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THE EFFECT OF COUNTRY OF ORIGIN ON PRODUCT PURCHASE INTENTION (YOUNG ETHIOPIAN CONSUMERS PERSPECTIVE)

BY BZUAYEHU MEKONEN

A Thesis Submitted to the School of Graduate Studies of Addis Ababa University
School of commerce in Partial Fulfillment of the Requirement for the Award of
Master of Arts Degree in Marketing Management

ADVISOR DR. HAILEMARIAM KEBEDE

Jun ,2019

Addis Ababa, Ethiopia

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Abstract

This survey investigates the effect of county of origin on product purchasing intention in young Ethiopian consumer's perspective. . The main objective of this study was to investigate the effect of country of origin on product purchase intention in the case of Ethiopian young consumers. To investigate the effect various question raised like what is the perception of Ethiopian young consumer's on product's COO? The survey was conducted using self-administrated questionnaires in Universities in Addis Ababa. The study followed Sequential Mixed research philosophy where more of quantitative in nature which is, especially it used predetermined and highly structured data collection techniques under this study. The study was used a casual research design since causal studies helps the researcher to seek to discover the effect that a variable(s) has on another. The study used non-probability design in the form of convenience sampling was used since this enables the researcher to have the freedom to choose to pick university students from Addis Ababa. Data analysis is carried out using the Statistical Package for Social Science (SPSS) version 23. This study focus on the following dimensions of independent variables, product attributes (quality and technological excellence, product superiority and trust, product class and knowledge, ethnocentrism and xenocentrism) to influence purchase intentions of young consumers in Ethiopia which is a dependent Variables which was measured in a five pint likert scale. The results of the study show that COO is considered as information that affects consumers' purchasing decision in terms of their perception toward the products attributes as well as their overall evaluation of the product. It is found that Ethiopian young consumers who exhibit a high degree of ethnocentrism tend to have a more positive perception of Ethiopia as a country and products that are domestically made. One of the significant findings of the study is that a favorable attitude towards Ethiopian and domestic products (ethnocentric orientation) among young Ethiopian consumers do not necessarily lead to a negative perception of foreign countries and products. This assumption can be supported by the fact that Ethiopian young consumers are allured with well-known foreign brands and some of them rate products of developed countries higher than those from Ethiopia and similar other developing countries.

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CHAPTR ONE

INTRODUCTION

1.1 Background of the study

Over the past several decades, extensive research using increasingly sophisticated research methodologies has been conducted to investigate the effects of COO. The current millennium has challenged marketers to further explore this subject. A product's COO has been found to exert a strong effect on the product's evaluation, but the conceptualization of COO effects varies. When purchasing products, consumers encounter many decision challenges related to the product itself, like its features and intended use (Francis, 2000).

Consumers often cannot differentiate among products, as they are bombarded with many seemingly identical products. Therefore, marketers use various strategies to differentiate their products from the products of their competitors. Branding is one of the most effective strategies for this task. When confronting many unfamiliar brands, consumers may become confused; thus, a product's COO is one of the external cues on which consumers can depend (Lin and Kao, 2004). There can often be significant biases toward foreign products, and consumers recognize COO as indicating where a product is made (Chen et al., 2011).

Many marketing studies have shown that a product's COO affects different aspects of consumer evaluation and choice behavior (Ahmed et al., 2005). Some studies have demonstrated that COO is a significant variable in the evaluation of a product, particularly in developing countries in which consumers assign more value to status and social values (Hamzaoui and Merunka, 2006). Johansson et al. (1985) noted that COO plays a vital role in the decision-making process of a customer when he/she is not familiar with the product of a specific country. COO is believed to have an important positive influence on customer purchase behavior at various product involvement levels (Lin and Chen, 2006). Experimental studies (Al-Sulaiti and Baker, 1998) have demonstrated that COO strongly affects customer perceptions regarding social status, product and store preference and perceived risk.

The influence of country-of-origin on customer behavior has been a topic of many studies. Sharma (2011) points out that many studies concentrate on the effect of country-of-origin on consumers from different countries, based on generic product class, product attributes, product

type, consumption context, involvement, and product-country image congruence. Despite the efforts of researchers to validate and relate the numerous approaches to the country-of-origin, recent reviews still deplore the lack of conceptual, methodological and theoretical transparency (Godey *et.al.*, 2012). Furthermore, the country of origin effect is only detected in some products and with uneven intensity. Therefore, a generalization to any product or country is not possible (van Ittersum *et.al.*, 2003).

Thus, the present research adds to the current understanding by examining the impact of COO as an important/salient categorical attribute on Ethiopian young consumers' beauty products purchase intention unlike the previous similar researches focusing on a specific product type among a specific group of consumers so that to be able to generalize. Hence, the problem of this research will be how country-of-origin impacts consumers' product purchase intention. This research aims at exploring what effect country-of-origin has on consumers' products purchase intention towards products. In particular, the focus of this research is how country-of-origin influences Ethiopian young consumers' products purchase intention towards foreign beauty products and demographic characteristics of young Ethiopian consumers.

1.2 Statement of the Problem

A competitive business environment and its rapid expansion beyond national boundaries have undoubtedly become a necessity for companies to succeed in the long run and expand their customer base (Aboulnasr, 2007). Before making any purchase decision customers examine products using various product cues. Country-of-origin is one of the extrinsic cues which are used by customers to evaluate the foreign brands (Kardes, Cronley, et al., 2004); (Pappu et al., 2006). Research has shown that the image of a product's country-of-origin affects consumers' purchase-related decisions. Degoma & Shetemam (2014) defined the country of origin effect as any influence that the country of manufacture has on a consumer's positive or negative perception of a product. Country of origin assists as a cue using which customers evaluate a product's quality, performance, and other attributes. A product with a strong and positive country image has a fair chance of being accepted by the consumer easily as compared to the product from a negative country image.

Globalization and increased international business activities have caused the emergence of the global market, new foreign competitors to the forefront, a wider range of foreign products for

customers and broadened their choices (Hsieh, 2002). Also, access to information, higher levels of education and technological progress have also made it possible for consumers to become more aware of the products and services available throughout the world

Cited by Devkant&D.S. Chaubey,(2016) numerous studies have been conducted in the context of different countries with the objective of identifying factors which affect consumers' evaluation and purchase intention of buying products based on its COO (Shimp& Sharma, 1987; Bailey &Pineres, 1997; Kaynak et al., 2000; Sin, Ho and So, 2000; Lin & Chen, 2006; Ghazali et al., 2008; Wang & Yang, 2008; Mostafa,2010; Dagger &Raciti, 2011; Diamantopoulos, Schlegelmilch, &Palihawadana, 2011; Bamber, Phadke&Jyothishi, 2012; Tabassi, Esmaeilzadeh, &Sambasivan, 2012; Haque et al., 2015).

However, Hamzaoui-Essoussi(2010) found that country-of-origin effect on consumer behavior varies from one country to another, based on perceived disparities at the economic but also at the socio-cultural level, as well as other factors. In particular, a study of this nature is justifiable in the Ethiopian context as it is one of the fastest growing economies in Africa. Together with a population of over 100 million people, rising consumer demand, aligned with annual growth of around eight percent, is likely to add around 1.1 trillion to African GDP by 2019, with Ethiopia, Uganda, and Mozambique among the fastest expanding markets, and largest economies such as Nigeria, South Africa, and Egypt continuing to perform strongly (Delliot, 2014). The originality of this particular work will be that no study on consumer perception of Ethiopian young consumers' 1 product purchase intention has ever been conducted, despite the universal impact of such products on the country's economy and customer choices.

Accordingly, the current study is important in determining to what extent the product COO impacts upon the consumer buying intention in the Ethiopian context. Furthermore the study is also examine the effect of product's COO across the consumers of different demographic characteristics that contribute further to the understanding of how the young Ethiopian consumers perceive foreign beauty products so that it will be of immense value to foreign multinationals in marketing their products in the emerging Ethiopian market.

1.3 Basic Research Questions

Based on the problem stated in this study, the following research questions were developed to gain a comprehensive understanding of the phenomenon under investigation, and to be able to provide a sufficient justification for answering that question, the following questions need to be addressed. For the present study, these main study questions were:

1. What is the perception of Ethiopian young consumer's on the beauty product's COO?
2. Does beauty products COO have an influence on purchase intention in the Ethiopian market?
3. Is there a relationship between the beauty product's COO and Ethiopian young consumer's product buying intentions?
4. What is the effect of the beauty product's COO across Ethiopian young consumers of different demographic characteristics?

1.4 Research Objective

1.4.1 General Objective

The general objective of this study was to investigate the effect of country of origin on product purchase intention in the case of Ethiopian young consumers.

1.4.2 Specific Objectives

Specifically, the objectives of the study are the following

- ✓ To figure out the perception of Ethiopian young consumers on products COO
- ✓ To explore the relationship between COO and Ethiopian young consumers product purchase intention
- ✓ To determine to what extent the product's COO impacts upon the Ethiopian young consumer's product buying intentions
- ✓ To study the effect of the product's COO across Ethiopian young consumers of different demographic characteristics

1.5 Definitions of terms

- **Country of Origin:** Country-of-origin refers to the country that manufactures designs or assembles a product or brand with which it is associated. If a product has been produced or modified in two or more countries, the country-of-origin of the product will be the last country where the products have been processed.
- **Country of Origin Effect:** any influence that the country of the manufacturer has on a consumer's positive or negative perception of a product
- **Purchasing Intension** Purchase decision means consumers' effort to examine the list of brands in a product category and making an intention to patronize the particular brand. It shows the attitude and intention of consumers' towards the product.

1.6 Significance of the Study

Since the country of origin has an impact on consumers' purchase decision-making process which makes it important for marketers to know how to impact their product. In particular, the focus of the study is how country-of-origin influences Ethiopian young consumers' product buying intentions towards foreign beauty products and thus, this particular study will be expected to contribute to the field of country-of-origin by providing the most significant results of previous research in the area of country-of-origin; by providing an understanding of Ethiopian young consumers' product buying intentions in relation to country-of-origin; and by providing invaluable information for organizations that can be used in increasingly competitive beauty products marketplace.

1.7 Scope of the Study

The study assesses the intention of Ethiopian young consumers with the country of origin effect on beauty product purchase intention. The research was conducted on young consumers from Addis Ababa. Addis Ababa is with a large number of the population base, so the scope of the study was limited to university students in Addis Ababa. Money and time are the main constraints of this study. Furthermore, the Survey instrument was used for comparison, evaluation, and generalization. Disadvantages of survey research include the inability to gather anything more than superficial data without much depth; the demands on time, energy, and money; subjectivity to sampling error; and the requirement of knowledge concerning both survey methodology and research.

Many of the disadvantages can be improved through careful consideration of the design of the research; where the instrument was collected at a single point in time only selected universities in Addis Ababa. Furthermore, the study was used as an explanatory sequential method that provides an opportunity for the researcher since it requires fewer resources and produces less qualitative data which makes it an easier prospect for researchers to tackle. This method is used in quantitative designs where only a limited quantity of qualitative data is necessary (Creswell 2012) on the other hand the Challenge with using the method is that it can often be difficult to integrate results and that this approach is very difficult within qualitative data in the study.

1.8 Organization of Research Report

The study is organized into five chapters, including this chapter that discusses the background, research problem, research questions, and objectives of the study. Related literature that was review for this study and the conceptual framework together with the hypotheses formulated was discussed under Chapter Two. Chapter Three was discussed in detail about the research methodology used in the study. Presentation, analysis, and interpretation of the data collected were discussed in Chapter Four of the report and finally, the conclusion and recommendations of the study were presented in Chapter Five.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2.1 Theoretical Literature Review

2.1.1 Overview of Country of origin

Country-of-origin is usually communicated by 'Made in' or 'Manufactured in' labels (Bilkey&Nes, 1982). But the country of origin (COO) of a product is an important marketing element to influence consumer perceptions as well as consumer behavior. The country of origin of a product is an extrinsic cue, which similar to brand name, is known to influence consumers' perceptions and to lead consumers to cognitive elaboration (Pappu et.al. 2006). Country of origin is known to guide to associations in the minds of consumers (Aaker, 1991; Keller, 1993). In the process of buying, consumers are not only concern about the quality and price of a product but also other factors such as the brand's country-of-origin. On the other hand, some studies have shown that country of origin (COO) is one of the nonphysical i.e. intangible characteristics of a product which influences consumers' perceptions regarding product's attributes and quality (Balabanis and Diamantopoulos, 2004). It is a place of origin with which a product is associated through branding, promotion, and other means (Papadopoulos & Heslop, 2002).

Internationalization of markets and introduction of multinational products has led to partitioning of the global COO concept into various subcomponents such as country of manufacture, country of design, country of assembly, country of parts and country of brand origin (Chao 2001,; Thakor & Lavack 2003 ; Inch and McBride 2004). Thus, it is important to understand the distinction between consumer perceptions of the country with which the product or brand is identified and the actual country of manufacture.

According to research review by Verlegh and Steenkamp (1999), a psychologist and marketing expert Ernest Dichter was the first to acknowledge that a product's COO has a "*tremendous influence on the acceptance and success of products*". Three years after Dichter's statement the first empirical test in the field of COO effect was conducted by Robert D. Schooler in his article "Product Bias in the Central American Common Market" (1965). Schooler's (1965) research results stated that there were remarkable differences in consumers' evaluations about products

that were otherwise identical except for the name of the country appearing on the “Made in” label.

