Evaluating Brand Name Connotation to a Country: A Conceptualization

Swinder Janda

ABSTRACT

A good brand name is very important for the success of a product. A thoughtful brand name can convey information that can influence potential customers in a positive way. Thus marketers often formulate brand names intended to explicitly or implicitly play a role in influencing customer perceptions. One way of doing this is to have a brand name bearing connotations to a foreign country. In general, prior research on country-of-origin effects has not adequately focused on exploring brand name connotation and its effect on product evaluation. This research presents a conceptual framework for determining if/how brand name connotation to a foreign country affects product evaluation. Specifically, this paper reviews relevant literature pertaining to country-of-origin and brand name connotation, discusses a conceptualization, proposes research hypotheses, and outlines procedures for collecting data to evaluate the proposed hypotheses.

Keywords: Brand Name Connotation, Country-of-Origin, Product Evaluation

Swinder Janda | Professor, Global Business Department of Marketing, Kansas State University
(SWINDER@KSU.EDU)

Ⅰ. Introduction

The strategic importance of branding as well as activities to enhance brand equity are well established in prior literature(Aaker 1991; Aaker and Keller 1990; Keller 2003). Potential consumers view alternative brands in the consideration set in terms of relevant choice criteria. Choice criteria can include aspects such as salient beliefs about product consequences, psychosocial consequences, or value consequences(McGuire 1976; Peter and Olson 2010). However, is it possible that a brand name could act as a stimulus drawing consumers' attention, and conveying information about one or more of the above three consequences?

There are numerous examples of brand names acting as discriminative stimuli, thus conveying information about product consequences. Brand names such as Apple, Coca Cola, BMW, Sony, and McDonalds are associated with implicit images that are conveyed by a simple mention of these names. Prior research has established that the value or "equity" possessed by such brands can enhance the worth of the product beyond the functional benefits provided(Ettenson 1993; Farquhar 1989). Van Rekom, Jacobs, Verlegh, and Podnar(2006) for instance point out how the "Western" aspect of the Coca Cola, Levi's, and McDonald's brands has helped enhance demand in Eastern Europe for products associated with these brands.

Brand names can carry many different kinds of meanings. The objective is to convey superior product quality. As Gardner and Levy(1955) have pointed out, marketers must select the brand meaning they want their brand to convey, operationalize this meaning in terms of a brand image, and then offer the brand to the target market(s). Consider Haagen-Dazs ice-cream. In the late 1950's, European products were considered to be of high quality. Reuben Mattus, the founder of Haagen-Dazs, came up with this name since he believed that a European sounding name would connote high quality. Although the Haagen Dazs ice-cream was priced high due to its positioning as a premium brand, it caught the public's eye to a great extent due to its European sounding name, and the associated meanings of "European quality"(Ullmann 1993).

Many other examples could be cited where the brand name of a product offered in the

United States bears associations to a certain country. The country image is expected to influence customers' perceptions of the brand. Evian mineral water alludes the potential customer to the clear water springs in France, Armani clothing provides the customer the images of Italian perfection and style in clothing, Nordic track attempts to convey an image of Scandinavian uniqueness, and Mercedes Benz signifies the ultimate in German engineering and technological perfection. This list seems endless. However, an interesting point to note here is that not all of these brands are necessarily manufactured in the countries they are associated with. For example, Smirnoff Vodka, which utilizes the strong association of Vodka with Russia, is actually brewed in the United States. "Frusen Glagje" is made by Dart and Kraft, and "Alpan Zauber" is manufactured by a small Brooklyn company(Hong and Yi 1992).

In this type of approach for brand name development and testing, foreign language names are used for the brand, as opposed to names translated into the local language(referred here as the transculture approach to branding). In several cases, this approach may help strengthen the marketing effort, as highlighted by Sherry and Camargo(1987). While studying Japanese Corporations' use of English loanwords to market products in Japan, Sherry and Camargo(1987) note, "the kind of code mixing that concerns us here - that is, the use of English lexical items in the stream of discourse of Japanese promotion - can be interpreted as a linguistic strategy used by marketers to involve consumers with a product by investing that product with connotations less efficiently or less elegantly achieved through the native language." In a similar way, consumers in developing countries often evaluate products more favorably when they are perceived to originate from developed countries(Zhou and Belk 2004). Prior research in the Chinese context also suggests that "foreign sounding" brand names are often used by local companies in an attempt to enhance their image in the eyes of consumers(Zhou and Hui 2003; Zhuang, Wang, Zhou, and Zhou 2008).

