

COUNTRY KNOWLEDGE AND FAMILIARITY EFFECTS ON CONSUMER PERCEIVED RISK AND REJECTION OF FOREIGN-MADE PRODUCTS

García-de-Frutos Nieves; Ortega-Egea José Manuel

Universidad de Almería

RESUMEN

Las preocupaciones de los consumidores por los productos fabricados en el extranjero plantean interrogantes sobre lo que éstos conocen acerca del país de origen y la medida en que ese conocimiento se traduce en su rechazo de los productos extranjeros. El presente estudio examina tres tipos de variables de conocimiento acerca del país de origen que, junto con la experiencia de uso/familiaridad, actúan como antecedentes potenciales del riesgo percibido y, a su vez, de la reticencia de los consumidores españoles a comprar y de la (no) posesión de productos chinos. Los resultados revelan que el conocimiento medioambiental del país genera riesgo de auto-imagen/social, mientras que la experiencia de uso/familiaridad reduce tanto el riesgo de auto-imagen/social como el riesgo de rendimiento. Ambos tipos de riesgo afectan significativamente (positivamente) a la reticencia de los consumidores a comprar y (negativamente) a la posesión de productos extranjeros. Se discuten las implicaciones teóricas.

Palabras clave:

Anti-consumo, país de origen, riesgo percibido, conocimiento subjetivo, familiaridad.

ABSTRACT

Consumer concerns about foreign-made products raise questions about what consumers know about the COO and the extent to which such knowledge translates into their rejection of foreign products. The present examines three types country knowledge variables, along with familiarity/usage experience, as potential antecedents of perceived risk and, in turn, of Spanish consumers' reluctance to buy and (non-)ownership of Chinese apparel products. The findings reveal that environmental country knowledge can engender self-image/social risk, whereas familiarity/usage experience reduces both self-image/social and performance risks. As expected, the two distinct risk types considered here significantly contributed to consumers' reluctance to buy (positively) and product ownership (negatively). Theoretical implications are discussed.

Keywords:

Anti-consumption, country of origin, perceived risk, subjective knowledge, familiarity.

1. Introduction

Globalization affects consumers in many purchasing situations, with wide availability of foreign products and almost no local substitutes. Marketers and scholars have attempted to discover how and the extent to which the country-of-origin cue (COO) actually influences consumer consumption decisions (see Dinnie, 2004 for a review). Evidence to date shows that COO effects are more complex than initially believed.

First, COO may exert its influence on consumer consumption decisions through three different mechanisms (i.e., cognitive, affective and normative effects) (Verlegh and Steenkamp, 1999). Second, country effects can also refer to the macro or the country in general or the micro country-product (Pappu, Quester and Cooksey, 2007). In addition, each country effect may elicit positive, negative or neutral responses in consumers' minds. All these mechanisms, levels, and directions can interact and even work in diverse ways. For example, a person can show a "negative macro" affective effect (i.e., does not like the country overall) and a "positive micro" cognitive effect (i.e., believes a certain product category from that country is the best in the world).

Another shortcoming of the COO literature is that it has mainly addressed its different effects on consumer consumption decisions, leaving anti-consumption decisions aside. However, anti-consumption as a consequence of COO cues is becoming paramount among different population segments. For example, those who believe foreign products (in general or from a certain COO) are bad for the local economy or those who perceive their purchase as potentially environmentally damaging. From the different kinds of country effects, cognitive ones have received more attention through country or product-country images (see Roth and Diamantopoulos, 2009 for a review). However, there may be additional macro and micro cognitive factors that have received less attention.

This paper explores the role that different types of macro and micro country cognitive effects (i.e., subjective knowledge and country-driven risk perceptions) play in shaping anti-consumption behavior. Such cognitive effects can be enhanced by information provision strategies targeted at both macro and micro levels.

