

**COUNTRY-OF-ORIGIN IMAGE, PERCEIVED PRODUCT
QUALITY, AND PURCHASE PREFERENCE: A STUDY OF
IMPORTED MOBILE PHONES IN ETHIOPIA**

**BY
HAILEMARIAM ZEWDIE**



**ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES**

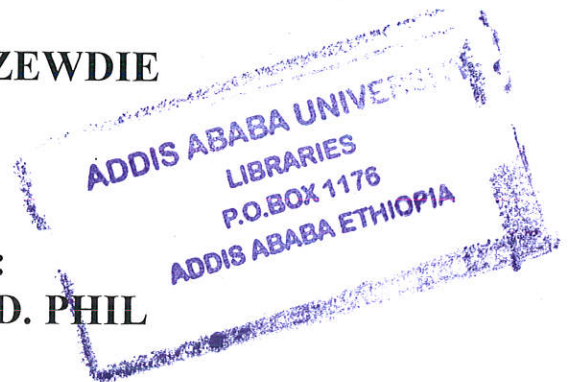
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**A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES OF
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Hailemariam Zewdie

ABSTRACT

The aim of this study is to assess the level of country-of-origin image, perceived product quality and purchase preference in buying imported mobile phones. An additional investigation was made to examine the interrelationships among consumers' country-of-origin image, perceived product quality, and purchase preferences. Dimensional variables for this study are obtained from exploratory investigation of preliminary questionnaire. The variables determining perceived product quality were considered to be as country-of-origin, country information and awareness, country-of-origin image, perceived price and product innovation, and perceived value. However, additional variables such as perceived product quality and feature, perceived value, and purchase preference were added to the study inline with research objectives. A total of 265 questionnaires were distributed to the customers/users of imported mobile phone, however, 250 were collected back (94.33 percent response rate) as completely filled, and used in the final analysis. Reliability, Operationability, novelty/innovative technology, multiple-functions/features and durability of imported mobile phones were perceived to be as above average by the respondents, while attractive design/styling, value for money, brand image, and matching with lifestyle were found to be reported as below average. Additionally, consumers were reported to be used perceived product quality and product (mobile phone) features together with perceived-value when buying an imported mobile phone, as their preference criteria. Finally, regression model shows the association and role of perceived product quality and features along with perceived value in setting purchase preference, while found to be contributing significantly. However, perceived value was found to be contributed in forming positive buying preference for imported mobile phone through user perceived product quality and feature. Additionally, the significance of the study can be seen from the perspective of importers and marketers of imported mobile phones in Ethiopia, considering it as useful in planning and implementing their marketing strategies, while attracting a keen attention to attractive design/styling, value for money, brand image, and matching with lifestyle parameters.

Keywords: *Country-of-Origin image, perceived product quality, purchase preference, mobile phone, Ethiopia.*

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ABBREVIATIONS

ATDE-	Attractive Design
BRIM-	Brand Image
COO-	Country-of-Origin
COOI-	Country-of-Origin Image
DUR-	Durability
INAW-	Information and Awareness
MALI-	Matching with Lifestyle
MUFU-	Multiple-functions
NOV-	Novelty
OPE-	Operationability
PQFE-	Perceived Quality and Feature
PRE-	Preference
PRPI-	Perceived Price and Product Innovation
PEVA-	Perceived Value
REL-	Reliability
VAMO-	Value for Money

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Increased travel and education as well as, improvements in communications such as the global spanning television networks and the internet have contributed to a convergence of tastes and preferences in a number of product categories, including consumer electronics, around the world. This has motivated consumers in developing countries to demand the same quality of goods available to their counterparts in developed countries (Saffu and Walker, 2006). With this increased globalization, it has become increasingly important to understand how consumers from different countries evaluate products originated at different locations (countries).

Obviously, consumer perception toward countries cultures and their products keeps on changing therefore the issue is still interesting and important to academics and practitioners in the fields of international marketing and consumer behavior. In addition, most studies have been conducted in large industrialized countries where a range of domestic alternatives or brands are available. The generalizability of findings to small developing countries, where there are no domestic brands or products available in many categories, is somewhat questionable. Yet, there are relatively few studies that have systematically investigated this phenomenon in developing countries in sub-Saharan Africa and very little is known about consumer behavior in this part of the world.

Country-of-Origin (COO) effects on consumer perceptions have been intensely studied over the last three decades (Al-Sulaiti and Baker, 1998; Bilkey and Nes, 1982; Han and Terpstra, 1988; Han, 1989; Nebenzahal, et al., 1997; Papadopoulos and Heslop, 1993). Evidence has accumulated that consumers in

many markets indicate a willingness to pay a premium for manufactured products from more industrialized country. 'Made in Germany' 'Made in USA' and 'Made in Japan' convey the notion of high quality due to the reputation that these countries have developed overtime. Judgments that consumers make about a country either through familiarity with a country from having visited or observed a lot about that country transfers to evaluations of the performance of products from that country.

Therefore, the stage of development of a source country influences consumer evaluation of products with consumers (even in less developed countries) holding less positive views of products from less developed countries (Hulland et al., 1996). "Good products are seen to be produced by people who have refined taste, and are likeable, trustworthy and admirable for their role in world politics" (Papadopoulos and Heslop, 1993, p. 67).

A meta-analysis of COO research (Verlegh and Steenkamp, 1999) concluded that COO has a larger effect on perceived quality than on purchasing intention. Hulland et al. (1996) found that the impact of COO on the price that consumers were willing to pay was related to perceptions of risk associated with the purchase.

Therefore, the study is designed to explicitly address the issue of country-of-origin image to mobile phones quality and preferences in Ethiopian market setting. Specifically, the study is an attempt to synthesize the two streams of research and investigate how country image may affect the perceived quality of selected brands of mobile phones and preferences over each other. While analyzing the impact of country image on perceived quality of products, the information obtained may also provide insights to the Ethiopian importers of mobile phones together with the government issuing import licenses.

1.2. Statement of the Problem

Country-of-origin (COO) is defined as “the country of manufacture or assembly” (Bilkey and Nes, 1982; Han and Terpstra, 1988), and can be identified by “made in” or “manufactured in” labels (Nagashima, 1970, 1977). With the trend of production globalization and emergence of multinationals, country-of-origin is referred to the country where corporate headquarters of the company marketing the product or brand is located (Johanson et al., 1985).

From previous researches, COO has both direct and indirect effects on product evaluation and determining consumer preferences. COO can act simply as an attribute of the product and be utilized in much the same way as other more specific attributes to arrive product evaluation (Hong and Wyer, 1989) when consumers are familiar with the product (Maheswaran, 1994) and attributes information is unambiguous. Also, a product’s country of origin can stimulate subjects’ interest in the product and consequently leads them to think more extensively about product information and its evaluation implications (Hong and Wyer, 1989). More importantly, country image can be used as signal to infer products quality, without considering other attributes information. Country image is consumer’s general perceptions of quality for products made in a given country (Han, 1989). This signaling effect can be classified as halo and summary constructs. For halo effect, consumers infer product quality from country image and country directly affects consumers’ belief of product attributes, thus indirectly influences the overall product evaluation through these beliefs. However, for summary construct, consumers build country-specific information by generalizing product information over brands with the same country of origin to such an extent that the brands are perceived to have similar attributes (Han, 1989).

Maheswaran (1994) addresses COO in product evaluation as a stereotyping process that allows consumers to predict the likelihood of a product manufactured in a certain country having certain features. On the other hand,

purchase intention is the buyer's forecast of his choice some time in the future. It involves assumptions about future events including the likelihood of any perceived inhibitors creating barriers over the buyer's planning horizon (Howard and Sheth, 1967).

As the volume of the world trade is enormous and global product competition is intense, any factor that may affect consumer's evaluation of a product should not be neglected by marketers. In this regard international marketers has long been focused on issues relating to the impact of marketing variable such as quality, technology, sophistication, product features, brand recognition, value perception, advertising image and distribution/retailer perception. Thus presenting country-of-origin information simultaneously with other extrinsic and also intrinsic cues allows us to simulate a more realistic setting for the respondents. However, the need to examine the influence of country image (country-of- origin) in addition to marketing variables remains.

Country image (country-of-origin) has been an important factor in consumer purchasing decision making as well as in industrial purchasing. Specially, as the importer of products and the search for new markets increases, understanding consumer choice preference related to a product's country image becomes increasingly important. Country image in combination with marketing characteristics significantly influences the perception that consumers have toward products from various countries. In line with these many studies have examined attitude with in a country towards imported goods based on their country-of-origin.

Consumer's attitudes in developing countries including Ethiopia toward foreign made products manufactured either in developed or developing countries have rarely been investigated. Therefore, the study will make an attempt to address the impact of country image effect on Ethiopia consumers toward foreign made mobile phones and in determining their brand preferences. Also, the study will

determine the significance of each identified factor in shaping consumer's perception.

The research questions proposed in the study are:

1. What are the factors affecting consumers' perceived quality of mobile phones marketed in Ethiopia?
2. What is the role of COO image in consumer decision-making of imported mobile phones in Ethiopia?
3. How the COO image relates to the perceived quality and value of imported mobile phones (brands) in Ethiopia?
4. How the perceived price associates to the perceived quality and value of imported mobile phones (brands) in Ethiopia?
5. Is there any significant association between COO image and perceived price of imported mobile phones in Ethiopia?
6. What is the role of perceived quality and value in determining purchase preference of imported mobile phones (brands) in Ethiopia?

1.3. Research Objectives

There is limited research on the COO effect on Ethiopia consumers. Thus, this research is aimed to investigate whether COO of imported mobile phones is an important consideration in buying behavior/decision-making among Ethiopian consumers. Therefore, the general objective is to evaluate foreign supplied (imported) mobile phones based on COO image, and preference pattern of the Ethiopian consumers. The specific objectives are:

1. To identify the factors affecting consumers' perceived quality of mobile phones marketed in Ethiopia?
2. To explore the role of country-of-origin effect on consumers' perceived quality of mobile phones marketed in Ethiopia.
3. To examine the relationship of COO-image with perceived quality and value associated with mobile phones (brands) in Ethiopia.

4. To explore the association of perceived product price with perceived quality and value of mobile phones marketed in Ethiopia.
5. To evaluate the role of perceived quality and value in determining purchase preference of mobile phone (brands) in Ethiopian market.

1.4. Scope of the Study

The scope of the study is limited to the country image effect over perceived quality and product value. Furthermore, the scope is limited to imported mobile phones to Ethiopian market, and Addis Ababa city, in particular. Ignorance of other significant variables, due to time and cost constraints, may pose some other limitations to the research work.

