

Country of Origin, Global Identity, and Social Influence for Success as Global Brand

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Abstract

Most product consists of various national components, and brand strategy using nationality images is prevalent in marketing field. Country of origin is meaningful consideration for decision making. The purpose is that how consumer evaluate the global brand depending on two-sided dimension of country of origin. This research aims to examine the interaction effect of two-sided country of origin and moderating effect of global identity. In study 1, two-way interaction effect of origin of brand and origin of production was significant with social prestige. In study 2, three-way ANOVA provided marginally significant main effect of origin of brand and global identity. Two-way interaction effect of origin of brand and production was significant with social prestige. Also two-way interaction effect origin of brand and global identity was significant with innovation and social responsibility. Three-way interaction of origin of brand, origin of production, and global identity was significant with social responsibility, this approved moderating effect of global identity. Results contribute to understanding global brands strategy using country of origin effect, and to adding new knowledge to the country of origin literature. Academic and practical implications, limitations, and future research directions were discussed.

Keywords: Global Brand, Brand Attitude, Country of Origin, Global Identity, Social Influence

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1. Introduction

There are many brand in the world, and overall brands conduct brand strategy to establish their brand identity by using country of origin. For example, Germany is the symbolic country of high quality and luxury car, and France is the iconic country of artistic fashion brand and desirable cosmetic brand. In the bakery industry, French style bakery takes possession of mostly product items in bakery store, also French mood bakery have gained higher popularity in Japan and Korea. Still many brand use nationality image to transfer easily their brand identity to consumer, brand perception formation based on developed country has greater part of mostly used nationality. Also the perception about Asia country is mostly about Japan, based on Japanese firm such as Sony, Toyota.

Guo (2013) proposed that global orientation, including global consumption orientation and global identity, are key factors uoaccounting for the brand attitude. These key findings of this research are following: 1) Consumers' global orientation positively influences their attitudes toward global brands of developed-country origin, 2) Ethnocentrism negatively influences their attitudes toward these brands, but this effect diminishes for consumers with high global identity.

However, mostly product consists of various components from various nationalities. In this research focuses on the effect of country of origin, since it arouse brand strategy paradigm and agenda in real world. The brand strategies by using country of origin are prevalent in marketing field. For instance, the image of France is used to establish brand image formation by using signifying French

mood, then these mood bakeries have gained high popularity in Korean and Japan. Although this phenomenon resulted from that various breads are originated in France, many brand tries to draw French image to their brand image and brand positioning. Another examples is highly technology-oriented device such as Apple, all of these suggest that their many components, which consist of their complete product, have different country of origin, but all of their assembly process is conducted at the California. Like this, one brand has one brand identity and association with specific nationality, but can have various production countries.

Brand identity, have been highlighted by intangible asset including nationality image, is critical factor, sometimes complicated brand images resulted from conflicted country of origins generate confusion to consumers. For one thing, Coach with American mood' s handbag brand, female consumer does not buy it in china, but carry in Unites of State of America to their homeland. Furthermore, there are multiple nationality brand, the emergence of a brand with variety of production label is inevitable in the global era. NIKE like American brand is produced in both China and Hungary, and Longchamp like French brand has China or France "made in" label in their product. In this multiple made-in label condition, some consumers does not pay attention to it, others consumer want to only buy particular product with developed market production label. Similar phenomenon like this occurs in especially in luxury consumption by highlighting their origin of brands. Not only "made in" country but also "made by" county is significant consideration for consumer' s purchase

decision making. In this manner, country of origin can be divided into origin of brand country and origin of production. The dimension of origin of brand and origin of production has different influence on global brand attitude. The purpose of this research is that how consumers evaluate the global brand depending on two-sided dimension of country of origin. The current research adds new knowledge to the country-of-origin literature by demonstrating that consumers respond differently to global brands.

