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Country-of-origin and customer purchasing decision

Audrey Monique Pascale Vanoverbeke

Master in Management

Supervisor:

Phd Rui Manuel Vinhas da Silva, Full Professor,
ISCTE – Instituto Universitário de Lisboa

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BUSINESS
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Department of Marketing, Strategy and Operations

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Resumo

2020 foi um ano de muitos desafios no mundo dos negócios.

Essas crises diferem em natureza, mas levaram muitos indivíduos a questionar a importância das indústrias nacionais e da cadeia de suprimentos.

O efeito do país de origem (COO) argumenta que alguns fatores estão operando no nível psicológico do consumidor individual quando se trata de comprar um produto ou julgar alguém. Os estereótipos têm muito a jogar neste conceito e serão examinados quando se trata de compreender as raízes ou esse viés psicológico.

Este artigo aborda o conceito e as raízes do efeito país de origem e, em seguida, examinará o conceito de decisão de compra do cliente e como ela pode ser influenciada pelo COO. Este estudo será conduzido com preocupações para a indústria de alimentos, uma vez que se tornou um tema quente para os gestores deste setor. Além de estreitar na indústria de alimentos, este artigo tentará demonstrar que a segmentação geracional deve ser considerada quando se olha o impacto que o COO tem na decisão de compra.

Para isso, lançaremos um questionário com o objetivo de reunir dados sobre o comportamento de compra das pessoas em função do país de origem.

Este artigo descobriu que, embora o COO seja um dos principais fatores que as pessoas consideram ao comprar bens relacionados a alimentos, o impacto do efeito COO difere dependendo da geração a que os indivíduos pertencem e da região de origem do bem relacionado a alimentos.

Keywords: país de origem; decisão de compra; estereótipos

Keywords: country-origin; purchasing decision; stereotypes

JEL Classification System:

M30 General

M31 Marketing

Abstract

2020 was a year of many challenges in business world from presidential elections, Covid-19 crisis to the moral conflict between Turkey and EU.

Those crises differ in nature but led many individuals to question the importance of national industries and supply chain.

Country-of-origin effect (to be called COO) argues that some factors are operating at the individual consumer's psychological level when it comes to purchase a product, or judge someone. Stereotypes have a lot to play in this concept and will be looked at when it comes to understand the roots of this psychological bias.

This paper addresses the concept and the roots of the country-of-origin effect, then will look at the concept of customer purchasing decision and how it can be influenced by the COO. This study will be conducted with concerns for the food industry as it has become a hot topic for managers in this sector. In addition to narrowing on the food industry, this paper will try to demonstrate that generational segmentation is to consider when looking at that impact COO has on purchasing decision.

To do so we will be launching a questionnaire so to gather data regarding people purchasing behaviour in the light of country-of-origin.

This paper found out that even though COO is one of the major factor people consider when buying food related goods, the impact of COO effect differs depending on generations individuals belong to and the region the food-related good originates from.

Keywords: country-origin; purchasing decision; stereotypes

JEL Classification System:

M30 General

M31 Marketing

Purpose of research

Looking at the business world in 2020 enables us to interrogate the importance and the concept of country-of-origin effect influence consumer's decision when it comes to the food industry.

Indeed, given the world crisis (Covid-19) that has emerged since November 2019 in China, arose the question of trade between economics blocs and the importance each government gave to their local and national supply of food. Moreover, this effect can be questioned by the latest arising of moral conflict between Turkey and France/EU and the boycott of French products in Muslims regions.

Country-of-origin effect argues that some factors are operating at the individual consumer's psychological level when it comes to decide, purchase a product or judge someone.

Stereotypes are one of the factors impacting judgement and should be assessed so to shape organizations' strategies to increase their performance and to successfully launch products, services, or brands in new countries.

This understanding of the underlying stereotypes towards outgroup will be of a greater help in analyse the principle of COO.

In addition, this paper will try to grasp the process of deciding. Indeed, customers are a core element to address and to seduce when launching a new product, service or brand and therefore understanding the way purchasing decision are made and what factors can influence them is a key matter for international companies.

Finally, we will try to see how can COO effect be of a competitive advantage for organization in the purchasing decision process through the influence of the positive stereotypes vs negative stereotypes depending on products.

To evaluate the impact of the country-of-origin effect on customers' purchasing behaviour in the food industry we will be launching a questionnaire so to gather information which will be analysed using SPSS software in order to draw up conclusion that could be apply to the overall population.

Indeed, this paper tries to address the matter of the COO impact on purchasing decision on the food industry where labelling is an important marketing tool. Therefore, being able to draw conclusion on what factors are more affecting customers when purchasing food related goods can become a competitive advantage when analysed by organizations or managers.

Chapter 1: Introduction

In today's business world, customers have access to a wide variety of products, services coming from all over the world whether it is chocolate, water, bags, or more sophisticated technologies such as computers and smartphones. This access to choose was made possible thanks to the globalization that increased trades among countries.

Indeed, as showed by the WTO (World Trade Organization) the volume of total trades in the world has increased by 193% since 2000 (Data WTO, 2020), leading to an unprecedented situation in the world.

However, in period of crisis markets tend to fall back on their domestic economy (World Trade Organization, 2020).

Indeed, in 1883 English government decided to impose numerous rules for products originating from outside UK so to promote local/ national economy. And therefore, appeared the label "Made in..." that is the root to the country-of-origin effect.

Thanks to this labelling, people were softly pushed to avoid products made outside of UK and consume mainly "Made in England/UK" products in an attempt of patriotism.

Thus, currently labelling product was originally a negative scheme; it is today using underlying stereotypes to promote products from one origin versus another origin. Therefore, the strict and conscientious German workers are applauded for their quality, Japanese workman devotion and Italian romance are nowadays good example of underlying stereotypes shaping our vision towards products.

That said, it is necessary for us to highlight the principle under this "made in..." label meaning the country-of-origin effect (hereafter COO).

This concept is to be understood as an intrinsic perception helping individuals to evaluate product based on the country it originates from. Therefore, this concept is strongly linked to the principles of stereotypes which can be defined as “as a fixed idea or image that many people have of a particular type or person or thing, but which is often not true in reality” (Oxford Dictionary, 2020).

This paper addresses these concepts in line with the food industry, indeed, along the writing of my thesis I have worked full-time in companies located on the food sector and therefore gain insights on the food industry.

Along these experiences, it has become clear that the country-of-origin labelling is a hot topic and that being able to understand what customers are thinking of one label instead of another or what claims do they consider better or more important is important for organizations.

This paper objective is to propose an understanding for managers and organizations operating on the food industry of the impact country-of-origin has on the purchasing decision customers are making.

The second objective is to propose a first insight on the impact generational segmentation can make regarding country-of-origin and its influence on purchasing decision.

Indeed, it has been observed that younger generation have operated a shift in consumption of food and therefore managers and organizations should get insights on how this evolution will impact their performance and products labelling.

It is also important to get fresh information on the factors that are affecting purchasing decision of younger generation and how it has evolved among generations.

This paper will try to analyse the existing literature on country-of-origin, and the stereotypes theory that is linked with COO one. Along this literature review, this study will concentrate on unveiling the concept of Stereotype Content Model (Cuddy, Fiske, Kwan, & Glick, 2011) which enables to categorize countries based on the emotional link individual have with the rated country.

In addition to the understanding of the SCM, this paper will concentrate on the understanding of customers behaviour and more specifically on how purchasing decision are made.

As explained by Kotler (2010), customers are completing a five steps process for each purchase they are making. In link with the analysis of the process followed by customers when making a purchase this paper will address the potential factors that could interfere.

As this paper will show, many factors including COO are to be considered when analysing the purchasing decision. In addition to these factors, generations are to be considered when trying to understand the impact COO has on the purchasing decision.

Indeed, as highlighted by Vinhas de Silva *et al* (2008). age and experience should be addressed when trying to understand how much effect COO can have on purchasing decision. Therefore, this paper will make a review of existing theories and concepts regarding generational segmentation.

Following this literature review, propositions have arisen which will be discussed through the analysis of data collected from people via the launch of a questionnaire.

Once, data collected a statistical analysis will be performed so to draw up conclusion on the impact COO can have on the purchasing decision depending of the generation addressed.

In addition, an analysis will be performed to understanding what are the major factors customers consider when purchasing goods as it is important for managers to address the correct message through marketing or labelling in line with customers will.

Finally, this paper will conclude by giving insights on the potential impact of COO on customers purchasing decision and unveil the major factors customers consider when making a purchase.

It will also raise potential limitations that may have occurred along this paper and conclude by giving hints on potential future research on the topic of COO and purchasing decision in line with the generational segmentation.

Chapter 2: Literature review

This paper aims at understanding what the country of origin is and how it could affect the perception one individual has on product. Moreover, we will look at differences between generations so to address this country-of-origin bias.

2.1. Country of origin effect

Over thirty decades, many research studies have been done so to understand the historical background of COO effect as well as its influence on customers. This paper aims at analysing the principle theories and studies so to have an overview of what the COO effect is and how it can affect consumers.

First introduced by the British government “the Made in...” label was enforced by the law of 1887. This law made it obligatory for imported products to display the country of manufacturing when being sold on the United Kingdom territory.

This labelling enforcement at that time represents a willingness of governments to promote national products and was then passed on to all imported products on British market. (Rayasam, 2013).

Over time, this labelling of products based on the country of manufacture has evolved and became a matter of competitive advantage for organizations. By doing so companies are promoting products based on qualities associated to the country the product originates from.

Indeed, as explained by (Andéhn, Gloukhovtsev, & Schouten, 2016) the COO effect is a “phenomenon that occurs when consumers infer characteristics of one country into a product, a brand or a service”. It has been strengthen by Leifeld (1993) who argues that COO is an evaluation of one product compared to another based on the bias of the country it originates from.

The first step to analyse this product evaluation is to understand the vision consumers have of national products.

Indeed, when consumers are comparing products or services, they are expressing a judgement based on their standards ; meaning when asked to compare products consumers tend to evaluate these based on the in-group bias (Brewer, 1979)

Brewer (1979) explains that people tend to favour their own group and to discriminate people outside of their group of belongings, in the case studied today customers will tend to favour or see more positively national products compared to non-national products.

These findings were highlighted by Schooler (1965) who showed in an experiment that students from Guatemala were ranking higher products if labelled from Mexico or domestic market than if labelled from El Equator or Costa Rica, all things considered.

It can be argued that this study explains the ingroup bias when comparing two products but also underlines the fact that consumers will create a hierarchy among countries to evaluate products from one country to another.

Sometimes as in the case of Schooler study (1965), consumers will consider products coming from another country as similar in quality to domestic production, indeed, Guatemalan students were rating products from Mexico at the same level as products from domestic market.

These findings are confirmed by another experiment made in Canada, where consumers were asked to rate products coming from domestic and from the United States of America, all things considered. It was explained that Canadian customers will rate domestic products at the same level as products originating from the United States of America. (Schooler, 1965)

It can be argued that COO is a bias where customers attribute characteristics to a product, service or brand based on self-evaluation made of the country it originates from.

This attribution of characteristics and evaluation relies on the ingroup bias which will help customers create a hierarchy among countries leading to a sense of favouritism for “ingroup” products.

This COO effect is therefore adaptable depending on the country the product is sold on and if organizations are willing to promote their country of origin, ingroup bias should be address so to create competitive advantage. (Agrawal & Kamakura, 1999)

Indeed, Wang and Lamb (1983) highlighted the importance of COO effect when entering a new market as it can become an intangible barrier to entry depending on the negative or positive characteristics embodied by the country of origin of new entrants.

Finally, what can be argued that there is a relation between COO effect and stereotypes, as COO relies on the attribution of one country characteristics to a product.

Stereotypes are defined as a “cognitive structure that contains the perceivers’ knowledge, beliefs and expectations about a human group”. (Hamilton & Trolie, 1986, p. 133)

Over time, many researchers have analysed stereotypes and defined them, this paper will focus on the 3 main approaches to stereotyping. (Schneider, 2004)

The first one, the economic approach is grounded on the manifestation of statistical elements for discrimination (Phelps, 1972).

This approach looks at the statistical data to formulate generalized assumptions about one category of people. While this approach addresses the rational formation of beliefs by groups it does not interrogate the inaccurate stereotypes those not having a statistical basis such as “Irish are red-headed” which is statistically incorrect as only 10% of Irish population are red-headed. (Bordalo, Coffman, Gennaioli, & Shleifer, 2016)

The second approach is the sociological one which explains that stereotypes are founded on incorrect and over generalization of group traits. These beliefs rely on the manifestation of generalised prejudices attitudes (Adorno, Frenkel-Brunswik, Levinson, & Sanford, 1950) and other internal motivations.

Prejudice in identifying stereotypes was grounded on Adorno *et al.* theory (1950) “The Authoritarian Personality” which introduced an analysis about borderline personalities and their tendency towards fascism.

Through this analysis, it was highlighted that prejudices toward a group is backed on the “blind patriotism spectrum” meaning that people from one group tend to assess positively their own group of belonging and only speak negatively about outgroups.

However, this theory only highlights the fact that prejudices and therefore stereotypes are a way of thinking of one group.

Stereotypes can also arise for internal motivations to the group, indeed, to keep economic and politic power groups are perpetuating false believes and expectations through bad stereotyping. Steele and Aronson (1995) thrown an experiment to show that underlying stereotypes expressed toward a group of individuals will influence their reactions and performance toward a test.

For instance, if a woman performs bad in math it will be argued that she is bad because she is a woman whereas if a man performs bad on the same math test then it is only because he is not good in performing this test. (Inzlicht, Tullett, Legault, & Kang, 2011)

These internal motivations for stereotyped groups show that certain groups have a benefit to discriminate the other so to keep the power and the control.

