

THE EFFECTS OF COUNTRY-OF-ORIGIN ON YEMENI CONSUMERS'
ATTITUDES TOWARD ASIAN PRODUCTS

AMMAR YASSIN GHALIB AL-MAKTARY

A thesis submitted in fulfilment of the
requirements for the award of the degree of
Doctor of Philosophy (Management)

Faculty of Management and Human Resource Development
Universiti Teknologi Malaysia

APRIL 2009

To my beloved father and mother, wife and lovely daughters
“*Afnan and Soundus*”, brothers and sisters, whose prayers
always afforded me the power to accomplish this work. To all I
dedicate this work with great respect and love.

ACKNOWLEDGEMENT

First of all, I thank Allah (SWT) for His Help in giving me the opportunity of extending my knowledge and learning. Surely, without Allah help, neither this work nor others cannot be completed.

I would to thank the staff of the Faculty of Management and Human Resource Development and the staff at Sultanah Zanaria Library. I would like to express my deep thanks and gratitude to my supervisor Associate Professor Dr Hj Rohaizat Bin Baharun for his supervision, great support, guidance, critics, friendship, and invaluable encouragement throughout the stages and difficulties of doing this study. All these are highly appreciated.

I would like to also to express my gratitude to the employees at the sales division in National Trade Company and special thank to the Deputy Managing Director of Natco Mr. Shukri Al Furaish for advices and supports during the period of data collection. Staff in Yemeni universities as well as the Yemeni students deserves this acknowledgement for their support in terms of questionnaire evaluation and distribution.

I would like to express special tribute and love to my great family in Yemen and to my small family: my wife Safa Mustafa and my daughters Afnan and Soundus. Their moral support, patience, prayers, tolerance, sacrifice and sincerity being supportive, given throughout the time I took to complete this research. I love you, care about you, and most, I respect you all.

Finally, but not least, I thank Allah, whose mercy and bounty have enabled me to overcome difficulties during my study and produce the current research.

ABSTRACT

The main purpose of the present research was to extend and consolidate knowledge about country-of-origin cue and its effects on the consumers' attitudes from least developed countries. In order to achieve the purpose, this research has been applied on Yemeni consumers. A correlational study was employed to measure the effects of country-of-origin on consumers' valuations of home appliance products made-in five selected Asian countries of origin namely Malaysia, Japan, Korea, Taiwan and China. In this study, a theoretical framework of country-of-origin effects was tested in which the complete model was illustrated with associated variable which influenced consumers' attitudes and purchase intention. The data collection instrument used was questionnaire which was administrated personally and distributed to a total sample of 1095 households in three Yemeni regions which include six urban cities. From this number, 625 respondents answered the questionnaires. The data had been analyzed using the mean significant differences and significant relationship between independent and dependent variables. It involved statistical methods such as t-test, one-way ANOVA, coefficient Cronbach's alpha and regression analysis to draw the results. Yemeni consumers preferred the products made in Japan more followed by products made-in Malaysia and Korea. However, they were having less attitudes towards Chinese and Taiwanese products. In addition, significant differences were found in Yemeni consumers' perception, attitudes and purchase intention according to their regions. Besides, the information sources of country-of-origin knowledge were also identified. Television and word-of-mouth were found to be the mostly used information sources by Yemeni consumers to know more about country-of-origin. Significant differences were found among respondents depending on their demographic background in the use of information sources.

ABSTRAK

Kajian ini dijalankan bertujuan untuk meluaskan serta mengukuhkan pengetahuan tentang isyarat negara asal dan kesannya dalam mempengaruhi sikap pengguna dari negara kurang membangun. Untuk mencapai tujuan, kajian ini telah dijalankan ke atas para pengguna di Yemen. Sebuah bentuk korelasi telah dijalankan untuk mengkaji kesan-kesan negara asal ke atas pengguna ketika membuat penilaian untuk membeli produk alatan rumah yang dibuat dari lima negara Asia iaitu Malaysia, Jepun, Korea, Taiwan dan China. Dalam kajian ini, kerangka teori kesan negara asal telah diuji. Model teori lengkap ini mengaitkan pembolehubah yang mempengaruhi sikap dan niat membeli pengguna. Alat untuk mengumpul maklumat yang digunakan ialah borang kajiselidik yang telah diedarkan kepada 1095 isirumah di tiga kawasan Yemen yang meliputi enam bandaraya. Daripada jumlah isirumah ini, 625 orang telah memberi maklumbalas. Data yang terkumpul dianalisa menggunakan min perbezaan ketara dan perbezaan yang signifikan di antara variabel bebas dan variabel tergantung Ujian T, ANOVA se hala, Pekali Cronbach's alpha dan Analisis regresi telah digunakan untuk mendapatkan keputusan. Para pengguna di Yemen didapati lebih suka kepada barangan diperbuat dari Jepun diikuti barangan buatan Malaysia dan Korea. Namun begitu, mereka tidak begitu menyukai barang buatan Taiwan dan China. Perbezaan ketara juga didapati berlaku bergantung kepada daerah mereka berasal dan ini mempengaruhi persepsi, sikap dan niat membeli pengguna Yemen. Selain itu, sumber maklumat tentang negara asal juga telah dikenalpasti. Televisyen dan perbualan lisan didapati menjadi sumber maklumat yang selalu digunakan oleh pengguna Yemen untuk lebih mengetahui tentang negara asal sesuatu barangan. Perbezaan ketara di kalangan responden adalah bergantung kepada latarbelakang demografik mereka dalam penggunaan sumber maklumat.

TABLE OF CONTENTS

CHAPTER	TITLE	PAGE
	DECLARATION	ii
	DEDICATION	iii
	ACKNOWLEDGEMENTS	iv
	ABSTRACT	v
	ABSTRAK	vi
	TABLE OF CONTENTS	vii
	LIST OF TABLES	vii
	LIST OF FIGURES	xviii
	LIST OF APPENDICES	xix
1	INTRODUCTION	1
1.1	Research Background	1
1.2	The Republic of Yemen in Brief	4
1.2.1	Location	4
1.2.2	Population and Income	5
1.2.3	The Economy of Yemen	6
1.2.4	Yemeni Household	10
1.3	Problem Statement	11
1.4	Research Objectives and Research Questions	15
1.5	Scope of the Study	17
1.6	Organization of the Thesis	19
1.7	Key Terms of Operational Definition	20
1.8	Summary	22

2	LITERATURE REVIEW	22
2.1.	Introduction	23
2.2.	Consumer Behaviour	24
2.2.1.	The Domain of Consumer Behaviour	25
2.2.2.	Consumer Behaviour Models	26
2.2.3.	Consumer Decision Making	26
2.2.4.	Environmental Influences on Consumer Decision	30
2.2.4.1.	Cultural and Sub-cultural	30
2.2.4.2.	Social Class	30
2.2.4.3.	References Groups	31
2.2.5.	Decision Making by Household Members	32
2.2.6.	Information Sources	36
2.3.	Country-of-Origin	39
2.3.1.	Country-of-Origin as Information Cue	40
2.3.2.	Country-of-Origin Effects	41
2.3.3.	Country-of-Origin and Product Evaluation	43
2.3.4.	Arabic Consumers and Country-of-origin Effects	50
2.4.	Interested Variables of the Study	52
2.4.1.	Consumers' Attitudes	52
2.4.2.	Consumers' Ethnocentrism	56
2.4.3.	Brand Name	61
2.4.4.	Product Attributes	65
2.4.4.1.	Products Quality	65
2.4.4.2.	Price Perception	66
2.4.5.	Consumers' Purchase Intention	68
2.5.	Product Country Image	72
2.5.1.	Country-of-Origin and Economic Development	73
2.5.2.	Country's Culture	75

	2.5.3. Politics	75
	2.5.4. The Halo Effects	76
2.6.	The Theoretical Framework	77
	2.6.1. The Previous Models of Country-of-Origin	78
	2.6.1.1. Model of Erickson, Johansson, and Chao 1984	78
	2.6.1.2. Model of Johansson, Douglas, and Nonaka 1985	79
	2.6.1.3. Model of Han 1989	80
	2.6.1.4. Model Obermiller and Spangenberg 1989	81
	2.6.1.5. Model of Knight and Calanton 2000	83
	2.6.2. Conceptual framework of the Study	84
	2.6.2.1. Interrelationship between Country- of-Origin and Consumers' Attitude	86
	2.6.2.2. Interrelationship between Consumers' Attitude and Consumers' Purchase Intention	86
	2.6.2.3. Moderation Role of Consumer's Ethnocentrism, Brand-Name, and Product Attributes	87
2.7.	Summary	90
3	RESEARCH METHODOLOGY	92
	3.1 Introduction	92
	3.2 Conceptual Framework	94
	3.3 Research Design	94
	3.3.1 Research Instrument	94
	3.3.2 Sample Unit	95
	3.3.3 Sampling	96
	3.4 Data Collection	97
	3.4.1 Questionnaire	98
	3.5 Construct Measurement	100

3.5.1	Country of Origin Evaluations	101
3.5.2	Perception of Product Attributes	101
3.5.3	Consumer's Attitude	102
3.5.4	Purchasing Intention	102
3.5.5	Brand Name Cue Vs. Country-of-origin Cue	103
3.5.6	Religious-centric	104
3.5.7	Country Image and Purchase Likelihood	102
3.5.8	Country-of-Origin Information Sources	102
3.5.9	Household Members Role in Purchase Decision	106
3.5.10	The Demographic Variables of Respondents	107
3.6	Data Processing	108
3.7	Data Analysis	108
3.7.1	Validity and Reliability	109
3.7.1.1	Validity	107
3.7.1.2	Pre-Test	110
3.7.1.3	Factor Analysis	112
3.7.1.4	Reliability	113
3.7.2	Descriptive Statistic Analysis	113
3.7.3	T-test and Chi-square test	114
3.7.4	One-way ANOVA	114
3.7.5	Correlation Analysis	115
3.7.6	Regression Analysis	116
3.7.7	Tests of Moderation and Intervention Effects	116
3.8	Summary	117
4	DATA ANALYSIS	118
4.1.	Introduction	118
4.2.	Survey Response	119
4.3.	Demographic Profile	121
4.4.	Purchasing Decision	123
4.4.1.	Development Level of Countries of-Origin	123
4.4.2.	Purchasing Decision Makers	124

4.5.	Information Sources of Product's Country of Origin	125
4.5.1.	Information Sources by Demographic Characteristics	
4.5.1.1.	Information Sources and Gender	126
4.5.1.2.	Information Sources and Respondents' Age	127
4.5.1.3.	Information Sources and Respondents' Education Level	129
4.5.1.4.	Information Sources and Respondents' Income	130
4.5.1.5.	Information Sources and Respondents' Marital Status	131
4.5.1.6.	Information Sources and Respondents' Occupation Status	132
4.5.1.7.	Information Sources by Region of Survey	133
4.6.	Religion-centric by Demographic Variables	134
4.7.	Goodness of Measures	135
4.7.1.	Validity	135
4.7.2.	Factor Analysis	135
4.7.3.	Reliability	139
4.8.	Measurement Result for Research Variables	140
4.8.1.	Country of Origin Evaluation	140
4.8.2.	Consumers' Attitude	141
4.8.3.	Consumers' Perception of Product Attributes	142
4.8.4.	Consumers' Purchasing Intention	143
4.8.5.	Brand Name and Country-of-Origin Cues	144
4.8.6.	Consumers' Religion-centrism	131
4.9.	A Comparison Analysis by Countries of Origin and Consumers' Geographic Location	148
4.9.1.	One-way ANOVA for Countries of Origin Evaluation	149
4.9.2.	One-way ANOVA for Consumers' Attitudes	151

4.9.3.	One-way ANOVA for Products Attributes	153
4.9.4.	One-way ANOVA for Consumers’ Purchase Intention	156
4.10.	Model Test	159
4.10.1.	Correlations	161
4.10.2.	The Moderation Effects	162
4.10.2.1.	Moderation Effect By Low Country-of-Origin Image	163
4.10.2.2.	Moderation Effect By Moderate Country-of-Origin Image	164
4.10.2.3.	Moderation Effect By High Country-of-Origin Image	165
4.10.2.4.	The Overall Moderation Effect	166
4.10.3.	Intervening Effects of Consumer Attitude Variable	168
4.10.3.1.	Intervening Effects by Low Country- of-Origin Image	169
4.10.3.2.	Intervening Effects by Moderate Country-of-Origin Image	170
4.10.3.3.	Intervening Effects by High Country- of-Origin Image	171
4.10.3.4.	The Overall Intervening Effect	172
4.10.4.	The Complete Model test	143
4.10.4.1.	The Entire Model Test by Low Country-of-Origin	173
4.10.4.2.	The Entire Model Test by Moderate Country-of-Origin Image	175
4.10.4.3.	The Entire Model Test by High Country-of-Origin Image	175
4.10.4.4.	The Overall Model Test by the Overall Image	178
4.10.4.5.	Overall Model Test’s Equations	180
4.11.	Summary	186

