

產品來源國形象、涉入對價格敏感度影響之研究：以購買美、日、韓家電產品為例

劉志遠、倪家珍

E-mail: 9701160@mail.dyu.edu.tw

摘要

本研究主要在探討消費者購買涉入、產品涉入、廣告涉入對價格敏感度之影響並以美、日、韓等三國家電產品進行研究探討，並探討來源國形象的高低對涉入與價格敏感度的影響效果。本研究共計發出問卷520份，回收498份，有效問卷242份，研究結果發現，消費者購買涉入、產品涉入、廣告涉入均對價格敏感度有正向的影響。而在來源國形象對涉入與價格敏感度的干擾效果而言，則只有在購買涉入與廣告涉入對價格敏感度有顯著的干擾效果，且來源國形象好時，購買涉入與廣告涉入對價格敏感度的關係會下降。

關鍵詞：來源國形象；涉入；價格敏感度

目錄

中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		viii 圖目錄	
x 第一章 緒論		1 第一節 研究背景與動機	
1 第二節 研究目的		6 第三節 研究對象與範圍	
7 第四節 觀念性架構		8 第二章 文獻探討	
9 第一節 來源國形象		9 第二節 涉入	
21 第三節 價格敏感度		39 第三章 研究方法	
50 第一節 操作性定義與衡量工具		50 第二節 研究假設	
56 第三節 抽樣設計		61 第四節 資料分析方法	
62 第四章 資料分析與結果		64 第一節 樣本基本資料	
64 第二節 研究變數之信效度分析		65 第三節 研究假設	
74 第五章 結論與建議		82 第一節 結論	
82 第二節 建議		87 第三節	
90 研究限制		90 參考文獻	
92 中文部份		92 中文部份	
92 英文部份		97 英文部份	
114 附錄A 問卷		114 附錄A 問卷	

參考文獻

- 一、中文部份 王又鵬(2001)，促銷品牌知名度與促銷活動類型對消費者購買意圖影響之研究，實踐學報，32，161-176。王進淵(2003)，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，輔仁大學織品服裝學系未出版之碩士論文。中華民國對外貿易發展協會，商情週報53期[線上資料]，來源：<http://news.cetra.org.tw/weekrep.asp?last=53>[2003.July 25] 美國商業周刊，BusinessWeek [線上資料]，來源：<http://bwnt.businessweek.com/brand/2006/> [2006,Oct 1] 李青峰(1999)，產品涉入、品牌權益與市場特性對品牌評估與選擇的影響，國立成功大學企業管理學系未出版之碩士論文。李秉倫(2001)，折扣深度、產品屬性與促銷情境對品牌評價與購買意願影響之研究，銘傳大學管理科學研究所未出版之碩士論文。李劫翰(2006)，餐廳消費者購買涉入程度與購買決策關係之研究，銘傳大學觀光研究所未出版之碩士論文。田文良(2000)，使用者涉入對網際網路線上服務服務品質的影響，國立臺灣大學資訊管理研究所未出版之碩士論文。吳致達(2001)，品牌強度、比較方式、消費者涉入程度對比較廣告效果之影響--以手機廣告為例，國立政治大學廣播電視學系未出版之碩士論文。吳裕民(1988)，本國學生對國產品與進口品態度差異之研究，國立臺灣大學商學研究所未出版之碩士論文。吳文村(2001)，產品製造來源國之國家形象、價格折扣與品牌知名度對於消費者產品評價之影響，國立成功大學國際企業研究所未出版之碩士論文。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未出版之碩士論文。吳宜蓁(2004)，不同通路型態下促銷方式對認知價值、購買意願及商店形象之影響--以化妝品產業為例，國立屏東商業技術學院行銷與流通管理系未出版之碩士論文。林靈宏(1994)，消費品類型、創新類型與新產品行銷策略關係研究，國立政治大學企業管理研究所未出版之博士論文。施沛廷(2004)，社群信任、社群認同與購買行為關係之研討--以RV休旅車社群為例，國立東華大學企業管理研究所未出版之碩士論文。洪琬喬(2004)，消費者涉入與焦慮對網路商店信任影響之研究，國立中央大

