Rethinking Firms' Offshoring Strategy by Listening to the Voice of End Users: The Impact of Country-of-Origin Cues on Young Montréalers' Product Evaluation

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Abstract

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Xi Chen

Aiming to investigate the outcome of firms' cross-border outsourcing practice from a bottom-up (customer-centered) approach, this research project leveraged on Mandler (1982, 1983)'s schema (in)congruity theory to examine young Montréalers' reaction to products which had various design and manufacturing origins. With respect to scholars' previous work, this research proposed that congruity between a product's country of design and country of manufacture (Haubl & Elrod, 1999), consumer ethnocentric tendency (Shimp & Sharma, 1987) and product function (Voss, Spangenberg, & Grohmann, 2003; Wilcox, Kim, & Sen, 2009), respectively, would have positive impacts on consumers' product evaluation. According to the questionnaire responses of 278 undergraduate students at Concordia University, no evidence could suggest that consumer evaluation of branded products were affected by the country-of-manufacture cue. Moreover, country-of-design effects and consumer ethnocentric tendency were showed to have different manifestations across product categories. Furthermore, product function was found to be not only positively related to consumer evaluation but also was an imperative mediator in consumers' attitude toward, quality perception and purchase intention of branded products. Overall, the present study contributed to international business research and consumer behavior study by adding empirical evidence to support scholars' viewpoint that country-of-origin effects on consumers' product evaluation may be varied across product categories and by establishing a link between the construct of product function and country-of-origin effects. The importance of product function in end users' evaluation of branded products shall also shed light on firms' managerial implications.

Keywords: offshoring strategy, country of design, country of manufacture,
schema (in)congruity, product function, consumer ethnocentrism

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Table of Contents

List of Tables

List of Appendices

The offshoring phenomenon has been in existence for decades and has witnessed a business movement that firms contract out partial or all of their value-adding activities and expatriate talented human resource to counterparts in remote physical locations (Greaver, 1998). Despite the fact that offshoring has become a very common practice in today's business environment, challenges, either financially or culturally, emanated from the implementation of this strategy are still inevitable (Morgan, 2012; Power, Desouza, & Bonifazi, 2006). In the academy of international business management, scholars have also devoted considerable efforts to search for more applicable theories and effective practices by studying the collaboration process between strategic alliances (Hennart, 1991; Winkler, Dibbern, & Heinzl, 2008), companies' preference in the selection process of sourcing partners (Nachum, Zaheer, & Gross, 2008; Schmitt & Van Biesebroeck, 2013), and multinational enterprises' choice of entry mode during international expansions (Fong, Lee, & Du, 2014; Ghemawat, 2001; O'Grady & Lane, 1996).

As firms seek more effective practices to achieve cost benefit and improve profitability as well as absorb knowledge and skills from partners who have competitive advantage (Anand & Delios, 1997; Chang, 1995; Gatignon & Anderson, 1988; Porter, 1980, 1985), a product's design, manufacturing and assembly work may be done by various companies residing in different countries. Some scholars are particularly concerned about this type of organization practice, due to the issues it brings. For instance, the definition of country-of-origin construct is no longer accurate and precise (Chao, 1993, 1998; Papadopoulos & Heslop, 1993). Country of origin is defined as the country where the headquarters of the company that manufactures and markets the product or brand is located (Johansson, Douglas, & Nonaka, 1985). Once firms choose to hand over value-adding activities, such as design, assembly and manufacturing, to partners located in other countries, dual (or multiple) country associations are attached to a certain brand's products, resulting in the creation of bi-national products. According to Han and Terpstra (1988), bi-national product involves two countries of origin; for instance, it may be foreign made (manufacturing origin) but carries a U.S. brand name (brand origin).

Since consumers have their own opinions and perceptions of the countries where value chain members locate, it is assumed that consumer evaluation of bi-national products is more complex compared with the decision-making process of uni-national products (Agarwal & Sikri, 1996). For this reason, scholars argue that it is necessary to decompose the country-of-origin construct and

investigate the impacts of its components and their interactions on consumers' product evaluation (Hamzaoui-Essoussi, Merunka, & Bartikowski, 2011; Samiee, 2010; Zeugner-Roth & Diamantopoulos, 2010). From the perspective of firms, one of the main reasons they choose to contract out value-adding activities is cost benefit; however, the purpose of this strategic decision will be compromised if doing so results in consumers' less favorable attitude toward the parent brand and perception of its branded products. Consequently, it is also crucial for companies to understand the influence exerted by value chain members' origin countries on consumers' reaction to their brands/products.

Back to academia, scholars have cumulated substantial evidence to demonstrate the importance of the country-of-origin cue in consumer evaluation of uni-national products (*e.g.* Hanne, 1996; Maheswaran, 1994; Papadopoulos, Heslop, & Bamossy, 1990; Roth & Romeo, 1992; Tse & Gorn, 1993). However, this is not the case for research that have investigated the interaction effects of the components of the country-of-origin construct on consumers' brand attitude and product evaluation. Current findings on this topic are mixed yet very interesting, in a sense that once the product category and participant population studied in each research changed, the manifestation of the decomposed country-of-origin effects would differ accordingly.

Chung, Pysarchik, and Hwang (2009) had evidence to suggest a negative correlation between Malaysia-made LG televisions and Korean consumers' purchase intention. Dikčius and Stankevičienė (2010) also observed lower consumer preference and product evaluation of Poland-made Panasonic and Turkey-made LG televisions among Lithuanian participants. Lee, Phau, and Roy (2012)'s research findings indicated that Australian consumers had negative attitude toward and quality perception of made-in-China products from the American luxury brand CK. Schniederjans, Cao, and Olson (2004) even found that among the 51 product categories (*e.g.* Chairs, CD players, shirts) surveyed in their study, made-in-China products' average quality rating was below the mean score of products made by other countries of manufacture, and that U.S. consumers perceived non-China-made products to have greater net value than their China-made counterparts. However, in the same study, Chung and his co-workers (2009) found that the Mexico-made cue did not negatively affect Korean consumers' purchase intention of Ralph Lauren sweaters. And U.S. participants surveyed by Fetscherin and Toncar (2010) also expressed neutral attitude toward U.S. automobiles which had parts manufactured in China. Moreover, in Hamzaoui-

Essoussi et al. (2011)'s study, Tunisian consumers' attitude toward and quality judgement of automobiles from well-known brands (*e.g.* Mercedes-Benz, Hyundai) were showed to be unaffected by the manufacturing location.

Following the lead of these scholars, one research objective the present study strived to achieve was to examine Canadian consumers' reaction to branded products which were designed and manufactured in different countries. Based on current knowledge, few country-of-origin studies have focused on Canadian consumers (Ahmed, d'Astous, & Eljabri, 2002; Ahmed, d'Astous, & Lemire 1997; Ahmed, Johnson, Ling, Fang, & Hui, 2002; Bruning, 1997; Carvalho, Samu, & Sivaramakrishnan, 2011; d'Astous & Ahmed, 1999). And none of these research have examined and compared Canadian consumers' reaction to real Canadian brands whose products (jacket and smartphone) were China-made and U.S.-made in the same study.

Moreover, despite the fact that consumers indeed responded unfavorably to brands originated from and products manufactured in certain countries, scholars cautioned that country-of-origin effects may be varied across product categories and dependent on product features (Agarwal & Teas, 2000; Brouthers, 2000; Chung et al., 2009; Insch & McBride, 2004; Roth & Romeo, 1992). Additionally, Chattalas, Kramer, and Takada (2008) proposed a conceptual framework in which the authors assumed that hedonic and utilitarian functions (Voss, Spangenberg, & Grohmann, 2003) of a product may be able to attenuate unfavorable product evaluation caused by consumers' opinions and perceptions of the product's origin countries. Furthermore, it was evident in several studies that product attribute was positively related to consumers' attitude toward the parent brand and quality judgement of the branded products (Ahmed et al., 2002; Carvalho et al., 2011; Haubl, 1996; Lee et al., 2012). Therefore, with an attempt to validate scholars' findings in product categories that have not been tested in previous research, the present study proposed that product function would have positive influence on Canadian consumers' evaluation of branded jacket and smartphone products.

Overall, there were four research questions the present study attempted to answer, in terms of (a) whether Canadian consumers would prefer branded products manufactured in the U.S. over branded products manufactured in China, (b) whether Canadian consumers would prefer branded products designed in Canada over branded products designed in the U.S./China, (c) whether Canadian consumers' ethnocentric tendency would have positive impact on their preference of

branded products designed in Canada over branded products designed in the U.S./China, and (d) whether product function would have positive influence on Canadian consumers' evaluation of branded products.

LITERATURE REVIEW

Hofstede's Dimensions of National Culture

When it came to discuss the impact of cultural differences on human behavior and the implication of cross-nation business management, Hofstede (1980, 2001, 2010)'s Dimensions of National Culture is among the most comprehensive models that have been widely studied in academia and understood in practice. According to Kirkman, Lowe, and Gibson (2006), during 1980 and June 2002, over 180 published empirical research have employed Hofstede (1980, 2001)'s model at various aggregation levels of analysis such as nation, organization, occupation, ethnic group and individual.

Hofstede (2011)'s most up-to-date version of the definition of culture reads as "culture is the collective programming of the mind that distinguishes the members of one group or category of people from others" (p. 1), which is slightly different from the definition of culture appeared in his *Culture's Consequences* book published in 1980 that "culture is the collective programming of the mind which distinguishes the members of one human group from another" (p. 25).

There were four dimensions in Hofstede's initial cultural model, in terms of individualism/collectivism (IDV-COL), uncertainty avoidance (UAI), power distance (PDI), and masculinity/femininity (MAS-FEM), which were identified through a longitudinal research via questionnaires administered among 117,000 IBM employees who worked in the company's foreign subsidiaries in 50 countries during 1967-1973. The four dimensions were measured by index scales ranging from 0 to 100, and countries included in the initial IBM survey were scored on each of the four dimensions.

The fifth element, long-term orientation (LTO) dimension, in Hofstede's revised cultural model was inspired by Canadian psychologist Michael H. Bond's findings discovered through a research conducted among students from 23 countries by using the Chinese Value Survey (CVS). Hofstede's index score for this LTO dimension was transformed from Bond (1988)'s original factor scores ranging from -1.00 and .91. The LTO dimension describes "how every society has to maintain some links with its own past while dealing with the challenges of the present and future, and how societies prioritizes these two existential goals differently" (Hofstede, 2001: 353).

In the most recent edition of his book *Cultures and Organizations: Software of the Mind: Intercultural Cooperation and Its Importance for Survival*, another dimension called indulgence/restraint (IVR) appeared in Hofstede's cultural paradigm to capture a cross-nation behavioral pattern that he and his colleague Michael Minkov observed from the data collected via World Values Survey (WVS). The IVR dimension is defined as "the extent to which people try to control their desires and impulses, based on the way they were raised" (Hofstede, Hofstede, & Minkov, 2010: 277).

The following is a comparison of Hofstede's Dimensions of National Culture among the U.S., Canada, and China (please see Table 1).

Insert Table 1 about here

Observed from Hofstede (1980, 2001, 2010)'s cultural indices, the U.S. and Canada exhibit very similar cultural characteristics, whereas four of the six dimensional scores of China depart from the other two countries significantly. Despite the fact that the U.S. and Canada have long been perceived to belong to the same cultural group, either in the Sociocultural Clusters (Ronen & Shenkar, 1985) or based on the cultural and psychic distance indices (Nordstrom & Vahlne, 1992), O'Grady and Lane (1996) found several cultural differences between the two countries through their observation of the performance of ten Canadian retail companies which also competed in the U.S. market and comparison of values and attitudes of Chief Executive Officers of Canadian and U.S. retail companies. Overall, the authors found that Americans are more aggressive, achievement/action-oriented, competitive, masculine and willing to take risk, while Canadians are more collectivist, cautious, pessimistic and uncertainty/risk averse.

Additionally, in Rawwas, Rajendran, and Wuehrer (1996)'s work, the authors categorized Canadian culture into the hybrid culture group whose characteristics include increasingly appreciative of world sharing and common welfare, empathy and understanding towards other societies. When it came to examine cultural impacts on consumer behavior, Ahmed et al. (1997) observed that compared with American research participants, Canadian research participants not only had relatively more favorable attitude toward branded products (Automobiles, VCR, shoes)

designed or assembled in Mexico but also exhibited less nationalistic tendency in their product evaluation process.

Culture and Consumer Behavior

Hofstede's European Media & Marketing Survey (EMS) during 1995-1999 revealed a connection between consumers' status needs and the cultural dimension *Masculinity/Femininity* that the value of watch (*e.g.* $150 vs. $1,500) and the number of watches a person had were positively related to the masculinity of a nation's culture.

Expending the research scope to include 15 European countries (U.K., Switzerland, Sweden, Spain, Portugal, Norway, Netherlands, Italy, Ireland, Germany, France, Finland, Demark, Belgium and Austria), De Mooij and Hofstede (2002) observed that *individualism* was negatively associated with households' food expenditure, whereas *collectivism* had positive effects on consumer preference of global brands. Moreover, the *uncertainty avoidance* characteristic of a nation's culture was showed to be positively related to spending on clothing/footwear/household equipment, while the *power distance* in society negatively affected consumer expenditure on leisure and entertainment.

Furthermore, scholars who followed the lead of De Mooij and Hofstede (2002) have linked cultural impacts to consumers' differential brand perceptions. Foscht, Maloles III, Swoboda, Morschett, and Sinha (2008) conducted a research among consumers from six countries, in terms of Austria, Germany, Netherlands, Singapore, U.K. and the U.S., with an attempt to explore the degree to which cultural differences would affect national brand's positioning strategy and its global competitiveness. In their study, researchers observed significant cross-nation variety in the way consumers interpreted characteristics of a certain brand/product, especially when these characteristics were related to Hofstede (1980, 2001)'s cultural dimensions of masculinity/femininity, individualism, and power distance. For instance, Austrian consumers had the strongest impression of *excitement* for the energy drink brand Red Bull, whereas Red Bull received the lowest excitement rating and highest *ruggedness* score from Singaporeans. In terms of the interrelation between cultural dimensions and brand perceptions, *masculinity* was found to be the most powerful cultural dimension influencing Singaporeans' brand perception, while

collectivism and *performance orientation* stood out as major contributors to U.K., Austrian and German consumers' perception of a brand.

Quite interestingly, Foscht et al. (2008)'s research findings actually provided supportive evidence to De Mooij and Hofstede (2002)'s assertion that consumers would become more and more heterogeneous instead of evolving toward homogenization because of the differences in people's cultural values, which was in contrary to Levitt (1983)'s viewpoint that people's taste and wants would become similar thus prefer standardized products that have high quality and low price as a result of globalization. De Mooij and Hofstede (2002)'s assumption was due to their concern that the factor *rationality* and the motivation to *maximize utility* may be absent in consumers' perception and purchase intention of a certain brand/product. As a result, to further study the degree of behavioral discrepancy among consumers worldwide, De Mooij and Hofstede (2011) developed a theoretical model called *Cross-Cultural Consumer Behavior Framework* which was adapted from Manrai and Manrai (1996)'s original work.

De Mooij and Hofstede (2011)'s *Cross-Cultural Consumer Behavior Framework* is comprised of four factors, in terms of *attributes* (the "who"), *income*, *processes* (the "how"), and *cultural values*, that each of them would have direct influence on consumer behavior. Additionally, the authors proposed a mediation role for cultural values to play in the relationship between consumer behavior and the other three components. For instance, cultural values praised by an individual's home country would contribute to explain the lifestyle this person chooses to live (the "who") and his/her product ownership and usage. Or, the cultural environment an individual was raised up could be reflected in the way this person processes information and makes decisions (the "how") which would subsequently affect his/her adoption of innovative technology.

To some extent, Lanier and Kirchner (2013)'s study served as an empirical testing of the *Cross-Cultural Consumer Behavior Framework* developed by De Mooij and Hofstede (2011), although the main purpose of the authors' research was to explore the power of Hofstede (2010)'s 6-D model together with other two factors, urbanization and per capita income, in predicting volume consumption of Coca-Cola beverage products in four product categories (*e.g.* sparkling beverages, juices and juice drinks, coffees and teas, waters) among consumers from 32 countries. According to the analytical results, Lanier and Kirchner (2013) discovered that at the national level, Hofstede's six cultural dimensions alone were able to explain 46 percent of the variance in

consumers' beverage consumption, and that the recently added dimension *indulgence/restraint (IVR)* was able to improve the predicting power of Hofstede (1980, 2001, 2010)'s Dimensions of National Culture model by 10 percent.

Schema Theories

Schema is a mental model representing general and abstract knowledge of a topic (Kellogg, 1995). Schemata could help a person to form expectations about and facilitate interactions with other people and subjects as well as to guide behavior when lacking detailed information or resources to process information (Fiske & Taylor, 1991). Among various schemas, cultural schemas are generalized collections of knowledge obtained from past experience and tend to be shared by members of the same group (Nishida, 1999).

Van Pham (2006) studied consumer preference of products from various countries, due to his concern of country stereotyping effects (Gaedeke, 1973; Mohamad, Ahmed, Honeycutt, & Tyebkhan, 2000; Samiee, 1994) on consumer evaluation of products from certain countries and the spillover impacts on firms (brands)' global competitiveness. The author surveyed students at two U.S. universities for two questions: (1) their perception of products from a particular country in terms of prestige, innovation, design and workmanship and (2) their ratings of the importance of the above four product dimensions. Eighteen countries (the U.S., Canada, China, etc.) and four product categories (televisions, casual clothes, personal computers, and automobiles) were included in Van Pham (2006)'s survey questionnaire. According to the 167 usable responses, the author observed very interesting patterns. For televisions, Japan, the U.S. and Germany received the top three ratings of prestige, innovation and design, and Canada was ranked 6th in the workmanship dimension. For casual clothes, France, Italy and the U.S. led the dimensions of prestige, design and innovation respectively, and Canada was ranked the 3rd in workmanship. For personal computers, the U.S. was the global benchmark followed by Japan, and again Canada was ranked 6th in the workmanship dimension. In terms of automobiles, Germany, Japan and the U.S. dominated the product category, and Canada took the 5th position in the workmanship dimension. Similarly, Torelli and Ahluwalia (2012) found that there was a very strong association between the electronic producer brand SONY and its origin country Japan in the minds of U.S. consumers.

And because of Japanese firms' reputation as sophisticated and innovative designers/manufacturers of electronic products, U.S. consumers assigned very favorable product evaluations to SONY electronic cars, despite the fact that SONY does not make electronic cars but only batteries for this type of cars. However, in the same study, it was found that U.S. consumers perceived cappuccino-macchiato makers to have better fit with the Italian culture rather than the Japanese culture, which negatively affected U.S. consumers' product evaluations of Japanese cappuccino-macchiato makers.

In fact, the above consumer behavior could be explained by Mandler (1982, 1983)' schema congruity/incongruity theory. Incongruity refers to the extent that structural correspondence is achieved between the entire configuration of attribute relations associated with an object and the configuration specified by the schema (Mandler, 1982: 10). Mandler (1982, 1983)'s assumption was that incongruity between two subjects requires a person to devote substantial cognitive efforts to resolve unbalanced evaluations. If the incongruity could be resolved satisfactorily, affective responses are possible and tend to produce positive evaluations; otherwise, it would lead to negative evaluations due to the individual's feelings of frustration and uncertainty.

Leveraging Mandler (1982, 1983)'s schema (in)congruity theory on the research interest of the present study, a logical question was raised that how Canadian consumers would react to and perceive a brand and its product if there was incongruity between consumers' schemas of the brand/product and its countries of origin. For instance, would there be any differences in consumers' product evaluation between a China-made and U.S.-made Apple smartphone? Or between a Roots' U.S.-made and an Abercrombie & Fitch U.S.-made jacket?

Fortunately, a couple of previous research have utilized Mandler (1982, 1983)'s schema (in)congruity theory to examine consumers' reaction to products which had fit issues with either the product category they belonged to or their countries of origin.

Meyers-Levy and Tybout (1989) conducted three experiments to validate Mandler (1982, 1983)'s theory that compared with scenarios of complete congruity and extreme incongruity, moderately incongruent schemas between two subjects would result in more favorable evaluation under the condition that moderate incongruity could be resolved successfully. Eventually the authors generated affirmative evidence to support Mandler (1982, 1983)'s assumption in the

context that a newly introduced product moderately differentiated itself from competitors by highlighting some attributes that competitors in the same product category did not have (*e.g.* the beverage Slice is positioned as a soft drink but contains real fruit juice). Similar phenomena were observed in Carvalho et al. (2011)'s research that Canadian participants responded to moderately incongruent combination of countries of brand origin and manufacture more positively compared with the pair of extreme incongruity. Moreover, in Carvalho et al. (2011)'s study, it was found that providing additional information about tangible product attributes (*e.g.* audio-video inputs, trilingual display) positively affected Canadian consumers' evaluation of plasma TV sets whose countries of brand origin and manufacture were perceived to be moderately incongruent (*e.g.* Peru-Mexico) and extremely incongruent (*e.g.* Japan-Mexico).

However, not all scholars agreed upon the positive impacts of moderate incongruity between a product's country-related associations on consumers' product evaluation. Haubl and Elrod (1999) applied Mandler (1982, 1983)'s theory to investigate the effects of (in)congruity between country of brand origin and country of production (COP) on consumers' quality perception of alpine ski products. In addition to their contribution of introducing the concept of brand-COP congruity which is defined as the equality of a product's COP and the home country of the brand, their findings provided counter evidence to Mandler (1982, 1983) and Meyers-Levy and Tybout (1989)'s viewpoint by demonstrating that perceived incongruity between a branded product's home country and its country of production negatively affected Austrian skiers' quality judgements of alpine ski products.

In line with Haubl and Elrod (1999)'s findings, Hui and Zhou (2003) discovered that when consumers perceived a fit between a product's country of brand origin and country of manufacture, the country-of-manufacture cue had no significant impacts on consumers' product evaluation and attitude toward the parent brand. However, when the branded product was made in a less reputable country which was perceived to be at odds with the brand's origin country, negative influence exerted by the manufacturer cue on consumers' product evaluation was evident, and was showed to have more severe damage on less competitive brands. The authors attributed their findings to the shielding effects of *brand equity* (Aaker, 1991; Kim & Chung, 1997) of well-known brands that "every known brand possesses a certain value which is determined by the popularity, reputation and associated beliefs of the brand" (p. 133).

However, it is worth mentioning that Haubl and Elrod (1999) only tested their assertion on one type of product which was alpine skis. Hui and Zhou (2003) were interested in finding out the differential effects of schema incongruity on well-known brands and relatively unfamiliar brands, and there was also only one product included in their experiments, digital cassette players. Consequently, the generalizability of their findings shall be interpreted with caution, since whether their research findings were applicable to products other than alpine skis and digital cassette players remained a question. Fortunately, researchers have noticed this weakness in research design and addressed the issue by testing multiple product categories in one study.

Building on Mandler (1982, 1983)'s theory, Hamzaoui and Merunka (2006) developed a model to test their hypothesis that perceived fit between a country and a product category could influence consumers' perceptions of product quality in a way that positive country-of-origin associations, for instance countries that have strong manufacturing skills or design expertise, may be projected on consumers' product evaluation when the product category was perceived to have a fit with that country. There were two types of product tested in their research, in terms of television sets and automobiles. The authors' rationale of choosing these products were from the consideration that the former was "a private product which offers little social distinction" while the latter was "a more symbolic product that can communicate status to others" (p. 146). According to the analytical results, the authors found that perceived quality of automobiles was only affected by the fit between product and country of design, whereas both product/design country fit and product/manufacturing country fit exerted significant influence on TV set products. In another study conducted by Hamzaoui-Essoussi and Merunka (2007) whose purpose was to replicate their previous research in an emerging country, similar results were obtained. The authors observed that both perceived product/design country fit and product/manufacturing country fit positively affected Tunisian consumers' quality perceptions of TV sets and automobiles.

Quite interestingly, in a recently published empirical paper by Hamzaoui-Essoussi, Merunka, and Bartikowski (2011), researchers shifted their attention to study the interaction effects of country of brand origin and country of manufacture on Tunisian consumers' brand attitude and quality perception of cars and TV sets whose parent brands have various levels of global awareness (*e.g.* Mercedes-Benz versus Opel, SONY versus Sharp). There were two major takeaways from their study. First, it was found that countries of brand origin and manufacture indeed affected

consumers' brand attitude and quality perception that Tunisian consumers strongly preferred brands/products from countries that enjoy global reputation and know how to do the job best. The other interesting finding was that country-of-manufacture effects were showed to have different manifestations on TV set and automobile products. More specifically, for automobiles from reputable and popular brands (*e.g.* Mercedes-Benz), the manufacturing location of their products did not affect consumers' brand attitude and quality perception. However, for TV sets, both countries of brand origin and manufacture were showed to influence Tunisian participants' attitude toward the parent brand and quality judgement of the branded products, regardless of whether the parent brand is well-known (*e.g.* SONY) or relatively unfamiliar (*e.g.* Telefunken).

Country of Origin

Country of origin is defined as the country where the headquarters of the company that manufactures and markets the product or brand is located (Johansson et al., 1985).

Virtually the first country-of-origin study was conducted by Schooler (1965) among Guatemala participants, with an attempt to compare Guatemala consumers' opinions of products from four Central American countries with their reaction to products originated from their home country. Ever since Schooler (1965)'s first attempt to study the country-of-origin effects on consumer behavior, a lot of researchers have been attracted to this topic.

In 1982, Bilkey and Nes published a paper qualitatively reviewing findings of previous studies that had investigated country-of-origin effects on consumer behavior, by means of which the authors aimed to highlight the importance of understanding how informational cues, such as the location of brand origin and manufacturer, could affect consumers' product evaluation and purchase decision. According to Bilkey and Nes (1982), country-of-origin effects were generalizable to both brands and products, and stereotyping behavior was evident among the U.S., British, Finnish, Swedish, Japanese, Guatemalan, Turkish, Indian and Taiwanese research participants. Moreover, the authors pointed out that manifestations of country-of-origin effects on consumer behavior could be influenced by factors such as demographic variables (*e.g.* education, ethnicity) and personality variables (*e.g.* status seeking, conservatism). Furthermore, they urged future research to conduct multiple-cue experiments (in addition to the country-of-origin cue, also

include cues like brand name, manufacturing location, product attribute, etc.), for the sake of exploring the interrelation between the country-of-origin cue and other informational cues.

Tracing back to the work of scholars who initiated the multiple-cue research as to reply the call of Bilkey and Nes (1982), Johansson et al. (1985) compared U.S. participants' product evaluation of attributes (*e.g.* safety, driving comfort) of automobiles originated from three countries, in terms of Japan, the U.S. and Germany, and found that the country-of-origin cue had *some* impact on participants' differential performance ratings of cars. Han (1989) examined the role of country image on consumer evaluation of TV sets and cars, and observed that consumers indeed took country image into account when making products' performance evaluations. In Han's follow-up study conducted in 1990, the results indicated that consumers' willingness to buy a product (again TV sets and cars were the products tested in his follow-up research) was related to the product's origin country's characteristics in economic and cultural aspects and the similarity between the country from which research participants came and the product's country of origin.

Another significant advance in the multiple-cue research was Roth and Romeo (1992)'s study. The authors proposed a theoretical framework in which they assumed that country-of-origin effects may be manageable if the features of a product category and consumers' perception of the product's country of origin were matched. According to the analytical results of their study, it was found that consumers' willingness to buy a product was indeed varied across product categories or to some extent dependent on the match between a product category and its country of origin. For instance, for automobiles and watches, consumers preferred to buy from countries like Japan and Germany; but for products like beer, leather shoes and crystals, there were no significant variation observed in consumer preference.

Fast forward to 1995, Peterson and Jolibert (1995) performed a meta-analysis on 52 empirical papers, with an attempt to find out possible reasons causing the variability of effect size observed in previous country-of-origin studies. Throughout their analyses of the methodologies and research designs utilized in previous studies, the authors found that country-of-origin cues had relatively stronger predicting power on consumers' quality perception than purchase intention, and employing student sample did not compromise the explanation power of analytical results. Moreover, the authors had evidence to suggest that studies using single-cue produced larger country-of-origin effect size than studies using multiple cues, which might lead to a consequence

of overstating the influence exerted by the country-of-origin cue on consumers' product evaluation when it was used alone. Furthermore, they discovered a positive correlation between sample size (260 study participants or more) and the size of country-of-origin effects.

Later on, scholars discovered other mechanisms influencing the manifestations of country-of-origin effects on consumers' product evaluation, in addition to the factors, such as perceived country image (Han, 1989, 1990; Roth & Romeo, 1992), product attribute (Johansson et al., 1985; Roth & Romeo, 1992) and the similarity between consumers' home country and foreign countries (Han, 1990), discovered in previous studies.

Hanne (1996) found that Danish firms in industries such as foodstuffs and dairy products as well as design goods and furniture preferred to emphasize their country-of-origin association when promoting products to consumers and exporting companies, but played down their country of origin or "disguised themselves behind a local or global image" for industrial products and financial services. Agarwal and Sikri (1996) discovered positive transferable effects of consumers' pre-existing favorable country-of-origin perceptions of Japanese and German cars on new products, such as trucks and mountain bikes, from these two countries. Manrai, Lascu, and Manrai (1998) generated affirmative evidence to suggest that perceived level of economic development of a nation not only positively affected consumer evaluation of products from that country, but also was able to mediate consumer evaluation of products from different product categories; for instance, consumer evaluation was showed to be the most favorable for luxury goods from highly-developed countries (*e.g.* France). Leonidou, Hadjimarcou, Kaleka, and Stamenova (1999) enriched the knowledge of country-of-origin effects by including Asian Pacific samples (Japan, Hong Kong, Singapore, Indonesia and India), and revealed a pattern of consumer behavior that Bulgarian consumers tend to rely on experiential knowledge coupled with opinions of reference groups like friends and relatives to make evaluations of products from the above five Asian regions. The last but not the least, Gurhan-Canli and Maheswaran (2000) examined the impact of cultural orientation on consumer preference of products from foreign countries, and observed that Japanese participants favored domestic products over products from the U.S. regardless of product performance, whereas U.S. participants' evaluation process appeared to be relatively more rational that they only favored U.S. products when these products had superior performance.

As a matter of fact, Gurhan-Canli and Maheswaran (2000)'s observation of Japanese consumers' reaction to domestic products was in line with a behavioral pattern called consumer ethnocentrism, which has already attracted scholars' research interest.

Consumer Ethnocentrism

Ethnocentrism is defined as "the view of things in which one's own group is the centre of everything, and all others are scaled and rated with reference to it" (Sumner, 1906: 13). Consumer ethnocentrism is a construct developed by Shimp and Sharma (1987), which is defined as "trait-like property of an individual's personality that encompasses the beliefs held by the consumers about appropriateness, indeed morality, of purchasing foreign-made products" (p. 280).

Watson and Wright (2000) examined New Zealand consumers' attitude toward products from foreign countries in product categories that domestic alternatives were not available, and found that consumers who exhibited relatively strong ethnocentric trait responded to foreign products from countries which were culturally similar to New Zealand more positively. Likewise, in Kaynak and Kara (2002)'s study, ethnocentric Turkish consumers expressed more favorable attitude toward and purchase intention of products from culturally similar countries. Moreover, in the same study, the authors found that Turkish participants had significantly different perceptions of attributes of products from foreign countries depending on these countries' socio-economic and technological development, which provided affirmative evidence to support Han (1990) and Manrai et al. (1998)'s viewpoint. Furthermore, consumer ethnocentrism was showed to have positive influence on Turkish consumers' willingness to purchase domestic products, even in the scenario that domestic products were relatively inferior compared with products from foreign countries. Another interesting finding illustrating the power of consumer ethnocentric tendency on consumer preference of domestic goods was emanated from Hustvedt, Carroll, and Bernard (2013)'s study that U.S. consumers, regardless of whether they scored high or low on Shimp and Sharma (1987)'s CET scale, were willing to pay a significant premium for wool sweaters whose fibre origin or manufacturing origin was the U.S.

However, Bruning (1997) observed that Canadian consumers' preference of air travel carrier was mainly determined by the price factor followed by their national loyalty. Balabanis and

Diamantopoulos (2004) also had affirmative evidence to suggest that consumer ethnocentrism may be contingent. In their study, U.K. participants' preference of Britain products was varied across product categories (*e.g.* U.K. consumers' first choice of country of origin for TV sets was Japan), and consumer ethnocentrism was showed to be positively yet marginally related to U.K. participants' preference of domestic products. Moreover, Balabanis and Diamantopoulos (2004) discovered that neither cultural similarity nor economic development/competitiveness of foreign countries were able to mediate the relationship between U.K. participants' ethnocentrism and their preference of foreign products, which served as counter evidence to the findings of previous studies (Han, 1990; Kayank & Kara, 2002; Manrai et al., 1998).

