

## Effects of Country-of-Origin, Consumer Patriotism, and Values on Brand Strength: A Multi-attribute Setting

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**Abstract**--This study conducts a 2×2×4 research design ((Taiwan/China) × (high involvement products and low involvement products) × (Taiwan, China, Japan, and USA)) and LISREL technique are employed to examine the COO and consumer patriotism effects on brand strength. The results of the study find that both Taiwanese and China cases show that country-of-origin (COO) patriotism and brand life cycle have significantly positive effects on brand attitude and brand strength.

**Keywords:** Value, patriotism, country-of-origin, brand attitude, brand strength, brand life cycle

### I. INTRODUCTION

The subject of brand management has gradually begun attracting the attention of corporate managers since the 1990s. Managers have recognized the strategic necessity of building and sustaining a favorable corporate reputation to create corporate competitive advantage (Keller, 1993, 2003). According to the American Marketing Association (AMA), a brand is a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition”. Companies that manage a successful brand can enjoy higher sales, repeat purchases, and help meet consumer expectations.

Since the mid-1960s, numerous researches have successfully employed factors such as country-of-origin, country image, or country stereotype in evaluating the effects of these variables on consumers’ purchasing decisions (e.g. Schooler, 1965; Nagashima, 1970; Gaedeke, 1973; Bilkey and Nes, 1982). Martin and Eroglu (1993) defined COO as the total of all descriptive, inferential and informational beliefs one has about a particular country. Evidence has built up over several decades that consumer purchase decisions are influenced by aspects like country-of origin (COO) or country of image. Researchers have studied the COO effect in many different nations and have incorporated political, economic, technological and social factors to measure country image (Han, 1988; Johansson and Douglas, 1985). COO may have effects on consumers’ attitude toward a country’s product or a brand.

Next, Etzel and Walker (1974) argued that there may exist product-specific effect as consumers do not perceive all products from a given country as being the same. For instance, most people have differing impressions of cars made in Germany and Korea; of fashion-forward clothing designed and made in France and Vienna; or of cameras made in Japan and China.

On the other hand, COO effect may also be consuming country-specific. Literature has documented cultural differences in consumer behavior (Aaker and Williams 1988; Klein, Ettenson and Morris 1988). Some studies have found that consumers tend to more easily adopt products that come from source countries perceived to have a similar political climate or a similar belief system of their country (Krishnakumar, 1974; Wang and Lamb, 1983; Gurhan-Canli and Maheswaran, 2000).

Finally, the concept of brand architecture has been developed since the 1990s by brand positioning specialist but lack of much attention. The role brands play and the value they have for consumers in a particular culture have not been well-investigated. According to Goodyear (1996), the roles of brand (brand life cycle) have six stages: unbranded, brand as reference, brand as personality, brand as icon, brand as company and brand as policy. In global marketing context, it needs to understand how consumer see the role of a brand and then link this with brand attitude purchase behavior.

### II. II. BACK GROUND LITERATURE AND RESEARCH HYPOTHESES

This study employs country variables and consumer value as antecedent variables, attitude toward a brand product as a mediator, and brand strength as the outcome. Also, the causal model is to be tested across two different culture systems: Taiwan and China. An overview of the conceptual framework is displayed in Figure 1.