From this groundbreaking publication began a systematic research of the COO, with most of the studies focusing on defining the occurrence, magnitude and significance of COO effects for different products (Verlegh and Steenkamp, 1999). Another important publication in the history of COO research was an examination of the first 25 product-country image studies by Bilkey and Nes in 1982. Their extensive literature review discovered some deficiencies in the COO studies at that time, and accentuated the urgency for additional research on the subject; consequently the publication generated more attention and interest in the field (Bilkey and Nes, 1982; Papadopoulos and Heslop 2002).

In short, different scholars defined country of origin as the following.

- According to reference (Chao P. 1993), country of origin is: Country where the product is originally designed and manufactured.
- It is the country where the headquarters of the company marketing the product or the brand is located (Johansson J.K., Susan P. D., and Ikujiro N. 1985).
- Country of origin is the country of manufacture or country of assembly of products (Han C.M. and Trepstra V. 1988).
- Reference (Haubl G. and Elrod T. 1999) also defined country of origin as the country of assembly of a product implying the products produced (assembled) either in their brands home country (uni-national product), in countries other than the brand home country.
- Reference (Knight G. A. and Calantone R. Jj. 2000) defined country of origin as the factor that reflects a consumer’s general perception about the quality of products made in a particular country and the nature of people from that country.
- For reference (Lim and O’Cass 2001) country of origin is simply country of design.

2.1.2 Country of Origin (COO)

Country of origin (COO) of a product is considered, and extensively researched, as one of the extrinsic cues, which affects consumer perceptions, preferences, purchase intention, choices and overall product evaluation (Bilkey &Nes, 1982; Han &Terpstra, 1988; Peterson &Jolibert, 1995; Apil, 2006; Apil, 2006; Yasin *et.al.*, 2007, Lee & Lee, 2011; Shain *et al.*, 2013). For so many

years COO has been defined as “the country of manufacture or assembly” (Prendergast et al., 2010; Bamber et al., 2011; Rackchamroon & Chaimanat, 2011). However, the advances of globalization gave great attention to country of origin COO effect as one of the factors influencing international competitiveness (Bamber et.al., 2011). In addition, the growth of multinational organizations, along with the heavy foreign direct investments in less developed and developing countries, with the aim of cutting operations costs and capitalizing on lower wage rates, have accelerated the emergence of bi-national/hybrid products and brands (Haubl& Elrod, 1999, Prendergast et.al., 2010).

A bi-national/hybrid product could be designed in one country, manufactured in another, assembled in a third one, while the brand itself is originated from a fourth country (Bilkey&Nes, 1982; Chao, 1993; Ulgado & Lee,1993; Prendergast *et.al.*,2010; Fetscherin & Toncar, 2010; Ahmed *et.al.*, 2012; Saeed *et.al.*, 2013). Highlighting the fact that COO can no longer be examined as a simple concept; instead it should be studied as a multi-dimensional one, specifically with the current technological advances, which allow consumers to associate various countries with a single brand (Hamzaoui-Essoussi et.al.,2011; Bamber et.al.,2011), and further complicate consumers perceptions of those hybrid products (Chen & Su, 2012). Apparently, it is getting more difficult to define COO, nevertheless to conceptualize it. Therefore, some researchers questioned previous studies results on the effect of COO on product evaluation due to the reliance on COO as a single cue (Chao et.al. 2005; Prendergast et.al. 2010), and the failure of recognizing the difference

2.1.3 Purchase intention

Past research has shown that the image associated with country of origin plays a significant role in consumers' purchase intention of products. It is accepted that country of origin serves as a signal, enabling consumers to make an instant decision. Nowadays, the international trade market is very competitive and there are many new ideas on the market to attract customers. In this case, customers have many alternatives for buying products; however, there are many elements that have an effect on product success and customer purchase intention. Scholars define purchase intention as personal action tendencies according to brand. They have also concluded that intention is different from attitude. While attitude means evaluation of products, intention is the person's motivation in the sense of his or her intention to perform behavior.

Another definition declares that purchase intention is the individual's awareness to make an attempt to buy a brand (Shabbir, M. S.*et.al.*,2009). Also, other researchers believe that purchase intention is "what we think we will buy" (Park, J. 2002). It also describes the feeling or perceived likelihood of purchasing the products that are advertised, moreover, purchase shows the level of loyalty to products. Other scholars like Daneshvary and Schower (2000) believe that purchase intention has a relationship with demographic factors like age, gender, profession and education (Lu, M. 2007).

There is another statement that shows that particular features of products, perception of consumers, country of origin and perception of country of origin, all have an influence on customer purchase intention (C. L. Wang, Li, Barnes, &Ahn, 2012). Purchase intention can also be defined as the decision to act or physiological action that shows an individual's behavior according to the product (X. Wang & Yang, 2008). Intent to purchase is a kind of decision in which studied why a customer purchases a brand in particular. Constructs like considering something purchasing a brand and anticipating to purchase a brand aids to scope the intentions of purchasing (Porter, 1974). Porter (1974) also elaborated customers' intention to purchase a focused brand is not merely by his same brand attitude, but also by his attitudes leading to other brands in choice of set considered.

Schoen bachler (2004) explained a type of loyal customer, whose purchase decision is insensitive to pricing and the show their loyalty by suggesting positive recommendations to firm and even investing money in the brand which show their extreme trust in the brand. Porter (1974) explained that customers buying behavior also depend on the level of existing competition in the industry. Wang (2004) told that people of China who have affordability expensive imported branded items of clothing, they are becoming receptive in large number to fashionable styles internationally and demand for imported brand products increasing due to variations in behavior of the consumer as well as growing purchasing power. According to Rajagopal (2006) under these circumstances, customers must depend merely on extrinsic attributes of the product. Thus, sovereignty of the consumer rely on saving decisions which want that the individual effectively finds income view of current and future consumptions (Redmond, 2000). To do so consumers should obey their practices in the past for the products in particular type (e.g. brand loyalty or habitual buying) in formation of the decision for the purchase of the product (Terrell, 2002).

According to Sproles and Kendall (1986), a consumer's decision-making style is "a mental orientation characterizing a consumer's approach to making choices". (Syed Saad Hussain Shah, 2012).

2.1.4 Country of origin effect

A considerable amount of research has been undertaken so far relating to the COO-effects on consumer behavior. Researchers have been drawn to the question of how consumers respond to products from other countries. Existing research has demonstrated strong impacts of the COO-image on consumer purchase intentions (Bruwer and Buller, 2012) and product evaluations (Pharr, 2006; Pappu et al. 2006). The effect of country-of-origin image on consumers' purchase behavior has become a widely studied phenomenon. Country of origin (COO) effect is the phenomenon where consumer evaluates products based on his judgments of country of origin (Chrysochoidis *et.al.* 2007). Country-of-origin effect is an important element for a company to build up a good brand image. COO means the country that the products come from.

The literature on country-of-origin effects is quite rich and covers the topic from different perspectives in different countries. Majority of the studies have supported a strong direct relationship between the "made-in" label, the perceived quality of, purchase intent for and attitude towards products (Verlegh, and Steenkamp, 1999). Research shows that the producing country affects perceptions of a product's attributes and consumer's judgments of product quality (Maheswaran, & Durairaj, 1994). "A country's image regarding workmanship, innovation, and technological advancement, logically will be projected onto the features of products produced by that country" (Acharya, & Elliott, 2001). Furthermore, findings indicate that consumers hold stereotyped images of certain countries and that these images affect their perception about the country (Wall, M. *et.al.*, 1991). These stereotypes vary from country to country however, country stereotypes are often well established and tend to be enduring over time.

According to Cateora & Graham (1999); country of origin effect can be defined as any influence that the country of manufacture has on a consumer's positive or negative perception of a product. With increasing availability of foreign goods in most national markets, the country of origin cue has become more important as consumers often evaluate imported goods differently than they do competing domestic products. Nowadays, more companies are competing on the global market,

and these companies manufacture their products worldwide and the location where they manufacture the products might affect the perception of the consumer on the quality of the product based on the country where the product is produced (Bilkey & Nes 1982).

According to the past literature; Kabadayi (2011) the impact of COO on buyers 'intention, assessment and perception has been the most studied topic in marketing, business and consumer behavior field for past few decades. A lot of researchers have attempted to find effects of COO on product evaluations, attitudes toward the product, purchase intention and purchase choice. Lantz and Loeb (Lantz & Loeb,1996) demonstrated that impact of COO is similar to brand, price and quality but it can be stronger.

Companies operating in today's, highly internationalized markets consider product differentiation the key priority in pursue to attain a constant competitive advantage in challenging global environment (Baker and Ballington 2002). The main driver affecting companies' differentiation actions was described as early as 1912 by one of the marketing pioneers A. W. Shaw (1912) as *"meeting human wants more accurate than the competition, and thus increasing customers"* perceived value and satisfaction. Dickson and Ginter (1987) point out in their study based on earlier research by Chamberlin (1965) and Porter (1976) that differentiation can be based on either tangible characteristics of a product such as design or intangible characteristics such as a brand name and country of origin (COO).

In addition, few researchers have examined the COO is a feature that has the potential to enable company's competitive advantage by distinguishing the product from competitors' offerings, and thus strengthen company's market position. Keller (1993) points out in his study that one of the effects of COO is that consumers with favorable attitude towards products originating from a certain country are more willing to pay premium prices, which comes across as notable profit to the company. The concept of country image effect embodies the economic value of brands and it has been generally noted that international marketers are beginning to realize just how much equity can be added through rational utilization of COO (Shocker *et.al.*1994; Pappu *et.al.* 2006).

Thus, some recent studies that investigated, the effects of country-of-origin (COO) upon consumer perceptions, and purchase intentions remain of interest to marketing researchers, (Bloemer *et.al.* 2009). The COO concept evolved into a more complex notion as global

production operations became increasingly diverse and new market opportunities emerged in both developed and developing countries. Initially, the notion of the COO was perceived as analogous to the "made-in" country, (Dichter,1962, Nebenzahl *et.al.*,1997). In today's increasingly competitive business environment, more and more international companies are willing to seek production in less developed countries. The large body of existing research has recognized the importance of country of origin (COO) effects on consumers' product evaluations and purchasing decisions (Bilkey & Nes 1982; Al-Sulaiti & Baker,1998).

Companies are under the influence of country of origin effect (Chu *et.al.*, 2008) not necessarily only in foreign markets. COO effect may influence competitiveness of producers in their local markets. The country of origin effect is demonstrated by differing evaluations of the identical product by consumers of various nationalities (Agrawal and Kamakura, 1999; Štrach, 2009). Products are exposed to the influence of said effect and consumer might be interested to know in which country a particular product, which he/she has already bought or would like to buy has been produced (Chu *et.al.*, 2008 ; Zeugner-Roth *et.al.*,2008; Kunczik, 1997). Described effect is a combination of so-called "halo" effect and "summary" effect. "Halo" effect says that in spite of the fact that consumer does not have any knowledge or experience with products produced in a particular country; he/she still creates a certain image of the country as the source of such products. On the contrary, "summary" effect is based on the fact that the image of a particular country is created on the basis of experience with products produced in such country, and adopted attitude to such products (Han, 1989; Lu and Heslop, 2008).

Various studies indicate that the country of origin of particular product can act as a signal of perception of quality of the product, can also influence perceived rate of taken risk connected with such product, its value, and, identically, the probability of its purchase. According to Chattalas, (2008) a conceptual framework of the above mentioned effect ranges from the influence of country, in which such product has been produced, up to intangible barriers preventing the entry into new markets in the form of consumer's prejudices against imported products. Talking about the country of origin effect, it is necessary to mention other terms, which are in connection with influence of the national aspects on consumer behavior. Consumer purchase decision is affected not only by the national image (in the form of COO effect) but also by the level of consumer ethnocentrism or consumer patriotism.

2.1.5 Past Researches on Country of origin

In the specific context of the country-of-origin field, there is a high level of interest in researching the effects and impact of country-of-origin as an extrinsic product/service cue and therefore a review of the literature may be regarded as timely and useful. This level of interest may be attributed, at least in part, to increasing economic globalization, which has resulted in the lowering of trade barriers between nations and the consequent availability of more foreign products and services across borders than ever before. In such circumstances, many products and services highlight their country-of-origin as a potential competitive differentiator in their respective markets.

Country-of-origin thus represents an important area for consumer behavior research and has attracted much attention by marketing scholars. From 1965-1982, beginning with Schooler's study of country-of-origin effects in the Central American market (Schooler, 1965) and ending with the widely as cited Bilkey and Nes (1982) in the study of country-of-origin effects on product evaluations. The study summarized country-of-origin research to that point in time, qualitatively evaluating the results of twenty-five country-of-origin studies. The 1965- 1982 period in the country-of-origin research is characterized by a development from simple single cue studies-where country-of-origin is the only product cue to be manipulated-towards more complex investigations such as that by Bilkey and Nes (1982) into the generalizability of country-of-origin effects.

From 1983-1992, witnessed a further increase in the volume of country of- origin research. Johansson, *et.al.* (1985) questioned the findings of earlier studies and claimed that previously conducted research may have overstated the significance of country-of-origin effects, particularly where a multi-attribute approach was not used. Conjoint analysis used by Ettenson, *et.al.* (1988) supported the contention of Johansson, *et.al.* (1985) that contrary to earlier contributions to the literature, other product cues such as price and quality may have a stronger effect on consumer product evaluations than country-of-origin information.

