Aalborg University

M.Sc. International Marketing

How does brand image and country of origin affect consumer's decision making process?

Title sheet

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Executive summary

The current master thesis opens up with an introduction which has the purpose to familiarize the reader with the background of the problem. Furthermore past literature is analysed in order to make sure that the problem that is going to be formulated and investigated in the current dissertation exists in the literature. Next the reader will encounter the research context that comes as a support for the research background. The reason behind it is for the reader to have a better understanding of the background in which the problem is formulated and why it is formulated in that way.

After defining the research purpose of the study, the theory of science and the methodological perspective is presented. Following the research paradigms and the approach that I'm going to have in order to answer the research question is defined. After presenting the perspective chosen in regards with the above mentioned, the research design is formulated. This will provide the reader an insight about the methods that are used in order to collect the data needed for the empirical research.

After deciding upon the methods and the techniques used along this study, the theories that helped into developing the framework, in order to test it empirically, are presented. In this way the reader is familiarized with the most important theories that are used in the current dissertation. Furthermore the problem is presented from a general perspective to a specific one. First the brand equity concept and its components is presented followed by the country of origin and its effect. At the end of the theoretical consideration a general model of the consumer decision making process is discussed. Based on the theoretical consideration the *Theoretical consideration* chapter ends with a theoretical framework that will help in the creation of the questionnaire, interpreting the results and most importantly will help answering the research question.

The analysis of the empirical data is based with objectives of the problem formulation. The hypotheses that were developed in order to be tested will be discussed based on the data collected with the questionnaire, offering a conclusion to the problem formulation. In the end the limitations that hindered the investigator in his study and presented and moreover the future research recommendations will be formulated.

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Introduction

In this first chapter of the dissertation the research background and the research context will be discussed, along with the purpose of the study. Moreover the research question will be define and presented and at the end a structure of the project will be drawn that will give and overview for each chapter of the dissertation.

Research background

Branding is present in the global environment for centuries as a mean to distinguished products from one producer from those of another. In Europe it all started centuries ago when medieval guilds required that craftsman's put trademark on their products to protect themselves and the customer from inferior quality. Nowadays one of the most distinctive skills of a marketer is to create, maintain, enhance and protect brands. Established brands have commanded a price premium and increase customer loyalty throughout the years. Furthermore brands identify the source or the maker of a product allowing consumers (individuals or organizations) to be able to distinguish products, based on their performance, to a particular manufacture or distributor. Consumers gain knowledge about brands based on their past experience with the product, finding which products satisfy their needs and which not. A brand that is credible, signals a certain level of quality thus consumers that are satisfied can easily choose the same product again. (Keller & Kotler, 2012)

In the recent years researchers turn their attention to the concept of brand equity. Brand equity has been viewed from different perspectives and in a general sense can be define as the terms of the marketing effects that are unique attributed to a brand. There has been several motivation for studying brand equity and the most important are: the financial motivation to estimate the value of a brand and a strategy-based motivation to improve marketing productivity. (Keller L. , 1993)

Companies are in a continuous competition in building strong brands with a positive equity. The strength of a brand lies in the mind of the consumers and yet it is unclear how brand equity is managed and maintained. Building strong brands produce a number of benefits for both consumers and companies. For consumers strong brands reduce the perceive risk and search. On the other hand by building strong brands the companies can charge a premium price, can maintain customer loyalty and can influence consumers to spread positive word of mouth. Although brand equity it is important for building strong brands there is a lack of

empirical investigation about how brand equity impacts consumers buying intentions. (Brian G., 2010)

There are a few empirical researchers and evidence from previous studies that show that customer experience created as a set of consumer's interaction with a brand has a direct impact on brand attitudes, brand choice and an indirect impact on brand equity. (Biendenbach & Marell, 2010) The emergence of international brands competing in diverse geographical markets has raised the issue of how brands should be managed in a global environment. As mentioned earlier Martinez, Buil & de Chernatony (2013) also agree in their paper that there is a lack in the literature which explores the relationship between consumer-based equity and consumer response. The measurement of brand equity it is important in order to understand how brand equity influence attitude and consumers behaviour.

A way of building and maintaining a positive relationship with the customers by successful brands is through establishing a favourable brand image. Brand image can be defined the perception that consumers associate with a specific brand. Throughout time researchers supported that a positive brand image increase brand loyalty, positive word of mouth purchase intentions and furthermore the willingness of consumers to pay a premium price, which all contribute to building brand equity. Since 1950s brand image has been a focus of academic research, yet there is a lack of agreement in the measurements of brand image. (Cho & Fiore, 2015)

Another factor that can influence the consumer purchase intentions is country of origin (COO). For more than 40 years the issue of whether or not the COO of a product influences consumer's product evaluation and purchase intentions. (Zeugner-Roth & Diamantopoulos, 2010) A large amount of researchers provide strong empirical evidence of COO effect on product evaluation, and from a marketing point of view companies that operate in an global environment need to understand consumers perception and evaluation of foreign made products. (Ahmed & d'Astous, 2008) Papuu et.all (2006, 2007) link country image and brand image with consumer based brand equity and the findings suggest that contribution of brand image and country image is product specific and differs among each brand equity dimensions. (Zeugner-Roth & Diamantopoulos, 2010) Whilst researchers linked the evaluation of country of origin to manufacturing dimensions such as country of design (COD), country of manufacture and assembly (COA, COM) understanding how country evaluations are related with the product and manufacturing dimensions of COO could help

international marketing researchers to understand better the contributing factors of COO evaluations and how these vary across nations. (Ahmed & d'Astous, 2008)

Furthermore studies suggest that decomposing the COO into dimensions enable a better understanding of how COO drives brand equity because consumers often know where the manufacture of product take place and where a brand originate from. An example could be the running shoes NIKE which has US appeal, but they are manufacture in Asian countries such as China, Pakistan or Vietnam. (Hamzaoui-Essoussi, Merunka, & Bartikowski, 2011)

Since the consumers sensitivity to COO has become a critical issue for marketers, a fairly large number of researchers have concentrated all their efforts on the relative importance of COO information and other product characteristics such as price, store name, packaging. The COO of a product may not be an important determinant for a customer when it comes to well established brands. Anyhow the inconsistence conclusions have arisen concerning whether brand information inhibits consumer's reliance on COO in the purchase decision. (Chu, Chang, Chen, & Wang, 2010)

Recent studies show that consumers often do not know the true origin of many brands and frequently associate a brand with the wrong COO. Samiee, Shrimp and Sharma (2005) report that in the United States the correct identification of a brand is 49% for 40 domestic products and 22% for 44 products from different countries. Furthermore Hennebichler (2007) reveals that in Australia the correct brand identification varies between 17% and 54% depending on the category of the product. Although some of these studies, for example Samiee, Shrimp and Sharma (2005), attempted to identify variables such as ethnocentrism and sociodemographic characteristics that may affect consumers COO classification abilities, there is little know about the misclassification of COO in terms of outcome variables such as brand image evaluation and buying behaviour. (Balabanis & Diamantopoulos, 2011)

Research context

The current dissertation will focus on the high-tech audio-video consumption and especially the Bang&Olufsen Company in Denmark. High technology can be defined as a sophisticated knowledge that is associated with some general field of endeavour and, these high tech products are essential for the development of solutions in our daily activities. The usage of multiple electronic devices in every household is an example of the growth and the

importance of high-tech products. Furthermore the electronic products must provide certain benefits to the end user. (Satam & Mohan, 2015)

The characteristics of high-tech products are important and researchers suggest that high-tech product markets are complex, exhibiting risk and fast development. The position of high-tech products should be determined by the benefits that are experience by the consumers, not by the features and characteristics of the product. (Satam & Mohan, 2015)

Understanding the consumer's behaviour is very important for company's success world-wide, especially when it is related with buying high-tech, high-involvement electronic gadgets. Because of the dynamic market environment we are living in the consumer's choice for high-tech gadgets is often associated with higher level of risk. Therefore consumers will seek more information in order to have a better understanding of the brand of high-tech products. (Satam & Mohan, 2015)

Bang and Olufsen is Danish company founded in 1925 in Struer by two engineers Peter Bang and Svend Olufsen. Nowadays the company is known world-wide for its design icons and exceptional sound and picture quality. The company produce exclusive televisions, music systems and speakers, products that combine technological sophistication, emotional attraction and excellent design.

Bang and Olufsen products are distributed in more than 100 countries all over the globe. The majority of the distribution points are concept stores and exclusively sell Bang&Olufsen products. Beside the audio-video products that are made for home usage, Band&Olufsen is also known for its acoustic knowledge and design for the automotive industry, where the company is working with leading brands in developing advance audio systems for different exclusive models. Beside that Bang&Olufsen recently signed a partnership with HP, a collaboration that will implement the Bang&Olufsen audio system in the HP tablets, laptops and PC's.

Research question

How does brand image and country of origin affect consumer's decision making process?

The main goal of the researcher is to analyse how consumer's deal with the information regarding country of origin and brand image in the case of high-tech, high involvement

products. The choice of high-tech products is explained by the fact that the amount of information, degree of involvement and the higher level of risk, make the decision making process for consumer's more difficult. This is one of the reasons to see how different brands and countries of origin affect consumer's decision making process. The researcher's choice of conducting the study on a developed country is because consumers tend to believe that a product from a high developed country is of a better quality than a product from a less developed country. Furthermore the topic for the research paper was developed based on previous research, and by finding gaps in the literature.

From the research background section gaps in the literature have been identify. The literature suggested that there is a lack of empirical research on how brand equity impacts consumer behaviour, lack of agreement in the measurements of brand image, and there is little known about COO and impact upon brand image and consumer buying behaviour.

In order to have a better understanding and to answer the research question the following sub-questions were defined:

RQ1: Are customers aware of the country where the product is made-in?

RQ2: Does the cognitive perception (technological development, competence of people) of country of origin affect the consumer's brand choice?

RQ3: What is the relation between brand image cognitive dimension (price user or usage image, functional benefits and symbolic benefits) and consumer's demographic characteristics?

Project outline

The current project is structured into six chapters that are connected to each other as presented in the figure bellow:

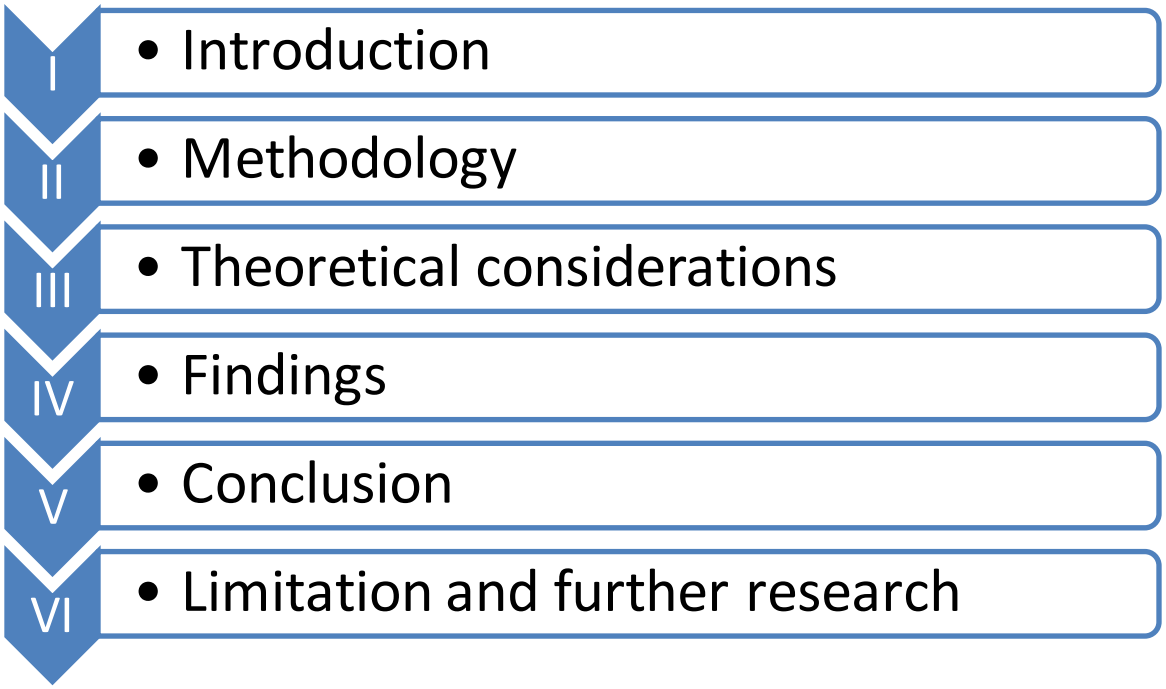

Figure 1 - Project outline. Own creation

Chapter I – Introduction, the research background and research context is presented, explained and where the research question is rooted. Moreover the research question is developed which will try to be answered in the project.

Chapter II – Methodology chapter explains the methodological approaches the researcher follows in this project. Furthermore the research design is presented where the methods about how data is going to be collected and questionnaire design.

Chapter III – Theoretical considerations introduced the key concepts used in the project. The chapter starts with the literature review process followed by the theories chosen for this project: Brand Equity, Country of Origin and Consumer Decision Making Process. After given an overview of the theories, and explaining each of the components related to the theories, conclusion are drawn about how the components of brand equity and country of origin may/or not affect the consumers in their decision making process. Afterwards a theoretical framework is constructed; hypothesis developed and will be tested.

Chapter IV – Finding chapter present the findings developed during the data analysis and refers back to the theoretical back to the theoretical consideration chapter.

Chapter V – Conclusion gives answers to the research question and draws the final conclusion of the project.

Chapter VI – In this last chapter the limitation that hindered the researcher in the process of writing this dissertation are presented along with further research suggestions.

Methodology

In this chapter of the project an explanation of the methodological terms and theories will be presented and the one that will lead to a better understanding of the subject and development of the dissertation will be chosen. At the beginning the difference between ontological and epistemological point of view, the research philosophy and the chosen research paradigms will be presented, whilst at the end of the chapter the research design with all the subcomponents is described.

Ontological and epistemological considerations

The subjective and objective approaches in social science have an influence on the discussion of paradigms. In the figure bellow the different perspectives are presented:

Dimensions	The objectivist approach	The subjectivist approach
Ontology	Realism	Nominalism
Epistemology	Positivism	Anti-positivism
Human Nature	Determinism	Voluntarism
Methodology	Nomothetic	Idiographic

Figure 2 - Objective-Subjective dimensions. Source Kuada, 2010

Ontology is the term use in philosophy that describes the nature of reality. It refers to whether the social world is "real" and exists independent of our knowledge. In the literature there are two main ontological approaches: objectivism and constructionism. According to Bryman and Bell (2007) objectivism "is an ontological position that asserts that the social phenomena and their meanings have an existence that is independent of social actors". This means that the social world exists independently beyond the control of social actors and their actions. The other ontological consideration, constructionism refers to the fact that "social phenomena and their meanings are continually accomplished by social actors." In other words it is continually changing through social interactions. (Bryman & Bell, 2011)

Kuada (2010) look at reality from two points of view: realism and nominalism. The first one see the existence of reality as external and independent to the individuals, while the last one

is constructed by individuals through interaction with each other (Kuada, 2010). Unlikely Kuada (2010), Bryman and Bell (2007) in order to explain realism, use the cultural difference in organisations. Objectivism argues that an organization is composed by different people; from different places of the world thus there is a difference in culture. Furthermore the people work in different ways which may lead in misunderstanding. Thus the organization has a reality that is external to the individual who inhabit it. If we are looking at it from a subjective perspective, and organization creates its own culture, no matter where the people are coming from. (Bryman & Bell, 2011)

The aim in the present paper is to study how the brand image and country of origin, affects the consumer buying decision – making process. On the basis of the empirical investigation made, I draw conclusion on as whether the brand image and country of origin have an impact on consumer buying decision making process, and whether this is materialised into the purchase intentions. Therefore the ontological consideration of this dissertation takes the realist or objectivist perspective, because the reality is view as external and is not a result of individual action.

The term epistemology refers to how we know the world. This concept refers also to whether an external actor who is a stranger to a social world can understand it and know the truth as an external observer or can be understand from the point of view of the actor who the researcher seek to study. (Kuada, 2010) Bryman and Bell (2007) identify two epistemological points of view: positivism and interpretivism. The difference between positivism and interpretivism is how the knowledge is approached. The latter one sees people as constructions, and the knowledge is gain from facts that are verified, theories are tested and laws created. On the other hand the last one sees people and constructors, and the social world doesn't exist independent in their opinion.

The positivists see the social world as objective. This type of researchers are more likely to use a highly structure methodology in order to be easy to replicate. The focus will be on quantifiable observations that are used for statistical analysis. Furthermore those who adopt this point of view have to go through a seeking and learning process before they can know what reality is. Similar to positivism is realism. This implies the collection and analysis of data. There are two types of realism direct realism and critical realism. Direct realism believes that "what you say is what you get" and the actors see the world as it is. On contrary

the critical realism argues that what "we experience are sensations, images of the real world and not the actual reality". (Sauders, Lewis, & Thornhill, 2009)

In the present study the positivist view is predominant, in giving a better understanding on the effect of brand image and country of origin on the consumer buying decision – making process. The reason behind it is that after reviewing the literature, a framework is developed and tested. The data used in this study was obtained by observing the influence of brand image and country of origin upon the consumer buying decision – making process.

There is a relationship between ontology and epistemology in business and management research. The choice of which paradigm to adopt has an influence on the design of the research and the data collection approach that will be taken (Bryman & Bell, 2007). Therefore the position I adopt for the dissertation is the positivistic view of nature of the world and the objectivist view of the social world, which are interlinked.

The research philosophy

The research philosophy is a term that relates to the development and nature of the knowledge. Basically this is what every researcher does when commencing a research, even though the result it is not the creation of a new theory. The research philosophy adopted it is important because it contains the assumptions about how the world is viewed and these assumption reflects the research strategy and the methods choose for the research. Saunders et al. (2009) agree to Johnson and Clark (2006) who argues that it is not important how the study is philosophically informed, but it is important how well is the researcher able to reflect and defend the philosophical choices. Saunders et al. (2009) developed a research onion that presents four different types of philosophical approaches: *positivism, pragmatism, realism and interpretivism*.

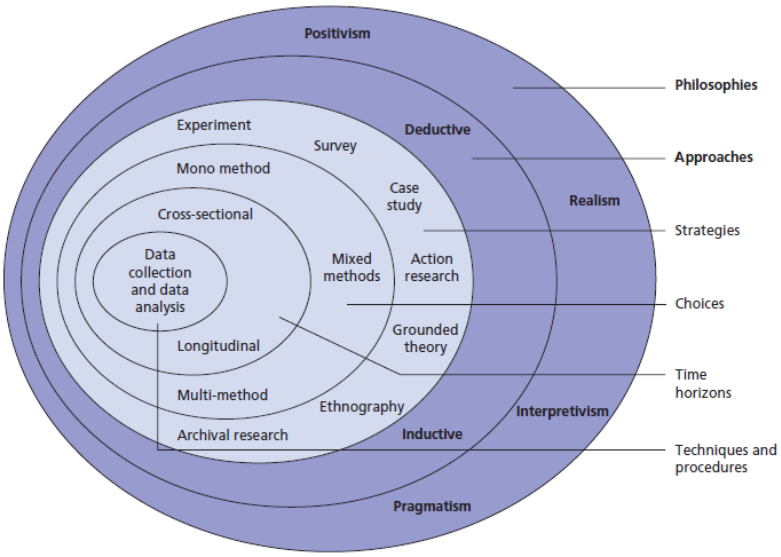

Figure 3 - Onion research model. Source Saunders et al (2009)

Pragmatism argues that more than one philosophical position can be adopted and that the epistemological and epistemological considerations are influenced by the research question. Furthermore if the research question adopted does not suggest that only one position can be taken, positivist or interpretivist, the pragmatism philosophy suggest that it is perfect possible to work with variations in the epistemological and ontological considerations. An example could be the use of qualitative and quantitative methods can be used in the same study. (Sauders, Lewis, & Thornhill, 2009)

Positivism assumes that what is found through experiments and questionnaires are real data and in order to create a strategy to collect this data the existing theory is used in creating hypotheses. The developed hypotheses than will be tested and totally or partial confirm, and in case the test proves wrong this will lead to further development and test done in further studies. Another aspect of the positivism philosophical approach is that that the research is undertaken as far as possible and the researcher is external toward the data collection process and objective in regards to the research. (Sauders, Lewis, & Thornhill, 2009)

Realism is another philosophical position, similar to positivism and it assumes a scientific approach in development of knowledge. The most important aspect of realism is that the reality is true and that the object have and existence independent of the human mind. There are two types of realism, **direct realism** and **critical realism**. The first one assumes that "what you see is what you get", meaning that the actors see the world as it is. While the

second one argues that what the research experience are sensation and not actually the real world. (Sauders, Lewis, & Thornhill, 2009)

The last philosophical approach presented by Saunders et al. (2009) in their onion model is the *interpretivist*. This philosophy states that the researchers are social actors and trying to understand the human roles in society. The researcher's main purpose is to interpret the social roles of others using their own understandings. From the interpretivist philosophy derive two types of intellectual tradition: **phenomenology** which refers to way humans make sense of the world that is surrounding us and **symbolic interactionism** where actors are constantly trying to interpret the world around us. (Sauders, Lewis, & Thornhill, 2009)

The approach of this dissertation is mainly positivist, since the empirical analyse is based on quantitative data collection and it follows a quantitative research method where the hypotheses developed are based on the existing theories from the literature. Afterwards the hypotheses are tested and either they are confirmed or denied, widening the knowledge in the field of COO and BE. Furthermore the research question is positive in nature, demanding an objective study in the field of COO and BE effect on consumer buying decision making process.

Research paradigms

Furthermore in order to have a better understanding and a more comprehensive insight about the philosophical aspect of the master thesis paradigm concept will be used. As Kuada (2007) mention in his book the paradigm concept was first introduced by Thomas Kuhn (1970) who presented a theory of the structure of scientific revolutions in order to describe the waves of research in a specific field. Every field of study is characterized by a set of common understandings. According to Saunders, et al. (2009) define the paradigm as "a way of examining social phenomena from which particular understandings of these phenomena can be gained and explanations attempted"

For this master thesis the RRIF classification by Burrell and Morgan will be used. The RRIF classification or the four paradigms, help us to have a better understanding of the subjective-objective point of view that are described in the ontology and epistemology. The four paradigms are: radical humanist, interpretivism, radical structuralist and functionalism. The figure present the four paradigms mention earlier:

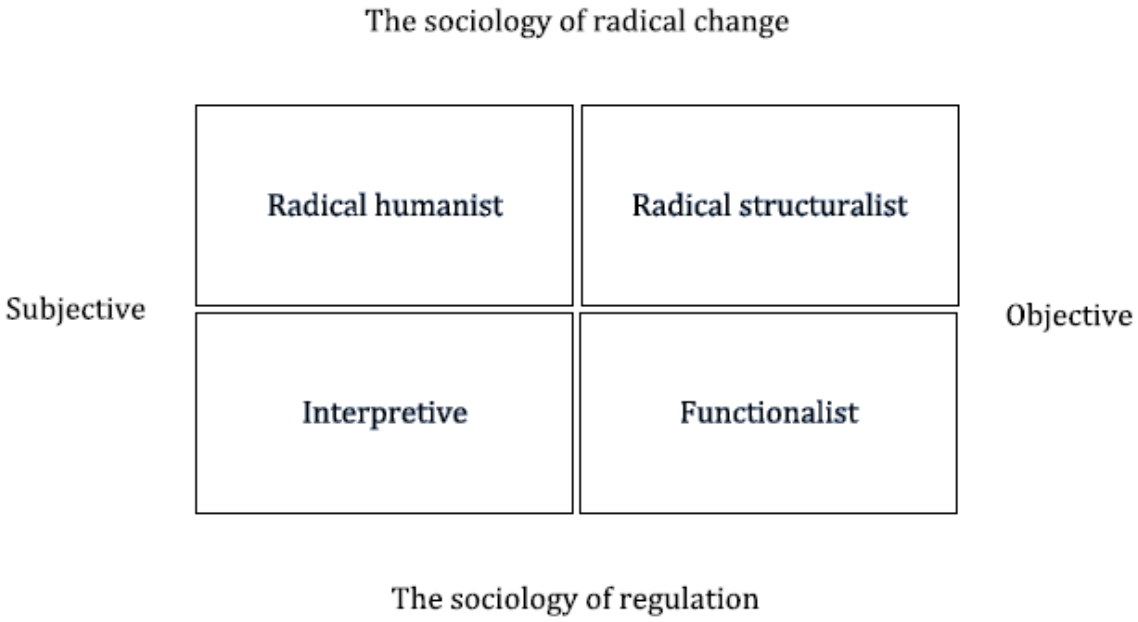

Figure 4 - RRIF classification by Burrell and Morgan (1979)

As it can be seen in the figure Burrell and Morgan (1979) define beside the subjective and objective dimensions, two new conceptual dimensions the sociology of radical change and the sociology of regulation. On one hand the sociology of radical change is dealing with the problem of change, conflict and coercion on the other (Kuada, 2010). According to Burrell and Morgan (1979), the sociology of radical change is concerning with the emancipation of man from all the structures that limit his potential for development. On the other hand the sociology of regulation is concern in explaining the changes and the equilibrium in the social world.