In spite of the above interesting yet inconsistent findings, the notion that more educated consumers exhibit lower levels of ethnocentrism was evident in several studies (Javalgi, Khare, & Gross, 2005; Klein, Ettenso, & Morris, 1998; Sharma, Shimp. & Shin, 1995; Shimp & Sharma, 1987). It was also found that on average, participants from collectivist cultures showed higher levels of ethnocentric tendency (Javalgi et al., 2005; Sharma et al., 1995; Shimp & Sharma, 1987; Nishida, 1990). Furthermore, cultural openness was showed to have a negative correlation with consumer ethnocentrism (Javalgi et al., 2005; Sharma et al., 1995; Shimp & Sharma, 1987).

Relying on scholars' findings regarding the effects of the country-of-origin cue and consumer ethnocentric tendency on consumer preference of domestic products, a couple of hypotheses would be laid out, aiming to explore the impacts of these two factors on Canadian consumers' brand attitude, quality perception and purchase intention of branded products designed in Canada versus branded products designed in foreign countries such as the U.S.

Country of Design & Manufacture

As one of the components of the country-of-origin construct, country of manufacture is referred to the country that "produces or assembles the branded product" (Laufer, Gillespie, & Silvera, 2009), which is usually communicated to consumers by means of "made in" labels. In the present study, the term *country of design* is interchangeable with the term *country of brand origin* which is defined as "the place, region or country to which the brand is perceived to belong by its target consumers" (Thakor & Kohli, 1996). For instance, Roots and BlackBerry are designed in

Canada, Abercrombie & Fitch and Apple are designed in the U.S., and Semir and HUAWEI are designed in China.

Comparing the definition of *country of origin* with the definitions of *country of manufacture* and *country of brand origin*, it is apparent that the globalization trend has not only facilitated international trade and communication among nations, but also affected the way firms make strategic decisions. With an intensifying competition in the global market, companies strive to develop their internal competitiveness meanwhile seek every means to improve profitability by shifting out partial or all of their non-core corporate activities to partners who could provide cost benefit but may reside in very remote countries. Given the consequence of this organization practice such as its influence on consumers' perceptions of product quality and subsequent purchase intentions, scholars have paid close attention to investigate the effects of the decomposed country-of-origin construct on consumer behavior and the parent brand.

Haubl (1996) found that both the country-of-manufacture (Czech Republic) cue and brand name (Mercedes-Benz) had significant impacts on German and French consumers' attitude toward a hypothetical new automobile model introduced by the parent brand. To be specific, brand name was found to have a direct impact on consumers' brand attitude, while the influence exerted by the country-of-manufacture cue on consumer attitude and purchase intention was mediated by the car's appearance and other features such as infrequent repairs and superb quality. Ahmed, d'Astous, and Eljabri (2002)'s study revealed that the country-of-manufacture cue had less unfavorable impacts on consumer evaluation of technologically simple products than technologically complex products (in their study, technologically simple products were referred to televisions versus computers which were categorized as technologically complex products). And in the same study, the authors generated affirmative evidence to support their hypothesis that providing product-related information such as brand name and warranty was able to attenuate the negative influence exerted by the country-of-manufacture cue on Canadian consumers' quality perception of computer products.

Insch and McBride (2004)'s research findings indicated that country-of-origin effects were not only product-specific, but also varied between participant populations. More specifically, both the U.S. and Mexican research participants emphasized country-of-assembly cue for televisions, country-of-parts-manufactured cue for shoes, and country-of-design cue for bikes. However,

unlike U.S. consumers who tend to utilize all of the three country-related informational cues to make quality evaluations, Mexican participants exhibited a tendency to rely on a single piece of country-related informational cue to derive quality judgements, for instance, country-of-assembly cue solely for televisions and country-of-parts-manufactured cue alone for athletic shoes. When attributing possible explanations to the observed behavioral discrepancy between the U.S. and Mexican participants, the authors assumed that product functionality may be partially responsible for the variation in participants' focus on country-of-origin cues, and raised a research question that "whether there was a differing country-of-origin effect for fashion (style-related) products as opposed to more generic and purely functional products" (p. 8).

Before introducing the final construct in the present study, it would be helpful to review the findings of several relatively recent country-of-origin studies. As mentioned in the introduction of the present study, Chung and his colleagues (2009) observed that Korean consumers had negative purchase intention of Malaysia-made LG televisions. Lower consumer preference and unfavorable product evaluation of Poland-made Panasonic and Turkey-made LG televisions were also evident among Lithuanian participants approached by Dikčius and Stankevičienė (2010). Moreover, Australian consumers in Lee et al. (2012)'s study expressed negative attitude toward and quality perception of made-in-China products from the American luxury brand CK. Schniederjans and his co-workers (2004) even found that in most product categories surveyed in their study, made-in-China products' average quality rating was below the mean score of products made by other countries of manufacture, and that U.S. consumers perceived non-China-made products to have greater net value than their made-in-China counterparts.

However, counter evidence did exist. In the same study, Chung and his colleagues (2009) did not find evidence to suggest that the Mexico-made cue exerted negative influence on Korean consumers' purchase intention of Ralph Lauren sweaters. U.S. participants surveyed by Fetscherin and Toncar (2010) also expressed neutral attitude toward U.S. automobiles which had parts manufactured in China. Moreover, Hamzaoui-Essoussi et al. (2011)'s analytical results indicated that for well-known automobile brands (*e.g.* Mercedes-Bens, Hyundai), the manufacturing location influenced neither brand image nor product quality in the eyes of Tunisian car owners. Among the pioneers who studied the country-of-manufacture effects, Tse and Gorn (1993) and Ulgado and Lee (1993) also observed insignificant influence exerted by the country-of-

manufacture cue on consumers' quality judgements of products from both strong and weak brands.

Leveraging on the knowledge obtained from researchers' previous work, the present study was interested in finding out how Canadian consumers would react to the country-of-manufacture cue by means of comparing Canadian consumers' brand attitude, quality perception and purchase intention of branded products made by two countries of manufacture (the U.S. and China), for instance, Roots' made-in-China jackets versus made-in-U.S. jackets and BlackBerry's made-in-China smartphones versus made-in-U.S. smartphones.

Product Function

Referring to De Mooij and Hofstede (2002), they argue that the factor *rationality* and the incentive of *utility maximization* may be absent when consumers derive product evaluations and make purchase decisions, and that consumers' needs and wants will become more and more heterogeneous because of the differences in people's cultural values. However, under the consideration of the present study, there shall be a reason why consumers prefer one brand/product over another. And in fact, there is evidence in the literature to suggest that consumers make choices based on justifiable reasons. Previous country-of-origin studies have discovered a variety of factors influencing consumers' preference and evaluation of products, such as perceived image of a product's countries of origin (Agarwal & Sikri, 1996; Carvalho et al., 2011; Han, 1989, 1990), a nation's level of economic development (Han, 1990; Manrai et al., 1998; Kaynak & Kara, 2002), cultural similarity between consumers' home country and foreign countries (Han, 1990; Kaynak& Kara, 2002; Manrai et al., 1998; Watson & Wright, 2000), consumer ethnocentrism (Balabanis & Diamantopoulos, 2004; Gurhan-Canli & Maheswaran, 2000; Hustvedt et al., 2013; Kaynak & Kara, 2002), brand reputation (Hamzaoui-Essoussi et al., 2011; Haubl, 1996; Hui & Zhou, 2003), experiential knowledge (Leonidou et al., 1999) and product feature (Ahmed et al., 2002; Hanne, 1996; Haubl, 1996; Insch & McBride, 2004; Roth & Romeo, 1992).

Moreover, scholars have even discovered that some of the above factors were able to mediate the effects of country-of-origin cues on consumers' preference and evaluation of branded products. In Haubl (1996)'s research, the author found that the influence exerted by the country-of-manufacture cue on German and French consumers' attitude toward the well-known brand

Mercedes-Benz and consumers' purchase intention of a new automobile model introduced by the parent brand were mediated by the car's appearance and product features such as infrequent repairs and superb quality. Carvalho and his co-workers (2011) examined the interrelation between tangible product attributes (*e.g.* audio-video inputs, trilingual display) and country-related associations, and eventually generated affirmative evidence to suggest that the strength of tangible product attributes not only had a positive impact on Canadian consumers' attitude toward plasma TV set products but also *determined* Canadian consumers' attitude toward TV set products when there was incongruity between the products' country of brand origin and country of manufacture. Additionally, Lee and his affiliates (2012) also found that between the two underwear brands examined in their study (CK versus Bond), status-seeking Australian consumers preferred the foreign luxury brand CK over the domestic (Australian) brand Bond because of the symbolic/social meaning (*e.g.* wealth, status) embedded in the American luxury brand's name. Furthermore, Chattalas and his colleagues (2008) proposed a conceptual framework in which the authors assumed that hedonic and utilitarian functions (Voss et al., 2003) of a product may be able to attenuate unfavorable consumer evaluation caused by consumers' opinions and perceptions of the product's countries of origin.

Following the footsteps of these scholars, the present study attempted to conduct a preliminary experiment to explore the relationship between the construct of product function and Canadian consumers' evaluation of products which were designed and manufactured in different countries. The construct of product function would be comprised of three dimensions, in terms of hedonic, utilitarian and symbolic. *Hedonic dimension* is "resulted from sensations derived from the experience using products" (Holbrook & Hirschman, 1982; Voss et al., 2003). *Utilitarian dimension* is "derived from functions performed by products" (Holbrook & Hirschman, 1982; Voss et al., 2003). Symbolic dimension includes two aspects in terms of *social-adjustive function* which "helps people maintain relationships and gain approval in social situations" and *value-expressive function* which "helps people communicate their central beliefs, attitudes and values to others" (Wilcox, Kim, & Sen, 2009: 248).

OVERVIEW AND HYPOTHESES

Country of Design (Brand Origin)/Manufacture Fit

Previous research findings pointed out that despite their nationality, research participants had relatively more favorable attitude toward and quality perception of products from economically advanced countries because of these nations' trustworthy country image and superior know-how (*e.g.* manufacturing, design, innovation) expertise (Han, 1989, 1990; Kaynak & Kara, 2002; Manrai et al., 1998; Van Pham, 2006). Moreover, cultural similarity between research participants' home country and a product's countries of origin was also showed to have positive impacts on research participants' preference of and willingness to buy products from foreign countries (Han, 1990; Kaynak & Kara, 2002; Manrai et al., 1998; Watson & Wright, 2000). According to available cultural indices (Hofstede, 1980, 2001, 2010; Nordstrom & Vahlne, 1992; Ronen & Shenkar, 1985), the U.S. and Canada are culturally similar countries, compared with the cultural distance between Canada and China. And in terms of the economic aspect of country similarity, the U.S. and Canada shall also be perceived to have a relatively congruent country-related association, compared with the pair of country association between Canada and China.

Furthermore, studies that have directly assessed the effects of (in)congruity between country of brand origin and country of manufacture on consumers' product evaluation had affirmative evidence to suggest that incongruity between country-related associations negatively affected consumers' attitude toward the parent brand and quality judgement of the branded products (Carvalho et al., 2011; Hamzaoui & Merunka, 2006; Hamzaoui-Essoussi & Merunka, 2007; Hamzaoui-Essoussi et al., 2011; Haubl & Elrod, 1999; Hui & Zhou, 2003).

Leveraging on the above research findings, the first hypothesis proposed in the present study was modified based on Haubl and Elrod (1999)'s original hypothesis and was read as:

> $\mathbf{H}_1$: Consumers' (a) brand attitude, (b) quality perception and (c) purchase intention of branded products will be more favorable when there is congruity between branded products' country of brand origin (design) and country of manufacture than when there is not.

Consumer Ethnocentrism

Previous research findings regarding the impact of consumer ethnocentric tendency (CET) on consumer preference of domestic brand/product(s) were mixed in the literature, in a sense that research participants from certain countries (*e.g.* Turkey, the U.S.) preferred domestic goods unconditionally (Gurhan-Canli & Maheswaran, 2000; Hustvedt et al., 2013; Kaynak & Kara, 2002) whereas in other studies the manifestation of consumer ethnocentric tendency was showed to be varied across product categories (Balabanis & Diamantopoulos, 2004; Bruning, 1997) and affected by factors such as a person's education level (Javalgi et al., 2005; Klein et al., 1998; Sharma et al., 1995; Shimp & Sharma, 1987) and a nation's cultural openness (Javalgi et al., 2005; Sharma et al., 1995; Shimp & Sharma, 1987). For instance, in Balabanis and Diamantopoulos (2004)'s research, majority of U.K. consumers rated Japan as their first choice of country of origin for TV sets, and in product categories such as food products and furniture, the correlation between consumer ethnocentrism and preference of domestic goods was positive yet marginal. Among the limited number of empirical research that have tested the construct of consumer ethnocentrism in the Canadian context, Burning (1997) found that Canadian consumers' national loyalty was ranked behind the price factor when they were making purchase decisions of international air carriers. As Balabanis and Diamantopoulos (2004) pointed out, the practical value of the construct of consumer ethnocentrism may be variable "depending on both the product category under consideration and the specific (foreign) country of origin involved" (p. 91).

Therefore, to investigate the effect of consumer ethnocentrism in the Canadian context and on product categories that have not been examined yet, the following two hypotheses, which were original to Balabanis and Diamantopoulos (2004), were proposed in the present study:

> $\mathbf{H_2}$: Consumer ethnocentrism will be positively related to consumers' (a) brand attitude, (b) quality perception and (c) purchase intention of branded products designed domestically.
>
> $\mathbf{H_3}$: The magnitude of the positive link between consumer ethnocentrism and consumers' (a) brand attitude, (b) quality perception and (c) purchase intention of branded products designed domestically will vary depending on the specific product category involved.

Product Function

As highlighted previously, Haubl (1996) discovered a mediation effect of automobiles' features (*e.g.* infrequent repairs, superb quality) on German and French consumers' brand attitude toward the parent brand (Mercedes-Benz) and purchase intention of the branded products. Chattalas and his colleagues (2008) had an assumption that hedonic and utilitarian functions (Voss et al., 2003) of a product may be able to attenuate unfavorable consumer evaluation caused by consumers' opinions and perceptions of the brand/product's countries of origin. Carvalho and his co-workers (2011)'s study results demonstrated a positive impact of tangible product attributes (*e.g.* audio-video inputs, trilingual display) on Canadian consumers' attitude toward plasma TV sets when there was incongruity between the products' countries of brand origin and manufacture. Furthermore, Lee and his affiliates (2012) had evidence to suggest that the symbolic/social meaning embedded in luxury brand's name positively affected status-seeking Australian consumers' brand/product preference.

Therefore, following the lead of these scholars, similar hypotheses were laid out in the present study. And from the consideration that the construct of product function has not been directly measured in previous country-of-origin studies, only main effects between product function and consumer evaluation of branded products were proposed.

> $\mathbf{H_{4a}}$: Hedonic function will be positively related to consumers' (a) brand attitude, (b) quality perception and (c) purchase intention of branded products.
>
> $\mathbf{H_{4b}}$: Utilitarian function will be positively related to consumers' (a) brand attitude, (b) quality perception and (c) purchase intention of branded products.
>
> $\mathbf{H_{4c}}$: Symbolic function (value-expressive aspect) will be positively related to consumers' (a) brand attitude, (b) quality perception and (c) purchase intention of branded products.
>
> $\mathbf{H_{4d}}$: Symbolic function (social-adjustive aspect) will be positively related to consumers' (a) brand attitude, (b) quality perception and (c) purchase intention of branded products.

METHODLOGY

To explore the interrelation among country of design (brand origin)/manufacture fit, consumer ethnocentrism, product function and consumers' product evaluation (brand attitude, quality perception and purchase intention), the following methodology was utilized. Research design, participants, procedures, measures, and statistical tools used in the present study were described below.

Research Design

This research project was a quantitative cross-sectional research comprised of a within-subjects pilot study and a between-subjects main study. Data was collected from undergraduate students at Concordia University via two online questionnaires.

There were three independent variables (country of brand origin/manufacture fit, consumer ethnocentrism, product function) and three dependent variables (brand attitude, quality perception and purchase intention) examined in the present study. Two types of product (jacket and smartphone) and six brands (Roots, Abercrombie & Fitch, Semir, BlackBerry, Apple, HUAWEI) were included in experiments.

The purpose of the pilot study was to assess research participants' involvement with the two types of product and familiarity with the six chosen brands as well as to ensure the effectiveness of the stimuli of country of design (brand origin) and country of manufacture. The rationale of designing a between-subjects main study was to lower participants' fatigue, considering the number of questions they need to answer. More importantly, the country-of-manufacture stimulus was either *made in China* or *made in the U.S.*, and the country-of-design (brand origin) stimulus had three levels in terms of *designed in Canada*, *designed in the U.S.*, and *designed in China*, resulting in six combinations of country of design (brand origin)/manufacture fit association for each of the two types of product included in the present study.

The following is a table demonstrating the combinations of country-related stimuli used in this research project (please see Table 2).

Insert Table 2 about here

To reduce the effects of assignment bias, randomization of question blocks was implemented in both the pilot study and the main study (MacKenzie, 2013: 175). For instance, items assessing participants' brand attitude toward Roots were grouped into one question block, BlackBerry's brand attitude questions were clustered under the same block, so on so forth for all of the six brands included in the present study. Once participants gave their consent to participate, they would be randomly assigned a block of questions regarding a certain brand. This randomization process went through for all of the six brands they need to evaluate.

Participants

Pilot study. The pretest was conducted on March 19th 2014 among 31 undergraduate students at Concordia University. There was no missing information in the pilot study's demographic questions (please see Appendix 2). The mean age of participants was 20.97 years old with a standard deviation of 2.21 years (M_{age}= 20.97, *Max*= 27, *Min*= 18, *SD*= 2.21, *N*= 31).

The following is a table describing the characteristics of research participants approached in the pilot study of this research project (please see Table 3).

Insert Table 3 about here

Main study. The main study was carried out over a period from September 17th to September 25th 2014. Data was collected from 278 undergraduate students who registered for the same commerce course in the 2014 Fall semester at Concordia University. Sixteen participants left the questionnaire halfway thus did not proceed to the block of demographic questions which was at the end of the questionnaire. The mean age of participants was 21.46 years old with a standard deviation of 3.60 years (M_{age}= 21.46, *Max*= 39, *Min*= 17, *SD*= 3.60, *N*= 262).

The following is a table describing the characteristics of research participants approached in the main study of this research project (please see Table 4).

Insert Table 4 about here

Procedures

Anonymous links provided by *Qualtrics* (www. qualtrics.com) to the questionnaires used in the present study were posted on participants' course Moodle. Participants had free access to the links until survey was closed. Consent form was presented to prospective participants prior to they started filling out questionnaires (please see Appendix 1). Stated in the consent form, prospective participants were informed about the topic of the present study and that it was a student's research project. The consent form also clearly spelled out that prospective participants were not obligated to participate in the present study or complete the questionnaire, and they were free to withdraw from this study without any negative consequences to them.

Measures & Scales

Pilot study. Nine scales and two sets of manipulation check were included in the pretest. Before conducting analyses, data was first cleaned then examined for missing values by using IBM SPSS Statistics version 22. The Missing Value Analysis pointed out that there was one missing response in the dataset, which was in the first item of the brand attitude scale measuring the brand HUAWEI. To produce unbiased parameter estimates and given the number of usable cases after removing the missing value was still statistically meaningful, listwise deletion method was utilized.

Involvement with Product Category (Coulter, Price, & Feick, 2003; please see Appendix 3). The nine items original to Coulter et al. (2003) were used to measure a person's interest in a certain product category. Participants' responses to this measure would indicate whether a certain type of product was appropriate for testing university undergraduate students. Participants were asked to rate nine statements (*e.g.* Jackets tell others about me; Smartphones are important to me) on a 5-point Likert scale (Strongly disagree= 1, Strongly Agree= 5). An alpha of .92 was reported

for this scale by Coulter et al. (2003). In the present study, an alpha of .84 was reported for jackets (M_{jacket}= 27.68, *SD*= 6.41, *N*= 31), and an alpha of .85 was reported for smartphones (M_{phone}= 30.48, *SD*= 5.63, *N*= 31).

Attitude toward Hedonic Product/Brand (Voss, Spangenberg, & Grohmann, 2003; please see Appendix 4). The five items measuring a person's attitude resulting from sensations derived from experience or sensations one imagines would be experienced were adapted from Voss et al. (2003)'s original work. Participants were asked to indicate their attitude toward each type of product on a 5-point semantic differential (*e.g.* Smartphones are … Not enjoyable= 1, Enjoyable= 5). An alpha of .95 was reported for this scale by Voss et al. (2003). In the present study, an alpha of .90 was reported for jacket products (M_{jacket}= 17.10, *SD*= 4.59, *N*= 31), and an alpha of .81 was reported for smartphone products (M_{phone}= 22.65, *SD*= 2.63, *N*= 31).

Attitude toward Utilitarian Product/Brand (Voss, Spangenberg, & Grohmann, 2003; please see Appendix 4). The five items measuring a person's attitude resulting from perceptions of the functional performance of a product/brand or its expected performance were also adapted from Voss et al. (2003)'s original scale. Sample item from this scale was "Jackets are …" (Not necessary= 1, Necessary= 5). An alpha of .95 was reported for this scale by Voss et al. (2003). In the present study, an alpha of .87 was reported for jacket products (M_{jacket}= 23.19, *SD*= 2.65, *N*= 31), and an alpha of .76 was reported for smartphone products (M_{phone}= 23.23, *SD*= 2.36, *N*= 31).

Attitude toward Symbolic Product/Brand ((Wilcox, Kim, & Sen, 2009; please see Appendix 4). The eight items measuring a person's attitude toward the symbolic function of a product/brand were borrowed from Wilcox et al. (2009). Participants were asked to assess eight statements (*e.g.* Jackets reflect the kind of person I see myself to be; Using smartphones is a symbol of social status) on a 5-point Likert scale (Strongly disagree= 1, Strongly Agree= 5). In Wilcox et al. (2009)'s study, an alpha of .89 was reported for the four items measuring the value-expressive dimension, and an alpha of .74 was reported for the four items measuring social-adjustive dimension. In the present study, the value-expressive items had an alpha of .93 for jacket products (M_{jacket}= 12.48, *SD*= 4.52, *N*= 31), and an alpha of .89 for smartphone products (M_{phone}= 13.19, *SD*= 3.85, *N*= 31); the social-adjustive dimension generated an alpha of .95 for jacket products (M_{jacket}= 11.29, *SD*= 4.83, *N*= 31), and an alpha of .84 for smartphone products (M_{phone}= 13.45, *SD*= 3.67, *N*= 31).

Attitude toward Product Attribute (Beaudoin, Moore, & Goldsmith, 1998; Phau & Yip, 2008; please see Appendix 5). The original scale was intended to measure the degree of importance of each of the twelve product attributes when respondents purchase clothes in Beaudoin et al. (1998) and Phau and Yip (2008)'s studies. In the present study, all of the twelve product attributes were utilized to measure jacket products, while only eleven items (removal of the *appropriate for occasion* item) were used in the case of smartphones. Moreover, in previous studies which had employed this measure, researchers simply replicated the scale based on the reasoning that the twelve attributes were ascertained by a review of past research and experts in the apparel field. Therefore, to determine the reliability of this scale and the appropriateness of using eleven attributes for smartphone products, this scale was included in the pilot study.

Participants were asked to rate the importance of product attributes (*e.g.* quality, good price) for each type of product on a 5-point Likert scale (Not important at all= 1, Extremely important= 5). In the present study, an alpha of .74 was reported for jacket products (M_{jacket}= 49.84, *SD*= 5.01, *N*= 31), and an alpha of .79 was reported for smartphone products (M_{phone}= 42.84, *SD*= 5.84, *N*= 31).

Brand Familiarity (Simonin & Ruth, 1998; please see Appendix 6). The three items measuring a person's familiarity with brand names were original to Simonin and Ruth (1998). In the present study, this measure was used to assess whether participants could recognize a certain brand, from the concern that if participants do not know the brand then it would not make sense to have them answer questions about their attitude toward and quality perception of that brand.

Participants were asked to indicate the degree of familiarity with the six chosen brands in the present study on a 5-point Likert scale (*e.g.* How familiar are you with the brand Roots? Very unfamiliar= 1, Very familiar= 5). In Simonin and Ruth (1998)'s study, alphas of .80 and .94 were reported for the scale used with car brands and microprocessor brands respectively. In the present study, an alpha of .95 for the brand Roots (M_{Roots}= 12.26, *SD*= 3.27, *N*= 31), an alpha of .94 for the brand A&F (M_{AF}= 11.48, *SD*= 3.00, *N*= 31), an alpha of .96 for the brand Semir (M_{Semir}= 3.52, *SD*= 1.65, *N*= 31), an alpha of .77 for the brand BlackBerry (M_{BB}= 12.87, *SD*= 2.32, *N*= 31), an alpha of .85 for the brand Apple (M_{Apple}= 14.81, *SD*= 0.65, *N*= 31), an alpha of .98 for the brand HUAWEI (M_{HUAWEI}= 4.06, *SD*= 2.54, *N*= 31) were reported.

Brand Attitude (Sengupta & Johar, 2002; please see Appendix 10). The three items measuring a consumer's opinion of a certain brand's product were adapted from Sengupta and Johar (2002)'s work. Participants were asked to evaluate chosen brands' products on a 5-point Likert scale (*e.g.* I think Roots makes very good jackets. Strongly agree= 1, Strongly disagree= 5). An alpha of .93 was reported for the scale by Sengupta and Johar (2002). In the present study, an alpha of .90 for Roots (M_{Roots}= 10.52, *SD*= 2.59, *N*= 31), an alpha of .69 for A&F (M_{AF}= 9.97, *SD*= 1.72, *N*= 31), an alpha of .95 for Semir (M_{Semir}= 8.06, *SD*= 1.95, *N*= 31), an alpha of .95 for BlackBerry (M_{BB}= 7.87, *SD*= 3.37, *N*= 31), an alpha of .92 for Apple (M_{Apple}= 13.16, *SD*= 2.16, *N*= 31) and an alpha of .93 for HUAWEI (M_{HUAWEI}= 7.83, *SD*= 2.15, *N*= 30) were reported.

Product Quality (Sprott & Shimp, 2004; please see Appendix 11). The three items from Sprott and Shimp (2004) were intended to measure a person's attitude regarding the quality of a particular brand/product. Participants were asked to indicate how they perceive a certain brand's product quality (*e.g.* All things considered, I would say Roots jackets have ____ overall quality. Very poor= 1, Very good= 5). In Sprott and Shimp (2004)'s original work, the scale was reported to have alphas of ≥ .96 and .97. In the present study, an alpha of .89 for Roots, (M_{Roots}= 11.87, *SD* = 2.06, *N*= 31), an alpha of .88 for Abercrombie & Fitch (M_{AF}= 10.71, *SD* = 1.58, *N*= 31), an alpha of .91 for Semir (M_{Semir}= 8.71, *SD* = 1.30, *N*= 31), an alpha of .94 for BlackBerry (M_{BB}= 9.68, *SD* = 2.93, *N*= 31), an alpha of .92 for Apple (M_{Apple}= 13.19, *SD* = 1.85, *N*= 31), and an alpha of .93 for HUAWEI (M_{HW}= 8.48, *SD* = 1.36, *N*= 31) were reported.

Consumer Ethnocentrism (Shimp & Sharma, 1987; please see Appendix 13). In Shimp and Sharma (1987)'s study, the seventeen items were meant to measure respondents' attitude toward the appropriateness of purchasing products made in their home country versus those manufactured in other countries. This scale has been used in many studies and translated in a variety of languages. In the present study, this scale was adapted to focus on the Canadian context. Participants were asked to evaluate seventeen statements (*e.g.* Purchasing foreign-made products is un-Canadian) on a 5-point Likert scale (Strongly disagree= 1, Strongly agree= 5). In Shimp and Sharma (1987)'s study, alphas between .94 and .96 were reported for this scale in the four samples they used. In the present study, an alpha of .92 was reported (M_{CET}= 39.65, *SD*= 9.70, *N*= 31).

Manipulation Check (please see Appendix 7). To ensure the effectiveness of country-related stimuli, two sets of manipulation check were administered in the pilot study, in terms of country

of design and country of manufacture. The reason for checking whether participants could identify a brand's country of design (brand origin) was for the sake of consumer ethnocentrism analysis that would be performed in the main study later on, while checking the manufacturer stimulus was to avoid any compromises to the research objective of the present study which was aiming to investigate how participants would react to brands' country-of-manufacture cue.

The following is a table illustrating the scale reliability, mean score and standard deviation of measures used in the pilot study of this research project (please see Table 5).

Insert Table 5 about here

Analyses & Results

Pilot study. In the present study, the pretest had a with-subjects design.

Comparison between product categories. Mauchly's test was performed to assess participants' involvement with jacket and smartphone products. Given the small sample size (*N*= 31), the Greenhouse-Geisser's correction was applied (Girden, 1992; Greenhouse & Geisser, 1959). Test results suggested that participants' interest in smartphone products was significantly higher than their interest in jacket products ($F_{1,30}$= 6.74, p< .05; M_{jacket}= 3.08, M_{phone}= 3.39).

Next, the attention was turned to examine how participants evaluate jackets and smartphones by brand/product function. Mauchly's tests were performed for the four dimensions of brand/product function, in terms of hedonic, utilitarian, and the two aspects of symbolic function. With the application of Greenhouse-Geisser's correction, insignificant variance was observed in participants' opinion of utilitarian and value-expressive functions between jackets and smartphones ($F\ (1, 30)_{\ hed}$= 43.93, p< .000; $F\ (1, 30)_{\ ut}$= .004, p> .05; $F\ (1, 30)_{\ sym\_value}$= 1.19, p> .05, $F\ (1, 30)_{\ sym\_social}$= 6.41, p< .05). In other words, smartphones appeared to be more hedonic and social-adjustive than jackets in the eyes of university undergraduate students surveyed in the present study (M_{jacket_hed}= 3.42, M_{phone_hed}= 4.53; M_{jacket_social}= 2.82, M_{phone_social}= 3.36), but the two types of product were perceived to be equally utilitarian and value-expressive (M_{jacket_ut}= 4.64, M_{phone_ut}= 4.65; M_{jacket_value}= 3.12, M_{phone_value}= 3.30).

The last within-subjects comparison between the two product categories was about how participants rank the importance of product attributes. According to the results of *F* test ($F_{1,30}$= 12.12, *p*< .01), participants' attitude toward the importance of product attributes of smartphones was significantly differed from those of jackets (M_{jacket}= 4.15, M_{phone}= 3.89). Moreover, among the twelve product attributes of jacket products, noteworthy discrepancy was also observed (χ^2_{65} = 141.61, *p*< .000; $F_{11,330}$ = 4.65, *p*< .000) which indicated that quality ($M_{quality}$= 4.61), comfort ($M_{comfort}$= 4.35) and appropriate for occasion ($M_{occasion}$= 4.35) were the top three attributes that participants care the most for jackets. Among the eleven attributes for smartphone products, significant variation in attribute importance was also evident (χ^2_{54}= 119.81, *p*< .000; $F_{10,300}$= 7.61, *p*< .000). Participants gave the highest three ratings to quality ($M_{quality}$= 4.55), ease of use (M_{ease}= 4.32) and durability ($M_{durability}$= 4.23). The attribute *good price* was ranked the 8th (M_{price}= 4.16) and 4th (M_{price}= 4.06) for jackets and smartphones, respectively.

Comparison among brands. When comparing participants' brand familiarity with Roots, Abercrombie & Fitch, and Semir, the *F* test with the application of Greenhouse-Geisser's correction showed significant variance among brands ($F_{2,60}$= 99.42, *p*< .000; M_{Roots} = 4.09, M_{AF}= 3.83, M_{Semir}= 1.17) which was in contrary to the results obtained from Mauchly's test (χ^2_2= .45, p> .05). Among the three smartphone brands, a consensus was reached between Mauchly's test (χ^2_2= 45.45, *p*< .000) and the Greenhouse-Geisser corrected *F* test ($F_{2,60}$= 190.41, *p*< .000), suggesting that participants' familiarity with BlackBerry, Apple and HUAWEI were statistically different (M_{BB}= 4.29, M_{Apple}= 4.94, M_{HW}= 1.35). Overall, participants were very unfamiliar with the two Chinese brands tested in the pretest.

