이 성 근 교수지도

석 사 학 위 논 문

원산지가 소비자평가에 미치는 영향

- 제품군과 소비자지식을 중심으로 -

2008

성신여자대학교 대학원

경 영 학 과

강 민 정

원산지가 소비자평가에 미치는 영향

- 제품군과 소비자지식을 중심으로 -

이 성 근 교수지도

이 논문을 석사학위논문으로 제출함.

2007년 11월

성신여자대학교 대학원

경 영 학 과

강 민 정

인 준 서

강민정의 석사학위 논문으로 인준함.

심사위원 _____ 인

심사위원 _____ 인

심사위원 _____ 인

성신여자대학교 대학원

논 문 개 요

원산지효과에 관련된 연구는 1960년대 이후부터 마케팅과 국제경영분야에서 진행되어왔다. 초기에는 단일차원의 원산지 즉 브랜드와 제조국원산지가 동일할 때 원산지 효과가 나타나는지에 대한 측정으로 출발하였다. 그러나 급변하는 기업환경의 변화로 인해 단일차원의 원산지가 다중 원산지화되었다. 다시 말해, 브랜드, 제조국, 디자인 등이 분리되어가고 있다. 기업의 글로벌화로 인해 비용절감측면의 해외진출이 아닌 제품 및 브랜드의 우위를 선점하기위해 원산지에 따른 소비자 평가에 대해 관심을 가지게 되었다. 따라서 제품특성 및 원산지의 이미지 따라 소비자가 우호적 또는 비우호적으로 평가를 확인하여 기업이 해외진출 시 경쟁적 우위라는 전략적 우위의 위치 선정과 기업 활동의 효과에 대해 알아볼 수 있다.

본 연구에서는 기존의 선행 연구를 바탕으로 원산지 이미지가 우호적, 비우호적으로 나누어 원산지효과를 살펴보고자한다. 또한 제품지식과 관여도에 따라 소비자평가 어떻게 변화하는지에 대한 연구를 해보고자 한다.

본 연구의 목적은 상표원산지와 제조원산지 이미지가 소비자 제품평가에 미치는 영향과 상표원산지와 제조원산지이미지가 소비자평가에 있어 소비자 지식과 제품군 간의 차이 분석이다. 이 연구에서는 원산지 이미지를 우호적, 비우호적인 국가를 결합하고, 제품지식과 관여도의 높고, 낮을 때의 소비자평가를 알아보기 위해 집단간, 집단내 실험설계를 통해 분석하였다.

기업의 제조원산지와 브랜드 원산지를 결정할 때 고려할 요소와 원산지가 정해진 상황에서의 보다 효율적인 마케팅 전략을 수립하기 위한 시사점을 제시하였다.

Table of Contents

List of Figures

List of Tables

Chapter 1 Preface

1.1 Research Backgrounds and Objectives

Since the mid 1960's the country-of-origin effect have been studied by many researchers. In the past companies chose the strategies of a cost superiority or differentiation, but at the present companies should compete fiercely to remain in business world.

Recently, FTA negotiation draw the importance of country of origin indication. Originally country of origin concept was introduced as an extension of country image. Today's both manufacturing and marketing are diversified as the company grows globally. The company is globally outsourcing to compete for acquiring the superiority.

Preceding studies have found country of origin to be a salient cue in buyer's perceptions of quality (White and Cundiff 1978). It also has been found for country of origin effect to have an important role in consumer purchasing decisions. Not only country of origin by brand but also country of origin by manufacturing appear to affect evaluation of quality and country of origin may serve as a proxy variable when other information is lacking (Huber and McCann 1982 ; Olson 1974).

From the existing studies so far, the country of origin effect can be used for consumers to evaluate the product as an information cue (Biliey and Nes, 1982).

Based on the previous studies, the purpose of this study is to analyze the effect of country of origin on the product evaluation both by brand and by manufacturing. Additionally the role of product knowledge and product category will be analyzed.

In this study, I divided the country of origin concept into two category based on the company strategy and former studies. That is, the country of origin can be divided into country image of brand and country image of manufacturing. It should be noticed that two country image (favorable or unfavorable), product categories (high or low involvement) consumer knowledge (high or low) affect product evaluation.

1.2 Research Method

To verify the research purpose, I used experimental design. The experiment used 2×2×2 (country of origin by manufacturing : favorable or unfavorable × country of origin by brand : favorable or unfavorable × product type) between subject factorial design and 2×2×2 (country of origin by manufacturing : favorable or unfavorable × country of origin by brand : favorable or unfavorable × product knowledge) between and within subject factorial design.

The analysis method was mainly analysis of variance to investigate the country of origin effect and the moderating role of product knowledge and product involvement. The statistical tool used in this study is SPSSWIN 14.0.

Chapter 2 Literature Review

2.1 Country of Origin Effect

1. Country of origin concept

The recent globalization of business has brought about numerous changes in manufacturing and marketing consumer goods (Terpstra, 1983). These changes have resulted in proliferation of "hybird product" (Johansson and Nebenzahl, 1986; Han and Quall, 1985; Czepiec and Cosmas, 1983) or bi-national products that involve two countries of origin; products which may be foreign-made but carry a U.S. brand name for example General Electric TV made in Taiwan) or U.S. made products which may carry a foreign brand name for example Honda Civic made in the U.S. Traditionally, country of origin denotes nation which locates in business marketing of product and country of manufacturing denotes the country that actually manufacturing real product. (Chao, 1993; Johansson *et al.*, 1985). It has found that all products originating in foreign countries are subject to country of origin effects.

Due to the globalization, products are being sold more frequently in foreign country than ever before. Consumers tend to evaluate the product based on the country image which the products are made.

Actually according to former studies, country image can hace an effect on the formation of attitude toward the brand. In short, the country of origin effect has an relevance to country image and product. The term, country image means that 'A certain national and this a nation about people had believed in cognitive description or a certain national and this a nation about people had believed in general fact (Hall, 1986). Likewise country image about studies, the aggregate image for any particular country's product refers to the entire connotative field associated with that country's product offering, as perceived by consumer (Narayana, Chen L, 1981).

Note that country image is defined here as consumers' general perceptions of product quality made in a given country (Bilkey and Nes, 1982). Thus, country image affects consumer's evaluation of product (Johansson and Nonaka, 1985; Erickson, Johansson, and Chao, 1984). Other studies have researched that when consumers are not familiar with a country's product, country image may serve as a halo from which consumers infer a brand's product attributes. In contrast, as consumers become familiar with a country's product, country image may become a construction that summarizes consumer's belief about product attribute (Han, 1989). Some studies also suggest a hierarchy of effects among countries (Wang and Lamb, 1983; ; Tongberg, 1972; schooler, 1971). Several others found a hierarchy of biases, in other words, country characteristics have also been suggested for such a hierarchy-the economic, cultural, and political systems of source

countries (Wang and Lamb, 1983) and perceived similarity with the source country's belief system (Tongberg, 1972). The country image has an effect on product favorably and consumer evaluation, purchase. Form this point of view, country image defined that consumer had aggregate perception about national producing goods and services Therefore country of origin effect represents that country image of brand and country image of manufacturing on congruity favorably would be favor a consumer evaluation. The interior of a country study, consumer of viewpoint see to specific product of image and country of image match have influenced of what to do effect. The result suggested that a respondent responded more favorably in the evaluation of product when country image match product. Thus if product have been made in developed county, the discord of product and country of image brings minor country of origin effect. It would be possible to devaluate a consumer evaluation and purchase intention (Choi, 1994).