The four paradigms radical humanist, interpretive, functionalist, radical structuralist, provides the researchers different perspective for analysing the social phenomena, but also allows them to develop different concepts and analytical tools (Burrell & Morgan, 1979). In the following paragraphs an explanation of the four paradigms is presented.

The functionalist paradigm

This paradigm is viewed as the dominant framework in conducting academic sociology studies and organizations study. It has its roots in the sociology of regulation approach and the researcher who approach this, has an objective point of view. Moreover those who are taking this position try find explanations to subjects like social order, consensus, social

integration, solidarity (Burrell & Morgan, 1979). Furthermore Kuada (2010), states that the society has a real existence and it is directed towards the production of order and regulation. The researcher can distance from the subject he is studying based on the theories and methods he adopts.

The interpretive paradigm

The interpretive paradigm adopts and approach that is similar to the sociology of regulation, but unlikely the functionalist paradigm it has a subjectivist approach. The ones who adopt this paradigm try to understand the social world as it is, to understand the fundamentals of the social world from a subjective level. Therefore this paradigm does not allow the existence of any organization in a real form. (Kuada, 2010)

The radical humanist paradigm

The radical humanist paradigm similar to the interpretive paradigm shares the same assumption that the reality is socially constructed. As it can be seen from the model this paradigm is situated somewhere between the sociology of radical change and subjective dimensions. Because the external world is often so powerful the changes in the social world requires the emancipation of the individuals in the society. (Kuada, 2010)

The radical structuralist paradigm

The radical structuralist paradigm is situated between the radical change and objective dimensions. That is why Kuada (2010) name this paradigm the *objective – radical change.* According to Kuada (2010) the ones who adopt this position see the world as social constructed and there are always conflicts within the society. This paradigm adopts an objective perspective that has to deal with objective entities. Unlikely the functionalist paradigm in which the subjective perspective of social actors is used to understand the meaning of social phenomena.

After a reflection upon the different types of research paradigms, I consider that in this dissertation the best position that can be taken is radical structuralist, because this dissertation lies between objectivist and sociology of radical change dimensions. The reason why it is objective is because I stand independently to the reality of the world, while collecting data in form of questionnaires. Furthermore I try to find a reliable solution for a problem that I believe to be important in today's world especially because of the globalization effect, the

effect of COO and its dimension and the effect of BE upon the customer buying decision making process. Moreover as a researcher I believe that the reality is objective, thus the methodology adopted focus on achieving knowledge through experience and learning. In the literature review process I find myself in the radical change dimension, because the different topics identify are seen from a critical perspective, and by providing additional discussion there is space for future research. Kuada (2012) argues that the ones that adopt the situationalist perspective believe that you can see the world from both objective and subjective point of view. Thus I adopt one of the four paradigms which will help me in defining the presumption about the view of the social science.

Inductive – deductive approach

It can be made a distinction between two research approaches: the first one is the inductive approach and the second one is deductive approach. In the inductive approach the researcher collects data and subsequent a theory is developed based on the data collected. On the other hand the deductive approach can be defined as an approach where the researcher theories are developed and then a strategy is design in order to test the theories developed in the beginning of the research. In general the inductive approach is linked with interpretivism while deductive approach with positivism. (Sauders, Lewis, & Thornhill, 2009) In the figure bellow the deductive and inductive approach are presented as a cycle.

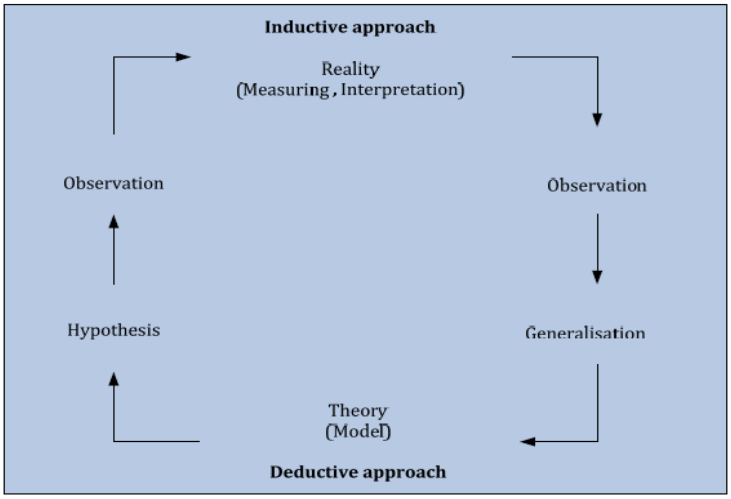

Figure 5 - Inductive and deductive approach Source: Wiedersheims and Eriksson, 1997

Furthermore Robson (2002) lists five stages through which deductive approach will progress. The 1st one is deducing a hypothesis from the existing literature (theory), 2nd express the hypothesis in operational terms which propose a relationship between two concepts, 3rd

testing the hypothesis, 4th examining the outcome and as the 5th stage, modify the theory based on the findings.

The research of the current dissertation is the deductive approach. As presented above the five steps of deductive approach by Robson (2002) can be found in this dissertation. First after reviewing the literature a framework is generated and then the relationship between COO, BE and consumer buying decision making process is presented. After based on the data collected from the survey the framework is tested. Furthermore in order to make replication possible and to have certainty upon the validity and reliability of the dissertation a structured methodology is used. A last characteristic of the deductive approach is generalization, but in order to have generalization the sample collected using surveys it has to be significant.

Research design

There are two different types of research, qualitative research and quantitative research. Qualitative research can be defined as "any type of research that produces findings not arrived at by statistical procedures or other means of quantification". On the other hand quantitative research can be defined as "studies that address research issues through numerical measurements of specific constituents of a phenomenon". In the table below are general characteristics of quantitative and qualitative research approaches. (Kuada, 2010)

QUANTITATIVE RESEARCH	QUALITATIVE RESEARCH
Researchers test hypotheses that are stated at the beginning.	Researchers capture and discover meaning once they become immersed in the data.
Concepts are in the form of distinct variables.	Concepts are in the form of themes, motifs, generalizations, and taxonomies.
Measures are systematically created before data collection and are standardized.	Measures are created in an ad hoc manner and are often specific to the individual setting or researcher.
Data are in the form of numbers from precise measurement.	Data are in the form of words and images from documents, observations, and transcripts.
Theory is largely causal and is deductive.	Theory can be causal or noncausal and is often inductive.
Procedures are standard, and replication is frequent.	Research procedures are particular, and replication is very rare.
Analysis proceeds by using statistics, tables, or charts and discussing how what they show relates to hypotheses.	Analysis proceeds by extracting themes or generalizations from evidence and organizing data to present a coherent, consistent picture.

Figure 6 - Qualitative vs. Quantitative research approaches. Source Kuada (2010)

The purpose of the current dissertation is to study the effect of country of origin and brand image upon consumer decision making process, and the suitable research for it is quantitative research, because, research questions are developed in the beginning of the dissertation and in order to test the them, primary data is collected using questionnaires and then analyse, by using statistics. Furthermore the current dissertation fulfils the three main characteristics of a quantitative research approach: the principal orientation of the role of theory in relation to the research is deductive, the epistemological consideration is positivism and the ontological consideration is objectivism.

The Survey Research Method

Beside the above mention research approaches, there are also two important ways in collecting information: primary data and secondary data collection. The secondary data give the researcher the possibility of reanalysing data that have already been collected from other purposes, and it is not gather directly by the researcher. Secondary data include both raw data that has not been summarized and process, and compiled data that have received some form of revision or summarized. Primary data is data that is collected by the researcher. It includes information collected for a clear research purpose such as surveys, interviews. Most research projects require a combination of both primary and secondary data collection in order to answer the research question and meet the objectives. (Sauders, Lewis, & Thornhill, 2009)

For the data collection needed for the empirical research for the current paper the survey strategy was selected. The survey strategy is closely related with the deductive approach and it is used by researchers who try to find answers to questions like "who", "what", "where", "how many" and "how much". The survey strategy is very common among researchers because beside the fact that they allow the collection of a large amount of data from a large population, you can analyse the collected data quantitatively using descriptive and inferential statistics (Sauders, Lewis, & Thornhill, 2009). Furthermore Bryman and Bell (2011) state that the survey research comprises a cross-sectional design in relation to which data is collected mainly using questionnaire or by structured interview.

Furthermore Saunders et al. (2009) define four types of self-administrated questionnaire, which are completed directly by the respondents: internet and intranet administrated questionnaire, postal or mail questionnaire and questionnaire that are delivered by hand to each respondent and collected later (delivery and collection questionnaire).

The questionnaire I chose for the current dissertation is the self-completed internet administrated questionnaire, for several reasons:

- Cheaper to administrate – the interviewing method can be expensive, and taking into account that the sample is geographically widely dispersed (Denmark)
- Quicker to administrate – self – completion questionnaires can be sent out by internet in very large quantities at the same time. In Denmark according to the statistics almost all of Danish people have access to the internet (96%) therefore a large amount of respondents can be reached at the same time.
- Absence of interviewing effects – according to Bryman and Bell (2011) various studies that in a structured interview question like ethnicity, gender and the social background of the interviewers may combine to bias the answers provided. Taking into account that the method chosen for collecting the data is the self - administrated questionnaire, the interaction between the researcher and the respondents is very low, and exists just in those cases when the respondents faces ambiguity.
- No interviewer variability – furthermore by using the self - administrated questionnaire unlikely the structured interview the interviewer cannot interfere and ask question in a different order or in different ways.

Design of the Questionnaire

The next stage of the dissertation is development of the questionnaire needed in order to collect the data required to study the effect of brand image and country of origin effect on consumer's decision making process. In order to design a proper questionnaire that will provide a data that is valid, based on Saunders et al. (2009) writings there need to be logic when designing a questionnaire, and some rules need to be followed. Therefore I followed the steps presented in the figure below.

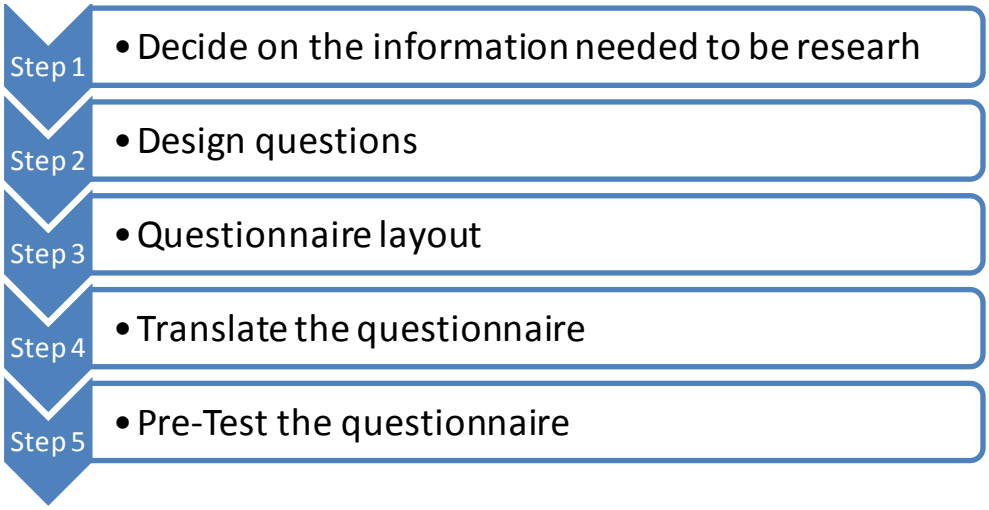

Figure 7 - Questionnaire design. Own creation

As a first step is to decide upon the information needed to be research. Unlike in-depth and semi-structure interviews the question asked in questionnaire need to be defined prior to data collection. Furthermore the data collected from questionnaire is used for either descriptive or explanatory purpose. The research conducted is an explanatory research because data is required to test the research question(s). The variables used in the questionnaire were identified mainly from literature review. There are three types of relations between variables (dependent, independent and extraneous).The independent variable causes changes in a dependent variable, while the dependent one changes in response to change in other variable. Furthermore Dillman (2007) distinguished three types of variable: opinion variable record how respondents feel about something, behavioural variable relating to what people did in the past, do now and will do in the future and as a last one attributes variable containing data about respondent's characteristics like age, gender, marital status, education, occupation and income. (Sauders, Lewis, & Thornhill, 2009)

The second step is designing the questions. There are two types of questions open questions and closed questions. The open questions give the respondents possibility to answer a question however they want. Whilst with a closed question the respondent have limited choice and have to choose the appropriate answer from a set of fix alternatives. I chose in making this questionnaire closed questions, because it is easy to process the answers, because the respondent needs to select an option available for a question. Furthermore the closed question can eliminate ambiguity, because even though the respondent is not clear about where a question is getting at the available answers can help him clarify the situation. Moreover using closed questions in a questionnaire give the possibility to the respondent to

tick or circle the correct answer without being necessary extensive writing (sometimes respondents do not expect to write extensively). (Bryman & Bell, 2011)

Bryman and Bell (2011) also define some specific rules that need to be taken into account when designing the questions, and the same rules were followed for the questionnaire in case. Therefore for a proper design of the questions and thus the questionnaire I tried to avoid the following terms:

- Ambiguity – avoid terms such as "often", "regular" as measurements of frequency
- Double – barrelled questions – generally refers to questions that ask about two things, as an example: Do you like watching TV and eat pizza?
- General questions – such as How satisfy are you with your job? ,because you cannot know exactly what aspect it refers (payment, condition, nature of the work)
- Leading questions – questions that tend to lead the respondent in a particular direction.
- Abbreviations – in some cases may mean something else
- Technical terms – terms that the respondent may or not understand

After I take the above into consideration, the problem of using a "don't know" or "no opinion" alternative arises. Converse and Presser (1986) strongly suggest the use of the "don't know" option to respondents that have no opinion on the topic. But by doing so you give the option to respondents (especially lower educated ones) to select the "don't know" option when they don't want to bother answering the question and that can lead to bias in the data. (Bryman & Bell, 2011) Therefore I decided not to use the "don't know" option for the questions.

The third step is to make sure that the questionnaire has a good layout and the questions are easy to follow. First of all at the beginning of the questionnaire a short introduction about what the questionnaire is about and what is the purpose of the questionnaire (academic purpose) is presented in order to introduce the respondent in the problem I'm trying to solve. Secondly each question was given a number, questions were delimitated based on the nature of the questions into sections. The questions about the respondent's opinion and behaviour were placed at the beginning of the questionnaire and the ones about the respondent

characteristics at the end. I decided to place the latter ones at the end because respondents tend to get bored at the end of the questionnaire and there is a chance that they're answers might not be honest. In order to save space and not make the questionnaire to long, I decided to used matrix questions for ranking questions by using the five point Likert-style rating scale (1 = strongly disagree and 5 = strongly agree). And finally I ensure the respondents that their response will remain confidential.

The fourth step is translating the questionnaire. The translation method is required into another language in this case Danish, having in mind that this is an international research, the questionnaire need to have the same meaning for all respondents. There are some things that need to be taken into consideration like lexical meaning (the precise meaning of individual words), idiomatic meaning (the meanings of a group of words that are natural to a native speaker and not deductible from those of the individual words), experiential meaning (the equivalent of meaning of words and sentences for people in their everyday experiences and grammar and syntax (the correct using of the language, including the ordering of the words and phrases to create well-formed sentences). There are two four types of translation techniques: direct, parallel, back-translation and mixed translation methods. (Sauders, Lewis, & Thornhill, 2009)

The method chosen for the current questionnaire is the back translation method, because the questionnaire is administrated to Danish population. The questionnaire was first written in English and then translated from English to Danish by a native Danish speaker, and finally re-translated into English, by the same person, taking into account that Danish are fluent in both Danish and English.

The last step is to pre-test the questionnaire, and making sure that the survey questions operate well, and that the research as a whole functions well. In self-completion questionnaire this is an important step, having in mind that there will not be interviewer present to clarify any confusions. Furthermore because the self-completion questionnaires are sent out in a large number, considerable wastage may occur if any problems appear. (Bryman & Bell, Business research methods 3rd edition, 2011) The present questionnaire was tested on Danish people (students from UCN and friends), and then inform the researcher of any ambiguity, time waste completing the questionnaire and any other problems that may occur during the completion of the questionnaire.

Sampling and Data Collection

The sampling technique chosen was the non-probability snowball sample. The non-probability sampling method was chosen because in business research such as market surveys it cannot be said that the sample will be chosen statistically random and any case will be included in the sample. The non-probability sampling provides a range of alternatives to select samples based on subject judgments. (Sauders, Lewis, & Thornhill, 2009)

For all non-probability sampling techniques except quota sampling the issue of a sampling size is ambiguous. The sample size is dependent on the research question and objectives. (Sauders, Lewis, & Thornhill, 2009)

As mention before the snowball sampling method was chosen, and the main reason is that it is difficult to identify the members of the desire population. This technique implies that the researcher makes contact with one or two cases and from there asking these cases to identify other cases and so on.

After the questionnaire was translated I identify a small group that was relevant to my research topic. The group was formed by people who have technological knowledge about audio video products. After the initial group of people completed the questionnaire they were ask to distribute further the questionnaire to their acquaintances, and so on.

Also this sampling method has some drawbacks, and one of the most important is as Saunders et al. (2009) mentioned in their book is the problem of bias, because the respondents likely identify other respondents who are similar to themselves resulting in a homogeneous sample. Another problem can be the finding of new cases, but because the population is hard to identify this sampling method is the only method suitable for.

Data Management and Data Analyse Methods

Before data analyse, data management is require, in order to prepare the raw data. According Saunders et al. (2009) there are certain methods which can be taken into consideration, and the most important are:

- Coding
- Entering data into a statistical program
- Checking data for errors

The first method is coding the data. Saunders et al. (2009) suggests all data should be coding using numerical codes. By doing this it allows the researcher to enter the data quickly in the

statistic program and with fewer errors. Thus a value ranging from 0 to 7 was assign to each answer. In order to have a better understanding how the coding of the answers was done, I design a coding manual (see Appendix). Bryman & Bell (2011) define the coding manual as the content analysis dictionary, a statement of instructions that specifies the category that will be used to classify the text. Furthermore the coding manual enables he message content to be coded in a consistent manner. The coding manual have a highly importance because it provide the coder with complete information about all categories for each dimension, how they are coded and guidance about how to interpret the dimensions. There are also missing data in a survey, data which according to Saunders et al. (2009) can occur by many reasons such as: the respondent refuses to answer the question, the data were not required by from the respondent because of a skip generated by a filter question in a survey, the respondent did not answer the question or had no opinion and the respondent may have missed a question by mistake. In order to avoid missing data, because the questionnaire was design in Survey-Xact, in order to advance to the next part of the questionnaire the respondent had to answer all the questions from that part of the questionnaire. Anyway if there was still missing data, I decided to code it with -99, because it is a value that don't affect the results in SPSS and it is suggested by Pallant (2007) in his book.

The next step is to enter the data into Microsoft Excel, where the row represents the respondent and the columns the questions. I did this because afterwards it is easier to enter the data into SPSS version 23, which stands for Statistical Package for Social Science. The reason I chose this program is, because as Bryman & Bell (2011) state in their book, SPSS is perhaps one of the most widely used computer programs for analysing quantitative data in social science.

The last step of data management is checking the data for any errors. No matter how carefully you enter the data there will always be room for errors. This errors can occurs very easy because when entering data it is easy to type the wrong number (data was coded using numbers in the 0 to 5 range, and instead of 1 you could easy enter a 4). Furthermore in some cases an O can substitute a 0 or an I can substitute a 1. Therefore if this kind of errors occurs I needed to check if the error occurs at data entry or at coding and correct it. As Saunders et al. (2009) mention, data entry can be very consuming, but not doing it is very dangerous because can result to incorrect results and thus false conclusion can be drawn.

After all the above mention steps were performed, the data was imported into the SPSS software. First descriptive statistics like frequency, standard deviation and mean were used. I

used the frequency table, because it is a useful tool to check the data for errors. This step needs to be done each of the variables. Frequency table also help us to reduce the data into more understandable categories, by telling us how many people gave each response (e.g. how many males, how many females), without manipulating the data. For categorical variables like SEX, GENDER it doesn't make sense to ask for mean and standard deviation. On the other hand for continuous variables such as AGE the descriptive statistics will provide a summary statistics such as mean and standard deviation. Furthermore in case of exploring the relationship between two variables I will use the Pearson Chi-Square value from the cross-tabulation method and which can be found in the Chi-Square Test table. In order to be a strong (highly significant relation) between two variables the value should be as closer as possible to .000. A last method that I am going to use in order to analyse the data is the one-way analysis of variance, one-way ANOVA. This method it compare the variance between the different groups with the variability within each of the groups. (Pallant, 2007)

Validity and Reliability

Reliability refers to consistency. It is concern with the robustness of the questionnaire and if it produces consistent findings at any given time and in different circumstances. Mitchell (1996) outlines three different methods to test reliability that are tested after the data collection but as he mention they need to be taken into account at the questionnaire design stage. They are: test re-test, internal consistency, alternative form. (Sauders, Lewis, & Thornhill, 2009)

The first one *test re-test* estimate of reliability is obtained by administrating the questionnaire twice to the same respondents. This is very difficult because it is hard to convince respondents to answer the same questionnaire twice. Alternative form offers some sense of the reliability within the questionnaire through comparing responses to alternative forms of the same question or group of questions. (Sauders, Lewis, & Thornhill, 2009)

Because the first two methods of testing reliability are difficult and time consuming (especially the test re-test) I chose the internal consistency method to test the reliability of the sample. Internal consistency involves correlating the responses of each question of the questionnaire with other questions in the questionnaire. (Sauders, Lewis, & Thornhill, 2009)

Internal consistency can be measured in many ways, the one I chose is the Cronbach's coefficient alpha from the SPP, because as Pallant (2007) mention, it is the most commonly used statistic. The values may range from 0 to 1, with higher values indicating higher reliability. Anyway Nunnally (1978) recommends a minimum of .7, but in cases where the sample is quite small, the coefficient can be even smaller. If this is the case then I need to calculate and report the mean inter-item correlation for the items (mean inter-item correlation values range between .2 to .4) (Pallant, 2007)

The Cronbah's coefficient alpha in SPSS show the following results presented in the table below:

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	195	100.0
	Excluded[a]	0	.0
	Total	195	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.708	.747	63

Figure 8 - Cronbach's alfa coefficient

Based on the Cronbach's Alpha score of .708 it can be say that the data that I'm going to use is reliable, because according to Nunnally (1978) the coefficient needs to be higher than .7. Anyway I did the reliability test for the whole sample.

Closely related to the reliability of a sample is the validity. Validity of a scale refers to the degree to which it measures what it is supposed to measure. Bryman and Bell (2011) distinguished between different methods to test the validity of a sample some of which will be presented and discussed below.

The first one is face validity. Face validity refers to the fact that the measure reflects the content of the concept question. This can be accomplished by asking other people if the concept is measuring or not what is supposed to measure. In the literature review process multiple papers from multiple existing sources, are used in understanding the concepts that help in explaining the relation between brand image, country of origin and consumer decision making process.

The second type is construct validity, where the researcher is encouraged to deduce hypotheses from existing theories that are relevant to the concept that is investigated. In this paper the researcher, after investigating several theories that are related with the problem that this paper is trying to answer, creates a new framework, which is tested in the empirical research.

