

The Country of Origin and the Consumer Behavior - How to Improve Chinese Products Brands?

Mohammed Kerbouche*

Lakhdar Adouka*

Abdenour Belmimoun*

Habib Guenouni*

*Professor Mascara University

Doi:10.5901/mjss.2012.v3n11p551

Abstract: *There are two objectives of the project. First is to assess the overall image of China brand products in consumers' minds. Countries of origin effect influences people's evaluations on products and purchase decisions since people have different perceptions towards different countries and products. This is because each country has its own political, technological and economical environment. In consumers' minds, they have negative attitudes on China brand products, such as old-fashioned, cheap, etc. So, there is negative country of origin effect on China brand products in markets. This is the first reason for doing this project. Second objective is to analyze the data for our survey and give some suggestions and recommendations. We choose a specific product electric for our Study and we made some comparison between Chinese brand Lenovo and the Japanese brand Sony, I chose this two brand as Lenovo one of the most famous brand in China, and Sony as one of the big electronic company in the world. Consumers' attitude towards electric appliance may influence their purchase of the products, which are in China or foreign brands. Besides, consumers' attitude towards brand image may also affect their purchase decision among different brands of products. There are some factors help constructing consumers' attitudes towards brand image, such as advertising, quality, price, technology and package. Moreover, other variables, such as sex, age, income and educational level can also influence consumers' purchase decisions among different brand products. On the other hand, this study mainly focuses in 19 countries.*

Keyword: *The country of origin, Chinese brands, consumer behavior.*

1. Introduction

China has grown rapidly to become one of the largest manufacturing countries in the world. Products from China can be seen everywhere today and the label Made in China is more of rule than an exception. The question is how world consumers will react with the Chinese product brands? And how to improve the image of these emerging brands?

The purpose of this article was to investigate the consumer's attitudes towards Chinese product brands taking Japanese Sony product as a print of comparison for our survey. The study also analyzed differences in sex, age, income and educational level.

To collect the necessary data a questionnaire was handed out to 19 countries from five continents. The sample consisted of 196 answers which can be assumed to represent each continent.

The literature review and survey reflect the image of Chinese products in other markets. Overall the Chinese have a negative image in those markets. The country of origin effect influences the country image so much. Consumers view Chinese products as old-fashioned, cheap and unattractive.

To alleviate that, Chinese businesses could improve their marketing strategies in all the markets that where we surveyed, especially the marketing mixes. They could change their product technology designs and packaging with good brand names, put more emphasis on promotions and advertising, and improve their advertisements to adapt to the tastes of other markets consumers. In addition, they could increase the number of retail channels that are more convenient for consumers to get information and easier to find products. The low prices of China brand products gives people cheap and low class impression. So Chinese firms should raise the quality of products in order to set a higher price in other markets.

The largest growing market of today is found in China. The country's importance in the world economy has been increasing rapidly over the past few years, and all indications show that such trends will continue. China has a history as a planned economy and about 25 years ago it became a market economy ready to get involved in the area of international business. Due to FD investments many western companies have placed capital and production within its borders. The result is that branded products marked Made in China have shown up all over the world. But in this article we will not be speaking about the foreign products, as we will focus on Chinese brand products and consumers attitudes towards them.

It is common that products made in developing country are perceived to be of lower quality than products from an industrialized nation (Hulland, Todino & Lecraw.1996); this has been experienced by nations such as South Korea and Japan during their initial internationalization phase. Still, the country image is not static, but can change over time as consumers become more familiar with the products and the quality of them actually improves.

Country of origin (COO) is the country in which the products are made. In fact, the country of origin effect has a great impact on the products, which do not have strong brand names. In the case of China brand products in world markets, they do not have strong brand names or brand loyalty. In the other markets consumer's minds are poor quality, low prices and old-fashioned in packaging and advertising. So many consumers do not consider buying the products from China.

Thus, the country of origin effect is essential to Mainland Chinese firms, which want to export to the world markets. As China market opens continually, Chinese firms have great opportunities to develop other countries' markets. The first thing the firms have to do is to examine the problems that hinder their products success in other countries. Country of origin effect may be a major cause for the failure of China brand products in other markets. And to see where the problem is, we will treat two questions.

Is there really having a negative image towards China products in world markets? And how can China brand products build a positive image and strong brand?

2. Research strategy

To be able to see the result of the research questions we set up six hypotheses of the 19 countries consumers. The hypotheses were tested through a survey. The survey strategy was to test the hypotheses and see if they either were accepted or rejected, also to see the consumer's attitude and perceptions to give our recommendations and suggestions.