This approach may be suitable in certain situation so to understand the roots of stereotyping it does not address the possibility of evolution over time (Martin, Cunningham, Hutchison, Slessor , & Smith, 2017). Therefore, it only gives a snapshot of one specific geographical area and time. (Bordalo, Coffman, Gennaioli, & Shleifer, 2016)

The last approach is the social cognition approach which argues that stereotyping is an intuitive generalization of groups by individual so to save cognitive resources. Meaning that people tend to over generalized differences between groups so to allow “easier and more efficient processing of information” (Hilton & von Hippel, 1996)

Once given the definition of stereotypes, one can state that it has an impact on the evaluation individuals from one geographic area (the so-called ingroup) have towards another nation (considered the out group).

Indeed, as showed many factors will impact the perception individuals have toward outgroup and attribute characteristics to specific groups. This stereotyping can be extrapolated at a wider level for instance stereotypes one country has developed toward another country and therefore the inherent COO effect that can arise from these stereotypes.

To analyse the impact of stereotypes on COO, one can find interest in mapping national stereotyping so to see what are the underlying stereotypes and so to take advantage of these in promoting COO.

The SCM (Stereotype Content Model) enables to map stereotypes based on two dimensions: warmth/competition and competence/status. (Cuddy, Fiske, Kwan, & Glick, 2011)

This mapping of the stereotypes will be useful for organizations so to promote their products, services, and brands through understanding what are the underlying societal principles that link or divide groups.

The first dimension is warmth, meaning to what extend can the outgroup be trusted, or the level of competition the outgroup represents to the ingroup. This said it can be assessed based on the potential threat outgroup represent for the ingroup; meaning the potential harm one group can do on another. It is assessed through the symbolic threat meaning the perceived threats to culture and value norms of one group.

Once assessed the competition that represents outgroup, it can be place along the low/high spectrum of warmth.

The second dimension of this model is the competence also called status, meaning that one assessed the potential threat of one group, the ingroup will start judging the extent to which the outgroup is able to carry out intentions.

Once assessed the status of outgroup it can be place along the low/high spectrum of competence.

The combination of warmth and competence will generate distinct emotion toward outgroup such as administration, contempt, envy, or pity, as show below.

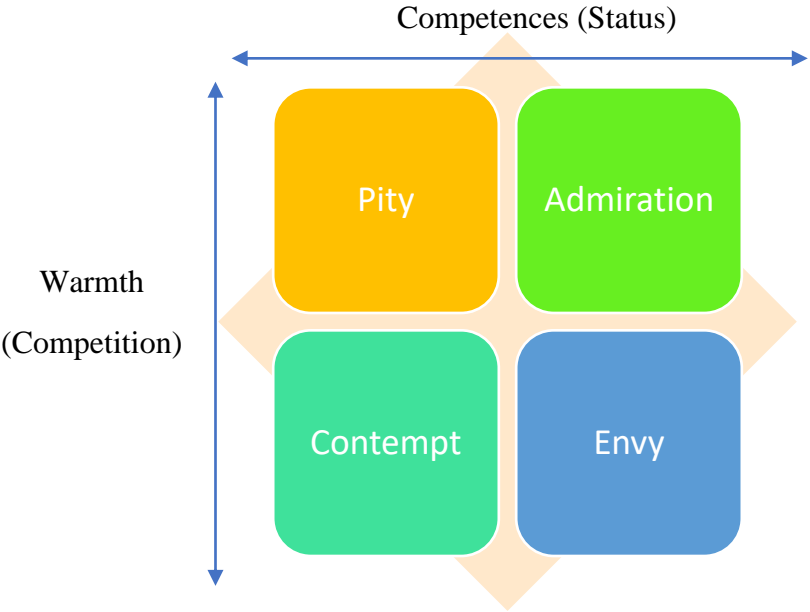


Figure 1.1: Stereotype Content Model or SCM

The SCM can help organizations analyse the underlying stereotypes one country has towards country-of-origin to enter new market or launch new product.

This tool can help mapping how people from one country feel about corporate’s country-of-origin and therefore decide on the strategy to adopt.

Stereotypes are a cognitive structure of perceived beliefs, knowledge, and expectations about a human group, it is therefore a self and social construction that can be analysed based on 3 approaches: Economic, Sociological and Social cognition.

Finally, stereotypes can be mapped through the SCM that enables to assess stereotypes based on two dimensions and to see what the underlying emotions linked to this assessment.

To conclude, this paper has tried to address the main concept of the COO effect through the understanding of its roots and the way it is expressing itself over national population. It has been highlighted that individuals tend to have expectation of products quality based on the hierarchical ordering of country-of-origin.

This said, this paper has addressed the principle of stereotypes which is the ground element that enable this ordering of countries by individuals and showed the different factors involved in stereotyping.

Finally, this paper has put forward the SCM as a tool for organizations to assess the targeted market emotions toward their country-of-origin. This model can be helpful so to get a glimpse of the COO effect one product, service or brand will have on individuals from a given country. And therefore, be able to adapt the strategy toward a positive COO effect so to have positive impacts on organizations 'performance (Elango & Sethi, 2007).

The concept of COO is important to address in today's world, as more and more organizations are going global and therefore should address various nationality of customers.

Being able to understand and analyse the underlying stereotypes linked to the COO may help international organizations to shape a different strategy on whether it is negative or positive.

In addition to understanding the stereotypes and the effect of the COO, this paper tries to see how the customer purchasing decision in the food industry can be affected by this principle.

Therefore, next section of this paper will be looking at the customer purchasing decision in the food industry and tries to see how the COO can affect this process of decision.

2.2. Customer purchasing decision

In the context of international marketing, it is also necessary for organisations to get an understanding of how decisions are made at an individual level in order to shape their message.

Indeed, as highlighted by Freeman (2010) companies first operating reasons is value creation for its stakeholders, which can be defined as: “a person such as an employee, customer, or citizen who is involved with an organization, society, etc. and therefore has responsibilities towards it and an interest in its success”. (Freeman, 1984)

As defined by Freeman, customer has an interest in the success of an organization and therefore must be addressed when trying to understand business. (Freeman, 1984)

In an international context, companies should be able to personalize their message towards consumers to create more value. Following this idea of value creation for customers, organizations must understand how decisions are made and try to have an influence so to maximise their value.

Many theories have been published so to understand how buyers/consumer decision making process works and the possibilities for organizations to influence this process.

First, we will look at what makes the consumer behaviour and then see what the steps are undertaken by consumer when it comes to decide.

The American Marketing Association defines the consumer behaviour as “the study of how customers, both individual and organizations, satisfy their needs and wants by choosing, purchasing, using and disposing of goods, ideas and services”. (American Marketing Association, 2020)

This said, we can notice that some factors can influence customers when it comes to deciding psychological, personal, cultural, and social. (Kotler & Armstrong, 2010)

First, customer buying decision can be influenced by the social meaning the reference group, family, roles, and status.

Indeed, depending on the group one individual refers to, consumption will be different and therefore individual will comply with underlying rules so to conform with his group (Langlois, 2002, p. 99).

Gardes and Langlois (2003, p. 188) showed that the richer a household is the less of its revenue will be assigned to housing and food according to the Engel's law. This study shows that depending on social stratification as defined by Bourdieu, consumption will not be the same among layers of the society (Bourdieu, 1984).

Moreover, as stated by Childers and Rao (1992, pp. 198-211) family, peer-group, roles, and status have a major influence on consumption and decision-making process and therefore can be a good target when advertising products so to influence consumption of products.

For instance, it has been shown that women prescribe 70% of household expenses (KR Media, JCDcaux, & Celsa Paris Sorbonne, 2017). Meaning that 70% of household expenses are done by women; given this information it is therefore understandable that marketers target women when advertising certain products.

The second factor of influence is the personal including age, gender, personality, and occupation.

As highlighted by Brian Wansink Matthew Cheney and Nina Chan (2003); gender and age affect preferences towards comfort food. The paper showed that female tend to favour snack-related comfort food such as chocolate and ice-cream while men prefer meal-related comfort food such as casseroles or soups.

In addition, younger generation, meaning individuals under 55 years-old, tend to prefer snack-related comfort food contrariwise to older generation. (Wansink, Chan, & Cheney, 2003, p. 743)

Then comes the cultural factor meaning the culture, the subculture, and the social category of one individual. Indeed, through a set of learnt values, beliefs and perceptions individuals are influencing to consume products or services in different manners.

As explained by Rozin (1988) ; culture is an important factor when analysing food industry and eating habits, indeed individuals from different cultures tend to consume different things and to associate eating times differently.

Indeed, as stated by (Rozin, Fischler, Imada, Sarubin, & Wrzesniewski, 1999) retrieved in (Cunha, Cabral, Pinto Moura, & Vaz de Almeida, 2017, p. 22) French and Belgium people associate eating time as a more pleasurable time than American as they focus more on the experience of eating.

Therefore, it is necessary to understand the impact each culture can have on consumption habits when trying to address consumers from a different cultural background.

As explained by Kotler and Armstrong (2010), many factors can influence the decision-making process. Therefore, it is necessary for organizations to understand how these factors will influence and what elements could be important to put forward when entering international markets.

As stated earlier in this paper, age, gender, culture, and reference group can affect the decision process but some other factors are having an impact on the decision-making process in the food industry.

Once understood the factors influencing the decision-making process, one must interrogate the formation of this process.

Many theories have arisen to explain the steps consumers are undertaking when deciding.

The traditional model of customer purchasing decision-making process relies on the sequential following of 5 steps to be performed so to decide. (Engel, Kollat, & Blackwell, 1968)



Figure 1.2: Traditional Model of Customer Purchasing Decision-Making Process

This model tries to highlight the different steps customer undertake when deciding and therefore where marketers should intervene so to get customers to buy the products they are selling. This tool also enables marketers to analyse how the strategies settled have affected the decisions.

This whole process starts by the problem recognition meaning that the customer identifies the existence of an unsatisfied need or a need for a greater satisfaction based on the actual evaluation of self-satisfaction. This concept of recognition of an unsatisfied need and the undertaken actions so to fulfil this need are called the motivation of individuals (Baumeister & Vohs, 2007)

Once identified the need or the problem, customers will start seeking information so to address this need. This seeking of information mostly relies on the analysis of products information so to assess them and therefore find alternatives to one product.

This research of information and evaluation of alternatives is based on self-experiment whether it is with the product itself, with the brand or with competitors on the market.

Then comes the actual purchasing of the product. Once purchased, comes the evaluation of the service or product which will end up by the satisfaction or dissatisfaction of customer.

Finally, this post-purchase evaluation of product, brand or service will be stored in customer's "database" and lead to potential future purchase or avoidance of the organization.

Recent studies have tried to offer a more complete analysis of the customer decision-making process.

Mehrabian and Russell (1974) designed a framework called the stimulus-response model (**See Appendix A**) where they identified and measures the influence of environmental stimuli on customer perception and finally on their response towards an organization or product.

In addition, McKinsey offered a circular model for customer decision-making (**see Appendix B**) where each part of the model is linked to the next one. This model highlights the importance of loyalty in the decision-making process and therefore the loyalty loop that can be created over time along this exchange of activities between an organization and a customer. (Court, Elzinga, Mulder, & Vetvik, 2009)

As seen, many researches have tried to highlight the different steps to be undertook by customers when it comes to decide.

The traditional model shows a sequential order of steps to be followed by customers and therefore makes it easier for marketers to have an influence along the process of decision. McKinsey (2009) have brought in the loyalty loop with the definition of a customer decision journey where each steps are linked and influencing one another creating a continuous assessment of brand, product and company by customers. This framework uncovers the necessity for constant support and good understanding of customers' needs so to address them in an effective way and then strengthen the relationship.

As explained in this section the fulfilment of a need is what drives the purchase process and therefore the motivation is the essence of this concept. Therefore, motivation should be addressed by marketers so to satisfy, keep, and recruit customers.

Many studies have tried to highlight the significant element that can influence customer purchasing decision. In today business world it is of high importance for organizations to address the CSR principles and to communicate about it (Elg & Hultman, 2016), social media marketing (Duffett, 2014) also has an important role to play in the definition of the business-customer relationship. In addition to these “new” ways of motivating consumers, the food industry has to consider the store atmosphere, offline (Donovan, Rossiter, Marcoolyn, & Nesdale, 1994) or online store (Cheng, Wu, & Yen, 2009) and sales promotion

Perception of value is one of the most important elements when assessing the food industry and purchase intention.

This perceived quality has been defined by Zeithaml (1988, p. 3) as “the customer’s judgment about a product’s overall excellence or superiority”. This concept relies on a set of intrinsic and extrinsic cues used by customers to rate the quality of a product. (Olson & Jacoby, 1972)

The intrinsic cues in the food industry include the physical part of the product while the extrinsic cues look at the brand name and image, price, nutritional and production information and country of origin. (Konuk, 2019)

Proposition n°1: Given the internal and external factors affecting the purchasing decision in the food industry, this paper states country of origin is the 1st factor consumer consider when purchasing food related goods.

This section has addressed the process of purchasing decision and the ways marketer can affect the decisions undertaken by customers.

It highlighted the fact that a purchasing decision comes from an internal or external motivation to fulfil a need. The motivation represents the entering point for marketers to impact customers and try to recruit or keep them.

It has also been studying the perception of value which influence the potential purchase and satisfaction for a product. Perceived value is an important factor to consider for marketers in food industry as it relies on many cues that can be shaped to communicate better to the customers.

One of the cues of this perceived quality is the country-of-origin meaning that quality perception is linked to the positive or negative stereotypes embodied by a country. Therefore, it is necessary to understand the impact these COO effect can influence perception and then potential purchase.

2.3. Influence of COO on customer purchasing decision process

Following the elements presented earlier in this paper, it has been highlighted the importance of final customer decision process when it comes to decide over different products bearing distinct country-of-origin.

