COUNTRY-OF-ORIGIN EFFECT ON PRODUCT EVALUATIONS IN THE CONSUMER ELECTRONICS MARKET

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1. INTRODUCTION

Increased globalization of the world markets and business operations have affected the production and marketing of products. In this global context, every country has in its markets, products produced or branded in different countries. This trend has brought the country-of-origin as an important area of investigation in consumer behavior for both researchers and practitioners. A lot of studies have been conducted to understand its effect on product evaluation and choice difference. The place of manufacture of product and its effect on consumer preferences has long been discussed in the marketing and international business literature as "country affiliation" (Chao 1989), but more generally under the rubric of country of origin (Elliot and Cameron 1992).

While country-of-origin research has been abundant, focus has largely been on uni-national products. However, the global market today is characterized by the proliferation of binational products, or products that are branded in one country while actually manufactured in another. Today, many of the products are in fact hybrid products; that is, they are designed or branded in one country and manufactured in another. In short, we increasingly find the separation of manufacturing or assembly location from the country with which the brand is associated. This has made the term country-of-origin quite vague (Ulgado and Lee 1993) since many products today seem to have more than one country-of-origin. In fact these binational products have a country-of-brand, country with which the brand is associated and a country-of-manufacture, country in which the product is produced.

Especially multinational firms are in a need to understand this effect clearly since this may affect their basic strategies deeply. If country-of-manufacture is salient relative to country-of-brand, there may be opportunities for the marketer to adopt a "country-extension" strategy by producing new products in countries, which have favorable country images. If country-of-

manufacture is not important compared to country-of-brand, the global firm may choose to operate in a country in which the labor or other costs are lower. Multinational corporations may be able to increase their returns by relocating their production plants to developing countries in which investment and labor costs are typically lower. Some multinational corporations believe that by using uniform and high quality control standards and a strong global brand, they will be able to reduce any negative impact of an unfavorable country-of-origin (Ulgado and Lee 1993, Tse and Gorn 1992)

In addition, the finding of this research may affect the advertising strategy for a bi-national product. Whichever construct is salient can be more heavily emphasized in the advertisements.

Another implication may be for corporations of negative country-of-origin. If the results show that the country-of-origin effect declines after product attribute information with the product, then the company may direct its efforts toward announcing its attributes.

The current study is designed to assess the salience of country-of-origin effect in the consumer electronics market for the TV sets product category. It aims to understand under what conditions and to what extent the country-of-origin affects product evaluations. For the purpose of this research, the term "country-of-origin" is partitioned into two constructs, "country-of-brand" and "country-of-manufacture", because the term country-of-origin has become quite vague with the increase in binational products. The consumer electronics market, like many others, is today characterized by the separation of the manufacturing location from branding location. The research considers the country-of-origin effect as being situation-dependent; depending on whether the consumers do or do not have additional product attribute information and whether the consumers are experts or novices to the product category.

The organization of the chapters is as follows: After this introduction section, the second chapter of the study provides a summary of the previous studies. The third chapter includes the research design and methodology. In this chapter, the conceptual model and operational

definitions of the variables are provided. The hypotheses of the study, data collection method and the sampling method and sample size are also discussed in this chapter. The next chapter covers the data analysis method and presents the findings of the study. The final chapter summarizes the findings and draws conclusions of the study. In addition, policy implications are discussed in this chapter with limitations of the study.

2. LITERATURE REVIEW

Country-of-origin (COO) is an important area of investigation in consumer research. Country-of-origin effect has generally been defined in the literature as "any influence, positive or negative" that the country of origin might have on the consumer's choice processes or subsequent behavior (Samie 1987).

Much of the research done in this area suggests that consumers use country-of-origin information in evaluations. However, in spite of this general finding, there are some areas of conflict as to how the information is used in evaluations.

One of the first studies in the country-of-origin literature, which was conducted by Reirson (1966), has found that respondents had definite stereotypes of foreign products and preferred domestic products over foreign ones. Many studies in industrial purchasing, too, have found COO to be a salient cue in buyers' perceptions of product quality (Nagashima 1970, White and Cundiff 1978). Similar to Reirson's findings Nagashima has found a strong bias among respondents for products from their own country. However, some other studies did not confirm similar findings. Kaynak and Çavusgil (1983) analyzed the quality perceptions of Canadian respondents across four product categories which were electronic items, fashion merchandise, household goods and food products and they found that consumers preferred domestic products over the products of foreign origin only in food products and not in other categories. Thus, the authors concluded that the quality perceptions of foreign products were product-specific which was an important contribution to the literature.

Some of the studies have shown that country-of-origin influenced evaluations by signaling product quality (Han 1989, Johansson 1989). In other words, some studies found that a product's country of origin was effective in consumer's evaluations of the product, because a positive country-of-origin signaled superior product quality while the contrary was true for a product manufactured in a country with a negative image. However, some other studies demonstrated that consumers used the country-of-origin as one of the many attributes they have in an evaluation situation. Hong and Wyer (1989, 1990) found little evidence that a product's country-of-origin influenced the way that other product information was interpreted.

In spite of some contradictions, the majority of the published studies support the assertion that country-of-origin effect does exist, although the magnitude and the mechanism of the influence remain unsolved.

In the following sections, previous research on country-of-origin will be examined under five general headings. In the first part, role of country-of-origin effect in consumer evaluations of products (stereotyping, halo or summary construct) will be summarized. Secondly, country-of-origin effect with additional product attribute information provided to respondents will be analyzed. Thirdly, the effect of country-of-origin on consumer perceptions of quality will be included. After that, studies, which were concerned with removing negative country-of-origin effect, will be covered. And finally, the country-of-origin effect in the era of global brands will be examined.

2.1. Role of Country Image in Consumer Evaluations: Country-of-origin as a Stereotype, Halo or Summary Construct

In this part, the role of country image on product evaluations will be examined. Some of the previous research suggested that consumers use country-of-origin information as a stereotype in their product evaluations (Maheswaran 1994), while others have found country image to be used as halo or summary construct depending on the situation (Han 1989). These studies will be summarized in the following parts.

Studies have suggested that consumers prefer products for some countries over others (Tongberg 1972, Yaprak 1978). Such preference bias for products generally exists across levels of economic development of countries, indicating their hierarchical value (Schooler 1971, Tongberg 1972, Wang and Lamb 1983). Stereotyping can also be used to explain how consumers react to country-of-origin information because consumers are known to develop country stereotypes from their social environment and consumption acculturation (Brigham 1977, Hamilton 1979).

Maheswaran (1994) has proposed in his study that consumers use country-of-origin as stereotypical information in making evaluations and identified type of attribute information and consumer expertise as moderating the effects of country-of-origin on product evaluations. Three studies were conducted.

A total of 119 students in an undergraduate management program participated in the first study. 57 of them were classified as experts and 62 of them as novices on the basis of an objective knowledge questionnaire. The study employed a 2 (expertise) x 2 (COO) x 2 (attribute strength) experimental design. Attribute strength was either strong (4 strong and 3 weak attributes) or weak (3 strong and 4 weak attributes), and the COO was either favorable (Japan) or unfavorable (Taiwan). The respondents were given a booklet that included a description of a PC and they were asked to evaluate the PC. Subjects were randomly assigned to conditions in the 2 x 2 x 2 design. This study has found that when attribute information was unambiguous (either strong or weak), experts based their evaluations on attribute strength, while novices relied more on country-of-origin information.

The second study was conducted to understand the cognitive responses of experts and novices relating to the usage of country-of-origin in evaluations. Experts were expected to process attribute related thoughts and novices were expected to concentrate more on country-of-origin and thus process more COO related thoughts. This time the sample was composed of 135 students. The procedure was identical to Study 1. However, this time the product evaluated was a stereo system and the favorable and unfavorable country-of-origin were Germany and Thailand respectively. The data were analyzed as a 2 (expertise) x 2 (COO) x 2 (attribute

strength) between subjects design. Path analysis was used to analyze the underlying cognitive processes. The findings of the study showed that experts engaged in a detailed processing of attribute information and generated more attribute related thoughts, whereas novices elaborated on COO and generated more COO related thoughts.

The third part of Maheswaran's study was designed to understand the effect of country-of-origin when the product attribute information was ambiguous. When the attribute information was ambiguous, experts would not be able to evaluate the product on the basis of attribute information alone and were expected to evaluate the product more positively when the COO information was favorable. In this study, the product attribute information provided was ambiguous. The product description consisted of nine attributes, three strong, three weak and three neutral. The favorable country-of-origin was Japan, and the unfavorable was South Korea. Of the 60 respondents, 32 were classified as novices and 28 were classified as experts. The data analyses were performed by conducting a 2 (expertise) x 2 (country-of-origin) ANOVA. It was found that, when the attribute information was ambiguous, both experts and novices used country-of-origin in evaluations. In addition, it was also concluded that, experts used COO to selectively process and recall attribute information, whereas novices used it to differentially interpret subsequent attribute information.

Han (1989) examined the role of country image in consumer evaluations. The study aimed to understand whether the country image was used as a halo or summary construct. According to the halo hypothesis, consumers firstly make inferences about product quality from the country image and then country image affects consumer rating of product attributes (Erikson, Johansson, and Chao 1984). Hence, the flow of relationships is like the following: Country image leads to beliefs about the quality of the products originating from that country which results in the attitude toward the brand. According to the summary construct hypothesis, first consumers make abstractions of product information into the country image. Second, country image directly affects consumer attitude toward a brand (Wright 1975). The flow of relationships is like the following: Consumer's beliefs about the product leads to the formation of the country image which then directly affects the attitude toward the brand.

Subjects' beliefs about product attributes are measured by five items: technical advancement, prestige, workmanship, price and serviceability. Country image and brand attitude are measured by the respondents' evaluations of the products made in the country and brands of the country respectively. A total of 116 respondents in a Midwestern city were selected using the 1986 telephone directory as the sampling frame and systematic sampling as the sampling method. Two product categories were chosen - color television sets and automobiles- for their relevance for the consumers. Three countries were selected as US (high familiarity), Japan (medium familiarity) and Korea (low familiarity). Two brands of each product were chosen for each country.

The results of the study indicate that, when consumers are not familiar with a country's products, country image may serve as a halo. In this case, consumers make inferences about the brand's product attributes from this halo and this effects their attitude toward the brand indirectly through product attribute rating. On the contrary, when the consumers are familiar with a country's products, country image may become a construct that summarizes consumers' beliefs about product attributes and directly affects their attitude toward the brand.

2.2. COO in Multiple Cue Cases

Some researchers question the validity of research that support the COO on product evaluations because of a major serious limitation. Most studies, especially those for consumer goods, have employed COO as the only information provided to the respondents on which they could base their evaluations. In other words, most studies treated COO as a single cue problem. The criticisms argue that examining country-of-origin as a single cue would result in bias in favor of finding significant COO effects (Bilkey and Nes 1982, Johansson, Douglas, and Nonaka 1985, Özsomer and Çavusgil 1991). Recent studies have shown that the COO effects under a multicue approach differ from a single cue situation (Cordell 1992, Han and Terpstra 1988, Tse and Gorn 1992, Wall, Liefeld, and Heslop 1991). Thus COO may serve as a proxy variable when other information is lacking (Hober and McCann 1982).

The first study to be analyzed in this part was conducted by Johansson, Douglas and Nonaka (1985). The authors proposed a new methodological approach for examining the impact of the country-of-origin on product evaluations by developing a form of multiattribute attitudinal model analyzed by means of a system of simultaneous equations.

According to the conceptual model of the study, overall evaluation is a linear function of salient beliefs about the product. However, beliefs are also influenced by overall evaluation, which is known as the halo effect. Thus, the model is a system of equations in which the effect of the overall rating on each belief is taken into consideration. In this study, familiarity with and knowledge of a particular product class was also taken into consideration.

The product category chosen for this study was automobiles from three countries: the US, Japan and Germany. The reason for selecting automobiles was that the consumers were well aware of the country-of-origin of this product. The respondents were chosen from two countries, the US and Japan. Convenience samples of 70 graduate students at a West Coast university in the US and 82 students at six universities near Tokyo were chosen as respondents. The respondents were asked to rate each of the models on each attribute and also rate the importance of each attribute. The questionnaire used in the study was designed after two pilot studies. According to the pilot study results, ten car models from three nations and 13 attributes (Table 2.1) were selected to be included in the study.

Table 2.1. The 10 Automobile Models and 13 Original Attributes

Automobile Models *	Attributes
Japan	
Honda Accord	Price
Datsun 200SX (Nissan Sylvia)	Handling
Mazda 626 (Mazda Capella)	Horsepower
Toyota Celica	Acceleration
	Gas mileage
	Safety
U.S.	
Ford Mustang	Driving comfort
Chevrolet Citation	Passenger comfort
Plymouth K-Car	Reliability
	Durability
Germany	
BMW 329i (BMW 318i)	Workmanship
VW Rabbit (VW Golf)	Styling
Audi 4000 (Audi 80)	Color selection

Japanese names in parentheses where different.

Source: Johansson J.K., Douglas S.P. & Nonaka I., 1985, Assessing the Impact of Country of Origin on Product Evaluations: A New Methodological Perspective, Journal of Marketing Research, (XXII), p. 391

The data analysis consisted of two parts. First, preliminary analysis was conducted in order to normalize the attribute scores within individuals. In this part, a principal-components factor analysis was run to decide which attributes should be included in the model. This analysis revealed three key attributes; reliability, horsepower and driving comfort, each with a high loading on a given factor. In addition to these, gas mileage, handling, and styling were included in the model.

The results of the study reveal a halo effect. Although all of the six chosen attributes have impact on overall evaluation, the overall evaluation of the product, in return, influence the ratings on specific attributes. This tendency is stronger when knowledge or awareness of the attribute is low or inaccurate.

There is also little evidence of the effect of the country-of-origin as a stereotype. Instead, it is concluded that the country-of-origin affects rating on certain attributes (e.g. German cars on driving comfort). In addition, this study found little evidence to suggest a home country bias.

Adoption of this multiattribute model suggests that familiarity and other factors affecting information or experience with a product should also be taken into consideration.

Another study of country-of-origin effect under multiple cue situations was conducted by Hong and Wyer (1990). The authors in their study argued that an initial concept of a product based on the product's country-of-origin could influence how the specific attributes of the product were interpreted. However, these effects would differ in their extent depending on whether the country-of-origin information was conveyed a short or a long time before attribute descriptions.

The study hypothesized that; when the country-of-origin was conveyed only a short time before product descriptions, it would function as one of the product attributes and its effect would combine with the effect of the other product attributes. However, when the country-of-origin information was separated temporally from attribute information, an initial concept based on the country-of-origin information would be formed and the country-of-origin would have more effect on the product evaluations compared to the first situation. In addition, the country-of-origin would, in this case, affect the interpretation of the specific product attributes.

The products that were chosen for the study were personal computers and videocassette recorders. Based on pretests West Germany and Japan were chosen as countries producing high quality electronic products and Mexico and Philippines were the low quality producers. In this study the respondents received information that a product was made in either a favorable or an unfavorable country-of-origin. This information was followed either immediately or one day later by product attribute information. The product specific information was either moderately favorable or moderately unfavorable. The sample of the study was comprised of 256 business students.

The study revealed that the effect of the attribute information was greater when the product's country-of-origin was conveyed 24 hours before the attribute descriptions were provided compared to when it was provided either immediately before or after the attribute information. The effect of the country-of-origin was also highest under the same condition (Table 2.2)

Table 2.2. Effects of Attribute Information and Country-of-origin on Product Evaluations

	Presentation order and time interval between information sets			
	Country-of-origin conveyed first		Country-of-origin conveyed last	
Effects	Short delay	Long delay	Short delay	Long delay
Effect of attribute information	2.27	3.40	2.38	1.92
Effect of country-of-origin	0.21	0.86	0.81	0.47

Source: Hong, S.., Wyer, Jr. R.S. (1990), Determinants of Product Evaluation: Effects of the Time Interval between Knowledge of a Product's Country-of-origin and Information about Its Specific Attributes, Journal of Consumer Research, (17), p. 283

This study showed that, when the subjects received the country-of-origin information a considerable time before the other product attributes (one day in this study), they formed an initial evaluation of the product on the basis of its country-of-origin. This initial concept was also used interpreting the product specific attributes that they later received.

2.3. The effect of country-of-origin on consumer perceptions of quality

In this part, studies, which aimed to understand the effect of country-of-origin on the consumers' perceptions of product quality will be covered.

Elliot and Cameron (1992) designed a study to assess the impact of the "Australian Made" promotional campaign. In this study, the authors examined the influence of various extrinsic information cues and especially analyze the effect of country-of-origin on the perceived quality of the product.

The research attempted to find answers to the following research questions:

- The importance of country-of-origin relative to other product attributes,
- Whether country-of-origin can serve as a surrogate indicator of product quality,
- The relationship between country-of-origin and purchase intention under the restrictive assumption that other product attributes are equal.

The sample comprised of 401 respondents. A professionally conducted shopping mall survey was conducted face-to-face. Respondents were asked to rank six product attributes (quality of manufacture, price, style / appearance, country-of-origin, brand name and technical advancement / innovativeness) in order of importance across six product categories (computers, cars, tires, dishwashers, shoes and jam). Table 2.3 below shows the findings.

Table 2.3. Product Attribute Mean Importance Rankings

Product	Quality of Manufact.	Price	Style / Appearance	Country-of-Origin	Brand Name	Advanced/ Innovative
Tires	1.9	2.7	5.2	4.3	3.5	3.4
Dishwasher	2,2	2,9	4.4	4.3	3.9	3.4
Jam	2.3	2.6	4.0	3.4	3.2	5.6
Car	2.4	2.8	3.6	4.3	4.2	3.6
Shoes	2.4	2.7	1.9	4.3	4.2	5.4
Computer	2.5	3.1	5.1	4.4	3.7	2.4

1= High, 6= Low, n=401

Kendall's Coefficient of Concordance (W) = 0.16

Source: Elliot, G.R. & Cameron R.C. (1994), Consumer Perception of Product Quality and the Country-of-Origin Effect, Journal of International Marketing, 2, (2), p. 53

The above findings reveal that, when stated in non-specific terms, country-of-origin is generally ranked as being of lower importance than quality of manufacture and price. Thus, "Buy Local" campaigns can be successful only when other attributes of the products (especially quality of manufacture and price) are equal.

After that, respondents were shown three versions of the six classes of products. Subjects were told that each version was identical in each attribute varying only in country-of-origin. With this information, the respondents were asked to rate the quality of each product on a 5-point scale. The results of the study suggest a clear country-of-origin effect. The products were rated as being significantly different quality when the only difference between two products is the country-of-origin. Another finding of the study is that the respondents prefer locally made products over the foreign ones when the products are perceived to be equal.

Another research, which was conducted by Eroglu and Machleit (1987), attempted to understand the perceived predictive value of country-of-origin as a quality indicator when other salient cues are present.

Eroglu and Machleit argued that country-of-origin is one of the many product attributes that the consumers use in product evaluations. Thus, the relative importance of this cue compared to the other cues determines the magnitude of its effect on the product's quality perceptions.

In this study, the sample was comprised of 202 undergraduate students. The respondents evaluated two products; beer and typewriters. "Product involvement", "technical complexity of the product", "consumer experience" and "consumer ability to perceive inter-brand quality differences" were identified as the non-cue variables to influence the predictive value of any product cue. The product-specific cues that were determined by a pretest were price, calories, color, brand name and package design for beer and price, brand name, position of the keys, weight and lightness of touch for typewriter. The questionnaire was designed to consider the factors that determine the value of the country-of-origin in assessing product quality.

The result of the study revealed that country-of-origin was a much more important cue for typewriters than for beer. This has led the authors to conclude that country-of-origin was more important as a quality indicator for more technically complex products than for less technically complex products.

2.4. Negative Country-of-Origin Effect

Some of the prior research concentrated on identifying and removing negative country-of-origin. The following part will provide an overview of the literature concerned with negative country-of-origin.

The first study to be reviewed was conducted by Johansson, Ronkainen and Czinkota (1991). The study aims to explore the extent to which the risk attitudes, political convictions and country-of-origin associations of individuals affect the buying decision of a product from a controversial source country. Russia was the special area of concern, since with the emergence of market orientation in the former Soviet Union, the competitiveness of its products in Western markets has been an important consideration.