In terms of the scale measuring participants' attitude toward jacket brands, Mauchly's test indicated no violation of the assumption of sphericity (χ^2_2= .63, *p*> .05); however, after applying the Greenhouse-Geisser's correction, attitude discrepancy became significant ($F_{2,60}$ = 11.93, *p*< .000; M_{Roots}=3.51, M_{AF}= 3.32, M_{Semir}= 2.69). Inconsistent results between Mauchly's test (χ^2_2= 3.57, *p*> .05) and Greenhouse-Geisser corrected *F* test ($F_{2,60}$= 49.26, *p*< .000, *N*= 31) were also emerged when analyzing participants' attitude toward smartphone brands (M_{BB} = 2.62, M_{Apple}= 4.39, M_{HW}= 2.56). Nevertheless, taking a more conservative approach to interpret test

results, participants had more positive attitude toward Roots and A&F than Semir, while Apple appeared to be the most favorable smartphone brand.

Finally, it came to compare participants' quality perception of branded products. Among jacket brands, Mauchly's test suggested no significant variance (χ_2^2= .82, p> .10), whereas the Greenhouse-Geisser corrected F test pointed to the opposition ($F_{2,60}$= 23.85, p< .000; M_{Roots}=3.96, M_{AF}= 3.57, M_{Semir}= 2.90). For smartphone brands, there was also a disagreement between Mauchly's test (χ_2^2= 5.62, p> .05) and Greenhouse-Geiseer corrected F test ($F_{2,60}$= 43.16, p< .000; M_{BB}=3.23, M_{Apple}= 4.40, M_{HW}= 2.83). Again, drawing a conclusion from a more conservative perspective, participants perceived Roots and Apple to have better product quality than their competitors' brands.

Manipulation check. The last part of the pilot study was comprised of two sets of manipulation check for the country-of-design and country-of-manufacture stimuli. Mauchly's tests showed that participants could accurately tell the country of design (brand origin) for Roots ($\chi_2^2{}_{Roots\_coo}$ = 33.72, p< .000; $F\ (2, 60)_{Roots\_coo}$ = 175.95, p< .000; M_{Roots_US}= 1.48, M_{Roots_Canada}= 4.48, M_{Roots_China}= 1. 29) and Abercrombie & Fitch ($\chi_2^2{}_{AF\_coo}$ = 21.99, p< .000; $F\ (2, 60)_{Roots\_coo}$ = 201.21, p< .000; M_{AF_US}= 4.71, M_{AF_Canada}= 1.65, M_{AF_China}= 1. 45), but not for Semir ($\chi_2^2{}_{Semir\_coo}$ = 12.44, p< .05; $F\ (2, 60)_{Semir\_coo}$ = 1.70, p> .10; M_{Semir_US} = 2.74, M_{Semir_Canada}= 2.55, M_{Semir_China}= 3.06).

Surprise was also encountered when assessing participants' knowledge about smartphone brands' country of design (brand origin). While both Mauchly's test ($\chi_2^2{}_{BB\_coo}$ = 50.44, p< .000) and the Greenhouse-Geisser corrected F test ($F\ (2, 60)_{BB\_coo}$ = 9.14, p< .01) showed that participants knew for sure that BlackBerry was not a Chinese brand (M_{BB_China}= 1.42), they were confused about whether it was from Canada or the U.S. (M_{BB_Canada}= 3.10, M_{BB_US}= 2.94). For the other two smartphone brands, Mauchly's sphericity test and F test ($F\ (2, 60)_{Apple\_coo}$ = 132.83, p< .000; $F\ (2, 60)_{HW\_coo}$ = 48.20, p< .000) produced consistent results (M_{Apple_US}= 4.77, M_{Apple_Canada}= 1.68, M_{Apple_China}= 1.74; M_{HW_US}= 1.90, M_{HW_Canada}= 1.90, M_{HW_China}= 4.10).

Another interesting phenomenon observed in the analysis of manipulation check was that participants tend to take China to be chosen brands' country of manufacture for granted, except

for Roots ($\chi^2_{2\ Roots\_com}$ = 13.74, p< .01; $F\ (2, 60)_{\ Roots\_com}$ = 10.83, p< .01, M_{Roots_US}= 2.26, M_{HW_Canada}= 3.58, M_{HW_China}= 3.10).

Measurement issue(s). According to the analytical results obtained from the pilot study, two measurement issues were observed. First, the two Chinese brands were significantly lagged behind their counterparts in terms of brand familiarity. If participants could not recognize a brand, it would not make sense to have them answer questions related to brand attitude, quality perception and purchase intention of that brand. Therefore, in the main study, filter questions (please see Appendix 9) assessing whether participants knew the brand Semir and HUAWEI would be administered prior to they started answering any questions related to these two brands.

The other issue was that participants took China to be brands' country of manufacture for granted. Considering that the present study was interested in exploring how different combinations of country of manufacture and country of design would affect participants' reaction, the research objective of this project would be compromised if there was only one level of manufacturer. Consequently, in the main study, the manufacturer stimulus would be reinforced by showing participants pictures which were comprised of a certain brand's logo and a footnote describing the brand's country of design and country of manufacture (please see Appendix 7).

Measures & Scales

Main study. Seven scales were included in the main study questionnaire. Prior to initiate analyses, the raw dataset was first cleaned then examined for missing values. The two Chinese brands (Semir and HUAWEI) had to be removed from the main study dataset due to statistically insufficient responses (N_{Semir_China}= 7, N_{Semir_US}= 12; N_{HW_China}= 27, N_{HW_US}= 27). As a result, the main study would only have two levels of country of design (Canada and the U.S.) and two levels of country of manufacture (China and the U.S.). According to the Missing Value Analysis performed by SPSS, valid number of usable responses in each treatment ranges from 126 to 136. Given this statistically sufficient sample size, listwise deletion was also applied in the main study.

The main study questionnaire removed three scales measured in the pilot study, which were involvement with product category, attitude toward product attributes and brand familiarity, and added a scale assessing participants' purchase intention of a certain brand's product.

Purchase Intention (Baker & Churchill, 1977; please see Appendix 12). The original scale was used to measure the inclination of a consumer to buy a specified good or use a service. In the present study, participants were asked to evaluate four statements (*e.g.* Would you like to try this Roots jacket?) on a 5-point Likert scale (Definitely not= 1, Definitely yes= 5). This scale had been used in many studies; the lowest alpha reported was .69 in Griffith and Chen (2004)'s study, while the highest alpha reported was .91 from Kilbourne, Painton and Ridley (1985)'s research. In the present study, this scale had alphas between .84 and .93.

The following is a table illustrating the scale reliability, mean score and standard deviation of measures used in the main study of this research project (please see Table 6).

Insert Table 6 about here

Analyses & Results

Before testing the hypotheses proposed in the present study, research participants were screened for the criterion that whether they are Canadian citizen/immigrant, under the consideration that this research project was meant to study Canadian consumers' reaction to bi-national products. In this research project, Canadian citizen/immigrant is referred to the status of research participants who either hold a Canadian passport or are Canadian permanent residents. The rationale of distinguishing Canadian citizen/immigrant (permanent resident) from research participants who hold temporary (work/study) visa also stems from the definition of the construct of consumer ethnocentrism which is defined as "trait-like property of an individual's personality that encompasses the beliefs held by the consumers about appropriateness, indeed morality, of purchasing foreign-made products" (Shimp & Sharma, 1987: 280). Therefore, in order to produce unbiased test results, questionnaire responses of research participants who are international students were removed from the dataset (N= 31), which left 231 usable responses that would be used in the main study analyses (M_{age}= 21.64, Max= 39, Min= 17, SD= 3.78, N_{female}= 120, N= 231).

Next, outliers in measures were checked and removed. To identify outliners in each measure, Tukey's resistant rule was utilized (Hoaglin, Iglewicz, & Tukey, 1986; Hoaglin & Iglewicz, 1987; Tukey, 1977).

$$F\text{-spread} = F_U - F_L$$

$$IF_L = F_L - 1.5\ (F\text{-spread})$$

$$IF_U = F_U + 1.5\ (F\text{-spread})$$

First, have SPSS to produce Percentiles table for each measure. Then substitute the 1st and 3rd quartile values into the above equations. Index scores that fell outside of the *inner fence* range computed by using the above equations were outliers in that particular scale. The reason to choose 1.5 as the multiplier was due to the fact that there would be no outliers in all measures if 2.0 or 2.2 was used in the equation.

The following is a table summarizing the number of outliners in each measure used in the main study of this research project (please see Table 7).

Insert Table 7 about here

The final step in data preparation was dummy coding the two countries of manufacture (China = 1, the U.S. =2) and the two countries of design[1] (the U.S. =1, Canada =2). Participants' consumer ethnocentric tendency (CET) index scores were also divided into a "low ethnocentric tendency" group (dummy coding "1") and a "high ethnocentric tendency" group (dummy coding "2") by using average CET index scores[2] ($M_{CET\_jacket\_China\_made}$ = 2.48, N_{high}= 47, *N*= 113; $M_{CET\_jacket\_US\_made}$ = 2.40, N_{high}= 59, *N*= 114; $M_{CET\_phone\_China\_made}$ = 2.46, N_{high}= 49, *N*= 103; $M_{CET\_phone\_US\_made}$ = 2.46, N_{high}= 50, *N*= 103).

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[1] Data was re-organized in a way that in each product category there were one brand designed in Canada and one brand designed in the U.S. Considering that participants were randomly assigned into one of the two manufacturer treatments, if a participant answered Roots' made-in-China (U.S.) questions and A&F's made-in-China (U.S.) questions in the same questionnaire, this individual's responses would be discarded, for the sake of preserving a between-subjects research design.

[2] Equally dividing participants' CET index scores into three subgroups (high CET, neutral, and low CET) then discarding the middle group would result in a smaller sample size and reduce the power to detect effects.

Correlation analyses were performed to investigate the interrelation among country of design/manufacture combinations, consumer ethnocentrism, product function and dependent variables (please see Appendix 14).

According to the correlation matrices (the first four correlation tables), there was no evidence to suggest that participants' brand attitude, quality perception and purchase intention of branded products were affected by the country-of-manufacture cue (p> .10). In other words, research participants were indifferent between China-made and U.S.-made jacket and smartphone products when these products were designed in the same country (or were from the same parent brand). For instance, participants did not perceive Roots' made-in-China jackets to have different product quality from Roots' made-in-U.S. jackets.

However, when it came to compare branded products which were designed in different countries, striking results were observed (the last three correlation tables). For jacket products, the moderately incongruent country association between designed-in-Canada (Roots) and made-in-U.S. produced a significant variance in research participants' quality perception ($F_{1,115}$ = 7.458, p< .01; $M_{U.S.\_designed}$= 3.43, $M_{Canada\_designed}$= 3.79) compared with the complete congruent pair between designed-in-U.S. (Abercrombie & Fitch) and made-in-U.S. Moreover, for smartphone products, the overwhelming influence exerted by the country-of-design (brand origin) cue was even more manifest. To be specific, designed-in-U.S. (Apple) and made-in-China smartphone products received superior consumer evaluation over their designed-in-Canada (BlackBerry) and made-in-China counterparts in all of the three criteria, in terms of brand attitude ($F_{1,99}$= 76.312, p< .000; $M_{attitude\_US\_designed}$= 4.25, $M_{attitude\_Canada\_designed}$= 2.86), quality perception ($F_{1,99}$= 46.579, p< .000; $M_{quality\_US\_designed}$ = 4.36, $M_{quality\_Canada\_designed}$ = 3.35), and purchase intention ($F_{1,103}$= 54.019, p< .000; $M_{purchase\_US\_designed}$= 3.66, $M_{purchase\_Canada\_designed}$= 2.21). Similar results were obtained from the comparison between U.S.-made smartphone products which were designed-in-U.S. (Apple) and designed-in-Canada (BlackBerry), suggesting that there was also significant discrepancy in research participants' brand attitude ($F_{1,102}$= 58.578, p< .000; $M_{attitude\_US\_designed}$= 4.15, $M_{attitude\_Canada\_designed}$= 2.74), quality perception ($F_{1,103}$= 49.642, p< .000; $M_{quality\_US\_designed}$ = 4.32, $M_{quality\_Canada\_designed}$ = 3.25), and purchase intention ($F_{1,102}$ = 64.666, p< .000; $M_{purchase\_US\_designed}$ = 3.72, $M_{purchase\_Canada\_designed}$ = 2.13). According to the above test results, H_1may be rejected given the fact that other than the congruent

country association between U.S.-designed/U.S.-made smartphones received superior consumer evaluation over Canada-designed/U.S.-made counterparts, the other two advanced pairs of country-related associations both had various degrees of incongruity (Canada-designed/U.S.-made jackets, U.S.-designed/China-made smartphones).

In terms of the effects of consumer ethnocentric tendency on research participants' product evaluation, the correlation analyses (the last four tables) also produced very interesting results. For jacket products, highly ethnocentric participants indicated significantly stronger purchase intention of products designed in Canada (Roots) over products designed in the U.S. (Abercrombie & Fitch), regardless of whether the products were made in China ($F_{1,112}$= 12.270, p< .01; $M_{low\ CET}$= 2.45, $M_{high\ CET}$= 2.99) or made in the U.S. ($F_{1,112}$= 11.025, p< .01; $M_{low\ CET}$= 2.41, $M_{high\ CET}$= 3.03). However, in the case of smartphone products, consumer ethnocentric tendency was showed to have insignificant effects on participants' product evaluation (p> .10). Therefore, both H_2 and H_3 were supported.

Finally, it came to examine the interrelation between product function and consumer evaluation. First of all, in all of the eight correlation tables, product function (hedonic, utilitarian, value-expressive and social-adjustive) was showed to be positively correlated with brand attitude, quality perception and purchase intention (p< .01). For this reason, H_{4a} through H_{4d} were fully supported.

Paying close attention to the last three correlation matrices, it was found that potential mediation paradigms may exist among country-related associations, product function and consumer evaluation. There was one pair of three-way interaction for jacket products among U.S.-/Canada-designed (Roots versus Abercrombie & Fitch) U.S.-made country associations, hedonic function and consumers' quality perception, and two pairs of three-way interaction for smartphone products among (1) U.S.-/Canada-designed (Apple versus BlackBerry) China-made country associations, product function (hedonic, utilitarian, value-expressive and social-adjustive) and consumer evaluation (brand attitude, quality perception and purchase intention) and (2) U.S.-/Canada-designed (Apple versus BlackBerry) U.S.-made country associations, product function (hedonic, utilitarian, value-expressive and social-adjustive) and consumer evaluation (brand attitude, quality perception and purchase intention). To further explore the interrelation among these variables, Linear Regression analyses were performed.

The following is a table illustrating the mediation effects of the variable product function (please see Table 8).

Insert Table 8 about here

According to the above test results, there were partial mediation relationships between design/manufacturing country associations and consumers' product evaluation. More specifically, with the presence of hedonic function, country association was able to explain 31 percent of the variance in research participants' differential quality perception between U.S.-designed (A&F)/U.S.-made and Canada-designed (Roots)/U.S.-made jacket products ($F_{1,115} = 7.458$, $p < .01$; $M_{U.S.\_designed} = 3.43$, $M_{Canada\_designed} = 3.79$). In terms of smartphone products, when hedonic and utilitarian functions were taken into account, country association was able to explain 73 percent of the variance in consumers' differential brand attitude between U.S.-designed (Apple)/China-made and Canada-designed (BlackBerry)/China-made smartphones ($F_{1,99} = 76.312$, $p < .000$; $M_{attitude\_US\_designed} = 4.25$, $M_{attitude\_Canada\_designed} = 2.86$). And with the presence of utilitarian and symbolic functions (value-expressive and social-adjustive), country association was able to explain 70 percent of the variance in consumers' purchase intention of U.S.-designed (Apple)/China-made smartphones over Canada-designed (BlackBerry)/China-made smartphones ($F_{1,103} = 54.019$, $p < .000$; $M_{purchase\_US\_designed} = 3.66$, $M_{purchase\_Canada\_designed} = 2.21$). Similarly, when the utilitarian and value-expressive functions were present, country association was able to explain 74 percent of variance in research participants' purchase intention of U.S.-designed (Apple)/U.S.-made smartphones over Canada-designed (BlackBerry)/U.S.-made smartphones ($F_{1,102} = 64.666$, $p < .000$; $M_{purchase\_US\_designed} = 3.72$, $M_{purchase\_Canada\_designed} = 2.13$).

DISCUSSION

This research project sought to investigate the outcome of firms' cross-border outsourcing practice by examining the effects of (in)congruity between country of design (brand origin) and country of manufacture, consumer ethnocentric tendency and product function, respectively, on young Montréalers' reaction to bi-national products from two product categories (jacket and smartphone). There were four research questions the present study attempted to answer, in terms of (a) whether young Montréalers would prefer branded products manufactured in the U.S. over branded products manufactured in China (H_1), (b) whether young Montréalers would prefer branded products designed in Canada over branded products designed in the U.S. (H_1), (c) whether young Montréalers' ethnocentric tendency could positively affect their preference of branded products designed in Canada over branded products designed in the U.S. (H_2, H_3), and (d) whether product function would have positive influence on young Montréalers' evaluation of branded products (H_{4a} through H_{4d}).

As to answer the first two research questions which were aimed to explore the effects of (in)congruity between country of design and country of manufacture on research participants' product evaluation, mixed results were obtained. To be specific, it was found that when controlling the country-of-design stimulus, research participants were indifferent between China-made and U.S.-made products. When fixing the country-of-manufacture stimulus, the effects of (in)congruity between country associations started becoming manifest. For jacket products, the moderately incongruent country association between Canada-designed/U.S.-made received more favorable evaluation of product quality compared with the complete congruent country association between U.S.-designed/U.S.-made. In the case of smartphone products, research participants had more favorable attitude toward, quality perception and purchase intention of branded products which were U.S.-designed/China-made or U.S.-designed/U.S.-made over branded products which were Canada-designed/China-made or Canada-designed/U.S.-made, respectively. In other words, as long as the branded smartphone products were designed in the U.S., research participants were also indifferent between China-made and U.S.-made products.

The above test results regarding the insignificant influence exerted by the country-of-manufacture cue on research participants' product evaluation were consistent with the findings of

previous studies (Chung et al., 2009; Hamzaoui-Essoussi et al., 2011; Hui & Zhou, 2003) and could be attributed to the shielding effects of *brand equity* (Aaker, 1991; Kim & Chung, 1997) of the brands included in the present study (Roots, BlackBerry, Abercrombie & Fitch and Apple) that "every known brand possesses a certain value which is determined by the popularity, reputation and associated beliefs of the brand" (Hui & Zhou, 2003: 133). In terms of the positive impact of congruent country association (U.S.-designed/U.S.-made smartphones) on consumer evaluation, it provided empirical support to one of Mandler (1982, 1983)'s assumptions that congruity between two subjects shall produce favorable evaluation because it conforms to people's expectations and allows predictability. And the positive impact of moderately incongruent country association (Canada-designed/U.S.-made) on research participants' favorable quality perception of branded jacket products was also evident in Meyers-Levy and Tybout (1989) and Carvalho et al. (2011)'s studies that as long as the moderate incongruity between two subjects could be resolved successfully, favorable evaluation was possible.

When it came to examine the impact of consumer ethnocentric tendency on young Montréalers' reaction to branded products designed in different countries, the test results indicated that consumer ethnocentric behavior was contingent and varied across product categories. To be specific, research participants who exhibited strong ethnocentric personality trait showed higher purchase intention of branded jacket products designed in Canada over branded jacket products designed in the U.S. regardless of whether the products were China-made or U.S.-made. However, in the case of smartphone products, there was no statistically significant correlation between consume ethnocentrism and young Montréalers' product evaluation observed in the present study. This test result was in line with scholars' previous findings (Balabanis & Diamantopoulos, 2004; Bruning, 1997) and may be attributable to research participants' education level (Javalgi et al., 2005; Klein et al., 1998; Sharma et al., 1995; Shimp & Sharma, 1987) and the cultural openness of the city of Montréal (Javalgi et al., 2005; Sharma et al., 1995; Shimp & Sharma, 1987).

The surprise of the present study was emanated from the discovery of the role that product function played in the relationship between country associations and young Montréalers' product evaluation. According to the test results, all of the four dimensions of product function, in terms of hedonic, utilitarian, value-expressive and social-adjustive, were positively related to research participants' brand attitude, quality perception and purchase intention of branded products. It was

also found that some dimensions of product function were able to mediate the main effects of country associations on research participants' product evaluation. For instance, with the presence of hedonic function, country association was able to explain 31 percent of the variance in research participants' differential quality perception between Canada-designed/U.S.-made jackets and U.S.-designed/U.S.-made jackets. Even more striking, with the presence of utilitarian and value-expressive functions, country association was able to explain more than 70 percent of the variance in research participants' purchase intention of smartphone products which were U.S.-designed/U.S.-made over smartphone products which were Canada-designed/U.S.-made. Although none of previous country-of-origin research have directly measured the construct of product function, scholars have discovered several factors, such as automobiles' appearance/product feature and plasma TV sets' tangible product attribute, as mediators in the interrelation between country associations and consumers' product evaluation (Carvalho et al., 2011; Haubl, 1996). Moreover, the test results of this study partially supported Chattalas and his colleagues (2008)'s proposition by demonstrating that hedonic and utilitarian functions (Voss et al., 2003) of a product indeed had positive impacts on research participants' product evaluation.

Limitations

This research project had several limitations. First, it is a cross-sectional research, so that no causality or direction between variables could be inferred. Additionally, research participants' responses were measured at a single time, which may lead to a consequence that findings of the present study may change over time (Mook, 2001). Moreover, there were only two types of product (jacket and smartphone) examined in experiments; consequently, research findings of the present study may not be generalizable to other product categories. Furthermore, the brands used in the present study are all real and have certain degrees of brand equity (Aaker, 1991; Kim & Chung, 1997); as a result, its research findings suffered the same issue as previous studies which employed real brands, in a sense that it could not eliminate the influence exerted by well-known brands' name on research participants' product evaluation. Although Peterson and Jolibert (1995) came to a conclusion that employing student sample would not significantly affect the explanation power of test results, given the characteristics of research participants approached in the present study who are first- or second-year university undergraduate students from diverse ethnic background,

caution is required when interpreting the findings of the present study.

In addition, it is worth mentioning that there was supposed to be a third country of design, China. The purpose of including China as one of the design countries was to create another two pairs of country association, in terms of complete congruity (China-designed/China-made) and extreme incongruity (China-designed/U.S.-made). It was hoped that through the comparison between the above two country associations, the present study could empirically examine Mandler (1982, 1983)'s assumption regarding the negative evaluation caused by schema incongruity. However, given the fact that research participants were too unfamiliar with the two Chinese brands (Semir and HUAWEI), the present study could not generate statistically sufficient cases to perform meaningful analyses; as a result, the two Chinese brands had to be dropped, which is probably a weakness of collecting data via standardized questionnaires.

Also, several methods used in the present study to deal with data had shortcomings and influence on research findings. For instance, research participants approached in the present study could be categorized into three groups (Canadian citizens, Canadian permanent residents, and international students) based on their legal status in Canada. When deciding which groups may be defined as Canadian consumers, responses of both Canadian citizens and Canadian permanent residents (immigrants) were retained to prevent substantial loss of data points. However, scholars have noticed that immigrants may need to overcome challenges such as forming cultural identity and sense of belongingness (Berry, 1997) during the process of acculturation, which may cause variation in the strength of consumer ethnocentrism between Canadian citizens and Canadian immigrants. And by using mean split to distinguish highly ethnocentric research participants from those with a relatively low ethnocentric tendency, it created uneven number of research participants in the two groups, increasing the probability of both Type I and Type II errors. The last but not the least, research findings of the present study may be subject to the issue of common method variance. It is suggested that people have a tendency to maintain consistency between their cognitions and behaviors (Podsakoff & Organ, 1986; Salancik & Pfeffer, 1977); consequently, using self-report questionnaires to collect data measuring the independent and dependent variables from the same rater may produce not only "true" but also *artifactual* relationships.

Despite the above limitations, this research project was able to show that the country-of-manufacture cue had statistically insignificant impacts on young Montréalers' product evaluation

of branded jacket and smartphone products, the country-of-design (brand origin) cue had significant influence on young Montréalers' product evaluation of branded jacket and smartphone products, consumer ethnocentric tendency had positive effects on young Montréalers' purchase intention of branded jacket products designed in Canada, and product function was not only positively related to young Montréalers' product evaluation but also was an imperative mediator in the relationship between country association and young Montréalers' quality perception of branded jacket products designed in Canada as well as attitude toward and purchase intention of branded smartphone products designed in the U.S.

Future Directions

This research project served as an exploratory study by establishing a link between the construct of product function and country-of-origin effects. Given the explanation power of product function in research participants' product evaluation with the presence of combinations of country association, more empirical research may consider to include the construct of product function in theoretical frameworks and operational experiments.

Future research could also investigate the effects of extreme incongruent country associations on consumers' product evaluation, which was a task could not be accomplished by this research project. Nevertheless, the present study has generated affirmative evidence to demonstrate a positive impact of moderately incongruent country associations on research participants' quality perception of branded jacket products. Valuable insights may be offered if future research could examine the influence exerted by the moderate incongruity between countries of origin on consumers' product evaluation by using fictional brand names, for the purpose of enriching the knowledge of schema (in)congruity effects on consumer behavior and better preparing firms in scenarios of new product introduction and brand extension.

Furthermore, the test results of this research project supported scholars' viewpoint that the manifestation of country-of-origin effects may be varied across product categories. Future research may consider to include types of product that have not been examined in previous studies in operational experiments. As a matter of fact, in the majority of country-of-origin studies up to date, researchers tested hypotheses on physical products. Few have empirically examined the effects of

country-of-origin cues on research participants' evaluation of service products such as air travel carrier (Bruning, 1997) and financial service (Hanne, 1996). Interesting findings may be obtained if future research could compare and contrast end users' reaction to and perception of service products offered by firms with different countries of origin. Likewise, conducting country-of-origin research among different groups of research participants may also be a promising direction of future studies, for instance, between research participants from different countries or between a nation's citizens and immigrants.

Practical Implications

According to the analytical results of this research project, the country-of-manufacture cue was showed to have insignificant impacts on research participants' evaluation of products from well-known brands. Consistent with the findings of previous studies (Chung et al., 2009; Hamzaoui-Essoussi et al., 2011; Hui & Zhou, 2003), it may provide firms more confidence in their decision-making process of the production outsourcing practice. As long as firms appropriately emphasize the country-of-design (brand origin) cue in consumers' information processing and maintain the reputation of their brand names, the manufacturing location of their branded products shall not be a major concern of their offshoring practice. In this case, Apple's linguistic tactic may be a good example to follow that on the back of each of its smartphone products, it is engraved that "Designed by Apple in California, Assembled in China". Leveraging on the reputation and image of its brand, Apple successfully highlights the country-of-design association with its branded products, which serves as a guarantee for product quality and reliability in the perception of end users and mitigates potential negative evaluations caused by the manufacturer cue.

Moreover, consumer ethnocentric tendency was found to have positive impacts on young Montréalers' purchase intention of branded jacket products designed in Canada, regardless of whether the jacket products were China-made or U.S.-made. For this reason, Canadian companies (brands) in the garment industry may promote their country-of-design (brand origin) association by means of advertising and marketing campaigns, in order to reinforce their national identity in the minds of Canadian consumers. For instance, Roots designed its brand logo to be one of Canada's symbolic animals, the Beaver, which genuinely links the brand to its country of origin. In addition to brand logos, consumer ethnocentrism and other emotional reactions may also be

triggered by company history and founder's biography (Paharia, Keinan, Avery, & Schor, 2011). In the case of foreign brands, consumer ethnocentrism is also possible through strategic activities such as co-branding with local brands.

The last but not the least, this research project underscored the importance of product function in end users' brand attitude toward the parent brand as well as their quality perception and purchase intention of branded products, which shall help firms to understand why or why not end users prefer their branded products over competitors' branded products. Such information could be used to either change or improve the approach of their strategic activities, such as Research & Development, marketing, industrial positioning and cross-border outsourcing practice. For instance, BlackBerry may consider to enhance their smartphone products' hedonic and utilitarian functions by developing more user-friendly features and reliable operational systems. Speaking of the means to strengthen its smartphone products' symbolic function in the eyes of end users, BlackBerry may consider to create favorable associations between their products and celebrity spokespersons or prestigious social events (Keller, 1993).

CONCLUSION

This research project sought to explore the outcome of firms' cross-border outsourcing practice by examining the effects of (in)congruity between branded products' countries of design/manufacture, consumer ethnocentric tendency and product function on end users' product evaluation, respectively. The analytical results of the present study supported Mandler (1982, 1983)'s theoretical assumptions and scholars' previous findings by demonstrating positive effects of complete congruity and moderate incongruity between country associations, consumer ethnocentric tendency and product function on end users' reaction to products which were designed and manufactured in different countries. Additionally, product function was unexpectedly found to be able to mediate the interrelation between country associations and end users' evaluation of branded products. Moreover, by establishing a link between the construct of product function and country-of-origin effects, this research project contributed to the literature as it may be the first to examine the interrelation between the construct of product function and consumers' evaluation of bi-national products. The test results of the present study shall also shed light on future research and managerial implications.

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TABLE 1

Comparison of Hofstede's Cultural Dimensions among the U.S., Canada, and China

	IDV	**UAI**	**PDI**	**MAS**	**LTO**	**IVR**
U.S.	91	46	40	62	26	68
Canada	80	48	39	52	36	68
China	20	30	80	66	87	24

Source: 6-D Model of National Culture. 2012. ***The Hofstede Center home page***. http://www.geert-hofstede.com, retrieved October 14, 2014.

TABLE 2

Combinations of Country-Related Stimuli

Country of Design (Brand Origin)	Country of Manufacture
Canada (Roots, BlackBerry)	China
	U.S.
U.S. (Abercrombie & Fitch, Apple)	China
	U.S.
China (Semir, HUAWEI)	China
	U.S.