Moreover, the whole body of perception, understanding and stereotypes individuals have about one country will impact the response customers will give to one situation.

As stated in the Section 2 perceived value and quality is a key element for managers to address when presenting their products (Olson & Jacoby, 1972). Indeed, in the food industry the perception of value relies on physical factors such as packaging and colour but also on brand image, store atmosphere and country-of-origin. (Konuk, 2019)

As showed by (Godey, et al., 2012), nations such as China and Russia can give a high importance for COO when it comes to buying luxury products while French and Americans are focusing on others elements to back their decision on.

In addition, the brand and the COO must be coherent, indeed, as explained by (Godey, et al., 2012) there must be an intrinsic coherence between the two factors as they will influence the perception customers have of products based on the perceived brand personality (Thakor & Kohli, 1996).

Finally as highlighted by (Vinhas da Silva, Davies , & Naudé, 2008), age, experience, customers expertise and country of origin are factors to be considered when it comes to analyse the COO effect on demand.

Indeed, “Buyers with little exposure and experience are expected to be more influenced by country of origin preconceived notions, whilst buyers with more experience and exposure to the market will base their decisions on more factual, rational criteria.” (Vinhas da Silva, Davies , & Naudé, 2008, p. 62)

As stated above, factors such as experience and age can influence customers reaction and adaptability when it comes to picking a product from a different origin.

Therefore, this paper will try to address the underlying concept of generation and how these can affect the perception individual have of products as well as their buying behaviour.

Among time, marketers have highlighted the importance and the necessity for segmenting individuals so to create personalized advertisements, campaigns and products and address them to the correct segment to increase profit.

Earlier in this paper we have talked about segmentation based on country-of-origin, we should also consider analysing the influence of generational segmentation within countries.

As stated by O'Donnell (retrieved in (Parment, Generation Y in Consumer and Labour Markets, 2011)) "a generation comprises all members of a society that were born approximately at the same time whether or not they are related by blood".

This say is to be completed by A. Parment (2011), who explains that generations imply people born at specific period that may develop different values, societal priorities and critical collective experiences and behavioural traits leading to the definition of same conducts and reactions.

This segmentation of individual into different generations enables marketers to target more efficiently and effectively people with a range of features that appeal more to certain generations than to others.

Today, it has been segmented into 5 different generations, each having its own features and requirements to be addressed. (Fry, 2020) (**See Appendix C**)

The First Group of generation is called the Silent Generation, born from 1928 to 45.

The second group is to be known as the Baby Boomer, which encountered a high natality rate after World War II. It is the largest generational cohort with around 71.2 million individuals born between 1946 to 1964.

This generation came to age during a time of unprecedented growth in most countries and had been raised so to be independent and decisions-takers. (Roberts & Manolis, 2000)

Given these elements, it is assumed that Baby Boomers is the first generation to have had access to travelling and long-distance tourism and therefore is more aware of differences in cultures. (Parment, 2013) In addition, Baby Boomers are very critical over advertising and assume that they get information about a product rather than an image-oriented ad.

Therefore, when targeting Baby Boomers, marketers should bear in mind the importance of data and information they provide to the targets rather than the "image-oriented" display. (Nyren, 2005)

Then comes the Generation X or Gen X, which integrate people born from 1965 to 1980. This generation goes against the grain of the previous one with a drop-in birth rate: 65.2 million individuals in this cohort.

What differentiates this generation from the parent one (aka Baby Boomer) is the higher exposure to advertising and TV since childhood thanks to the technological boom that started during their early age.

Moreover, this generation is in average more interested and motivated by making money as it came to age during a period of stagflation, economic difficulties, and the threat of nuclear war. This generation is considered as a “heavy spender” compared to other generations (**see Appendix D**) when it comes to entertainment, food, housing, and clothing where it represents in average 30% of the overall expenses. (Deloitte, 2020)

Finally, this generation has developed a critical view towards marketing, advertising, and commercials and therefore marketers should address consumers from this cohort consequently so to create a trusty and long-lasting relationship. (Roberts & Manolis, 2000, p. 483)

The fourth generation this paper addresses is called the Generation Y, Gen Y or Millennials, it is said to be the second largest generational cohort that ever existed. It comprises people born from 1980 and 1996. (Pew Research Center, 2019)

It is the target of many marketers as people from Gen Y are entering or well-established on the labour market and will represent by 2025 the largest labour force (**Appendix E**). This highlighted it is a matter of importance for organizations to address correctly this generation which is ethnically and racially diverse (Sullivan & Heitmeyer, 2008).

Moreover, this generation is recognized as having less brand-loyalty than any other generation, they tend to purchase more online and are to be reached by marketers via social media where they can have a “personalized” relationship with brands and products. (Parment, 2013, p. 196)

For organizations to seize the consumption habits of this cohort, it is necessary to engage with them and to try to create an online environment where Gen Y can understand the product and get meaning out of this relationship. This quest of meaning is not only applicable to consumption habits but also to working habits, as it is showed by Deloitte Study, Generation Y are eager to find purpose at work and to be able to have a positive impact on the society, the environment... (Deloitte, 2020)

The latest generation to be analysed is the Generation Z including people born from 1997 to 2012. (Williams, 2015)

This generation which is the latest acknowledge at this time (given the scope of definition of generation, the next one will be defined from 2013 to 2025 meaning that individuals characteristics are yet not observable as they are under 7years old or yet to be born) is the first to be have not known a world without the Internet.

This said, it is assumed that the Gen Z is a more connected consumer and have more access to information through the online content. They are also known for their high involvement into climate change and tolerance towards others. (Chaney, Touzani, & Ben Slimane, 2017)

Proposition n°2: Given the generational segmentation of population from Fry (2020), there is a positive relationship between COO and purchase intention for Gen Z.

Proposition n°3: Following the SCM model (Cuddy, Fiske, Kwan, & Glick, 2011), this paper states that COO has a stronger impact on purchasing decision of younger generation compared to “older” generation.

Many factors are to be considered and analysed when assessing the impact of COO on purchasing decision. As highlighted in this paper, things like culture, brand coherence, age, experience, expertise, and generation will shape how individuals perceive COO and how it will affect the purchasing decision.

In this paper, it has been decided to focus on the generational factor impacting the purchasing decision in line with the COO effect.

Therefore, a review of the 5 generations has been made so to understand what defines them from one another and be able in to address them as a marketer. This review of generations also enables to get a glimpse of how it can affect the perception individual have over a food related good and then what reaction will be drawn when facing COO.

Indeed, as explained earlier Baby Boomer generation is the first one that had the many opportunities to travel and discover new cultures, therefore it can be asked whether this generation is more open-minded towards products originated from different countries. And how do they perceive their national products in comparison to non-national products.

While addressing the second cohort: Gen X, it can be necessary to see whether the economic and political environment they grew up with had an influence on perception of products from different nationalities.

When it comes to the Millennial, or Gen Y which is said to be the most diverse cohort; it can be argued that this diversity might had an impact on their perception of products compare to older generations.

Finally, Gen Z raise the question of new consumption models. As showed by Deloitte in the Global Survey, Gen Z individuals are concerned about environment and health issues and therefore a shift can be observed in their consumptions and eating habits having an influence on the market and its response (**See Appendix F**). (Deloitte, 2020)

In the end this paper tries to understand and highlight the inner link between purchasing decision and the COO and to put a generational scale. Indeed, many theories have tried to analyse the influence of COO on consumer behaviour but did not tried to understand how generational segmentation can influence the purchasing behaviour of an individual.

Chapter 3: Methodology

In order to investigate the hypothesis formulated earlier in this paper, we have launched a questionnaire (see **Appendix G**) in order to see what trends are arising when it comes to generations and their perception of COO and whether or not this COO affects their buying decisions.

The survey was launched online in March 2021 and consisted of 24 multiple choice questions measured on a 5-point Likert scale combined with 7 qualitative questions.

The aim was to conduct this survey on 150 international people, from March to May 2021, it gathered answers from 179 people over the period; after data retreatment this paper will analyse responses from 173 people.

Sample

We used a sample of people representing all layers of generations, from Baby Boomers to Gen Z.

In addition, this questionnaire was made available online and therefore enabled to get answers from people originated from different countries and with different background.

To draw up conclusion and answer the 3 propositions highlighted earlier in this paper, we have designed an online questionnaire so we could gather information regarding people buying behaviour and their perception of country-of-origin.

The first part of the questionnaire tried to unveil demographic information. It consisted of 5 questions aiming at highlighting age, gender, educational background of respondents as well as openness towards foreign country through the question “have you ever travelled abroad?” as well as the intercultural experience of people which was tested through the question “have you ever lived in a country different from your home-country? And if yes, how long?”.

These questions enable to have a first understand of who respondents were and their background in terms of culture openness, age, education, and gender. Once, data were collected, we could assign individuals, based on their age into one of the 5 different cohorts developed by Pew Research Center.

Stating that Baby boomers comprise people born between 1946 to 1964; Gen X are people born between 1965 to 1980; Gen Y are individuals born between 1981 and 1996 and finally Gen Z comprise people born between 1997 to 2012. The last group labelled so far as Generation Alpha which comprises individuals born after 2012 to nowadays; meaning that this cohort is not yet in age of taking financial decisions. (MacCrindle, 2005)

Given the type of data collected in the 1st part of the questionnaire, this paper will perform a demographic analysis.

The 2nd section of the questionnaire addresses how people perceive other countries from specific region, to keep the questionnaire answerable, 5 big regions has been selected to analyse: North America, Central-South America, Africa, Europe, and Asia.

First, the questionnaire asked respondents to rate a 5 points Likert scale (1932) their perception of their home-country and the products made in their home-country to get an overview of how people from one country perceive their home-country.

Following these questions, this questionnaire tried to address the COO effect through the scope of the SCM which maps via 4 categories the emotion individuals have towards another country/ community/ region.

Finally, this section ends by a 5-points Likert scale, where respondents were asked to rate whether they were willing to pay more for a home-country made products than a foreign-country made product.

The 3rd section of the online questionnaire looks at the purchasing decision of individual in the food industry which relies on both product involvement and level of knowledge in the products purchased.

Indeed, as explained by (Zaichkowsky, 1985) consumer's level of product involvement is linked to the perceived personal relevance of that product. This involvement relies on concepts such as information research, attribute, comparison, brand loyalty, influence of advertising on purchase following these elements, the survey's question has been designed so to address these concepts and therefore test the respondents' product involvement for goods in food industry.

In addition, purchasing decision are backed on the level of knowledge people have in the products they are buying, indeed, Brucks argues that product knowledge relies on memories and information gathered regarding a specific product. (Brucks, 1985)

According to this, a set of questions regarding level of knowledge respondents have towards food industry has been designed.

In this section, people had to rate their level of knowledge and involvement towards food related goods for each of the 5 regions selected for the analysis.

This rating was performed through a 5-points Likert scale to test these concepts.

Data analysis

As this survey relies on different data collection, different analysis will take place so to draw up conclusion and respond to the 4 propositions.

Before starting the analysis of data, a consistency test has been run, so to identify missing data than might impact the results of this study.

The 1st part of this questionnaire looks at the demographic data, meaning that it should be analysed through the scope of representativeness and proportion of respondents.

The 2nd section of this questionnaire addresses the concept of COO through the SCM analysis.

This model relies on rating of 2 scopes: warmth and competition and competence and status which enables to classify people perception of one region in comparison to their home-country's. To assess the warmth of one region, this paper is backed on Kervyn *et al.* study (2015, p. 37) which highlights that warmth is to be measured via economic interdependence and share of belief and values.

This paper asked respondents to rate their perception of competition on access to resources so whether they will be negatively or positively affected by a share of resources with members of one region and how difficult it will be for them to access certain position if special treatment was to be given to people of one region. (Fiske, Cuddy, Glick, & Xu, 2002)

Regarding warmth, this paper tries to understand how people of one region perceive members of another region via the rating of perceived friendliness, and trustworthiness.

The second scope of the SCM was competence and status which this questionnaire tried to assess through asking the perceived prestige of one region compared to the home-region of respondents as well as the economic success held by members of this region.

Finally, this questionnaire addressed the topic of competence through asking respondents to rate on a 5 points Likert-scale how competent, efficient, and skilful people from one region are in comparison to home-region members. (Kervyn, Fiske, & Yzerbyt, 2015, p. 45)

Data collected through these 7 questions went through a mean analysis, which enabled for each scope to get an understanding of respondents' perception of warmth/ competition and of status/ competence for each of the 5 regions selected.

These means then enabled to categorize respondents perception for each region using the SCM 4 categories: envy (high status/competence, low competition/ warmth), admiration (high status/ competence, high competition/ warmth), pity (low competence/ status, high warmth) and contempt (low warmth/competition, low competence/ status).

This mapping will be compared to responses related to the buying decision depending on COO so to see how stereotypes have an influence on food industry and purchasing decision.

The 3rd section of the questionnaire analysed the purchasing decisions of respondents via the analysis of product involvement and product knowledge. As customers were asked to rate on a 5 points-Likert scale, a codification was used to make data easier to manipulate so to demonstrate relationship with COO.

After testing the reliability of each set of 6 questions, means for product knowledge and product involvement were calculated then results were interpreted.

Means threshold were then created as follow: if the mean lies between 1 to 1.5 it will be assigned to the category "absolutely no knowledge or involvement" ; if lies between 1.5 to 2.5 category's name is "no knowledge or involvement"; if lies between 2.5 to 3.5 category's name is "neutral knowledge or involvement" ; if lies between 3.5 to 4.5 category's name is "knowledge or involvement" and if lies between 4.5 to 5 category's name is "high knowledge or involvement".

This codification of data enables to compare a smaller set of data to the information collected for COO and therefore analyse relationships and test hypothesis using the IBM SPSS software. (Cardoso, 2019/2020/1)

Some limitations are yet to be addressed regarding the questionnaire, indeed, 5-points Likert scale are not the most accurate to give insights on real life situation as respondents may encounter the acquiescence bias meaning that they will be more likely to agree with the statement than if an open question was asked however this method enables to collect a broad range of information as on respondent's side it is easier and less time consuming than other type of data collections.

