

Effects of Demography on Consumer's Country of Origin Perspective: Air Carriers in the Arab Gulf

By

Khalid I. Al-Sulaiti, Ph.D.
University of Qatar
Doha, Qatar

And

Renée J. Fontenot, Ph.D.
University of Texas of the Permian Basin
Odessa, Texas

ABSTRACT

This paper examines the country of origin effects of airline services in Qatar, a country on the west coast of the Arabian Gulf. The study focuses on consumers' demographic characteristics and their selection of airlines as provided by domestic vs. foreign airlines. The respondents were nearly equally male and female. An analysis of the 324 responses, found that there were significant differences in the customers' perception of the quality and price variables for domestic vs. other airlines according to their demographic characteristics. There was also a significant difference between occasional and frequent travelers in terms of their selection of an airline. Results revealed that the demographics of gender, marital status and income were found to be significantly related to accessibility, performance, and assurance factors respectively used to select an airline.

INTRODUCTION

Though there is a fair amount of research in the literature regarding the impact of country of origin on consumers' perceptions in developed countries, there have not been many studies to examine the same in less developed countries. 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 Al-Sulaiti and Baker 1997; 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 (Bruning 1997; Harrison-Walker 1995; Kaynak and Kucukemiroglu 1993; Kaynak et al. 1994; Shaffer and O'Hara 1995; Wetzels et al. 1996).

This research examines the relationships between country of origin effects and selected demographics on Qatari consumers' perceptions and selections of domestic vs. foreign airlines in the Arabian Gulf region, Qatar. Airline services are intangible; passengers receive intangible services from airlines personnel as well as some tangible items such as food and drinks (Kotler 1997). Specifically, the study examines Qatar consumers' perceptions

towards three groups of airlines: Gulf (named as "domestic"), Arab non-Gulf, and foreign airlines (named as "foreign").

Qatar is situated half-way along the west coast of the Arabian Gulf, east of the Arabian peninsula. Qatar is a peninsula that extends northward covering an area of 11,437 square kilometers (Al-Sulaiti 1993). The present population is estimated at 817,052 inhabitants (Central Intelligence Agency 2003), most of whom reside in Doha (about 60%), while the rest live in other towns and villages (World Population Profile 1996). The country's ethnic composition is Arab 40%, Pakistani 18%, Indian 18%, Iranian 10%, other 14% (Central Intelligence Agency 2003). Thus making it one of the most ethnically diverse countries in the Middle East.

The people of Qatar follow the religion of Islam. It is a faith as well as a way of life for them and the Holy Quran is the main source of all of their laws, ethical codes and social norms. Although English is widely spoken, Arabic is the official language and all correspondence with government organizations is normally in Arabic.

First, the authors provide a review of some of the literature on country of origin effects and significant demographic characteristics. Second, service quality and price variables are discussed as they relate to demographic characteristics. Third, research methodology is discussed. Finally, a discussion of the findings is given and limitations are presented.

COUNTRY OF ORIGIN EFFECTS AND DEMOGRAPHICS

Previous studies have revealed that consumers have different perceptions of quality and price for products "made-in" different sources of origin (Al-Sulaiti and Baker 1997; Baker and Currie 1993; Baker and Michie 1995). In the modern market place defining the country of origin can be a very complicated task. The growth of multinational companies and the evaluation of hybrid products 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). Using labels with "made in---" as an indicator of country of origin, the term "made in---" has been defined as simply as the country of origin of the product (Nagashima 1977; Nagashima 1970). This has been an accepted definition by numerous researchers (Bannister and Saunders 1978; Chasin and Jaffe 1979).

Country of origin is inherent in certain brands such as with IBM and Sony, which imply US and Japanese origins, respectively (Samiee 1994). Defining country of origin as the country where corporate headquarters of the company marketing the product or brand is located has been acceptable in some research (Johansson et al. 1985; Ozsomer and Cavusgil 1991). For other researchers, the country of manufacture or assembly has served to define country of origin (Bilkey and Nes 1982; Cattin et al. 1982; Han and Terpstra 1988; Lee and Schaninger 1996; Papadopoulos 1993; White 1979). For global companies that have operations in many countries, country of manufacture is an acceptable substitute for country of origin (Samiee (1994). For some, the "made in---" label has served as an intangible barrier to entering new markets in the form of negative consumer bias toward imported products (Wang and Lamb 1983).

Demographic variables have 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 (Dornoff et al. 1974). In terms of age, older people tend to evaluate foreign products more favorably than do younger people (Bailey and Pineros 1997; Schooler 1971;

Smith 1993).

Researchers found that Canadian consumers' attitudes towards Canadian products and the products of seventeen Canadian trading partners showed that females have more positive attitudes than males in favor of Canadian products (Wall and Heslop 1986). 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. In a different study, experimentally it was determined that the effects of country of origin when combined with brand name and price level impacted consumers' ratings of quality, risk to purchase, value, and likelihood to buy a shirt, telephone and wallet (Wall, Liefeld and Heslop 1991). 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. Additional variables such as age; education; gender; and perceptions of ability to judge products were related to consumers' ratings of quality, value and likelihood of purchase especially when the product was more complex and difficult to judge.

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 favor 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, Liefeld and Heslop 1991). Likewise, researchers have found that as the education level increased, the level of consumer ethnocentricity displayed by the respondents decreased (Bailey and Pineros 1997; McLain and Sternquist 1991). A strong relationship between income level and positive attitudes towards imported products has also been found (Wall Hofstra and Heslop (1990). Good and Huddleston (1995), Sharma et al. (1995) and Bailey and Pineros (1997) found that the higher the income, the less likely it was that the consumer would buy (select) domestic products. On the other hand, both Han (Han 1990) and McLain et al. (1991) agreed that income did not significantly account for variations in ethnocentricity between consumers.

In a study of French consumers' perceptions of foreign products, subjects were asked to evaluate each product and country in terms of perceived risk (Baumgartner and Jolibert 1978). Four classes of products (playing cards, life insurance, cough syrup, and a winter coat) made in the United States, England, France and Germany were chosen for the study. Using a 7-point scale ranging from "extremely interesting (1 point) to "not at all interesting", 120 French consumers were asked to consider each of 16 products (4x4) which were presented in random order. The results of the study demonstrated that French consumers preferred products "made in" France over foreign products.

In yet another investigation, the interaction of country of origin within four product categories (Color TVs, Microwave oven, bicycles, and telephone) along with different levels of financial risk were tested (Cordell 1991). Countries used were Algeria, India, Nigeria, Peru, and the US. In a lab experiment settings, 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 industrialized nations.

An examination of consumers' satisfaction and/or dissatisfaction while flying by a domestic

and/or foreign airline to foreign destinations was related respondents domestic and foreign airline preferences (Kaynak et al. 1994)The study, conducted in three Pennsylvania cities, namely, Harrisburg, Lancaster and York, used a stratified sampling method. Two groups of neighborhoods, namely, upper income and middle income were selected for the study. Respondents were given a list of airlines and asked to indicate their three favorite airlines for foreign travel. They were also asked about the main reasons for influencing their decision in selecting the airline for foreign travel. The three airlines selected most by respondents were United, American and Delta. Respondents who used domestic airlines had more favorable 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.