In the first part of the study, a model of the buying process that a farmer would go through in purchasing a tractor was constructed. After that, country-of-origin effect at different stages of decision-making process was identified. In addition, political convictions and their effect on respondents' decision-making were also identified.

The core consumer buying process for tractors was identified as having five stages: product rating, value for money, consideration set, visit to dealer and likelihood of purchase. This core process was considered to be affected by many other variables, like beliefs about the product, price, country-of-origin rating, service and respondent characteristics, in different stages of the process.

Hypotheses were tested empirically using survey data on farmers' evaluations of tractor data. A total of 43 farmers whose operations are sufficiently large to require a tractor were chosen as the sample for the study. The data were collected by personal interview. The respondents were asked to make comparisons of eight different makes of products made in six different countries: Belarus in Russia; Deere, Ford and Maxxum in the US; Massey in Canada; Deutz in Germany; Hesston in Italy; and Kubota in Japan. The respondents were given one-sheet product descriptions on which to base their evaluations. The brand name was shown, but the country-of-origin was not identified. The findings of the study are summarized in Table 2.4.

Table 2.4. Country and Product Ratings, Familiarity

Make	Rating*	Familiarity**	Country	Rating
Belarus	3.9	1.5	Soviet Russia	3.9
Deere	6.5	4.7	USA	6.1
Ford	5.9	4.6	Canada	5.5
Maxxum	5.2	2.5	W. Germany	5.6
Massey	4.9	2.7	Italy	4.1
Deutz	5.5	4.2	Japan	4.9
Hesston	4.3	1.9	Finland	4.1
Kubota	4.6	2.5	S. Korea	4.1

n=43, * 1= Very bad, 7= Very good, ** 1= Not at all familiar, 7= Very familiar

Source: Johansson J.K., Ronkainen I.A. & Czinkota M.R.(1994), Negative Country-of-Origin Effects: The Case of New Russia, Journal of International Business Studies, 1st Quarter, p. 166

It is seen from the above analysis that the Belarus is the least known and the lowest rated among the selected makes. The Deere is the best known and highest rated. The Russian rating was significantly lower than the ratings of the other countries at significance level of 0.00.

Since the country-of-origin of the product was not mentioned in the product descriptions, COO awareness was also tested. The results are shown in Table 2.5 below.

Table 2.5. The Belarus-Soviet Connection

Variable	Aware (n=19)*	Unaware (n=24)*
Product Rating	4.2	4.0
Value for Money	5.1	4.8
Consideration Set	3.9	2.9
Dealer Visit	4.6	3.4
Likelihood of Purchase	3.4	2.7
Familiarity	1.9	1.2

* 1= Very bad, 7= Very good

Source: Johansson J.K., Ronkainen I.A. & Czinkota M.R.(1994), Negative Country-of-Origin Effects: The Case of New Russia, Journal of International Business Studies, 1st Quarter, p.167

The table above shows that, those who are aware that the product was from Russia tend to rate the Belarus slightly higher than other respondents. In terms of other core process variables, it is also seen that, the aware respondents are clearly more positive.

An examination of the results for the complete process exhibits some critical findings. The first finding is that; there is more unexplained variation in the early stages of the core process. After the consumer has reached the consideration set, it is hard to influence since the farmer's mind may well be made up. Secondly, it is also found that familiarity has a pervasive influence throughout the process. Another finding of the study reveals that, there is a significant change in the process when the product is made in a highly rated country. As a result, the authors conclude that; for the Russian goods to enter the US market requires strong promotional support due to the fact that consumers are reluctant to consider or purchase an unfamiliar product.

Another study, which was concerned with removing negative country-of-origin effect is the study conducted by Tse and Lee (1992). The authors discuss that the negative country images can be removed by investigating the effects of decomposing country image into component and assembly origins. In addition they suggest that the effects of global branding and product can also be used to remove negative country images. The research consisted of two studies in order to answer the following research questions:

- What psychological mechanisms do consumers use to evaluate products of multiple countries of origin?
- How would the country-of-origin effect be shared between component and assembly origins?
- Could a positive global brand override negative component and/or assembly origin?
- Would product experience help removing negative country images?

The first study was designed to address the first two research questions. A home stereo system was chosen for this study because of this industry's relevance to the study in terms of having different production and assembly locations. Japan was chosen as the favorable country-of-origin and South Korea was chosen as the negative country-of-origin. The sample was comprised of 134 university students enrolled in an undergraduate advertising course at a southwestern public university. The subjects were asked to evaluate the stereo sound system. Component origin and assembly origin were manipulated as part of the product description on the questionnaire. The subjects were randomly assigned to the following six treatment groups:

1. Made in Japan
2. Made in South Korea
3. Components from Japan and Assembled in Japan
4. Components from Japan and Assembled in South Korea
5. Components from South Korea and Assembled in Japan
6. Components from South Korea and Assembled in South Korea

In order to understand whether respondents use the same psychological mechanism when the country-of-origin information is decomposed into component country and assembly country, subjects' evaluations of products "made in Japan" (and "made in South Korea") versus products with "components from Japan and assembly in Japan" (and "components from South Korea and assembly in South Korea") were compared. If the consumers used country-of-origin information as a halo, it was hypothesized that the country-of-origin would be magnified. On the contrary, if the country-of-origin was used as a summary construct, the impact of the country-of-origin was expected to remain the same. The results of the study show no significant differences between the group means. This supports the view that country-of-origin is used as a summary construct in evaluations.

The first study also sought answer to the relative importance of component origin and assembly origin. Table 2.6 below shows that both component and assembly origin exerted a significant effect on the same attributes which are long-term attributes and overall evaluations. In other words, effects of component and assembly origin are not attribute specific.

Table 2.6. Results of ANOVA (F Values) on Different Dependent Measures

Dependent Measures	Component Origin	Assembly Origin
Performance Attributes	3.07	1.46
Long-Term Attributes	4.38*	3.88*
Social Attributes	2.57	3.62∂
Purchase Value	2.09	1.53
Overall Evaluations	6.91**	3.75∂
Confidence	1.50	0.62

** Significant at 0.01; * Significant at 0.05; ∂ Significant at 0.06

Source: Tse D.K. & Lee W., Removing Negative Country Images: Effects of Decomposition, Branding and Product Experience, Journal of International Marketing, 1, (4), p.32

The second study was conducted in order to understand whether knowledge of brand name and product trial could override effects due to component and assembly origins. Study 2 employed a 2 (component origin) x 2 (assembly origin) x 2(brand) x 2 (before and after product experience) design, the first three being between subjects treatments, and product experience being within subjects treatment. The product evaluated was a stereo sound system as in Study 1. Component origin and assembly origin were manipulated as part of the product description as Japan and South Korea. Brand image was manipulated by using Sony as the positive and Gold Star as the less favorable brand name (based on prior tests). As the experience manipulation, the respondents did or did not listen to a rock and roll song on the stereo system. The sample consisted of 178 students and the respondents were randomly assigned to the eight treatment groups. Subjects were first asked to evaluate the product with brand name, component origin and assembly origin information available to them. After that, they listened to a song on the disc player and then they were asked to reevaluate the system.

The study revealed, before product experience, a strong brand name eroded negative component origin effects in the "performance" and "long-term attributes" dimensions, but not in "overall evaluations" dimension. The effect of brand name on assembly origin is more observable. When brand name is present, assembly origin does not exert a significant main effect across all measures. These findings support the proposition that decomposing country image and a strong brand name are the ways to reduce negative country-of-origin effects.

After the product experience, brand name continued to exert a significant effect on product evaluations. The effects of component origin on all measures were insignificant after product experience. In other words, product experience removed the component origin effect. Nevertheless, the effect of the assembly origin was not as expected. Effect of the assembly origin was expected to be removed by product experience. However, it was found that the effect of the assembly origin was magnified after product experience. Thus, decomposition of the country-of-origin and strong brand name helped to override negative country images. After the product experience, the component origin effect was removed, but assembly origin effect was not.

The third study to be reviewed is the article of Chao (1989). In his study, Chao attempted to identify the impact of country affiliation on the credibility of the product attribute claims. In addition, the effect of price and retailer were also examined.

The sample consisted of 240 respondents. The data were collected from two suburban malls in a large mid Western City. Three products were chosen for the study; TVs, VCRs and stereo sound systems. A 2 (price level) x 2 (country affiliation) x 2 (store distribution) between subjects design was used. Korea and the US were chosen for country affiliation.

The results of the study reveal that credibility of attribute claims for a product of a country with negative stereotype can be improved if the product was manufactured in the US. Specifically, the sturdy construction" claims for stereos and "good sound" and "reliability" claims for TVs are perceived to be more credible for a US made set sold at a higher price, possibly offsetting higher costs of manufacturing in the US. In addition, three product attribute claims for TVs and one for stereos are perceived to be more credible when the products are made in Korea if they are also distributed through a prestigious retailer, indicating that a successful export strategy is sustainable if US retail distributors are carefully chosen (Chao 1989).

2.5. Country-of-origin Effect for Hybrid Products in the Era of Global Brands

With the globalization of the world markets, bi-national or hybrid products in the markets have increased considerably. Hybrid or bi-national products are products that are branded in one country while actually manufactured in another country (Ulgado and Lee 1993). Thus, the research on country-of-origin effect was extended to understand the COO effect and the possible interactions between country-of-origin and brand name better. The following part will focus on studies relating to the country-of-origin effect for bi-national products, with global brand names and country-of-manufacture other than the country-of-brand.

The first study to be reviewed in this section was conducted by Ulgado and Lee (1993). The authors separated the country-of-origin construct into country-of-brand and country-of-

manufacture. Country-of-brand was defined as the country with which the brand or firm was associated, and country-of-manufacture referred to the country in which the product was actually manufactured. The purpose of the study was to identify how the consumers evaluated bi-national products. The study consisted of two parts. In the first part, the respondents were only provided with country-of-brand and country-of-manufacture information and their evaluations in this situation were analyzed. It was hypothesized that when the respondents were given only the brand name and country-of-manufacture of the product, they would use both cues as the basis for their evaluations. However, when consumers were given specific attribute information as well as the brand name and country-of-manufacture, they would use brand name rather than the country-of-manufacture in their evaluations. This hypothesis was tested in the second part of the study. In this part, the respondents were given specific attribute information as well as country-of-brand and country-of-manufacture.

The product categories selected based on pretests were determined to be TV sets and athletic shoes. The criteria for choosing product categories were their familiarity to the target population and the ease of finding bi-national products. The favorable and unfavorable brand names (or country-of-brand implied by the brand name) and country-of-manufacture were: Sony was the best and Emerson was the worst brand name and Germany was the best and Taiwan was the worst country-of-manufacture for the TV set category. When it comes to the athletic shoes category, Nike was the best and Converse was the worst brand name, and UK was the best and Mexico was the worst country-of-manufacture. The sample consisted of 95 students who were enrolled in business courses. The design was a 2 (brand name) x 2 (country-of-manufacture) x 2 (product) factorial design. The mean evaluation of each product category is provided below.

Table 2.7. Cell Means for the Dependent Measure : Study 1

TV Set				
	Unfavorable Brand		Favorable Brand	
Product Evaluation[1]	Unfavorable Country (n=21)	Favorable Country (n=23)	Unfavorable Country (n=23)	Favorable Country (n=24)
	-0.33	0.91	2.04	2.05
Athletic Shoes				
	Unfavorable Brand		Favorable Brand	
Product Evaluation[1]	Unfavorable Country (n=22)	Favorable Country (n=23)	Unfavorable Country (n=22)	Favorable Country (n=25)
	-0.73	1.26	1.59	2.36

[1] Measured on a 9-point bipolar scale with –4= "very bad" and +4= "very good"

Source: Ulgado, F.M. & Lee M., (1993), Consumer Evaluations of Bi-National Products in the Global Market, Journal of International Marketing, 1, (3), p.10

Main effects of brand and country information were found in both product categories which provide evidence that consumers use both pieces of information in making overall evaluations of a product.

The design of the second study was similar to the first one. However, in the second study consumers were provided with 9 pieces of attribute information in addition to the brand name and country-of-manufacture. The sample size for the second study was 93. The mean product evaluations after the respondents were given additional information are given in Table 2.8.

Table 2.8. Cell Means for the Dependent Measure : Study 2

TV Set				
	Unfavorable Brand		Favorable Brand	
Product Evaluation[1]	Unfavorable Country (n=22)	Favorable Country (n=22)	Unfavorable Country (n=25)	Favorable Country (n=24)
	-1.14	-1.05	1.80	2.04
Athletic Shoes				
	Unfavorable Brand		Favorable Brand	
Product Evaluation[1]	Unfavorable Country (n=22)	Favorable Country (n=22)	Unfavorable Country (n=25)	Favorable Country (n=24)
	-0.68	-0.92	1.71	2.82

[1] Measured on a 9-point bipolar scale with –4= "very bad" and +4= "very good"

Source: Ulgado, F.M. & Lee M., (1993), Consumer Evaluations of Bi-National Products in the Global Market, Journal of International Marketing, 1, (3), p. 13

It is seen from the above table that for both product categories mean evaluations for the favorable brand (both with favorable and unfavorable country-of-manufacture) are higher than those for the unfavorable brand.

The data were further analyzed through two (brand name) by two (country) ANOVA procedure performed for each product category. For both product categories, only the main effect for brand name was significant. Thus, it was concluded that when specific attribute information was available in addition to the brand name and country, the consumers relied heavily on the brand name information.

The second study to be reviewed in this section was conducted by Tse and Gorn (1992). The purpose of this study was to assess the salience of country-of-origin effects in the context of global brands.

In this study, subjects were asked to evaluate a stereo sound system that was described as being manufactured in either Japan or Indonesia. For the brand name manipulation, Sony was chosen as the favorable brand name and GIW -a fictitious manufacturer chosen from a list of nonsense syllables (Page 1973)- was chosen as a less favorable brand name. The subjects evaluated the system both before and after product experience. Thus, the design of the study was a 2 (country-of-origin) x 2 (brand) x 2 (before and after product experience) design. The sample was comprised of 153 students enrolled in four sections of a basic marketing management course at a public university on the West Coast. As a manipulation check, subjects were asked to evaluate the two countries-of-origin (Japan and Indonesia) in terms of quality on a 5-point scale ranging from strongly disagree to strongly agree.

The results of the study reveal that the subjects who were told that the system was made in Japan evaluated the system better than those who were told that the system was made in Indonesia. The manipulation checks showed that electronic products made in Japan were perceived to be significantly higher in quality than those made in Indonesia.

Another finding of the study was that product experience moderated the effect of the country-of-origin. The effect of both brand and country-of-origin declined after product experience. However, country-of-origin was found to be a more enduring factor in consumer evaluations than brand name since country-of-origin still had effect after product experience, although less compared to the before experience situation. These results do not support the general notion that a negative country-of-origin cue will be unimportant for products with a strong global brand name. It was also found that, country-of-origin was an equally salient cue whether the brand was a global one or a new one. Although product experience reduced the country-of-origin effect, it did not totally remove its impact. However, the effects due to brand were removed by product experience.

A study conducted by Chao (1992) focused on consumer evaluations of a hybrid product. In this study country-of-origin construct is divided into country-of-design and country-of-assembly constructs. Consumer evaluations of a product that was produced by a strategic alliance involving a firm in a NIC (Newly Industrialized Country) were examined. The product

to be evaluated was a TV set. The main objectives of the study were to examine alternative choices of a strategic alliance partner in advanced countries and to understand whether such a strategic alliance partner can be used effectively to reduce consumer resistance to the product when it is produced in developing countries. In addition, price quality association for products designed in different countries are compared.

A total of 120 respondents were chosen by systematic sampling method from the local telephone directory of a medium-sized city in the Mid West. The study employed a 2 (price) x 3 (country-of-design) x 3 (country-of-assembly) design. Two levels of price were $269.95 and $369.95; three levels of country-of-assembly were Taiwan, Thailand and Mexico, and three levels of country-of-design were U.S., Japan and Taiwan. The respondents were given an ad prepared by using Harvard Graphics and then they were asked to evaluate the product on two dimensions; design quality and product quality.

The results of the study revealed that Japan was perceived as having more superior design capability than the US or Taiwan. Among the assembly locations, a TV assembled in Taiwan was evaluated better than a TV set assembled in Thailand and Mexico.

It was also found that when the product of a particular assembly location was perceived to have poor quality, it was not possible to compensate this effect by having the product designed in a country with superior design quality.

When it comes to the price-quality relationship, it was found that, a TV set designed in Japan needed no price differential to boost its quality image. However, for a TV set designed in Taiwan or the US, a higher price was needed to boost quality ratings.

In summary, there is a variety of research on country-of-origin effect on product evaluation although there is no consensus on the way information is used.

3. RESEARCH DESIGN AND METHODOLOGY

3.1. Research Purpose

This research aims to understand the country-of-origin effects in the context of global brands. It tries to integrate the prior research and to understand the basic problem of "Country-of-origin and its impact on product evaluations". In this study, a differentiation is made between the country-of-brand and country-of-manufacture, because many products today are branded in one country while actually manufactured in another. The study considers the effect of the country-of-origin as being situation dependent (with or without attribute information; for experts or novices) and tries to identify whether its effectiveness change when consumers are provided with product attribute information or according to the expertise level of the consumers. The research also tries to identify the possible interaction between country-of-brand and country-of-manufacture.

The basic research questions to be answered are:

- To what extent and under what conditions does country-of-origin affect consumers' product evaluations?
- Does country-of-brand effect override the country-of-manufacture effect or vice versa?
- Do product attribute information and customer expertise with the product moderate the relationship between country-of-origin and product evaluations?
- Do people's country evaluations (stereotypes) affect their product evaluations?

The current study explores how consumers use country-of-origin cue in their product evaluations. This study aims to contribute to the literature by analyzing the country-of-origin effect for Turkey. Since the previous studies were conducted in a specific geographic area, many of the researchers question the generalizability of their work. So it is considered to be worthwhile to analyze the situation for Turkey. Although basically a replication study in terms of the method, this research will help to understand this effect for Turkey.

3.2. Theoretical Framework of the Study

The ***dependent variable*** of the study is the evaluation of a TV set that is the variable of primary interest. The main ***independent variable*** whose impact on the dependent variable is tried to be understood is the country-of-origin concept. The country-of-origin is divided into two constructs in this study: Country-of-brand and country-of-manufacture.

There is a need to understand the country-of-origin concept as it is treated in this study. The consumers see the label "Made in XXX" when they purchase any product. However, if this is a binational product, they usually have in mind a country-of-origin other than that is written in the "Made in" label. That is; they consider a country-of-origin associated with the brand name and another country-of-origin associated with where the product is produced. For example, a Sony stereo's country-of-brand is Japan, but its country-of-manufacture can be different from Japan; that is, a Sony may be produced in a country other than Japan, say in Taiwan. Or an Opel car whose country-of-brand is the US may have a different country-of-manufacture than US, for instance Turkey. This reveals the idea mentioned above that the country-of-origin in the global context cannot be thought in a single dimension. This research evaluates the country-of-origin effect in two constructs; country-of-brand (COB) and country-of-manufacture (COM). COB is the country with which the brand is associated and COM is the country where the product is actually produced. Thus, we have two *independent variables* of country-of-brand and country-of-manufacture.

It is well known that consumers classify products into categories (categorization) and apply organized prior knowledge about the categories (schemas) to evaluate new products (Myers, Levy and Tybout 1989). One basic set of prior knowledge comes from prior evaluations of the country-of-origin of the product (Hong and Wyer 1989, 1990). Consumers have well-developed stereotypical beliefs about products that originate from other countries. Some of the countries are inherently evaluated as favorable by the consumers, while others are evaluated as unfavorable. In literature, this evaluation process is explained by the "hierarchy of countries" (Schooler 1971, and Wang and Lamb 1983). The economic, social, and cultural systems of the countries and their relative stages of economic development provide input into

where a country will be placed in the hierarchical structure (Wang and Lamb 1983). This hierarchical structure is thought to have impact on the product evaluations. The more favorable the country-of-brand is, the more favorable the product evaluations will be. Similarly, the more favorable the country-of-manufacture is, the more favorably the product will be evaluated. There may also be an interaction between country-of-brand and country-of-manufacture. Country-of-brand is thought to be more important than country-of-manufacture in product evaluations.

