study. Drop-off and pick-up technique was employed. Questionnaires were hand-delivered to 600 households, where 376 questionnaires were usable for final analysis with a response rate of 62 per cent.

Respondents were given a list of airlines and told to show their three favourite airlines for foreign travel. They were also asked about the main reasons for their selection of these three airlines and factors influencing their decision in selecting the airline for foreign travel. The study indicated the following results:

- The three airlines selected were United, American and Delta.
- Respondents who used domestic airlines had more favourable attitudes towards domestic airlines than those who did not use a domestic airline. Whereas, those who used both domestic and foreign airlines demonstrated no differences between them.
- Reliability of the airline, past satisfactory experience with the airline and low price of

the ticket were the three most important reasons for choosing the three airlines for foreign destinations.

- Users of frequent airlines paid more attention to in-flight entertainment, free alcoholic beverages and availability of frequent flights. On the other hand, users of domestic airlines considered airport counter service as the most important evaluative criterion.
- More attention was given to competitive fares by both domestic and foreign airline users.
- In terms of gender, males attached more importance to reliability of airline, while females placed more attention on convenient schedule and quickest route direct flight.
- Females also considered airport ticket counter service, accurate flight status information, convenient flight connections, frequent flights, and good connections to major cities as important factors in choosing an airline, while males attached more importance to availability of free alcoholic beverages.
- Results also indicated that professional job holders differed from technical personnel in factors considered important in selecting an airline for foreign travel.
- In terms of age, respondents who were less than 20 demonstrated that in-flight entertainment, stewardess service, quality of food, alcoholic beverages and frequent flyer programmes were important, while convenient connections, frequent flight, connections to major cities and reservation ease were more important factors for respondents who were older than 31. On the other hand, respondents aged between 20 and 30 gave more importance to on time flights, baggage handling, and competitive fares (Kaynak *et al.*, 1994).

Harrison-Walker (1995) investigated the national stereotype effects on consumer selection of a service provider. The main objective of his study was to:

- Evaluate the potential role of national stereotype on service provider selection.
- Investigate the relative effects of service provider nationality, supplemental information and consumer nationality on service provider selection.

The professional service of ophthalmology was selected for the study. The following scenario was presented to subjects:

You've been having difficulty with your vision, so you've decided to have your vision checked by an ophthalmologist. You've just moved to this town, so you do not already have a local ophthalmologist and do not

know anyone to ask for a reference. The only information you have is what appears in the local telephone directory (Harrison-Walker 1995, p. 51).

A total of 223 students from the USA, Japan, Spain and other countries were asked to rank each of 20 ophthalmologists in the order in which they would contact them by telephone. The mock directory listing included five physician names for each of four nationalities: American, Indian, Japanese and Spanish. The author used five information levels. They were:

- 1 Zero level: no additional information provided;
- 2 One level: board certified, American Board of Ophthalmology;
- 3 Two level – availability: board certified, American Board of Ophthalmology, day, weekends, holidays;
- 4 Two level – service: board certified, American Board of Ophthalmology, in-office laser and cataract surgery;
- 5 Three level: board certified, American Board of Ophthalmology, in-office laser and cataract surgery, days, weekends, holidays.

Finally, respondents were asked to identify the nationality of each of the 20 service providers. In terms of nationality of the respondents, American, Japanese, Spanish, and other nationalities were selected for the study. The results showed that there is no clear evidence of same-nationality bias. Americans prefer American providers over other nationality providers when advertising information is at zero level, two level/service, or three, yet at the one level and two level/availability levels of advertising information they show no preference. Japanese providers are evaluated as just as good as the American providers, while Spanish respondents show no significant same-nationality bias at any level of information.

According to Harrison-Walker, service is viewed more favourably by consumers than time availability, with two exceptions:

- 1 the availability of Japanese providers appears to be more important to American consumers than extra services.
- 2 the availability of Indian providers appears to be more important to “other nationality” consumers than extra services.

Shaffer and O’Hara (1995) examined the impact of nationality on perceptions of ethicality and trust towards an American service professional. Data were collected from 122 individuals from 30 countries who had either attended a seminar or an initial

consultation with an immigration lawyer. Since this was a “mixed” population (e.g. seminar and consultation personnel), Shaffer and O’Hara designed a questionnaire composed of several sections. First, specific questions were developed in the light of the seminar or consultation session attended, while the second section consisted of questions concerning trust and ethical perceptions of the immigration lawyer from an American viewpoint.

The results of the study indicated that there are significant ethnic differences in the evaluation of professional services. However, “perceptions of trust are found to differ significantly between people from nations characterised by high and low individualism” (p. 162). For example, respondents from high distance, collectivistic societies were less trustful than clients from small power distance [14], individualistic societies. Significant differences in ethical perceptions are also found between individuals from small power distance countries (e.g. the USA, Canada, Western European countries), versus large power distance countries (e.g., Asian and Hispanic countries) [15].

Wetzels *et al.* (1996) investigated the Dutch consumers’ concept of ethnocentrism to ten different kinds of services provided in The Netherlands. These services included: public transport by bus, banking services, express delivery services, air travelling, travel agencies, railroad services, telecommunications, mail services, medicine-supply, and public utilities such as gas and electricity. Results indicated the following:

- A consumer’s ethnocentric tendencies toward services is negatively correlated with cultural openness (individuals who are more open to other cultures are less consumer ethnocentric toward services), and positively correlated with patriotism, conservatism, collectivism and age.
- Consumers with a higher level of education have less ethnocentric tendencies toward services.

Al-Sulaiti and Baker (1997) surveyed Qatari teachers’ perceptions and selections of domestic versus foreign airline carriers in the Arabian Gulf region, Qatar. The airlines used in their study were grouped into three categories:

- 1 Gulf (named as “domestic”);
- 2 Arab non-Gulf; and
- 3 foreign airlines (named as “foreign”).

The main objectives of their study were to examine country of origin effects on airline selection and to understand country of origin effects on consumers’ perceptions of quality of Gulf, Arab non-Gulf and foreign airlines.

