

Consumer Perceptions of Foreign Goods: Modeling the Path from Evaluation to Purchase

Larry L. Carter
Utah Valley University

Amro A. Maher
Qatar University

The increase in globalization has led researchers to assess key determinants affecting the purchase of foreign products; however, an attempt to integrate these determinants into a comprehensive framework has not been pursued. The purpose of this study is to construct such a model that can be used to assess the relative influence of these determinants upon the consumer's purchase decision process. This study identifies six main antecedents with significant influence upon the consumer's evaluation, attitude formation, purchase intention, and actual purchase of foreign products and provide a complete set of propositions that warrant further investigation.

INTRODUCTION

The survival of a manufacturing firm that is dependent upon the consumers' acceptance and purchase of its products. In a global marketplace, businesses are faced with ever-increasing competition aggressively vying for customer attention with substitutable goods in virtually every product category. Customers from many countries can choose to purchase their goods from both domestic and foreign manufacturers due to the reduction in trade barriers among nations. Emerging national economies, such as India, have produced a growing middle class of consumers with more discretionary income for personal consumption (Bandyopadhyay & Banerjee, 2002). Technological advances in communication and information diffusion have increased the exposure of products and brands to consumers across the globe. Technology has also given consumers quick access to foreign lands where they come in direct contact with foreign products and advertising. These exposures have influenced consumer expectations and choice for products along various attribute dimensions. From the manufacturer's standpoint, production and distribution strategies are evaluated on an ongoing basis, taking into account a myriad of facets to bolster their competitive advantage, increase operational efficiencies, and fulfill consumer preferences (Tate, Ellram, Schoenherr, & Petersen, 2014). Shipping capabilities and efficiencies have also added to the convenience of acquiring foreign products in a timely manner.

It is imperative that marketing managers accurately assess consumer product perceptions in order to forecast market entry acceptance and choose the best blend of marketing strategies to capture potential consumers (Kachersky & Lerman, 2013). Despite the apparent importance and relevance of analyzing consumer product perceptions, there is a lack of research in modeling these perceptions toward foreign products; hence the purpose of this study is two-fold. The first objective is to identify, prioritize and

categorize determinants of consumer perceptions of foreign products based on previous research. Secondly, an empirical framework is proposed to test the effects of these main determinants upon the consumer's evaluation of, attitude towards, intent to purchase, and actual purchase of foreign products.

Theoretical Foundations

Utilized as the foundation for building the proposed framework in this study, one of the most recognizable models within consumer behavior is the standard learning hierarchy of effects (Mowen, 1995). This model theorizes that beliefs influence affect, which subsequently leads to actual behavior. Beliefs are formed directly through consumer information processing and cognitive learning. For example, product evaluations are developed from the reception, encoding, and storage of product information within a consumer's memory. Affect refers to the amount of feeling for or against a stimulus and is commonly manifested in an individual's attitude towards the stimulus. Behavior is an action performed by the individual, such as product purchasing.

According to the Fishbein attitude model, an individual's overall attitude towards an object is determined by the number and strength of the beliefs associated with that object (Fishbein & Ajzen, 1975). Fishbein also indicated that behavioral intentions influence the actual behavior. From a consumer behavior perspective, intentions reflect the consumer's determination to engage in an action or behavior, such as purchasing a product. Ulgado and Lee (1996) measure purchase intention as one's willingness to purchase the product, while Hui and Zhou (2002) identify intention as a behavioral tendency. Nonetheless, both of these interpretations lead to the same outcome that the consumer will likely purchase the product in the future.

Based on the hierarchy of effects model and the relationship between behavioral intention and behavior, four distinct stages emerge to define the typical consumer purchasing behavior. The first stage, product evaluation, refers to the consumer's overall cognitive evaluation of the product. Attitude towards the product serves as the second stage and pertains to the consumer's overall affective evaluation or attitude towards the product. The third stage, purchase intention, is the consumer's subjective judgments about future purchases and the fourth stage, aptly named product purchase, refers to the actual purchase behavior of the consumer.

Literature Review Results

In an effort to conduct a comprehensive literature review of the four stages of consumer perceptions and purchase of foreign products, searches of key terminology related to foreign product evaluation and purchase were initially conducted using the following databases: ABI INFORM, InfoTrac, PsycInfo, and ProQuest. After identifying relevant articles, additional articles were selected from their reference sections. Only articles addressing potential determinants that affect the four stages of consumer perception and purchase of foreign products were selected for further analysis. In total, 147 articles met this criterion and were included in the literature review. Table 1 provides a summary listing of the articles included within the literature review and categorized by the key relationships supported within their findings and is located in the appendix.

Of the articles relating to consumer perceptions and purchase of foreign goods, 144 were empirical studies and only three studies were conceptual in nature. While the earliest article was published in 1967, approximately 67 percent of the articles reviewed were published after 1999, indicating that the relevance of this research stream is viable and growing with the increase in business globalization. The overwhelming majority of the articles included were from marketing journals (e.g., *Journal of Marketing*, *Journal of Consumer Behavior*, *International Marketing Review*, *Journal of the Academy of Marketing Science*, *Journal of Advertising*, and *Journal of International Consumer Marketing*). General business journals were also evaluated as potential sources, including the *Journal of Business Research*, *Journal of International Business Studies*, and *Multinational Business Review*. Finally, a few journals from cross-disciplinary fields (e.g., *Agribusiness* and *Psychology & Marketing*) also contributed to this research topic.

As previously stated, this study attempts to analyze consumer perceptions of foreign goods that are either imported or manufactured within the domestic country by a foreign firm. As globalization increases, it is common practice for foreign manufacturers to have various production stages established in multiple countries. The majority of the reviewed articles investigated consumer samples from a single country of analysis. Shoppers from a single metropolitan area or a convenience sample of college students were typically used as study respondents. In addition, very few studies (e.g., Kwak, Jaju, & Larsen, 2006; Leong et al., 2008; Sharma, 2011) conducted multiple country samples due to the high costs associated with multi-cultural research efforts as well as the increased complexity of interpreting the analytic results.

From the articles examined, the selection of country relationships to be analyzed was based on one or more of the following criteria. First, studies investigated potential and current foreign trade practices between specific countries and regions. The United States and Japan are frequently evaluated as exporters due to their important, persevering roles within the world economy (Chinen, Jun, & Hampton, 2000; Han & Terpstra, 1988). On a similar note, Balabanis and Diamantopoulos (2004) investigated the United Kingdom, United States, France, Germany, Japan, and Italy for their domination of products in the world market.

Researchers also commonly investigated consumer perceptions of foreign products from countries with varying levels of economic and industrial development. These studies are typically interested in evaluating the effects of national industrial development on consumer perceptions of all products from a particular country of interest. Papadopoulos, Heslop, and Bamossy (1989) investigated the importance of a country's industrial development as an influencer of the consumer's image of that country. Another study compared consumer evaluations of products from countries categorized by their level of technological advancement (Agbonifoh & Elimimian, 1999). Goldberg and Baumgartner (2002) focused on Thailand as a developing country in an analysis of Thai consumers' envy of lifestyles in a developed country, specifically the United States. The authors posited cross-country attraction as the motivation for U.S. product purchase and consumption by the younger segments of Thai consumers. Several multi-country studies compared consumer perceptions of foreign goods manufactured in industrialized and less-developed countries (Orth & Firbasová, 2003; Cordell, 1992). The overall evidence indicates that consumers generally evaluate goods from industrialized countries more highly than products from less-industrialized countries. However, results for purchase intention of these compared goods are mixed.