From 1993-2004, is characterized by a proliferation of different streams of research many of which seek to reconceptualize country-of-origin in terms of brand origin (Thakor and Kohli, 1996), product-country image (Papadopoulos and Heslop, 1993), and contextualized product-

place image (Askegaard and Ger, 1998). This period, 1993-present day, has also seen a growing recognition that country-of-origin effects should be examined in relation to services and not exclusively in relation to tangible products (Harrison-Walker, 1995; Al-Sulaiti and Baker, 1998; Webb and Po, 2000; Javalgi,*et.al.*, 2001). In post-industrial economies, the service sector is facing unprecedented change and globalization is one of the main drivers of this (Laing,*et.al.*, 2002) it may therefore be conjectured that country-of-origin will assume increasing relevance in the service sector. (Keith Dinnie, 2003).

2.1.6 Country of origin and Purchase Intention

Studies about country of origin effect have shown how country image can influence customer opinion about product quality (Bilkey & Nes, 1982; Papadopoulos & Heslop, 1993). Scholars have concluded that it has a direct effect on the perception about product quality (Laroche, *et.al.*, 2005). Others view this country image as reflecting consumers' general perceptions about the quality of products made in a particular country and the nature of people from that country (Johansson *et.al.*1994).

COO effect is concerned with how consumers' perceive products sourced from a particular country (Chinen.K,*et.al.*,2000). Extant literature indicated that COO influence can be traced to product assessment and decision-making processes as it affect consumers' prediction of likelihood of specific features of products manufactured in a certain country (Zain and Yasin,1997). A number of studies have indicated consumers' bias favor of products from developed nations such as USA, European countries and Japan. This usually associated with high levels of economic and technological development (Chinen.K,*et.al.*,2000). which translate to high quality and better performance of products. Cordell (1992) explains COO as an important cue in the theory of decision-making process. Elliot and Cameron (1994) also believe COO to have negative or positive influence on consumer's decision-making process.

Additionally, researchers have demonstrated that product characteristics and customer information about sources of the country about manufactured goods have an effect on purchase intention. The effect of country image on purchase intention is a basic control, as a result, there is a connection between cognitive country image and purchase intention. The cognitive country image can be the technological and economic level of the country, which can influence the product image related with the workmanship and design of the country. Other researchers believe

that country image has an indirect influence on purchase intention. When people are familiar with the product, they tend to use country of origin as data for intention to purchase (Chen, *et.al.*, 2011).

2.1.7 Influence of Country of Origin on Purchase Intention

The influence of COO on product evaluation and purchase intention has been studied since the 1960s. Many researchers who have conducted surveys on country of origin effects on consumer behavior (Cordell,1992;Nagashima,1970;Roth and Romeoin,1992) believe that country of origin is a significant factor in influencing international marketing. The findings show that consumers evaluate goods from developing countries unfairly because of the previous beliefs of people; therefore, developing countries have a problem with this issue and face unjust evaluation. Studies have also shown that this effect differs among people similar to brand, guarantee and price, which contrasts to other tangible characteristics. In addition, buyers use country of origin as an indicator of a product's quality (J. K. Lee & Lee, 2009).

The history of the literature about country of origin goes back over 40 years, and explores whether or not the 'country of origin' of a product has an effect on consumer purchase intention (Zeugner-Roth & Diamantopoulos,2010). The progress of globalization means that the customer's assessment according to the country of origin is more complex than before. There is considerable literature on this issue from the 1980s, which demonstrates the clear proof of country of origin influence on consumers 'purchase intention and evaluation'. Lou and Johnson (2005) concluded that COO can be a predictor for customer thoughts and preference trend. Studies show that as an extrinsic cue, country of origin helps people in judging. This happens because evaluating extrinsic cues is more convenient than intrinsic attributes, and the important thing that should be considered is that the country of origin effect is involuntary on people's evaluation. (Dagger & Raciti, 2011);Powers, N., & Fetscherin, M. 2008 ;Yasin, *et.al.*, 2007).

According to Ghazali, *et.al.*,(2008); COO can have a positive or negative impact on customer intention, according to every effect that the country of manufacture has on the perception of the buyers. In this competitive market, companies have an opportunity to participate in the global market; therefore, the accessibility to foreign products is improved. In this situation, the role of the country of origin is more significant than before in which only domestic goods were

available. In this day and age, the place of manufacture may influence people's insight in their evaluation of the quality of products. Therefore, when the number of international companies increased with globalization, more research was required about the performance of customers to lead marketers and managers in the global market.

One of the most important subjects that have been studied for many years is consumer behavior, which is capable of affecting country of origin from a different perspective. One of these perspectives is that customers basically use COO as an indicator among many attributes of a product for assessing the product. Another point of view is that buyers may use the "halo effect" according to country of origin for their purchase behavior. This also plays a considerable role in customer thinking when choosing from a wide range of products. Every person has a special attitude towards his or her purchase behavior and the parameters that influence it; even people who live in the same country with the same beliefs have different buying behaviors. As studies have demonstrated before, COO still affects this issue. (Ghazali, et al., 2008) .

Another scholar, in 1989, concluded that there are different understandings of country of origin's effect on product evaluation. First, COO has an impact on observations concerning specific products that can be extended to the whole product evaluation. Second, the country of origin also controls customer opinion about the country and overall goods that have been manufactured in that country; therefore, this perception may have a positive or negative effect on explanation of other data for specific product. Another point of view is that COO is a prominent factor that motivates concerns about the country of origin of the product, and, generally, product evaluation. Lim and Darley, in 1997, added that countries with a weak picture have a higher risk in making purchase intention (Ahmed,*et.al.*,2002).

Scholars like Fishbein and Ajzen (1975) supposed that purchase intention could be labelled as an assessment of the act of buying, "or psychological situation which presents a special perception towards particular behavior". Hsieh (2004) believed that the origin of customer attitude has a relation to purchase intention according to customer attitude. Lin and Chen (2006) also concluded that COO has a direct relationship with purchase intention (X. Wang & Yang, 2008).

2.1.8 Relevance of studying country of origin effects

According to Vandana Munjal, (2014), the concept of country of origin has emerged years or we can say decades ago. We have already studied that it was used as an identification mark and also for signaling quality. During 16th century, whiskey distillers started to use actual brand names and throughout 18th century, brand concept evolved. During 19th century, producers tried to enhance the perceived value of their products through consumer associations with brand names. During second half of 20th century, internationalization expanded rapidly. Closed economies such as India and china opened up their economies. With concept of new trade theory (1970'S) companies from all over the world joined each other in the race to achieve economies of scale. With a view to gain competitive advantage, companies started locating the production to their optimal locations. Optimal location refers to those locations where cost of production is minimal and has an ease to accessibility of raw material, skills required for production. (Hill & Jain,2013)

With all this, country of origin labels found to be irrelevant, Levitt (1983) gave the concept of global brands. He said that with globalization, a global class of consumer is emerging having similar tastes and preferences (Global youth segment). Therefore there is a need for standardization rather than differentiation, Global corporations rather than Multinational corporations and hence global brands rather than multinational brands. Therefore with this theory of Levitt, country of origin labels and study into their effects found to be irrelevant.

The concept given by Levitt is true only for certain category of products and applies only to certain category of consumers. Even with the globalization, this concept seems far away from reality. This is because still there is class of consumers, who have this strong desire of belongingness to the place they identify with. This however becomes difficult to satisfy in globalizing world. This is what we call as “Paradox of Internationalization”. Belk explains this concept through Newton’s principle “that for every action there is equal and opposite reaction”. The opposite reaction in this case is, consumer perceives internationalization as direct threat to their identity and there bend up in loving their region more. This attachment encourages them to buy locally produced goods as reassurance to their identity. Secondly, standardization and lower costs have resulted in an urge to buy something different in customer. They want variety but unique distinctiveness in product. In this case regional products can be offered to them as alternative to the standard global brands. Two unique characteristics of regional products are:

- 1) They provide a unique selling point in comparison to global brands.
- 2) They are rare and constitute a status symbol and specialty good because special effort has to be made for their purchase.

Thus, it is relevant to study COO effects on consumer purchase intention. Our next section deals with various works that has taken place realizing the importance of this area and its possible implications on marketer (Munjaj,2014).

2.2 Empirical Literature review

2.2.1 Research review of COO from Ethiopian consumers' perspective

Country of origin effect can be defined as any influence that the country of manufacture has on a consumer's positive or negative perception of a product (Cateora & Graham,1999). With increasing availability of foreign goods in most national markets, the country of origin cue has become more important as consumers often evaluate imported goods differently than they do competing domestic products (Bilkey & Nes,1982). Nowadays, more companies are competing on the global market, and these companies manufacture their products worldwide and the location where they manufacture the products might affect the perception of the consumer on the quality of the product based on the country where the product is produced.

Although, a lot of research were undertaken on the influence of COO in industrialized countries yet studies on its effect in developing countries have remained relatively low (Insch & McBride, 2004). According to them the transitional economies are very promising for its growth potential and are distinctive from developed nations. Even the results found in previous studies conducted on developed nations may not be applicable for developing nations.

Moreover, no ample study has been carried out on the influence of country of origin image on purchase intension in the context of Ethiopia, one of the developing countries in the world with varied ethnic and cultural diversities. Thus, increased globalization has attracted interest in Country-of-Origin research and how they affect decision-making (Papadopoulos and Heslop ,1993). The best of the researcher knowledge, very few researches have related to the characteristics of Ethiopian consumer's so the information is still limited. But few researches have explored related with Ethiopian context. Degoma & Shetemam (2014) research on the impact of country of origin image on purchase intention: A case study on Bahir Dar University

instructors. The main finding of the study has indicated that the effect of country of origin is more important on perceived quality than on purchase intention. And also, the impact of domestic and foreign country-of-origin image on both perceived quality and purchase intention of Ethiopian consumers had been positive and significant, implying that the country-of-origin image affects positively the purchasing decisions and the judgments of perceived quality of domestic and foreign products.

According to Aynadis Z., (2014) investigated the 'made-in' effect: effect of country of origin on consumers buying decision of cloths (A case of COO'S effect on Mekelle university students). In this finding it is discovered that product specific cues like quality and design of cloths, which differ according to the country of origin, significantly affect their buying behavior. Moreover the students' opinion towards country of origin is discussed and students perceive that it is really important to know the COO before purchase decision. The study conducted with the Chinese product, Arun Korath,*et.al.*,(2014), they are studied on "Attitude towards buying behavior of apparels made in china with reference to dilla (Ethiopia)" and the findings of the research work is indicated that attitude of Dilla consumers for apparels made by China are not positive. And also, the analysis that the apparels manufacturing companies need to improve the quality to increase their share in market.

Another research, related with pharmaceutical drug, Ayalew N., (2014) studied on country of origin effect on Ethiopian consumers' evaluation of Indian pharmaceutical drug; in general the finding is Ethiopian consumers hold favorable overall country image and perception of India but have negative impression towards its medical products specially, pharmaceutical drug. And the finding suggests that the awareness levels of Indian pharmaceutical drug need to be raised possibly by Indian pharmaceutical product importers.

Consequently, there are few researches are done COO effect in Ethiopian consumer's context but still they are not well enough for the managerial decision making and dynamic market environment. Several studies have extensively documented that country of origin influences on product evaluations. In general, evaluations of a country associated with a product leads to a corresponding favorable and unfavorable evaluation of a product (Gurhan-Canli & Maheswaran, 2000). With increasing availability of foreign goods in most national markets, the country of

origin cue has become more important as consumers often evaluate imported goods differently than they do competing domestic products (Bilkey & Nes, 1982). Nowadays, more companies are competing on the global market, and these companies manufacture their products Worldwide and the location where they manufacture the products might affect the perception of the consumer on the quality of the product based on the country where the product is produced.

A study on the effect of country of origin on product purchasing intention from the decision making, price and quality dimension has been not studied in our context (to the best of the researchers' knowledge). Recognizing the country-of-origin effect on consumers' buying intentions and quantifying the effect not only will help consumers understand the rationality of their purchase behavior, but also will help international producers and marketers. Previous researchers found that country-of-origin image is of one of the most immediate interests for products which are marketed in a country other than the one in which they are produced (Papadopoulos, 1993). This research will help to fill the gap by examine the effect of country of origin on purchase intention and provides insights regarding the components of country-related that drive behavioral intentions and which, therefore, need to be considered when developing international marketing strategies, etc.

2.2.2 COO Effects and Demographic Characteristics

Consumers' demographic characteristics usually influence the way they perceive, evaluate, form attitude and purchase foreign brands. Studies proved that demographic variables of consumers play important role in determining the COO effect. It is observed that age is widely used variable in COO effect on consumer buying behavior. Researches show that older people are biased towards the foreign products as compared to less aged people (Bailey and Pineres, 1997). Huddleston et al (2001) found the positive relationship between age and ethnocentrism (domestic orientation). In past studies, a significant relationship between age and perceived impact of products' COO was examined, as older people were likely to have a more positive attitude toward the country where the product is manufactured. On the contrary, few researchers have found that younger consumers prefer to purchase products of western countries considering high quality and value for money.

This may be because many younger people have a better education background and have global exposure and orientation. Male and female shows different attitudes towards different countries products and females like foreign products, whereas males are biased towards them (Sharma, *et al.*, 1995). McLain and Sternquist (1991) and Huddleston *et.al.* (2001) concluded that there is no significant relationship between gender and ethnocentric tendency. Consumers' level of education with global exposure could also play moderator roles in the evaluation of the COO effect. Researchers argued that level of education is correlated to favoring the foreign products as compared to the people with lesser education (McLain and Sternquist, 1991; Sharma *et al.*,1995). It is because educated people seem to be more familiar or aware of the attributes of product and country's competitive advantage in manufacturing certain kinds of products.