Questionnaires were translated into Arabic and 430 were hand-delivered by the lead author to headmasters and mistresses who were then asked to distribute them as randomly as possible among teachers in each school during working hours. After three weeks' waiting time, questionnaires were personally collected. Of the 430 teachers, 380 responses were received, of which 324 were usable questionnaires for final analysis resulting in a high response rate of 75.3 per cent. Results revealed the following:

- There was a significant difference in customers' selection of a Gulf or a foreign airline. It was found that around 68 per cent of the total respondents preferred Gulf airline services and the remainder admitted a preference for foreign airline services.
- Domestic airline services had an unfavourable image in comparison to the foreign airline services and a favourable image compared with the Arab non-Gulf airline services.

Bruning (1997)[16] examined Canadian national loyalty and the country of the air carrier in the selection process. Bruning (1997) used two instruments in securing data: a conjoint experiment where subjects were presented with multiple attribute bundles and asked to rate preferences for each of the bundles, and a questionnaire to collect demographic, attitudinal, and usage information. The study was conducted in three provinces of Canada, namely the western, central and the eastern provinces. Results indicated the following:

- The country of origin attribute is second only to price in terms of relative importance in the air carrier choice decision. For example, Canadian consumers measuring high in national loyalty prefer a national carrier for an international flight when other foreign carriers are in competition with the national carriers.
- Canadian travellers were marginally supportive of a US carrier over a Mexican carrier but they indicated overwhelming support for a Canadian carrier when considering international air travel.
- The preference for own-country air carriers is not equally strong across air traveller segments. For example, females showed more favourable attitudes towards their national airline than did males. With respect to income level, results showed that the higher the income, the less likely it was that the consumer would fly with a Canadian carrier. In addition, national loyalty scores were highest for travellers with the lowest levels of flying frequency and declined with increases in flying frequency.

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## Summary

Baker and Currie (1993) suggested that the country of origin concept should be considered a fifth element of the marketing mix along with the product itself, its price, promotion and distribution. Since the mid-1960s, the country of origin effects have been the impetus for a number of studies. Most of these studies have found that country of origin of a product does affect product evaluation (Baker and Currie, 1993; Baker and Michie, 1995; Bilkey and Nes, 1982; Ozsomer and Cavusgil, 1991; Thakor and Katsanis, 1997; Yaprak and Baughn, 1991). However, the issue of how much influence the country of origin cue provides in product evaluations is not yet decided and therefore opinions appear to differ widely (Baker and Currie, 1993). Several studies, referred to in Olson and Jacoby (1972), conclude that intrinsic cues (a product's characteristics such as taste, design and performance) have greater effect on quality judgements than do extrinsic cues (considerations associated with the product such as price, brand name and warranties). Therefore, country of origin (an extrinsic cue) might have only a limited influence on product quality perceptions (Bilkey and Nes, 1982; Thakor and Katsanis, 1997).

In addition, most of these studies involve single cue models (e.g., the country of origin was the only information supplied to respondents on which to base their evaluation) which tend to bias the results in the direction of detecting positive country of origin effects (Johansson *et al.*, 1985). Later studies adding multiple cue models appear to show a much lesser role of country of origin influencing consumer product evaluation (Ahmed *et al.*, 1993, 1994, 1995; Ettenson *et al.*, 1988; Johansson *et al.*, 1985; Roth and Romeo, 1992). These results are not surprising, because as consumers have a greater number of cues, the efficacy of one particular cue, such as country of origin, in influencing consumer product evaluations can be expected to be reduced.

To sum up, the literature regarding country of origin suggests a general home-country selection bias[17] (Baker and Michie, 1995; Bannister and Saunders, 1978; Baumgartner *et al.*, 1978; Chao and Rajendran, 1993; Gaedeke, 1973; Levin, *et al.*, 1993; Nagashima, 1970; Narayana, 1981; Okechuku, 1994; Reiersen, 1966; Wall and Heslop, 1986), with alternative product choice selection affected by product class (Dornoff *et al.*, 1974; Festervand *et al.*, 1985; Gaedeke, 1973; Hugstad and Durr, 1986; Kaynak and Cavusgil, 1983, 1986; Krishnakumar, 1947;



Nagashima, 1970, 1977; Reiersen, 1966; Roth and Romeo, 1992), for a specific product (Cordell, 1991; Gaedeke, 1973; Hampton, 1977; Hugstad and Durr, 1986; Krishnakumar, 1974; Schooler and Sunoo, 1969), and for a specific brand (Ahmed and d'Ashous, 1993, 1995; Ahmed *et al.*, 1994; Gaedeke, 1973; Han, 1990; Han and Terpstra, 1988; Khachaturian and Morganosky, 1990; Leclerc *et al.*, 1994; Yapark, 1978). Stereotyping has also been found among US (Cattin *et al.*, 1982), Japanese (Nagashima, 1970), Indian (Krishnakumar, 1974), Chinese (Zhang, 1996) and Taiwanese (Lin and Sternquist, 1994) respondents. This of course may influence both industrial purchasing decisions and consumers' purchasing decisions (Baker and Currie, 1993).

Finally, most researches to date have focused primarily on country of origin effects on product evaluation and nationality differences in the consumption of a product in more developed countries (for further review see Baker and Currie, 1993; Bilkey and Nes, 1982; Ozsomer and Cavusgil, 1991; Yaprak and Baughn, 1991). To date there are few studies which have examined the impact of country of origin effects on the consumption and evaluation of services (Al-Sulaiti and Baker, 1997; Bruning, 1997, 1994; Harrison-Walker, 1995; Kaynak and Kucukemiroglu, 1993; Kaynak *et al.*, 1994; Shaffer and O'Hara, 1995; and Wetzels *et al.*, 1996). Most of these researches examined consumers' perceptions towards services in the West (see the appendix for full details of results of the research studies).