Considering the above discussion, further research on whether and how the transculture approach works seems relevant. Further, does this approach work only for specific products associated with a particular country, or does it work across product categories? It would also be interesting to investigate whether a brand name implying association to a foreign

country can, by itself affect people's perceptions, beliefs, attitudes, and buying intentions towards the brand, or does information about the country of manufacture have to be specified as well? Finally, while the extensive country-of-origin literature in marketing focuses on explicit information on country of manufacture, it seems to largely overlook the influence of implicit country information that may be present in the brand name. This paper presents a conceptual discussion relating to these questions, suggests key hypotheses, and proposes a procedure to gather evidence for answering these questions.

The next section summarizes pertinent literature related to country-of-origin and brand name effects. This section culminates with a discussion of the research gap which this article attempts to address. The literature review is followed by a conceptualization that includes three hypotheses. The methodology section outlines an experimental design that can be used to collect data, and analysis procedures for evaluating the hypotheses. Finally, the last section highlights the contributions of this study, and offers prescriptions for future research in this area.

II. Literatute Review

1. Country of Origin Effects

There is a large body of extant literature related to country-of-origin and its influence on product evaluations. In general, this effect refers to whether information about a product's country of manufacture has any influence on its purchase evaluation. Bilkey and Nes(1982) provide a comprehensive review of country-of-origin literature prior to 1982. This literature shows that country-of-origin can affect evaluations of products in general, different classes of products, specific types of products, or specific brands(Bannister and Saunders 1978; Etzel and Walker 1974; Halfhill 1980). Various explanations of this effect in earlier research focused on issues such as the country's economic development, political climate, perceived similarity of belief systems, and several demographic and personality variables(Bilkey and Nes 1982). However, this literature suffers from some major

methodological limitations including use of country-of-origin as the only cue in studies, use of verbal descriptions of products rather than tangible products, and problems with validity and reliability of measures(Bilkey and Nes 1982).

The period after 1982 saw the emergence of multi-cue studies. In these studies, a distinction was made between intrinsic cues(such as design, shape, color, etc.) and extrinsic cues(such as price, brand name, country of manufacture) associated with a product(Han and Terpstra 1988). The country cue was accompanied by other extrinsic and intrinsic cues that may influence perceptions of the product(Ettenson, Wagner, and Gaeth 1988). The influence of the country cue was studied in this holistic context, in order to determine its importance relative to other cues. Another notable work in this tradition by Chao(1989) involved a study of the perceived believability of product attribute claims through an integration of cues relating to source country, price and distribution conditions.

One of the first efforts at theory formulation for country-of-origin effects was by Erickson, Johansson, and Chao(1984) who considered country-of-origin as an image variable and analyzed its effect on formation of beliefs and attitudes, and how this process influences product evaluation. They concluded that image variables in general, and country-of-origin in particular, affect beliefs rather than attitudes. Hong and Wyer(1989) made an important attempt at explaining how country-of-origin information can affect product evaluations. They considered four potential ways in which country-of-origin information can affect product evaluation. First, it could influence interpretation of other available product attribute information. Second, it could provide a heuristic basis for evaluation without considering other attribute information. Third, it could act as an attribute in itself. Fourth, it could influence the attention paid to other attribute information, thus affecting impact of this information. Their results supported the contention that a product's country-of-origin stimulates a subject's interest in the product, and leads him/her to think more extensively about the product information and its evaluative implications.

Han(1989) studied the role of country image in product evaluation. He found that product familiarity played a moderating role in the relationship between country image and product evaluation. When product familiarity is high, country image can summarize

consumers' beliefs about product attributes, and have a direct influence on attitude towards the brand. On the other hand, when product familiarity is low, consumers may utilize the country image as a halo, thus influencing their beliefs about product attributes. These beliefs then influence the attitudes towards the brand. In both the above cases, country-of origin related stereotypes and beliefs may play a role in affecting attitudes towards the brand, and forming evaluative judgements regarding the brand(Janda and Rao 1997). Research has also shown that greater product familiarity leads to greater use of country-of-origin in product evaluation(Johansson 1989; Johansson, Douglas, and Nonaka 1985; Johansson and Nebenzahl 1986). The results of Erickson, Johansson and Chao(1984), and Hong and Wyer(1989) agree with Han's(1989) results if respondents' familiarity with the products is assumed to be low. In addition, COO image is more important for products belonging to product categories people are not very familiar with and those that they are not very involved with(Josiassen, Lukas, and Witwell 2008). Ahmed and d'Astous(2008) have also demonstrated that country perceptions are most affected by familiarity with products made in a country, while nationality, the manufacturing process, and product complexity have relatively weaker effects on country perceptions.