Insch and McBride (2004) found a positive relationship between level of education and COO cues. They found that Mexican consumers with higher levels of education were more likely to synthesize the product's COO cue in their product quality evaluations. They also found that level of education and COO evaluation was not applicable to all range of product evaluations. Chryssochoidis *et al.* (2007) and Hsu and Nien (2008) found consumers with lower levels of education are comparatively more ethnocentric. Imported products are favoured by the higher income group people and vice versa (Wall *et al.*, 1991). However, McLain and Sternquist (1991) and Han (1990) found no relationship between income and COO. Considering these issues, a hypothesis was framed to examine the relationship between demographic characteristics of consumers and the effect of COO on their product evaluation and purchase behavior.

H1: COO effect of product purchase does not differ significantly across the demographic characteristics (age, gender and education level) of consumers.

2.2.3 Xenocentrism and purchase intention.

Xenocentrism is the sociological concept which views that a group other than one's own is the center of everything and that all others, including one's own group, are scaled and rated with reference to it (Kent & Burnight, 1951). In marketing, this means that foreign products are superior to all others, including the domestic products. It is observed that consumers of developing economies may regard products from developed markets as an indication of their higher status, class, wealth and lifestyle and, in this sense, the possession of such products allows

them to demonstrate that they are more cosmopolitan (Ghose & Lowengart, 2001). Consumers from developing countries may perceive themselves as being less provincial and more international. They are interested in purchasing and using products of other countries because they are more concerned about material needs and interested in showing their status and wealth by purchasing and using foreign products. Research has found that degree of global exposure, the level of familiarity with different countries and their products can influence consumers' willingness to purchase products and the extent to which they use COO cues.

Russell and Russell (2006) and Ahmed and d'Astous (2008) suggested that the greater the level of familiarity with a country and its products, the more objective consumer's product perceptions are. Animosity may increase the consumer's rejection of imported products and increase their preference of local products (ethnocentrism), under the condition of unfamiliarity. Keeping these into consideration, the second hypothesis is assumed as:

H2: There is no significant relationship between Xenocentrism and purchase intention.

2.2.4 Ethnocentrism and purchase intention.

A study by Wong et al. (2008) examined the extent to which the ethnocentrism levels of consumers affect their product quality perceptions or purchase intentions with respect to home-produced goods and how these beliefs interact with the dimensions of COO. These authors broke down the COO into three subconstructs. In their study of high-involvement products for young Chinese consumers, the authors concluded that there is no evidence of any substitution effect of these COO subconstructs on consumer product evaluations and purchase intentions. Another study (Wong, 2005) concluded that the three COO subcomponents and their interaction effects did not appear to strongly affect consumer product perceptions and purchase intentions. Therefore, the third hypothesis is assumed as:

H3: There is a significant relationship ethnocentrism and purchase intention

Consumer behavior studies have noted that consumers often refer to COO labels to identify the quality of a product (Shenge, 2010). According to Thakor and Lavack (2003), COO has a prominent effect on the positive or negative intentions of a consumer with respect to brand quality; they also suggested that COO information should be considered in marketing activities. Moreover, Huber and McCann (1982) have observed that COO influences consumer product

evaluations by signaling product quality when consumers are unable to detect the true quality of a country's product.

H4: There is a significant relationship between Quality & Technological Excellence and Purchase Intention

Aaker (1991) in one of his study added assumption that brand equity comprises five main paradigms: brand awareness, perceived quality, brand association, brand loyalty and other brand elements. The consumer-based perspective on brand equity is divided into two subcategories: the first perspective discusses consumer perceptions (e.g. brand association, brand awareness and perceived quality), whereas the second perspective focuses on actual consumer behavior (i.e. brand equity/loyalty and the willingness to pay a high price).

Consumer-based brand equity was defined by Keller (1993, p. 2) as “the differential effect of brand knowledge on consumer response to the marketing of the brand”. Furthermore, a study by Chowdhury and Kabir (2010) concluded that, in the case of industrial products, COD is a more important cue in organizational purchase decisions than brand name. Furthermore, research conducted by Yassin et al. (2007) concluded that COO image affects brand equity either directly or indirectly, and the authors added the mediating factors of brand uniqueness, brand equity or loyalty and brand awareness.

H5: There is a significant relationship between Product Class & Knowledge and Purchase Intention

A fresh report on research priorities issued by the Marketing Science Institute (2004) has indicated that brand equity is the most important research topic in the marketing literature. In this research stream, Lin and Kao (2004) developed a model that links COO effects to brand equity.

In their study of high-involvement products for young Chinese consumers, the authors concluded that there is no evidence of any substitution effect of these COO subconstructs on consumer product evaluations and purchase intentions. Another study (Wong, 2005) concluded that the three COO subcomponents and their interaction effects did not appear to strongly affect consumer product perceptions and purchase intentions. Therefore, firms attempting to use COO information to appeal to Chinese consumers for hybrid products may not reap the desired benefits: accordingly

H5: There is a significant relationship between Product Superiority & Trust and Purchase Intention

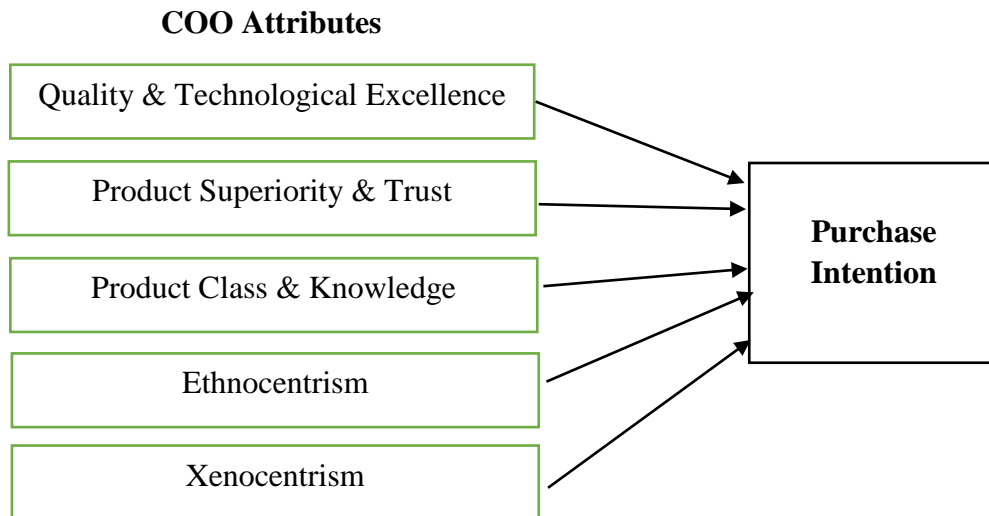


Figure 1 Conceptual framework, adopted from Devkant Kala and D.S. Chaubey,2016

CHAPTER THREE;

RESEARCH DESIGN AND METHODOLOGY

This chapter discusses the processes and techniques used in carrying out the study. It also gives a description of the respondents including information on the study population, the number of respondents and how they were selected. It also provides an outline of research design and the instruments for data collection. The methods adopted in the administration of the research instrument, data collection procedure, data analysis and measures used to ensure validity of the instrument used.

3.1 Research approach

The study followed a Sequential Mixed research philosophy where more quantitative which is, especially used predetermined and highly structured data collection techniques under this study. However, a distinction needs to be drawn between data about the attributes of people, organizations or other things and data based on opinions, sometimes referred to as 'qualitative' numbers. Quantitative research examines relationships between variables, which are measured numerically and analyzed using a range of statistical and graphical techniques. It often incorporates controls to ensure the validity of data, as in an experimental design. Because data are collected in a standard manner, it is important to ensure that questions are expressed clearly so they are understood in the same way by each participant. This methodology often uses probability sampling techniques to ensure generalizability and the researcher is seen as independent from those being researched, which are usually called respondents (Creswell, 2014).

Thus, the study was used explanatory sequential mixed methods approach as a design in mixed methods that involves a two-phase project in which the researcher collects quantitative data in the first phase, analyzes the results, and then uses the results to plan (or build on to) the second, qualitative phase. The quantitative results typically inform the types of participants to be purposefully selected for the qualitative phase and the types of questions that will be asked of the participants. The overall intent of this design will be to have the qualitative data help

explain in more detail the initial quantitative results. A typical procedure might involve collecting survey data in the first phase, analyzing the data, and then following up with qualitative interpretation to help explain the survey responses.

The study is quantitative where survey research is followed since it provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population that includes a cross-sectional study using survey questionnaires for data collection with the intent of generalizing from a sample to a population (Fowler, 2008) consequently, a cross-sectional research is applied since this enables the researcher to compare two or more groups once and represent a snapshot of one point in time

3.2 Research design

Research design as Burns & Bush (2002) stated, can be used for three purposes. These are descriptive, exploratory, and explanatory. Causal research primarily explains why events occur by defining the cause-and-effect relationships amongst variables and suitable when the research problem is already well documented (Zikmund 2003). Descriptive research ‘paint a picture’ using words or numbers and present a profile, a classification of types, or an outline of steps to answer questions such as who, when, where and how (Neuman 2006). While exploratory studies are common in the initial stages to gain a better understanding of the problem with an in-depth investigation by breaking down a broad problem into smaller and well-defined sub-problems. (Wong, 1999).

Accordingly the study was used a casual research design since causal studies helps the researcher to seek to discover the effect that a variable(s) has on another (or others) or why certain outcomes are obtained furthermore the concept of causality is grounded in the logic of hypothesis testing, which, in turn, produces inductive conclusions though such conclusions are probabilistic and thus can never be demonstrated with certainty (Cooper, 2014). The inferential questions or hypotheses relate variables or compare groups in terms of variables so that inferences can be drawn from the sample to a population plus it provides a rationale for the choice of statistical test and mention the assumptions associated with the statistic (Creswell, 2014).

3.3 Sampling and techniques

3.3.1 Population, sampling frame, and sampling technique

After the justification of the research methodology, a sample design was chosen to collect relevant information for the research problem. In selecting a valid sample of young consumers in Addis Ababa, the definition of the target population, selection of sampling method, and determination of sample size is essential

The population is described as a group of elements or cases, whether individuals, objects, or events, that conform to specific criteria and to which we intend to generalize the result of the research (McMillan and Schumacher, 2001). For the present study, the target population was comprised of students of various universities in Addis Ababa to assess the country of origin impact on consumers' purchase decision making process selected universities in Addis Ababa. Thus, in this study, information was collected from students of various universities of Addis Ababa, the capital of Ethiopia. University students were selected for the study because they belong to the middle and high class, and their education, purchasing power, social status, and social interactions make them more involved in the purchase of a different variety of products.

For this study non-probability design in the form of convenience sampling was used since this enables the researcher to have the freedom to choose to pick university students from Addis Ababa, moreover, it is also the only feasible alternative sampling method as a result that the total population (of university students) may not be available for this study. However, the selected sampling design is associated shortcoming relates to its restricted generalizability, particularly in terms of the higher chances of sampling errors (Sekaran, 2003) and to overcome restrictions concerning generalizability, maintains that it is advisable to use larger samples.

3.3.2 Sample size

If a universe from which a sample is to be drawn does not constitute a homogeneous group stratified sampling technique is to be applied to obtain representation sample. That is to obtain a representative sample. Researchers normally work to a 95 percent level of certainty. This means that if a sample was selected 100 times, at least 95 of these samples would be certain to represent the characteristics of the target population. The confidence level states the precision estimates of

the target population as the percentage that is within a certain range or margin of error. Thus, the following sampling formula for an infinite population was used to come up with the sample size:

$$n_0 = \frac{z^2 pq}{e^2}, \text{ where}$$

n_0 - Sample size

Z – z value at a specified confidence interval

p - the Estimated proportion of an attribute present in the population

e – a Desired level of precision

With a 95% confidence interval, a 5% level of precision, and a proportion of 50%, the sample size for this study where 384. The 50% proportion is the maximum variability in a population, which is often used in determining a more conservative sample size (Isreal, 2013).

Accordingly refereeing the sample size determination table (Annex 1) the sample size of the study where 384 taking a 95 percent confidence level for 5% margins of error.

3.4 Source and instruments of Data collection

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer the stated research questions, test hypotheses, and evaluate outcomes. A survey questionnaire was adopted (self-administered) to obtain primary data that enables the researcher to measure the relevant constructs in a quantitative manner through the use of statistical techniques (correlation and t-tests) to analyze the respondents' level of agreement or disagreement in the differences between the variables employed in the study and the factors affecting employees turnover intentions (Creswell, 2014) and the questionnaire uses a five-point Likert scale to measure the variables employed to obtain quantitative data.

The survey was conducted using self-administrated questionnaires in front of the Universities' entrance gates to choose the respondents. Each prospective respondent was initially approached and informed the purpose of the survey. The survey questionnaire has consisted of three sections: consumer purchase behavior, attitude towards the effect of products' COO and demographic profile with some measurements being modified to adapt to this study based on a

focus group that was conducted.

