

A study on the effects of country of manufacture on consumers' brand loyalty and purchase intention / 江慧卿 撰 .- 彰化

江慧卿、曾清枝

E-mail: 354548@mail.dyu.edu.tw

ABSTRACT

Globalization has become a trend over time. Lots of businesses have gone global because it may help reduce the cost and earn more money. It decreases the risk of business failure. Therefore, customers will gather lots of information about internal and external data before going global. Internal data includes design, quality and function of the products. External data includes brand names, price and perceived quality. Internal and external data influence customers' choices actually. The study is focus on the impact of country of manufacture on customers' perceived quality, brand loyalty and purchasing intention. The study used questionnaire as the survey to collect data. The body included female clothing shoppers that purchase brand-name clothing made in Taiwan. This research used SPSS software for Independent – Sampies test, Factor Analysis, Reliability Analysis, Pearson Correlation Analysis and Regression. 1. Country of manufacture shows positive influence on perceived quality. 2. Perceived quality shows positive influence on brand loyalty. 3. Perceived quality is an agent of country of manufacture and brand loyalty. 4. The influence of consumers' brand loyalty on purchasing intention is salient. 5. The influence of Country of manufacture on customers' purchasing intention is salient.

Keywords : country of manufacture、 perceived quality、 brand loyalty、 purchase intention

Table of Contents

| | |
|-----------------------------|------|
| 內容目錄 | |
| 中文摘要 | iii |
| 英文摘要 | iv |
| 誌謝辭 | v |
| 內容目錄 | vi |
| 表目錄 | viii |
| 圖目錄 | xi |
| 第一章 緒論 | 1 |
| 第一節 研究背景與動機 | 1 |
| 第二節 研究目的 | 7 |
| 第三節 研究流程 | 8 |
| 第二章 文獻探討 | 9 |
| 第一節 製造來源國 | 9 |
| 第二節 品牌忠誠度 | 18 |
| 第三節 購買意願 | 31 |
| 第四節 知覺品質 | 33 |
| 第五節 相關文獻探討 | 36 |
| 第三章 研究方法 | 39 |
| 第一節 研究架構與研究假設 | 39 |
| 第二節 操作性定義與衡量 | 43 |
| 第三節 問卷設計 | 46 |
| 第四節 問卷前測 | 51 |
| 第五節 抽樣設計 | 56 |
| 第六節 資料處理與分析 | 57 |
| 第四章 研究結果與分析 | 60 |
| 第一節 問卷回收與人口統計資料分析 | 60 |
| 第二節 製造來源國、知覺品質、品牌忠誠度與購買意願分析 | 62 |
| 第三節 信度與效度分析 | 74 |
| 第四節 假設檢定 | 76 |

| | |
|-----------------|-----|
| 第五章 結論與建議 | 95 |
| 第一節 研究結論 | 95 |
| 第二節 管理意涵與研究建議 | 98 |
| 第三節 研究限制與後續研究建議 | 100 |
| 參考文獻 | 102 |
| 附錄 | 118 |