An *intervening variable* that surfaces as a result of the above mentioned structural hierarchy of countries in people's minds is the country-of-origin evaluations. This process results because of the stereotypical beliefs that people hold toward various country-of-origins.

However, these relationships are thought to hold when the consumers do not have information about other product attributes or expertise with the product. Experts and novices differ in the extent to which they use stereotypical information. Novices tend to rely more on stereotypical information. Similarly, the amount of knowledge consumers have about the products' attributes also affect the extent to which consumers rely on country-of-origin information. When consumers have no other product attribute information they tend to rely more on country-of-origin information. These two variables (knowledge of product attributes and consumer expertise) moderate the relationship between the dependent variables and the independent variable; thus, they are the ***moderating variables*** of the study.

Magnitude of the effect of country-of-origin depends upon what types of information are available in a product evaluation situation. When the consumers have information about other product attributes, they will rely less on country-of-brand and country-of-manufacture information in their evaluations. Thus, presence of product attribute information moderates the relationship between country-of-origin and product evaluation.

Similarly, when the consumers have technical knowledge about the product, their evaluations will be less dependent on the country-of-origin information, and more on their expertise with

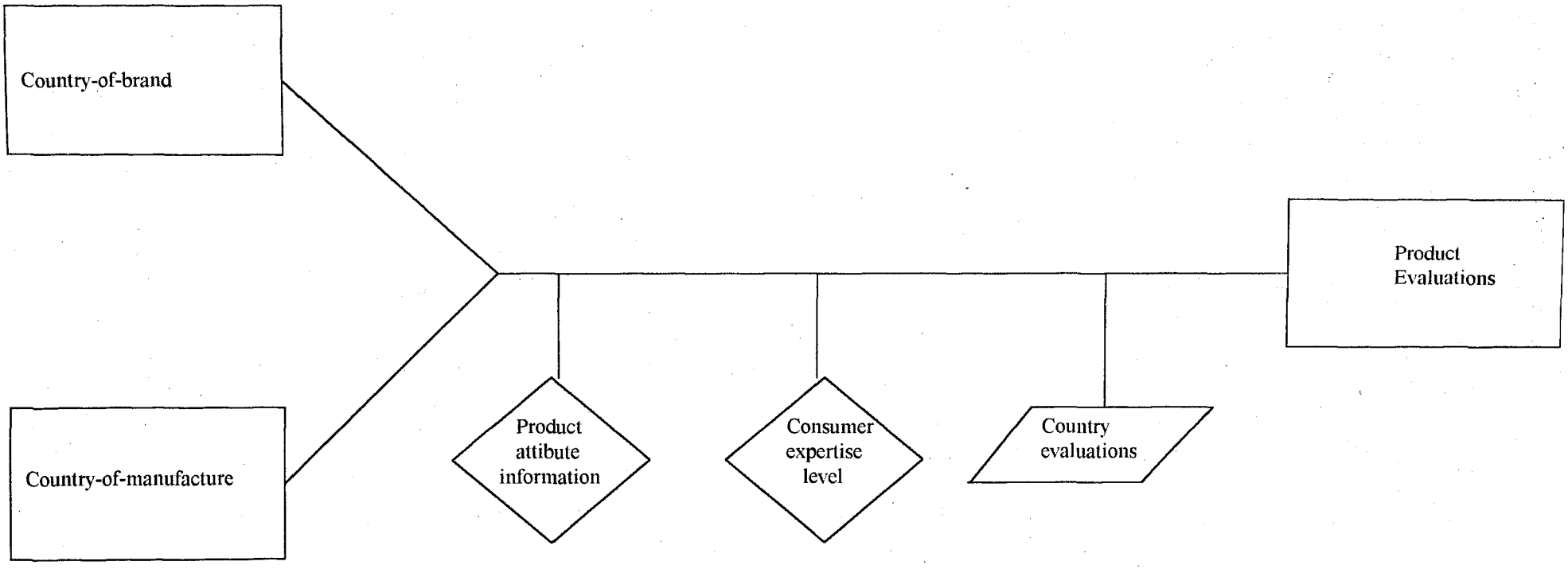
the product because experts are expected to engage in comprehensive processing of all the information presented to them (Maheswaran and Sternthal 1990). A careful scrutiny of the attribute information will enable experts to obtain information that is more diagnostic of the product than that provided by the country-of-origin alone (Maheswaran. 1994). This second *moderating variable,* which is the technical expertise of the consumer, is important especially for high tech products, because the amount of technical knowledge that the consumer has affects the processing of country-of-origin information in product evaluations. Since the product of primary interest is a TV set in this study and since TV is a high-tech product, technical knowledge of the respondent is expected to influence the way that the product attribute information is interpreted. Thus, there will be differences between those who are more technically knowledged and those who are not with respect to product evaluations. Consumers who do not have technical expertise with the product category that will be evaluated tend to rely more on country-of-origin information. The more technically knowledged the consumer is, the less s/he will rely on country-of-origin in the evaluation.

In short, the relationship between the favorableness of the country-of-origin and the favorableness of product evaluations is thought to be strong only when consumers do not have the product attribute information or special expertise with the product.

The study will focus on a special product category, namely TV sets, to understand the country-of-origin effect. The study chooses TV sets as a focus because of its familiarity for the population. In addition, because it is an expensive product, people tend to think more when evaluating this product.

The schematic representation of the above-described conceptual model is provided on the next page.

Figure 3.1 Conceptual Model



3.3. Operationalization of the Variables:

The operational definitions of the variables described in the conceptual model are provided in this section. The operational definitions describe briefly how each construct is to be measured in the current study.

Table 3.1. The Operational Definition of the Variables

Variable / Concept	*Operational Definition*	*Study / Author*
Product Evaluations (Dependent Variable)		
a) Attribute Evaluations		
Workmanship (Q1)	6 Point Bipolar Scale (R) 6 Workmanship likely to be very good .. 1 Workmanship likely to be very bad	Tse & Gorn (1992)
Visual Quality (Q1)	6 Point Bipolar Scale 6 Visual quality likely to be very good .. 1 Visual quality likely to be very bad	Researcher created
Sound Quality (Q1)	6 Point Bipolar Scale 6 Sound quality likely to be very good .. 1 Sound quality likely to be very bad	Tse & Gorn (1992)
Reliability (Q1)	6 Point Bipolar Scale 6 Likely to last long .. 1 Unlikely to last long	Tse & Lee (1993)
Technology (Q1)	6 Point Bipolar Scale 6 Likely to be technologically advanced .. 1 Unlikely to be technologically advanced	Han & Terpstra (1988)

Physical Properties (Q1)	6 Point Bipolar Scale 6 Likely to look modern .. 1 Unlikely to look modern	Elliot & Cameron (1992)
Price (Q1)	6 Point Bipolar Scale 6 Likely to be overpriced .. 1 Unlikely to be overpriced	Han & Terpstra (1988)
After sale services (Q1)	6 Point Bipolar Scale (R) 6 Likely to have good service .. 1 Unlikely to have poor service	Han & Terpstra (1988)
b) Overall Evaluations		
As a gift (Q1)	6 Point Bipolar Scale (R) 6 Would be a prestigious gift .. 1 Would not be a prestigious gift	Tse & Gorn (1992)
Liking (Q1)	6 Point Bipolar Scale (R) 6 Like it very much .. 1 Dislike it very much	Tse & Gorn (1992)
Overall quality (Q1)	6 Point Bipolar Scale (R) 6 Very good quality .. 1 Very bad quality	Tse & Gorn (1992
Country-of-origin **(Independent Variable)**		
Country-of-brand (Explanation section)	Japan Indonesia	Ulgado & Lee (1993)
Country-of-manufacture (Explanation section)	Japan Indonesia	Ulgado & Lee (1993)

Technical expertise (Moderating Variable)		
Background technical information	Educational background 1 Social sciences 2 Engineering	Researcher created
Country-of-origin evaluations (Intervening Variable)		
Quality Q2	Likert Scale (R) 5 Strongly Agree .. 1 Strongly disagree	Jaffe & Nebenzahl (1984)
Technology Q2	Likert Scale (R) 5 Strongly Agree .. 1 Strongly disagree	Jaffe & Nebenzahl (1984)
Reliability Q2	Likert Scale 5 Strongly Agree .. 1 Strongly disagree	Jaffe & Nebenzahl (1984)
Price Q2	Likert Scale 5 Strongly Agree .. 1 Strongly disagree	Jaffe & Nebenzahl (1984)
Exclusiveness Q2	Likert Scale (R) 5 Strongly Agree .. 1 Strongly disagree	Jaffe & Nebenzahl (1984)
Imitativeness Q2	Likert Scale 5 Strongly Agree .. 1 Strongly disagree	Jaffe & Nebenzahl (1984)

Easy use Q2	Likert Scale (R) 5 Strongly Agree .. 1 Strongly disagree	Jaffe & Nebenzahl (1984)
Appearance Q2	Likert Scale 5 Strongly Agree .. 1 Strongly disagree	Jaffe & Nebenzahl (1984)
Importance of the attributes		
Workmanship Q3	10 Point Itemized Rating Scale 10 Very Important .. 1 Not at all important	Tse & Gorn (1992)
Visual quality Q3	10 Point Bipolar Scale 10 Very Important .. 1 Not at all important	Researcher created
Sound quality Q3	10 Point Itemized Rating Scale 10 Very Important .. 1 Not at all important	Tse & Gorn (1992)
Physical properties Q3	10 Point Itemized Rating Scale 10 Very Important .. 1 Not at all important	Elliot & Cameron (1992)
Reliability Q3	10 Point Itemized Rating Scale 10 Very Important .. 1 Not at all important	Tse & Lee (1993)

Technology Q3	10 Point Itemized Rating Scale 10 Very Important .. 1 Not at all important	Han & Terpstra (1988)
Price Q3	10 Point Itemized Rating Scale 10 Very Important .. 1 Not at all important	Han & Terpstra (1988)
Aftersale services Q3	10 Point Itemized Rating Scale 10 Very Important .. 1 Not at all important	Han & Terpstra (1988)

(R): The score is reversed so that the higher scores indicate more positive attitudes

3.4. Hypotheses

The above described theoretical framework will be applied to a specific product category, TV sets, because TV sets is a product category which is familiar to the whole population. "TV sets" is selected from a list of product categories developed by Ulgado and Lee (1993). These researchers have identified six binational product categories (products with a different country-of-brand and country-of-manufacture) with which the university students in a major metropolitan state university (USA) were most familiar. These product categories appeared to be automobiles, bicycles, TV sets, personal stereo sets, athletic shoes and shirts. Among these product categories TV sets product category is chosen for this research. This product category is well known to the whole population and it is quite a big purchase that the respondents are expected to evaluate the product considerably.

As mentioned in the literature survey section, consumers have well-developed stereotypical beliefs about products that originate from other countries which is generally based on the economic, social, and cultural systems of the countries and their relative stages of economic development (Wang and Lamb 1983). Thus, the consumers inherently evaluate some of the countries as favorable and others as unfavorable. In literature, this evaluation process is

explained by the "hierarchy of countries" (Schooler 1971, and Wang and Lamb 1983). Most of the previous research was built on this notion. Hence, there is substantial correspondence on the favorable and unfavorable countries-of-origin that were used in prior research. The most commonly used positive countries were Japan, United States, Germany and UK (Strutton, Pelton and Lumpkin 1994, Chao and Rajendran 1993, Brown, Light and Gazda 1987, Tse and Gorn 1990, Ulgado and Lee 1992). When it comes to the negative country-of-origin the literature shows the usage of Taiwan, Korea, Mexico and Indonesia. For the purpose of this study, Japan was chosen as the favorable and Indonesia was chosen as the unfavorable country-of-origin. This choice was identical with that of Tse and Gorn in their study (1992). Tse and Gorn in their study revealed that Japan is perceived as the country with high technical skills and high reputation in electronics manufacturing while Indonesia is just the reverse.

Thus, the reason for choosing Japan as the favorable country-of-origin rather than the other three countries is that the product that is of primary interest for this research is TV a set and consumer electronics is a characteristic product for Japan. In previous research, when the subject of the research was a consumer electronic (TV sets, VCRs or stereo sound systems), Japan was the most common favorable country-of-origin. About the negative country-of-origin, Indonesia was chosen rather than Taiwan, Korea or Mexico. Indonesia has been manufacturing and exporting consumer electronics recently, so people are not unfamiliar to such a country-of-origin. Consumer electronics from Taiwan and Korea have been being imported to Turkey for a long time and they may have managed to remove, at least partially, the negative stereotypes associated with them. So it is possible that the respondents could have previous experience with so many products having Taiwan or Korea as the country-of-origin and they could have reflect their previous experiences with other products rather than their predispositions related to the country-of-origin. However, as Indonesia is new to the market, respondents are expected to consider its country-of-origin more in their evaluations. Mexico is not considered, because there are no such products in the Turkish consumer electronics market which are exported from Mexico. Hence, consumers may have no predisposition of products manufactured in Mexico, which could reduce the response rate. In addition, this situation could seem unrealistic to the respondents.

In short, relying on previous research and the situation in Turkey, this study will use Japan as a favorable and Indonesia as an unfavorable country-of-origin.

Hypothetical names were chosen as the brand name of products. Since the current study tries to understand the effect of the country-of-brand and not the effect of brand names themselves, the usage of hypothetical brand names was preferred to avoid any positive or negative associations that can be done with the brand name. As a favorable country-of-brand RYU (a hypothetical Japan TV set company) will be used, and as an unfavorable country-of-brand GIW (a hypothetical Indonesian TV set company) will be used. The brand names GIW and RYU were selected from a list of nonsense syllables (Page 1973) used in Tse and Gorn study (1992), so that the name would not imply a direction of favorableness for the brand name and each brand would be perceived as equal in the beginning.

In this framework, the hypotheses of the study are:

H1: A RYU (Japanese brand) manufactured in Japan will be evaluated better than the same brand of product manufactured in Indonesia when only pieces of information available are the COB implied by brand name and the COM.

H2: A GIW (Indonesian brand) manufactured in Japan will be evaluated better than the same product manufactured in Indonesia when only pieces of information available are the COB implied by brand name and the COM.

H3: Country-of-brand is more influential than country-of-manufacture, so RYU will always be evaluated better than GIW when no product specific information is provided.

H4: When consumers have or are provided with other product attribute information, the effect of the country-of-origin (COB and COM) will decline and they will rely more on product attribute information.

H5: There will be a difference among the respondents in product evaluations according to whether the respondent has technical education background or social education background (according to their expertise level).

H6: There is relationship between the respondents' country evaluations and product evaluations.

3.5. Data Collection Method

Primary data will be collected for the purpose of the study, because there is no secondary data source fitting the research purpose. The types of data that will be obtained are about attitudes, opinions and demographics of the respondents. Attitude is defined as an individual's preference, inclination, views or feelings toward some phenomenon whereas opinions are verbal explanations of attitudes. In this study, the primary data obtained aims to understand people's attitudes toward products with different country-of-origin (country-of-brand and country-of-manufacture). Data on demographics are also required to see whether there are any differences with respect to demographic characteristics.

Data will be collected by communication rather than observation method, because of this method's advantage of versatility and speed. In addition, it is nearly impossible to understand the attitudes by observation.

A questionnaire will be used to gather the data from respondents. The questionnaire will be administered in person. Conducting the questionnaire in person will help to get cooperation from the respondents. Also, it will help to clarify any misunderstandings in the questionnaire, because the respondents will be able to ask questions that seem ambiguous to them.

The questionnaire to be used is basically structured; that is, the questions to be asked and the responses permitted are predetermined. There is only one open-ended question. The reason for choosing the structured type is to make sure that all respondents reply to the same question, which will make the results more reliable. The purpose of the study is not disguised from the respondents. Thus, the questionnaire is structured and undisguised.

Two studies will be conducted. The first study aims to understand how the consumers evaluate the product when they are given only the country of brand name and the country-of-manufacture information first, and in the second study, they are provided with additional product attribute information and they are asked to fill the questionnaire again.

Since the design of the study is causal research an experiment is preferred. An experimental design is one in which the investigator manipulates at least one independent variable (Churchill, 1991). It is the most suitable design for causal research because it allows specific investigation of the effects of different variables providing more control to the researcher. The study employs factorial design since the effect of three variables (country-of-brand, country-of-manufacture, and the presence or absence of additional product specific information) is being studied simultaneously. Many previous studies employed this kind of design (Maheswaran 1994, Ulgado and Lee 1993, Tse and Lee 1993, Chao 1989, Leclerc Schmitt and Dube 1994).

3.5.1. First Study

In the first study, subjects are provided with only country-of-brand and country-of-manufacture information and they are asked to make their evaluations. In this first study, subjects will be divided into four groups. Each group will fill the Questionnaire 1 (provided in Appendix I). The first group will be given a questionnaire to evaluate a TV set in which the only pieces of information provided will be country-of-brand (RYU – hypothetical Japanese brand name) with country-of-manufacture (Japan). The second group is given the same questionnaire, too, except that they are told that the TV set they are asked to evaluate is a RYU manufactured in Indonesia.

In order to understand the difference in evaluations according to the favorableness of the country-of-brand, the remaining two groups will evaluate the GIW TV set which is a hypothetical Indonesian brand. The third group is told that the product's brand name is GIW of Indonesia and it is manufactured in Indonesia, while the last group is told that the GIW TV set is manufactured in Japan.

3.5.2. Second Study

After getting their first impressions with only COB and COM information available to them, they will be provided with additional product attribute information and they will be asked to fill the questionnaire one more time. That is, after they fill up the Questionnaire 1, each group will be given the same questionnaire *with additional information about the product attributes*, which is Questionnaire 2 (Appendix II).

In Questionnaire 2 they will evaluate the same product with additional information provided. These additional attributes of the TV set is taken from the study conducted by Ulgado and Lee (1993). The additional product attribute information provided in the second study were; size and shape of the TV set (63 cm standard size), warrantee period (one year warrantee period), remote control quality (Multi-function remote control), teletext system (has teletext system), volume quality (2x8 watt power), memory (80 channel memory), operation system (Pal-Secam), line-in/line-out ports (scart), automatic search, automatic switch off and on-screen display. The pieces of attribute information were put together such that they varied in terms of favorableness and relevance to the evaluation task. The intent was to ensure that the overall configuration of the information was not suggestive of any particular direction of favorableness and relevance dimensions, thus creating evaluation situations that were closer to reality.

The flow of the experiments is provided below in Table 3.2.

Table 3.2. The flow of experiments

Group 1	Group 2	Group 3	Group 4
1. Give questionnaire 1	1. Give questionnaire 1	1. Give questionnaire 1	1. Give questionnaire 1
2. Product to be evaluated is a RYU manufactured in Japan	2. Product to be evaluated is a RYU manufactured in Indonesia	2. Product to be evaluated is a GIW manufactured in Japan	2. Product to be evaluated is a GIW manufactured in Indonesia
3. After filling questionnaire 1 give questionnaire 2 which contains additional product attribute information (this time a GIW manufactured in Japan)	3. After filling questionnaire 1 give questionnaire 2 which contains additional product attribute information (a GIW manufactured in Indonesia)	3. After filling questionnaire 1 give questionnaire 2 which contains additional product attribute information (a RYU manufactured in Japan)	3. After filling questionnaire 1 give questionnaire 2 which contains additional product attribute information (a RYU manufactured in Indonesia)

The above-described design of the study is 2(country-of-manufacture) x 2(country-of-brand) x 2 (product attribute information) partial factorial design. This experimental design and the flow of experiments explained in Table 3.2. can be revisualized as shown in Table 3.3. below.