5	CONCLUSION AND RECOMMENDATION	187
5.1	Introduction	187
5.2	Research Conclusion	188
5.2.1	The Overall Assessment of Yemeni Consumers Toward Products	188
5.2.2	The Information Sources Mostly Used by Yemeni Consumers	188
5.2.3	The Roles of Yemeni Householders in the Purchasing Decision	190
5.2.4	Evaluation of Asian Products	191
5.2.5	The Yemeni Consumers' Attitudes Toward Asian Made Products	192
5.2.6	The Yemeni Consumers' Perceptions of Asia Products Attributes	194
5.2.7	The Purchase Intention of the Yemeni Consumers	195
5.2.8	Yemeni Consumers Religion-centrism	197
5.2.9	Product's Information Cues	198
5.2.10	The Intervening Effects	198
5.2.11	The Moderation Effects	199
5.3	Contribution	201
5.3.1	Theoretical Implications	201
5.3.2	Managerial Implications	204
	5.3.2.1 General Managerial Implication	204
	5.3.2.2 Implication for Countries of Origin of the Study	191
5.4	Research Limitations	209
5.5	Future Research	210
5.6	Summary	213
	REFERENCES	114
	Appendices A-D	240-261

LIST OF TABLES

TABLE NO.	TITLE	PAGE
1.1	Countries of Survey	3
1.2	Countries Considered as Country-of-Origin	3
1.3	Yemen's Exports and Imports from 1996 to 2006	7
1.4	Top Twenty Exporting Countries to Yemen by Country of Origin for 2005 and 2006	8
1.5	Percentage of Imports with Economic International Blocks: 2005 and 2006	9
1.6	Resident Population in the Urban Areas of the highest six Yemen Governorates	10
2.1	Selected Studies on Country-of-Origin (made-in)	47
2.2	Selected Studies on Country-of-Origin and Product Evaluation	48
2.3	Studies on Country of Origin Applied on Arabic Consumers	51
2.4	Selected Studies on the Effect of Country-Of-Origin on Consumer Attitude	55
2.5	Selected Studies on Consumer Ethnocentrism	60
2.6	Selected Studies on Country-of-Origin and the Brand-name	64
2.7	Selected Studies on Country-of-Origin and Product Attributes	68
2.8	Selected Studies on Country-of-Origin and Purchase Intention	71
2.9	Selected Studies on Country-of-Origin and Economic Development	74

3.1	Administrative Stuff of Research Questionnaire Implementation	99
3.2	Demographic Profile Characteristics	107
3.3	Previous Studies	110
3.4	The Cronbach's Alpha	109
4.1	Questionnaire Response Rate	120
4.2	Reponses of Usable Answered Questionnaire	120
4.3	Respondents Characteristics	122
4.4	Purchasing Likelihood from Development Levels of COO and Economic Regions	123
4.5	Decision Maker of Purchasing of Home Appliance Products	124
4.6	Information Resources	125
4.7	Using the Information Sources by Gender	127
4.8	Using the Information Sources by Respondents Age	128
4.9	Using the Information Sources by Respondents' Education level	129
4.10	Using the Information Sources by Respondents' Income	130
4.11	Using the Information Sources by Marital Status	131
4.12	Using the Information Sources by Occupation	132
4.13	Using the Information Sources Region of Survey	133
4.14	Demographic Differences of the Religious-centrism	134
4.15	Kaiser-Meyer -Olkin and Bartlett's Test	136
4.16	Factor Analysis for Factorial validity	137
4.17	The Cronbach's Alpha for All Variables	139
4.18	Consumers' Evaluation Countries as COO	141
4.19	Consumers' Attitude	142
4.20	Consumers' Perception of Product Attributes	143
4.21	Purchase Intention	144

4.22	Brand name Cue and Country-of-origin Cue	145
4.23	Yemenis Consumers' Religion-centrism	132
4.24	One-Way ANOVA of Country-of-Origin Evaluation	149
4.25	Mean difference Analysis of Country of Origin Evaluation by Regions	150
4.26	One-Way ANOVA test for Consumers' Attitude	151
4.27	Mean difference Analysis of Respondents' Attitude by Regions	153
4.28	One-Way ANOVA test for Consumers' Perception of Product Attributes	154
4.29	Mean Difference Analysis of Products Attributes by Regions	156
4.30	One-Way ANOVA of Consumers' Purchase Intention	157
4.31	Mean Difference Analysis of Purchase Intention by Regions	158
4.32	Descriptive Statistic and Correlations	161
4.33	The Moderating effect Test by Low Country Image	164
4.34	The Moderating effect Test by Moderate Country Image	165
4.35	The Moderating effect Test with High Country Image	166
4.36	The Moderating effect Test with Overall Image	167
4.37	The Role of Attitude as Intervening Variable to by Low Country Image	169
4.38	The Role of Attitude as Intervening Variable to by Moderate Country Image	170
4.39	The Role of Attitude as Intervening Variable to by High Country Image	171
4.40	The Role of Attitude as Intervening Variable by Overall Image	172
4.41	Regression of Complete Model Test the Low COO Image (China and Taiwan)	174
4.42	Regression of Complete Model Test the Moderate Image (Malaysia and Korea)	176

4.43	Regression of Complete Model Test the Moderate Image (Japan)	177
4.44	Regression of Complete Model Test for the Overall Image	185
5.1	Strategies for Country-of-Origin Using Marketing Mix	208

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE
1.1	Map of the Yemen Republic	5
2.1	The Domain of Consumer Behaviour	25
2.2	Model of Purchase Decision Process	27
2.3	The Hierarchy of Communication Effects	36
2.4	The moderating role played by the brand name	46
2.5	Belief-Attitude Model with Image Effect	78
2.6	Countries-of-Origin Effects in the Belief and Attitude Relationship	79
2.7	Halo Model	80
2.8	The Summary Construct Model (Formative Beliefs)	81
2.9	Summary of Cognitive, Affective, and Normative Approach	82
2.10	The Flexible Model	83
2.11	Study Conceptual Framework	85
4.1	Contracture of Theoretical Framework	160
4.2	The Moderation Effects	163
4.3	The Intervening Role of Consumers' Attitude	168
4.4	The Final Model	180
5.1	Finalised Conceptual Framework	200

LIST OF APPENDICES

APPENDIX	TITLE	PAGE
A	English Questionnaire Version	241
B	Arabic Questionnaire Version	249
C	Reliability Coefficient of the instrument	257
D	Mean difference Analysis According Consumers' Geographic Locations	261

CHAPTER 1

INTRODUCTION

1.1 Research Background

International trade activity has become a principal part of the world's economy, and it is recognized that there is a greater necessity to gauge consumers' attitudes toward both domestic and foreign products (Netemeyer *et al.*, 1991). The recent globalization of business has resulted in increased competition among domestic and multinational firms in both domestic and foreign market.

As the actual result from the international trade, a stream of research has emerged from the notion of country-of-origin (COO) information which can influence consumers' product perceptions (Nebezahl *et al.*, 2003). One of the most widely studied areas of international marketing has been the impact of country-of-origin on the consumer's perception of products from both developing and developed nations (Samiee, 1994; Peterson and Jolibert, 1995). A Numerous of academic articles have been published over 40 years, with a great deal of diversity of consumers surveyed (Usunier, 2006). Country-of-origin research has concentrated on the examination of consumer product perceptions and/or attitudes towards products made in different countries based on a variety of intrinsic or extrinsic cues. It was

found that, consumers in various countries have different perspectives on the products evaluation. Some consumers are highly looking for products involved with the high quality and the other trust the brand which they consider have good quality. Most of them may less consider on the price, but some are very concerned with the prices of the products. At the same time, some might be attracted to the advertisement, warranty or promotion. In this case, consumers will show their purchasing behaviour according to the environment and/or culture around them. However, all the above issues are not clearly identified in terms of empirical validation and subject to further study. Almost all the researchers have studied about the developing and developed countries' purchasing behaviour; it is very rare to see the empirical study carried out in this area in least developed countries (Hamin and Elliott, 2006). Al-Sulaiti and Baker (1998) reported that the majority of studies in the fields of country of origin and ethnocentrism have been conducted in Western cultures. Researchers called for more research in non-Western cultures, especially in least developed nations.

For the last four decades there has been substantial literature on the COO drastic effect on consumer perceptions, evaluations, attitudes and purchase intentions. Country-of-origin studies focus on the relationships between beliefs about an object and the attitude toward the object, its influence on product bias, the relationship between the product and the brand. Country-of-origin research has also studied attitude variance toward foreign products, the willingness to buy foreign products and dimensions of country image, influence of image congruence and consumer choice and distinctions or differences in focus with brand origin (Birdwell, 1968). It has been concluded that country-of-origin is the most researched international aspect of consumer behaviour (Tan and Farley, 1987; Heslop *et al.*, 1998). Despite the plethora of studies conducted on the subject, there has been a lack of knowledge on the perceptions of Yemeni consumers on foreign products. At the same time there are view studies conducted in Arabian countries.

The wide period of literature review done by Dinniel (2004) reported that there is a distinctly bias approach taken to studying the country-of-origin phenomenon, with a limited range of countries studied as country-of-origin cues.

Most of country-of-origin researches have been done in few countries represented as countries-of-survey (see Table 1.1).

Table 1.1: Countries of Survey

Country-of -survey	Overall percentage
USA	36.31%
France	10.12%
UK	6.55%
Canada	6.55%
Japan	5.36%
Germany	4.76%

Source: Usunier, (2006), page 66

Overall, there are 583 hypothetical country-of-origin; many countries were considered several times, some of them in only one research piece (see Table 1.2).

Table 1.2: Countries Considered as Country-of-Origin

Country-of-origin	No.	%	Country-of-origin	No.	%	Country-of-origin	No.	%
USA	76	13.04	Belgium	5	0.86	Honduras	2	0.34
Japan	75	12.86	Pland			Iran		
Germany	61	10.46	China			N. America		
France	41	7.03	South Amer.			Nigeria		
UK	31	5.32				Egypt		
Italy	25	4.29		Other countries				
Korea	22	3.77	Greece,	4	0.69	Finland	1	0.17
Mexico	20	3.43	Philippines			Norway		
Taiwan	17	2.92	Asia			Malaysia		
Canada	16	2.74	Africa			Scandinavia		
India	13	2.23	Australia	Romania				
Russia			Czechoslovak.	Chile				
Sweden	12	2.06	Turkey	Cuba				
Brazil			Indonesia	Venezuela				
Netherlands	10	1.72	Argentina	Haiti				
Hong-Kong	9	1.54	El Salvador	Guatemala				
Switzerland	7	1.20	Israel	Pakistan				
			Morocco					

Source: Usunier (2006), page 66

The aim of this study is to explore how country-of-origin influences product evaluation by consumers in Yemen, considered as least developed country, and to measure the perception and attitude of Yemeni consumers toward home appliance products made in five Asian countries (Japan, China, Malaysia, Korea and Taiwan). According to the Foreign Trade Statistics report which published by Central Statistical Organization (2006), those Asian countries are among the top 20 exported nations to Yemen during 2005-2006.

1.2 The Republic of Yemen in Brief

1.2.1 Location

Yemen Republic lies in the South West of the Arabian Peninsula between latitudes 12N and 17N and longitudes 43E and 56E with an area of 555 thousand km². Yemen shares a border with Saudi Arabia to the North, Oman to the east and is surrounded by the Red Sea to the West, the Arabian Sea and Gulf of Aden to the South. About 200 islands are part of Yemen's territory. The country may be subdivided into five physiognomic regions, mountain, plateau, coast, the Empty Quarter and the islands, with a great diversity in climate and topography. There are 19 governorates beside the Capital Sana'a, and urban population is about 40% of the total population according to the Central Statistical Organization (2006).



Figure 1.1: Map of the Yemen republic

1.2.2 Population and Income

Yemen's population growth is one of the highest populations in the world at 3.5%, considered as high by regional standards and in comparison with countries with similar levels of per capita income. Such a rapid growth in population pushes demand for housing. According to the Central Statistical Organization's (CSO) most recent report (2006), the population of Yemen is 20.7 million. The average income has stagnated at around US\$587 per capita (CSO-The Household Budget, 2006), and more than 45% of the population lives below the poverty line. On current trends, the population will double by 2026 (more than 40 million in 20 years), nearly 5 million higher than the target of the national population policy adopted in 1997.