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. 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 programs 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 between 20 and 30 age group showed more importance to on time flights, baggage handling, and competitive fares (Kaynak, Kucukemiroglu and Kara, 1994).

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 (Al-Sulaiti and Baker 1997; Baker and Currie 1993; 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 judgments 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).

To sum up, the literature regarding country of origin suggests a general home-country selection bias (Baker 1995; Bannister and Saunders 1978; Baumgartner and Jolibert 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; Krishnakumar 1974; Nagashima 1977; Nagashima 1970; Reiersen 1966; Roth and Romeo 1992), and for a specific brand (Ahmed and d'Astous 1995; Ahmed and d'Astous 1993; Ahmed et al. 1994; Gaedeke 1973; Han 1990; Han and Terpstra 1988; Khachaturian and Morganosky 1990; Leclerc et al. 1994; Yaprak 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).

SERVICE QUALITY AND PRICE VARIABLES

Service quality is a key concept in today's fiercely competitive marketplace (Gabbott and Hogg 1997; Gourdin and Kloppenborg 1991). In today's competitive environment, ignoring the quality issue is tantamount to corporate suicide (Young 1987; Young 1990). It is probably a truism to remark that from the market's viewpoint quality attainment is a desirable thing. Quality is the degree of excellence intended, the attention directed at achieving that excellence while meeting the customer's requirements (Wyckoff 1988). Quality is the extent to which the customer or users believe the product or service surpasses their needs and expectations (Gitlow et al. 1989). Most succinctly, quality is "what consumers say it is" (Feigenbaum 1990).

The intangible nature of service products makes it difficult for service firms to measure their characteristics and ascertain whether they meet specifications. This is because consumers cannot evaluate services before purchasing them (Bitner 1990; Zeithaml et al. 1985). Service products are heterogeneous because customers and servers are critical components of the product and they are diverse individuals that cannot be completely standardized and controlled (Bitran and Lojo 1993; Jackson et al. 1995)). Customers expect quality, although as one is frequently reminded in the literature, quality is always relative to consumers' expectations and of course price (Daly 1990).

The use of different prices for different periods will shift at least some demand from peak to off-peak periods. Non-peak demand can be increased (e.g., weekend discount prices for international phone calls). This is especially important for services since they cannot not be stored and used at a later date.

In shopping services, the customer in the process of selection and purchase characteristically compares on such bases as suitability, quality, price and so on. Quality is defined either as the cost to the producer and price to the customer or as meeting the customer's requirements in terms of quality, price, and availability. It seems to be difficult to determine a valid link between price, quality, and availability. The purchaser evaluates quality, price and availability within the same decision algorithm. Implicit in this approach is the importance of clear market segmentation and greater focus in the provision of service.

RESEARCH HYPOTHESES AND METHODOLOGY

Four hypotheses were formulated to examine the relationships between demographic variables and various measures or country of origin preferences. The hypotheses were developed based on a comprehensive literature review of theories and concepts on the subject. Due to the lack of empirical testing of consumer behavior in Qatar, the convention, suggests that hypotheses are best phrased as null hypotheses (Good and Huddleston 1995; Murray and Schlacter 1997). The following hypotheses are tested:

Hypothesis 1: There is no significant difference in the customers' perception of any of the quality and price variables of the Gulf, Arab non-Gulf, and foreign services according to their demographic variables.

Hypothesis 2: There is no significant difference between occasional and frequent travelers in terms of their selection of a Gulf or a foreign airline.

Hypothesis 3: There is no significant difference in any of the customers' demographics and their selection of a Gulf or a foreign airline.

Hypothesis 4: There is no significant difference in any of customers' demographics and the factors considered important in their choice of an airline.

Based upon the success of previous researchers (El-Omari 1991; Ghadir 1990; Kaynak et al. 1994; Lovelock et al. 1976; Niffenegger et al. 1980; Papadopoulos et al. 1987; Shams 1996; Stover and Stone 1974) it was decided that personal delivery (and collection) of a self-administered questionnaire would provide the most suitable form of data collection. Lovelock et al. (1976) recommended personal delivery and collection of self-administered questionnaires as being particularly appropriate for conducting detailed surveys of consumer attitudes and behaviour patterns as was the case in this study. The personal drop-off and pick-up method of data collection was found to be more appropriate for this study not only because it allowed respondents the opportunity to fill out their questionnaires at a convenient time (Niffenegger et al., 1980), but also because it gave high response rates as the consumer might have felt obliged to answer the questionnaire as promised (Kaynak et al. 1994; Papadopoulos et al. 1987). In addition respondents were not subjected to interviewer bias because it was self-administered (Faria and Dickinson 1996).

Questionnaires were carefully translated into Arabic by members of staff from the Arabic literature department at the University of Qatar so that the "associative value of the English language is not lost in the translation" (Lillis and Narayana 1974; Nagashima 1970). Moreover the English and Arabic drafts of the questionnaire were given to staff from the department of English at the same University to revise the Arabic translated version of the questionnaire and to ensure of its equivalence to the English version.

Questionnaires were hand-delivered by the researcher to headmasters and mistresses who were then asked to distribute them as randomly as possible among teachers in 100 schools in order to determine their perceptions and selections of Gulf vs. foreign airlines. In the cover letter, a request was made to the respondent to answer all the questions. After three weeks' waiting time, questionnaires were personally collected. Of the 430 teachers, 380 responses received, of which 324 were usable questionnaires for final analysis resulting in a response rate of 75.3%.

FINDINGS

Demographics

Sample characteristics appear in Table 1. The distribution of the respondents by gender was almost equal, consisting of 50.3% of males and 49.7% of females. Around two thirds of the sample (66.7%) was married and just one third (30%) was single. Of the total respondents, approximately 44% had no children while 56% had at least one child.

The categories of total monthly income of respondents ranged from under Q.R.6,000 to over 8.10,000. more than the half of the respondents (56%) had a monthly income of less than Q.R. 8,001. In terms of the level of education, the respondents in this sample were considered highly educated compared to the population in general due to the fact that all were teachers. Therefore, the demographic of education was not included in further analysis because there were no variances among consumers with 90% having a university degree. Finally, the median age category (20-39 years group) consisted of more than 90% of the total respondents.