By reviewing the works of prominent researchers, including Shimp & Sharma (1987), Sharma, Shimp & Shin (1995), Kaynak, Kucukemiroglu&Hyder (2000), Balabanis& Diamantopoulos (2004), Ahmed & d'Astous (2008), Haque et al. (2015) variables for COO effect on purchase decision was identified and incorporated into the structured questionnaire. Respondents were asked to indicate their level of agreement with each of the 20 attributes of a five-point Likert-scale ranging from 1 (strongly disagree) to 5 (strongly agree). To ensure the validity of the survey instrument, the initial questionnaire will be given to a sample of faculty members to judge the content's validity, the clarity of its items meaning and to assure its linkages with the study objectives. To validate the reliability, the questionnaire where pilot tested using 38respondents, representing 10% of the total sample size, who considered the representatives of the study population.

3.4.1 Procedure of Data Collection

Data was collected by using a self-administered questionnaire in different location of the Addis Ababa city various university. The questionnaire was distributed and administered to the chosen respondents. Respondents in front of the Universities' entrance gates. The researcher personally handover and requests the respondents to fill up the questionnaire and brief the purpose of the research. The respondents would be expected to fill out the questionnaire following the instructions provided in the questions. Then immediately collect filled questionnaire.

3.4.2 Method of Data analysis

Data analysis is carried out using the Statistical Package for Social Science (SPSS) version 23. The study where a focus on the following dimensions of independent variables, product attributes (quality and technological excellence, product superiority and trust, product class and knowledge, ethnocentrism and xenocentrism) to influence purchase intentions of young consumers in Ethiopia which is a dependent Variables which was measured in a five-point Likert scale. The methods of statistical analysis included descriptive statistics (Percentage, Frequency) was used to analyze the demographic related information of respondents'. Pearson correlation is applied to determine the relationship between independent variables and dependent variable while multiple regression analysis was carried out to ascertain to determine

the effect of independent variables on the dependent variable and to ensure internal consistency among the items included in each of the scales is estimated using Cronbach's coefficient alpha.

Consequently, a descriptive statistics in the form of arithmetic means and standard deviations was computed for the various independent and dependent dimensions assessed in the survey and a correlation and one-way ANOVA analysis was carried out using correlation coefficients to depict the relationship between the variables with the degree of association to test the hypothesis stated in the study. Furthermore, since the current aim study (ANOVA) is used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups plus it enables the researcher to compare three or more groups of variables with one another.

CHAPTER FOUR; RESULTS AND DISCUSSIONS

4.1 Introduction

In this chapter, a brief overview of the respondents' information was presented then a statistical analysis of the data collected is proceed. In the analysis, the data were compared with the theories presented in the theoretical research frame, all derived from the literature review. The analysis follow in the same structure as the research questions and hypotheses.

4.2 Results and findings of the study

4.2.1 Description of Sample

The population comprises of students of various universities of Addis Ababa, the capital of Ethiopia. To get the actual set of units from which a sample was drawn, information was collected from students of various universities of Addis Ababa, the capital of Ethiopia from February 1 to February 28, 2019, a total of 346 survey instruments were distributed (less the 38 pilot test participants) 286 fully filled survey questioners' were obtained leaving the remaining 60 survey questioners' were either incomplete , not usable or some replies were found to be vague as a result has to be removed from the computation in the study.

Table 1 Questionnaire Distribution and Response Rates

Method	Distributed (%)	Returned (%)	Response Rate (%)
Sample size	384		
Pilot test	38	38	100 %
Hand Delivered	346	286	82.6%
Total			

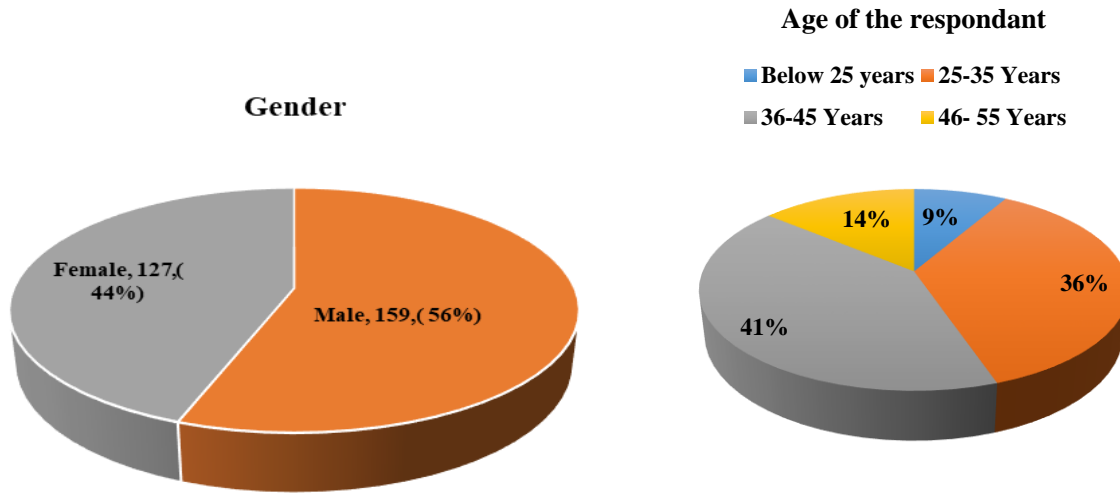
Source: researcher's own compilation of Survey data 2019

4.2.2 Demographic Profile of the Respondents

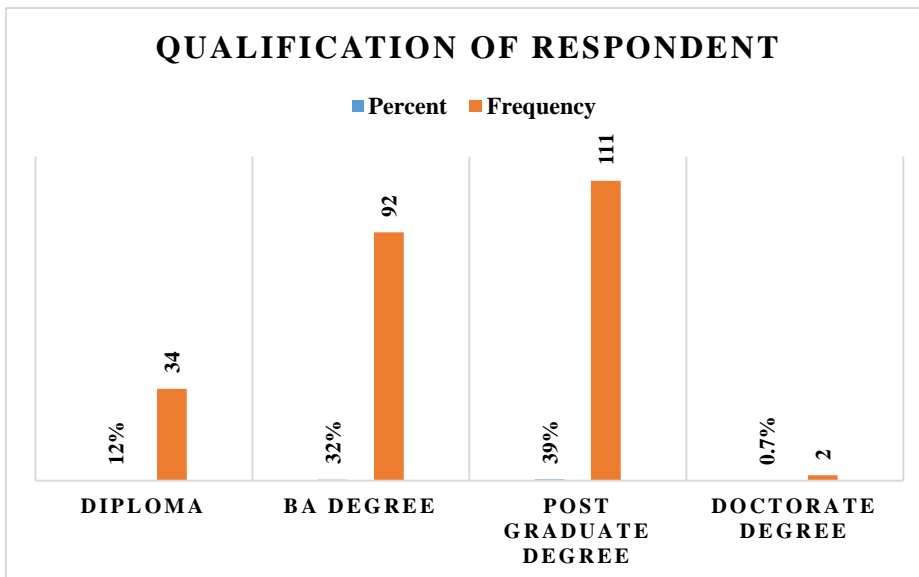
The first two demographic variables tried to look at the gender and level of education distribution of the participants. As it can be seen in the diagram above (figure 4.1), the number of males was slightly more than the females (56%) while looking at the age distribution, it looks

like the majority of the participants were between the ages of 36- 45. The second highest age group was between 26-35years.

Figure 2 Participants Profile



Source: researcher's own compilation of Survey data 2019



Looking at the participants education qualification Masters and above (39%) dominated the participants by level of education while 32% Holds Degree

Source: researcher's own compilation of Survey data 2019

4.2.3 Ethiopian young consumer's on product's COO

Past studies indicate that consumers make purchasing decision based on their own personal attributes such as age, gender and education, as well as product attributes such as price, performance, quality and COO. COO has emerged an important topic of discussion in the young

generation consumers as majority feels differences in the product quality and country of its origin. Keeping these into consideration, an attempt was made to assess the effect of beauty products' COO and its influence in a purchase decision among young consumers. Respondents were asked to complete a series of attitude statements using a five point scale where one was strongly agree and five strongly disagree. All these statements were categorized into five major categories, namely quality and technological excellence, product superiority and trust, product class and knowledge, ethnocentrism and xenocentrism. The results are presented in Table 2 and provide further insight into the role that COO plays in influencing the purchase patterns of young consumers in Ethiopia.

Table 2 Consumers' attitude towards COO

	Mean	Std.D
Quality and Technological Excellence	3.54	.851
I find out a beauty product's COO determines the quality of a product	3.92	1.011
To make sure that I buy the high quality beauty product, I look at what country the beauty product was made in.	3.59	1.141
I trust brand instead of its place of origin	3.30	1.156
I believe COO determines the technological sophistication of the beauty product	3.33	1.128
Product Superiority and Trust	3.34	.790
I look for COO information to choose the best beauty product available in a beauty product class	3.67	1.091
When I am buying a new beauty product, the COO is the first piece of information that I consider.	3.56	1.143
If I have a little experience with a beauty product, I search for COO information to help me make a more informed decision.	2.88	1.159
I look for the "Made in..." labels in beauty product before making a purchase.	3.10	1.297
I refuse to purchase a beauty product without knowing its COO	3.01	1.159
When a lot of equivalent beauty products are available, I would prioritize to purchase the beauty product on the basis of COO	3.53	1.156
To purchase a beauty product that is acceptable to my family and friends, I look for the product's COO.	3.66	1.124

Product Class and Knowledge	3.37	.855
It is less important to look for COO when buying a beauty product that is less expensive	3.36	1.079
When buying a beauty product that has a high risk of malfunction, I always look for COO.	2.97	1.206
The influence for COO seems to be more important for luxury beauty goods than for necessity products.	3.46	1.097
When buying expensive beauty items, I always seek to find out the product's COO.	3.67	1.104
Ethnocentrism	3.70	.966
Beauty products made in Ethiopia are usually a good value for the money.	3.92	1.133
If the quality of Ethiopia -made and imported beauty products is the same, I will buy Ethiopian beauty products even if it cost a bit more	3.48	1.239
Xenocentrism	3.00	.995
I would always prefer to buy beauty products made in the West	2.66	1.330
Beauty products made in the West occupy a very strong competitive position in comparison to the beauty products made in Ethiopia	2.83	1.321
Beauty products made in Ethiopia are generally of a lower quality than similar beauty products from Western countries.	3.50	1.302

Source: researcher's own compilation of Survey data 2019

Scale: 1=Not High, 2= Less High, 3= High 4= very High, and 5= Extremely High

The results, presented in table 3, indicate that ethnocentrism is the most important dimension of COO effect (m=3.70). Furthermore beauty products made in Ethiopia are usually a good value for the money effect is more significant. Furthermore the young consumers have positive perception towards Ethiopian beauty products as long as the quality of Ethiopia -made and imported beauty products is the same, even if it costs more shows a satisfactory opinion of customers towards beauty product of Ethiopian origin

The results, presented in table 2, also indicate that product class and knowledge is the next important dimension net of COO effect (m=3.37). However, the effect of COO is more significant for expensive products as compared to cheap or products of necessity. Further, COO

also acts as a source of knowledge for quality and performance of products. The responses of consumers towards xenocentrism are quite different .In the Xenocentrism, weak positioning of western products in the minds of Ethiopian consumer (m= 2.66), better quality of western products as compared to Ethiopian products (m=2.83) and consumer preference towards products of western countries (m=3.50) shows the performance average which probably may have something to do with high price and unavailability of European beauty products even though young consumers highly believe that beauty products made in Ethiopia are generally of a lower quality than similar products from western countries.

Concerning product superiority and trust, consumers believe that COO information helps in selecting the best product in the product category (m=3.67) and making the purchase of the new product (m=3.56). COO information is also used by consumers to purchase the product which is acceptable to family and friends and purchase a product having no or less prior experience (m=2.88). With respect to quality and technological excellence, consumers gave a high ranking to statement ‘COO determine the quality of a product’ (m=3.92) and ‘the technological sophistication of the product’ (m=3.33) further more consumers indicated that they look at what country the product was made to make sure that they have bought a high quality beauty product.

4.2.4 Reliability of the instrument used

Consequently, the researcher calculated reliability of this study using Cronbach's Alpha to check the internal consistency among items of research survey questionnaire. Thus, Table 3 shows the results of Cronbach's Alpha coefficients. It was 67. % for quality, technology and 66.7% for superiority and trust, 66.4% for class and knowledge, 74.9% for ethnocentrism, 71.6% for xenocentrism and 71.2% for purchase intention. As overall result, the items of questionnaire are stable coefficient value of all fields (82.1%). This result is acceptable because it's greater than the percentage 0.60 (Tavakol and Dennick, 2011).

Table 3 Cronbach's Alpha Coefficients

Variable	No. of items	Cronbach's Alpha
Quality and Technology	4	.670
Superiority and Trust	7	.667
Class and Knowledge	4	.664
Ethnocentrism	2	.749
Xenocentrism	3	.716
Purchase Intention	2	.712
Over all	22	.821

Source: researcher's own compilation of Survey data 2019

4.4.1 Relationship between Attitude Variables

4.4.1.1 Correlation Analysis

The correlation coefficient depicts the basic relationship across two variables: “Do two variables have a tendency to increase together (Co-together) or to change in opposite directions and, if so, by how much? The two most commonly used statistical techniques to analyze relationships between continuous variables are the Pearson correlation and linear regression. The term correlation is correct, but correlation also refers to a specific statistical technique. Since the study have parametric data Pearson correlations are used to study the relationship between two continuous variables and the theoretical correlation coefficient is often expressed using the Greek letter rho (ρ).