1.2.3 The Economy of Yemen

Yemen remains one of the poorest countries in the Middle East and North Africa region and considered as the least developed country. It is ranked 150th out of 177 countries in the 2006 by Human Development Index (Library of Congress, 2008). The Committee for Development Policy used the following three criteria for the identification of the LDCs (UN-OHRLLS 2006):

- A low-income criterion, based on a three-year average estimate of the gross national income (GNI) per capita (under \$745 for inclusion, above \$900 for graduation);
- A human capital status criterion, involving a composite Human Assets Index (HAI) based on indicators of: (a) nutrition: percentage of population undernourished; (b) health: mortality rate for children aged five years or under; (c) education: the gross secondary school enrolment ratio; and (d) adult literacy rate; and
- An economic vulnerability criterion, involving a composite Economic Vulnerability Index (EVI) based on indicators of: (a) population size; (b) remoteness; (c) merchandise export concentration; (d) share of agriculture, forestry and fisheries in gross domestic product; (e) homelessness owing to natural disasters; (f) instability of agricultural production; and (g) instability of exports of goods and services

Strong oil revenues, especially in recent years, have permitted large increases in government spending. Together with sizable private transfers, this has contributed to decline in poverty, which has fallen from 40% in 1998 to 35% in 2006. Real per capita GDP, however, has been improving only slowly, reflecting Yemen's high rate of population growth. Similarly, the unemployment has been rising, from 12% in 1999 to 35% in 2006, as labor force growth has been outpacing job creation. Yemen will face difficult challenges meeting the millennium development goals (World Bank, 2006).

Yemen's economy is dominated by oil (estimated at 27 percent of GDP and 90 percent of merchandise exports). The other Yemeni economic activities consist 38% of GDP for services; agriculture 15%; manufacturing, utilities and construction 10% and Government services 10%. While the oil sector makes a substantial contribution to GDP (World Bank, 2006). Other incomes are contributed by the remittance from Yemenis working abroad and foreign aid paid for perennial trade deficits. Its economic fortunes mostly depend on the declining oil resources, but the country is trying to diversify its earnings. In 2006, Yemen began an economic reform program designed to bolster non-oil sectors of the economy and foreign investment. As a result of the program, international donors pledged about \$5 billion for development projects. In addition, Yemen has made some progress on reforms over the last year that will likely encourage foreign investment. The oil revenues probably increased in 2007 as a result of higher prices (Library of Congress 2008).

The following Table 1.3 shows the general value of Yemen export and import for the period of 1996 to 2006. From the table, Yemen's imports grew at an impressive 47.51% annually on average over the eleven years in the overall imports. Meanwhile, Table 1.4 illustrates the first 20 countries which export products to Yemen. The principal source of Yemen's imports in 2006 was the United Arab Emirates (11.73 percent of total imports); Switzerland ranked at third place went down two steps compared in 2005. The bulk of these imports are actually re-exports from the other countries of origin. Meanwhile, Yemen received 8.29 percent of its total imports from China and 8.71 percent from Japan. The total Yemen imports from Malaysia is almost 2 percent from the total import in 2006 compared to only 1.45 percent from Korea.

Table 1.3: Yemen's Exports and Imports from 1996 to 2006

Years	Exports		Imports	
	Value	Change	Value	Change
1996	251,829,687	—	191,862,330	—
1997	323,715,896	28.5%	260,331,141	35.7%
1998	203,480,294	-37.1%	294,509,749	13.1%
1999	380,010,187	86.8%	312,749,406	6.2%

2000	659,609,009	73.6%	375,782,922	20.2%
2001	569,007,495	-13.7%	415,899,034	10.7%
2002	585,946,016	3.0%	513,025,665	23.4%
2003	684,907,714	16.9%	674,128,291	31.4%
2004	753,595,992	10.0%	736,533,100	9.3%
2005	1,074,549,467	42.6%	931,599,248	26.5%
2006	1,316,197,659	22.5%	1,043,119,407	12.0%

Source: Central Statistical Organization, Foreign Trade Statistics: Year Book 2006, page 3 and 4
Note: Value in 000, Y.R (USD1= YR200).

Table 1.4: Top Twenty Exporting Countries to Yemen by Country of Origin for 2005 and 2006

		2006		2005		
	Countries	%	Imports	Countries	%	Imports
1	U.A.E	11.73	122382990	Switzerland	9.58	89215543
2	Japan	8.71	90804316	U.A.E	8.84	82326876
3	Switzerland	8.68	90568700	China	6.74	62743909
4	China	8.29	86453057	U.S.A	6.63	61808826
5	Kuwait	6.71	69996828	Kuwait	6.60	61455923
6	Saudi Arabia	5.95	62018840	Saudi Arabia	5.95	55386357
7	Country of different origin	4.05	42210960	Japan	5.59	52070377
8	U.S.A	3.95	41212276	Country of diff. origin	4.61	42971724
9	India	3.56	37103817	Brazil	3.85	35890782
10	Brazil	3.27	34099173	Germany	3.37	31410201
11	Turkey	2.53	26420969	India	3.21	29871360
12	France	2.36	24607643	Turkey	3.09	28784382
13	Germany	2.32	24250828	Egypt	2.31	21494018
14	Australia	2.10	21924196	France	2.22	20694186
15	Malaysia	1.98	20653795	Malaysia	2.09	19472216
16	Egypt	1.83	19092240	Argentina	1.90	17723730
17	United Kingdom	1.63	17010136	United Kingdom	1.79	16681177
18	Italy	1.61	16767736	Italy	1.68	15615050
19	South Korea	1.45	15111513	South Korea	1.52	14157460
20	European Common Market Countries	1.37	14246022	Finland	1.24	11579201
Total		84.07	876936037	Total	82.80	771353299
Rest of the countries		15.93	166183370	Rest of the countries	17.20	160245949
Grand Total		100	1043119407	Grand Total	100	931599248

Source: Adopted Central Statistical Organization, Foreign Trade Statistics: Year Book 2006, page 16
Note: Value in 000, Y.R (USD1= YR200).

Regarding to the import from economic associations and groups, Table 1.5 shows that Yemen is more dependent on Islamic countries to import products with almost 50% from the total import in 2006, followed by Arabian Blocks (the next five blocks), besides that, 22.41 % of the total import come from Asia-Pacific Economic Cooperation and 4.47% from ASEAN.

Table 1.5: Percentage of Imports with Economic International Blocks: 2005 and 2006

Economic blocks	Imports%	
	2005	2006
Islamic Conference League	47.02	49.73
Arab Countries	40.62	44.35
Pan Arab Free Trade Area	39.12	42.94
ESCWA Countries	38.97	42.82
Organization of Arab Petroleum Exporting Countries (OAPEC)	36.91	40.73
GCC Countries	35.56	39.93
Organization of Petroleum Exporting Countries (OPEC)	34.87	39.33
Organization for Economic Cooperation & Develop. (OECD)	34.97	33.89
Asia-Pacific Economic Cooperation (APEC)	19.43	22.41
European Union (EU)	14.15	11.55
European Free Trade Association (EFTA)	8.47	9.15
Association of Southeast Asian Nations (ASEAN)	4.45	4.47
Latin American Integration Association (LAIA)	4.99	3.82
South American Common Market (Mercosur)	4.82	3.70
North American Free Trade Agreement (NAFTA)	4.75	2.82
Common Market for Eastern & Southern Africa (COMESA)	2.36	1.96
Least Developed Countries (LDCS)	1.71	1.54
Sana'a Aggregation For Cooperation	1.46	1.21
South African Customs Union (SACU)	0.89	0.43
Commonwealth of Independent States (CIS)	1.17	0.25
Andean Common Market (ANCOM)	0.13	0.01
Economic Community of West African States (ECOWAS)	0.01	0.01
Central African Customs and Economic Union (CACEU)	0.00	0.00
Central American Common Market (CACM)	0.04	0.00
Caribbean Community and Common Market (CARICOM)	0.00	0.00

Source: Adopted Central Statistical Organization, Foreign Trade Statistics: Year Book 2006, page 18-35

Note: Some countries are members of several blocks; hence figures might reflect repetition of shares of such countries

1.2.4 Yemeni Household

According to the report the Household Budget Survey (2006), for multi-purpose, the decline in the proportion of poor people in Yemen to 34.7% against 40.13% as the household budget survey in 1998. The survey shows that the proportion of poor people in urban areas fell to 20.7% versus 32.3% according to the household budget survey in 1998, while the percentage in rural areas compared to 42.5%, according to a survey the same year. Extracting from the results of the household budget survey, 79% of the total population of Yemen household their total monthly expenditure does not exceed \$400, it is notable to mention that, more than 50% of this segment of society are not able to spend more than \$150 monthly. While the rest 22% spending more than \$400 monthly.

For consumption of household appliance products, according to the International Trade Centre UNCTAD/WTO (2006), the total value of imported home appliance products reach \$21 million in 2005 increased by 17% when comparing with the previous year of 2004 and the increase average for four years scored 12.5% for the period of 2001 to 2005. The Yemeni households spend 1.03 percent annually for home appliance products from the total expenditure (Central statistics Organization, 2006). The majority of the urban population are living in six cities as shown in Table 1.7, and those areas represent approximately 79 % from the total residents of the urban areas of Yemen.

Table 1.6: Resident Population in the Urban Areas of the highest six Yemen Governorates

Governorate	Resident		Number of households	Number of dwellings
	population	%		
Sana'a City	1,707,586	30.29	250,199	262,154
Al-Hodeida	761,057	13.50	112,760	120,830
Aden	589,419	10.45	90,667	97,408
Taiz	535,980	9.51	81,655	88,642
Hadhramout	475,855	8.44	59,787	66,540
Ibb	374,833	6.65	52,069	54,192
Total Population	4,444,730		647,137	689,766
Total population of Urban in Yemen	5,637,756	78.84	805,716	847,717

Source: Central Statistical Organization, Population statistic Book Year 2006, pages 3, 10, and 11.

1.3 Problem Statement

The rapid and dramatic changes in the economy have caused firms to face more challenges to get engaged in strategic alliances, increase export to and import from various countries, country of design, country of manufacturing, country of assembly, country of component and country of origin. In various aspects in concerning the production process of outsourcing, enterprises try to engage their production in the developing countries and/or least developed countries in order to take advantage of lower labour wage rates and to be more close to raw materials as well as to be close to consumers or end-users. Kaynak and Kara (2002), Lumpkin and Crawford (1985) and Chao (1998), stated that there were differences between the levels of consumer preference to purchase products from different level of economies of those countries. The consumers may give a higher quality product expectation on higher technological countries. Most of the firms which engage with developing and/or least developed countries, manufacture component parts by importing the product design and professional engineers from developed countries. This results in more difficulties to consumers' perception to associate between products and country of origin; a consumer may think about product's country of origin, where the products were made. A consumer who believes that when a product is designed, assembled, and used parts from countries with high reputation; he/she may be willing to pay more premiums for this product.

The country of origin issue has grown rapidly to stand as one of the major influencing factors on product evaluations in the area of international marketing and in the field of consumer behaviour (Jaffe and Nebenzahl, 2001; Verlebh and Steenkamp, 1999). The numerous practical and theoretical implications of country-of-origin research have made it one of the most fruitful research areas in marketing, with hundreds of studies published since 1960s (Laroche *et al.*, 2005). Country-of-origin is one of the most important factors that significantly influence the purchasing decision of consumers (Chai *et al.*, 2004). It is defined as comprising the individual perceptions of a consumer about the products that provide an important observation, such belief, ideas and impressions before making buying decision. Therefore, country-of-origin has been utilized as an important function in meeting with today's

competitive and global environment in order to significantly acquire more selling of commodities. Agarwale and Kamakura (1999) found that country or origin is an extrinsic cue that gives effects on consumer perceptions, affect and behavioural intentions because consumer would collect all the information related to the product when they intend to buy that products. To meet what consumers need, marketers have to use country of origin as a sign to excite the buyers. However, when the buyers are familiar with the products, country-of-origin becomes less important until they develop the special functions for those products then country of origin will start to be popular also (Chao, 1998).