Pharr(2006) provides an excellent overview of more recent COO research. For the sake of focus, this study reports only the portion of COO research that directly relates to what is being proposed in this study. Past research generally suggests that the country-of-origin cue assumes greater importance for technologically complex products, as opposed to technologically simple products (Eroglu and Machleit 1988). Ethnocentric consumers may prefer to buy products made in their own country. They may not buy foreign products in general, no matter which country it comes from. According to these consumers, buying foreign products is inappropriate as it may lead to adverse effects for the national economy, may cause loss of jobs, or maybe simply unpatriotic(Netemeyer, Durvasula, and Lichtenstein 1991; Shimp and Sharma 1987). However, some studies have shown that consumers may often prefer to buy products made in countries other than their own(Hafhill 1980; Schooler 1971). Evidence has also been found for a larger country of origin effect in developing countries as opposed to developed countries(Hong and Yi 1992). Similarly, differences have been found among perceptions of foreign products

originating from developed versus developing countries. Country image may affect product perception even in the industrial buying context(Khanna 1986).

2. Effects of Brand Name and Country of Origin

While the extensive country of origin literature indicates that the country image does influence product perception and evaluation, there has been relatively little work on the effect of both country image and brand name(as a cue to country of origin) upon product evaluation. This aspect gains increasing relevance in today's globalization era where it is common for most products to be assembled in multiple countries. In the contemporary global business environment, companies typically manufacture certain labor-intensive components in a low wage country, but manufacture other components in high wage countries. This type of bi- or multi-national production is becoming increasingly common with the advent of trading blocks such as the NAFTA(North American Free Trade Agreement) and the European Union as well as with the growth of world trade as a result of the World Trade Organization and increasing globalization trends. In another scenario, a product may be manufactured in one country, but carry a brand name associated with another country. Such goods are often termed "hybrid" goods(Han and Qualls 1985; Han and Terpstra 1988; Johansson and Nebenzahl 1986). Hybrid products may either be produced in a foreign country and given a brand name associated with the home country(say, Reebok shoes made in Taiwan), or alternatively, produced in the home country and given a brand name associated with a foreign country (e.g. Honda Accord made in the United States). In some cases, products may be manufactured in one country, given brand names associated with a second country, and marketed in a third country (e.g., Levi jeans, an American brand, is manufactured in Hungary and marketed in other European countries; similarly, the German brand Opel is manufactured in Hungary and marketed in other European countries).

There have been a few studies where the effect of brand name and country of origin as cues has been considered. Han and Terpstra(1988) attempted to study the effects of country of origin and brand names on the evaluation of uni-national and bi-national

products. Their finding was that in case of bi-national products, sourcing country stimuli has a greater effect on product evaluation than brand name stimuli. Eroglu and Machleit(1988) utilized the cue-paradigm to study the relative importance of various cues, including country of origin and brand name as indicators of product quality. Brand name was more important for technically complex products, whereas country of origin had greater importance for less complex products.

Ahmed and d Astous(1993) studied the effects of country-of-origin, brand name, price and service on perceptions of automobiles. Their results showed that both brand name and country-of-origin contribute significantly to consumer evaluation of automobiles, but the relative importance of the two cues varied across different countries in the sample. Ettenson's(1993) study provides further detail about country-of-origin and brand effects. His results show that although Russian, Polish, and Hungarian consumers viewed Western brands manufactured in Eastern Europe more favorably as compared to domestic brands, they still preferred to buy any Western-made product irrespective of brand name. The present research evidence seems to suggest that although both country-of-origin and brand name are important cues, their relative importance in product evaluation may be situation-specific.

A recent stream of research also looks into the notion of brand personality as it relates to the international environment. For example, in a recent study focusing on the product category of automobiles, Fetscherin and Toncar(2010) found that the country of manufacture has a stronger influence on perceived brand personality compared to the country of origin of the brand. Wang and Yang(2008) also showed that a positive COO image can enhance brand personality's effect on purchase intention and that a negative COO effect can significantly decrease this effect. Zhuang et al.(2008) investigate the concept of brand origin confusion in the context of the Chinese market. Their results illustrate that as compared to foreign brands, local brands have an edge when there is a high level of brand origin confusion. As knowledge pertaining to the brand increases, however, the brand origin confusion related effects decrease.