學資訊管理研究所未出版之碩士論文。洪振鐘(2006), 品牌來源國形象、品牌關係品質對品牌權益的影響--以購物/拍賣網站為例, 銘傳大學資訊管理學系未出版之碩士論文。徐嘉君(1999), 登山活動參與者行為意向之研究, 中國文化大學觀光事業研究所未出版之碩士論文。徐敏嘉(2003), 來源國形象認知與消費者價格敏感度關係之研究, 中國文化大學國際貿易研究所未出版之碩士論文。翁婉如(2004), 網路廣告設計呈現方式對廣告價值、廣告效果的影響--以產品涉入與廣告涉入為干擾效果之探討, 實踐大學企業管理研究所未出版之碩士論文。陳俊郎(2000), 國家形象效果對產品評估與購買決策之影響, 銘傳大學國際企業管理研究所未出版之碩士論文。陳莉莉(2001), 固定通信網路國際通話服務品牌選擇行為之研究--以商業用戶為例, 銘傳大學管理科學研究所未出版之碩士論文。陳柏藁(2003), 百貨公司贈品促銷對消費者行為之影響--以台北市百貨公司為例, 國立交通大學管理科學研究所未出版之碩士論文。陳怡君(2003), 來源國與商店型態對消費者態度之影響--以化妝品為例, 真理大學管理科學研究所未出版之碩士論文。陳俊碩(2004), 品牌來源國國家形象、產品知識與產品涉入程度對消費者購買決策影響之研究--以保險與餐飲服務為例, 真理大學管理科學研究所未出版之碩士論文。陳雅如(2005), 產品屬性與生活型態影響消費者購買決策之研究--以寢具用品為例, 大葉大學事業經營研究所未出版之碩士論文。秦兆璋(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之碩士論文。許佳鳴(2000), 消費者價格敏感度、品質認知與廠商定價策略之關係研究, 中國文化大學國際企業管理研究所未出版之碩士論文。湯立群(2001), 來源國屬性與產品資訊特性搭配一致性之研究-產品類別的干擾效果, 元智大學管理研究所未出版之碩士論文。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未出版之碩士論文。蔡坤哲(2005), 國內暢銷書讀者購買決策之實證研究, 南華大學出版事業管理研究所未出版之碩士論文。康志璋(2001), 涉入理論於網路商品行銷之應用, 長庚大學企業管理研究所未出版之博士論文。黃俊英, 賴文彬(1990), 涉入的理論發展與應用, 管理科學學報, 7(1), 15-29。曹昌煌(2006), 產品來源國、價格敏感度與消費者涉入程度之關係研究, 中國文化大學國際企業管理研究所未出版之碩士論文。曾瑞媛(2001), 品牌來源國及品牌權益影響消費者購買產品及服務意願之研究, 真理大學管理科學研究所未出版之碩士論文。曾齡玉(2005), 價格敏感度與知覺主流設計對延遲購買行為影響之研究-以數位相機產品為實證, 中原大學企業管理研究所未出版之碩士論文。楊文壽(2004), 行動電話手機消費者之涉入程度及購買決策相關因素之關聯性研究, 國立交通大學經營管理研究所未出版之碩士論文。楊文菁(2005), 消費性網路競標策略之影響因素, 國立中山大學傳播管理研究所未出版之碩士論文。楊佳和(2005), 旅遊產品線上購買動機與購買涉入之研究, 靜宜大學觀光事業學系研究所未出版之碩士論文。劉明哲(2004), 消費者生活型態、消費者購買涉入程度與廣告訴求對廣告效果之影響 - 以行動電話為例, 中國文化大學國際企業管理研究所未出版之碩士論文。廖安仁(2002), 國家形象對品牌權益影響之研究, 國立中央大學企業管理研究所未出版之碩士論文。蔡永福(2001), 網路蔬菜購買意願之影響, 國立中興大學行銷學系未出版之碩士論文。謝萬隆(1994), 生產地與品牌來源國對消費行為影響之研究, 國立臺灣大學商學系未出版之碩士論文。簡志成(2003), 來源國製造能力、品牌知名度與獎項知名度對消費者知覺品質的影響, 實踐大學企業管理研究所未出版之碩士論文。二、英文部份 Aaker, David A. (1996). Measuring Brand Equity Across Product and Markets. *California Management Review*, 38 (3), 102-120 Adam, D. (1958). Les reactions du consommateur devant Roth, M. S. and J. B. Romeo, 1992. Matching Product & Country Image Perceptions: A Framework for Managing Country-of-Origin Effects. *Journal of International Business Studies*, 23(3), 477-97. Ahmed, S. A., & D' Astous, A. (1995). Comparison of Country of Origin Effects on House and Organizational Buyers' Product Perception European. *Journal of Marketing*, 29(3), 35-51. Ahmed, S. A., & d' Astous, A. (1995). Comparison of country-of-origin effects on household and organizational buyers' product perceptions. *European Journal of Marketing*, 29(3), 35-51. Ahmed, S. A., d' Astous, A., & Simon, L. (1997). Country-of-Origin Effects in the U.S. and Canada: Implication for the Marketing of Products Made in Mexico. *Journal of International Consumer Marketing*, 10(1/2), 73-92. Ahmed, Z. U., Johnson, J. P., & Boon, L. C. (2004). Does Country