3. Selection method

The sample size of the test was 196 persons, in 19 countries (Algeria, Argentina, Australia, Canada, Colombia, Ecuador, Egypt, England, French, Germany, Japan, Jordan, Korea, Mexico, Republic Dominican, Saudi Arabia, South Africa, Switzerland, United state). The test had done randomly, by some friends who send the questionnaire to their countries and also via internet using MSN and Skype programs.

And due to we won't have direct contact with the respondents I translate the questionnaire to four language (English, French, Spanish and Arabic) to make it more clear. And I spent more than 4 months to accumulate these results.

4. Hypothesis

Independent variables:

H1: country of origin effects on Chinese products and foreign brand products (Japan).

H2: attitude towards brand:

Advertising

Quality

Price

Technology

Package

Other Variables:

H3: Sex

H4: Age

H5: Income

H6 Educational level

4.1 Country of origin effects

H1: There is negative country of origin effect on Chinese products.

4.2 Attitude towards brand

H2: There are less favorable brand images of Chinese products.

Other variables.

Sex

2-3 H3: there are difference purchasing criteria between males and female's .Males are more emphasize the function and technology of product where women are more emphasize on the appearance and design.

Age

2-4 H4: the youngsters are likely to buy foreign brand products and the older people are more willing to buy Chinese products

Income

2-5 H5: low income people are more willing to buy Chinese products than high-income people.

Educational level

2-6 H6: less educated people are more willing to buy Chinese products than more educated people.

The questionnaire

The hypotheses were tested through a questionnaire the advantage is that each respondent answers the same set of questions, which will make it more efficient to collect large amount of response.

The questionnaire contained 14 questions including nationality, gender, age, educational level, occupation and income allowed us to test our hypotheses. The three first questions we made it just to confirm and justify our dissertation and make comparison between Chinese brand and Japanese, it was as experiment for our project.

In the four, five and six question the respondents were asked to measure the country of origin effect on the people from the five continents.

We used also question four to see the hypothesis four regarding the youngest and old people and their willing to buy Chinese products. Also we used question to measure the income and the educational level effect on buying Chinese products.

The question eleven we use its to test the respondents and see the difference purchasing criteria male and female.

The other questions we use it to know more the consumers attitudes and to help us making our recommendation as I don't have direct contact with the respondents during doing this survey.

Our questionnaire show us that, the ratio of males to females of the sample is almost similar. Most of them are in age [21-30]. The interviewees are from wide range of educational level which from post graduates to no educational level. For the income level, most interviewees have lower than 4000\$ income because there are more interviewees from Africa Asia and South America.

5. Analysis

5.1 Country of origin effects (Hypothesis 1)

H1: There is negative country of origin effect on Chinese products.

Table 1: Test results of country of origin effect

		Africa	Asia	South America	North America	Europe
Q4	yes	13%	40%	18%	6%	13%
	no	47%	24%	62%	12%	47%
	Not much	39%	35%	18%	18%	39%
Q5	yes	2%	40%	43%	31%	2%
	no	98%	60%	57%	69%	98%
Q7	cheaper	98%	81%	97%	96%	98%
	Good packaging	0%	9.5%	3%	4%	0%
	More technology	2%	9.5%	0%	0%	2%

From table 1 we need to know if there is negative image towards Chinese products. According to results these vary from one market to another.

Except in the Asian market, where we can find some positive sentiment, where as in other market (Africa, South America, North America, Europe) there is really a negative image towards Chinese products. Many people in these markets (Africa, South America, North America, Europe) think that Chinese products are cheap, unattractive, and are not familiar with Chinese brands. In addition in our survey we chose one of the most popular and best known Chinese brands (Lenovo), but most people don't recognize this brand, and that is due to the lack of promotion in these markets.

In fact, the overall image of products from China is not favorable. When people see a Chinese product, they tend to have strong perceptions that these products are not good.

Furthermore the producers in China always ignore the packaging of the products, so the appearance of the products tend to be old fashioned and unattractive and the test result in table 1 reflects this situation, for Chinese brand products in (Africa, South America, North America, Europe).

Where as the situation in the Asian market is better than the other four markets, as we can see that there are some positive results such as the Q4 where 40% of people are familiar with Chinese brands, and the same percentage for the Q5 where 40% seen that the Chinese products are attractive. But regarding the Question 7 the consumers in Asian market would like to purchase Chinese products because they are cheap, but it is the same as other markets where the consumers see that Chinese product lack good packaging, appearance and technology.