The country-of-origin cue plays a major issue since 1960s as made-in label raised consumers' awareness of product sourcing. Despite the large number of studies, the results of country-of-origin effects is somewhat generalized and this phenomenon is still not clearly understood. Obermiller and Spangberg (1989) mentioned that no certain conclusion can be drawn on the persuasiveness or the strength of country-of-origin global effects. Likewise, Ozsomer and Cavusgil (1991) concluded that most-of the recent country-of-origin studies provide us little generalizable knowledge. Samli (1995) summarized well the phenomena of country-of-origin, stating that the country-of-origin concept is a critical information cue, which plays a major role in having the product accepted in different world market. Moreover, Petersone and Jolibart (1995) had conducted a meta-analysis of country of origin effects. They stated that the country-of-origin is still not well understood. Their findings show that country-of-origin cue differentially influenced both perception and intentions and that influence was context dependent. In a wide ranging and comprehensive literature review of country-of-origin effects in studies published between 1965 and early 1997, Al-Sulaiti and Baker (1998) reported in their study about the effects of country of origin and passed a question to find out how much influence the country of origin have on products and services. However, this question remains unanswered and a number of other major issues have yet to be resolved.

Beside a large body of research on country-of-origin effects, there is another empirical research on the consumer ethnocentrism, which can significantly effect on the products evaluation of consumers. Consumer ethnocentrism is a useful factor that

affects the consumers' evaluation as well as to predict the attitude and perception of consumers toward foreign-made products (Shimp and Sharma, 1987; Han, 1988; Sharma *et al.*, 1995; Witkowski, 1998; Hamin and Elliott, 2006; Javalgi *et al.*, 2005). The majority of the previous studies focused on the domestic versus foreign product to measure the ethnocentrism tendency of consumers. As mentioned by Moon (1996), the deficiency that should be investigated is measuring consumer ethnocentrism when the domestic alternative is not available. From this point, this research concerned to evaluate consumers' ethnocentrism toward foreign products when the alternative product is made in other country which related to the respondent's country within one group such as Islamic countries group.

There may be question that whether it is still important in nowadays of the new Millennium of the era of globalization and effecting different world markets in different economic development level of consumer's country. Some recent empirical evidence show that the country-of-origin effect still perseveres (see Kaynak and Kara, 2002; Bennett and Zhao, 2004; Ahmed *et al.*, 2002; Balabanis and Diamantopoulos, 2004; Agarwal *et al.* 2002; Darling and Puetz, 2002; Piron, 2000). The importance of country-of-origin issue appears to be growing, because of the increasing globalization of markets and the volume of international trade grows (Bennett and Zhao, 2004). Hamin and Elliott (2006) and Usunier (2006) addressed that only a few studies regarding the country-of-origin effect have focused on the consumers buying behaviour in developing countries and very rare studies have been carried out in case of least developing countries.

After reviewing the related literature of country-of-origin, the shortcoming of the effects of country-of-origin in different markets or segments within one consuming country has been found. Some of the deficiencies include the effects of COO on LDCs' consumers and its effects on consumers from different regions in one country of study. There is only one clear study done by Darling (1987) which found out that made-in label showed significant differences in consumer's product evaluations which were made in four countries of origin across three different cities in Finland. Therefore, this study is conducted to find identify whether country-of-

origin is still important and investigate whether country-of-origin has effect on different markets in the world in different economic levels.

In spite of the nature of country-of-origin cue as purchasing influence, we still need to acknowledge its existence and account for it in our marketing. In some cases, this may mean exploiting a positive country-of-origin effect while in other circumstance, the country-of-origin needs to play down or omit. All this is really common sense in marketing items but we need a better understanding of the country-of-origin effects in order to appreciate whether it is pertinent to our own marketing effects in least developed country such as Republic of Yemen

As associated variable affected by country-of-origin, very little is known regarding the attitudes of people towards products from different countries and also how they develop these attitudes (Papadopoulos and Heslop, 1993), the attitude of consumers shown to be significantly different with regard to products and associated marketing practices (Darling and Puetz, 2002). This research aims to study the impact of country-of-origin on Yemeni consumers' attitudes toward product labelled Made-in Asian countries.

Han and Terpstra (1988) reported that the brand purchase intentions are elevated when a country's positive image is closely linked with benefits desired from a product category. Further research is needed in categories not so positively related to country image. Roth (1995) noted several areas of concern and suggested these problematic areas be studied from another research perspective. Roth suggested that research can examine the measurement of brand image and how the changing of brand, image and marketing program strategies affect image perceptions and brand equity. Most importantly, Roth suggested that consumer perceptions of brand images as compared to assessments of the image that managers intend consumers to have should be investigated.

This study focuses on how brand-name cue affects the confidence of country-of-origin in evaluating moderately high involved products. This study highlights the brand-name cue and looks at its moderation effects on country-of-origin cue on

consumers' attitude. The comparison between both cues country-of-origin and brand-name tested as well. This study tried to give a clear picture of the effect of country-of-origin cue on consumer's attitudes in least development country. However, the framework for this research provided to describe how factors such as brand-name and religious-centric (in-grouping ethnocentrism), product attributes could moderate the effect of country-of-origin cue. Additionally, the mediation role of consumers' attitude on the relationship between country-of-origin effect and purchase intention investigated.

1.4 Research Objectives and Research Questions

To address some of the shortcomings of the past literature, this research proposes a conceptual model to explain how country-of-origin affects consumer's purchase intention in least developed country. The model contains three moderating variables which included consumer's religious-centrism, brand-name, and product attributes, as well as consumers' attitude as intervening. Other areas of consumers' purchasing behaviours such as decision influencers and the most used information sources were explored. In addition, the significant differences among consumers according to the demographic background and living location have been investigated. Based on the previous sections of research background and problem statement, the details of the objectives addressed in this study are accompanied by the research questions as follows:

Research Objective 1: To figure out the overall assessment of Yemeni consumers toward Asian made products.

RQ 1: What is the overall assessment of Yemeni consumers toward Asian made products?

Research Objective 2: To identify the roles of household members in terms of purchasing decision of home appliance products as well as to identify the

information sources used by a consumer to know about a product's country of origin.

RQ 2: *What roles do household members play pertaining to purchasing decision of home appliance product?*

RQ 3: *What are the information sources mostly used by Yemeni consumers to know about country-of-origin? And how do these vary among respondents according to the demographic characteristics (gender, education income level, age, and geographic locations)?*

Research Objective 3: To identify Yemeni consumers' evaluations, attitudes and purchase intentions towards products made in the five selected countries and determine the differences among consumers according to their regions.

RQ 4: *How do Yemeni consumers evaluate products made in the five selected Asian countries as countries-of-origin? And how do these vary by consumers across the three Yemeni regions?*

RQ 5: *What is the attitude of Yemeni consumers toward the selected countries-of-origin, and how do these differ among consumers across the three Yemeni regions?*

RQ 6: *How do Yemeni consumers perceives the product attributes of Asian selected countries-of-origin? And are there any significant differences among consumers across the three Yemeni regions?*

RQ 7: *What is the purchase intention of Yemeni consumers of products made in the selected countries-of-origin? And how do these vary among consumers across the three Yemeni regions?*

Research Objective 4: To determine the religious-centric of Yemeni consumers and figure out this religious-centric according to consumers' demographic background.

RQ 8: *Are Yemeni consumers having religious-centrism toward Muslim countries' products, and how does this vary by consumers' gender, age, education level, and level of income?*

Research Objective 5: To compare between Brand-name and Country-of-origin information cues in order to purchase products.

RQ 9: *Which product information cue is more favourable and used by Yemeni householders to evaluate home appliance products? Is it the Brand-Name or Country-of-origin?*

Research Objective 6: To examine and test a country-of-origin effect model used as the conceptual framework of this study.

RQ 10: *Do brand names, consumer religious-centrism, and product attributes moderate the effect of country-of-origin on consumer's attitude and consumers' purchase intention?*

RQ 11: *Is consumer attitude variable mediating the relationship between country-of-origin as predictor and consumer purchase intention as independent variable?*

1.5 Scope of the Study

The scope of study is to review the literatures and to identify the research questions and structure, and then design the research method and establish the questionnaires, and finally to answer research questions and infer the conclusion. The key issue for this research is to examine the effect of country-of-origin on the attitude of Yemeni consumers toward Asian products as well as to investigate the consumers' religious-centrism; product attributes perception and brand-name. It is to know

whether or otherwise they have significant relations with consumer's purchasing intention.

The research underlines some studies related to research topic such as country-of-origin effects studies, consumer's ethnocentrism studies, consumers' attitude, consumer perception of product attributes, the effect of brand-name, and consumer purchasing intention. The respondents were household consumers living in six main urban areas in Yemen targeted to be the sample unit. The urban consumers chosen because of the more knowledge they have regarding foreign products (Papadopoulos *et al.*, 1990). Likewise, they have been described as being less resistant to new products and innovative marketing practices, and more discriminating in their purchase decision and more suitable for research on country-of-origin effects (Wood, 1986; Darling and Wood, 1990).

Oliver and DeSarbo (1988) suggested that evaluation on product experience tends to be more valid and stable in predicting consumers' responses because effects of both experience treatments and product experiences are captured. Therefore, home-appliance products were chosen as the product of this research, because of the experience that the household have with such product category. Norjaya *et al.* (2007) applied home appliance products in their research; the reason for choosing the household appliances is that major electrical appliances are generally expensive items that have a certain amount of risk associated with them. Moreover, household consumers are familiar with these product categories.

In terms of data collection scope, questionnaire was the research instrument for to collect data from household samples. The questionnaire designed contains four parts; the first part for the research variables (country-of-origin, consumers' attitude, purchasing intention, product attributes, and brand name), while the second part specified for the product's country image, the third part for consumers decision and information sources, the last part for consumers' demographic background. Regarding the data analysis, several types of data analysis techniques were used such as descriptive statistics, one-way ANOVA, regression and correlation analysis, and T-test.

1.6 Organization of the Thesis

This research contains five chapters. In Chapter One discusses the background of the research and a basic concept of country-of-origin as well as provides brief information on the country of the consumers of this study. It also outlines the problem statement of the research, research objectives and questions, and scope of the research. In addition, it provides important definitions of key terms of the study.

Chapter Two addresses the literature review of consumer decision making behaviour, country-of-origin effect, consumers' attitude, perceived products attributes, consumer religious-centrism, brand-name cue, consumers' attitude towards products and consumers' purchase intention. It also discusses the importance of the country's image. The literature of country-of-origin models was discussed briefly in this chapter, as well as the conceptual framework which has been applied for this study.

Chapter Three discusses the research methodology used, and the research design such as questionnaire design, unit of study and sample size as well as data collection procedure. This chapter provides the data analysis techniques and research construct measurements.

Chapter Four conducts the analysis of the research questions and addresses the empirical results of data collection from the sampling. In this chapter various statistics technique tools were used such as frequencies, descriptive analysis methods, one-way ANOVA, t-test, Chi-square, regressions and correlations.

Finally, Chapter Five presents the summary and conclusion of the significant findings, provides the suggestion for this study and finally the managerial implications to consider.

1.7 Key Terms of Operational Definition

Brand Name:

A brand name is that part of the brand consisting of a word, letter, or group of words or letters comprising a name that differentiates a seller's goods or services from those of competitors. It is a word or combination of words used to identify a product and differentiate it from other products. (Defined by the American Marketing Association, 1960)

Consumer:

Consumer refers to individuals or households that purchase and use goods and services generated within the economy. The concept of a consumer is used differently in different contexts, so that the usage and significance of the term may vary.

Consumer' Attitudes:

The concept of attitude refers to ideas, feelings, emotions, and connotation associated with a product or products from an identifiable country (Darling, 1976).

Consumer Ethnocentrism:

Consumer ethnocentrism specifically refers to ethnocentric views held by consumers in one country, the in-group, towards products from another country, the out-group (Shimp and Sharma, 1987).

Consumer Religions-Centric:

The consumer religions-centric refers to the consumer' ethnocentric toward products made in country or countries which do not have similar religion.

Country-of-Origin effect:

The country of origin effect refers to the potential bias in product evaluation that results from the knowledge of the country in which the product was made (Hong and Wyer, 1989).

Demographic Variables:

Demographic variables in this study are gender, age, education, marital status, household income, city of household of residence, and occupation.

Made-in Label:

The notation appearing on the label of a product displaying in which country the product was made (Jarawan, 1993) and is assumed to be the stimulus accounting for the differential attitudes investigated in this study as country-of-origin.

Product Attributes:

The attributes by which product are identified and differentiated from one producer to another. Usually comprises features, functions, and benefits such as quality, durability, design, price, style and innovation.

Products:

The home appliance products were imported into Yemen from the selected countries, Malaysia, Japan, Korea, China, and Taiwan.