2. Literature Review and Hypotheses Development

2.1 Global Brand

Global brands in China, such as Nike, are undergoing cross-country expansion into smaller cities. As a result, Nike is expected to double its sales in China by 2015 to as much as \$4 billion annually (Burkitt, 2011). It is important to understand how consumers evaluate global brands. Globalization has evolved from Western centralization to world decentralization (Iwabuchi, 2002); more global brands are coming from emerging countries. However, note that global brands do not always come from developed countries; emerging economies also strive to create them, thus improving perceptions of brands from developing regions.

For example, in 2011, HTC from Taiwan appeared on the list of 100 Best Global Brands (Interbrand, 2011). In terms of global market share, Haier from China has emerged as a leader in the international white goods market with 6.3% market share (Euromonitor, 2009). In another example, on

the BrandZ Top 100 Most Valuable Global Brands 2012 list, 20 are from emerging economies, including Brazil, Russia, India, China, Mexico, and South Africa (Millward Brown, 2012). The performance of these brands has caught the attention of researchers because consumers' evaluations of products from developed and emerging countries differ (Demirbag, Sahadev, and Mellahi, 2010; Leonidou, Palihawadana, and Talias, 2007; Sharma, 2011).

2.2 Country of Origin

The effects of country of origin labeling on consumer purchasing have been extensively studied (Shimp and Sharma, 1987). The country of origin effect is also known as the "made-in image" and the "nationality bias" (Cai, Cude, and Swagler, 2002). Research shows that consumers' broad general perceptions of a country, including of its national characteristics, economic and political background, history, traditions, and representative products, combine to create an overall image or stereotype that is then attached to the products of that country (Nagashima, 1970). This image has a significant influence on consumer perceptions and behaviors, and in situations in which additional information is unavailable or difficult to get can be the sole determinant of whether or not someone buys a product (Cai, Cude, and Swagler, 2002). Its effect is strongest on consumers who don't know much about the product or product type, and weakest on consumers who are well-informed. Sensitivity to country of origin varies by product category. It is strongest for durable goods (Jain,

2012) and luxury goods (Aiello et al., 2014). Several studies have shown that consumers tend to have a relative preference to products from their own country (Shimp and Sharma, 1987) or may have a relative preference for or aversion against products that originate from certain countries so-called affinity (Oberecker, Riefler, and Diamantopoulos, 2014) and animosity (Klein, Ettenson, and Morris, 1998) countries.

Some research suggests that these consumers prefer products from developed rather than emerging countries (Batra et al., 2000), while other research documents unsatisfactory performance of powerful global brands in emerging markets (Keller and Moorthi, 2003). Prior research has found that consumers in developed countries prefer global brands from developed countries (Whirlpool from the United States) to global brands from developing countries (Haier from China) (Leonidou, Paliawadana, and Talias, 2007). However, it remains unknown whether and why such effects might hold true for consumers in emerging markets. To resolve these conflicting findings, prevalent country of origin concept needs to make complete change from unidimensional concept to multiple dimensions such as 1) origin of brand, 2) origin of production. In this regard, this proposes the following hypotheses.

H₁: (a) Global brand, based on origin of brand from developed countries, has more favorable brand attitude than that from developing countries. Whereas, (b) Global brand, based on origin of production from developed countries, has more favorable brand attitude than that from developing countries.

H₂: Interaction effect of country of origin influences the attitude toward global brands.

2.3 Global Identity

Global identity signifies the central psychological consequence of globalization and refers to consumers from developing countries in particular (Arnett, 2002). Also Global identity signifies the central psychological consequence of globalization and refers to consumers from developing countries in particular (Arnett, 2002). Being relatively scarce, foreign brands carry an “exporting” culture, attract the “cosmopolitan” elite, and induce aspiration to live in a global consumer community (Batra et al., 2000).

A global identity consists of mental representations in which consumers hold more positive attitudes toward globalization, are interested in global events, and acknowledge more similarities among people around the world. A local identity consists of mental representations in which consumers have respect for local traditions and customs, care about what is happening locally, and perceive uniqueness as a local community. Simply put, being global means identifying with the global population, and being local means identifying with local communities (Zhang and Khare, 2009).