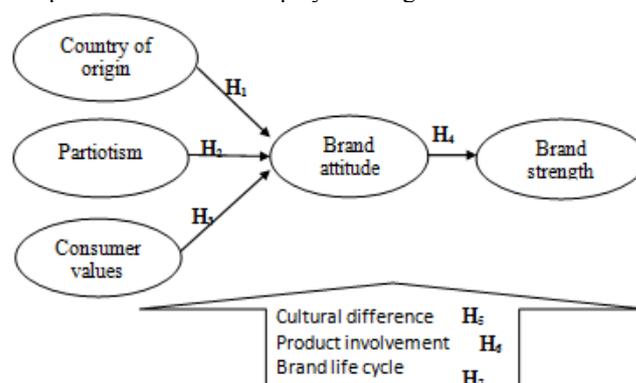


Figure 1. The conceptual framework of this study

#### A. COO, consumer patriotism, and values on brand attitude

Han (1989, 1990) indicates that the rational or cognitive factor of COO is the perceived quality of foreign product which tends to be evaluated according to technical, advancement, prestige, workmanship, economy, and service. The alternative argues that consumer's choices are also influenced by affective factors (i.e. consumer patriotism) (Zajonc, 1980; Zajonc and Markus, 1982; Moon and Jain, 2002). Moreover, according to Blackwell Miniard, and Engel (2006), attitudes are global or overall evaluative judgments. Mitchell & Olson (1981) argue that consumer attitude is an internal evaluation toward a product or brand. In accordance with ABC model of attitudes that an attitude has three components: affects, behavior, and cognition (Sheth, Mittal & Newman, 1999, Solomon, 2007). Affect refers to the way a consumer feels about an attitude object. Behavior involves the person's intentions to do something with regard to an attitude object. Cognition refers to the beliefs a consumer has about an attitude object. In general, when a consumer has higher perceived quality of a foreign product, he will form a more positive attitude toward that product. Accordingly, the following hypothesis is proposed:

*H<sub>1</sub>: Country-of-origin has a positive effect on consumers' attitudes toward foreign brand.*

Anderson and Cunningham (1972) argue that consumer's dogmatism, conservatism, and status concern have a negative impact on a consumer's attitude toward a foreign product. Zajonc and Markus (1982) propose that patriotic responses toward domestic products or against foreign products may lead to behavioral responses. Factors such as ethnocentrism, feelings of national pride, and personal experience of the global vision may also influence attitude toward a foreign product. Past studies also indicate that primarily due to consumers' patriotism, there is a tendency for consumers to more favorably evaluate their own country's products than foreign consumers do (Nagashima 1970; Han 1988). Therefore, higher consumer patriotism results in a negative attitude toward a foreign product. In order to examine this effect (i.e., affective factor) on consumers' attitudes toward foreign products, the following hypothesis is proposed:

*H<sub>2</sub>: Consumers' patriotism has a negative effect on consumers' attitudes toward foreign products.*

Robbins (1993) regards that value is an ideology, attitude, belief, and thinking which will lead to the ultimate outcome. Like attitudes, values represent consumer beliefs about life and acceptable behavior (England & Lee, 1974; Blackwell Miniard, and Engel, 2006). However, values, unlike attitudes, transcend situations or events and are more enduring. Values are important in the need recognition stage of consumer decision making process. Personal values help explain how we answer "Is this brand for me?" (Engel, Blackwell & Miniard, 1990) Previous studies gave linked personal values to brand choice, market segmentation, product usage, and so on (Durgee, O' Connor, & Veryzer, 1996; Zeithaml, 1988). Rose (1994) further indicates values could influence consumers in buying fashion products. Early research concerning values is influenced most by Rokeach Value Scale (RVS). Rokeach (1973) identifies a set of terminal values, or desired end status, that applies to many

cultures. Furthermore, the RVS also included a set of instrumental values, or actions we need to take to achieve these terminal values. This study will adopt the RVS as the measurement of personal value. Accordingly, the following hypothesis is proposed:

*H<sub>3</sub>: Consumers' values have positive effects on brand attitude, where 'competence values and 'personal value' have larger effects on brand attitude than 'moral values' and 'social values'.*

#### B. Brand attitude toward brand strength

The concept of brand strength is derived from brand value which is acuminated by consumers' brand preference. Stronger brand strength could reduce consumers' risk perceptions of the brand extension (Kesler, 1987; Tauber, 1998; Aaker & Keller, 1990). Feldwick (1996) indicates that brand strength is a part of brand equity which is measured by the degree of contact between the customer and the brand. Previous studies show that brands with stronger brand strength could induce larger leverage effect than those of brands with weaker brand strengths. In order to examine brand strength on consumers' attitudes toward foreign products, the following hypothesis is proposed:

*H<sub>4</sub>: Consumers brand attitudes have significantly positive effects on brand strength.*

#### C. Product-specific effect

Some studies have found that consumers do not perceive all products from a given country as being the same or similar; there may exist a product-specific effect (Etzel and Walker, 1974; Han and Terpstra, 1988). Similarly, many American brands and products are marketed in overseas markets by making use of an American cultural context. But consumers do not perceive all products from America as being the same or similar. Etzel and Walker (1974) found that there exists a significant difference between general national product attitude and specific product attitude. Some literature reports similar results (Lumpkin, Crawford and Kim 1985). For example, one marketing expert has pointed out, "German" is synonymous with quality engineering", "French is synonymous with chic", and "Italian is synonymous with style" (Milbank, 1994). In sum, a consumer may carry different and particular impression of products from America. This study will investigate the COO effects on consumers' attitude and purchase intentions between high-tech America products and non-high-tech American products. Based on this, we propose that:

*H<sub>5</sub>: Brand attitude may have stronger effects on brand strength for high-involvement products than low-involvement products.*

#### D. Consuming country-specific effect

Wang and Lamb (1983) have addressed that COO effect has a significant relationship with the level of economic development, political climate, and cultural system. Han (1990) also suggests that stronger COO effects exist for products from a country with a dissimilar value system and socio/cultural climate than for products from a similar country. In addition, COO effects seem to be particularly strong in developing countries, particularly toward products

from more highly-developed countries (Han, 1990; Bilkey and Nes, 1982). Other studies in the past have hypothesized that COO effects may differ across countries, depending on consumer's perceived similarities with the source country's value system. Klein, Ettenson, and Morris (1998) establish an animosity model related to foreign product purchases, and they argue that culture-specific factors influence the weight given to the country-of-origin in product evaluations. Consequently, they argue that consumers' attitudes toward foreign products may be governed by culture-specific factors other than product quality (Usunier, 2006). Thus, the following hypotheses are proposed:

*H<sub>6</sub>: Consumer may form more positive attitude toward foreign product when there is higher cultural identification between sourcing country and consuming country than when there is not.*

#### *E. Brand life cycle effect on brand attitude and brand strength*

Thus, it is possible to conclude that different economic stages of various Asian countries in different economic development signify the differences in how brands are evolved (Goodyear 1996; McEnally and de Chernatony 1999). Consumers' brand attitudes may be different in different brand life cycle. The so-called brand life cycle management is to determine the stage of the brand in order to meet consumers' needs. Thus, the following hypotheses are proposed:

*H<sub>7</sub>: COO may have stronger effect on brand attitude when the brand is in higher stages than when it is in lower stage.*

### III. RESEARCH DESIGN

#### *A. Countries under study and Product modes*

As mentioned earlier, this study utilizes a design of multi-attributes setting, i.e., two-culture respondents and two product-categories mode and four foreign product countries (2×2×4) is examined. First, Taiwan and China are under review and set as the consuming countries.

#### *B. Sampling*

The data was collected from January 2010 to March 2010. After giving appropriate instructions concerning how to process with the question, the questionnaire is left with the respondents and is collected the next day. Out of a total sample of 430, 298 questionnaires were returned for Taiwan's sampling, a response rate of 69.3%; and 91 were returned for China sampling, a response rate of 46.8%. With regard to the sample size, Tanaka (1987) suggests that sample sizes of 100 are strong lower bounds when considering maximum likelihood estimates of structural equation models (Moon and Jain, 2002).