Purchasing Intention:

The readiness of consumer to purchase home appliance product/s made in the selected countries of origin in the near future or the next purchasing

1.8 Summary

This chapter introduced the important role of country of origin in the international trade and the impact of COO on consumers' attitudes and purchase intention. There has been very limited research about the effects of country of origin on consumers' attitudes in least developed countries. The purpose of this study was to extend and consolidate knowledge about country-of-origin cue and its effects on the consumers' attitudes in least developed countries. In order to achieve the purpose, Yemen was chosen to be the area of this study. Brief details about Yemen and its householders were provided. The problem statement, scope of the study, research objectives and questions and the organization of the thesis were discussed in this chapter.

The rest of the thesis is organized as follows. Chapter 2 provides a comprehensive review of country of origin effect in terms of brand name, consumer ethnocentrism, product attributes, purchase intention and country's image as well as the proposed conceptual framework of the study. Meanwhile, Chapter 3 discussed the research methodology and the findings of the study were presented in Chapter 4. Finally, Chapter 5 presented the conclusion and recommendation of this research.

REFERENCES

- Aaker, David. A. (1991). *Managing Brand Equity*. The Free Press, New York, NY.
- Aaker, David. A. (1996). *Building Strong Brands*. The Free Press. New York.
- Aboulnasr, Khaled (2007). Consumers' Response to Foreign Made Products: The Effect of Product Category Involvement. *Marketing Management Journal*. 17 (2):47-55
- Adorno, T.W., Frenkel-Brunswik, E., Levinson, D.J., Sanford, R.N. (1950). *The Authoritarian Personality*, Harper & Row, New York, NY
- Agarwal, James, Naresh K. Malhotra, and Terry Wu (2002). Does NAFTA influence Mexico's product image? A theoretical framework and an empirical investigation in two countries. *Management International Review*, 42(4): 441-71
- Agrawal, Jagdish and Wagner A. Kamakura (1999). Country of origin: A competitive advantage. *International Journal of Research in Marketing*. 16(4): 255-67.
- Ahmed and D'astous (1995). Comparison of Country-of-origin Effects on Household and Organizational Buyers' Product Perceptions. *European Journal of Marketing*. 29 (3): 35-51.
- Ahmed, S. A., d'Astous, A., Zouiten, S. (1993). Personality variables in the made in concept. In N.G. Papadopoulos and L.A. Heslop, Ed, *Product-country Images: Impact and Role in International Marketing*, New York: International Business Press, 197-222.
- Ahmed, S.A. and A. d'Astous (2002). South East Asian Consumer Perceptions of Countries of Origin: The Case of Automobiles and Videocassette Recorders. *Journal of Asia Pacific Marketing*. 1 (1): 19-41.
- Ahmed, Sadrudin A. and Alain d'Astous (1993). Cross-national evaluation of made-in concept using multiple. *European Journal of Marketing*. 27(7): 39-52

- Ahmed, Sadrudin A. and Alain D'astous (1995). Comparison of Country-Of-Origin Effects on Household and Organizational Buyers' Product Perceptions. *European Journal of Marketing*. 29 (3): 35-51.
- Ahmed, Sadrudin A. and Alain d'Astous (1999). Product-Country Images in Canada and in the People's Republic of China. *Journal of International Consumer Marketing*. 11(1): 5-22.
- Ahmed, Sadrudin A., d'Astous Alain and Mostafa El Adraoui (1994). Country-of-origin effects on purchasing managers' product perceptions. *Industrial Marketing Management*. 23(4):323–32.
- Ahmed, Sadrudin A., d'Astous Alain, and Jelloul Eljabri (2002). The impact of technological complexity on consumers' perceptions of products made in highly and newly industrialised countries. *International Marketing Review*. 19 (4/5):387-407.
- Ajzen, I., and Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall, Inc
- Al-Hammad, A.A., (1988). *A Study of the Saudi Arabian Market For Selected Imported Manufactured Goods - An Economic, Cultural and Attitudinal Analysis With Particular References to UK Suppliers*. University of Bradford, UK. Phd Thesis.
- Al-Sulaiti, K. I. and Baker M J. (1998). Country of Origin Effects: A Literature Review. *Marketing Intelligence and Planning*. 16 (3): 150-199
- Al-Sulaiti, K.I. and Baker, M.J. (1997). *Qatari consumers' perceptions and selections of domestic vs. foreign airline services*. University of Strathclyde, Department of Marketing, Working Paper Series No. 97/7.
- American Marketing Association (1960). *Marketing Definitions: A Glossary of Marketing Terms*. AMA, Chicago, IL.
- Andaleeb, Syed Saad (1995). Country-Of-Origin Effects: A Country-Category Effect Hypothesis. *Journal of International Consumer Marketing*, 7(3): 29-53

- Anderson, E.W. (1998). Customer satisfaction and word of mouth. *Journal of Service Research*. 1(1):.5-17
- Andrews, I and E. Valenzi (1971). Combining price, brand name and store cues to form an impression of product quality. *Proceedings of the 79th Annual Convention of the American Psychological Association*. Washington, DC. 649-50
- Arnold, E.J, Price, L.L and Zinkhan, G. M. (2002). *Consumer*. Mcgraw-Hill.
- Assael, H. (1995). *Consumer Behaviour and Marketing Action*. South-Western College Publishing.
- Au, A. K. M., and Sha, Z. Q. (2003). Location and Sourcing Impacts on the Country of Origin Effects On Chinese Consumers: A Case In Guangzhu. *Journal of International Marketing and Marketing Research*. 28(2): 69-76
- Australian Competition and Consumer Commission (2005). Country of Origin Claim. ACCC publishing unit. Australia.
- Badran B A Al-Omar. (2004). *Statistical Analysis of Data in the Scientific Research using SPSS*. Institute of Health Studies. Al-Riyadh
- Badri, Masood A., Donald L. Davis and Donna F. Davis (1995). Decision support for global marketing strategies: The effect of country-of-origin on product evaluation', *The Journal of Product and Brand Management*. 4 (5): 49-54.
- Bailey, William and Sheila Amin Gutierrez de Pineres (1997). Country of Origin in Mexico : The malinchismo effect. *Journal of International Consumer Marketing*. 9 (3): 25-41.
- Baker, M.J., and Michie, J. (1995). *Product Country Images: Perceptions of Asian Cars*. Working Paper. Department of Marketing, University of Strathclyde, Glasgow.
- Balabanis, G. and Diamantopoulos, A. (2004). Domestic country bias, country-of-origin effects, and consumer ethnocentrism: a multidimensional unfolding approach. *Journal of the Academy of Marketing Science*. 32 (1): 80-95.

- Bannister, J.P and J.A. Saunders (1978). U.K. Consumers' Attitudes toward Imports: The Measurement of National Stereotype Image. *European Journal of Marketing*, 12 (8): 562-70.
- Baron, R. and D. Kenny (1986). The Moderator-Mediator Variable Distinction in Social Psychology Research: Conceptual, Strategic and Statistical Considerations. *Journal of Personality and Social Psychology*. 51: 1173-1182.
- Baughn, C. C., and Yaprak, A. (1993). Mapping Country of Origin Research: Recent Developments and Emerging Avenues. In N. Papadopoulos and L. Heslop (Eds.). *Product-Country Images: Impact and Role In International Marketing*. International Business Press, 89-116.
- Bennett D. and Zhao, H. (2004). International technology transfer: perceptions and reality of quality and reliability. *Journal of Manufacturing Technology Management*. 15(5): 410-415.
- Bettman J.R. (1978). *An Information Processing Theory of Consumer Choice*. Addison-Wesley.
- Bhuian, Shahid N. (1997). Saudi Consumers' Attitudes Towards European, Us and Japanese Products and Marketing Practices. *European Journal of Marketing*. 31 (7): 467-86.
- Bilkey, Warren J., and Nes Erik. (1982). Country-of-Crigin effects on Product Evaluations. *Journal of International Business Studies* 13(1): 89-99
- Birdwell, A. E., (1968). A study of the influence of image congruence on consumer choice. *Journal of Business*. 41 (1): 76-88.
- Birkin M. (1994). Assessing Brand Value. In *Brand Power*, Ed. Paul Stobart. Washington Squere, Ny: New York University Press
- Bloch P H and Richins, M L, (1983). A Theoretical Model for the Study of Product Importance Perceptions. *Journal of Marketing*. 47 (3): 69-81.

- Blythe, J. (2006). *Essentials of Marketing Communications*. Third Edition. Prentice Hall.
- Bothe, J., Bothma, C., Geldenhuys, P. (2008). *Managing E-commerce in Business*. Second edition. Juta and Company Limited
- Brodowsky, G.H., Tan, J. and Meilich, O. (2004). Managing Country of Origin Choices: Competitive Advantages and Opportunities. *International Business Review* 13.729-748.
- Brown, J. and Reingen. P. (1987). Social Ties and Word-of-Mouth Referral Behavior. *Journal of Consumer Research* 14(3): 350-362.
- Bruning, E.R. (1997). Country of origin, national loyalty and product choice: the case of international air travel. *International Marketing Review*. 14 (1): 59-74.
- Burns, A C and Foxman, E R (1989). Some Determinants of the Use of Advertising by Married Working Women. *Journal of Advertising Research*, October/ November. 57-63.
- Burns, A.C. and Bush, R.F. 1995, *Marketing Research*, Prentice-Hall, Englewood Cliffs, New Jersey. New Jersey.
- Bush, V.D., Martin, C.A., Bush, A.J. (2004). Sports celebrity influence on the behavioral intentions of Generation Y. *Journal of Advertising Research*, Vol. 44(1): 108-17
- Cattin, P., Jolibert, A., and Lohnes, C. (1982). A Cross-Cultural Study of “Made In” Concepts. *Journal of International Business Studies*, 13(3):131-141.
- Central Statistical Organization (2006). *Foreign Trade Statistics: Year Book 2006*, Sana’a. Yemen.
- Central Statistical Organization (2006). *Population statistic: Book Year 2006*, Sana’a. Yemen.

- Central Statistical Organization (2006). The Household Budget Survey , Sana'a. Yemen
- Chao, P. (1998). Impact of Country-Of-Origin Dimensions on Product Quality and Design Quality Perceptions. *Journal of Business Research* 42(1): 1-6.
- Charles Chi Cui, and Edward I Adams. 2002. National Identity and NATID: An Assessment in Yemen. *International Marketing Review*. 19 (6): 637-662.
- Chéron, E., and Propeck, J. (1997). The Effects of the Country of Origin on the Evaluation of Products: A State of the Art Review and Research Propositions. *Iae De Paris*.
- Cohen, J. (1988). *Statistical Power and Analysis For the Behavioral Sciences* (2nd Ed.). Hillsdale, Nj: Lawrence Erlbaum Associates.
- Cooper, R. and Schindler P. (2003) *Business Research Methods*. 8th ed.. Boston: McGraw-Hil
- Cordell, Victor V. (1991). Competitive Context and Price as Moderators of Country-of-Origin Preferences. *Academy of Marketing Science, Journal*. 19(2): 123-8.
- Cordell, Victor V. (1992). Effects of consumer preferences for foreign sourced products. *Journal of International Business Studies*. 23 (2): 251-269.
- Cotte, J. and Wood, S.L. (2004). Families and Innovative Consumer Behavior: A Triadic Analysis of Sibling and Parental Influence. *Journal of Consumer Research*. 31(1): 78-86.
- Cox D.F. (1967). The Influence of Cognitive Needs and Styles On Information Handling In Making Product Evaluations. In *Risk Taking and Information Handling In Consumer Behavior*, (Ed.) D.F. Cox, Boston, Ma, 370-92.
- Crawford, J. C., and Lumpkin, J. R. (1993). Environmental Influences on Country of Origin Bias. In N. Papadopoulos and L. A. Heslop, Editors, *Product-Country Image: Impact and Role in International Marketing*. Binghamton, NY: International Business Press, 341-375.