### Notes

- 1 "Made in" can mean manufactured-in but also assembled-, designed-, or invented-in, made by a producer whose domicile is -in, and, often wanting to look like it was made-in (Papadopoulos, 1993, pp. 4).
- 2 Hybrid products are products that contain components or ingredients made in various countries (Baughn and Yaprak, 1993, p. 90).
- 3 "The elasticity of product bias can be defined as a measure of the effect on the product selection decision of the interaction between product bias and price differential" (Schooler and Wildt, 1968, p. 78).
- 4 This type of method was used because the French have traditionally been reluctant to respond to mail surveys (Green and Langeard, 1975).
- 5 Another study conducted by Thorelli *et al.* (1989) suggested that the country of origin cue can provide only a limited explanation of variance of the product evaluation, preference and purchase intention of the respondents when multiple cues are presented.
- 6 "Off-price buyers purchase merchandise through non-traditional methods, buying up manufacturers' excess production. Off-price stores emphasise name and designer brand merchandise at lower prices than traditional department stores" (Khachaturian and Morganosky, 1990, p.21).
- 7 Country image is defined as consumers' general perceptions of quality for products made in a given country (Bilkey and Nes, 1982; Han, 1989). It is also known as the "country of origin cue" it has "become an important information cue for consumers who are exposed to a far more internationalised selection of products and multinational marketing than ever before" (Baker and Michie, 1995, p. 1).
- 8 According to Han (1990) only one brand of car was selected for South Korea because it was the only one being actively marketed in the USA.
- 9 See note 1.
- 10 "A generally accepted definition of memory schema is that it is a structured cluster of knowledge that represents a familiar concept and contains a network of interrelations among the constituents of the concept" (Kochunny, 1993, p.7).
- 11 According to Johansson *et al.* (1985) both of these factors are identified as potential moderator variables on country of origin effects.
- 12 Ethnocentricity is described as "the phenomenon of a preference of one's 'kind' and concomitant dislike of others," (Papadopoulos, 1993, p. 33).
- 13 The advantages of purchasing home-made products include: boosting the country's employment; helping the economy; easier after-sales service; and maintaining national pride (Wall and Heslop, 1986; see also Olsen *et al.*, 1993).
- 14 "Power distance" is defined as the "the degree of inequality in power between a less powerful Individual (I) and a more powerful Other (O), in which I and O belong to the same (loosely or tightly knit) social system" (Mulder, 1977, p. 90). Power distance concerns the relationship between the individual and persons of authority and power, while individualism concerns the relationship between the individual and the collectivity of given society (Hofstede, 1980).
- 15 "An explanation of why certain countries are small/large power distance countries or low/high individualism countries would require a lengthy discussion of the historical, geographic, economic, demographic and technological factors contributing to a nation's social and cultural fabric" (Shaffer *et al.*, 1995, p. 182). This is beyond the purpose of this study (for more discussion see, for example, Hofstede, 1980 and Triandis *et al.*, 1988).
- 16 A similar study was conducted in 1994 by the same author.
- 17 Still in some studies, domestic products were not evaluated as favourably as imports (see Lin and Sternquist, 1994; Strutton, 1994).

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**Appendix**  
Studies dealing with country of origin effects on product/service evaluation

Year	Author	Purpose	Product/service	Country		Respondent		Rate (%)	Data Col.	Findings
				Source	Consumer	Type	No.			
(1965)	Schooler	To investigate the consumers' bias based on product origin in the Central American Common Market (CACM)	Juice + fabric sample	Central American countries	Guatemala	Students	200	NA	E	Results supported the hypothesis that attitude towards the people of a nation is related to preconception regarding the products of that country
(1966)	Reierson	To determine the attitude of US consumers toward foreign products	General + product class + specific	USA, Germany, Japan, Canada, UK, Sweden, Belgium, Denmark	USA	Students	155	NA	S	Stereotyping of foreign product was present among US students
(1967)	Reierson	To investigate the various forms of communication media that might influence the foreign product image of the US consumers	Film presentation, magazine ads, brochures, outstanding publications	Italy and Japan	USA	Students	250	NA	E	All the Italian experimental results except the film presentation were significant at the 0.05 level. For Japanese products only the cumulative impact experiment was significant at the 0.01 level
(1968)	Schooler and Wildt	To measure the elasticity of product bias	2 pieces of identical glassware	USA and Japan	USA	Students	236	NA	E	American consumers were biased against Japanese products because of their national origin
(1969)	Schooler and Sunoo	To research the consumer's perception of international products (regional vs. national labelling)	Cloth sample and simple goblet	Asia, Africa, South America, and Western Europe	USA	Students	320	NA	E	No evidence of bias against manufactured products which were labelled regionally
(1970)	Nagashima	To measure the cross-cultural image of "made in" products as produced by US and Japanese business	General + six product classes	USA, Japan, Germany, UK, France, Italy	USA and Japan	Businessmen	330	NA	S	The "made in" stereotype differed among Japanese and American businessmen. "Made in" image was strongly influenced by familiarity and availability of the country's product in question

(Continued)

Reference		Country			Respondent			Rate	Data	Findings
Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	(%)	Col.	
(1971)	Schooler	To test bias phenomena with a broadly based representative sample	Cloth, desk pen, simple goblet	USA, W. Germany, Czechoslovakia, Chile, India, Nigeria, North America, W. Europe, Asia, Latin America, and Africa	USA	Adults	866	65	E	Significant differences against products of foreign origin, and a hierarchy of bias effects was observed
(1971)	Greer	To investigate the usefulness of having the view of professional purchasing executives	2 concepts: Quality of products in general and engineering know-how in general	Australia, Belgium, UK, Canada, France, Holland, Italy, USA, W. Germany	UK	Purchasing executives	60	3	S	Older respondents rated their home country's products higher than younger purchasing officers
(1972)	Anderson and Cunningham	To determine the extent to which consumers who differ in imported product preference may be distinguished by selected objective demographic and personality attributes	Automobiles	Foreign products in general	USA	Adults	116	NA	S	Significant differences in the socio-demographic and psychological characteristics of those respondents who were more in favour of imported products and those who were not. Moreover, a direct relationship between level of education and foreign imported product acceptance was found
(1973)	Gaedeke	To examine the opinion of US consumers towards the overall quality of imported products "made in" various developing countries and USA	General + product classes + specific brands	USA, Philippines, Hong Kong, Argentina, Brazil, Taiwan, Mexico, S. Korea, India, Singapore, Turkey, and Indonesia	USA	Students	200	NA	S	COO information did not significantly affect opinions about the quality of branded products in general

(Continued)