#### *C. Questionnaire and measures*

The questionnaire was organized into five sections. In the first section, country-of-origin (country image) effects are assessed. As suggested by Han (1990), the COO items are measured on five items at the level of specific product categories: technical advancement, prestige value,

workmanship, economy, and serviceability. The five measurements are measured on seven point semantic differential scales. In the second section, a consumer's attitude toward foreign products is measured. Therefore, the attitude toward foreign products is evaluated on a seven-point semantic scale with cognition and affective items: the consumer's rating of a specific foreign product's 'overall quality' and the consumer's affective rating of the product (Han, 1990). Next, consumers' intentions to buy foreign products are measured on five-point scales ranging from "would definitely intend to buy" to "would definitely intend not to buy" (Erickson, Johansson & Chao, 1984; Han, 1990). In the third section, respondents are asked about their familiarity with the selected products and their identification with foreign culture (i.e., Japanese culture, American culture, Taiwanese culture and Chinese culture); these two items are measured on seven-point semantic scales.

In the fourth section, the consumer's patriotism is evaluated. Consumer patriotism is measured by assessing the subject's emotional intensity toward the following statements: (1) I should buy Taiwan/Indonesian products because I am a Taiwanese/Indonesian; (2) Foreign imports are and will be hurting Taiwan/Indonesian industry. (3) Foreign imports are and will be replacing domestic jobs (4) I feel guilty if I choose to buy foreign products instead of Taiwan/Indonesian products (Han 1988). The items are measured on seven-point scales ranging from "strongly agree" to "strongly disagree". The questionnaire concludes by asking for consumers' basic data.

### IV. ANALYSIS AND RESULTS

#### *A. Hypotheses Tests*

Figure 2 and Table 3 show a structural equation model and the definitions of latent/observed endogenous/exogenous variables for the hypotheses testing. Three country variables and personal value are set to be latent exogenous variables: 'COO' ( $\xi_1$ ), 'consumer patriotism' ( $\xi_2$ ) and value ( $\xi_3$ ). Consumers' attitudes toward foreign products ( $\eta_1$ ) and brand strength ( $\eta_2$ ) are set up to be latent endogenous variables. The measurement model will be estimated by the LISREL technique (Jöreskog and Sörbom 2003).

The parameter estimates for measurements of observed exogenous variables, parameter estimates for causal model, and goodness of fit measures for the whole model are exhibited in Table 2. Before discussing the hypothesized relationship, assessments about the overall fit of the model to the data are made. The goodness-of-fit measures of the whole model are judged by means of GFI, AGFI, RMRSE (Jöreskog and Sörbom 2003). Table 2 and 3 shows that across four foreign products and two consuming countries, the fit for all cases is reasonably good where GFIs and around 0.90 in Taiwan' case and 0.80 in China's case and RMSEA values are in acceptable level (McDonald and Ho, 2002). In addition, all factor loadings are statistically significant, which indicates the effectiveness of the measurements employed in the study. Each individual relationship is discussed as follows.

TABLE I. VARIABLE DEFINITION OF LISREL MODEL AND CORNBACH'S

Dimensions/References	Variables	Taiwan		China	
		Cronbach's $\alpha$	KMO	Cronbach's $\alpha$	KMO
Brand life cycle (Goodyear, 1996)	unbranded	-	-	-	-
	Brand as reference				
	Brand as personality				
	Brand as icon				
	Brand as company				
Value (Rokeach, 1973) $\xi_1$	Brand as policy	0.845	0.756	0.782	0.695
	Personal value (X <sub>1</sub> )				
	Social value (X <sub>2</sub> )				
	Competence value (X <sub>3</sub> )				
COO (Han, 1990) $\xi_2$	Moral value (X <sub>4</sub> )	0.775	0.678	0.890	0.811
	Tech advancement				
	Prestige				
	Workmanship				
	Good value for price				
Patriotism (Han, 1988) $\xi_3$	Service	0.955	0.909	0.914	0.841
	Obligation				
	Industry decline				
	Job loss				
Brand attitude (Han, 1988) $\eta_1$	Guilty	0.884	0.699	0.891	0.677
	Cognition (Y <sub>1</sub> )				
	Affective (Y <sub>2</sub> )				
Brand strength (Keller, 1998.) $\eta_2$	Conative (Y <sub>3</sub> )	0.943	0.899	0.944	0.845
	Brand trend (Y <sub>4</sub> )				
	Geographic spread				
	Leadership (Y <sub>6</sub> )				
	Market (Y <sub>7</sub> )				
	Stability (Y <sub>8</sub> )				