To summarize this part, the result clearly indicates that in consumers minds, Chinese products are less expensive than Japanese products but not as attractive.

Many people in these markets recognize Japan as a developed country and have a strong financial position, so Japanese products are more creative and have high quality standards. However consumers recognize China as a developing country, people in there are relatively poor and old fashioned, so some people are shying away from using Chinese products, since there is a perceived risk of being laughed at or look down upon by others. Finally we can say that there is negative image towards Chinese products and hypothesis 1 is right.

5.2 Attitude towards brand (Hypothesis 2)

H2: There are less favorable images towards Chinese products.

Table 2: Results of attitudes towards Chinese brands (Lenovo) and Japanese brand (Sony).

		Africa	Asia	South America	North America	Europe
Q6	Chinese	17%	10%	5%	12%	13%
	Japanese	83%	90%	95%	88%	87%

In this question we want to test the attitude of consumers towards a brand from Japan (Sony), and one from China (Lenovo). From the result we can see the big difference between these two brands, and in all markets people are more

willing to buy the Japanese brand though it's more expensive than the Chinese brand. These results can be summarized in two points:

As we saw in the hypotheses some of the people have negative image towards Chinese products, and as we've said that some people feel shy using Chinese products.

People are with a lot of Japanese products especially electric appliances, and as we see in some market 100% of consumers know Sony where as 0% recognize Lenovo, because they can get information about Japanese brand products and even have experiences using them, so they may be more confident about the quality, function and technology of the Japanese product and have greater willingness to buy.

From the results, it is proven that there is negative image towards Chinese products.

5.3 Sex (Hypothesis 3)

H3: there are difference purchasing criteria for males and female's .Males are more emphasize the function and technologies of the product more, where as women have more emphasis on the appearance and design.

Table 3: Test results of sex influence on the intension to buy.

Q11	Sex	Africa			Asia			South America			North America			Europe		
		T	D	A	T	D	A	T	D	A	T	D	A	T	D	A
	Male	37%	15%		44%	17%	0%	37%	6%		31%	15%	9%	29%	8%	14%
	Female	46%	0%	2%	25%	13%	1%	45%	6%	6%	29%	12%	4%	23%	15%	11%

T: Technology- D: Design -A: Appearance

From the question 11 we want to test the different purchasing criteria between males and females, from table 3 we can see the results from all markets.

According to this table we can see that the consumers have more willingness to buy products that they have more technology, for African countries we can see that females are more willing to buy products with good technology than the males, and that is the same in the south American market, where we can see that the results are very close between females and males and we can also see that in all markets males and females prefer to buy high tech products, the design and appearance are secondary matters. Except in Europe where males pay more attention to the appearance and design.

So a hypothesis 3 is rejected, and the technology is the main factor for attraction for males and females alike.

5.4 Age (Hypothesis 4)

H4: The young generations are more likely to buy foreign brand products, where as the older generations are more willing to buy Chinese products

Table 4: Results of comparing Age and country of origin effect towards Chinese products.

Q4	Age	Africa			Asia			South America			North America			Europe		
		yes	No	N.S.M	yes	no	N.S.M	Yes	no	N.S.M	yes	no	N.S.M	yes	no	N.S.M
	Below20	-	66%	34%	22%	11%	67%	-	-	-	-	-	-	-	100%	
	21-30	6%	75%	19%	20%	35%	45%	3%	74%	23%	5%	22%	73%	15%	38%	47%
	31-40	44%	11%	45%	46%	23%	31%	33%	50%	17%		42%	58%		54%	46%
	41-50	16%	50%	33%	81%	19%	-	100%	-	-		100%		14%	43%	43%
	Over50	100%	-	-	100%	-	-	100%	-	-	25%	50%	25%	40%	40%	20%

In the questionnaire using question 4, 6 we tested the effect of age toward Chinese products, and we can see from the result that people over 50 years old in Africa Asia and South America are more familiar with the Chinese brand, in other hand we see that elder people in N America and Europe are less familiar with the Chinese products. But this category of people (over 50years) have better attitudes towards Chinese brand products than other age groups, and for Japanese products, it seems that the younger people prefer it, especially for the age group of 21-30 and bellow 20.

