

‘SHOULD I PURCHASE OR NOT’? A LITERATURE REVIEW OF COUNTRY-OF-ORIGIN EFFECT ON THE USE OF DOMESTIC BRAND

Abdul Bashiru Jibril, Michael Adu Kwarteng, Miloslava Chovancová, Richard Denanyoh, Victor Kwarteng Owusu, Hoang Hung Cuong

Abstract

Customer’s product identification with respect to country-of-design (COD), country-of-manufacturer (COM), and country-of-assembly (COA) has become a driver or a communication tool regarding customers’ purchase intention and use of a product. This article, (1) reviews the literature in relation to the effect of country-of-origin (COO) on buyer’s evaluation of domestic products or brands, and (2) Proposed a conceptual model depicting the trajectory through which COO impact on consumer purchase intention towards a domestic product/brand. The current study implores a qualitative inquiry with a specific focus on document analysis as well as experts’ opinions. From the literature, it has emerged that country-of-origin effect (notably, COD, COM, and COA) plays a significant role in determining consumer’s buying decisions towards both domestic and foreign products. Additionally, it was discovered that country-of-manufacture determines a product/ brand evaluation (in terms of quality) relatively to COD and COA. Practically, the study is important for countries (especially resource-poor and developing countries) that need to increase manufactured exports and for firms that sourced/import products in countries different from where they are sold. Theoretically, it widens the concept of brand management with the interplay of COO effect on consumer purchase intention. Marketing inferences are drawn, and direction for future research is developed in the entire manuscript.

Keywords: Country-of-origin, Customer product identification, Consumer purchase intention, Domestic brand

1 INTRODUCTION

Globalization has made it possible for manufacturers and marketers or even service-related agents to have their product/brand available all over the world. While the complex nature of human behaviour has informed manufacturers and product/brand designers to build a stronger brand image with all the strategic marketing tools needed to lure the minds of customers (Kotler & Gertner, 2002). In light of this, the growing availability of foreign goods in most domestic markets has discovered in the literature (Cowan & Guzman, 2018; Xie, Chen, Zhang, & Cui, 2018) to have had a growing impact on local production. Henceforth, the country-of-origin (COO) cue has become imperative for scholars and practitioners to debate on the customer-centric approach of making a decision on an imported good in a different dimension relative to domestic brands before purchasing.

Bhakar, Bhakar, and Bhakar, (2013) gave their definition of COO effects as ‘any influence that the country of the manufacturer has on consumer’s positive or negative perception of a product’. While (Kotler & Gertner, 2002; Kotler & Keller, 1988) opined that, a brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers (competitors). Though, ‘brand’ as used in the context of business, marketing, and advertising, also sometimes distinguished from generic or store brands. However, a historical antecedence of country image dates back to 1970, an academic paper is

written by Nagashima, (1970), defined country image as a special image, stereotype and standing, which customers have in their mind about specific country, and this picture can be shaped by historical, economical and traditional variables (Kumar, Lee, & Kim, 2009). In addition, country image is one of the initial construct antecedents that scholars consider for foreign products and the interplay of international business and consumer behaviour studies (Lee & Kotler, 2011). Research issues concerning country image have been prominent in international business for many years. For example, according to Kotler & Gertner, (2002) customers' perception regarding the impact of COO on consumer purchase intention is a particular theme in marketing research.

In light of this, research into consumer behaviour and brand management has intensified the competition among businesses (both local and foreign) in a country as more domestic brands struggle to gain market share. Therefore, the fear of a backlash of foreign brands among multinationals has led corporate institutions to search for new strategies for continuous growth. Inasmuch the concept of domestic brand in the present study is concern, it is important to understand that the term domestic brand could interpreted to mean manufacturer owned brands which are generally companies with substantial resources within a local or national economy. Therefore, it is important to evaluate the controversy concerning the significance of COO in the consumer decision-making process towards the consumption of domestic products/brands (Rezvani et al., 2012; Suter, Borini, Floriani, da Silva, & Polo, 2018)). Against this bedrock, the current research aims at uncovering the menace of country-of-origin image through (1) a literature review in relation to the effect of country-of-origin (COO) on buyer evaluations of domestic products or brands, and (2) Proposed a conceptual model depicting the trajectory through which COO impact on consumer purchase intention towards a domestic brand. As a matter of fact, the results of this research contribute to the theoretical debate concerning the importance of COO in the decision-making process of a consumer. It adds deeper insight into the interplay of combined domestic and foreign brands in the global market. Practically, the study is important for countries (especially resource-poor, developing countries) that need to increase manufactured exports as well as providing marketing strategy for firms that obtained their products in countries different from where they are sold. Notwithstanding, this article would highlight the benefit of brand management to practitioners in the heat of competition regarding business growth and sustenance.