TABLE II. PARAMETER ESTIMATES, GFI MEASURES AND TOTAL EFFECTS- BEER

Sample	Product come from				
	Taiwan	USA	Japan	China	Taiwan
Value→Brand attitude $\gamma_{11}$	-0.0393	0.0681	0.0441	0.1337*	
Patriotism→Brand attitude $\gamma_{12}$	0.0131	-0.0728	0.0946	0.0495	
COO→Brand attitude $\gamma_{13}$	0.4976*	0.4047*	0.1838*	0.5751*	
Brand attitude→Brand strength $\beta_{21}$	0.8736*	0.8735*	0.9422*	0.7799*	
$\chi^2/df$	2.0713	1.8876	2.2281	2.0987	
GFI	0.8996	0.9028	0.8888	0.8979	
RMS	0.0587	0.0549	0.0637	0.0581	
China	USA	Japan	China	Taiwan	
Value→Brand attitude $\gamma_{11}$	0.0054	-0.2190	-0.3724*	-0.1027	
Patriotism→Brand attitude $\gamma_{12}$	-0.1997	-0.0598	-0.0282	0.1795	
COO→Brand attitude $\gamma_{13}$	0.4751*	0.4490*	0.5904*	0.5719*	
Brand attitude→Brand strength $\beta_{21}$	0.8620*	0.9670*	0.8943*	0.9511*	
$\chi^2/df$	2.0957	2.1779	2.2034	2.6934	
GFI	0.7391	0.7453	0.7298	0.7023	
RMS	0.1015	0.0981	0.1066	0.1209	

Note: \* represents a significant at 5% level.

B. Hypothesis 1, 2 and 4

According to hypothesis H<sub>1</sub>, COO has significant influence on consumers' attitudes toward foreign products. Table 4 shows that the  $\gamma_{13}$  estimates are positive and are significant in all the cases (beer and personal computer). The

positive sign of  $\gamma_{13}$  indicates that the higher the COO image an individual has formed, the more positive attitude toward a foreign product he has. Therefore, hypothesis H<sub>1</sub> may be not rejected.

In accordance with hypothesis 2, which states that consumer patriotism has a negative impact on consumer attitude towards an American product, as can be seen in Table 2 the effect of consumer patriotism on the attitude toward American product ( $\gamma_{12}$ ) is mixed. First,  $\gamma_{12}$  is not significant in beer across four producing countries of Taiwan's sample but are positively significant in PC case made by Japan and China. However in China sample, consumer Patriotism has negative effect on brand attitude in beer case but only have significantly negative effect on PC made in Taiwan. It indicates that for the four producing countries, the higher the consumer patriotism an individual has the more negative his attitude toward Taiwan PC is. However, hypothesis 2 is not supported.