The Pearson correlation coefficient is used to quantify the strength and direction of the relationship between continuous variables. The Pearson correlation coefficient is a measure of the extent to which there is a linear (straight line) relationship between two variables. It has values between -1 and $+1$, so that the larger the value, the stronger the correlation. As an example, a correlation of $+1$ indicates that the data fall on a perfect straight line sloping upward (positive relationship), while a correlation of -1 would represent data forming a straight line sloping downward (negative relationship). A correlation of 0 indicates there is no straight- line relationship at all (SPSS v.23 manual). Correspondingly, the effect size for a correlation measures the strength of the relationship. For correlation, r serves as the numeric measure of the effect size whose strength can be interpreted according to criteria developed by Cohen (1988):

- When r is greater than 0.10 and less than 0.30, the effect size is “small.”
- When r is greater than 0.30 and less than 0.50, the effect size is “medium.”
- When r is greater than 0.50 the effect size is “large.”

Effect sizes smaller than 0.10 would be considered trivial. These terms (small, medium, and large) associated with the size of the correlation are intended to provide users with a specific word that can be used to describe the strength of the correlation in a write-up (SPSS v.23 manual).

Table 4 Correlation table

	Quality and Technology	Superiority And Trust	Class and Knowledge	Ethnocentrism	Xenocentrism	Purchase Intention
Quality and Technology	1					
Sig. (2-tailed)						
Superiority And Trust	.657**	1				
Sig. (2-tailed)	.000					
Class and Knowledge	.629**	.622**	1			
Sig. (2-tailed)	.000	.000				
Ethnocentrism	.048	.113	.075	1		
Sig. (2-tailed)	.419	.055	.206			
Xenocentrism	.442	.419**	.500**	.017	1	
Sig. (2-tailed)	.000	.000	.000	.770		
Purchase Intention	.409	.441**	.393**	.190**	.343**	1
Sig. (2-tailed)	.000	.000	.000	.001	.000	

**Correlation is significant at the 0.01 level (2-tailed). Pearson rho (p). N=286

Source: researcher’s own compilation of Survey data 2019

Correlation coefficient is > 0 for all factors. This implies that the variables quality and technology, Superiority and trust, class and knowledge, ethnocentrism, and xenocentrism, change in the same direction with Purchase Intention. If one is higher, then so is the other. The two asterisks indicate that the estimate of 0.657**, 0.622**, 0.629**, 0.419**, 0.500** statistically significant at the 0.01 level implicating a 99 degree of confidence. Furthermore, superiority and trust, class and knowledge, ethnocentrism, and xenocentrism are positively correlated with Purchase Intention at significant level of 1% (0.441**,0.393**,0.190**,0.343**) This indicates that the alternative hypothesis (H3,H5&H6)

are accepted and there is positive significant relationship between superiority and trust, class and knowledge, ethnocentrism, and xenocentrism are positively correlated with purchase intention university student consumers in Ethiopia while Hypothesis (H2& H4) are rejected since the relationship between beauty product quality and technology found to be insignificant while there is positive significant relationship between xenocentrism and purchase intension .As seen in the result the , the effect size for a correlation measures of the independent factors varies having superiority and trust ,class and knowledge and xenocentrism a medium size effect on purchase intention, while, Ethnocentrism registering a small size effect on purchase intention accordingly.

4.4.2 COO Effects and Demographic Characteristics

4.4.2.1 one-way ANOVA

Analysis of variance is a procedure used for comparing sample means to see if there is sufficient evidence to infer that the means of the corresponding population distributions also differ. Using the One-Way ANOVA, may have exactly one dependent variable (always continuous) and exactly one independent variable (always categorical). One-Way ANOVA will generate a significance value indicating whether there are significant differences within the comparisons being made. This significance value answers the first question that every researcher must answer when using a one-way ANOVA: Can I be confident that the differences between all of the groups in my study is not due to random chance or error? Note that the p value (significance) does not indicate where the difference is or what the differences are (SPSS manual v.23).

Assumptions

ANOVA tests are based on the following assumptions (Vincent, 1999):

- The data should be parametric, measured on an interval or ratio scale. The dependent Variables are transform so that it is more normal or the variances in the group are more similar (see *Annex A-E*).
- Independence. There should be no relationship between the scores of the dependent variable in the different groups see *Annex B*).
- Homogeneity of variances. The groups should come from populations which have equal or nearly equal variances in the scores of the dependent variable- Levene test (see *Annex C*).

- Normality. The scores of the dependent variables in each group should come from populations which are normally distributed (see *Annex D*).

Table 5 COO effect across the Gender of Respondents

COO Factors	Mean		ANOVA	
	Male	Female	F Value	p Value
Quality & Technological Excellence	3.64	3.40	5.951	0.015
Product Superiority & Trust	3.41	3.26	2.378	0.124
Product Class & Knowledge	3.43	3.28	2.207	0.138
Ethnocentrism	3.84	3.51	8.503	0.004
Xenocentrism	3.00	2.99	.002	0.961

Df = 1, 285; p Value = 0.05

Source: researcher's own compilation of Survey data 2019

One-way ANOVA analysis was carried out with the assumption that the factors of COO do not differ significantly across the gender of consumers. From the table 5, it is observed p-value for all factors except quality & ethnocentrism is above the chosen alpha of 0.05. Hence the null hypothesis is accepted, indicating that there is no significant difference in product superiority & trust, product class & knowledge, technological excellence and xenocentrism across the gender of consumers. Whereas, the null hypothesis is rejected in case of quality & technological excellence, & ethnocentrism indicating that there is a significant across the gender.

Table 6 COO effect across the Age of Respondents

COO Factors	Mean				ANOVA	
	Below 25 years	25-35 Years	36-45 Years	46- 55 Years	F Value	p Value
Quality & Technological excellence	3.79	3.50	3.45	3.74	1.986	0.119
Product Superiority & Trust	3.47	3.38	3.25	3.45	1.062	0.365
Product Class & Knowledge	3.89	3.30	3.26	3.54	4.451	0.004
Ethnocentrism	2.77	3.73	3.80	3.85	8.859	0.000
Xenocentrism	3.51	2.90	2.94	3.07	2.705	0.046

Df = 3, 282; p Value = 0.05

Source: researcher's own compilation of Survey data 2019

One-way ANOVA analysis was carried out with the assumption that the factors of COO do not differ significantly across the age of consumers. From the table 4, it is observed that p-value for factors, quality & technological excellence, and product superiority & trust is above the chosen alpha of 0.05 (0.119 and 0.365) while the observed p-value for product class & knowledge Ethnocentrism and Xenocentrism is well below the chosen alpha of 0.05. Hence the null hypothesis is accepted, indicating that there is significant difference in Ethnocentrism, Xenocentrism and product class & knowledge across the age of consumers. Whereas, the null hypothesis is accepted in case of quality & technological excellence, and product superiority & trust, indicating that there is no significant difference in these factors across the age of consumers.

Table 7 COO effect across the Education of Respondents

COO Factors	Mean					ANOVA	
	High school complete	Diploma	BA Degree	Post graduate Degree	Doctorate Degree	F Value	p Value
Quality & Technological excellence	3.35	3.33	3.32	3.60	3.88	1.521	.196
Product Superiority & Trust	3.21	3.05	3.46	3.30	4.07	2.572	.038
Product Class & Knowledge	3.53	2.99	3.39	3.37	4.00	2.411	.049
Ethnocentrism	3.34	3.24	3.61	4.06	3.25	8.638	.000
Xenocentrism	3.04	2.71	2.95	3.08	4.17	1.695	.151

Df = 4, 281; p Value = 0.05

Source: researcher's own compilation of Survey data 2019

One-way ANOVA analysis was carried out with the assumption that the factors of COO do not differ across the education of consumers. From the table 6, it is clear that, the observed p-value for all factors except xenocentrism is below the chosen alpha of 0.05. Hence the null hypothesis is rejected, indicating that there is a significant difference in product superiority & trust, quality & technological excellence, product class & knowledge, and ethnocentrism across the education of consumers. Whereas, the null hypothesis is accepted in case of xenocentrism, indicating that there is no significant difference across the educational level of consumers.

4.4.3 Association between variables

Regression analysis is about predicting the future (the unknown) based on data collected from the past (the known). A *regression analysis* determines the mathematical equation to be used to figure out what will happen, within a certain range of probability. It analyzes one variable, the dependent variable, taking into consideration the effect on it by one or more factors, the independent variables. The analysis determines that some independent variables have more effect than others, so their weights must be taken into account when they are the basis of a prediction. Regression analysis, therefore, is the process of looking for predictors and determining how well they predict.

When only one independent variable is taken into account, it's called a simple regression. But this study uses more than one independent variable, its uses multiple regressions analysis that shows the influence of two or more variables on a designated dependent variable. Accordingly, the following fundamental criteria's were fulfilled for creating a reliable model:

- The research was thoughtfully crafted and carefully designed by avoiding meaningless relationships or serious design flaws that may affect the arithmetic correctness of regression.
- The sample size should be large enough to create meaningful correlations. There are no hard rules concerning acceptable sample size, but as N drops below 50, the validity of the results become increasingly questionable, while the sample size in this study was 286 (*annex D*).
- Data should be examined carefully for outliers or other abnormalities (*See annex E*).
- The predictor variables should be approximately normally distributed, ideally with skewness and kurtosis values between ± 1 (*See annex D*).
- the issue of linear dependency between the predictor variables were considered i.e. The study never use two variables when one is partially or entirely dependent upon the other and also avoids to use variables that are conceptually very similar that can be checked by high correlation of variables (*See annex C*),

4.4.3.1 Stepwise Regression Analysis

Stepwise regression analysis was done for the proposed model to assess how independent variables are associated with the dependent variables. The result of this sequence is to produce a regression analysis that identifies which of the motivation predictors (superiority & trust, quality

& technological excellence, product class & knowledge xenocentrism, and ethnocentrism) have the greatest influence on the dependent variable (Purchase Intentions) of young consumers in Addis Ababa, Ethiopia. The stepwise method of selection was first enter the independent variable with the highest bivariate correlation with help, then enter the variable that explains the greatest additional amount of variance, then enter a third variable and so forth until no other variables significantly (significance is specified as $p \leq .10$ for this analysis) influence the amount of help given. If the influence of any variable increases above a significance of .20 after entry into the regression analysis, it will be dropped from the regression equation.

The results of stepwise regression analysis where the Forward entry method, a dependent variable and any number of predictor (independent) variables are designated are presented in the Table.

Table 8 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig. F Change
4	0.511	0.261	0.251	0.585	.000

D -Predictors: (Constant), Superiority and Trust, Xenocentrism, Ethnocentrism, Quality and Technology

Dependent Variable: Purchase Intention

Source: researcher's own compilation of Survey data 2019

The first statistic to look for in SPSS output when performing regression analyses is if Sig.-F is significant or not by seeing ("ANOVA") table .the table shows the goodness of fit of the model. The lower this number, the better the fit.

Typically, if "Sig." is greater than 0.05, we conclude that our model could not fit the data (See annex E) If Sig. < .01, then the model is significant at 99%, if Sig. < .05, then the model is significant at 95%, and if Sig. <.1, the model is significant at 90%. Significance implies that we can accept the model. If Sig>., 1 then the model was not significant (a relationship could not be found) or "R-square is not significantly different from zero."

Table 9 Relationship between Purchase Intention and COO variables

Variable	Coefficients		
	Standardized Beta	t-values	(p-value) Sig.
(Constant)		8.562	.000
Superiority and Trust	0.244	3.501	.001
Xenocentrism	0.163	2.800	.005
Ethnocentrism	0.151	2.933	.004
Quality and Technology	0.169	2.413	.016

Dependent Variable: Purchase Intention R2 = 0.261 ; F= 24.585 ; Sig. F= 0.000e

Source: researcher’s own compilation of Survey data 2019

4.4.3.2 Interpretation of regression results

Keeping the above criteria, in this study multiple regression analysis was done for independent factors COO predictors (*Superiority and Trust, Xenocentrism, Ethnocentrism, Quality and Technology*) against the dependent variable (*Purchase intension*) even tough model as a whole is significant (sig. P<0.001) indicating that for 99% confidence in the ability of the model to explain the dependent variable .

Table 10 Coefficients a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.758	0.205		8.562	0.000
Superiority and Trust	0.209	0.060	0.244	3.501	0.001
Xenocentrism	0.111	0.040	0.163	2.800	0.005
Ethnocentrism	0.106	0.036	0.151	2.933	0.004
Quality and Technology	0.134	0.056	0.169	2.413	0.016

a. Dependent Variable: Purchase Intention

Source: researcher’s own compilation of Survey data 2019

Table 11 Excluded Variables

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
					Tolerance	
4	Class and Knowledge	0.085	1.160	0.247	0.069	0.488

a. *Dependent Variable: Purchase Intention*

e. *Predictors in the Model: (Constant), Superiority and Trust, Xenocentrism, Ethnocentrism, Quality and Technology*

Source: researcher’s own compilation of Survey data 2019

An initial look identifies key elements of the analysis: Four models were tested, with four variable that met the entry requirement included in the final equation (*Superiority and Trust, Xenocentrism, Ethnocentrism, Quality and Technology*).one variable did not meet the entry requirement (*Class and Knowledge*). The multiple R shows a substantial correlation between the three predictor variables and the dependent variable employee performance (R=0.511). The R-square value indicates that about 26.1% of the variance in purchase intention is explained by four predictor variables. The β values indicate the relative influence of the entered variables, that is, *Superiority and Trust, Xenocentrism, Ethnocentrism, Quality and Technology* has the greatest influence on consumer Purchase Intention ($\beta = 0.244,0.163,0.151,0.169$). The direction of influence of the variables was positive. Subsequently, seeing the individual contribution of the independent variables Class and Knowledge found to be its contribution statistically insignificant (sig. 0.247) therefore the variable were removed from the model.