The consumer group between 41-50 and over 50 in the three market (Africa ,Asia , South America) as we said before they have better attitude towards Chinese products, as this group mostly live in developing countries, and they are not fully aware of new technologies, or the brand name value, the most important factor for this group is the price. However the same age groups in North America and Europe are less willing to buy Chinese brand products, as these countries are developed and they are aware of brand name value, and are very well informed about new technology.

For the younger people, especially the age group of 21-30 most of them like to follow the fashions and trendy products from Japan, besides they are the group of people that tend to be more willing to try new products or inventions, so they may like Japanese products more as these products are more innovative. The young people may have negative attitudes or feeling towards China because of historical experiences that they might have encountered, such as the incident in 4th of June 1989, it damaged the image of China a lot.

In conclusion, the elderly people tend to have better attitudes towards the Chinese products, while the younger generations tend to like Japanese products more. Even the elderly people have better attitude towards Chinese products, but when compared with Japanese products they have better evaluation for the Japan brands. Consequently, age is a variable that can affect people attitude and evaluation towards products and the country of origin. The result supports our hypothesis in which the youngsters are likely to buy foreign brand products and the older people are more willing to buy Chinese products.

5.5 Income (Hypothesis 5)

H5: low income people are more willing to buy Chinese products than high-income people.

Table 5: Results of income levels influence on the intension to buy.

Q6		Africa		Asia		South America		North America		Europe	
		CH	JAP	CH	JAP	CH	JAP	CH	JAP	CH	JAP
	Less 4000\$	30%	70%	16%	84%	11%	89%	30%	70%	50%	50%
	4001-8000\$	0	100%	7%	93%	0	100%	50%	50%	100%	0
	8001-12000\$	0	100%	0	100%	0	100%	25%	75%	18%	82%
	12001-16000\$	0	0	0	100%	0	100%	12.5%	87.5%	5%	95%
	More 16001	0	100%	0	100%	0	100%	0	100%	0	100%

Even though some people earn less than 4000\$ annually, but they prefer to buy the Japanese brands over Chinese brand, and through this results especially in Africa Asia and South America we can ask this question (why are people willing to buy Japanese products although the are relatively poor ? because what we see as answers are illogical, or maybe there is questionnaire impact on consumers answers, but if there is impact why is it that in North America and Europe we can see that people who have less than 4000\$ are more willing to buy Chinese brands than Japanese?).

Any way the results indicate that income levels have less influence on peoples purchasing decision. Generally people still prefer buying the Japanese products even though they might have difficulty buying them because of their income level. This may be because the consumers in other market believe that high quality products have relatively higher prices. So people are more willing to pay more money to buy high quality products.

So we can say that the results support our hypothesis as people with high incomes tend to have greater willingness to buy Japanese products, and from the same results we must abandon the hypothesis that the people with lower incomes are more willing to buy Japanese products.

5.6 Educational level (Hypothesis 6)

H6: less educated people are more willing to buy Chinese products than more educated people.

Table 6: Results of educational level effect toward Chinese and Japanese brands

Q6		Africa		Asia		South America		North America		Europe	
		CH	JAP	CH	JAP	CH	JAP	CH	JAP	CH	JAP
	P.Graduate	28%	72%	18%	82%	0	100%	18%	82%	13%	87%
	Undergraduate	20%	80%	0	100%	0	100%	18%	82%	0	0
	Diploma	50%	50%	14%	86%	5%	95%	0	100%	10%	90%
	H.School	16%	84%	8%	92%	100%	0	0	0	25%	75%
	M.School	0	100%	0	100%	0	0	0	0	0	0
	No Education	0	100%	0	0	0	0	0	0	0	0

This table below shows the relationship between the educational level and the negative image towards Chinese products. As we discuss in the hypothesis, educational level, more or less, do have some influence on people's attitudes and evaluations on different countries' products. In this case it is not very true as the results in table 7 shows.

Regarding African Market the results are almost similar between all educational level except for diploma where the people with a diploma are more willing to buy Chinese products due to their income level, because most of diploma holders earn 4000\$ or less annually. The other results are different from the hypothesis, as people with lower educational levels are more willing to buy Chinese products than people with higher educational level, we can explain this results: the better educated people use their information and knowledge of the brand during the purchasing decision, so they are better informed about the Chinese products brands, on the other hand people with lower educational level as we've already said; are more willing to buy Japanese products and this because the not so well educated people have less information about the Chinese products, and because some other influences that can affect them such as advertising and other people views. Finally we can say that our hypothesis is not applicable in this market.