TABLE 3

Participant Characteristics (Pilot Study, *N*= 31)

Demographic Variables	Absolute Frequency	Relative Frequency (%)
Gender		
Female	21	67.7
Male	10	32.3
Status in Canada		
Canadian Citizen	24	77.4
Immigrant	0	0
Person who holds visa	7	22.6
Ethnic background		
North American	11	32.5
Asian	7	22.6
Others	13	44.9
Years in Canada		
Under 15 years	5	16.1
15-30 years	26	83.9

TABLE 4

Participant Characteristics (Main Study, *N*= 262)

Demographic Variables	Absolute Frequency	Relative Frequency (%)
Gender		
Female	140	53.4
Male	122	46.6
Status in Canada		
Canadian Citizen	209	79.8
Immigrant	22	8.4
Person who holds visa	31	11.8
Ethnic background		
North American	79	30.2
Asian	73	27.9
Others	110	41.9
Years in Canada		
Under 15 years	41	15.6
15-30 years	221	84.4

TABLE 5

Measure Descriptives (Pilot Study, *N*= 31)

	α	*M*	*SD*
Involvement with Product Category			
Jacket	.84	27.68	6.41
Smartphone	.85	30.48	5.63
Attitude toward Hedonic Product/Brand			
Jacket	.90	17.10	4.59
Smartphone	.81	22.65	2.63
Attitude toward Utilitarian Product/Brand			
Jacket	.87	23.19	2.65
Smartphone	.76	23.23	2.36
Attitude toward Symbolic Product/Brand			
Jacket			
Value-Expressive Function	.93	12.48	4.52
Social-Adjustive Function	.95	11.29	4.83
Smartphone			
Value-Expressive Function	.89	13.19	3.85
Social-Adjustive Function	.84	13.45	3.67
Attitude toward Product Attribute			
Jacket	.74	49.84	5.01
Smartphone	.79	42.84	5.84
Brand Familiarity			
Roots	.95	12.26	3.27
Abercrombie & Fitch	.94	11.48	3.00
Semir	.96	3.52	1.65
BlackBerry	.77	12.87	2.32
Apple	.85	14.81	0.65
HUAWEI	.98	4.06	2.54

Brand Attitude			
Roots	.90	10.52	2.59
Abercrombie &Fitch	.69	9.97	1.72
Semir	.95	8.06	1.95
BlackBerry	.95	7.87	3.37
Apple	.92	13.16	2.16
HUAWEI*	.93	7.83	2.15
Product Quality			
Roots	.89	11.87	2.06
Abercrombie & Fitch	.88	10.71	1.58
Semir	.91	8.71	1.30
BlackBerry	.94	9.68	2.93
Apple	.92	13.19	1.85
HUAWEI	.93	8.48	1.36
Consumer Ethnocentrism	.92	39.65	9.70

*N**= 30

TABLE 6

Measure Descriptives (Main Study)

	α	*M*	*SD*	*N*
Attitude toward Hedonic Product/Brand				
Jacket				
Roots-China	.93	14.69	4.33	127
Roots-US	.92	14.46	4.13	136
Abercrombie & Fitch-China	.94	15.59	4.03	135
Abercrombie & Fitch-US	.94	15.56	4.63	133
Smartphone				
BlackBerry-China	.95	13.85	4.96	134
BlackBerry-US	.95	13.12	5.10	131
Apple-China	.92	21.32	3.80	130
Apple-US	.94	21.46	3.91	135
Attitude toward Utilitarian Product/Brand				
Jacket				
Roots-China	.87	17.43	3.88	126
Roots-US	.90	16.74	4.24	136
Abercrombie & Fitch-China	.89	15.90	3.84	135
Abercrombie & Fitch-US	.91	15.36	4.42	133
Smartphone				
BlackBerry-China	.93	15.89	4.92	134
BlackBerry-US	.92	16.17	5.17	131
Apple-China	.86	20.85	3.89	130
Apple-US	.90	21.40	3.93	135

	α	*M*	*SD*	*N*
Attitude toward Symbolic Product/Brand				
Jacket				
Value-Expressive Function				
Roots-China	.96	8.85	3.73	131
Roots-US	.95	9.17	3.70	136
Abercrombie & Fitch-China	.95	9.33	3.76	135
Abercrombie & Fitch-US	.97	9.90	4.32	134
Social-Adjustive Function				
Roots-China	.87	9.66	3.30	131
Roots-US	.91	9.83	3.82	136
Abercrombie & Fitch-China	.87	10.15	3.51	135
Abercrombie & Fitch-US	.89	10.66	3.99	134
Smartphone				
Value-Expressive Function				
BlackBerry-China	.92	9.24	3.44	134
BlackBerry-US	.95	8.55	3.80	130
Apple-China	.95	11.75	4.74	129
Apple-US	.95	12.50	4.37	135
Social-Adjustive Function				
BlackBerry-China	.83	9.78	3.30	134
BlackBerry-US	.91	9.11	3.95	130
Apple-China	.92	13.28	4.53	129
Apple-US	.89	13.56	4.18	135
Brand Attitude				
Jacket				
Roots-China	.87	9.83	2.53	132
Roots-US	.89	9.69	2.52	136
Abercrombie & Fitch-China	.90	9.19	2.60	135
Abercrombie & Fitch-US	.92	8.95	2.95	133

	α	*M*	*SD*	*N*
Smartphone				
BlackBerry-China	.90	8.50	2.98	134
BlackBerry-US	.93	8.12	3.30	130
Apple-China	.95	11.99	2.78	129
Apple-US	.91	12.30	2.58	135
Product Quality				
Jacket				
Roots-Chine	.93	11.30	2.14	132
Roots-US	.91	11.26	1.82	136
Abercrombie & Fitch-China	.95	10.57	2.18	134
Abercrombie & Fitch-US	.93	10.37	2.36	133
Smartphone				
BlackBerry-China	.96	9.67	2.51	134
BlackBerry-US	.94	9.55	2.68	130
Apple-China	.94	12.74	2.26	129
Apple-US	.92	13.07	1.91	135
Purchase Intention				
Jacket				
Roots-Chine	.87	10.74	3.45	132
Roots-US	.84	10.86	3.26	136
Abercrombie & Fitch-China	.86	10.96	3.60	134
Abercrombie & Fitch-US	.87	11.11	4.38	133
Smartphone				
BlackBerry-China	.89	9.34	3.59	134
BlackBerry-US	.88	8.91	3.72	130
Apple-China	.93	15.09	4.46	129
Apple-US	.87	14.93	4.06	135
Consumer Ethnocentrism	.95	42.03	13.00	263

TABLE 7

Outliers in Measures

Measure	Number of Outliers
Roots-China	
Hedonic function	9
Utilitarian function	3
Brand attitude	8
Product quality	1
Roots-US	
Utilitarian function	6
Brand attitude	6
A&F-China	
Utilitarian function	16
Symbolic function	
(Value-expressive)	1
(Social-adjustive)	1
Brand attitude	6
Product quality	4
A&F-US	
Hedonic function	5
Utilitarian function	7
Brand attitude	13
Product quality	1

BlackBerry-China	
Product quality	2
BlackBerry-US	
Purchase intention	1
Apple-China	
Utilitarian function	4
Brand attitude	10
Product quality	5
Apple-US	
Hedonic function	8
Utilitarian function	2
Brand attitude	2
Consumer Ethnocentrism	4

TABLE 8

Mediation Effects of Product Function

Country-related association	Model fit & coefficients
U.S.-designed (A&F)/U.S.-made versus Canada-designed (Roots)/U.S.-made	**Quality perception (partial mediation)** Regression between country association and quality perception: R^2_{adj} = .053, $F_{1,114}$ = 7.458, p= .007; $\beta_{country}$= .248 (p= .007) Regression between hedonic function and quality perception: R^2_{adj}= .191, $F_{1,112}$= 27.712, p= .000; β_{hed}= .445 (p= .000) Regression among country association, hedonic function and quality perception: R^2_{adj} = .313, $F_{2,111}$= 26.743, p= .000; $\beta_{country}$= .368 (p= .000), β_{hed}= .537 (p= .000)

U.S.-designed (Apple)/China-made versus Canada-designed (BlackBerry)/China-made	**Brand attitude (partial mediation)** Regression between country association and brand attitude: R^2_{adj} = .432, $F_{1,98}$ = 76.312, p=. 000; $\beta_{country}$= -.662 (p= .000) Regression between product function and brand attitude: R^2_{adj} = .726, $F_{4,95}$ = 66.529, p= .000; β_{hed} = .465 (p= .000), β_{ut} = .313 (p= .000), $\beta_{value-expressive}$ = .015 (p= .855), $\beta_{social-adjustive}$= .181 (p= .033) Regression among country association, product function and brand attitude: R^2_{adj} = .734, $F_{5,94}$ = 55.691, p= .000; $\beta_{country}$ = -.146 (p= .049), β_{hed} = .396 (p= .000), β_{ut} = .278 (p= .001), $\beta_{value-expressive}$ = .050 (p= .557), $\beta_{social-adjustive}$= .143 (p= .095) **Quality perception** Regression between country association and quality perception: R^2_{adj} = .315, $F_{1,98}$ = 46.579, p= .000; $\beta_{country}$= -.568 (p= .000) Regression between product function and quality perception: R^2_{adj} = .516, $F_{4,95}$ = 27.349, p= .000; β_{hed} = .447 (p= .000), β_{ut} = .322 (p= .004), $\beta_{value-expressive}$ = -.005 (p= .967), $\beta_{social-adjustive}$= .028 (p= .812)

	Regression among country association, product function and quality perception: R^2_{adj}= .524, $F_{5,94}$= 22.805, *p*= .000; $\beta_{country}$= -.156 (*p*= .105), β_{hed}= .370 (*p*= .003), β_{ut}= .287 (*p*= .010), $\beta_{value-expressive}$ = .036 (*p*= .772), $\beta_{social-adjustive}$= -.010 (*p*= .936)
U.S.-designed (Apple)/China-made versus Canada-designed (BlackBerry)/China-made	**Purchase intention (partial mediation)** Regression between country association and purchase intention: R^2_{adj} = .340, $F_{1,102}$ = 54.019, *p*= .000; $\beta_{country}$= -.588 (*p*= .000) Regression between product function and purchase intention: R^2_{adj}= .678, $F_{4,99}$= 55.242, *p*= .000; β_{hed} = .257 (*p*= .005), β_{ut} = .218 (*p*= .015), $\beta_{value-expressive}$= .171 (*p*= .063), $\beta_{social-adjustive}$= .339 (*p*= .000) Regression among country association, product function and purchase intention: R^2_{adj}= .702, $F_{5,98}$= 49.501, *p*= .000; $\beta_{country}$= -.218 (*p*= .004), β_{hed} = .137 (*p*= .151), β_{ut}= .181 (*p*= .037), $\beta_{value-expressive}$= .223 (*p*=. 014), $\beta_{social-adjustive}$= .300 (*p*= .001)

U.S.-designed (Apple)/U.S.-made versus Canada-designed (BlackBerry)/U.S.-made	**Brand attitude** Regression between country association and brand attitude: R^2_{adj} = .361, $F_{1,101}$ = 58.578, p= .000; $\beta_{country}$= -.606 (p= .000) Regression between product function and brand attitude: R^2_{adj} = .731, $F_{4,94}$ = 67.735, p= .000; β_{hed} = .461 (p= .000), β_{ut} = .294 (p= .002), $\beta_{value-expressive}$ = .185 (p= .066), $\beta_{social-adjustive}$= -.001 (p= .993) Regression among country association, product function and brand attitude: R^2_{adj} = .739, $F_{5,93}$ = 56.455, p= .000; $\beta_{country}$ = -.157 (p= .059), β_{hed} = .329 (p= .008), β_{ut} = .322 (p= .001), $\beta_{value-expressive}$ = .217 (p= .031), $\beta_{social-adjustive}$= -.048 (p= .636) **Quality perception** Regression between country association and quality perception: R^2_{adj}= .321, $F_{1,102}$= 49.642, p= .000; $\beta_{country}$= -.572 (p= .000) Regression between product function and quality perception: R^2_{adj}= .685, $F_{4,94}$= 54.231, p= .000; β_{hed} = .404 (p= .000), β_{ut} = .331 (p= .001), $\beta_{value-expressive}$ = .380 (p= .001), $\beta_{social-adjustive}$= -.224 (p= .042) Regression among country association, product function and quality perception: R^2_{adj}= .686, $F_{5,93}$= 43.909, p= .000; $\beta_{country}$= -.110 (p= .225),

	β_{hed}= .312 (*p*= .022), β_{ut}= .351 (*p*=. 001), $\beta_{value-expressive}$ = .402 (*p*= .000), $\beta_{social-adjustive}$= -.257 (*p*= .023)
U.S.-designed (Apple)/U.S.-made versus Canada-designed (BlackBerry)/U.S.-made	**Purchase intention (partial mediation)** Regression between country association and purchase intention: R^2_{adj} = .384, $F_{1,101}$ = 64.666, *p*= .000; $\beta_{country}$= -.625 (*p*= .000) Regression between product function and purchase intention: R^2_{adj}= .722, $F_{4,93}$= 63.843, *p*= .000; β_{hed} = .350 (*p*= .001), β_{ut} = .252 (*p*= .008), $\beta_{value-expressive}$= .233 (*p*= .025), $\beta_{social-adjustive}$= .119 (*p*= .251) Regression among country association, product function and purchase intention: R^2_{adj}= .740, $F_{5,92}$= 56.143, *p*= .000; $\beta_{country}$= -.230 (*p*= .007), β_{hed} = .158 (*p*= .200), β_{ut}= .288 (*p*= .002), $\beta_{value-expressive}$= .277 (*p*= .007), $\beta_{social-adjustive}$= .054 (*p*= .597)

Appendix 1 Participant Consent Form

CONSENT TO PARTICIPATE IN
"The Impact of Country Associations on Consumers' Reactions to Brand Image, Product Quality, and Purchase Intention"

I understand that I have been asked to participate in a research being conducted by Xi Chen from the Management Department of the Master of Science in Administration program of Concordia University (contact info: 514.518.5886 or c_xi7@jmsb.concordia.ca).

A. PURPOSE

I have been informed that the purpose of this research is to examine consumers' perception of brand image and product quality if a product is made in China, and consumers' purchase intention of such products.

B. PROCEDURES

I understand that I will be directed to an online questionnaire. I will be asked to answer questions concerning my opinion about made-in-China products' brand image, product quality, and purchase intention.

I understand that the length of this survey will be around 20 minutes.

C. RISKS AND BENEFITS

I understand that this research does not benefit me directly, and that there is no risk involved in this research. A report of aggregated results with recommendations based on previous literature and the current research will be provided to me via e-mail if I ask for it.

D. CONDITIONS OF PARTICIPATION

- I understand that I am free to withdraw my consent and discontinue my participation at any time without negative consequences by simply closing my browser. Any incomplete responses will be discarded.
- I understand that my participation in this study is ANONYMOUS.
- I understand that the data from this study may be published.
- I understand that the responses I provide to this survey may be stored on servers located outside of Canada. Although the researcher and the organization managing the server are committed to protecting the confidentiality of your responses, confidentiality can only be assured up to the point where information is accessed/requested by authorities as per local law.

I HAVE CAREFULLY STUDIED THE ABOVE AND UNDERSTAND THIS AGREEMENT. I FREELY CONSENT AND VOLUNTARILY AGREE TO PARTICIPATE IN THIS STUDY.

If at any time you have questions about the proposed research, please contact the study's Principal Investigator:

Xi Chen, Department of Management, Master of Science in Administration program, Concordia University, 514.518.5886/ c_xi7@jmsb.concordia.ca.

If at any time you have questions about your rights as a research participant, please contact the Research Ethics and Compliance Advisor, Concordia University, 514.848.2424 ext. 7481/ ethics@alcor.concordia.ca.

- ◯ I agree to participate.
- ◯ I do NOT agree to participate.

Appendix 2 Demographic Questions

Demographic Questions

Please answer the following questions about yourself.

How old are you?

What is your gender?

- Male
- Female

Please answer the following question regarding your language skills.

	Just learning	Intermediate	Advanced	Fluent
How would you rate your knowledge of English?				

What is your native language?

How many years have you lived in Canada?

How would you describe your ethnic background?

- North American
- Asian
- Other

How would you describe your status in Canada?

- Citizen
- Immigrant
- Person who holds a study and/or work visa

What is your major (finance, marketing, etc.)?

Appendix 3 Scale of Involvement with Product Category

(Coulter, Price, & Feick, 2003)

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Jackets are part of my self-image.	○	○	○	○	○
Jackets are boring to me.	○	○	○	○	○
Jackets portray an image of me to others.	○	○	○	○	○
Jackets are fun to me.	○	○	○	○	○
Jackets are fascinating to me.	○	○	○	○	○
Jackets are important to me.	○	○	○	○	○
Jackets are exciting to me.	○	○	○	○	○
Jackets tell others about me.	○	○	○	○	○
Jackets tell me about other people.	○	○	○	○	○

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Smart phones are part of my self-image.	○	○	○	○	○
Smart phones are boring to me.	○	○	○	○	○
Smart phones portray an image of me to others.	○	○	○	○	○
Smart phones are fun to me.	○	○	○	○	○
Smart phones are fascinating to me.	○	○	○	○	○
Smart phones are important to me.	○	○	○	○	○
Smart phones are exciting to me.	○	○	○	○	○
Smart phones tell others about me.	○	○	○	○	○
Smart phones tell me about other people.	○	○	○	○	○

Appendix 4 Scale of Attitude toward Product/Brand

Pilot Study

Hedonic and Utilitarian Product/Brand (Voss, Spangenberg, & Grohmann, 2003)

Please answer the following questions about jackets.

Jackets are ...

Not Fun	○	○	○	○	○	Fun
Dull	○	○	○	○	○	Exciting
Not Delightful	○	○	○	○	○	Delightful
Not Thrilling	○	○	○	○	○	Thrilling
Not Enjoyable	○	○	○	○	○	Enjoyable
Not Effective	○	○	○	○	○	Effective
Not Helpful	○	○	○	○	○	Helpful
Not Functional	○	○	○	○	○	Functional
Unnecessary	○	○	○	○	○	Necessary
Unpractical	○	○	○	○	○	Practical

Please answer the following questions about smart phones.

Smart phones are ...

Not Fun	○	○	○	○	○	Fun
Dull	○	○	○	○	○	Exciting
Not Delightful	○	○	○	○	○	Delightful
Not Thrilling	○	○	○	○	○	Thrilling
Not Enjoyable	○	○	○	○	○	Enjoyable
Not Effective	○	○	○	○	○	Effective
Not Helpful	○	○	○	○	○	Helpful
Not Functional	○	○	○	○	○	Functional
Unnecessary	○	○	○	○	○	Necessary
Unpractical	○	○	○	○	○	Practical

Symbolic Product/Brand (Wilcox, Kim, & Sen, 2009)

Please indicate to what extent you agree with the following statements.

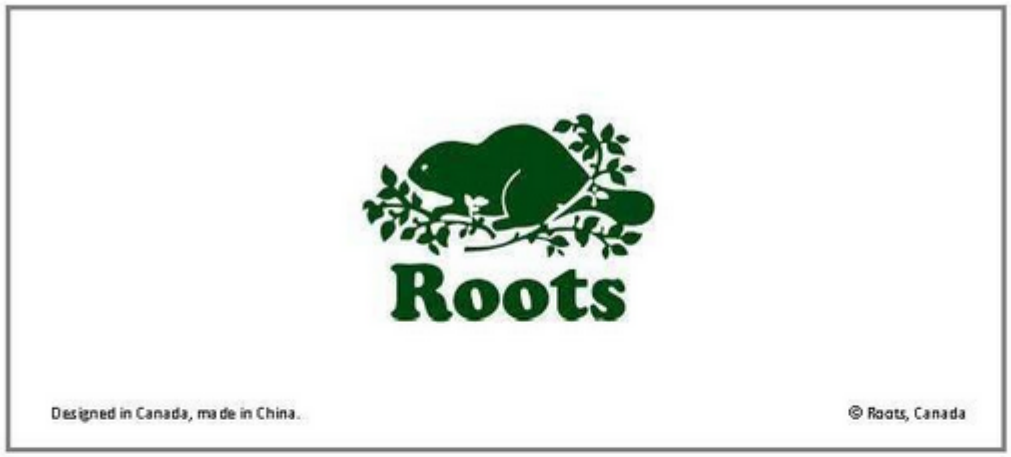
	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Jackets reflect the kind of person I see myself to be.	○	○	○	○	○
Jackets help me communicate my self-identity.	○	○	○	○	○
Jackets help me express myself.	○	○	○	○	○
Jackets help me define myself.	○	○	○	○	○
Wearing jackets is a symbol of social status.	○	○	○	○	○
Jackets help me fit into important social situations.	○	○	○	○	○
I like to be seen wearing a jacket.	○	○	○	○	○
I enjoy it when people know I am wearing a jacket.	○	○	○	○	○

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Smart phones reflect the kind of person I see myself to be.	○	○	○	○	○
Smart phones help me communicate my self-identity.	○	○	○	○	○
Smart phones help me express myself.	○	○	○	○	○
Smart phones help me define myself.	○	○	○	○	○
Using smart phones is a symbol of social status.	○	○	○	○	○
Smart phones help me fit into important social situations.	○	○	○	○	○
I like to be seen using a smart phone.	○	○	○	○	○
I enjoy it when people know I am using a smart phone.	○	○	○	○	○

Main Study

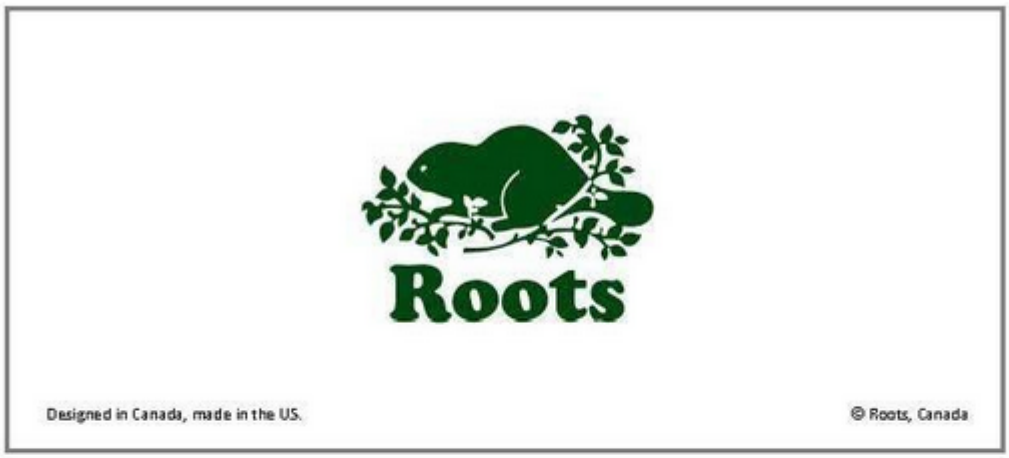
Hedonic and Utilitarian Product/Brand (Voss, Spangenberg, & Grohmann, 2003)



Please answer the following questions about Roots jackets.

Roots jackets are ...

Not fun	○ ○ ○ ○ ○	Fun
Dull	○ ○ ○ ○ ○	Exciting
Not delightful	○ ○ ○ ○ ○	Delightful
Not thrilling	○ ○ ○ ○ ○	Thrilling
Not enjoyable	○ ○ ○ ○ ○	Enjoyable
Not effective	○ ○ ○ ○ ○	Effective
Not helpful	○ ○ ○ ○ ○	Helpful
Not functional	○ ○ ○ ○ ○	Functional
Unnecessary	○ ○ ○ ○ ○	Necessary
Unpractical	○ ○ ○ ○ ○	Practical



Please answer the following questions about Roots jackets.

Roots jackets are ...

Not Fun	○ ○ ○ ○ ○	Fun
Dull	○ ○ ○ ○ ○	Exciting
Not Delightful	○ ○ ○ ○ ○	Delightful
Not Thrilling	○ ○ ○ ○ ○	Thrilling
Not Enjoyable	○ ○ ○ ○ ○	Enjoyable
Not Effective	○ ○ ○ ○ ○	Effective
Not Helpful	○ ○ ○ ○ ○	Helpful
Not Functional	○ ○ ○ ○ ○	Functional
Unnecessary	○ ○ ○ ○ ○	Necessary
Unpractical	○ ○ ○ ○ ○	Practical

Please answer the following questions about Abercrombie & Fitch jackets.

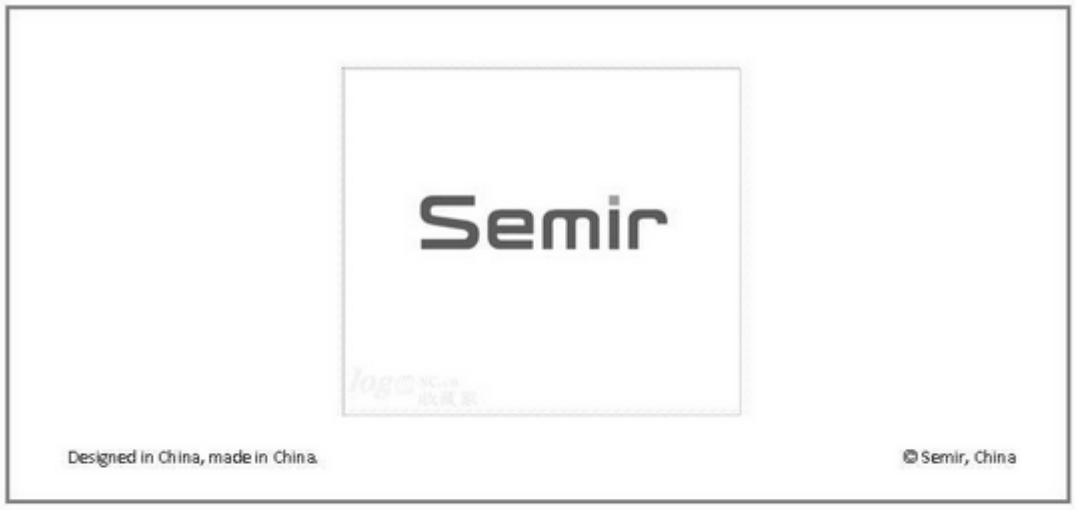
A&F jackets are ...

Not Fun	○ ○ ○ ○ ○	Fun
Dull	○ ○ ○ ○ ○	Exciting
Not Delightful	○ ○ ○ ○ ○	Delightful
Not Thrilling	○ ○ ○ ○ ○	Thrilling
Not Enjoyable	○ ○ ○ ○ ○	Enjoyable
Not Effective	○ ○ ○ ○ ○	Effective
Not Helpful	○ ○ ○ ○ ○	Helpful
Not Functional	○ ○ ○ ○ ○	Functional
Unnecessary	○ ○ ○ ○ ○	Necessary
Unpractical	○ ○ ○ ○ ○	Practical

Please answer the following questions about Abercrombie & Fitch jackets.

A&F jackets are ...

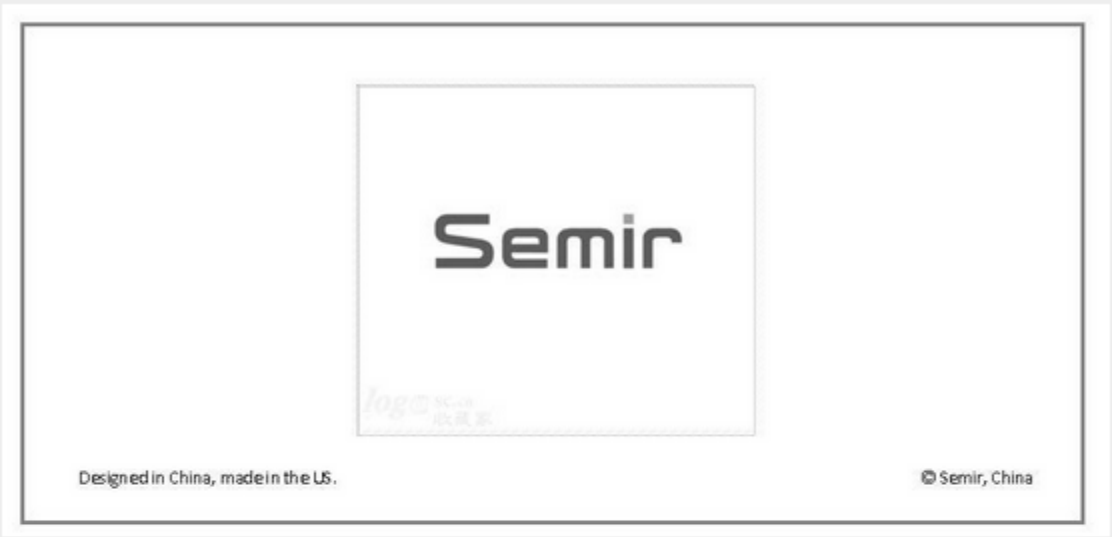
Not Fun	○ ○ ○ ○ ○	Fun
Dull	○ ○ ○ ○ ○	Exciting
Not Delightful	○ ○ ○ ○ ○	Delightful
Not Thrilling	○ ○ ○ ○ ○	Thrilling
Not Enjoyable	○ ○ ○ ○ ○	Enjoyable
Not Effective	○ ○ ○ ○ ○	Effective
Not Helpful	○ ○ ○ ○ ○	Helpful
Not Functional	○ ○ ○ ○ ○	Functional
Unnecessary	○ ○ ○ ○ ○	Necessary
Unpractical	○ ○ ○ ○ ○	Practical



Please answer the following questions about Semir jackets.

Semir jackets are ...

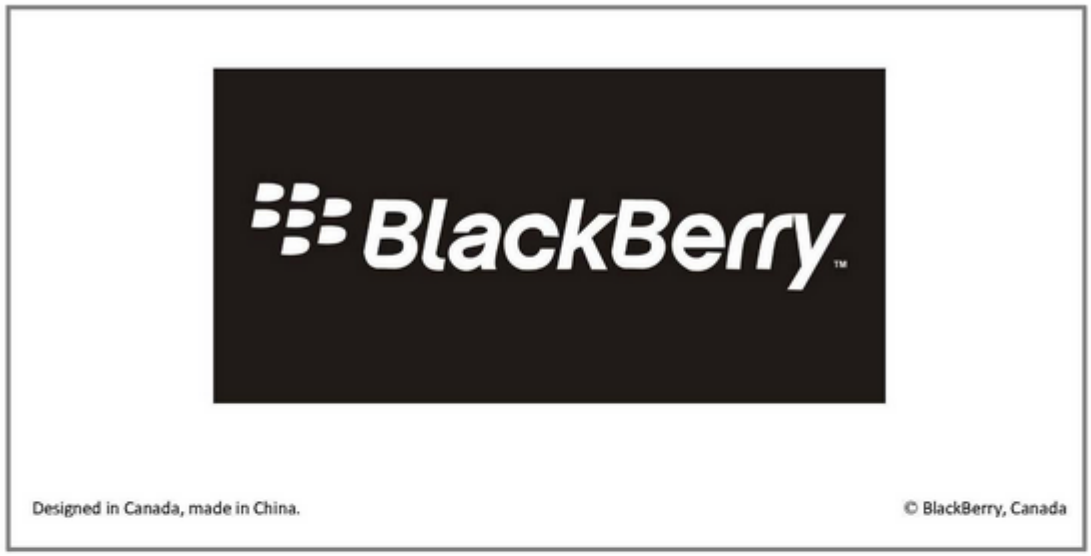
Not Fun	○ ○ ○ ○ ○	Fun
Dull	○ ○ ○ ○ ○	Exciting
Not Delightful	○ ○ ○ ○ ○	Delightful
Not Thrilling	○ ○ ○ ○ ○	Thrilling
Not Enjoyable	○ ○ ○ ○ ○	Enjoyable
Not Effective	○ ○ ○ ○ ○	Effective
Not Helpful	○ ○ ○ ○ ○	Helpful
Not Functional	○ ○ ○ ○ ○	Functional
Unnecessary	○ ○ ○ ○ ○	Necessary
Unpractical	○ ○ ○ ○ ○	Practical



Please answer the following questions about Semir jackets.

Semir jackets are ...

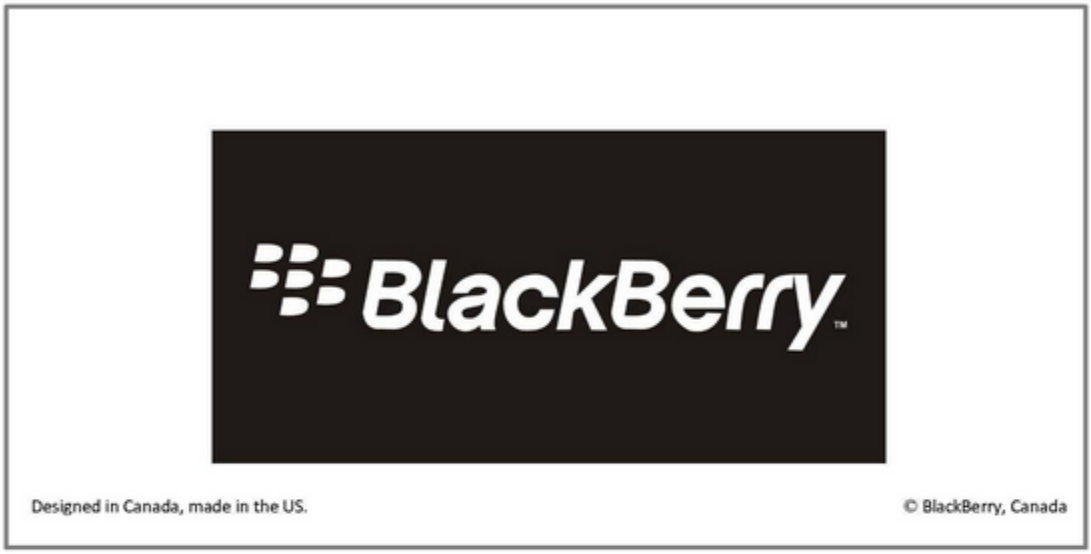
Not Fun	○ ○ ○ ○ ○	Fun
Dull	○ ○ ○ ○ ○	Exciting
Not Delightful	○ ○ ○ ○ ○	Delightful
Not Thrilling	○ ○ ○ ○ ○	Thrilling
Not Enjoyable	○ ○ ○ ○ ○	Enjoyable
Not Effective	○ ○ ○ ○ ○	Effective
Not Helpful	○ ○ ○ ○ ○	Helpful
Not Functional	○ ○ ○ ○ ○	Functional
Unnecessary	○ ○ ○ ○ ○	Necessary
Unpractical	○ ○ ○ ○ ○	Practical



Please answer the following questions about BlackBerry smart phones.

BlackBerry smart phones are ...

Not Fun	○	○	○	○	○	Fun
Dull	○	○	○	○	○	Exciting
Not Delightful	○	○	○	○	○	Delightful
Not Thrilling	○	○	○	○	○	Thrilling
Not Enjoyable	○	○	○	○	○	Enjoyable
Not Effective	○	○	○	○	○	Effective
Not Helpful	○	○	○	○	○	Helpful
Not Functional	○	○	○	○	○	Functional
Unnecessary	○	○	○	○	○	Necessary
Unpractical	○	○	○	○	○	Practical



Please answer the following questions about BlackBerry smart phones.