TABLE III. PARAMETER ESTIMATES, GFI MEASURES AND TOTAL EFFECTS- PERSONAL COMPUTER

(Completely standardized solution)

Sample	Product come from				
	Taiwan	USA	Japan	China	Taiwan
Value→Brand attitude $\gamma_{11}$	0.1426*	0.1447*	0.0963	-0.414	
Patriotism→Brand attitude $\gamma_{12}$	-0.0543	0.1522*	0.1996*	-0.0800	
COO→Brand attitude $\gamma_{13}$	0.2379*	0.4040*	0.4412*	0.2831*	
Brand attitude→Brand strength $\beta_{21}$	0.9055*	0.8390*	0.8889*	0.7500*	
$\chi^2/df$	1.8757	1.8243	1.9490	2.1710	
GFI	0.9046	0.9076	0.9021	0.8959	
RMS	0.0557	0.0533	0.0554	0.0617	
China	USA	Japan	China	Taiwan	
Value→Brand attitude $\gamma_{11}$	0.2388*	0.2234*	-0.1701	0.1842	
Patriotism→Brand attitude $\gamma_{12}$	0.0468	0.0466	0.0949	-0.2335*	
COO→Brand attitude $\gamma_{13}$	0.3003*	0.6109*	0.4341*	0.2500*	
Brand attitude→Brand strength $\beta_{21}$	0.9692*	0.8894*	0.9341*	0.9113*	
$\chi^2/df$	3.0029	2.1605	2.3624	2.0976	
GFI	0.7428	0.7516	0.7258	0.7401	
RMS	0.1332	0.0984	0.1087	0.1010	

Note: \* represents a significant at 5% level.

C. Hypothesis 4

Hypothesis 3 tests the product-specific effect, namely that the country-of-origin may have stronger affects on consumers' brand attitude of high-involvement products than those of low involvement products. It can be examined from  $\gamma_{13}$ . It can be seen from Table 4, in Taiwan's sample,  $\gamma_{13}$  is larger in higher brand stage only in beer product. In China sample,  $\gamma_{13}$  is higher in higher brand stage both in beer and PC products. Accordingly, H<sub>4</sub> is partially accepted.

TABLE IV. PARAMETER ESTIMATES, GFI MEASURES AND TOTAL EFFECTS- BRAND STAGE

	Taiwan sample
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	Low involvement—Beer		High involvement—PC	
Brand stage	Low brand stage	High brand stage	Low brand stage	High brand stage
$\gamma_{13}$	0.3673* (t=9.34)	0.5772* (t=11.98)	0.7142* (t=18.27)	0.4786* (t=12.55)
$\beta_{21}$	0.8906* (t=20.12)	0.8856* (t=16.86)	0.9452* (t=23.71)	0.8675* (t=16.78)
$\chi^2/df$	3.1630 (P=0.0000)	2.7833 (P=0.0000)	2.3543 (P=0.0000)	3.4085 (P=0.0000)
GFI	0.9348	0.9022	0.9529	0.9269
AGFI	0.9150	0.8723	0.9034	0.8977
NFI	0.9683	0.9616	0.9786	0.9679
NNFI	0.9740	0.9703	0.9852	0.9708
RMS	0.0525	0.0653	0.0516	0.0600

China Sample				
	Low involvement—Beer		High involvement—PC	
Brand stage	Low brand stage	High brand stage	Low brand stage	High brand stage
$\gamma_{13}$	0.4769* (t=6.53)	0.5365* (t=7.25)	0.2422*(t=2.29)	0.4787* (t=5.04)
$\beta_{21}$	0.9557* (t=16.31)	0.8922* (t=11.59)	0.9666* (t=13.52)	0.9021* (t=7.67)
$\chi^2/df$	3.0479 (P=0.0000)	2.9685 (P=0.0000)	2.3960 (P=0.0000)	2.4119 (P=0.0000)
GFI	0.8029	0.8088	0.7107	0.7256
AGFI	0.7241	0.7355	0.5998	0.6205
NFI	0.9218	0.9180	0.8532	0.8856
NNFI	0.9308	0.9292	0.8835	0.9104
RMS	0.0997	0.0974	0.1144	0.1125

Note: \* represents a significant at 5% level.