With the rise in globalization, greater awareness exists that new lifestyles and new cultural imagination can transcend local and national boundaries (Holton, 2005). Simply put, being global means identifying with the global population, and being local means identifying with local communities (Zhang and Khare, 2009). According to the identity-accessibility effect, to enhance their

self-view, people tend to respond favorably to stimuli consistent with their identity (Aaker, 2000; Aaker, Benet-Martinez, and Garolea, 2001; Wheeler, Petty, and Bizer, 2005). In relation to product evaluation, accessible global or local identity produces an assimilation effect; that is, consumers with high global identity tend to prefer global products, whereas consumers with high local identity tend to prefer local products (Zhang and Khare, 2009).

In relation to product evaluation, accessible global or local identity produces an assimilation effect; that is, consumers with high global identity tend to prefer global products, whereas consumers with high local identity tend to prefer local products (Zhang and Khare, 2009). Also Consumers have higher-quality perceptions of products from the developed world, or those produced by joint ventures with developed countries (Wang, Siu, and Hui, 2004; Wang and Yang, 2008). Considering previous arguments, this suggests the following hypothesis:

H₃: Global Identity moderate the relationship between country of origin and global brand attitude. Compared with consumers with low global identity,

consumers with high global identity hold more positive attitudes toward global brands

Research model based on our hypotheses is following: Independent variable is two dimension of country of origin: 1) origin of brand, 2) origin of production. Also this model tries to examine the effect focus on the interaction effect of this. Dependent variable is global brand attitude. Finally this examines moderating effect of global identity on the relationship between country of origin and global brand attitude.

To test our hypotheses, methodology of experimental design is used in both study 1 and study 2. The purpose of study 1 is to examine the main effect and interaction effect of two country of origin, then we designed this study as 2 (origin of brand: emerging vs. developed) × 2 (origin of production: emerging vs. developed) with between-subjects. Next, the purpose of study 2 is to replicate the finding of study1 and to examine the moderating effect of global identity, then we designed this study as 2 (origin of brand: emerging vs. developed) × 2 (origin of production: emerging vs. developed) × 2 (global identity: high vs low) with between-subjects.

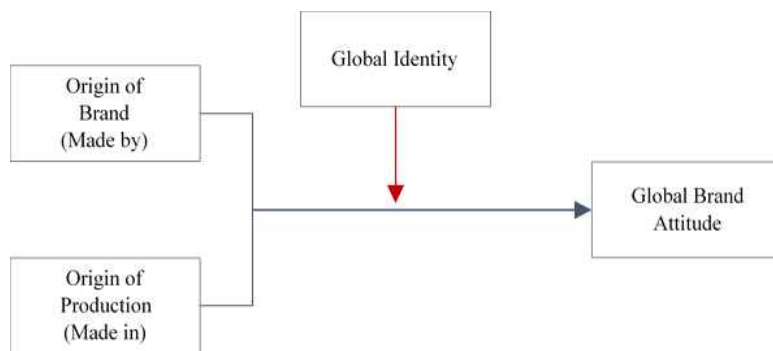


Fig. 2-1 Research Model

3. Study 1

The purpose of study 1 is to examine the main effect and interaction effect of two country of origin. Design of study is two way design by 2 (origin of brand: emerging vs. developed) \times 2 (origin of production: emerging vs. developed) with between-subjects, and randomly assigned participants to the one of four conditions.

3.1 Procedure and Measure

One hundred fifty six undergraduate students (mean age= 23.74, 56.4% of male) participated this study in exchange for marketing course credit. Procedure of this study is following: 1) introduction, 2) condition suggestion, 3) attitude, 4) degree of development, 5) familiar global brand and global product, and 6) demographics (age, sex).