As For the Asian market the situation is not different from the African market as all the educational levels are more willing to buy Japanese products, and the reasons are the same as Africa. So the hypothesis is also inapplicable here

In the Asian market we can see a different attitude, as people with better education are not willing to buy the Chinese products, where as we can see that 100% of the not so well educated consumers are ready to buy Chinese products, these results are more affected by the annual income as most of the less educational level have low income so they don't have other choice except the Chinese products as it is cheaper. The hypothesis in this market is admitted.

In the North American market we can't test the hypothesis because we don't have enough data, so we can't make any decision about this hypothesis in this market, but what we can say is that the consumers with the higher educational levels are more willing to buy Japanese products as the appearance governing these communities.

The European market looks same as the South America market as the people with lower educational levels are more willing to buy the Chinese products, so the hypothesis is accepted in this market too.

The result of our survey were presented and we made analysis for each hypothesis. The table 7 summaries our findings.

Table 7 Summary of the hypotheses

Hypothesis	Hypothesis Accepted	Hypothesis rejected	Hypothesis partially accepted
H1: There is negative country of origin effect on Chinese products.	X		
H2: There are less favorable images towards Chinese products.	X		
H3: there are difference purchasing criteria for males and female's. Males are more emphasize the function and technologies of the product more, where as women have more emphasis on the appearance and design.		X	
H4: The young generations are more likely to buy foreign brand products, where as the older generations are more willing to buy Chinese products	X		
H5: low income people are more willing to buy Chinese products than high-income people.			X
H6: less educated people are more willing to buy Chinese products than more educated people.			X

6. Conclusion

Through the literature review and survey, there is evidence to prove that Chinese products in others markets are not popular and have a negative image in consumer's minds. The reason that makes consumers view Chinese products as unattractive and not innovative is mainly due to the negative image of China. The negative country image makes products from China not so popular and unsuccessful in the world markets.

Besides, the product design and packaging and technology should adapt to the markets, e.g. can be more funny and colorful. The low price strategy may be a competitive advantage for Chinese products, but this can't last for a long time because in some markets as Europe and North America the living standard is quite high, so the consumers emphasize on the quality of living rather than quantity of living. So, if the Chinese business wants to have better sales in these two markets, the first and the most effective way they can use is to redesign their marketing strategies, and we can give some recommendations as following:

From the study, it shows that there is really a negative image towards Chinese brand products, but fortunately the situation is not bad. Therefore, we believe that Chinese firms can do something to turn around the negative country of origin effect of their products. As the country of origin effect towards a country may consist of many factors, such as the history of the country, or its political, economical, technological and social environment. So in our report, we try to give some suggestion on the 4P's strategies in order to help Chinese firms to build better brand and product image and to eliminate the problem of negative country of origin effect.

Price

First, for the price we think that the major problem is not here so Chinese firms can put rather less effort on their pricing strategies. Most of Chinese firms are using a low price strategy in all the world markets; it may be because their cost of production is relatively lower. A low price strategy can attract more customers but it may promote a cheap, low class image of the product or even the brand. As we investigate the overseas consumers think that Chinese products are cheap and have negative attitudes on them. So low price strategy may not be suitable for Chinese firms to build better image of the products and brands, they have to pay more attention on this issue.

Product

Second, for the product, we believe that it may be the major problem causing the failure of Chinese products in the worldwide markets. This is especially true in the packaging and design of the products. The brand name is important for developing the brand image as people familiarize with a product or brand through its brand name, so it must effect people's attitude towards this product or brand if the brand name is good.

In the case of China brand products, the brand name always gives the overseas consumers a feeling of old fashioned and out of date. So they lack a positive attitude towards these products.

For the packaging or design of the products, it should be adapted to other market. Even people in China may not care about the products packaging, but the packaging of products is an important criteria in products evaluation by the overseas consumers as we have proved in the survey. So Chinese firms should put more capital and efforts into the product's design and packaging, and think of something innovative since the consumers like something special and innovative. An attractive appearance of the products can attract more people and hence increase the competitive power.

Beside the packaging and design, the quality and technology are important, and these are the most important factors to consumers, as most of people care about the technology, so the Chinese firms should produce theme products including more technology without ignoring the quality, and here we stop and speak about what I heard from some dealers who import the Chinese products, they told me that some Chinese firms agree with some dealers to reduce the quality of the raw materials to make the products cheap and sell it without any consideration for world standards. And if the Chinese firms and the Chinese managers continue in this ways I am sure it will damage the Chinese economy and the Chinese image. So Chinese firms or managers, as they are responsible, must ensure their products are in high quality and should put a lot of effort on research and development tasks to make their products more innovative and suitable for consumers.