3. General Shortcomings of Past Research

In general, past research is characterized by a lack of consideration of multiple products within each study. For example, Japanese furniture may be rated very low, but Japanese Television sets may be rated very high. Most major studies in the past have considered products(such as automobiles, typewriters, VCR's etc.) which fall on the higher side in terms of consumer involvement(Zaichkowsky 1985). The question of how the country cue may have an effect (if any) on evaluation of products that lie on the lower side of the involvement continuum has not been adequately addressed. Further, although brand name has been found to be a relevant cue in influencing product evaluation(Eroglu and Machleit 1988; Han and Terpstra 1988), the issue of whether the *brand name association* to a certain country has an impact on product evaluations has not been adequately addressed. If it does have an impact, is it more or less than the effect of country-of-origin information? Do both these cues taken together do a better job of influencing product evaluations than just one?

Past studies have always used *actual* brand names available in the market, e.g. Honda, BMW, Ford etc(e.g., Zhuang et al. 2008). Using real brand names as stimuli may lead to contamination in results. As Eroglu and Machleit(1988) note, familiar brand names may trigger instantaneous quality perceptions irrespective of the presence of other information. This is based upon the notion that consumers often simplify their information processing efforts, by using a heuristic such as a familiar brand name(Wright 1975). Thus, differences in perception could arise due to differences in past use of a certain brand(for example, a person who has owned a Honda Accord for the last five years may be biased in favor of the brand, as opposed to a person who has never owned a Honda Accord).

III. Problem Formulation and Hypotheses

A review of the relevant literature suggests that the effect of brand name association to a country has not been specifically studied. After concluding the strong influence of brand

names in product evaluation, Eroglu and Machleit(1988) point out the need for further research into how brand names may interact with country of origin. The first issue relates to an investigation into whether country association (through brand name) affects product evaluations. The second issue that needs to be studied pertains to whether brand name association can have an effect on product evaluations over and above the effect of country of manufacture. Does the latter have to be specified for the former to have an effect, or can brand name association by itself influence evaluations? The third issue concerns whether influence of brand name association upon brand evaluation differs across different product categories.

As pointed out earlier, there is a lot of anecdotal evidence of how certain products are associated with certain countries. For example, consumers have often stereotyped products such as French perfume, English tea, Chinese silk, Russian vodka, and Japanese home electronics as being of high quality in their respective product categories(Janda and Rao 1997; Ullmann 1993). This association leads to brands and products originating from these countries being perceived to be of higher quality. Sherry and Camargo(1987) have noted that Japanese Corporations' use of English loanwords connote "Westernization", and hence lead to more positive perceptions as compared to use of Japanese words. For a specific product category, a brand name having associations to the country for which the product category is salient, will lead to higher product evaluations than another brand name. This is because the symbolic meaning associated with the brand name (Gardner and Levy 1955; Park, Jaworski, and MacInnis 1986) will influence people's perceptions.

H1: For the same product category, a brand name associated with a country for which the product category is salient will lead to higher brand evaluations, than other brand names.

H2: Brand evaluation will be higher for a product category associated with the country(as indicated by the brand name), than for other product categories.

With increasing globalization, and overseas location of manufacturing and assembling

facilities by Corporations, the distinction between "domestic" and "foreign" products has become hazy(Han and Qualls 1985; Han and Terpstra 1988; Johansson and Nebenzahl 1986). For example, after the economic recessions of the late '80s and early '90s, some market segments became increasingly sensitive towards buying foreign goods. These consumers were thus often referred to as highly ethnocentric compared to other consumers(Shimp and Sharma 1987). However, anecdotal evidence(as reviewed earlier in the paper) suggests that brand name association to a country may convey images of superior product quality. This leads to a paradox for American Corporations: Should their brands bear connotations to a foreign country, or should they try to emphasize "Americanness"?

A wine manufacturer in California may emphasize a French-sounding name for his/her new brand, in order to convey the French image. People in the domestic market may perceive the product to be of higher quality, as wine is traditionally associated with France. However, the manufacturer faces the risk of losing highly ethnocentric consumers, who may perceive the product to be "foreign", and not buy it (although they may still perceive it to be of high quality). Hence it may be appropriate for the manufacturer to focus on the "Made in USA" aspect in addition to the appropriate foreign-country association. This strategy, in turn may lead consumers to be suspicious of, for example, the "Frenchness" of the wine. This is in line with Head's(1988) observation that British consumers viewed Japanese cars made in Japan as being of higher quality as opposed to Japanese cars made in Britain. Hence we can hypothesize:

H3: In general, within each product category, perceptions for each brand will be highest when brand name association refers to a country which is presented as the country of origin for which the product category is salient.