2. Country of origin effect

Most of the consumers would like to purchase quality of good or service. But consumer can't be sure that they purchase a quality product. This view argues that consumers use country image in product evaluation because they often are unable to detect the true quality of a country's products before the purchase. It has been generally agreed that country of origin affects consumer's product evaluations (Biliey and

Nes, 1982). Consumers evaluate a product on the basis of information cue. If they have no knowledge of the country, there is little basis for using the country cue. It is people who are informed and who will use the country of origin cue. Such cues have been separated into two categorized, namely intrinsic(e.g., taste, design, performance) and extrinsic(e.g., price, brand name, warranties) (Olson and Jacoby, 1972). Consumer evaluate extrinsic cues as brand because they often are unable to detect its true intrinsic quality. Consumer evaluate a basic price, brand, product attribute but country of origin impacts on positive or negative evaluation if you don't have enough information. It is country of origin effect. In the initiation of study, the country of origin effect has risen by the difference of country of origin from the manufacturing side. Those studies did not consider product characteristic, consumer characteristic and national characteristic.

From now on the characteristic of product in terms of research have differently appeared on relative product feature brand. One alternative that consumer has for evaluating the quality of brands is to infer the quality form extrinsic cues, or market signals such as brand name (Jacoby, Szybillo, and Busato-schach 1977; Jacoby, Olson, and Haddock, 1971; Nelson, 1970) seller reputation (Shapiro, 1982; Smallwood and Conlisk, 1979), price and advertising. The country of origin is also found to be one of these extrinsic cues, perhaps to a greater extent because consumers tend to be less familiar with products of foreign origin. It is found that such extrinsic cue-based evaluations take place more

frequently when intrinsic cues are not available (Huber and McCann, 1982; Olson, 1977; Olson and Jacoby, 1972). Other studies has possible examination of country of origin on evaluations and also takes into consideration the effect of familiarity and knowledge about product class.

The result suggests that though each of the six attributes(gas mileage, handling, horsepower, driving comfort, reliability, and styling) has a significant impact on overall evaluation of an auto, there is persistent evidence of a "halo" effect (Johansson, Douglas, Nonaka, 1985). This study examines the effects of country of origin and brand name cues on consumer evaluations of uni-national and bi-national products and estimates the perceived values of such cues. Then the level of individual product dimensions, vary across product modes, i.e., US-branded/US-made, US-brand/foreign-made, foreign branded/US-made, and foreign-branded/foreign-made. The results suggested that sourcing country of origin was found to have more powerful effect on consumer evaluations of bi-national products than brand name (Han and Terpstra, 1988).

Secondly, we should examine the consumer characteristic. There have also been a few studies exploring the country of origin effects as functions of individual respondent characteristics (Hampton, 1977; Schooler and Wildt, 1968). Education, age, and income all tend to correlate positively with a more open attitude towards foreign product (Wang, 1968). Past studies also indicate that there is a tendency for consumers to evaluate their own country's products more favorably than

do foreigner (Kaynak and Cavusgil, 1983; Bannister and Saunders, 1978; Nagashima, 1970). Han was studied consumers' choice for foreign versus domestic automobiles. This study found consumers may buy a domestic car, because they wish to avoid unpleasant guilt from ownership of a foreign car. It appears that normative influence are stronger in consumer choice of foreign products than in the choice of U.S. product. In addition, normative belief influenced purchase intentions for U.S. automobiles. Thus consumer normative and social belief etc. affected a product purchase.

Finally, country characteristic should also be important factor to look at. Several studies found that products made in different, more developed countries are not all evaluated equally (Bannistr and Saunders, 1978). Country image has changed the attitude, intention, evaluation and consumer purchase. There is a tendency for consumers to evaluate their own country's products relatively more favorably than do foreigners (Narayana, 1978; Nagashima, 1970). Studies reporting U.S. consumer attitudes toward U.S. products usually showed positive result placing U.S. products in first place, while foreign studies, particularly European, have rated U.S. product comparatively low (Bannister and Saunders, 1978; Darling undated; Nagashima, 1977; Readers Digest Corp. 1963; Bruskin, lnt. 1962; Opinion Research Corp. 1959;). According to those studies, country of origin have influenced on the preference for examined. It explained a country image of brand and country image of manufacturing. Even though product selected are recorder, running

shoes, toilet roll, and cosmetic, country of origin affected for preference measured. Among the products high involvement product is a recorder and low involvement product is a toilet roll.

Also the former and latter belong to functional product and emotional product. The result suggested that except a toilet roll, form product was appeared to be the mostly preferred in the developed country of origin product. And except a toilet roll form product categories of country of origin brand and manufacturing indicated a high preference (Hwang and Kim, 2002). They studied the country of origin effect from the brand and manufacturing side. The result of research says positive country of origin combination(for example, made in japanese, France brand recorder) has acted on favorably response than negative country of origin combination(for example, made in Chinese, Germany brand clothes). There also exists a country of origin effect in their studies (So Hyoun Shin, Sang Uk Kim and Seo Il Chaiy, 2007). The examination of country of origin can be divided into three elements , which are design, manufacturing and assembly. Former studies showed that consumers evaluate the product differently based on the combination of country of origin.

Particularly, strong country of origin effect appeared in fashion product as sport shoes and clothes and it is more powerful when both country of origin by brand and by manufacturing are favorable. Product category differ from country of effect (Hwang and Kim, 2007).

2.2 Product Knowledge and Product Involvement

1. Product knowledge

The numerous consumers have used their own knowledge when they purchase certain products but human's information processing is that an individual has an limited information processing system (Newell and Simon, 1972). When a product's country of origin is presented in the context of information about specific attributes of the product, it potentially could have several direct and indirect impact on product evaluation. Country of origin may activate concepts and knowledge that affects the interpretation of other available information of product attribute (Hong and Wyer, 1989).

Consumer employ heuristic process as a way of reducing the amount of information they have to search and evaluate in making a decision. The use of heuristic process in the performance of complex tasks has been found in studies of such different areas of psychology as human problem solving. Visual perception and decision making under risk. This way decision making of heuristic use of decision making process to increase the efficiency. It is a result in individuals ignoring or misusing information in reaching a judgment or finding a solution to a problem.

Heuristic process, in other words, are procedures used by individuals which sacrifice the certainty of a correct judgment to increase the efficiency in the process (Payne, 1977).