And as we see in the survey the quality and image are more important than the price as most people are ready to buy Sony though it is more expensive than Lenovo. So the quality is the most vital element of products. Thus Chinese firms have to improve the quality of products in order to enhance their competitive power in the other market.

Place

For the place we suggest Chinese firms to increase the number of distribution channels of their products in the other market, as most people don't have any idea about Chinese distribution channels, so it is quite inconvenience for people to buy Chinese products and difficult to get information about these products. So the firms should promote their products in more shops, especially the large department stores, it can make people more confident buying these products with after sale support and a warranty by large stores. Especially for electric appliance, people would have greater confidence buying from large department store or specialists stores than buying from small shops.

Promotion

Finally, for the promotion it is also a great problem causing the failure of Chinese products in other markets. From the test result, most people don't know the most famous brand in China (Lenovo). And it is because Chinese products lack promotion, so many people are not familiar with these products or brands or even do not know of their existence. The solution is to carry out different promotional strategies, such as advertising, sales promotion and public relation. These are effective for building up brand image and penetrating the target customers. As for advertising, Chinese firms must pay attention to the content, wordings, slogans, and the style of the advertisement, they must adapt to the special culture in the other markets.

References

- Agrawal, J., & Kamakura, W.A. (1999). Country of Origin: A competitive Advantage? *International Journal Of research in Marketing*, 16(4), 255-267.
- Assael, H. (1994). *Consumer behavior and marketing action*. New York: International Thomson Publishing.
- Baker, M.J., & Michie, J. (1995). *Product Country Image, Department of Marketing*.
- Bilkey, W.J., & Nes, E. (1982). Country of origin effects on product evaluation. *Journal of International Business Studies*, 8(1), 89-99
- Bnnister, J.P., & Sounders, J.A. (1978). UK consumers' attitude towards import: The measurement of national stereotype image. *European Journal of Marketing* 12(8) 562-570.
- Brodowsky, G.H. Tan, J. & Meillich, O. (2004). Managing country of origin choices: competitive advantage and opportunities. *International Business Review* 13 (2004), 729-748.
- Country of origin. Retrieved January 14, 2007 from <http://www.answers.com/country%20of%20origin>
- Erickson, G.M., Johanson, J.K. & Chao, P. (1984). Image variable in multi-attribute product evaluations: Country of origin effect. *Journal of Consumer Research* 11(4), 694-699
- Hong Kong Trade Development Council, 1991.
- Johanson, J.K. (1993). Missing strategic opportunity: Manager's denial of country of origin effect. In N Papadopoulos., & L.A. Heslop, (Ed.), *Product country image, impact and role in international marketing*. New York, Binghamton: International Business Press an imprint of the Haworth Press Inc, 77-86
- Lee & Jaffe (1997). *Effect of partitioned country image in the context of brand image and familiarity*. *International Marketing Review*, 16(1), 18-19.
- Manrai, L.A., Lascus, D.-N., & Manrai, A.K. (1998) Interactive effects of country of origin and products category on product evaluation. *International Business Review* 7, 591-615
- Olsen, J.E., Kent, L.G. & Abhijit, and B. (1993). Influencing consumer's selection of domestics versus imported products: implication for marketing based on model of helping behavior. *Journal of the Academy of Marketing Science*, 21(4), 307-322.
- Papadopoulos, N., Heslop, L.A. (1993). *Product Country Image: Impact and Role in international Marketing*. New York: International.
- Philip Kotler. (1999) *Principle of Marketing*. Prentice Hall Europe.
- Salah S. Hassan, Erdener Kaynak. Globalization of Consumer Markets: Structures and Strategies. p.33-34.
- Schooler, R.D. (1965). Product bias in the Central American common market. *Journal of Marketing Research* 2, 394-397.
- Schooler, R.D. (1971). Bias Phenomena Attendant to the marketing of foreign goods in the US. *Journal of international Business Studies*, 2(Spring), 71-80
- Shimp, T.A., & Sharma, S. (1987) Construction and Validation of the CETSCALE. *Journal of Marketing Research* 24(3), 280-289.
- Verlegh, P.W.J., & Steenkamp, J.-B.E.M. (1999). A review and Meta analysis of country of origin research, *Journal of Economic Psychology*, 20, (1999), 521-546.