In addition, the questionnaire was design so to be answered in 5 minutes, to keep respondents, focus on the questions they were asked. Therefore, some elements might have been generalized or concise so to keep in the 5 minutes time frame.

In addition, the definition of 5 big regions can skew results for this questionnaire as all countries within one region do not have the same underlying stereotypes, culture and language and can even bear contradictory stereotypes.

For instance, even though China, Japan, and South-Korea are part of the same region: Asia, products made in China are often considered low quality and cheaper while products from Japan or South Korea are High-Tech and expensive.

This section looked at the methodology used along this study so to answer the proposition made earlier, from the survey design to the data analysis process.

Chapter 4: Results and Discussion

As stated earlier in the methodology part, the online questionnaire gathered 179 responses, however after data reprocessing, this paper will only analyse responses from 173 people as 6 responses were incomplete and therefore should not be considered for the purpose of this study.

	High School Diploma	Undergraduate diploma	Master's degree or equivalent	Total
Female	9	8	89	106
France	9	6	74	89
25 to 40 years old		4	14	18
41 to 56 years old		2	1	3
Under 25 years old	9		59	68
Germany		1	7	8
25 to 40 years old		1	3	4
Under 25 years old			4	4
Portugal			5	5
41 to 56 years old			1	1
Under 25 years old			4	4
USA		1	3	4
25 to 40 years old			1	1
41 to 56 years old		1		1
Under 25 years old			2	2
Male	8	27	32	67
France	7	18	16	41
25 to 40 years old			12	12
41 to 56 years old	1	1		2
Under 25 years old	6	17	4	27
Germany		2	3	5
25 to 40 years old			3	3
Under 25 years old		2		2
Hungary		1	1	2
25 to 40 years old			1	1
Under 25 years old		1		1
Italy		4		4
Under 25 years old		4		4
Mauritius			2	2
25 to 40 years old			2	2
Portugal	1	1	6	8
25 to 40 years old	1			1
41 to 56 years old		1		1
Under 25 years old			6	6
Spain			1	1
25 to 40 years old			1	1
Syria			1	1
Under 25 years old			1	1
USA		1	2	3
25 to 40 years old			1	1
Under 25 years old		1	1	2
TOTAL	17	35	121	173

Figure 3.1.3: Demographic representativeness of online survey

As shown above, three nationalities appear to be highly represented: France, Germany and Portugal accounting for 90% of total respondents.

It is also to mention that most of respondents are originated from EU countries except for 10 respondents that are coming from Mauritius, Syria and the USA.

In addition, 61% of total respondents are women (106 respondents).

It is also to notice that overall we could only gather information and data for people aged from less than 25 years to 56 years old.

The following representativeness by gender and by age is to be considered.

Gender	Age			Total
	Under 25 years old	25 to 40 years old	41 to 56 years old	
Female	78	23	5	106
Male	43	21	3	67
Total	121	44	8	173

Figure 3.2.4: Representativeness of age

We can see that 70% of respondents have less than 25 years and that 25% of respondents are between 25 years old and 40 years old, the remaining 5% are older than 40 years old.

Following the Pew Research Center (2019), it can be stated that 121 respondents are from the Gen Z cohorts, 44 people are from the Millennials/ Gen Y cohort and 8 respondents are from the Gen X cohort.

In addition to the understanding of age and gender, this survey has tried to consider the level of education through asking the question: “what the latest diploma that you have obtained/ what is the diploma you will obtained by the end of the year (for people actually studying)?”.

Gender	Level of education			Total
	High School Diploma	Undergraduate diploma	Master's degree or equivalent	
Female	9	8	89	106
Male	8	27	32	67
Total	17	35	121	173

Figure 3.3.5: Representativeness of education

Here, we can notice that 70% of total respondents have obtained or are going to obtained by the end of their studies a master’s degree; 74% of whom are women. In addition, 20% of respondents have obtained an undergraduate diploma: 77% of whom are men.

Finally, this survey aimed at understanding international open mindedness of respondents, through the analysis of their international experiences, whether it is travelling abroad or living abroad for a certain amount of time.

It is to be mentioned that over the 173 respondents, all of them have at least travelled abroad and stayed for vacation or work in another country.

Indeed, as shown by the OECD international tourism has been increasing for six decades now, with an average growth of 5.3% between 2014 and 2018 worldwide; and Europe is the region that sends most of the international tourists (in proportion of total inhabitants). Having said this, this paper understands that as all respondents have travelled abroad stereotypes may vary from people that never went to another country and therefore it could be a bias in the analysis of responses.

Level of education	Have you ever lived abroad		Total
	No	Yes	
High School Diploma	7	10	17
Undergraduate diploma	24	11	35
Master's degree or equivalent	18	103	121
Total	49	124	173

Figure 3.4.6: Representativeness of international experience

This question enables to grasp how many respondents went abroad and were able to meet new cultures and interact with people from different backgrounds.

Through this question, it is noticeable that 49 respondents have never lived out of their home-country. Out of all respondents that lived abroad 83% are master's degree holders; these data can be linked to the actual studies system and the development of abroad programs such as Erasmus in Europe or partners university semesters. For instance, Erasmus + projects founded more than 505 000 higher education students and staff mobilities in 2019 (European Commission, 2019).

In addition to knowing whether respondents have lived abroad or not, this paper analyse the length of this expatriation: from less than 6 months to more than 10 years. Indeed, as highlighted by (Lysgaard, 1955), the process of understanding a culture goes through 4 phases: honeymoon, shock, adjustment, and adaptation (see **Appendix H**), each of them corresponding to a certain amount of time spent in the country.

Level of education	Duration of expatriation					Total
	6 months or less	6 months to 1 year	1 year to 5 years	5 years to 10 years	More than 10 years	
High School Diploma		1	9			10
Undergraduate diploma	2	1	2	5	1	11
Master's degree or equivalent	37	40	17	5	4	103
Total	39	42	28	10	5	124

Figure 3.5.7: Representativeness of expatriation duration

Here, it is to be noticed that 65% of respondents that lived abroad stayed between 1 month to 1 year in a different country than their home-country, while 23% of them stayed between 1 to 5 years out of their home-country The 22% remaining are to be considered long-term expatriates as they have stayed in a “foreign” country for more than 5 years.

To conclude this demographic analysis for the online survey, it is noticeable that a majority of respondents were women, under the age of 25 years old and having obtained or aiming at a master’s degree who have had the opportunity to live abroad from 1 month to 1 year.

However, this persona is not representing all respondents and therefore for the sake of this analysis all responses with no missing answers should be analysed.

For the following propositions, a segmentation might be required, indeed the analysis will focus only on a group of individuals defined by their age, gender, or country-of-origin.

Proposition n°1: Given the internal and external factors affecting the purchasing decision in the food industry, this paper states country of origin is the 1st factor consumer consider when purchasing food related goods.

As stated earlier in this paper many factors have an influence on purchasing decision when looking at the food industry and therefore should be addressed by organizations so to make a significant impact on customers.

The intrinsic cues in the food industry include the physical part of the product while the extrinsic cues look at the brand name and image, price, nutritional and production information, and country of origin

During the questionnaire, questions were asked so to unveil what factors have more influence on the decision of customers. To do so, we have put the data collected through a principal component analysis (called PCA hereafter) using varimax method which enables to identify non-correlated variables to reduce the set of principal components in order to minimize the loss of information and increase the interpretability of data.

To perform a PCA this paper should check the adequacy of principal components, so the number of observations should be higher than 5 principal, here we are have 1384 observations in total, indeed each of the 173 respondents gave an answer for the 8 factors analysed.

The second element we should verify is the correlation of principal components, which could be done through the correlation matrix.

A correlation verifies if there is reciprocal relationship between two to more variables, it can vary from 1 (perfect positive correlation), through 0 (no relationship) to -1 (perfect negative correlation).

Given the following chart, we can see that principal components are correlated with each other, so are having weak correlation and other strong correlation.

Matrice de corrélation^a

		Brand image	Price	Seasonality	Origin of products	Promotion	Visual	Environment impact	Advertising
Corrélation	Brand image	1,000	,171	,095	,121	-,075	,061	-,069	-,041
	Price	,171	1,000	-,015	-,087	,046	,045	,253	,131
	Seasonality	,095	-,015	1,000	-,089	-,071	,014	,048	-,057
	Origin of products	,121	-,087	-,089	1,000	-,008	,088	-,070	-,130
	Promotion	-,075	,046	-,071	-,008	1,000	,005	,010	,240
	Visual	,061	,045	,014	,088	,005	1,000	-,019	-,119
	Environment impact	-,069	,253	,048	-,070	,010	-,019	1,000	,174
	Advertising	-,041	,131	-,057	-,130	,240	-,119	,174	1,000

a. Déterminant = ,727

Figure 3.6.8: Correlation Matrix

Then, data should go through a Kaiser-Meyer Olkin test to measure the suitability of the data for the PCA which should be comprised between 1 and 0.5 as well as a Bartlett's test to reject the idea that the correlation matrix is an identity matrix where significance $< \alpha$ (where α is the confidence interval and $\alpha = 0.05$).

Here, Kaiser-Meyer-Olkin measure is 0.5 and Bartlett significance is $0.002 < \alpha$ so data can be used to follow a PCA (See appendix I).

Once data collected are approved following test of correlation, suitability and the rejection of the identity matrix, principal components will be rotated so to extract the components representing most of the overall variance of data collected.

Finally, we will look at the rotated components matrix which reduces data dimensionality using the Kaiser criterion. This matrix highlights which factors have most influence on the three principal components extracted and therefore having an impact on 50% of overall variance.

Factors having an influence on purchasing decision are the ones that are superior to 0.3 on more than two rotated components.

Regarding factors having a strong influence we can note that origin of products, advertising and price are to be considered by the set of respondents.

Rotation de la matrice des composantes ^a			
	Composante		
	1	2	3
Price	,750	,276	,019
Environment impact	,654	-,127	-,022
Brand image	,241	,633	-,234
Origin of products	-,309	,607	,226
Visual	-,004	,543	,008
Promotion	,148	-,058	,692
Seasonality	,184	-,112	-,644
Advertising	,476	-,290	,478

Méthode d'extraction : Analyse en composantes principales.
Méthode de rotation : Varimax avec normalisation Kaiser.
a. Convergence de la rotation dans 6 itérations.

Figure 3.7. 9: Matrix of Rotated Components

Proposition n°2: Given the generational segmentation of population from Fry (2020), there is a positive relationship between COO and purchase intention for Gen Z.

In the selection of data, it is to be highlighted that 125 respondents are to be considered Gen Z as they are under 25 years old, however this paper will only consider answer of 121 respondents for Gen Z, indeed 4 respondent made incomplete answers to the questionnaire.

First, data should go through a test of reliability, so to verify whether they are consistent so to run an analysis. This reliability is measured through the Cronbach's alpha where α should be greater than 0.7 for reliability; 0.8 for good reliability and above 0.9 excellent consistency of data.

Regarding the two dimensions involved in the definition of the purchasing decision: product involvement and product knowledge, we have got $\alpha = 0.84$ (product involvement) and $\alpha = 0.83$ (product knowledge) which expresses good reliability for data collected.

First, a normality test was launch so to see whether the dispersion of data follows a normal distribution (**See Appendix J**).

As the normality of the dispersion has been rejected, this paper will launch an ordinal regression to see whether independent variables: COO and age have an influence on the dependent ones: product knowledge and product involvement.

In order to perform the ordinal regression, certain assumptions should be tested. First, there should be no multicollinearity of data, secondly dependent variables must be ordinal which is verified since data were collected following a Likert-scale.

Thirdly, independent variables should either be categorical and ordinal, which is confirmed as age and COO are categories under this analysis.

Once ordinal regression has been done through SPSS, we need to look at the model fitting information for each of the 5 regions for respondents under 25 years old meaning that it looks at how well does the model fit the data.

For data to be consider validate according to the model, significance level should be lower than the confidence level 95%.

In addition, to the model fitting information, one should look at the goodness-of-fit and more specifically Pearson Chi-Square significance which must be higher than the level of confidence $\alpha = 0.05$.

Finally, to address the ordinal regression, we should consider the Nagelkerke's R^2 which represents how much of the model is explained by the data collected.

Once, model fitting information, goodness-of-fit significance levels and Nagelkerke's R^2 analysed we can turn to the estimated parameters which gives an insight on how strongly correlated dependent variables are to independent variables and the level of correlation.

In this study, we can note that *sig.* for Africa, Central/South America, Europe, and North America are greater than $\alpha = 0.05$ meaning that the ordinal regression cannot be performed (see **Appendix K**). Indeed, we need *sig.* to be lower than 0.05 so to confirm the validity of data to explain the model analysed.

For Asia, we can note that *sig.* $< \alpha$; therefore, we can move on to the next assumption which is Pearson Chi². This Chi² should be higher than the significance level so to explain data, in the study launched via SPSS we can see that Pearson *sig.* for Asia = 0.000 $< \alpha$.

This said, we cannot continue the analysis of the ordinal regression as the level of significance have not been met by data.

As significant level has not been reached for this study, this paper will describe data collected to draw conclusion for the respondents to this questionnaire.

As explained in the methodology part, responses regarding SCM variables were coded so to understand each respondent perception of the 5 selected regions.

Below, it can be noticed that respondents under 25 years old have rated higher on warmth and on competence regions such as North America and Europe meaning that about 63-70% of respondents under 25 years old in this study have "admiration" feelings. Following the study from (Cuddy, Fiske, Kwan, & Glick, 2011) it has been unveiled that "Admirative" emotions are for in-group or so-called "close allies".