2. Literature Review

2.1. Country-based Anti-consumption

Anti-consumption has been broadly conceptualized as "against-consumption" (Lee, Cherrier and Cova 2011) and comprises those behaviors that are consciously and voluntarily directed against the consumption of a certain object (Black and Cherrier 2010; Chatzidakis and Lee 2013; Garcia-de-Frutos, Ortega-Egea and Martinez-del-Rio, 2016; Zavestoski 2002). This definition implies that different objects can be the subject of targeted anti-consumption practices, including specific events (Close and Zinkhan, 2009), products/brands (Lee et al., 2009), companies (Thompson and Arsel, 2004), or even countries (Braunsberger and Buckler, 2011).

This work focuses on country-based anti-consumption; although there is a vast amount of literature on country effects, only a small part of the works have looked at these from an anti-consumption perspective (i.e., García-de-Frutos and Ortega-Egea, 2015; Nijssen and Douglas, 2004; Shoham, Davidow and Klein, 2006). This is important, since the motivations to avoid, reject, and reduce consumption of products from a certain country, may provide additional insights to those obtained from the consumption perspective (Chatzidakis and Lee, 2013). In addition, the available literature suggests that individuals are constrained by pro- and anti-consumption attitudes at both micro and macro levels that take place at the same time (Iyer and Muncy, 2016).

However, the application of an anti-consumption lens to the country of origin literature is not free from challenges. Arguably, one of the main problems is the difficulty of accurate anti-consumption measurement (Chatzidakis and Lee, 2013). To partially solve this issue, this work includes two distinct kinds of dependent variables: reluctance to buy and product ownership. The former represents an intentional measure which has been defined in the international marketing literature as "perceived

guiltiness and tendency to avoid buying foreign-made products” (Suh and Kwon, 2002, 669). Second, product ownership is selected as a proxy variable for consumers’ real behavior. Although product ownership does not directly imply anti-consumption behavior per se, it is expected that anti-consumption against a certain country will result in less ownership of products from that country of origin.

2.2. Perceived Risk

When confronting purchasing decisions, individuals make expectations about the outcomes of their choices. Such evaluations may translate into risk perceptions, which have been defined in the literature as subjective “evaluations of the probability as well as the consequences of a negative outcome” (Sjöberg, Moen, and Rundmo 2004, 8). Hence, risk perceptions are made up from two components. First, the negative outcome, which can manifest “downside” if product performance is expected to be under a desired level or “upside”, reflecting lost positive consequences from a competing product not being used. The second component is the likelihood of these negative consequences. Consumers tend to develop higher perceptions of risk when they feel the probability of negative consequences is high or when they feel more uncertain about the consequences (DeVecchio and Smith, 2005). Thus, in order to protect themselves from possible negative outcomes that would imply lower well-being perceptions, consumers may adopt anti-consumption practices, such as product avoidance (Hassan et al., 2013).

Perceived risk is conceived as a multidimensional construct, so it can be related to a variety of undesirable or negative consequences (Liljander et al., 2009; Stone and Grønhaug, 1993). Sources of negative consequences can be related to product performance—the product will not perform as desired—, social—relevant ones will negatively judge the consumer for using the product—, time—excessive time investment in consumption—, financial—monetary loss due to product cost—psychological or image—using the product makes consumers feel their self-image threatened—or physical—bodily harm caused by the product (Campbell and Goodstein, 2001; Liljander et al., 2009; Stone and Grønhaug, 1993). Such risk dimensions can be elicited at different levels depending on the product category being evaluated by the consumer (Dholakia, 2001). Countries of origin are also able to influence subjective risk perceptions (Alden et al., 1993; Witt and Rao, 1992).