Table 3.3. The design of the study

Country-of-Brand	**Country-of Manufacture**			
	Japan		Indonesia	
RYU (Japanese Brand)	$G1_B$ ↓	$G3_A$ ↑	$G2_B$ ↓	$G4_A$ ↑
GIW (Indonesian Brand)	$G1_A$ ↓	$G3_B$ ↑	$G2_A$ ↓	$G4_B$ ↑

B: Without product specific information

A: With product specific information

G1: Group1, G2: Group 2, G3: Group 3, G4: Group 4

The arrows represent the direction of the flow of experiments.

To explain Table 3.3 in more detail, the first group ($G1_B$) evaluates a RYU manufactured in Japan in the first part of the study in which the respondents are provided with only country-of-brand and country-of-manufacture of the product and not with additional product specific information. In the second part, $G1_A$ is given another questionnaire with additional product specific information and is asked to evaluate a GIW manufactured in Japan. Group 2 members evaluate a RYU manufactured in Indonesia in the first part of the study ($G2_B$), and a GIW manufactured in Indonesia in the second part of the study with additional product attribute information ($G2_A$). Group 3 is asked to evaluate a GIW manufactured in Japan in the first study ($G3_B$) and a RYU manufactured in Japan ($G3_A$) in the second study. And, finally, the respondents in Group 4 evaluate a GIW manufactured in Indonesia in the first study ($G4_B$) in which only country-of-brand and country-of-manufacture are available to them. In the second study in which they are provided with additional product attribute information, they are asked to evaluate a RYU manufactured in Indonesia ($G4_A$).

3.6. Sampling

Population is defined as the totality of cases that conform to the designed specifications. The specifications define the elements that belong to the target group and those that are to be excluded. It is difficult to determine the relevant population for this study. Since this is a consumer research, we have no complete set of a sampling frame. Although households who are the actual purchasers of the product would definitely be a better unit, for this research universities will be used because of its practicality in terms of reaching the sample. In addition, since this is an experimental study, it is thought to be appropriate to use students in sampling. Bogaziçi University is thought to be a good approxy as a relevant population since it contains a mixture of students from different educational backgrounds, cities and socio-economic groups. Then we can define the population as follows:

Elements: Consumers

Unit: Universities

Extent: Bogaziçi University and Middle East Technical University / Department of Business Administration

Time: May 1997

The sampling plan chosen is convenience sampling which is a non-probabilistic sampling method. The sample of this study is comprised of students enrolled in a basic marketing management course in Bogazici University and Middle East Technical University. A total of 200 respondents are taken; 110 from Bogazici University and 90 from the Middle East Technical University. 14 of the questionnaires were not usable in the study since that were returned empty or incomplete. Thus, the number of the usable questionnaires was 186. Of the 186 respondents, 84 come from faculty of administrative sciences, 81 has engineering background and 21 has "other" as their educational background. Those having other educational background, 2 are from sociology, 2 from psychology, 1 from English Language, 4 from mathematics, 4 from physics, 3 from architecture and 2 from chemistry, and 3 from city planning department. These respondents are recoded in such away that those coming from sociology, psychology and English language departments are treated as respondents having social science background and those coming from mathematics, physics, chemistry and architecture are treated as respondents with technical background. The subjects were randomly assigned to each of the four country-of-origin treatment groups.

Non-probability samples involve personal judgment in the selection process. The fact that the elements are not selected probabilistically precludes an assessment of "sampling error". Without some knowledge of the error that can be attributed to sampling procedure, we cannot place bounds on the precision of our estimates. We have no way of knowing whether those included in the sample are representative of the target population. So the sampling method is considered as a limitation of the study. However, with experimental designs internal validity is a more important issue than generalization of findings (Churchill, 1995).

4. DATA ANALYSIS, FINDINGS AND DISCUSSION

As mentioned in the above sections, the dependent variable of the study, which is the variable of primary interest, is the evaluation of a product. The dependent variable is measured by taking the respondents' opinions on two sets of six bipolar scales, which are:

Attribute level evaluation criteria : Workmanship, technology, service, reliability, modernity, sound quality, visual quality and price;

Overall evaluation criteria : Liking, prestige and overall quality.

The independent variable is the country-of-origin. Country-of-origin construct is divided into country-of-brand and country-of-manufacture.

The first moderating variable is the knowledge of the product attribute information, which is manipulated by giving two sets of questionnaires to the respondents, and the second one is the technical expertise level of the respondents, which is determined according to the educational background of the respondents. The intervening variable, which happens during the evaluation process, is the evaluation of the origin country. Subjects' scores on the evaluation of TV sets made in Japan and in Indonesia were used as manipulation checks on the country-of-origin treatment. Data were analyzed using the statistical program SPSS for Windows Release 6.0.

The first hypothesis of the study is:

H1: A RYU (Japanese brand) manufactured in Japan ($G1_B$ in Table 3.3) will be evaluated better than the same brand of product manufactured in Indonesia ($G2_B$ in Table 3.3) when only pieces of information available are the COB implied by brand name and the COM.

In order to test this hypothesis, subjects' mean scores on each dimension is taken and tested to understand whether the difference between the two groups is significant or not. For this purpose t-test for groups analysis is conducted. The table below shows the mean scores of the dependent measures for main treatments, differences between means and t-test results.

Table 4.1. T-test Results for the RYU Manufactured in Japan and the RYU Manufactured in Indonesia without Product Specific Information ($G1_B$ & $G2_B$)

Attribute Level Evaluations	RYU Mnfc.ed In Japan ($G1_B$) *	RYU Mnfc.ed in Indonesia ($G2_B$) *	Mean Difference	t	p
Workmanship	5.23 **	4.30	0.93	3.13	**0.03**
Visual Quality	5.35	5.13	0.22	0.95	0.35
Sound Quality	5.50	5.02	0.48	2.62	**0.01**
Reliability	4.90	4.56	0.34	1.13	0.26
Technology	5.37	5.28	0.09	0.47	0.64
Modernity	5.21	4.84	0.37	1.57	0.12
Price	4.13	4.52	0.39	-1.20	0.23
Service	4.43	4.28	0.15	0.43	0.67
Overall Level Evaluations					
Liking	4.31	4.17	0.14	0.50	0.62
Prestige	4.11	4.00	0.11	0.40	0.69
Overall Quality	5.00	4.47	0.53	1.90	**0.06**

* Without product specific information

** All measures used 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

It is seen in the above table that the mean evaluation scores of the RYU (Japanese brand) manufactured in Japan are higher than the mean evaluation scores of the same brand manufactured in Indonesia. However, each dimension is going to be analyzed for statistical significance at 90% confidence in the following parts.

The first dimension evaluated is workmanship. As seen in Table IV.1, the mean evaluation of workmanship for $G1_B$ is 5.23 while that of $G2_B$ is 4.30 resulting in a mean difference of 0.93. The relevant t-test for equality of means results in a t-value of 3.13, which has a significance level 0.003. Thus, the hypothesis that the mean evaluation of workmanship for the two groups (RYU manufactured in Japan - RYU manufactured in Indonesia) are significantly different from each other is accepted.

In other words, a RYU manufactured in Japan is evaluated better than the same brand of product manufactured in Indonesia with respect to workmanship.

The second dimension of evaluation is visual quality of the TV set. The difference between the mean evaluations of the RYU manufactured in Japan and the RYU manufactured in Indonesia with respect to visual quality is 0.22. Although there is a slight difference in favor of the Japanese brand, this difference is not significant at 90% confidence, since the calculated t-value is 0.95 with significance 0.35. Thus, with respect to the visual quality variable, we cannot say that a RYU manufactured in Japan is evaluated better than the same brand of product manufactured in Indonesia.

Following the same procedure, the significant differences in means are found to be in the sound quality (t= 2.62 and p=0.01) and overall quality (t= 1.90 and p= 0.06) dimensions. The two products were not evaluated as significantly different from each other in reliability (t= 1.13, p= 0.26), technology (t= 0.47, p= 0.64), modernity (t= 1.57, p= 0.12), price (t= -1.20, p= 0.23), after-sale services (t= 0.43, p= 0.67), liking (t= 0.50, p= 0.62), and prestige (t= 0.40, p= 0.69) dimensions.

As seen in the above analyses some of the above mentioned dimensions support the hypothesis that a RYU manufactured in Japan is evaluated better than a RYU manufactured in Indonesia, while others do not support it. To sum up, the above analysis shows that; among the 11 dimensions of evaluation, H1 was supported for workmanship, overall quality and sound quality whereas the other dimensions did not support the first hypothesis.

The above analysis assumes that all attributes are of equal importance in the decision process. However, this is not the case in consumers' decisions. Some of the attributes are more important than the others and should therefore be weighted more heavily. So, the importance that the consumers attach to each dimension should also be considered in the analysis process. If a product is evaluated positively on dimensions that are important to the consumers, then we can say more confidently that the product is evaluated positively. On the contrary, if the product is evaluated negatively on important dimensions and positively on the trivial ones, then the conclusion is that the product is not evaluated positively. For this purpose, the respondents are asked to evaluate the importance of the evaluation dimensions, too. The descriptive statistics for the importance evaluations are given below.

Table 4.2. Mean Importance attached to the Evaluation Criteria

Importance of Variable	**Mean ***	**Standard Deviation**
Sound Quality	9.36	1.70
Visual Quality	9.36	1.90
Technology	9.19	1.77
Workmanship	9.10	1.93
After-sale Service	8.76	2.13
Reliability	8.56	2.18
Price	8.12	2.18
Appearance	8.01	2.20

* Scale values are 1= Not at all important, 10= Very important

In the two most important dimensions, sound quality and visual quality, the RYU manufactured in Japan is evaluated significantly better than the RYU manufactured in Indonesia for the sound quality dimension. Among the four most important variables (sound quality, visual quality, technology, and workmanship), significant differences were found between a RYU manufactured in Japan and a RYU manufactured in Indonesia for sound

quality and workmanship. In addition to these attribute level variables, three overall evaluation level variables were also evaluated by the respondents and among those variables two groups were found to be significantly different from each other with respect to overall quality evaluation.

Although there is evidence that the Japanese brand (RYU) is evaluated better when it is manufactured in Japan rather than in Indonesia with respect to some important evaluation dimensions, we are unable to support the first hypothesis along all the dimensions. Thus, the Japanese made RYU is seen as better than the Indonesian made RYU in terms of the product's sound quality, workmanship and overall quality. In spite of the fact that, the mean evaluations of all the other dimensions are also higher for the RYU manufactured in Japan, the differences in means are not found to be statistically significant. So, we cannot say that the two groups are evaluated differently.

After the analysis of the first hypothesis, the second hypothesis of the study is tested. The second hypothesis of the research is:

H2: A GIW (Indonesian brand) manufactured in Japan ($G3_B$) will be evaluated better than the same brand manufactured in Indonesia ($G4_B$) when only pieces of information available are the COB implied by brand name and the COM.

This hypothesis is similar to the first hypothesis except the brand name. This time the product evaluated is a GIW, which is a hypothetical Indonesian brand. Thus, the country-of-brand is Indonesia, which is a negative country-of-origin. Country-of manufacture treatments are Indonesia and Japan again. Differences between the two groups (a GIW manufactured in Japan and a GIW manufactured in Indonesia) are analyzed using the same analysis procedure as in the first hypothesis. The mean evaluations are compared using the t-test for groups analysis. The t-test results are provided in Table 4.3 below.

Table 4.3. T-test Results for the GIW Manufactured in Indonesia and the GIW Manufactured in Japan without Product Specific Information ($G3_B$ & $G4_{B)}$

Attribute Level Evaluations	GIW Mnfc.ed in Indonesia ($G3_B$)*	GIW Mnfc.ed In Japan ($G4_B$)*	Mean Difference	t	p
Workmanship	4.00**	4.77	0.77	-2.58	**0.012**
Visual Quality	3.82	4.72	-0.90	-3.26	**0.002**
Sound Quality	3.66	4.38	-0.72	-2.69	**0.009**
Reliability	3.46	4.43	-0.97	-3.30	**0.001**
Technology	3.44	4.47	-1.03	-3.35	**0.001**
Modernity	3.86	4.34	-.48	-1.70	**0.093**
Price	4.02	3.79	0.23	0.81	0.421
Service	3.26	3.40	-0.14	-0.40	0.690
Overall Level Evaluations					
Liking	3.53	3.93	-0.40	-1.46	0.148
Prestige	3.28	3.65	-0.37	-1.19	0.236
Overall Quality	3.57	4.22	-0.65	-2.36	**0.021**

* Without product specific information

** All measures used 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

As seen in Table 4.3 above, the first two columns show that there is a tendency towards evaluating the GIW manufactured in Japan better than the GIW manufactured in Indonesia. However, the differences should be tested for significance at 90% confidence level.

The analysis results show that the difference between the evaluation of a GIW manufactured in Japan and that of a GIW manufactured in Indonesia is significant for workmanship (t= -2.58,

p= 0.012), visual quality (t= -3.26, p= 0.002), sound quality (t= -2.69, p= 0.009), technology (t= --3.35, p= 0.001), reliability (t= -3.30, p= 0.001), modernity (t= -1.70, p= 0.093), and overall quality (t= -2.36, p= 0.021) variables. On the contrary, the difference between the two groups is not significant at 90% confidence level for after-sale services (t= -0.40, p= 0.69), price (t= 0.81, p= 0.421), liking (t= -1.46, p= 0.148) and prestige (t= -1.19, p= 0.236) dimensions.

To sum up the above findings, a GIW manufactured in Japan is evaluated better than a GIW manufactured in Indonesia with respect to sound quality, visual quality, technology, workmanship, reliability, modernity and overall quality. The differences between the groups are not found to be significant at 90% confidence level for after-sale service, price, liking and prestige expectations. However, as mentioned in the analysis of the first hypothesis, importance of the variables should also be considered in evaluations. (Refer to Table 4.2 for importance ranking)

The four most important dimensions for the consumers in evaluating a TV set are sound quality, visual quality, technology and workmanship. Since the mean evaluation of the GIW manufactured in Japan is found to be significantly better than the GIW manufactured in Indonesia along the four most important variables, we accept the second hypothesis that; A GIW (Indonesian brand) manufactured in Japan will be evaluated better than the same product manufactured in Indonesia when only pieces of information available are the COB implied by brand name and the COM.

The third hypothesis states that:

H3: Country-of-brand is more influential than country-of-manufacture, so RYU will always be evaluated better than GIW when no product specific information is provided to the consumers.

In fact, we can make some inferences from the previous analyses on this matter. The above analyses showed that, when the evaluated product was GIW (Indonesian brand), the product evaluations were higher when the product was manufactured in Japan (positive country-of manufacture) rather than in Indonesia (negative country-of manufacture). However, the same

conclusions were not true for the RYU (Japanese brand). We were unable to find significant differences according to whether it was produced in Japan or Indonesia. These findings signal that the respondents gave more importance to country-of-brand, and when the product had positive country-of-brand they did not rely too much on the country-of manufacture information. However, these inferences should of course be tested for significance.

Firstly, the means of each of the four groups ($G1_B$, $G2_B$, $G3_B$, and $G4_B$) are compared at a time using one-way analysis of variance technique. By the ANOVA method, we will be able to see whether there is difference in product evaluations among the four groups (RYU manufactured in Japan, RYU manufactured in Indonesia, GIW manufactured in Indonesia and GIW manufactured in Japan without any product specific information). The Oneway ANOVA results for each evaluation dimension are provided below:

Table 4.4. ANOVA Results for the Dependent Measures without Product Specific Information ($G1_B$, $G2_B$, $G3_B$ & $G4_B$)

Evaluation Dimension	Mean values of RYU*		Mean values of GIW*		F Value	F Prob.
	Japan ($G1_B$)	Indonesia ($G2_B$)	Japan ($G3_B$)	Indonesia ($G4_B$)		
Workmanship	5.23	4.30	4.77	4.00	6.97	**0.000**
Visual Quality	5.35	5.13	4.72	3.82	14.03	**0.000**
Sound Quality	5.50	5.02	4.38	3.66	25.16	**0.000**
Reliability	4.90	4.56	4.43	3.46	8.66	**0.000**
Technology	5.37	5.28	4.47	3.44	25.34	**0.000**
Modernity	5.21	4.84	4.34	3.86	10.77	**0.000**
Price	4.13	4.52	3.79	4.02	1.96	0.122
Service	4.43	4.28	3.40	3.26	5.78	**0.001**
Liking	4.31	4.17	3.93	3.53	3.09	**0.028**
Prestige	4.11	4.00	3.65	3.28	3.08	**0.029**
Overall Quality	5.00	4.47	4.22	3.57	9.61	**0.000**

* Scale values: All measures use 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

The above table shows the summary of the results of the ANOVA conducted to understand whether the means of the four groups are significantly different from each other. The calculated probabilities of the F-values show that all the means, except price expectations, are different from each other at 90% confidence level. Thus, we say that groups are not evaluated as equal by the respondents. That is, there were some perceived differences among the groups.

Although, it is seen that there are differences among the groups with respect to the evaluation dimensions, this is not enough to verify or nullify the third hypothesis. The third hypothesis states that the country-of-brand is more influential than the country-of manufacture, so a RYU should always be evaluated better than a GIW. If that is the case, a RYU manufactured in Indonesia ($G2_B$) should be evaluated better than a GIW manufactured in Indonesia ($G4_B$), since these two products have the same country-of manufacture, but different country-of-brands. By the same token, a RYU manufactured in Japan ($G1_B$) should be evaluated better than a GIW manufactured in Japan ($G3_B$). So t-test for groups analyses are conducted to compare differences between these two groups.

Firstly, country-of manufacture treatment is taken as Indonesia and the Japanese brand and the Indonesian brand are analyzed for difference in mean evaluations. The t-test results are provided in Table 4.5.

Table 4.5. T-test for Groups Results for RYU Manufactured in Indonesia and GIW Manufactured in Indonesia

Evaluation Dimension	Mean values of *		Mean Difference	t-value	significance
	$G2_B$ (1)	$G4_B$ (2)			
Workmanship	4.3043	4.0000	-0.3043	-0.88	0.345
Visual Quality	5.1304	3.8222	-1.3082	-5.05	**0.000**
Sound Quality	5.0217	3.6667	-1.3551	-5.69	**0.000**
Reliability	4.5652	3.4667	-1.0986	-3.81	**0.000**
Technology	5.2826	3.4444	-1.8382	-6.99	**0.000**
Modernity	4.8478	3.8667	-0.9812	-4.01	**0.000**
Price	4.5217	4.0222	-0.4995	-1.67	**0.098**
Service	4.2826	3.2667	-1.0159	-2.93	**0.004**
Liking	4.1739	3.5333	-0.6406	-2.22	**0.029**
Prestige	4.0000	3.2889	-0.7111	-2.37	**0.020**
Overall Quality	4.4783	3.5778	-0.9005	-3.11	**0.003**

(1) RYU manufactured in Indonesia

(2) GIW manufactured in Indonesia

* Scale values: All measures use 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

Mean evaluation values and the difference between means for each dimension is provided in the above table. As it is seen in the table, RYU is evaluated better than GIW on each dimension when the country-of manufacture is Indonesia for both products. The differences are significant at 90% confidence for all dimensions except workmanship evaluations. Hence, the third hypothesis is supported when the country-of manufacture is Indonesia.

Secondly, country-of manufacture treatment is taken as Japan and the Japanese brand and the Indonesian brand are analyzed for difference in mean evaluations. The above analysis is repeated and the t-test results are provided in Table 4.6. on the next page.