Firstly, we provided short description about global brand, and randomly assigned one product information by mixed country of origin. Next, participants responded to question about attitude toward global brands from developed versus emerging countries (Aaker, 2004; Holt, Quelch, and Taylor, 2004; Guo, 2013). Participants presented their global brand attitude on seven-point scales. Six items, “Global brands from developed countries tend to have higher quality than those from developing countries”, “Global brands from developed countries tend to have higher social prestige than those from developing countries”, “Global brands from developed countries tend to have more innovations than those from developing countries”, “Global brands from developed countries tend to be more socially responsible than

those from developing countries”, “Global brands from developed countries tend to be more attractive than those from developing countries”, and “I like global brands from developed countries more than those from developing countries” are combined into global brand attitude measure ($\alpha = 0.763$). After then participants responded to degree of development about ten countries (United of States of America, United of Kingdom, Germany, France, Canada, Japan, Brazil, Russia, China, India, Mexico) and familiar global brand and global product to modify experimental design for further study. Finally participants made response for demographics characteristics including age and sex.

3.2 Results and Discussion

At the results of two-way analysis of variance, when we used average global brand attitude as dependent variable, there are not statistically significant result on interaction effect as well as main effect.

Through item-specific analysis, we could provide meaningful results. When we used “Global brands from developed countries tend to have higher social prestige than those from developing countries” as dependent variable, there are statistically significant result. Two-way interaction effect of origin of brand and origin of production was marginally significant ($F(1,152)=2.652, p=.10$), but other main effect about origin of brand and origin of production is not significant. To interpret this results, when origin of brand is based on developed countries, consumer has favorable brand attitude about product made in developing countries than developed countries. On the contrary, when origin

of brand is based on developing countries, consumer has favorable brand attitude about product made in developed countries than developing countries. Especially this result is presented only in social prestige item, social prestige of global attitude is discriminatively influenced by country of origin and country of production. At the results, this results supported our hypotheses 2 conditionally.

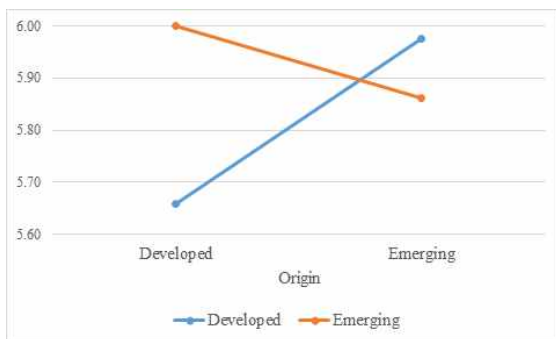


Figure 3-1. Two-way Interaction Plot: Social Prestige

4. Study 2

The purpose of study 2 is to replicate the finding of study 1 and to examine the moderating effect of global identity. Design of study is three way design by 2 (origin of brand: emerging vs. developed) \times 2 (origin of production: emerging vs. developed) \times 2 (global identity: high vs low) with mixed-subjects, and randomly assigned participants to the one of four conditions.

4.1 Procedure and Measure

Overall procedure and measure are identical with study 1, there are two elaborately experimental design points in this study. First, we developed our stimulus to reflect nationality image and product in

real world. Especially considering both results of degree of development of countries and results of familiar global brand and global product at the study 1, experimental stimulus are changed from abstract country to specific country. Results of degree of development suggested that three countries - United of State of America (mean=86.48), United of Kingdom (mean=84.06), Germany (mean=83.48) - had higher developed nationality image, but other three countries - Mexico (mean=40.98), India (mean=43.54), China (mean=47.21) - had lower developed nationality image. We selected the target stimulus as shoes product, since it had higher frequencies about familiar global product as well as global brand (Nike: N=36, 23.1%, Shoes: N=22, 14.1%). At the results, origin of brand is divided to Nike (United of State of America) and Lining (China), and origin of production is divided to United of Kingdom (developed country) and Mexico (emerging country), then this results made four condition. Second, we added global identity measure to investigate moderating effect of this individually different characteristic by designing it as within-factor.