The salience and importance of different risk facets will be contingent on the sources of uncertainty in a specific decision (consumption) situation; most importantly here—in the analysis of country-based anti-consumption—, risk perceptions largely depend on the foreign country and product category being analyzed. As previously noticed, perceived risk is a multi-dimensional construct and the relevance of each one of the dimensions may be contingent on 1) the product category and 2) the country of origin under analysis. Consequently, this work will focus only on those risk subdimensions which may be relevant for the selected product-country dyad. These dimensions are performance, social and psychological risks. Social risk has been found as anti-consumption precedent for publicly consumed goods, such as the case of clothing. It plays a role in impression management or embarrassment reducing strategies (DeVecchio and Smith, 2005; Mandel, 2003). Psychological risk makes reference to anxiety caused as a consequence of product purchase. It is referred to how consumers perceive themselves after making the purchase decision (Chen and He, 2003). Performance risk considers the likelihood that the product performance will not meet the desired standard (Stone and Grønhaug, 1993). Factors that affect product performance in clothing category are durability in terms of color and fabric, and comfort. Hence, this work examines the role of performance and social/self-image perceived risks in determining country-based anti-consumption. Perceived risk can act as an antecedent to purchasing intentions (Klerk and Sweeney, 2007; Oberecker and Diamantopoulos, 2011). As previously noted, consumers can be reluctant to buy products perceived as posing a potential damage or loss. Hence, the two types of perceived risk analyzed here (i.e., performance and social/self-image risks) are modeled as direct antecedents to country-based reluctance to buy and product ownership.

H1a: Perceived social/self-image risk will increase country-based RTB

H1b: Perceived social/self-image risk will be associated with lower levels of product ownership

H2a: Perceived performance risk will increase country-based RTB

H2b: Perceived performance risk will be associated with lower levels of product ownership

2.3. Consumer Knowledge

Several works in different fields of consumption behavior suggest the importance of knowledge as variable influencing different steps of the decision making process (Flynn and Goldsmith, 1999; Park, Mothersbaugh, and Feick, 1994). Attending to extant classifications, it is possible to differentiate between: objective or actual knowledge, subjective or perceived knowledge and a third type of knowledge which is related with products: usage experience or the familiarity (Raju, Lional and Mangold, 1995). From the different kinds of knowledge, this work will focus on both subjective knowledge and usage experience.

Subjective knowledge has been defined as a “consumer’s perception of the amount of information they have stored in their memory” (Flynn and Goldsmith, 1999, 59). Hence, subjective knowledge can be referred to a variety of different objects, such as brands, products, countries or even specific issues regarding countries. Subjective knowledge is widely considered as direct and indirect antecedent of (anti)consumption decisions and its effects tend to be stronger than the ones of objective knowledge (Flynn and Goldsmith, 1999; Raju, Lional and Mangold, 1995). It is also found that subjective knowledge is negatively related to the amount of external information search (Park, Mothersbaugh and Feick 1994; Raju, Lional and Mangold, 1995). Therefore, individuals feeling themselves more knowledgeable about a certain issue may feel more confident in using the information about that issue available in their memory to make decisions (Schaefer, 1995). When referred to the literature of country of origin, most authors have evaluated the effect of subjective knowledge about the product category or even the more specific country-product image; the results of these works show a how individuals with higher levels of product knowledge tend to be less influenced by other country effects (Lee and Lee, 2009). This is caused by the reliance of individuals on product specific attributes rather than country of origin attributes. On the other hand, little is known about the effect that the subjective knowledge about the different dimensions of a certain macro country image will exert on decision making. To address this question, this work is rather focused on evaluating the effect of subjective country knowledge about three different country dimensions: politic-economic, environmental and social.

In addition, this study also considers the potential influence of a second type of consumer knowledge: usage experience of products from the same country of origin. The theory regarding this kind of knowledge posits that continued usage of a product makes individuals acquire a certain type of knowledge and that this knowledge acquisition differs among individuals (Raju, Lional and Mangold, 1995). Usage experience has been also addressed in the past country of origin literature, however and similarly than subjective knowledge, it has been acknowledged for the specific product category under analysis (Josiassen, Lukas and Withwell, 2008). The current work aims to explore a broader COO familiarity and hence relies on a more general measure of past usage including all kind of products and services from the COO of reference.