The structure of the paper is as follows: firstly, it begins with a review of the essential prior studies of the country-of-origin effect on a domestic product purchase intention and makes a recap on the interaction of brand concept in the market. The latter part of the research presents the approach and the method used and proceeded to the development of a conceptual framework and research hypothesis. Finally, implication for theory and practice, conclusion and future research directions are presented.

2 PRIOR STUDIES ON COUNTRY-OF-ORIGIN EFFECT AND DEFINITION OF CONCEPT

Country image or country-of-origin effect studies have become a significant and popular area of international business research for decades. In spite of such interest developed by previous researchers, a review of the relevant literature provides contrasting and often confusing views relating to how country-of-origin image is clearly defined. However, past scholars working on the concept regarding the impact of COO considered two broad complementary directions, notably product-country image and evaluation of product quality. These studies took into consideration an interest or motivation through which consumers examine the COO cues in determining product quality. Though consumers have stereotypes about the image of a country

that affect interest and willingness to buy (Karoui & Khemakhem, 2019). For example, in America during the 1960s “Made in Japan” meant “poor quality” and this is described as the stereotypic notion of such citizens. Also, ethnocentrically, national pride of people regarding the potential targeted country about the country-of-origin can impact purchase behaviour from medium-to-long-term business transactions. It worth to know that several studies have revealed that COO has become a significant phenomenon in consumer behaviour studies (Brodie, Glynn, & Van Durme, 2002; Chovancová & Asamoah, 2013; Chovancová, Osakwe, & Ogbonna, 2015). Hence, this has increased the knowledge of customers about product selection and evaluation regarding product/brand origin.

2.1 Consumers’ product identification

Country-of-design (COD)

The concept of COD described the country in which architectural works of a new/particular product are done before it comes to fruition via manufacturing. From the viewpoint of customers, it is noted that the country’s image influences existing product evaluations, and ultimately could be transferred to new products associated with the same country (Ghali-Zinoubi & Toukabri, 2019). This transfer occurs because of the perceived similarity between product’s levels of associated with the country and regarding a new product in question. Meanwhile, a study has demonstrated the moderating effect of perceived similarity between known and new products on the relationship between product-specific country image and new product evaluation (Schätzle, & Jacob, 2017). However, that study indicated the notion and significance of country image for a specific product category either local or global country image, which might explain the role of product similarity. Notwithstanding, other conceptualizations of the perceptual distance between a country and a product include the “match” between country image and product. Hence COD suggests the importance of the perceived consistency between the product and the country image, even though they do not measure the durability or quality of the product directly.

On this note, we could ascertain that consumers’ perceptions of overall country images vary substantially in terms of the magnitude of associations they make towards buying decision-making process. However, in many instances, customers hold strong associations/perceptions in memory when thinking about countries (e.g. high-technology and highly skilled labour in the UK, fashion and good taste for France, design for Italy, cheap for China, among others). These strong country associations/perceptions may get activated when consumers know or are informed that a given product (or brand) has been designed or manufactured in a given country (Clifton, 2009; Rezvani et al., 2012; Xie, Chen, Zhang, & Cui, 2018). By analogy with regards to the concept of brand extensions, which can benefit from a positive, strong brand image, a country image may be transferable to products according to the logical connection or perceptual distance between the country image and the product. Therefore, we propose in the current study that;

H1: Country-of-origin design positively related to consumer purchase intention of a domestic product.