1.5. Significance of the Study

The fundamental concern of this research paper is to focus on the effect of country-of-origin over perceived quality and brand preference behavior of mobile phone buyers/users in Ethiopia. However, the significance of the study findings can be summarized as follows:

- The results of this study will be helpful to Ethiopian importers of mobile phones in order to know how the consumers perceive the product based on COO, thus they may plan appropriately.
- The outcome of the study will enrich the readers on the part of market segmentation based on the respondents' behavioral profiles.
- It will also enhance the awareness of importers about relative perceptions about their imported products based on their strengths and weaknesses.
- This study will benefit academicians who may facilitate further research works in related fields.

1.6. Organization of the Thesis

The study is organized in to five chapters. After pass through the introductory chapter, the literature review will be appearing followed by the methodology applied to conduct this research, analysis of data collected and finally, conclusions have been made together with identified implications of the research results.

CHAPTER TWO

LITERATURE REVIEW

2.1. General Overview of Country of Origin Studies

It has been established that consumers differentiate products from different origins, a phenomenon that has become known by both marketing academics and practitioners as the country-of-origin (COO) effect (Agrawal and Kamakura, 1999; Bhaskaran and Sukumaran, 2007). As one of the most extensively researched topics in international marketing and consumer behavior, a lot of studies have been conducted to ascertain whether country-of-origin affects product evaluations in many countries (see meta-analysis of some of such studies in Verlegh and Steenkamp, 1999; Bhaskaran and Sukumaran, 2007).

However, the majority of these studies have focused on consumers in developed countries. These studies show that consumers in those countries tend to prefer products from developed countries to those from less developed countries (Jaffe and Martinez, 1995). In particular, they tend to prefer products from their own countries first Canadian, German and Dutch respondents preferred TV sets or car radios made in their own country first and foremost, followed by brands made in other developed countries and lastly those made in south Korea and Mexico. Invariably, consumers tend to prefer domestic products in countries where there is strong patriotism, national pride, or consumer ethnocentrism (Papadopoulos and Heslop, 1993).

2.2. Concept of Country Image

In general the country image as reflects consumers' general perceptions about the quality of products made in a particular country and the nature of people from that country. One of the first conceptualisations of the country-of-origin phenomenon was that of Nagashima (1970). He defined the image that consumers associate with a given country-of-origin as "the picture, the

reputation, and the stereotype that businessmen and consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions (p. 68).” It is frequently used as a screening device by consumers to decide whether a product is included in the consideration set or not (Cordell, 1992).

According to many researches on country image, we may ascertain that country image is an important factor that affects the purchasing intention (Ahmed et al., 1995). When people buy the goods such as electronic appliances, they may first consider the country-of-origin of the product (Cordell 1992). In other words, country image may affect the evaluations of product directly or indirectly through personal beliefs (Nebenzah Jaffe and Lampert 1997). Besides, Bilkey and Nes (1982) and Han (1989) mentioned that some researchers have attempted to define country image as consumers’ general perceptions of quality for products made in a given country. Generally speaking, country image information is important for consumers to evaluate a product from a specific country.

Most researchers acknowledge COO’s role in overall product evaluation. So the COO acts as a proxy for other, more intrinsic, qualities, which are difficult to discover for consumers. Intrinsic cues involve the product’s physical composition, including such quality attributes as reliability, operator convenience, flavor and fit. Extrinsic cues are external, but related, to the product, such as price, brand, warranties, and country of design, manufacture and assembly. Buyers use these extrinsic cues as the basis for their evaluations of product quality because it is often difficult for them to recognize a product’s true intrinsic quality.

2.3. Country-of-Origin Studies and Developed Countries

Past country-of-origin studies demonstrated a positive relationship between product evaluation and the degree of economic development of the country (Liefeld, 1993), also products' countries-of-origin have been found to be significantly related to consumers' likelihood of purchase (Wall and Liefeld, 1991). In addition, researchers have discovered that consumers in developed countries tend to prefer products from developed countries, first and foremost from their own countries. However, consumers in Less-developed countries view domestic products less favorably than products from more advanced countries (Granzin and Olsen, 1998; Jaffe and Carlos, 1995; Okechuku and Onyemah, 1999; Papadopoulos, Louise and Jozsef, 1990).

While producers from developed countries enjoy a favorable position, they cannot avoid challenges to their market shares and customers' minds. Schooler and Wildt (1968) found that the effect of consumers' country-of-origin bias can be offset by price concessions. However, more enlightening than the penetration-pricing strategy is that some countries such as Japan have shown a way to succeed in developing their market share by enhancing the origin images of their products. Further, they reported that the consumers were biased against products from Japan, however, several decades later, "Made in Japan" means quality to consumers' (Papadopoulos, 1993). The example of Japan may well be followed by many countries such as Korea, China, and Mexico. It is worth investigative whether the effect of country-of-origin image still holds in today's highly globalized market.

2.3.1. Country-of-Origin Studies and Developing Countries

In economically under developed countries, preference for domestic products tends to be weaker (Cordell, 1992). For instance; consumers in the former socialist countries of eastern and central Europe prefer Western to domestic products (Ettenson, 1993; Papadopoulos et al., 1990). Ettenson (1993) established that price was relatively less important than country-of-origin in

Russian, Polish and Hungarian consumer purchase intentions for TV sets. Czech consumers preferred German cars and TV sets, but not Polish ones, to those made in the Czech Republic. Jaffe and Martinez (1995) found that Mexicans have a poor perception of domestic goods, rating American and Thailand household electronic products above Mexican-made brands.

Upper-income earners in the same country have been identified to prefer foreign products (Almonte et al., 1995; Bailey and Gutierrez De Pineres, 1997), reported that there is a great demand for Western consumer goods among Indian consumers. In China, manufacturers pass off local products as Western in a practice referred to as 'Maoyang'. Even the current rapid economic growth has done little to change this Western preference of Chinese people (Zhou and Hui, 2003). Kaynak, Kucukemiroglu and Hyder (2000) found that Bangladeshi consumers overwhelmingly preferred Western made products, through there were differences in their perceptions across product classes as well as degree of suitability of sourcing countries. Khan and Bamber (2007) also found out that the elite segment of Pakistanis perceive COO image as one of the distinct attributes when making a purchasing decision. A study has also reported that Mexicans have a strong taste for foreign products.

2.3.2. Country-of-Origin Studies and Africa

In Africa, attempts have been made to examine the concept of country-of-origin effect in various spheres. For instance, in a study conducted in Nigeria by Agbonifoh and Elimian (1999) and Okechuku and Onyemah (1999), results show that products from the technologically more advanced countries were viewed more favorably by nationals of developing countries than those from the technologically less advanced countries. Ferguson et al. (2008) have studied the country-of-origin effects in service evaluation in 5 West African countries. They found that situational personal characteristics, such as motivation and ability to process information, may influence use of country-of-origin attributes in

evaluating a service. Besides, individual characteristics, such as ethnocentrism and cultural orientation, many influence COO preference in service evaluation.

Saffu and Walker (2006) examined the impact of country-of-origin effects and consumer attitudes towards buy local campaign initiatives. Basically, the attitudes of consumers in these studies to the buy locally-made campaigns can be characterized as protectionist nationalistic, and self-interest. In assessing the hiring preferences among organizations in one developing country, Carr et al. (2001) find that East Africans, but not Western expatriates tend to be less preferred than fellow Tanzanians. The preceding empirical evidence, though not exhaustive suggests that consumers in developed countries more favorably than products from their own country. Against this backdrop, this study was therefore designed to investigate the broad issues of the effects of country-of-origin image on consumers' perceptions of quality and of price and taste from the point of view of consumers in African Country.

To establish a theoretical foundation for a study like this, a number of researchers have proposed measures or devised scales for measuring the country-of-origin image construct (Parameswaran and Pisharodi, 1994; Roth and Romeo, 1992). Proposed multi-dimensional measures of country-of-origin image, while Roth and Romeo developed a uni-dimensional measure based on the innovativeness, design, prestige and workmanship of a country's products.

Moreover, country-of-origin image was measured following the Roth and Romeo approach, except that 'innovativeness' and 'design' were replaced with 'technological advancement' and 'quality' terms that have also been used in other studies (Cattin, Jolibert and Lohnes 1982; Han and Terpstra, 1988). This is because 'innovativeness' and 'technological advancement' are comparable, but 'design' and 'quality' are not. The country-of-origin image is also defined in this study as how a product designed, manufactured, or branded in developed country is perceived in a developing country.

2.4. Attitude towards Products based on the Country-of-Origin

When Bulgarian respondents were asked to express their opinion about products originating from Asia Pacific; products made in Japan appeared to be liked most, while Indian products received the most negative comments, Japanese products were also ranked first in terms of overall assessment, followed by products from Hong Kong, Singapore, Indonesia, and India, Japan received the highest mean score, implying that products made in this country have an exmobile ent image among Bulgarian consumers, thus confirming the results of earlier studies on Japanese goods (e.g. Han and Terpstra, 1988; Hong and Wyer, 1989). Japanese products were rated higher in all dimensions examined, the only exception being price, where Singapore, India, and Indonesia received the top positions respectively by Bulgarian consumers (Leonidou et al., 1999).

Apil (2004) conducted a survey among 79 consumers from Tbilisi, the capital city of Georgia. When Georgian respondents were asked to express their opinion about products originating from respective countries, the overwhelming majority stated that they were positively predisposed toward American, German, and Japanese products, the main reason being their superior quality. But they are considered to be expensive. Similarly, French, American, and Italian products were favored because of their nice design and attractiveness. Products made in Georgia, China, Russia, Azerbaijan and Turkey were preferred by the participants, mainly because of their low prices. Innovative nature of Japanese and American products is appreciated. Finally, Azerbaijan, and Poland were the countries that received the least positive comments (Apil, 2004).

2.5. Consumers' Use of Country of Origin

According to Papadopoulos and Heslop (1993), if the product is complex, then the country-of-origin is likely to be more important. For complex products, consumers can be expected to seek more information to reduce risk. Therefore,

they did not investigate differences between countries but this would have been interesting. It is true that culture plays also an important role when it comes to the perceived risk and the extent of the importance of extrinsic cues like the origin. The Dutch scholar Geert Hofstede has proposed several cultural classification schemes. Perceived risk can be seen as one of the indicators of uncertainty avoidance. So, one would expect that consumers in societies with high uncertainty avoidance want to reduce their risk more than others and therefore they might rely more on the COO image to evaluate the product quality.

The risk avoidance may also be one explanation that consumers are more positive toward products from countries which they perceive to be more industrially developed. These countries are judged to produce goods with better quality.