of Origin Matter for Low-Involvement Products. *International Marketing Review*, 21(1), 102-120. Andrews, J. C., Srinivas, D., & Syed, A. H. (1990). A Framework for Conceptualizing and Measuring the Involvement Construct in Advertising Research. *Journal of Advertising*, 19, 27-40. Agarwal, S., & Sikri, S. (1996). Country Image: Consumer Evaluation of Product Category Extension. *International Marketing Review*, 13(4), 23-29. Barki, H., & Hartwick, J. (1989). Rethinking the Concept of User Involvement. *MIS Quarterly*, March 1989, 13(1), 53-63. Barki, H., & Hartwick, J. (1994). Measuring User Participation, User Involvement, and User Attitude. *MIS Quarterly*, March 1994, 18(1), 59-82. Batra, R., & Ray, M. (1986). Situational effects of advertising repetition: The moderating influence of motivation, ability, and opportunity to respond. *Journal of Consumer Research*, 12, 432-435. Bilkey, W., & Nes, E. (1982). Country of origin effects on product evaluations. *Journal of International Business Studies*, 13(1), 88-89. Bloch, P. H., & Richins, J. R. (1983). A Theoretical Model for study of Product Importance perceptions. *Journal of Marketing*, 47(summer), 69-81. Bolton, R. N. (1989). The Robustness Of Retail-Level Price Elasticity Estimates. *Journal of Retailing*, 65(2), 193-219. Celsi, R. L., & Olson, J. C. (1988). The Role of Involvement in attention and Comprehension Processes. *Journal of Consumer Research*, 15(2), 210-214. Chao, Paul., & Rajendran, K. N. (1993). Consumer Profiles and Perception: Country-of-Origin Effects. *International Marketing Review*, 10(Feb), 22-39. Clarke, K., & Belk, R. (1978). The effects of product involvement and task definition on anticipated consumer effort. In H. Keith Hunt, *Advances in Consumer Research* Ann Arbor: Association for Consumer Research, 5, 313-318. Cohen, J. B. (1983). Involvement and You: 100 Great ideas. *Advances in Consumer Research*, 10, 32-39. Erickson, J., & Chao. (1984). Image Variables in Multi-attribute Product Evaluation: Country of Origin Effect. *Journal of Consumer Research*, 11(2), 684- 699. Eskin, G. J., & Penny, B. H. (1977). Effect of price & advertising in test-market experiment. *Journal of Marketing Research*, 14(4), 499-508. Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 22(3), 327-343. Gabor, A., & Granger, C. W. J. (1961). On the price consciousness of consumers. *Applied Statistics*, 10(5), 170-188. Gabor, A., & Granger, C. W. J. (1965). The pricing of new products. *Scientific Business*, 3(2), 141-150. Garvin, D. A. (1987). Competing on the Eight Dimension of Quality. *Harvard Business Review*, 65(6), 101-109. Gatignon, H. (1984). Competition as a moderator of the effect of