Finally, some studies examined specific country matches based on their cultural orientations. For example, while countries like Bangladesh are considered extremely homogeneous markets by some researchers (Kaynak, Kucukemiroglu, & Hyder, 2000), one study segregated Canada into British and French subcultures to evaluate consumer perceptions towards British and French products (Laroche, Papadopoulos, Heslop, & Bergeron, 2002). Also while European countries tend to prefer European products, Austria exhibits strong cultural variations among its consumers in both worldmindedness and nationalism (Rawwas & Rajendran, 1996).

Studies have investigated the influence of acculturation on consumer evaluations (Laroche, Papadopoulos, Heslop, & Bergeron, 2002; Quester & Chong, 2001). As for national cultural similarities, consumers with high levels of ethnocentrism have been shown to exhibit more favorable attitudes towards foreign products from countries with similar cultures and are more willing to buy these products (Watson & Wright, 2000). Other researchers investigated consumers from cultures that have strong dimensions of collectivism or individualism. Chung and Pysarchik (2000) studied Korean consumers to detect the influence of group conformity and face saving on their attitudes toward and intent to purchase foreign products. Gürhan-Canli and Maheswaran (2000) compared U.S. and Japanese consumers to find whether national cultural orientation moderates the effects of country-of-origin image on foreign product evaluation.

As a final observation about the countries assessed in previous research, it is interesting to note that the most commonly studied countries reside in the highly industrialized regions of North America and Europe, which encompass 35.9 percent and 31.7 percent of the studies reviewed, respectively. The third most researched region is Asia, capturing a mere 19.3 percent of the studies reviewed. This analysis

reveals a significant lack of research conducted in several regions of the world that may provide additional insight into regional and cultural influences affecting consumer purchase decisions of foreign goods.

Of equal importance to the countries researched in this literature stream, the products chosen for analysis can be categorized along several dimensions as well. Specific product types are frequently selected from pretest results where respondents self-generated a common product from a country (Ziamou, Zotos, Lynsonski, & Zafiroopoulos, 1999). Following suit with other researchers, Liefeld (1993) documented that the saliency of country-of-origin effects on consumer perceptions is dependent upon product type. For example, Bandyopadhyay (2001) chose to evaluate consumer perceptions of electrical and electronic products for their relevance as status symbols within the emerging Indian market. Other studies include a variety of product categories to evaluate country-of-origin image as either a halo effect or a product-specific evaluation (Leonidou, Hadjimarcou, Kaleka, & Stamenova, 1999). In addition to examining specific product categories, researchers have also evaluated an overall or global evaluation of all products from particular countries (e.g., Ang et al., 2004; Hinck, 2004; Kaynak & Cavusgil, 1983; Laroche, Papadopoulos, Heslop, & Mourali, 2005; Reirson, 1966). The commonality of this practice insinuates that product-country images tend to have a summary effect across most product categories within the consumer's mindset.

Researchers have also used generic products, such as glass and cloth, for consumer evaluation in attempts to control for product-quality biases. As for research stimuli, the most popular products of analysis have been cars, electronic equipment, food, clothing and shoes. For example, Balabanis and Diamantopoulos (2004) selected cars, food, TVs, toiletries, fashion wear, toys, do-it-yourself tools, and furniture. These products were chosen for this study because they are typically imported, have domestic versions, and are important expenditures for consumers from the United Kingdom. Regardless of the product choices that researchers use for their assessment, it is important to evaluate the potential effects of these choices when designing a model that tests consumers' perceptions and purchase intention of foreign goods.

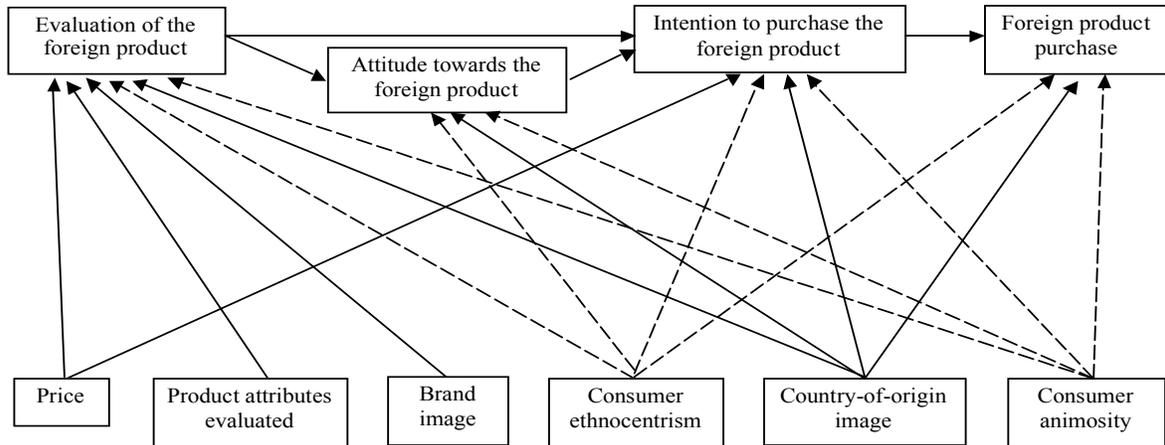
CONCEPTUAL FRAMEWORK AND PROPOSITIONS

All of the studies within this literature review were evaluated in an effort to identify potential variables influencing consumer perceptions and purchase of foreign goods. The nature of their relationships was categorized in terms of direct effects, indirect effects, and interactions. These variables were then prioritized based on their frequency of effects upon each of the four stages of the consumer decision-making process.

Few conceptual frameworks have been developed to categorize determinants of consumer perceptions and purchase of foreign goods. From the literature reviewed for this study, only three articles (Janda & Rao, 1997; Rezvani et al., 2012; Samiee, 1994) were identified as studies proposing conceptual frameworks; however they primarily focused on the influences of the country-of-origin variable upon consumers' purchase intention. This study attempts to model the effects of key primary variables (including country-of-origin image) on consumers' foreign product evaluation, attitude towards these products, intention to purchase and the actual purchase of these products.

Figure 1 illustrates the conceptual framework with the relationships that were identified and supported by the 147 studies. The framework consists of the primary variables affecting each of the four stages of the consumer purchase decision process. It also takes into account the dual influences of product evaluation upon both consumer attitudes towards the product and their purchase intentions. The valence of each relationship is displayed as a positive or negative effect within the figure as well.

FIGURE 1
CONCEPTUAL MODEL OF KEY DETERMINANTS AFFECTING CONSUMER PERCEPTIONS AND PURCHASE OF FOREIGN GOODS



Each causal path within the conceptual framework is posited as a significant relationship influencing consumer perceptions and purchase of foreign products. A total of 20 relationships are represented as main effects between key variables and each of the four distinct stages that serve as the theoretical foundation for this model. With respect to all of the variables that were identified in the literature review, these relationships have been substantially supported and are therefore considered as primary effects with regards to potential explanatory power.

The established relationships between product evaluation, attitude towards the product, purchase intention, and purchase behavior form the first set of propositions. Although the influence of product beliefs upon attitudes has been well documented in consumer research, a direct influence of product evaluation upon purchase intention is also supported within specific studies in this review (e.g., Chinen, Jun, & Hampton, 2000; Hui & Zhou, 2002; Orbaiz & Papadopoulos, 2003). These findings suggest that upon certain buying situations, consumers may not necessarily form a strong attitude about the foreign product prior to purchase. For instance, impulse purchases typically lead to an immediate purchase of the product after a quick evaluation by the consumer; hence attitude formation may occur after purchase during product consumption in this example. This notion is expressed as the second proposition in this study.