Theoretical Consideration

In this chapter of the dissertation the theories that have been chosen are presented. In the beginning of the chapter the literature review process is presented. Further the Brand equity concept and more specific the consumer based brand equity is explained. After explaining each of its components a conclusion about how they affect the consumer decision making process is drawn. Next the concept of country of origin and the effect of country of origin is discussed. While at the end of the chapter the effect of brand equity and country of origin upon the consumer decision making process is presented, as well as the theoretical framework developed.

Systematic literature review

In order to refine and revise the problem that this master thesis is going to approach, reviewing the literature was necessary. The process is called systematic literature review, which is an approach of reviewing the literature that adopts explicit procedures. It is often argue that conducting a research that involves literature review is one of the strongest evidence – based researches. And the main reason behind it is that that researchers try to understand the effects of an intervention from previous studies, but also provides the researches the possibility to solve and answer questions that haven't been answer in previous studies. (Bryman & Bell, 2011)

The systematic literature review it is important for two main reasons. On one hand some researches tend to lack in consistency and often reflect the bias of the research. Therefore an adoption of such a procedure will not allow such biases to happen often. One the other hand the solution that the researchers tend to focus on are the evidence based research. That is what systematic literature review does. It provides the advice for researchers based on all the available evidence. (Bryman & Bell, 2011)

However unlike the medical science where the research questions have to deal if ether the particular intervention is effective, the business and management research is relatively a new field, largely based on quantitative research strategy, therefore the in this field the systematic literature review process some steps need to be followed. (Bryman & Bell, 2011)

In their book Bryman and Bell are talking about tree main steps that need to be followed in systematic literature review process, and these steps are: *specifying the question and planning the review, conducting the review and reporting and dissemination.* (Bryman & Bell, 2011)

The first step *specifying the question and planning,* involves specifying the research question that is going to be answer in the project. According to Denyer and Tranfield (2009) in order to do so, looking and the relationship between the variable, why and when this relationship occurs is necessary. There are four elements to look at: *Context, Intervention, Mechanism and Outcome.* (Bryman & Bell, 2011)

In the second step which is called *conducting the review* by using keywords and search terms a comprehensive unbiased search is being carried out. How literature for the study was found needs to be described in such a manner that will allow other to replicate the search. Once the literature was found the analysis can begin, and the aim is to achieve as much information as possible about the subject of interest. (Bryman & Bell, 2011)

The report of the findings need to be done in a way that is easy to understand and should provide a descriptive map of the research such as who the authors are, where they are based and the time period when the research occurs. All these are to be done in the last step of literature review *reporting and dissemination.* (Bryman & Bell, 2011)

The literature review process started with a systematic search on AAU library databases. The database chosen for searching the articles was SCOPUS. Taking into account that the current dissertation is focusing on two variables (country of origin and brand equity), and what effect they have on consumer decision making process, two alternative searches were done. On one hand was the search for relevant articles about brand equity was performed. In order to find the suitable articles for the dissertation the keywords "brand equity" was used, in the article title, keywords and abstract. A total number of 1773 articles were found. I limit my search by selecting only articles between 2010 and 2016, and furthermore only papers that were the type article and it resulted of 835 articles. Furthermore I widened my search by including terms like "brand awareness", "brand image" and "brand loyalty". The search resulted in 359 articles.

The next step was to select the articles using the "Cited by" criteria, and select 200 articles on a page. After "show all abstracts" option was used. After screening through the abstracts of

the articles a number of 27 articles were selected for deeper analyse. From the 27 articles the ones in the table below were used in the literature review process.

Year	Author	Title	Purpose	Findings
2013	Buil, Martinez & de Chernatony	The influence of brand equity on consumer responses	The purpose is to propose and test a model to better understand brand equity. It seeks to investigate the effects of this construct on consumers' responses using data from two European countries responses	The authors find that all the dimensions of brand equity (brand awareness, brand loyalty, percieve quality and brand associations) are inter-related, and that brand equity positively impact consumer's responses
2012	Hsu, Of & Assaf	A Customer-Based Brand Equity Model for Upscale Hotels	The authors propose a customer-based brand equity model for use in global branding efforts and research, based on a series of qualitative and quantitative studies	Results support the validity and reliability of the proposed model.
2015	Sasmita & Suki	Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image	The purpose is to examine the effects of brand association, brand loyalty,brand awareness, and brand image on brand equity among young consumers.	Empirical research showed that brand awareness affects brand equity among young consumers. They can clearly recognize the particular product or brand in comparison to competing products or brands and know how it looks and its characteristics from the social media.
2011	Hyun & Wansoo	Dimensions of Brand Equity in the Chain Restaurant Industry	The purpose it to examine the sources of brand equity that derives from consumer's attitudes, by testing four dimensions of consumer-based brand equity	The authors find that the dimensions of brand equity are interrelated for restaurants brands, and that perceive quality is the most important one
2011	Le,Le & Wu	Brand image strategy affects brand equity after M&A	The purpose of this study is to examine the relationship between the variance of two brand images and dimensions of brand equity after M&A	After empirical research the authors find that the greater the perceived differences between acquirers and acquired brands, the more the brand equity of the acquirer will increase
2015	Cho & Fiore	Conceptualization of a holistic brand image measure for fashion-related brands	The purpose is to conceptualize the holistic nature of brand image for fashion-related products and to complete the initial stage of scale development, determining content validity, for a new brand image measure	Analysis of the interview data revealed that cognitive (mystery), emotional (intimacy) and sensory (sensuality) dimensions were important for brand image of fashion-related products

2011	Nguyen, Barret & Miller	Brand loyalty in emerging markets	This paper seeks to compare some key antecedents of brand loyalty between two emerging markets: Thailand and Vietnam.	The authors find out that the dimensions of brand equity are interrelated but not in the same way for the two countries
2010	Ha, Handa & Muthaly	Development of brand equity: evaluation of four alternative models	The paper examines the development of brand equity by evaluating the influences of brand associations, perceived quality, satisfaction, and brand loyalty	The findings indicate that the primary contribution of the current study lies in the inclusion of satisfaction as an antecedent to brand equity and in the attempts to adequately model its relationships with the more traditional brand equity antecedents of perceived quality, brand loyalty, and brand associations

The second search was conducted for the country of origin. I based my first search criteria on papers that contain "country of origin" in the article title, keywords and abstract. The search

resulted in 7737 articles. The next step was to widen the number of papers, by selecting only articles in English, from between the years 2010 and 2016, and only articles. This search resulted in 2748 articles. The number resulted is still a high number, therefore another refine of the search was done. This time based on the subject area, articles from "Business Management and Accounting", "Economics, Econometrics and Finance" and "Psychology". The number of article was reduced to 875 articles.

The same as the articles for the "brand equity", the articles were selected using "Cited by" criteria, select 200 articles on a page and "show all abstracts". Only the abstract of the first 400 articles were read, because those articles had at least 2 citations. From the 400 articles 26 were found relevant and from those the ones in the below table were used for the literature review process.

Year	Author	Title	Purpose	Findings
2008	Ahmed & d'Astous	Antecedents, moderators and dimensions of country-of-origin evaluations	The purpose of this paper is to provide an in-depth examination of country-of-origin (COO) perceptions of consumers in a multinational setting	The familiarity with products made in a country was the strongest predictor of country perceptions, followed by nationality and the manufacturing process and product complexity dimensions of country evaluation
2014	Zolfangarian, Saldivar & Sun	Ethnocentrism and country of origin effects among immigrant consumers	The purpose of this paper is to examine how country of origin and consumer ethnocentrism pertain to first-generation immigrants, who often identify with two or more countries.	Non-ethnocentric immigrants favor the products of economically advanced countries. Ethnocentric immigrants favor the products of their home and host countries relative to foreign products, regardless of the economic standing of foreign countries. When home and host countries represent significantly different degrees of economic advancement, both ethnocentric and non-ethnocentric immigrants favor the products of the more advanced country
2010	Auger, et al.	The importance of social product attributes in consumer purchasing decisions: A multi-country comparative study	The purpose of the paper is to investigate the influence on consumer buying intension, on one hand from social attributes point of view (environmental and labour conditions), and on the other hand from intagible attributes point of view (brand and COO)	The study adds to the growing evidence that social attributes are now playing an important role in determining consumer purchase intentions even in the presence of other intangible attributes like brand and countryof-origin.

2015	Touzani, Smaoui & Labidi	Country-of-origin and emerging countries: revisiting a complex relationship	The purpose of the study is to attempt to contribute to the understanding of some socio-cultural factors likely to explain the preference for international products in emerging countries, and more specifically those characterising former colonised countries in the Middle East and North Africa	A set of complex and inter-related explanatory factors of the country-of-origin phenomenon emerged through the analysis, notably the complex of the decolonised, acculturation in situ, frustration towards the West and sensitivity to the Western fashion system
2012	Godey , et al.	Brand and country-of-origin effect on consumers' decision to purchase luxury products	The study focuses specifically on the configural effects of brand and CoO on the purchasing decisions of consumers	The authors find that on average across all countries there are some characteristics such as deisgn, brand and guarantee that influence the purchase of luxury products
2011	Hamzaoui-Essoussi, Meruka & Bartikowski	Brand origin and country of manufacture influences on brand equity and the moderating role of brand typicality	The study offers several contributions that improve understanding of how COO images affect brand equity, by decomposing the COO into dimensions, investigating two dimensions of brand equity (brand image and brand quality) and finaly by investigating the role of brand in relation between BO micro and macro image and brand equity	The present study adds to this literature stream by differentiating the effects of BO and COM macro and micro images on brand equity and examining the BO typicality of a brand and how that typicality moderates these relationships

2008	Wong, Polonsky & Garma	The impact of consumer ethnocentrism and country of origin sub-components for high involvement products on young Chinese consumers' product assessments	The purpose of this paper is to examine the effect of country of origin (COO) subcomponents, as well as the extent to which consumer ethnocentrism tendencies interact with these COO sub-components for young Chinese consumers with regards to product quality assessments and purchase intentions.	What was found is that not all COO subcomponents affect young Chinese consumers' evaluation of product quality or purchase intentions.
2012	Lee, Phau & Roy	"Bond" or "Calvin Klein" Down Under - Consumer ethnocentric and brand country origin effects towards men's underwear	To determin if high versus low ethnocentric consumers differ in their attitude in buying domestic and foreign products that are made domestically or in foreign countries	The findings suggest that there is no significant difference between high and low ethnocentric consumers in attitude towards underwear that is made in US and Australia. However high ethnocentric consumers domestically made but branded products as higher quality, easier to care for and better priced
2012	Koschate-Fisher, Diamantopoulos & Oldenkotte	Are consumers really willing to pay more for a favorable country image? A case study of Country of Origin effect on Willingness to Pay	The purpose of the study is to investigate whether a brans's COO affects consumer's willingness to pay and the extend to wich the consumer's familiarity with the brand moderates this relationship	The results of three complementay experimental studies reveal that COO has a positive influence on willingness to pay

2012	Wang, Li, Barnes & Ahn	Country image, product image and consumer purchase intention: Evidence from an emerging economy	The study has two purposes. First of all it attemps to distinguish between the key constructs, country image and product image. Secondly to examin the impact of cognitive and affective country image on product image and purchase intention	The findings suggest that the cognitive and affective country image have a different impact on the intention to purchase. The former one influence purchase through product image and the latter one having direct influence on the purchase, independent of product image
2011	Balabanis & Diamantopoulos	Gains and losses from the misperception of brand origin: The role of brand strenght and country of origin	The authors investigate the consequences of brand origin misclassification and nonclassification on consumer's brand image evaluation and associated purchase	The findings reflects that both misclassification and nonclassification have mostly adverse consequences on both brand evaluation and purchase intentions.
2011	Chand & Tung	Global competitiveness, consumer choice and country of origin effect: an exploratory East-West study	The purpose of the study is to understand the role of homophily on the country of origin effect on consumer purchase and how can it impact trade and investment.	The results reveal the importance of ethnicity in affecting attitudes toward different countries, including the impact of political/cultural ties and current/historical events on their formation

A last search was conducted using the "consumer decision making process" as search term as being in the article title, abstract or as a keyword. As well as the previous two searches only articles were selected between 2010 and 2016. A total number of 66 articles were found. In order to find only the relevant ones the articles were sorted on "Cited by", and the abstracts

were read. From the 66 articles 4 were found as relevant and used in the literature review process.

Year	Author	Title	Purpose	Findings
2015	Akinyode, Khan & Ahman	Consumer decision making process model for housing demand	The purpose of the study is to examin the consumer decision making process and applying it in the field of sustanaible housing in Nigeria	It has been found that the application of the decision making process model in making choices for a product has been were usefull in determining how consumers make decisions.
2014	Lobo, Meyer & Chester	Evaluating consumer response associated with the sponsorship of major sporting events in Australia	The purpose of the study is to investigate the key determinants of positive consumer behaviour associated with sport sponsorship	The findings revealed that personal beliefs of consumers, sponsor-event fit and image transfer have a strong bearing on their post-event response, which further leads to a strong image transfer value. This is central to predicting a consumer's intention to purchase
2012	Chae & Lee	Exploring the effect of the human brand on consumer's decision quality in online shopping: An eye-tracking approac	The purpose of this paper is to investigate how employing human brands affects consumers' decision quality in an online shopping environment by analysing visual attention using an	First employing human brands in an online shop influences consumers' perceived decision quality. Second the results support a significant difference in perceived product trust between the two perceived decision quality levels. Finally the product type influences consumers' perceived ES2trust towards the product.

Brand equity

Brand equity is a core concept of marketing. Throughout the years extensive research has been conducted on brand equity, but the literature on this subject is rather fragmented or inconclusive. Furthermore numerous definition of brand equity has been proposed, most of them from a consumer perspective point of view. These definitions are based on the premise that the power of brands lies in the mind of the consumers. Other researchers define brand equity from a financial point of view, considering the brand equity as the monetary value of a brand to the company. However the financial value of a brand is the final outcome to the consumer response to the brand. (Buil, Matinez, & de Chernatony, 2013)

From a customer perspective, Keller (1993) defines brand equity as "*differential effect of brand knowledge on consumer response to the marketing of a product*". From the above definition of three important characteristics of the brand equity arise *differential effect*, *brand knowledge* and *consumer response to marketing*. The differential effect is the result of comparing the responses of the consumers to the marketing of a product with the same marketing of an unnamed version of the product or service. The brand knowledge refers to brand awareness and brand image. And finally the consumer response to marketing can be define in relation to consumer perception and behaviour in relation with the marketing mix (Keller L. , 1993)

In their book Management Marketing, Keller & Kotler (2012) define brand equity as the added value provided to product or service that can be reflected in the way consumers think, feel and act with respect in to the brand, the prices and market share. (Keller & Kotler, 2012)

Another definition of the brand equity from an organizational perspective is given by Aaker (1991) who defined it "*as a set of brand assets and liabilities linked to a brand, its name and symbol and that add to or subtract from the value provided by a product or a service to a firm and/or to that firm's customers.*" The assets and liabilities, in order to underline brand equity need to be related or linked to the name and/or symbol of a brand. Therefore if the brand's name or symbol should change some of the assets or maybe all them can be affected or in some cases even lost. (Aaker, 1991)

Aaker (1991) define five categories of assets 1) Brand Loyalty, 2) Brand Awareness, 3) Perceive Quality, 4) Brand Association and 5) Other Assets such as patents, trademarks and

channels relationship. (Aaker, 1992)All these assets if managed well can add value both to the customer and the company as it can be seen in the picture bellow.

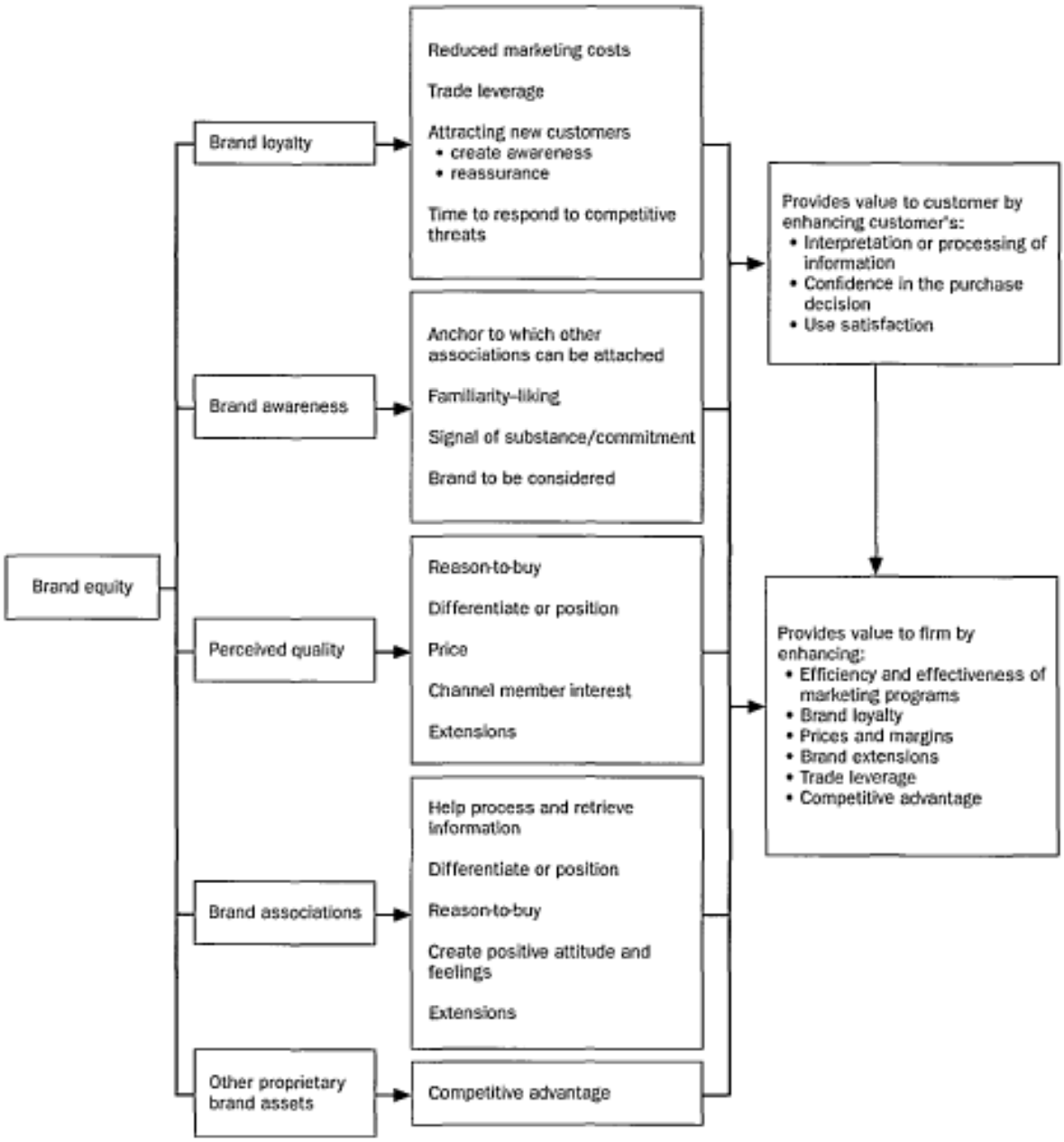

Figure 9 - Brand equity model. Source Aaker (1992)

Brand equity characteristics can add or subtract value for the customer, can help them interpret process and store information about the product and the brand. They can also affect the customer confidence decision making process but most importantly is that perceived quality and brand association can strengthen customer satisfaction. Brand equity assets can also add value to a company by increasing the marginal cash flow in many ways. It can do

this by improving existing campaigns to attract new customers or recalling old ones.(Aaker, 1991)

Beside the customer perspective brand equity and organizational perspective brand equity that will be presented in the following alignment, there is a third perspective of measuring the Brand Equity. From a financial perspective Brand Equity can be estimated based on the cash flow of a company and the assets that accumulate to a brand. (Hsu, Oh, & Assaf, 2012)

The purpose of the dissertation is to analyse how brand image and country of origin affect the consumers in the purchase decision making process, therefore the brand equity analyse is from the consumer's point of view. In order to have a better understanding on how these assets "work" and in which way it affects the consumer's decision making process will be presented in the following subchapters.

Brand Awareness

Brand awareness reflects the association between the brand and the product that the consumers are aiming buying, and can be define as "*the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category*". Brand awareness it is an important source of brand knowledge, in many ways such as signal the customer commitment to the brand, place the brand in consideration sets, and increase choice advantage. Furthermore it can develop into a strong brand image, strengthen the brand familiarity leading to brand liking. (Hsu, Oh, & Assaf, 2012)

Another definition of brand awareness is given by Aaker (1996) cited by Hyun & Wansoo (2011) in their paper, "*as the strength of a brand's presence in the customers mind*". Furthermore brand awareness plays an important role in marketing. Once brand awareness increases consumers have a tendency to feel familiarized with the brand and also tend to consider take into account the brand when they purchase a product. Therefore consumers will always trust a high awareness product or service more than a low awareness one. (Hyun & Wansoo, 2011)

According to Keller (1993), Brand Awareness has two dimensions, *Brand recognition* and *Brand recall performance*. Brand recognition relates to consumers capacity to have the ability to recognize and identify a brand prior to the acquisition. On the other hand Brand recall relates to the consumers ability to reclaim the brand when given the product category or needs fulfilled. But the importance of these two dimensions is directly related with the

decision consumers make in stores. Finally consumer's decision making is affected by brand awareness, influencing the formation and strengthen the brand association in the brand image. Therefore for creating a brand image, an idea of a brand need to exists in the consumers mind, as well as how easy information can be attach to that brand. (Keller L. , 1993)

The way that the customers receive brand awareness is through proper and effective marketing communication channels such as television, hand phone and online advertising. The reasons are that these channels secure product quality and credibility and reduce the risks in product evaluation and selection for potential customers. (Sasmita & Suki, 2015)

Brand awareness is an important characteristic of brand equity that affects consumer's decision making process. According to the definition given by Hsu, Oh & Assaf (2012), that brand awareness is "*the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category*", it can be concluded that brand awareness affects the consumer's decision making process in the initial phase, when consumers need to recognize and/or recall a certain brand. Furthermore brand awareness help customers gather the information needed in order to differentiate between brands when they need to make a decision. The information gather process that occurs in the input phase in influence by external factors, which are direct related to the company's marketing efforts (promotions, distribution channels, price) and the social environment(informal and non-commercial sources) from which the customer gather the needed information.

Brand Loyalty

From all the concepts that define a strong brand, many researchers and scholars directed their attention to brand loyalty, to be one of the most important one. Thus there are many definitions of brand loyalty, from an attitudinal dimension and from the behavioural aspect of brand loyalty. One definition can be that brand image *"is a deeply held commitment to rebuy or re patronize a preferred brand consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour".* A common discovery of many researchers is that brand loyalty is a very important asset of brand equity, and the profit of the company will increase in time due to loyal customers. (Nguyen, Barret, & Miller, 2011)

According to Aaker (1991) consumers will continue to purchase the same brand despite the proved benefits of competitor's products (lower prices, better features and convenience).

Brand loyalty is set to be one of the main components of brand equity. The more loyal the customers are they are unlikely to change brands they are regularly purchase with others, and the stronger position the brand has in the market (Aaker, 1991).

Brand loyalty is can also be very costly to the for companies marketing, because it is well know that attracting new consumer cost more than retaining the old ones. Nguyen, Barret & Miller (2011) also talk about, that cost of recruiting new customers is very high, due to advertising, training and personal selling. If a brand is popular the more likely it will attract more customers, but also those customers will be more loyal to the brand. The factors that have an influence on brand loyalty are brand image, word of mouth and imitation. Furthermore many studies reveal that brand image has a positive influence on consumer loyalty and as a result on brand loyalty. The higher the brand image is the higher the brand loyalty. (Lee, Lee, & Wu, 2011)

To have a better view upon Brand Loyalty Aaker (1991) introduce the Brand Loyalty Pyramid. He identifies five stages of brand loyalty. The first stage is represented by those consumers who don't care about brand loyalty and tend to purchase brand in sale. These are called switchers. Next types of customers are the habitual buyers, who purchase a brand base of habitude, and don't feel the need of a brand change, unless some problems occurred. In this case they will purchase another brand instead of trying to solve their problems. Another type of customers are the satisfy buyers with switching costs. This type of customers will change the brand due to additional cost added to the product, or changes in other factors like distance, time consumption. As approaching the top of the pyramid the level of commitment of customers to a brand also increase. Second last are the brand likers. These customers according to Aaker (1991) are the true brand lovers and their preference is on experience. On the top of the pyramid are the committed buyers. These are the most loyal customer, for whom the brand plays an important role, and don't think about changing brands. (Aaker, 1991)

The relation between brand loyalty and consumer decision making process it can be a strong one. Because is customers are loyal to a specific brand, that certain brand will be the first choice they will take into consideration when buying a certain product. But this depends on the level of loyalty consumers have towards a brand. Brand loyalty it has a very important role when in the decision making process consumers are in doubt, and need to choose between same products from different brands. The higher the loyalty towards a specific brand

the higher the chance that that brand will be purchase. But also brand loyalty can occur in the post purchase stage, when consumers need to evaluate the product bought. If the product satisfied the needs, then the loyalty towards that certain brand can increase and as a result consumers may buy the same brand again.