Sixty undergraduate students (mean age= 23.22, 51.7% of male) participated this study in exchange for marketing course credit. Procedure of this study is following: 1) introduction, 2) condition suggestion, 3) attitude, 4) global identity, 5) demographics (age, sex). Participants responded to global brand attitude and global identity measures. Attitude toward global brands from developed versus emerging countries (Aaker,2004; Holt, Quelch, and Taylor, 2004; Guo, 2013) is measured on seven-point scale, and six items are combined into global brand attitude (α =0.719). Global identity (Tu, Khare, and Zhang,

Tab. 4-1 Item-specific Analysis Results

	Quality	Social Prestige	Innovation	Social Responsibility	Attractive	Like
Origin of Origin	Significant ($p < .10$)		Significant ($p < .10$)			Significant ($p < .10$)
Origin of Production						
Global Identity				Significant ($p < .05$)		
Brand*Production		Significant ($p < .10$)				
Brand*Identity			Significant ($p < .05$)	Significant ($p < .05$)		
Brand*Production* Global Identity				Significant ($p < .05$)		

2012) is measured on seven-point scale, and four items, “My heart mostly belongs to the whole world”, “I believe people should be made more aware of how connected we are to the rest of the world”, “I identify that I am a global citizen”, and “I care about knowing global events”, are combined into global identity ($\alpha=0.840$).

4.2 Results and Discussion

At the results of three-way analysis of variance, when we used average global brand attitude as dependent variable, there are only marginally significant main effect of origin of brand ($F(1,52)=3.835$, $p < .10$). Supporting our hypothesis 1, participants presented more favorable brand attitude which has emerging nationality origin, then the results suggested higher brand attitude about shoes from China than that from United of State of America.

To obtain more deeply results, we conducted item-specific analysis and took various directionally

results. The results were confused, then it had difficulty to interpret directionality of the results. The main effect of origin of brand was marginally significant by using quality ($F(1,52)=3.810$, $p < .10$), innovation ($F(1,52)=3.504$, $p < .10$) and like ($F(1,52)=3.298$, $p < .10$) as dependent variable with supporting hypothesis 1. But the main effect of origin of production was not significant at all. That is, when origin of brand is based on developed countries, participants had more positive evaluation about quality, innovation, and emotion such as liking. The main effect of global identity was significant only by using social responsibility as dependent variable ($F(1,52)=9.737$, $p < .05$). Consumer who had high global identity as global citizen, consumer presented favorable global brand attitude only in social responsibility aspect.

Two-way interaction effect of origin of brand and production was significant only by using social prestige as dependent variable ($F(1,52)=2.822$, $p < .10$), this results showed identical comprehension with interaction effect of study 1 with supporting

hypothesis 2. Also two-way interaction effect origin of brand and global identity was significant by using innovation ($F(1,52)=4.076$, $p<.05$) and social responsibility ($F(1,52)=5.771$, $p<.05$) as dependent variable. When global brands had origin in developed country, consumer who had low global identity has favorable brand attitude about innovation than high global identity; whereas global brands had origin in emerging country, consumer who had high global identity has favorable brand attitude about innovation than low global identity. Also, when global brands had origin not only in developed country but also in emerging country, consumer who had high global identity has favorable brand attitude about social responsibility than low global identity.

Finally three-way interaction of origin of brand, origin of production, and global identity was significant only by using social responsibility as dependent variable ($F(1,52)=4.747$, $p<.05$). Overall, consumer who had high global identity has favorable brand attitude than low identity, and developed origin brand presented a little favorable brand attitude. Interesting findings was the influence of global identity in developed country origin brand, when brand made in developed country consumer who had low global identity had positive brand attitude than high global identity; whereas brand made in emerging country consumer who had high global identity had positive brand attitude than low global identity. At the results, moderating effect of global identity was approved and hypothesis 3 was supported conditionally.