表目錄

| | |
|--------------------------------|----|
| 表 1-1 「進口異常商品聯合稽核大隊」稽核成果統計表 | 2 |
| 表 2-1 來源國定義彙整表 | 11 |
| 表 2-2 國外學者對來源國衡量構面彙整表 | 15 |
| 表 2-3 品牌忠誠度定義彙整表 | 22 |
| 表 2-4 忠誠度衡構面文獻彙整表 | 28 |
| 表 2-5 國內品牌服飾女性消費者相關之研究 | 36 |
| 表 3-1 製造來源國衡量問卷題項 | 47 |
| 表 3-2 知覺品質衡量問卷題項 | 48 |
| 表 3-3 品牌忠誠度衡量問卷題項 | 49 |
| 表 3-4 購買意願衡量問卷題項 | 50 |
| 表 3-5 人口統計變數衡量問卷題項 | 51 |
| 表 3-6 前測樣本統計資料表 | 52 |
| 表 3-7 製造來源國問項分析 | 53 |
| 表 3-8 知覺品質問項分析 | 54 |
| 表 3-9 品牌忠誠度問項分析 | 55 |
| 表 3-10 購買意願問項分析 | 56 |
| 表 4-1 研究樣本回收整理表 | 60 |
| 表 4-2 研究樣本統計資料表 | 61 |
| 表 4-3 製造來源國敘述性統計表 | 63 |
| 表 4-4 製造來源國KMO與Bartlett's檢定結果 | 64 |
| 表 4-5 製造來源國之解說變異量 | 64 |
| 表 4-6 製造來源國因素分析表 | 65 |
| 表 4-7 知覺品質敘述性統計表 | 66 |
| 表 4-8 知覺品質KMO與Bartlett's檢定結果 | 67 |
| 表 4-9 知覺品質之解說變異量 | 67 |
| 表 4-10 知覺品質因素分析表 | 68 |
| 表 4-11 品牌忠誠度敘述性統計表 | 70 |
| 表 4-12 品牌忠誠度KMO與Bartlett's檢定結果 | 71 |
| 表 4-13 品牌忠誠度之解說變異量 | 71 |
| 表 4-14 品牌忠誠度因素分析表 | 72 |
| 表 4-15 購買意願敘述性統計表 | 73 |
| 表 4-16 問卷信度分析摘要表 | 75 |
| 表 4-17 台灣-大陸之成對樣本檢定表 | 77 |
| 表 4-18 本研究各變數相關分析係數表 | 79 |
| 表 4-19 製造來源國對知覺品質之模式摘要-台灣 | 80 |
| 表 4-20 製造來源國對知覺品質之迴歸分析-台灣 | 80 |
| 表 4-21 知覺品質對品牌忠誠度之模式摘要-台灣 | 81 |
| 表 4-22 知覺品質對品牌忠誠度之迴歸分析-台灣 | 81 |
| 表 4-23 知覺品質二構面對品牌忠誠度之模式摘要-台灣 | 82 |
| 表 4-24 知覺品質二構面對品牌忠誠度之迴歸分析-台灣 | 82 |
| 表 4-25 製造來源國與知覺品質對品牌忠誠度模式摘要-台灣 | 84 |
| 表 4-26 製造來源國於中介效果與直接效果模式比較表-台灣 | 84 |
| 表 4-27 品牌忠誠度對購買意願之模式摘要-台灣 | 85 |

| | | |
|--------|-------------------------|----|
| 表 4-28 | 品牌忠誠度對購買意願之迴歸分析-台灣 | 85 |
| 表 4-29 | 製造來源國對購買意願之模式摘要-台灣 | 86 |
| 表 4-30 | 製造來源國對購買意願之迴歸分析-台灣 | 86 |
| 表 4-31 | 製造來源國對知覺品質之模式摘要-大陸 | 87 |
| 表 4-32 | 製造來源國對知覺品質之迴歸分析-大陸 | 87 |
| 表 4-33 | 知覺品質對品牌忠誠度之模式摘要-大陸 | 88 |
| 表 4-34 | 知覺品質對品牌忠誠度之迴歸分析-大陸 | 88 |
| 表 4-35 | 知覺品質二構面對品牌忠誠度之模式摘要-大陸 | 89 |
| 表 4-36 | 知覺品質二構面對品牌忠誠度之迴歸分析-大陸 | 89 |
| 表 4-37 | 製造來源國與知覺品質對品牌忠誠度模式摘要-大陸 | 91 |
| 表 4-38 | 製造來源國於中介效果與直接效果模式比較表-大陸 | 91 |
| 表 4-39 | 品牌忠誠度對購買意願之模式摘要-大陸 | 92 |
| 表 4-40 | 品牌忠誠度對購買意願之迴歸分析-大陸 | 92 |
| 表 4-41 | 製造來源國對購買意願之模式摘要-大陸 | 93 |
| 表 4-42 | 製造來源國對購買意願之迴歸分析-大陸 | 93 |
| 表 4-43 | 假設驗證結果整理表 | 94 |

圖目錄

| | | |
|-------|-------------------------------------|----|
| 圖 1-1 | 本研究流程圖 | 8 |
| 圖 2-1 | 暈輪效果模型 (halo- effect model) | 10 |
| 圖 2-2 | 暈整構念模型 (summary- construct model) | 11 |
| 圖 2-3 | 品牌的意涵 | 19 |
| 圖 2-4 | Aaker 之品牌忠誠??字塔 | 26 |
| 圖 3-1 | 研究架構圖 | 40 |