Perceived Quality

Perceived quality is based on the consumer's judgment about the attributes of a brand that are important to them. The purchase and repurchase decisions are due to the fact that consumers perceive that a brand has higher quality in comparison with another in a competitive set. Anyway consumer cannot perceive the quality of a brand if they are not aware of it, thus awareness help consumers to be familiarized to the brand. (Nguyen, Barret, & Miller, 2011)

One of the most common definitions of brand perceived quality is combining consumer's experience of the service or product, with the perceptions of the company providing the product or service. In their paper Ha et.al (2010) defines customers perceived quality as *"the customer's cognitive evaluation of the overall experience of a brand"*. Perceived quality is associated with the financial performance and it is consider being an important costumer based brand equity and it is associated with the will of the customers to pay a premium price for a product, brand purchase intent and brand choice. (Ha, Janda, & Muthaly, 2010)

Zeithaml (1988) defines brand perceived quality as *"the customer's judgment about a product's overall excellence or superiority"*. Therefore the perception of product or service is different among customers, because according to the definition above perceive quality is customers subjective assessment. As a result perceived quality reflects consumer's attitude towards a product or service. (Hyun & Wansoo, 2011)

Aaker (1995) is giving a numbers of reasons why perceived quality is raised at the status of a brand equity asset. One is that from all the other assets perceived quality is the only one that has showed to driven financial performance. It is also a strategic thrust of a company, and is linked and often drives other aspect of how a brand is perceived. Achieving perceived quality requires the understanding of what quality means to different customers segments. Perceived quality also may differ from several reasons. First will be that consumers may be influence by a previous image of poor quality. Therefore it is important to protect a brand from receiving a negative reputation, because recovering the image after it, sometimes it is impossible. Secondly there are also ways of a company achieving quality without notice from the

customers. They may not notice or don't see any benefit out of it. Thirdly consumers in order to make a rational and objective judgment on the quality of a product, need to have all the information. Thus it is important for a company to know all the little things that consumers are taking into account when they are making decisions. Lastly in some cases consumer don't have the know-how, to make the proper decision and maybe are looking in the wrong ways for cues. A way of avoiding this is delivering customers a visual image in order to see the context in the right way. (Aaker D. D., 1995)

Perceive quality reflects the customer's attitude towards a product. It usually influence the customers in the purchase and repurchase decision, because allows the customers to make distinction between brand based on the product attributes. Because consumers generally make rational decision upon the quality of a product, need to be well informed in advance in regards to the certain brand. Therefore a brand that has a high perceive quality is likely to be chosen by a customer in the detriment of another. But in regards to the repurchase decision, if a brand receives a negative feedback from the customers, in a way that it didn't satisfy the needs of the customers, that brand's perceive quality will be negative and the customer will change his option.

Brand Association

As a last asset of brand equity, brand association is defined to be the link that customers carry in their mind regarding a specific brand (Lee, Lee, & Wu, 2011). Brand association includes attributes of the products, customer's benefits, uses. Associations are made to help customers retrieve or process information about the product, providing a reason for buy and create positive feedback. (Aaker, 1992)

Keller classified brand association based on three major categories: attitude (customer's evaluation on the brand), benefits (what the product can do to the customer), attributes (product related and non-product related) (Lee, Lee, & Wu, 2011)

Attributes as mention earlier are the features that characterized the product or service, and can be product related and non-product related. Product related attributes are those attributes that allows a product to perform according to the customer's needs. They relate to the product physical composition or service requirements, and may vary from product and service. Non-product related attributes are the external aspects of the product that relates to its consumption or influence the consumer's buying decision. One of the most common non-

product attributes are price information, packaging or product appearance information, user imagery and usage imagery. (Keller L. , 1993)

Benefits are the personal value that consumers attach to the product or service, what benefits a customer gain from a product or service. There are also three ways to distinguish the benefits based on what motivate the consumer, functional benefits, experiential benefits and symbolic benefits. Functional benefits are the underlying advantage of a product or service, and relates to the product related attributes. Experiential benefits relates to what it feel like to use the product and these benefits satisfy the cognitive stimulation. The last types of benefits are the symbolic benefit refers to the non-product-related attributes and are related to underlying needs for social or personal expression. (Keller L. , 1993)

The last category is the *brand attitude*, which refers to how consumers evaluate overall a brand. Brand attitude is a very important category of brand association, because they are often the one who form the basics of the consumer behaviour. Brand attitude relates both to the product related attributes and non-product related attributes. (Keller L. , 1993)

The most powerful associations are the ones that deal with the intangible traits of a product. They can also assist with spontaneous information recall and can become the main factor of differentiation and extension. Strong association can increase brand equity and like perceive quality, brand association can also increase customer satisfaction. (Lee, Lee, & Wu, 2011)

Similar to perceived quality, brand association generally occurs when consumers need to differentiate between two brands. This is the most important step in the decision making process, because after gather all the information, customers need to make a decision. If they have to choose between two brands, brand association can ease their decision, using its three characteristics: product attributes or intrinsic variables, benefits and brand attitude.

Brand Image

Despite it has always been seen as an important marketing concept in the literature isn't a proper definition about brand image. Although an appropriate definition is given in relation with the brand knowledge model, thus brand image is defined as the perception about a brand reflected by the brand associations in the consumers mind. (Keller L. , 1993)

Another definition of the brand image is that, brand image describes the fillings and beliefs of the customers toward a brand. Therefore it can be said that brand image represents the mental

image of the customers regarding a brand, and its uniqueness in comparison with other brands. When consumers have a favourable brand image about a product, the message that the brand is transmitting is much stronger that the competitors brand message. This can be the reason why brand image is an important factor in consumers buying decision. (Lee, Lee, & Wu, 2011)

Brand image is one of the steps in creating brand loyalty. A positive brand image promotes customer loyalty and a positive word of mouth. Scholars backed the facts that customers who have a positive brand image, incline to have a supportive attitude towards a brand's product and towards a brand's product quality. Brand awareness and brand image are closely related in the way that brand awareness influence in a positive way brand image and brand image in turn have an impact on brand loyalty and perceive quality. (Hyun & Wansoo, 2011)

Fiore and Cho (2015) define in their paper three dimensions of brand image: cognitive association (mystery), emotional association (intimacy), and sensory association (sensuality).

The first one reflects the consumer's personal beliefs and evaluation of a brand in relation with its product attributes, service and meaning of a brand. They are shaped based on the direct and indirect interactions with the brand. By doing this it reveals the brand non-product attributes, like price user or usage image, functional benefits and symbolic benefits. The mystery dimension is a favourable result, due to the great stories about the brand revealed by the company or related by the customers are incorporated by the global icons. (Cho & Fiore, 2015)

The second dimension is the emotional association and it involves subjective and positive feelings such as excitement, happiness and joy. Emotional associations are built by both non-related and related product attributes. Intimacy dimensions represent the pleasant associations between a brand by affecting and connecting the consumers and the brand. Some of the experiences are the firms understanding of the costumer's preference, the consumer's long term commitment to the brand and the consumer's interactions with the brand. (Cho & Fiore, 2015)

As a last dimension of the brand image sensory association is actually the engagement that the consumer shows towards a product and it is reflected by the consumer's physical senses such as vision, smell, sound, touch and taste. Keller (1993) and other scholars that have made empirical studies about this phenomena, have come to the conclusion that this happens only

when the consumer have direct contact/experience with the product related attributes. Whilst indirect experience like advertising, helps the sensory association to strengthen the brand image. (Cho & Fiore, 2015)

From the above it can be concluded that brand image is one of the most important characteristics of a product. It has an influence on all of brand equity attributes. Therefore in order for a product to have great brand awareness an idea of a brand needs to exist in the consumers mind. Brand image can also ease the customer's evaluation of alternative. According to Lee, Lee & Wu (2011) "*when consumers have a favourable brand image about a product, the message that the brand is transmitting is much stronger that the competitors brand message*". It has an influence on brand loyalty, because the more positive the brand image is, the higher the brand loyalty is. Furthermore because of its three dimension, it has an influence upon the perceive quality and brand association of a product in relation to customers. In conclusion brand image it is an important assets that has an influence thought out the consumer's decision making process.

Country of origin

Country of origin (COO) is thought to be one the widest concept researched in the marketing and consumer behaviour studies. Looking at it from a marketing perspective, companies that are operating in the global economy need to understand how consumers evaluate and perceive foreign made products. (Ahmed & d'Astous, 2008)

There are many definitions in the literature regarding COO. Therefore it can the country where the product is made, the country where the firm's headquarters are, the country of manufacture of assembly, the country of parts, design. In simple words COO can be define as "made in" (Zolfagharian, Saldivar, & Sun, 2014). In such a case theories of categorisation can be apply in the context of country of image effect, where the name is a categorical cue that help the consumers information processing. Consumers organise the information related to product categories conceived or manufactured in a specific country together with the associated characteristics. (Lee, Roy, & Phau, 2013)

In case of multiple country of origin cues embedded in a product, consumers often use the perceived country of brand origin and its country of manufacture as distinct attributes (Lee, Roy, & Phau, 2013). Popular stereotypes consider one or more countries to be the best source of certain products like German cars, French wine, Japanese electronics. Consumers have a

tendency to see products of developed economies as superior to those from developing economies. (Zolfagharian, Saldivar, & Sun, 2014)

In the literature country of origin effect had been studied from two categories: on one hand country of origin as consumer's attitude to different country brand, on the other hand country of origin as the domestic country bias. For the first one the scholars that have studied it found out that COO have a strong effect on product evaluation, it affects the consumers evaluation of the product quality, but influence their purchase intentions to a lesser extent. Samiee, Shimp, and Sharma (2005) found that consumers know very little about the country of origin of the products they are buying: ''These studies ultimately lead us to conclude that past research has inflated the influence that country of origin information has on consumers' product judgments and behaviour and its importance in managerial and public policy decisions''. The second one refers to how the country of origin as the domestic country bias. This means that consumer will prefer domestic products over imported one for several reasons, mostly emotional ones, such as identity and pride. (Auger, Devinney, Burke, & Louviere, 2010)

COO is an extrinsic attribute that influence the perceive quality and value of a product, the risks and consumer's preference and intention in purchasing the product. The COO effect it has been found out to influence on one hand the buyer evaluation and perception, and on the other hand perceive image of the product. (Touzani, Smaoui, & Labidi, 2015) Therefore COO of origin effect on product evaluation vary from product to product and in order for companies to have a higher position in consumer's mind some information need to be taken into account. This information may be economical, social, and cultural. But also the COO image depends on the economic development of the country, thus country with high economical and industrial development is more appreciated by the consumers, for the quality of the workers and as a result the perceive quality of the products. (Ahmed & d'Astous, 2008)

The country of image impact consumer perception through the image of the product's COO. This image can be associated with the reputation of a country with which consumers associate a product. The country image emerges from a series of attributes that qualify a nation based on its production profile. Such attributes include innovative approach, design, prestige and workmanship. But a more concise definition of the country image is a multidimensional construct that is influence by cognitive components, affective components and stereotypes. (Godey, et al., 2012)

The cognitive and affective components are independent of one another and have a casual impact upon the image of the country. The cognitive component refers to the beliefs held of another country, and can be beliefs about another country's economic and technological development, political orientation or the competence of its people. While the affective component captures the emotion of the customers in regards to another country. (Maher & Carter, 2011)

Because of the global sourcing a couple of researchers were motivated to make distinction between the countries were products were manufacture, design or the countries were some parts are made. The reason behind it is that studies have shown that each of the countries above have different level of influence in consumers perception of product quality. (Hamzaoui-Essoussi, Merunka, & Bartikowski, 2011)

In order to have a better understanding on how COO affect consumer's perception researchers suggest analysing each of its components. Consumers often know where the brand originates from and where it's manufactured. COO can be define as the place or country where a brand is perceived to belong, while the COM is the place where the product is produced. Consumer often associate various countries to a brand like country of design (COD), country of manufacture (COM) and country of assembly (COA). The COM is the place where the product is manufactured (Wong, Polonsky, & Garma, 2008)

COM is factual information that is not associated with a brand, because in time companies can move the manufacturing production in other countries or manufacture a product in different countries, providing a weaker brand association. It relates mostly to the perceived quality of a product rather than brand image. (Hamzaoui-Essoussi, Merunka, & Bartikowski, 2011) Furthermore COM it is an important informational cue that has an influence upon the decisions and purchases of a customer. Studies show that a product's COM is a more important informational cue than brand name, price and quality, in the decision making process. This is the reason why when consumers have to make a decision upon a product, the products from developed countries as seen as higher quality over those from less developed countries. (Lee, Roy, & Phau, 2013)

Looking on how companies operate in the global market, a product can be design in one place and assembled in another one. Thus COA and COD are two important components of COO. What researchers found out more is that products form developed countries are place

higher hierarchically in the consumers mind in comparison with products from developing countries. (Ahmed & d'Astous, 2008)

Chao (1993) was among the first scholars that decompose COO into multiple dimensions: COA/COM and COD. The result of his finding was that there was no interaction between the dimensions. Furthermore Tse and Lee (1993) found that the components of the COO were important in term of consumers behaviour, while Insh and McBride (1998) found that the dimension vary based on the type of the product considered. Throughout the years many researchers support the view that consumers evaluate different the COO components based on the product and the country that is being taken into account. (Wong, Polonsky, & Garma, 2008)

COO effect

The effect of COO is seen by researchers from two different perspectives. On one hand they consider the composition of product country images and other hand they shown an interest in how consumer evaluate products based on COO. (Godey, et al., 2012) The current dissertation adopts the latter one because the aim of it is to understand how brand and COO affect the consumer decision making process.

COO effect is the impact that cognitive, affective and normative association have on consumer's attitude. (Koschate-Fischer, Diamantopoulos, & Oldenkotte, 2012) The cognitive approach sees the product as a cluster of cues. There are two types of product cues: intrinsic (taste, design, material, performance) and extrinsic (price, brand, name, warranty and COO). Customers tend to rely more on intrinsic attributes, but in some cases they rely on extrinsic one, because they find them more credible. (Godey, et al., 2012)

There has to be made a distinguish between the cognitive and affective country image, due to the fact that people may often hold unconscious cognitive perception and affective evaluations for a certain country. The cognitive perception of COO, which can be the economic and technological level of a country, is perceived to influence the product image from that specific country. Therefore it influences the perceived product quality, and acts as an indirect channel in affecting the purchase intention through product image. (Wang, Li, Barnes, & Ahn, 2012)

Bloemer, Brijs, and Kasper (2009) classify COO cognitive process into four types. Firstly is the "halo effect" which occurs when consumers rely on COO cues to infer and form

important beliefs about the attributes of a product. Secondly is the "summary construct effect" which occurs when additional information about the product is not taken into consideration because there is already knowledge about the COO cues. Thirdly the "default heuristic effect" which occurs when the processing the COO cues is done together with additional information about the product and there is a complementary interaction between them. And lastly the "product attribute effect" which occurs when both COO cues and production attributes are processed together. (Balabanis & Diamantopoulos, 2011)

On the other hand the affective component it refers to how people affective evaluate a given country. Consumers can react to their affections or not, depending on whether they believe it is a sound of basis of judgment or not. Thus affection can play an important role in determining how beliefs are formed and how are evaluated. (Wang, Li, Barnes, & Ahn, 2012)

Beside the cognitive and affective aspects there are also the normative associations. A product from a certain country can be evaluated and perceived as an endorsement of its policies, practices and actions. Therefore consumers punish some countries by rejecting their products and reward others by buying their products. (Sharma, 2011) Klein et al. (1998) introduce the concept of "consumer animosity" which argues that consumers will avoid products from a certain country not because they are of inferior quality, but rather because antipathy related to previous or on-going military, political or economic events from the offended country. (Chand & Tung, 2011)

There is a great amount of studies that have shown and demonstrate that COO affects different aspects of consumer evaluation and choice behaviour. If COO is viewed as an extrinsic attribute, it has an influence on consumer's perception of a products quality and its attributes, on consumer's attitude towards a product, on their perception of risk, and the perceived value of the product. Beside the above written, COO has an influence on consumer's preference and purchase intentions. COO of origin effect on the evaluation of a product varies by product category. Because of their different stages of economic development, social and cultural system, countries are position hierarchical in consumer's mind. (Ahmed & d'Astous, 2008)

Consumer buying decision – making process

Consumers have to make every day numerous decisions regarding every aspect of their daily lives. In general decision are made without thinking about it and what is involved in the

decision making process. A definition of decision making process is that it is a selection between two or more alternative choices. When a person is put to make a choice between doing and not doing something, a choice between two products, that person is in position to make a decision. (Schiffman, Kanuk, & Hansen, 2012)There are different views and levels of consumer decision making, which will be presented in the following paragraphs.

Levels of consumer decision making

The choices that are made by consumers have some kind of consequences and some researchers say that when consumer makes decision they choose between consequences or outcomes. The search for information differs from consumer to consumer because the level of importance of the outcome differs. If the search of information is to be classified based on the amount of information needed, three levels of consumer decision making can be distinguished: **extensive problem solving**, **limited problem solving** and **routinized response behaviour**. (Schiffman, Kanuk, & Hansen, 2012)

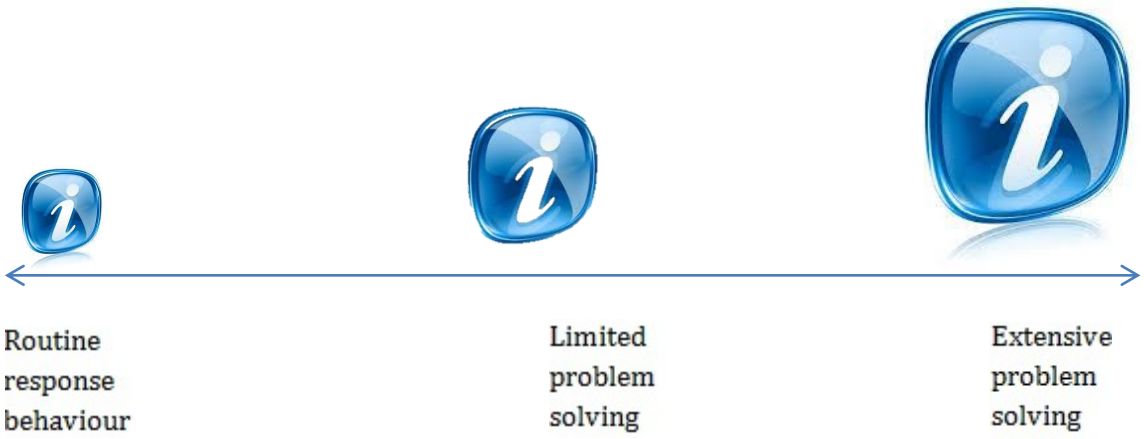

Figure 10 - Levels of consumer decision making. Own creation based on Schiffman definition

At the extensive problem solving level consumer need a bigger amount of information in order to evaluate a product or specific brands. The extensive problem solving usually occurs when consumers need to buy products that are expensive, or are technically complicated and implies long time commitment. When consumers have an already established the basis in evaluating the product category it implies the limited problem solving level. But they cannot decide on the specific brand, that they prefer, thus they need to search for extra brand information to be able to distinguish among several brands. At the last level the routinized response behaviour customers have experience with the product category and have well-established criteria to evaluate the brands. At this level customer need just a small amount of

information, just to review their knowledge about the brand. The products that the customers are buying are based more or less on routine. (Schiffman, Kanuk, & Hansen, 2012)

Views of consumer decision making

People are always in the situation when they have to make decisions not only when they need to purchase a product. Researchers study the decision process and deal with consumer decision making process in four different ways. These four views are used to understand better why individuals behave as they do. The four views are: economic view, passive view, emotional view and cognitive view. (Schiffman, Kanuk, & Hansen, 2012)

The economic view or the *economic man theory*, the consumers has often been characterized to make rational decision. But researchers criticised this model because consumers in order to behave rationally in the economic sense, there are some aspects that needed to be taken into account. First of all they have to be aware of all available products and their alternatives. Secondly customers need to make a proper evaluation of the products based on the benefits and disadvantages. Thirdly to be able to identify the best option. However consumers rarely have all the information they need, because they operate in an imperfect world, in which they don't maximise their decision, in economic terms such as price – quality. This is one of the reasons the economic view model is often rejected as being to idealistic and simplistic. (Schiffman, Kanuk, & Hansen, 2012)

The *passive view* is the opposite of the economic view. In the passive view consumers are perceived as impulsive and irrational buyers. The principal limitation of the passive model is that it doesn't recognize the consumer as playing an important role in many buying situations. They often seek information about alternative products and selecting the product that offer the greatest satisfaction and sometimes impulsively selecting the product that the mood of the moment. Therefore researchers consider this model as being unrealistic. (Schiffman, Kanuk, & Hansen, 2012)

Even though marketers are aware of the *emotional* model, they choose to think of consumers in terms of economic or passive model. Consumers adopting the emotional or *impulsive* model often associate feelings or emotions such as joy, fear, love, hope or fantasy with specific purchases or possessions. These emotions or emotions are considered to be highly involving. Often instead of searching and evaluating alternative before buying certain products consumers buy the products emotionally driven or by impulse. When consumers

make decisions based on emotions less attention is placed on the search of pre-purchase information, and more attention on the current feeling or mood. (Schiffman, Kanuk, & Hansen, 2012)

Consumer's moods are another important factor to the decision making process, can be defined as a feeling state, and unlike an emotion which is a response to an environment, a mood is already present at the time when a consumer experience an advertisement, a brand or a product. Moods are important to consumer decision making process because it influence when, where and with whom they shop. In general individuals who are in a positive mood can remember more information about a product that those in a negative mood. Even though inducing a positive mood at the point of purchase decision will not have an important impact on consumers choice in regards to a special brand, unless a previously brand evaluation exists. (Schiffman, Kanuk, & Hansen, 2012)

The last view is the *cognitive view* which describes consumers as a thinking problem solver. Consumers adopting this view are actively searching for products and services that fulfil their needs and improve their lives. Thus consumers are viewed as information processors. Instead of obtaining all the available information about every choice they have, consumers are likely to stop the information search process when they realize they have enough information about all their choices in order to make an adequate decision. Therefore the cognitive view is place somewhere between the economic and passive view, because consumers do not have total knowledge about available alternative, thus cannot make the perfect decision, but actively seek information and try to make adequate decisions. (Schiffman, Kanuk, & Hansen, 2012)

Selective perception to commercial stimuli

There are many variables that influence the consumer's perception when evaluating a product such as price, packaging, quality, colour, taste. People in general see what they except to see and usually this is based on familiarity or previous experience. In a marketing situation people tend to perceive products based on their own expectations. Furthermore people tend to perceive the thing they need or want, the stronger the need the greater the tendency to ignore the environment stimuli that are irrelevant. Thus the consumer's choice of stimuli from the environment in based on the interaction between motivation and expectation. According to these there are four important concepts concerning perception can be defined. (Schiffman, Kanuk, & Hansen, 2012)

1. **Selective exposure** stands for consumers, searching for messages that they find pleasant or they sympathised with, and avoiding the painful and threatening ones.
2. **Selective attention** refers to the fact that consumers exercise a great deal of selectivity on the attention they give to the commercial stimuli. They have a high level of awareness to stimuli that meet their needs and a low level of awareness to other stimuli. Also consumers differ in term of what kind of information they are searching, therefore some give more attention to price, some in appearance and design.
3. **Perceptual defence** refers to the fact that consumers select and leave out the stimuli that they find threatening even though exposure has taken place. Threatening stimuli are less likely to be consciously perceived than are neutral stimuli at the same level of exposure. Thus consumers sometimes alter unconsciously information that is not in concordance with their needs and beliefs.
4. **Perceptual blocking stands** for consumers who protect themselves by blocking external stimuli from conscious awareness so that the reality does not become overwhelming. (Schiffman, Kanuk, & Hansen, 2012)

Risk Perception

The perceived risk is defined *"as the uncertainty that consumers face when they cannot foresee the consequences of their purchase decisions."* (Schiffman, Kanuk, & Hansen, 2012). The extent of risk that a consumer perceived effects and influences their product purchase strategy. There are different types of risks that consumers perceived in the decision making process such as:

- Functional risk – defined as the risk that the product will not perform as expected
- Physical risk – is the risk that the product may harm itself and the others
- Financial risk – is the risk that is not worth spending money on a product
- Social risk – buying a poor performance product may result in social embarrassment
- Psychological risk – is the risk that a poor product will bruise the consumers ego
- Time risk – is the risk that the time spending in searching for the right product may be consider wasted if the product don't perform according to the expectation.