- P1: Product evaluation has a positive effect upon the consumer's attitude towards the foreign product.
- P2: Product evaluation has a positive effect upon the consumer's intention to purchase the foreign product.
- P3: Attitude towards the foreign product has a positive effect upon the consumer's intention to purchase the product.
- P4: Intention to purchase the foreign product has a positive effect upon the consumer's purchase of the product.

When consumers are evaluating foreign goods, each specific product category is assessed by a set of product attributes. In order to simplify the proposed framework and allow for the empirical analysis of this model across any product category, these product attributes are grouped together into one common variable. The product attributes evaluated (i.e., PAE) variable refers to the composite evaluation of the product's physical attributes that are salient to and perceived by the consumer. Previous studies (e.g.,

Gürham-Canli & Maheswaran, 2000; Johansson, Douglas, & Nonaka, 1985; Maheswaran, 1994; Roth & Romeo, 1992) suggest that specific attributes of the foreign product has an influence upon the overall evaluation, as perceived by the consumer, thus providing the support for the fifth proposition in this study.

P5: The foreign product's attributes evaluated by the consumer *has a positive effect upon the overall evaluation of the product by the consumer.*

Most products are associated with a brand name, which is often utilized by the consumer to make product judgments (e.g., inferring a perception of the product's quality from the brand's name and reputation). The foreign product's brand image refers to the consumer's perceptions associated with the product's brand name. Several studies (e.g., Chu, Chang, Chen, & Wang, 2010; Hui & Zhou, 2002; Khachaturian & Morganosky, 1990; Okechuku & Onyemah, 1999; Teas & Agarwal, 2000; Tran & Fabrizo, 2013) have identified brand image as having a direct influence upon consumers' overall evaluation of the foreign product. Given this overwhelming support, an evaluation of the effects of brand image is included in the list of propositions in order to build an inclusive framework of major determinants impacting consumer purchasing behavior of foreign goods.

P6: Brand image has a positive effect upon the overall evaluation of the foreign product by the consumer.

As with brand image, there is significant evidence to suggest that the price of the product influences both foreign product evaluations and purchase intentions of consumers. For example, Hui and Zhou (2002) suggests that both price and brand image directly impacts consumers' intention to purchase foreign products. Product price also serves as an extrinsic cue for consumers to infer the perceived quality of the product; therefore a higher product price relative to the competition price signals higher quality than competitors' products and positively affects the consumer's likelihood of purchasing the foreign product in the future (Erickson & Johansson, 1985; Tellis & Gaeth, 1990; Zeithaml, 1988). Following suit with the aforementioned brand image variable, previous research provides evidence that price is significant enough to warrant its own assessment apart from the overall set of product attributes (i.e., PAE) and is therefore represented in the next two propositions.

P7: Price has a positive effect upon the overall evaluation of the foreign product by the consumer.

P8: Price has a positive effect upon the consumer's intention to purchase the foreign product.

Country-of-origin (i.e., COO) is one of the earliest variables assessed within studies examining foreign product evaluations by consumers (Nagashima, 1977; Schooler, 1965; Schooler, 1971) and has gone through various interpretations and dissections by researchers since its inception. COO is typically considered as the country of creation or association with a product (Okechuku & Onyemah, 1999). Although commonly referred to as the location of production, COO may not necessarily be the place of manufacture or assembly of the product (Bandyopadhyay, 2001). COO stamps have been legally mandated in foreign trading, helping to elevate consumer awareness of COO by providing country information on product packaging (Strutton and Pelton, 1993). As outsourcing and cross-border manufacturing became more prevalent, hybrid and FDI-based product offerings generated additional research interest. Some studies have attempted to parse COO into separate distinct dimensions, such as country-of-assembly, country-of-parts, and country-of-design (Chao, 2001); however these delineations have increased the complexity of researching COO effects and produced mixed analytical results. When COO information is not specified, consumers oftentimes associate COO with the country-of-manufacture for that brand or product (Nebenzahl & Jaffe, 1996). Incidentally, consumers' perceived COO usually differs from the actual country-of-production as a result of imperfect information and misconceptions within the marketplace.

For this study, country-of-origin image (i.e., COO image) is referred to as the consumers' overall perceptions of the country that they associate with the product (as defined by Roth & Romeo, 1992), regardless of the accuracy of these perceptions. Previous studies have provided considerable support for the significant effects of COO image upon all four stages of consumer evaluation and purchase of foreign

products (e.g., Brijs, Bloemer, & Kasper, 2011; Chinen, Jun, & Hampton, 2000; Huddleston, Good, & Stoel, 2001; Hui & Zhou, 2002; Orbaiz & Papadopoulos, 2003; Peris, Newman, Bigne, & Chansarkar, 1993; Teas & Agarwal, 2000; Uddin, Parvin, & Rahman, 2013; Wang, Li, Barnes, & Ahn, 2012). Of all of the potential variables assessed in this study, COO image is by far the most researched antecedent that is posited to affect consumers' perceptions and purchase of foreign products, providing strong support for the following propositions.

P9: Country-of-origin image has a positive effect upon the overall evaluation of the foreign product by the consumer.

P10: Country-of-origin image has a positive effect upon the consumer's attitude towards the foreign product.

P11: Country-of-origin image has a positive effect upon the consumer's intention to purchase the foreign product.

P12: Country-of-origin image has a positive effect upon the consumer's purchase of the foreign product.

Consumer ethnocentrism (i.e., CET) refers to the consumer's belief that buying foreign products will potentially result in a domestic jobs reduction and economic damage; therefore domestic consumers consider the purchase of foreign goods as inappropriate, immoral, and unpatriotic (Shimp & Sharma, 1987). In addition to establishing this definition of CET, these two researchers were also responsible for developing the CETSCALE to dimensionalize and measure CET. Similarly to COO image, CET has been posited as a main effect upon all four stages of the consumer perception and purchase process for foreign products (e.g., Balabanis & Diamontopoulos, 2004; Kwak, Jaju, & Larsen, 2006; Mostafa, 2010; Sharma, 2011; Zhang, 1997). But unlike COO image, CET negatively influences these stages, indicating that highly ethnocentric consumers prefer domestic products to foreign products. The following set of four propositions establishes consumer ethnocentrism as a primary determinant impacting the consumer purchasing process of foreign goods.

P13: Consumer ethnocentrism has a negative effect upon the overall evaluation of the foreign product by the consumer.

P14: Consumer ethnocentrism has a negative effect upon the consumer's attitude towards the foreign product.

P15: Consumer ethnocentrism has a negative effect upon the consumer's intention to purchase the foreign product.

P16: Consumer ethnocentrism has a negative effect upon the consumer's purchase of the foreign product.

Identified as another variable that negatively affects consumer's decision to buy foreign products, animosity is defined as consumer anger that is potentially generated from military, political or economic events and is posited to negatively affect the consumer's purchase intention of foreign goods (Klein, Ettenson, & Morris, 1998). During the nascent years of consumer animosity research, Johansson, Ronkainen, and Czinkota (1994) examined the negative country of origin effects of Russia on U.S. farmers. They found that political animosity towards Russia, strong U.S. sentiments, and negative evaluations of products from a less industrialized country negatively affected the U.S. farmers' intentions to purchase Russian products. Since the late 1990s, several researchers have begun an intensive investigation of consumer animosity with regards to conceptualization and influences (e.g., Cui, Wajda, & Hu, 2012; Klein, 2002; Maher & Mady, 2010; Mostafa, 2010; Yu-An, Phau, & Lin, 2010). Most have found evidence supporting the notion that animosity towards a foreign country negatively affects consumers' evaluations and intentions to buy products from that country; hence the final set of propositions in this framework reflect these negative effects.