REFERENCES

- 一、中文部份: 于璇瑜 (2005), 設計來源國、製造國、品牌形象與消費者購買意願關係之研究-以白色家電為例, 中國文化大學國際企業管理研究所未出版之碩士論文。王進淵 (2002), 品牌來源國國家形象、品牌名稱、價格對知覺品質與購買意願影響之研究 - 以中國上海地區少淑服消費者為例, 輔仁大學之品服裝學系研究所未出版之碩士論文。王世峰 (2008), 來源國效果、產品知識與產品涉入對消費者購買意願影響之研究, 大葉大學管理學院碩士在職專班未出版之碩士論文。任立中 陳靜怡 (2003) 來源國效應之認知價值及其影響因素之探討, 國立台灣大學國際企業學系暨研究所執行行政院國家科學委員會專題研究計畫。朱啟祥 (2008), 汽車品牌形象與中古車之知覺風險、知覺品質及知覺價值對購買意願關係之探討, 育達商業技術學院企業管理系。呂錦棠 (2003), 品牌形象與來源國形象關係之研究---產品屬性效果之探討, 元智大學管理研究所。李奇勳 (2000), 「價格、保證及來源國形象對產品評價與購買意願的影響」, 國立成功大學企業管理學系博士論文。李元榮 (2007), 手機品牌來源國與製造來源國的國家形象對消費者購買意願影響之研究, 淡江大學企業管理學系碩士在職專班未出版之碩士論文。李瑾玲譯(2005), 消費者行為(三版), 台北:滄海書局。(譯自J. Paul Peter, Jerry C. Olson, 1999) (原文於1987年出版, 多次改版)。林芳琦 (2010), 來源國形象、品牌權益、知覺價值與消費者購買意願因果關係之研究:以開架式保養品為例, 靜宜大學企業管理研究所未出版之碩士論文。林素蘭 (2005), 顧客滿意度、品牌忠誠度對再購意願之影響 以汽車銷售業為例, 中原大學企業管理學系未出版之碩士論文。林雅淑 (2010), 品牌形象、來源國形象、知覺價值與購買意願關係之研究 - 以國際性品牌手機為例, 大葉大學管理學院碩士在職專班未出版之碩士論文。吳宗霖 (2006), 從知覺品質及品牌忠誠度來探討消費者對延伸產品購買意願之影響 - 以行動通訊系統業者的雙品牌客制化手機為例, 國立成功大學高階管理碩士在職專班碩士論文。吳淑樺 (2005), 製造來源國與品牌來源國對購買意願之影響-以食品為例, 國立台北大學企業管理學系碩士在職專班未出版之碩士論文。吳文村(2001)「產品製造來源國之形象、價格折扣與品牌知名度對消費者評價之影響」, 國立成功大學國際企業研究所碩士論文。姜柏臣 (2006), 來源國效果對品牌延伸槓桿效果之研究-以品牌權益為中介, 銘傳大學國際企業學系碩士班未出版碩士論文。洪志宏 (2008), 品牌忠誠度、品牌知名度與服務品質對於再購意願之關係探討--以3C電子產品為例, 國立高雄第一科技大學行銷與流通管理所未出版之碩士論文。?慧芬 (2010), 歐日系進口保養品之來源國形象、品牌形象與品牌忠誠度之關係研究, 大葉大學管理學院碩士在職專班未出版之碩士論文。秦兆偉 (2002), 製造來源國形象、消費者心理認知與知覺價格對消費者購買行為之影響 以兩岸都會區消費者為例, 長榮管理學院經營管理研究所未出版碩士論文。許瑋妙 (2010), 台灣製產品MIT微笑標章對知覺品質、知覺風險與購買意願之影響 - 以愛國主義與敵意為干擾變數, 大同大學事業經營研究所未出版之碩士論文。陳瑩瑩 (2009), 來源國形象、品牌形象與知覺價格對知覺品質與購買意願的影響 以Scottish House 服飾為例, 國立中山大學企業管理學系研究所未出版之碩士論文。陳豐富 (2003), 來源國形象對產品購買意願的影響, 國立成功大學企業管理學系在職專班未出版之碩士論文。陳昭宏 (2004), 品牌來源國與製造來源國對消費者購買意願影響之研究, 銘傳大學國際企業管理學系碩士在職專班未出版之碩士論文