Table 1: Summaries of the Demographic Variables of the Sample

Characteristics	Number	%
-----------------	--------	---

Gender:		
Male	163	50.3
Female	<u>161</u>	<u>49.7</u>
Total	324	100
Marital Status		
Single	108	33.3
Married	<u>261</u>	<u>66.7</u>
Total	324	100
Number of Children		
None	142	43.8
One or more	182	56.1
Total	324	100
Income:		
Less Than Q.R.6,000	66	20.4
Q.R.6,000 to 8,000	116	35.8
Q.R.8,001 to 10,000	68	21.0
Over Q.R.10,000	<u>74</u>	<u>22.8</u>
Total	324	100
Level of Education:		
High School or two years diploma	33	10.2
B.Sc.	276	85.2
Higher diploma or M.Sc.	<u>15</u>	<u>4.6</u>
Total	324	100
Age:		
20-29	154	47.5
30-39	147	45.4
40-49	21	6.5
50-59	<u>2</u>	<u>.6</u>
Total	324	100

During the last twelve months, nearly two thirds of the respondents had flown overseas twice or less whereas, only one third had flown three times or more. Almost two thirds of the respondents (63%) traveled only in economy class; 2% traveled in First or Business class with the remainder (35%) using some combination of First, Business and Economy class. Approximately half of the respondents (52%) used local airline offices to purchase their airline tickets for international travel. Of the remaining respondents, approximately 41% used travel agents and some 6% used a combination of travel agents and local airline offices.

Respondents were asked to say who generally made reservations for their trips abroad. Results indicated that slightly more than half of the respondents (53%) booked their own tickets. Almost a quarter of the respondents (23%) booked their tickets through their spouses; one fifth (19%) booked them through their relatives or friends whereas the remainder (5%) booked their international tickets through some combination of colleagues in the company, spouses and relatives or friends.

For half of the respondents (50%), they flew to foreign destinations for the purpose of pleasure or a vacation; around 7% traveled overseas for the purpose of visiting family; 3% traveled for business purposes; 4% traveled for medical treatment and education while the remaining one third traveled for other purposes. Respondents indicated that they had flown each time with different travel companions, but it was noticed that almost half of the respondents (42%) had flown internationally with their

family members, about 14% with their spouses and the third most preferred travel choice was with colleagues (8%).

Respondents were asked to indicate whether they had ever had experience of any Gulf, Arab non-Gulf or foreign carriers. Results showed more than half of the respondents (56%) had experience of Gulf, Arab non-Gulf and foreign carriers whereas 45% had experienced some combination of the three types of carriers.

During the previous twelve months, Qatari respondents had used 23 of the 35 of different airlines selected for the study. In addition, some other airlines that were not included in the 35 airlines selected had also been experienced by some of the respondents, namely, American Airlines, Bulgarian, Continental, Delta, Indonesian, Royal Thai, UK and USAir line. Approximately three quarters (75%) of the respondents had used Gulf Air, one fifth (20%) Qatar Airways, 15% Emirates, 7% Saudia, and 5% and 4.0% had used British Airways and Egypt Air respectively. See Table 2.

Table 2: Most Frequently Used Airlines By Respondent During Last Year

Variable			Frequency				Total
		Used	Not Used		Missing		
	No.	%	No.	%	No.	%	
Gulf Air	244	75.3	74	22.8	6	1.9	100.0
Qatar	67	20.7	251	77.5	6	1.9	100.0
Emirates	50	15.4	268	82.7	6	1.9	100.0
Saudia	24	7.4	294	90.7	6	1.9	100.0
British	15	4.6	303	93.5	6	1.9	100.0
Egypt	13	4.0	305	94.1	6	1.9	100.0

The results also indicated that a clear majority (84%) of the carriers used by respondents for overseas travel during the last year were Gulf carriers, 5% were Arab non-Gulf and around 11% were foreign (for the purpose of this study, Arab non-Gulf and foreign carriers were considered as "foreign"). The researcher was surprised to find out that most of the respondents had used the Gulf airline services for their travel either locally or world-wide. This may undoubtedly affect the significance of any statistical results that might be carried out on the data because of the possible bias arising from this skewed distribution. Therefore, this source of potential bias was considered as a limitation in this study

Respondents were asked on a five-point semantic-type scale, ranging from very important to not important, the importance they gave to a series of factors in choosing an airline for international travel. Results showed that the six most important factors respondents considered in selecting one airline over another for foreign travel were: Halal food (83.6%), on-time arrivals & departures (77.8%), physical safety (76.2%), prompt contacting of customer in case of any changes (72.8%), no alcohol served (70%) and assuring the customer that a problem will be dealt with (66.9%).

Respondents were asked to indicate their preferred airlines for international travel. They were given the option of selecting their top three airlines out of a total of six Gulf airlines, six Arab non-Gulf airlines and twenty-three foreign airlines assuming that they all serve the same international destinations. Respondents were then asked to rank them in order of preference. Results indicated no significant differences between consumers' demographics

in selecting Gulf, Arab, and foreign airlines. The top three rankings for the three types of airlines almost remained the same. The top three Gulf airlines selected were Emirates, Gulfair and Qatar Airways. In terms of the travellers' selection of Arab non-Gulf airlines, the top three were Egypt, Royal Jordanian and MEA (Lebanon), whereas the top three foreign airlines selected were British Airways, KLM and Cathay Pacific/Air France. The remaining foreign airlines selected most frequently were Lufthansa, Singapore Airlines, Malaysian Airline System, Royal Brunei Airlines, Swissair, Japan, Alitalia and Austrian.

Respondents were also asked to choose the airline category that they prefer most for international travel out of the three airline categories (Gulf, Arab non-Gulf and foreign). Exactly two thirds of the respondents (66%) had selected Gulf carriers for international travel, while around one third said that they would select foreign carriers for their overseas trip if they were given the option to do so. Of the remaining respondents, nearly 3% had chosen Arab non-Gulf carriers for their foreign trip. Due to this marginal preference for the Arab non-Gulf carriers, it was decided to exclude this category from further analysis and focus instead on the Gulf and foreign carriers.

The existence of significant differences in consumers' perceptions of the quality and price between Gulf and foreign services has been investigated in the previous sections. Therefore, the purpose of this section is to find out whether there is any significant association among all or any of the respondents' demographic variables and their perceptions towards the quality and price of the airline services.

The relationships between demographics other than education and consumers' perceptions of quality and price of the three categories of airline services were tested first using chi-square and contingency table analyses. The chi-square analysis is recommended for the nominal data (Norusis 1990, 1996; Siegel 1956). However, for the test to be meaningful, there is a requirement for a minimum expected cell frequency. According to Parasuraman (1991) a commonly suggested rule of thumb is that no cell should have an expected frequency of less than one and no more than a fifth of the cells should have expected frequencies of less than five. Results of the chi-square test indicated that more than 20% of the cells for demographics had expected frequencies of less than 5. The chi-square contingency test was therefore inappropriate for examining the relationships between demographic and consumers' perceptions of quality and price of services in their present form.

In order to form a single category with an adequate marginal frequency, the age and income variables were combined into two categories. However, the revised variable categories still did not have large enough marginal totals to yield the expected cell frequencies that satisfy the rule of thumb. By reviewing the next most suitable alternative statistical test techniques (Baker 1991; De Vaus 1996; Norusis 1996), and discussing this issue with advisors' in this field at the University of Strathclyde Marketing Department, it was decided to utilize the T-test analysis for this purpose. According to De Vaus (1996) the independent sample T-test is used for testing mean differences involving independent variables which consist of two groups. Table 3 contains a summary of significant relationships.