Consumers who are on the problem solving process have been affected by level of product knowledge. Consumers with high knowledge have an accurate subordinate goal and construct complex organization. Contrary to the high knowledge consumer, consumers with low knowledge know only some of alternatives, and do not have much product information. Thus low knowledge group has much intrinsic attitude rather than extrinsic attitude. While it seems to be widely acknowledged today that country of origin has an impact on product evaluation. In short, as consumer's prior knowledge can be expressed that consumers have experience and favor, more importantly their purchase will not be influenced by country of origin that seem quit transitory. It is that extraneous information such as country of origin is inadmissible in rational buying decision, where specific product attribute rating should be employed (Johansson and Thorelli, 1985). Acknowledging that consumers often are not completely familiar with products and alternative products, several researchers have suggested that consumer expertise or familiarity may mediate the effect of price on perceptions of quality (Jacoby, Olson, and Haddock, 1971; Roa 1971; Scitovesky, 1945; Shapiro, 1968).

Operationally, prior product knowledge has been defined either in terms of what people perceive they know about a product or product class (subjective knowledge) or in terms of what knowledge an individual has stored in memory (objective knowledge, Brucks, 1985). However, what people perceive they know is likely to be dependent on what they

actually know as well as their self-confidence in the amount and type of knowledge held in memory(Park and Lessing, 1981). Consequently, for this research, prior product knowledge is defined to encompass the amount of accurate information held in memory about product alternatives as well as buyers' self-perceptions of product knowledge(i.e., what the believe they know). Traditionally, consumer knowledge has been treated as a unidimensional construct, most often referred to as product familiarity or prior knowledge. That is, consumers are assumed to have some amount of experience with or information about particular products(Alba & Hutchinson, 1987). But recently studies, consumer knowledge classified into two sections as familiarity and expertise.

Expertise of measure has used two methods They are objective knowledge and subjective knowledge. Expertise measure about studies, differences between measures of subjective knowledge (i.e., what individuals perceive that they know) and objective knowledge (i.e., what is actually stored in memory) occur when people do not accurately perceive how much or how little they actually know, assuming that the measures are equally sensitive (Brucks, 1985). Park and Lessing (1981) asserted that subjective knowledge provides a better understanding of decision maker's systematic biases and heuristics than does objective knowledge. In only one studies, there is a conceptual distinction between objective and measures subjective knowledge. Subjective knowledge can be thought of as including an individual's degree of confidence in

his/her knowledge, while objective knowledge refers only to what an individual actually knows (Rudell, 1979). Schaefer(1995) consumer knowledge and country of origin effect about study, consumer knowledge must be divided four dimensions. It is that first dimension is between product-related experience and product knowledge, subjective and objective product knowledge, general product class knowledge and specific brand familiarity, product class knowledge and country knowledge. Consequently, brand familiarity and objective product knowledge together have a significant effect on the use of th country of origin cue in product evaluations.

Objective product knowledge appears to lead to an increased reliance on country of origin in product evaluations if the brand name is unfamiliar, but not if the brand name is familiar. Subjective product knowledge and personal experience with a brand were not found to have any effect no the extent to which country of origin information seemed to be used in product evaluation. In general, increased product familiarity result in increase consumer expertise. But the findings of this study contrast to some extent with those of earlier studies. Unlike the research by Cordell(1992) this study did not find that brand familiarity reduce the importance of or reliance on country of origin.

Consumer knowledge has an influence on information search on product, treatment, learn and evaluation. Some research showed that an increase of dependence on extrinsic attribute appeared when consumer knowledge has a little. Rao and Monroe(1988) has researched that

consumers have learned through acquisition of product knowledge that price(an extrinsic cue) is and accurate predictor(signal) of quality, they will look for shortcuts in decision-making and use prices to assess relative product quality.

Thus, low-familiar consumers are more likely to use price rather than intrinsic cues as an indicator of quality. Highly familiar consumers can use either price or intrinsic cues as indicators of quality. In other studies, country of origin image has an effect on unfavorable image when consumers evaluated unfavorably by wrong idea or low knowledge (Maheswaran, 1994; Hong and Toner, 1989; Petty and Cacioppo, 1989). Maheswaran, which suggested that experts relied less on country of origin than novices when evaluating product. Also respondents had the choice of relying either on country of origin or on specific attribute of information. If both intrinsic and extrinsic product cues are available, more knowledgeable consumers will rely on intrinsic attribute of information whereas less knowledgeable consumers who lack the expertise will rely on extrinsic cues, but in situations where only extrinsic attributes are available more likely to use country of origin as a cue. (Maheswaran, 1994). On the other hand, the more knowledge of product have risen a intrinsic attribute about dependence. For example, Johansson and his associates carried out some research on product familarity and country of origin information and found positive correlation between them? Finally this research noted that knowledge of quantity influenced either extrinsic or intrinsic attitude. But the

knowledge do not show consistent consequence.

Likewise, the knowledge of quantity have affected on product of evaluation differently in the study of country of origin effect. This study investigated chinese consumers. Small recorder was chosen as sample product and each three small recorders' country of origins are China, Korea and Japan.

The result showed that higher knowledge level reduced a country of origin effect on the perceptual quality. Low knowledge of group showed a significant difference compared to high knowledge of group. The evaluation was shown highest in Japanese product, middle in Korean product and lowest in Chinese product. The result showed that the more consumers have knowledge, the better the consumer evaluation is. But low knowledge of group use a small attribute and high knowledge of group use broader aspects of attribute(Kang and Hwang, 1998).

2. Product involvement

Generally speaking, involvement is different by individual, object, and situation. It means that specific object about individual of importance perceived validity in situation or specific object about individual of high relative. Krugman(1967) defines involvement as the number of "bridging experiences, connections or personnel references per minute that the viewer makes between his own life and stimulus", not as the "amount of attention, interest or excitement". Namely, defines involvement as one

of the dimensions of the type of processing that occurs during exposure to the advertisement.

In contrast, Mitchell(1981) define involvement as a particular state of the individual at a point in the time. In a previous paper, I defined involvement as an individual level, internal state variable whose motivational properties are evoked by a particular stimulus or situation (Mitchell, 1979).

We must define both the level of involvement(e.g., high vs. low) and also the direction of involvement(e.g., directed at the advertised brand or at an element of the advertisement). In reality, several researchers suggested to use the word "involvement" with a qualifier(personal involvement, emotional involvement *ect*). Then involvement divided into high and low involvement or functional and expressive involvement but they have same meaning. But it is proposed that the information search effects of involvement differ between what will be called here functional and expressive products. These products are best described, as those where a consumer derives satisfaction from the physical performance of the product(functional) and those where a consumer satisfaction stems from his/her social psychological interpretation of the product(expressive) (Udel, 1964).

Meaning of Involvement, perhaps the dominant notion in social psychology, stems from the Sherifs' social judgment theory (Sherif et al. 1965). Involvement have been defined as both social and consumer psychology. There is a general agreement that high involvement

messages have greater personal relevance and consequences or elicit more personal connections than low involvement messages.

Involvement study had been started on social (Hovland et al. 1957) and expanded to the field of consumer (Newman and Dolich, 1979). They found involvement with all other existence differences between the high and low involvement group(attitude extremity, amount of prior information, and so on) and thus compromise internal validity (Kiesler, Collins and Miller, 1969).

Other social (Rhine and Severance, 1970) and consumer researchers have defined involvement in terms of the specific issue or product under consideration. Finally, some researchers have studied involvement by varying the medium of message presentation. Interestingly, some investigators have argued that television is a more involving medium than print (Worchel, Andreoli, and Eason, 1975) whereas other have argued it is just the opposite (Krugman, 1967).