Table 4.6. T-test for Groups Results for RYU Manufactured in Japan and GIW Manufactured in Japan

Evaluation Dimension	Mean values of		Mean Difference	t-value	Significance
	$G1_B$ (1)	$G3_B$ (2)			
Workmanship	5.2353	4.7727	-0.4626	-1.94	**0.055**
Visual Quality	5.3529	4.7273	-0.6257	-2.48	**0.015**
Sound Quality	5.5098	4.3864	-1.1234	-5.01	**0.000**
Reliability	4.9020	4.4318	-0.4701	-1.55	0.126
Technology	5.3725	4.4773	-0.8953	-3.61	**0.001**
Modernity	5.2157	4.3409	-0.8748	-3.22	**0.002**
Price	4.1373	3.7955	-0.3418	-1.14	0.259
Service	4.4314	3.4091	-1.0223	-2.86	**0.005**
Liking	4.3137	3.9318	-0.3819	-1.44	0.152
Prestige	4.1176	3.6591	-0.4586	-1.49	0.141
Overall Quality	5.0000	4.2273	-0.7727	-2.98	**0.004**

(1) RYU manufactured in Japan

(2) GIW manufactured in Japan

* Scale values: All measures use 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

The general pattern when the products are both manufactured in Japan is again found to be a tendency towards evaluating the product with Japan as the country-of-brand better than the product with Indonesia as the country-of-brand. For all of the variables analyzed, the mean evaluation scores for the RYU manufactured in Japan is higher than the mean scores for the GIW with the same country-of manufacture. The differences are found to be significant at 90% confidence level for workmanship, sound quality, visual quality, technology, modernity, after-sale services and overall quality expectations (shown by bold characters in the table). The differences between the two product evaluations are not significant for reliability, liking, price and prestige variables. Referring back to the importance ranking of the respondents (Table 4.2), it is seen that the product with Japanese brand is evaluated better than the other one with respect to the most important evaluation criteria. So, we can say that RYU is evaluated better than GIW.

As a conclusion, it is found that country-of-brand is more influential than country-of manufacture so RYU is always evaluated better than GIW. Thus, the third hypothesis is supported.

The fourth hypothesis of the study is:

H4: When consumers have or are provided with other product attribute information, the effect of the country-of-origin (COB and COM) will decline and they will rely more on product attribute information.

Consumers rely more on the country-of-origin information when they have no other information about the product. However, when they are provided with additional information about the product's attributes, country-of-origin information becomes just one of the pieces of attribute information they have in the evaluation process, so the effect of the country information declines.

In the first part of the study, when the only piece of information provided to the respondents is the product's country-of-origin, the respondents are expected to base their evaluations on their perceptions of the product's country-of-brand and country-of-manufacture. However, in the second part of the study respondents are provided with additional product attribute information and the respondents are expected to modify their evaluations considering the additional information provided to them. In order to test this hypothesis, a series of t-test for groups analyses were conducted. If the above hypothesis is true, then each product should be evaluated differently before and after product attribute information is provided. For instance a GIW manufactured in Indonesia should be evaluated better after the product attribute information is provided, since the given attribute information is neutral and the country-of-brand and country-of-manufacture are both negative. On the other hand, the country-of-manufacture and the country-of-brand of the RYU manufactured in Japan are both positive and the product information is neutral, so the evaluations of the RYU manufactured in Japan are expected to be downgraded after the information is provided.

Firstly, evaluations of a GIW manufactured in Indonesia with and without product attribute information will be analyzed. The below table summarizes the t-test results for the two groups; namely a GIW manufactured in Indonesia with and without product attribute information.

Table 4.7. T-test for Groups Results for GIW Manufactured in Indonesia With and Without Product Attribute Information

Evaluation Dimension	Mean values of *		Mean Difference	t-value	Significance
	$G4_B^{(1)}$	$G2_A^{(2)}$			
Workmanship	4.00	4.24	-0.24	-0.72	0.472
Visual Quality	3.82	4.50	-0.68	-2.31	**0.023**
Sound Quality	3.67	4.24	-0.57	-2.05	**0.043**
Reliability	3.47	4.17	-0.70	-2.37	**0.020**
Technology	3.44	4.19	-0.75	-2.41	**0.018**
Modernity	3.87	4.24	-0.37	-1.36	0.179
Price	4.02	4.26	-0.24	-0.81	0.423
Service	3.27	3.85	-0.58	-1.70	**0.093**
Liking	3.53	3.87	-0.34	-1.19	0.238
Prestige	3.29	3.69	-0.40	-1.39	0.169
Overall Quality	3.58	3.93	-0.36	-1.26	0.213

(1) GIW manufactured in Indonesia before product attribute information is provided

(2) GIW manufactured in Indonesia after product attribute information is provided

* Scale values: All measures use 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

It is seen in the above table that, the GIW manufactured in Indonesia is evaluated better in all dimensions after product specific information is provided. However, the differences are significant for only five of these dimensions; namely visual quality (p=0.023), sound quality (p=0.043), reliability (p=0.020), technology (p=0.018), and service (p=0.093). This shows that, the presence of product attribute information reduces the negative country-of-origin effect to some extent although not removing it as a whole for the GIW manufactured in Indonesia.

The same analysis is repeated for the remaining three treatments; namely GIW manufactured in Japan, RYU manufactured in Indonesia and RYU manufactured in Japan.

Table 4.8. T-test for Groups Results for GIW Manufactured in Japan With and Without Product Attribute Information

Evaluation Dimension	Mean values of *		Mean Difference	t-value	Significance
	$G3_B^{(1)}$	$G1_A^{(2)}$			
Workmanship	4.77	4.27	0.50	1.67	**0.099**
Visual Quality	4.73	4.45	0.28	1.01	0.317
Sound Quality	4.38	4.39	-0.01	-0.02	0.983
Reliability	4.43	3.80	0.63	2.08	**0.041**
Technology	4.48	4.27	0.21	0.67	0.504
Modernity	4.34	4.53	-0.19	-0.64	0.522
Price	3.79	3.86	-0.67	-0.23	0.817
Service	3.41	3.43	-0.02	-0.06	0.952
Liking	3.93	3.78	0.15	0.52	0.601
Prestige	3.66	3.41	0.25	0.77	0.445
Overall Quality	4.23	4.18	0.05	0.18	0.858

(1) GIW manufactured in Japan before product attribute information is provided

(2) GIW manufactured in Japan after product attribute information is provided

* Scale values: All measures use 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

In contrast to the GIW manufactured in Indonesia, the evaluations of the GIW manufactured in Japan do not exhibit a general pattern. For workmanship, visual quality, reliability, technology, liking, prestige and overall quality dimensions, the evaluations are higher without product attribute information. Sound quality, modernity, price and service evaluations are higher after product attribute information is provided. However the differences between the means of the two groups (before and after product attribute information) are very slight and only two of the differences (workmanship and reliability dimensions) are found for to be significant. Thus, we cannot say that the products are evaluated significantly different from each other, since the differences are not significant for most of the dimensions.

Table 4.9. T-test for Groups Results for RYU Manufactured in Japan With and Without Product Attribute Information

Evaluation Dimension	Mean values of *		Mean Difference	t-value	Significance
	$G1_B^{(1)}$	$G3_A^{(2)}$			
Workmanship	5.24	5.11	0.13	0.56	0.577
Visual Quality	5.35	5.23	0.12	0.56	0.578
Sound Quality	5.51	5.16	0.35	1.68	**0.098**
Reliability	4.90	4.77	0.13	0.46	0.647
Technology	5.37	5.09	0.28	1.31	0.193
Modernity	5.22	4.89	0.33	1.39	0.167
Price	4.14	3.64	0.50	1.53	0.128
Service	4.43	3.95	0.48	1.49	0.139
Liking	4.31	4.14	0.17	0.69	0.490
Prestige	4.12	4.02	0.10	0.33	0.740
Overall Quality	5.00	4.61	0.39	1.74	**0.085**

(1) RYU manufactured in Japan before product attribute information is provided

(2) RYU manufactured in Japan after product attribute information is provided

* Scale values: All measures use 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

Relating to the RYU manufactured in Japan, it is seen that the respondents' evaluations of the product are higher without product specific information. After the respondents are given the attribute information, their evaluations of the product decrease slightly for all dimensions. The significant differences are found to be for the sound quality ($p=0.098$), and overall quality ($p=0.085$) dimensions. Thus, although the presence of the product attribute information seem reduce slightly the positive effect of the country-of-origin of the product, the differences are not found to be large enough to be significant.

Table 4.10. T-test for Groups Results for RYU Manufactured in Indonesia With and Without Product Attribute Information

Evaluation Dimension	Mean values of *		Mean Difference	t-value	Significance
	$G2_B^{(1)}$	$G4_A^{(2)}$			
Workmanship	4.30	4.69	-0.39	-1.18	0.242
Visual Quality	5.13	4.80	0.33	1.30	0.196
Sound Quality	5.02	4.64	0.38	1.37	0.173
Reliability	4.57	4.47	0.10	0.34	0.735
Technology	5.28	4.93	0.35	1.57	0.120
Modernity	4.85	4.93	-0.08	-0.36	0.720
Price	4.52	4.26	0.26	0.85	0.395
Service	4.28	4.02	0.26	0.75	0.457
Liking	4.17	4.49	-0.32	-1.07	0.288
Prestige	4.00	4.00	0.00	0.00	1.000
Overall Quality	4.48	4.60	-0.12	-0.42	0.675

(1) RYU manufactured in Indonesia before product attribute information is provided

(2) RYU manufactured in Indonesia after product attribute information is provided

* Scale values: All measures use 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

RYU manufactured in Indonesia is evaluated better before the product attribute information is provided in all but four dimensions (workmanship, modernity, liking, and overall quality). However, none of the differences are found to be significant. Thus, the respondents' evaluations of the RYU manufactured in Indonesia did not change after product attribute information was provided.

The above findings reveal that the country-of-origin effect does not decline after the product attribute information is provided. The GIW manufactured in Indonesia may be an exception to this generalization since the presence of product attribute information reduces the negative country-of-origin effect to some extent (for sound quality, visual quality, technology, reliability

and service) although not removing it as a whole for this product. Although there is a general trend toward evaluating the RYU manufactured in Japan worse after the product attribute information is provided, only a few of these differences are found to be significant. For the remaining two product, the differences are not significant with and without product specific information. Thus, the products are not evaluated as different from each other with and without product attribute information; therefore the fourth hypothesis is not supported in general.

Another hypothesis of the current research states that the country-of-origin would also be moderated by the expertise level of the respondent. Respondents with technical background are thought to be less influenced by the country-of-origin information compared to the respondents with social background.

H5: There will be a difference in product evaluations among the respondents according to whether the respondent has technical education background or social science education background (according to their expertise level).

When the consumers have special expertise in the product, their evaluations will be less dependent on the country-of-origin information, and they will rely more on their expertise with the product. This means that; experts will process the product attribute information differently from the novices.

Considering the current study, the product attribute information provided is chosen in such a way that it does not signal either positive or negative direction. Since, experts perceive that the product attribute information as neutral, all the four products will be evaluated as equal by the experts after the information on product attributes is given to the experts. However, novices are not expected to base their evaluations on product specific information as much as experts do. Thus, there will be differences between the two groups after the product specific

information is provided. The difference between those who have technical and social science background should be tested in two phases.

In the first part of the study, when no product specific information is provided, the only pieces of information that the respondents could base their evaluations on is the country-of-manufacture and country-of-brand of the evaluated product. Since both groups would base their evaluations on the same pieces of information, we expect to find no significant differences between the two groups before the product specific information is provided. However, after the product specific information is provided, experts (those who have technical background) are expected to rely more on the product attribute information in contrast to the novices (those who have social science background) who are still expected to be affected by the country-of-manufacture and country-of-brand of the product. Thus, there will be differences in the evaluations of the two groups after the product specific information is provided.

In the following sections, the evaluations of the two groups for each product will be compared. As we expect to find no significant differences between the groups before the product specific information is provided, only significant differences between the groups will be given in the table below. After that, the two groups (those with social science and technical background) will be compared in order to identify the differences between them after the product specific information is provided.

Table 4.11. T-test for Groups Results for those who have Technical and Social Science Background (Without Product Attribute Information)

Evaluation Dimension	Mean values of *		Mean Difference	t-value	p
	$G3_{B\ Soc.}$ (1)	$G3_{B\ Tech}$ (2)			
Sound Quality	4.76	4.04	0.72	1.89	0.066
	$G2_{B\ Soc.}$ (3)	$G2_{B\ Tech.}$ (4)			
Visual Quality	4.79	5.37	-0.58	-1.70	0.097
Sound Quality	4.63	5.29	-0.66	-2.22	0.032
Technology	5.00	5.48	-0.48	-1.86	0.069

(1) Evaluation of the GIW manufactured in Japan for those who have social science background without product attribute information.

(2) Evaluation of the GIW manufactured in Japan for those who have technical background without product attribute information

(3) Evaluation of the RYU manufactured in Indonesia for those who have technical background without product attribute information

(4) Evaluation of the RYU manufactured in Indonesia for those who have technical background without product attribute information

* Scale values: All measures use 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

It is seen in the above table that the novices and the experts do not differ much in their evaluations of the products before the product specific information is provided. Significant differences are found for the GIW manufactured in Japan (with respect to sound quality) and the RYU manufactured in Indonesia (with respect to visual quality, sound quality and technology). Those with social science background evaluated the sound quality of the GIW manufactured in Japan better than those with technical background did. In contrast, those with technical background evaluated the RYU manufactured in Indonesia better than those with social science background did in visual quality, sound quality and technology dimensions. No significant differences are found for the GIW manufactured in Indonesia and the RYU manufactured in Japan. These findings conform to our expectation that the evaluations of the experts and novices would not differ much before the product specific information was

provided since they both would base their evaluations on only the country-of-origin information.

The comparisons of the two groups with product specific information available to them are provided below.

Table 4.12. T-test for Groups Results for GIW Manufactured in Indonesia for those who have Technical and Social Science Background (With Information)

Evaluation Dimension	Mean values of *		Mean Difference	t-value	Significance
	$G2_{A\ Soc.}$ (1)	$G2_{A\ Tech.}$ (2)			
Workmanship	3.84	4.52	-0.68	-1.40	0.170
Visual Quality	3.74	5.04	-1.30	-3.21	**0.002**
Sound Quality	3.63	4.67	-1.04	-2.56	**0.014**
Reliability	3.74	4.48	-0.74	-1.72	**0.093**
Technology	3.89	4.41	-052	-1.20	0.238
Modernity	4.11	4.33	-0.22	-0.53	0.601
Price	3.95	4.48	-0.53	-1.25	0.218
Service	3.37	4.19	-0.82	-1.61	0.115
Liking	3.53	4.11	-0.58	-1.30	0.178
Prestige	3.68	3.70	-0.02	-0.04	0.967
Overall Quality	3.53	4.22	-0.69	-1.61	0.432

(1) Evaluations of GIW manufactured in Indonesia for those with social science background with product specific information

(2) Evaluations of GIW manufactured in Indonesia for those with technical background with product specific information

* Scale values: All measures use 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

The table above shows the evaluations of the GIW manufactured in Indonesia after the product specific information is provided to the respondents. As seen in the table, respondents with technical background evaluate the product better than the respondents with social science

background in all evaluation dimensions. However, significant differences are found for only visual quality (p=0.002), sound quality (p=0.014) and reliability (p=0.093). Although, the two groups are slightly different in their evaluations, we can not say with 90% confidence that the evaluations of the two group are different.

Table 4.13. T-test for Groups Results for GIW Manufactured in Japan for those who have Technical and Social Science Background (With Information)

Evaluation Dimension	Mean values of *		Mean Difference	t-value	Significance
	$G1_{A\ Soc.}$ (1)	$G1_{A\ Tech.}$ (2)			
Workmanship	4.05	4.42	-0.37	0.81	0.419
Visual Quality	4.80	4.23	0.57	1.51	0.139
Sound Quality	4.50	4.32	0.18	0.44	0.660
Reliability	4.05	3.65	0.40	0.93	0.359
Technology	4.45	4.16	0.29	0.65	0.522
Modernity	4.65	4.45	0.20	0.49	0.627
Price	4.05	3.74	0.31	0.70	0.490
Service	3.85	3.16	0.69	1.36	0.180
Liking	3.85	3.74	0.11	0.27	0.792
Prestige	3.70	3.23	0.47	1.12	0.270
Overall Quality	4.25	4.13	0.12	0.30	0.764

(1) Evaluations of GIW manufactured in Japan for those with social science background with product specific information

(2) Evaluations of GIW manufactured in Japan for those with technical background with product specific information

* Scale values: All measures use 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

Although the GIW manufactured in Japan is evaluated better by the novices in all dimensions except workmanship, none of the differences are large enough to be significant.

Table 4.14. T-test for Groups Results for RYU Manufactured in Japan for those who have Technical and Social Science Background (With Information)

Evaluation Dimension	Mean values of *		Mean Difference	t-value	Significance
	$G3_{A\ Soc.}$ (1)	$G3_{A\ Tech.}$ (2)			
Workmanship	5.19	5.04	0.14	0.45	0.652
Visual Quality	5.24	5.22	0.02	0.07	0.948
Sound Quality	5.19	5.13	0.06	0.17	0.868
Reliability	4.95	4.61	0.35	0.95	0.348
Technology	5.05	5.13	-0.08	-0.24	0.809
Modernity	4.76	5.00	-0.24	-0.68	0.498
Price	3.29	3.96	-0.67	-1.52	0.135
Service	4.05	3.87	0.18	0.41	0.685
Liking	4.38	3.91	0.47	1.27	0.212
Prestige	4.33	3.74	0.59	1.34	0.189
Overall Quality	4.76	4.48	0.28	0.92	0.361

(1) Evaluations of RYU manufactured in Japan for those with social science background with product specific information

(2) Evaluations of RYU manufactured in Japan for those with technical background with product specific information

* Scale values: All measures use 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

The RYU manufactured in Japan is evaluated better by the respondents with social science background in all dimensions except technology, modernity and price. Nevertheless, none of these differences are significant, so we conclude that the two groups do not differ in their evaluations of the RYU manufactured in Japan.

Table 4.15. T-test for Groups Results for RYU Manufactured in Indonesia for those who have Technical and Social Science Background (With Information)

Evaluation Dimension	Mean values of *		Mean Difference	t-value	Significance
	$G4_{A\ Soc.}$ (1)	$G4_{A\ Tech.}$ (2)			
Workmanship	4.96	4.38	0.58	1.47	0.148
Visual Quality	4.88	4.71	0.17	0.42	0.673
Sound Quality	4.71	4.57	0.14	0.30	0.768
Reliability	4.38	4.57	-0.19	-0.47	0.638
Technology	4.88	5.00	-0.12	-0.34	0.735
Modernity	5.00	4.86	0.14	0.42	0.673
Price	4.42	4.10	0.32	0.77	0.445
Service	4.00	4.05	-0.5	-0.10	0.919
Liking	4.38	4.62	-0.24	-0.61	0.544
Prestige	4.00	4.00	0.00	0.00	1.00
Overall Quality	4.63	4.57	0.05	0.14	0.886

(1) Evaluations of RYU manufactured in Indonesia for those with social science background with product specific information

(2) Evaluations of RYU manufactured in Indonesia for those with technical background with product specific information

* Scale values: All measures use 6-point semantic differential scales, the higher the score, the more favorable the evaluation.

Similar to the previous findings, the evaluations of those with technical and social science background are not found to be significant for the RYU manufactured in Indonesia.

The above analyses show that both experts and novices evaluate the products as similar in almost all dimensions. Thus, in this study, those who have technical and social science background did not differ in their evaluations of the product either with or without product attribute information available to them. Therefore, the fifth hypothesis is rejected.

The last hypothesis of the study, which is provided below, is related with the intervening variable.

H6: There is relationship between the respondents' country evaluations and product evaluations.

It is thought that there is a relationship between the respondents' country evaluations and evaluations of products originating from these countries. In other words, if a respondent thinks that Japanese products are superior in quality, then s/he should evaluate the Japanese made product highly. For this analysis an average score is calculated for the country evaluation for those who evaluated a RYU manufactured in Japan and for those who evaluated a GIW manufactured in Indonesia. These two products have the same country-of-brand and country-of manufacture (either Japanese brand manufactured in Japan, or Indonesian brand manufactured in Indonesia) and should therefore have more country-identification. In other words a GIW manufactured in Indonesia is identified with Indonesia, and a RYU manufactured in Japan with Japan. The product evaluation variable is taken as the average of all dimensions of evaluation.

This hypothesis is tested by calculating the Pearson correlation coefficient. The correlation analysis is the technique used to measure the closeness of two variables; how two variables do or do not move together. Changing between –1 to +1, the correlation coefficient shows whether the two variables are related, and if so, in what direction. The bi-variate correlation analysis shows the following results:

Table 4.16. Correlation between country evaluation and product evaluation (Japan)

Variable (Average Evaluation of)	**Number of Cases**	**Mean**	**Standard Deviation**
Country (Japan)	51	$3.5490_{(1)}$	0.5363
Product (RYU - Japan)	51	$4.8717_{(2)}$	0.8204

(1) Over a five-point scale
(2) Over a six-point scale

Correlation Coefficients : 0.4177 P= 0.001

There is a positive correlation (0.4177), although not a strong one, between evaluation of Japan and the product branded and manufactured in Japan. This correlation is statistically significant at the predetermined confidence level of the study.