Table 3: T-test Results of Mean Differences between Consumers' Demographic Variables and their Perceptions of the Quality and Price of Services

Quality variables	Gender			Marital			Income			Age			Children		
						Foreign			For			Age			
1. Perform service right the first time					ES	N		ES	N			N			
2. Perform service at designated time						N		ES	N			N			N
3. Call customer for						N			N			N			N
4. Give prompt service						N			N			N			N
5.						N			N			N			N
6. Service is accessible by phone			ES			N	ES	ES	N			N			N
7. Waiting time is not extensive			ES			N	ES	ES	N			N	ES		N
8. Convenient schedule				N		N			N			N			N
9. Polite/friendly cabin				N		N			N			N			N
10. Explain the service				N		N			N			N			N
11. Staff that speak				NA		N			N			N			N
12. Handling the problems				N		N			N			N			N
13. Good airline				N		N			N			N			N
14. Excellent safety				N		N			N			N			N
15. Give individualised				N		N			N			N			N
16. Recognise regular				N		N			N			N			N
17. Clean and neat				N		N			N			N			N
18. Good reservation				N		N			N			N			N
19. Arriving/departing			YE			N			YES			N	N		N
20. Baggage handling			N			N			N			N	N		N
21. Serve tasty food			YE			N			N			N	N		N
22. Comfortable seats			N			N			N			N	N		N
23. Efficient check-in			N			N			N			N	N		N
24. Excellent in-flight service			N			N			N			N	N		N
25. Good Entertainment			N			N			N			N	N		N
26. Special attention for			N			N			N			N	N		N
27. Convenient flight connections		ES	ES	Y	ES	N	ES	ES	N			N	N		N
28. Good frequent flyer programs			N			N		ES	YES			N	N		N
29. Have frequent flight			N			N			N			N	N		N
30. Use quickest Fl			N			N		ES	N			N	N		N

Price Variable															
1. Price in general	ES		ES	Y		ES	Y		YES	ES	ES	Y	N		YES
2. Value for money				N		ES	Y	N	N			N	N		N

N = (the above tested variable is not significant), YES = (the above tested variable is significant at .05 or better), NA = not applicable

Gender: gender of the respondents was found to be of little use in predicting the consumers' perceptions of the services of the three categories of airlines. For Gulf services, gender was found to be significantly relevant in only three variables. Females rated the Gulf service higher than males on two of these variables: having polite and friendly cabin staff and having frequent flights, while having excellent in-flight service was rated higher by males.

Gender was also useful in predicting the consumers' perceptions for four out of thirty variables of the Arab non-Gulf services. Females rated the Arab services more favorably than males with regard to airline reputation and arriving and departing on schedule variables, while males rated the Arab services more favorably in baggage handling and convenient flight connections. For the foreign services, it was indicated that gender was a useful predictor for nine variables. In all of the nine variables, males were more positive in their perceptions than females were.

In relating this to existing literature, Hung (1989) and Wall and Heslop and Hofstra (1989), Schooler (1971) and Wall and Heslop (1989) found significant differences between male and female perceptions. Females generally tended to show more favorable attitudes towards their home-made products than males. The present findings are quite consistent with those previously described by Han 1988; Heslop and Wall 1985; Good and Huddleston 1995; Wall and Heslop 1986, and inconsistent with the findings of those who found that females tended to rate foreign products significantly higher than males (Good and Huddleston 1995; McLain and Sternquist 1991; Schooler 1971).

Income: the consumers' income was found to be relevant with twelve variables of Gulf and nineteen variables of Arab services. For both services consumers with a monthly income of above Q.R.8,000 gave lower ratings than consumers with Q.R.8,000 or less. It was observed that for most quality variables, the lower the income the higher the ratings of the service quality.

With regard to the foreign services, income was found to be of very little importance as a predictor for most of the attributes and factors. Table 7.7 revealed that income was significantly associated with only two variables (e.g., arriving and departing on schedule and having good frequent flyer program). However, arriving and departing on schedule was rated higher by consumers with incomes over Q.R.8,000, while consumers with monthly incomes under Q.R.8,000 gave the highest ratings to having good frequent flyer program.

The income results gave some general support to other research where it was found to be significantly associated with quality ratings of domestic and Arab services. Ghadir (1990) reported significant differences between respondents' level of income and their attitudes toward domestic and Arab products. Results revealed that the most dissatisfied segments were those with an income of more than 400 Jordanian Dinars. He concluded that in general and for most of the quality variables, the higher the income the lower the ratings of the domestic (Jordanian) and Arab (Egyptian) product.

On the other hand, some studies were consistent with the findings of this study where income factor offered little or no effect on consumers' perceptions of the quality of the foreign product (Johansson et al. 1985). A study by Howard (1983)

also supports this argument. His results indicated no consistent relationship between the income of American consumers and the quality ratings of English products.

Age: age was found to be a useful predicting factor for three of the Gulf, Arab and foreign quality variables. With regard to Gulf services, results revealed that middle-aged and older consumers gave the highest service quality ratings for excellent safety records and the serving of tasty food, while having polite and friendly cabin staff was rated highly by younger consumers. A possible interpretation for Qatari consumers having a more positive attitude towards the taste of Gulf food might be due to the religious background which prohibits non-Halal food.

In respect of the Arab services, younger consumers gave the lowest ratings to having convenient schedules and excellent safety records variables, whereas they seemed to be more satisfied with the "explaining the service itself" variable than the middle aged and older consumers. For the foreign services, age was significantly associated with : waiting time is not extensive, having convenient schedules, and explaining the service itself. For these three quality variables, younger consumers down-graded the foreign services more than the middle aged and older consumers.

The findings of this study confirmed the findings of Smith (1993) in that when age was utilized as an independent variable, younger consumers tended to have more negative perceptions of foreign products than older consumers (as the case for items 7, 8, 10, Table 7.7). On the other hand, the findings of this study (as the case for items 14 and 21, Table 7.7) contradicted those reported by Greer (1971), Howard (1983), Niffenegger et al. (1980) and Wall and Heslop (1986) where they found that younger consumers were more positive towards domestic products than middle aged and older consumers.

Marital status: marital status was found to be a poor predictor for all the quality variables of Gulf and foreign services. These results supported those of Kochunny et al. (1993) in that there were no significant differences among the study groups based on marital status and their perceptions of product quality. On the other hand, marital status was found to have a significant association with six variables of Arab non-Gulf service. Specifically, the segment of married consumers gave the lowest ratings to these variables compared to the single consumers.

Children: results also indicated that no significant difference was found between the respondents who had children and those who did not with regard to their ratings of the quality of Gulf and foreign services, while two variables (recognizing the regular customer and having frequent flights) of the Arab services yielded significant results. Findings indicated that consumers who had children gave the highest service quality ratings to both variables compared to those with no children.

The researcher did not find many studies in the literature reporting the relationships between consumers' having children and their perceptions towards product or service quality. However, Wall and Heslop (1986) investigated the relationships between general attitudes towards Canadian-made products and the demographic of having children. Their results indicated that those with children tended to be more positive towards the quality of products "made in Canada" than those without.