Reference		Country				Respondent		Rate	Data	Findings
Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	(%)	Col.	
(1974)	Krishnakumar	To investigate the influence of COO on product image of Americans and people from developing nations and to investigate the effect of demographic variables on the "made in" image among these nations	General + mechanical and electronic products, food, fashion, auto-mobiles, TV sets, soft drinks and dress shirts	USA, W. Germany, UK, India, Taiwan, and Japan	USA, India, and Taiwan	Students	105	NA	S	Respondents were more in favour of foreign products than their own. Demographic variables had also played a part in creating differences in "made in" image held by Indians
(1974)	Dornoff <i>et al.</i>	To find out what consumers' perceptions of import were; if these perceptions differed for specific countries; if perceptions were based on socio-economic characteristics	General + food, fashion, electronic and mechanical products	USA, Japan, France, and W. Germany	USA, USA	Adults	216	54	S	Foreign products are becoming increasingly competitive with products "made in" USA in terms of quality and in some product classes, and are evaluated better. Significant differences in perceptions between socio-economic classification existed as well
(1974)	Lillis and Narayana	To compare American and Japanese consumers' perceptions toward aggregate image of products with "made in" labels from different countries	General	UK, France, W. Germany, Japan and USA	USA and Japan	Adults	100	76	S	Significant differences in subjects' perception of foreign and national attributes
(1974)	Etzel and Walker	To examine the level of congruence between national product stereotypes and attitudes toward specific types of products	General + autos, cameras, and mechanical toys	USA, W. Germany and Japan	USA	Adults	293	97	S	A significant difference between consumers' perceptions of imported national product stereotypes and images of specific products from that country for all but one situation (German products vs. German autos)

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Reference	Country					Respondent		Rate (%)	Data Col.	Findings
	Year	Author	Purpose	Product/service	Source	Consumer	Type			
(1975)	Green and Langedard	To compare French and US consumers in terms of consumers' habits and innovative characteristics	15 grocery or grocery-related products and the use of 8 retail services	France and USA	France and USA	Adults	419	NA	S	Behavioural differences between the two groups existed even though France and the USA are similar in many economic respects
(1975)	Abdul-Malek	To examine management's attitudes towards doing business with foreigners	Doing business with foreigners	Canada, West Europe, Latin America, Asia, and Africa	Canada	Chief executives	154	80	S	Differences in business sellers' perceptions resulting from different perceived socioeconomic traits. Exporters with experience were more in favour of imported products than non-exporters
(1977)	Darling and Kraft	To investigate the impact of the "made in" label on Finnish consumers' attitudes towards the products of different selected countries	Automobiles, appliances, foodstuffs, clothing, perfume and toiletries, radio, TV, equipment and petroleum products	UK, France, W. Germany, Japan, Sweden, USSR, USA, and Finland	Finland	Managers, employees, students and staff	303	86.6	S	The study supported the hypothesis that knowledge of country of origin affected consumer attitudes toward products
(1977)	Nagashima	To determine whether there had been any attitude change among Japanese businessmen over the 8-year period	General + 6 classes	W. Germany, UK, Japan, USA, and France	Japan	Businessmen	100	NA	S	"Made in USA" image has lost ground rather dramatically compared with the "made in Japan" image
(1977)	Hampton	To examine the influence of perceived risk on rating products from different countries	27 products in 3 classes of perceived risk	9 countries in 3 classes	USA	Adults	176	88	S	General increase in perceived risk of products made abroad
(1978)	Bannister and Saunders	To examine attitudes of UK consumers towards domestic products and the developed nations highly active in UK market	Durable in general	France, Italy, Japan, UK, USA, USSR, W. Germany	UK	Adults	224	NA	S	Consumers did have stereotypes of different countries and significant differences did exist between these stereotypes

(Continued)

Reference		Country				Respondent			Rate	Data	Findings
Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	(%)	Col.		
(1978)	Yaprak	To investigate purchase intentions among US and Turkish business executives for specific brands "made in" three different countries	Cars, cameras and calculators	W. Germany, Japan, and Italy	Turkey and USA	Businessmen	202, 158	62 26	S	Both general country and product attributes and specific product attributes were statistically significant in affecting purchase intentions	
(1978)	White and Cundiff	To examine whether industrial buyers allow national stereotypes to influence their evaluation of industrial products and their perceptions of product quality based on COO	Lift truck, dictation system, and machine tool	USA, W. Germany, Japan, and Brazil	USA	Industrial buyers	236	49	E	Significant differences in the perception of quality depending on where they were made	
(1978)	Baumgartner and Jolibert	To measure the perception of specific foreign products by consumers	Playing cards, life insurance, cough syrup, and winter coat	USA, UK, Germany, and France	France	Adults	108	90	E	French consumers had a very strong preference for products "made in France"	
(1979)	Chasin and Jaffe	To examine the American industrial buyers' perceptions toward the quality of the goods "made in" Eastern European countries	Ten industrial products	Czechoslovakia, Hungary, Poland, Rumania, and USSR	USA	Industrial buyers	68	68	S	Findings supported the hypothesis of COO effects	
(1979)	White	To examine attitudes to US manufactured products in selected European countries	Industrial products in general	USA, W. Germany, France, Italy, UK	USA	Purchasing managers	213	44.3	S	US purchasing managers in general had stereotyped attitudes towards the countries tested	

(Continued)

Reference	Country				Respondent					
	Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	Rate (%)	Data Col.
(1980)	Niffenegger <i>et al.</i>	To find out how British retail managers view French and American products	Automobiles, electric appliances, textiles, cosmetics, food and pharmaceutical products	France, USA, and UK	UK	Retail managers	92	79	S	Opinions varied according to the country and product under consideration
(1981)	Nes	To examine the country of manufacture as a cue to received product risk and perceived product quality	Low risk and high risk products + 3 brand categories: no brand name, a new brand name and a well-known brand name	4 countries: no country information available, made in poor country, made in average income country, and made in a developed country	USA	Adults	96	NA	E	Well-known brand names did cause a lower perceived risk and a higher perceived quality than new unknown brands and unbranded merchandise
(1981)	Narayana	To find differences between US and Japanese products	General	Japan and USA	Japan and USA	Adults	131	65.5	S	A general home-country selection bias
(1981)	Crawford and Lamb	To address (1) the extent to which industrial purchasers are willing to buy imported products, and (2) the identification of preferred sources for foreign products	Food, feeds, beverages; industrial suppliers and materials; capital goods; automotive goods; and consumer goods	44 countries	USA	Industrial buyers	376	35	S	US industrial buyers showed their country stereotype in being most willing to buy from developed nations
(1982)	Cattin <i>et al.</i>	To investigate the stereotypes held by US and French directors of purchasing towards products produced in five advanced countries	General	USA, France, Japan, W. Germany, and UK	USA and France	Purchasing directors	220	NA	S	Stereotypes were perceived differently from consumers across national boundaries