Moreover, It can be said that that there is significant positive effect between Superiority and Trust, Xenocentrism, Ethnocentrism, Quality and Technology and Purchase Intention because t-value is greater t- statics 1.96 and p-value is less than the significance level of 0.05 (p-value=0.000). However, one predictors (Class and Knowledge) did not have any significant impact on Purchase Intention in young consumers’ in Addis Ababa Ethiopia, because p-values for product class and knowledge are greater than 5% (p-value =24.7%.).

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS.

5.1 Introduction

The aim of this chapter is to present a summary of all the findings and to make conclusions based on the study findings. Additionally, the implications of the study to the theory and practice are addressed along with directions to future researches. Finally, the limitations of the study and suggestions for further research have been presented.

5.2 Conclusions

The results of the study show that COO is considered as information that affects consumers' purchasing decision in terms of their perception toward the product's attributes as well as their overall evaluation of the product. The present study demonstrates that Interestingly, young Ethiopian consumers display ethnocentric concern for beauty product evaluation and purchase and are ready to pay little more prices for Ethiopia made products as long as the quality of Ethiopia -made and imported products is the same. Moreover the responses of young Ethiopian consumers towards xenocentrism is shows weak positioning of western beauty products in the minds even though young Ethiopian consumers revealed that a better quality of western beauty products as compared to Ethiopian products.

The result also indicate that product class and knowledge is an important dimension of COO for young Ethiopian consumers however, the effect of COO is more significant for expensive products as compared to cheap or products of necessity. Further, COO also acts as a source of knowledge for quality and performance of products. Concerning beauty product superiority and trust, young Ethiopian consumers believe that COO information helps in selecting the best beauty product in the product category furthermore with respect to quality and technological excellence, and determines the quality of a beauty product' and 'the technological sophistication of the beauty product'. Furthermore consumers indicated that they look at what country the beauty product was made to make sure that they have bought a high quality product.

Since demographic characteristics of consumers play important role in determining the COO effect on beauty product evaluation and purchase, the present study also examined the

relationship between demographic characteristics and COO effect. One-way ANOVA analysis was carried out with the assumption that the factors of COO do not differ significantly across the age, gender and education of consumers. The study revealed that

- There is no significant difference in beauty product superiority & trust, product class & knowledge, technological excellence and xenocentrism across the gender of consumers.
- There is significant difference in Ethnocentrism, Xenocentrism and beauty product class & knowledge across the age of young Ethiopia consumers.
- There is a significant difference in beauty product superiority & trust, quality & technological excellence, product class & knowledge, and ethnocentrism across the education of young Ethiopia consumers some of these results are consistent with the studies of Sharma, et al. (1995), Bailey and Pineres (1997); Huddleston et al. (2001), Insch and McBride (2004), Chrysochoidis et al. (2007) and Hsu and Nien (2008) while few of the study results are different.

the study also shows COO factors Superiority and Trust, Xenocentrism, Ethnocentrism, Quality and Technology affects young Ethiopian consumers purchase intension while beauty product class and knowledge found to be having no impact on Ethiopian young consumers purchase intension .The study also shows that the importance of the COO effect depends on the beauty product Quality and Technology , degree of involvement in the purchase, product superiority and trust of consumers ,their demographic characteristics and image of the product's country in the mind of the consumer.

5.3 Recommendations

First, the 'made- in' effect was found to be significant .Second, Ethiopian young consumers have a low to moderate level of ethnocentric beliefs. Therefore the study recommends that with a certain degree of global exposure may provide the flexibility to accept beauty products, ideas, norms and values of other cultures. However, foreign products are also evaluated by them on certain product features, such as quality. Third, the growing presence of foreign beauty products in domestic market brings about greater awareness and acceptance of these products. As the market and products become more complex, consumers increasingly seek means of simplifying information processing through using some specific product cues, including product's COO, in their decision makings. Therefore, the study recommends to multinational marketers to frame

suitable communication strategies for Ethiopian market to create a positive image of their home countries in terms of technological, educational and standard of living attribute, and the COO needs to be promoted along with the product.

Consequently it is therefore vital for marketers to tailor different strategies for different class of consumers and craft meaningful marketing strategies that will enable them to appropriately position as well as sell foreign beauty products, particularly in the Ethiopian market. COO needs to be promoted along with the product. The concepts of consumer ethnocentrism and xenocentrism may improve the understanding of consumer behavior and this shows why certain segments of young Ethiopian consumers prefer domestic beauty products , whereas others do not discriminate between domestic and foreign beauty products.

It is found that Ethiopian young consumers who exhibit a high degree of ethnocentrism tend to have a more positive perception of Ethiopia as a country and beauty products that are domestically made. One of the significant findings of the study is that a favorable attitude towards Ethiopian and domestic beauty products (ethnocentric orientation) among young Ethiopian consumers do not necessarily lead to a negative perception of foreign countries and beauty products. This assumption can be supported by the fact that Ethiopian young consumers are allured with well-known foreign brands and some of them rate beauty products of developed countries higher than those from Ethiopia and similar other developing countries. This trend is encouraging for foreign companies which are planning to enter and expand their market in the highly promising Ethiopian market

5.4 Limitations of the study

This study is subject to a limitation since it covered geographically only the capital city of Addis Ababa. Thus, in this study, information was collected from students of various universities in the capital city Addis Ababa and only reflects young consumer's perception towards beauty products country of origin. Furthermore, the study uses a standardized survey questioner as a main primary source of gathering data from the selected young university sample respondents in Addis Ababa.

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Annex I- Sample size table

Sample sizes for different sizes of target population at a 95 per cent confidence level (assuming data are collected from all cases in the sample).

Target population	Margin of error			
	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	343	384
500	217	340	414	475
750	254	440	571	696
1 000	278	516	706	906
2 000	322	696	1091	1655
5 000	357	879	1622	3288
10 000	370	964	1936	4899
100 000	383	1056	2345	8762
1 000 000	384	1066	2395	9513
10 000 000	384	1067	2400	9595

Source ; Saunders,*et.al.*2012, Research methods for business students P.281

Appendix-A Questioner Distributed to university students in Addis Ababa



SCHOOL OF COMMERCE

FACULTY OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

This questionnaire is intended to gather primary data on “*The Effect of Country of Origin on product purchase Intention*” “The purpose of the study is to fulfill a thesis requirement for the partial fulfillment of MA, Marketing Management at Addis Ababa University. Your genuine responses for the questions are very important for the success of completing this study. All information collected through the questionnaire will be used only for the purpose of the study and will be kept confidential. And thus, I would like to thank you in advance for your kindly cooperation.

Thank you, for your support!!

Bzuayehu Mekonen

Part I Demographic Information

1. Sex: Male Female
2. Age: Below 25 25-35 36 – 45 46 – 55 Above 55
3. Academic qualification: High school complete Diploma BA Degree
 Post graduate Degrees Doctorate Degree

Please put tick (✓) & rate the following questions from “**Strongly Disagree**” to “**Strongly Agree** **Part II:** The following statements relate to the elements of Country of Origin that affected product purchase intention.

Please circle or tick the number to the statement with a rating on the scale of 1 to 5. (1= strongly disagree, 2 = disagree, 3 = Neutral, 4 = agree, 5 = strongly agree)”

N O.	Measurement items of Country of Origin constructs	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Quality and Technological Excellence						
1-	I find out a beauty product’s country of origin determines the quality of a product.					
2-	To make sure that I buy the high quality beauty product, I look at what country the product was made in.					
3-	I trust brand instead of its place of origin					
4	I believe country of origin determines the technological sophistication of beauty product					
Product Superiority and Trust						
1	I look for country of origin information to choose the best beauty product available in a product class					
2-	When I am buying a new beauty product, the country of origin is the first piece of information that I consider.					
3-	If I have a little experience with a beauty product, I search for country of origin information to help me make a more informed decision.					
4-	I look for the “Made in...” labels in beauty product before making a purchase.					
N O.	Measurement items of Country of Origin constructs	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5-	I refuse to purchase a beauty product without knowing its country of origin					

6-	When a lot of equivalent beauty products are available, I would prioritize to purchase the beauty product on the basis of country of origin					
7-	To purchase a beauty product that is acceptable to my family and friends, I look for the product's country of origin.					
Product Class and Knowledge						
1	It is less important to look for country of origin when buying a beauty product that is less expensive					
2-	When buying a beauty product that has a high risk of malfunction, I always look for country of origin.					
3-	The influence for country of origin seems to be more important for luxury goods than for necessity beauty products.					
4-	When buying expensive items, I always seek to find out the beauty product's country of origin.					
Ethnocentrism						
1	Beauty products made in Ethiopia are usually a good value for the money.					
2	If the quality of Ethiopia -made and imported beauty products is the same, I will buy Ethiopian beauty products even if it cost a bit more					
Xenocentrism						
1	I would always prefer to buy beauty products made in the West					
2	Beauty products made in the West occupy a very strong competitive position in comparison to the beauty products made in Ethiopia					
3	Beauty products made in Ethiopia are generally of a lower quality than similar products from Western countries.					
Purchase Intention						
1	There is a high possibility I will buy beauty products made in the West/Asia					
2	There is a high possibility I recommend to other people who also want to buy beauty products made in the West/Asia					

Thank you!!

Annex-A Reliability Statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.821	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Quality and Technology	17.05	8.052	.641	.670
Superiority and Trust	17.25	8.221	.668	.667
Class and Knowledge	17.22	7.958	.660	.664
Ethnocentrism	16.89	10.283	.106	.749
Xenocentrism	17.59	8.131	.485	.716
Purchase Intention	16.94	9.313	.510	.712

Annex-B Correlations

Correlations

		QualityandTech nology	Superiorityand Trust	ClassandKnow ledge	Ethnocent rism	Xenocent rism	PurchaseInte ntion
Quality and Technology	Pearso n Correlat ion Sig. (2- tailed) N	1	.657** .000	.629** .000	.048 .419	.442** .000	.409** .000
Superiority and Trust	Pearso n Correlat ion	.657**	1	.622**	.113	.419**	.441**
		286	286	286	286	286	286

	Sig. (2-tailed)	.000		.000	.055	.000	.000
	N	286	286	286	286	286	286
Class and Knowledge	Pearson Correlation	.629**	.622**	1	.075	.500**	.393**
	Sig. (2-tailed)	.000	.000		.206	.000	.000
	N	286	286	286	286	286	286
Ethnocentrism	Pearson Correlation	.048	.113	.075	1	.017	.190**
	Sig. (2-tailed)	.419	.055	.206		.770	.001
	N	286	286	286	286	286	286
Xenocentrism	Pearson Correlation	.442**	.419**	.500**	.017	1	.343**
	Sig. (2-tailed)	.000	.000	.000	.770		.000
	N	286	286	286	286	286	286
Purchase Intention	Pearson Correlation	.409**	.441**	.393**	.190**	.343**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	
	N	286	286	286	286	286	286

** . Correlation is significant at the 0.01 level (2-tailed).

Annex-C- One-way ANOVA

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
						Quality and Technology	Male		
	Female	127	3.40	.914	.081	3.24	3.56	1	5
	Total	286	3.54	.851	.050	3.44	3.63	1	5
Superiority and Trust	Male	159	3.41	.753	.060	3.29	3.53	1	5
	Female	127	3.26	.831	.074	3.12	3.41	1	5
	Total	286	3.34	.790	.047	3.25	3.44	1	5
Class and Knowledge	Male	159	3.43	.786	.062	3.31	3.56	1	5
	Female	127	3.28	.931	.083	3.12	3.44	1	5
	Total	286	3.37	.855	.051	3.27	3.46	1	5
Ethnocentrism	Male	159	3.84	.855	.068	3.71	3.98	1	5
	Female	127	3.51	1.064	.094	3.32	3.70	1	5
	Total	286	3.70	.966	.057	3.58	3.81	1	5
Xenocentrism	Male	159	3.00	.924	.073	2.85	3.14	1	5
	Female	127	2.99	1.081	.096	2.80	3.18	1	5
	Total	286	3.00	.995	.059	2.88	3.11	1	5

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Quality and Technology	4.793	1	284	.029
Superiority and Trust	1.963	1	284	.162
Class and Knowledge	3.362	1	284	.068
Ethnocentrism	6.466	1	284	.012
Xenocentrism	4.079	1	284	.044

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Quality and Technology	Between Groups	4.240	1	4.240	5.951	.015
	Within Groups	202.330	284	.712		
	Total	206.570	285			

Superiority and Trust	Between Groups	1.478	1	1.478	2.378	.124
	Within Groups	176.541	284	.622		
	Total	178.019	285			
Class and Knowledge	Between Groups	1.608	1	1.608	2.207	.138
	Within Groups	206.835	284	.728		
	Total	208.442	285			
Ethnocentrism	Between Groups	7.733	1	7.733	8.503	.004
	Within Groups	258.301	284	.910		
	Total	266.035	285			
Xenocentrism	Between Groups	.002	1	.002	.002	.961
	Within Groups	282.214	284	.994		
	Total	282.216	285			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Quality and Technology	Below 25 years	24	3.79	.996	.203	3.37	4.21	1	5
	25-35 Years	104	3.50	.860	.084	3.33	3.66	1	5
	36-45 Years	118	3.45	.891	.082	3.29	3.61	1	5
	46- 55 Years	40	3.74	.519	.082	3.57	3.90	3	5
	Total	286	3.54	.851	.050	3.44	3.63	1	5
Superiority and Trust	Below 25 years	24	3.47	.800	.163	3.13	3.81	1	5
	25-35 Years	104	3.38	.771	.076	3.23	3.53	1	5
	36-45 Years	118	3.25	.863	.079	3.09	3.41	1	5
	46- 55 Years	40	3.45	.578	.091	3.27	3.63	2	5
	Total	286	3.34	.790	.047	3.25	3.44	1	5