2.6. Input Factors of Country Images

There is also some research which tried to identify the inputs to origin images. The study of Wang and Lamb, (1983) was explicitly designed to eliminate the effect of product influences so that the result would reveal environmental influences independently. They investigated whether consumers' readiness to accept foreign products is influenced by the environmental conditions that exist in the product's country-of-origin. Specifically they wanted to find out, if U.S. consumers' willingness to buy foreign products is influenced by the culture, political climate, and level of economic development of the products' country-of-origin?

2.7. Country Image and Country-of-Origin Effect

More than 20 years after Nagashima (1970), Roth and Romeo (1992, p. 480) redefined country image as "the overall perception that consumers form of products from a particular country, based on their prior perceptions of the country's production and marketing strengths and weaknesses." Klein and

Ettenson (1999, p. 10) use the following example to illustrate country image effects: consumers might judge a German car as high-quality, reliable, and technologically advanced, partially because Germany as a country gives people in the world an image that workers and engineers in Germany are hardworking, meticulous, and well-educated.

Consumers have different degrees of familiarity with products produced in different countries. Their confidence in the ability of different countries to design or produce quality products also differs. In the case of hybrid products that is, products that are designed, assembled and sold in different countries. Chao (1993), reported that price, country of design and country of assembly influenced consumer evaluations of product design and qualities. In examining the price-quality relationship, he suggested that highly priced products result in the perception of high design quality (Zain and Yasin, 1997).

2.7.1. Brand Name and Country of Origin Effects

In brief, a brand's COO serves as an extrinsic cue (along with price and brand name) that supplements the use of intrinsic cues (perceptions of design, performance, etc.). Economic, cultural, and political perceptions' of the COO in question determine its effect on brand evaluation (Han, 1989). Research on the COO (e.g., Parameswaran and Pisharodi, 1994) has shown that COO image has multiple dimensions or facets (such as the strength of its economy nature of its political system, technological competence, etc.).

Han and Terpstra (1988) discovered that source country and brand name did affect consumers' perceptions of product quality. On the other hand, sourcing country stimuli were found to have more powerful effects than brand name on consumer evaluations of bi-national products. Haubl (1996) discovered that both brand name and country-of-origin turned out to have a significant impact on consumer's evaluations of the automobile.

It has been suggested that favorable perceptions about a country result in favorable attributions about products from that country (e.g. Gurhan-Canli and Maheswaran, 2000). If consumers do not know about a brand's COO, the perceived COO image is less likely to get transferred to the brand. In summary, a consumer's perceived COO image is likely to influence the perceptions of a brand from that country, only if the consumer is aware of the brand's COO.

We could also argue that knowledge about a brand's COO can work in the both directions. For example, if a particular brand does not deliver on its promise then it is likely to create negative residual feelings towards the brand. This negative feeling in turn may be transferred on to the brand's country of origin (Paswan and Sharma, 2004). On the other hand several researchers revealed that a popular brand name can help ease the negative effect of a poor COO image in product evaluation and contribute to improvement of COO image (Cordell, 1993; Erickson et al., 1984; Eroglu and Machleit, 1988).

Ettenson (1993) analyzed brand name and country-of-origin information on the decision behavior of Russia; Poland and Hungary 92 Russian, 95 Polish, and 128 Hungarian consumers involved in the research. Brand name played less of a role in their decision making than was expected. The interaction between brand name and country-of-origin played a relatively minor role in each group's decision making. Country of origin played a dominant role in the decision behavior of the Russian and polish consumers. This is consistent with previous research which found significant effects for this extrinsic cue in the product evaluations of western consumers. These results provide empirical support for the notion that consumer behavior in the former East Block Varies by Country (Shama, 1992).

2.7.2. Country-of-Origin and Demographic Effects

Consumer demographics may influence the nature of COO effects. In different consumer demographic segments; different variations of COO effects may be

observed. For example, older consumers and females were observed to provide higher ratings for foreign products (Schooler, 1971; Johansson et al., 1985). In general, age has been consistently significantly and positively related to attitudes towards products. Younger consumers have more open attitudes about or are more positive towards foreign products (Schooler, 1971).

Education also enjoys fairly consistent results as a correlate with perceptions of products. Most researchers reported that the higher the educational level of consumers, the more positive their attitudes towards foreign or imported products (Schooler, 1971; Wall and Heslop, 1986). Apil (2004) observed significant variations on the information sources preferences among age groups in Georgia. Education, gender, marital status, and consumer ethnocentrism played differentiating role in preferences among information sources.

2.8. The Boundaries of a Country's Image within and Across Product Classes

Country image is generally known to be product category specific i.e. what is the span of influence that the country's image carries? In some cases country image is confined to a type of product within a product category, at times it relates to a whole product category, or to multiple product categories. Thus for example, England has a strong country image in the USA for Luxury cars, due to Rolls Royce and Bentley. Yet, it has a weak image for other type cars. Similarly, Japan has a very strong country image in medium level cars, but not for the high end of the line. (Lampert and Jaffe, 1998).

Kaynak and Cavusgil (1983) researched consumers' perceptions across four different classes of products from 25 countries on 197 heads of households in Canada.

These were electronic items, food products, fashion, merchandise, and household goods. The results revealed that consumers' perceptions of quality

towards products of foreign origin tend to be product specific. Food was the most culturally sensitive product, and "made in Canada" came out on top. Specifically, they observed that consumers may not accept inferior-quality domestic products when superior foreign products are available. They concluded that consumer attitudes toward products of foreign origin vary significantly across product classes. A country may be regarded high for one product class and low in another as in the example of Japanese electronic items versus food products.

Of the countries investigated in Bulgaria, Japanese products were rated higher for each of the categories examined. Looking at each country separately, Japan received its highest evaluations on electronics and electrical appliances, and lowest on personal care items. The same pattern appeared also in the case of products originating from Hong Kong and Singapore. As far as Indonesia is concerned, the product categories rated most highly by Bulgarian consumers were clothing, food stuffs, and furnishings. Conversely, India was rated high on personal care, clothing, and foodstuffs (Leonidou et al., 1999).

Georgian respondents were asked to evaluate particular categories of products according to order they appreciate them. Of the countries investigated, German products were rated higher for each of the categories examined. Especially home appliances and cars are mostly favored German products. Looking at each country separately, Japan received its highest evaluations on electronics. French cosmetics are highly appreciated. Italian and French clothing are favored mainly depending on popular fashion and known brand names. Georgians favor native alcoholic drinks and cheese. Georgians rely on American, German, and Russian medicine. They like the taste of Turkish margarine (April 2004).

It is interesting that Turkish suppliers received the highest rankings both as the most preferred and as the least preferred supplier. Nationalistic feelings of the respondents might have influenced their preference rankings. Therefore,

preference for domestic products (or suppliers) might be due to ethnocentrism and patriotism (Han and Terpstra, 1988; Shimp and Sharma, 1987). Preference for national suppliers also may be due to the perceived risk in choosing foreign suppliers (Samiee, 1994). This result is consistent with previous studies which found that industrial buyers view domestic products more favorably than foreign products (Cattin et al., 1982; Nagashima, 1977).

2.8.1. Country-of-Origin across Product Categories

Research has shown that country quality perceptions may vary across product categories. Han and Terpstra (1988), for instance, assessed the association between five image dimensions (Technical Advancement, Prestige, Workmanship, Economy, and Serviceability) and two product categories (automobiles and televisions). They found that country image ratings are not consistent across the five dimensions (e.g. German autos are rated high on prestige, but low on economy).

This suggests that country image is specific to the dimensions being measured. They also found that country image ratings tend to be consistent across product categories (e.g., both Japanese autos and televisions have moderate levels of prestige). However, their study was limited to U.S. consumers' perceptions of two products and four countries (Germany, Japan, Korea, and US).

Roth and Romeo (1992) examine in their study COO in terms of the fit between countries and product categories. The two researchers assume that consumers' Perception are formed by relating what they know about a country's ability to produce goods and services to a product. They suggest a framework which matches the importance of product category dimensions with the perceived image of the country-of-origin along the same dimensions. Such matches or mismatches can be either favorable or unfavorable.

2.9. Ethnocentrism

The issue of country effects on product evaluation is framed in terms of preferences for domestic products (halo effects) and negative stereotyping of foreign products. The “halo effect” refers to a situation where a positive response to one attribute (domestic production of a good) leads to an overvaluation of other attributes of that good. Within that field, researchers have identified consumer characteristics such as ethnocentrism (Shimp and Sharma, 1987) and consumer patriotism (Han, 1989) that may explain why certain consumers are more likely to consider a product’s country of origin.

Consumer patriotism was found to be influential on the choice of domestic versus foreign products almost anywhere. The cognitive attitude towards products from different countries played only a limited role. There is also a significant relationships when it comes to demographic characteristics of “patriotic” consumers, who tend to be older, white and female. Blue-Collar workers are slightly more patriotic than white-collar workers.

What is always very important is to define patriotism or ethnocentrism specifically for products and to be aware of political statements. Shimp and Sharma (1987) developed a seventeen item consumer Ethnocentric Tendency Scale called CETSCALE to measure the propensity of consumers to consider the morality of buying domestic instead of foreign products. The authors defined highly ethnocentric consumers as those who believe that buying domestic products is morally superior to buying imports. Shimp and Sharma (1987) found that consumers with higher levels of ethnocentrism were more likely to rate foreign products negatively and less willing to purchase imports.

2.9.1. Ethnocentric Vs Non-Ethnocentric Consumers

On the contrary to ethnocentric consumers, non-ethnocentric consumers have been observed to place less importance on the origin of the product, but rather evaluate foreign products on their own qualities. Non-ethnocentric consumers

may even evaluate foreign products more favorably because they are not sourced domestically (Watson and Wright, 2000).

Kucukemiroglu (1999) examined 532 Turkish consumers to identify consumer market segments by using lifestyle patterns and ethnocentrism. Survey findings indicate that there are several lifestyle dimensions apparent among the Turkish consumers which had an influence on their ethnocentric tendencies. Four major dimensions found among consumers of the western nations such as fashion, leadership, community concern and health, consciousness do also exist as major lifestyle dimensions in Turkish consumers.

Significant correlations were found between the lifestyle dimensions of Turkish consumers and their ethnocentrism levels. Fashion consciousness and leadership were statistically negatively correlated with the ethnocentrism score. In other words, less ethnocentric Turkish consumers are more fashion conscious and leadership oriented or vice versa.

Non-ethnocentric Turkish consumers tend to have significantly more favorable beliefs, attitudes, and intentions regarding imported products than do ethnocentric Turkish consumers. They have very similar demand and requirements as of their counter parts in the western nations. (See, Kucukemiroglu, 1999).