Country-of-manufacture (COM)

The concept refers to the country-of-origin regarding the geographical location in which a product/brand is made. A study by Hamzaoui and Merunka, (2006) examined that a country’s image, both COD and COM are an important determinant of product evaluation in terms of product category. From their research, it was deduced that consumers from emerging

economies are more inclined (sensitive) to COD towards product/brand with status-symbolic meanings (such as automobiles and television sets). However, in the contemporary context of market globalization and competition among business organizations, COD and COM have become a psychological antecedent that stimulates consumers' decision making toward intention to purchase a particular product/brand domestically. Consequently, the perceived or actual country image from customers' viewpoint can provide businesses (local or international) with competitive advantage and indicate an important concept in the consumer behavior theory (Kotler & Gertner, 2002; Schätzle, & Jacob, 2017)). For example, a product/brand manufactured in its COD (say, France) and compared within a country with lower manufacturing costs (say, Romania), such product could be evaluated and perceived differently by a customer. Again, studies have suggested that consumers from developed countries might not trust the capacity and the ability of an emerging economy to offer a quality product /brand conceived in a developed world. For instance, Toyota cars manufactured in Japan, and consumers from developing countries might not consider a well-known brand like 'Mercedes Benz' from a developed country (Germany) that has been manufactured in a developing country like Ghana, since the notion towards developing country would suffer to provide sufficient status and prestige (Krake, 2005; Wu, Ju, & Doodoo, 2016). On this note, we, therefore, proposed;

H2: Country-of-manufacture positively related to consumer purchase intention of a domestic product.

Country-of-assembly (COA)

COA refers to the country where the mainstream of the final assembly of the product takes place while COD and COM indicate the locations where the product is designed and manufactured respectively. The country harbours the assembly plant and other accompanying equipment and technologies needed to undertake the next stage of the production process (Thøgersen, Pedersen, & Aschemann-Witzel, 2019). The COA cue affects consumers' product evaluations and purchases intentions in different ways. With regard to ongoing globalization, it noted that several business organizations (mainly multinational firms) have shifted their assembly lines to other countries, such as China, Indonesia, Vietnam, among others not only to achieve foreign direct investment (FDI) but to benefit from the low-cost production. COA thus becomes increasingly important when considering the COO effect towards consumers' product evaluations on products' functionality and recognisability.

According to Wu, Ju, & Doodoo (2016), COA affects purchase intention with consumers' cognitive information processing. Therefore, when consumers evaluate useful (or effective) products, information of COA is been taken into account as a cue to perceive the quality of the product. Moreover, under the Theory of Cognitive Dissonance (Festinger, 1962), he opined that, if the COA information is consistent with consumers' existing cognitions (thoughts), consumers tend to have a higher purchase intention and a favorable product evaluation. For example, in the automobile industry, young generations are aware of the utility and functional features of the products (Heine, Atwal, & He, 2019). Therefore, marketing and advertising information of brands like BMW, Toyota, and Honda, etc., have the majority of their assembly processes conducted in developing countries in the Asian enclave, so as to gain cost advantage (Wu et al., 2016). In view of this, our present study also considers COA as a composite function of COO effect specifically consumers' product evaluations and purchase intentions towards a domestic product/brand. Hence, we proposed that;

H3: Country-of-assembly positively related to consumer purchase intention of a domestic product.

Purchase intention vs use of the domestic product

The term ‘intention’ in this article is used to describe a person's commitment, plan, or decision to carry out an action or achieve a specific goal. It typically transforms reasons for acting (e.g., attitudes, subjective norms, or motives or desires to act) into action and in fact has been used synonymously at times with choice, decision, and plan (Ajzen, 1991; Eagly & Chaiken, 1993). By extension, purchase intention to some scholars could mean the likelihood of a customer buying the same product again based on his/her purchase history. Similarly, it refers to the need for a product that is driving the customer towards a purchase (Ghali-Zinoubi & Toukabri, 2019). Henceforth, when a customer is intent to buy a product, and he/she is, therefore, a prime potential.

Meanwhile, the influence of country image on the intention to purchase however is primarily controlled through consumers’ perceptions of the attributes of a particular product/brand. By virtue of this notion, research has established that there is a relationship between cognitive country image, product image, and purchase intention. Cognitive image as suggested by Eagly and Chaiken, (1993) is perceived to influence product image associated with a country (e.g., durable, well designed, workmanship, etc.). The cognitive image (reasoning) is connected with the affective destination image of individuals' feelings toward a destination or as an emotional response of individuals to a place. This consequently, acts as an important cue that influences perceived product quality, leading to purchase intention. In other words, while cognitive country image leads to purchase intention, which subsequently influence use of domestic product/brand purchase intention. Hence, we, therefore, posit that purchase intention (such as decision, desire, plan, attitude, etc.) mediate COD, COM, and COA towards used of domestic product/brand.