- Crawford, J.C. and Lamb, C.W., (1981) Source Preferences for Imported Products. *Journal of Purchasing and Material Management*, 17:28-33.
- D' Astous, A., Ahmed, S.A., and Adraoui, M. (1993). The Influence of Country of Origin on Consumer Product Evaluations. *Geston*, 18:14-21.
- Darling John R, Puetz James E. (2002). Analysis of changes in consumer attitudes toward the products of England, France, Germany and the USA, 1975-2000. *European Business Review*. Bradford. 14 (3) 170:183
- Darling, J.R., (1981).The Competitive Marketplace Abroad: A Comparative Study. *The Columbia Journal of World Business*. 16 (3): 53-62.
- Darling, J.R., (1987). A Longitudinal Analysis of the Competitive Profile of Products and Associated Marketing Practices of Selected European and Non-European Countries. *European Journal of Marketing*.21 (3): 17-29.
- Darling, J.R., Kraft, F.B., (1977). A Competitive Profile of Products and Associated Marketing Practices. *European Journal of Marketing*. 11(7):11-23.
- Darling, John R., Wood, Van R. (1990). A Longitudinal Study Comparing Perceptions of U.S. and Japanese Consumer Products in a Third/Neutral Country: Finland 1975 to 1985. *Journal of International Business Studies*, 21(3): 427-450
- Davis, H.L. and Rigaux, B.P. (1974). Perception of Marital Roles In Decision Processes. *Journal of Consumer Research*, 1(1):51-62.
- Dennis N. Bristow, Kenneth C. Schneider, Drue K. Schuler. (2002). The brand dependence scale: measuring consumers' use of brand name to differentiate among product alternatives. *Journal of Product and Brand Management*. 11(6): 343-356
- Dinnie, K. (2004). Country-Of-Origin 1965-2004: A Literature Review. *Journal of Customer Behaviour*. Vol. 3:165-213.
- Dmitrovic, T. and Vida, I. (2007). Saliency of Product Origin Information in Consumer Choices. *Management*. 12 (2): 1-23

- Dodds, W. B, Monroe, K. B., and Grewal, D. (1991). Effects of Price, Brand, and Store Information On Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3): 307-319.
- Douglas, Susan. and S. Craig (1983). *International Marketing Research*. Englewood Cliffs, NJ: Prentice-Hall.
- Earl Babbie (2001). *The Practice of Social Research*. 9th Edition. Wadsworth, Thomson Learning. United States of America.
- Easterby-Smith, M., Thorpe, R. and Lowe, A. (1991). *Management Research: An Introduction*. Sage Publications, London. Newbury. New Delhi.
- Ekrem Cengiz, Fazil Kirkbir (2007). Turkish Consumers' Evaluation of Products Made In Foreign Countries: The Country of Origin Effect. *Innovative Marketing*. 3 (2): 72-98
- Engel, J.F., Blackwell, R.D., Kollat, D.T. (1978). *Consumer Behavior*. 3rd ed., Dryden Press. Hinsdale, IL.
- Erickson, G. M., Johansson, J. K., and Chao, P. (1984). Image Variables In Multi-Attribute Product Evaluations: Country-Of-Origin Effects. *Journal of Consumer Research*. 11(4): 694-699.
- Ettenson, Richard, J. Wagner and G. Gaeth (1988). Evaluating the effect of country-of-origin and the 'Made in the USA' campaign: A conjoint approach. *Journal of Retailing*. 64 (1): 85–100
- Fishbein, M. & Ajzen, I. (1978). Attitudes and Behavioral Prediction: An Overview. In J.M. Yinger & S. J. Cutler (Eds.). *Major Social Issues: A Multidisciplinary View*. New York: Free Press
- Fishbein, M., Ajzen, I. (1975). *Belief Attitude Intention and Behavior: An Introduction to Theory and Research*. Addison-Wesley, Reading, MA.
- Fox John (1997). *Applied Regression Analysis, Linear Model, and Related Methods*. Saga

- Friedman, M. (1996). A Positive Approach to Organized Action: The “Buycott” As an Alternative to the Boycott. *Journal of Consumer Policy*. 19: 439-451.
- Gaedeke, R. (1973). Consumer Attitudes Toward Products ‘Made In’ Developing Countries. *Journal of Retailing*. 49(2):13-24.
- Gay, L. R. (1996). *Research methods for business and management*. New York : Prentice Hall.
- Ghadir, H., (1990). *The Jordanian Consumers' Perceptions of Quality, Price, and Risk of Foreign Vs. Domestic Products: Empirical Investigation*. Doctor Philosophy. University of Sheffield, Sheffield.
- Good, L.K. and Huddleston, P. (1995). *Ethnocentrism of Polish and Russian consumers: are feelings and intentions are related?*. *International Marketing Review*, 12(3): 35-48
- Gremler, D.D. (1994). Word-of-mouth about service providers: an illustration of theory development in marketing. In Park, C.W., Smith, D. (Eds). *AMA Winter Educators' Conference: Marketing Theory and Applications, American Marketing Association, Chicago, IL*. 62-70.
- Hair, J. F., Jr., Anderson, R. E., Tatharn, R. L., and Black, W. C. (2005). *Multivariate Data Analysis*. 4th ed. Englewood Cliffs, NJ: Prentice Hall.
- Hamed Thabet. (2007, December 6). Increase in Internet Users In Yemen, But Mostly For Entertainment. *Yemen Times*, August 15, 2008, From <http://Yementimes.com/>
- Hamin and G. Elliot (2006). A Less-Developed Country Perspective of Consumer Ethnocentrism and Country of Origin Effects: Indonesian Evidence. *Asia Pacific Journal of Marketing* 18(2): 79-92
- Han, C. M. (1989). Country Image: Halo or Summary Construct? *Journal of Marketing Research*, 26(2): 222-229.
- Han, C. Min (1988). The Role of Consumer Patriotism in the Choice of Domestic versus Foreign Products. *Journal of Advertising Research*. 28 (3): 25-32.

- Han, C. Min (1990). Testing the Role of Country Image in Consumer Choice Behaviour', *European Journal of Marketing*. 24(6): 24-40
- Han, C. Min and Terpstra Vern, (1988). Country of Origin Effects for Uni-National and Bi-National Products. *Journal of International Business Studies*. 19 (2): 235-55
- Han, C. Min, Byoung-Woo Lee, and Kon-Kyun Ro (1994). The choice of a survey mode in country image studies. *Journal of Business Research*. 29 (2): 151-62.
- Han, C.M., Qualls, W.J. (1985). Country-of-origin effects and their impact on consumers' perception of quality. In Tan, C.T., Sheth, J.N. (Eds). *Historic Perspectives in Consumer Research: National and International Perspectives*, Association for Consumer Research, Provo, UT.,
- Hastak, M. and Hong, S., (1991). Country-Of-Origin Effects On Product Quality Judgments: An Information Integration Perspective. *Psychology and Marketing*. 8: 129-43.
- Hastak, Manoj and Jerry C. Olson (1989). Assessing the Role of Brand-Related Cognitive Responses as Mediators of Communication Effects on Cognitive Structure. *Journal of Consumer Research*. 15 (3): 444-56.
- Heslop L.A., J.P. Liefeld, and M. Wall (1987). An Experimental Study of the Impact of the Country of Origin Information. *Annual Conference of the Administrative Sciences Association of Canada*, Toronto, Ontario.
- Heslop, L. A., and Papadopoulos N (1993). But who knows where and when: Reflections on the images of countries and their products', in Papadopoulos, N and L.A. Heslop (eds.). *Product-Country Images: Impact and Role in International Marketing*. (pp. 39-76). New York: International Business Press.
- Heslop, L. A., Papadopoulos, N., and Bourk, M. (1998). An Interregional and Intercultural Perspective On Subcultural Differences In Product Evaluations. *Canadian Journal of Administrative Sciences*. 15(2):133-127.

- Heslop, L.A. and Wall, M. (1985). Differences between men and women in the country of origin product images. *Administrative Sciences Association of Canada Proceedings*. Montreal, Canada, pp. 148-58.
- Hofstede, G., (1984). *Culture's Consequences*. Beverly Hills, Ca: Sage Publications.
- Holbrook, M. B., and Corfman, K. (1985). Quality and Value in the Consumption Experience: Phaedrus Rides Again. In: J. Jacoby, and J. C. Olson. *Perceived Quality: How Consumers View Stores and Merchandise*. Lexington, Ma: Lexington Books.
- Hong, S. T., and Wyer, R. S. (1989). Effects of Country-of-Origin and Product-Attribute Information on Product Evaluation: An Information Processing Perspective. *Journal of Consumer Research*. 16 (2): 175-187.
- Howard, D. G. (1989). Understanding how American consumers formulate their attitudes about foreign products. *Journal of International Consumer Marketing*. 2(2): 7-24.
- Hoyer. W D. and MacInnis, D. J. (2007). *Consumer Behavior* . 4th Ed. Boston: Houghton Muffin.
- Huber, J. and Mccann, J., (1982). The Impact of Inferential Beliefs on Product Evaluations. *Journal of Marketing Research*. 19(3): 324-333.
- Hult, G. T. M., and Keillor, B. D. (1999). A cross-national assessment of social desirability bias and consumer ethnocentrism. *Journal of Global Marketing*, 12(4): 29-43.
- Hung, Chao-Shun L. (1989). A country-of-origin product image study: The Canadian perception and nationality biases, *Journal of International Consumer Marketing*. 1 (3): 5-26.
- International Monetary Fund, *World Economic Outlook Database*, April 2008
- International Trade Centre, UNCTAD/WTO. Consistency of Trade Statistics: Imports of Yemen. Retrieved Jun 11, 2006, from <http://www.intracen.org/>

- Jaffe, E. D., and Nebenzahl, I. D. (2001). *National Image and Competitive Advantage: The Theory and Practice of Country-Of-Origin Effect*. Copenhagen: Copenhagen Business School Press.
- Jain, Sanjay K and Sharma K, (2000). Product Related Antecedents of Consumer Involvement: An Empirical Investigation. *Vikalpa*, 25 (1): 29-42.
- Jaruwan, T. (1993). U.S. consumers' Attitudes toward Televisions sets Made in Japan, Korea, Mexico, Taiwan, Thailand and the U.S.A. Doctor Philosophy (D.B.A) United States International University.
- Javalgi, R.G., Pioche Khare, V., Gross, A.C. (2005). An application of the consumer ethnocentrism model to French consumers. *International Business Review*. 14:325-44
- Jodie L. Ferguson, Kofi Q. Dadzie, Wesley J. Johnston. (2008). Country-of-Origin Effects In Service Evaluation in Emerging Markets: Some Insights From Five West African Countries. *The Journal of Business and Industrial Marketing*. 23(6): 429-437.
- Johansson, J. K, Ronkaninen, I. and M. Czinkota (1994). Negative Country-Of-Origin Effects: The Case of the New Russia. *Journal of International Business Studies*, 25(1); 157-76.
- Johansson, J. K., Douglas, S. P., and Nonaka, I. (1985). Assessing the Impact of Country of Origin on Product Evaluation: A New Methodological Perspective. *Journal of Marketing Research*. 22: 388-396.
- Johansson, J., Nebenzahl, I. (1986). Multinational production: effect on brand value. *Journal of International Business Studies*. 17(3): 101-26
- Johansson, J.K. (1993). *Missing a strategic opportunity: managers' denial of country-of origin on product effects*. In N., Papadopoulos, & L.A. Heslop (Ed.) *Product-Country Images: Importance and Role in International Marketing* (pp. 77-86). New York: International Business Press

- Johansson, J.K.(1989) Determinants and Effects of the Use of ‘Made-In’ Labels. *International Marketing Review*. 6 (1): 27-41.
- John E Spillan, Orsay Kucukemiroglu, Talha Harcar. (2007). Consumer Perceptions of Foreign Products: An Analysis of Product-Country Images and Ethnocentrism In Guatemala. *The Business Review*. 8 (1): 283-289
- Kaur, P., Singh, R. (2006). Children In Family Purchase Decision Making In India and the West: A Review. *Academy of Marketing Science Review* (8): 1-30.
- Kaur, P., Singh, R. (2004). Dynamics of Purchase Decision-Making In Families. *South Asian Journal of Management*. 11(4): 26-4.
- Kaynak, E., and Cavusgil, S. T. (1983). Consumer Attitudes Toward Products of Foreign Origin: Do They Vary Across Product Classes?. *International Journal of Advertising*. 2:147-157
- Kaynak, E., Kara, A. (2002). Consumer perceptions of foreign products: An analysis of product-country image and ethnocentrism. *European Journal of Marketing*. 36 (7/8):928-49.
- Kaynak, E., O. Kucukemiroglu, O. and Hyder, A.S. (2000). Consumers' Country-of-origin (COO) Perceptions of Imported Products in a Homogeneous Less-Developed Country. *European Journal of Marketing*. 34(9/10): 1221-1241.
- Keller, K, L. (2002). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Second Editions. Prentice-Hall, Inc.
- Keller, K.L. (1993). Conceptualizing, measuring and managing customer based brand equity. *Journal of Marketing*. 57 (1): 1-22.
- Khachaturian, J.L. and Morganosky, M.A. (1990). Quality Perception By Country of Origin. *International Journal of Retail and Distribution Management*.18 (5): 21-30
- Kinght. A. G. and Calantone. J. R (2000). A Flexible Model of Consumer Country-of-Origin Perceptions. *International Marketing Review*. 17 (2): 127-145