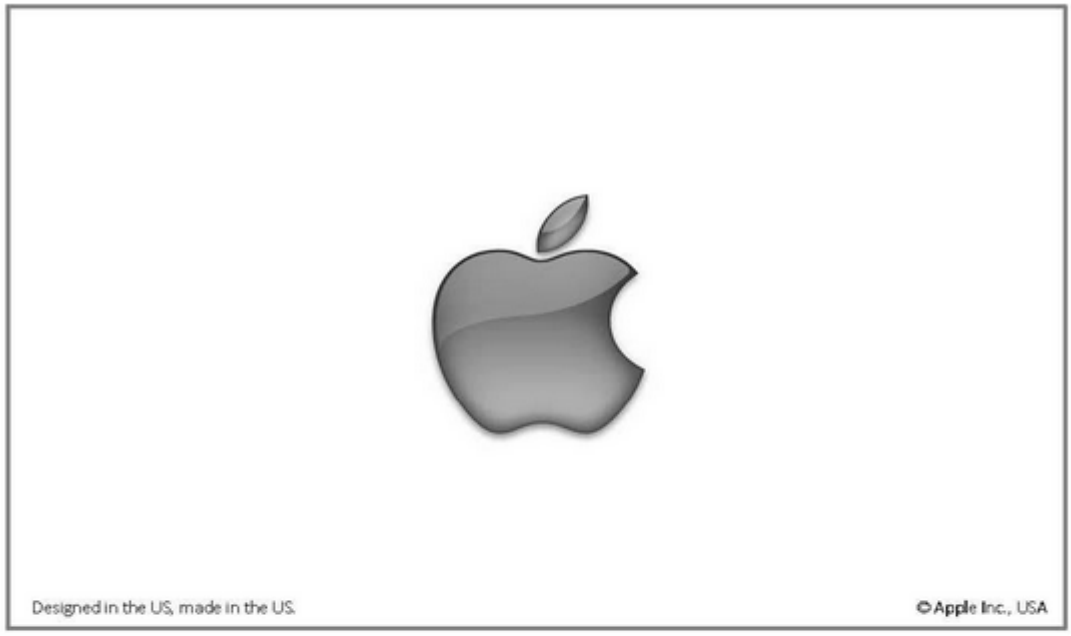
BlackBerry smart phones are ...

Not Fun	○ ○ ○ ○ ○	Fun
Dull	○ ○ ○ ○ ○	Exciting
Not Delightful	○ ○ ○ ○ ○	Delightful
Not Thrilling	○ ○ ○ ○ ○	Thrilling
Not Enjoyable	○ ○ ○ ○ ○	Enjoyable
Not Effective	○ ○ ○ ○ ○	Effective
Not Helpful	○ ○ ○ ○ ○	Helpful
Not Functional	○ ○ ○ ○ ○	Functional
Unnecessary	○ ○ ○ ○ ○	Necessary
Unpractical	○ ○ ○ ○ ○	Practical

Please answer the following questions about Apple smart phones.

Apple smart phones are ...

Not Fun	○ ○ ○ ○ ○	Fun
Dull	○ ○ ○ ○ ○	Exciting
Not Delightful	○ ○ ○ ○ ○	Delightful
Not Thrilling	○ ○ ○ ○ ○	Thrilling
Not Enjoyable	○ ○ ○ ○ ○	Enjoyable
Not Effective	○ ○ ○ ○ ○	Effective
Not Helpful	○ ○ ○ ○ ○	Helpful
Not Functional	○ ○ ○ ○ ○	Functional
Unnecessary	○ ○ ○ ○ ○	Necessary
Unpractical	○ ○ ○ ○ ○	Practical



Please answer the following questions about Apple smart phones.

Apple smart phones are ...

Not Fun	○ ○ ○ ○ ○	Fun
Dull	○ ○ ○ ○ ○	Exciting
Not Delightful	○ ○ ○ ○ ○	Delightful
Not Thrilling	○ ○ ○ ○ ○	Thrilling
Not Enjoyable	○ ○ ○ ○ ○	Enjoyable
Not Effective	○ ○ ○ ○ ○	Effective
Not Helpful	○ ○ ○ ○ ○	Helpful
Not Functional	○ ○ ○ ○ ○	Functional
Unnecessary	○ ○ ○ ○ ○	Necessary
Unpractical	○ ○ ○ ○ ○	Practical

Please answer the following questions about HUAWEI smart phones.

HUAWEI smart phones are ...

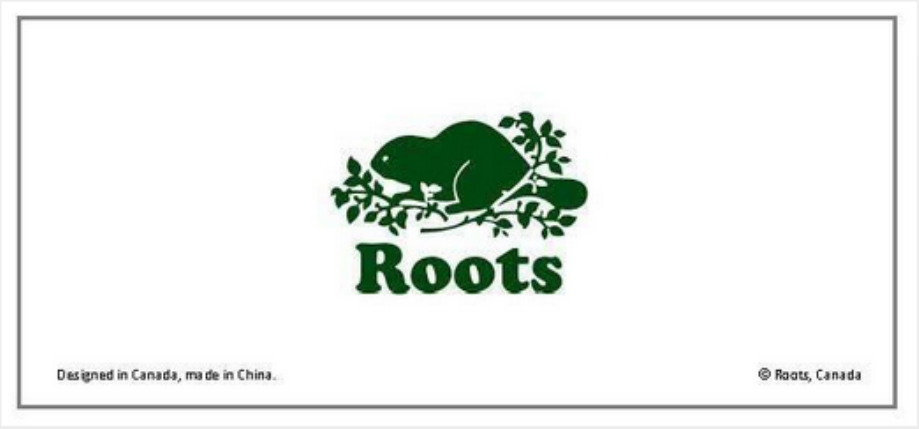
Not Fun	○ ○ ○ ○ ○	Fun
Dull	○ ○ ○ ○ ○	Exciting
Not Delightful	○ ○ ○ ○ ○	Delightful
Not Thrilling	○ ○ ○ ○ ○	Thrilling
Not Enjoyable	○ ○ ○ ○ ○	Enjoyable
Not Effective	○ ○ ○ ○ ○	Effective
Not Helpful	○ ○ ○ ○ ○	Helpful
Not Functional	○ ○ ○ ○ ○	Functional
Unnecessary	○ ○ ○ ○ ○	Necessary
Unpractical	○ ○ ○ ○ ○	Practical

Please answer the following questions about HUAWEI smart phones.

HUAWEI smart phones are ...

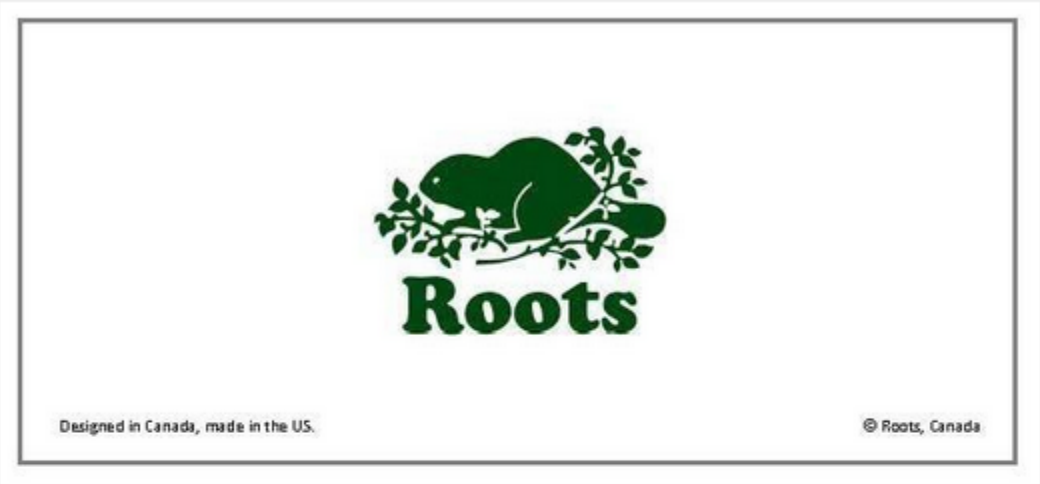
Not Fun	○ ○ ○ ○ ○	Fun
Dull	○ ○ ○ ○ ○	Exciting
Not Delightful	○ ○ ○ ○ ○	Delightful
Not Thrilling	○ ○ ○ ○ ○	Thrilling
Not Enjoyable	○ ○ ○ ○ ○	Enjoyable
Not Effective	○ ○ ○ ○ ○	Effective
Not Helpful	○ ○ ○ ○ ○	Helpful
Not Functional	○ ○ ○ ○ ○	Functional
Unnecessary	○ ○ ○ ○ ○	Necessary
Unpractical	○ ○ ○ ○ ○	Practical

Symbolic Product/Brand (Wilcox, Kim, & Sen, 2009)



Please indicate to what extent you agree with the following statements.

	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Roots jackets reflect the kind of person I see myself to be.	○	○	○	○	○
Roots jackets help me communicate my self-identity.	○	○	○	○	○
Roots jackets help me express myself.	○	○	○	○	○
Roots jackets help me define myself.	○	○	○	○	○
Wearing Roots jackets is a symbol of social status.	○	○	○	○	○
Roots jackets help me fit into important social situations.	○	○	○	○	○
I like to be seen wearing a Roots jacket.	○	○	○	○	○
I enjoy it when people know I am wearing a Roots jacket.	○	○	○	○	○



Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Roots jackets reflect the kind of person I see myself to be.	○	○	○	○	○
Roots jackets help me communicate my self-identity.	○	○	○	○	○
Roots jackets help me express myself.	○	○	○	○	○
Roots jackets help me define myself.	○	○	○	○	○
Wearing Roots jackets is a symbol of social status.	○	○	○	○	○
Roots jackets help me fit into important social situations.	○	○	○	○	○
I like to be seen wearing a Roots jacket.	○	○	○	○	○
I enjoy it when people know I am wearing a Roots jacket.	○	○	○	○	○

Please indicate to what extent you agree with the following statements.

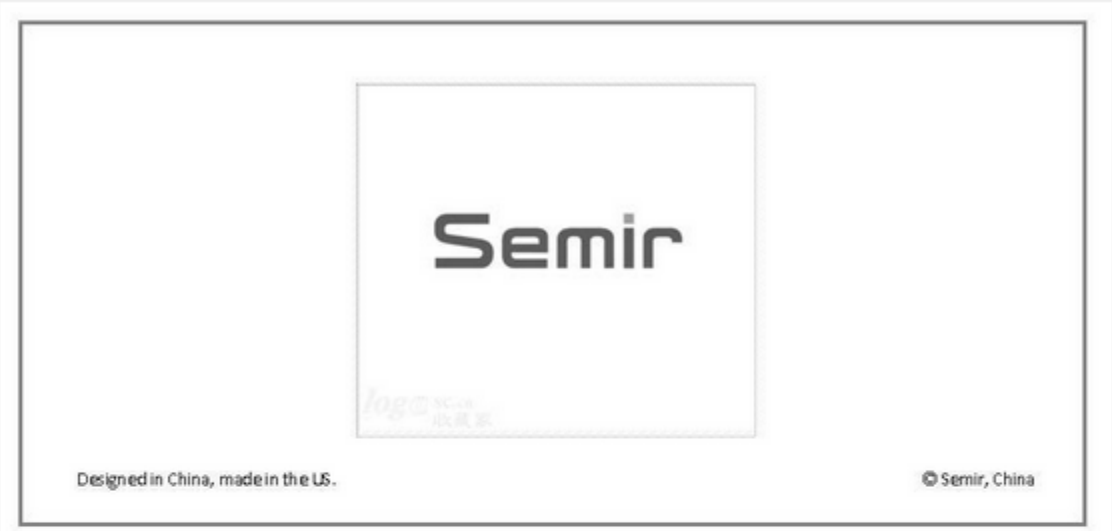
	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
A&F jackets reflect the kind of person I see myself to be.	○	○	○	○	○
A&F jackets help me communicate my self-identity.	○	○	○	○	○
A&F jackets help me express myself.	○	○	○	○	○
A&F jackets help me define myself.	○	○	○	○	○
Wearing A&F jackets is a symbol of social status.	○	○	○	○	○
A&F jackets help me fit into important social situations.	○	○	○	○	○
I like to be seen wearing an A&F jacket.	○	○	○	○	○
I enjoy it when people know I am wearing an A&F jacket.	○	○	○	○	○

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
A&F jackets reflect the kind of person I see myself to be.	○	○	○	○	○
A&F jackets help me communicate my self-identity.	○	○	○	○	○
A&F jackets help me express myself.	○	○	○	○	○
A&F jackets help me define myself.	○	○	○	○	○
Wearing A&F jackets is a symbol of social status.	○	○	○	○	○
A&F Jackets help me fit into important social situations.	○	○	○	○	○
I like to be seen wearing an A&F jacket.	○	○	○	○	○
I enjoy it when people know I am wearing an A&F jacket.	○	○	○	○	○

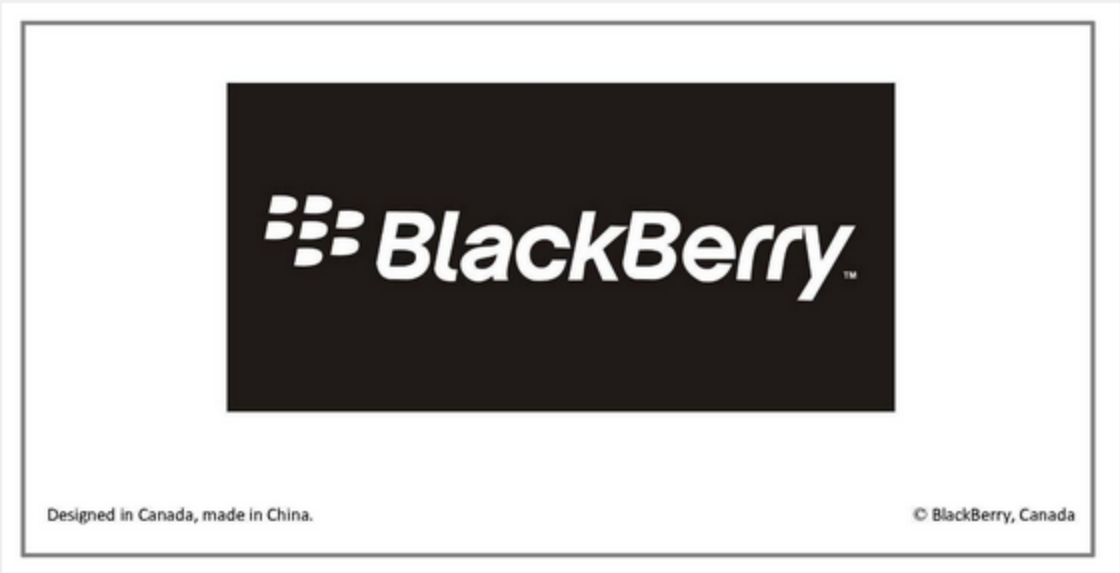
Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Semir jackets reflect the kind of person I see myself to be.	○	○	○	○	○
Semir jackets help me communicate my self-identity.	○	○	○	○	○
Semir jackets help me express myself.	○	○	○	○	○
Semir jackets help me define myself.	○	○	○	○	○
Wearing Semir jackets is a symbol of social status.	○	○	○	○	○
Semir jackets help me fit into important social situations.	○	○	○	○	○
I like to be seen wearing a Semir jacket.	○	○	○	○	○
I enjoy it when people know I am wearing a Semir jacket.	○	○	○	○	○



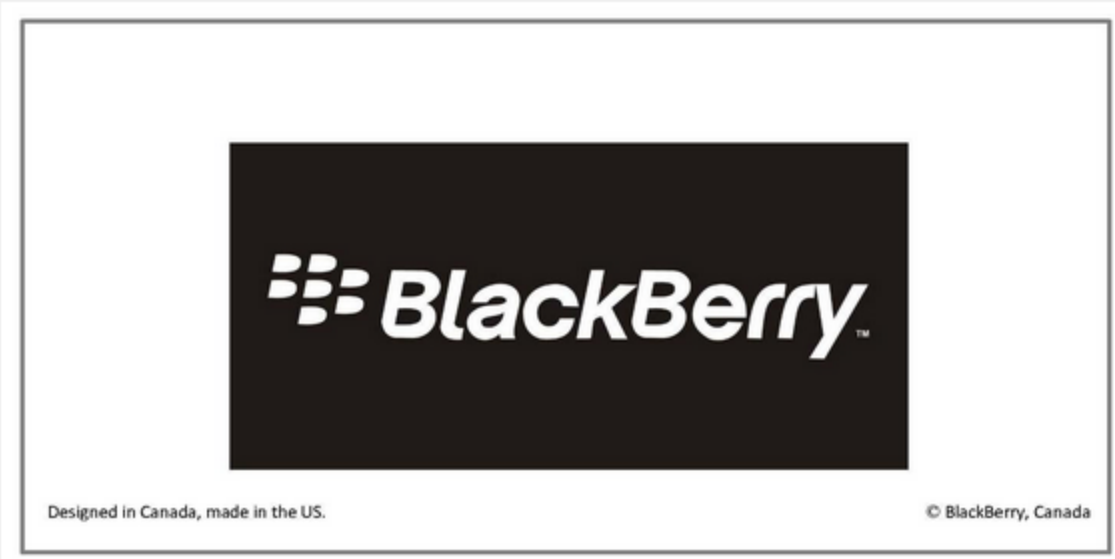
Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Semir jackets reflect the kind of person I see myself to be.	○	○	○	○	○
Semir jackets help me communicate my self-identity.	○	○	○	○	○
Semir jackets help me express myself.	○	○	○	○	○
Semir jackets help me define myself.	○	○	○	○	○
Wearing Semir jackets is a symbol of social status.	○	○	○	○	○
Semir jackets help me fit into important social situations.	○	○	○	○	○
I like to be seen wearing a Semir jacket.	○	○	○	○	○
I enjoy it when people know I am wearing a Semir jacket.	○	○	○	○	○



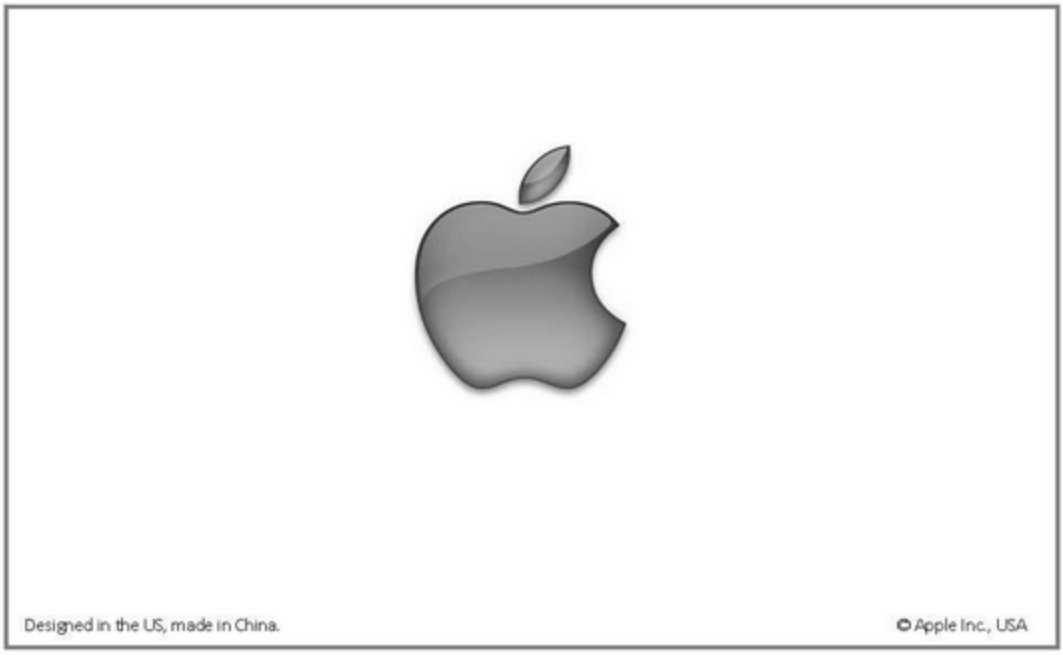
Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
BlackBerry smart phones reflect the kind of person I see myself to be.	○	○	○	○	○
BlackBerry smart phones help me communicate my self-identity.	○	○	○	○	○
BlackBerry smart phones help me express myself.	○	○	○	○	○
BlackBerry smart phones help me define myself.	○	○	○	○	○
Using BlackBerry smart phones is a symbol of social status.	○	○	○	○	○
BlackBerry smart phones help me fit into important social situations.	○	○	○	○	○
I like to be seen using a BlackBerry smart phone.	○	○	○	○	○
I enjoy it when people know I am using a BlackBerry smart phone.	○	○	○	○	○



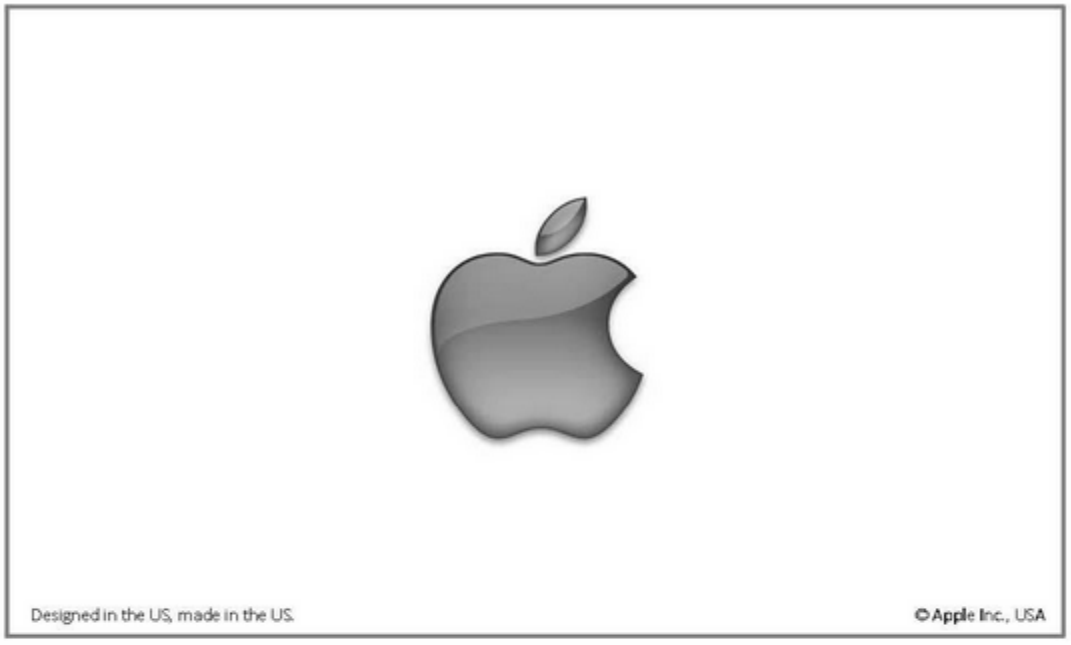
Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
BlackBerry smart phones reflect the kind of person I see myself to be.	○	○	○	○	○
BlackBerry smart phones help me communicate my self-identity.	○	○	○	○	○
BlackBerry smart phones help me express myself.	○	○	○	○	○
BlackBerry smart phones help me define myself.	○	○	○	○	○
Using BlackBerry smart phones is a symbol of social status.	○	○	○	○	○
BlackBerry smart phones help me fit into important social situations.	○	○	○	○	○
I like to be seen using a BlackBerry smart phone.	○	○	○	○	○
I enjoy it when people know I am using a BlackBerry smart phone.	○	○	○	○	○



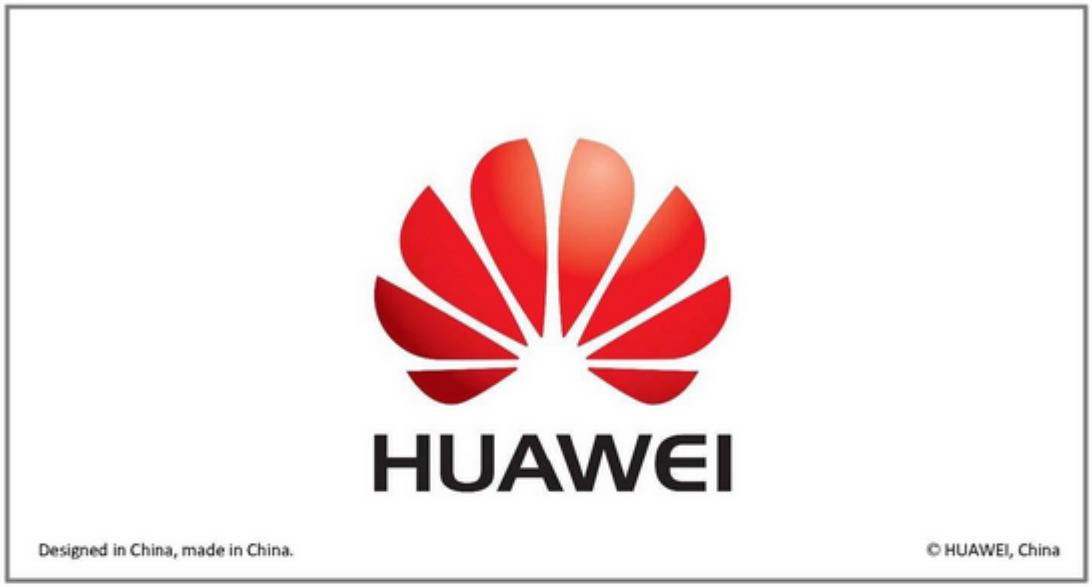
Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Apple smart phones reflect the kind of person I see myself to be.	○	○	○	○	○
Apple smart phones help me communicate my self-identity.	○	○	○	○	○
Apple smart phones help me express myself.	○	○	○	○	○
Apple smart phones help me define myself.	○	○	○	○	○
Using Apple smart phones is a symbol of social status.	○	○	○	○	○
Apple smart phones help me fit into important social situations.	○	○	○	○	○
I like to be seen using an Apple smart phone.	○	○	○	○	○
I enjoy it when people know I am using an Apple smart phone.	○	○	○	○	○



Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Apple smart phones reflect the kind of person I see myself to be.	○	○	○	○	○
Apple smart phones help me communicate my self-identity.	○	○	○	○	○
Apple smart phones help me express myself.	○	○	○	○	○
Apple smart phones help me define myself.	○	○	○	○	○
Using Apple smart phones is a symbol of social status.	○	○	○	○	○
Apple smart phones help me fit into important social situations.	○	○	○	○	○
I like to be seen using an Apple smart phone.	○	○	○	○	○
I enjoy it when people know I am using an Apple smart phone.	○	○	○	○	○



Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
HUAWEI smart phones reflect the kind of person I see myself to be.	○	○	○	○	○
HUAWEI smart phones help me communicate my self-identity.	○	○	○	○	○
HUAWEI smart phones help me express myself.	○	○	○	○	○
HUAWEI smart phones help me define myself.	○	○	○	○	○
Using HUAWEI smart phones is a symbol of social status.	○	○	○	○	○
HUAWEI smart phones help me fit into important social situations.	○	○	○	○	○
I like to be seen using a HUAWEI smart phone.	○	○	○	○	○
I enjoy it when people know I am using a HUAWEI smart phone.	○	○	○	○	○

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
HUAWEI smart phones reflect the kind of person I see myself to be.	○	○	○	○	○
HUAWEI smart phones help me communicate my self-identity.	○	○	○	○	○
HUAWEI smart phones help me express myself.	○	○	○	○	○
HUAWEI smart phones help me define myself.	○	○	○	○	○
Using HUAWEI smart phones is a symbol of social status.	○	○	○	○	○
HUAWEI smart phones help me fit into important social situations.	○	○	○	○	○
I like to be seen using a HUAWEI smart phone.	○	○	○	○	○
I enjoy it when people know I am using a HUAWEI smart phone.	○	○	○	○	○

Appendix 5 Scale of Attitude toward Product Attribute

(Beaudoin, Moore, & Goldsmith, 1998; Phau & Yip, 2008)

Please indicate how important the following product attributes are to you for a jacket.

	Not important at all	Somewhat important	Neutral	Very important	Extremely important
Good fit with my personality	○	○	○	○	○
Durability	○	○	○	○	○
Ease of care	○	○	○	○	○
Good price	○	○	○	○	○
Comfort	○	○	○	○	○
Quality (warmness, etc.)	○	○	○	○	○
Color	○	○	○	○	○
Attractiveness	○	○	○	○	○
Fashionableness	○	○	○	○	○
Brand name	○	○	○	○	○
Choice of styles	○	○	○	○	○
Appropriate for occasion (school, business, etc.)	○	○	○	○	○

Please indicate how important the following product attributes are to you for a smart phone.

	Not important at all	Somewhat important	Neutral	Very important	Extremely important
Good fit with my personality	○	○	○	○	○
Durability	○	○	○	○	○
Ease of use	○	○	○	○	○
Good price	○	○	○	○	○
Comfort	○	○	○	○	○
Quality (innovativeness, etc.)	○	○	○	○	○
Color	○	○	○	○	○
Attractiveness	○	○	○	○	○
Fashionableness	○	○	○	○	○
Brand name	○	○	○	○	○
Choice of styles	○	○	○	○	○

Appendix 6 Scale of Brand Familiarity

(Simonin & Ruth, 1998)

Please answer the following questions about the brand Roots.

How familiar are you with the brand Roots?	Very unfamiliar	Unfamiliar	Average knowledge	Familiar	Very familiar
How likely will you to recognize Roots among similar brands?	Very Unlikely	Unlikely	Undecided	Likely	Very Likely
How often have you heard of Roots before?	Never	Rarely	Sometimes	Often	All of the time

Please answer the following questions for the brand Abercrombie & Fitch (A&F).

How familiar are you with the brand A&F?	Very unfamiliar	Unfamiliar	Average knowledge	Familiar	Very familiar
How likely will you recognize A&F among similar brands?	Very unlikely	Unlikely	undecided	Likely	Very unlikely
How often have you heard of A&F before?	Never	Rarely	Sometimes	Often	All of the time

Please answer the following questions for the brand Semir.

How familiar are you with the brand Semir?	Very unfamiliar	Unfamiliar	Average knowledge	Familiar	Very familiar
How likely will you recognize Semir among similar brands?	Very unlikely	Unlikely	Undecided	Likely	Very likely
How often have you heard of Semir before?	Never	Rarely	Sometimes	Often	All of the Time

Please answer the following questions for the brand BlackBerry.

How familiar are you with the brand BlackBerry?	Very unfamiliar	Unfamiliar	Average knowledge	Familiar	Very familiar
How likely will you recognize BlackBerry among similar brands?	Very unlikely	Unlikely	Undecided	Likely	Very likely
How often have you heard of BlackBerry before?	Never	Rarely	Sometimes	Often	All of the Time

Please answer the following questions for the brand Apple.

How familiar are you with the brand Apple?	Very unfamiliar	Unfamiliar	Average knowledge	Familiar	Very familiar
How likely will you recognize Apple among similar brands?	Very unlikely	Unlikley	Undecided	Likely	Very likely
How often have you heard of Apple before?	Never	Rarely	Sometimes	Often	All of the Time

Please answer the following questions for the brand HuaWei.

How familiar are you with the brand HuaWei?	Very unfamiliar	Unfamiliar	Average knowledge	Familiar	Very familiar
How likely will you recognize HuaWei among similar brands?	Very unlikely	Unlikely	Undecided	Likely	Very likely
How often have you heard of HuaWei before?	Never	Rarely	Sometimes	Often	All of the Time

Appendix 7 Manipulation Check

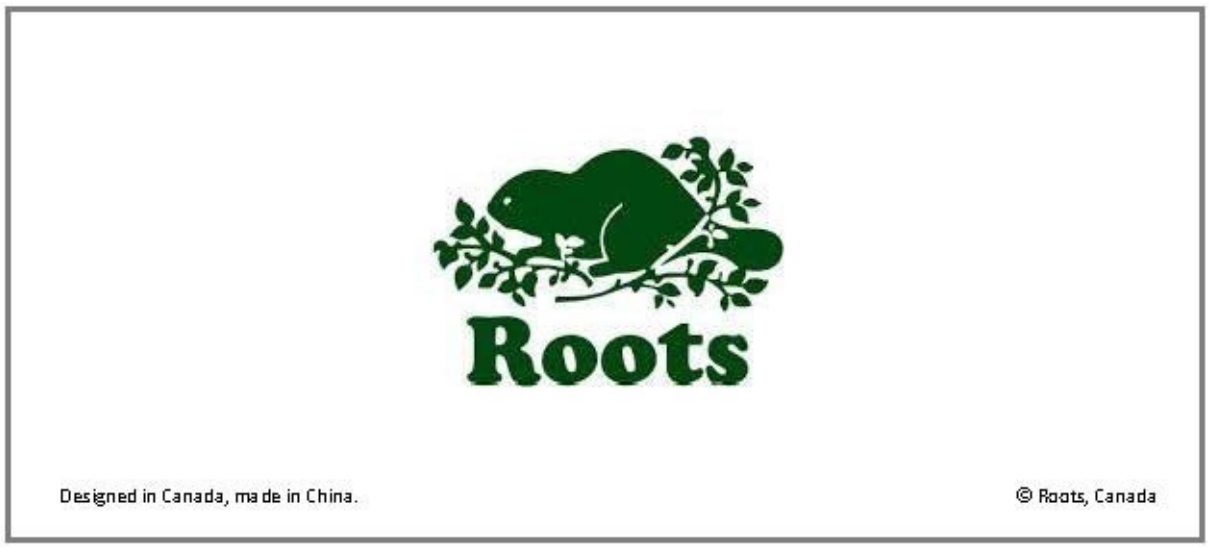
Please indicate to what extent you agree with the following statements.