In general, subjective knowledge may help individuals to feel more confident and attenuate the uncertainty regarding a given object, which would lead to reduced perceptions of risk. On the other hand, subjective knowledge may reinforce beliefs about negative outcomes or their likelihood. When making risk evaluations of products from a certain country, consumers may use the knowledge they have about that country. This study proposes that, given the negative image of China—regarding politic-economic, environmental and social issues—represented in Spanish media, individuals regarding themselves as more knowledgeable will develop higher social/self-image risk perceptions since they will prefer to be associated with countries with a more positive image. On the other hand, it is also expected that individuals rating themselves as more knowledgeable about Chinese politic-economic, environmental and social issues perceive their products are not going to perform in an adequate way, since their quality may be lower and then develop higher performance risk perceptions.

H3a: Subjective country (politic-economic, environmental and social) knowledge will affect social/self-image risk

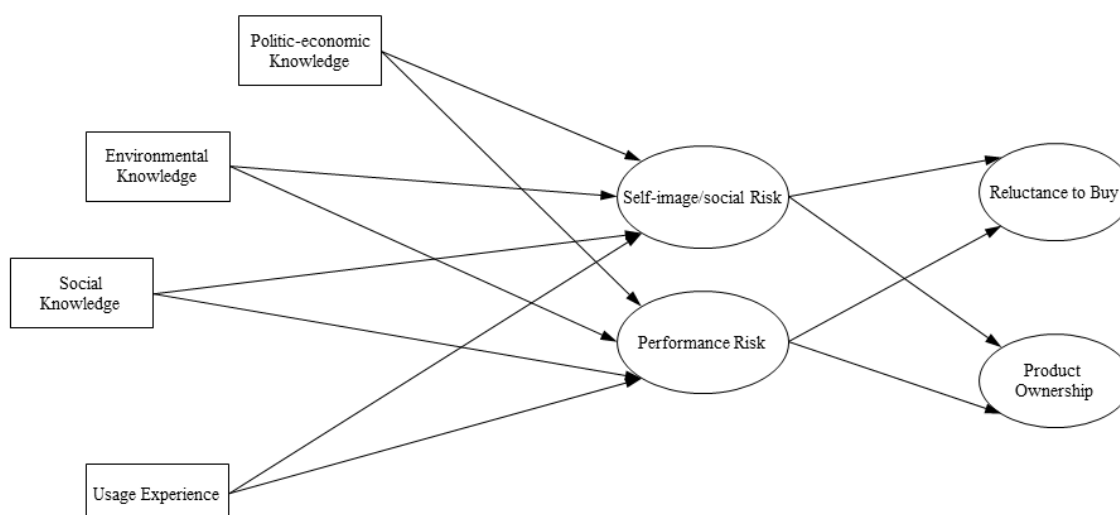
H3b: Subjective country (politic-economic, environmental and social) knowledge will affect performance risk

As mentioned, perceived risk is contingent on the possibility of experiencing negative outcomes and the likelihood of these negative outcomes (Sjöberg et al., 2004). Hence, the perceived likelihood of negative consequences regarding a given object increases when individuals are uncertain about it, which makes familiar options preferred (Campbell and Goodstein, 2001). Relying on past experience of product consumption is a basic strategy for risk reduction. Usage experience may help individuals to reduce uncertainty and increase knowledge on how to use the product in order to avoid negative consequences. In addition, repeated usage may be indicative that consumers feel confident using the product and do not fear negative consequences.

H4a: Usage experience with foreign products will decrease self-image-social risk

H4b: Usage experience with foreign products will decrease perceived performance risk

Figure 1: Model hypotheses



3. Methods

3.1. Study Context and Sample

Since COO effects are expected to be context-specific for every country dyad (Roth and Diamantopoulos, 2009) it is important to explain the context of the current study. Spain was selected as the host country and China as COO. The selection of this COO was the result of a qualitative study where Spanish average consumers were able to point to this country as a country from which they would avoid textile products. These results can be explained by the prominence of Chinese textile products in Spanish market, being China its main provider (Spanish Ministry of Industry and Competitiveness, 2016). In addition, fashion shops are among the most frequent business formats started by Chinese immigrants in Spain during the last years. The products offered on these shops are imported from China, since the owners may feel at more ease with providers from its own country, rather than if they had to deal with local (Spanish) providers (Europa Press, 2015). When Spanish consumers were asked about the motives for such product avoidance, they provide a wide range of responses, including negative affect toward the country, perceived risk associated to the consumption of such products, and economic, social and environmental considerations. All these considerations were taken into account for questionnaire development.