High-ethnocentric consumers tended to process information about foreign brands in a top-down manner where as low-ethnocentric consumers processed such information bottom-up. Highly ethnocentric consumers are predisposed to judge domestic brands unreasonably favorably compared to imported brands and products. Because of this predisposition, highly ethnocentric consumers are not motivated to process advertisements for foreign brands in detail. Conversely, low-ethnocentric consumers will process information about foreign brands in a bottom-up manner. These consumers are motivated to learn about foreign brands and will, given sufficient time and ability, consider the details of

described as rugged and outdoorsy, whereas channel is considered to be Sophisticated and glamorous. By using these brands, consumers display certain characteristics about themselves to others, and their own self, and thus obtain social recognition and maintain and develop their identities (Belk, 1998). When brands are associated with specific favorable user stereotypes, consumers may obtain a favorable social classification by using these brands (Aaker, 1997).

Based on a survey of western brands in Russia conducted by Supphellen and Gronhaug (2003) 200 people from the St Petersburg area in Russia, three contributions are offered to the literature on international brand-building. First, the brand personality scale (Aaker, 1997) was tested in a Russian brand personality perceptions were identified. Second, the results shown that brand personalities of western brand also have an impact on brand attitudes among Russian consumers. Third, and most importantly, it is demonstrated that the effect of western brand personalities is heavily moderated by consumer ethnocentrism. Specifically, only low-ethnocentric consumers are influenced by foreign brand personalities (Supphellen and Gronhaug, 2003).

2.10. Associations between Perceived Quality, Value, and Purchase Intentions

Traditionally, price has operated as the major determinant of buyer choice. Although non-price factors have become more important in recent decades, price still remains one of the most important elements determining market share and profitability (Kotler, 2003).

Consumers use price as an indicator of product quality because they believe that market prices are determined by the forces of competitive supply and demand (Grewal et al., 1998).

Quality has long been recognized as an important strategic weapon, particularly in developing defensive marketing strategies (Sweeney, Soutar and Johnson, 1999). Quality can be defined broadly as Superiority or excellence (Zeithaml, 1988). By extension, perceived quality can be defined as the consumer's judgment about a product's overall excellence or superiority; it also can be viewed as a global assessment that in some cases resembles attitude, and a judgment usually made within a consumer's evoked set (Zeithaml, 1988). This perspective is similar to the user-based approach of Garvin (1983) and differs from product-based and manufacturing-based quality. Product-based quality refers to amounts of specific attributes or ingredients of a product. Manufacturing-based quality involves conformance to manufacturing specifications or service standards.

The possibility of a perceived quality to the price mapping phenomenon is illustrated by Monroe (1973). Dodds, Monroe and Grewal (1991) found that price had a negative effect on a product's value for money, but a positive effect on perceived product quality. This finding of a dual role price is suggested by Monroe (1990). Researchers have posted that value is an evaluation that balances what consumers receive in an exchange versus what they give up (Grewal et al., 1998; Zeithaml, 1988). Kotler (2003) discussed perceived value from customer's perspectives, customer perceived value is the difference between the prospective customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives. Many scholars have studied the topic of value and there are a number of ways it can be defined or measure. McLeon (2002) defined value as the total worth of a product for a consumer, and calculated value with the equation $\text{Value} = \text{benefit} / \text{Cost price}$. Mazumder (1993) computed it with the equation $\text{perceived value} = \text{perceived benefits} / \text{perceived sacrifices}$. Sweeney, Soutar, and Johnson (1999) investigated that the quality led to perceived value. Dodds, Monroe and Grewal (1991) found that perceived quality had a significant effect on perceived value.

Marketing scholars have developed a “stages model” of the buying decision process. Kotler (2003) suggested that the consumer passed through five stages problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In the evaluation stage, the consumer forms preferences among the brands in the choice set. The consumer may also form an intention to buy the most preferred brand. Purchase intention has been widely used in the literature as a predictor of subsequent purchase (Grewal et al., 1998). Dodds, Monroe, and Grewal (1991) defined purchase intention as the likelihood that the buyer intended to purchase the product. Although scholars suggested that quality perception was a critical element in purchase decisions (Richardson, Jain, and Dick, 1996), Dodds, Monroe and Grewal (1991) found that perceived quality had a significant effect on perceived value. Perceived value has been assumed to influence behavioural and consumption decisions through attitudes (Kim et al., 2002). So, perceived value may intervene between perceived quality and purchase intention.

2.11. Choice Criteria

A consumer evaluates a brand on the basis of a number of choice criteria. These criteria are the standards and specifications the consumer uses in evaluating products and brands. They define the preferred product/brand features that a consumer seeks in a purchase and may be either objective or subjective in nature. Thus, a new car buyer may have in mind certain objective characteristics when purchasing, such as mileage and engine characteristics. There may be other criteria which are subjective, however, such as the social-class image projected with the car (David L. et al 1993).

Evaluative criteria may vary from one consumer to another. For example, when purchasing a food processor, one buyer may be most concerned about electric motor horsepower, blade revolutions per minute, and safety. Another shopper, however, may use different set of evaluative criteria, including color and style of

the processor, durability, warranty, and versatility; still another shopper may use only price as a criterion (David L. et al 1993).

No matter how many criteria are evaluated by the consumer, they are likely to differ in their importance, usually with one or two criteria being more important than others. Thus, while several evaluative criteria are salient (important) to the consumer, some are determinant (they are most important and are also perceived to differ among the alternatives). Some refer to a determinant attribute which meets both of these conditions for a consumer as a criteria attribute. That is, a critical attribute is the most determinant attribute for that consumer. For instance, in the purchase of running shoes, brand name, quality, price, and comfort may all be important to a buyer, but comfort is likely to have determinance for most runners. Notice that in this case a subjective factor is considered to be most important (David L. et al 1993).

CHAPTER THREE

RESEARCH METHODOLOGY

Based on the theoretical framework, the study developed with the methodology applied for preparing instruments of data collection, sampling, and data analysis. This chapter deals with the specific steps followed to collect primary data, sampling procedure, and ethical grounds maintained in accomplishing research objectives.

The objective of the study is to determine the country-of-origin image perception of imported mobile phone, perceived product quality, and purchase preference of consumer. Therefore exploratory research design was used to get insights on the factors determining quality. Additionally, descriptive approach was used to determine the level of country-of-origin image perception of imported mobile phone, perceived product quality and purchase preference.

3.1. Data Sources

The required data used in the study were obtained through both secondary and primary sources. While books, and journal articles were used together published data on the issues, under research study, primary data were collected from the users of imported mobile phone by using self-administered structured questionnaire.

3.2. Sampling Method

The required data for the research were collected from the consumers of imported mobile phone in Addis Ababa at different places specifically in “Sidist Kilo”, “Bole”, “Piassa” and “Mexico”. Since the population is infinite and no particular sample frame was available for the research, non-probability (convenience) sampling technique was used to obtain representative sample.

In this way, 265 respondents were contacted personally by the researcher on convenience basis at 15 different café at “Sidist Kilo”, 9 café at “Bolie” 7 café,

Cinema Empire and Cinema Ethiopia at “Piassa” 11 café at “Mexico”. Because of resource (money and time) constraints, this sample size was taken as sufficient for the study. While selecting the respondents for the study, distribution was made based on demographic profiles, to avoid biasness caused by using non-probability sampling and to justify the findings of the research.

3.3. Variables under Study

1. Preference (PRE)
2. Country-of-origin image (COOI)
3. Information and awareness (INAW)
4. Country-of-origin (COO)
5. Perceived value (PEVA)
6. Product quality and feature (PRQUFE)
7. Price and product Innovation (PRPRIN)

3.4. Instrument and Procedure

3.4.1. Data Collection Instrument

Survey approach was used to collect primary data because of the advantages associated in terms of management, economy and efficiency when surveying large sample sizes.

The instrument used together data from users of improved mobile phone was questionnaire. Because questionnaire is one of the most practical and easiest instruments for collecting data out of the population, it should be noted that the questionnaire selected in this research has been of structured type in which the researcher has promoted the respondent to answer questions paper based on Likert scale by designing special and purposeful questions.

The survey questions measured each attribute on a 5-point Likert-type scale ranging from 1- ‘strongly disagree’ to 5- ‘strongly agree’.

Table 1: Country-of-Origin Image Dimensions, Perceived Product Quality and Purchase Preference

Dimensions	Code	Items
Preference (PR)	PR ₁	Imported mobile phones from western countries are preferable
	PR ₂	Mobile phones made-in the west are preferred
	PR ₃	Mobile phones represent the west require more payment
	PR ₄	Western brands of mobile phones are durable
	PR ₅	Mobile phones manufactured in a developing country is preferable
COO-Image (COOIM)	COOIM ₁	Mobile phone made in Africa are generally lower in quality
	COOIM ₂	Africa mobile phones are cheaper
	COOIM ₃	Mobile phones of developing countries are similar to developed countries
	COOIM ₄	Ownership of mobile phone made in the West pried
	COOIM ₅	Africa mobile phone sure good quality
	COOIM ₆	Africa mobile phones are durable
	COOIM ₇	Mobile phone outward appearance are preferable
	COOIM ₈	Western mobile phones are expensive
	COOIM ₉	Mobile phones made-in developing countries lack creativity
	COOIM ₁₀	Mobile phones made-in the west have less choice of style
Information and Awareness (INAW)	INAW ₁	Mobile phones past experience help to made decision
	INAW ₂	Mobile phones package labels are informative
	INAW ₃	Mobile phones made-in the west are well-known
	INAW ₄	Mobile phones country-of-origin is important to make purchase decision
Country-of-Origin (COO)	COO ₁	Mobile phone made in sure the highest quality
	COO ₂	Mobile phones made in I look before purchase.
	COO ₃	Mobile phone country-of-origin determine the quality
	COO ₄	Mobile phone country-of-origin is the first piece of information
	COO ₅	Mobile phone country-of-origin information help to choose best brand
	COO ₆	Mobile phones country-of-origin is important
	COO ₇	Mobile phones made in the west are more expensive
	COO ₈	I would feel guilty if I bought a mobile phone made in Africa
	COO ₉	Mobile phones made in the west are reputable
	COO ₁₀	Mobile phones manufactured in the west are superior
Perceived value (PEVA)	PEVA ₁	Mobile phones from developed countries maintain value for money
	PEVA ₂	Mobile phones from developing countries offer more features
	PEVA ₃	Mobile phones from developing countries balance features and style
	PEVA ₄	Mobile phones made in the west have better value for money
Product quality and feature (PRQUFE)	PRQUFE ₁	Mobile phones from developed countries are more reliable
	PRQUFE ₂	Mobile phones made in the west are performing better
	PRQUFE ₃	Mobile phones from Africa countries are lower quality
	PRQUFE ₄	Mobile phones made in the west are durable
	PRQUFE ₅	Mobile phones from developed countries are the best
	PRQUFE ₆	Mobile phones from developing countries represent durability
	PRQUFE ₇	Mobile phones made in the west are more concerned with features
	PRQUFE ₈	Mobile phones from developed countries are perceived high quality
Price and product innovation (PRPRIN)	PRPRIN ₁	Mobile phones imported from developed countries are expensive
	PRPRIN ₂	The price of my mobile phone is cheap
	PRPRIN ₃	Mobile phone I have is reasonable price
	PRPRIN ₄	Africa mobile phones are reasonably priced
	PRPRIN ₅	Mobile phones are equally produced in less developed countries
	PRPRIN ₆	Mobile phones produced in developing countries are innovative

3.4.2. Procedure

To carry out the study, following procedures were followed:

1. The questionnaire was first drafted and prepared in English then it was translated into Amharic (Appendix A and B).
2. The instrument was pre-tested for face validity and reliability by 30 imported Mobile phone users under pilot-testing phase.
3. To review the internal consistency of the scale items, Cronbach coefficients (alpha) were computed and the overall scale reliability was found to be over 0.60 (minimal acceptable standard).
4. Based on the result of the pre-test the instrument format was modified.
5. Finally the modified questionnaire was distributed to the respondents by approaching visitors to the café and the cinema hall and asking if they are users of imported mobile phone.