P17: Consumer animosity has a negative effect upon the overall evaluation of the foreign product by the consumer.

P18: Consumer animosity has a negative effect upon the consumer's attitude towards the foreign product.

- P19: Consumer animosity has a negative effect upon the consumer's intention to purchase the foreign product.
- P20: Consumer animosity has a negative effect upon the consumer's purchase of the foreign product.

CONCLUSIONS

In summary, this study provides a testable model of determinants affecting the consumer evaluation, attitude, purchase intention and purchase of foreign goods. The relationships posited in the proposed framework are all grounded in previous research findings, but have not been tested together in a comprehensive model. The next research step is to empirically test the model to evaluate the explanatory strengths of each predictor in the presence of the other primary determinants. Previous research supports the notion that specific determinants will have varying levels of influence upon each of these four stages. For example, studies (e.g., Hui & Zhou, 2003; Peterson & Jolibert, 1995; Liefeld, 1999) have provided evidence that country-of-origin image has stronger influence upon product evaluation than for purchase intention or purchase behavior. Given these findings, marketers will have a better understanding of the stage where country-of-origin image and other determinants have the most influence. For example, if country-of-origin has the strongest influence upon the product evaluation stage, marketers could purposefully make country-of-origin information more salient to consumers within their advertising and packaging.

Other theoretical and managerial applications of the model are also inherent. Researchers would be about to use this model to evaluate the conditional effects of potential moderators and test for differences among cultures and subcultures. For example, if age is determined to be a significant moderator, marketers may modify their promotional strategies to accommodate targeted age groups. In addition, marketing strategies could also be standardized across homogeneous cultures for economies of scale or localized to facilitate heterogeneous target groups. In general, marketing managers can apply the model towards different markets to identify attribute saliency among consumers and predict consumer response to products. These marketers can then use this information to develop more effective product and promotional strategies.

Certain limitations exist with regards to this study proposal that should be addressed. Although the study provides an extensive overview of the research conducted within consumer perception of foreign products, its article selection process was not collectively exhaustive due to limited resources in gaining full access to all relevant journals. Future research should attempt to include all relevant articles, particularly with regards to those within other disciplines. Secondly, the aggregation of similar variables into a composite determinant was a subjective process and poses another potential limitation of the study. Multiple judges should be used to evaluate these similar variables and determine the appropriateness of developing a composite variable for them. Other suggestions for future research include the need to test the model with various product categories. Researchers could then identify patterns among product categories that produce similar consumer perceptions. Also, culture-specific and additional moderating effects should be evaluated to determine their necessary conditions and associations with other variables. In addition, more research on acculturation and cultural assimilation is needed with regards to consumer product perceptions and purchase behavior.

REFERENCES

- Abraham, V. (2013). Does consumer animosity impact purchase involvement? An empirical investigation. *International Journal of Business and Social Science*, 4, (1), 1-11.
- Agbonifoh, B. A. & Elimimian, J. U. (1999). Attitudes of developing countries toward 'country-of-origin' products in an era of multiple brands. *Journal of International Consumer Marketing*, 11, (4), 97-116.

- Ahmed, S. & d'Astous, A. (1996). Country-of-origin and brand effects: A multi-dimensional study and multi-attribute study. *Journal of International Consumer Marketing*, 9, (2), 93-115.
- Ang, S. H., Jung, K., Kau, A. K., Leong, S. M., Pornpitakpan, C., & Tan, S. J. (2004). Animosity towards economic giants: What the little guys think. *The Journal of Consumer Marketing*, 21, (2/3):190-207.
- Bailey, W. & Gutierrez de Pineres, S. A. (1997). Country of origin attitudes in Mexico: The malinchismo effect. *Journal of International Consumer Marketing*, 9, (3), 25-41.
- Balabanis, G. & Diamantopoulos, A. (2011). Gains and losses from the misperception of brand origin: The role of brand strength and country-of-origin image. *Journal of International Marketing*, 19, (2), 95-116.
- Balabanis, G. & Diamantopoulos, A. (2004). Domestic country bias, country-of-origin effects, and consumer ethnocentrism: A multidimensional unfolding approach. *Journal of the Academy of Marketing Science*, 32, (1), 80-95.
- Bandyopadhyay, S. & Banerjee, B. (2002). A country of origin analysis of foreign products by Indian consumers. *Journal of International Consumer Marketing*, 15, (2), 85-109.
- Bandyopadhyay, S. (2001). Competitiveness of foreign products as perceived by consumers in the emerging Indian market. *Consumer Research*, 11, (1), 53-64.
- Bhuian, S. N. (1997). Saudi consumers' attitudes towards European, US and Japanese products and marketing practices. *European Journal of Marketing*, 31, (7), 467-486.
- Brijs, K., Bloemer, J., & Kasper, H. (2011). Country-image discourse model: Unraveling meaning, structure, and function of country images. *Journal of Business Research*, 64, (12), 1259-1269.
- Brown, J. J., Light, C. D., & Gazda, G. M. (1987). Attitudes toward European, Japanese and U.S. cars. *European Journal of Marketing*, 21, (5), 90-100.
- Chao, P. (2001). The moderating effects of country of assembly, country of parts, and country of design on hybrid product evaluations. *Journal of Advertising*, 30, (4), 67-81.
- Chao, P. & Rajendran, K. N. (1993). Consumer profiles and perceptions: Country-of-origin effects. *International Marketing Review*, 10, (2), 22-39.
- Chinen, K. & Sun, Y. (2011). Effects of country-of-origin on buying behavior: A study of the attitudes of United States consumers to Chinese-brand automobiles. *International Journal of Management*, 28, (2), 553-563.
- Chinen, K., Jun, M., & Hampton, G. M. (2000). Product quality, market presence, and buying behavior: Aggregate images of foreign products in the U.S. *Multinational Business Review*, Spring, 29-38.
- Chowdhury, H. K. & Ahmed, J. U. (2009). An examination of the effects of partitioned country of origin on consumer product quality perceptions. *International Journal of Consumer Studies*, 33, 496-502.
- Chu, P. Y., Chang, C. C., Chen, C. Y., & Wang, T. Y. (2010). Countering negative country-of-origin effects: The role of evaluation mode. *European Journal of Marketing*, 44, (7/8), 1055-1076.
- Chung, J. & Pysarchik, D. T. (2000). A model of behavioral intention to buy domestic versus imported products in a Confucian culture. *Marketing Intelligence & Planning*, 18, (5), 281-291.
- Cordell, V. V. (1996). Interaction effects of country of origin with branding, price, and perceived performance risk. *Journal of International Consumer Marketing*, 5, (2), 5-20.
- Cordell, V. V. (1992). Effects of consumer preferences of foreign sourced products. *Journal of International Business Studies*, 23, (2), 251-269.
- Cu, A. P., Wajda, T. A., & Hu, M. Y. (2012). Consumer animosity and product choice: Might price make a difference? *Journal of Consumer Marketing*, 29, (7), 494-506.
- Cumberland, F., Solgaard, H. S., & Nikodemaska-Wolowik, A. M. (2010). The effects of consumer ethnocentrism and country of origin on Polish consumers' evaluation of foreign manufactured products. *Journal of East-West Business*, 16, 231-252.
- d'Astous, A. & Ahmed, S. A. (1999). The importance of country images in the formation of consumer product perceptions. *International Marketing Review*, 10, (2), 108-125.