。陳冠宇(2008),探討消費者的產品滿意度、售後服務滿意度及品牌忠誠度對高涉入產品再購意願之關係研究,青雲科技大學企業管理系暨經營管理研究所。傅建彰(2003),服務品質、網路素養、顧客滿意度及品牌忠誠度關聯性之研究—以HiNet之ADSL服務為例,國立成功大學企業管理研究所碩士論文。楊宗翰(2010),探討日韓汽車品牌之來源國印象對消費者購買意願的影響以知覺價格與產品涉入程度為干擾變數,大葉大學管理學院碩士在職專班未出版之碩士論文。楊幼蘭、張淑芳譯(2008.08)如何Sale東西給女性(譯自Martha Barletta),台北:臉譜出版,城邦文化(原文於2003年出版,2006改版)。楊瓊瓊(2001),知覺品質、知覺犧牲與知覺價值對新聞電子報訂閱意願之影響,國立師範大學大眾傳播研究所游純瑜(2002),混合產品來源國資訊組合效果之研究-產品種類之干擾影響,元智大學管理研究所劉怡姣(2010),來源國效應對知覺風險、知覺品質與購買意願之影響,東吳大學企業管理學系研究所未出版之碩士論文。廖淑靜(2006),品牌來源國及製造來源國形象、產品涉入程度對消費者知覺品質與購買意願之影響,國立成功大學企業管理學系研究所未出版之碩士論文。謝雅菱(2005),製造來源國與品牌名稱對消費者購買意願影響之研究-以國際性服飾品牌為例,大葉大學管理學院碩士在職專班已出版之碩士論文。蕭伊君(2009),來源國形象、企業形象對購買意願之影響-以綠色產品、產品涉入程度為調節作用,國立東華大學企國際企業學系研究所未出版之碩士論文。