Hypotheses

In terms of the association between consumers' demographic variables and their perceptions of the service prices, results revealed significant differences between male and female respondents' price ratings of the Gulf and foreign services. Females perceived both service providers to be more expensive than males did. These results do not correspond with the results of Ghadir (1990) where Jordanian males rated the foreign (Taiwanese and Russian) products higher than females in the price expansiveness variables. Moreover, for foreign services, the general trend was for the highest ratings of price to be given by those with incomes under Q.R.8,000 (Ghadir, 1990 found similar results), as well as by single consumers and those with no children. Whereas value for money was rated higher by single consumers. Middle-aged and older consumers tended to rate the price of Gulf and Arab services higher than younger consumers (this is the opposite to the findings of Ghadir 1990). No relationship between marital status, income and having children or not, and consumers' perceptions towards price occurred for Gulf and Arab services.

Hypothesis 1: There is no significant difference in the customers' perception of any of the quality and price variables of the Gulf, Arab non-Gulf, and foreign services according to their demographic variables.

This hypothesis is explored by the results of the independent sample T-test. Results indicated some significant differences at ($P < .05$) level of significance in customers' perceptions of the quality and price variables of the three types of services according to their demographic variables. The null hypothesis is therefore rejected.

Hypothesis 2: There is no significant difference between occasional and frequent travelers in terms of their selection of a Gulf or a foreign airline.

To test this hypothesis, consumers' frequency of travel and their selection of a Gulf or a foreign airline was cross-tabulated using a Pearson chi-square test. This type of statistic helps to determine whether two variables, in a cross-tabulation, are independent of each other if the data on each variable are classified into categories (Baker 1991; Churchill 1995a; De Vaus 1996; Hair et al. 1998; Norusis 1996; Parasuraman 1991; Siegel and Castellan 1988). Using this statistic, one tests for significant differences between the observed distribution of data among categories and the expected distribution based on the null hypothesis. The null hypothesis suggests that any differences in the sample statistics or distribution is due to random sampling fluctuations only (Siegel and Castellan, 1988).

The above hypothesis is explored by the result of the Pearson chi-square test. The result in Table 4 showed a significant difference between occasional versus frequent travelers in terms of airline selection.

Table 4: Pearson Chi-square Test for the Difference between Occasional and Frequent Travelers and their Selection of a Gulf or a Foreign Airline

Selection	Occasional Travellers		Frequent Travellers		Chi-square	Sig.
	Frequency	%	Frequency	%		
Gulf	146	46.3	68	21.6	5.63	0.017

Foreign	55	17.5	46	14.6
---------	----	------	----	------

This difference was statistically significant with a P-value of .017 which is far below the cut-off point of .05 per cent at 5 per cent significance level. The null hypothesis is therefore rejected. The occasional travelers constituted a majority among customers in the Gulf selection. Thus this analysis confirmed the conclusion that occasional versus frequent travelers differed in their airline selection. Similarly, Bruning (1997) found that attitudes towards national carriers are most positive for individuals with the lowest levels of flying frequency and steadily decline as flying frequency increases.

Hypothesis 3: There is no significant difference in any of the customers' demographics and their selection of a Gulf or a foreign airline.

In a cross-tabulation contingency table, the results of a Pearson chi-square test on the categorical variables of gender, marital status income, age and availability of children in relation to airline selection are presented in Table 5.

Table 5: Pearson Chi-square Test for the Difference in Customers Demographics and their Selection of the Two Airline Groups

Demographics	Selection		Chi-square	Sig.
	Gulf	Foreign		
Gender: Male	30.8	18.7	4.70	.03
Female	37.1	13.3		
Total	100%			
Marital: Single	23.2	10.8	.006	.93
Married	44.8	21.3		
Total	100%			
Income: Under Q.R.8,000	39.0	17.5	.254	.61
Over Q.R.8,000	28.9	14.6		
Total	100%			
Age: 29-less	31.4	16.8	1.06	.30
30-more	36.5	15.2		
Total	100%			
Children: No children	30.2	14.6	.036	.84
Have children	37.8	17.5		
Total	100%			

The results of the chi-square demonstrated that no demographic variable was significantly associated with a Gulf or a foreign airline selection, except the gender ($P < .05$). Females were less likely to select a foreign airline for their international destination than males. They constituted around 37% of the total respondents who preferred the Gulf airline over the foreign one. It is possible therefore to partially reject the null hypothesis and conclude that there is a significant difference between males and females with regard to their selection of an airline. This finding seems to be consistent with the findings of Bruning (1997) who found significant differences by

sex in terms of Canadian versus non-Canadian carrier choice. His results indicated that females showed more favorable attitudes towards their national airline than did males. Similar results were also found by Good and Huddleston (1995); Han and Terpstra (1988); Heslop and Wall (1985); Lawrence et al. (1992); Sharma et al. (1995); Wall and Heslop (1986).

This finding is not surprising since the Qatari female has been raised in a Gulf culture and rarely has contact with other foreign cultures. Therefore, when she travels, it is presumed that she would be more likely to be psychologically comfortable with an airline that is more similar to her home-country's culture. Moreover, the Gulf carriers' cabin staff speak Arabic which makes the female feels more secure. In contrast, the foreign carriers would embrace cultures that differ from the culture that the Qatari female is used to. Hence, she might feel psychologically insecure and restricted in her behavior as a result of this difference.

On the other hand, the male is more open to other cultures and he experiences more interaction with other cultures in his daily life than the female. This is an expected result and obviously supported by the results of Sharma et al (1995, p. 33) and Wetzels et al (1996, p. 1263) in which they found that the "individual who is more open to other cultures is less likely to choose domestic services." Therefore, it is inferred that the male is more adventurous in his selection behavior than the female.

Hypothesis 4: There is no significant difference in any of customers' demographics and the factors considered important in their choice of an airline.

Table 6 summarizes the results of an independent sample T-test that was performed on the data with the anticipation of finding differences between any of the customers' demographic based on factors considered airline.

Table 6: T-test for the Difference between Consumers' Demographic Variables and Factors Considered Important in Choosing an Airline

Factors	Gender	Marital	Income	Age	Children
Performance	N	YES	N	N	N
Assurance	N	N	YES	N	N
Accessibility	YES	N	N	N	N
Frequency of flights	N	N	N	N	N
Understanding customer	N	N	N	N	N
Trustworthiness	N	N	N	N	N

N = Not significant, Yes = significant at $p < .05$

Results revealed that the demographics of gender, marital status and income were found to be significantly related to accessibility, performance, and assurance factors respectively. Males paid significantly more attention to accessibility factor than females did. For marital status, performance was rated higher by single consumers than those who were married. With regard to income, it was observed that the lower the income the higher the importance ratings of assurance factor. In conclusion, the findings did not support the proposed hypothesis and it was therefore rejected at $P < .05$ level of significance.