The risk that a consumer perceives depends of different factors such as the person, the product, the situation and the culture. The amount of perceived risk depends on the customers. Consumers often perceived risk differently. The high risk perceivers can be

described as narrow categorisers because their choices are limited to a few safe alternatives. While the low risk perceivers can be described as broad categorisers because they tend to make their decision based on a broad rand of alternatives. From the product perspective, consumers are likely to perceive a higher degree of risk when buying high – tech products, in comparison with the low – end (low degree of perceived risk). The perceived risk also affects the shopping situation. Consumers consider online shopping as a high degree of risk despite the expansion of online retailers. (Schiffman, Kanuk, & Hansen, 2012)

In order to overcome the degree of perceived risk consumers develop their own strategies, which enable them to act with higher confidence when making decision. The most common strategies used by consumers are:

- Seek of information – the higher the perceived risk the higher the higher the amount of information needed in the decision making process.
- Brand loyalty – in order to avoid risk consumers, usually remain loyal to their old brands and are less likely to purchase new market entry products
- Selection by Brand Image – when there is no previous experience regarding a product; consumers rely on a brand that they trust or a well-known brand.
- Selection by Store Image – is similar with the selection by Brand Image, but instead of relying on a well-known brand, consumers trust the choices made by a shop with good reputation
- Buying the most expensive model - this strategy is often used by consumers when they are in doubt and buying the most expensive product feel the right choice
- Seeking reassurances – consumers who are uncertain about a product seeks reassurance through money – back guarantees, warranties and purchase trial.

The perceived risk has an important impact when introducing new products because high – risk perceivers are less likely to purchase a new product, in comparison with low – risk perceivers. (Schiffman, Kanuk, & Hansen, 2012)

A model of consumer decision making process

Consumer decision making process was first developed by Engel, Kollat and Blackwell in 1968 and at first was named as Engel-Blackwell-Miniard Model. Throughout time it suffered many revisions. (Akinyode, Khan, & Ahman, 2015) A common definition of consumer decision-making process is given by Blackwell et al.(2001) as a "roadmap of consumers'

minds that marketers and managers can use to help guide product mix, communication and sales strategies". They also identify seven stages in need of recognition, search of information, pre-purchase evaluation, purchase, consumption, post-consumption evaluation and divestment. (Lobo, Meyer, & Chester, 2014) Furthermore previous researchers agree with the definition given by Blackwell et al. (2001) that the consumer decision - making process occurs in a serial or sequential fashion. Also the decision making process can be seen as a logical problem solving approach of a major purchase decision. However not all researchers agree with rational approach of the consumer decision making process because previous studies reveal that not all the stages are being followed by consumers, and in some cases spend little time in making decisions. (Chae & Lee, 2013)

Shiffman, Kanuk and Hansen (2012) argue that the consumer decision - making process can be seen as three distinct but interlinked stages as presented in the figure bellow: the input stage, the process stage and the output stage.

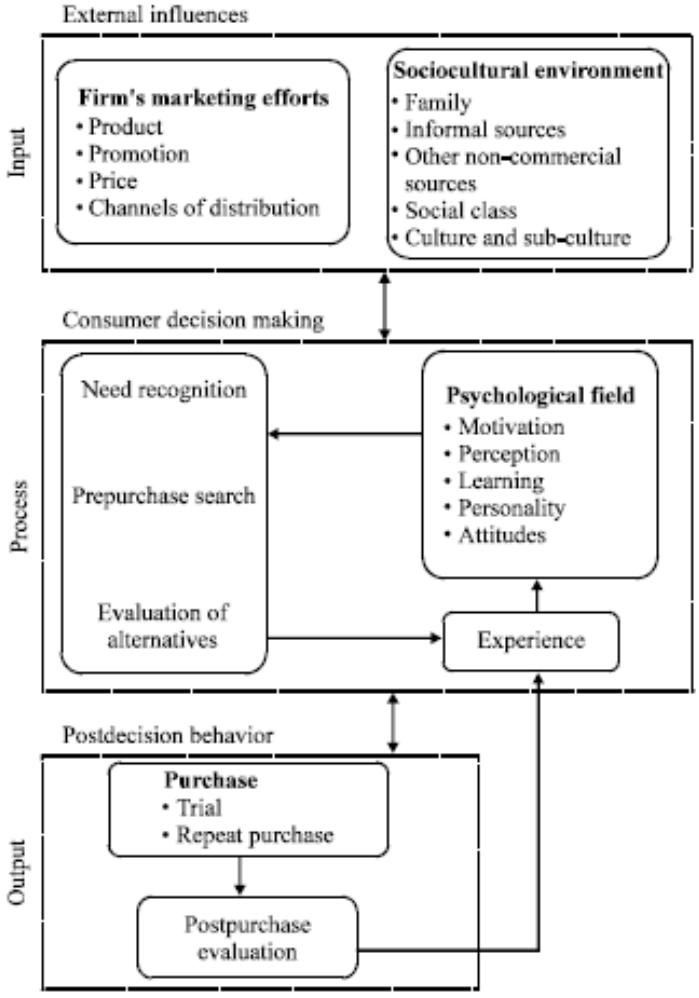

Figure 11 - Consumer decision making process. Source Schiffman (2007)

The input stage or the external influence serve as a source of information about a product and influence a consumer product related values and behaviour. As main components of the input stage are the marketing mix activities of organizations and the non-marketing sociocultural influences that affect consumers purchase decision. (Schiffman, Kanuk, & Hansen, 2012)

The marketing mix as an external factor, help consumers distinguishes between present status and preferred state. When the need recognition arise consumer begin searching for information, by recalling past information stored in memory or seeking information in the outside environment. The information consumers are looking for help them evaluate the alternatives after the prepurchase search. The most common attributes that consumers look at when choosing between a brand and a product are the product itself including its package, size, the price, promotion and the distribution channels. (Chatthipmongkol & Jangphanish, 2016)

The second type of input, the sociocultural environment, has a major influence on the consumer and it consisted of a broad extent of non-commercial influences. The comment of a friend or family, the influences of social class, culture and subculture are important factors that can affect how consumers evaluate and eventually adopt or reject a product. (Schiffman, Kanuk, & Hansen, 2012)

The **process** component of the model relate to the way consumers make decisions. Beside the three stages of the decision making process, customers are influence by internal factors like motivation, perception, personality or attitudes. As mention before there are three stages that formed the process component: need recognition, pre – purchase search and evaluation of alternatives. (Schiffman, Kanuk, & Hansen, 2012)

The need of recognition arises when a consumer faces a problem. When consumers are facing a problem it can be said that there are two types of problem recognition styles. On one hand there are consumers who realize that they have a problem when a product fails to give them satisfaction. This type the consumers are actual state types. On the other hand the other consumers are desired state types and the decision process is set off by the desire of having something new. (Schiffman, Kanuk, & Hansen, 2012)

The pre – purchase search begin when a need a consumer feels can be satisfy only by the purchase and consumption of a product. If the consumer had past experience with the product may provide him with the appropriate information, but on the other hand if he had no prior experience he might need to engage in an extensive search for useful information based on which choices are made. Before seeking for a new product the consumer usually searches in his mind for information before seeking for them in the external world, while the past experience is known to be an internal source of information. The greater the past experience the less external information the consumer needs when making decision. Anyway most of the consumer's decisions are driven by both external and internal sources of information. The perceived risk can also have an influence in the decision making process. Thus in high risk situations, consumers engage in extensive information search and in low risk situation in limited or simple search. (Schiffman, Kanuk, & Hansen, 2012)

When evaluating the potential alternative consumers are likely to use two types of information. On one hand is the list of brand from which the consumer plan to make the selection base on the evoke set, and the criteria that will be used to evaluate each brand. The evoke set within the context of consumer decision – making refers to the specific brands that a consumer take into account when making a process within a product category. In the eye of the consumer the evoke set can be seen from two perspectives. Fist it can be the inept set, which consist of brands the consumer exclude, when making a purchase because they are perceived as unacceptable. Secondly the inert set which is formed by brand that the consumer exclude because they are perceive as not having any advantages. Thus the evoke set consists only of those brands that the consumer is familiar with, can remember and find acceptable.

The criteria that consumers use to evaluate the different products and brands that comprise their evoke set are expressed in important products attributes. When companies know that consumers are evaluating alternatives, the company will used the advertising campaign in a way that somehow recommends the criteria based on what to make evaluation of a product to the consumers. However in many situations the consumers are facing incomplete information which affect the decision making process and must use alternative strategies to deal with the missing information. Missing information can be a result of a company advertising campaigns, or the packaging of the products that mention only a few attributes. (Schiffman, Kanuk, & Hansen, 2012)

There are four alternative choices consumer may adopt in order to overcome the lack of information:

1. The delay of the decision until the missing information is obtained. This generally occurs in high – risk decision situations.
2. The ignorance of the missing information and the decision to continue with the current decision using only the available information.
3. The change of the commonly used decision to one that suits better according to the missing information
4. Consumers may construct the missing information.

Often consumers deal with the missing information by buying the product that it seems to be superior on the common attributes.

The output stage is the last stage of the consumer decision making process and has two post purchase activities: purchase behaviour and post-purchase evaluation. The main purpose of these is to increase the consumers satisfaction with the purchase made. (Schiffman, Kanuk, & Hansen, 2012)

There are three types of purchase that consumers make: trial purchase, repeat purchase and long-term commitment purchase. The trial purchase is the first phase of purchase behaviour and often occurs when consumers attempt to evaluate a product through direct use. When a new brand is found by trial to have more benefits than other brands, consumers are likely to repeat the purchase. Repeat purchase and ultimately long-term commitment purchase are closely related to the concept of brand loyalty. Unlike the trial purchase in which consumer often by the product in small amounts without any commitment, a repeat purchase and a long-term commitment purchase implies that the product meet the consumers' needs and is willing to use the product again. (Schiffman, Kanuk, & Hansen, 2012)

The post purchase evaluation is the step where consumers evaluate the product performance in the light of their own expectations. The post-purchase evaluation that consumers make depends on the importance of the product decision and the experience acquired during the usage of the product. There are three possible outcomes. The first one is when actual performance matches the expectation when the feedback is neutral. The second one is when the performance exceeds the expectation which leads to satisfaction and the customer will

probably buy the product again. And the last one is when the performance is bellow expectation causing dissatisfaction and the customer will probably search for more suitable alternatives. (Schiffman, Kanuk, & Hansen, 2012)

Brand equity and COO effects on consumer buying decision – making process

From the theoretical consideration chapter it can be concluded that a consumer in order to make a proper decision follows a couple of steps regarding the final choice that he is going to make. Furthermore each of these steps is influence by a number of factors, or attributes of a certain brand or product cues. In relation with the brand consumers are influenced in the decision making process by the brand awareness, brand loyalty. The COO of origin and its subcomponents, COM, COD, COA also influence the decision making process that can lead or not to the actual purchase. Unlikely the brand attributes, they are perceived as extrinsic variable of a product. Brand association and perceive quality are the attributes that consumers take in account when need to differentiate between two products. They are reflected by the product attributes and can be defined as intrinsic variable. Anyway these can unique assets for each customer because they are subjective when choosing a brand.

In order to have a better understanding on how brand equity and COO affects consumer's decision making process, a framework was developed and it is illustrated in the figure bellow.

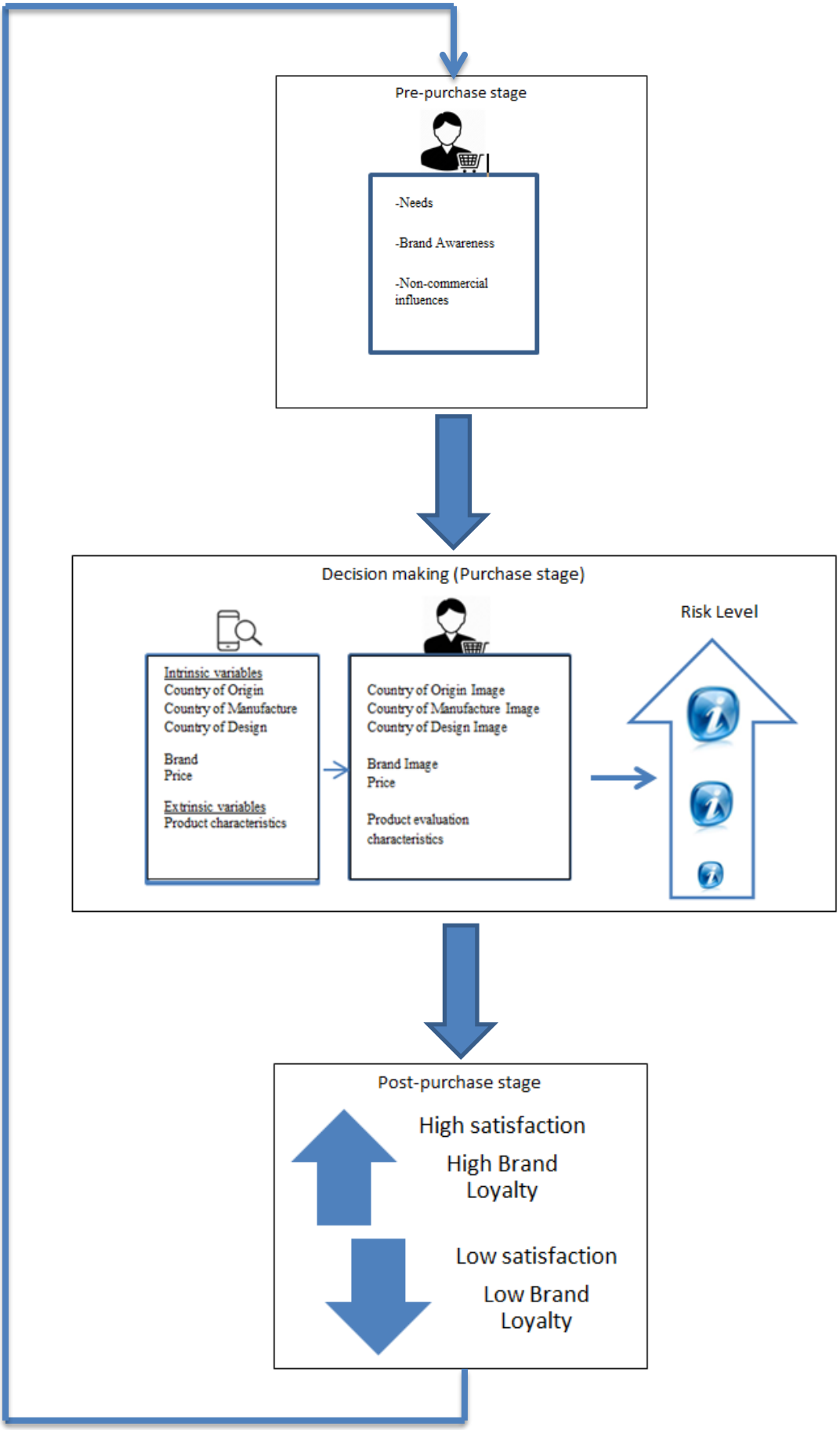
Pre-purchase stage
-Needs
-Brand Awareness
-Non-commercial influences
Decision making (Purchase stage)
Intrinsic variables
Country of Origin
Country of Manufacture
Country of Design
Brand
Price
Extrinsic variables
Product characteristics
Country of Origin Image
Country of Manufacture Image
Country of Design Image
Brand Image
Price
Product evaluation characteristics
Risk Level
Post-purchase stage
High satisfaction
High Brand Loyalty
Low satisfaction
Low Brand Loyalty

Figure 12 - Consumer decision making process. Source own creation

The developed framework consists of three stages. The first stage it is the *Pre-purchase stage,* and generally occurs when in order to satisfy a need of a customer a product is require. If a previous experience with a product that can satisfy the need occurred, then the customer can recall the information needed. There are also external factors that can influence a consumer's decision. These are so called non-commercial influences, and can be family, friends. The next step is the *Decision making or Purchase stage*. This is the stage when consumers evaluate the product based on the product characteristics or extrinsic variable, intrinsic variables of a product such as country of origin, of manufacture and design and the product's brand and price. These variables, in consumers mind have different signification. The extrinsic values are seen as images (country of origin image, country of manufacture image, country of design image and brand image). Price and product characteristics are used also in the evaluation of the product. Moreover if the customer is dealing with a new product or a new brand, the risk factor occurs. Based on the risk level the customer may face, there will be an extra need for information, the higher the risk the more information is required. The routine response behaviour needs only basic information about the product evaluation characteristics. On the other hand the extensive problem solving behaviour, need a larger amount of information, because of a higher level of risk, and customers that are in this situation gather more information about country of origin, of manufacture, of design and brand image. After the decision is made the *Post-purchase stage* is the stage when the customer evaluates the benefits of the purchased product. If the level of satisfaction is high then the brand loyalty level will increase as well and the chance that for the customer to rebuy the same product (brand) will increase. On the contrary brand loyalty level will decrease and the customer will search for alternatives.

Taking into account that the scope of the current dissertation is to study how brand image and country of origin affect consumer decision making process, the focus will be on the consumer decision making stage from the above model. The reason is that this is the stage brand image and country of origin (and its subcomponents) are transform by the customer into mental images that he/she uses in the decision making process (to evaluate products).

From the first sub-question: *Are customers aware of the country where the product is made in;* the following hypothesis can be drawn:

H1: Consumers don't know the origin of many brands, associating them with other countries.

Even in the literature there are some researchers that have made empirical investigation on either consumers can or cannot associate certain brands with the correct made in country, and the results shown an concerning outcome: that consumers often do not know the true origin of many brands. The researcher fells also that it is important to test the above hypotheses, because if consumers don't make the correct association between the country of origin and the brand, may lead to mistakes that consumers od during the decision making process by evaluation in the wrong way certain products.

Does the cognitive perception (technological development, competence of people) of country of origin affect the consumer's brand choice? - stands as a second sub-question. Often consumers when facing difficulties in making decision regarding a product, tend to compare the countries technological development, the competence of the people of the country were the product is manufacture, or the report between quality and price. It can be assume that the country that a consumer associate certain brand with, share the values that the brand stands for. But this can have a reverse effect as well. Having this in mind the following hypothesis can be drawn:

H2: The level of development of a country it is important for consumers, the higher the level of development of a country the higher the quality of a product.

H3: Brands from developed countries are more reliable than brands from developing countries.

The third and last sub-question that this dissertation is aiming to answer, is: *What is the relation between brand image cognitive dimension (price user or usage image, functional benefits and symbolic benefits) and consumer's demographic characteristics?*

When it comes to product evaluation characteristics consumers are comparing different products assets but also what is more important and can have a bigger influence on the consumers decision making process is the brand image. The brand image and especially the cognitive dimension of the brand image that is going to be investigated in this dissertation, is the image that the consumers have in their mind in regards to a products price, functional benefits, quality, and brand heritage. Therefore the following hypothesis is going to be tested in order to answer the sub-question:

H4: Price is one of the most important assets that costumers are looking at when buying a product and there is a relation between it and the demographic characteristics.

H5: Younger consumers have more knowledge and know better to evaluate a brand based on its characteristics (quality, heritage) but aren't loyal to a specific brand.

Findings

In the beginning of the chapter the data is presented using frequency statistics tables. This helps the researcher to see how the data is distributed and by using the maximum and minimum it is able to see if the data coded correct. Furthermore the frequency is used to see if there are any missing data. In the bellow tables the frequency, percentage, cumulative percentage of the demographic variables is presented. Moreover the statistics table shows the minimum, maximum, mean (what is the average response) and standard deviation (the amount of dispersion of data in set). Based on the results in the table there are no anomalies, and the data is coded correctly.

Frequencies

Statistics

		Gender	Age	Marital Status	Education Level	Ocuppation	Household income after taxes	Household number	Children in household
N	Valid	195	195	195	195	195	195	195	195
	Missing	0	0	0	0	0	0	0	0
Mean		.708	1.769	1.508	3.031	3.877	1.877	1.938	.262
Std. Deviation		.4560	.6033	.5865	.6573	1.4234	1.2374	.7641	.5906
Minimum		.0	1.0	1.0	1.0	1.0	1.0	1.0	.0
Maximum		1.0	3.0	3.0	4.0	7.0	5.0	5.0	3.0

Figure 13 - Statistics frequency table for demographic characteristics

Also the frequency tables show that 70.8% of the respondents are male and only 29.2% female. Moreover most of the respondents belong to the age group 26-45 years old with 58.5%. More than half of the respondents are single (53.8%) and almost three quarters having higher education (70.8%). If we look at the occupation variable distribution the percentage of students and employer with higher education are almost equal accounting 38.5% and 33.8%, these been the highest values. One of the last variables that show interest is the income variable showing that 53.8% of the respondents having an income below 25000 DKK.

Variables	Frequency	Percentage	Cumulative percentage
Gender			
Female	57	29.2	29.2
Male	138	70.8	100
Age			
25 years and bellow	63	32.3	32.3
26-45	114	58.5	90.8
46-65	18	9.2	100
Marital Status			
Single	105	53.8	53.8
Married	81	41.5	95.4
Divorced	9	4.6	100
Education Level			
Primary(1-8)	9	4.6	4.6
Secondary(High-School)	12	6.2	10.8
University	138	70.8	81.5
Post University	36	18.5	100
Ocuppation			
Employer	6	3.1	3.1
Manager/Director	9	4.6	7.7
Employer with higher education	75	38.5	46.2
Student	66	33.8	80
Unemployed	15	7.7	87.7
Other(regulary emplyed)	24	12.3	100
Income			
Bellow 25000DKK	105	53.8	53.8
25001-35000DKK	48	24.6	78.5
35001-45000DKK	21	10.8	89.2
450001-55000DKK	3	1.5	90.8
Above 550001DKK	18	9.2	100
Houshold number			
1	48	24.6	24.6
2	123	63.1	87.7
3	15	7.7	95.4
4	6	3.1	98.5
5	3	1.5	100
Childrens in household			
0	156	80	80
1	30	15.4	95.4
2	6	3.1	98.5
3	3	1.5	100

Figure 14 - Frequency table of the demographic variables

By looking at the frequency distribution of the buying habits variable the results show that 67.7% of the respondents buy audio-video products only once a year, and from all the respondents 56.9% buy branded products only when quality is important whilst for 21.5% branded products are their first choice. When asking them about if brand image influence their product choice, the results show that for 61.5% the brand image have that influence. From the attributes that respondents are looking at audio video products more than 60% believe that price and quality are the first two attributes (in combination with other attributes like performance and familiar brand name). Respondents don't pay much attention at the

products COO. From all of them only around 6% chose COO as an important attribute for audio-video products. Even though for majority of the respondents brand image influence their product choice, 53% of them are not loyal to a certain brand, while 32.3% are loyal only when the quality is important. The ones that are always loyal to a brand are a small part of the sample 13.8%.