二、英文部分: Aaker, D A.,(1991) "Guarding the Power of a Brand Name," New York Times, Vol. 4, No. 1,1991, pp. 126-135. Aaker, D. A. (1996), "Measuring brand equity across products and markets," California Management Review, Vol. 38, No. 3, pp.102-120. Aaker, D. A. and Joachimsthal, E.(2000), Brand Leadership,Commonwealth Publishing Co., Ltd. A Belen del Rio, Rodolfo Vazquez and Victor Lglesias, (2001), "The Effect of Brand Associations on Consumer Response." The Journal of Consumer Marketing, Vol.18, 4/5 Agarwal, Sanjeev and Sikri, Sameer, (1996) "Country Image: Consumer Evaluation of Product Category Extensions," International Marketing Review, Vol.13 (4), pp.23-29. Ahmed, U. Z., J.P. Johnson, X.Yang, C. K. Fatt, H. S. Teng, and L. C. Boom, (2004) "DoesCountry of Origin Matter for Low-Involvement Products?" , International Marketing Review, 1,pp.102-120. Ambler,T.,Bhattacharya,C.B.,Edell,J.,Keller,K.L.,and Mittal, V. (2002) Relating Brand and Customer Perspectives on Marketing Management. Journal of service Research,5 (3) :13-25. Anderson, E. W. & M. W. Sullivan (1993), "The Antecedents and Consequencesof Customer Satisfaction for Firms," Marketing Science, Vol. 12, No. 2, pp.125-143. Assael, Henry (1993), Marketing Principles & Strategy, 2nd ed., The Dryden Press. Baldinger, Allan L. and Joel Rubinson, (1996), "Brand Loyalty:The Link Between Attitude and Behavior", Journal of Advertising Research, November / December, 22-34. Baloglu, S, (2002) "Dimensions of Customer Loyalty, Cornel Hotel and Restaurant Administration Quarterly," Journal of Consumer Research, Vol. 43, No. 1, pp.47-59. Bauer,R. (1967), "Consumer Behavior as Risk Taking",In D.Cox,Risk Taking Information Handling in Consumer Behavior Boston,MA,U.S.:Division of Research, Graduate School of Business Administration,Harvard University,:23-33. Bilkey W. J. and E. Nes,(1982) "Country-Of-Origin Effects on Product Evaluations," Journal of International Business Studies, Vol.13(1), pp.89-99. Blackston, M. (1992).Observations:Building Brand Equity by Managing the Brand's Relationships. Journal of advertising research,32 (3) :79-83. Biong, H. (1993), "Satisfaction and Loyalty to Suppliers within the GroceryTrade," European Journal of Marketing, Vol. 27, No. 7, pp. 21-38. Brandt, M.(1998), Don't Dis Your Brand, MC Technology Marketing Intelligence, Vol.18, No.1, pp. 46-47. Carman, James M. (1970), "Correlates of Brand Loyalty:Some Positive Results", Journal of Marketing Research, Vol. VII, February, 67-76 Cattin, P., A. Jolibert and C. Lohnes,(1982) "A Cross-Cultural Study of "Made in" Concepts," Journal of International Business Studies, Vol.13(3),pp.131-141. Chandrasen,A. and S.J.Paliwoda,(2009) "Country of Assembly (COA) Effect on Perceived Automobile Quality :A Thai Consumers' Percpective",Journal of Marketing Management,25(5-6), 483-499 Chao P.(1993), "Partitioning Country-of-Origin Effects: Consumer Evaluations of A Hybrid Product," Journal of International Business Studies, Vol. 24(2), pp.291-307. Chao P.(2001), "The Moderaing effects countryof assembly, country of parts, and country of design on hybrid product evaluations," Journal of advertisings, Vol. 30(4), pp.67-71. Chaudhuri, A. (1999), "Does brand loyalty mediate brand equity outcomes," Journal of Marketing Theory & Practice, Vol. 7, No.2, pp. 136-146. Chaudhuri, A. and Holbrook, M.B.(2001), "The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: the Role of Brand Loyalty," Journal of Marketing, Vol. 65,No. 2,pp. 81-93. Cordell, Victor(1992), "Effect of Consumer Preferences For Foreign Source Product," Journal of International Business Studies, second quarter, pp.251-299. Cunningham, Ross M. (1956), "Brand Loyalty - what, where, how much?", Harvard Business Review,34, 116-128. Deighton, John, Caroline M. Henderson, and Scott A. Neslin(1994), The Effects of Advertising on Brand Switching and Repeat Purchasing", Journal of Marketing Research, Vol. XXXI, February,28-43. Dekimpe, Marnik G., Jan-Benedict E. M. Steen amp, Martin Nellens, and Piet Vanden Abeele (1997), "Decline and variability in brand loyalty", International Journal of Research in Marketing, Vol. 14, 405-420. Dick, A. S. and Basu, K,(1994) "Customer Loyalty: Toward an Integrated Conceptual Framework," Journal of the Academy of Marketing Science, Vol. 22, No.2, pp.99-113. Dodds,W.B.,Moroe,K.B., & Grewal,D. (1991). "Effects of Price, Brand and Store Information on Buyers Product Evaluations," Journal of Marketing Research, 28(3),307-319. Engel, James F., Roger D. Blackwell, and Paul W. Miniard(1995), Consumer Behavior, 8th ed., The Dryden Press. Evans, Joel R. and Richard L. Laskin (1994), "The Relationship Marketing Process:A Conceptualization and Application", Industrial Marketing Management, Vol. 23, pp.439-452. Farley, J.U, (1964) "Why does 'Brand Loyalty' Vary over Products?" Journal Of Marketing Research, Vol. 1, No.4, pp. 9-14. Farr, Andy and Nigel Hollis(1997), "What Do You Want Your Brand To Be When It Grows Up: Big and Strong?", Journal of Advertising Research, November / December, 23-35. Fishbein M. and I. Ajzen (1975), "Belief, Attitude, Intention and Behavior," Reading, Mass: Addison-Wesley. Fornell, C. (1992), "A national customer satisfaction barometer: The Swedish experience," Journal of Marketing, Vol. 56, No. 1, pp. 6-21. Fournier,S.(1998).Consumer and their Brands : Developing Relationship Theory in Consumer Research. Journal ofConsumer Research, 24:343-373. Garvin, D.A (1983). Quality on the line, Harvard Business Review, 61,65-73. Grewal D., Krishnan, R., Baker, J., & Borin, N. A. (1998), The Effect of Store Name, Brand Name and Price Discounts on Consumers, Evaluations and Purchase