In addition, below chart shows that respondents under 25 years old of this questionnaire have rated low Asia, Central-South America, and Africa on competition and on warmth leading to the SCM emotion: contempt.

SCM	COO				
	North America	Central- South America	Africa	Asia	Europe
Admiration	76	6	4	-	81
Contempt	6	109	109	80	6
Envy	19	3	1	-	13
Pity	20	3	7	41	21

Figure 3.8.10: COO measurement using the SCM emotions for respondents under 25 years old

Following the analysis of the COO emotions according to the SCM model, this paper tries to graphically demonstrate that the lower rated a region is, the lower the involvement and the knowledge respondents will show into the product they are purchasing.

First, this paper will aim at understanding whether product knowledge and product involvement will be impacted in regions that have been rated higher on warmth and competence scopes.

Therefore, this paper has analysed data regarding respondents’ rates for product knowledge and involvement for North America and Europe.

Looking at below chart for product knowledge of respondents under 25 years old for Europe and charts presenting results for North America (See Appendix L), this paper is able to state that when regions are highly rated, there is an peak in the product knowledge as well as the product involvement. Here, it is noticeable that for Europe with a SCM emotion “Admiration”, 33% of respondents answered that they knew products they were purchasing.

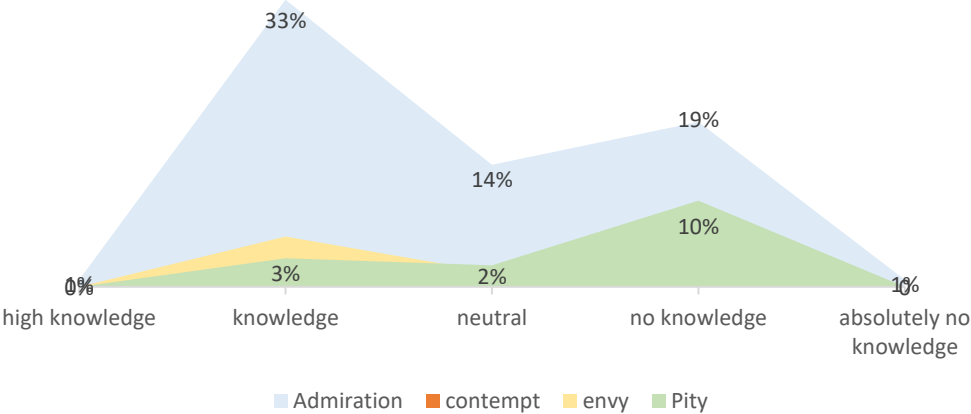


Figure 3.9.11: Product knowledge for respondents under 25 years old Europe

In addition to this, 32% stated that they were involvement in the product while purchasing it.

On the other side, it is possible to note that when the SCM emotion is “Admiration” few respondents have absolutely no knowledge or absolutely no involvement e.g for Europe, only 1 respondent had absolutely no knowledge about products and 2 respondents had absolutely no involvement while purchasing.

On a second hand this paper addresses the product knowledge and involvement when regions have been poorly rated leading to SCM emotion such as “Pity” or “Contempt”.

As demonstrated earlier in this chapter, Asia, Central and South America, and Africa have been rated low on warmth and competence leading to the SCM emotion “Contempt”.

Therefore, this paper looked at the product knowledge and involvement for each of the respondent to determine whether this low rating will impact their decision to purchase food from these regions.

The chart below enables to see that among the 121 respondents under 25 years old 68% had said that they would not be withdraw their involvement when purchasing in addition it is noticeable that 56% of respondents had no knowledge of food coming from this region. (See **Appendix M**).

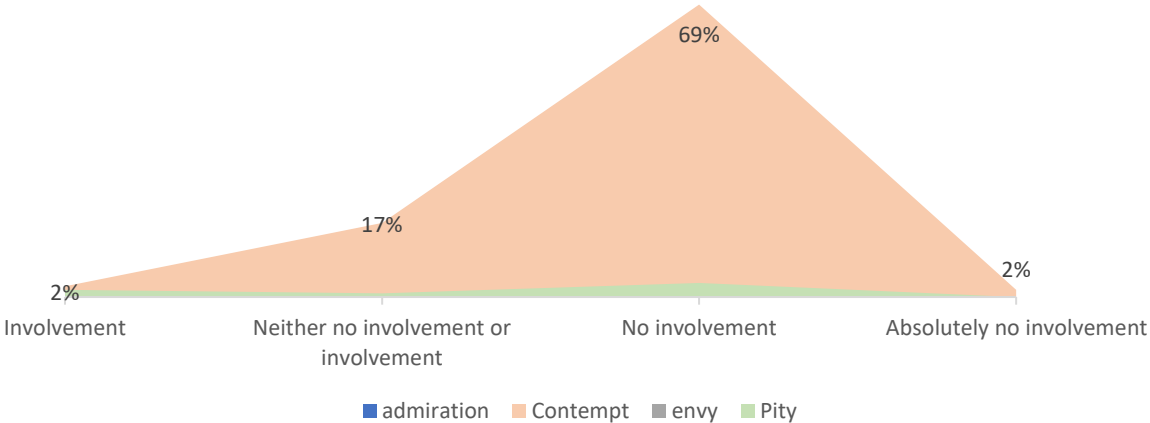


Figure 3.10.12: Product involvement for respondents under 25 years old Africa

Same patterns are to be observed with the 2 other regions that have been rated as “Contempt” on SCM model.

It can therefore be stated that for respondents under 25 years old, there is a relationship between the rating of the region and the product involvement and knowledge given the food industry.

Indeed, as shown when regions have been highly rated: North America and Europe, respondents have a higher involvement and better knowledge of food related products than their involvement and knowledge of food coming from regions little rated: Central-South America, Africa and Asia.

Proposition n°3: Following the SCM model, this paper states that COO has a stronger impact on purchasing decision of younger generation compared to “older” generation

Here, we will try to analyse the impact of COO on purchasing decision which has been defined by two factors: product involvement and product knowledge. In order to draw up conclusions, we have coded data so to have an overview of the perception individuals have on each region via the use of the SCM model ranking country from 1: envy to 4: admiration.

The collected data will then go through a hypothesis test to see whether COO has a different impact on purchasing decision (product involvement and product knowledge) depending on the generation.

Once data were treated so to be analysed, assumptions have been tested to know what type of hypothesis test analysis could be performed.

First, data went through a test of normality (at a confidence level of 95%) to see the shape of the distribution and to analyse whether they follow or not a normal distribution.

It can be noted that following Shapiro-Wilk test of normality, we can reject normality for all the regions as it is statistical significance $> \alpha = 0.05$ (see **Appendix N**).

As collected data are not following a normal distribution, this paper will run a non-parametric test using the Kruskal Wallis method as it is the only available method when assumption of normality is rejected.

This method formulates the null hypothesis that all samples are equally distributed among population. If null hypothesis is rejected at significance level $\alpha = 0.05$ then data should go through a Post Hoc Games-Howell test to see which pairs differ.

Here, we will perform the Kruskal Wallis test for each region and see whether age as an influence on product knowledge and product involvement representing the purchasing decision. Once data will be collected, we can then compare results so to see whether COO has an influence on purchasing decision depending on age of respondents.

First, it should be noted that for Europe and Asia, Kruskal-Wallis has accepted null hypothesis at significance level $\alpha = 0.05$ meaning that for these 2 regions there are no difference in the purchasing decision depending on age (**see appendix O**).

Récapitulatif du test d'hypothèse

	Hypothèse nulle	Test	Sig. ^{a,b}	Décision
1	La distribution de PDT est la même sur les catégories de AGE.	Test Kruskal-Wallis pour échantillons indépendants	,643	Garder les hypothèses nulles.
2	La distribution de IN est la même sur les catégories de AGE.	Test Kruskal-Wallis pour échantillons indépendants	,603	Garder les hypothèses nulles.

a. Le niveau de signification est de ,050.
b. La signification asymptotique est affichée.

Figure 3.11.13: Kruskal-Wallis Non-Parametric Test for Europe

Secondly, we can see that for Africa and Central-South America (**see Appendix P**), Kruskal-Wallis accepted the null hypothesis for Product Involvement, meaning that there is the same level of product involvement depending on age.

However, null hypothesis was rejected for product knowledge for these 2 regions, meaning that there is a difference in product knowledge depending on age. Indeed, for Africa we can observe that significance between Product Knowledge and Age is $0.004 < \alpha$ and therefore the hypothesis of equality of distribution is not accurate.

	Hypothèse nulle	Test	Sig. ^{a,b}	Décision
1	Les médianes de COO sont les mêmes sur les catégories de Age.	Test de la médiane pour échantillons indépendants	,159	Garder les hypothèses nulles.
2	La distribution de COO est la même sur les catégories de Age.	Test Kruskal-Wallis pour échantillons indépendants	,097	Garder les hypothèses nulles.
3	Les médianes de PDT sont les mêmes sur les catégories de Age.	Test de la médiane pour échantillons indépendants	,034	Rejeter les hypothèses nulles.
4	La distribution de PDT est la même sur les catégories de Age.	Test Kruskal-Wallis pour échantillons indépendants	,004	Rejeter les hypothèses nulles.
5	Les médianes de IN sont les mêmes sur les catégories de Age.	Test de la médiane pour échantillons indépendants	,265	Garder les hypothèses nulles.
6	La distribution de IN est la même sur les catégories de Age.	Test Kruskal-Wallis pour échantillons indépendants	,302	Garder les hypothèses nulles.

a. Le niveau de signification est de ,050.

b. La signification asymptotique est affichée.

Figure 3.12.14: Kruskal-Wallis Non-Parametric Test for Africa

To see which pairs are differing and therefore understand which individuals are difference in assessing product knowledge, the study relies on data from the Post Hoc Games Howell test. Through this test, we can note that product knowledge differs between individuals from 25 to 40 years old and individuals under 25 years for both regions, Africa (see chart below), and Central-South America.

This means that there is a difference of product knowledge between Gen Y and Gen Z.

Sample 1-Sample 2	Statistiques de test	Erreur standard	Statistiques de test standard	Sig.	Sig. Sig. ^a
41 to 56 years old-25 to 40 years old	15,554	20,210	,770	,442	1,000
41 to 56 years old-Under 25 years old	40,172	19,336	2,078	,038	,113
25 to 40 years old-Under 25 years old	24,618	8,685	2,835	,005	,014

Chaque ligne teste l'hypothèse nulle selon laquelle les distributions Echantillon 1 et Echantillon 2 sont égales.

Les significations asymptotiques (tests bilatéraux) sont affichées. Le niveau de signification est de ,050.

a. Les valeurs de signification ont été ajustées par la correction Bonferroni pour plusieurs tests.

Figure 3.13.15: Post-Hoc Games-Howell test for Africa

Finally, we have launched the Kruskal-Wallis non-parametric test for North America, and we can see that null hypothesis is accepted for product knowledge, meaning that all generations have similar views on product knowledge.

However, null hypothesis of equality among generation over product involvement has been rejected for $sig. = 0.005 < \alpha$ (significance level 0.05).

Récapitulatif du test d'hypothèse					
	Hypothèse nulle	Test	Sig. ^{a,b}	Décision	
1	Les médianes de COO sont les mêmes sur les catégories de AGE.	Test de la médiane pour échantillons indépendants	,698	Garder les hypothèses nulles.	
2	La distribution de COO est la même sur les catégories de AGE.	Test Kruskal-Wallis pour échantillons indépendants	,524	Garder les hypothèses nulles.	
3	Les médianes de PDT sont les mêmes sur les catégories de AGE.	Test de la médiane pour échantillons indépendants	,398	Garder les hypothèses nulles.	
4	La distribution de PDT est la même sur les catégories de AGE.	Test Kruskal-Wallis pour échantillons indépendants	,127	Garder les hypothèses nulles.	
5	Les médianes de IN sont les mêmes sur les catégories de AGE.	Test de la médiane pour échantillons indépendants	,000	Rejeter les hypothèses nulles.	
6	La distribution de IN est la même sur les catégories de AGE.	Test Kruskal-Wallis pour échantillons indépendants	,005	Rejeter les hypothèses nulles.	

a. Le niveau de signification est de ,050.
b. La signification asymptotique est affichée.

Figure 3.14.16: Kruskal-Wallis Non-Parametric test for North America

To identify pairs that differ in terms of product involvement, this study has run a Post Hoc Games-Howell test which highlighted that difference appears among respondents from 25 to 40 years old and respondents under 25 years old ($sig. ajd. = 0.006 < \alpha$).

Comparaisons appariées de AGE					
Sample 1-Sample 2	Statistiques de test	Erreur standard	Statistiques de test standard	Sig.	Sig. Sig. ^a
25 to 40 years old-41 to 56 years old	-2,187	19,081	-,115	,909	1,000
25 to 40 years old-Under 25 years old	-27,199	8,739	-3,112	,002	,006
41 to 56 years old-Under 25 years old	-25,012	18,123	-1,380	,168	,503

Chaque ligne teste l'hypothèse nulle selon laquelle les distributions Echantillon 1 et Echantillon 2 sont égales.
Les significations asymptotiques (tests bilatéraux) sont affichées. Le niveau de signification est de ,050.
a. Les valeurs de signification ont été ajustées par la correction Bonferroni pour plusieurs tests.

Figure 3.15.17: Post-Hoc Games-Howell test for North America

Discussion

Overall, this paper tried to understand which factors are most considered by customers when purchasing food related goods.

Through a PCA analysis, it has been showed that factors having more influence on customers are origin of products, advertising and price as highlighted in the data collected from respondents' answers.

Following this findings, this paper has looked at the importance COO effect can have on purchasing behaviour of the Gen Z, as defined by (Fry, 2020) meaning for people born between 1997 and 2012.