IV. Methodology

1. Experimental Design

This study proposes a 3 × 3 × 3 factorial design to evaluate the three hypotheses. An experimental design would be appropriate in this study since it would allow adequate control and random assignment of subjects to treatment levels(Pedhazur and Schmelkin 1991). Considering the nature of the effects being studied, control of extraneous influences would be imperative in this study. For example, the brand names considered must differ only in terms of the country association. Only an adequate control of extraneous influences would allow confident assertions about internal validity. Experimental designs in general have problems with external validity(Cook and Campbell 1979). However, for lack of past research into brand name associations to a country, it would be relevant to start with an internally valid study. The results of this study would hopefully provide a good starting point for other non-experimental designs that could focus on external validity.

Three factors will be considered in the design. These are brand name, country of manufacture, and product category. Each brand name would bear associations to a country. This would be accomplished by formulating the brand name in the language of the particular country. The product category would be manipulated as past research has shown that perceptions of products from a certain country could vary depending upon the product category being considered(Etzel and Walker 1974; Hafhill 1980; Roth and Romeo 1992). Such manipulation of product category would be equivalent to control through manipulation(Pedhazur and Schmelkin 1991).

The three countries used in the design would include Germany, Japan, and the United States. One or more of these countries have been used in numerous prior country-of-origin studies(Erickson, Johansson, and Chao 1984; Han 1989; Han and Terpstra 1988; Roth and Romeo 1992; Parameswaran and Yaprak 1987) [these and several more studies]. Three products would be selected as levels for the third factor in the design. Each product would be associated with one of the three countries in the design. This would allow for studying the effect of brand name association within product category, and across product categories. This is important in the light of prior research which has found that country image may lead to higher product evaluations only for specific product categories associated with the country being considered(Roth and Romeo 1992). Hence the three

products selected would be beer(associated with Germany), DVD player(associated with Japan), and Jeans(associated with the United States). These products have been used in several country of origin studies in the past. The choice of these three product categories reflects different levels of product category involvement (low for beer, medium for Jeans, and high for VCR), and technological complexity (low for beer and Jeans, and high for VCR). This would help evaluate the effect of brand name association on product evaluation across varying levels of product involvement and product complexity. The choice of these product categories would provide the opportunity to validate Eroglu and Machleit's(1988) findings.

2. Pretest to Select Brand Name Manipulations

It has been suggested that a good brand name possesses several properties that make the brand easily recognizable and distinguishable from the competition, while at the same time providing information intended to convey the product's advantages(Chan 1990; McCarthy and Perreault 1987; McNeal and Zeren 1981; Stern 1983). Since the brand name is the vocalized part of the brand, language becomes increasingly important in formulating brand names particularly in the international context(Chan 1990). As Chan(1990) has pointed out, the major list of properties desirable in an adequate brand name can be adequately summarized in terms of three properties: the length or physical appearance of the brand name, the pronounce-ability of the name, and the connotation or implied meaning of the brand name. This study is aimed at determining the effect of the third factor(implied meaning of the brand name) on product evaluation. While different types of meanings can be conveyed by the brand name(for example, Lipxxy lipstick conveys meanings related to sexiness), this study will be concerned with the meanings that refer to a country(and the related connotations).

Prior to the actual experiment, focus group interviews would be conducted with six participants in order to generate brand names in the three languages. Focus group participants would be selected on the basis of their knowledge of the three languages involved. Two participants would have knowledge of Japanese, two would have knowledge

of German, and two would be native American-English speakers. The brand names would be generated through group discussion. The interview moderator would make sure each English brand name is matched with counterparts in German and Japanese. Fifteen such "sets" of brand names (a "set" referring to one English name and its corresponding Japanese and German names) would be generated at this stage.

The next step would involve a survey aimed at narrowing down the 45 brand names to three that will be used in the final study. 100 respondents would be asked to rate the 45 brand names on a scale of 1 to 7 in terms of orthographic distinctiveness(Zechmeister 1969) and pronounce-ability(Spreen and Schulz 1966). The "set" of three brand names finally selected would be orthographically similar, and would be very similar in terms of pronunciation. This would ensure that in the final study, the brands do not differ in terms of these two dimensions, so that differences could be attributable to the country association present in the brand name.

In order to establish adequate manipulation checks in the main experiment, each respondent will be asked to rate his/her degree of prior experience with each product category being manipulated(e.g., beer, DVD player, Jeans) and also his/her degree of familiarity with each country of connotation(e.g., Germany, France, United States). As a third manipulation check, the consumer ethnocentrism scale(Shimp and Sharma 1987) will also be included on the questionnaire instrument presented to each subject.