H4: Country-of-design strongly predicts the use of domestic products via the mediation of consumer purchase intention.

H5: Country-of-manufacture strongly predicts the use of domestic products via the mediation of consumer purchase intention.

H6: Country-of-assembly strongly predicts the use of domestic products via the mediation of consumer purchase intention.

3 CONCEPTUAL MODEL DEVELOPMENT AND RESEARCH HYPOTHESES

As discussed in the literature review, there is a need to propose a conceptual model that be interpreted as the most salient aspect of the user’s perspective. Therefore, it worth to know that different theoretical foundations have been analyzed to suit the current study, such as Theory of Cognitive Dissonance (TCD) proposed by (Festinger, 1962), and the Theory of Planned Behavior (TPB) introduced by Ajzen (1991).

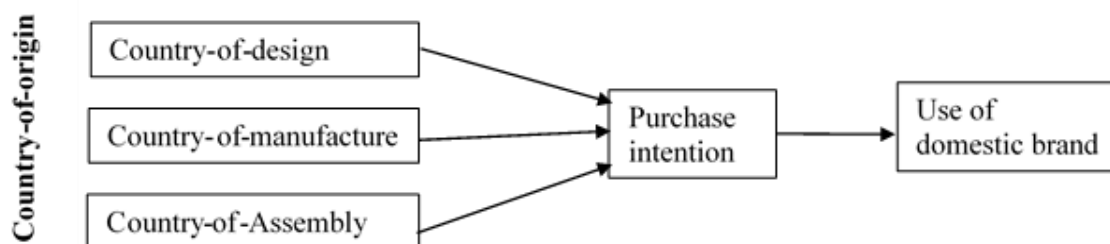


Fig. 1 – Conceptual model. Source: Festinger (1962), Ajzen (1991), Hamzaoui & Merunka (2006)

Tab. 1 – Synopsis of hypotheses. Source: own research

H#	Independent variable	Dependent variable	Hypotheses
H1	Country-of-design	Consumer purchase intention	Country-of-design strongly predict consumer's purchase intention toward the use of the domestic brand
H2	Country-of-manufacture	Consumer purchase intention	Country-of-manufacture strongly predict consumer's purchase intention toward the use of the domestic brand
H3	Country-of-Assemble	Consumer purchase intention	Country-of-Assembly strongly predict consumer's purchase intention toward the use of the domestic brand
H4	Consumer purchase intention	Use of domestic brand	Country-of-design strongly predict the use of domestic brand via the mediation of consumer purchase intention
H5	Consumer purchase intention	Use of domestic brand	Country-of-manufacture strongly predict the use of domestic brand via the mediation of consumer purchase intention
H6	Consumer purchase intention	Use of domestic brand	Country-of-assembly strongly predict the use of domestic brand via the mediation of consumer purchase intention

4 METHODOLOGY

This study uses a thorough analysis of extant literature mainly centred on the theme under study. A systematic inquiry of past papers (journal and conference proceedings) and books (book chapters) which are mostly indexed in a reputable database such as WoS, Scopus, EBSCO, Google scholar, etc. were employed to track contemporary works so as to execute the goal of the present study. The rationale behind this selected technique (document and content analysis) is to gauge the above-mentioned variables; thus COD, COM, and COA in terms of how these constructs were applied and interpreted in the previous studies. Moreover, the approach is also polarized from the perceptive of previous researchers regarding the consistencies and discrepancies that have been emerged in the literature.

Therefore, this procedure gives the writers the due advantage of searching for relations and patterns across a variety of related articles by taking into consideration the current study focus. Again, the method gives a spectacular lens and a broader perspective of the topic and therefore, we deemed it reasonable to adopt a document and content analysis as our methodology in this case since it provides a variety of study contexts in this situation. In the nutshell, through document analysis, imperative content could be simplified in relation to the present theme in order to attain the proposed objective of our study.