In particular involvement studies, the more product of involvement increase, the more positively country of origin effect have appeared. In contrast, country of origin effect has negatively appeared in the country research (Choi, 1994). Product used in experiment was autos, clothes, personal computer, and fishing bar and country of origin chosen were France and Korea. Like ELM (Elaboration of Likelihood Model), country of information use more low involvement of situation than high involvement situation. It is also possible that consumers are more willing to rely on an extrinsic cue, such as country of origin, when

evaluating a comparatively low-involvement product, such as larger, than when evaluating a complex, high-involvement product, such as motor cars (Schaefer, 1997).

Wright (1974, 1973) to manipulate involvement in an advertising study. Participants in the high involvement group asked to evaluate the product in an advertisement they were about to see, were given some additional background information and low involvement group did not expect to evaluate the product and were given no background information. The background information provided to the high involvement subjects explained the relevance of their product decisions to "their families, their own time and effort, and their personal finances."

Cobb-Walgren et al.(1995) divided into both product and services. Product is low involvement as soft scrub and service is high involvement as hotel. The categories varied in functional and financial risk. Risk is one component of involvement which Landor and his associates (1990) cited as a contributor to brand equity. Overall, one of most interesting implications for advertising strategy is that products which are lower in risk and involvement may depend even more heavily on differences created through advertising than products at the other end of the spectrum. The difference in brand preference for high versus low equity brands was significantly greater for cleansers than for hotels.

Again, it could be that for high involvement products consumers consider a wide range of features, with brand name being one of many attributes evaluated. For low involvement products where fewer features

are likely to be evaluated, a brand name might serve as a "halo" through which consumers can make a quick assessment of the brand. Thus, a complex decision making of high involvement product is important that product have been determined a quality, price, and convenience as value equity than brand equity but low involvement product is important brand equity. The other studies high emotional involvement of product play an important role in symbolic element than a concrete character in purchase making. In the same research patronage decisions regarding hedonically consumed products are based primarily on the symbolic elements of the products rather than their tangible features (Hirschman and Holbrook, 1982). Also high involvement of product have been increased in more information search of quantity. Persons who have much product knowledge are less involved in product or situation. Generally in low involvement condition individuals acquire information about the advertised brand but he(she) does not actively organize this information into a conceptual understanding of the product (Mitchell, 1989). This studies were divided to applicative product and emotional product (Mittal, 1989; Vaughn, 1980, 1986; Laurent and Kapferer, 1985; Saichowsky 1945). Fourteen products were selected to profile on the dimension of perceived sign value, perceived hedonic value, perceived value, and perceived importance. And Engel et al.,(1993) Babin et al.,(1994) studies emotional product was not evaluated by the attitude of central, it was evaluated by perspective image (Mittal, 1989 ; Hirschman, 1983; Holbrook and Hirschman, 1982; Zajonc and Marcus,

1982).

Domestic study investigated the relationship of involvement and knowledge. It is classified into functional product (digital camera, cell phones etc.) and emotional product(running shoes etc.). Emotional products invoke high involvement from the side of emotion. Thus, extrinsic cues like brand image can be used when consumers are highly involved in the emotional dimension of the product. (Park, 2003). Involvement could stem from the "intrinsic importance" an issue, its personal meaning (Sherif and Hovland, 1961). Thus high functional involvement evaluated a product of intrinsic attitude.

Chapter 3 Empirical Studies

3.1 Research Hypothesis

1. Hypothesis on country of origin effect

Country of origin effect have been used as a single dimension in the previous studies. It means that country of origin by brand and manufacturing was identical. For example, Sony audio that has been made in Japan is identical. The most of the studies referred to earlier found that country of origin did influence on product evaluations (Bilkey and Nes, 1982). Recently some studies tried to separated the concept of country of origin into country of origin by brand and country of origin by manufacturing. It means that the research result will be different by country of origin concept which they use.

According to the recent studies, country of origin is separated into country origin image by brand and country of origin image by manufacturing, consumers' evaluation on product will be different how country image is combined with favorable or unfavorable image. For example, let's think of China as a unfavorable image. It might be expected that the combination of country of origin image by brand and country of origin image by manufacturing will show very complex result in product evaluation. If favorable country of origin image by brand is

combined with favorable country origin image by manufacturing, it would bring the most significant country of origin effect than other combined cases. Thus we can infer hypothesis 1 based on the previous studies.

Hypothesis 1: The consumer of evaluation will be different according to the combing type of country of origin. Namely, product evaluation will be best when both country of origin by brand and country of origin by manufacturing image are favorable. And favorable country of origin by brand and unfavorable country of origin by manufacturing, unfavorable country of origin by brand and favorable country of origin by manufacturing and unfavorable country of origin by brand and unfavorable country of origin by manufacturing will be in order in their evaluation.

2. Hypothesis on moderating role of product knowledge

The present study investigated the role of consumer knowledge in the effect of country of origin. when consumers evaluate the product. As consumers have much knowledge when they evaluate the product, they do not need to use extrinsic cue like country of origin (Newman and Staelin 1972). That is to say, when the particular product is familiar to the consumers, knowledge is likely to influence on consumer's evaluation and choice process. Consumers with high knowledge can be expected to have their evaluations based on intrinsic rather than

extrinsic cue such as country of origin and country image.

Also Hayes-Roth (1977) and Marks and Olson(1981) argue that increased familiarity leads to better developed knowledge structures or "schema" about a product. These well-developed schema often include evaluative criteria and rules because consumer with high level knowledge have product of various shape, it had made an product on schema.

Thus consumer would judge by product attribute rather than by country of origin. When consumer with low level knowledge doesn't judge self schema, they judge consumer's confidence in using information because they rely on extrinsic such as country of origin. Conclusively country origin effect suggested in hypothesis 1 will be more valid when consumers have less knowledge. Thus the hypothesis 2 is as follows.

Hypothesis 2 : Hypothesis 1 will be more valid when consumers have less knowledge.

3. Hypothesis on moderating role of product involvement

Consumer decision making is changed by the product on involvement. Product on involvement is varied by the individual of importance. Sherifs's social judgment theory is that on any given issue, highly involved persons exhibit more negative evaluations of communication because high involvement is associated with an extended "latitude of

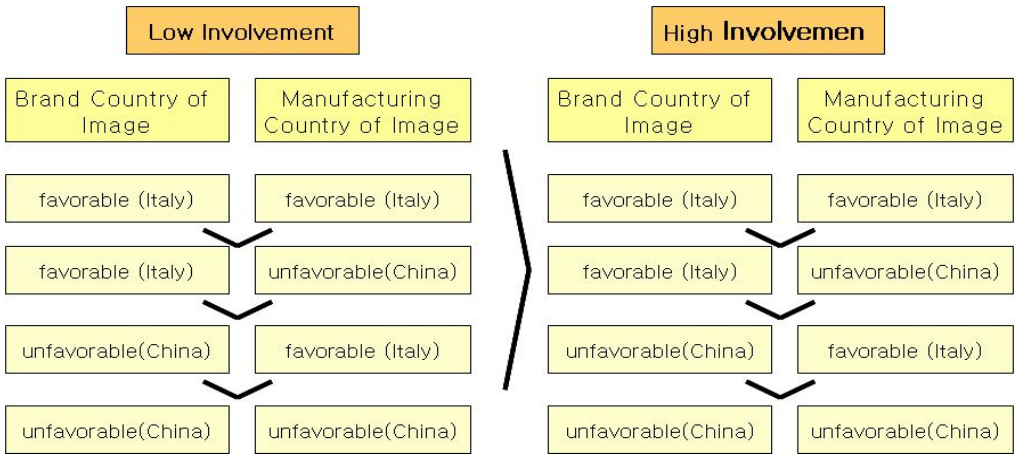
rejection." Also social psychology, the quality of the arguments contained in a message has had a greater impact on persuasion under conditions of high rather than low involvement(Petty, Cacioppo, and Goldman 1981; Rhine and Severance 1970).