(Continued)

Reference		Country				Respondent		Rate	Data	Findings
Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	(%)	Col.	
(1983)	Wang and Lamb	To examine the possible level of economic development, culture and political climate on US consumers' willingness to buy foreign products from less-developed countries	General	36 countries	USA	Adults	273	54.6	S	Prejudices against products from less-developed nations
(1983)	Kaynak and Cavusgil	To examine how quality perceptions of consumers varied across 4-product classes	Electronic items, food products, fashion merchandise, and household goods	25 countries	Canada	Adults	197	93.8	S	Canadian consumers preferred US-made products (except food products) to the Canadian ones
(1984)	Erickson <i>et al.</i>	To analyse the COO effects on the evaluation of automobile brands	Automobiles	USA, W. Germany, and Japan	USA	Students	96	NA	S	The effect of image variables on attitude was not direct: any influence that the consumers have appeared to be a secondary one acting through beliefs
(1984)	Morello	To determine the relationship between the image of a country and the image of the products "made in" that country	General	Belgium, France, Holland, Italy, Spain, USA, USSR, and W. Germany	Holland and Italy	Students	66	NA	E	COO effect does exist and may affect consumer buying behaviour
(1985)	Johansson <i>et al.</i>	To examine the impact of COO on product evaluation	Automobiles	Japan, USA, and W. Germany	USA and Japan	Students	152	NA	S	COO is used as a surrogate variable to evaluate a product when subjects have limited knowledge about the product

(Continued)

Year	Reference	Author	Purpose	Product/service	Country			Respondent			Rate (%)	Data Col.	Findings
					Source	Consumer	Type	No.	Type	No.			
(1985)	Festervand <i>et al.</i>		Investigate consumers' perceptions of imports and their attitudes towards countries' product quality	Mechanical, food, fashion merchandise, electronic equipment, and leisure goods	UK, France, Germany, Japan, and USA	USA	Adults	259	26.6	S	Minor differences in attitude were found across the five countries and US consumers' perceptions of the countries' products were mixed across the five product categories		
(1985)	Heslop and Wall		To examine the differences between males and females on the basis of COO product image	For men: clothing, shoes; for women: clothing, children's clothing	13 different countries	Canada	Adults	635	42	S	Men and women used different criteria when making product evaluations based on COO		
(1986)	Khanna		To investigate business people's perceptions of pricing, product, promotion, and service attributes of Asian companies exporting new manufactures	Engineering products, leather manufactures, and apparel	S. Korea, Taiwan, India and Japan	India, Thailand, Singapore, Philippines, and Japan	Businessmen	233	NA	S	COO had a greater effect on new clients than on established ones		
(1986)	Yavas and Alpay		To examine the Saudi Arabian and Bahraini consumer attitudes towards "made in" seven selected countries	Made in label	USA, Japan, France, Germany, Italy, UK, and Taiwan	Bahrain and Saudi Arabia	Students	153	NA	S	The Taiwan label was evaluated the lowest, while Japan was the highest, followed by the USA and Germany		
(1986)	Hugstad and Durr		To investigate the importance of country of manufacture (COM) to US consumers	Automobiles, cameras, canned food, automobile tyres, shoes and sport shirts	Japan, China, USA, Korea and Taiwan	USA	Adults	341	NA	S	Sensitivity to COM information varied by product category. COM also seemed to affect perceptions of quality and price for products from different nations		

(Continued)

Reference		Country			Respondent			Rate	Data	Findings
Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	(%)	Col.	
(1986)	Becker	To measure US consumers' perceptions of price/quality relationship of American vs. Japanese products	General	USA and Japan	USA	Adults	380	78	S	Nationalism was a dominant factor when price and quality were constant
(1986)	Ofir and Lehmann	To measure country-level images for products	Ski resorts	Switzerland, France, and Austria	USA	Skiers	296	NA	S	Low level of American skiers' familiarity with European ski resorts
(1987)	Papadopoulos <i>et al.</i>	To examine consumers' perceptions of foreign consumer goods	13 selected products	UK, Canada, France, USA, Sweden, and Japan	UK, Canada, and France	Adults	250 to 300 from each city	75	S	Consumers in different countries respond differently to COO cues
(1987)	Darling	To present a longitudinal analysis of the general attitude of consumers in Finland towards the products of various countries	Finnish products	UK, France, Japan, USA, and W. Germany	Finland	Managers, employees, students and staff	1,113	87	S	Significant differences in consumers' attitudes in all areas of the data collection
(1988)	Ettenson <i>et al.</i>	To examine the effects of COO and the "made in USA" campaign	Ladies' blouse and men's dress shirt	USA	USA	Students	55	52	S	Majority of students seemed to have positive attitudes towards products "made in USA"
(1988)	Hookey <i>et al.</i>	To investigate consumers' perceptions of country of origin	Cars and fresh fruit and vegetables	Cars: Japan, Germany, UK, France, and Italy Fruit and vegetables: France, UK, Italy, and Spain	UK	Students	37	-	S	Country of origin images vary considerably depending on the product group under consideration and attempts to identify overall stereotypes applicable to all product groups can be misleading