#### D. Hypotheses 5

Hypothesis 5 tests the consuming country-specific effect. It tests the culture identification on brand attitude and brand strength. A pre-test has shown that Taiwan's sample has higher cultural identification on Japan than China's sample. A mean structure model is conducted to compare the differences in COO, consumer patriotism, and attitudes toward products. 'Factor mean' could be used to identify the factor difference between the two groups (i.e., Taiwan vs. China). As can be seen in Table 5 that Taiwan has higher COO, brand attitude and brand strength than China sample (as factor mean is significantly positive). Accordingly, hypothesis 4 may be not rejected.

TABLE V. FACTOR MEAN FOR CAUSAL PATH: TAIWAN VS. CHINA-JAPANESE BRAND

(Common Metric Completely Standardized Solution)

Dimensions	Items	Taiwan vs. Japanese			
		Japanese Beer		Japanese PC	
		Factor loading	Factor mean	Factor loading	Factor mean
Value	Personal value (X <sub>1</sub> )	0.7972*	0.0796 (1.2580)	0.7923	0.0789 (1.2536)
	Social value (X <sub>2</sub> )	0.7185*		0.7201*	
	Competence value (X <sub>3</sub> )	0.7810*		0.7816*	
	Moral value (X <sub>4</sub> )	0.7379*		0.7401*	
Patriotism	Obligation(X <sub>5</sub> )	0.4957*	-0.1834*	0.4954*	-0.1831*
	Industry decline(X <sub>6</sub> )	0.8692*	(-1.8671)	0.8698*	(-1.8701)

COO	Job loss(X <sub>7</sub> )	0.8730*	1.5137* (11.1113)	0.8742*	0.5408* (4.4155)
	Guilty(X <sub>8</sub> )	0.5945*		0.5940*	
	Tech advancement(X <sub>9</sub> )	0.8357*		0.8345*	
	Prestige(X <sub>10</sub> )	0.8759*		0.8907*	
	Workmanship(X <sub>11</sub> )	0.8353*		0.8264*	
	Good value for price(X <sub>12</sub> )	0.7686*		0.6672*	
Attitude	Service(X <sub>13</sub> )	0.5931*		0.6581*	
	Cognition (Y <sub>1</sub> )	0.8491*	0.4403* (2.8145)	0.7878*	0.4740* (4.6346)
	Affective (Y <sub>2</sub> )	0.8617*		0.8654*	
Conative(Y <sub>3</sub> )	0.7524*	0.7537*			
Brand strength	Brand trend (Y <sub>4</sub> )	0.7667*	0.6427* (3.9292)	0.7941*	0.4550* (2.8343)
	Geographic spread	0.8246*		0.8073*	
	Leadership (Y <sub>6</sub> )	0.8941*		0.7774*	
	Market (Y <sub>7</sub> )	0.9259*		0.8924*	
	Stability (Y <sub>8</sub> )	0.9050*		0.8766*	
Coefficients	$\gamma_{11}$	0.0058		0.1421*	
	$\gamma_{12}$	-0.0260		0.1380*	
	$\gamma_{13}$	0.3643*		0.4167*	
	$\beta_{21}$	0.8100*		0.7596*	
Goodness of fit	GFI	0.8518		0.8370	
	RMR	0.0603		0.0751	

Note: \* represents a significant at 5% level.

#### V. DISCUSSION AND CONCLUSIONS

In examining the hypothesized role of COO in how people evaluate foreign products, four specific hypotheses have been developed and tested. The test results and findings suggest that: (1) the hypothesis that COO has a significantly positive impact on consumer attitude toward foreign products may not be rejected. (2) The results indicate that respondents who demonstrate higher patriotism may hold negative attitudes toward foreign products, however the effects are not statistically significant. Therefore, hypothesis H<sub>2</sub> cannot be accepted; (3) the hypothesis that COO has higher impact on consumers' brand attitude of high-involvement products (i.e., PC), than on brand attitude of low-involvement products (i.e., beer may be partially supported; (4) the hypothesis that positive product attitude exists when there is a high cultural identification between sourcing country and consuming country may not be rejected.

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