Out of the 265 questionnaires distributed a total of 250 (94.33%) were collected back as completely filled and retained for the purpose of the final analysis.

3.5. Method of Data Analysis

Once the data have been collected, proper analysis is expected to be carried out to reveal the patterns of responses, and to reach to some conclusion. Therefore, the study used computerized statistical analysis by using SPSS 12.0 package, and the data were exposed to appropriate descriptive and inferential statistical methods.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

Data collected, by following the methodology presented in the last chapter, were exposed to various statistical analyses to generate the results in line with research objectives. This chapter explores the techniques used in computing scale reliabilities, and analyzing data associated with demographic profile of the respondents, country-of-origin image, perceived product quality and purchase preference of mobile phones imported in Ethiopia.

4.1. Data Analysis

4.1.1. Factor Analysis

Factor analysis was carried out to assess the unidimensionality of the constructs (both dependent and independent) for the subsequent analysis. The principal component approach (PCA) of extraction by using Direct Oblimin factor rotation was employed, since the factors are conceptually linked and oblique rotation represents the clustering of variables more accurately. Furthermore, Cronbach coefficients (alphas) were computed to observe the construct validity and scale reliability of each survey item and dimension.

As per the exploratory factor analysis, the items loaded with 0.5 and above were retained and considered for use in further analysis. In this respect 40 out of 47 country-of-origin image, perceived product quality, and purchase preference scale items were found to be fit within 7 dimensions (Table 2), and named as preference, COO-image, Information and awareness, country-of-origin, perceived value, product quality and feature, and price and product innovation. Additionally, these dimensions were tested for reliability by using Cronbach coefficient (alpha).

Table 2: Construct Validity (Factor Analysis)

Items	Preference	COO-Image	Information and Awareness	Country-of-Origin	Perceived Value	Product quality and feature	Price and product innovation
PR1	.671						
PR2	.697						
PR3	.671						
PR4	.691						
PR5	.746						
COOI1		.412					
COOI2		.370					
COOI3		.448					
COOI4		.440					
COOI5		.421					
COOI6		.430					
COOI7		.418					
INAW1			.366				
INAW2			.231				
INAW3			.123				
INAW4			.246				
COO1				.689			
COO2				.684			
COO3				.676			
COO4				.691			
COO5				.687			
COO6				.728			
COO7				.751			
PV1					.120		
PV2					.109		
PV3					-.030 ^a		
PV4					.160		
PQFE1						.548	
PQFE2						.544	
PQFE3						.547	
PQFE4						.556	
PQFE5						.579	
PQFE6						.518	
PQFE7						.642	
PRPI1							.379
PRPI2							.409
PRPI3							.432
PRPI4							.472
PRPI5							.305
PRPI6							.333

Source: Survey Data

Cronbach alpha statistics determines the internal consistency of the scale items, and the construct validity of each item to check whether the operational definition of the construct was appropriate for imported mobile phone.

4.1.2. Reliability Analysis

To review the internal consistency of the identified mobile phone product quality scale items, alpha scores were computed and found to be 0.801 for the total scale (Table 3), with various dimensions ranging between 0.119 for the dimension of “perceived value” and 0.741 for “preference”.

Table 3: Scale Reliability (Cronbach Alphas)

Dimension	Items	Alpha Coefficients for Dimensions	Alpha Coefficient if item deleted
Preference	PR1	0.741	.671
	PR2		.697
	PR3		.671
	PR4		.691
	PR5		.741
COO-Image	COOIM1	0.459	.412
	COOIM2		.370
	COOIM3		.448
	COOIM4		.440
	COOIM5		.421
	COOIM6		.430
	COOIM7		.418
Information and Awareness	INAW1	0.456	.366
	INAW2		.231
	INAW3		.123
	INAW4		.246
Country-of-Origin	COO1	0.733	.689
	COO2		.684
	COO3		.676
	COO4		.691
	COO5		.687
	COO6		.728
	COO7		.731
Perceived Value	PV1	0.119	.120
	PV2		.109
	PV3		-.030
	PV4		.160
Product quality and feature	PQFE1	0.642	.548
	PQFE2		.544
	PQFE3		.547
	PQFE4		.556
	PQFE5		.579
	PQFE6		.518
	PQFE7		.642
Price and product Innovation	PRPRIN1	0.472	.379
	PRPRIN2		.409
	PRPRIN3		.432
	PRPRIN4		.472
	PRPRIN5		.305
	PRPRIN6		.333
Reliability of the total scale		0.801	

Source: Survey Data

4.2. Demographic Characteristics of Respondents

The participants in the study were 250 customers/users of imported mobile phones. The demographic profile of the respondents was found to be diverse with a majority of the respondents (53.6%) were male and the remaining (46.4%) as female (Table 4). While greater than half (65.6%) reported to be in younger age group (19-25), (23.6%) fell in the middle age group (26.35) with remaining distributed as junior (6.0%), upper-middle (2.8%) and senior citizens (2%).

On education (30.8%) of the respondents stated to be secondary school, with over one-fourth (28.8%) who obtained college diploma, little more than one-fourth (26.8%) who obtained their first degree, (7.2%) who got their masters and above, and (6.4%) who completed elementary school.

While a little over one-third (32.4%) of the respondents have monthly income of Ethiopian birr 501-1000, and a little more one fourth (28.8%) earn birr below 500, (12.8%) earn between 2001 and 3000, (10.8%) earn between 1501 and 2000 (10.4%) earn between 1001 and 1500, and (4.8%) earn more than 3000.

On occupation a little less than half (46.4%) the respondents are Business men/women, a little more than one-third (31.2%) are government employees, a little less than one-fourth (20.4%) are private sector employee and (2%) are students (Table 4).

Table 4: Respondents' Profile

No	Characteristics	Percent
1	Gender: Male Female	53.6% 46.4%
2	Age: < 18 19-25 26-35 36-45 > 45	6.0% 65.6% 23.6% 2.8% 2.0%
3	Education: Elementary School Secondary School TVET First Degree Master and above	6.4% 30.8% 28.8% 26.8% 7.2%
4	Monthly income (in ETB): Below Birr 500 501-1000 1001-1500 1501-2000 2001-3000 Above 3000	28.8% 32.4% 10.4% 10.8% 12.8% 4.8%
5	Occupation Government employee Private sector employee Business men/women Student	31.2% 20.4% 46.4% 2.0%
6	Personality Fashion-conscious Sporty/Health concerned High-tech/innovative Fun-loving Adventurous Rational/practical	3.2% 8.8% 8.0% 20.0% 7.6% 52.4%
7	Buying in years: Every time when a new model appears in the market More than 2 times a year Once a year Every 2-3 years When the old one s broken/lost	1.6% 3.6% 6.4% 6.8% 81.6%
8	Mobile /mobile phone preference Samsung Panasonic Sony Ericsson Siemens Nokia LG Motorola	9.2% 2.0% 1.2% 2.4% 82.0% 2.4% 0.8%

Source: Survey Data.

In relation to personality, little more than half (52.4%) of the respondents are rational, (20%) are fun-loving, (8.8%) are sporty/health concerned, (8.0%) are High-tech/innovative, (7.6%) are adventurous, and (3.2%) are fashion-conscious.

Respondents were asked about how frequently they purchase imported mobile phone in a year. The majority of the respondents (81.8%) reported they buy when the old one is broken/lost, (6.8%) buy every 2-3 years, (5.2%) purchase once a year, (3.6%) buy more than 2 times a year, (1.6%) buy every time when a new model appears in the market.

Finally respondents were asked which mobile phone brands they prefer. A little over three-fourth (82%) of the respondents prefer Nokia, (9.2%) prefer Samsung, (2.4%) prefer Siemens, also (2.4%) they prefer LG, (2.0%) they prefer Panasonic, (1.2%) they prefer Sony Ericsson, and (.8%) they prefer Motorola.

4.3. Product Quality and Innovation

Product quality is measured by product durability, reliability, multiple functions, and brand image of imported mobile phone. Product innovation is evaluated by product novelty, attractive design, operation ability/easy to use, value for money, and matching with lifestyle of imported mobile phone.

As shown in (Table 5) consumers maintain a great focus on reliability of imported mobile phone, because the mean score is above average (4.59) on five point scale.

Table 5: Product Quality and Features

Items	Attribute	Mean	SD
ATDE	Attractive Design/Styling	4.02	.999
MUFU	Multiple-Functions/Features	4.42	.808
NOV	Novelty/Innovative Technology	4.48	.740
REL	Reliability	4.59	.750
DUR	Durability	4.42	1.023
VAMD	Value for Money/price	4.02	1.102
BRIM	Brand Image	4.03	.960
MALI	Matching with Lifestyle	3.80	1.245
OPE	Operationability/Easy to Use	4.53	.694

Source: Survey Data

4.4. Modeling Country-of-Origin Image, Product Quality

Perception and Purchase Preference

In the following discussion regression model is used to see the determining quality dimension on country-of-origin. In addition, the predictive ability of country-of-origin and product quality perception on purchase preference is discussed.

The average scores of the five dimensions are taken as the score of the dependent variables and the mean score of COO perception and the mean score of information and awareness were taken for the independent variables. The linear regression enter method is used to model the prediction capability of the independent variables (predictors) on dependent variables.