Intentions, *Journal of Retailing*, Vol. 74 (3), pp. 331-352. Groth, John C. and Stephen W. McDaniel(1993), "The Exclusive Value Principle", *Journal of Consumer Marketing*, Vol. 10, No. 1, 10-16. Han, C.M. and V. Terpstra(1988), "Country-of-Origin Effect for Uni-National And Bi-National Products," *Journal of International Business Studies*, Vol.19 (Summer), pp.235-253. Han C. M.,(1989) "Country Image:Halo or Summary Construct?" *Journal of Marketing Research*, Vol.26(2), pp.222-229. Howard, J. and Sheth, J.(1969), *The theory of buyer behavior*, New York: John Wiley & Sons. Huddleston, P., Whipple, J. and VanAuken, A. (2004), "Food store loyalty: Application of a consumer loyalty framework," *Journal of Targeting, Measurement & Analysis for Marketing*, Vol. 12, No. 3, pp. 213-230. Hsiu-Li Chen,(2004) "Testing the Role of Country of Origin in Consumer Adoption of New Products," *International Advances in Economic Research*, Vol.10(3), pp.245. Israel D Nebenzahl, Eugene D Jaffe, Shlomo I Lampert.,(1997) "Towards a Theory of Image Effect on Product Evaluation," *Management International Review*, Vol.37,pp.231-247. Iyer,G.R.,and J.K. Kalita(1997), "The Impact of Country-of-origin and Country-of-Manufacture Clues on Consumer Perceptions of Quality and Value," *Journal of Global Marketing*, Vol.11(1), pp. 7-28 Jacoby, Jacob and Robert W. Chestnut (1978), "BRAND LOYALTY Measurement and Management", John Wiley and Sons, 1, pp.33-36. Jacoby, J. and Kyner, D.B(1973) "Brand Loyalty vs. Repeat Purchasing Loyalty," *Journal of Marketing Research*, Vol. 10, No.2, pp.1-9. Jacoby, J. and J. C. Olson (1970), "An Attitudinal Model of Brand Loyalty:Conceptual Underpinnings and Instrumentation Research," Paperpresented at the University of Illinois Conference on Attitude Research and Consumer Behavior, Urbana, Illinois, 1970 Jaffe, E.D. and I.D. Nebenzahl,(1984) "Alternative Questionnaire Formats For Country Image Studies," *Journal of Marketing Research*, Vol.21(4), pp.463-471. Johansson, J. K., Douglas, S. P., & Noanka, I. (1985). Assessing the Impact of Country of Origin on Product Evaluation: A New Methodological Perspective. *Journal of Marketing Research*, 22(Nov), pp.388-396. Jones, T. O. and Sasser, W. E. Jr. (1995), "Why satisfied customers defect," *Harvard Business Review*, Vol. 73, No. 6, pp. 88-101. Judith H Washburn and Richard E Plank (2002), "Measuring Brand Equity: An Evaluation of a Consumer-Based Brand Equity Scale" *Journal of Marketing Theory and Practice*, Vol.10, 1,pp.46-63. Knox, Simon (1998), "Loyalty-Based Segmentation and the Customer Development Process", *European Management Journal*, Vol. 16, No. 6, pp.729-737. Kotler, P.(1998), *Marketing Management: Analysis, Planning, Implementation and Control*, 9th ed., Prentice-Hall Inc., Kotler, P.(2003), *Marketing Management*, Prentice-Hall International, Inc., 17th edition. Kuehn, A.A.(1962), "Consumer Brand Choice as a Learning Process," *Journal of Advertising Research*, Vol.2, No. 5, pp. 10-17. Kumara,S. and K.Canhua,(2010) "Perceptions of Country Origin :An Approach to Identifying Expectations of Foreignproducts", *Journal of Brand Management*, 17(5),pp. 343-353. Lantz, G., & Loeb, S. (1996). Country-of-Origin and Ethnocentrism: An Analysis of Canadian and American Preferences Using Social Identity Theory. *Advance in Consumer Research*, 20, 684-689. LeClerc, F. and Little, J.D.C.(1997), "Can Advertising Copy make FSI Coupons more Effect?" *Journal of Marketing Research*, Vol.34, No. 4, pp. 473-84 Lee, J., J. Lee & L. Feick (2001), "The Impact of Switching Costs on theCustomer-Loyalty Link: Mobile Phone Service in France," *Journal of ServiceMarketing*, Vol. 15, No. 1, pp. 35-48. Li, W. K. and K. B. Monroe (1992), "The Role of Country of Origin Information on Buyers' Product Evaluation: An In-Depth Interview Approach," In *Enhancing Knowledge Development*, Vol. 3, Proceedings of the American Marketing Association Educators' Conference, pp.274-280. Margaret C. Campbell (2002), "Building Brand Equity." *International Journal of Medical Marketing*, Vol.2, 3, 208-218. McMullan, R. and Gilmore, A.