Variables	Frequency	Percent	Cumulative Percent
Do you buy av products			
Every month	9	4.6	4.6
Every few months	54	27.7	32.3
Once a year	132	67.7	100
Do you buy branded products			
Yes Always	40	215	21.5
Only when quality is important	111	56.9	78.5
Rarely	30	15.4	93.8
Never	12	6.2	100
Brand image influence your product			
Yes	120	61.5	61.5
No	75	38.5	100
What do you look at av products			
Price	21	10.8	10.8
Price/Quality	42	21.5	32.3
Price/Quality/Performance	30	15.4	47.7
Pirce/Quality/Performance/COO/Familiar brand name	6	3.1	50.8
Price/Quality/Performance/Familiar brand name	12	6.2	56.9
Price/Quality/Familiar brand name	15	7.7	64.6
Price/Performance	9	4.6	69.2
Quality	12	6.2	75.4
Quality/Performance	12	6.2	81.5
Quality/Performance/COO	3	1.5	83.1
Quality/Performance/Familiar brand name	9	4.6	87.7
Quality/COO/Familiar brand name	3	1.5	89.2
Performance	6	3.1	92.3
Familiar brand name	15	7.7	100
Are you a loyal customer			
Always	27	13.8	13.8
Only for quality products	63	32.3	46.2
Never	105	53.8	100

Figure 15 - Frequency table of the buying behavior variable

When respondents were asked to associate different brands with what they believe it is their country of provenience the results show that for brands like Bang&Olufsen with 92.3%, Blaupunkt with 86.2%, Loewe 58.5%, Samsung 55.4% and Sony 61.5% respondents know the country the providence of the products. If for the first two the percentage are very high

and a few of the respondents associate the products with the wrong country for the latter ones the percentage is just a few percentage over half. Therefore there are a lot of respondents that associate the brands with the wrong country of origin. Moreover for the brands like Bose, JVC and Philips, almost 70% of the respondents associate the earlier mentioned brands with the wrong country of origin. In the case of Bose the result is worrying because only 24.6% know the wright country of origin of the brand. For the other two the percentage is a bit higher but not high enough to be satisfied, JVC 38,5% and Philips 33.4%.

Variables	Frequency	Percent	Cumulative Percent
Bang&Olufsen			
Denmark	180	92.3	92.3
Germany	6	3.1	95.4
Netherlands	9	4.6	100
Loewe			
Denmark	3	1.5	1.5
Germany	114	58.5	60
Netherlands	51	26.2	86.2
Japan	3	1.5	87.7
United States	6	3.1	90.8
South Korea	18	9.2	100
Samsung			
Denmark	9	4.6	4.6
Germany	21	10.8	15.4
Netherlands	9	4.6	20
Japan	42	21.5	41.5
United States	6	3.1	44.6
South Korea	108	55.4	100
Blaupunkt			
Denmark	9	4.6	4.6
Germany	168	86.2	90.8
Netherlands	18	9.2	100
Bose			
Denmark	15	7.7	7.7
Germany	81	41.5	49.2
Netherlands	33	16.9	66.2
Japan	15	7.7	73.8
United States	48	24.6	98.5
South Korea	3	1.5	100
Philips			
Denmark	3	1.5	1.5
Germany	21	10.8	12.3
Netherlands	66	33.8	46.2
Japan	30	15.4	61.5
United States	57	29.2	90.8
South Korea	18	9.2	100
JVC			
Germany	6	3.1	3.1
Netherlands	30	15.4	18.5
Japan	75	38.51	56.9
United States	66	33.8	90.8
South Korea	18	9.2	100
Sony			
Denmark	3	1.5	1.5
Germany	3	1.5	3.1
Netherlands	9	4.6	7.7
Japan	120	61.5	69.2
United States	45	23.1	92.3
South Korea	15	7.7	100

Figure 16 - Frequency table for the brand country association

The next tables show the respondents opinion regarding different brands. The first one presents what the respondents thoughts about the local brand (from Denmark) Bang&Olufsen is. When they were asked about if Bang&Olufsen have a strong heritage 72.3% of the respondents agree/strongly agree with the statement. Even though 69.2% agree/strongly agree that the brand has high quality and 58.5% think that you can rely on the brand, 87.7% of the respondents are not committed to the brand and 78.5% won't have this brand as their first option. Regarding if the brand offers good value for a good price, most of the respondents neither agree nor disagree 41.5% while 38.5% disagree/strongly disagree with the statement.

Variables	Frequency	Percent	Cumulative Percent
Strong heritage			
Strongly disagree	12	6.2	6.2
Neither Agree Or Disagree	51	26.2	32.3
Agree	78	40	72.3
Strongly agree	54	27.7	100
High Quality			
Strongly disagree	9	4.6	4.6
Disagree	6	3.1	7.7
Neither Agree Or Disagree	45	23.1	30.8
Agree	69	35.4	66.2
Strongly agree	66	33.8	100
Commitment			
Strongly disagree	108	55.4	55.4
Disagree	63	32.3	87.7
Neither Agree Or Disagree	21	10.8	98.5
Strongly agree	3	1.5	100
Rely on			
Strongly disagree	12	6.2	6.2
Disagree	12	6.2	12.3
Neither Agree Or Disagree	57	29.2	41.5
Agree	69	35.4	76.9
Strongly agree	45	23.1	100
First Choice			
Strongly disagree	87	44.6	44.6
Disagree	66	33.8	78.5
Neither Agree Or Disagree	36	18.5	96.9
Agree	3	1.5	98.5
Strongly agree	3	1.5	100
Good value for price			
Strongly disagree	27	13.8	13.8
Disagree	48	24.6	38.5
Neither Agree Or Disagree	81	41.5	80
Agree	27	13.8	93.8
Strongly agree	12	6.2	100

Figure 17 - Bang&Olufsen frequency table

The next brand I tested was Loewe, a brand from Germany, which is a neighbouring country. Looking at the result there is not much to say about the responses. When asked if the Loewe brand has a strong heritage, or have high quality or if this brand represents their first choice more than 60% neither agree nor disagree. Regarding if they can rely on or if the products

that this brand offer are good value for a good price the percentage of those who neither agree nor disagree is even higher, more that 80%. The lowest percentage of those who neither agree nor disagree is when asked if they are committed to this brand 56.9%, but also here is the highest percentage of those who disagree/strongly disagree 41.5%. In general I can say that the respondents are impartial regarding this brand.

Variables	Frequency	Percent	Cumulative Percent
Strong heritage			
Strongly disagree	6	3.1	3.1
Disagree	12	6.6	9.2
Neither Agree Or Disagree	132	67.7	76.9
Agree	42	21.5	98.5
Strongly agree	3	1.5	100
High Quality			
Strongly disagree	9	4.6	4.6
Disagree	15	7.7	12.3
Neither Agree Or Disagree	129	66.2	78.5
Agree	39	20	98.5
Strongly agree	3	1.5	100
Commitment			
Strongly disagree	48	24,6	24,6
Disagree	33	16.9	41.5
Neither Agree Or Disagree	111	56.9	98.5
Agree	3	1.5	100
Rely on			
Strongly disagree	6	3.1	3.1
Disagree	9	4.6	7.7
Neither Agree Or Disagree	141	72.3	80
Agree	36	18.5	98.5
Strongly agree	3	1.5	100
First Choice			
Strongly disagree	45	23.1	23.1
Disagree	18	9.2	32.3
Neither Agree Or Disagree	120	61.5	93.8
Agree	12	6.2	100
Good value for price			
Strongly disagree	12	6.2	6.2
Neither Agree Or Disagree	159	81.5	87.7
Agree	21	10.8	98.5
Strongly agree	3	1.5	100

Figure 18 - Loewe frequency table

The last brand I tested is a brand that is known world-wide, Samsung. When reading the data I draw the following conclusions. Almost three quarters of the respondents believe that Samsung has a strong heritage (72.3%), but on the contrary the same percentage of them disagree/strongly disagrees when asked about commitment (69.3%). When answering questions about the quality, if the brand delivers good value in relation to price and if it is a brand they can rely on, the responses show the following 38.5% who neither agree nor

disagree and 55.4% who agree/strongly agree, for the first one, and 44.6% with 49.2% respectively 40% with 54.8 % for the second and third one. The first choice question divides the respondents highlighting two major groups, those who neither agree/nor disagree 53.8%.

Variables	Frequency	Percent	Cumulative Percent
Strong heritage			
Strongly disagree	3	1.5	1.5
Disagree	6	3.1	4.6
Neither Agree Or Disagree	45	23.1	27.7
Agree	120	61.5	89.2
Strongly agree	21	10.8	100
High Quality			
Strongly disagree	3	1.5	1.5
Disagree	9	4.6	6.2
Neither Agree Or Disagree	75	38.5	44.6
Agree	84	43.1	87.7
Strongly agree	24	12.3	100
Commitment			
Strongly disagree	60	30.8	30.8
Disagree	75	38.5	69.2
Neither Agree Or Disagree	45	23.1	92.3
Agree	12	6.2	98.5
Strongly agree	3	1.5	100
Rely on			
Strongly disagree	6	3.1	3.1
Disagree	6	3.1	6.2
Neither Agree Or Disagree	78	40	46.2
Agree	96	49.2	95.4
Strongly agree	9	4.6	100
First Choice			
Strongly disagree	15	7.7	7.7
Disagree	39	20	27.7
Neither Agree Or Disagree	105	53.8	81.5
Agree	33	16.9	98.5
Strongly agree	3	1.5	100
Good value for price			
Strongly disagree	3	1.5	1.5
Disagree	9	4.6	6.2
Neither Agree Or Disagree	87	44.6	50.8
Agree	87	44.6	95.4
Strongly agree	9	4.6	100

Figure 19 - Samsung frequency table

The last set of questions that I am going to analyse using the frequency table are about what the respondents opinion is about characteristics of different countries: workmanship, quality, if the products from that country are reliable, the degree of technological advancement if the products are usually good value for money. Instead of presenting the question under each country I decided to present the countries under each question in the table, because in this way I can have a better view on the responses.

Variables	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Workmanship					
China	24	81	81	9	0
Germany	9	0	27	105	54
Denmark	6	0	45	81	63
United States	3	9	105	66	12
Japan	3	0	45	93	54
Quality					
China	15	18	72	72	18
Germany	33	81	45	27	9
Denmark	33	75	54	18	15
United States	9	42	96	42	6
Japan	27	69	66	27	6
High technology advancement					
China	12	45	90	42	6
Germany	3	0	51	90	51
Denmark	6	15	57	78	39
United States	6	6	102	60	21
Japan	3	0	36	84	72
Reliability					
China	27	69	87	9	3
Germany	3	3	30	117	42
Denmark	6	18	57	81	33
United States	6	18	126	39	6
Japan	6	6	75	87	21
Good value for money					
China	15	36	72	54	18
Germany	3	15	81	78	18
Denmark	15	42	75	48	15
United States	3	18	114	51	9
Japan	3	3	78	78	33

Figure 20 - Country of origin characteristics frequency table

The results show the following, when asked about if the products are carefully produced and have a good workmanship 53.8% disagree with this statement in regards with China, while for the other countries except United State more than 70% agree with it. In the case of United States only 25% agree while the majority around 50% neither agree nor disagree. In regards if the products have a lower quality than similar products available, around 50% agree with the statement, while in the case of the other countries, more than 50% disagree with it. Again in the case of United State the opinion of the respondents in equal divided between those who agree and disagree. For the rest of the questions I can see that the respondents gave the same answers in regards with United States, more than half of the respondents neither agree nor disagree while around 40% agree with the statements. In the case of China most of the responses disagree with the statement while the ones who agree are between 4-20%. For the rest of the countries Japan, Denmark and Germany around 60% and in some cases more agree with the statements.

H1: Consumers don't know the origin of many brands, associating them with other countries.

After analysing the frequency tables and especially when consumers where asked to associate different brands with what is the country of origin of that brand (Fig16) in their opinion I can conclude indeed the hypotheses that *Consumers don't know the origin of many brands, associating them with other countries* is partially true. Because the data collection was made in Denmark, when asked about home-made brands, brands originating from neighbour countries (e.g. Germany), or well-known brands (e.g. Samsung) consumers know the country of origin of the brands. But for brand which I believe are not so well-known among the consumers, they associate the brand with other countries of provenience, and as result because of the country image this can have a negative effect upon consumer's decision making process.

H2: The level of development of a country it is important for consumers, the higher the level of development of a country the higher the quality of a product.

For testing the second hypotheses I chose two different countries and performing one-way ANOVA. As dependent variables I chose COI2 and COI22 and as a factor I chose COI23. The results from the ANOVA test are presented below. By looking at the ANOVA table I can see the significance value. In order to be significance it needs to have a value lower or equal with .05. In the table there is only significance value p=.003. Based on the effect size, calculated using eta square formula (sum of squares between the groups divided by the total sum of squares) with a value of .07, I can say that there is a medium difference between means in groups.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
China - Qaulity	Between Groups	1.342	3	.447	.423	.737
	Within Groups	202.196	191	1.059		
	Total	203.538	194			
Japan - Qaulity	Between Groups	13.530	3	4.510	4.832	.003
	Within Groups	178.286	191	.933		
	Total	191.815	194			

Figure 21 - ANOVA table for H2 (Japan quality and China quality)

Post hoc test using the Tukey HSD indicate that the mean score for Group 1 (Strongly disagree M=1, SD=.000) was significantly different from Group 2 (Neither agree nor

disagree M=2.917, SD=.2803) and Group 3 (Agree M=2.607, SD=.9445). Group 4 (Strongly agree M=2.417, SD=1.1956) did not differ however significantly from Group 1, 2 or 3.

Multiple Comparisons

Test Tukey HSD

Dependent Variable	(I) Japan - High technologial advancement	(J) Japan - High technologial advancement	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
China - Qaulity	Strongly disagree	Neither Agree Or Disagree	-.1667	.6183	.993	-1.769	1.436
		Agree	-.3214	.6045	.951	-1.888	1.245
		Strongly agree	-.3750	.6063	.926	-1.946	1.196
	Neither Agree Or Disagree	Strongly disagree	.1667	.6183	.993	-1.436	1.769
		Agree	-.1548	.2050	.874	-.686	.376
		Strongly agree	-.2083	.2100	.754	-.753	.336
	Agree	Strongly disagree	.3214	.6045	.951	-1.245	1.888
		Neither Agree Or Disagree	.1548	.2050	.874	-.376	.686
		Strongly agree	-.0536	.1652	.988	-.482	.375
	Strongly agree	Strongly disagree	.3750	.6063	.926	-1.196	1.946
		Neither Agree Or Disagree	.2083	.2100	.754	-.336	.753
		Agree	.0536	.1652	.988	-.375	.482
Japan - Qaulity	Strongly disagree	Neither Agree Or Disagree	-1.9167*	.5806	.006	-3.421	-.412
		Agree	-1.6071*	.5677	.026	-3.078	-.136
		Strongly agree	-1.4167	.5693	.065	-2.892	.059
	Neither Agree Or Disagree	Strongly disagree	1.9167*	.5806	.006	.412	3.421
		Agree	.3095	.1925	.376	-.189	.808
		Strongly agree	.5000	.1972	.058	-.011	1.011
	Agree	Strongly disagree	1.6071*	.5677	.026	.136	3.078
		Neither Agree Or Disagree	-.3095	.1925	.376	-.808	.189
		Strongly agree	.1905	.1552	.610	-.212	.593
	Strongly agree	Strongly disagree	1.4167	.5693	.065	-.059	2.892
		Neither Agree Or Disagree	-.5000	.1972	.058	-1.011	.011
		Agree	-.1905	.1552	.610	-.593	.212

Figure 22 - Post Hoc table for H2

Due to the results presented above I can claim that the second hypothesis is true. Indeed the higher the technological development of a country the higher the quality of products produced in that country.

H3: Brands from developed countries are more reliable than brands from developing countries.

I can easily answer the third hypothesis by looking at the frequency table for the COI variables (Fig20) and especially at one where respondents were asked to manifest their opinion in regards to the question that products made in X (e.g China) country are usually fairly reliable and last the desirable length of time. In case of China which is a developing country almost half, 49.2% disagree, while 44.6 neither agree nor disagree. For the other

countries, Denmark, Germany, United States and Japan more than 50% (in the case of Japan) and 70% (Denmark and Germany) agree with the statement. Anyway in case of United States, the majority neither agree nor disagree (64.4%) and only 23.1% agree. But the results are clearer enough to allow me to confirm the third hypothesis: *Brands from developed countries are more reliable than brands from developing countries*.

H4: Price is one of the most important assets that costumers are looking at when buying a product and there is a relation between it and the demographic characteristics.

By interpreting the results from the following tables I could easily answer the fourth hypothesis. As demographic characteristics I have chosen AGE, GENDER and INCOME, because I believe that these 3 are the most important ones that can have an influence upon the decision making.

In the first one the relation between gender and AVBH4 (What do you look at av products?) 96 males and 39 females include price as an important attributes. But only 9 and respectively 12 as the only one they look at. The top 3 attributes that consumer are looking at when purchasing a product are price, quality and performance for both male and females (more than half of the females and almost half of the males)

What do you look at av products? * Gender Crosstabulation

Count

		Gender		
		Female	Male	Total
What do you look at av products?	Price	9	12	21
	Price/Quality	12	30	42
	Price/Quality/Performance	9	21	30
	Price/Quality/Performance/COO/Familiar brand name	3	3	6
	Price/Quality/Performance/Familiar brand name	3	9	12
	Price/Quality/Familiar brand name	3	12	15
	Price/Performance	0	9	9
	Quality	3	9	12
	Quality/Performance	0	12	12
	Quality/Performance/COO	3	0	3
	Quality/Performance/Familiar brand name	0	9	9
	Quality/COO/Familiar brand name	0	3	3
	Performance	6	0	6
	Familiar brand name	6	9	15
Total		57	138	195

Figure 23 - Age and AVBH4 variable crosstabulation for H4

Also from the analyse of the relation between AGE and AVBH4 and more precisely from the Pearson Chi-Square test value of .000 I can determine that the relation is highly significant at the 5% level confidence.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40.240[a]	13	.000
Likelihood Ratio	49.539	13	.000
N of Valid Cases	195		

a. 15 cells (53.6%) have expected count less than 5. The minimum expected count is .88.

Figure 24 - Chi-Square Test for H4

When I analysed the relation between age and AVBH4, and income and AVBH4 I have noticed the same results. Top 3 attributes of a product according numbers from the tables are price, quality and performance. Examining the other two relation and from the checking the Pearson Chi-Square value, which in both cases is .000, I can determine that this two relations are as well highly significant at the 5% level confidence. (See Appendix for the other tables)

Therefore the for fourth hypotheses which states that "*Price is one of the most important assets that costumers are looking at when buying a product and there is a relation between it and the demographic characteristics"*, I can confirm its validity, that price is one of the most important assets, but along-side with quality and performance and that there exists a very strong relationship between these assets and the demographic characteristics (gender, age and income).

H5: Younger consumers have more knowledge and know better to evaluate a brand based on its characteristics (quality, heritage) but aren't loyal to a specific brand.

For testing the last hypothesis I performed a one-way between groups analysis of variance to be able to explore the impact of age on brand heritage, brand quality and brand loyalty (commitment). Therefore I had to perform three different ANOVA presented in the tables bellow.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Bang&Olufsen - Strong heritage	Between Groups	2.900	2	1.450	1.361	.259
	Within Groups	204.515	192	1.065		
	Total	207.415	194			
Loewe - Strong Heritage	Between Groups	.595	2	.298	.661	.518
	Within Groups	86.451	192	.450		
	Total	87.046	194			
Samsung - Strong heritage	Between Groups	3.089	2	1.545	2.864	.059
	Within Groups	103.526	192	.539		
	Total	106.615	194			

Figure 25 - ANOVA (Strong heritage) for H5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Samsung - High quality	Between Groups	4.665	2	2.332	3.550	.031
	Within Groups	126.135	192	.657		
	Total	130.800	194			
Loewe - High quality	Between Groups	.626	2	.313	.597	.551
	Within Groups	100.635	192	.524		
	Total	101.262	194			
Bang&Olufsen - High quality	Between Groups	.173	2	.087	.078	.925
	Within Groups	214.165	192	1.115		
	Total	214.338	194			

Figure 26 - ANOVA (High quality) for H5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Loewe - Commitment	Between Groups	1.953	2	.977	1.296	.276
	Within Groups	144.632	192	.753		
	Total	146.585	194			
Samsung - Commitment	Between Groups	6.966	2	3.483	3.902	.022
	Within Groups	171.372	192	.893		
	Total	178.338	194			
Bang&Olufsen - Commitment	Between Groups	1.522	2	.761	1.185	.308
	Within Groups	123.278	192	.642		
	Total	124.800	194			

Figure 27 - ANOVA (Commitment) for H5

When analysing the ANOVA table the first thing I need to do is to check the significance values. In order to be significance it needs to have a value lower or equal with .05. In the tables there are only two values in the second one p=.031(for Samsung only) and in the last one p=.022 (for Samsung only). Despite reaching statistical significance the difference between means in groups was relatively small. The effect size, calculated using eta square formula (sum of squares between the groups divided by the total sum of squares) was .035

(See Appendix for table). Post Hoc test using the Tukey HSD indicate that the mean score for age group 25 years and bellow (M=3.810, SD=.8003) was significantly different from age group 26-45, (M=4.474, SD=.8540) and group 46-65 didn't differ from the first two.

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Samsung - High quality	25 years and bellow	26-45	.3358*	.1272	.024	.035	.636
		46-65	.1429	.2166	.787	-.369	.655
	26-45	25 years and bellow	-.3358*	.1272	.024	-.636	-.035
		46-65	-.1930	.2056	.616	-.679	.293
	46-65	25 years and bellow	-.1429	.2166	.787	-.655	.369
		26-45	.1930	.2056	.616	-.293	.679
Loewe - High quality	25 years and bellow	26-45	.1165	.1137	.562	-.152	.385
		46-65	.1429	.1935	.741	-.314	.600
	26-45	25 years and bellow	-.1165	.1137	.562	-.385	.152
		46-65	.0263	.1836	.989	-.407	.460
	46-65	25 years and bellow	-.1429	.1935	.741	-.600	.314
		26-45	-.0263	.1836	.989	-.460	.407
Bang&Olufsen - High quality	25 years and bellow	26-45	.0100	.1658	.998	-.382	.402
		46-65	-.0952	.2823	.939	-.762	.571
	26-45	25 years and bellow	-.0100	.1658	.998	-.402	.382
		46-65	-.1053	.2679	.918	-.738	.527
	46-65	25 years and bellow	.0952	.2823	.939	-.571	.762
		26-45	.1053	.2679	.918	-.527	.738

*. The mean difference is significant at the 0.05 level.

Figure 28 - Post Hoc test (High quality) for H5

For the last table even if there is statistically significance, the actual difference in the mean score between the groups is small as well as for the previous case. The effect size, calculated using the same formula is .039. Post Hoc test using the Tukey HSD indicate that the mean score for age group 25 years and bellow (M=1.857, SD=.8397) was significantly different from age group 46-65, (M=2.500, SD=.9852) and group 26-45 didn't differ from the other two.

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Loewe - Commitment	25 years and bellow	26-45	.0175	.1363	.991	-.304	.339
		46-65	-.3333	.2320	.324	-.881	.215
	26-45	25 years and bellow	-.0175	.1363	.991	-.339	.304
		46-65	-.3509	.2201	.251	-.871	.169
	46-65	25 years and bellow	.3333	.2320	.324	-.215	.881
		26-45	.3509	.2201	.251	-.169	.871
Samsung - Commitment	25 years and bellow	26-45	-.3008	.1483	.108	-.651	.050
		46-65	-.6429*	.2525	.031	-1.239	-.046
	26-45	25 years and bellow	.3008	.1483	.108	-.050	.651
		46-65	-.3421	.2396	.329	-.908	.224
	46-65	25 years and bellow	.6429*	.2525	.031	.046	1.239
		26-45	.3421	.2396	.329	-.224	.908
Bang&Olufsen - Commitment	25 years and bellow	26-45	.1880	.1258	.296	-.109	.485
		46-65	.0476	.2142	.973	-.458	.553
	26-45	25 years and bellow	-.1880	.1258	.296	-.485	.109
		46-65	-.1404	.2032	.769	-.620	.340
	46-65	25 years and bellow	-.0476	.2142	.973	-.553	.458
		26-45	.1404	.2032	.769	-.340	.620

*. The mean difference is significant at the 0.05 level.