After the pretest, data was collected between April-May 2012 in collaboration with a market research company. The final sample consists of 400 adult people and is representative of the Spanish population in terms of age, gender, and territorial distribution—with participants from all regions of the country. Participants were randomly selected, contacted, and interviewed by telephone until the desired number of completed interviews was achieved.

3.2. Measures

11-point Likert scales (from 0 to 10)—indicative of respondent's level of agreement and disagreement with the different statements included in the questionnaire—were used for all multi-item scales. All interviews were conducted in Spanish; thus, translation and back-translation were performed to ensure cross-language equivalence between the Spanish and original English-language version of most measurement items. The scale for country-based reluctance to buy was adapted from Suh and Kwon's work (2002). The measurement items for perceived performance and social/self-image risks were extracted from Oberecker and Diamantopoulos (2011). Subjective knowledge was measured using 3 items reflective of respondents' self-rated level of knowledge about China in politic-economic, social, and environmental social matters and a fourth item measuring the "knowledge in general" about the country. Despite some critics, the most common way subjective knowledge has been measured is with a single self-report item (Flynn and Goldsmith, 1999). Familiarity with Chinese products and services was measured by asking interviewees to rate how frequently they attended to Chinese owned stores such as bazars or restaurants.

4. Findings

4.1. Psychometric Properties of the Scales

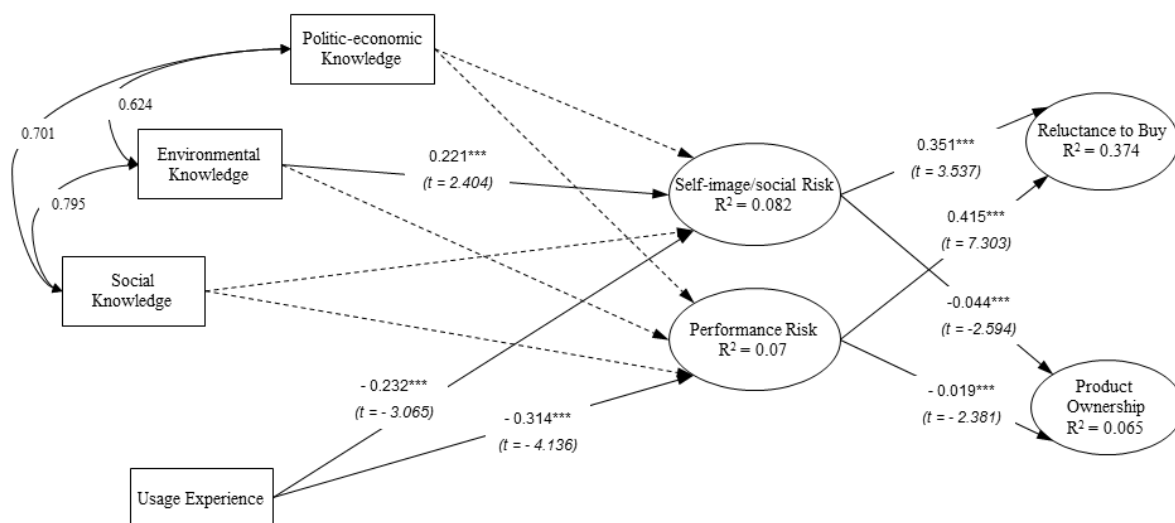
First, exploratory factor analysis (EFA) using SPSS v21 was used to check the dimensional structure of the proposed factors. Next, confirmatory factor analysis (CFA)—using the EQS v6.1 statistical software—was applied to examine the psychometric properties of the scales. As a result of CFA, the Cronbach's alpha for the majority of scales was well above the recommended level of 0.8 (Straub, 1989), except for the foreign product ownership (0.46) and social/self-image risk (0.661) constructs. However, all Raykov's rho coefficients—which correct for the underestimation of scale reliability (Raykov, 1998)—exceeded the more lenient cut-off of 0.6 (Hair et al., 1998), showing adequate internal consistency for all constructs. Discriminant validity assessments were performed for each pair of factors; a confidence interval test was used and chi-square difference tests (Anderson and Gerbing, 1988) were applied. Both tests were indicative of a satisfactory level of discriminant validity between all pairs of factors.