- Kinney, T.C., Taylor, J.R. (1991). *Marketing Research: An Applied Approach*. McGraw-Hill, New York, Ny.,
- Klein, Jill Gabrielle, Richard Ettenson and Marlene D. Morris (1998). The Animosity Model of Foreign Product Purchase: An Empirical Test in the People's Republic of China. *Journal of Marketing*. 62 (1): 89-100.
- Kohli, A.K. and Jaworski, B. (1990). Market Orientation: The Construct, Research Propositions, and Managerial Implications. *Journal of Marketing*. 54 (2): 1-18
- Kotler, Philip (2003). *Marketing management*. 11th ed. Upper Saddle River, New Jersey: Prentice-Hall.
- Krishnakumar, P. (1974). *An Exploratory Study of the Influence of Country of Origin on the Product Images of Persons from Selected Countries*. Doctor Philosophy. The University of Florida. Florida.
- Lantz, G., and Loeb, S. (1996). Country-Of-Origin and Ethnocentrism: An Analysis of Canadian and American Preferences Using Social Identity Theory. *Advances in Consumer Research*. 23: 374-378
- Laroche, M., Papadopoulos, N., Heslop, L. and Mourali, M. (2005). The Influence of Country Image Structure on Consumer Evaluations of Foreign Products. *International Marketing Review*. 22 (1):96-115.
- Latour, M.S, Henthorne, T.L. (1990). The Prc: An Empirical Analysis of Country of Origin Product Perceptions. *Journal of International Consumer Marketing*. 4:7-35.
- Lawrence, C., Marr, N. E., Prendergast, G. P. Country-of-Origin Stereotyping: A Case Study in the New Zealand Motor Vehicle Industry. *European Journal of Marketing*. 26 (3): 37-51
- Lee, D., and Ganesh, G. (1999). Effects of Partitioned Country Image in the Context of Brand Image and Familiarity: A Categorisation Theory Perspective. *International Marketing Review*. Vol. 16(1): 18-39.

- Lee, H., Kim, C., & Miller, J. (1992). The relative effects of price, warranty and country-of-origin on consumer product evaluations. *Journal of Global Marketing*. 6 (1/2): 55-80
- Leonard-Barton, D. (1985). Experts as Negative Opinion Leaders in the Diffusion of a Technological Innovation. *Journal of Consumer Research*, 11(4): 914-926.
- Leonidas, C. L., Hadjimarcou, J., Kaleka, A. and Stamenova, G. T. (1999) Bulgarian consumers' perceptions of products made in Asia Pacific. *International Marketing Review*. 16(2) 126-142.
- Li, Wai-Kwan and Robert S. Wyer, Jr. (1994). The Role of Country-Of-Origin in Product Evaluation: Informational and Standard of Comparison Effects. *Journal of Consumer Psychology*. Vol.3 (2): 187-212.
- Library of Congress (2008). *Country Profile: Yemen, 2006*. USA: Federal Research Division
- Liefeld, J, Heslop, L, Papadopoulos, N, Wall, M (1996). Dutch Consumer Use of Intrinsic, Country-Of-Origin, and Price Cues In Product Evaluation and Choice. *Journal of International Consumer Marketing*. 9 (1): 57-81.
- Lindquist, J., Vida, I., Plank, R., Fairhurst, A. (2001). The Modified CETSCALE: validity tests in the Czech Republic, Hungary and Poland. *International Business Review*. 10 (5):505-516
- Liu, S. S. and Johnson, K. F. (2005). The automatic country-of-origin effects on brand judgments. *Journal of Advertising*. 34(1): 87-97
- Loether. J.H and Mctavish. G.D (1988). *Descriptive and Inferential Statistics: An Introduction*. Third Edition. Allyn and Bacon, Inc. United States of America.
- Loudon D.L. and Bitta, A.J.D (1993) *Consumer behavior: Concept and applications*. Singapore : McGraw Hill.
- Lumpkin, J. R., Crawford, J. C., and Kim, G. (1985). Perceived Risk As A Factor In Buying Foreign Clothes. *International Journal of Advertising*. 4(2): 157-71.

- Madden, K.M. and Perry, C. (2003). How Do Consumers of A Financial Services Institution Judge Its Communications. *Journal of Marketing Communications*. 9(2):113-127.
- Maheswaran, D., (1994). Country-Of-Origin As A Stereotype: Effects of Consumer Expertise and Attribute Strength On Product Evaluations. *Journal of Consumer Research*, 21 (2): 354-366.
- Major Uae Event Showcases \$2.1 Trillion Halal Industry. (2007, September). *Halal Market Intelligence Newsletter*, P 3.
- Maksudunov (2008). Family Influence on Consumer Home Appliances Purchasing Behavior: An Empirical Study in Kyrgyzstan. *Sosyal Bilimler Dergisi*. 19: 59-68
- Manrai, L.A., Lascu, D-N., and Manrai, A.K. (1998). Interactive Effects of Country of Origin and Product Category on Product Evaluations. *International Business Review*. 7: 591-615.
- Manrai, L.A., Manrai, A.K. (1995). Current issues in the cross-cultural and cross-national consumer research. *Journal of International Consumer Marketing*. 8 (3/4): 9-23.
- Martin, I.M., Stewart, D.W. (2001). The differential impact of goal congruency on attitudes, intentions, and the transfer of brand equity. *Journal of Marketing Research*. 38 (4): 471-84
- Mohamad, O., Ahmed, Z.U., Honeycutt Jr, E.D. and Tyebkhan, T.H. (2000). Does 'made in...' matter to consumers? A Malaysian study of country-of-origin effect. *Multinational Business Review*. 8 (2):69-74
- Monroe, K., and Krishnan, R. (1985). The Effect of Price on Subjective Product Evaluations. In Jacoby, J. and Olson, J. (Eds.) *Perceived Quality: How Consumers View Stores and Merchandise*. Boston, Ma: Lexington Books. (209-232)

- Moon, B. (1996). The Role of Consumer Ethnocentricity and Attitude Toward A Foreign Culture In Processing Foreign Country-Of-Origin Advertisements. *Advances In Consumer Research*. 23(1): 436-439
- Morello, G., (1984). The made in issue: A comparative research on the image of domestic and foreign products. *European Research*. 6 (12): 77-83
- Murdock, George P. (1967). *Ethnocentrism*. In Edwin R. A. Seligman, and A. Johnson, (Eds). *Encyclopedia of the Social Sciences*. (pp. 613-614). New York: Macmillan
- Nagashima, Akira (1970). A Comparison of Japanese and U.S. Attitudes Towards Foreign Products. *Journal of Marketing*. 34: 68–74.
- Nagashima, Akira (1977). A Comparative "Made In" Product Image Survey Among Japanese Businessmen', *Journal of Marketing*. 41 (3): 95–100.
- Nancy L. Leech, Karen C. Barrett, George A. Morgan (2005). *SPSS for Intermediate Statistics: Use and Interpretation*. 2nd ed. Lawrence Erlbaum Associates, Mahwah, New Jersey
- Neal, C.M. (2003). *Consumer behavior implications for marketing strategy*. Roseville, NSW, Australia. McGraw-Hill
- Nebenzahl D, Eugene D Jaffe, and Jean-Claude Usunier. (2003). Personifying Country of Origin Research. *Management International Review*. 43(4): 383-406.
- Nebenzahl, I. D., and Jaffe, E. D. (1993). Estimating Demand Functions from the Country-Of-Origin Effect. In N Papadopoulos.. and L. A. Heslop (Eds.) *Product-Country Images* (159-178). New York: International Business Press
- Netemeyer, R.G., Srinivas, D., and Donald, R.L. (1991). A Cross-National Assessment of the Reliability and Validity of the Cetscale. *Journal of Marketing Research*. 28 (3): 320-327.
- Nicosia, F.M. (1968). *Consumer Decision Process: Marketing and Advertising Implication*. Prentice-Hall. Englewood Cliffs. NJ

- Niss, H., (1996). Country-Of-Origin Marketing Over the Product Life Cycle: A Danish Case Study. *European Journal of Marketing*. 30 (3): 6-17.
- Norjaya Mohd Yasin, Mohd Nasser Noor, Osman Mohamad. (2007). Does image of country-of-origin matter to brand equity?. *The Journal of Product and Brand Management*. 16 (1): 38-48.
- Norusis, M. J. (1990). *Spss Base System User's Guide*. Chicago: Spss Inc.
- Nunnally, J. C. (1978). *Psychometric Theory*. New Yourk: Mcgraw Hill Book Co.
- Obermiller, C., and Spangenberg, E. (1989). Exploring the effects of country of origin labels: an information processing framework. *Advances in Consumer Research*, 16: 454–459.
- Okechuku, C., (1994). The Importance of Product Country-Of-Origin: A Conjoint Analysis of the United States, Canada, Germany, and the Netherlands. *European Journal of Marketing*. 28 (4): 5-19.
- Oliver, R.L. and Desarbo, W.S. (1988). Response Determinants in Satisfaction Judgments. *Journal of Consumer Research*, Vol. 14 (4): 495-507.
- Olson, Jerry C and Jacob Jacoby (1972). *Cue Utilization in the Quality Perception Process*. In M. Venkatesan (Editor) *Advances In Consumer Research*. (pp. 169-79). Provo, Utah: Association for Consumer Research.
- Olson, Jerry C. (1977). *Price as an Informational Cue: Effects on Product Evaluation*. In A.G. Woodside and Al. (Ed.) *Consumer and Industrial Buying Behaviour*. (pp.267-86). Amsterdam: North Holland.
- Onkvisit, S, and Shaw, J. J. (1997). *International Marketing: Analysis and Strategy*. Third Editions. Prentice-Hall, Inc.
- Orth, U., Firbasova, Z. (2003). *The role of consumer ethnocentrism in food product evaluation*. *Agribusiness*. 19 (2): 137-53
- Ozsomer, A., and Cavusgil, S. (1991). Country-of-origin effects on product evaluations: A sequel to Bilkey and Nes Review. In AMA educators'

proceedings: *Enhancing knowledge development in marketing* (pp, 269-277). Chicago: American Marketing Association.

Papadopoulos N.G., L.A. Heslop (1993). *Product-Country Images: Impact and Role In International Marketing*. The Haworth Press, New York.

Papadopoulos, N, Louise A Heslop, and Jozsef Beracs (1990). National Stereotypes and Product Evaluations in a Socialist Country. *International Marketing Review*. 7 (1): 32-47.

Papadopoulos, N. and Nicholas (1993). What Product and Country Images Are and Are Not, In Papadopoulos, N and L.A. Heslop (Eds.) *Product-Country Images: Impact and Role In International Marketing*. (pp, 3-38). New York: International Business Press.

Papadopoulos, N., L.A. Heslop, F. Graby and G. Avlonitis (1987). *Does Country of Origin Matter? Some Findings about Foreign Products*. Cambridge: Marketing Science Institute Report. 87-104.

Papadopoulos, Nicholas (1993). *What product and country images are and are not*. In Papadopoulos, N and L.A. Heslop (eds.). *Product-Country Images: Impact and Role in International Marketing*. (pp, 35-49). New York: International Business Press.

Parameswaran, R., and Yaporak, A. , (1987). A Cross-National Comparison of Consumer Research Measures. *Journal of International Business Studies*. 18 (1):35-49

Parameswaran, Ravi, and R. Mohan P. (1994). Facets of Country of Origin Image: An Empirical Assessment. *Journal of Advertising*. 23 (1): 43-56.

Peabody, D., (1985). *National Characteristics*. Cambridge: Cambridge University Press.

Pereira, A., Chin-Chun, H., and Kundu, S. (2002). A cross-cultural Analysis of Ethnocentrism in China India, and Taiwan. *Journal of International Consumer Marketing*. 15(1): 77–90.