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Reference	Country				Respondent			Rate (%)	Data Col.	Findings
	Year	Author	Purpose	Product/service	Source	Consumer	Type			
(1988)	Al-hammad	To investigate Saudi Arabian economic and cultural factors and the attitudes of the Saudi consumer and reseller to the product and its suppliers	Carpets, air-conditioners, cars, design of outerwear, TVs and refrigerators	USA, UK, Japan, W. Germany, France, Sweden, Belgium, Spain, Malaysia, Hong Kong, South Korea, Formosa, and China	Saudi Arabia	Industrial buyers and final consumers	300, 193	NA	S	Price was the most important factor
(1988)	Han and Terpstra	To determine the effects of the COO and brand name cues on consumer evaluations of unicultural and binational products, and estimate the perceived values of such cues	Cars and TVs	USA, Japan, S. Korea, and W. Germany	USA	Adults	150	NA	S	Source country and brand name did affect consumers' perceptions of product quality
(1989)	Han	To examine the role of country image in consumer evaluations of TV sets and cars	Cars and TVs	USA, Japan, and Korea	USA	Adults	116	64.8	S	Results showed that the country image can be used in either or both of two directions: (1) as a halo construct (2) or as a summary construct
(1989)	Thorelli et al.	To investigate the relative importance of COO, warranty and retail store image on product evaluations	AM/FM cassette recorder	Japan and Taiwan	USA	Students	82	62	E	COO cue can provide only a limited explanation of variance of the product evaluation, preference and purchase intention of the respondents when multiple cues are presented
(1989)	Hong and Wyer	To investigate the cognitive process instigated when COO information is given in conjunction with other product information	Personal computer and VCR	W. Germany, Japan, Mexico, and S. Korea	USA	Students	128	AN	E	Results supported the hypothesis of COO effects

(Continued)

Reference	Country					Respondent				
	Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	Rate (%)	Data Col.
(1989)	Papadopoulos <i>et al.</i>	To determine COO effects from a transnational perspective	Foreign + domestic products	Canada, USA, Japan, Sweden, and Hungary	USA, UK, Canada, The Netherlands, W. Germany, France, Greece, and Hungary	Adults	300	75	S	Results revealed that consumers do hold stereotypical attitudes towards different countries
(1989)	Wall <i>et al.</i>	To study the perceptions of men and women towards product quality in relation to COO	For men: clothing, shoes, home entertainment equipment, vehicles, and wine; for women: clothing, children's clothing, vehicles, and wine	19 countries were chosen on the basis of their importance as sources of imports to Canada	Canada	Adults	635	42	S	Men and women used different criteria when making product evaluation based on COO. Men appeared to use a country's technological development and political orientation to form opinions about overall product quality. Women tended to use geographic proximity, and specific product in order to form product quality judgements for each country
(1990)	Khachatryan and Morganosky	To investigate consumers' quality perceptions of apparel from various countries	Apparel	USA, Italy, S. Korea, China, and Costa Rica	USA	Adults	153	77	S	The less industrialised the COO, the more the potential decline in the quality image
(1990)	Han	To address the role of COO image in consumer choice behaviour	Cars and TVs	USA, Japan, and Korea	USA	Adults	116	64.8	S	Consumer willingness to purchase a product was related to the economic, political, and cultural characteristics of the product's COO
(1990)	Ghadir	To investigate consumers' perceptions of quality, price and risk of foreign vs. domestic product	Electrical and gas appliances	USA, UK, Japan, Russia, Romania, Taiwan, Egypt	Jordan	Adults	639	63.9	S	The COO had a significant relationship with the consumers' perception of the quality, price, and risk of the product

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Reference		Country				Respondent			Rate	Data	Findings
Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	(%)	Col.		
(1991)	Stoltman <i>et al.</i>	To investigate the effects of COO, product familiarity and consumer ethnocentrism on consumer acceptance of imported products	Subcompact cars	USA, Japan, W. Germany, and S. Korea	USA	Students	45	NA	S	Product familiarity seemed to have a strong effect on purchase intention only. COO significantly interacted with both product familiarity and consumer ethnocentrism	
(1991)	McLain and Sternquist	To investigate the US consumer behaviour: do they "Buy American"?	General	Foreign products in general	USA	Adults	176	NA	S	Consumers who display strong ethnocentric tendencies were significantly less likely to buy products "made in USA" than those who were less ethnocentric	
(1991)	Wall <i>et al.</i>	To determine the effects of COO when combined with brand name and price level on consumers' ratings of quality, risk, value, and likelihood to buy products	Shirts, telephones, and wallets	Canada, Hong Kong, Italy, S. Korea, Taiwan and USA	Canada	Adults	40	NA	E	COO was related to assessment of product quality, but when it came to evaluating purchase likelihood, COO seemed not to be important	
(1991)	Cordell	To address the effects on consumer choice of the COO cue	TVs, microwave ovens, bicycles, and telephones	USA, Algeria, India, Nigeria, and Peru	USA	Students	241	NA	E	Results showed preference biases against products from developing countries	
(1992)	Lawrence <i>et al.</i>	To research the New Zealand consumers' attitudes towards automobiles "made in" four different countries	Automobiles	Japan, Germany, France, Italy	New	Adults	150	56	S	COO stereotyping was present in the New Zealand car market, and this was often a determining factor in the buying process	

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Reference	Country				Respondent		Rate (%)	Data Col.	Findings	
	Year	Author	Purpose	Product/service	Source	Consumer				Type
(1992)	Lee <i>et al.</i>	To measure the relative effects of price, warranty and COO on consumer product evaluations and to examine the relationship of consumers' ethnocentric, nationalistic and similar attitudes to the importance that consumers place on COO	Wall clock and personal computer	USA and S. Korea	USA	Adults	106	NA	E	The results showed that COO cue, although relatively less important than price and warranty, was clearly significant. Moreover, buy-American ethnocentric tendencies were also significant for both wall clock and personal computer
(1992)	Roth and Romeo	To examine COO in terms of fit between countries and product categories	Beer, cars, leather shoes, crystal, bicycles, and watches	UK, Germany, Hungary, Ireland, Japan, S. Korea, Mexico, Spain, and USA	Ireland, Mexico, and USA	Students	368	NA	S	Product-country match may be an indicator of willingness to buy imported products; no differences in familiarity with some product categories (beer and bicycles) across the respondents of the three countries
(1993)	Chao	To examine how US consumers would evaluate hybrid products with a multiple-country designation in terms of product design and country of assembly	TV sets	For "Assembled In" location: Taiwan, Thailand, Mexico; for "Designed In" location: USA, Japan, Taiwan	USA	Adults	120	NA	E	Consumers' evaluations of design and product qualities were influenced by price, country of design and country of assembly. Traditional price-quality relationship appeared to be country specific
(1993)	Kochumny <i>et al.</i>	To develop a schema-based knowledge representation framework in order to test the effects of COO on product evaluations	Cars	USA, Japan and S. Korea	USA		393	71-84	S	Consumers possess a COO schema. This affects consumers' retention of information about cars, as well as their judgement