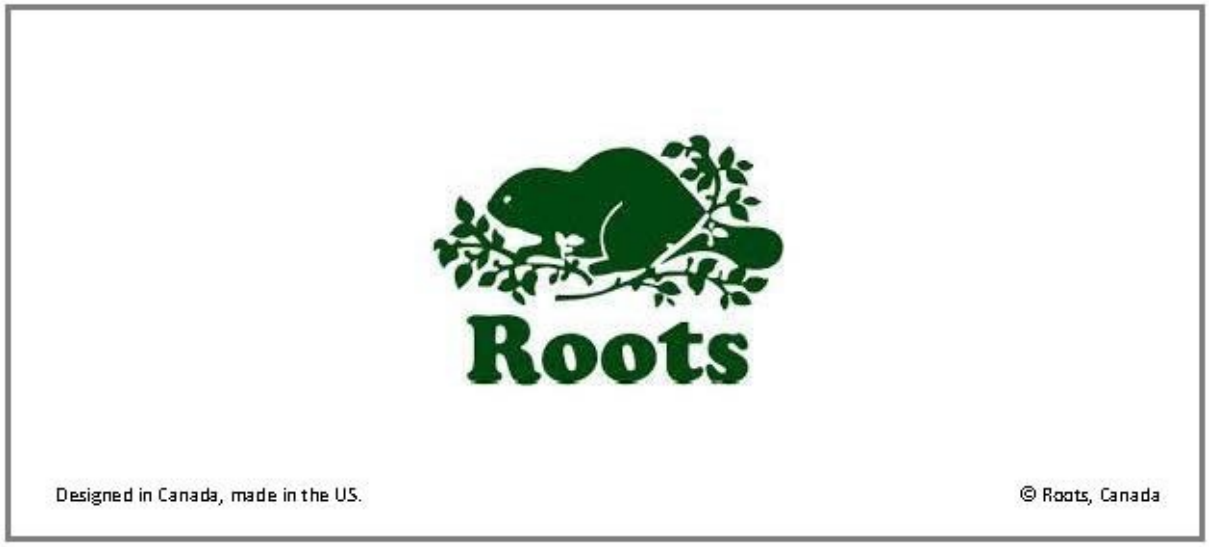
	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The brand Roots is American.	○	○	○	○	○
The brand Roots is Canadian.	○	○	○	○	○
The brand Roots is Chinese.	○	○	○	○	○
The brand A&F is American.	○	○	○	○	○
The brand A&F is Canadian.	○	○	○	○	○
The brand A&F is Chinese.	○	○	○	○	○
The brand Semir is American.	○	○	○	○	○
The brand Semir is Canadian.	○	○	○	○	○
The brand Semir is Chinese.	○	○	○	○	○
The brand BlackBerry is American.	○	○	○	○	○
The brand BlackBerry is Canadian.	○	○	○	○	○
The brand BlackBerry is Chinese.	○	○	○	○	○
The brand Apple is American.	○	○	○	○	○
The brand Apple is Canadian.	○	○	○	○	○
The brand Apple is Chinese.	○	○	○	○	○
The brand HuaWei is American.	○	○	○	○	○
The brand HuaWei is Canadian.	○	○	○	○	○
The brand HuaWei is Chinese.	○	○	○	○	○

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Roots products are made in the U.S.					
Roots products are made in Canada.					
Roots product are made in China.					
A&F products are made in the U.S.					
A&F products are made in Canada.					
A&F products are made in China.					
Semir products are made in the U.S.					
Semir products are made in Canada.					
Semir products are made in China.					
BlackBerry products are made in the U.S.					
BlackBerry products are made in Canada.					
BlackBerry products are made in China.					
Apple products are made in the U.S.					
Apple products are made in Canada.					
Apple products are made in China.					
HuaWei products are made in the U.S.					
HuaWei products are made in Canada.					
HuaWei products are made in China.					

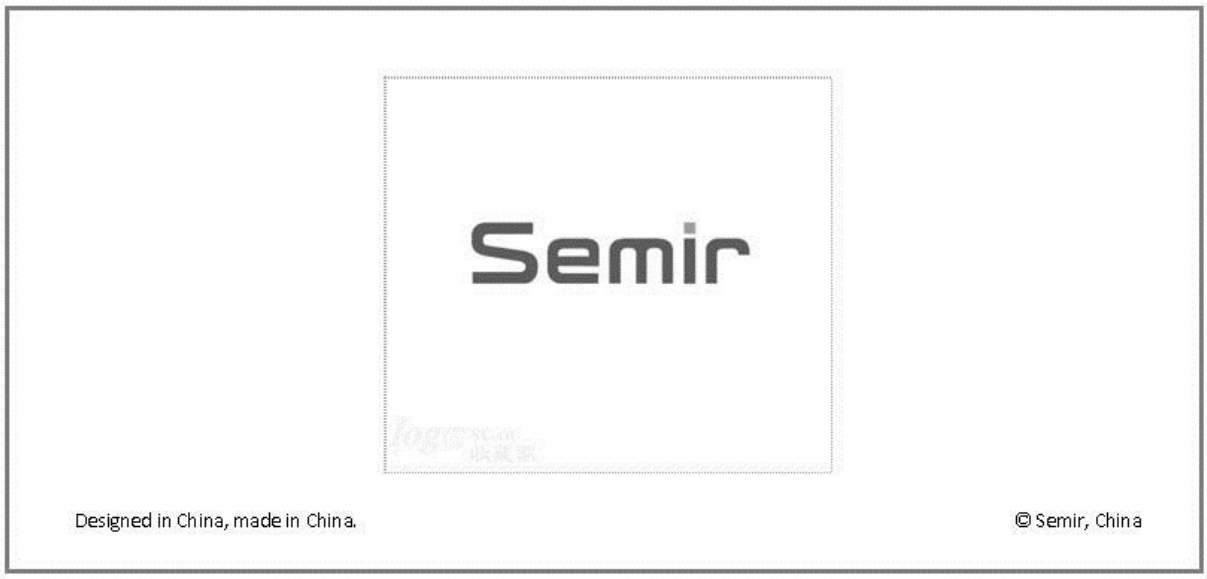
Appendix 8 Brand Logo

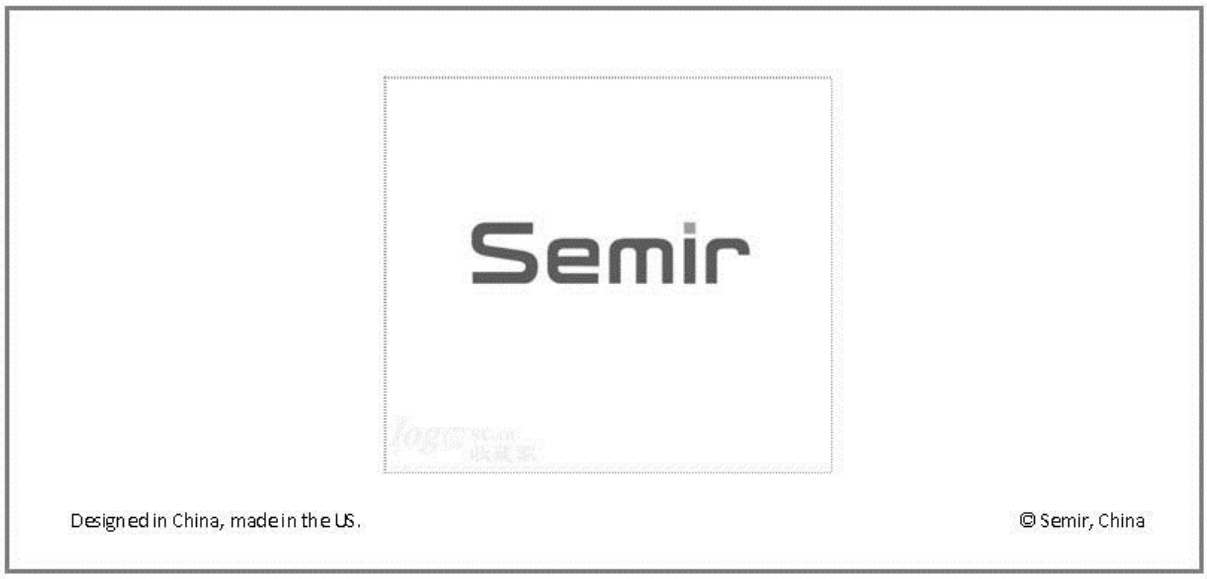


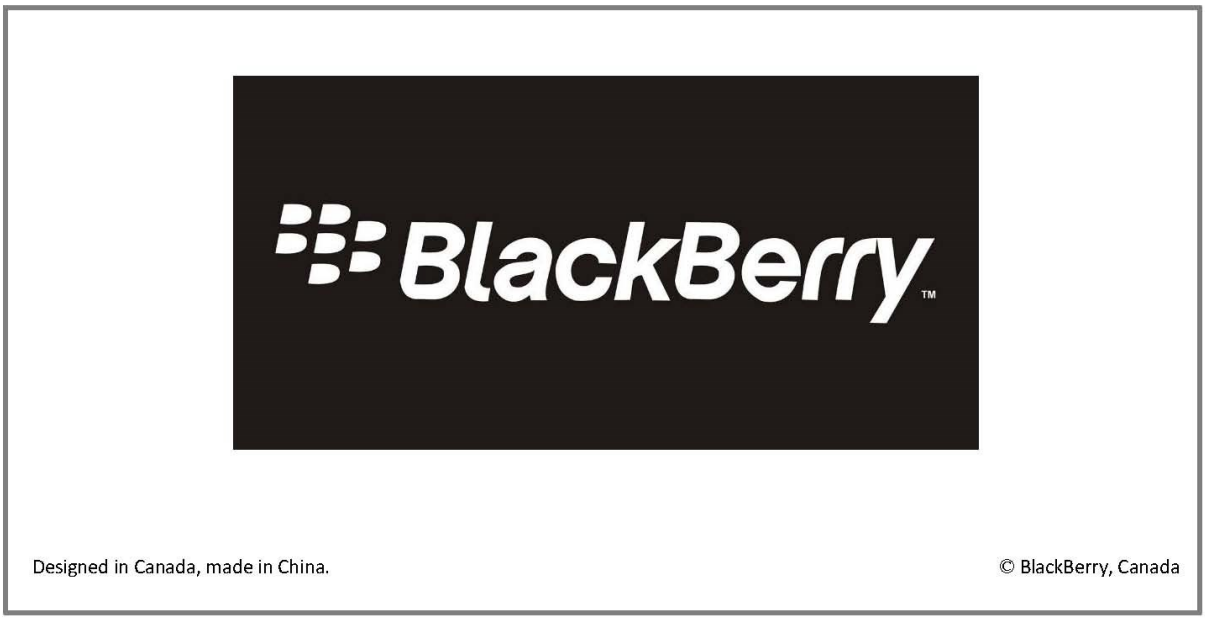


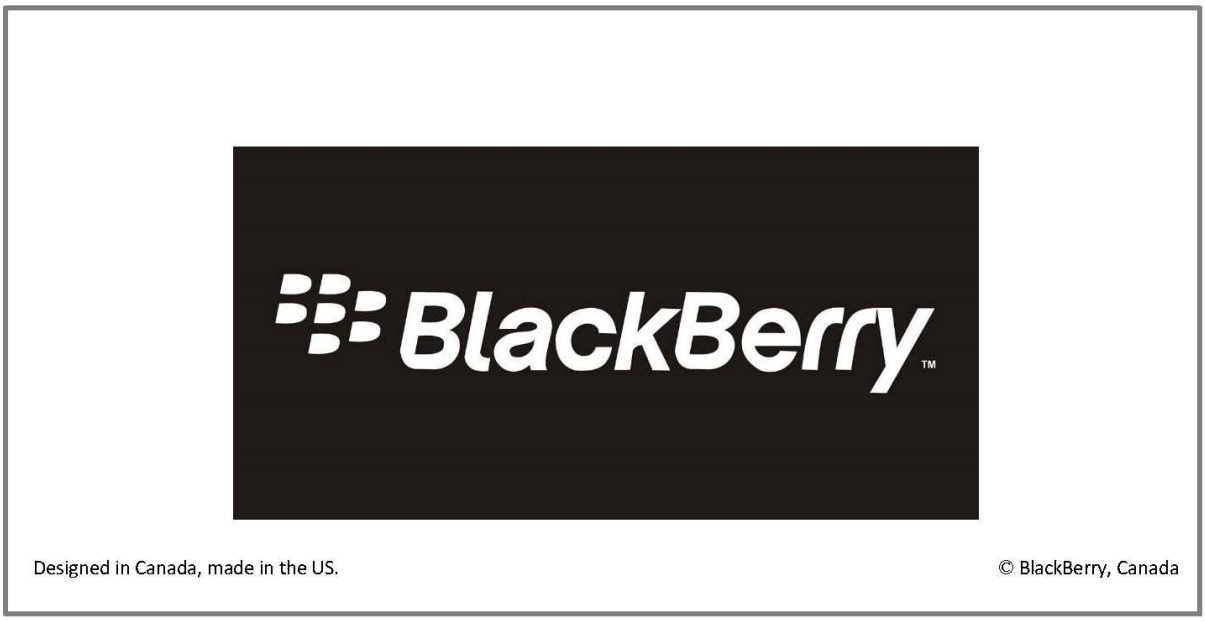

Abercrombie &Fitch
Designed in the US, made in China.
© A&F, USA

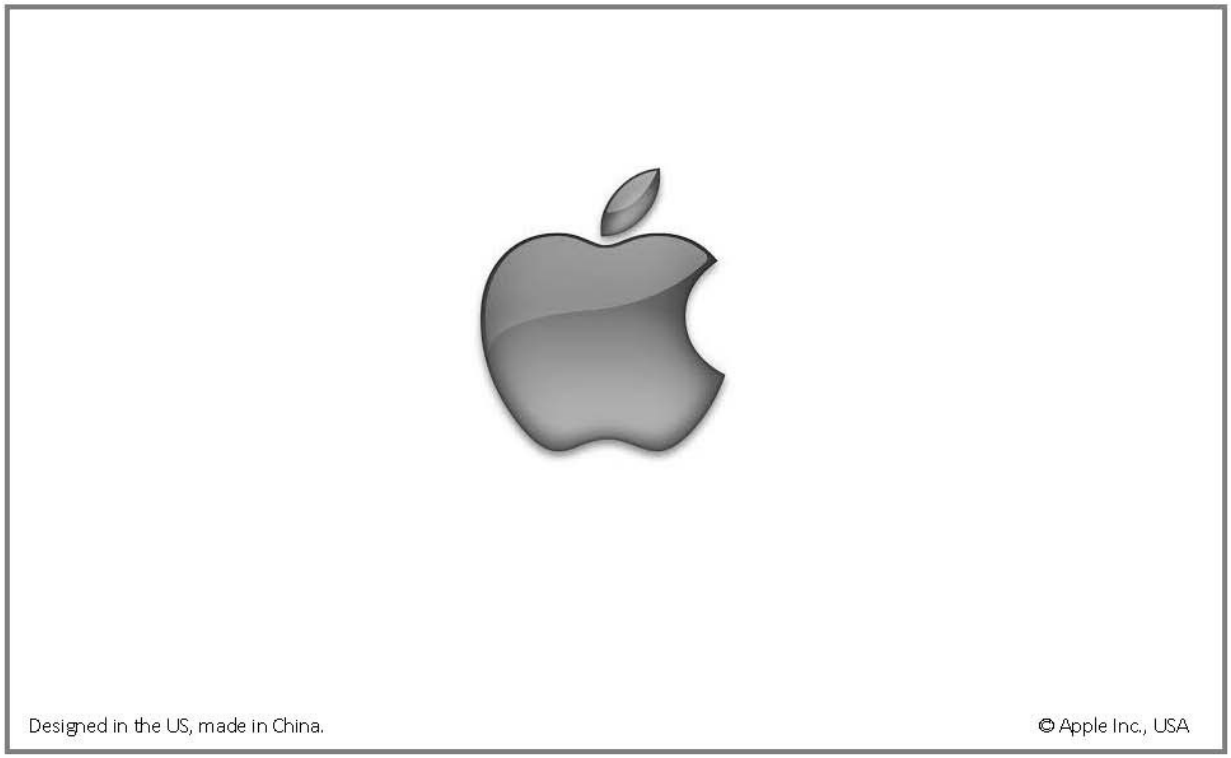

Abercrombie &Fitch
Designed in the US, made in the US.
© A&F, USA

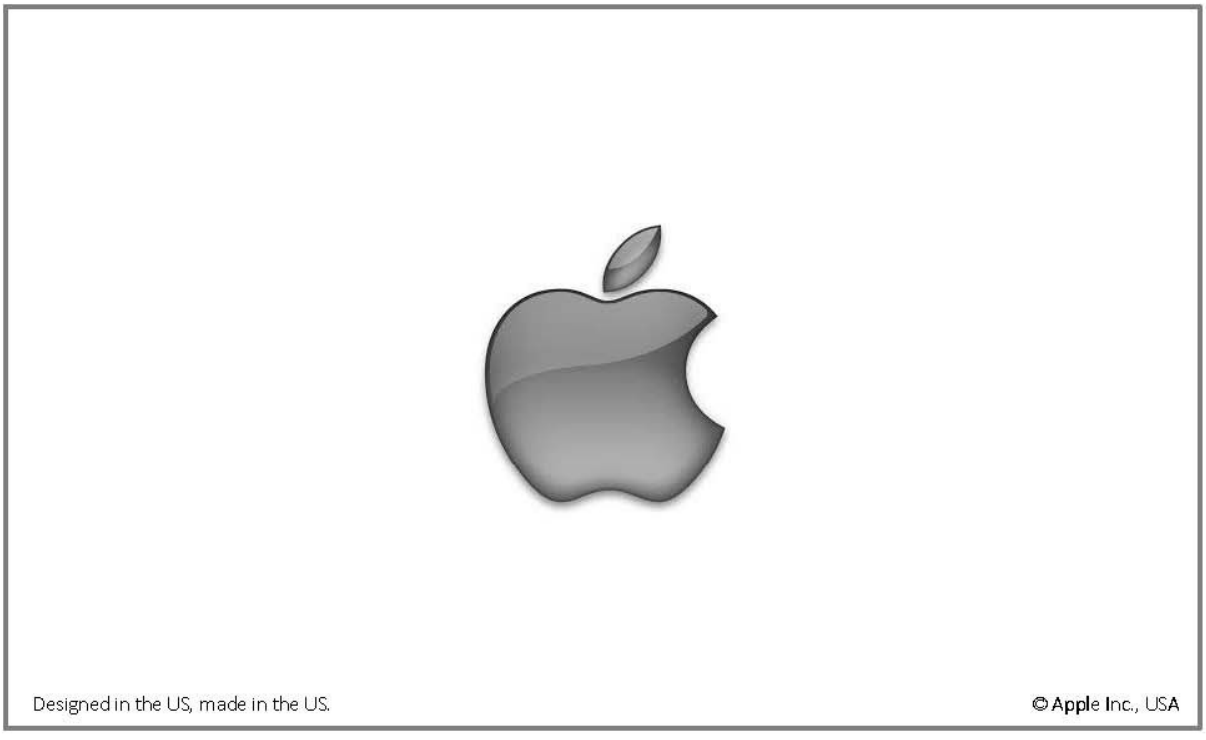

Semir
Designed in China, made in China.
© Semir, China

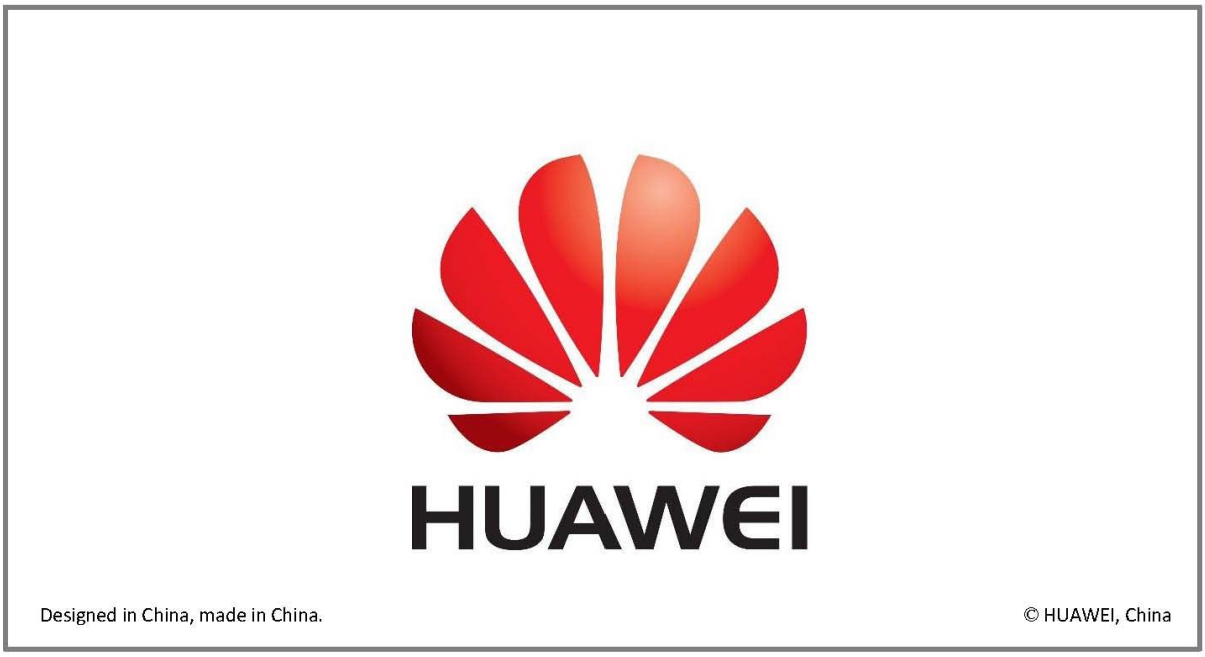

Semir
Designed in China, made in the US.
© Semir, China

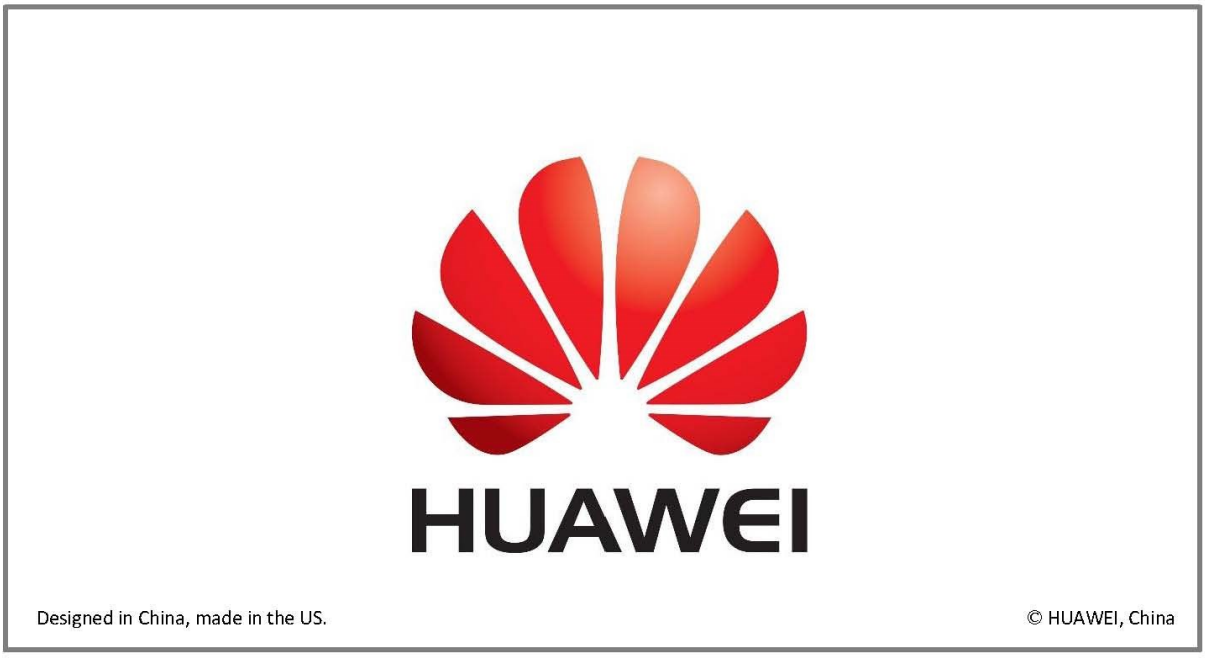

BlackBerry
Designed in Canada, made in China.
© BlackBerry, Canada


BlackBerry
Designed in Canada, made in the US.
© BlackBerry, Canada

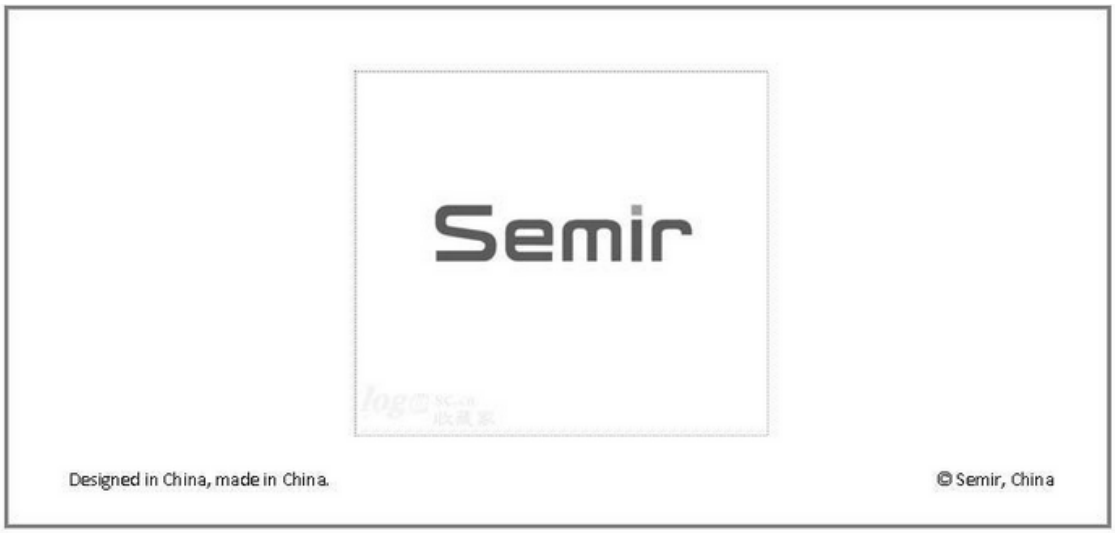

Designed in the US, made in China.
© Apple Inc., USA


Designed in the US, made in the US.
© Apple Inc., USA


HUAWEI
Designed in China, made in China.
© HUAWEI, China

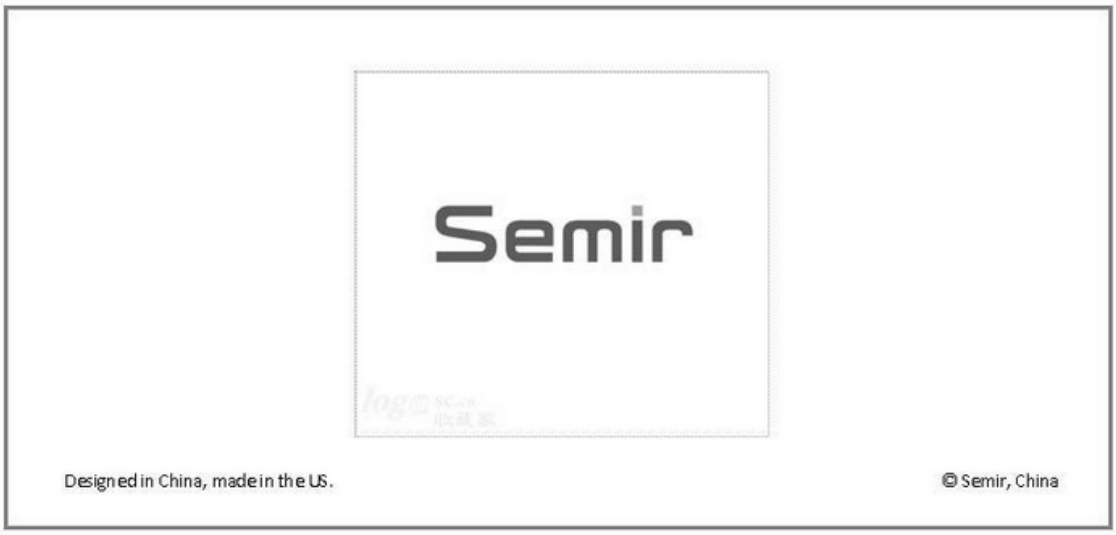

HUAWEI
Designed in China, made in the US.
© HUAWEI, China

Appendix 9 Filter Questions



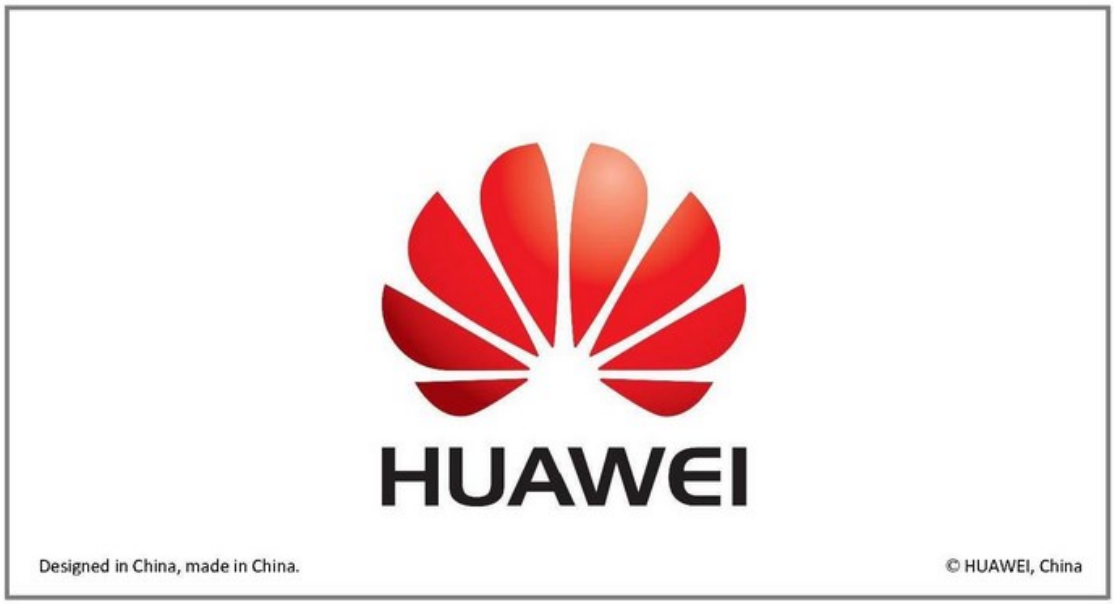
Do you recognize this Semir brand ?

- Yes, I know this brand.
- No, I don't know this brand.



Do you recognize this Semir brand ?

- Yes, I know this brand.
- No, I don't know this brand.



Do you recognize this HUAWEI brand ?

- Yes, I know this brand.
- No, I don't know this brand.

Do you recognize this HUAWEI brand ?

- Yes, I know this brand.
- No, I don't know this brand.

Appendix 10 Scale of Brand Attitude

(Sengupta & Johar, 2002)

Pilot Study

Please indicate to what extent you agree with the following statements.