Thus, high involvement used product of attribute as intrinsic rather than low involvement. On the other hand, peripheral cues have had a greater impact on persuasion under conditions of low rather than high involvement. In conclusion low involvement used extrinsic, the hypotheses is as follows.

Hypothesis 3 : Hypothesis 1 will be more valid when consumers are less involved.

The hypotheses are summarized as following figure 1.

Figure 1. Hypotheses 3



2.2. Research Method

1. Method

(1) Experimental design

The experiment used 2×2×2 (country of origin by manufacturing : favorable or unfavorable × country of origin by brand : favorable or unfavorable × product type) between subject factorial design and 2×2×2 (country of origin by manufacturing : favorable or unfavorable × country of origin by brand : favorable or unfavorable × product knowledge) between and within subject factorial design.

(2) Subjects and stimuli

The participants were undergraduate school students who joined the 3 marketing related class of 'S' women university in Seoul Korea. The total number of participants were 185. The number of each cell in the experimental design is shown in table 1. The participants were randomly assigned to each cell.

Table 1. Cell size of the experimental design

country of origin * product type cross talulation

			product type		Total
			'coat'	'soap'	
country of origin	made Italy brand Italy	frequency	22	24	46
		product type %	25.0%	24.7%	24.9%
		Total %	11.9%	13.0%	24.9%
	'made China brand Italy	frequency	20	22	42
		product type %	22.7%	22.7%	22.7%
		Total %	10.8%	11.9%	22.7%
	'made Italy brand China'	frequency	27	28	55
		product type %	30.7%	28.9%	29.7%
		Total %	14.6%	15.1%	29.7%
	made China brand China	frequency	19	23	42
		product type %	21.6%	23.7%	22.7%
		Total %	10.3%	12.4%	22.7%
Total		frequency	88	97	185
		product type %	100.0%	100.0%	100.0%
		Total %	47.6%	52.4%	100.0%

The stimuli was an advertisement explaining the products. As shown in appendix of this thesis, the form of advertisement on 2 products were exactly same. Only the difference lies in product and its attributes suggested. The brand of 2 products was 'Baoling'. The brand name does not exist in Korean market.

For product type, coat for woman was chosen as a high involvement product and soap, as a low involvement product. For country of origin, Italy and China were chosen as favourable and unfavourable country of image respectively to check the effect of country of origin.

(3) Independent and dependent measures

To test the moderating effect of product knowledge, perceived knowledge of the product was measured with 7 point interval scale.

Other independent variables like product type, country of origin were operated by experimental design. That is to say, the statements, " made in OOO, brand by OOO" were inserted in the advertisement as experimental design. Thus, one of the statements among "made in Italy, brand by Italy", "made in Italy, brand by China", "made in China, brand by Italy", and "made in China, brand by China" was inserted in each advertisement.

To test country of origin effect and product type, anticipated price of the product was measured as a dependent variable. Additionally, purchase intention and overall attitude were also measured with a 7 point interval scale.

(4) Questionaire and advertisement

Questaionaire and advertisement were packed as one booklet and suggested to the participants. The booklet was composed of questionaire on the general usage of the product, advertisement and questionaire on dependent measure and image of the countries in order.

2. Procedure

Before distributing the stimuli to the students, I explained the purpose of the experiment. I introduced that the purpose of the study is to evaluate the products before launching. I told them that the product and

brand are absolutely imported and new. After distributing the stimuli the participants were requested to check basic information of their usage and experience of the product, for example the interest in the product, the purchase frequency of the product within 1 year, and the perceived knowledge on the product. After responding to some questions, 3 minutes were given to the students for reading advertisement. They read through the advertisement. Questions are not permitted to prohibit from contamination. After participants′ reading advertisement, the were asked to evaluate overall attitude, purchase intention, and anticipated price of the product. The overall attitude and purchase intention were measured with 7 points interval scale. Anticipated price of the product were measured with real perceived price. Additionally perceived image of the 8 countries were measured with 7 points interval scale in 4 dimensions like world leading, good quality, contribution to the world peace, and reliable technology.

3. Result and Analysis

(1) Manipulation check

As shown in table 2 subject evaluated Italy more favourably than China. I measured the country image as a sum of individual image dimension like world leading, good quality, contribution to the world peace, and reliable technology measured with 7 points interval scale.

Table 2. Image score of the countries

descriptive statistics

	N	Min	Max	mean	std. deviation
USA	185	10.00	34.00	27.1243	3.39128
Korea	185	14.00	32.00	23.8811	3.32430
Japan	185	12.00	33.00	27.4216	2.86765
India	185	7.00	28.00	17.4270	4.21647
Brazil	185	6.00	29.00	16.6919	4.06164
Russia	185	6.00	28.00	16.6000	4.21333
China	185	5.00	29.00	15.4973	3.88856
Italy	185	10.00	35.00	24.5730	4.02253
total case	185				

(2) Testing hypothesis 1

As hypothesized, country of origin effect appeared differently by their combining type of country of origin (F=14.525, P=0.000). That is to say, product evaluation is the best when both country of origin by brand and country of origin by manufacturing image are favorable. And favorable country of origin by brand and unfavorable country of origin by manufacturing, unfavorable country of origin by brand and favorable country of origin by manufacturing and unfavorable country of origin by brand and unfavorable country of origin by manufacturing are in order in their evaluation.

It means that country of origin effect is the most powerful when both favorable country of origin by brand and favorable country of origin by manufacturing. And as suggested in the Table 5, country of origin

effect by brand is more powerful than by manufacturing (0.3083> -0.3315, p=0.001).