advertising on sales. *Journal of Marketing Research*, 27(4), 387-398. Gerstner, E. (1985). Do higher prices signal higher quality?. *Journal of Marketing Research*, 22(2), 209-216. Goldsmith, R. E., & Newell, S. J. (1997). Innovativeness and price sensitivity: managerial, theoretical and methodological issues. *The Journal of Product and Brand Management*, 5(3), 163-174. Goodman, P. S. (1995). Customer-Firm Relationships, Involvement, and Customer Satisfaction. *Academy of Management Journal*, October, 38, 1310-1324. Gordon, R., Thomas, M., Peter, F. Kaminski, D. D., Schoenbachler, & Geoffrey, L. (1994). The Effect of Country – of-Origin Information on Consumer Purchase Decision Processes When Price and Quality Information Are Available. *Journal of International Consumer Marketing*, 7(2), 73-109. Gupta, S., & Cooper. Lee. G. (1992) The Discounting of Discounts and Promotion Threshold. *Journal of Consumer Research* 19, 3, 401-411. Han, C. M., & Terpstra, V. (1988). Country-of-Origin Effects for Uni-National and Bi-National. *Journal of International Business Studies*, 19(2), 235-255. Han, C. M. (1989). Country Image:Halo or Summary Construct. *Journal of Marketing Research*, 26(May), 222-229 Han, C. M. (1990). Testing the role of country image in consumer choice behavior. *European. Journal of Marketing*, 24(6), 24-40. Hardie, B. G. S., Johnson, E. J., & Fader, P. S. (1993). Modeling Loss Aversion and Reference Dependence Effects on Brand Choice. *Marketing Science*, 12(4), 378-394. Hong, Sung-Tai., & Wyer, Robert, S. J. R. (1989). Effects of country-of-origin and product-attribute information on product evaluation: An information processing perspective. *Journal of Consumer Research*, 16(2), 175-187. Hsieh, A. T., & Chang, W. T. (2004). The effect of consumer participation on price sensitivity. *Journa of Consumer Affairs*, 38(2), 282-296. Huber, J., Holbrook, M. B., & Kahn, B. (1986). Effects of competitive context and of additional information on price sensitivity. *Journal of Marketing Research*, 23(3), 250-260. Hullard, J. S. (1999). The Effect of Country-of-Brand and Brand Name on Product Evaluation and Consideration: A Cross-Country Comparison. *Journal of International Consumer Marketing*, 11(1), 23-40. Iyer, G. R., & Kalita, J. K. (1997). The Impact of Country-of-Origin and Country-of-Manufacture Clues on Consumer Perceptions of Quality and Value. *Journal of Global Marketing*, 11(1), 7-28. Jacoby, J., Olson, J. C., & Haddock, R. A. (1971). Price, Brand, Name and Product Composition as Determinations of Perceived Quality. *Journal of Applied Psychology*, 55(6), 570-9. Jaffe, E. D., & Nebenzahl, I. D. (1984). Alternative Questionnaire Formats for Country Image Studies. *Journal of Marketing Research*, 21(4), 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), 388-396. Johansson, J. K., & Thorelli, H. B. (1985). International product positioning. *Journal of International Business Studies*, 16(3), 57-75. Kalwani, M. U., Yim, C. K., Rinne, H. J., & Sugita, Y. (1990). A- price Expectations Model of Consumer Brand Choice. *Journal of Marketing Research*, 28, 251-262. Kalyanaram, G., & Little, J. D. C. (1994). An empirical analysis of latitude of price acceptance in consumer package goods. *Journal of Consumer Research*, 27(3), 408-418. Kamen, J. M., & Toman, R. J. (1970). Psychophysics of prices. *Journal of Marketing Research*, 7, 27-35. Kamen, J. M., & Nelson, P. (1974). The economic consequences of advertising. *Journal of Business*, 48(2), 213-241. Kanetkar, V., Weinberg, C. B., & Weiss, D. L. (1992). Price sensitivity and television advertising exposures: Some empirical findings. *Marketing Science*, 11(4), 359-371. Kaul, A., & Wittink, D. R. (1995). Empirical generalizations about the impact of advertising on price sensitivity and price. *Marketing Science*, 14(3), 151-160. Krishnamurthi, L., & Raj, S. P. (1991). AN empirical analysis of the relationship between brand loyalty and consumer price elasticity. *Marketing Science*, 10(2), 172-183. Krishnamurthi, L., Mazumdar, T., & Raj, S. P. (1992). Asymmetric Response to Price in Consumer Brand Choice and Purchase Quantity Decisions. *Journal of Consumer Research*, 19, 387-399. Krugman, H. E. (1965). The Impact of Television Advertising Learning Without Involvement. *Public Opinion Quarterly*, 29, 49-356. Lambin, J. J., Naert, P. A., & Bultez, A. (1975). Optimal Marketing Behavior in an Oligopoly. *European Economic Review* 6, 105-128. 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. Lastovicka, J. L., & Gardner, D. M. (1979). Consumer involvement profiles: A new practical approach to consumer involvement. *Journal of Advertising Research*, 25, 48-56. Lattin, J. M., & Bucklin, R. E. (1989). Reference Effects of Price and Promotion on Brand Choice Behavior. *Journal of Marketing Research*, 26, 299-310. Laurent, G., & Kapferer, J. (1985). Measuring Consumer Involvement Profiles. *Journal of Marketing Research*, 22 (February), 41-53. Li, Zhan G., Dant, & Rajiv, P. (1997). Dimension of Product Quality and Country- of-Origin Effects Research. *Journal of International Consumer Marketing*, 10(7, 8), 93-115. Marshall, R., & Leng, S. B. (2002). Price Threshold and Discount Saturation Point in Singapore. *The Journal of Product and Brand Management*, 11(3), 147-159. Martin, I. M., & Eroglu, S. (1993). Measuring a Multi-Dimensional Construct. *Journal of Business Research*, 28, 191-210. Mayhew, G. E., & Winer, R. S. (1992) An Empirical Analysis of Internal and External Reference Prices Using Scanner Data. *Journal of Consumer Research*, 19, 62-70. Mitchell, A., & Olson, J. (1981). Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude?. *Journal of Marketing Research*, 18(3). 318-332. Mitra, A., & Lynch, J. G. (1995). Toward a reconciliation of market power and information theories of advertising effects on price elasticity. *Journal of Consumer Research*, 27(4), 644-659. Mittal, B., & Lee, Myung-Soo. (1989). A causal model of consumer involvement. *Journal of Economic Psychology*, 10, 363-389. Mittal, B. (1995). A Comparative Analysis of Four Scales of Consumer Involvement. *Psychology and Marketing*, 12(7), 663-682. Monroe, K. B. (1971). Psychophysics of prices: A reappraisal. *Journal of Marketing Research*, 8(2), 248-251. Monroe, K. B., Dodds, William B., & Dhruv, Grewal. (1991). Effects of Price, Brand and Store Information on Buyers ' Product Evaluation. *Journal of Marketing Research*, 8(28), 307-319. Nagashima, A. (1970). A comparison of Japanese and U.S. attitudes toward foreign products. *Journal of Marketing*, 34(1), 68-74. Nagashima, A. (1977). A comparative made in product image survey among Japanese businessmen. *Journal of Marketing*, 41(3), 81-100. Narayana, C. L. (1981). Aggregate Images of American and Japanese Products: Implications on International Marketing. *Columbia Journal of World Business*, 16 (Summer), 31-35. Nebenzahl, I. D., Jaffe, E. D., & Shlomo, I. L. (1997). Towards a Theory of Country Image Effect on Product Evaluation. *Management International Review*, 37, 27-49. Olson, J. C., & Jacoby, (1972). Cue Utilization in the Quality Perception Process. in M. Venkatesan ed, *Proceedings of the Third Annual Conference of the Association for Consumer*