Yet, Croft (1983) in Negi (2009) suggests, undertaking correlation analysis before attempting to regression is an essential step in model development. All the dimensions were found to be significantly correlated with each other as given in Table 6.

Table 6: Summary of Correlation Coefficients

	Preference	Qualfeature	Prceinnovation	Value	Infoawarness	COO	COOimage
Preference	1						
Qualfeature	.552**	1					
Priceinnovation	.185**	.203**	1				
Vale	.237**	.234**	.209**	1			
Infoawarness	.366**	.238**	.108	.283**	1		
COO	.511**	.552**	.163**	.262**	.289**	1	
COOimage	.465**	.289**	.350**	.272**	.356**	.374**	1

Source: Survey Data

4.4.1. Perceived Quality and Feature Perception and Perceived Value with Purchase Preference

One of the objectives of this study was to analyze the predictive ability of perceived quality and feature perception and perceived value on purchase preference. Before computing regression, correlation among measures (perceived quality and feature, perceived value and purchase preference) was undertaken. Table 6, provides a matrix of the correlation coefficient for the measures (perceived quality and feature, perceived value and purchase preference).

The inter-correlation results revealed a direct effect of preference on country-of-origin image with r-value of 0.465 and the correlation is significant ($p < 0.01$). For the effect of the product quality and feature on country-of-origin image it was also found that product quality and feature has a positive significant influence on country-of-origin image ($r = 0.289$, $p < 0.01$). As for the effect of price and innovation on country-of-origin image it was found that price and innovation also has a positive significant influence on country-of-origin image ($r = 0.350$, $p < 0.01$). For the result of value on country-of-origin image, it was found that value has a positive significant influence on country-of-origin image ($r = 0.272$, $p < 0.01$). For the effect of information and awareness on country-of-origin image, it was found that information and awareness has a positive

significant influence on country-of-origin image ($r=0.356$, $P< 0.01$). For the effect of country-of-origin on country-of-origin image it was also found that country-of-origin has a positive significant influence on country-of-origin image ($r= 0.374$, $p< 0.01$).

4.4.2. Country of Origin Dimensions and Perceived Quality and Feature Perceptions

Regression analysis was carried out to evaluate the predicting capability of country-of-origin dimensions to country-of-origin image perception with regard to imported mobile phone.

The resulted regression coefficients (β) shown in Figure 1, revealed that three perceived quality and feature dimensions, country-of-origin ($\beta= .295$), COO Image ($\beta= .249$), country information and awareness ($\beta= 0.271$, $p< 0.01$) all of them were identified as more significant in predicting the perceived quality and feature of imported mobile phone as perceived by respondents. However, perceived price and product innovation is not significant factor by consumers' in evaluating perceived quality and feature of imported mobile phone.

The first important and significant perceived quality and feature dimension was found to be country-of-origin i.e. made in (the place where it was manufactured is the most statistically significant (important) factor in evaluating perceived quality of imported mobile phone by consumers.

The second important factor used in assessing the perceived quality and feature was country-of-origin image. And, the third significant factor was country information and awareness, the knowledge the consumers have, the experience they have and the information they got are the factors used by consumers of imported mobile phone in assessing product quality.

Finally, from the above result found one can conclude that country-of-origin, country-of-origin image, and country information and awareness are more

significant dimensions, while perceived price and product innovation is not significant dimension in assessing the perceived quality and feature by consumers' of imported mobile phone in Ethiopia.

4.4.3. Country-of-Origin Dimensions and Perceived Value

Perceptions

To evaluate the predicting capability of product quality dimensions to the perceived value perception of consumers' of imported mobile phone, regression model was used.

Country-of-origin dimensions: country-of-origin image ($\beta = 0.227$) with ($P < 0.01$) for country-of-origin is found to be the more significant in evaluating perceived value level of consumers followed by country-of-origin ($\beta = 0.143$), perceived price and product innovation ($\beta = 0.130$) significantly at ($p < 0.05$). However country information and awareness is not significant factor by consumers' in evaluating perceived value of imported mobile phone (Figure 1).

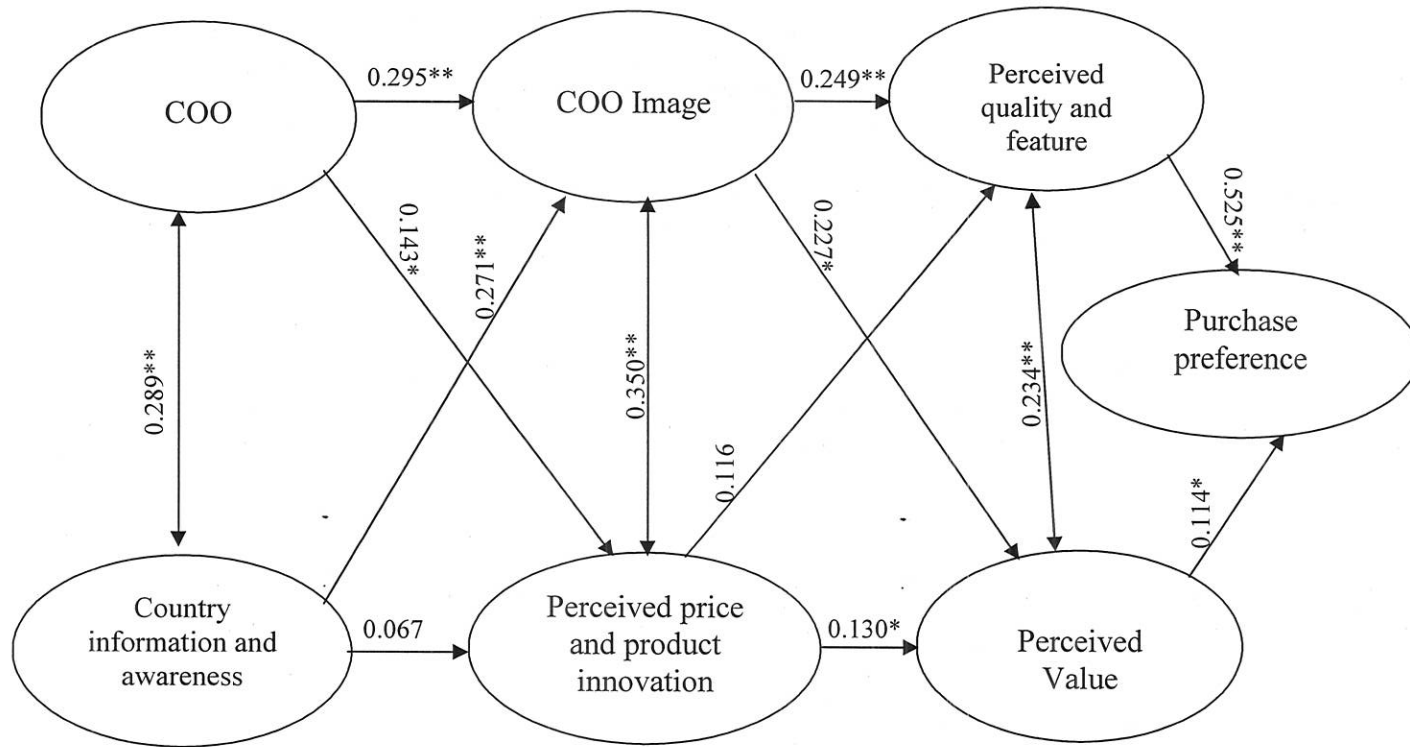


Figure 1: Modeling Perceived Quality and Feature, Perceived Value and Purchase Preference

** Significant at 0.01 level

* Significant at 0.05 level

Therefore, from the result one can understand that the evaluations of consumers' for both perceived quality and feature and perceived value are more significantly determined by country-of-origin and country information and awareness.

On the other hand consumers' perception to the dimension country-of-origin image is more significantly ($\beta = 0.249$, $P < 0.01$) determining perceived quality and feature level.

While the dimension perceived price and product innovation is significantly ($\beta = 0.130$, $P < 0.05$) determining perceived value.

Further, from the result one can also understand that country-of-origin affects both perceived quality and feature and perceived price while country information and awareness determines significantly only perceived quality and feature.

The regression result revealed that perceived quality and feature is more significant determinant of perceived value for imported mobile phone users ($\beta = 0.234$, $P < 0.01$).

4.5. Predicting Purchase Preference

The linear regression enter method analysis was conducted to investigate the influence of perceived quality and feature and perceived value on purchase preference. The result found that product quality and feature was more significant predictor ($\beta = 0.525$, $P < 0.01$) to purchase preference and also perceived value was significant ($\beta = 0.234$, $P < 0.01$) in predicting purchase preference.

Perceived value is the most significant determinant of product quality and feature for imported mobile phone users ($\beta = 0.234$, $P < 0.01$). Therefore, it is possible to state that perceived value through product quality and features can, indirectly, be used as a means of predicting consumers' purchase preference (Figure 1).

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

Based on the analysis carried out and findings reported, this part presents the conclusions drawn, and recommendation made. Further, it provides some directions to future researchers.

5.1. Conclusions

Imported mobile phones are perceived by consumers' as highly or above average on five point scale with perceived product quality and feature dimensions ranked 1st reliability (4.59), 2nd Operationability/easy to use (4.53), 3rd novelty/innovative technology (4.48), 4th multiple functions/features and durability (4.42).

However, the dimension brand image (4.03), attractive design/styling and value for money/price (4.02), and matching with Lifestyle (3.80) are perceived negatively (below average). Thus from the result it is possible to conclude that imported mobile phone work less on the part of creating brand image, users' of imported mobile phone are not interest on attractive design/styling and value for money/price. In addition users of imported mobile phone are not considering matching with life style.

From the regression result one can conclude that consumers' use country-of-origin, country information and awareness, and country-of-origin image are most significant dimensions, in' evaluating or (predicting) the perceived quality and feature of imported mobile phone in Ethiopia. Whereas, perceived price and product innovation is not significant dimensions for evaluating (determining) perceived quality and feature of imported mobile phone by consumers.

From the results of the regression it can be said that the evaluations of consumers for their perceived value by dimensions. Country-of-origin,

country-of-origin image, and perceived price and product innovation as significant in evaluating or (predicting) the perceived value of mobile phone imported in Ethiopia.

On the other hand country information and awareness is not significant dimensions for determining (evaluating) perceived value of imported mobile phones by consumers'.

The dimension country information and awareness and perceived price and product innovation are not significant factor for predicting perceived quality and feature level of users of imported mobile phone in Ethiopia.

Finally, it is noted that this study provides evidence for the direct effect of perceived quality and feature and perceived value to purchase preference.