This shows that, there is a positive relationship between the country evaluations and product evaluations. In other words, the two variables move together by the calculated coefficient. Thus, as the country-of-origin is evaluated more favorably by the respondents it can be expected that the product originating from that country will also be evaluated positively.

The same analysis is repeated for the other country-of-origin treatment, too. Respondents' evaluation of Indonesia is calculated by taking the average score of the evaluation dimensions. The product of concern this time is a GIW manufactured in Indonesia. An average evaluation score is calculated for this variable, too. The correlation analysis results are shown below.

Table 4.17. Correlation between country and product evaluation (Indonesia)

Variable (Average Evaluation of)	**Number of Cases**	**Mean**	**Standard Deviation**
Country (Indonesia)	45	$2.9270_{(1)}$	0.4665
Product (GIW - Indonesia)	45	$3.6323_{(2)}$	0.9192

(1) Over a five-point scale (2) Over a six-point scale
Correlation Coefficients : 0.0585 P= 0.351

When the evaluated country is Indonesia, the calculated correlation coefficient is 0.0585 with significance 0.351. The correlation coefficient signals a very slight, almost no, positive correlation. This finding is not significant at 90% confidence level. Hence, we cannot say there is positive relatio between evaluation of Indonesia and GIW manufactured in Indonesia.

Although the sixth hypothesis is supported for Japan, it is not supported for Indonesia. This is due to the fact that most of the people have "no idea" about Indonesian products whereas they have well-developed beliefs and assessments about Japanese made products and Japanese brands. In data entry stage of the research, it was seen on the questionnaires that most of the respondents preferred to give the neutral answers for evaluation of Indonesia in the questionnaire.

5. SUMMARY OF THE FINDINGS AND CONCLUSIONS

The objective of the current research is to understand the country-of-origin effect on product evaluations in the consumer electronics market, specifically for the TV sets product category. The country-of-origin effect is partitioned into country-of-brand and country-of-manufacture since many products in the chosen product category are in fact hybrid; that is, they have the brand of one country while actually manufactured in another one. Japan is chosen as the favorable country-of-origin and Indonesia as the unfavorable country-of-origin in this study. Two hypothetical brand names, RYU and GIW, are used.

The study considers the effect of the country-of-origin as being situation dependent; depending on whether the respondents do or do not have product specific information and whether the respondents are experts or novices to the product category. The existence or non-existence of product specific information is manipulated by designing two types of questionnaires, one with and the other without product attribute information. The expertise level of the respondent is determined according to whether the respondent has technical or social science background. The study employs an experimental design. The sampling method chosen is convenience sampling using Bogazici University and Middle East University as the sampling frame. A total of 200 respondents attended the research, but 14 of the questionnaires were not usable in the study since they were left empty. The questionnaire used is self-administered, structured and undisguised.

In this part of the study, the findings of the research will be summarized and implications of the study will be proposed taking into consideration the limitations of the study.

5.1. Summary of the Findings & Conclusions

The study found that, the RYU (Japanese brand) is evaluated better when it is manufactured in Japan rather than in Indonesia with respect to sound quality, workmanship and overall quality of the product when the respondents are not provided with additional product attribute information. Sound quality is the most important evaluation dimension with visual quality,

technology is the third and workmanship is the fourth most important evaluation dimension. Thus, the RYU manufactured in Japan is evaluated as significantly better than the RYU manufactured in Indonesia in the two important variables. Although the mean evaluation values of the RYU manufactured in Japan are slightly higher than the same brand of product manufactured in Indonesia for the remaining eight evaluation dimensions (visual quality, reliability, technology, modernity, price, service, liking and prestige), the differences are not large enough to be significant at 90% confidence level.

When the product evaluated is the Indonesian brand (GIW), the findings are different. The GIW manufactured in Japan is evaluated better than the GIW manufactured in Indonesia in all evaluation dimensions. The differences between the groups are significant for sound quality, visual quality, workmanship, reliability, modernity and overall quality. Since these criteria are the most important evaluation criteria for the respondents, we conclude that the GIW manufactured in Japan is evaluated better than the GIW manufactured in Indonesia when only pieces of information provided to the respondents are the country-of-manufacture and country-of-brand of the product.

The above findings reveal that, when the country-of-brand of the product is favorable (Japan in this case), the country-of-manufacture of the product does not change the evaluations of the consumers significantly. In other words, having a product manufactured in a less favorable country-of-origin does not make the product evaluations worse. However, when the country-of-brand of the product is unfavorable (Indonesia in this case), having the product manufactured in a favorable country-of-origin affects the product evaluations considerably in a positive direction.

The above findings provide some cue that the country-of-brand of the product affects the way country-of-manufacture is interpreted. In order to understand whether country-of-brand is more influential than the country-of-manufacture, products with the same country-of-manufacture but different country-of-brand are compared. When the country-of-manufacture is Indonesia for both products, RYU (Japanese brand) is evaluated better than GIW (Indonesian brand) in all evaluation dimensions and the differences are significant for all dimensions except workmanship. When the country-of-manufacture is Japan, RYU is again evaluated as better than GIW in all dimensions with significant differences in all dimensions

except price, liking and prestige. This shows that the country-of-brand is more influential on product evaluations than the country-of-manufacture since the product with favorable country-of-brand (RYU) is evaluated better than the product with unfavorable country-of-brand (GIW) when the country-of-manufacture of the products are the same.

The study presumed that the country-of-origin was situation-dependent and the relationship between country-of-origin of the product and product evaluations would be modified by the presence of product-specific information. The product evaluations with and without product attribute information available to the respondents are compared. Contrary to the expectations, the effect of the country-of-origin is not modified after the product specific information is provided. There is only a slight change in product evaluations when product specific information is provided to the respondents. Although there is a general trend toward evaluating the GIW manufactured in Indonesia better and the RYU manufactured in Japan worse after the product attribute information is provided, only a few of these differences are found to be significant. Thus, the products are not evaluated as different from each other with and without product attribute information.

Similarly, the study also hypothesized that the relationship between the product evaluations and the country-of-origin would be moderated by the expertise level of the respondents with the product when the respondents are provided with product specific information. The evaluations of each product by the experts (those with technical educational background) and novices (those with social science background) are compared. However, in contrast to the expectations, both groups evaluate the products similarly even after they are provided with product specific information. Only significant differences are found for three dimensions (visual quality, sound quality, reliability) of the GIW manufactured in Indonesia and no significant differences are found for the remaining three product categories. Thus, it is concluded that the experts and novices are not different in their evaluations of the products.

There is thought to be a relationship between the consumers' country evaluations and their evaluations of products originating from these countries. The current study found a slightly positive relationship between the evaluation of Japan and the products identified with this country (RYU manufactured in Japan in this case). However, no relationship is found between the evaluations of Indonesia and products identified with Indonesia (GIW manufactured in

Indonesia in this case). The reason for concluding with no relationship for Indonesia is thought to be that most of the respondents chose "no idea" alternative for Indonesia while a majority of the respondents had idea about Japan.

5.2. Implications

By the globalization of the world markets, there has been a considerable increase in the number of hybrid products. Today there is a growing number of products branded in one country and manufactured in another one. A number of studies have been conducted in order to understand how the products with multiple country-of-origin are evaluated by the respondents. The current study deals with the same matter in Turkey.

The first part of the study reveals the evaluation situation when the consumers have only country-of-origin information about the product and the second part analyzes whether the evaluations change when the consumers have additional product attribute information.

It is found in this study that when the country-of-brand of the product is favorable, manufacturing the product in a country with less favorable image does not alter respondents' evaluations where it is the contrary for a product with unfavorable country-of-brand. The product with unfavorable country-of-brand is evaluated better when it is manufactured in a favorable country-of-manufacture. In addition, country-of-brand is found to be more influential than the country-of-manufacture, so the product with more favorable country-of-brand is evaluated better than that with a less favorable one when the country-of-manufacture is the same for both.

This is important for multi-national firms with favorable country-of-brand. The results show that respondents give more importance to the country with which the brand is associated. Since the unfavorable country-of-manufacture does not deteriorate the positive evaluation of the product, it may be possible for the producers of favorable country-of-brand to move their production to less favorable country-of-manufacture where the labor costs are lower. In other words, multinational corporations may be able to increase their returns by relocating their production plants to developing countries (Ulgado and Lee 1993, Tse and Gorn 1992). For the producers of unfavorable country-of-brand, removing the manufacturing location to a

more favorable country-of-manufacture is found to improve product evaluations. However, this may not be a feasible strategy.

The study also found that the country-of-origin effect is not removed, although reduced in some dimensions, even after the product specific information is provided to the respondents. This shows that country-of-origin is an important and enduring factor in consumers' evaluations. However, an interesting pattern is seen in this case. After the product specific information was provided, the product with unfavorable country-of-manufacture and country-of-brand improved in all dimensions (significant for visual quality, sound quality, reliability, technology and service), whereas the product with positive country-of-brand and country-of-manufacture got worse scores in all dimensions (significant for sound quality and overall quality). The information provided was neutral. Such a finding shows that; if the product attribute information is better than the connotation associated with the country-of-origin, the presence of the attribute information may improve product evaluations.
This result may provide some implications for the producers of the unfavorable country-of-origin. The producer of an unfavorable country-of-origin may employ a marketing strategy in which it emphasizes the product attributes when the product attributes are at least neutral.

Another finding of the study is that the consumer's expertise level does not modify the effect of the country-of-origin. If the experts and novices differed in their evaluations, a marketing communication strategy for the deciders of the purchase decision could have been necessary. However, the current study shows that, the two groups interpret the information and make their evaluations in a similar manner.

In addition, a positive correlation is found between the favorable country-of-origin and the products originating from that country. This shows that, for producers of favorable country-of-origin, it is important to emphasize the country image, since there is a positive relationship between the country evaluation and the product evaluations.

A general finding of the study is that, the country-of-origin effect is attribute specific. In general, a product is not evaluated as good or bad in all dimensions. Instead, it is expected as good in some and bad in other dimensions. Thus, the TV set producers (of especially unfavorable country-of-origin) may identify the dimensions in which they are evaluated as

good, and base their marketing strategies on these dimensions if this dimension is found to be important in consumers' evaluations.

5.3. Implications for further Research

Although the researcher is enthusiastic with the implications of the study, the study certainly has some limitations, too. First of all, the study is concentrated on a single product category, namely TV sets. However, the country-of-origin effect may well be product specific, or it may change from one product category to the other. The present study is just a starting point for the analysis of the subject and may provide clues for further investigation. For instance, further research may be directed toward differentiating the country-of-origin effect for different product categories. Dividing the product categories as utilitarian, hedonistic or mixed categories as proposed by Leclerc, Schmitt and Dube (1994) and analyzing the effect for each may be a good starting point .

Another limitation of the study is that it does not take into consideration the brand effect. The model tries to minimize the possible connotations caused by the favorableness or unfavorableness of the brand. However, in many situations, especially when the brand name is well established and global, there may be interaction between the country-of-origin and brand; and in some cases brand effect may override the country-of-origin effect. However, this study tries to identify the country-of-origin effect for unknown or newly introduced brand names. That is the reason why the study uses two hypothetical brand names. Identifying the interactions between the country-of-origin and brand name may be the subject of further studies.

The third limitation is that, the present study was conducted in one country. However, it is highly probable that there will be serious cultural differences among countries, which will affect the way that the country-of-origin information is used.

One other limitation is that the findings of the study may differ according to the countries chosen as country-of-origin treatments. If the positive and negative country-of-origin

treatments, which are Japan and Indonesia in our example were changed to other country-of-origin, the findings of the study might have changed.

The sampling method chosen, which is convenience sampling, is itself a limitation. Since convenience sampling is a nonprobabilistic sampling method, there is always doubt whether it is representative of the total population.In addition, the sample chosen for the study is comprised of university students from Boğaziçi University and Middle East Technical University. The involvement level of university students with TV set choice is another limitation of the study. Since the majority of the sample did not make any TV set purchase on their own, they were not very much involved with the product category. Conducting a similar research on actual deciders may be an implication for further research.

One interesting implication for further research, which has not been investigated in the mentioned literature, is analyzing the country-of-origin effect for a new product to be launched to the market. Previous research has employed either real established brand names or hypothetical ones. Analyzing the effect for a new product may produce different results. Thus, it can be an interesting area of investigation for further research.

In addition, the country-of-origin effect may be different for those who have visited a certain country and those who have not. Having visited a certain country or not, thus being familiar with the products of that country or not, may have a modifying effect on the impact of the country-of-origin on product evaluations. Hence, this is another implication for further research which has not been investigated previously, and thus, deserves attention.

In spite of all its limitations, the study is a good starting point for further research.

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APPENDIX 1

Questionnaire in Turkish

Group 1

Boğaziçi Üniversitesi İşletme Bölümü Yüksek Lisans tezi olarak yapılan bu proje, sizlerin belli ürünleri ne şekilde değerlendirdiğinizi anlamayı amaçlamaktadır. Bu amaçla aşağıdaki ankette sizlerden belli bir ürünü değerlendirmenizi isteyeceğiz.

I. Bölüm

Bu çalışmada sizden değerlendirmenizi istediğimiz ürün bir televizyon. Bu 63 ekran uzaktan kumandalı televizyon **RYU** markasıyla yeni üretime başlamış olan bir **Japon** firmasının ürünüdür. Televizyonun parçalarının tamamı RYU tarafından **Japonya'da** üretilmiştir.

Ürünlerin değerlendirilmesinde ilk izlenimler etkili olduğundan bu ürün hakkındaki izlenimlerinizi almak amacıyla aşağıdaki soruları cevaplandırmanızı rica ediyoruz.

1) Lütfen **aşağıdaki ifadelerin herbiri için** bu ürünle ilgili **beklentilerinizi** en iyi yansıtan bölüme X işareti koyunuz.

	1	2	3	4	5	6	
İyi işçilik	____	____	____	____	____	____	Kötü işçilik
Kötü görüntü kalitesi	____	____	____	____	____	____	İyi görüntü kalitesi
Kötü ses kalitesi	____	____	____	____	____	____	İyi ses kalitesi
Dayanıksız	____	____	____	____	____	____	Dayanıklı
Teknolojisi geri	____	____	____	____	____	____	İleri teknoloji ürünü
Demode	____	____	____	____	____	____	Modern
Pahalı	____	____	____	____	____	____	Ucuz
İyi satış sonrası hizmet	____	____	____	____	____	____	Kötü satış sonrası hizmet
Prestijli bir hediye	____	____	____	____	____	____	Kötü bir hediye
Bu ürünü sevdim	____	____	____	____	____	____	Ürünü sevmedim
Genel kalitesi iyi	____	____	____	____	____	____	Genel kalitesi kötü

2) Aşağıdaki ifadeler bazı ülkelerin ürünleri ile ilgili değerlendirmeleri içermektedir. Lütfen bu ifadelere ne derece katıldığınızı belirten sayıyı daire içine alınız.

	Kesinlikle katılıyorum				Kesinlikle katılmıyorum
Japon ürünleri kalitelidir.	1	2	3	4	5
Japonlar teknolojide ileridir.	1	2	3	4	5
Japon ürünleri çabuk bozulur.	1	2	3	4	5
Hiçbir Japon elektronik ürününü almam.	1	2	3	4	5
Japon ürünleri gereğinden fazla pahalıdırlar.	1	2	3	4	5
Japon ürünlerini kullanmak prestijlidir.	1	2	3	4	5
Japon ürünleri yaratıcı değildir taklitçidir.	1	2	3	4	5
Japon ürünlerinin kullanımları kolaydır.	1	2	3	4	5
Japon ürünlerinin görünüşleri kabadır.	1	2	3	4	5

	Kesinlikle katılıyorum				Kesinlikle katılmıyorum
Endonezya ürünleri kalitelidir.	1	2	3	4	5
Endonezya teknolojide ileridir.	1	2	3	4	5
Endonezya ürünleri çabuk bozulur.	1	2	3	4	5
Hiçbir Endonezya elektronik ürününü almam.	1	2	3	4	5
Endonezya ürünleri gereğinden fazla pahalıdır.	1	2	3	4	5
Endonezya ürünlerini kullanmak prestijlidir.	1	2	3	4	5
Endonezya ürünleri yaratıcı değildir taklitçidir.	1	2	3	4	5
Endonezya ürünleri kullanımları kolaydır.	1	2	3	4	5
Endonezya ürünlerinin görünüşleri kabadır.	1	2	3	4	5

3) Aşağıdaki özelliklerin bir televizyon setini değerlendirmede sizin için önemini belirtiniz.
(1: Hiç önemi yok ... 10: Çok önemli)

	Hiç önemi yok									Çok önemli
İyi işçilik	1	2	3	4	5	6	7	8	9	10
Dayanıklılık	1	2	3	4	5	6	7	8	9	10
Satış sonrası hizmet	1	2	3	4	5	6	7	8	9	10
Görüntü kalitesi	1	2	3	4	5	6	7	8	9	10
Ses kalitesi	1	2	3	4	5	6	7	8	9	10
Fiyat	1	2	3	4	5	6	7	8	9	10
Dış görünüş	1	2	3	4	5	6	7	8	9	10
Teknoloji	1	2	3	4	5	6	7	8	9	10

4) Şu anda evinizdeki televizyonunuzun markası nedir? (Birden fazla ise lütfen belirtiniz)

5) Lütfen bu markayı neden tercih ettiğinizi belirtiniz.

6) Hangi fakültenin öğrencisisiniz?

☐ İdari Bilimler ☐ Mühendislik ☐ Diğer (Lütfen belirtiniz)

7) Lütfen yaşınızı belirtiniz

☐ 18'den küçük ☐ 18 - 20 ☐ 21 - 22
☐ 23 - 24 ☐ 25 - 26 ☐ 27 - 28
☐ 29 - 30 ☐ 30'dan büyük

8) Ailenizin aylık ortalama geliri aşğıdaki kategorilerden hangisindedir?

☐ 50 milyon TL'dan az ☐ 150,000,000 - 199,999,999
☐ 50,000,000 - 99,999,999 ☐ 200 milyon TL'dan fazla
☐ 100,000,000 - 149,999,999

II. Bölüm

Anketin bu bölümünde sizden **farklı bir ürünü** değerlendirmenizi istiyoruz.

Bu kez değerlendirmenizi istediğimiz istediğimiz televizyon ise **GIW** markasıyla yeni üretime başlamış olan bir **Endonezya** firmasının ürünüdür. Bu televizyonun parçalarını tamamı GIW tarafından **Japonya'da** üretilmiştir.

Ürünün özellikleri şunlardır:

- 63 cm düzkare ekran - Standart büyüklük ve şekil
- 1 yıl garanti
- Çok fonksiyonlu uzaktan kumanda
- Türkçe teletext sistemine sahip ve kablolu yayınlara uygun
- Otomatik kapanma (Uyku Saati Ayarı)
- Ekran üzerinde izlenebilen işlemler (On-screen display)
- 2x8 watt müzik gücü
- 80 kanal hafiza
- Pal - Secam
- CTI teknolojisiyle resim keskinlik ayarı

Ürünlerin değerlendirilmesinde ilk izlenimler etkili olduğundan bu ürün hakkındaki izlenimlerinizi almak amacıyla aşağıdaki soruları cevaplandırmanızı rica ediyoruz.

1) Lütfen **aşağıdaki ifadelerin herbiri için** bu ürünle ilgili **beklentilerinizi** en iyi yansıtan bölüme X işareti koyunuz.