Research, MD College Park: Association Consumer Research, 167-179 Osgood, C. E., & Tannenbaum, P. H. (1957). The Principle of Congruity in the Prediction of Attitude Change. *Psychological Review*, 62, 42-55

Parameswaran, R., & Yaprak, A. (1987). A cross-national comparison of consumer research measures. *Journal of International Business Studies*, 18(1), 35-49.

Payne, J. W. (1976). Task Complexity and Contingent Processing in Decision Making. *Organizational Behavior and Human Performance*, 366-87.

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.

Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement. *Journal of Consumer Research*, 10, (September), 135-146.

Popkowski L., & Peter, T. & Rao, R. C. (1989). An Empirical Analysis of National and Local Advertising Effect on Price Elasticity. *Marketing Letters*, 1(June), 140-160.

Richardson, P. S., Dick, A. S. & Jain, A. K. (1994). Extrinsic and Extrinsic Cue Effect on Perceptions of Store Brand Quality. *Journal of Marketing Research*, 58 (4), 28-36.

Roth, M. S., & Romeo, J. B. (1992). Matching Product and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects. *Journal of International Business Studies*, 23(3), 477-97.

Saeed, S. (1994). Consumer Evaluation of Products in a Global Market. *Journal of International Business Studies*, 25(3), 579-604.

Schoell, W. F., & Guiltinan, J. P. (1993). *Marketing Essentials*, Kluwer Academic Publishers Press

Schooler, R. D. (1965). Product Bias in the Central American Common Market. *Journal of Marketing Research*, 2(4), 394-397.

Schooler, R. D. (1971). Bias Phenomena Attendant to the Marketing of Foreign Goods in the U.S. *Journal of International Business Studies*, 2(Spring), 71-80

Shlomo, I. L., & Eugene, D. J. (1998). A dynamic Approach to Country-of-Origin Effect. *European Journal of Marketing*, 32(1/2); 61-78.

Sirvanci, M. B. (1993). An empirical study of price sensitivity and price thresholds. *Journal of Applied Business Research*, 9(2), 43-49.

Slama, M., & Tashchian, A. (1985). Selected Socioeconomic and Demographic Characteristics Associated with Pruchasing Involvement. *Journal of Marketing*, 49(Winter), 72-82.

Smith, M. S., & Beatty, S. E. (1987). External Search Effort : An Investigation Across Several Product Categories. *Journal of Consumer Research*, 14,83-95

Swinyard, W. R. (1993). The Effects of Mood, Involvement, and Quality of Store Experience on Shopping Intentions. *Journal of Consumer Research*, September, 20, 271-280.

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.

Toman, R. J. (1970). Psychophysics of prices. *Journal of Marketing Research*, 7(3), 27-35.

Venkatesan, M., & Sheth, J. N. (1968). Risk-reduction Processes in Repetitive Consumer Behavior. *Journal of Marketing Research*, 5, 307-311.

Verlegh, P. W. J., & Steenkamp, J.-B. E. M. (1999). A review and meta-analysis of country-of-originnre search. *Journal of Economic Psychology* 20, 521-546.

Wakefield, K. L. & Inmam, J. J. (2003) Situational Price Sensitivity: the role of Consumption Occasion, Social Context and Income. *Journal of Retailing*, 79, 199-212

Wall, M., & Heslop, L. A. (1986). Consumer attitudes toward Canadian-Made versus imported products. *Journal of the Academy of Marketing Science*, 14(2), 27-36.

Wall, M., Liefeld, J., & Heslop, L. A. (1991). Impact of Country-of-Origin Cues on Consumer Judgments in Multi-Cue Situations: A Covariance Analysis. *Journal of the Academy of Marketing Science*, 19(2), 105-113.

Wang, C. K. (1978). The effect of foreign economic, political and cultural environment on consumers' willingness to buy foreign products. Unpublished doctoral dissertation, University of Texas, Texas, 1-18.

Wang, C. K. & Lamb, C. W. (1983). The Impact of Selected Environmental Forces upon Consumers ' Willingness to Buy Foreign Products. *Journal of Academy of Marketing Science*, 11, 71-84.

Wigand, R., & Benjamin, R. I. (1995). Electronic markets and virtual value chains on the information superhighway. *Sloan Management Review*, 36(2), 62-72.

Winer, R. S. (1986). A reference Price Model of Brand Choice for Frequently Purchased Products. *Journal of Consumer Research*, 13, 250-256.

Witt, & Jerome. (1992). The Impact of Global Sourcing on Consumers Country-of-Origin Effects on Perceived Risk. *Journal of Global Marketing*, 6(3), 105-128.

White, L., & Johnson, L. W. (1998), A conceptual model of relative influence in decision making in a professional service context. *Journal of Professional Services Marketing*, 16(2), 75-93.

Zaichkowsky, J. (1985). Measureing the Involvement Construct. *Journal of Consumer Research*, 12(December), 341-352.

Zaichkowsky, J. (1986). Conceptualizing Involvement. *Journal of Advertising*.15(2),4-14.

Zaichkowsky, J. (1994). The Personal Involvement Inventory: Reduction, Revision, and Application to Advertising. *Journal of Advertising*, 23(4), 59-70.

Zeithaml, V. A. (1988) . Consumer Behavior of Price, Qualityand Value:A means-Ead Model Synthesis of Evidence. *Journal of Marketing*, 52(July), 2-22.