However, a quantitative research inquiry will be deployed to execute the current study. This is because the current research model was based on concrete evidence on the reviewed literature, therefore the nature of the current study is to test the model so as to build a theory afterward. Also, in other to validate the current research hypotheses, it is imperative to capture adequate statistical evidence from a target population.

5 CONCLUSION

The current research aims at uncovering the menace of country-of-origin image through (1) a literature review in relation to the effect of country-of-origin (COO) on buyer evaluations of domestic products or brands, and (2) Proposed a conceptual model depicting the trajectory through which COO impact on consumer purchase intention towards a domestic brand. For the betterment of readers as well as users understand this epistle, we decomposed and simplified the COO image in the literature into three dimensions, notably, COD, COM, and COA. The rationale behind this goal stemmed from the combined effect of the proliferation of foreign and domestic products/brands in the global market. Again, consumers in developed and developing countries primarily have different perceptions of product quality (Roth & Romeo, 1992).

5.1 Theoretical relevance

This theme under investigation has received considerable attention from both practitioners and scholars' inasmuch the influence of domestic and foreign product consumption is concerned. Therefore, this study tries to reveal more insight and add to the literature by discovering the major dimensions of COO (COD, COM, and COA) that impacts on consumers or influence their purchase intention towards a particular product/brand origin. Notwithstanding, the current article is valuable for promoting consumer behaviour literature by establishing the connection or relationship between the aforementioned dimensions and the purchase intention (Rezvani et al., 2012). Additionally, the existing literature indicated that all the dimensions studied in this paper justify the relationship or the antecedent regarding COO effects on purchase intention from consumer point of view (Kim & Chung, 1997). Also, researchers in this field would benefit from the revision of this article in terms of retesting the proposed model for empirical support. Consequently, the study broadens the horizon of the concept of consumer behaviour and brand management regarding the implication towards product/brand sustainability and growth.

5.2 Managerial relevance

Practically, the country image represents three constructs (COD, COM, and COA) from this review, hence, practitioners are advised not to focus purely on promoting their own company's corporate and product image, since there is also a need to consider country image (Pappu, Quester, & Cooksey, 2007). Therefore, business organizations with products that are favourably perceived by consumers and are associated with an average or inferior country image should position themselves on their product image by re-strategize their country image for a competitive advantage. This reflects strongly on our findings that product image regarding COO in itself has a strong influence on product/brand choice and purchase intention from the customer's viewpoint. On the other hand, when a firm is associated with a particular nation (developed country) that has a positive country image, has a tendency or positive response of purchase intention and subsequent a use of product/brand domestically (Paswan, Kulkarni, & Ganesh, 2003). The paper suggests usefulness of COO knowledge for especially SME's development and growth, bearing in mind consumers tend to use country image as a cue to infer product quality when they lack a clear product image in their minds (Kim & Chung, 1997).

In addition, the present inquiry offers strategies for International marketers to take into account the significant role of COO effects on both local on foreign products/brands. This is important discovery would argument the existing determining factors of consumer inclination toward product/brand origin. Nonetheless, multinational firms (International strategic alliances), as well as globally developed hybrid products could, therefore, provide an alternative route to reshape any anticipated negative attitude that may arise from consumers' decisions with regards to domestic or foreign product/brand. Meanwhile, the current study would interest brand

managers to know that firms to consider such factors when looking to develop their international operations. While a country image building process is largely beyond the control of most organizations, it is important for decision-makers, as well as policymakers, to comprehend the magnitude of COO impact in order to enhance the competitiveness in both national and international market settings (Pappu, Quester, & Cooksey, 2005; Pappu et al., 2007). Finally, the study is important for countries (especially resource-poor and developing countries) that need to increase manufactured exports and for firms that sourced/import products in countries different from where they are sold.

5.3 Limitation for future research direction

In spite of the knowledge discovered in this review, the study is still faced with some limitations. Firstly, the research model proposed lacks empirical evidence to test the validity and reliability of the model constructs. Secondly, inasmuch as the study primarily considers the extrinsic cues of the COO image, the intrinsic value of the product/brand has not been considered in the present study. Thirdly, there are many factors that have not been considered as a determinant of consumer purchase intention with regards to country-of-origin issues.