Table 3. Descriptive statistics by country of origin group

descriptice statistics

price standardization

	N	mean	std. deviation	stdandard error	95% confidence interval		min	max
					lowest	highest		
made Italy brand Italy	46	.5709	1.11645	.16461	.2394	.9024	-.77	4.15
'made China brand Ita	42	.3083	1.22453	.18895	-.0733	.6899	-1.68	2.62
'made Italy brand Chi	55	-.3315	.57716	.07782	-.4875	-.1755	-1.36	1.09
made China brand Ch	42	-.4995	.53955	.08325	-.6676	-.3313	-1.52	.62
합계	185	.0000	.99728	.07332	-.1447	.1447	-1.68	4.15

Table 4. Anova for country of origin effect

analysis of variance

price standardization

	sume of squares	D.F	mean squares	F	sig. prob.
between	35.508	3	11.836	14.525	.000
within	147.492	181	.815		
total	183.000	184			

Table 5. Multiple comparison test for country of origin group

multiple comparison

종속변수: price standardization

LSD

(I) country of origin	(J) country of origin	mean difference(I-J)	standard error	sig. prob.	95% confidence interval	
					lowest	highest
made Italy brand Italy	'made China brand Italy	.26258	.19266	.175	-.1176	.6427
	'made Italy brand China'	.90241*	.18036	.000	.5465	1.2583
	made China brand China	1.07038*	.19266	.000	.6902	1.4505
'made China brand Italy	made Italy brand Italy	-.26258	.19266	.175	-.6427	.1176
	'made Italy brand China'	.63982*	.18498	.001	.2748	1.0048
	made China brand China	.80780*	.19699	.000	.4191	1.1965
'made Italy brand China'	made Italy brand Italy	-.90241*	.18036	.000	-1.2583	-.5465
	'made China brand Italy	-.63982*	.18498	.001	-1.0048	-.2748
	made China brand China	.16798	.18498	.365	-.1970	.5330
made China brand China	made Italy brand Italy	-1.07038*	.19266	.000	-1.4505	-.6902
	'made China brand Italy	-.80780*	.19699	.000	-1.1965	-.4191
	'made Italy brand China'	-.16798	.18498	.365	-.5330	.1970

*. sig. in 0.05 level

(3) Testing hypothesis 2 and 3

As expected in hypothesis 1, the country of origin effect existed and it's effect appeared differently according to country of origin group. To check the moderating effect of consumers' product knowledge on the country of origin effect, I divided the total group into consumers with high product knowledge and consumers with low product knowledge based on the perceived level of product knowledge. To verify the objectivity of the perceived level of product knowledge, I analyzed the relationship between perceived product knowledge and number of frequency. As shown in table 6, correlation coefficient was sufficiently high(correlation=0.532, p=0.000).

Thus I used perceived product knowledge as criteria for dividing the group into high and low knowledge. But I did not find any significant moderating role of product knowledge (main effect, F=0.005, P=0.941 ;

interaction effect, F=0.202, P=0.895).

Table 6. Correlation between perceived product knowledge and number of frequency

correlation coffecient

		product knowledge	number of purchase
product knowledge	Pearson correlation	1	.532**
	sig. prob.(two tail)		.000
	N	185	185
number of purchase	Pearson correlation	.532**	1
	sig. prob.(two tail)	.000	
	N	185	185

**. 상관계수는 0.01 수준(양쪽)에서 유의합니다.

Table 7. Anova for moderation effect of consumer knowledge

analysis of variance

종속변수: price standardization

source	sum of squares (Type III)	D.F	mean squares	F	sig.prob.
corrected	36.026[a]	7	5.147	6.198	.000
intercept	.035	1	.035	.043	.837
Country	33.618	3	11.206	13.495	.000
knowledge2	.005	1	.005	.005	.941
Country * knowledge2	.502	3	.167	.202	.895
error	146.974	177	.830		
total	183.000	185			
corected total	183.000	184			

a. R 제곱 = .197 (수정된 R 제곱 = .165)

To check the moderating effect of product involvement on the country of origin effect. I divided the total group into 2 groups based on the product they were asked to evaluate. I did not find any significant moderating role of involvement (main effect, F=0.004, P=0.947 ; interaction effect, F=0.697, P=0.555).

Table 8. Anova for moderation effect of product type(involvement)

analysis of variance

종속변수: standardized price

source	sum of squares(typeIII)	D.F	mean squares	F	sig. prob.
corrected	11.408[a]	7	1.630	1.681	.116
intercept	.089	1	.089	.092	.762
Country	9.861	3	3.287	3.391	.019
product	.004	1	.004	.004	.947
Country * product	2.028	3	.676	.697	.555
error	171.592	177	.969		
total	183.000	185			
corrected total	183.000	184			

a. R 제곱 = .062 (수정된 R 제곱 = .025)

Chapter 4. Conclusions

4.1 Summary and Discussion

The purpose of this study is to analyze the effect of country of origin on the product evaluation both by brand and by manufacturing. Additionally the role of product knowledge and product category will be analyzed.

In this study, I divided the country of origin concept into two category based on the company strategy and former studies. That is, the country of origin can be divided into country image of brand and country image of manufacturing. It should be noticed that two country image (favorable or unfavorable), product categories (high or low involvement) consumer knowledge (high or low) affect product evaluation.

To verify the research purpose, I used experimental design. The experiment used 2×2×2 (country of origin by manufacturing : favorable or unfavorable × country of origin by brand : favorable or unfavorable × product type) between subject factorial design and 2×2×2 (country of origin by manufacturing : favorable or unfavorable × country of origin by brand : favorable or unfavorable × product knowledge) between and within subject factorial design.

The analysis method was mainly analysis of variance to investigate the country of origin effect and the moderating role of product knowledge

and product involvement.

As hypothesized, country of origin effect appeared differently by their combining type of country of origin. That is to say, product evaluation is the best when both country of origin by brand and country of origin by manufacturing image are favorable. And favorable country of origin by brand and unfavorable country of origin by manufacturing, unfavorable country of origin by brand and favorable country of origin by manufacturing and unfavorable country of origin by brand and unfavorable country of origin by manufacturing are in order in their evaluation. But the hypothesis on the moderating role of product knowledge and product category (product involvement) are rejected.

I guess the reasons why hypothesis 2 and hypothesis 3 are rejected is that the products are very familar to the consumers in spite of their knowledge perception. We can infer from the fact that hypothesis 3 is rejected. That is, as product knowledge and product involvement have significant relationship (Mitchell, 1989), the test result can be similar.

Unfortunately I did not checked the product involvement level. We can guess another reason. I used consumers' perceived knowledge as a level of product knowledge both in soap and in coat. There is a possibility that the perceived knowledge will be different in two types of product category.

4.2 Limitations and Future Research Directions

The most important limitation of this study lies in the sophistication of design. As I used similar or same ideas and concepts with previous studies, I missed much of pre-procedure like product selection, measure product involvement, or measure of product knowledge. Additionally I did not checked the effect of brand name. Actually brand name is very important cue when consumers judge the product. The brand name 'Baoling' is the name of auto company in China. There is some possibility that it does not fit for Italy product. I ignore that simple point.

Thus, to test the hypothesis 2 and 3, and to acquire expected result, the study should be more sophisticated from above mentioned points. Additionally I should be more careful in the selection of the attributes used in the advertisement. Even though I controlled many of extraneous effect which can occur, some of possibility like number of attribute and types of attributes are not removed.

References

Byung Il Hwan., and Beom Jong Kim. (2002), “The Impact of Congruity between Country-of -Origin of Brand and Country-of-Origin of Production on Consumers' Product Preference,” *The Korean Academic and Industrial Society of Business Administration*, 15(1), 133-152.