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Reference	Country					Respondent		Rate (%)	Data Col.	Findings
	Year	Author	Purpose	Product/service	Source	Consumer	Type			
(1993)	Chao and Rajendran	To examine how ownership of a variety of household consumer products may impact on interpersonal perceptions	14 products	USA, Japan, and Germany	USA	Students	499	NA	E	Attitudes of people towards owning imported products have become a little more favourable
(1993)	Ahmed and d'Astous	To investigate the effects of three COO, three brand names and three levels of price and service on consumers' perceptions of the purchase value of an automobile in two consuming countries	Automobiles	Japan, Russia, Canada and Belgium	Canada and Belgium	Adults	376	40.1	S	The effect of price on perception of purchase value was not significant. The brand name was a more important informational cue than "made in" for Belgian consumers, but not for Canadian consumers
(1993)	Levin <i>et al.</i>	To investigate American consumers' attitude towards "Buy America First" and preferences for American and Japanese automobiles	Automobiles	USA and Japan	USA	Students	71	NA	S	The results suggested a general home-country selection bias
(1993)	Olsen <i>et al.</i>	To develop a model that features a selected set of influences on consumers' willingness to buy domestic products over imported ones	Clothing	Foreign countries in general	USA	Adults	243	NA	S	Results revealed prejudices against imported products and suggested ways to market the "Buy American" theme

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Reference		Country				Respondent			Rate	Data
Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	(%)	Col.	Findings
(1993)	Akaah and Yaprak	To investigate via conjoint methodology the influence of COO on product evaluations	Automobiles	USA, Japan, and W. Germany	USA, Turkey, and Ghana	Students	225	NA	S	The influence of COO was weak when it was evaluated as one cue in an array of product cues
(1993)	Smith	To examine the US consumers' perceptions towards manufactured goods that were labelled regionally	A piece of cloth and a wine glass	Africa, Latin America, Asia and Western Europe	USA	Students	224	NA	E	A demonstration of some degree of regional consumer bias was present. Moreover, younger consumers had more negative product evaluations than older people
(1993)	Peris <i>et al.</i>	To investigate the existence of the influence of COM on the image of the product and consumers' positive or negative discrimination toward such products made in five countries	Cars, wine, shoes, personal computers, fashion clothing, and toys	Germany, UK, France, Spain, and Italy	UK and Spain	Students	270	NA	S	Over two-thirds in each sample showed a preference for home-made over foreign products
(1993)	Leifeld <i>et al.</i>	To study the effects on relative cue utility of the interaction of cues in product choice situations in which both the number and types of both extrinsic and intrinsic information cues were varied for two types of products	Telephones, men's shirts, and women's blouses	Other countries that export the three products to Canadian market	Canada	Adults	326	31.26	E	In models with more cues present the relative utility of extrinsic cues was greater than that of intrinsic cues. Cue types, while affecting choice process, tended to be product specific

(Continued)

Reference	Country					Respondent				
	Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	Rate (%)	Data Col.
(1994)	Ahmed <i>et al.</i>	To investigate the effects of COO on purchasing managers' perceptions in terms of perceived quality, purchase value and product profiles: COD, COA, brand name, price and warranty	Computer system, fax machine, and ball-point pens	Canada, Mexico, and Japan	Canada	Purchasing managers	173	14%	S	Developed countries were better evaluated in general than industrialising countries as locations for the design and assembly of industrial goods
(1994)	Okechuku	To investigate (via conjoint analysis) the relative importance of the COO of a product to consumers	TVs sets and car radio/cassette players	TV: Japan, USA, The Netherlands, and S. Korea; Car radio: Germany, USA, Canada, and Mexico	USA, Canada, Germany, The Netherlands	Adults	430	73	S	Developing countries were evaluated unfavourably in terms of source countries. Familiarity also played an important role in consumers' evaluations of such products
(1994)	Lin and Sternquist	To investigate the effects of information cues, COO and store prestige on Taiwanese consumers' perception of quality and estimation of retail price	Sweaters	USA, Italy, Taiwan	Taiwan	Adults	265	NA	E	The results of their study supported the hypothesis of COO effects
(1994)	Maheswaran	To identify consumer expertise and the type of attitude information as moderating the effects of COO on product evaluation	Personal computer	Japan, Taiwan, and S. Korea	USA	Students	119	NA	E	Both experts and novices differed in their processing of stereotypical information
(1994)	Strutton <i>et al.</i>	To examine US consumers' views of automobiles	Automobiles	Japan and USA	USA	Adults	964	NA	S	American consumers evaluated Japanese cars significantly more favourably than their home-made cars

(Continued)

Reference	Country					Respondent			Rate (%)	Data Col.	Findings
	Year	Author	Purpose	Product/service	Source	Consumer	Type	No.			
(1994)	Leclerc <i>et al.</i>	To determine the effects of foreign branding on product perception and evaluation	Products with utilitarian features, products with hedonic features and hybrids	French branding	USA	Students	266	NA	E	Foreign branding can be an effective means of influencing consumers' perceptions and attitudes	
(1994)	Johansson <i>et al.</i>	To investigate the role of image product country for Russian tractors in the USA	Tractors	Russia, USA, Canada, Germany, Italy, and Japan	USA	Farmers	43	NA	S	COO played an important role in the process of product evaluation	
(1994)	Kaynak <i>et al.</i>	To examine consumers' perceptions of airlines	24 different airlines	USA + other	USA	Adults	376	62	S	Significant differences were found between the users of domestic and foreign airlines	
(1995)	Ahmed and d'Astous	To understand how household and organisational buyers' product perceptions are affected by knowledge of the COD and COA when other information such as brand name, price, and warranty is also available	Computer systems, fax machines, automobiles, and VCR	Canada, Mexico, and Japan	Canada	Households and purchasing managers	190; 173	33.8 14	S	Results showed that newly industrialising countries were evaluated poorly as COA and even more poorly as COD	
(1995)	Baker and Michie	To examine British car drivers' perceptions of, and attitudes towards, imported cars	Automobiles	Japan, Korea, Malaysia, and UK	UK	Adults	120	NA	S	The findings demonstrated a home-country selection bias	
(1995)	Good and Huddleston	To determine the ethnocentrism of Polish and Russian consumers	4 identical men's shirts + 4 identical women's sweaters	Poland, Russia, Germany, China, and USA	Poland and Russia	Adults	947	NA	E	Both Polish and Russian consumers preferred their home country's products over foreign ones	