- Erickson, G. M. & Johansson, J. K. (1985). The role of price in multi-attribute product evaluations. *Journal of Consumer Research*, 12, (2) 195-199.
- Erickson, G. M., Johansson, J. K., & Chao, P. (1984). Image variables in multi-attribute product evaluations: Country-of-origin effects. *Journal of Consumer Research*, 11, (2), 694-699.
- Festervand, T. A. & Sokoya, S. K. (1994). Consumer ethnocentrism in a developing country: A preliminary investigation. *The International Executive*, 36, (1), 95-105.
- Fischer, W. C. & Byron, P. (1997). Buy Australian made. *Journal of Consumer Policy*, 20, 89-97.
- Fishbein, M. & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*, Reading, MA: Addison-Wesley.
- Goldberg, M. E. & Baumgartner, H. (2002). Cross-country attraction as a motivation for product consumption. *Journal of Business Research*, 55, (11), 901-906.
- Good, L. K. & Huddleston, P. (1995). Ethnocentrism of Polish and Russian consumers: Are feelings and intentions related? *International Marketing Review*, 12, (5), 35-48.
- Granzin, K. L. & Olsen, J. E. (1998). American's choice of domestic over foreign products: A matter of helping behavior. *Journal of Business Research*, 43, (1), 39-54.
- Gürhan-Canli, Z. & Maheswaran, D. (2000). Cultural variations in country of origin effects. *Journal of Marketing Research*, 37, (3), 309-317.
- Han, C. M. (1990). Testing the role of country image in consumer choice behavior. *European Journal of Marketing*, 24, (6), 24-40.
- Han, C. M. (1989). Country image: Halo or summary construct? *Journal of Marketing Research*, 26, 222-229.
- Han, C. M. & Terpstra, V. (1988). Country-of-origin effects for uni-national and bi-national products. *Journal of International Business Studies*, 19, (2), 235-255.
- Hastak, M. & Hong, S. T. (1991). Country-of-origin effects on product quality judgments: An information integration perspective. *Psychology & Marketing*, 8, (2), 129-143.
- Häubl, G. (1996). A cross-national investigation of the effects of country of origin and brand name on the evaluation of a new car. *International Marketing Review*, 13, (5), 76-97.
- Heslop, L. A., Papadopoulos, N., & Bourk, M. (1998). An interregional and intercultural perspective on subcultural differences in product evaluations. *Canadian Journal of Administrative Sciences*, 15, (2), 113-127.
- Hinck, W. (2004). The role of domestic animosity in consumer choice: Empirical evidence from Germany. *Journal of Euro-Marketing*, 14, (1/2): 878-904.
- Hoffman, S., Mai, R., & Smirnova, M. (2011). Development and validation of a cross-nationally stable scale of consumer animosity. *Journal of Marketing Theory and Practice*, 19, (2), 235-251.
- Hong, S. T. & Wyer Jr., R. S. (1990). Determinants of product evaluation: Effects of the time interval between knowledge of a product's country of origin and information about its specific attributes. *Journal of Consumer Research*, 17, (3), 277-288.
- Hong, S. T. & Wyer Jr., R. S. (1989). Effects of country-of-origin and product attribute information on product evaluation: An information processing perspective. *Journal of Consumer Research*, 16, 175-187.
- Hooley, G. J., Shipley, D., & Krieger, N. (1988). A method for modeling consumer perceptions of country of origin. *International Marketing Review*, 5, (3), 67-76.
- Huang, Y. A., Phau, I., & Lin, C. (2010). Consumer animosity, economic hardship, and normative influence. *European Journal of Marketing*, 44, (7/8), 909-937.
- Huddleston, P., Good, L. K., & Stoel, L. (2001). Consumer ethnocentrism, product necessity and Polish consumers' perceptions of quality. *International Journal of Retail & Distribution Management*, 29, (5), 236-246.
- Hui, M. K. & Zhou, L. (2002). Linking product evaluations and purchase intention for country-of-origin effects. *Journal of Global Marketing*, 15, (3/4), 95-116.
- Ittersum, K. V., Candel, J. M., & Meulenberg, M. (2003). The influence of the image of a product's region of origin on product evaluation. *Journal of Business Research*, 56, (3), 215-226.

- Janda, S. & Rao, C. P. (1997). The effect of country-of-origin related stereotypes and personal beliefs on product evaluation. *Psychology & Marketing*, 14, (7), 689-702.
- Jiménez, N. & Martin, S. S. (2012). Emerging markets commerce: The role of country-of-origin and animosity in purchase intention. *International Journal of Business and Management*, 7, (17), 34-42.
- Johansson, J. K., Ronkainen, I. A., & Czinkota, M. R. (1994). Negative country-of-origin effects: The case of new Russia. *Journal of International Business Studies*, 25, (1), 157-176.
- Johansson, J. K., Douglas, S. P., & Nonaka, I. (1985). Assessing the impact of country of origin on product evaluations: A new methodological perspective. *Journal of Marketing Research*, 22, (4), 388-396.
- Josiassen, A. & Assaf, A. G. (2010). Country-of-origin contingencies: Their joint influence on consumer behaviour. *Asia Pacific Journal of Marketing and Logistics*, 22, (3), 294-313.
- Josiassen, A., Assaf, A. G., & Karpen, I. O. (2011). Consumer ethnocentrism and willingness to buy: Analyzing the role of three demographic consumer characteristics. *International Marketing Review*, 28, (6), 627-646.
- Kachersky, L., & Lerman, D. (2013). Bridging marketing's intentions and consumer perceptions. *Journal of Consumer Marketing*, 30, (7), 544-552.
- Kaynak, E. & Cavusgil, S. T. (1983). Consumer attitudes toward products of foreign origin: Do they vary across product classes? *International Journal of Advertising*, 2, 147-157.
- Kaynak, E., Kucukemiroglu, O., & Hyder, A. S. (2000). Consumers' country-of-origin (COO) perceptions of imported products in a homogeneous less-developed country. *European Journal of Marketing*, 34, (9/10), 1221-1248.
- Khachaturian, J. L. & Morganosky, M. A. (1990). Quality perceptions by country of origin. *International Journal of Retail & Distribution Management*, 18, (5), 21-30.
- Klein, J. G. (2002). Us versus them, or us versus everyone? Delineating consumer aversion to foreign goods. *Journal of International Business Studies*, 33, (2), 345-363.
- Klein, J. G., Ettenson, R. E., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test on the People's Republic of China. *Journal of Marketing*, 62, (1), 89-100.
- Laroche, M., Papadopoulos, N., Heslop, L., & Bergeron, J. (2002). Effects of subcultural differences on country and product evaluations. *Journal of Consumer Behaviour*, 2, (3), 232-247.
- Laroche, M., Papadopoulos, N., Heslop, L., & Mourali, M. (2005). The influence of country image structure on consumer evaluations of foreign products. *International Marketing Review*, 22, (1), 96-115.
- Lawrence, C., Marr, N. E., & Prendergast, G. P. (1992). Country-of-origin stereotyping: A case study in the New Zealand motor vehicle industry. *Asia Pacific International Journal of Marketing*, 4, (1), 37-51.
- Leonidou, L. C., Hadjimarcou, J., Kaleka, A., & Stamenova, G. T. (1999). Bulgarian consumers' perceptions of products made in Asia Pacific. *International Marketing Review*, 16, (2), 126-142.
- Leong, S. W., Cote, J. A., Ang, S. H., Tan, S. J., Jung, K., Kau, A. K., & Pornpitakpan, C. (2008). Understanding consumer animosity in an international crisis: Nature, antecedents, and consequences. *Journal of International Business Studies*, 39, (6), 996-1009.
- Liefeld, J. P. (1999). The misuse of attitudinal data for understanding or predicting consumer behavior. In *Proceedings of the Administrative Science Association of Canada (ASAC)*, 23-32, New Brunswick, NJ: Saint John.
- Liefeld, J. P., Heslop, L. A., Papadopoulos, N., & Wall, M. (1996). Dutch consumers' use of intrinsic, country-of-origin, and price cues in product evaluation and choice. *Journal of International Consumer Research*, 9, (1), 57-81.
- Liefeld, J. P. (1993). Consumer use of country-of-origin information in product evaluations: Evidence from experiments. In Nicholas Papadopoulos & Louise A. Heslop (Eds.) *Product and Country*