Class and Knowledge	Below 25 years	24	3.89	.921	.188	3.50	4.27	1	5
	25-35 Years	104	3.30	.920	.090	3.12	3.47	1	5
	36-45 Years	118	3.26	.831	.076	3.11	3.41	1	5
	46- 55 Years	40	3.54	.548	.087	3.36	3.71	2	5
	Total	286	3.37	.855	.051	3.27	3.46	1	5
	<hr/>								
Ethnocentrism	Below 25 years	24	2.77	.794	.162	2.44	3.11	1	5
	25-35 Years	104	3.73	.937	.092	3.55	3.91	1	5
	36-45 Years	118	3.80	.996	.092	3.62	3.98	1	5
	46- 55 Years	40	3.85	.753	.119	3.61	4.09	2	5
	Total	286	3.70	.966	.057	3.58	3.81	1	5
	<hr/>								
Xenocentrism	Below 25 years	24	3.51	1.159	.237	3.02	4.00	1	5
	25-35 Years	104	2.90	.988	.097	2.71	3.10	1	5
	36-45 Years	118	2.94	.989	.091	2.76	3.12	1	5
	46- 55 Years	40	3.07	.852	.135	2.80	3.35	1	5
	Total	286	3.00	.995	.059	2.88	3.11	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Quality and Technology	Between Groups	4.236	3	1.412	1.968	.119
	Within Groups	202.334	282	.717		
	Total	206.570	285			
Superiority and Trust	Between Groups	1.989	3	.663	1.062	.365
	Within Groups	176.030	282	.624		
	Total	178.019	285			
Class and Knowledge	Between Groups	9.425	3	3.142	4.451	.004

	Within Groups	199.018	282	.706		
	Total	208.442	285			
Ethnocentrism	Between Groups	22.914	3	7.638	8.859	.000
	Within Groups	243.121	282	.862		
	Total	266.035	285			
Xenocentrism	Between Groups	7.895	3	2.632	2.705	.046
	Within Groups	274.321	282	.973		
	Total	282.216	285			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Quality and Technology	High school complete	47	3.35	.916	.134	3.08	3.62	1	5
	Diploma	34	3.33	1.148	.197	2.93	3.73	1	5
	BA Degree	92	3.62	.765	.080	3.46	3.78	2	5
	Post graduate Degree	111	3.60	.771	.073	3.46	3.75	1	5
	Doctorate Degree	2	3.88	1.237	.875	-7.24	14.99	3	5
	Total	286	3.54	.851	.050	3.44	3.63	1	5
Superiority and Trust	High school complete	47	3.21	.896	.131	2.95	3.48	1	5
	Diploma	34	3.05	1.067	.183	2.67	3.42	1	5
	BA Degree	92	3.46	.704	.073	3.32	3.61	1	5
	Post graduate Degree	111	3.38	.688	.065	3.25	3.51	1	5
	Doctorate Degree	2	4.07	.303	.214	1.35	6.79	4	4
	Total	286	3.34	.790	.047	3.25	3.44	1	5
Class and Knowledge	High school complete	47	3.53	.930	.136	3.26	3.81	1	5
	Diploma	34	2.99	1.339	.230	2.53	3.46	1	5
	BA Degree	92	3.39	.725	.076	3.24	3.54	1	5

	Post graduate Degree	111	3.37	.702	.067	3.24	3.51	2	5
	Doctorate Degree	2	4.00	.707	.500	-2.35	10.35	4	5
	Total	286	3.37	.855	.051	3.27	3.46	1	5
Ethnocentrism	High school complete	47	3.34	.939	.137	3.06	3.62	1	5
	Diploma	34	3.24	1.082	.186	2.86	3.61	1	5
	BA Degree	92	3.61	1.008	.105	3.41	3.82	1	5
	Post graduate Degree	111	4.06	.769	.073	3.92	4.21	1	5
	Doctorate Degree	2	3.25	.354	.250	.07	6.43	3	4
	Total	286	3.70	.966	.057	3.58	3.81	1	5
Xenocentrism	High school complete	47	3.04	1.174	.171	2.69	3.38	1	5
	Diploma	34	2.71	1.183	.203	2.29	3.12	1	5
	BA Degree	92	2.95	.868	.091	2.77	3.13	1	5
	Post graduate Degree	111	3.08	.939	.089	2.90	3.26	1	5
	Doctorate Degree	2	4.17	.707	.500	-2.19	10.52	4	5
	Total	286	3.00	.995	.059	2.88	3.11	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Quality and Technology	Between Groups	4.376	4	1.094	1.521	.196
	Within Groups	202.194	281	.720		
	Total	206.570	285			
Superiority and Trust	Between Groups	6.287	4	1.572	2.572	.038
	Within Groups	171.732	281	.611		
	Total	178.019	285			
Class and Knowledge	Between Groups	6.916	4	1.729	2.411	.049
	Within Groups	201.526	281	.717		
	Total	208.442	285			
Ethnocentrism	Between Groups	29.129	4	7.282	8.638	.000
	Within Groups	236.906	281	.843		

	Total	266.035	285			
Xenocentrism	Between Groups	6.650	4	1.663	1.695	.151
	Within Groups	275.566	281	.981		
	Total	282.216	285			

Annex-D- Regression

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.287	1	25.287	68.431	.000 ^b
	Residual	104.944	284	.370		
	Total	130.231	285			
2	Regression	29.234	2	14.617	40.957	.000 ^c
	Residual	100.997	283	.357		
	Total	130.231	285			
3	Regression	32.045	3	10.682	30.679	.000 ^d
	Residual	98.186	282	.348		
	Total	130.231	285			
4	Regression	34.038	4	8.510	24.858	.000 ^e
	Residual	96.193	281	.342		
	Total	130.231	285			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Superiority and Trust

c. Predictors: (Constant), Superiority and Trust, Xenocentrism

d. Predictors: (Constant), Superiority and Trust, Xenocentrism, Ethnocentrism

e. Predictors: (Constant), Superiority and Trust, Xenocentrism, Ethnocentrism, Quality and Technology

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.394	.157		15.293	.000
	Superiority and Trust	.377	.046	.441	8.272	.000
2	(Constant)	2.233	.161		13.854	.000

	Superiority and Trust	.308	.049	.360	6.249	.000
	Xenocentrism	.130	.039	.192	3.326	.001
3	(Constant)	1.894	.199		9.519	.000
	Superiority and Trust	.292	.049	.341	5.951	.000
	Xenocentrism	.134	.039	.197	3.460	.001
	Ethnocentrism	.104	.036	.148	2.842	.005
4	(Constant)	1.758	.205		8.562	.000
	Superiority and Trust	.209	.060	.244	3.501	.001
	Xenocentrism	.111	.040	.163	2.800	.005
	Ethnocentrism	.106	.036	.151	2.933	.004
	Quality and Technology	.134	.056	.169	2.413	.016

a. Dependent Variable: Purchase Intention

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
					Tolerance	
1	Quality and Technology	.210 ^b	3.014	.003	.176	.569
	Class and Knowledge	.193 ^b	2.874	.004	.168	.613
	Ethnocentrism	.142 ^b	2.676	.008	.157	.987
	Xenocentrism	.192 ^b	3.326	.001	.194	.824
2	Quality and Technology	.163 ^c	2.300	.022	.136	.535
	Class and Knowledge	.133 ^c	1.888	.060	.112	.544
	Ethnocentrism	.148 ^c	2.842	.005	.167	.986
3	Quality and Technology	.169 ^d	2.413	.016	.142	.535
	Class and Knowledge	.130 ^d	1.860	.064	.110	.543
4	Class and Knowledge	.085 ^e	1.160	.247	.069	.488

a. Dependent Variable: Purchase Intention

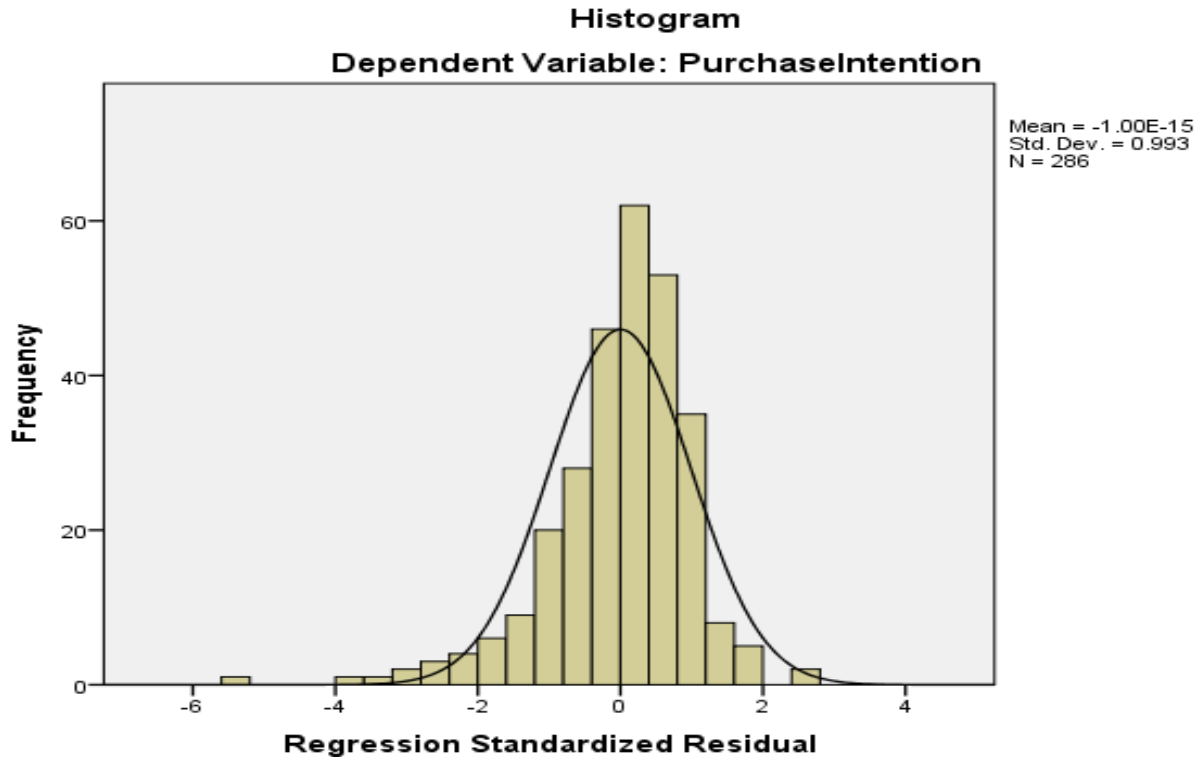
b. Predictors in the Model: (Constant), Superiority and Trust

c. Predictors in the Model: (Constant), Superiority and Trust, Xenocentrism

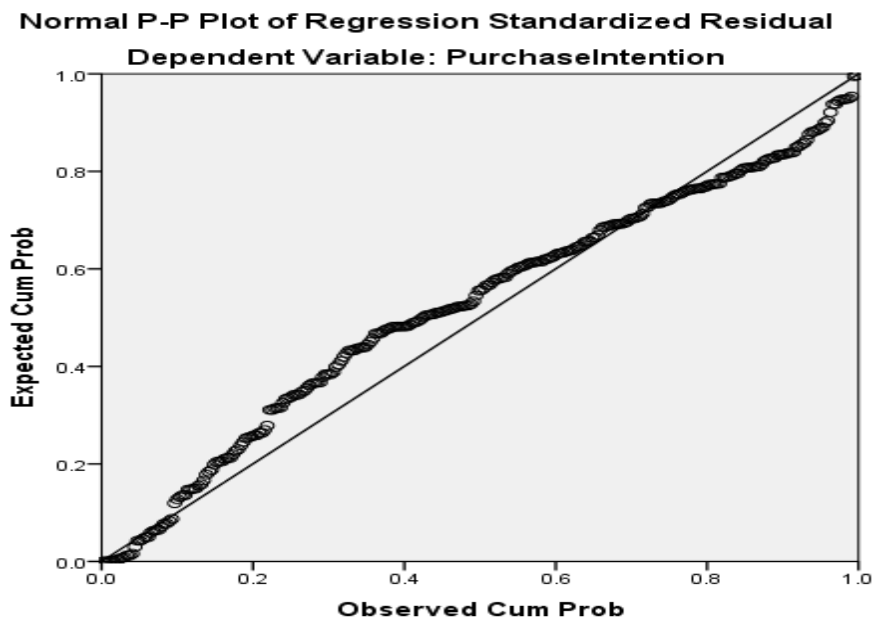
d. Predictors in the Model: (Constant), Superiority and Trust, Xenocentrism, Ethnocentrism

e. Predictors in the Model: (Constant), Superiority and Trust, Xenocentrism, Ethnocentrism, Quality and Technology

Annex-D- Histogram



Annex-E- Normal P-P Plot of Regression Standardized Residual



Annex-E- Scatterplot