Exploratory and confirmatory analyses supported a second-order structure for country-based RTB, comprising two subscales: one factor comprising items measuring consumers' direct (i.e., non-contextual) RTB; the second factor—relative RTB—covered consumers' contextual RTB foreign products, in attention to situational constraints and domestic product alternatives.

4.2. Path Model Results

Structural equation modeling (SEM)—EQS v6.1 statistical software—was applied to test the hypothesized relations in the proposed research model. The assessment of absolute fit showed that the scaled chi-square (S-B χ^2) was significant at $p < 0.01$. Given the sensitivity of the chi-square statistic to samples with more than 200 observations, alternative indices were examined. RMSEA (0.059) fell below the recommended threshold level of 0.06. Incremental fit measures were indicative of good model fit (CFI=0.949; IFI=0.950; NNFI=0.911).

Figure 2: Path analysis results



The model was able to explain 37.4% of the variance in country-based reluctance to buy and 6.5% of the product ownership (see Fig.2). Both types of risk perceptions have positive influences on reluctance to buy foreign products (support for H1a and H2a); perceived risk effects were stronger for performance (std. $\beta=0.455$; $p<0.01$) than for social/self-image risk (std. $\beta=0.351$; $p<0.01$). Both types of risk perceptions have also negative and significant—though weak—influences on product ownership, lending support for H1b and H2b. However, for product ownership, the influence of self-image risk (std. $\beta=-0.44$; $p<0.01$) was more important than the one exerted by performance risk (std. $\beta=-0.019$; $p<0.01$).

Overall, the different knowledge types were only able to explain a small variance percentage on both self-image and performance risk (0.08% and 0.07% respectively). Familiarity helps to reduce self-image (std. $\beta=-0.232$; $p<0.01$) and performance (std. $\beta=-0.314$; $p<0.01$) risk perceptions (support for H4a and H4b). From all the three different subtypes of country knowledge, only environmental knowledge was found significantly positively related to self-image risk (std. $\beta=0.221$; $p<0.01$); that is, the more individuals believe they know about Chinese environmental issues, the greater their self-image risk perceptions. This provides only partial support for H3a and no support for H3b. In sum, it is possible to say that the effect of familiarity is stronger than the one of subjective knowledge, regardless of the subtype of knowledge considered for both types of perceived risk.

5. Conclusions

The current work aimed to broadening the field of country-based anti-consumption by delving into the role that different macro and micro country cognitive effects. More specifically it analyzed different knowledge types' effects of on country-based anti-consumption through the mediator role of risk perceptions. Results manifest the relevance of subjective—social and self-image on the one hand and performances on the other hand—risk perceptions on country-based anti-consumption estimated by two dependent variables: reluctance to buy and product ownership. As expected, both subjective risk dimensions exerted a positive influence on reluctance to buy, fostering the intention to avoid Chinese clothing and a negative influence on product ownership, reducing the amount of Chinese garments owned by consumers. Considering the roles of different knowledge types, usage or familiarity highlighted as the most important antecedent of risk perceptions. This finding was in line with theory postulates and shows that when consumers are familiar with products and/or services from a certain country, they develop less risk perceptions for products from a specific product category from that country. From the three measures of general knowledge about Chinese politic-economic, environmental and social issues, only the environmental one was found significantly related with social and self-image risk perception, helping to increase it. All together, these findings manifest the

relevance of considering different types—and subtypes—of knowledge when analyzing country-based anti-consumption decisions.