- Images: Impact and Role in International Marketing*, New York: The Haworth Press, Inc., 117-156.
- Lim, J. S., Darley, W. K., & Summers, J. O. (1994). An assessment of country-of-origin effects under alternative presentation formats. *Journal of the Academy of Marketing Science*, 22, (3), 274-282.
- Loeffler, M. (2001). A multinational examination of the '(non-) domestic product' effect. *International Marketing Review*, 19, (5), 482-498.
- Lumpkin, J. R., Crawford, J. C., & Kim, G. (1985). Perceived risk as a factor in buying foreign clothes. *International Journal of Advertising*, 4, 157-171.
- Maher, A. A., Clark, P., & Maher, A. (2010). International consumer admiration and the persistence of animosity. *Journal of Consumer Marketing*, 27, (5), 414-424.
- Maher, A. A. & Mady, S. (2010). Animosity, subjective norms, and anticipated emotions during an international crisis. *International Marketing Review*, 27, (6), 630-651.
- Maheswaran, D. (1994). Country of origin as a stereotype: Effects of consumer expertise and attribute strength on product evaluations. *Journal of Consumer Research*, 21, (2), 354-365.
- Marcoux, J. S., Filiatrault, P., & Chéron, E. (1997). The attitudes underlying preferences of young urban educated polish consumers towards products made in western countries. *Journal of International Consumer Marketing*, 9, (4), 5-29.
- Mascarenhas, O. & Kujawa, D. (1998). American consumer attitude toward foreign direct investments and their products. *Multinational Business Review*, Fall, 1-9.
- Mostafa, M. M. (2010). A structural equation analysis of the animosity model of foreign product purchase in Egypt. *Global Business Review*, 11, (3), 347-363.
- Mowen, J. C. (1995). *Consumer behavior, 4th edition*, Englewood Cliffs, NJ: Prentice Hall.
- Nagashima, A. (1977). A comparative 'made in' product image survey among Japanese businessmen. *Journal of Marketing*, 41, (3), 95-100.
- Nebenzahl, I. D. & Jaffe, E. D. (1997). Measuring the joint effect of brand and country image in consumer evaluation of global products. *Journal of Marketing Practice: Applied Marketing Science*, 3, (3), 190-207.
- Nielsen, J. A. & Spence, M. T. (1997). A test of the stability of the CETSCALE, a measure of consumers' ethnocentric tendencies. *Journal of Marketing Theory and Practice*, Fall, 68-76.
- Okechuku, C. & Onyemah, V. (1999). Nigerian consumer attitudes toward foreign and domestic products. *Journal of International Business Studies*, 30, (3), 611-622.
- Orbaiz, L. V. & Papadopoulos, N. (2003). Toward a model of consumer receptivity of foreign and domestic products. *Journal of International Consumer Marketing*, 15, (3), 101-126.
- Orth, U. R. & Firbasová, Z. (2003). The role of consumer ethnocentrism in food product evaluation. *Agribusiness*, 19, (2), 137-153.
- Papadopoulos, N., Heslop, L. A., & Beracs, J. (1989). National stereotypes and product evaluations in a socialist country. *International Marketing Review*, 7, (1), 32-47.
- Peris, S. M., Newman, K., Bigne, E., & Chansarkar, B. (1993). Aspects of Anglo-Spanish perceptions and product preferences arising from 'country of origin' image. *International Journal of Advertising*, 12, (2), 131-142.
- Peterson, R. A. & Jolibert, J. P. (1995). A meta-analysis of country-of-origin effects. *Journal of International Business Studies*, 26, (4), 883-899.
- Prendergast, G. P. & Tsang, A. S. L. (2010). The interactive influence of country of origin of brand and product involvement on purchase intention. *Journal of Consumer Marketing*, 27, (2), 180-188.
- Puzakova, M., Kwak, H., & Andras, T. L. (2010). Mitigating consumer ethnocentrism via advertising and media consumption in a transitional market: A study from Russia. *International Journal of Advertising*, 29, (5), 727-764.
- Quester, P. G. & Chong, I. (2001). Validating acculturation models: The case of the Australian-Chinese consumers. *Journal of Consumer Marketing*, 18, (3), 203-218.

- Rawwas, M. Y. A. & Rajendran, K. N. (1996). The influence of worldmindedness and nationalism on consumer evaluation of domestic and foreign products. *International Marketing Review*, 13, (2), 20-38.
- Reirson, C. C. (1966). Are foreign products seen as national stereotypes?" *Journal of Retailing*, 42: 33-40.
- Rezvani, S., Dehkordi, G. J., Rahman, M. S., Fouladivanda, F., Habibi, M., & Eghtebasi, S. (2012). A conceptual study on the country of origin effect on consumer purchase intention. *Asian Social Science*, 8, (12), 205-215.
- Richey, B. E., Rose, P. B., & Dominguez, L. (1999). Perceived value of Mexican vs. US products in Mexico, Venezuela and the United States: Implications for Mexican firms. *Journal of Global Marketing*, 13, (2), 49-65.
- Roth, M. S. & Romeo, J. B. (1992). Matching product category and country image perceptions: A framework for managing country-of-origin effects. *Journal of International Business Studies*, 23, (3), 477-497.
- Samiee, S. (1994). Customer evaluation of products in a global market. *Journal of International Business Studies*, Third Quarter, 579-604.
- Schooler, R. (1971). Bias phenomena attendant to the marketing of foreign goods in the U.S. *Journal of International Business Studies*, 2, (1), 71-80.
- Schweiger, G., Häubl, G., & Friederes, G. (1995). Consumers' evaluations of products labeled 'made in Europe'. *Marketing and Research Today*, 23, (1), 25-34.
- Sharma, S., Shimp, T. A., & Shin, J. (1995). Consumer ethnocentrism: A test of antecedents and moderators. *Journal of the Academy of Marketing Science*, 23, (1), 26-37.
- Shimp, T. A. & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE. *Journal of Marketing Research*, 24, (3), 280-289.
- Sharma, P. (2011). Country of origin effects in developed and emerging markets: Exploring the contrasting roles of materialism and value consciousness. *Journal of International Business Studies*, 42, 285-306.
- Shoham, A., Davidow, M., Klein, J. G., & Ruvio, A. (2006). Animosity on the home front: The Intifada in Israel and its impact on consumer behavior. *Journal of International Marketing*, 14, (3), 92-114.
- Spillan, J. E., & Harcar, T. (2012). Chilean consumers' ethnocentrism factors and their perception regarding foreign countries products. *Journal of Marketing Development and Competitiveness*, 6, (1), 34-55.
- Souiden, N., Pons, F., & Mayrand, M. E. (2011). Marketing high-tech products in emerging marketing: The differential impacts of country image and country-of-origin's image. *The Journal of Product and Brand Management*, 20, (5), 356-367.
- Strutton, D., True, S. L., & Rody, R. J. (1995). Russian consumer perceptions of foreign and domestic consumer goods: An analysis of country-of-origin stereotypes with implications for promotions and positioning. *Journal of Marketing Theory and Practice*, 3, (3), 76-87.
- Strutton, D. & Pelton, L. E. (1993). Southeast Asian consumer perceptions of American and Japanese imports: The influence of country-of-origin. *Journal of International Consumer Marketing*, 6 (1), 67-86.
- Suh, T. & Kwon, I. G. (2002). Globalization and reluctant buyers. *International Marketing Review*, 19, (6), 663-680.
- Teas, R. K. & Agarwal, S. (2000). The effects of extrinsic product cues on consumers' perceptions of quality, sacrifice, and value. *Journal of the Academy of Marketing Science*, 28, (2), 278-290.