(Continued)

Reference		Country				Respondent		Rate	Data	Findings
Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	(%)	Col.	
(1995)	Shaffer and O'Hara	To examine the impact of nationality on perceptions of ethicality and trust towards an American service professional	Legal service	USA	30 nationalities	Adults	122	15	S	Perceptions of trust differed among people from nations characterised by high and low individualism. Differences in ethical perceptions among individuals from high vs. low power distance nations were also found
(1995)	Harrison-Walker*	To investigate the national stereotype effects on consumer selection of a service provider	Professional service of ophthalmology	USA, India, Japan, and Spain	USA, Japan, Spain and other nationalities	Students	223	NA	S	No clear pattern of same-nationality bias was found
(1995)	Schweiger et al.	To examine consumers' perceptions of the quality of nine products: "Made in Europe" compared to the quality of goods "Made in the USA" and "Made in Japan"	Goods	Europe, USA, and Japan	Austria	Adults	240	NA	S	Patriotism has a positive effect on consumers' attitudes towards products labelled "Made in Europe"
(1995)	Keown and Casey	To measure the factors that influence consumers' behaviour when purchasing wine	Wine	14 countries	Northern Ireland	Adults	210	57	S	COO was the most important factor for those purchasing wine

(Continued)

Reference		Country				Respondent			Rate	Data
Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	(%)	Col.	Findings
(1995)	Sharma <i>et al.</i>	To identify the theoretical antecedents of consumer ethnocentricity and effect ethnocentricity has on evaluations toward importing products	Medicine, kitchenware, beef, PC, jewellery, large fridges, liquor, bananas, insurance, and golf clubs	Domestic and foreign countries	South Korea	Adults	125, 542	9 77	S	Individuals who are open to other cultures are less ethnocentric. Females show more consumer-ethnocentric tendencies than males. Consumer-ethnocentric tendencies decrease with greater levels of education and with increasing income. The impact of consumer-ethnocentric tendencies on attitudes toward importing product towards S. Korea would be moderated by the perceived degree of personal and economic threat imposed by the imported products.
(1995)	Diamantopoulos <i>et al.</i>	To compare British and German consumers with regard to car purchases	Cars	France, Japan, Spain and UK	UK and Germany	Adults	108, 154	NA	S	Both British and German consumers hold stereotypical images about different countries and these images affect the way in which the countries' products are evaluated.
(1996)	Gudum and Kavas	To determine Turkish industrial buyers' attitudes towards national and foreign suppliers	Industrial suppliers	USA, Japan, Germany, and Turkey	Turkey	Industrial purchasing managers	105	49	S	Results indicated that Turkish industrial purchasing managers perceived German and Japanese suppliers more favourably than US and national suppliers on most of the marketing quality dimensions (product quality, timely delivery, source reliability, communication and after-sales issues).
(1996)	Niss	To determine to what extent Danish exporters make use of the Danish image in their export image	Foodstuffs, design goods, and agricultural products	Domestic products	NA	Exporters	58	58	S	Possibility of using nationality in the marketing of Danish products abroad

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Reference		Country				Respondent				
Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	Rate (%)	Data Col.	Findings
(1996)	Zhang	To study Chinese consumers' perceptions of COO images and how such perceptions influenced their product evaluation, attitudes and product choices	Shirts, TV sets	China, USA, Japan, and S. Korea	China	Adult shoppers	300	NA	E	Stereotyping was a factor in the product evaluation process of the Chinese consumers. Products from Japan and the USA were preferred to those from South Korea
(1996)	Tse <i>et al.</i>	To investigate the impact of country of origin on the behaviour of Hong Kong consumers	TV	Hong Kong, Germany, Japan, and S. Korea	Hong Kong	Households	286	63.3	S	COO significantly affects consumers' intention to purchase the product
(1996)	Wetzels <i>et al.</i>	Investigated the Dutch consumers' ethnocentrism to ten different kinds of services provided in The Netherlands	Public transport by bus, banking services, express delivery services, air travelling, travel agencies, railroad services, telecommunication, mail services, medicine supply, and public utilities such as gas and electricity	Different countries	The Netherlands	Adults	175	NA	S	A consumer's ethnocentric tendencies toward services is negatively correlated with cultural openness (individuals who are more open to other cultures are less consumer ethnocentric toward services), and positively correlated with patriotism, conservatism, collectivism and age. Consumers with higher educational level have less ethnocentric tendencies toward services
(1997)	Al-Sulaiti and Baker*	To investigate Qatari consumers' perceptions and selections of domestic vs. foreign airline services	3 different categories of airlines (Gulf, Arab non-Gulf, and foreign airlines)	From different locations of the world	Qatar	Teachers	324	75.3	S	COO affected the intentions of flying with domestic or a foreign airline

(Continued)

Reference		Country			Respondent					
Year	Author	Purpose	Product/service	Source	Consumer	Type	No.	Rate (%)	Data Col.	Findings
(1997)	Bruning*	To examine the Canadians' national loyalty and the country of air carrier in the selection process	3 airlines services	USA, Canada, and Mexico	Canada	Travellers	427	NA	S and E	Results indicated that consumers who showed strong ethnocentric tendencies were less likely to prefer the foreign services offered over the national one
(1997)	Thakor and Pacheco	To replicate and extend the Leclerc <i>et al.</i> (1994) findings using similar stimuli. See Leclerc <i>et al.</i> (1994)	Calculator, sunglasses, stuffed toy	UK, France, Italy, Canada and Quebec	Canada	Students	266	NA	E	Results indicated that "while foreign branding affects product evaluations more than country of origin, the cultural or multicultural nature of the research context is influential in determining which brands are seen as foreign" (p.15)
(1997)	Bailey and Pineres	To examine Mexican attitudes towards American imported food products	Agricultural products	USA and Mexico	Mexico	Mostly housewives	400	NA	S	The upper-income Mexicans prefer foreign products, but this was mediated by age, education and household size

**Notes:**

Rate = Response rate, Data Col. = Data collection, E = Experimental design, S = Survey, NA = Not available/applicable, \* = Service evaluation