- Peter, J. (1979). Reliability: A Review of Psychometris Basics and Recent Marketing Practices. *Journal of Marketing Research*. 16(February): 6-17.
- Petersen (1994). A Meta-Analysis of Cronbach's Alpha. *Journal of Consumer Research*. 21 (2): 381-391.
- Peterson, Robert A. and A. Jolibert (1995). A Meta-Analysis of Country-Of-Origin Effects. *Journal of International Business Studies*. 26(4): 883–900.
- Richins, M. L. (1983). Negative Word-of-Mouth by Dissatisfied Consumers: A Pilot Sudy. *Journal of Marketing*, 47(1): 68-78.
- Piron, Francis (2000). Consumers' perceptions of the country-of-origin effect on purchasing intentions of (in) conspicuous products. *The Journal of Consumer Marketing*. 17 (4): 308-21.
- Ray, J. J. (1983). A scale to measure conservatism of American public opinion. *Journal of Social Psychology*. 119: 293–294.
- Robert B. C. and Kenneth. W. (1989). Price-induced patterns of competition. *Marketing Science*. 8 (4): 291-309
- Robinson, J. P. & Shaver, P. R. (Eds.). (1973). *Measures of social psychological attitudes*. Ann Arbor: Institute for Social Research.
- Roth, M. S., (1995). The Effect of Culture and Socio-Economics on the Performance of Global Brand Image Strategies. *Journal of Marketing Research*. 32 (May):163-175.
- Roth, Martin S. and Jean B. Romeo (1992). Matching product category and country image perceptions: A framework for managing country-of-origin effects. *Journal of International Business Studies*. 23 (3): 477-97.
- Sa'ari, Md. N., and Thomas, L. P (1999). The Impact of Country-Of-Origin On Product Choice: A Developing Country Perspective. *Journal of Practical Global Business*, 1(1): 18-40

- Samiee, S. (1994). Customer Evaluation of Products in A Global Market. *Journal of International Business Studies*. 25(3):579-604.
- Samli, A.C. (1995). International Consumer Behavior: Its Impact on Marketing Strategy Development. Quorum Books, New York, NY
- Samovar, L. A., and Porter, R. E.. (1995). Communication between cultures. Wadsworth, Belmont.
- Saxena Rajan (2006). Marketing Management. Third Edition. McGraw-Hill Publishing Limited.
- Schooler, R. D. (1965). Product Bias In the Central American Common Market. *Journal of Marketing Research*. 2:394-397.
- Schooler, R. D., and Wildt, A. R. (1968). Elasticity of Product Bias. *Journal of Marketing Research*. 5:78-81
- Schooler, R.D. (1971). Bias Phenomena Attendant to the Marketing of Foreign Goods in the US. *Journal of International Business Studies*, 2:71-81.
- Sekaran, Uma. (1992). *Research Methods for Business: A Skill Building Approach*. (2nd ed.). New York: John Wiley and Sons, Inc.
- Sekaran, Uma. (2003). *Research Methods for Business: A Skill Building Approach*. (4th ed.). New York: John Wiley and Sons, Inc.
- Sen Gupta, S and Verma, Dps (2000). We, not me who will buy. *Indian Management*. May: 61-65.
- Shaffer, Teri Root and Bradley S. O Hara (1995). The Effects of Country-Of-Origin on Trust and Ethical Perceptions', *The Service Industries Journal*. 15(2): 162-85.
- Shannon, D. M. and Davenport M. A. (2001). Using SPSS to Solve Statistical Problems: A Self-Instruction Guide. Prentice-Hall, Inc.

- Sharma, S., Shimp, T., Shin, J., (1995). *Consumer Ethnocentrism: A Test of Antecedents and Moderators*. *Journal of the Academy of Marketing Science*. 23(1): 26-37.
- Shimp, T. A., and Sharma, S. (1987). Consumer Ethnocentrism: Construction and Validation of the Cetscale. *Journal of Marketing Research*, 24(3):280-289.
- Showers, Vince E. and Linda S. Showers (1993). The effects of alternative measures of country-of-origin on objective product quality. *International Marketing Revie*. 10 (4): 53-67.
- Showers, Vince E. and Linda S. Showers (1993). The effects of alternative measures of country-of-origin on objective product quality. *International Marketing Revie*. 10 (4): 53-67.
- Smith, N. (1990). *Morality and the Market*. London: Routledge.
- Sohail, S. (2004). Consumer Evaluation of products made in China: A Malaysian perspective. *Journal of International Business and Entrepreneurship Development*. 2(1):13-19.
- Sohail, S. (2005). Malaysian Consumers' Evaluation of Products Made In Germany: The Country of Origin Effect. *Asian Pacific Journal of Marketing and Logistics*. 17(1): 89-100.
- Steenkamp, Jan-Benedict E.M., Rajeev Batra, and Dana L. Alden (2003). How perceived brand globalness creates brand value. *Journal of International Business Studies*. 34 (1): 53-65.
- Steenkamp, Jan-Benedict E.M., Rajeev Batra, and Dana L. Alden (2003). How perceived brand globalness creates brand value. *Journal of International Business Studies*. 34 (1): 53-65.
- Su, C., Fern, E.F. and Ye, K. (2003). A Temporal Dynamic Model of Spousal Family Purchase Decision Behavior. *Journal of Marketing Research*. 6 (August): 268-81.

- Sumner, W.G. (1906). *Folkways: The Sociological Importance of Usages, Manners, Customs, Mores, and Morals*. Ginn & Co., New York, NY
- Supphellen, Magne and Terri L. Rittenburg (2001). Consumer ethnocentrism when foreign products are better. *Psychology and Marketing*. 18 (9): 907-27.
- Supphellen, Magne and Terri L. Rittenburg (2001). Consumer ethnocentrism when foreign products are better. *Psychology and Marketing*. 18 (9): 907-27.
- Tabachnick, B.G and Fidell, L.S (1989). *Using Multivariate Statistics*, 2nd ed., Harper Collins Publishers, New York. NY.
- Tan, Chin T. and John U. Farley (1987). The Impact of Cultural Patterns On Cognition and Intention In Singapore. *Journal of Consumer Research*. 13: 540-44.
- Taylor, D. M., and Moghaddam, F. M., (1987). *Theories of Intergroup Relations: International Social Psychological Perspectives*. New York: Praeger.
- Teas, R. K., and Agarwal, S. (2000). The Effects of Extrinsic Product Cues On Consumers' Perceptions of Quality, Sacrifice, and Value. *Journal of the Academy of Marketing Science*. 28(2): 278-291
- Terpstra, Vern, (1983). *International Marketing*. Chicago: Dryden Press
- Thakor, Mrugank V. (1996). Brand Origin: Conceptualization and Review. *The Journal of Consumer Marketing*. 13 (3): 27-42.
- Tse, Alan C.B., Chan Wing Kwan, Choi Ming Yee, Kwai Wah, and Lam Lai Ming (1996). The impact of country-of-origin on the behaviour of Hong Kong consumers. *Journal of International Marketing and Marketing Research*. 21 (1):. 39-34.
- Tse, Alan C.B., Chan Wing Kwan, Choi Ming Yee, Kwai Wah, and Lam Lai Ming (1996). The impact of country-of-origin on the behaviour of Hong Kong consumers. *Journal of International Marketing and Marketing Research*. 21 (1):. 39-34.

- Tse, D., & Lee, W. (1989). *Evaluating products of multiple countries-of-origin effects: Effects of component origin, assembly origin and brand*. Working paper, Faculty of Commerce, University of British Columbia, Vancouver, Canada.
- Tse, D.K. and Lee, W.N. (1993). Removing negative country images: Effects of decomposition, branding, and product experience. *Journal of International Marketing*. 1 (4): 25-48.
- Tse, D.K. and W.-N. Lee (1993). Removing negative country images: Effects of decomposition, branding, and product experience. *Journal of International Marketing*. 1 (4): 25-48.
- Tse, D.K., Gorn, G.J. (1993). An experiment on the salience of country-of-origin in an era of global brands. *Journal of International Marketing*. 1(1):57-76.
- Tse, David K. and Gerald J. Gorn (1993). An Experiment on the salience of country-of-origin in the era of global brands. *Journal of International Marketing*.. 1 (1): 57-76.
- Ulgado, F., and Lee, M. (1998). The Korean Versus American Marketplace: Consumer Reactions to Foreign Products. *Psychology and Marketing*. 15(6): 595-614.
- Usunier, Jean-Claude (2006). Relevance Versus Convenience in Business Research: The Case of Country-of-Origin Research in Marketing. *European Management Review*. 4 (2): 60-73
- Verlegh, P.W.J., Steenkamp, J.E.M. (1999). A Review and Meta-analysis of Country-of-Origin Research. *Journal of Economic Psychology*. 20:521-546.
- Verlegh, Peeter W.J and Jan-Benedikt E.M. Steenkamp (1999). A Review and Meta-Analysis of Country-Of-Origin Research. *Journal of Business Research*. 20:521-46.

- Wall, M. and L. Heslop (1986). Consumer attitudes toward Canadian-made versus imported products. *Journal of the Academy of Marketing Science*. 14 (2): 27-36.
- Wall, M. and L. Heslop (1986). Consumer attitudes toward Canadian-made versus imported products. *Journal of the Academy of Marketing Science*. 14 (2): 27-36.
- Wall, M., J.P. Liefeld and L.A. Heslop. 1989. *Impact of Country-of-Origin Cues and Patriotic Appeals on Consumer Judgements: Covariance Analysis*. In Alain. d'Astous (Ed). *Marketing* (10: 303–316). Montreal: Administrative Sciences Association of Canada, 306-315
- Wall, M., Liefeld, J. and A. Heslop (1991). Impact of Country-Of-Origin Cues on Consumer Judgments In Multi-Cue Situations: A Covariance Analysis. *Journal of the Academy of Marketing Science*. 19(2): 105-13.
- Wang, Chih-Kang (1978). The Effect of Foreign Economic, Political and Cultural Environment on Consumers' Willingness to Buy Foreign products. Doctor Philosophy, Texas A & M University.
- Wang, Chih-Kang and Lamb C. W. (1983). The Impact of Selected Environmental Forces Upon Consumers' Willingness to Buy Foreign Products. *Journal of the Academy of Marketing Science*. 11(1): 71–84.
- Watson, G., Johnson, D. (1972). *Social Psychology: Issues and Insights* J.B. Lippincott, New York, NY, .
- Watson, J. J. and Wright, K. (2000). Consumer Ethnocentrism and Attitudes Toward Domestic and Foreign Products. *European Journal of Marketing*. 34(9/10): 1149-1166.
- Weber, R. and Crocker, J., (1983) Cognitive processes in the revision of stereotypic beliefs. *Journal of Personality and Social Psychology*. 45 (11): 961-977.
- Witkowski, T.H. (1998). Consumer ethnocentrism in two emerging markets: determinants and predictive validity. *Advances in Consumer Research*. 25 (1):258-63.

- Wood, V. (1986). A cross-cultural perspective: Finland -- some observations and managerial implications. *Decision Science Institute. Eighteenth Annual Meeting*. In: , Honolulu, Hawaii. 497–499.
- World Bank. (2006). International Development Association Country Assistance Strategy for the Republic of Yemen for the Period From 2006 to 2009. May 17middle East and North Africa Region.
- Xia Yang, Zafar U. Ahmed, Morry Ghingold, Ng Kuan Hwa, Tan Wan Li and Wendy Teo Chai Ying (2006). Spousal Influence in Singaporean Family Purchase Decision-Making Process: A Cross-Cultural Comparison. *Asia Pacific Journal of Marketing*. 18 (3): 201-222.
- Yaprak, A. and Parameswaran, R. (1986). Strategy Formulation In Multinational Marketing: A Deductive, Paradigm- Integration Approach. In Cavusgil, S. T. (Ed.). *Advances In International Marketing*. Greenwich, Connecticut: Jai Press Incorporation. 21-45.
- Yaprak, Attila (1978). *Formulating A Multinational Strategy: A Deductive Cross-National Consumer Behavior Model.*, Georgia State University, College of Business Administration. Phd Dissertation.
- Yavas, Ugur and Guvenc Alpay (1986). Does an exporting nation enjoy the same cross-national image?. *International Journal of Advertising*. (5):109–19
- Yavas, Ugur and Secil Tuncalp (1984). Saudi Arabia: Perceived risk in buying 'made in Germany' label. *Management International Review*. 25 (4): 58-65.
- Yi, C., Cude, B. and Swagler, R. (2004). Country-of-origin effects on consumers' willingness to buy foreign products: An experiment in consumer decision making, *Consumer interests annual*, (50) 98-105
- Zafar, Ahmed U., James P. Johnson, Chew Pei Ling, Tan Wai Fang, and Ang Kah Hui (2002). Country-of-origin and brand effects on consumers' evaluations of cruise lines. *International Marketing Review*.. 19 (2/3): 279-302

Zeithaml, V., 1988. Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*. 52: 2-22.

Zeynep, G. C., and Durairaj, M. (2000). Determinants of Country-Of-Origin Evaluations. *Journal of Consumer Research*. 27(1): 96-108.