(2003), "The conceptual Development Of customer loyalty measurement :A proposed scale," *Journal of Targeting, Measurement & Analysis for Marketing*, Vol.11, No.3, pp.230-243. Morwitz, Vicki G; Schmittlein, David (1992), "Using Segmentation to Improve Sales Forecasts Based on Purchase Intent:Which "Intenders" Actually Buy?" *Journal of Marketing Research*; Nov. pp.391-405 Nagashima, A. (1970). A comparison of Japanese and U.S. attitudes toward foreign products. *Journal of Marketing*, 34(1), 68-74 Narasimhan Srinivasan, Subhash C. Jain, Kiranjit Sikand,(2004) "An Experimental study of two dimensions of country-of-origin (manufacturing country and branding country) using intrinsic and extrinsic cues," *International Business Review*, Vol.13, pp.65-82. Narayana, C. L. (1981). Aggregate Images of American and Japanese Products:Implications on International Marketing. *Columbia Journal of World Business*, 16 (Summer), 31-35. Odin, Y., Odin, N. and Valette-Florence, P. (1999), "Conceptual and operational aspects of brand loyalty: An empirical investigation," *Journal of Business Research*, Vol. 53, No. 5,pp.75-84. Oliver, Richard L.(1997), "Satisfaction: A Behavioral Perspective on the Consumer". New York: Irwin/Mcgraw-Hill. Oliver,R.I.(1999).When Consumer Loyalty? *Journal of Marketing*,63 Special Issue) :33-44. Parameswaran, R., & Yaprak, A. (1987). A cross-national comparison of consumer research measures. *Journal of International Business Studies*, 18(1), 35-49. Pereira A., Hsu, C. C., & Kundu, S. K. (2005). Country-of-Origin Image: Measurement and Cross-National Testing. *Journal of Business Research*, 58(1), 103-106. Peterson, A. R. and J. A. Jolibert, (1995) "A Meta-analysis of Country-of-Origin Effects", *Journal of International Business Studies*, 26(4), pp.883-899. Petrick, F. J.(2002), "Development of a Multi-Dimensional Scale for Measuring the Perceived Value of a Service", *Journal of Leisure Research*, 34(2), pp. 119-134. Plummer,J.t. (1974) *The Concept and Application of life-style Segmentation*. *Journal of Marketing*,38,33-37 Rasmusson, E. (1999) . Complaints can build relationships, *Sales & Marketing Management*, 151, 9, 89. Roth, M.S. and Romeo, J.B.(1992), "Matching Product Category and Country Image Perceptions: A Framework ofCountry-of-Origin effects," *Journal of International Business Studies*, Vol.23(3), pp.477-497. Samiee, S.(1994), "Consumer Evaluation of Product in a Global Market," *Journal of International Business Studies*, Vol.25(3),pp.579-604. Schiffman,L.G. and Kanuk,L.L.(2000), *Consumer Behavior*(7th ed.),Prentice Hall Schooler.R.D. (1965) "Product Bias in the Central American Common Marker," *Journal of Marketing Research*,2 (4) ,394-397. Thaler, R. (1985), *Mental Accounting and Consumer Choice*, *Marketing Science*, Vol. 4 (3), pp. 199-214. Tucker, W. T. (1964), "The Development of Brand Loyalty", *Journal of Marketing Research*, August,32-35. Tsiotsou,R,(2006) "The Role of Perceived Product Quality and Overall Satisfaction on Purchase Intentions", *International Journal Of Consumer Studies* ,30 (2) ,pp.207-217. Verlegh, J. P. and J. Steenkamp, (1999) "A Review and Meta-analysis of

Country-of-Origin Research ” , Journal of Economic Psychology, 20,pp.521-546. Wang, Chih-Hang and Charles W. Lamb, Jr. (1983), “ The Impact of Selected Environmental Forces upon Consumers ’ Willingness to Buy Foreign Products, ” Journal of the Academy of Marketing Science, Winter, 11(2),pp.71-84. Yim, Chi Kin and P. K. Kannan (1999), “ Consumer Behavioral Loyalty: A segmentation Model and Analysis ” , Journal of Business Research, Vol. 44, 75-92. Zeithaml, V. A. & M. J. Bitner (1996), Service Marketing, McGraw-Hill, NewYork, NY. Zeithaml, V. A. (1988), Consumer perceptions of price, “ quality and value: A mean-end model and synthesis of evidence ” , Journal of Marketing, 52, 2-22.