This work can be improved and extended in several ways. First, the low percentage of the variance explained in the final outcome variables of the study (i.e., product ownership) could be increased by considering alternative factors or moderating variables. This is specially suggested for variables representing alternative country effects than those examined here (i.e., consumer ethnocentrism as normative variable or consumer animosity as affective variable). The inclusion of such variables might be helpful in explaining the reluctance to buy and actual ownership of Chinese garments. Second, the study should be extended to alternative country settings and product categories (Roth and Diamantopoulos, 2009). It is likely that different culture settings will affect the proposed relationships in dissimilar ways. For example, Spain is a country with low levels of uncertainty tolerance, so they may seek for risk reduction strategies, such as the usage of familiar products. This can be compared with results from countries with higher levels of uncertainty tolerance.

6. REFERENCES

- Alden, D. L., Hoyer, W. D., & Crowley, A. E. (1993). Country-of-origin, perceived risk and evaluation strategy. *NA-Advances in Consumer Research* Volume 20.
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin*, 103(3), 411.
- Black, I. R., & Cherrier, H. (2010). Anti-consumption as part of living a sustainable lifestyle: daily practices, contextual motivations and subjective values. *Journal of Consumer Behaviour*, 9(6), 437-453.
- Braunsberger, K., & Buckler, B. (2011). What Motivates Consumers to Participate in Boycotts: Lessons from the Ongoing Canadian Seafood Boycott. *Journal of Business Research*, 64 (1), 96–102.
- Campbell, M. C., & Goodstein, R. C. (2001). The moderating effect of perceived risk on consumers' evaluations of product incongruity: Preference for the norm. *Journal of consumer Research*, 28(3), 439-449.
- Chatzidakis, A., & Lee, M. S. W. (2013). Anti-Consumption as the Study of Reasons Against. *Journal of Macromarketing*, 62 (2), 145-147.
- Close, A. G., & Zinkhan, G. M. (2009). Market-resistance and Valentine's Day events. *Journal of Business Research*, 62(2), 200-207.
- DelVecchio, D., & Smith, D. C. (2005). Brand-extension price premiums: the effects of perceived fit and extension product category risk. *Journal of the Academy of Marketing Science*, 33(2), 184-196.
- Dinnie, K. (2004). Country-of-origin 1965-2004: A literature review. *Journal of Customer Behaviour*, 3(2), 165-213.
- Flynn, L. R. & Goldsmith, R. E. (1999). A Short, Reliable Measure of Subjective Knowledge. *Journal of Business Research*, 46(1), 57-66.
- García-de-Frutos, N., & Ortega-Egea, J. M. (2015), An Integrative Model of Consumers' Reluctance to Buy Foreign Products — Do Social and Environmental Country Images Play a Role?, *Journal of Macromarketing*, 35 (2), 167-186.
- García-de-Frutos, N., Ortega-Egea, J. M., & Martínez-del-Río, J. (2016). Anti-consumption for Environmental Sustainability: Conceptualization, Review, and Multilevel Research Directions. *Journal of Business Ethics*, 1-25.
- Hassan, L., Shaw, D., Shiu, E., Walsh, G. & Parry, S. (2013). Uncertainty in ethical consumer choice: a conceptual model. *Journal of Consumer Behaviour*, 12, 182-193.