Therefore, it would be interesting if future scholars could consider and an empirical study (thus, quantitative and/or qualitative inquiry) in order to juxtapose the proposed model in question. Similarly, new researchers could take advantage of this review as a base to discover other dimensions (constructs) related to the country-of-origin image that informs consumer purchase intention.

Acknowledgment

This work was supported by the Internal Grant Agency of FaME through TBU in Zlín No. IGA/FaME/2019/008; Project title: Country-of-origin effect on the domestic product (brand) purchasing intention and SME's sustainability in developing countries.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211. doi: 10.1016/0749-5978(91)90020-T
- Bhakar, S. S., Bhakar, S., & Bhakar, S. (2013). Relationship between country of origin, brand image, and customer purchase intentions. *Far East Journal of Psychology and Business*, 10(4), 25-47. Retrieved from <https://ideas.repec.org/a/fej/articl/v10by2013i4p25-47.html>
- Brodie, R. J., Glynn, M. S., & Van Durme, J. (2002). Towards a theory of marketplace equity: integrating branding and relationship thinking with financial thinking. *Marketing Theory*, 2(1), 5-28. doi: 10.1177/147059310200200101
- Chovancová, M., & Asamoah, E. S. (2013). *Consumer Behaviour and Branding: Perspectives from the Fast Food Industry in Different Markets*. Žilina, Slovakia: GEORG.
- Chovancová, M., Osakwe, C. N., & Ogbonna, B. U. (2015). Building strong customer relationships through brand orientation in small service firms: An empirical investigation. *Croatian Economic Survey*, 17(1), 111-138. doi: 10.15179/ces.17.1.4
- Clifton, R. (2009). *Brands and branding*. New York: John Wiley & Sons.

- Cowan, K., & Guzman, F. (2018). How CSR reputation, sustainability signals, and country-of-origin sustainability reputation contribute to corporate brand performance: An exploratory study. *Journal of Business Research*. doi: 10.1016/j.jbusres.2018.11.017
- Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Harcourt Brace Jovanovich College Publishers. American Psychological Association.
- Festinger, L. (1962). *A theory of cognitive dissonance*. Stanford: Stanford university press.
- Ghali-Zinoubi, Z., & Toukabri, M. (2019). The antecedents of the consumer purchase intention: Sensitivity to price and involvement in the organic product: Moderating role of product regional identity. *Trends in Food Science & Technology*, 90(1), 175-179. doi: 10.1016/j.tifs.2019.02.028
- Hamzaoui, L., & Merunka, D. (2006). The impact of country of design and country of manufacture on consumer perceptions of bi-national products' quality: an empirical model based on the concept of fit. *Journal of Consumer Marketing*, 23(3), 145-155. doi: 10.1108/07363760610663303
- Heine, K., Atwal, G., & He, J. (2019). Managing country-of-origin affiliations for luxury brand-building in China. *Australasian Marketing Journal (AMJ)*, 27(1), 14-23. doi: 10.1016/j.ausmj.2018.09.001
- Karoui, S., & Khemakhem, R. (2019). Consumer ethnocentrism in developing countries. *European Research on Management and Business Economics*, 25(2), 63-71. doi: 10.1016/j.iedeen.2019.04.002
- Kim, C. K., & Chung, J. Y. (1997). Brand popularity, country image, and market share: an empirical study. *Journal of International Business Studies*, 28(2), 361-386. doi: 10.1057/palgrave.jibs.8490105
- Kotler, P., & Gertner, D. (2002). A country as a brand, product, and beyond: A place marketing and brand management perspective. *Journal of Brand Management*, 9(4), 249-261. doi: 10.1057/palgrave.bm.2540076
- Kotler, P., & Keller, K. L. (1988). *Marketing Management*. New Jersey: Pearson.
- Krake, F. B. (2005). Successful brand management in SMEs: a new theory and practical hints. *Journal of Product & Brand Management*, 14(4), 228-238. doi: 10.1108/10610420510609230
- Kumar, A., Lee, H.-J., & Kim, Y.-K. (2009). Indian consumers' purchase intention toward the United States versus the local brand. *Journal of Business Research*, 62(5), 521-527. doi: 10.1016/j.jbusres.2008.06.018
- Lee, N. R., & Kotler, P. (2011). *Social marketing: Influencing behaviors for good*. London: Sage Publications.
- Nagashima, A. (1970). A comparison of Japanese and US attitudes toward foreign products. *Journal of Marketing*, 34(1), 68-74. doi: 10.1177/002224297003400115
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: improving the measurement—empirical evidence. *Journal of Product & Brand Management*, 14(3), 143-154. doi: 10.1108/10610420510601012
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2007). Country image and consumer-based brand equity: relationships and implications for international marketing. *Journal of International Business Studies*, 38(5), 726-745. doi: 10.1057/palgrave.jibs.8400293