Bilkey, Warren J and Nes, Erik. (1982), "Country-of-Origin Effects on Product Evaluations," *Journal of International Business Studies,* 13(1), 89-99.

Chao, Paul. (1993), "Partitioning Country of-Origin Effects: Consumer Evaluation of a Hybrid Product", *Journal of International Business Studied*, 24(2), 291-306.

Chan Ug Park. (2003), “Articles : A Study on the Consumer Factors Influencing the Relative Importance of Intrinsic Attributes and Brand in the Purchase Decision Making: Focusing on Product Involvement and Product Knowledge,” *Koren Society of Consumer Studies*, 14(3), 67-83.

Cobb-Walgren, Cathy J., Cynthia a. Ruble, and Naveen Douthu (1995), "Brand Preference, and Purchase Intent", *Journal of Advertising*, 24(3), 25-40.

Hirschman, Elizabeth C, and Morris B. Holbrook (1982), "Hedonic Consumption: Emerging Concepts, Methods and Propositions", *Journal of Marketing Research*, 46, 92-101.

Johansson. Johny K. (1988), "Determinants and Effects of the Use of "Made In" Labels", *International Marketing Review*, 47-58.

Johansson. Johny K., Susan P. Douglas, and Ikujiro Nonaka. (1985), "Assessing the impact of Country of Origin on Product Evaluations: A New Methodological Perspective," *Journal of Marketing Research*, 00(00), 388-396.

Maheswaran, D., "Country of origin as a stereotype: effects of consumer

expertise and attribute strength on product evaluations", *Journal of Consumer Research*, 21(2), 354-365.

Min Han, C. (1989), Country Image: Halo or Summary Construct? *Journal of Marketing Research,* 26(2), 222-229.

Mitchell, Andrew A., (1981), "The Dimensions of Advertising Involvement", Advances in Consumer Research, 8, 25-30.

Mittal, Banwari. (1989), "Must Consumer Involvement Always Imply More Information Search?," *Advances in Consumer Research*, 167-172.

Payne, John W. (1976), "Heuristic Search Processes in Decision Making," *Advances in Consumer Research*, 3(1), 321-327.

Petty, Richard E, Cacioppo, John T and Schumann, David. (1983), "Central and Peripheral Routes to Advertising Effectiveness: The Moderation Role of Involvement", *Journal of Consumer Research*, 10(2), 135-146.

Rao, Akshay R. and Monroe, Kent B. (1988), "The Moderation Effect of Prior Knowledge on Cue Utilization in Product Evaluations," *Journal of Consumer Research*, 15(2), 253-264.

Schaefer, Anja. (1997), "Consumer knowledge and country of origin effects, *European Journal of Marketing*, 31(1/2), 56-72.

So Hyoun Shin, Sang Uk Kim and Seo Il Chaiy. (2007) "The Effects of Country-of-Origin Dimensions on Consumers' Attitude and Product Evaluation: A Role of Motivational Focus", *Korean Academic Society of Business Adminstration*, 2007(0), 1-24.

Terpstra, Vern and C. Min Han. (1988), "Country-of-origin for Uni-national and Bi-national Products," *Journal of International Business Studies*, 19(2), 235-255.

ABSTRACT

Country of Origin Effect on Consumer Evaluation : The Moderating role of Product Category and Consumer Knowledge

Kang, Min Jung
Dept. of Business Administration
Graduate School of Sungshin Women's University

In recent years, the environment of corporations have been rapidly changing. After the mid 1960's the country-of-origin effect have been studied a lot of researchers. Recently, FTA negotiation draw the importance of country of origin indication. Originally country of origin concept was introduced as an extension of country image. Today's both manufacturing and marketing are diversified as the company grows globally. The company is globally outsourcing to compete for acquiring the superiority.

Preceding studies have found country of origin to be a salient cue in buyer's perceptions of quality (White and Cundiff 1978). It also has been found for country of origin effect to have an important role in consumer purchasing decisions. Not only country of origin by brand but also country of origin by manufacturing appear to affect evaluation of quality and country of origin may serve as a proxy variable when

other information is lacking.

Based on the previous studies, the purpose of this study is to analyze the effect of country of origin on the product evaluation both by brand and by manufacturing. Additionally the role of product knowledge and product category will be analyzed.

In this study, I divided the country of origin concept into two category based on the company strategy and former studies. That is, the country of origin can be divided into country image of brand and country image of manufacturing. It should be noticed that two country image (favorable or unfavorable), product categories (high or low involvement) consumer knowledge (high or low) affect product evaluation.

To verify the research purpose, I used experimental design. The experiment used 2×2×2 (country of origin by manufacturing : favorable or unfavorable × country of origin by brand : favorable or unfavorable × product type) between subject factorial design and 2×2×2 (country of origin by manufacturing : favorable or unfavorable × country of origin by brand : favorable or unfavorable × product knowledge) between and within subject factorial design.

As expected, country of origin effect appeared differently by their combining type of country of origin. That is to say, product evaluation is the best when both country of origin by brand and country of origin by manufacturing image are favorable. And favorable country of origin by brand and unfavorable country of origin by manufacturing, unfavorable country of origin by brand and favorable country of origin

by manufacturing and unfavorable country of origin by brand and unfavorable country of origin by manufacturing are in order in their evaluation. But the hypothesis on the moderating role of product knowledge and product category (product involvement) are rejected.

Appendix 1

Questionnaire A-1~A-4

Please fill out the questions after well listening. When you complete the first page, and no not go to next page.

Hello?

We would like to have your opinions on the new product and it's advertisement. The data you give would be used as only data for our analysis, not for any other purposes. There is no correct or incorrect answer the questionnaire.

1. Do you think that you use coat frequently in winter season ?

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

2. Do think that you have a lot of knowledge(texture, design, brand) about winter coat?

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

3. How many did you purchase winter coat within recent 5 years?

( )

4. How many winter coats do you have?

approximately ( )

Please go on to the next page, read carefully following advertisement for 3minutes.

The advertisement which you have read is the Alpaca coat of Baolong co. which is firstly introduced in Korea.
After reading the advertisement and questions,
please show your opinions.

1. The advertisement displays well the characteristics of Baolong Alpaca coat.

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

2. The Baolong Alpaca coat seems to be suitable to me.

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

3. Baolong Alpaca coat seems to be best quality.

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

4. I would like to purchase Baolong Alpaca coat.

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

5. Considering advertisement, market price of Baolong Alpaca coat's would be approximately ( ) won.

We would like to know how do you perceive the image of following countries. As explained, there is no correct or incorrect answer.
Please show your opinion in number referring to following scale.

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

1. The below countries are leading the world society.

① American ( ) ② Korean ( ) ③ Japan ( ) ④ India ( )
⑤ Brazil ( ) ⑥ Russia ( ) ⑦ China ( ) ⑧ Italy ( )

2. The below countries are contributing to the peace of the world.

① American ( ) ② Korean ( ) ③ Japan ( ) ④ India ( )
⑤ Brazil ( ) ⑥ Russia ( ) ⑦ China ( ) ⑧ Italy ( )

3. The below countries are making the product of best quality.

① American ( ) ② Korean ( ) ③ Japan ( ) ④ India ( )
⑤ Brazil ( ) ⑥ Russia ( ) ⑦ China ( ) ⑧ Italy ( )

4. The products of below countries product are reliable.

① American ( ) ② Korean ( ) ③ Japan ( ) ④ India ( )
⑤ Brazil ( ) ⑥ Russia ( ) ⑦ China ( ) ⑧ Italy ( )

5. The below countries are having high technology.

① American ( ) ② Korean ( ) ③ Japan ( ) ④ India ( )

⑤ Brazil ( ) ⑥ Russia ( ) ⑦ China ( ) ⑧ Italy ( )

Thank you for cooperation.