- Tate, W. L., Ellram, L. M., Schoenherr, T., & Petersen, K. J. (2014). Global competitive conditions driving the manufacturing location decision. *Business Horizons*, 57, (3), 381-390.
- Tellis, G. J. & Gaeth, G. J. (1990). Best value, price-seeking, and price aversion: The impact of information and learning on consumer choices. *Journal of Marketing*, 54, 34-45.
- Tran, T. P., & Fabrizze, R. O. (2013). The effect of the foreign brand on consumer perception. *Journal of Marketing Development and Competitiveness*, 7, (2), 23-36.
- Tse, D. K. & Gorn, G. J. (1993). An experiment on the salience of country-of-origin in the era of global brands. *Journal of International Marketing*, 1, (1), 57-76.
- Uddin, J., Parvin, S., & Rahman, Md. L. (2013). Factors influencing importance of country of brand and country of manufacturing in consumer product evaluation. *International Journal of Business and Management*, 8, (4), 65-74.
- Ulgado, F. M. & Lee, M. (1998). The Korean versus American marketplace: Consumer reactions to foreign products. *Psychology & Marketing*, 15, (6), 595-614.
- Urbonavicius, S., Dikcius, V., Gineikiene, J., Degutis, M., & Urbonavicius, S. (2010). Country of origin effects in the context of transformations: Nostalgia, ethnocentrism and animosity. *Transformations in Business & Economics*, 1, (19), 182-202.
- Wall, M. & Heslop, L. (1986). Consumer attitudes toward Canadian-made versus imported products. *Journal of the Academy of Marketing Science*, 14, (2), 27-36.
- Wall, M. & Heslop, L. (1980). Foreign environmental factors influencing American consumers' predispositions toward European products. *Journal of the Academy of Marketing Science*, 8, (4), 345-356.
- Wang, C. L., Li, D., Barnes, B. R., & Ahn, J. (2012). Country image, product image and consumer purchase intention: Evidence from an emerging economy. *International Business Review*, 21, (6), 1041-1051.
- Watson, J. J. & Wright, K. (2000). Consumer animosity, economic hardship, and normative influence. *European Journal of Marketing*, 34, (9/10), 1149-1166.
- Yu-An, H., Phau, I., & Lin, C. (2010). Consumer ethnocentrism and attitudes toward domestic and foreign products. *European Journal of Marketing*, 44, (7/8), 909-937.
- Ziamou, P., Zotos, Y., Lynsonski, S., & Zafiroopoulos, C. (1999). Selling exports in Bulgaria: Attitudes towards foreign products. *Journal of Euromarketing*, 7, (3), 59-77.
- Zhang, Y. (1997). Country-of-origin effect: The moderation function of individual difference in information processing. *International Marketing Review*, 14, (4), 266-287.
- Zhang, Y. (1996). Chinese consumers' evaluation of foreign products: The influence of culture, product types and product presentation format. *European Journal of Marketing*, 30, (12), 50-69.
- Zhou, K. Z., Su, C., & Bao, Y. (2002). A paradox of price-quality and market efficiency: A comparative study of the U.S. and China markets. *International Journal of Research in Marketing*, 19, (4), 349-365.
- Zhou, L. & Hui, M. K. (2003). Symbolic value of foreign products in the People's Republic of China. *Journal of International Marketing*, 11, (2), 36-58.
- Zolfagharian, M. A. & Sun, Q. (2010). Country of origin, ethnocentrism and bicultural consumers: The case of Mexican Americans. *Journal of Consumer Marketing*, 27, (4), 345-357.

APPENDIX

TABLE 1
SUMMARY LISTING OF STUDIES FROM THE LITERATURE REVIEW

Proposition	Previous Work	Country	Analysis
1. Product Evaluation → Attitude <small>foreign product</small>	Chung & Pysarchik, 2000	S. Korea	SEM
	Erickson et al., 1984	USA	SEM
2. Product Evaluation → Purchase Intention	Mostafa, 2010	Egypt	SEM
	Leong et al., 2008	5 Asian nations	SEM
	Nijssen & Douglas, 2004	Netherlands	CFA
	Orbaiz & Papadopoulos, 2003	Spain	SEM
	Hui & Zhou, 2002	Canada	regression
	Chinen et al., 2000	USA	ANOVA
	Klein et al., 1998	China	SEM
	Ulgado & Lee, 1998	S. Korea/USA	ANOVA
	Lumpkin et al., 1985	USA	t-tests
3. Attitude <small>foreign product</small> → Purchase Intention	Chung & Pysarchik, 2000	S. Korea	SEM
	Häubl, 1996	Germany/France	SEM
	Leong et al., 2008	5 Asian nations	SEM
4. Purchase Intention → Product Purchase	Mostafa, 2010	Egypt	SEM
	Shoham et al., 2006	Israel	SEM
5. Evaluation of Specific Product Attributes → Product Evaluation	Ahmed et al., 2004	Singapore	ANOVA
	Gürhan-Canli & Maheswaran, 2000	Japan/USA	regression
	Laroche et al., 2005	N. America	SEM
	Ittersum et al., 2003	Netherlands	SEM
	Leonidou et al., 1999	Bulgaria	ANOVA
	Ulgado & Lee, 1998	S. Korea/USA	ANOVA
	Janda & Rao, 1997	n/a	n/a
	Häubl, 1996	Germany/France	SEM
	Liefeld et al., 1996	Netherlands	ANOVA
	Maheswaran, 1994	USA	ANOVA
	Hastak & Hong, 1991	USA	MANOVA
	Hong & Wyer, 1989	USA	F-tests
	Erickson et al., 1984	USA	SEM
	Nagashima, 1977	Japan	means tests
	6. Brand image → Product Evaluation	Chu et al., 2010	Taiwan
Teas & Agarwal, 2000		USA	ANOVA
Okechuku & Onyemah, 1999		Nigeria	regression
Nebenzahl & Jaffe, 1997		USA	ANOVA
Häubl, 1996		Germany/France	SEM
Khachaturian & Morganosky, 1990		USA	t-tests
7. Product Price → Product Evaluation	Teas & Agarwal, 2000	USA	ANOVA
	Liefeld et al., 1996	Netherlands	ANOVA
	Lee, Kim, & Miller, 1992	USA	regression
	Hastak & Hong, 1991	USA	MANOVA
8. Product Price → Purchase Intention	Fischer & Byron, 1997	Australia	means tests