- Paswan, A. K., Kulkarni, S., & Ganesh, G. (2003). Loyalty towards the country, the state, and the service brands. *Journal of Brand Management*, 10(3), 233-251. doi: 10.1057/palgrave.bm.2540119
- Rezvani, S., Dehkordi, G. J., Rahman, M. S., Fouladivanda, F., Habibi, M., & Eghtebasi, S. (2012). A conceptual study on the country of origin effect on consumer purchase intention. *Asian Social Science*, 8(12), 205-215. doi: 10.5539/ass.v8n12p205
- Roth, M. S., & Romeo, J. B. (1992). Matching product category and country image perceptions: A framework for managing country-of-origin effects. *Journal of International Business Studies*, 23(3), 477-497. doi: 10.1057/palgrave.jibs.8490276
- Schätzle, S., & Jacob, F. (2017). Stereotypical supplier evaluation criteria as inferred from country-of-origin information. *Industrial Marketing Management*, 78(1), 250-262. doi: 10.1016/j.indmarman.2017.06.014
- Suter, M. B., Borini, F. M., Floriani, D. E., da Silva, D., & Polo, E. (2018). Country-of-origin image (COI) as a country-specific advantage (CSA): Scale development and validation of COI as a resource within the firm perspective. *Journal of Business Research*, 84(1), 46-58. doi: 10.1016/j.jbusres.2017.11.006
- Thøgersen, J., Pedersen, S., & Aschemann-Witzel, J. (2019). The impact of organic certification and country of origin on consumer food choice in developed and emerging economies. *Food Quality and Preference*, 72(1), 10-30. doi: 10.1016/j.foodqual.2018.09.003
- Wu, L., Ju, I., & Dodoo, N. A. (2016). Understanding the impact of a matchup between country-of-origin facets and country stereotypes on advertising effectiveness. *Journal of Global Marketing*, 29(4), 203-217. doi: 10.1080/08911762.2016.1185561
- Xie, Y., Chen, M., Zhang, W., & Cui, F. (2018). Neural correlates of country-of-origin image stereotype. *Neuroscience letters*, 687, 164-168. doi: 10.1016/j.neulet.2018.09.045

Contact information

Abdul Bashiru Jibril

Tomas Bata University in Zlín, Faculty of Management and Economics
Mostní 5139, 76001, Zlín, Czech Republic
E-mail: jibril@utb.cz
ORCID: 0000-0003-4554-0150

Ing. Michael Adu Kwarteng, Ph.D.

Tomas Bata University in Zlín, Faculty of Management and Economics
Mostní 5139, 76001, Zlín, Czech Republic
E-mail: kwarteng@utb.cz
ORCID: 0000-0002-6787-0401

doc. Ing. Miloslava Chovancová, CSc.

Tomas Bata University in Zlín, Faculty of Management and Economics
Mostní 5139, 76001, Zlín, Czech Republic
E-mail: chovancova@utb.cz
ORCID: 0000-0002-9244-9563

Richard Denanyoh

Sunyani Technical University, Faculty of Business and Management
P.O. Box 206, Sunyani, Ghana
E-mail: richarddenanyoh@yahoo.com
ORCID: 0000-0002-6337-9092

Victor Kwarteng Owusu

Tomas Bata University in Zlín, Faculty of Management and Economics
Mostní 5139, 76001, Zlín, Czech Republic
E-mail: owusu@utb.cz
ORCID: 0000-0003-0520-3643

Hung Cuong Hoang

Tomas Bata University in Zlín, Faculty of Management and Economics
Mostní 5139, 76001, Zlín, Czech Republic
E-mail: hoang@utb.cz
ORCID: 0000-0003-0732-8319

doi: 10.7441/dokbat.2019.047