V. Analysis

During the pretest stage, analysis would involve comparisons of mean levels of pronounce-ability, and mean levels of orthographic distinctiveness for each brand name generated in the preliminary stage. On the basis of these comparisons, the set of three brand names that differs least in terms of pronounce-ability and orthographic distinctiveness would be chosen for the main experiment. The brand names selected would not differ statistically (at 0.05 level of significance) interms of pronounce-ability and orthographic distinctiveness. Since 100 respondents would be used for rating the brand names in the

pretest stage, the large sample based z-test for comparison of means would be appropriate(Berenson, Levine, and Goldstein 1983).

The results of the main study would be analyzed using multivariate analysis of covariance (MANCOVA) and uni-variate analysis of covariance (ANCOVA). Realizing that consumers evaluate a product based upon several relevant cues, it would be necessary to provide information about other relevant cues, in addition to the brand name and the country of manufacture. However, since our prime interest in this study pertains to the effect of brand name association and country of manufacture, it would be appropriate to treat other cues such as price, product ratings on consumer reports, etc as covariates. Using covariates provides a more sensitive test for the effects of interest since it reduces the error term(Pedhazur and Schmelkin 1991).

VI. Conclusions and Implications

Increasing globalization trends and a competitive marketplace is encouraging increasing numbers of corporations to harness efficiencies via global supply- chaining, production and distribution. This increasing internationalization makes it imperative for consumer researchers to understand whether there is any impact of different types of cues that indicate the product's country of origin on product perception and evaluation. If there is an impact, then what is the nature of this impact?

Past literature in this area has provided extensive insight into how a product's country of manufacture affects consumers' perceptions about the product(Bilkey and Nes 1982; Ozsomer and Cavusgil 1991; Pharr 2006). However, very few studies have considered the effect of country of manufacture in concert with the effect of brand name on product perceptions. Further, none of these studies have investigated the effect of brand name connotation to a foreign country. Brand name effects can be expected to play a major role in future because of increasing bi-national production. For many products, it may be difficult (if not impossible) for consumers to ascertain the country of manufacture. In such cases, brand name connotation may play a decisive role in product perception and

evaluation.

The aim of this research is to provide an initial conceptual framework to help begin to fill the above mentioned research gap. The next step would be to undertake an empirical investigation into the effect of brand name connotation(to a certain country) upon product perception. Such an investigation would have implications for marketing practitioners operating in an increasingly global marketplace.

Ⅶ. Limitations

This research is a preliminary attempt at conceptualizing a study aimed at further understanding the effect of brand name connotation on product evaluation. Considering that this is a preliminary attempt at understanding this relationship, this study has one major limitation. First, the author acknowledges that brand naming is a multi-faceted process and is affected by a large number of inputs from a variety of disciplines such as linguistics, design, and packaging. Future research studies should incorporate insights from these fields to propose a more comprehensive framework that can further understand brand effects over and beyond what the current study delves into.

<Recived: 19 October 2010>
<Revision Recived: 1 November 2010>
<Final Version Received: 8 November 2010>

REFERENCES

Aaker, David(1991), *Managing Brand Equity*, The Free Press, New York, NY.

Aaker, David and Kevin L. Keller(1990), "Consumer Evaluations of Brand Extensions," *Journal of Marketing*, 54(January), 27-41.

Ahmed, Sadrudin A. and Alain D. Astous(1993), "Cross-national Evaluation of Made-In Concept Using Multiple Cues," *European Journal of Marketing*, 27(7), 39-52.

Ahmed, Sadrudin A. and Alain d Astous(2008), "Antecedents, Moderators, and Dimensions of County-of-Origin Evaluations," *International Marketing Review*, 25(1), 75-106.

Bannister, J. P. and J. A. Saunders(1978), "UK Consumers' Attitudes Towards Imports: The Measurement of National Stereotype Image," *European Journal of Marketing*, 12(8), 562-570.

Berenson, Mark L., David M. Levine, and Matthew Goldstein(1983), *Intermediate Statistical Methods and Applications: A Computer Package Approach*, Englewood Cliffs, NJ: Prentice-Hall.

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

Chan, Allan K. K.(1990), "Localization in International Branding: A Preliminary Investigation on Chinese Names of Foreign Brands in Hong Kong," *International Journal of Advertising*, 9(1), 81-.

Chao, P.(1989), "Export Versus Reverse Investment: Strategic Implications for Newly Industrialized Countries," *Journal of International Business Studies*, (Spring), 79-82.