5.2. Recommendations

Imported mobile phones are positively perceived by product quality and feature dimension namely by reliability, Operationability, Novelty, Innovative technology, Multiple-Functions, and Durability on the other hand perceived below average by brand image, attractive design/styling, value for money/price, and matching with lifestyle.

Thus, when developing marketing strategy, marketers have to focus on about perceived product quality and feature of consumers. This can be done through marketing communication tools like personal selling, sales promotion, advertising etc. Considering on the part of attractive design/styling, brand image, value for money/price, and matching with lifestyle are important things to be considered by importers of mobile phone in Ethiopia market.

When developing marketing strategies, marketers should look perceived product quality and their relations with perceived quality and feature and perceived value.

Perceived product quality and feature and perceived value could be used as a segmentation criterion to identify similar groups of consumers. Market segmentation is a key in providing a firm with strategic advantage. Therefore, importers, and marketers should give emphasis in their segmentation strategies with respect to the dimensions.

Purchase preference is one of the concepts in marketing research. If consumers prefer the product, they will be more likely to purchase and use it and to tell others positively their experience using it. The result of this study indicates that a significance relationship between perceived product quality and feature and perceived value happen. Therefore importers, marketers, and retailers of imported mobile phones must do:

1. Creating awareness and knowledge through promotional efforts and
2. Maintaining reliabilities so that users' expectations are satisfied. Specially looking the factors that affect consumer purchase preference (perceived product quality and feature and perceived value) are very important.

5.3. Directions for Further Research

The findings of this study provided several implications for future research. As per the researcher's opinion, this only focused on identifying consumer purchase preference determinant factors from the point of view of consumers' product quality and image perception. But while investigating these factors, there can be a possibility to several other related factors which are not raised in this research. First this study is made on a general base i.e. all imported mobile phones are considered.

Imported mobile phone in Ethiopia market may differ in terms of quality like, reliability, multiple-functions, operationability, attractive design, innovative technology, and durability etc.

Second the effect of satisfaction, expectation and purchase intention are also another area to be studied. Finally association between demographic variables to product quality perception need for further research.

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7. How often do you buy a mobile phone?

- A) Every time when a new model appears in the market
- B) More than 2 times a year
- C) Once a year D) Every 2-3 years
- E) When the old one is broken/lost
- F) Other _____

8. Which mobile phone brand do you prefer?

- A) Samsung B) Panasonic C) Sony Ericsson D) Siemens E) Nokia
- F) LG G) Motorola H) Other _____

9. How important do you think the following factors in deciding the mobile phone brand to buy?

Factor/Feature	Most Important	Important	Somewhat Important	Less Important	Not Important at all
Attractive Design/Styling					
Multiple-Functions/Features					
Novelty/Innovative Technology					
Reliability					
Durability					
Value for Money/Price					
Brand Image					
Matching with Lifestyle					
Operationability/Easy to use					
Other (Pl. specify)					

Section II: Country-of-origin Image and Consumer Perceptions of Product Quality.

Kindly make a tick mark (✓) to show your level of agreement with the following statements.

Item/statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
In general, the mobile phones/brands imported from developed countries are expensive.					
I think that the price of my mobile phone/brand is cheap.					
I believe that the price that I paid for my mobile phone/brand is very reasonable.					
I think that the mobile phones/brands manufactured in developed countries are more reliable than those from developing countries.					
To make sure that I buy the highest quality mobile phone/brand, I look to see what country it was made in.					
I find out mobile phone's country-of-origin to determine the quality of the brand/product.					
When buying a mobile phone, the country-of-origin is the first piece of information that I consider.					
Mobile phones/brands those represents developed countries are performing better than those made in developing countries.					
If I have some past experience of using a mobile phone brand, I don't search for country-of-origin information to help me make a more informed decision.					
I look for country-of-origin information to choose the best brand available under mobile phones category.					
When buying a product that is expensive, such as a mobile phone, it is important to look for the country-of-origin.					
Imported mobile phones from reputed/developed countries are usually maintaining a good value for the money					
Mobile phones manufactured in developing countries offer more features with less payment.					
Considering durability, it is wise to buy a mobile phone/brand manufactured in a developed country.					
Mobile phone brands from Africa/Asia are usually reasonably priced in comparison with those from Western/developed countries.					
Western/developed countries brands of mobile phones are the best.					

Item/statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I would always prefer to buy mobile phones/brands made in and imported from the Western/developed countries.					
Mobile phones/brands those are made in Africa/Asia are cheaper than those manufactured in the Western/developed countries.					
Mobile phones made in and imported from less developed countries are equally carefully produced as in Western/developed countries.					
Mobile phones/brands from developing economies seem to have the similar styles/features as made in the developed countries.					
African/Asian mobile phones/brands are generally lower in quality than made in other developed countries.					
The package labels and directions for use of mobile phones made in developing/underdeveloped countries are usually understandable and informative.					
Mobile phones/brands made in the West/developed countries are more expensive than those manufactured in other places.					
Developing/underdeveloped countries unknown mobile phones/brands also represent durability.					
I prefer to buy a mobile phone/brand made in the West/developed country whenever possible.					
I would pay more for a mobile phone brand represents the West/developed country than made in developing country.					
Western mobile phone brands are well-known and very popular.					
It is important for me to seek country-of-origin information when making a purchase decision about mobile phone.					
I take a great deal of personal pride in the ownership of a mobile phone/brand made in/representing the West/developed country.					
I would feel guilty if I bought a mobile phone made in Africa/Asia.					
If I purchase a mobile phone brand from Africa/Asia, I can be sure that it is of good quality.					
Mobile phones/brands imported from Africa/Asia are durable.					

Item/statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Manufacturers/brands of mobile phones from African/Asian countries are more concerned with the style/outward appearance than with durability.					
Brands from the developed countries are more concerned with the features/options than styling.					
Manufacturers of mobile phones from the developing countries maintain a good balance between mobile phone features and styling.					
Mobile phones/brands designed and imported from developing countries are equally innovative than those manufactured in the developed countries.					
Western brands of mobile phones have a better value for money than those made in developing countries.					
Western brands of mobile phones are more durable than those from developing countries.					
Western brands of mobile phones are expensive than those imported from the developing countries					
Overall, I perceive that mobile phones/brands imported from developed countries are of high quality.					
For me, it is reputable to buy a mobile phone/brand manufactured in and imported from a developed country.					
Overall, I believe that buying a mobile phone brand manufactured in a developed country is preferable than made in an underdeveloped country					

Appendix B

አዲስ አበባ ዩኒቨርሲቲ የድህረ ምረቃ የንግድ ስር ትምህርት ክፍል

የሞባይል ስልኮች የተመረቱበት ሀገር ገጽታ፣ ተቀባይነት ያገኘ የምርት ጥራት እና የግዢ ምርጫ በተመለከተ የተደረገ ጥናት

ውድ የቃለ መጠይቁ ተሳታፊ

ስሜ ሐይለ ማሪያም ዘውዴ ሲሆን በአዲስ አበባ ዩኒቨርሲቲ የማርኬቲንግ ማኔጅመንት የማስተርስ ዲግሪ ተማሪ ነኝ።

ከዚህ ቀጥሎ ያሉት የሞባይል ስልኮች የተመረቱበት ሀገር ገጽታ፣ ተቀባይነት ያገኘ የምርት ጥራት እና የግዢ ምርጫ በተመለከተ ግምገማ ለማካሄድ የቀረቡ መጠይቆች ሲሆኑ በነዚህ መጠይቆች ላይ የእርስዎን ምላሾች ይፈለጋሉ። ይህ እርስዎ የሚሰጡት መረጃ ለትምህርት አላማ ጥቅም ላይ የሚውልና ለመጠይቆቹ የሚሰጡት ምላሾች በከፍተኛ ደረጃ በሚሰጥር ይያዛሉ። በቅድሚያ አመሰግናለሁ!

ክፍል አንድ አጠቃላይ መረጃ፡- ከዚህ በታች ከተመለከቱት አማራጮች ውስጥ እርስዎን በተሻለ ሁኔታ በሚመለከተዎት ነጥብ ላይ የራይት ምልክት (✓) በማኖር እንዲመርጡ በትህትና እጠይቃለሁ።

- | | | |
|---------------|----------------------------|----------------------------------|
| 1. ያታ: | ሀ. ወንድ | ለ. ሴት |
| 2. እድሜ (አመት): | ሀ. ከ18 በታች | ለ. 19-25 ሐ. 26-35 መ. 36-45 |
| | ሠ. ከ45 ዓመት በላይ | |
| 3. ትምህርት: | ሀ. 1ኛ ደረጃ ት/ቤት | ለ. 2ኛ ደረጃ ት/ቤት |
| | መ. የመጀመሪያ ዲግሪ | ሐ. ቴክኒክና ሙያ ስልጠና ኮሌጅ |
| | መ. ማስተርስ ዲግሪና ከዚያ በላይ | |
| 4. ገቢ (በብር): | ሀ. ከ500 በታች | ለ. 501-1000 |
| | ሐ. ከ1001-1500 | መ. 1501-2000 |
| | ሠ. 2001-3000 | ረ. ከ3000 በላይ |
| 5. ሥራ: | ሀ. የመንግስት ሰራተኛ | ለ. የግል ዘርፍ ሰራተኛ |
| | ሐ. ነጋዴ/ሴቶች | መ. ተማሪ |
| | ረ. ሌላ/ካለ እባክዎን ይግለጹ/ _____ | |

6. የግል ባህርይ: ሀ. ፋሽን ተከታይ ለ. ስፖርተኛ/ለጤናው የሚጨነቅ
 ሐ. ከፍተኛ ቴክኖሎጂ ተከታይ/የፈጠራ ችሎታ ተከታይ
 መ. ቀልድ ወዳድ ሠ. ከባድ ነገሮችን የሚዳፈር
 ረ. ሚዛናዊ/በተግባር የሚያምን
 ሰ. ሌላ ካለ እባክዎን ይግለጹ _____

7. የሞባይል ስልክ በምን ያህል ጊዜ ይገዛሉ?
 ሀ. አዲስ ሞዴል በገበያ ላይ በታየ ቁጥር ለ. በአመት ከሁለት ጊዜ በላይ
 ሐ. በአመት አንዴ መ. በየሁለትና ሶስት አመት
 ሠ. ያለኝ ቀፎ ሲሰበር (ሲጠፋ) ረ. ሌላ ካለ ይግለጹ _____

8. እርስዎ የትኛውን የሞባይል ቀፎ ብራንድ ይመርጣሉ?
 ሀ. ሳምሰንግ ለ. ፓናሶኒክ ሐ. ሶኒ ኤሪክሰን
 መ. ሲመንስ ሠ. ኖኪያ ረ. ኤልጂ
 ሰ. ሞቶሮላ ሸ. ሌላ ካለ ይግለጹ _____

9. የሞባይል ቀፎ ብራንድ ለመግዛት ውሳኔ በማድረግ በኩል የሚከተሉት ምክንያቶች በምን ዓይነት መልኩ ይጠቅማሉ ብለው ያስባሉ?