Kaynak, Kucukemiroglu and Ali (1994) investigated the differences between the respondents' gender in terms of factors they considered important when choosing an

airline. They found that females paid significantly more importance to airport ticket counter service, accurate flight information, convenient flight connections, frequent flights and good connection to major cities than males did.

SUMMARY AND CONCLUSION

During the turbulent 1970s and the early part of the 1980s, marketing was a comparatively unimportant activity among airline companies around the world, due to stringent industry regulations. In addition, the industry was operating in a sellers' market around the world. In particular, protected by government ownership and regulations, airlines were safe from the serious competitive effects of the market place. In most cases, the industry showed an oligopolistic market structure (Kaynak, et al. 1994). Thus, price competition was non-existent, promotional efforts were limited, product/service quality was uneven and little effort was given to the development of an efficient distribution system through "hub and spoke" networks (Borenstein 1989).

Nowadays, there have been a number of changes in the global airlines industry which have had profound effects on the development of this rapid growing sector of the economy in most countries of the world (Pustay 1992). According to Kaynak et al. (1994) demographic, legal-political, socio-economic as well as technological changes have led the way to a transformation of airlines and the way they do business domestically as well as internationally. In addition, the continuous relationship between airlines and their customers has become the watchword and airline industry standard.

When examining the effects of demographics on factors considered important in choosing an airline, it was found that the demographics of gender, marital status and income were found to be significantly associated with accessibility, performance, and assurance factors respectively. Males paid significantly more attention to the accessibility factor than females did. Performance was more highly evaluated by single consumers than those who were married. With regard to income, it was noticed that the lower the income the higher the importance ratings of assurance factor.

LIMITATIONS

Despite the importance of the research findings of the present study, the study has some limitations. A quantitative technique was used in this research. As such the richness of information that could have been obtained from some qualitative methods of data collection was lost. Financial and time limitations limited the sample to only Qatari consumers. If other states of the Gulf (Bahrain, UAE, Oman, Saudi Arabia, Kuwait) had been included, the information gathered would have been more comprehensive, and more generalizable.

Due to the lack of knowledge of country of origin effects in Middle Eastern countries and particularly in Qatar, the questions asked in the questionnaire were based heavily on western literature and research which has been conducted in the West. As such, some of the questions asked may not have been valid. Additionally, as a result of the alphabetical ordering of the airline names in questions 3, 4, and 5, a "halo-effect" may have crept into the responses, possibly favoring Emirates airlines from the Gulf category, Egypt Air from the Arab category and British Airways from the foreign category.

Another important limitation was apparently related to the length of the questionnaire. A number of respondents pointed out that the questionnaire was too lengthy. Due to the descriptive nature of the study, the length of the questionnaire was required

to capture a wide range of aspects of the consumers perceptions. This limitation can be reduced to a greater extent through the improvement of the research questionnaire by future researchers.

An inspection of the demographic variables presented earlier indicate that the respondents' data may not be representative of the population as a whole. Therefore, generalizations should not be made beyond the teaching population. Generalization beyond the airline service industry is likewise tenuous.

Further research is needed to validate this study. This is assumed the first comprehensive study of the consumers' perceptions of airlines and airline selection in Qatar. As the globalization of the airline industry grows, the airline executive will pay more attention to the perceptions of consumers who live in other countries. Thus, results of this study need to be replicated with larger samples and in different markets in order to establish the validity of the findings.

REFERENCES

Ahmed, S.A. and A. d'Astous (1995), "Comparison of Country of Origin Effects on Household and Organisational Buyers' Product Perceptions," *European Journal of Marketing*, 29 (3), 35-51.

---- (1993), "Cross-national Evaluation of Made-in Concept Using Multiple Cues," *European Journal of Marketing*, 27 (7), 39-52.

Ahmed, S.A., A. d'Astous, and M. El-adraoui (1994), "Country-of-Origin Effects on Purchasing Managers' Product Perceptions," *Industrial Marketing Management*, 23 (4), 323-32.

Al-Sulaiti, K.I (1993), "Forecasting Fish Consumption in the State of Qatar." Bridgeport: University of Bridgeport, USA.

Al-Sulaiti, K.I and M.J. Baker (1997), "Country of Origin Effects: a Literature Review.," Working Paper Series 1997/2, University of Strathclyde.

Bailey, E. and S. Pineres (1997), "Country of Origin Attitudes in Mexico: The Malinchismo Effect," *Journal of International Consumer Marketing*, 9 (3), 25.

Baker, M.J. (1995), *Companion Encyclopedia of Marketing*. London: Routledge.

---- (1991), *Research for Marketing*. London: MacMillian.

Baker, M.J. and C.A. Currie (1993), "Country of origin: The Fifth Element of the Marketing Mix?," in *Marketing Education Group Conference*.

Baker, M.J. and J. Michie (1995), "Product Country Images: Perceptions of Asian Cars," Working Paper Series No. 95/3, University of Strathclyde.

Bannister, J.F. and J.A. Saunders (1978), "UK Consumers' Attitudes Towards Imports: The

Measurement of National Stereotype Image," *European Journal of Marketing*, 12 (8), 562-70.

Baughn, C.C. and A. Yaprak (1993), *Mapping Country of Origin Research: Recent Developments and Emerging Avenues*. New York: International Business Press.

Baumgartner, G. and A. Jolibert (1978), *The Perception of Foreign Products in France*. MI: Association For Consumer Research.

Bilkey, W.J. and E. Nes (1982), "Country of Origin Effects on Product Evaluation," *Journal of International Business Studies*, 8 (1), 89-99.

Bitner, M.J. (1990), "Evaluating Service encounter: The Effect of Physical Surroundings and Employee Responses," *Journal of Marketing*, 54, 69-82.

Bitran, G. and M. Lojo (1993), "A Framework for Analysing Service Operations," *European Management Journal*, 11 (3), 271-82.

Borenstein, S. (1989), "Hubs and Fares: Dominance and Market Power in the USA Airline Industry," *Rand Journal of Economics*, 20 (3), 344-65.

Bruning, E.R. (1997), "Country of Origin, National Loyalty and Product Choice: The Case of International Air Travel," *International Marketing Review*, 14 (1), 59-74.

Cattin, P., A. Jolibert, and Lohnes (1982), "A Cross Cultural Study of Made In Concepts," *Journal of International Business Studies*, 13 (Winter), 131-41.

Central Intelligence Agency (2003), *The World Factbook 2003*. Washington, D.C.: Office of Public Affairs.

Chao, P. (1993), "Partitioning Country of Origin Effects: Consumer Evaluations of a Hybrid Product," *Journal of International Business Studies*, 24 (2), 291-306.

Chao, P. and K.N. Rajendran (1993), "Consumer Profiles and Perceptions: Country-of-Origin Effects," *International Marketing Review*, 10 (2), 22-39.

Chasin, J. and E. Jaffe (1979), "Industrial Buyer Attitudes Toward Goods Made in Eastern Europe," *Columbia Journal of World Business*, 14 (Summer), 74-81.

Churchill, G.A., Jr. (1995a), *Marketing Research: Methodological Foundations* (6th ed.). Orlando: The Dryden Press.