Cook, Thomas D. and Donald T. Campbell(1979), *Quasi-Experimentation: Design and Analysis Issues for Field Settings*, Boston: Houghton Mifflin.

Erickson, Gary M., Johny K. Johansson and Paul Chao(1984), "Image Variables in Multi-Attribute Product Evaluations: Country-of-Origin Effects," *Journal of Consumer Research*, 11(September), 694-699.

Eroglu, S. and K. A. Machleit(1989), "Effects of Individual and Product Specific Variables on Utilizing Country of Origin as a Product Quality Cue," *International Marketing Review*, 6(6), 27-41.

Ettenson, Richard(1993), "Brand Name and Country-of-Origin Effects in the Emerging Market Economies of Russia, Poland, and Hungary," *International Marketing Review*, 10(5), 14-36.

Ettenson, Richard, R. Wagner and Gary Gaeth(1988), "Evaluating the Effect of Country of Origin and the 'Made in U.S.A.' Campaign: A Conjoint Approach," *Journal of Retailing*, 64(1), 85-100.

Etzel, Michael J. and Bruce J. Walker(1974), "Advertising Strategy for Foreign Products," *Journal of Advertising Research*, 14(June), 41-44.

Farquhar, P. H.(1989), "Managing Brand Equity," *Marketing Letters*, 1(September), 24-33.

Fetscherin, Marc and Mark Toncar(2010), "The Effects of the Country of Brand and the Country of Manufacturing of Automobiles: An Experimental Study of Consumers' Brand Personality Perceptions," *International Marketing Review*, 27(2), 164.

Gardner, B. B. and Sydney J. Levy(1955), "The Product and the Brand," *Harvard Business Review*, 33, 33-39.

Halfhill, D. S.(1980), "Multinational Marketing Strategy: Implications of Attitude Toward Country of Origin," *Management International Review*, 20(4), 26-29.

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

Han, C. and W. J. Qualls(1985), "Country of Origin Effects and its Impact upon Consumers' Perception of Quality," *In Historic Perspective in Consumer Research: Nationaland International Perspectives*, eds. C.T. Tan and J. Sheth, Provo UT: Association for Consumer Research.

Han, C. and V. Terpstra(1988), "Country of Origin Effects for Uni-national and Bi-national Products," *Journal of International Business*, Summer, 235-254.

Head, David(1988), "Advertising Slogans and the 'Made-in' Concept," *International Journal of Advertising*, 7, 237-252.

Hong, Sung Tai. and Robert S. Wyer, Jr(1989), "Effects of Country of Origin and Product Attribute Information on Product Evaluation: An Information Processing Perspective," *Journal of Consumer Research*, 16(2), 175-187.

Hong, Sung-Tai and Youjae Yi(1992), "A Cross-National Comparison of Country-of-Origin Effects on Product Evaluations," *Journal of International Consumer Marketing*, 4(4), 49-71.

Janda, Swinder and C. P. Rao(1997), "The Effect of Country-of-Origin Related Stereotypes and Personal Beliefs on Product Evaluation," *Psychology and Marketing*, 14(7), 689-702.

Johansson, Johny K.(1989), "Determinants and Effects of the Use of 'Made In' Labels,"

International Marketing Review, 6(1), 47-58.

Johansson, Johny K., Douglas, S. P., and L. Nonaka(1985), "Assessing the Impact of Country-of-Origin on Product Evaluations: A New Methodological Perspective," *Journal of Marketing Research*, 22(November), 388-396.

Johansson, J. and I. Nebenzahl(1986), "Multinational Production: Effect on Brand Value," *Journal of International Business Studies*, Fall, 101-126.

Josiassen, Alexander, Brtan A. Lukas, and Gregory J. Whitwell(2008), "Country- of-origin Contingencies: Competing Perspectives on Product Familiarity and Product Involvement," *International Marketing Review*, 25(4), 423-.

Keller, Kevin L.(2003), *Strategic Branding Management: Building, Measuring and Managing Brand Equity*, New Jersey: Pearson Education.

Khanna, Sri Ram(1986), "Asian Companies and the Country Stereotype Paradox: An Empirical Study," *Columbia Journal of World Business*, 21(2), 29-38.

McCarthy, E. J. and W. D. Perreault(1987), *Basic Marketing: A Managerial Approach*, Ninth edition, Homewood, IL: Irwin.

McGuire, William J.(1976), "The Internal Psychological Factors Influencing Consumer Choice," *Journal of Consumer Research*, (March), 302-319.