Figure 29 – Post Hoc test (Commitment) for H5

Taking into account the result presented above the only aspect where I can say that the hypothesis is true is that young consumers aren't loyal (committed) to the same brand, but only in regards with Samsung. On the other two cases – young consumers evaluate better a brand in regards with heritage and quality – is denied because even though there is significant difference among groups in the latter one, the difference is between the first (25 and younger) and the second group (26-45) which I cannot say that the first one is much younger. If I look overall I can say that this hypothesis is denied.

Comparing the finding with the framework developed in the *Theoretical consideration* chapter, different factors that have an influence on the decision making process were found. Therefore changes in the existing framework needed to be done, and the result is going to be a new framework as shown in the figure bellow, which represents only the part of the model that has been analysed, the decision making stage.

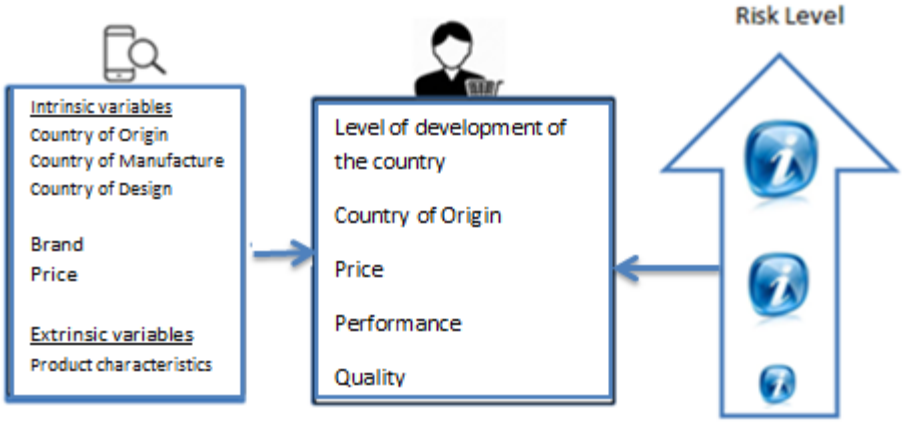

Figure 30 - New developed decision process stage

Looking at the new decision stage resulted after the empirical analysis; it can be see that there are no changes in regards to product. What changes is how the product characteristics (intrinsic variables, extrinsic variables) are perceived by the consumers in accordance with the findings. From the intrinsic variables what is important for the consumers is the level of development of the country because in their vision the higher the level of development the higher the quality of the products produced in that country. Next is the country of origin. Consumers need to be more careful when associating brands with their country of origin. Disassociation can lead to bad decisions. When talking about the product characteristics, the findings reveal that one of the most important characteristics is indeed the price. Alongside the price are other two important characteristics price and performance. These two are closely related also with the level of development of the country. As stated earlier the higher the level of development of a country the higher the quality of the product. What remains unchanged is also the *Risk Level*. Therefore the higher the risk the higher the level of information the consumer is searching for. This can happen with new brands or by associating a brand with the wrong country of origin.

Conclusion

In this chapter a conclusion will be drawn in regards to the problem formulation and the objectives that were set to solve the problem. The main question that was defined at the beginning of the dissertation is:

How does brand image and country of origin affect consumer's decision making process?

This question was split into three sub-questions that have different objectives. The first one refers to the fact that consumers often associate brands with different countries of origin. The purpose of this is to find out if this aspect is true, therefore the following hypothesis was developed: *Consumers don't know the origin of many brands, associating them with other countries.* According to the findings consumers do associate certain brands with different countries of origin. But this cannot be generalized, because the survey was made in Denmark and consumers from here do know where certain brands are made in (brands from neighbouring countries or world-wide known brands). However when it comes to brands that consumers don't have much knowledge, associate the brands with wrong made-in countries.

From the second sub-question about how the country of image cognitive perception affect the consumers brand choice two hypotheses were defined. *The level of development of a country it is important for consumers, the higher the level of development of a country the higher the quality of a product* is the first hypothesis. According to the findings consumers form country of image based on the level of development of the country. The second hypothesis is: *Brands from developed countries are more reliable than brands from developing countries.* By comparing the results from the data collection, consumers do think that brands from developed countries e.g. Germany, Japan, and Denmark are more reliable and last the desirable length of time than brands from developing countries. Therefore the cognitive perception of the country of image influence the consumers decision making process, because consumers do look at the level of technological development of the country and at the competence of the people, because consumers will choose brands from countries with a higher level of technological development and with the higher competence of people, due to the fact that the brands originating from that countries are of a better quality than similar brands form other countries.

The last sub-question that is being investigated is referring to the relation between the brand image cognitive perception and the consumer's demographic characteristics. From this sub-

question two hypothesis were developed. The first one refers to the fact that: *Price is one of the most important assets that costumers are looking at when buying a product and there is a relation between it and the demographic characteristics***.** This hypothesis was confirmed by analysing the relation between demographic characteristics like age, gender and income and the product characteristics that a consumers is looking at when choosing a product. The results show that alongside the price there are two different more product attributes that consumers take into account, first of all is the quality of a product, secondly the performance of a product. From this I can assume that this hypothesis is closely related to the second sub-question presented earlier. The second hypothesis developed from the last sub-question is: *Younger consumers have more knowledge and know better to evaluate a brand based on its characteristics (quality, heritage) but aren't loyal to a specific brand.* This is one of the hypothesis that was denied because the analysis of the data provided inconclusive results because young consumer don't have more knowledge and cannot evaluate better a brand based of its characteristics.

From all the above a general conclusion can be done in regards to the main research question. Brand image and country of origin do affect the consumer's decision making process. Looking closely on how the country of origin does affects the consumers buying behaviour it is clearly that what consumers look at is the level of development of the country, competence of people, quality of the products produced in a certain country. All these attributes help consumers to form a positive or a negative image upon a country. However by associating brands with different countries of origin it may influence the image of that country, and thus their purchase decision. Furthermore the products assets that for the consumers are the most important one are the price, followed by quality and performance. These all help the consumers form an idea about a brand and also help them in making choices by comparing those attributes among different brands. As mention earlier all these attributes are closely related with the cognitive perception of the country of origin. Thus country of origin and brand image not only affects the consumer's decision making process, but there is also a strong relationship among them, the better the image a country has in the consumers mind, the higher the quality of its brands.

Limitations and further research

The main purpose of this paper was to have a better understanding of how brand image and country of origin influence the consumer decision making process. The framework that was developed was composed of three steps that form a model that consumer might follow when purchasing a product. For understanding how brand image and country of origin only the second step which represent the decision making process was analysed. Also the data collected and analysis on the decision making process was based on the purchase of audio-video products. Therefore the findings can be more relevant for the electronics industry. Also the findings are based on consumers who have the knowledge about audio-video products.

The method chosen for data collection was the quantitative method due to the fact that a large amount of data can be collected compared with qualitative method. However in order to have a better understanding and to confirm the findings a qualitative research may be appropriate. Because the data collection was made in a developed country the findings can be generalized, therefore the investigator believes that a similar study in a developing country may be useful. Furthermore the selection of the theories was made by the investigator based on his knowledge at that specific point of time, and if other theories were chosen the outcome may differ. The results can also be different if another sampling method is used, maybe one that requires more involvement from the investigator. Moreover the current dissertation focus only on the decision process stage from the developed framework, thus analysing the other two stages will be required in the future. The reason is that they could have an influence on the consumer decision making process as well.

As a first limitation, because of the use of the questionnaire, the investigator cannot control the way the respondents fill in the questionnaire and the degree of concentration of the respondent. When consumers actually make a purchase an important role in the decision making process has the sales man. Because if consumers are not inform enough on their choices tend to trust the sales man, due to the fact that they think he has more experience and knowledge. Therefore a test upon the consumers on a real time decision making process will be useful. Furthermore the sample size is limited, due to the fact the response rate wasn't as big as the investigator expected to be. Nonetheless another limitation was the time frame, even though the time allocated was pretty long, if more time was available qualitative research could have been done in order to improve the findings.

Beside the problems and limitations encounter in the process of this dissertation, the researcher has done every effort to make a high-quality paper.

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Appendix

Questionnaire for data collection in Danish

Dette er et en undersøgelse I forbindelse med min kandidat. Hovedformålet er at undersøge hvordan mærkegenkendelse og oprindelsesland påvirker forbrugeradfærd i Danmark. Dine svar i forbindelse med spørgeskemaet vil være anonyme og bliver ikke brugt til andet end akademiske formål.

Besvar venligst følgende spørgsmål omkring elektroniske lyd og tv produkter.

1. Hvor ofte køber du elektroniske lyd og tv produkter?

(1) ❑ Hver måned

(2) ❑ Flere gange om året

(3) ❑ En gang om året

2. Køber du kun mærkeprodukter?

(1) ❑ Ja, altid

(2) ❑ Kun når kvalitet er vigtigt

(3) ❑ Sjældent

(4) ❑ Aldrig

3. Påvirker mærkets image din købsbeslutning?

(1) ❑ Ja

(2) ❑ Nej

4.Hvad prioriterer du efter når du køber elektroniske lyd og tv produkter?

(1) ❑ Pris

(2) ❑ Kvalitet

(3) ❑ Ydelse

(4) ❑ Produktionsland

(5) ❑ Et mærke jeg kender

5. Køber du kun et specifikt mærke af elektroniske lyd og tv produkter?

(1) ❑ Altid

(2) ❑ Kun når jeg skal have kvalitetsprodukter

(3) ❑ Aldrig

Forbind venligst de følgende mærker med deres oprindelsesland:

	Danmark	Tyskland	Holland	Japan	USA	Sydkorea
Bang & Olufsen	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑
Loewe	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑
Samsung	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑
Blaupunkt	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑
Bose	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑
Philips	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑
JVC	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑
Sony	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑

Vælg venligst det svar, der svarer mest overens med din mening omkring produkter lavet i følgende lande

Generelt omkring produkter i Kina:

	Stærkt uenig	Uenig	Hverken enig eller uenig	Enig	Stærkt Enig
1.Produkter herfra er af høj kvalitet	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
2.Produkter herfra er af lavere kvalitet ift. lignende produkter	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
3.Er teknologisk højt udviklede	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
4.Udfører altid deres funktion og holder længe	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
5.Giver god værdi for pengene	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

Generelt omkring produkter i Tyskland:

	Stærkt uenig	Uenig	Hverken enig eller uenig	Enig	Stærkt Enig
6.Produkter herfra er af høj kvalite	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
7.Produkter herfra er af lavere kvalitet ift. lignende produkter	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
8.Er teknologisk højt udviklede	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
9.Udfører altid deres funktion	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

	Stærkt uenig	Uenig	Hverken enig eller uenig	Enig	Stærkt Enig
og holder længe					
10.Giver god værdi for pengene	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

Generelt omkring produkter i Danmark:

	Stærkt uenig	Uenig	Hverken enig eller uenig	Enig	Stærkt Enig
11.Produkter herfra er af høj kvalitet	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
12.Produkter herfra er af lavere kvalitet ift. lignende produkter	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
13.Er teknologisk højt udviklede	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
14.Udfører altid deres funktion og holder længe	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
15.Giver god værdi for pengene	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

Generelt omkring produkter i USA:

	Stærkt uenig	Uenig	Hverken enig eller uenig	Enig	Stærkt Enig
16.Produkter herfra er af høj kvalitet	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
17.Produkter herfra er af lavere kvalitet ift. lignende produkter	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
18.Er teknologisk højt udviklede	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
19.Udfører altid deres funktion og holder længe	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
20.Giver god værdi for pengene	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

Generelt omkring produkter i Japan:

	Stærkt uenig	Uenig	Hverken enig eller uenig	Enig	Stærkt Enig
21.Produkter herfra er af høj kvalitet	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
22.Produkter herfra er af lavere kvalitet ift. lignende produkter	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
23.Er teknologisk højt udviklede	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
24.Udfører altid deres funktion og holder længe	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

	Stærkt uenig	Uenig	Hverken enig eller uenig	Enig	Stærkt Enig
25.Giver god værdi for pengene	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

Vælg venligst det svar, der svarer mest overens med din mening omkring Bang & Olufsen elektroniske lyd og tv produkter

	Stærkt uenig	Uenig	Hverken enig eller uenig	Enig	Stærkt Enig
1.Det er et godt mærke	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
2.Dette mærke har altid høj kvalitet	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
3.Jeg køber kun dette mærke	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
4.Jeg stoler på dette mærke	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
5.Dette er det første mærke jeg tænker på når jeg vil købe elektroniske lyd og tv produkter	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
6.Dette mærke giver god kvalitet for prisen	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

Vælg venligst det svar, der svarer mest overens med din mening omkring Loewe elektroniske lyd og tv produkter

	Stærkt uenig	Uenig	Hverken enig eller uenig	Enig	Stærkt Enig
7.Det er et godt mærke	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
8.Dette mærke har altid høj kvalitet	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
9.Jeg køber kun dette mærke	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
10.Jeg stoler på dette mærke	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
11.Dette er det første mærke jeg tænker på når jeg vil købe elektroniske lyd og tv produkter	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
6.Dette mærke giver god kvalitet for prisen	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

Vælg venligst det svar, der svarer mest overens med din mening omkring Samsung elektroniske lyd og tv produkter

	Stærkt uenig	Uenig	Hverken enig eller uenig	Enig	Stærkt Enig
13.Det er et godt mærke	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
14.Dette mærke har altid høj kvalitet	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
15.Jeg køber kun dette mærke	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
16.Jeg stoler på dette mærke	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
17.Dette er det første mærke jeg tænker på når jeg vil købe	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

	Stærkt uenig	Uenig	Hverken enig eller uenig	Enig	Stærkt Enig
elektroniske lyd og tv produkter					
18.Dette mærke giver god kvalitet for prisen	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

Svar venligst på de følgende spørgsmål om dig selv, ved at markere en af mulighederne eller udfyld de blanke felter.

1. Køn

(1) ❑ Mand

(2) ❑ Kvinde

2. Alder

(1) ❑ 25 år eller under

(2) ❑ 26-45

(3) ❑ 46-65

(4) ❑ Over 65

3. Ægteskabelig Stilling

(1) ❑ Single

(2) ❑ Gift

(3) ❑ Skilt

(4) ❑ Enke

4. Uddannelse

(1) ❑ Folkeskole (1-8)

(2) ❑ Gymnasial

(3) ❑ Universitet(bachelor)

(4) ❑ Universitet(ph.d.)

5. Arbejde

(1) ❑ Arbejdsgiver

(2) ❑ Manager/Direktør

(3) ❑ Ansat med højere uddannelse

(4) ❑ Studerende

(5) ❑ Arbejdsløs

(6) ❑ Pensioneret

(7) ❑ Andet (normalt ansat)

6. Husholdning månedlig indkomst efter skat

(1) ❑ Under 25.000DK

(2) ❑ 25.001- 35.000DK

(3) ❑ 35.001-45.000DK

(4) ❑ 45.001-55.000DK

(5) ❑ Over 55.001DK

7. Antal personer i husholdningen

_____

8. Hvoraf antal børn under 18

_____

Coding manual

CODING MANUAL

Section	Variables	Resonses	Code
Demographic measurements	Gender (GENDER)	Male	1
		Female	0
	Age (AGE)	25 years and bellow	1
		26-45	2
		46-65	3
		Over 65	4
	Marital Status (MARITSTAT)	Single	1
		Married	2
		Divorced	3
		Widowed	4
	Education level (EDULVL)	Primary (1-8)	1
		Secondary (High-School)	2
		University	3
		Post University	4
	Occupation(OCUP)	Employer	1
		Manager/Director	2
		Employer with higher education	3

		Student	4
		Unemployed	5
		Retired	6
		Other (Regularly employed)	7
	Household income after taxes (INCOME)	Bellow 25.000 DKK	1
		25.001-35.000 DKK	2
		35.001-45.000 DKK	3
		45.001-55.000 DKK	4
		Above 55.001 DKK	5
	Number of people in the household (HOUSEHOLD)		Coded as a number
	Children (CHILDREN)		Coded as a number
Audio Video products buying habits (AVBH)	How often do you buy audio-video products? (AVBH1)	Every month	1
		Every few months	2
		Once a year	3
	Do you buy only branded products? (AVBH2)	Yes always	1
		Only when quality is important	2
		Rarely	3
		Never	4
	Does the brand image affect your product purchase decision? (AVBH3)	Yes	1
		No	2
	What do you look for when buying an audio-video product? (AVBH4)	Price	1
		Quality	2
		Performance	3
		Country of origin	4

		Familiar brand name	5
	When it comes to audio-video products are you a loyal customer to one brand? (AVBH5)	Always	1
		Only for quality products	2
		Never	3
Associating brands with country of origin. (BNCOO)	BNCOO1 to BNCOO8	Denmark	1
		Germany	2
		Netherlands	3
		Japan	4
		United States	5
		South Korea	6
Country of origin image (COI) Questions from 1 to 25 have the same coding	COI1 to COI25	Strongly disagree	1
		Disagree	2
		Neither Agree Or Disagree	3
		Agree	4
		Strongly agree	5
Brand Image (BI) Questions from 1 to 18 have the same coding	BI1 to BI18	Strongly disagree	1
		Disagree	2
		Neither Agree Or Disagree	3
		Agree	4
		Strongly agree	5

SPSS Tables

Frequency Table

Bang&Olufsen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Denmark	180	92.3	92.3	92.3
	Germany	6	3.1	3.1	95.4
	Netherlands	9	4.6	4.6	100.0

	Total	195	100.0	100.0	

Loewe

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Denmark	3	1.5	1.5	1.5
	Germany	114	58.5	58.5	60.0
	Netherlands	51	26.2	26.2	86.2
	Japan	3	1.5	1.5	87.7
	United States	6	3.1	3.1	90.8
	South Korea	18	9.2	9.2	100.0
	Total	195	100.0	100.0	

Samsung

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Denmark	9	4.6	4.6	4.6
	Germany	21	10.8	10.8	15.4
	Netherlands	9	4.6	4.6	20.0
	Japan	42	21.5	21.5	41.5
	United States	6	3.1	3.1	44.6
	South Korea	108	55.4	55.4	100.0
	Total	195	100.0	100.0	

Blaupunkt

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Denmark	9	4.6	4.6	4.6
	Germany	168	86.2	86.2	90.8
	Netherlands	18	9.2	9.2	100.0
	Total	195	100.0	100.0	

Bose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Denmark	15	7.7	7.7	7.7
	Germany	81	41.5	41.5	49.2
	Netherlands	33	16.9	16.9	66.2
	Japan	15	7.7	7.7	73.8
	United States	48	24.6	24.6	98.5
	South Korea	3	1.5	1.5	100.0
	Total	195	100.0	100.0	

Philips

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Denmark	3	1.5	1.5	1.5
	Germany	21	10.8	10.8	12.3
	Netherlands	66	33.8	33.8	46.2
	Japan	30	15.4	15.4	61.5
	United States	57	29.2	29.2	90.8
	South Korea	18	9.2	9.2	100.0
	Total	195	100.0	100.0	

JVC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Germany	6	3.1	3.1	3.1

	Netherlands	30	15.4	15.4	18.5
	Japan	75	38.5	38.5	56.9
	United States	66	33.8	33.8	90.8
	South Korea	18	9.2	9.2	100.0
	Total	195	100.0	100.0	

Sony

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Denmark	3	1.5	1.5	1.5
	Germany	3	1.5	1.5	3.1
	Netherlands	9	4.6	4.6	7.7
	Japan	120	61.5	61.5	69.2
	United States	45	23.1	23.1	92.3
	South Korea	15	7.7	7.7	100.0
	Total	195	100.0	100.0	

China - Workmanship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	24	12.3	12.3	12.3
	Disagree	81	41.5	41.5	53.8
	Neither Agree Or Disagree	81	41.5	41.5	95.4
	Agree	9	4.6	4.6	100.0
	Total	195	100.0	100.0	

China - Qaulity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	15	7.7	7.7	7.7
	Disagree	18	9.2	9.2	16.9
	Neither Agree Or Disagree	72	36.9	36.9	53.8
	Agree	72	36.9	36.9	90.8
	Strongly agree	18	9.2	9.2	100.0
	Total	195	100.0	100.0	

China - High technologial advancement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	6.2	6.2	6.2
	Disagree	45	23.1	23.1	29.2
	Neither Agree Or Disagree	90	46.2	46.2	75.4
	Agree	42	21.5	21.5	96.9
	Strongly agree	6	3.1	3.1	100.0
	Total	195	100.0	100.0	

China - Reliability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	27	13.8	13.8	13.8
	Disagree	69	35.4	35.4	49.2
	Neither Agree Or Disagree	87	44.6	44.6	93.8
	Agree	9	4.6	4.6	98.5
	Strongly agree	3	1.5	1.5	100.0
	Total	195	100.0	100.0	

China - Good value for money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	15	7.7	7.7	7.7
	Disagree	36	18.5	18.5	26.2
	Neither Agree Or Disagree	72	36.9	36.9	63.1
	Agree	54	27.7	27.7	90.8
	Strongly agree	18	9.2	9.2	100.0
	Total	195	100.0	100.0	

Germany - Workmanship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	4.6	4.6	4.6
	Neither Agree Or Disagree	27	13.8	13.8	18.5
	Agree	105	53.8	53.8	72.3
	Strongly agree	54	27.7	27.7	100.0
	Total	195	100.0	100.0	

Germany - Qaulity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	33	16.9	16.9	16.9
	Disagree	81	41.5	41.5	58.5
	Neither Agree Or Disagree	45	23.1	23.1	81.5
	Agree	27	13.8	13.8	95.4
	Strongly agree	9	4.6	4.6	100.0
	Total	195	100.0	100.0	

Germany - High technologial advancement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.5	1.5	1.5
	Neither Agree Or Disagree	51	26.2	26.2	27.7
	Agree	90	46.2	46.2	73.8
	Strongly agree	51	26.2	26.2	100.0
	Total	195	100.0	100.0	

Germany - Reliability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.5	1.5	1.5
	Disagree	3	1.5	1.5	3.1
	Neither Agree Or Disagree	30	15.4	15.4	18.5
	Agree	117	60.0	60.0	78.5
	Strongly agree	42	21.5	21.5	100.0
	Total	195	100.0	100.0	

Germany - Good value for money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.5	1.5	1.5
	Disagree	15	7.7	7.7	9.2
	Neither Agree Or Disagree	81	41.5	41.5	50.8
	Agree	78	40.0	40.0	90.8
	Strongly agree	18	9.2	9.2	100.0
	Total	195	100.0	100.0	

Denmark - Workmanship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.1	3.1	3.1
	Neither Agree Or Disagree	45	23.1	23.1	26.2
	Agree	81	41.5	41.5	67.7
	Strongly agree	63	32.3	32.3	100.0
	Total	195	100.0	100.0	

Denmark - Qaulity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	33	16.9	16.9	16.9
	Disagree	75	38.5	38.5	55.4
	Neither Agree Or Disagree	54	27.7	27.7	83.1
	Agree	18	9.2	9.2	92.3
	Strongly agree	15	7.7	7.7	100.0
	Total	195	100.0	100.0	

Denmark - High technologial advancement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.1	3.1	3.1
	Disagree	15	7.7	7.7	10.8
	Neither Agree Or Disagree	57	29.2	29.2	40.0
	Agree	78	40.0	40.0	80.0
	Strongly agree	39	20.0	20.0	100.0
	Total	195	100.0	100.0	

Denmark - Reliability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.1	3.1	3.1
	Disagree	18	9.2	9.2	12.3
	Neither Agree Or Disagree	57	29.2	29.2	41.5
	Agree	81	41.5	41.5	83.1
	Strongly agree	33	16.9	16.9	100.0
	Total	195	100.0	100.0	

Denmark - Good value for money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	15	7.7	7.7	7.7
	Disagree	42	21.5	21.5	29.2
	Neither Agree Or Disagree	75	38.5	38.5	67.7
	Agree	48	24.6	24.6	92.3
	Strongly agree	15	7.7	7.7	100.0
	Total	195	100.0	100.0	

United States - Workmanship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.5	1.5	1.5
	Disagree	9	4.6	4.6	6.2
	Neither Agree Or Disagree	105	53.8	53.8	60.0
	Agree	66	33.8	33.8	93.8
	Strongly agree	12	6.2	6.2	100.0
	Total	195	100.0	100.0	

United States - Qaulity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	4.6	4.6	4.6
	Disagree	42	21.5	21.5	26.2
	Neither Agree Or Disagree	96	49.2	49.2	75.4
	Agree	42	21.5	21.5	96.9
	Strongly agree	6	3.1	3.1	100.0
	Total	195	100.0	100.0	