	1	2	3	4	5	6	
İyi işçilik	___	___	___	___	___	___	Kötü işçilik
Kötü görüntü kalitesi	___	___	___	___	___	___	İyi görüntü kalitesi
Kötü ses kalitesi	___	___	___	___	___	___	İyi ses kalitesi
Dayanıksız	___	___	___	___	___	___	Dayanıklı
Teknolojisi geri	___	___	___	___	___	___	İleri teknoloji ürünü
Demode	___	___	___	___	___	___	Modern
Pahalı	___	___	___	___	___	___	Ucuz
İyi satış sonrası hizmet	___	___	___	___	___	___	Kötü satış sonrası hizmet
Prestijli bir hediye	___	___	___	___	___	___	Kötü bir hediye
Bu ürünü sevdim	___	___	___	___	___	___	Ürünü sevmedim
Genel kalitesi iyi	___	___	___	___	___	___	Genel kalitesi kötü

Anket burada bitmiştir. Anketimizi cevaplandırarak araştırmaya yaptığınız katkılar için teşekkür ederiz.

Group 2

Boğaziçi Üniversitesi İşletme Bölümü Yüksek Lisans tezi olarak yapılan bu proje, sizlerin belli ürünleri ne şekilde değerlendirdiğinizi anlamayı amaçlamaktadır. Bu amaçla aşağıdaki ankette sizlerden belli bir ürünü değerlendirmenizi isteyeceğiz.

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Kötü görüntü kalitesi	____	____	____	____	____	____	İyi görüntü kalitesi
Kötü ses kalitesi	____	____	____	____	____	____	İyi ses kalitesi
Dayanıksız	____	____	____	____	____	____	Dayanıklı
Teknolojisi geri	____	____	____	____	____	____	İleri teknoloji ürünü
Demode	____	____	____	____	____	____	Modern
Pahalı	____	____	____	____	____	____	Ucuz
İyi satış sonrası hizmet	____	____	____	____	____	____	Kötü satış sonrası hizmet
Prestijli bir hediye	____	____	____	____	____	____	Kötü bir hediye
Bu ürünü sevdim	____	____	____	____	____	____	Ürünü sevmedim
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Kötü ses kalitesi	____	____	____	____	____	____	İyi ses kalitesi
Dayanıksız	____	____	____	____	____	____	Dayanıklı
Teknolojisi geri	____	____	____	____	____	____	İleri teknoloji ürünü
Demode	____	____	____	____	____	____	Modern
Pahalı	____	____	____	____	____	____	Ucuz
İyi satış sonrası hizmet	____	____	____	____	____	____	Kötü satış sonrası hizmet
Prestijli bir hediye	____	____	____	____	____	____	Kötü bir hediye
Bu ürünü sevdim	____	____	____	____	____	____	Ürünü sevmedim
Genel kalitesi iyi	____	____	____	____	____	____	Genel kalitesi kötü

Anket burada bitmiştir. Anketimizi cevaplandırarak araştırmaya yaptığınız katkılar için teşekkür ederiz.

Group 3

Boğaziçi Üniversitesi İşletme Bölümü Yüksek Lisans tezi olarak yapılan bu proje, sizlerin belli ürünleri ne şekilde değerlendirdiğinizi anlamayı amaçlamaktadır. Bu amaçla aşağıdaki ankette sizlerden belli bir ürünü değerlendirmenizi isteyeceğiz.

I. Bölüm

Bu çalışmada sizden değerlendirmenizi istediğimiz ürün bir televizyon. Bu 63 ekran uzaktan kumandalı televizyon **GIW** markasıyla yeni üretime başlamış olan bir **Endonezya** firmasının ürünüdür. Televizyonun parçalarının tamamı GIW tarafından **Japonya'da** üretilmiştir.

Ürünlerin değerlendirilmesinde ilk izlenimler etkili olduğundan bu ürün hakkındaki izlenimlerinizi almak amacıyla aşağıdaki soruları cevaplandırmanızı rica ediyoruz.

1) Lütfen **aşağıdaki ifadelerin herbiri için** bu ürünle ilgili **beklentilerinizi** en iyi yansıtan bölüme X işareti koyunuz.

	1	2	3	4	5	6	
İyi işçilik	___	___	___	___	___	___	Kötü işçilik
Kötü görüntü kalitesi	___	___	___	___	___	___	İyi görüntü kalitesi
Kötü ses kalitesi	___	___	___	___	___	___	İyi ses kalitesi
Dayanıksız	___	___	___	___	___	___	Dayanıklı
Teknolojisi geri	___	___	___	___	___	___	İleri teknoloji ürünü
Demode	___	___	___	___	___	___	Modern
Pahalı	___	___	___	___	___	___	Ucuz
İyi satış sonrası hizmet	___	___	___	___	___	___	Kötü satış sonrası hizmet
Prestijli bir hediye	___	___	___	___	___	___	Kötü bir hediye
Bu ürünü sevdim	___	___	___	___	___	___	Ürünü sevmedim
Genel kalitesi iyi	___	___	___	___	___	___	Genel kalitesi kötü

2) Aşağıdaki ifadeler bazı ülkelerin ürünleri ile ilgili değerlendirmeleri içermektedir. Lütfen bu ifadelere ne derece katıldığınızı belirten sayıyı daire içine alınız.

	Kesinlikle katılıyorum				Kesinlikle katılmıyorum
Japon ürünleri kalitelidir.	1	2	3	4	5
Japonlar teknolojide ileridir.	1	2	3	4	5
Japon ürünleri çabuk bozulur.	1	2	3	4	5
Hiçbir Japon elektronik ürününü almam.	1	2	3	4	5
Japon ürünleri gereğinden fazla pahalıdırlar.	1	2	3	4	5
Japon ürünlerini kullanmak prestijlidir.	1	2	3	4	5
Japon ürünleri yaratıcı değildir taklitçidir.	1	2	3	4	5
Japon ürünlerinin kullanımları kolaydır.	1	2	3	4	5
Japon ürünlerinin görünüşleri kabadır.	1	2	3	4	5

	Kesinlikle katılıyorum				Kesinlikle katılmıyorum
Endonezya ürünleri kalitelidir.	1	2	3	4	5
Endonezya teknolojide ileridir.	1	2	3	4	5
Endonezya ürünleri çabuk bozulur.	1	2	3	4	5
Hiçbir Endonezya elektronik ürününü almam.	1	2	3	4	5
Endonezya ürünleri gereğinden fazla pahalıdır.	1	2	3	4	5
Endonezya ürünlerini kullanmak prestijlidir.	1	2	3	4	5
Endonezya ürünleri yaratıcı değildir taklitçidir.	1	2	3	4	5
Endonezya ürünleri kullanımları kolaydır.	1	2	3	4	5
Endonezya ürünlerinin görünüşleri kabadır.	1	2	3	4	5

3) Aşağıdaki özelliklerin bir televizyon setini değerlendirmede sizin için önemini belirtiniz.
(1: Hiç önemi yok ... 10: Çok önemli)

	Hiç önemi yok									Çok önemli
İyi işçilik	1	2	3	4	5	6	7	8	9	10
Dayanıklılık	1	2	3	4	5	6	7	8	9	10
Satış sonrası hizmet	1	2	3	4	5	6	7	8	9	10
Görüntü kalitesi	1	2	3	4	5	6	7	8	9	10
Ses kalitesi	1	2	3	4	5	6	7	8	9	10
Fiyat	1	2	3	4	5	6	7	8	9	10
Dış görünüş	1	2	3	4	5	6	7	8	9	10
Teknoloji	1	2	3	4	5	6	7	8	9	10

4) Şu anda evinizdeki televizyonunuzun markası nedir? (Birden fazla ise lütfen belirtiniz)

5) Lütfen bu markayı neden tercih ettiğinizi belirtiniz.

6) Hangi fakültenin öğrencisisiniz?

☐ İdari Bilimler ☐ Mühendislik ☐ Diğer (Lütfen belirtiniz)

7) Lütfen yaşınızı belirtiniz

☐ 18'den küçük ☐ 18 - 20 ☐ 21 - 22
☐ 23 - 24 ☐ 25 - 26 ☐ 27 - 28
☐ 29 - 30 ☐ 30'dan büyük

8) Ailenizin aylık ortalama geliri aşğıdaki kategorilerden hangisindedir?

☐ 50 milyon TL'dan az ☐ 150,000,000 - 199,999,999
☐ 50,000,000 - 99,999,999 ☐ 200 milyon TL'dan fazla
☐ 100,000,000 - 149,999,999

II. Bölüm

Anketin bu bölümünde sizden **farklı bir ürünü** değerlendirmenizi istiyoruz.

Bu kez değerlendirmenizi istediğimiz istediğimiz televizyon ise **RYU** markasıyla yeni üretime başlamış olan bir **Japon** firmasının ürünüdür. Bu televizyonun parçalarını tamamı RYU tarafından **Japonya'da** üretilmiştir.

Ürünün özellikleri şunlardır:

- 63 cm düzkare ekran - Standart büyüklük ve şekil
- 1 yıl garanti
- Çok fonksiyonlu uzaktan kumanda
- Türkçe teletext sistemine sahip ve kablolu yayınlara uygun
- Otomatik kapanma (Uyku Saati Ayarı)
- Ekran üzerinde izlenebilen işlemler (On-screen display)
- 2x8 watt müzik gücü
- 80 kanal hafıza
- Pal - Secam
- CTI teknolojisiyle resim keskinlik ayarı

Ürünlerin değerlendirilmesinde ilk izlenimler etkili olduğundan bu ürün hakkındaki izlenimlerinizi almak amacıyla aşağıdaki soruları cevaplandırmanızı rica ediyoruz.

1) Lütfen **aşağıdaki ifadelerin her biri için** bu ürünle ilgili **beklentilerinizi** en iyi yansıtan bölüme X işareti koyunuz.

	1	2	3	4	5	6	
İyi işçilik	____	____	____	____	____	____	Kötü işçilik
Kötü görüntü kalitesi	____	____	____	____	____	____	İyi görüntü kalitesi
Kötü ses kalitesi	____	____	____	____	____	____	İyi ses kalitesi
Dayanıksız	____	____	____	____	____	____	Dayanıklı
Teknolojisi geri	____	____	____	____	____	____	İleri teknoloji ürünü
Demode	____	____	____	____	____	____	Modern
Pahalı	____	____	____	____	____	____	Ucuz
İyi satış sonrası hizmet	____	____	____	____	____	____	Kötü satış sonrası hizmet
Prestijli bir hediye	____	____	____	____	____	____	Kötü bir hediye
Bu ürünü sevdim	____	____	____	____	____	____	Ürünü sevmedim
Genel kalitesi iyi	____	____	____	____	____	____	Genel kalitesi kötü

Anket burada bitmiştir. Anketimizi cevaplandırarak araştırmaya yaptığınız katkılar için teşekkür ederiz.

Group 4

Boğaziçi Üniversitesi İşletme Bölümü Yüksek Lisans tezi olarak yapılan bu proje, sizlerin belli ürünleri ne şekilde değerlendirdiğinizi anlamayı amaçlamaktadır. Bu amaçla aşağıdaki ankette sizlerden belli bir ürünü değerlendirmenizi isteyeceğiz.

I. Bölüm

Bu çalışmada sizden değerlendirmenizi istediğimiz ürün bir televizyon. Bu 63 ekran uzaktan kumandalı televizyon **GIW** markasıyla yeni üretime başlamış olan bir **Endonezya** firmasının ürünüdür. Televizyonun parçalarının tamamı GIW tarafından **Endonezya'da** üretilmiştir.

Ürünlerin değerlendirilmesinde ilk izlenimler etkili olduğundan bu ürün hakkındaki izlenimlerinizi almak amacıyla aşağıdaki soruları cevaplandırmanızı rica ediyoruz.

1) Lütfen **aşağıdaki ifadelerin herbiri için** bu ürünle ilgili **beklentilerinizi** en iyi yansıtan bölüme X işareti koyunuz.

	1	2	3	4	5	6	
İyi işçilik	____	____	____	____	____	____	Kötü işçilik
Kötü görüntü kalitesi	____	____	____	____	____	____	İyi görüntü kalitesi
Kötü ses kalitesi	____	____	____	____	____	____	İyi ses kalitesi
Dayanıksız	____	____	____	____	____	____	Dayanıklı
Teknolojisi geri	____	____	____	____	____	____	İleri teknoloji ürünü
Demode	____	____	____	____	____	____	Modern
Pahalı	____	____	____	____	____	____	Ucuz
İyi satış sonrası hizmet	____	____	____	____	____	____	Kötü satış sonrası hizmet
Prestijli bir hediye	____	____	____	____	____	____	Kötü bir hediye
Bu ürünü sevdim	____	____	____	____	____	____	Ürünü sevmedim
Genel kalitesi iyi	____	____	____	____	____	____	Genel kalitesi kötü

2) Aşağıdaki ifadeler bazı ülkelerin ürünleri ile ilgili değerlendirmeleri içermektedir. Lütfen bu ifadelere ne derece katıldığınızı belirten sayıyı daire içine alınız.

	Kesinlikle katılıyorum				Kesinlikle katılmıyorum
Japon ürünleri kalitelidir.	1	2	3	4	5
Japonlar teknolojide ileridir.	1	2	3	4	5
Japon ürünleri çabuk bozulur.	1	2	3	4	5
Hiçbir Japon elektronik ürününü almam.	1	2	3	4	5
Japon ürünleri gereğinden fazla pahalıdırlar.	1	2	3	4	5
Japon ürünlerini kullanmak prestijlidir.	1	2	3	4	5
Japon ürünleri yaratıcı değildir taklitçidir.	1	2	3	4	5
Japon ürünlerinin kullanımları kolaydır.	1	2	3	4	5
Japon ürünlerinin görünüşleri kabadır.	1	2	3	4	5

	Kesinlikle katılıyorum				Kesinlikle katılmıyorum
Endonezya ürünleri kalitelidir.	1	2	3	4	5
Endonezya teknolojide ileridir.	1	2	3	4	5
Endonezya ürünleri çabuk bozulur.	1	2	3	4	5
Hiçbir Endonezya elektronik ürününü almam.	1	2	3	4	5
Endonezya ürünleri gereğinden fazla pahalıdır.	1	2	3	4	5
Endonezya ürünlerini kullanmak prestijlidir.	1	2	3	4	5
Endonezya ürünleri yaratıcı değildir taklitçidir.	1	2	3	4	5
Endonezya ürünleri kullanımları kolaydır.	1	2	3	4	5
Endonezya ürünlerinin görünüşleri kabadır.	1	2	3	4	5

3) Aşağıdaki özelliklerin bir televizyon setini değerlendirmede sizin için önemini belirtiniz.
(1: Hiç önemi yok ... 10: Çok önemli)

	Hiç önemi yok									Çok önemli
İyi işçilik	1	2	3	4	5	6	7	8	9	10
Dayanıklılık	1	2	3	4	5	6	7	8	9	10
Satış sonrası hizmet	1	2	3	4	5	6	7	8	9	10
Görüntü kalitesi	1	2	3	4	5	6	7	8	9	10
Ses kalitesi	1	2	3	4	5	6	7	8	9	10
Fiyat	1	2	3	4	5	6	7	8	9	10
Dış görünüş	1	2	3	4	5	6	7	8	9	10
Teknoloji	1	2	3	4	5	6	7	8	9	10

4) Şu anda evinizdeki televizyonunuzun markası nedir? (Birden fazla ise lütfen belirtiniz)

5) Lütfen bu markayı neden tercih ettiğinizi belirtiniz.

6) Hangi fakültenin öğrencisisiniz?

☐ İdari Bilimler ☐ Mühendislik ☐ Diğer (Lütfen belirtiniz)

7) Lütfen yaşınızı belirtiniz

☐ 18'den küçük ☐ 18 - 20 ☐ 21 - 22
☐ 23 - 24 ☐ 25 - 26 ☐ 27 - 28
☐ 29 - 30 ☐ 30'dan büyük

8) Ailenizin aylık ortalama geliri aşğıdaki kategorilerden hangisindedir?

☐ 50 milyon TL'dan az ☐ 150,000,000 - 199,999,999
☐ 50,000,000 - 99,999,999 ☐ 200 milyon TL'dan fazla
☐ 100,000,000 - 149,999,999

II. Bölüm

Anketin bu bölümünde sizden **farklı bir ürünü** değerlendirmenizi istiyoruz.

Bu kez değerlendirmenizi istediğimiz istediğimiz televizyon ise **RYU** markasıyla yeni üretime başlamış olan bir **Japon** firmasının ürünüdür. Bu televizyonun parçalarını tamamı RYU tarafından **Endonezya'da** üretilmiştir.

Ürünün özellikleri şunlardır:

- 63 cm düzkare ekran - Standart büyüklük ve şekil
- 1 yıl garanti
- Çok fonksiyonlu uzaktan kumanda
- Türkçe teletext sistemine sahip ve kablolu yayınlara uygun
- Otomatik kapanma (Uyku Saati Ayarı)
- Ekran üzerinde izlenebilen işlemler (On-screen display)
- 2x8 watt müzik gücü
- 80 kanal hafiza
- Pal - Secam
- CTI teknolojisiyle resim keskinlik ayarı

Ürünlerin değerlendirilmesinde ilk izlenimler etkili olduğundan bu ürün hakkındaki izlenimlerinizi almak amacıyla aşağıdaki soruları cevaplandırmanızı rica ediyoruz.

1) Lütfen **aşağıdaki ifadelerin her biri için** bu ürünle ilgili **beklentilerinizi** en iyi yansıtan bölüme X işareti koyunuz.

	1	2	3	4	5	6	
İyi işçilik	____	____	____	____	____	____	Kötü işçilik
Kötü görüntü kalitesi	____	____	____	____	____	____	İyi görüntü kalitesi
Kötü ses kalitesi	____	____	____	____	____	____	İyi ses kalitesi
Dayanıksız	____	____	____	____	____	____	Dayanıklı
Teknolojisi geri	____	____	____	____	____	____	İleri teknoloji ürünü
Demode	____	____	____	____	____	____	Modern
Pahalı	____	____	____	____	____	____	Ucuz
İyi satış sonrası hizmet	____	____	____	____	____	____	Kötü satış sonrası hizmet
Prestijli bir hediye	____	____	____	____	____	____	Kötü bir hediye
Bu ürünü sevdim	____	____	____	____	____	____	Ürünü sevmedim
Genel kalitesi iyi	____	____	____	____	____	____	Genel kalitesi kötü

Anket burada bitmiştir. Anketimizi cevaplandırarak araştırmaya yaptığınız katkılar için teşekkür ederiz.

APPENDIX 2

Questionnaire in English

Group 1

This study, being conducted as the master thesis for the Busines Administration Department of Bogazici University, aims to understand how the consumers evaluate certain products. For thie purpose, we kindly ask you to evaluate a certain product in the below questionnaire.

Part I

The product that we want you to evaluate in this study is a TV set. This product ha s 63 cm screen and remote control. The brand name of the product is **RYU**, which is a **Japanese** brand that has just started production. All the pieces of the TV set are manufactured by RYU in **Japan**.

As the first impressions are important in product evaluations, you are kindly asked to answer the following questionnaire in order to get your impressions about the product.

1) Please mark the number that best reflects your evaluations of the product **for each dimension**.

	1	2	3	4	5	6	
Good Workmanship	___	___	___	___	___	___	Bad Workmanship
Bad Visual quality	___	___	___	___	___	___	Good Visual quality
Bad Sound quality	___	___	___	___	___	___	Good Sound quality
Unreliable	___	___	___	___	___	___	Reliable
Technologically backward	___	___	___	___	___	___	Technologically advanced
Outmoded look	___	___	___	___	___	___	Modern look
Expensive	___	___	___	___	___	___	Cheap
Good aftersale service	___	___	___	___	___	___	Bad aftersale services
Prestigious gift	___	___	___	___	___	___	Unprestigious gift
Like the product	___	___	___	___	___	___	Dislike the product
Good overall quality	___	___	___	___	___	___	Bad overall quality

2) The statements below are related with evaluations of the products of some countries. Please circle the number that shows how much you agree with these statements.