An ordinal regression analysis has been carried so to demonstrate the relationship between age and product knowledge and product involvement which are the determinants of purchasing decision depending of country of origin.

However, data were not considered conclusive when compared to the country-of-origin so to draw up conclusion and to see whether there is an impact of the COO on purchasing decision, through product knowledge and product involvement.

Even though, data were not statistically significant it can still be acknowledged that results were overall positive so there were in favour of the study carried out and therefore should be considered promising for future research.

Indeed, following the statistical analysis, a descriptive analysis was pursued which enabled to see that a relationship between COO and purchasing decision rated via product involvement and knowledge can be observed.

Finally, this paper stated that there is a higher impact of COO on younger generation in comparison to previous generations.

Through the Kruskal-Wallis non-parametric test, results have showed that indeed, differences in purchasing decision, done via the analysis of product knowledge and product involvement can be observed depending on the age of respondents.

As so, a difference in product knowledge has been observed between people of Gen Y and Gen Z for food originated from Africa and Central-South America at a significance level $\alpha = 0.05$.

In addition, this study found that a difference in product involvement can be observed among generations when assessing food-related goods from North America. Indeed, a difference of product involvement is observed between people from 25 to 40 years old and people under 25 years old.

Following these findings, it has also been showed that purchasing decisions, whether it is product knowledge and product involvement is equal among generation for food related goods when coming from Asia and Europe.

This allows the analysis to state that there is, indeed, a different impact of COO depending on generations as this paper highlighted that depending on the regions/ country of origin generations have different reaction to one another having an influence on the purchasing decision.

Chapter 5: Conclusion

To conclude this paper, it is important to mention that COO and its impact on purchasing decision is a hot topic in the light of the Covid-19 crisis and international tensions that arose among latest years, country-of production and of origin of products.

Indeed, calls for boycotts of products depending of their country-of-origin is still a tool used by governments or communities to punish another country or community.

The theory of country-of-origin started in the United Kingdom by the end of the 19th century when the government tried to boost sales performance of national companies through the enforcement of a “made in...” label so customers could identify products made in the UK and imported products.

Many other countries used this labelling to promote national production and it became a matter of competitive advantage for organizations. Indeed, this “Made in...” label is backed on the COO effect which can be defined as the fact that people infer characteristics of one country into a product (Leifeld, 1993). These inferred characteristics of one country are relying on the stereotype’s theory.

In addition, when consumers are comparing products or companies based on their origins, they are expressing a judgement based on their standards, leading to an in-group bias (Brewer, 1979).

As explained in this paper, people tend to favour their own group and discriminate people that do not belong in their group of reference, this bias is to be considered when looking at the COO effect. Indeed, when asked customers tend to favour products made in countries that they consider in-group and to disregard products coming from other countries.

When trying to understand the COO effect, it is important to remind us that stereotyping and in group bias are evolving among cultures and among time.

In order to map the emotion and customers opinions towards one country and to compare this perception to the one of another country, (Cuddy, Fiske, Kwan, & Glick, 2011) designed a tool. The Stereotype Content Model enables to assign to each country a rate on two scopes: warmth/ competition and competence/ status which leads to categorizing countries into four categories of emotion towards country: envy, admiration, contempt, and pity.

Following the understanding of the COO effect, this paper addressed the concept of customer purchasing decision and how it could be impacted by COO.

The theory of customer purchasing decision relies on customer behaviour defined as “the study of how customers [...] satisfy their needs and wants by choosing, purchasing, using and disposing goods and services.” (American Marketing Association, 2020)

Engel, Kollat and Blackwell (1968) defined 5 steps to be followed by customers when purchasing: the recognition of the problem, the information search, the evaluation of alternatives, the purchasing decision, and the post purchase evaluation.

During this 5 steps process, internal and external factors may influence the purchasing decision.

Regarding internal factors (Kotler & Armstrong, 2010), elements such as personal factors: age, gender and personality, cultural factors: culture or subculture can have an influence on eating habits and food purchasing habits (Rozin, Fischler, Imada, Sarubin, & Wrzesniewski, 1999), and social factors: reference groups and roles (Langlois, 2002) as well as peer opinion (Childers & Rao, 1992).

On the side of external factors, this paper highlighted that CSR image (Elg & Hultman, 2016), social media marketing (Duffett, 2014), store atmosphere, offline (Donovan, Rossiter, Marcoolyn, & Nesdale, 1994) and online store layout (Cheng, Wu, & Yen, 2009) and sales promotion are influencing the purchasing decision.

Finally, this paper stated that COO impacts the purchasing decision mainly in correlation to the age, gender and experience consumers have (Vinhas da Silva, Davies, & Naudé, 2008) when assessing the products, services, or organizations.

Indeed, depending on generations, perceptions, expectations, and experiences are not the same and therefore the origin of a product might influence individual behaviour. In order to understand how generations perceptions may differ, this paper has tried to grasp the difference in generation following the segmentation done by Pew Research Center (2019).

Along this literature review, three propositions have arisen, and an online survey was launched to gather data so to interpret the impact COO can have on purchasing decision.

Following the collection of data, a first treatment was made so to make raw data more suitable for analysis and to draw up conclusion through results.

To do so, an analysis of each individual perception of the defined 5 regions has been made following the SCM model. In addition, data regarding purchasing decision were adapted so to become ordinal variables from 1: totally disagree to 5: totally agree.

Once data were treated, this paper launched different tests and analysis so to answer the three propositions that arose.

First, a principal component analysis was performed so to understand what factors have impact on customers' purchasing decision. Through the rotation of the eight identified factors, this study has stated that three main factors are to be considered nowadays when addressing customers: advertising, country-of-origin, and price.

Following this finding, this paper investigated the impact COO has on purchasing decision depending on generational segmentation.

First, this study tried to show that there is a positive relationship between purchasing decision and COO for Gen Z through an ordinal regression analysis.

However, no statistical significance could be assumed to pursue this investigation and therefore no conclusion can be made. Nevertheless, this lack of statistical significance should not be seen as a lack of impact of COO on purchasing decision but may be due to the size of the sample selected or to an evolution of the younger generation towards factors affecting their purchasing decision, meaning that it is possible that Gen Z are not concerned as much as previous generations by COO. So, we should carry out a specific research targeting Gen Z so to analyse their purchasing behaviour and to see how much COO has an impact on their decisions.

Finally, this paper tried to highlight the difference of impact COO can have on purchasing decision via the analysis of product involvement and product knowledge depending on generation.

Through the launch of a non-parametric test, we could find evidence that depending on the country a food-related good originates from, there will be a difference in product knowledge and product involvement between people from 25 to 40 years: Gen Y and people under 25 years: Gen Z.

To conclude this paper can state that country-of-origin is one of the three factors customers consider when purchasing food-related goods, there is a difference in purchasing decision depending of generation and that further investigation should be done to confirm this study's promising results that Gen Z are positively impact by the COO when purchasing food related goods.

Limitation:

Along the writing of this paper, some limitations may have occurred and should be addressed for greater consistency. As stated earlier in this paper, some limitations have arisen during the formulation and construction of the questionnaire, during the data collection and finally during the treatment and analysis of the data.

Regarding the online launching of the questionnaire, limitations occur because of the generational limit to online publication, indeed, this paper has not succeeded in gathering data for people over 60 years old as they are less represented online. In addition, less data was collected for people of Gen X, meaning people between 41 and 56 years old.

It should also be highlighted that unfortunately the sample could not be randomly conducted and therefore limitations in terms of representativeness may be pointed out. Indeed, most of respondents were highly educated European people, this causing a bias in the analysis of the underlying stereotypes towards other countries.

Moreover, certain limitation of resources available to conduct this study are to be addressed when it comes to generalizing the information highlighted in this paper.

Since this study shows responses bias, it is suggested that future research use a random sample to investigate questions of COO and its impact on the purchasing decision. In addition to which an on-field experiment can be conducted before the collection of data.

Opening:

However, the limitation this paper can have, addressing the influence of COO effect on purchasing is a topic for managers and organizations operating on the food sector. Indeed, being able to promote products via its country-of-origin can be a useful marketing tool to increase visibility and a competitive advantage to use to leverage performance.

Indeed, given the recent upsurge of chauvinism customers are more and more willing to purchase food producing either organically or locally.

In addition, this study also highlighted the difference of impact COO has on purchasing decision depending on generations and therefore managers should adapt their message depending on the generation they are targeting by emphasizing or not the country the product originates from.

Ideas for future research

This paper could be completed by a deep analysis of the COO influence on younger consumers as this paper showed promising results.

In addition, as this paper showed that there is an increase of interest/ concerns for environmental aspects, the link between COO and environmental concerns could be questioned in order to complete this study in the light of the food industry and its impact.

Finally, as stated in this study food industry is impacted by the country-of-origin, the research could be narrowed so to understand what are the food related goods that are mostly impacted by this COO. Indeed, managers and organizations will gain from such an insight so to adapt better their messages to customers depending on the food related goods that are selling.

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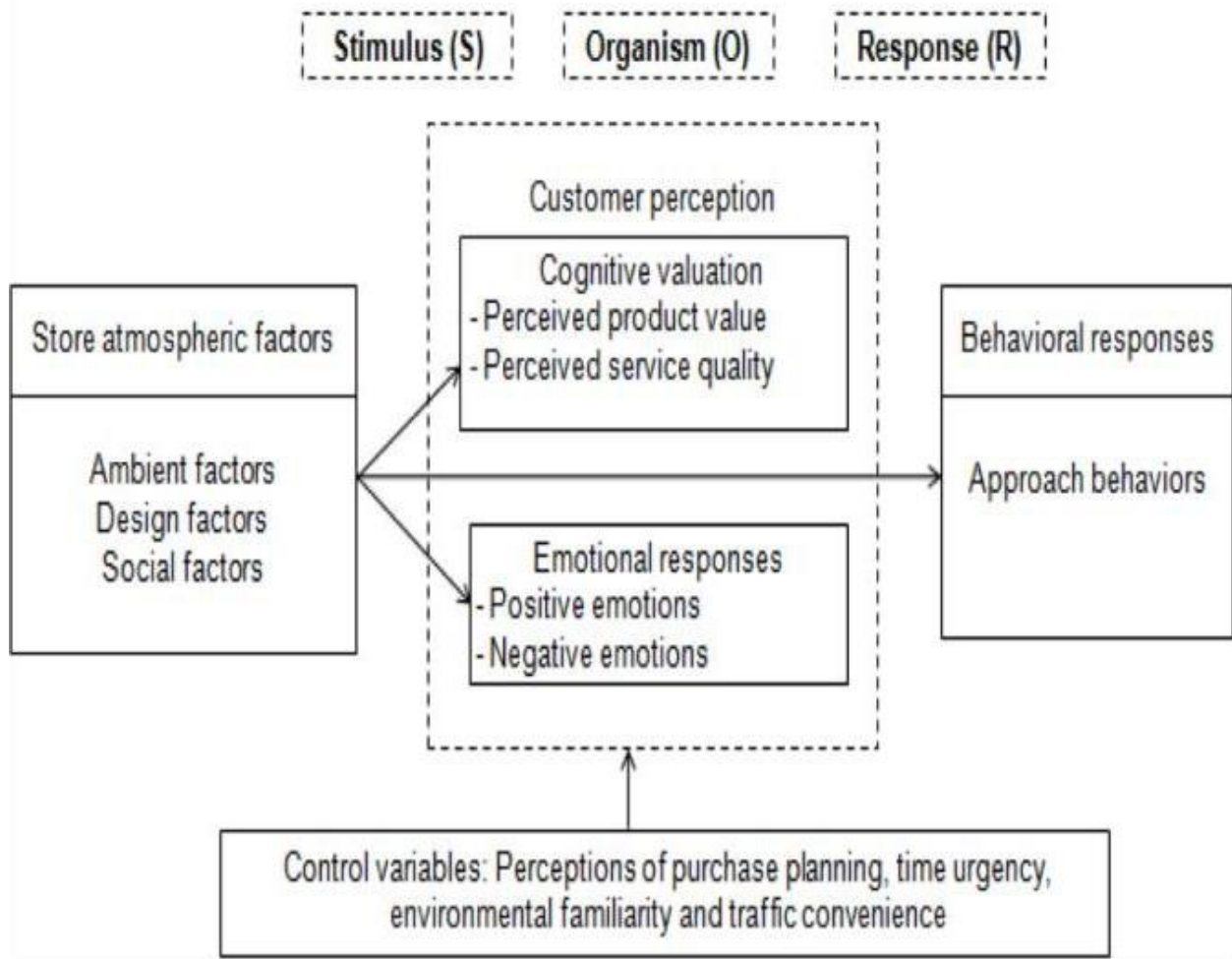
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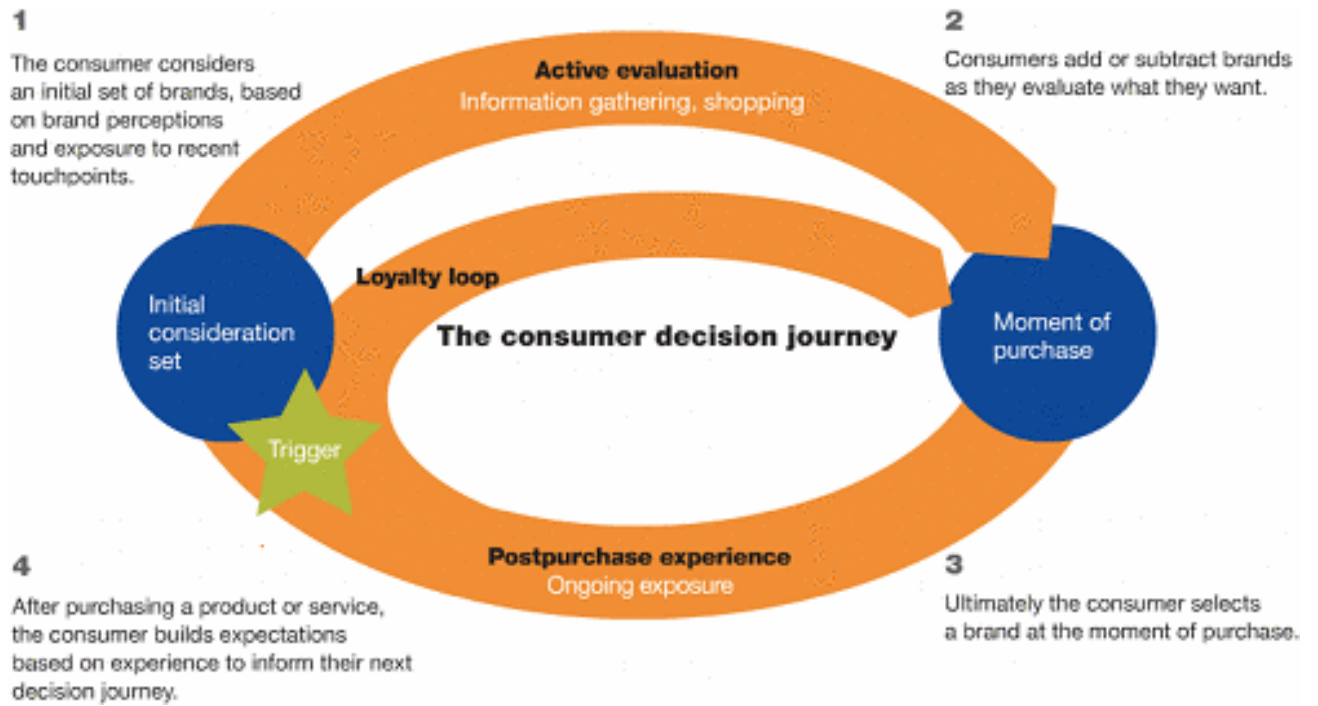
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Annexes