Cordell, V. (1991), "Competitive Context and Price as Moderators of Country of Origin Preference," *Journal of the Academy of Marketing Science*, 19 (Spring), 123-28.

Daly, A. (1990), "The Marketing of Services: Empirical Findings From Selected Irish Hotels," Ph.D. Thesis, The Queen's University of Belfast.

De Vaus, D.A. (1996), *Survey in Social Research* (4th ed.). London: Allen and Urwin.

Dornoff, R., C. Tankersley, and G. White (1974), "Consumers' Perceptions of Imports," *Akron Business and Economic Review*, 5 (Summer), 26-29.

El-Omari, H.A. (1991), "Word-of-Mouth Communication and the Influence on the Purchase of Cars in Jordan," Ph.D. Thesis, University of Glasgow.

Faria, A.J. and J.R. Dickinson (1996), "The Effect of Reassured Anonymity and Sponsor on Mail Survey Response Rate and Speed with a Business Population," *Journal of Business & Industrial Marketing*, 11 (1), 66-76.

Feigenbaum, A. (1990), "What Total Quality is a tall order for US managers," *Electronic Business*, 16 (19), 119.

Festervand, T., J Lumpkin, and W. Lundstrom (1985), "Consumers' Perceptions of Imports: An Update and Extension," *Akron Business and Economic Review*, 16 (Spring), 31-36.

Gabbott, M. and G. Hogg (1997), *Contemporary Services Marketing Management*. London: Dryden Press.

Gaedeke, R. (1973), "Consumer Attitudes Towards Products Made in Developing Countries," *Journal of Retailing*, 49 (Summer), 13-24.

Ghadir, H. (1990), "The Jordanian Consumers' Perceptions of Quality, Price, and Risk of Foreign vs. Domestic Products: Empirical Investigation," Ph.D. Thesis, University of Sheffield.

Gitlow, H., S. Gitlow, H. Oppenheim, and R. Oppenheim (1989), *Tools and Methods for the Improvement of Quality*. IL.: Irwin, Homewood.

Good, L.K. and P. Huddleston (1995), "Ethnocentrism of Polish and Russian Consumers: Are Feelings and Intentions Related?," *International Marketing Review*, 12 (5), 35-48.

Gourdin, K. and T. Kloppenborg (1991), "Identifying Service Quality Gaps in Commercial Air Travel: the First Step Toward Quality Improvement," *Transportation Journal*, 31, 22-30.

Greer, T.V. (1971), "British Purchasing Agents and European Economic Community: Some Empirical Evidence on International Industrial Perceptions," *Journal of Purchasing*, 7, 56-63.

Hair, Joseph F. Jr., Rolph E. Anderson, Ronald L. Tatham, and William C. Black (1998), *Multivariate Data Analysis* (5th ed.). Upper Saddle River, New Jersey: Prentice Hall.

Han, C.M. (1990), "Testing the Role of Country Image in Consumer Choice Behaviour," *European Journal of Marketing*, 24 (6), 24-39.

Han, C.M. and V. Terpstra (1988), "Country of Origin Effects for Uni-national and Bi-national Products," *Journal of International Business Studies*, 19 (Summer), 235-55.

Harrison-Walker, L.J. (1995), "The Relative Effects of National Stereotype and Advertising Information on the Selection of a Service Provider: An Empirical Study," *Journal of Service Marketing*, 9 (1), 47-59.

Heslop, L.A. and M. Wall (1985), "Differences Between Men and Women in the Country of Origin Product Images," in *Administrative Science Association of Canada Proceedings*. Montreal, Canada.

Howard, D.G. (1983), "An Investigation of the Foreign Product Bias Phenomenon in the United States and the Implication of Marketing Strategies of Imported Products," Ph.D. Thesis, Ohio State University, USA.

Hugstad, P. and M. Durr (1986), *A Study of Country of Manufacturer Impact on Consumer Perceptions*. Florida: Academy of Marketing Science.

Hung, C.L. (1989), "A Country-of-Origin Image Study: The Canadian Perception and Nationality Biases," *Journal of International Consumer Marketing*, 1 (3), 5-26.

Jackson, R.W., L.A. Neidell, and D.A. Linsford (1995), "An Empirical Investigation on the Differences in Goods and Services as Perceived by Organisational Buyers," *Industrial Marketing Management*, 24, 99-108.

Johansson, J.K., S.P. Douglas, and I. Nonaka (1985), "Assessing the Impact of Country of Origin on Product Evaluations: A New Methodological Perspective," *Journal of Marketing Research*, 22, 388-96.

Kaynak, E. and S.T. Cavusgil (1983), "Consumer Attitudes Towards Products of Foreign Origin: Do They Vary Across Product Classes," *International Journal of Advertising*, 2, 147-57.

Kaynak, E. and O. Kucukemiroglu (1993), "Marketing Airlines Internationally: U.S. Travellers' Attitude Towards Domestic Versus Foreign Carriers," *Development in Marketing Science*, 176-80.

Kaynak, E., O. Kucukemiroglu, and A. Kara (1994), "Consumers' perceptions of Airlines: A Correspondence Analysis Approach in a Airlines Industry," *Management International Review*, 34 (3), 235-54.

Khachaturian, J.L. and M.A. Morganosky (1990), "Quality Perceptions by Country of Origin," *International Journal of Retail & Distribution Management*, 18 (5), 21-30.

Kochunny, C.M., E. Babakus, R. Berl, and W. Marks (1993), "Schematic Representation of

Country Image: Its Effects on Product Evaluation," *Journal of International Consumer Marketing*, 5 (1), 5-25.

Kotler, P. (1997), *Marketing Management: Analysis, Planning, Implementing, and Control* (9th Edition ed.). Englewood Cliffs: Prentice-Hall.

Krishnakumar, P. (1974), "An Exploratory Study of Influence of Country of Origin on the Product Images of Persons From Selected Countries," University of Florida.

Lawrence, C., N.E. Marr, and G.P. Prendergast (1992), "Country-of-Origin Stereotyping: A Case Study in the New Zealand Motor Vehicle Industry," *Asia Pacific International Journal of Marketing*, 4 (1), 37-51.

Leclerc, F., B. Schmitt, and L. Dube (1994), "Foreign Branding and Its Effects on Product Perceptions and Attitudes," *Journal of Marketing Research*, 31 (2), 263-70.

Lee, D. and C. Schaninger (1996), "Country of Production/Assembly as a New Country Image Construct: A Conceptual Application to Global Transplant Decision," *Advance in International Marketing*, 7, 233-54.

Levin, I., J. Jasper, J. Mittelstaedt, and G. CGaeth (1993), Attitudes Towards "Buy America First" and Preferences for American and Japanese Cars: A Different Role for Country-of-Origin Information.

Lillis, C. and C. Narayana (1974), "Analysis of made In Product Images - An Exploratory Study," *Journal of International Business Studies*, 5 (Spring), 119-27.

Lin, L. and B. Sternquist (1994), "Taiwanese Consumers' Perceptions of Product Information Cues: Country of Origin and Store Prestige," *European Journal of Marketing*, 28 (1), 5-18.