Questionnaire B-1~B-4 Shape

Please fill this questionnaire out, after listening to explanation. Complete the first page, and go next page.

Hello?

We would like to have your opinions on the new product and it's advertisement. The data you give would be used as only data for our analysis, not for any other purposes. There is no correct or incorrect answer the questionnaire.

1. Do you used to facial soap? Please choose the number.

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

2. Do you have a lot of knowledge(material, design, brand) about facial soap?

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

3. How many facial soap purchased recently during 1 years?

( ) a time

4. How many do you have used a facial soap?

approximately ( ) a time

Please go on to the next page, read carefully the advertisement during 3minutes.

The advertisement which you have read is the facial soap of Baolong co. which is firstly introduced in Korea.
After reading the advertisement and questions,
please show your opinions.

1. The advertisement was displayed efficiently the characteristic of Baolong facial soap.

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

2. The Baolong facial soap would be quite suit with me skin type.

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

3. Baolong facial soap would be likely to best quality.

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

4. I will purchase new product of the Baolong facial soap in market.

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

5. As the consideration of the advertisement, Baolong facial soap's market price would be approximately ( ) won.

We would like to know how do you perceive the image of following countries. As explained, there is no correct or incorrect answer.
Please show your opinion in number referring to following scale.

1	2	3	4	5	6	7

Definitely disagree — Normal — Absolutely agree

1. The below countries are leading the world society.

① American ( ) ② Korean ( ) ③ Japan ( ) ④ India ( )
⑤ Brazil ( ) ⑥ Russia ( ) ⑦ China ( ) ⑧ Italy ( )

2. The below countries are contributing to the peace of the world.

① American ( ) ② Korean ( ) ③ Japan ( ) ④ India ( )
⑤ Brazil ( ) ⑥ Russia ( ) ⑦ China ( ) ⑧ Italy ( )

3. The below countries are making the product of best quality.

① American ( ) ② Korean ( ) ③ Japan ( ) ④ India ( )
⑤ Brazil ( ) ⑥ Russia ( ) ⑦ China ( ) ⑧ Italy ( )

4. The products of below countries product are reliable.

① American ( ) ② Korean ( ) ③ Japan ( ) ④ India ( )
⑤ Brazil ( ) ⑥ Russia ( ) ⑦ China ( ) ⑧ Italy ( )

5. The below countries are having high technology.

① American ( ) ② Korean ( ) ③ Japan ( ) ④ India ( )

⑤ Brazil ( ) ⑥ Russia ( ) ⑦ China ( ) ⑧ Italy ( )

Thank you for cooperation.

Appendix 2 Advertisement

바오롱 알파카 모직코트
신제품 한국출시

Made in Milano, Italy/ Designed by Baolong, Italy

- 색상 : 다크 핑크/매직 블루/로즈 다크
- 소재 : 모 95%(알파카 15%), 나일론 5%

이태리 밀라노 현지 생산! 바오롱 알파카 코트!

제품문의 및 반품 교환

바오롱 한국지사 : 서울 용산구 한남동 29-1 바오롱 빌딩/Tel : 732-1254

Baolong

World Fashion

바오롱 알파카 모직코트
신제품 한국출시

Made in Shanhai, China/ Designed by Baolong, Italy

- 색상 : 다크 핑크/매직 블루/로즈 다크
- 소재 : 모 95%(알파카 15%), 나일론 5%

중국 상하이 현지 생산! 바오롱 알파카 코트!

제품문의 및 반품 교환

바오롱 한국지사 : 서울 용산구 한남동 29-1 바오롱 빌딩/Tel : 732-1254

바오롱 알파카 모직코트
신제품 한국출시

Made in Milano, Italy/ Designed by Baolong, China

- 색상 : 다크 핑크/매직 블루/로즈 다크
- 소재 : 모 95%(알파카 15%), 나일론 5%

이태리 밀라노 현지 생산! 바우롱 알파카 코트!

제품문의 및 반품 교환

바오롱 한국지사 : 서울 용산구 한남동 29-1 바오롱 빌딩/Tel : 732-1254

바오롱 알파카 모직코트
신제품 한국출시

Made in Shanghai, China / Designed by Baolong, China

- 색상 : 다크 핑크/매직 블루/로즈 다크
- 소재 : 모 95%(알파카 15%), 나일론 5%

중국 상하이 현지 생산! 바오롱 알파카 코트!

제품문의 및 반품 교환

바오롱 한국지사 : 서울 용산구 한남동 29-1 바오롱 빌딩/Tel : 732-1254

바오롱 알파카 세안비누
신제품 한국출시

이태리 바오롱사 제품/ 이태리 밀라노 공장 생산

- 먹고 싶은 캔디모양
- 최고의 선물용 비누
- 100% 과일천연성분
- 모든 피부타입 사용가능
- 각질제거 및 피부탄력
- 보습효과와 24시간 지속되는 천연향

제품문의 및 반품 교환

바오롱 한국지사 : 서울 용산구 한남동 29-1 바오롱 빌딩/Tel : 732-1254

바오롱 알파카 세안비누
신제품 한국출시

중국 바오롱사 제품/ 이태리 밀라노 공장 생산

- 먹고 싶은 캔디모양
- 최고의 선물용 비누
- 100% 과일천연성분
- 모든 피부타입 사용가능
- 각질제거 및 피부탄력
- 보습효과와 24시간 지속되는 천연향

제품문의 및 반품 교환

바오롱 한국지사 : 서울 용산구 한남동 29-1 바오롱 빌딩/Tel : 732-1254

B a o l o n g

World Facial Soap

바오롱 알파카 세안비누
신제품 한국출시

이태리 바오롱사 제품/ 중국 상하이 공장 생산

- 먹고 싶은 캔디모양
- 최고의 선물용 비누
- 100% 과일천연성분
- 모든 피부타입 사용가능
- 각질제거 및 피부탄력
- 보습효과와 24시간 지속되는 천연향

제품문의 및 반품 교환

바오롱 한국지사 : 서울 용산구 한남동 29-1 바오롱 빌딩/Tel : 732-1254

Baolong

World Facial Soap

바오롱 알파카 세안비누
신제품 한국출시

중국 바오롱사 제품/ 중국 상하이 공장 생산

- 먹고 싶은 캔디모양
- 최고의 선물용 비누
- 100% 과일천연성분
- 모든 피부타입 사용가능
- 각질제거 및 피부탄력
- 보습효과와 24시간 지속되는 천연향

제품문의 및 반품 교환

바오롱 한국지사 : 서울 용산구 한남동 29-1 바오롱 빌딩/Tel : 732-1254