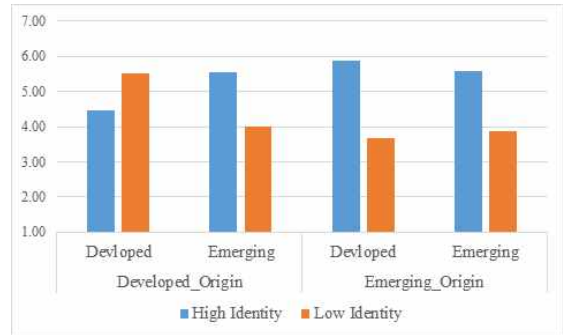


Fig. 4-1. Three-way Interaction Plot: Social Responsibility

5. Conclusion and General Discussion

In this research we test the country of origin effect on global brand by dividing to origin of brand and origin of production. Previous literature regard country of origin as unidimensional construct, but accumulation of findings are confused and make some conflict about the direction of the effect. Based on the assumption that product is the bundle of various benefits, we deeply inspected the two dimension of country of origin. According to hypotheses testing results, main effect of country of origin and production and interaction effect of those are conditionally meaningful. Also consumer who has high global identity accepted the contrast origin and production, then it can help tolerate other contradictory attribute as more positive value. Especially consumer who had high global identity wish that global brand creates social responsibility in our society

This research contributes to the literature on global brands by showing that the distinction between developed and emerging country, global brands is important for consumers' brand

preferences. Also The current research adds new knowledge to the country of origin literature by demonstrating that consumers respond differently to global brands of developed versus emerging countries, thus providing more evidence for the appropriateness of adopting a higher level of abstraction than country of origin when addressing brand origin (Riefler, 2012).

There are some limitation of this research, and there are some comment for further research. Global brand attitude consists of quality, social prestige, innovation, social responsibility, attraction, and like, and these attributes are related to marketing 4P mix. If this measure items could be refined more detail, we could obtain more meaningful results. Also global identity was treated as within-factor in this research, it could be used between-factor by manipulating variable. Finally our stimulus lacked reality in marketing filed, then we need to elaborate target stimulus.

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요약

대부분의 제품은 다양한 국가 구성 요소로 구성되어 있으며 국가 이미지를 사용하는 브랜드 전략이 마케팅 분야에서 널리 사용되고 있다. 소비자에게 제품의 원산지는 의사 결정에 의미 있는 고려사항이다. 이에 본 연구는 소비자가 원산지 효과의 양면차원에 따라 글로벌 브랜드를 어떻게 평가하는지에 대해 살펴보고자 함이다. 본 연구는 원산지 효과의 양면차원인 생산지 원산지와 브랜드 원산지의 상호작용과 글로벌 아이덴티티의 조절 효과를 살펴보는 것을 목표로 한다. 연구 1에서는 브랜드의 원산지와 생산지 원산지의 상호 작용 효과가 사회적 명성 차원에서 유의미하게 나타났다. 연구 2에서는 분산분석에서 브랜드 원산지와 글로벌 아이덴티티가 유의미한 주효과를 갖는 것으로 나타났다. 브랜드 원산지와 생산지 원산지의 상호작용이 사회적 명성 차원에서 유의미한 효과를 나타냈고, 브랜드 원산지와 글로벌 아이덴티티의 상호작용은 혁신성과 사회적 책임에 유의미하게 영향을 미쳤다. 브랜드 원산지와, 생산지 원산지, 글로벌 아이덴티티의 삼원상호작용은 사회적 책임부분에서 유의미하게 나타나, 글로벌 아이덴티티의 조절효과가 검증되었다. 본 연구결과는 원산지 효과를 이용하는 글로벌 브랜드 전략을 이해하고 원산지 효과 관련 문헌에 새로운 지식을 추가하는 데 기여할 수 있다. 본 연구의 학문적·실무적 시사점, 제한점 및 향후 연구 방향을 논의하였다.

표제어: 글로벌 브랜드, 브랜드 태도, 원산지, 글로벌 아이덴티티, 사회적 영향력

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