	Strongly agree				Strongly disagree
Japanese products are of high quality.	1	2	3	4	5
Japanese are technologically advanced.	1	2	3	4	5
Japanese products breakdown quickly.	1	2	3	4	5
I don't purchase any Japanese electronic product.	1	2	3	4	5
Japanese products are unnecessarily expensive.	1	2	3	4	5
It is prestigious to use Japanese products.	1	2	3	4	5
Japanese products are imitative, not creative.	1	2	3	4	5
Japanese products are easy to use.	1	2	3	4	5
Japanese products look bad.	1	2	3	4	5

	Strongly agree				Strongly disagree
Indonesian products are of high quality.	1	2	3	4	5
Indonesians are technologically advanced.	1	2	3	4	5
Indonesian products breakdown quickly.	1	2	3	4	5
I don't purchase any Indonesian electronic product.	1	2	3	4	5
Indonesian products are unnecessarily expensive.	1	2	3	4	5
It is prestigious to use Indonesian products.	1	2	3	4	5
Indonesian products are imitative, not creative.	1	2	3	4	5
Indonesian products are easy to use.	1	2	3	4	5
Indonesian products look bad.	1	2	3	4	5

3) Please specify the importance of the below dimensions for you in evaluating a TV set.

	Not at all Important								Very Important	
Good workmanship	1	2	3	4	5	6	7	8	9	10
Reliability	1	2	3	4	5	6	7	8	9	10
Aftersale services	1	2	3	4	5	6	7	8	9	10
Visual Quality	1	2	3	4	5	6	7	8	9	10
Sound Quality	1	2	3	4	5	6	7	8	9	10
Price	1	2	3	4	5	6	7	8	9	10
Appearance	1	2	3	4	5	6	7	8	9	10
Technology	1	2	3	4	5	6	7	8	9	10

4) What is the brand name of the TV set you are using currently? (Please mention if more than one)

5) Please specify the reason why you prefered this (these) brand name(s).

6) Pleae specify your educational background

☐ Administartive Sciences ☐ Engineering ☐ Other (Please specify)

7) Please specify your age

☐ Less than 18 ☐ 18 - 20 ☐ 21 - 22

☐ 23 - 24 ☐ 25 - 26 ☐ 27 - 28

☐ 29 - 30 ☐ More than 30

8) Please specify your family income

☐ Less than TL 50 million ☐ 150,000,000 – 199,999,999

☐ 50,000,000 – 99,999,999 ☐ More than TL 200 million

☐ 100,000,000 – 149,999,999

Part II

In this part of the questionnaire we ask you to evaluate **a different product**.

The brand name of the product that you are asked to evaluae this time is **GIW,** which is an **Indonesian** brand that has just started production. All the pieces of this TV set are manufactured by GIW in **Japan**.

The specifications of the product are provided below:

- 63 cm flatsquare screen - Standart size and shape
- 1 year warranty period
- Multi-function remote control
- Has teletext system and compatible with cable broadcast
- Sleeptimer
- On-screen display
- 2x8 watt music power
- 80 channel memory
- Pal - Secam
- CTI technology in picture scanning

As the first impressions are important in product evaluations, you are kindly asked to answer the following questionnaire in order to get your impressions about the product.

1) Please mark the number that best reflects your evaluations of the product **for each dimension**.

	1	2	3	4	5	6	
Good Workmanship	___	___	___	___	___	___	Bad Workmanship
Bad Visual quality	___	___	___	___	___	___	Good Visual quality
Bad Sound quality	___	___	___	___	___	___	Good Sound quality
Unreliable	___	___	___	___	___	___	Reliable
Technologically backward	___	___	___	___	___	___	Technologically advanced
Outmoded look	___	___	___	___	___	___	Modern look
Expensive	___	___	___	___	___	___	Cheap
Good aftersale service	___	___	___	___	___	___	Bad aftersale services
Prestigious gift	___	___	___	___	___	___	Unprestigious gift
Like the product	___	___	___	___	___	___	Dislike the product
Good overall quality	___	___	___	___	___	___	Bad overall quality

This is the end of the questionnaire. Thank you for your cooperation and contribution to the research.

Group 2

This study, being conducted as the master thesis for the Busines Administration Department of Bogazici University, aims to understand how the consumers evaluate certain products. For thie purpose, we kindly ask you to evaluate a certain product in the below questionnaire.

Part I

The product that we want you to evaluate in this study is a TV set. This product ha s 63 cm screen and remote control. The brand name of the product is **RYU**, which is a **Japanese** brand that has just started production. All the pieces of the TV set are manufactured by RYU in **Indonesia**.

As the first impressions are important in product evaluations, you are kindly asked to answer the following questionnaire in order to get your impressions about the product.

1) Please mark the number that best reflects your evaluations of the product **for each dimension**.

	1	2	3	4	5	6	
Good Workmanship	___	___	___	___	___	___	Bad Workmanship
Bad Visual quality	___	___	___	___	___	___	Good Visual quality
Bad Sound quality	___	___	___	___	___	___	Good Sound quality
Unreliable	___	___	___	___	___	___	Reliable
Technologically backward	___	___	___	___	___	___	Technologically advanced
Outmoded look	___	___	___	___	___	___	Modern look
Expensive	___	___	___	___	___	___	Cheap
Good aftersale service	___	___	___	___	___	___	Bad aftersale services
Prestigious gift	___	___	___	___	___	___	Unprestigious gift
Like the product	___	___	___	___	___	___	Dislike the product
Good overall quality	___	___	___	___	___	___	Bad overall quality

2) The statements below are related with evaluations of the products of some countries. Please circle the number that shows how much you agree with these statements.

	Strongly agree				Strongly disagree
Japanese products are of high quality.	1	2	3	4	5
Japanese are technologically advanced.	1	2	3	4	5
Japanese products breakdown quickly.	1	2	3	4	5
I don't purchase any Japanese electronic product.	1	2	3	4	5
Japanese products are unnecessarily expensive.	1	2	3	4	5
It is prestigious to use Japanese products.	1	2	3	4	5
Japanese products are imitative, not creative.	1	2	3	4	5
Japanese products are easy to use.	1	2	3	4	5
Japanese products look bad.	1	2	3	4	5

	Strongly agree				Strongly disagree
Indonesian products are of high quality.	1	2	3	4	5
Indonesians are technologically advanced.	1	2	3	4	5
Indonesian products breakdown quickly.	1	2	3	4	5
I don't purchase any Indonesian electronic product.	1	2	3	4	5
Indonesian products are unnecessarily expensive.	1	2	3	4	5
It is prestigious to use Indonesian products.	1	2	3	4	5
Indonesian products are imitative, not creative.	1	2	3	4	5
Indonesian products are easy to use.	1	2	3	4	5
Indonesian products look bad.	1	2	3	4	5

3) Please specify the importance of the below dimensions for you in evaluating a TV set.

	Not at all Important								Very Important	
Good workmanship 1	2	3	4	5	6	7	8	9	10	
Reliability	1	2	3	4	5	6	7	8	9	10
Aftersale services 1	2	3	4	5	6	7	8	9	10	
Visual Quality	1	2	3	4	5	6	7	8	9	10
Sound Quality	1	2	3	4	5	6	7	8	9	10
Price	1	2	3	4	5	6	7	8	9	10
Appearance	1	2	3	4	5	6	7	8	9	10
Technology	1	2	3	4	5	6	7	8	9	10

4) What is the brand name of the TV set you are using currently? (Please mention if more than one)

5) Please specify the reason why you prefered this (these) brand name(s).

6) Pleae specify your educational background

☐ Administartive Sciences ☐ Engineering ☐ Other (Please specify)

7) Please specify your age

☐ Less than 18 ☐ 18 - 20 ☐ 21 - 22

☐ 23 - 24 ☐ 25 - 26 ☐ 27 - 28

☐ 29 - 30 ☐ More than 30

8) Please specify your family income

☐ Less than TL 50 million ☐ 150,000,000 – 199,999,999

☐ 50,000,000 – 99,999,999 ☐ More than TL 200 million

☐ 100,000,000 – 149,999,999

Part II

In this part of the questionnaire we ask you to evaluate **a different product**.

The brand name of the product that you are asked to evaluae this time is **GIW,** which is an **Indonesian** brand that has just started production. All the pieces of this TV set are manufactured by GIW in **Indonesia**.

The specifications of the product are provided below:

- 63 cm flatsquare screen - Standart size and shape
- 1 year warranty period
- Multi-function remote control
- Has teletext system and compatible with cable broadcast
- Sleeptimer
- On-screen display
- 2x8 watt music power
- 80 channel memory
- Pal - Secam
- CTI technology in picture scanning

As the first impressions are important in product evaluations, you are kindly asked to answer the following questionnaire in order to get your impressions about the product.

1) Please mark the number that best reflects your evaluations of the product **for each dimension**.

	1	2	3	4	5	6	
Good Workmanship	____	____	____	____	____	____	Bad Workmanship
Bad Visual quality	____	____	____	____	____	____	Good Visual quality
Bad Sound quality	____	____	____	____	____	____	Good Sound quality
Unreliable	____	____	____	____	____	____	Reliable
Technologically backward	____	____	____	____	____	____	Technologically advanced
Outmoded look	____	____	____	____	____	____	Modern look
Expensive	____	____	____	____	____	____	Cheap
Good aftersale service	____	____	____	____	____	____	Bad aftersale services
Prestigious gift	____	____	____	____	____	____	Unprestigious gift
Like the product	____	____	____	____	____	____	Dislike the product
Good overall quality	____	____	____	____	____	____	Bad overall quality

This is the end of the questionnaire. Thank you for your cooperation and contribution to the research.

Group 3

This study, being conducted as the master thesis for the Busines Administration Department of Bogazici University, aims to understand how the consumers evaluate certain products. For thie purpose, we kindly ask you to evaluate a certain product in the below questionnaire.

Part I

The product that we want you to evaluate in this study is a TV set. This product ha s 63 cm screen and remote control. The brand name of the product is **GIW**, which is a **Indonesian** brand that has just started production. All the pieces of the TV set are manufactured by GIW in **Japan**.

As the first impressions are important in product evaluations, you are kindly asked to answer the following questionnaire in order to get your impressions about the product.

1) Please mark the number that best reflects your evaluations of the product **for each dimension**.

	1	2	3	4	5	6	
Good Workmanship	____	____	____	____	____	____	Bad Workmanship
Bad Visual quality	____	____	____	____	____	____	Good Visual quality
Bad Sound quality	____	____	____	____	____	____	Good Sound quality
Unreliable	____	____	____	____	____	____	Reliable
Technologically backward	____	____	____	____	____	____	Technologically advanced
Outmoded look	____	____	____	____	____	____	Modern look
Expensive	____	____	____	____	____	____	Cheap
Good aftersale service	____	____	____	____	____	____	Bad aftersale services
Prestigious gift	____	____	____	____	____	____	Unprestigious gift
Like the product	____	____	____	____	____	____	Dislike the product
Good overall quality	____	____	____	____	____	____	Bad overall quality

2) The statements below are related with evaluations of the products of some countries. Please circle the number that shows how much you agree with these statements.

	Strongly agree				Strongly disagree
Japanese products are of high quality.	1	2	3	4	5
Japanese are technologically advanced.	1	2	3	4	5
Japanese products breakdown quickly.	1	2	3	4	5
I don't purchase any Japanese electronic product.	1	2	3	4	5
Japanese products are unnecessarily expensive.	1	2	3	4	5
It is prestigious to use Japanese products.	1	2	3	4	5
Japanese products are imitative, not creative.	1	2	3	4	5
Japanese products are easy to use.	1	2	3	4	5
Japanese products look bad.	1	2	3	4	5

	Strongly agree				Strongly disagree
Indonesian products are of high quality.	1	2	3	4	5
Indonesians are technologically advanced.	1	2	3	4	5
Indonesian products breakdown quickly.	1	2	3	4	5
I don't purchase any Indonesian electronic product.	1	2	3	4	5
Indonesian products are unnecessarily expensive.	1	2	3	4	5
It is prestigious to use Indonesian products.	1	2	3	4	5
Indonesian products are imitative, not creative.	1	2	3	4	5
Indonesian products are easy to use.	1	2	3	4	5
Indonesian products look bad.	1	2	3	4	5

3) Please specify the importance of the below dimensions for you in evaluating a TV set.

	Not at all Important								Very Important	
Good workmanship	1	2	3	4	5	6	7	8	9	10
Reliability	1	2	3	4	5	6	7	8	9	10
Aftersale services	1	2	3	4	5	6	7	8	9	10
Visual Quality	1	2	3	4	5	6	7	8	9	10
Sound Quality	1	2	3	4	5	6	7	8	9	10
Price	1	2	3	4	5	6	7	8	9	10
Appearance	1	2	3	4	5	6	7	8	9	10
Technology	1	2	3	4	5	6	7	8	9	10

4) What is the brand name of the TV set you are using currently? (Please mention if more than one)

5) Please specify the reason why you prefered this (these) brand name(s).

6) Pleae specify your educational background

☐ Administartive Sciences ☐ Engineering ☐ Other (Please specify)

7) Please specify your age

☐ Less than 18 ☐ 18 - 20 ☐ 21 - 22

☐ 23 - 24 ☐ 25 - 26 ☐ 27 - 28

☐ 29 - 30 ☐ More than 30

8) Please specify your family income

☐ Less than TL 50 million ☐ 150,000,000 – 199,999,999

☐ 50,000,000 – 99,999,999 ☐ More than TL 200 million

☐ 100,000,000 – 149,999,999

Part II

In this part of the questionnaire we ask you to evaluate **a different product**.

The brand name of the product that you are asked to evaluae this time is **RYU**, which is a **Japanese** brand that has just started production. All the pieces of this TV set are manufactured by RYU in **Japan**.

The specifications of the product are provided below:

- 63 cm flatsquare screen - Standart size and shape
- 1 year warranty period
- Multi-function remote control
- Has teletext system and compatible with cable broadcast
- Sleeptimer
- On-screen display
- 2x8 watt music power
- 80 channel memory
- Pal - Secam
- CTI technology in picture scanning

As the first impressions are important in product evaluations, you are kindly asked to answer the following questionnaire in order to get your impressions about the product.

1) Please mark the number that best reflects your evaluations of the product **for each dimension**.

	1	2	3	4	5	6	
Good Workmanship	____	____	____	____	____	____	Bad Workmanship
Bad Visual quality	____	____	____	____	____	____	Good Visual quality
Bad Sound quality	____	____	____	____	____	____	Good Sound quality
Unreliable	____	____	____	____	____	____	Reliable
Technologically backward	____	____	____	____	____	____	Technologically advanced
Outmoded look	____	____	____	____	____	____	Modern look
Expensive	____	____	____	____	____	____	Cheap
Good aftersale service	____	____	____	____	____	____	Bad aftersale services
Prestigious gift	____	____	____	____	____	____	Unprestigious gift
Like the product	____	____	____	____	____	____	Dislike the product
Good overall quality	____	____	____	____	____	____	Bad overall quality

This is the end of the questionnaire. Thank you for your cooperation and contribution to the research.

Group 4

This study, being conducted as the master thesis for the Busines Administration Department of Bogazici University, aims to understand how the consumers evaluate certain products. For thie purpose, we kindly ask you to evaluate a certain product in the below questionnaire.

Part I

The product that we want you to evaluate in this study is a TV set. This product ha s 63 cm screen and remote control. The brand name of the product is **GIW**, which is an **Indonesian** brand that has just started production. All the pieces of the TV set are manufactured by GIW in **Indonesia**.

As the first impressions are important in product evaluations, you are kindly asked to answer the following questionnaire in order to get your impressions about the product.

1) Please mark the number that best reflects your evaluations of the product **for each dimension**.

	1	2	3	4	5	6	
Good Workmanship	____	____	____	____	____	____	Bad Workmanship
Bad Visual quality	____	____	____	____	____	____	Good Visual quality
Bad Sound quality	____	____	____	____	____	____	Good Sound quality
Unreliable	____	____	____	____	____	____	Reliable
Technologically backward	____	____	____	____	____	____	Technologically advanced
Outmoded look	____	____	____	____	____	____	Modern look
Expensive	____	____	____	____	____	____	Cheap
Good aftersale service	____	____	____	____	____	____	Bad aftersale services
Prestigious gift	____	____	____	____	____	____	Unprestigious gift
Like the product	____	____	____	____	____	____	Dislike the product
Good overall quality	____	____	____	____	____	____	Bad overall quality

2) The statements below are related with evaluations of the products of some countries. Please circle the number that shows how much you agree with these statements.

	Strongly agree				Strongly disagree
Japanese products are of high quality.	1	2	3	4	5
Japanese are technologically advanced.	1	2	3	4	5
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I don't purchase any Japanese electronic product.	1	2	3	4	5
Japanese products are unnecessarily expensive.	1	2	3	4	5
It is prestigious to use Japanese products.	1	2	3	4	5
Japanese products are imitative, not creative.	1	2	3	4	5
Japanese products are easy to use.	1	2	3	4	5
Japanese products look bad.	1	2	3	4	5

	Strongly agree				Strongly disagree
Indonesian products are of high quality.	1	2	3	4	5
Indonesians are technologically advanced.	1	2	3	4	5
Indonesian products breakdown quickly.	1	2	3	4	5
I don't purchase any Indonesian electronic product.	1	2	3	4	5
Indonesian products are unnecessarily expensive.	1	2	3	4	5
It is prestigious to use Indonesian products.	1	2	3	4	5
Indonesian products are imitative, not creative.	1	2	3	4	5
Indonesian products are easy to use.	1	2	3	4	5
Indonesian products look bad.	1	2	3	4	5

3) Please specify the importance of the below dimensions for you in evaluating a TV set.

	Not at all Important								Very Important	
Good workmanship 1	2	3	4	5	6	7	8	9	10	
Reliability	1	2	3	4	5	6	7	8	9	10
Aftersale services 1	2	3	4	5	6	7	8	9	10	
Visual Quality	1	2	3	4	5	6	7	8	9	10
Sound Quality	1	2	3	4	5	6	7	8	9	10
Price	1	2	3	4	5	6	7	8	9	10
Appearance	1	2	3	4	5	6	7	8	9	10
Technology	1	2	3	4	5	6	7	8	9	10

4) What is the brand name of the TV set you are using currently? (Please mention if more than one)

5) Please specify the reason why you prefered this (these) brand name(s).

6) Pleae specify your educational background

☐ Administartive Sciences ☐ Engineering ☐ Other (Please specify)

7) Please specify your age

☐ Less than 18 ☐ 18 - 20 ☐ 21 - 22

☐ 23 - 24 ☐ 25 - 26 ☐ 27 - 28

☐ 29 - 30 ☐ More than 30

8) Please specify your family income

☐ Less than TL 50 million ☐ 150,000,000 – 199,999,999

☐ 50,000,000 – 99,999,999 ☐ More than TL 200 million

☐ 100,000,000 – 149,999,999

Part II

In this part of the questionnaire we ask you to evaluate **a different product**.

The brand name of the product that you are asked to evaluae this time is **RYU,** which is a **Japanese** brand that has just started production. All the pieces of this TV set are manufactured by RYU in **Indonesia**.

The specifications of the product are provided below:

- 63 cm flatsquare screen - Standart size and shape
- 1 year warranty period
- Multi-function remote control
- Has teletext system and compatible with cable broadcast
- Sleeptimer
- On-screen display
- 2x8 watt music power
- 80 channel memory
- Pal - Secam
- CTI technology in picture scanning

As the first impressions are important in product evaluations, you are kindly asked to answer the following questionnaire in order to get your impressions about the product.

1) Please mark the number that best reflects your evaluations of the product **for each dimension**.

	1	2	3	4	5	6	
Good Workmanship	____	____	____	____	____	____	Bad Workmanship
Bad Visual quality	____	____	____	____	____	____	Good Visual quality
Bad Sound quality	____	____	____	____	____	____	Good Sound quality
Unreliable	____	____	____	____	____	____	Reliable
Technologically backward	____	____	____	____	____	____	Technologically advanced
Outmoded look	____	____	____	____	____	____	Modern look
Expensive	____	____	____	____	____	____	Cheap
Good aftersale service	____	____	____	____	____	____	Bad aftersale services
Prestigious gift	____	____	____	____	____	____	Unprestigious gift
Like the product	____	____	____	____	____	____	Dislike the product
Good overall quality	____	____	____	____	____	____	Bad overall quality

This is the end of the questionnaire. Thank you for your cooperation and contribution to the research.