Appendix A: Stimulus-response Model (Mehrabian & Russell, 1974)

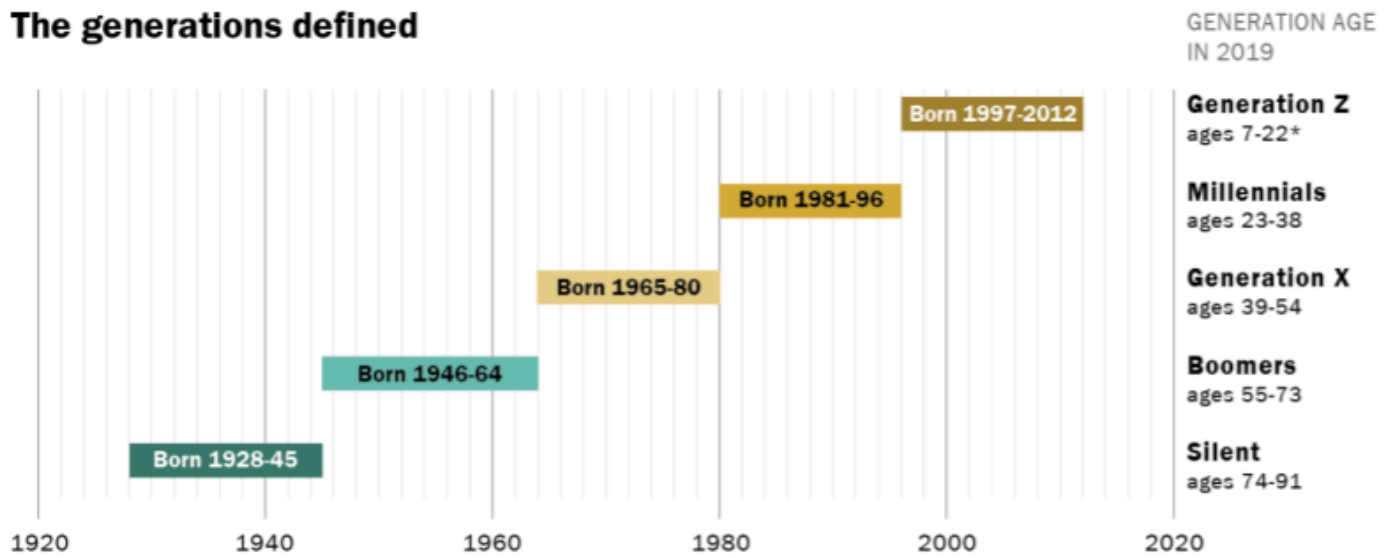


Appendix B: The customer decision journey (Court, Elzinga, Mulder, & Vetvik, 2009)



Appendix C: The Generational cohort segmentation (Pew Research Center, 2019)

The generations defined

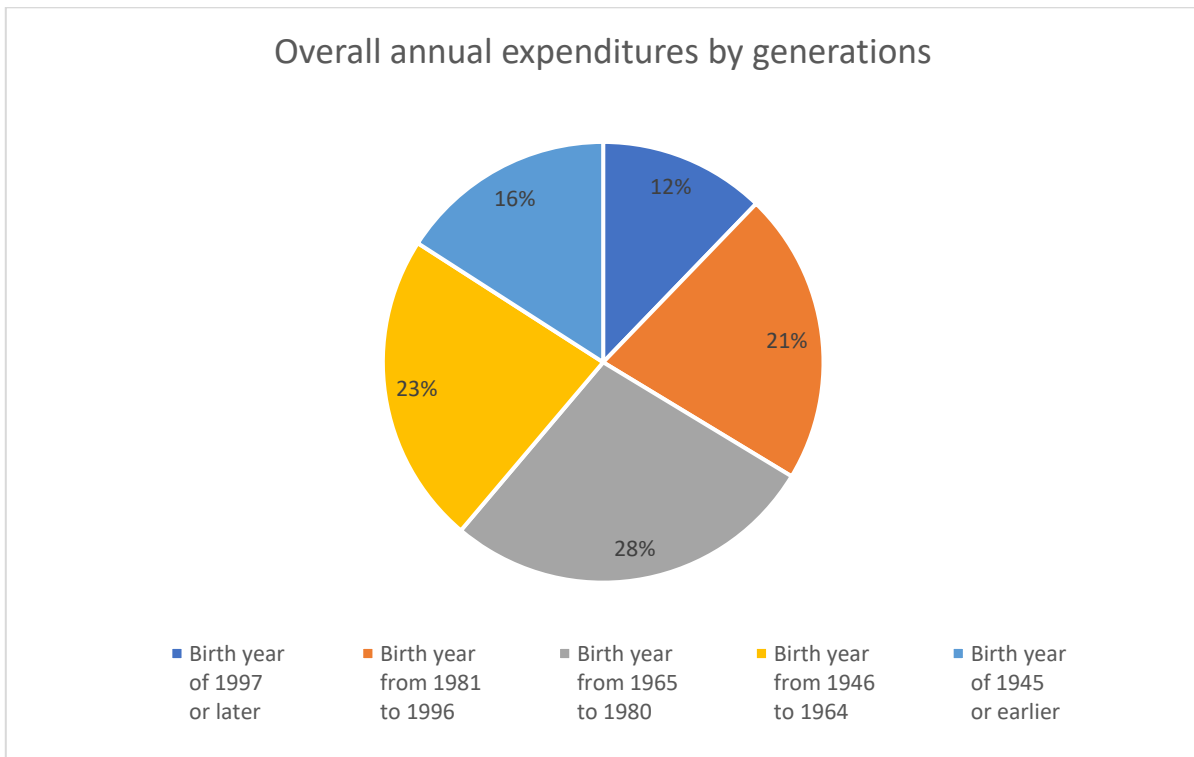
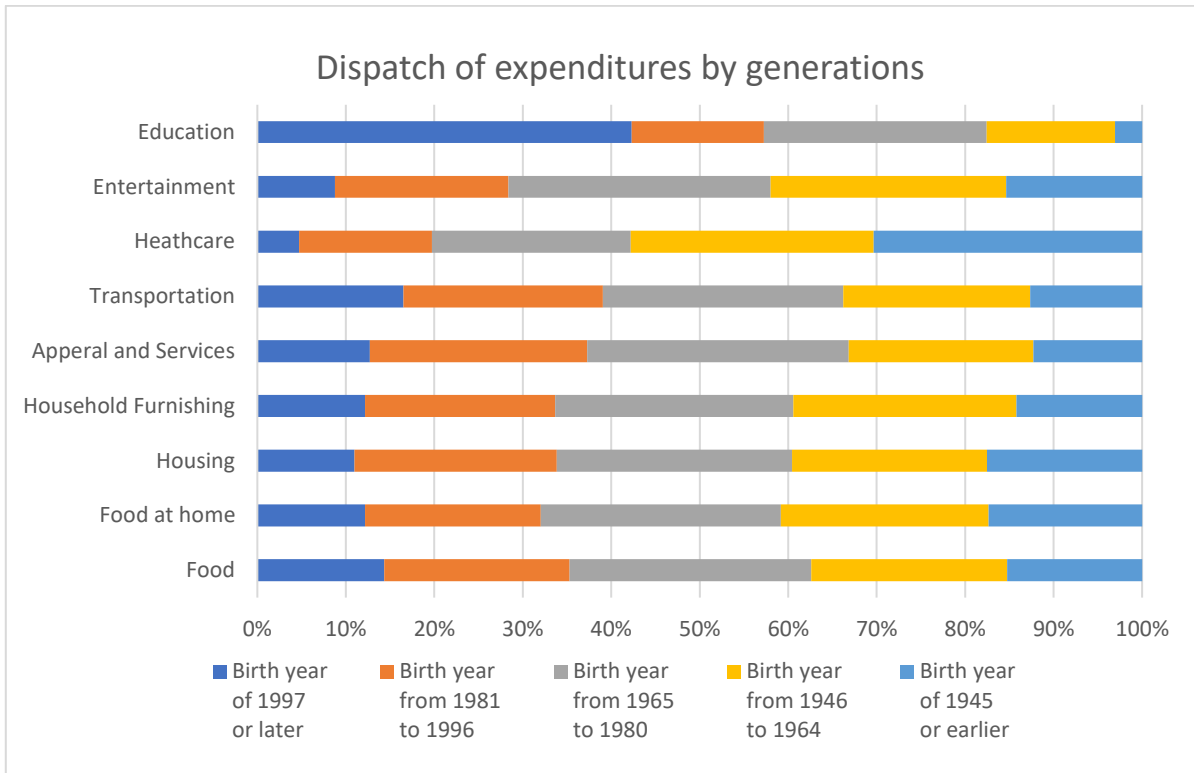


*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

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Appendix D: Consumer expenditures by generation

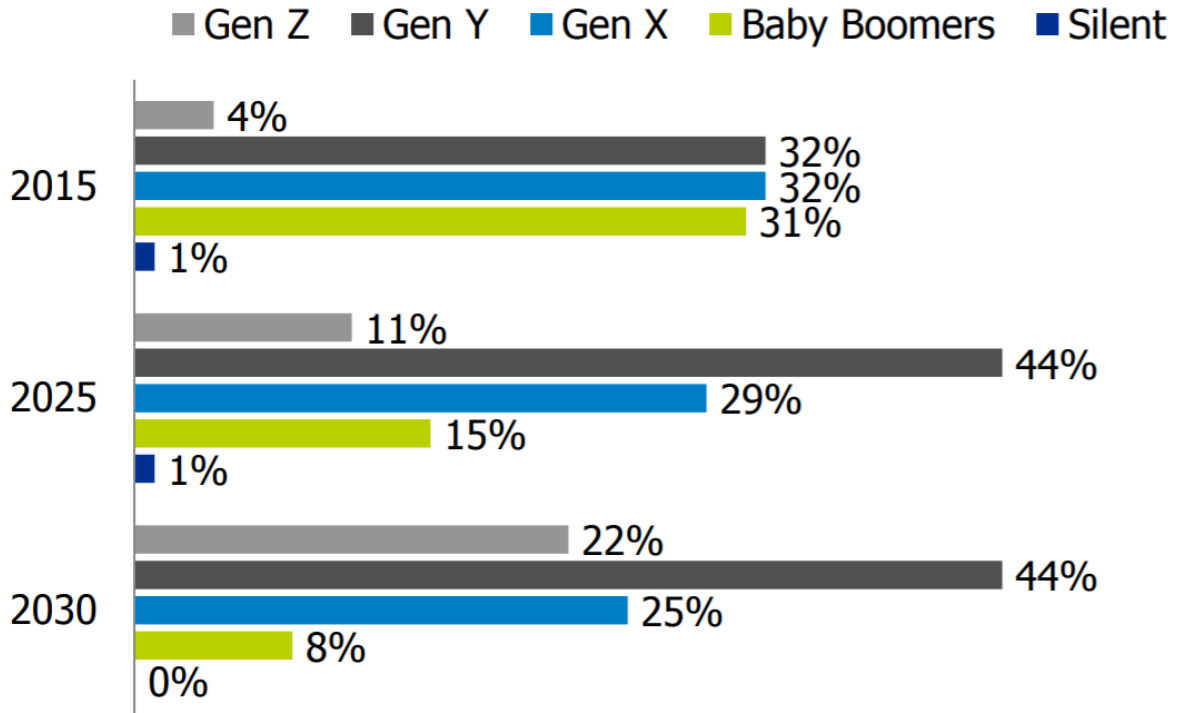
(U.S Bureau of Labor Statistics, 2020)



Appendix E: Workforce evolution over time (2015 to 2030 projections)

<https://www.shrm.org/foundation/ourwork/initiatives/preparing-for-future-hr-trends/Documents/10-15%20Randstad%20Presentation.pdf>