Proposition	Previous Work	Country	Analysis
9. COO Image → Product Evaluation	Uddin et al., 2013	Bangladesh	regression
	Rezvani et al., 2012	n/a	n/a
	Brijs et al., 2011	Belgium	SEM
	Souiden et al., 2011	China	SEM
	Chu et al., 2010	Taiwan	MANOVA
	Cumberland et al., 2010	Poland	ANOVA
	Josiassen & Assaf, 2010	Australia	regression
	Chowdhury & Ahmed, 2009	Bangladesh	SEM
	Laroche et al., 2005	N. America	SEM
	Ahmed et al., 2004	Singapore	ANOVA
	Ittersum et al., 2003	Netherlands	ANOVA
	Orbaiz & Papadopoulos, 2003	Spain	SEM
	Hui & Zhou 2002	Canada	SEM
	Laroche et al., 2002	Canada	ANOVA
	Bandyopadhyay, 2001	India	t-tests
	Huddleston et al., 2001	Poland	ANOVA
	Loeffler, 2001	Europe	CFA
	Gürhan-Canli & Maheswaran, 2000	USA/Japan	ANOVA
	Kaynak et al., 2000	Bangladesh	CFA
	Teas & Agarwal, 2000	USA	ANOVA
	d'Astous & Ahmed, 1999	Canada	ANOVA
	Leonidou et al., 1999	Bulgaria	ANOVA
	Richey et al., 1999	Mexico/USA	MANOVA
	Ziamou et al., 1999	Bulgaria	SNK proc.
	Heslop et al., 1998	Canada	MANOVA
	Ulgado & Lee, 1998	S. Korea/USA	ANOVA
	Janda & Rao, 1997	n/a	n/a
	Nebenzahl & Jaffe, 1997	USA	ANOVA
	Ahmed & d'Astous, 1996	Canada	ANOVA
	Liefeld et al., 1996	Netherlands	ANOVA
	Rawwas et al., 1996	Australia	MANOVA
	Zhang, 1996	China	MANOVA
	Schweiger et al., 1995	Austria	regression
	Strutton et al., 1995	Russia	MANOVA
	Maheswaran, 1994	USA	ANOVA
	Cordell, 1993	USA	ANOVA
	Peris et al., 1993	Spain/Britain	CFA
	Tse & Gorn, 1993	USA	ANOVA
	Lawrence et al., 1992	New Zealand	t-tests
	Khachaturian & Morganosky, 1990	USA	t-tests
	Han, 1989	USA	SEM
Hong & Wyer, 1989	USA	F-tests	
Papadopoulos et al., 1989	Hungary	t-tests	
Wall & Heslop, 1986	Canada	means tests	
Johansson et al., 1985	USA/Japan	CFA	
Lumpkin et al., 1985	USA	t-tests	
Erickson et al., 1984	USA	SEM	
Schooler, 1971	USA	ANOVA	

Proposition	Previous Work	Country	Analysis	
10. COO Image → Attitude <small>foreign product</small>	Brijs et al., 2011	Belgium	SEM	
	Cumberland et al., 2010	Poland	ANOVA	
	Chao, 2001	USA	ANOVA	
	Watson & Wright, 2000	New Zealand	t-tests	
	Agbonifoh & Elimimian, 1999	Nigeria	ANOVA	
	Leonidou et al., 1999	Bulgaria	ANOVA	
	Zhang, 1996	China	MANOVA	
	Chao & Rajendran, 1993	USA	ANOVA	
	Han, 1990	USA	SEM	
	Han, 1989	USA	SEM	
	Brown et al., 1987	USA	ANOVA	
	Nagashima, 1977	Japan	means tests	
	11. COO Image → Purchase Intention	Rezvani et al., 2012	n/a	n/a
		Wang et al., 2012	China	SEM
Brijs et al., 2011		Belgium	SEM	
Balabanis & Diamontopoulos, 2011		UK	regression	
Chinen & Sun, 2011		Canada	regression	
Joeiassen et al., 2011		Australia	regression	
Souiden et al., 2011		China	SEM	
Josiassen & Assaf, 2010		Australia	regression	
Mostafa, 2010		Egypt	SEM	
Prendergast & Tsang, 2010		Hong Kong	ANOVA	
Watson & Wright, 2000		New Zealand	t-tests	
Ziamou et al., 1999		Bulgaria	SNK proc.	
Good & Huddleston, 1995		Poland/Russia	ANOVA	
Han, 1990		USA	SEM	
Wang & Lamb, 1980	USA	ANOVA		
12. COO Image → Product Purchase	Chao, 2001	USA	ANOVA	
	Zhang, 1996	China	MANOVA	
	Samiee, 1994	n/a	n/a	
13. CET → Product Evaluation	Spillan & Harcar, 2012	Chile	regression	
	Sharma, 2011	China/India/UK/USA	SEM	
	Maher et al., 2010	USA	SEM	
	Zolfagharian & Sun, 2010	USA	ANOVA	
	Klein et al., 2006	China/Russia	SEM	
	Balabanis & Diamantopoulos, 2004	UK	unfolding analysis	
	Orth & Firbasová, 2003	Czech Republic	regression	
	Klein, 2002	USA	SEM	
	Suh & Kwon, 2002	USA/S. Korea	SEM	
	Okechuku & Onyemah, 1999	Nigeria	regression	
	Klein et al., 1998	China	SEM	
	Zhang, 1997	USA	ANOVA	
	Lim et al., 1994	USA	MANOVA	
	14. CET → Attitude <small>foreign product</small>	Cumberland et al., 2010	Poland	ANOVA
Puzakova et al., 2010		Russia	regression	
Klein et al., 2006		China/Russia	SEM	
Kwak, Jaju, & Larsen, 2006		India/S. Korea/USA	SEM	

Proposition	Previous Work	Country	Analysis
15. CET → Purchase Intention	Watson & Wright, 2000	New Zealand	t-tests
	Bhuiyan, 1997	Saudi Arabia	ANOVA
	Marcoux et al., 1997	Poland	ANOVA
	Sharma et al., 1995	S. Korea	regression
	Festervand & Sokoya, 1994	Nigeria	means tests
	Lim et al., 1994	USA	MANOVA
	Shimp & Sharma, 1987	USA	ANOVA
	Sharma, 2011	China/India/UK/USA	SEM
	Mostafa, 2010	Egypt	SEM
	Zolfagharian & Sun, 2010	USA	ANOVA
	Nijssen & Douglas, 2004	Netherlands	CFA
	Klein, 2002	USA	SEM
	Suh & Kwon, 2002	USA/S. Korea	SEM
	Watson & Wright, 2000	New Zealand	t-tests
	Okechuku & Onyemah, 1999	Nigeria	regression
16. CET → Product Purchase	Klein et al., 1998	China	SEM
	Ulgado & Lee, 1998	S. Korea/USA	ANOVA
	Shimp & Sharma, 1987	USA	ANOVA
	Granzin & Olsen, 1998	USA	SEM
	Nielsen & Spence, 1997	USA	ANOVA
	Zhang, 1997	USA	ANOVA
	Lim et al., 1994	USA	MANOVA
	Shimp & Sharma, 1987	USA	ANOVA
	Huang, Phau, & Lin, 2010	Taiwan	SEM
	Mostafa, 2010	Egypt	SEM
17. Animosity → Product Evaluation	Urbonavicius et al., 2010	Lithuania	correlation
	Nijssen & Douglas, 2004	Netherlands	CFA
	Leong et al., 2008	5 Asian nations	SEM
	Leong et al., 2008	5 Asian nations	SEM
18. Animosity → Attitude _{foreign product}			
19. Animosity → Purchase Intention	Cui, Wajda, Hu, 2012	China	conjoint
	Jiménez & Martin, 2012	Mexico	SEM
	Hoffman et al., 2011	Germany/Ukraine	PLS
	Huang, Phau, & Lin, 2010	Taiwan	SEM
	Maher & Mady, 2010	Kuwait	SEM
	Mostafa, 2010	Egypt	SEM
	Yu-An, Phau, & Lin, 2010	Taiwan	SEM
	Leong et al., 2008	5 Asian nations	SEM
	Shoham et al., 2006	Israel	CFA
	Nijssen & Douglas, 2004	Netherlands	SEM
	Klein, 2002	USA	SEM
	Klein et al., 1998	China	SEM
	20. Animosity → Product Purchase	Abraham, 2013	Israel
Shoham et al., 2006		Israel	SEM