	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think Roots makes very good jackets.	○	○	○	○	○
I think Roots makes very useful jackets.	○	○	○	○	○
My opinion of Roots jackets is very favourable.	○	○	○	○	○

>>

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think A&F makes very good jackets.	○	○	○	○	○
I think A&F makes very useful jackets.	○	○	○	○	○
My opinion of A&F jackets is very favourable.	○	○	○	○	○

>>

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think Semir makes very good jackets.	○	○	○	○	○
I think Semir makes very useful jackets.	○	○	○	○	○
My opinion of Semir jackets is very favourable.	○	○	○	○	○

>>

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think BlackBerry makes very good smart phones.	○	○	○	○	○
I think BlackBerry makes very useful smart phones.	○	○	○	○	○
My opinion of BlackBerry smart phones is very favourable.	○	○	○	○	○

>>

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think Apple makes very good smart phones.	○	○	○	○	○
I think Apple makes very useful smart phones.	○	○	○	○	○
My opinion of Apple smart phones is very favourable.	○	○	○	○	○

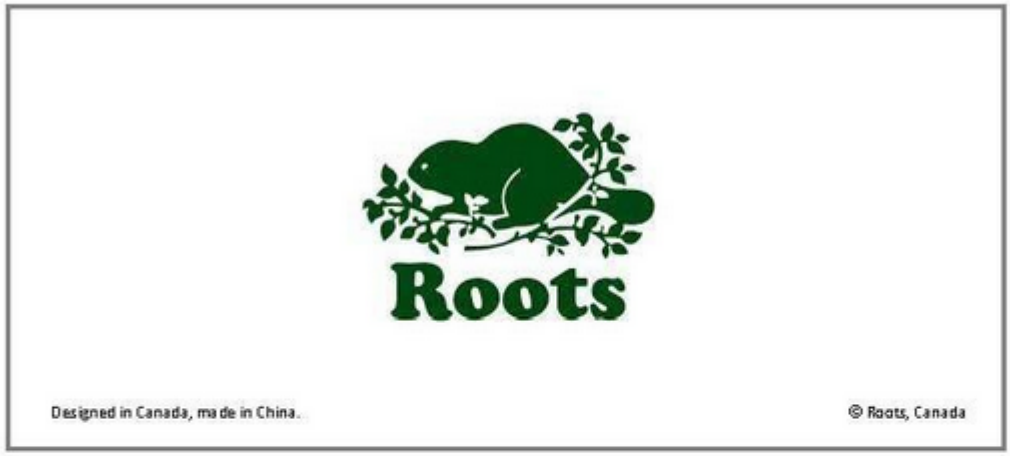
>>

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think HuaWei makes very good smart phones.	○	○	○	○	○
I think HuaWei makes very useful smart phones.	○	○	○	○	○
My opinion of HuaWei smart phones is very favourable.	○	○	○	○	○

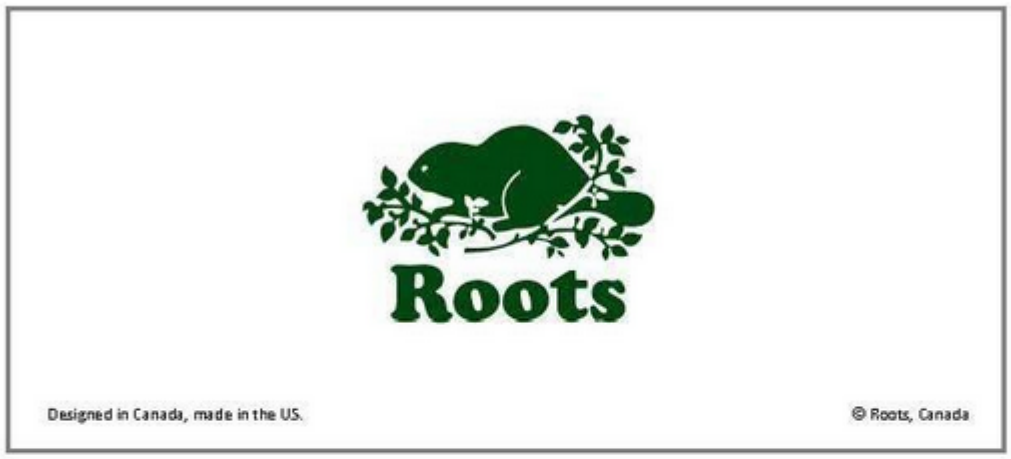
>>

Main Study



Please indicate to what extent you agree with the following statements.

	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think Roots makes very good jackets.	○	○	○	○	○
I think Roots makes very useful jackets.	○	○	○	○	○
My opinion of Roots jackets is very favourable.	○	○	○	○	○



Please indicate to what extent you agree with the following statements.

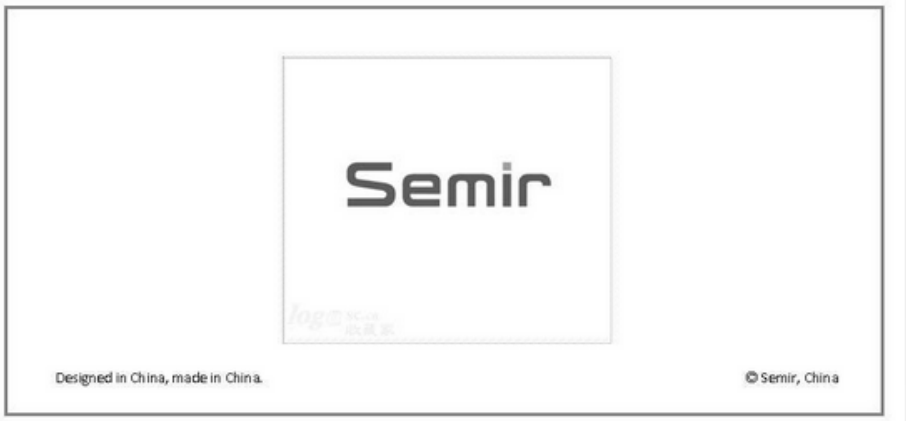
	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think Roots makes very good jackets.	○	○	○	○	○
I think Roots makes very useful jackets.	○	○	○	○	○
My opinion of Roots jackets is very favourable.	○	○	○	○	○

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think A&F makes very good jackets.	○	○	○	○	○
I think A&F makes very useful jackets.	○	○	○	○	○
My opinion of A&F jackets is very favourable.	○	○	○	○	○

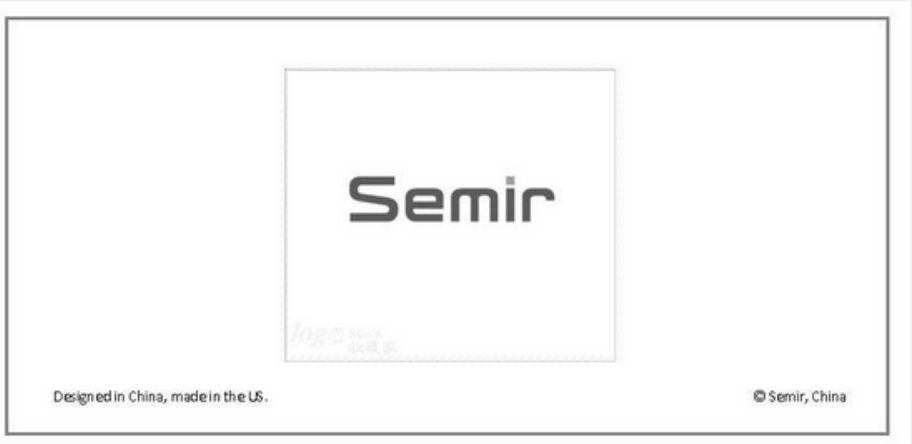
Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think A&F makes very good jackets.	○	○	○	○	○
I think A&F makes very useful jackets.	○	○	○	○	○
My opinion of A&F jackets is very favourable.	○	○	○	○	○



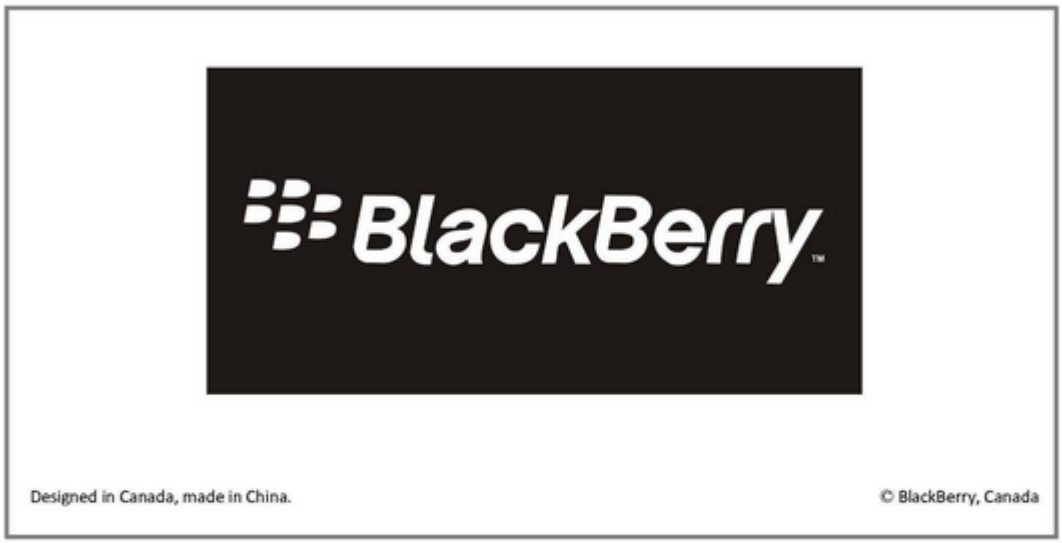
Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think Semir makes very good jackets.	○	○	○	○	○
I think Semir makes very useful jackets.	○	○	○	○	○
My opinion of Semir jackets is very favourable.	○	○	○	○	○



Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think Semir makes very good jackets.	○	○	○	○	○
I think Semir makes very useful jackets.	○	○	○	○	○
My opinion of Semir jackets is very favourable.	○	○	○	○	○



Please indicate to what extent you agree with the following statements.

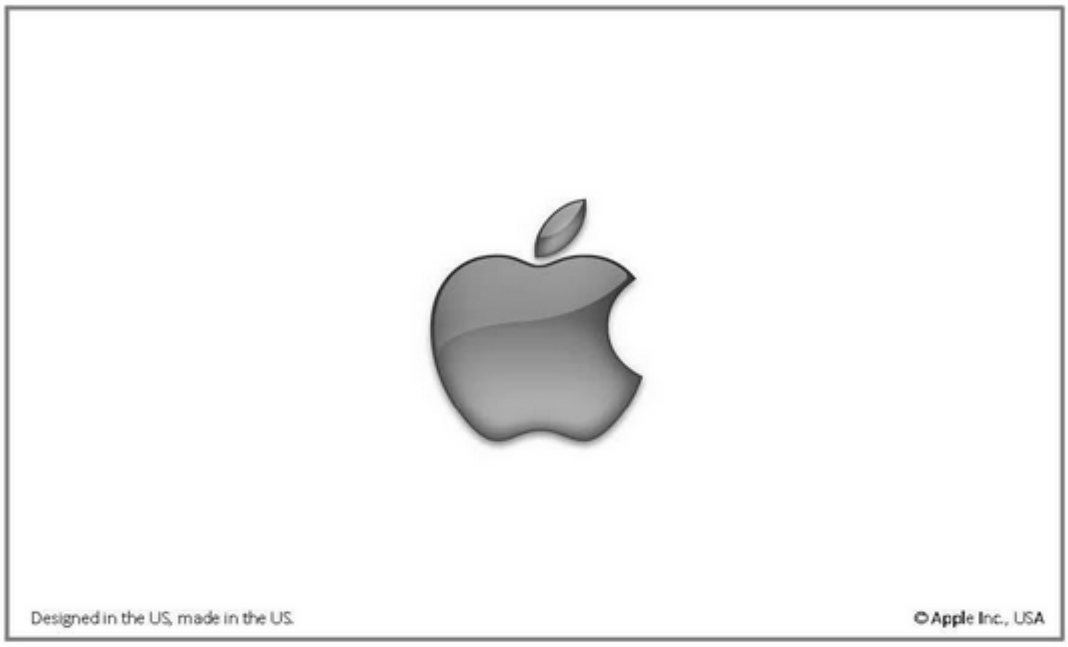
	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think BlackBerry makes very good smart phones.	○	○	○	○	○
I think BlackBerry makes very useful smart phones.	○	○	○	○	○
My opinion of BlackBerry smart phones is very favourable.	○	○	○	○	○

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think BlackBerry makes very good smart phones.	○	○	○	○	○
I think BlackBerry makes very useful smart phones.	○	○	○	○	○
My opinion of BlackBerry smart phones is very favourable.	○	○	○	○	○

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think Apple makes very good smart phones.	○	○	○	○	○
I think Apple makes very useful smart phones.	○	○	○	○	○
My opinion of Apple smart phones is very favourable.	○	○	○	○	○



Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think Apple makes very good smart phones.	○	○	○	○	○
I think Apple makes very useful smart phones.	○	○	○	○	○
My opinion of Apple smart phones is very favourable.	○	○	○	○	○

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think HuaWei makes very good smart phones.	○	○	○	○	○
I think HuaWei makes very useful smart phones.	○	○	○	○	○
My opinion of HuaWei smart phones is very favourable.	○	○	○	○	○

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I think HuaWei makes very good smart phones.	○	○	○	○	○
I think HuaWei makes very useful smart phones.	○	○	○	○	○
My opinion of HuaWei smart phones is very favourable.	○	○	○	○	○

Appendix 11 Scale of Product Quality

(Sprott & Shimp, 2004)

Pilot Study

Please evaluate the brand Roots on the following scales.

	Very poor	Poor	Fair	Good	Very good
All things considered, I would say Roots jackets have _____ overall quality.	○	○	○	○	○
Roots products have _____ quality.	○	○	○	○	○
Overall, Roots products are _____ .	○	○	○	○	○

Please evaluate the brand A&F on the following scales.

	Very poor	Poor	Fair	Good	Very good
All things considered, I would say A&F jackets have _____ overall quality.	○	○	○	○	○
A&F products have _____ quality.	○	○	○	○	○
Overall, A&F products are _____ .	○	○	○	○	○

Please evaluate the brand Semir on the following scales.

	Very Poor	Poor	Fair	Good	Very Good
All things considered, I would say Semir jackets have _____ overall quality.	○	○	○	○	○
Semir products have _____ quality.	○	○	○	○	○
Overall, Semir products are _____ .	○	○	○	○	○

Please evaluate the brand BlackBerry on the following scales.

	Very Poor	Poor	Fair	Good	Very Good
All things considered, I would say BlackBerry smart phones have _____ overall quality.	○	○	○	○	○
BlackBerry products have _____ quality.	○	○	○	○	○
Overall, BlackBerry products are _____ .	○	○	○	○	○

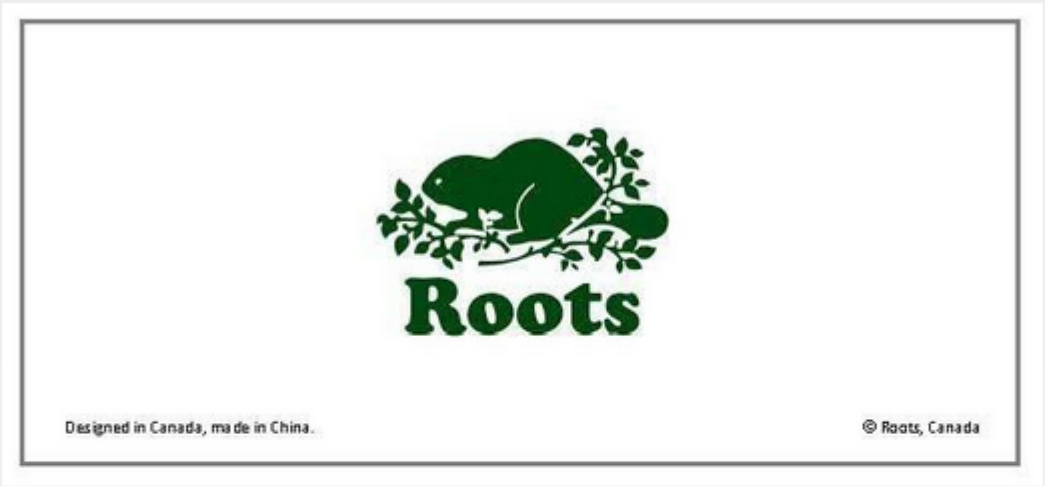
Please evaluate the brand Apple on the following scales.

	Very Poor	Poor	Fair	Good	Very Good
All things considered, I would say Apple smart phones have _____ overall quality.	○	○	○	○	○
Apple products have _____ quality.	○	○	○	○	○
Overall, Apple products are _____ .	○	○	○	○	○

Please evaluate the brand HuaWei on the following scales.

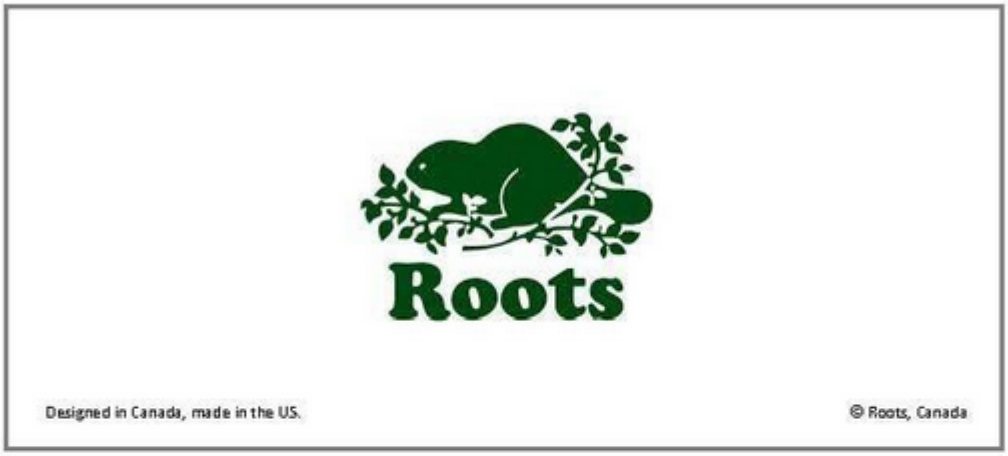
	Very Poor	Poor	Fair	Good	Very Good
All things considered, I would say HuaWei smart phones have _____ overall quality.	○	○	○	○	○
HuaWei products have _____ quality.	○	○	○	○	○
Overall, HuaWei products are _____ .	○	○	○	○	○

Main Study



Please evaluate the brand Roots on the following scales.

	Very poor	Poor	Fair	Good	Very good
All things considered, I would say Roots jackets have _____ overall quality.	○	○	○	○	○
Roots products have _____ quality.	○	○	○	○	○
Overall, Roots products are _____ .	○	○	○	○	○



Please evaluate the brand Roots on the following scales.

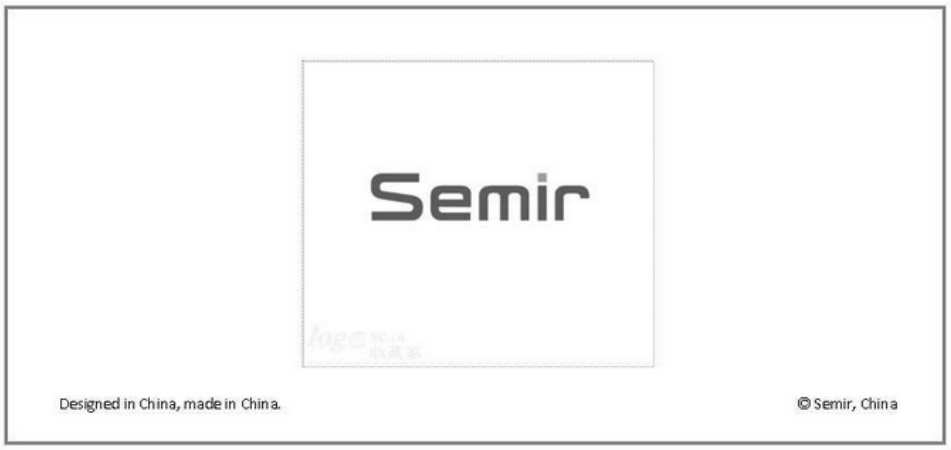
	Very poor	Poor	Fair	Good	Very good
All things considered, I would say Roots jackets have _____ overall quality.	○	○	○	○	○
Roots products have _____ quality.	○	○	○	○	○
Overall, Roots products are _____ .	○	○	○	○	○

Please evaluate the brand A&F on the following scales.

	Very poor	Poor	Fair	Good	Very good
All things considered, I would say A&F jackets have _____ overall quality.	○	○	○	○	○
A&F products have _____ quality.	○	○	○	○	○
Overall, A&F products are _____ .	○	○	○	○	○

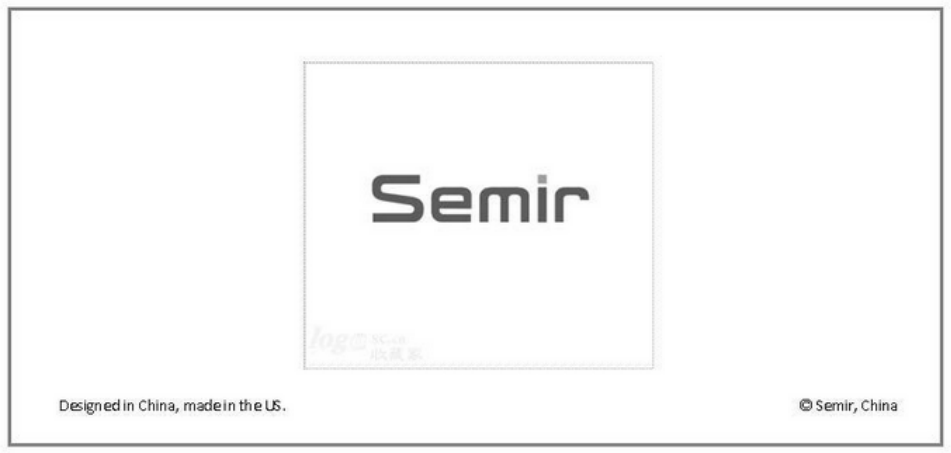
Please evaluate the brand A&F on the following scales.

	Very poor	Poor	Fair	Good	Very good
All things considered, I would say A&F jackets have _____ overall quality.	○	○	○	○	○
A&F products have _____ quality.	○	○	○	○	○
Overall, A&F products are _____ .	○	○	○	○	○



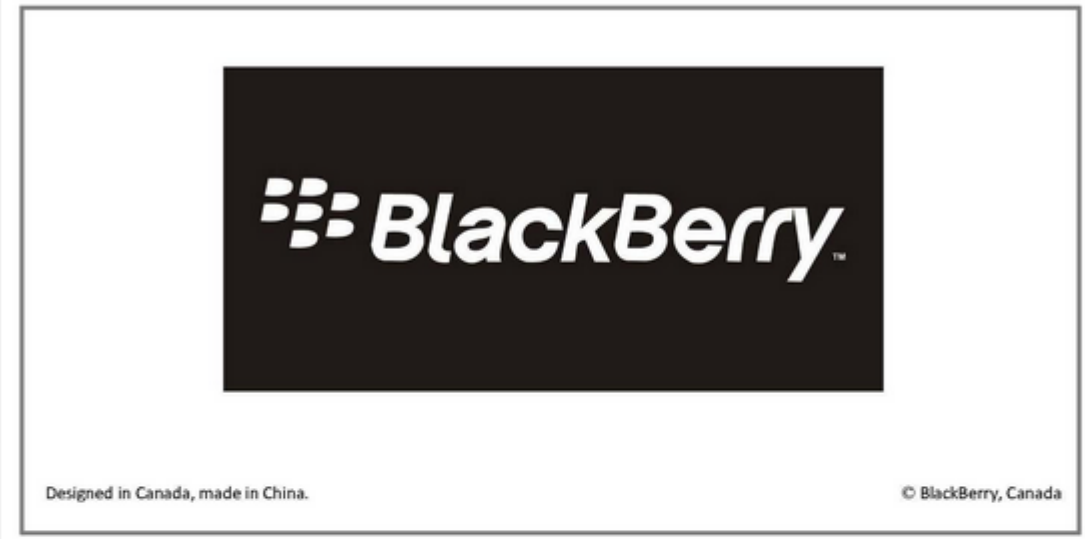
Please evaluate the brand Semir on the following scales.

	Very Poor	Poor	Fair	Good	Very Good
All things considered, I would say Semir jackets have _____ overall quality.	○	○	○	○	○
Semir products have _____ quality.	○	○	○	○	○
Overall, Semir products are _____ .	○	○	○	○	○



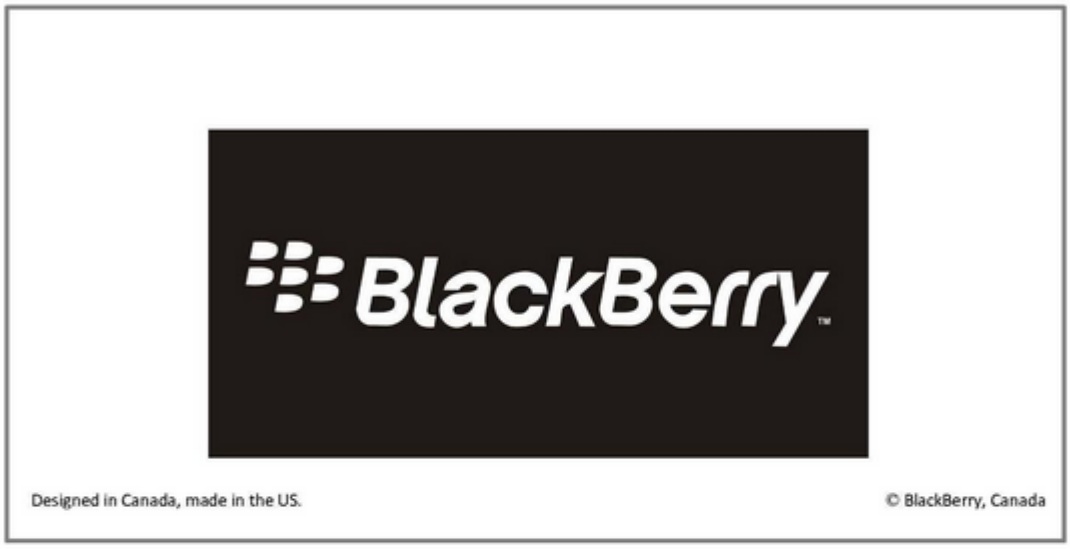
Please evaluate the brand Semir on the following scales.

	Very Poor	Poor	Fair	Good	Very Good
All things considered, I would say Semir jackets have _____ overall quality.	○	○	○	○	○
Semir products have _____ quality.	○	○	○	○	○
Overall, Semir products are _____ .	○	○	○	○	○



Please evaluate the brand BlackBerry on the following scales.

	Very Poor	Poor	Fair	Good	Very Good
All things considered, I would say BlackBerry smart phones have _____ overall quality.	○	○	○	○	○
BlackBerry products have _____ quality.	○	○	○	○	○
Overall, BlackBerry products are _____ .	○	○	○	○	○

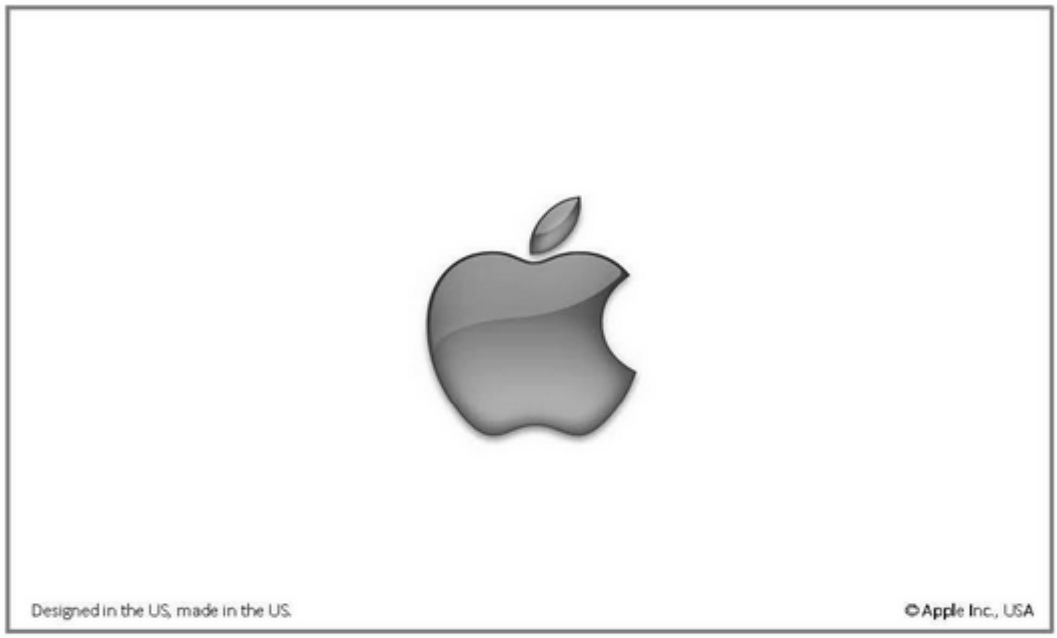


Please evaluate the brand BlackBerry on the following scales.

	Very Poor	Poor	Fair	Good	Very Good
All things considered, I would say BlackBerry smart phones have _____ overall quality.	○	○	○	○	○
BlackBerry products have _____ quality.	○	○	○	○	○
Overall, BlackBerry products are _____ .	○	○	○	○	○

Please evaluate the brand Apple on the following scales.

	Very Poor	Poor	Fair	Good	Very Good
All things considered, I would say Apple smart phones have _____ overall quality.	○	○	○	○	○
Apple products have _____ quality.	○	○	○	○	○
Overall, Apple products are _____ .	○	○	○	○	○



Please evaluate the brand Apple on the following scales.

All things considered, I would say Apple smart phones have _____ overall quality.	Very Poor	Poor	Fair	Good	Very Good
Apple products have _____ quality.	Very Poor	Poor	Fair	Good	Very Good
Overall, Apple products are _____ .	Very Poor	Poor	Fair	Good	Very Good

Please evaluate the brand HuaWei on the following scales.

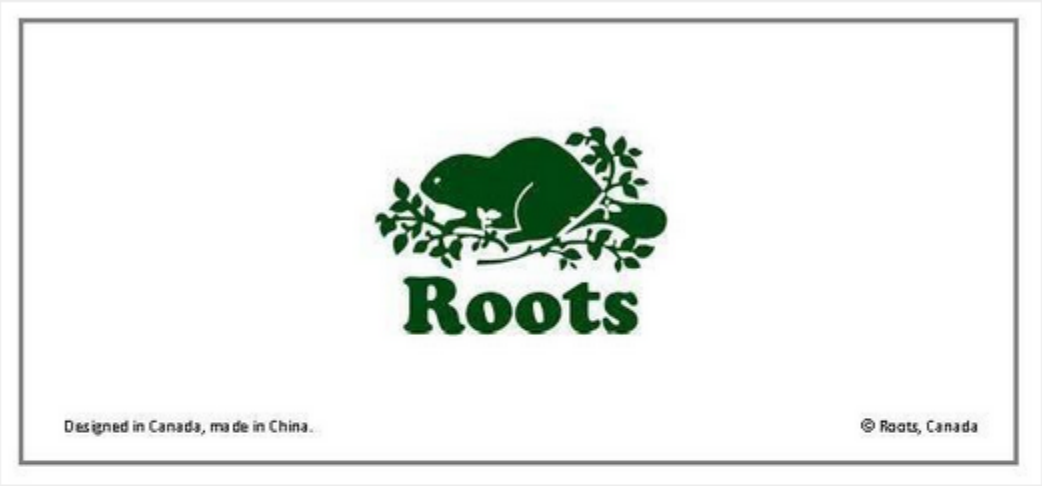
	Very Poor	Poor	Fair	Good	Very Good
All things considered, I would say HuaWei smart phones have _____ overall quality.	○	○	○	○	○
HuaWei products have _____ quality.	○	○	○	○	○
Overall, HuaWei products are _____ .	○	○	○	○	○

Please evaluate the brand HuaWei on the following scales.

	Very Poor	Poor	Fair	Good	Very Good
All things considered, I would say HuaWei smart phones have _____ overall quality.	○	○	○	○	○
HuaWei products have _____ quality.	○	○	○	○	○
Overall, HuaWei products are _____ .	○	○	○	○	○

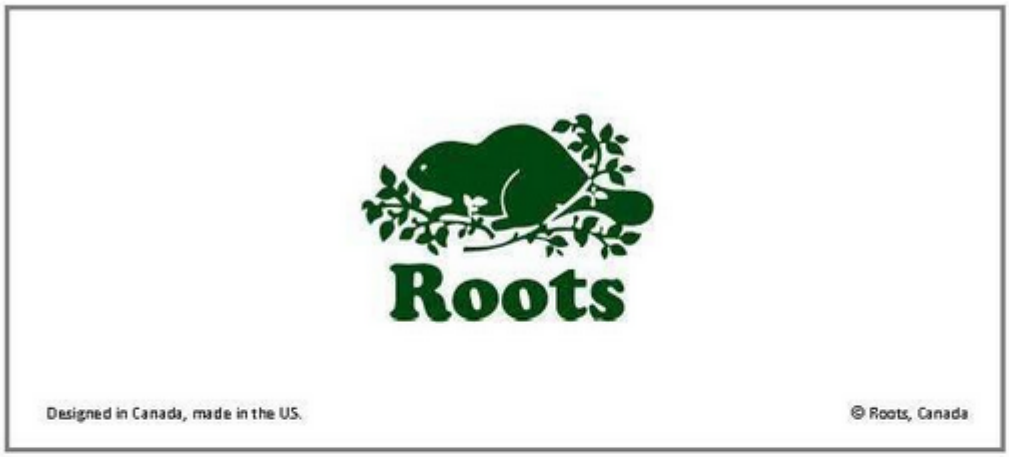
Appendix 12 Scale of Purchase Intention

(Baker & Churchill, 1977)



Please imagine you were looking for a new jacket, and answer the following questions with this need for a jacket in mind.