United States - High technologial advancement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.1	3.1	3.1
	Disagree	6	3.1	3.1	6.2
	Neither Agree Or Disagree	102	52.3	52.3	58.5
	Agree	60	30.8	30.8	89.2
	Strongly agree	21	10.8	10.8	100.0
	Total	195	100.0	100.0	

United States - Reliability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.1	3.1	3.1
	Disagree	18	9.2	9.2	12.3
	Neither Agree Or Disagree	126	64.6	64.6	76.9
	Agree	39	20.0	20.0	96.9
	Strongly agree	6	3.1	3.1	100.0
	Total	195	100.0	100.0	

United States - Good value for money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.5	1.5	1.5
	Disagree	18	9.2	9.2	10.8
	Neither Agree Or Disagree	114	58.5	58.5	69.2
	Agree	51	26.2	26.2	95.4
	Strongly agree	9	4.6	4.6	100.0
	Total	195	100.0	100.0	

Japan - Workmanship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.5	1.5	1.5
	Neither Agree Or Disagree	45	23.1	23.1	24.6
	Agree	93	47.7	47.7	72.3
	Strongly agree	54	27.7	27.7	100.0
	Total	195	100.0	100.0	

Japan - Qaulity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	27	13.8	13.8	13.8
	Disagree	69	35.4	35.4	49.2
	Neither Agree Or Disagree	66	33.8	33.8	83.1
	Agree	27	13.8	13.8	96.9
	Strongly agree	6	3.1	3.1	100.0

	Total	195	100.0	100.0	

Japan - High technologial advancement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.5	1.5	1.5
	Neither Agree Or Disagree	36	18.5	18.5	20.0
	Agree	84	43.1	43.1	63.1
	Strongly agree	72	36.9	36.9	100.0
	Total	195	100.0	100.0	

Japan - Reliability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.1	3.1	3.1
	Disagree	6	3.1	3.1	6.2
	Neither Agree Or Disagree	75	38.5	38.5	44.6
	Agree	87	44.6	44.6	89.2
	Strongly agree	21	10.8	10.8	100.0
	Total	195	100.0	100.0	

Japan - Good value for money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.5	1.5	1.5
	Disagree	3	1.5	1.5	3.1
	Neither Agree Or Disagree	78	40.0	40.0	43.1
	Agree	78	40.0	40.0	83.1
	Strongly agree	33	16.9	16.9	100.0
	Total	195	100.0	100.0	

Bang&Olufsen - Strong heritage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	6.2	6.2	6.2
	Neither Agree Or Disagree	51	26.2	26.2	32.3
	Agree	78	40.0	40.0	72.3
	Strongly agree	54	27.7	27.7	100.0
	Total	195	100.0	100.0	

Bang&Olufsen - High quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	4.6	4.6	4.6
	Disagree	6	3.1	3.1	7.7
	Neither Agree Or Disagree	45	23.1	23.1	30.8
	Agree	69	35.4	35.4	66.2
	Strongly agree	66	33.8	33.8	100.0
	Total	195	100.0	100.0	

Bang&Olufsen - Commitment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	108	55.4	55.4	55.4
	Disagree	63	32.3	32.3	87.7
	Neither Agree Or Disagree	21	10.8	10.8	98.5
	Strongly agree	3	1.5	1.5	100.0
	Total	195	100.0	100.0	

Bang&Olufsen - Rely on

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	6.2	6.2	6.2
	Disagree	12	6.2	6.2	12.3
	Neither Agree Or Disagree	57	29.2	29.2	41.5
	Agree	69	35.4	35.4	76.9
	Strongly agree	45	23.1	23.1	100.0
	Total	195	100.0	100.0	

Bang&Olufsen - First choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	87	44.6	44.6	44.6
	Disagree	66	33.8	33.8	78.5
	Neither Agree Or Disagree	36	18.5	18.5	96.9
	Agree	3	1.5	1.5	98.5
	Strongly agree	3	1.5	1.5	100.0
	Total	195	100.0	100.0	

Bang&Olufsen - Good value for price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	27	13.8	13.8	13.8
	Disagree	48	24.6	24.6	38.5
	Neither Agree Or Disagree	81	41.5	41.5	80.0
	Agree	27	13.8	13.8	93.8
	Strongly agree	12	6.2	6.2	100.0
	Total	195	100.0	100.0	

Loewe - Strong Heritage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.1	3.1	3.1
	Disagree	12	6.2	6.2	9.2
	Neither Agree Or Disagree	132	67.7	67.7	76.9
	Agree	42	21.5	21.5	98.5
	Strongly agree	3	1.5	1.5	100.0
	Total	195	100.0	100.0	

Loewe - High quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	4.6	4.6	4.6
	Disagree	15	7.7	7.7	12.3
	Neither Agree Or Disagree	129	66.2	66.2	78.5
	Agree	39	20.0	20.0	98.5
	Strongly agree	3	1.5	1.5	100.0
	Total	195	100.0	100.0	

Loewe - Commitment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	48	24.6	24.6	24.6
	Disagree	33	16.9	16.9	41.5
	Neither Agree Or Disagree	111	56.9	56.9	98.5
	Agree	3	1.5	1.5	100.0

	Total	195	100.0	100.0	

Loewe - Rely on

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.1	3.1	3.1
	Disagree	9	4.6	4.6	7.7
	Neither Agree Or Disagree	141	72.3	72.3	80.0
	Agree	36	18.5	18.5	98.5
	Strongly agree	3	1.5	1.5	100.0
	Total	195	100.0	100.0	

Loewe - First choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	45	23.1	23.1	23.1
	Disagree	18	9.2	9.2	32.3
	Neither Agree Or Disagree	120	61.5	61.5	93.8
	Agree	12	6.2	6.2	100.0
	Total	195	100.0	100.0	

Loewe - Good value for price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	6.2	6.2	6.2
	Neither Agree Or Disagree	159	81.5	81.5	87.7
	Agree	21	10.8	10.8	98.5
	Strongly agree	3	1.5	1.5	100.0
	Total	195	100.0	100.0	

Samsung - Strong heritage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.5	1.5	1.5
	Disagree	6	3.1	3.1	4.6
	Neither Agree Or Disagree	45	23.1	23.1	27.7
	Agree	120	61.5	61.5	89.2
	Strongly agree	21	10.8	10.8	100.0
	Total	195	100.0	100.0	

Samsung - High quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.5	1.5	1.5
	Disagree	9	4.6	4.6	6.2
	Neither Agree Or Disagree	75	38.5	38.5	44.6
	Agree	84	43.1	43.1	87.7
	Strongly agree	24	12.3	12.3	100.0
	Total	195	100.0	100.0	

Samsung - Commitment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	60	30.8	30.8	30.8
	Disagree	75	38.5	38.5	69.2
	Neither Agree Or Disagree	45	23.1	23.1	92.3
	Agree	12	6.2	6.2	98.5
	Strongly agree	3	1.5	1.5	100.0

	Total	195	100.0	100.0	

Samsung - Rely on

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.1	3.1	3.1
	Disagree	6	3.1	3.1	6.2
	Neither Agree Or Disagree	78	40.0	40.0	46.2
	Agree	96	49.2	49.2	95.4
	Strongly agree	9	4.6	4.6	100.0
	Total	195	100.0	100.0	

Samsung - First choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	15	7.7	7.7	7.7
	Disagree	39	20.0	20.0	27.7
	Neither Agree Or Disagree	105	53.8	53.8	81.5
	Agree	33	16.9	16.9	98.5
	Strongly agree	3	1.5	1.5	100.0
	Total	195	100.0	100.0	

Samsung - Good value for price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.5	1.5	1.5
	Disagree	9	4.6	4.6	6.2
	Neither Agree Or Disagree	87	44.6	44.6	50.8
	Agree	87	44.6	44.6	95.4
	Strongly agree	9	4.6	4.6	100.0
	Total	195	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	57	29.2	29.2	29.2
	Male	138	70.8	70.8	100.0
	Total	195	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25 years and bellow	63	32.3	32.3	32.3
	26-45	114	58.5	58.5	90.8
	46-65	18	9.2	9.2	100.0
	Total	195	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	105	53.8	53.8	53.8
	Married	81	41.5	41.5	95.4
	Divorced	9	4.6	4.6	100.0
	Total	195	100.0	100.0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary (1-8)	9	4.6	4.6	4.6

	Secondary (High-School)	12	6.2	6.2	10.8
	University	138	70.8	70.8	81.5
	Post University	36	18.5	18.5	100.0
	Total	195	100.0	100.0	

Ocuppation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employer	6	3.1	3.1	3.1
	Manager/Director	9	4.6	4.6	7.7
	Employer with higher education	75	38.5	38.5	46.2
	Student	66	33.8	33.8	80.0
	Unemployed	15	7.7	7.7	87.7
	Other (Regurarly employed)	24	12.3	12.3	100.0
	Total	195	100.0	100.0	

Household income after taxes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bellow 25.000 DKK	105	53.8	53.8	53.8
	25.001-35.000 DKK	48	24.6	24.6	78.5
	35.001-45.000 DKK	21	10.8	10.8	89.2
	45.001-55.000 DKK	3	1.5	1.5	90.8
	Above 55.001 DKK	18	9.2	9.2	100.0
	Total	195	100.0	100.0	

Household number

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	48	24.6	24.6	24.6
	2.0	123	63.1	63.1	87.7
	3.0	15	7.7	7.7	95.4
	4.0	6	3.1	3.1	98.5
	5.0	3	1.5	1.5	100.0
	Total	195	100.0	100.0	

Children in household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.0	156	80.0	80.0	80.0
	1.0	30	15.4	15.4	95.4
	2.0	6	3.1	3.1	98.5
	3.0	3	1.5	1.5	100.0
	Total	195	100.0	100.0	

Anova for H2

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
China - Qaulity	Strongly disagree	3	3.000	.0000	.0000	3.000	3.000	3.0	3.0
	Neither Agree Or Disagree	36	3.167	.6969	.1162	2.931	3.402	2.0	5.0
	Agree	84	3.321	1.1103	.1211	3.080	3.562	1.0	5.0

	Strongly agree	72	3.375	1.0804	.1273	3.121	3.629	1.0	5.0
	Total	195	3.308	1.0243	.0734	3.163	3.452	1.0	5.0
Japan - Qaulity	Strongly disagree	3	1.000	.0000	.0000	1.000	1.000	1.0	1.0
	Neither Agree Or Disagree	36	2.917	.2803	.0467	2.822	3.012	2.0	3.0
	Agree	84	2.607	.9445	.1030	2.402	2.812	1.0	4.0
	Strongly agree	72	2.417	1.1956	.1409	2.136	2.698	1.0	5.0
	Total	195	2.569	.9944	.0712	2.429	2.710	1.0	5.0

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
China - Qaulity	7.110	3	191	.000
Japan - Qaulity	22.340	3	191	.000

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
China - Qaulity	Between Groups	1.342	3	.447	.423	.737
	Within Groups	202.196	191	1.059		
	Total	203.538	194			
Japan - Qaulity	Between Groups	13.530	3	4.510	4.832	.003
	Within Groups	178.286	191	.933		
	Total	191.815	194			

Post Hoc Tests

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Japan - High technologial advancement	(J) Japan - High technologial advancement	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
China - Qaulity	Strongly disagree	Neither Agree Or Disagree	-.1667	.6183	.993	-1.769	1.436
		Agree	-.3214	.6045	.951	-1.888	1.245
		Strongly agree	-.3750	.6063	.926	-1.946	1.196
	Neither Agree Or Disagree	Strongly disagree	.1667	.6183	.993	-1.436	1.769
		Agree	-.1548	.2050	.874	-.686	.376
		Strongly agree	-.2083	.2100	.754	-.753	.336
	Agree	Strongly disagree	.3214	.6045	.951	-1.245	1.888
		Neither Agree Or Disagree	.1548	.2050	.874	-.376	.686
		Strongly agree	-.0536	.1652	.988	-.482	.375
	Strongly agree	Strongly disagree	.3750	.6063	.926	-1.196	1.946
		Neither Agree Or Disagree	.2083	.2100	.754	-.336	.753
		Agree	.0536	.1652	.988	-.375	.482
Japan - Qaulity	Strongly disagree	Neither Agree Or Disagree	-1.9167	.5806	.006	-3.421	-.412
		Agree	-1.6071	.5677	.026	-3.078	-.136
		Strongly agree	-1.4167	.5693	.065	-2.892	.059
	Neither Agree Or Disagree	Strongly disagree	1.9167	.5806	.006	.412	3.421
		Agree	.3095	.1925	.376	-.189	.808
		Strongly agree	.5000	.1972	.058	-.011	1.011
	Agree	Strongly disagree	1.6071	.5677	.026	.136	3.078
		Neither Agree Or Disagree	-.3095	.1925	.376	-.808	.189
		Strongly agree	.1905	.1552	.610	-.212	.593

Strongly agree	Strongly disagree	1.4167	.5693	.065	-.059	2.892
	Neither Agree Or Disagree	-.5000	.1972	.058	-1.011	.011
	Agree	-.1905	.1552	.610	-.593	.212

Crosstabulation for H4

Crosstab

Count

		Gender		Total
		Female	Male	
What do you look at av products?	Price	9	12	21
	Price/Quality	12	30	42
	Price/Quality/Performance	9	21	30
	Price/Quality/Performance/ COO/Familiar brand name	3	3	6
	Price/Quality/Performance/ Familiar brand name	3	9	12
	Price/Quality/Familiar brand name	3	12	15
	Price/Performance	0	9	9
	Quality	3	9	12
	Quality/Performance	0	12	12
	Quality/Performance/COO	3	0	3
	Quality/Performance/Familiar brand name	0	9	9
	Quality/COO/Familiar brand name	0	3	3
	Performance	6	0	6
	Familiar brand name	6	9	15
Total		57	138	195

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40.240	13	.000
Likelihood Ratio	49.539	13	.000

Crosstab

Count

		Household income after taxes					Total
		Bellow 25.000 DKK	25.001-35.000 DKK	35.001-45.000 DKK	45.001-55.000 DKK	Above 55.001 DKK	
What do you look at av products?	Price	12	6	0	0	3	21
	Price/Quality	24	12	3	0	3	42
	Price/Quality/Performance	21	6	3	0	0	30
	Price/Quality/Performance/COO/Familiar brand name	3	3	0	0	0	6
	Price/Quality/Performance/Familiar brand name	9	0	3	0	0	12
	Price/Quality/Familiar brand name	9	3	0	0	3	15

	Price/Performance	6	3	0	0	0	9
	Quality	3	3	0	0	6	12
	Quality/Performance	6	3	0	3	0	12
	Quality/Performance/COO	3	0	0	0	0	3
	Quality/Performance/Familiar brand name	3	0	3	0	3	9
	Quality/COO/Familiar brand name	0	0	3	0	0	3
	Performance	0	6	0	0	0	6
	Familiar brand name	6	3	6	0	0	15
Total		105	48	21	3	18	195

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	170.116	52	.000
Likelihood Ratio	129.034	52	.000
N of Valid Cases	195		

Anova for H5

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Bang&Olufsen - Strong heritage	25 years and bellow	63	3.714	.9907	.1248	3.465	3.964	1.0	5.0
	26-45	114	3.842	1.0937	.1024	3.639	4.045	1.0	5.0
	46-65	18	4.167	.7071	.1667	3.815	4.518	3.0	5.0
	Total	195	3.831	1.0340	.0740	3.685	3.977	1.0	5.0
Loewe - Strong Heritage	25 years and bellow	63	3.190	.5918	.0746	3.041	3.340	2.0	4.0
	26-45	114	3.105	.7569	.0709	2.965	3.246	1.0	5.0
	46-65	18	3.000	.0000	.0000	3.000	3.000	3.0	3.0
	Total	195	3.123	.6698	.0480	3.028	3.218	1.0	5.0
Samsung - Strong heritage	25 years and bellow	63	3.667	.5680	.0716	3.524	3.810	2.0	4.0
	26-45	114	3.868	.8039	.0753	3.719	4.018	1.0	5.0
	46-65	18	3.500	.7859	.1852	3.109	3.891	2.0	4.0
	Total	195	3.769	.7413	.0531	3.665	3.874	1.0	5.0

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Bang&Olufsen - Strong heritage	1.134	2	192	.324
Loewe - Strong Heritage	7.421	2	192	.001
Samsung - Strong heritage	1.272	2	192	.283

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Bang&Olufsen - Strong	Between Groups	2.900	2	1.450	1.361	.259

heritage	Within Groups	204.515	192	1.065		
	Total	207.415	194			
Loewe - Strong Heritage	Between Groups	.595	2	.298	.661	.518
	Within Groups	86.451	192	.450		
	Total	87.046	194			
Samsung - Strong heritage	Between Groups	3.089	2	1.545	2.864	.059
	Within Groups	103.526	192	.539		
	Total	106.615	194			

Post Hoc Tests

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Bang&Olufsen - Strong heritage	25 years and bellow	26-45	-.1278	.1620	.710	-.511	.255
		46-65	-.4524	.2758	.231	-1.104	.199
	26-45	25 years and bellow	.1278	.1620	.710	-.255	.511
		46-65	-.3246	.2618	.431	-.943	.294
	46-65	25 years and bellow	.4524	.2758	.231	-.199	1.104
		26-45	.3246	.2618	.431	-.294	.943
Loewe - Strong Heritage	25 years and bellow	26-45	.0852	.1053	.698	-.164	.334
		46-65	.1905	.1793	.539	-.233	.614
	26-45	25 years and bellow	-.0852	.1053	.698	-.334	.164
		46-65	.1053	.1702	.810	-.297	.507
	46-65	25 years and bellow	-.1905	.1793	.539	-.614	.233
		26-45	-.1053	.1702	.810	-.507	.297
Samsung - Strong heritage	25 years and bellow	26-45	-.2018	.1153	.189	-.474	.071
		46-65	.1667	.1963	.673	-.297	.630
	26-45	25 years and bellow	.2018	.1153	.189	-.071	.474
		46-65	.3684	.1862	.120	-.071	.808
	46-65	25 years and bellow	-.1667	.1963	.673	-.630	.297
		26-45	-.3684	.1862	.120	-.808	.071

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Samsung - High quality	25 years and bellow	63	3.810	.8003	.1008	3.608	4.011	2.0	5.0
	26-45	114	3.474	.8540	.0800	3.315	3.632	1.0	5.0
	46-65	18	3.667	.4851	.1143	3.425	3.908	3.0	4.0
	Total	195	3.600	.8211	.0588	3.484	3.716	1.0	5.0
Loewe - High quality	25 years and bellow	63	3.143	.8397	.1058	2.931	3.354	1.0	5.0
	26-45	114	3.026	.7097	.0665	2.895	3.158	1.0	4.0
	46-65	18	3.000	.0000	.0000	3.000	3.000	3.0	3.0
	Total	195	3.062	.7225	.0517	2.959	3.164	1.0	5.0

Bang&Olufsen - High quality	25 years and bellow	63	3.905	.9283	.1170	3.671	4.139	2.0	5.0
	26-45	114	3.895	1.1473	.1075	3.682	4.108	1.0	5.0
	46-65	18	4.000	.8402	.1980	3.582	4.418	3.0	5.0
	Total	195	3.908	1.0511	.0753	3.759	4.056	1.0	5.0

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Samsung - High quality	2.773	2	192	.065
Loewe - High quality	7.832	2	192	.001
Bang&Olufsen - High quality	1.783	2	192	.171

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Samsung - High quality	Between Groups	4.665	2	2.332	3.550	.031
	Within Groups	126.135	192	.657		
	Total	130.800	194			
Loewe - High quality	Between Groups	.626	2	.313	.597	.551
	Within Groups	100.635	192	.524		
	Total	101.262	194			
Bang&Olufsen - High quality	Between Groups	.173	2	.087	.078	.925
	Within Groups	214.165	192	1.115		
	Total	214.338	194			

Post Hoc Tests

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Samsung - High quality	25 years and bellow	26-45	.3358	.1272	.024	.035	.636
		46-65	.1429	.2166	.787	-.369	.655
	26-45	25 years and bellow	-.3358	.1272	.024	-.636	-.035
		46-65	-.1930	.2056	.616	-.679	.293
	46-65	25 years and bellow	-.1429	.2166	.787	-.655	.369
		26-45	.1930	.2056	.616	-.293	.679
Loewe - High quality	25 years and bellow	26-45	.1165	.1137	.562	-.152	.385
		46-65	.1429	.1935	.741	-.314	.600
	26-45	25 years and bellow	-.1165	.1137	.562	-.385	.152
		46-65	.0263	.1836	.989	-.407	.460
	46-65	25 years and bellow	-.1429	.1935	.741	-.600	.314
		26-45	-.0263	.1836	.989	-.460	.407
Bang&Olufsen - High quality	25 years and bellow	26-45	.0100	.1658	.998	-.382	.402
		46-65	-.0952	.2823	.939	-.762	.571
	26-45	25 years and bellow	-.0100	.1658	.998	-.402	.382
		46-65	-.1053	.2679	.918	-.738	.527
	46-65	25 years and bellow	.0952	.2823	.939	-.571	.762
		26-45	.1053	.2679	.918	-.527	.738

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Loewe - Commitment	25 years and bellow	63	2.333	.9504	.1197	2.094	2.573	1.0	4.0
	26-45	114	2.316	.8654	.0811	2.155	2.476	1.0	3.0
	46-65	18	2.667	.4851	.1143	2.425	2.908	2.0	3.0
	Total	195	2.354	.8692	.0622	2.231	2.477	1.0	4.0
Samsung - Commitment	25 years and bellow	63	1.857	.8397	.1058	1.646	2.069	1.0	4.0
	26-45	114	2.158	.9918	.0929	1.974	2.342	1.0	5.0
	46-65	18	2.500	.9852	.2322	2.010	2.990	1.0	4.0
	Total	195	2.092	.9588	.0687	1.957	2.228	1.0	5.0
Bang&Olufsen - Commitment	25 years and bellow	63	1.714	1.0384	.1308	1.453	1.976	1.0	5.0
	26-45	114	1.526	.6409	.0600	1.407	1.645	1.0	3.0
	46-65	18	1.667	.7670	.1808	1.285	2.048	1.0	3.0
	Total	195	1.600	.8021	.0574	1.487	1.713	1.0	5.0

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Loewe - Commitment	9.991	2	192	.000
Samsung - Commitment	1.359	2	192	.259
Bang&Olufsen - Commitment	6.176	2	192	.003

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Loewe - Commitment	Between Groups	1.953	2	.977	1.296	.276
	Within Groups	144.632	192	.753		
	Total	146.585	194			
Samsung - Commitment	Between Groups	6.966	2	3.483	3.902	.022
	Within Groups	171.372	192	.893		
	Total	178.338	194			
Bang&Olufsen - Commitment	Between Groups	1.522	2	.761	1.185	.308
	Within Groups	123.278	192	.642		
	Total	124.800	194			

Post Hoc Tests

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Loewe - Commitment	25 years and bellow	26-45	.0175	.1363	.991	-.304	.339
		46-65	-.3333	.2320	.324	-.881	.215
	26-45	25 years and bellow	-.0175	.1363	.991	-.339	.304
		46-65	-.3509	.2201	.251	-.871	.169
	46-65	25 years and bellow	.3333	.2320	.324	-.215	.881
		26-45	.3509	.2201	.251	-.169	.871
Samsung - Commitment	25 years and bellow	26-45	-.3008	.1483	.108	-.651	.050
		46-65	-.6429	.2525	.031	-1.239	-.046

	26-45	25 years and bellow	.3008	.1483	.108	-.050	.651
		46-65	-.3421	.2396	.329	-.908	.224
	46-65	25 years and bellow	.6429	.2525	.031	.046	1.239
		26-45	.3421	.2396	.329	-.224	.908
Bang&Olufsen - Commitment	25 years and bellow	26-45	.1880	.1258	.296	-.109	.485
		46-65	.0476	.2142	.973	-.458	.553
	26-45	25 years and bellow	-.1880	.1258	.296	-.485	.109
		46-65	-.1404	.2032	.769	-.620	.340
	46-65	25 years and bellow	-.0476	.2142	.973	-.553	.458
		26-45	.1404	.2032	.769	-.340	.620