- Iyer, R., & Muncy, J. A. (2016). Attitude toward Consumption and Subjective Well-Being. *Journal of Consumer Affairs*, 50(1), 48-67.
- Josiassen, A., Lukas, B. A., & Whitwell, G. J. (2008). Country-of-origin contingencies: Competing perspectives on product familiarity and product involvement. *International Marketing Review*, 25(4), 423-440.
- Klerck, D., & Sweeney, J. C. (2007). The effect of knowledge types on consumer-perceived risk and adoption of genetically modified foods. *Psychology & Marketing*, 24(2), 171-193.
- Lee, J. K., & Lee W-N. (2009). Country-of-Origin Effects on Consumer Product Evaluation and Purchase Intention: The Role of Objective versus Subjective Knowledge," *Journal of International Consumer Marketing*, 21 (2), 137-151.
- Lee, M., Roux, D., Cherrier, H., & Cova, B. (2011). Anti-consumption and consumer resistance: concepts, concerns, conflicts and convergence. *European Journal of Marketing*, 45(11/12).
- Liljander, V., Polsa, P. & van Riel, A. (2009). Modelling consumer responses to an apparel store brand: Store image as a risk reducer. *Journal of Retailing and Consumer Services*, 16, 281-290.
- Mandel, N. (2003). Shifting selves and decision making: The effects of self-construal priming on consumer risk-taking. *Journal of Consumer Research*, 30(1), 30-40.
- Nijssen, E. J. & Douglas, S. P. (2004). Examining the Animosity Model in a Country With a High Level of Foreign Trade, *International Journal of Research in Marketing*, 21(1), 23-38.
- Oberecker, E. M., & Diamantopoulos, A. (2011). Consumers' Emotional Bonds with Foreign Countries: Does Consumer Affinity Affect Behavioral Intentions? *Journal of International Marketing*, 19(2), 45-72.
- Pappu, Ravi, Pascale G. Quester and Ray W. Cooksey (2007), "Country Image and Consumer-Based Brand Equity: Relationships and Implications for International Marketing," *Journal of International Business Studies*, 38, 726-745.
- Park, C. Whan, David L. Mothersbaugh and Lawrence Feick (1994), "Consumer Knowledge Assessment," *Journal of Consumer Research*, 21 (1), 71-82.
- Raju, Puthankurissi S., Subhash C. Lonial and W. Glynn Mangold (1995), "Differential Effects of Subjective Knowledge, Objective Knowledge, and Usage Experience on Decision Making: An Exploratory Investigation," *Journal of Consumer Psychology*, 4 (2), 153-180.
- Roth, Katharina P. and Adamantios Diamantopoulos (2009), "Advancing the Country Image Construct," *Journal of Business Research*, 62 (7), 726-740.
- Schaefer, Anja (1997), "Consumer Knowledge and Country of Origin Effects," *European Journal of Marketing*, 31(1), 56-72.
- Shoham, Aviv, Moshe Davidow, Jill G. Klein, and Ayalla Ruvio (2006), "Animosity on the Home Front: The Intifada in Israel and its Impact on Consumer Behaviour," *Journal of International Marketing*, 14 (3), 92-114.
- Sjöberg, L., Moen, B. E. & Rundmo, T. (2004). Explaining risk perception. *An evaluation of the psychometric paradigm in risk perception research*. 33.
- Stone, R. N., & Grønhaug, K. (1993). Perceived risk: Further considerations for the marketing discipline. *European Journal of marketing*, 27(3), 39-50.
- Straub, D. W. (1989). Validating instruments in MIS research. *MIS quarterly*, 147-169.
- Suh, T. & Kwon, I. G. (2002). Globalization and Reluctant Buyers. *International Marketing Review*, 19(6), 663-680.

Thompson, C. J., & Arsel, Z. (2004). The Starbucks brandscape and consumers'(anticorporate) experiences of glocalization. *Journal of Consumer Research*, 31(3), 631-642.

Verlegh, P.W. J, & Steenkamp, J. B. (1999). A Review and Meta-Analysis of Country-of-Origin Research. *Journal of Economic Psychology*, 20 (5), 521-546.

Witt, G., & Rao, C. P. (1992). Country-of-origin and brand effects on consumer perceived risk. *Journal of Global Business*, 3(Spring), 27-33.

Zavestoski, S. (2002). The social-psychological bases of anticonsumption attitudes. *Psychology & Marketing*, 19(2), 149-165.