McNeal, J. U. and L. M. Zeren(1981), "Brand Name Selection for Consumer Products," *MSU Business Topics*, Spring, 35-39.

Netemeyer, Richard G., Srinivas Durvasula, and Donald R. Lichtenstein(1991), "A Cross-National Assessment of the Reliability and Validity of the CETSCALE," *Journal of Marketing Research*, 28(August), 320-327.

Ozsomer, Aysegul and S. Tamer Cavusgil(1991), "Country-of-Origin Effects on Product Evaluations: A Sequel to Bilkey and Nes Review," *AMA Educators Conference Proceedings*, Chicago: AMA, 269-277.

Parameswaran, Ravi and Attila Yaprak(1987), "A Cross-National Measure of Consumer Research Measures," *Journal of International Business Studies*, 18(1), 35-50.

Park, C. Whan, Bernard J. Jaworski, and Deborah J. MacInnis(1986), "Strategic Brand Concept-Image Management," *Journal of Marketing*, 50(October), 135-145.

Pedhazur, Elazar J. and Liora P. Schmelkin(1991), *Measurement, Design, and Analysis: An*

Integrated Approach, New Jersey: Lawrence Erlbaum Associates Inc.

Peter, J. Paul, and Jerry C. Olson(2010), *Consumer Behavior*, Ninth Edition, McGraw-Hill, Inc.

Pharr, J. M.(2006), "Synthesizing Country-of-Origin Research from the last decade: Is the Concept still Salient in the Era of Global Brands?," *Journal of Marketing Theory and Practice*, 13(4), 34-45.

Roth, Martin S. and Jean B. Romeo(1992), "Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects," *Journal of International Business Studies*, 23(3), 477-497.

Schooler, R.(1971), "Bias Phenomena Attendant to the Marketing of Foreign Goods in the U.S.," *Journal of International Business Studies*, 2(1), 71-80.

Sherry, John F., Jr and Eduardo G. Camargo(1987), "'May Your Life Be Marvelous:' English Language Labelling and the Semiotics of Japanese Promotion," *Journal of Consumer Research*, 14(September), 174-188.

Shimp, Terence A. and Subhash Sharma(1987), "Consumer Ethnocentrism: Construction and Validation of the CETSCALE," *Journal of Marketing Research*, 24(August), 280-289.

Spreen, O. and R. W. Schulz(1966), "Parameters of Abstraction, Meaningfulness, and Pronunceability for 329 Nouns," *Journal of Verbal Learning and Verbal Behavior*, 5, 459-468.

Stern, W.(1983), "A Good Brand Could Mean a Brand of Fame," *Advertising Age*, January 17, M53-M54.

Ullmann, Arieh A.(1993), "The Battle of the Superpremium Ice Creams," *In Strategic Management*, Gregory G. Dess and Alex Miller, New York: McGraw Hill.

Van Rekom, Johan, Gabriele Jacobs, Peeter W. J. Verlegh, and Klement Podnar(2006), "Capturing the Essence of a Corporate Brand Personality: A Western Brand in Eastern Europe," *Journal of Brand Management*, 14(1/2), 114-124.

Wright, P. L.(1975), "Consumer Choice Strategies: Simplifying vs. Optimizing," *Journal of Marketing Research*, 11(February), 60-70.

Wang, Xuehua and Zhilin Yang(2008), "Does country-of-origin Matter in the Relationship

between Brand Personality and Purchase Intention in Emerging Economies? Evidence from China's Auto Industry," *International Marketing Review*, 25(4), 458-.

Yaprak, Attila and Ravi Parameswaran(1986), "Strategy Formulation in Multinational Marketing: A Deductive, Paradigm-Integrating Approach," *Advances in International Marketing*, 1, 21-45.

Zaichkowsky, Judith L.(1985), "Measuring the Involvement Construct," *Journal of Consumer Research*, 12(3), 341-353.

Zechmeister, Eugene B.(1969), "Orthographic Distinctiveness," *Journal of Verbal Learning and Verbal Behavior*, 8, 754-761.

Zhou, Lianxi and M. Hui(2003), "Symbolic Value of Foreign Products in the People's Republic of China," *Journal of International Marketing*, 11(2), 36-58.

Zhou, Lianxi and Russell Belk(2004), "Chinese Consumer Readings of Global and Local Advertising Appeals," *Journal of Advertising*, 33(3), 63-76.

Zhuang, Guijun, Xuehua Wang, Lianxi Zhou, and Nan Zhou(2007), "Asymmetric Effects of Brand Origin Confusion," *International Marketing Review*, 25(4), 441-457.