	Definitely not	Probably not	Maybe	Probably yes	Definitely yes
Would you like to try a Roots jacket?	○	○	○	○	○
Would you buy a Roots jacket if you happened to see it in a store?	○	○	○	○	○
Would you actively seek out a Roots jacket (in a store in order to purchase it)?	○	○	○	○	○
I would patronize Roots jackets.	○	○	○	○	○



Please imagine you were looking for a new jacket, and answer the following questions with this need for a jacket in mind.

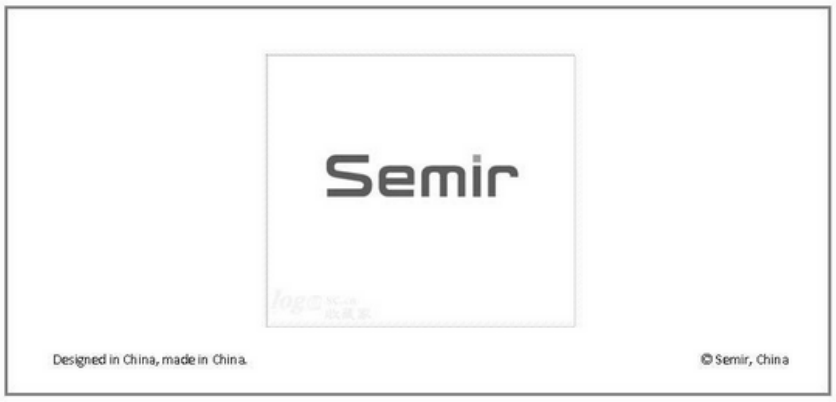
	Definitely not	Probably not	Maybe	Probably yes	Definitely yes
Would you like to try a Roots jacket?	○	○	○	○	○
Would you buy a Roots jacket if you happened to see it in a store?	○	○	○	○	○
Would you actively seek out a Roots jacket (in a store in order to purchase it)?	○	○	○	○	○
I would patronize a Roots jacket.	○	○	○	○	○

Please imagine you were looking for a new jacket, and answer the following questions with this need for a jacket in mind.

	Definitely not	Probably not	Maybe	Probably yes	Definitely yes
Would you like to try a A&F jacket?	○	○	○	○	○
Would you buy a A&F jacket if you happened to see it in a store?	○	○	○	○	○
Would you actively seek out a A&F jacket (in a store in order to purchase it)?	○	○	○	○	○
I would patronize a A&F jacket.	○	○	○	○	○

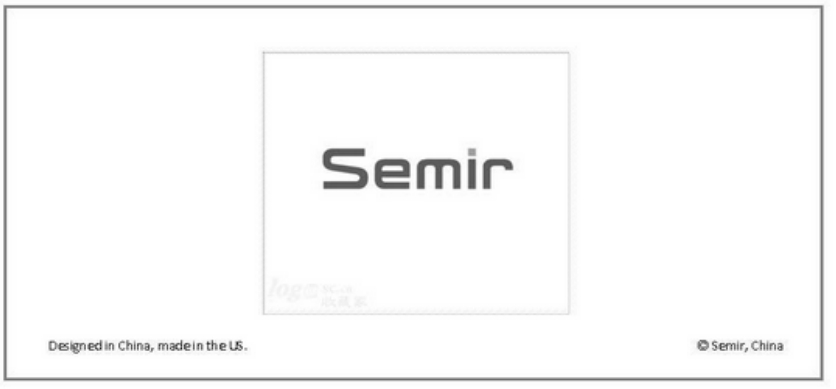
Please imagine you were looking for a new jacket, and answer the following questions with this need for a jacket in mind.

	Definitely not	Probably not	Maybe	Probably yes	Definitely yes
Would you like to try a A&F jacket?	○	○	○	○	○
Would you buy a A&F jacket if you happened to see it in a store?	○	○	○	○	○
Would you actively seek out a A&F jacket (in a store in order to purchase it)?	○	○	○	○	○
I would patronize a A&F jacket.	○	○	○	○	○



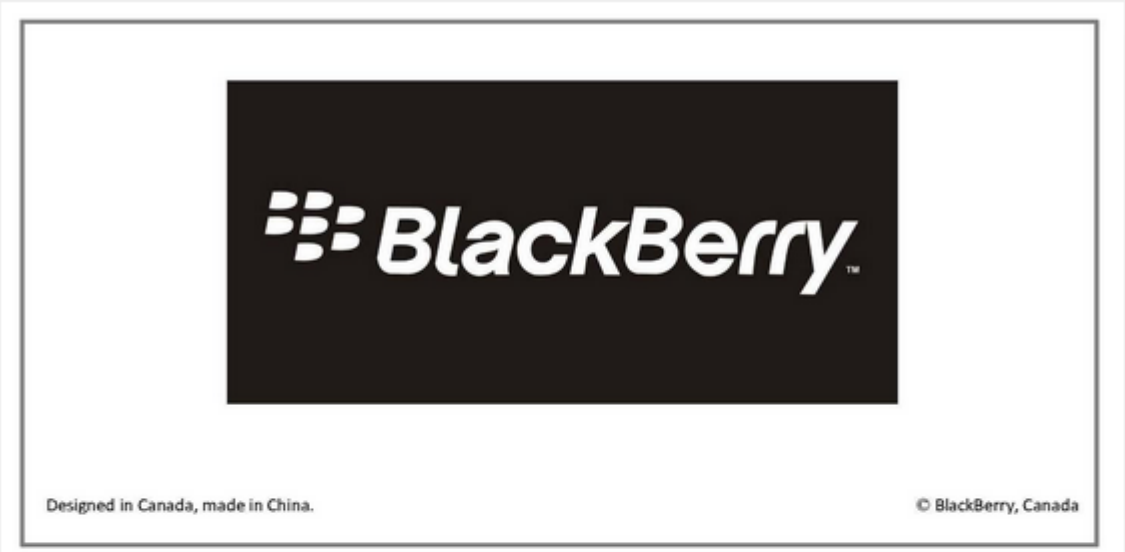
Please imagine you were looking for a new jacket, and answer the following questions with this need for a jacket in mind.

	Definitely not	Probably not	Maybe	Probably yes	Definitely yes
Would you like to try a Semir jacket?					
Would you buy a Semir jacket if you happened to see it in a store?					
Would you actively seek out a Semir jacket (in a store in order to purchase it)?					
I would patronize a Semir jacket.					



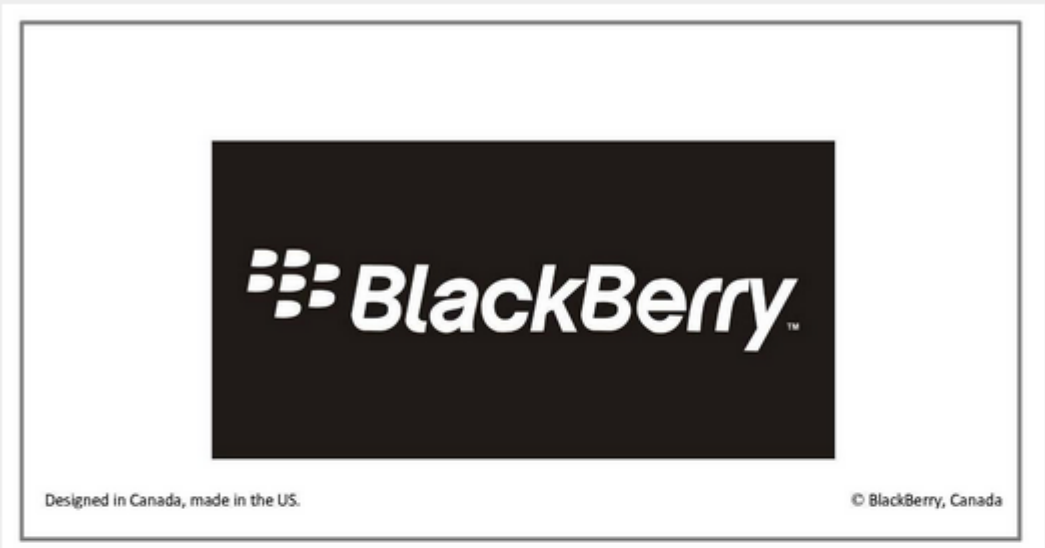
Please imagine you were looking for a new jacket, and answer the following questions with this need for a jacket in mind.

	Definitely not	Probably not	Maybe	Probably yes	Definitely yes
Would you like to try a Semir jacket?					
Would you buy a Semir jacket if you happened to see it in a store?					
Would you actively seek out a Semir jacket (in a store in order to purchase it)?					
I would patronize a Semir jacket.					



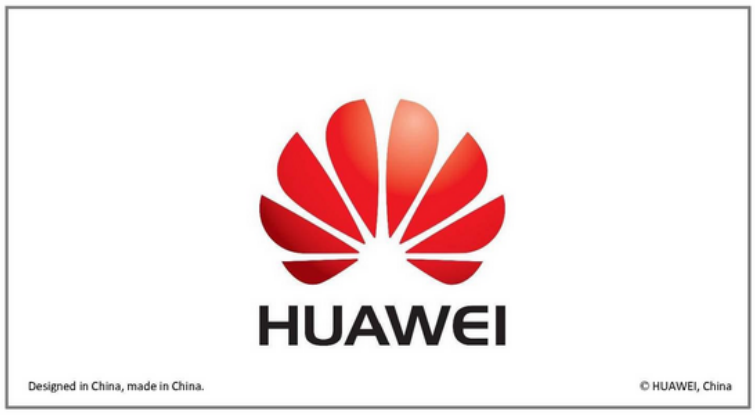
Please imagine you were looking for a new smart phone, and answer the following questions with this need for a smart phone in mind.

	Definitely not	Probably not	Maybe	Probably yes	Definitely yes
Would you like to try a BlackBerry smart phone?	○	○	○	○	○
Would you buy a BlackBerry smart phone if you happened to see it in a store?	○	○	○	○	○
Would you actively seek out a BlackBerry smart phone (in a store in order to purchase it)?	○	○	○	○	○
I will patronize a BlackBerry smart phone.	○	○	○	○	○



Please imagine you were looking for a new smart phone, and answer the following questions with this need for a smart phone in mind.

	Definitely not	Probably not	Maybe	Probably yes	Definitely yes
Would you like to try a BlackBerry smart phone?	○	○	○	○	○
Would you buy a BlackBerry smart phone if you happened to see it in a store?	○	○	○	○	○
Would you actively seek out a BlackBerry smart phone (in a store in order to purchase it)?	○	○	○	○	○
I would patronize a BlackBerry smart phone.	○	○	○	○	○



Please imagine you were looking for a new smart phone, and answer the following questions with this need for a smart phone in mind.

	Definitely not	Probably not	Maybe	Probably yes	Definitely yes
Would you like to try a HuaWei smart phone?	○	○	○	○	○
Would you buy a HuaWei smart phone if you happened to see it in a store?	○	○	○	○	○
Would you actively seek out a HuaWei smart phone (in a store in order to purchase it)?	○	○	○	○	○
I would patronize a HuaWei smart phone.	○	○	○	○	○

Please imagine you were looking for a new smart phone, and answer the following questions with this need of a smart phone in mind.

	Definitely not	Probably not	Maybe	Probably yes	Definitely yes
Would you like to try a HuaWei smart phone?	○	○	○	○	○
Would you buy a HuaWei smart phone if you happened to see it in a store?	○	○	○	○	○
Would you actively seek out a HuaWei smart phone (in a store in order to purchase it)?	○	○	○	○	○
I would patronize a HuaWei smart phone.	○	○	○	○	○

Appendix 13 Scale of Consumer Ethnocentrism

(Shimp & Sharma, 1987)

Please indicate to what extent you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Canadian people should always buy Canadian-made products instead of imports.	○	○	○	○	○
Only those products that are not available in Canada should be imported.	○	○	○	○	○
Buy Canadian-made products. Keep Canada working.	○	○	○	○	○
Canadian products first, last, and foremost.	○	○	○	○	○
Purchasing foreign-made products is un-Canadian.	○	○	○	○	○
It is NOT right to purchase foreign products, because it puts Canadians out of jobs.	○	○	○	○	○
A real Canadian should always buy Canadian-made products.	○	○	○	○	○
We should purchase products manufactured in Canada instead of letting other countries get rich off us.	○	○	○	○	○
It is always best to purchase Canadian products.	○	○	○	○	○
There should be very little trading or purchasing of goods from other countries unless out of necessity.	○	○	○	○	○
Canadians should NOT buy foreign products, because this hurts Canadian business and causes unemployment.	○	○	○	○	○
Restrictions should be put on all imports.	○	○	○	○	○
It may cost me in the long-run but I prefer to support Canadian products.	○	○	○	○	○
Foreigners should NOT be allowed to put their products on our markets.	○	○	○	○	○
Foreign products should be taxed heavily to reduce their entry to Canada.	○	○	○	○	○
We should buy from foreign countries only those products that we can NOT obtain within our own country.	○	○	○	○	○
Canadian consumers who purchase products made in the other countries are responsible for putting their fellow Canadians out of work.	○	○	○	○	○

Appendix 14 Correlation Matrix

Correlations

(Canada-designed jacket: China-made product versus U.S.-made product)

		Country of Manufacture	Hedonic Function	Utilitarian Function	Value-Expressive Function	Social-Adjustive Function	Brand Attitude	Quality Perception	Purchase Intention
Country of Manufacture	Pearson Correlation	1	.032	.059	.084	.040	.023	.015	.046
	Sig. (2-tailed)		.635	.385	.201	.549	.731	.820	.484
	N	231	222	222	231	231	217	230	231
Hedonic Function	Pearson Correlation	.032	1	.560**	.507**	.495**	.537**	.494**	.579**
	Sig. (2-tailed)	.635		.000	.000	.000	.000	.000	.000
	N	222	222	215	222	222	210	222	222
Utilitarian Function	Pearson Correlation	.059	.560**	1	.261**	.267**	.504**	.564**	.482**
	Sig. (2-tailed)	.385	.000		.000	.000	.000	.000	.000
	N	222	215	222	222	222	211	221	222
Value-Expressive Function	Pearson Correlation	.084	.507**	.261**	1	.728**	.283**	.283**	.549**
	Sig. (2-tailed)	.201	.000	.000		.000	.000	.000	.000
	N	231	222	222	231	231	217	230	231
Social-Adjustive Function	Pearson Correlation	.040	.495**	.267**	.728**	1	.303**	.353**	.531**
	Sig. (2-tailed)	.549	.000	.000	.000		.000	.000	.000
	N	231	222	222	231	231	217	230	231
Brand Attitude	Pearson Correlation	.023	.537**	.504**	.283**	.303**	1	.629**	.533**
	Sig. (2-tailed)	.731	.000	.000	.000	.000		.000	.000
	N	217	210	211	217	217	217	217	217
Quality Perception	Pearson Correlation	.015	.494**	.564**	.283**	.353**	.629**	1	.510**
	Sig. (2-tailed)	.820	.000	.000	.000	.000	.000		.000
	N	230	222	221	230	230	217	230	230
Purchase Intention	Pearson Correlation	.046	.579**	.482**	.549**	.531**	.533**	.510**	1
	Sig. (2-tailed)	.484	.000	.000	.000	.000	.000	.000	
	N	231	222	222	231	231	217	230	231

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

(U.S.-designed jacket: China-made product versus U.S.-made product)

		Country of Manufacture	Hedonic Function	Utilitarian Function	Value-Expressive Function	Social-Adjustive Function	Brand Attitude	Quality Perception	Purchase Intention
Country of Manufacture	Pearson Correlation	1	.072	.021	.109	.105	.033	.086	.040
	Sig. (2-tailed)		.281	.763	.099	.111	.630	.197	.544
	N	231	226	208	230	230	212	226	231
Hedonic Function	Pearson Correlation	.072	1	.598**	.571**	.578**	.553**	.490**	.688**
	Sig. (2-tailed)	.281		.000	.000	.000	.000	.000	.000
	N	226	226	207	225	225	212	222	226
Utilitarian Function	Pearson Correlation	.021	.598**	1	.471**	.447**	.622**	.503**	.593**
	Sig. (2-tailed)	.763	.000		.000	.000	.000	.000	.000
	N	208	207	208	207	207	200	207	208
Value-Expressive Function	Pearson Correlation	.109	.571**	.471**	1	.797**	.534**	.423**	.668**
	Sig. (2-tailed)	.099	.000	.000		.000	.000	.000	.000
	N	230	225	207	230	229	211	225	230
Social-Adjustive Function	Pearson Correlation	.105	.578**	.447**	.797**	1	.494**	.417**	.634**
	Sig. (2-tailed)	.111	.000	.000	.000		.000	.000	.000
	N	230	225	207	229	230	211	225	230
Brand Attitude	Pearson Correlation	.033	.553**	.622**	.534**	.494**	1	.626**	.679**
	Sig. (2-tailed)	.630	.000	.000	.000	.000		.000	.000
	N	212	212	200	211	211	212	212	212
Quality Perception	Pearson Correlation	.086	.490**	.503**	.423**	.417**	.626**	1	.597**
	Sig. (2-tailed)	.197	.000	.000	.000	.000	.000		.000
	N	226	222	207	225	225	212	226	226
Purchase Intention	Pearson Correlation	.040	.688**	.593**	.668**	.634**	.679**	.597**	1
	Sig. (2-tailed)	.544	.000	.000	.000	.000	.000	.000	
	N	231	226	208	230	230	212	226	231

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

(Canada-designed smartphone: China-made product versus U.S.-made product)

		Country of Manufacture	Hedonic Function	Utilitarian Function	Value-Expressive Function	Social-Adjustive Function	Brand Attitude	Quality Perception	Purchase Intention
Country of Manufacture	Pearson Correlation	1	.110	.017	.151*	.164*	.092	.079	.100
	Sig. (2-tailed)		.097	.802	.022	.013	.162	.232	.130
	N	231	231	231	231	231	231	229	230
Hedonic Function	Pearson Correlation	.110	1	.614**	.538**	.465**	.709**	.619**	.631**
	Sig. (2-tailed)	.097		.000	.000	.000	.000	.000	.000
	N	231	231	231	231	231	231	229	230
Utilitarian Function	Pearson Correlation	.017	.614**	1	.446**	.450**	.696**	.640**	.561**
	Sig. (2-tailed)	.802	.000		.000	.000	.000	.000	.000
	N	231	231	231	231	231	231	229	230
Value-Expressive Function	Pearson Correlation	.151*	.538**	.446**	1	.770**	.570**	.473**	.613**
	Sig. (2-tailed)	.022	.000	.000		.000	.000	.000	.000
	N	231	231	231	231	231	231	229	230
Social-Adjustive Function	Pearson Correlation	.164*	.465**	.450**	.770**	1	.568**	.398**	.564**
	Sig. (2-tailed)	.013	.000	.000	.000		.000	.000	.000
	N	231	231	231	231	231	231	229	230
Brand Attitude	Pearson Correlation	.092	.709**	.696**	.570**	.568**	1	.736**	.702**
	Sig. (2-tailed)	.162	.000	.000	.000	.000		.000	.000
	N	231	231	231	231	231	231	229	230
Quality Perception	Pearson Correlation	.079	.619**	.640**	.473**	.398**	.736**	1	.569**
	Sig. (2-tailed)	.232	.000	.000	.000	.000	.000		.000
	N	229	229	229	229	229	229	229	228
Purchase Intention	Pearson Correlation	.100	.631**	.561**	.613**	.564**	.702**	.569**	1
	Sig. (2-tailed)	.130	.000	.000	.000	.000	.000	.000	
	N	230	230	230	230	230	230	228	230

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

(U.S.-designed smartphone: China-made product versus U.S.-made product)

		Country of Manufacture	Hedonic Function	Utilitarian Function	Value-Expressive Function	Social-Adjustive Function	Brand Attitude	Quality Perception	Purchase Intention
Country of Manufacture	Pearson Correlation	1	.145*	.074	.083	.034	.051	.005	.003
	Sig. (2-tailed)		.031	.269	.207	.603	.451	.938	.966
	N	231	223	225	231	231	219	226	231
Hedonic Function	Pearson Correlation	.145*	1	.675**	.584**	.521**	.543**	.443**	.599**
	Sig. (2-tailed)	.031		.000	.000	.000	.000	.000	.000
	N	223	223	218	223	223	212	218	223
Utilitarian Function	Pearson Correlation	.074	.675**	1	.594**	.537**	.712**	.534**	.691**
	Sig. (2-tailed)	.269	.000		.000	.000	.000	.000	.000
	N	225	218	225	225	225	217	222	225
Value-Expressive Function	Pearson Correlation	.083	.584**	.594**	1	.816**	.525**	.397**	.668**
	Sig. (2-tailed)	.207	.000	.000		.000	.000	.000	.000
	N	231	223	225	231	231	219	226	231
Social-Adjustive Function	Pearson Correlation	.034	.521**	.537**	.816**	1	.528**	.366**	.635**
	Sig. (2-tailed)	.603	.000	.000	.000		.000	.000	.000
	N	231	223	225	231	231	219	226	231
Brand Attitude	Pearson Correlation	.051	.543**	.712**	.525**	.528**	1	.672**	.690**
	Sig. (2-tailed)	.451	.000	.000	.000	.000		.000	.000
	N	219	212	217	219	219	219	218	219
Quality Perception	Pearson Correlation	.005	.443**	.534**	.397**	.366**	.672**	1	.481**
	Sig. (2-tailed)	.938	.000	.000	.000	.000	.000		.000
	N	226	218	222	226	226	218	226	226
Purchase Intention	Pearson Correlation	.003	.599**	.691**	.668**	.635**	.690**	.481**	1
	Sig. (2-tailed)	.966	.000	.000	.000	.000	.000	.000	
	N	231	223	225	231	231	219	226	231

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

(China-made jacket: U.S.-designed versus Canada-designed)

		Country of Design	CE	Hedonic Function	Utilitarian Function	Value-Expressive Function	Social-Adjustive Function	Brand Attitude	Quality Perception	Purchase Intention
Country of Design	Pearson Correlation	1	-.118	-.128	.213*	-.143	-.144	.159	.123	-.135
	Sig. (2-tailed)		.212	.186	.030	.124	.124	.100	.190	.148
	N	116	113	109	104	116	115	109	115	116
Consumer Ethnocentrism (CE)	Pearson Correlation	-.118	1	.192*	.033	.290**	.176	.081	.086	.315**
	Sig. (2-tailed)	.212		.048	.746	.002	.063	.411	.365	.001
	N	113	113	106	101	113	112	106	112	113
Hedonic Function	Pearson Correlation	-.128	.192*	1	.418**	.567**	.404**	.521**	.465**	.629**
	Sig. (2-tailed)	.186	.048		.000	.000	.000	.000	.000	.000
	N	109	106	109	99	109	108	103	108	109
Utilitarian Function	Pearson Correlation	.213*	.033	.418**	1	.153	.075	.547**	.451**	.402**
	Sig. (2-tailed)	.030	.746	.000		.120	.449	.000	.000	.000
	N	104	101	99	104	104	103	99	103	104
Value-Expressive Function	Pearson Correlation	-.143	.290**	.567**	.153	1	.731**	.398**	.294**	.646**
	Sig. (2-tailed)	.124	.002	.000	.120		.000	.000	.001	.000
	N	116	113	109	104	116	115	109	115	116
Social-Adjustive Function	Pearson Correlation	-.144	.176	.404**	.075	.731**	1	.279**	.278**	.579**
	Sig. (2-tailed)	.124	.063	.000	.449	.000		.003	.003	.000
	N	115	112	108	103	115	115	108	114	115
Brand Attitude	Pearson Correlation	.159	.081	.521**	.547**	.398**	.279**	1	.730**	.627**
	Sig. (2-tailed)	.100	.411	.000	.000	.000	.003		.000	.000
	N	109	106	103	99	109	108	109	109	109
Quality Perception	Pearson Correlation	.123	.086	.465**	.451**	.294**	.278**	.730**	1	.505**
	Sig. (2-tailed)	.190	.365	.000	.000	.001	.003	.000		.000
	N	115	112	108	103	115	114	109	115	115
Purchase Intention	Pearson Correlation	-.135	.315**	.629**	.402**	.646**	.579**	.627**	.505**	1
	Sig. (2-tailed)	.148	.001	.000	.000	.000	.000	.000	.000	
	N	116	113	109	104	116	115	109	115	116

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

(U.S.-made jacket: U.S.-designed versus Canada-designed)

		Country of Design	CE	Hedonic Function	Utilitarian Function	Value-Expressive Function	Social-Adjustive Function	Brand Attitude	Quality Perception	Purchase Intention
Country of Design	Pearson Correlation	1	.053	-.249**	.090	-.153	-.174	.077	.248**	-.085
	Sig. (2-tailed)		.578	.007	.350	.099	.061	.436	.007	.366
	N	117	114	115	110	117	116	105	116	116
Consumer Ethnocentrism (CE)	Pearson Correlation	.053	1	.237*	.291**	.259**	.245**	.041	.161	.301**
	Sig. (2-tailed)	.578		.012	.002	.005	.009	.682	.089	.001
	N	114	114	112	107	114	114	103	113	113
Hedonic Function	Pearson Correlation	-.249**	.237*	1	.671**	.607**	.633**	.600**	.445**	.683**
	Sig. (2-tailed)	.007	.012		.000	.000	.000	.000	.000	.000
	N	115	112	115	110	115	114	105	114	114
Utilitarian Function	Pearson Correlation	.090	.291**	.671**	1	.472**	.474**	.594**	.621**	.596**
	Sig. (2-tailed)	.350	.002	.000		.000	.000	.000	.000	.000
	N	110	107	110	110	110	109	102	109	109
Value-Expressive Function	Pearson Correlation	-.153	.259**	.607**	.472**	1	.863**	.511**	.400**	.687**
	Sig. (2-tailed)	.099	.005	.000	.000		.000	.000	.000	.000
	N	117	114	115	110	117	116	105	116	116
Social-Adjustive Function	Pearson Correlation	-.174	.245**	.633**	.474**	.863**	1	.548**	.446**	.650**
	Sig. (2-tailed)	.061	.009	.000	.000	.000		.000	.000	.000
	N	116	114	114	109	116	116	104	115	115
Brand Attitude	Pearson Correlation	.077	.041	.600**	.594**	.511**	.548**	1	.720**	.690**
	Sig. (2-tailed)	.436	.682	.000	.000	.000	.000		.000	.000
	N	105	103	105	102	105	104	105	105	105
Quality Perception	Pearson Correlation	.248**	.161	.445**	.621**	.400**	.446**	.720**	1	.575**
	Sig. (2-tailed)	.007	.089	.000	.000	.000	.000	.000		.000
	N	116	113	114	109	116	115	105	116	116
Purchase Intention	Pearson Correlation	-.085	.301**	.683**	.596**	.687**	.650**	.690**	.575**	1
	Sig. (2-tailed)	.366	.001	.000	.000	.000	.000	.000	.000	
	N	116	113	114	109	116	115	105	116	116

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

(China-made smartphone: U.S.-designed versus Canada-designed)

		Country of Design	CE	Hedonic Function	Utilitarian Function	Value-Expressive Function	Social-Adjustive Function	Brand Attitude	Quality Perception	Purchase Intention
Country of Design	Pearson Correlation	1	.074	-.656**	-.532**	-.287**	-.403**	-.662**	-.568**	-.588**
	Sig. (2-tailed)		.460	.000	.000	.003	.000	.000	.000	.000
	N	104	103	104	104	104	104	100	100	104
Consumer Ethnocentrism (CE)	Pearson Correlation	.074	1	.043	-.096	.063	.040	-.044	-.041	-.045
	Sig. (2-tailed)	.460		.669	.334	.529	.690	.669	.687	.654
	N	103	103	103	103	103	103	99	100	103
Hedonic Function	Pearson Correlation	-.656**	.043	1	.738**	.529**	.575**	.815**	.698**	.703**
	Sig. (2-tailed)	.000	.669		.000	.000	.000	.000	.000	.000
	N	104	103	104	104	104	104	100	100	104
Utilitarian Function	Pearson Correlation	-.532**	-.096	.738**	1	.575**	.498**	.756**	.662**	.675**
	Sig. (2-tailed)	.000	.334	.000		.000	.000	.000	.000	.000
	N	104	103	104	104	104	104	100	100	104
Value-Expressive Function	Pearson Correlation	-.287**	.063	.529**	.575**	1	.753**	.578**	.442**	.687**
	Sig. (2-tailed)	.003	.529	.000	.000		.000	.000	.000	.000
	N	104	103	104	104	104	104	100	100	104
Social-Adjustive Function	Pearson Correlation	-.403**	.040	.575**	.498**	.753**	1	.621**	.429**	.724**
	Sig. (2-tailed)	.000	.690	.000	.000	.000		.000	.000	.000
	N	104	103	104	104	104	104	100	100	104
Brand Attitude	Pearson Correlation	-.662**	-.044	.815**	.756**	.578**	.621**	1	.783**	.748**
	Sig. (2-tailed)	.000	.669	.000	.000	.000	.000		.000	.000
	N	100	99	100	100	100	100	100	98	100
Quality Perception	Pearson Correlation	-.568**	-.041	.698**	.662**	.442**	.429**	.783**	1	.578**
	Sig. (2-tailed)	.000	.687	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	98	100	100
Purchase Intention	Pearson Correlation	-.588**	-.045	.703**	.675**	.687**	.724**	.748**	.578**	1
	Sig. (2-tailed)	.000	.654	.000	.000	.000	.000	.000	.000	
	N	104	103	104	104	104	104	100	100	104

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

(U.S.-made smartphone: U.S.-designed versus Canada-designed)

		Country of Design	CE	Hedonic Function	Utilitarian Function	Value-Expressive Function	Social-Adjustive Function	Brand Attitude	Quality Perception	Purchase Intention
Country of Design	Pearson Correlation	1	-.074	-.757**	-.477**	-.478**	-.558**	-.606**	-.572**	-.625**
	Sig. (2-tailed)		.460	.000	.000	.000	.000	.000	.000	.000
	N	104	103	99	103	104	104	103	104	103
Consumer Ethnocentrism (CE)	Pearson Correlation	-.074	1	.059	.012	.058	.134	.017	-.033	.076
	Sig. (2-tailed)	.460		.567	.906	.562	.176	.864	.743	.448
	N	103	103	98	102	103	103	102	103	102
Hedonic Function	Pearson Correlation	-.757**	.059	1	.812**	.716**	.720**	.831**	.784**	.806**
	Sig. (2-tailed)	.000	.567		.000	.000	.000	.000	.000	.000
	N	99	98	99	99	99	99	99	99	98
Utilitarian Function	Pearson Correlation	-.477**	.012	.812**	1	.638**	.646**	.785**	.727**	.767**
	Sig. (2-tailed)	.000	.906	.000		.000	.000	.000	.000	.000
	N	103	102	99	103	103	103	102	103	102
Value-Expressive Function	Pearson Correlation	-.478**	.058	.716**	.638**	1	.837**	.696**	.679**	.735**
	Sig. (2-tailed)	.000	.562	.000	.000		.000	.000	.000	.000
	N	104	103	99	103	104	104	103	104	103
Social-Adjustive Function	Pearson Correlation	-.558**	.134	.720**	.646**	.837**	1	.671**	.588**	.724**
	Sig. (2-tailed)	.000	.176	.000	.000	.000		.000	.000	.000
	N	104	103	99	103	104	104	103	104	103
Brand Attitude	Pearson Correlation	-.606**	.017	.831**	.785**	.696**	.671**	1	.836**	.866**
	Sig. (2-tailed)	.000	.864	.000	.000	.000	.000		.000	.000
	N	103	102	99	102	103	103	103	103	102
Quality Perception	Pearson Correlation	-.572**	-.033	.784**	.727**	.679**	.588**	.836**	1	.763**
	Sig. (2-tailed)	.000	.743	.000	.000	.000	.000	.000		.000
	N	104	103	99	103	104	104	103	104	103
Purchase Intention	Pearson Correlation	-.625**	.076	.806**	.767**	.735**	.724**	.866**	.763**	1
	Sig. (2-tailed)	.000	.448	.000	.000	.000	.000	.000	.000	
	N	103	102	98	102	103	103	102	103	103

**. Correlation is significant at the 0.01 level (2-tailed).