ምክንያት/ጥቅም	እጅግ በጣም ጠቃሚ	ጠቃሚ	በመጠኑ ጠቃሚ	ትንሽ ይጠቅማል	ፈጽሞ አይጠቅምም
የሚመች ዲዛይን/ስታይል					
የተለያዩ ግልጋሎቶች/ጠቀሜታዎች					
የፈጠራ ቴክኖሎጂ ምጥቀት					
አስተማማኝነት					
በአገልግሎት ላይ ቆይታ					
ዋጋ(በገንዘብ ሲተመን)					
የብራንዱ ገጽታ					
ከአኗኗር ስልት ጋር የሚጣጣም					
አጠቃቀም/ለአጠቃቀም ምቹ መሆን					
ሌላ ካለ (እባክዎን ካለ ይግለጹ)					

የመጠይቁ አረፍተ ነገር	አጥብቁ እስማማለሁ	እስማማለው	ገለልተኛ	አልስማማም	አጥብቁ አልስማማም
ከአፍሪካ/ኤሲያ የሚመጡ የሞባይል ስልኮች/ብራንዶች ከምዕራባዊያን/ባደጉ ሀገራት ከሚመጡ የሞባይል ስልኮች ጋር ሲነፃፀሩ አብዛኛውን ጊዜ ምክንያታዊ ዋጋ ያላቸው ናቸው።					
የምዕራባዊያን/ባደጉ ሀገራት የሞባይል ስልክ/ብራንዶች ምርጥ ናቸው።					
እኔ ሁልጊዜ በምዕራባዊያን/ባደጉ ሀገራት የሚመረቱና ከዛ የሚመጡ የሞባይል ስልኮች/ብራንዶች መግዛት እመርጣለሁ።					
በአፍሪካ/ኤሲያ የሚሰሩ የሞባይል ስልኮች/ብራንዶች በምዕራባዊያን/ባደጉ ሀገራት ውስጥ ከሚመረቱት ርካሽ ናቸው።					
በታዳጊ ሀገራት ውስጥ የሚሰሩ የሞባይል ስልኮችና ከእነዚህ ሀገራት የሚመጡ በምዕራባዊያን/ባደጉ ሀገራት ውስጥ ከሚመረቱት ጋር እኩል ጥንቃቄ ተደርጎባቸው ይመረታሉ።					
አኮሚያቸው እያደገ ከሚገኙ ሀገራት የሚመጡ ስልኮች ባደጉት ሀገራት ውስጥ ከሚሰሩ ስልኮች ጋር ተመሳሳይ ስታይሎች/ጠቀሜታዎች ያሉት ይመስላል።					
የአፍሪካ/ኤሲያ የሞባይል ስልኮች/ብራንዶች በሌሎች ያደጉ ሀገራት ውስጥ ከሚሰሩት የሞባይል ስልኮች በአጠቃላይ በጥራት ያነሰ ናቸው።					
በታዳጊ/ያላደጉ ሀገራት የሚመረት የሞባይል ስልክ አጠቃቀም የፓኬጅና የመመሪያ ጽሁፎች አብዛኛውን ጊዜ የምንረዳቸውና መረጃ የሚያስተላልፉ ናቸው።					
በምዕራባዊያን/ባደጉ ሀገራት ውስጥ የሚሰሩ የሞባይል ስልኮች/ብራንዶች በሌላ ሀገራት ከሚሰሩ የሞባይል ስልኮች የበለጠ ውድ ናቸው።					
እውቅና የሌላቸው የታዳጊ/ያላደጉ አገራት ሞባይል ስልኮች/ብራንዶችም ለረዥም ጊዜ ይቆያሉ።					
እኔ በተቸለኝ መጠን በምዕራባዊያን/ባደጉ ሀገራት የተመረተውን የሞባይል ስልክ/ብራንድ መግዛት እመርጣለሁ።					
እኔ በምዕራባዊያን/ባደጉ ሀገር ለሚመረት የሞባይል ስልክ/ብራንድ በታዳጊ ሀገራት ውስጥ ከሚመረተው የሞባይል ስልክ ዋጋ የበለጠ እከፍላለሁ።					
የምዕራባዊያን የሞባይል ስልክ ብራንዶች እጅግ የታወቁና ዝናቸው እጅግ የናኝ ነው።					

የመጠይቁ አረፍተ ነገር	አጥብቁ እስማማለሁ	እስማማለው	ገለልተኛ	አልስማማም	አጥብቁ አልስማማም
እኔ የሞባይል ስልክ የመግዛት ውሳኔ በምወስንበት ጊዜ የተመረተበት ሀገር መረጃ ማፈላለግ ለእኔ ጠቃሚ ነው።					
እኔ በምዕራባዊያን/ባደጉ ሀገራት ውስጥ የተመረተውን የሞባይል ስልክ/ብራንድ ባለቤት በመሆኔ በግሌ ታላቅ ኩራት ይሰማኛል።					
እኔ በአፍሪካ/በኤሲያ የተመረተውን የሞባይል ስልክ ከገዛሁ እራሴን ጥፋተኛ አድርጌ እቆጥራለሁ።					
እኔ የአፍሪካ/የኤሲያ የሞባይል ስልክ/ብራንድ የምገዛ ከሆነ ይህ ስልክ ጥሩ ጥራት ያለው መሆኑን ማረጋገጥ የምችል መሆን አለብኝ።					
ከአፍሪካ/ከኤሲያ ወደሀገር ውስጥ የሚገቡ የሞባይል ስልኮች/ብራንዶች ለረዥም ጊዜ አገልግሎት ይሰጣሉ።					
እኔ ከአገልግሎት ቆይታ ይልቅ ስታይል/የውጭ ገጽታ እመርጣለሁ።					
ካደጉ አገራት የሚመጡ ብራንዶች ከስታይል የበለጠ በጠቀሜታ ወይም በአማራጮች ላይ የበለጠ ያተኩራሉ።					
የታዳጊ ሀገራት የሞባይል ስልክ አምራቾች በሞባይል ስልክ ጠቀሜታዎችና ስታይል መካከል ጥሩ ሚዛን እንዲኖር ያደርጋሉ።					
ከታዳጊ ሀገራት የሚመጡ የሞባይል ስልኮች/ብራንዶች በአጠቃላይ የፈጠራ ስራ የሚያጥራቸው ሲሆን ከሌሎች ያደጉ ሀገራት ከሚመጡ ምርቶች የተከረጁ/ኮፒዎች ናቸው።					
በታዳጊ ሀገራት የሚፈበረኩና ወደ ሀገር ውስጥ የሚገቡ የሞባይል ስልኮች/ብራንዶች ባደጉ ሀገራት ውስጥ ከሚፈበረኩ የሞባይል ስልኮች/ብራንዶች ጋር እኩል የፈጠራ ስራ ውጤቶች ናቸው።					
የምዕራባዊያን የሞባይል ስልክ ብራንዶች ከታዳጊ ሀገራት ከሚመጡ ስልኮች የተሸለ ዋጋ አላቸው።					
የምዕራባዊያን የሞባይል ስልክ ብራንዶች ከታዳጊ ሀገራት ከሚመጡ ስልኮች የበለጠ ውድ ናቸው።					
በአጠቃላይ ካደጉ ሀገሮች የሚገቡ የሞባይል ስልኮች/ብራንዶች ከፍተኛ ጥራት እንዳላቸው አውቃለሁ።					
ለእኔ ባደጉ ሀገራት የተመረተና ከዚያ የገባ የሞባይል ስልክ/ብራንድ መግዛት አስተማማኝ ነው።					
በአጠቃላይ ባደገ ሀገር ውስጥ የተመረተን የሞባይል ስልክ/ብራንድ መግዛት ባላደገ ሀገር ውስጥ ከሚመረት የሞባይል ስልክ ይመረጣል።					

Appendix C

Results of Regression Analysis-Perceived Product Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.455 ^a	.207	.200	.44841

a. Predictors: (Constant), infoawarness, coo

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.957	2	6.479	32.221	.000 ^a
	Residual	49.664	247	.201		
	Total	62.621	249			

a. Predictors: (Constant), infoawarness, coo

b. Dependent Variable: cooimage

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.495	.217		6.878	.000
	coo	.239	.048	.295	4.987	.000
	infoawarness	.220	.048	.271	4.581	.000

a. Dependent Variable: cooimage

Model Summary

Model	R	R Square	Adjusted R Square ^c	Std. Error of the Estimate
1	.175 ^a	.031	.023	.67512

a. Predictors: (Constant), infoawarness, coo

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.552	2	1.776	3.896	.022 ^a
	Residual	112.581	247	.456		
	Total	116.133	249			

a. Predictors: (Constant), infoawarness, coo

b. Dependent Variable: priceinnovation

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.439	.327		7.454	.000
	coo	.158	.072	.143	2.190	.029
	infoawarness	.074	.072	.067	1.025	.306

a. Dependent Variable: priceinnovation

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.309 ^a	.095	.088	.64480

a. Predictors: (Constant), priceinnovation, cooimage

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.832	2	5.416	13.027	.000 ^a
	Residual	102.694	247	.416		
	Total	113.525	249			

a. Predictors: (Constant), priceinnovation, cooimage

b. Dependent Variable: qualfeature

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.180	.289		7.532	.000
	cooimage	.335	.087	.249	3.852	.000
	priceinnovation	.114	.064	.116	1.790	.075

a. Dependent Variable: qualfeature

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	priceinnovation, cooimage ^a		Enter

a. All requested variables entered.

b. Dependent Variable: value

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.298 ^a	.089	.081	.56323

a. Predictors: (Constant), priceinnovation, cooimage

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.634	2	3.817	12.033	.000 ^a
	Residual	78.355	247	.317		
	Total	85.989	249			

a. Predictors: (Constant), priceinnovation, cooimage

b. Dependent Variable: value

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.384	.253		9.430	.000
	cooimage	.266	.076	.227	3.495	.001
	priceinnovation	.112	.056	.130	2.002	.046

a. Dependent Variable: value

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	value, qualfeature		Enter

a. All requested variables entered.

b. Dependent Variable: preference

A
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DECLARATION

I, the undersigned, declare that this thesis is my original work, not presented for any degree in any universities, and that all the sources used for it are duly acknowledged.

Hailemariam Zewdie



June 2010