Lovelock, C., R. Stiff, D. Cullwick, and I. Kaufman (1976), "An Evaluation of the Effectiveness of Drop-Off Questionnaire Delivery.," *Journal of Marketing Research*, 13 (November), 358-64.

McLain, S. and B. Sternquist (1991), "Ethnocentric Consumers: Do They Buy American," *Journal of International Consumer Marketing*, 4 (1/2), 39-57.

Murray, K. and J. Schlacter (1997), *The Impact of Services Versus Goods on Consumers' Assessment of Perceived Risk and Variability*. London: Dryden Press.

Nagashima, A. (1977), "A Comparative "Made In" Product Image Survey Among Japanese Businessmen," *Journal of Marketing*, 41, 95-100.

---- (1970), "A Comparison of Japanese and U.S. Attitudes Toward Foreign Products," *Journal of Marketing*, 34, 68-74.

Narayana, C.L. (1981), "Aggregate Images of American and Japanese Products: Implication on International Marketing," *Columbia Journal of World Business*, 16 (Summer), 31-35.

Niffenegger, P., J. White, and G. Marmet (1980), "How British Retail Managers View French and American Products," *European Journal of Marketing*, 14 (8), 493-98.

Norusis, M. (1996), *SPSS Professional Statistic*, 6.1. Chicago: SPSS, Inc.

Okechuku, C. (1994), "The Importance of Product Country of Origin: A Conjoint Analysis of the United States, Canada, Germany and the Netherlands," *European Journal of Marketing*, 28 (4), 5-19.

Olson, J.C. and J. Jacoby (1972), "Cue Utilisation in Quality Perception Process," in *Third Annual Conference of the Association for Consumer Research*, M. edited by Venkatesan (Ed.).

Ozsomer, A. and S.T. Cavusgil (1991), "Country-of-Origin Effects on Product Evaluations: A Sequel to Bilkey and New Review," in *AMA Educators' Proceedings*, eds. Gilly et al. (Ed.) Vol. 2. Chicago.

Papadopoulos, N. (1993), *What Product Country Images are and Are Not*. New York: International Business Press.

Papadopoulos, N., L. Heslop, F. Graby, and G. Avlonitis (1987), "Does Country of Origin Matter? Some Findings From A Cross-Cultural Study of Consumer Views About Foreign Products." Cambridge: Marketing Science Institute.

Parasuraman, A. (1991), *Marketing Research*. Massachusetts: Addison-Wesley Publishing Company.

Pustay, M.W. (1992), "Toward a Global Airline Industry: Prospects and Impediments," *Logistics and Transportation Review*, 28 (1), 103-28.

Reierson, C. (1966), "Are Foreign Products Seen as National Stereotypes?," *Journal of Retailing*, 42 (Fall), 33-40.

Roth, M.S. and J.B. Romeo (1992), "Matching Product Category and Country Image Perceptions: A Framework For Managing Country-of-Origin Effects," *Journal of International Business Studies*, 23 (3), 477-97.

Samiee, S. (1994), "Customer Evaluation of product in a Global Market," *Journal of International Business Studies*, 25 (3), 579-604.

Schooler, R.D. (1971), "Bias Phenomena Attendant to the Marketing of Foreign Goods in the US," *Journal of International Business Studies*, 2 (1), 71-81.

Shaffer, T.R. and B.S. O'Hara (1995), "The Effects of Country of Origin on Trust and Ethical Perceptions of Legal Services," *The Service Industries Journal*, 15 (2), 162-85.

Shams, N. (1996), "Culture and Risk: Perceptions and Acceptability of Risk of Riba in Banking Among Teachers in Bahrain," Ph.D. Thesis, University of Stirling.

Sharma, S., T. Shimp, and J. Shin (1995), "Consumer Ethnocentrism: A Test of Antecedents and Moderators," *Journal of the Academy of Marketing Science*, 23 (1), 26-37.

Siegel, S. and N. Castellan (1988), *Non-Parametric Statistics for the Behavioural Sciences*. New York: McGraw-Hill.

Smith, W.R. (1993), "Country-of-Origin Bias: A Regional Labelling Solution," *International Marketing Review*, 10 (6), 4-12.

Stover, R.V. and W. Stone (1974), "Hand Delivery of Self-administered Questionnaire," *Public Opinion Quarterly*, 37 (Summer), 284-87.

Thakor, M. and L. Katsanis (1997), "A Model of Brand and Country Effects on Quality Dimensions: Issues and Implications," *Journal of International Consumer Marketing*, 9 (3), 79-100.

Wall, M. and L. Heslop (1986), "Consumer Attitudes Toward Canadian-Made Versus Imported Products," *Journal of the Academy of Marketing Science*, 14 (Summer), 27-36.

---- (1989), "Consumer Attitudes Towards the Quality of Domestic and Imported Apparel and Footwear," *Journal of Consumer Studies and Home Economics*, 13, 337-58.

Wall, M., L. Heslop, and G. Hofstra (1989), "Male and Female Viewpoints of Countries as Products of Consumer Goods," *Journal of International Consumer Marketing*, 1 (1), 1-25.

Wang, C. and C.W. Lamb (1983), "The Impact of Selected Environmental Forces Upon Consumers' Willingness to Buy Foreign Products," *Journal of the Academy of Marketing Science*, 11 (2), 71-84.

Wetzels, M., M. Birgelen, and K. Ruyter (1996), "Ain't it Much, it Ain't Dutch?: An Application of the Consumer Ethnocentrism Concept to International Services in the Netherlands," Andras Bauer and Judit Simon Edited by Jozsef Beracs, Budapest (Ed.). *European Marketing Academy: University of Economic Sciences*.

White, P.D. (1979), "Attitudes of US Purchasing Managers Toward Industrial Products Manufactured in Selected European Nations," *Journal of International Business Studies*, Spring/Summer, 81-90.

World Population Profile (1996), "Department of Commercial, United States of America."

Wyckoff, D. (1988), *New Tools for Achieving Service Quality*. New Jersey: Prentice-Hall.

Yaprak, A. (1978), "Formulating a Multinational Marketing Strategy: A Deductive Cross-National Consumer Behaviour Model," Georgia State University.

Yaprak, A. and C. Baughn (1991), "The Country of Origin Effects in Cross-National Consumer Behaviour: Emerging Research Avenues," in *The Fifth Bi-Annual World Marketing Congress of The Academy of Marketing Science*.

Young, J.A. (1987), "C.E.O. of Hewlett-Packard," *Business Horizons*, May-June, 46.

---- (1990), *Financial Times*. New York: The Free Press.

Zeithaml, V., A. Parasuraman, and L. Berry (1985), "Problems and Strategies in Services Marketing," *Journal of Marketing*, 49, 33-46.

Zhang, Y. (1996), "Chinese Consumers' Evaluation of Foreign Product: The Influence of Culture, Product Types and Product Presentation Format," *European Journal of Marketing*, 30 (12), 50-68.