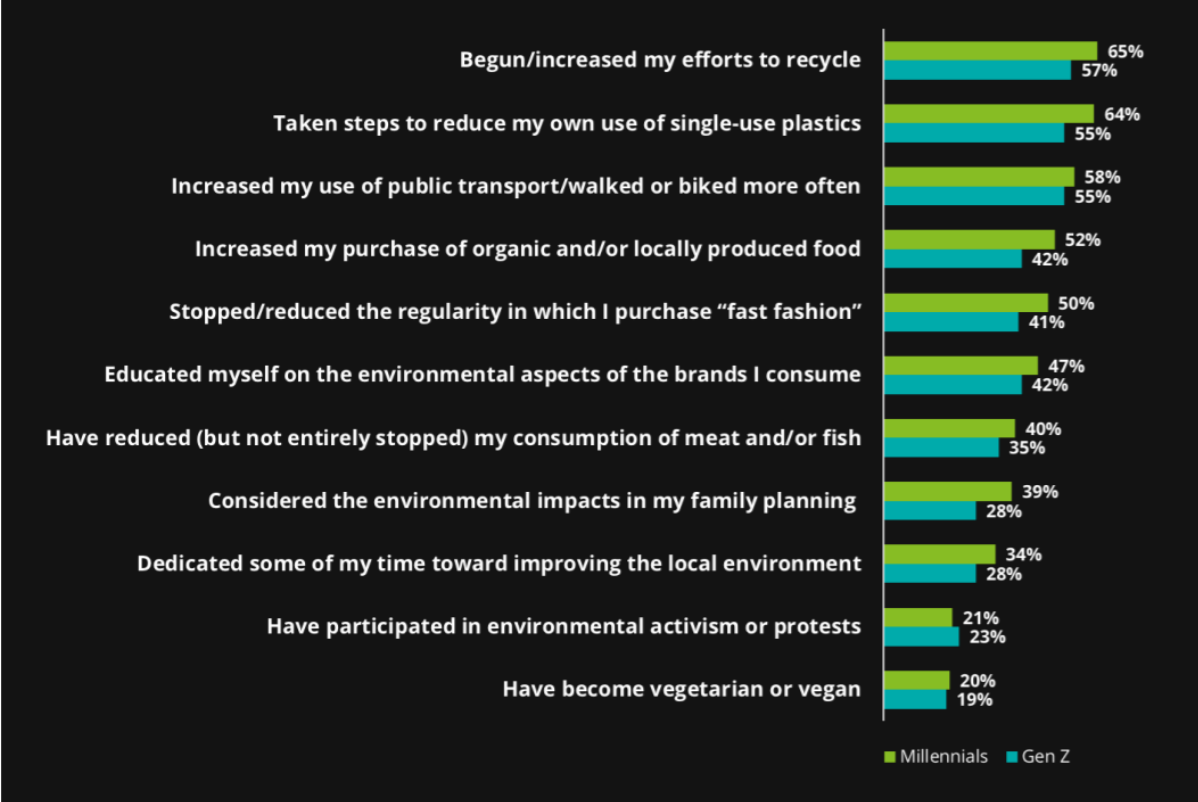
<https://www.linkedin.com/pulse/millennials-75-workforce-2025-ever-anita-lettink>



Appendix F: The shift in consumption of Millennials and Gen Z towards environment and actions to protect it

Millennials are taking action to protect the environment (primary survey)

Environmental actions: Have done/already doing so



Appendix G: Online Questionnaire launched for this paper

My name is Audrey Vanoverbeke, I am currently finishing my master's degree in international management from Kedge Business School and ISCTE University of Lisbon.

In order to complete this degree, I need your help so to be able to produce my master thesis which is trying to grasp the impact of country of origin on customer buying behaviour. I also questioned the influence of generations age when it comes to buying behaviour and attitude towards country-of-origin.

After reviewing the literature on country-of-origin, generational cohorts and buying behaviour I have come up with 3 hypotheses. By answering this questionnaire, you could help me to complete my discussion and my thesis.

Thank you for your help and time!

What is your gender?

Male _ Female_ Prefer not to say

Where do you come from?

What is your level of education?

High School Diploma _ Undergraduate diploma _ Master's degree or equivalent _ PhD _ prefer not to say

What is your age?

Over 81 years old

81 years old to 66 years old

65 years old to 57 years old

56 years old to 41 years old

40 years old to 25 years old

Under 25 years old

Have you ever travelled outside of your country of birth?

Yes _ No

Have you ever lived in another country from the one you were born or raised in?

Yes _ No

If Yes, how long did you live outside of your home-country?

6 months or less

6 months to 1 year

1 year to 5 years

5years to 10 years

10 years +

Country-of-origin image

The country-of-origin represents the country/ countries of manufacture, production, design or brand origin where a product comes from.

This concept of labelling products from where they were produced or manufactured originates from UK's government following the end of the 1st WW, and it has become over time an important matter for multinationals and businesses in terms of brand image.

It is nowadays a hot topic to consider given the current political, economic, and geographic situation. Indeed, as Covid-19 hit all over the world; countries and governments are closing borders and trying to promote national production. In addition, we have seen many situations where boycotts of products was institutionalized in order to promote home-country products.

This section focuses on unveiling and understanding your perception of home-country products versus products originated from other countries.

Would you be willing to pay more for products made in your home-country or for other origin products? (1= totally disagree to 5= totally agree)

Given previous questions, rate your perception of regions after: North America, Central-South America, Africa, Asia and Europe from 5= very much to 1= not at all the following questions:

- How competent are members of this region?
- How efficient are member of this region?
- How skilful are members of this region?
- If resources go to N-A, to what extend does that take resources away from my home-country?
- If people from this region get special treatment (facilitated access to hiring processes, facility of access to higher position...), will it make things more difficult for me

- Values and beliefs held by people from this region are compatible with values and beliefs from my home-region
- How friendly are members of this region?
- How warm are members of this region?
- How trustworthy are members of this region?
- How prestigious are jobs held by people from this region?
- How economically successful have members of this region been?

Purchasing decision: assessing food industry

Following my studies, I have decided to do internships in the retail industry and more specifically in the food industry.

Therefore, I have designed this questionnaire in line with my working experiences and will be focusing this study on the purchasing decision in the food industry: food related goods...

When buying food, what type of grocery store do you favour:

General Supermarket/ Hypermarket

Delivery/ E-commerce

Greengrocers

Health Food store

Directly from the producers

Rate your product knowledge for each of the 5 regions below: Asia, Africa, Central-South America, North America and Europe (rate each question from 1 = not at all to 5 = very much)

- How well informed are you about the food industry, supply of food and production?
- Would you be willing to get more information regarding this type of product before purchasing?
- In case, you have not received the “sufficient” amount of information on a product, do you rely on advertising to decide on whether to buy or not a product?
- Have you ever asked family or peer opinion before taking buying decision so to gather more information regarding the product you wanted to buy?
- Would you give up buying a product if it is not produced in your home-country?
- How likely are you to blindly purchase food (blind purchase = having received zero information about the product)?

When assessing food related goods, how much do you consider the following:

Brand image

Price

Seasonality

Origin of product

Promotion

Visual quality

Environmental impact

Advertising

Rate your product involvement for each of the 5 regions below: Asia, Africa, Central-South America, North America and Europe (rate each question from 1 = not at all to 5 = very much)

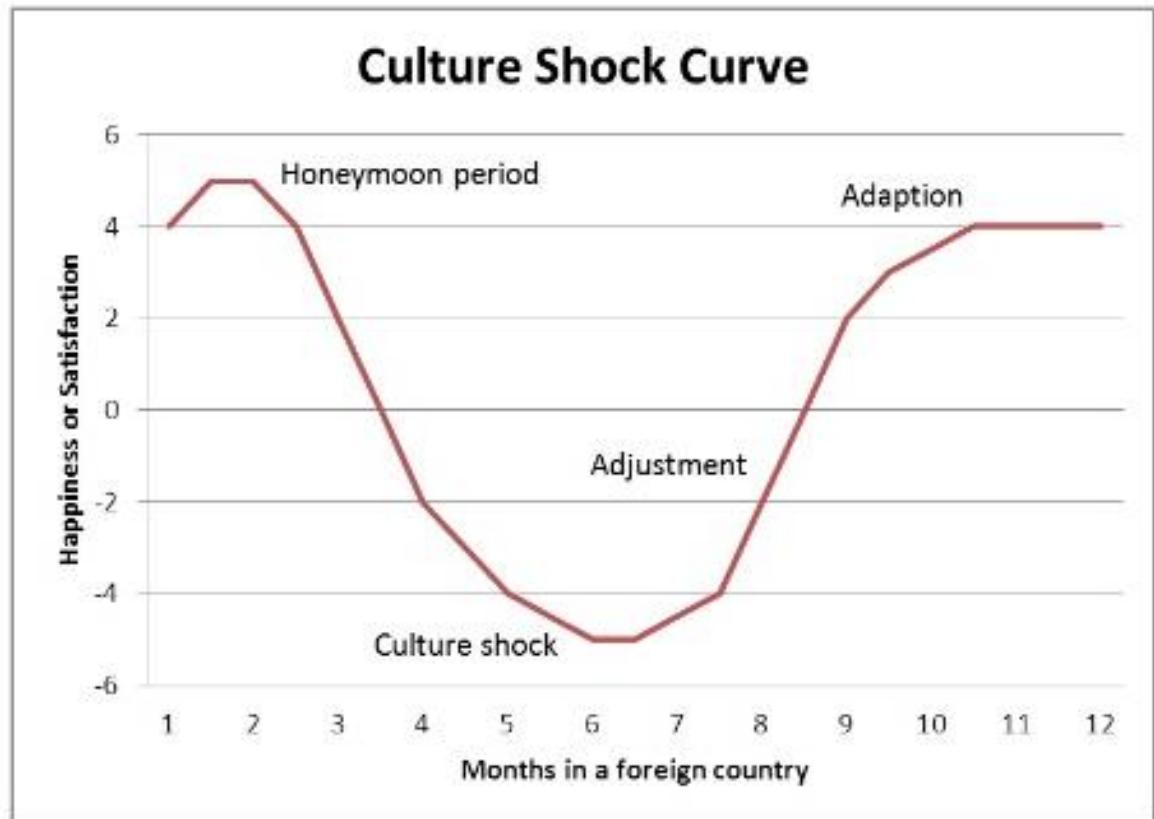
- How interested are you in buying food related goods?
- How important are these products to you?
- Do you put a lot of effort into completing the purchase of food related goods?
- How important is it for you to read the information and get informed about goods?
- Is brand important for you when picking food?
- How important is it for you to have a wide range of products available when choosing?

I thank you very much for completing this questionnaire!

In case you wish to make any comments regarding this questionnaire you drop me an email at the following address: audrey.vanoverbeke@kedgebs.com

Audrey Vanoverbeke

The U Curve of Cultural Adaptation



Appendix I: data for PCA analysis (total population)

SPSS IBM

Statistiques descriptives

	Moyenne	Ecart type	Analyse N
Brand image	3,14	1,117	173
Price	4,36	,862	173
Seasonality	3,12	1,101	173
Origin of products	3,39	,545	173
Promotion	3,29	,982	173
Visual	1,95	,787	173
Environment impact	3,73	,946	173
Advertising	3,01	1,045	173

Matrice de corrélation^a

		Brand image	Price	Seasonality	Origin of products	Promotion	Visual	Environment impact	Advertising
Corrélation	Brand image	1,000	,171	,095	,121	-,075	,061	-,069	-,041
	Price	,171	1,000	-,015	-,087	,046	,045	,253	,131
	Seasonality	,095	-,015	1,000	-,089	-,071	,014	,048	-,057
	Origin of products	,121	-,087	-,089	1,000	-,008	,088	-,070	-,130
	Promotion	-,075	,046	-,071	-,008	1,000	,005	,010	,240
	Visual	,061	,045	,014	,088	,005	1,000	-,019	-,119
	Environment impact	-,069	,253	,048	-,070	,010	-,019	1,000	,174
	Advertising	-,041	,131	-,057	-,130	,240	-,119	,174	1,000

a. Déterminant = ,727

Indice KMO et test de Bartlett

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		,494
Test de sphéricité de Bartlett	Khi-carré approx.	53,779
	ddl	28
	Signification	,002

Qualités de représentation

	Initiales	Extraction
Brand image	1,000	,514
Price	1,000	,640
Seasonality	1,000	,461
Origin of products	1,000	,516
Promotion	1,000	,504
Visual	1,000	,295
Environment impact	1,000	,445
Advertising	1,000	,540

Méthode d'extraction : Analyse en composantes principales.

Variance totale expliquée

Composante	Valeurs propres initiales			Sommes extraites du carré des chargements			Sommes de rotation du carré des chargements		
	Total	% de la variance	% cumulé	Total	% de la variance	% cumulé	Total	% de la variance	% cumulé
1	1,512	18,896	18,896	1,512	18,896	18,896	1,427	17,840	17,840
2	1,266	15,825	34,721	1,266	15,825	34,721	1,258	15,726	33,567
3	1,136	14,203	48,924	1,136	14,203	48,924	1,229	15,357	48,924
4	,973	12,158	61,081						
5	,955	11,937	73,018						
6	,861	10,757	83,775						
7	,704	8,802	92,577						
8	,594	7,423	100,000						

Méthode d'extraction : Analyse en composantes principales.

Rotation de la matrice des composantes^a

	Composante		
	1	2	3
Price	,750	,276	,019
Environment impact	,654	-,127	-,022
Brand image	,241	,633	-,234
Origin of products	-,309	,607	,226
Visual	-,004	,543	,008
Promotion	,148	-,058	,692
Seasonality	,184	-,112	-,644
Advertising	,476	-,290	,478

Méthode d'extraction : Analyse en composantes principales.

Méthode de rotation : Varimax avec normalisation Kaiser.

a. Convergence de la rotation dans 6 itérations.

PCA for under 25 years old

Matrice de corrélation

		Brand image	Price	Seasonality	Origin of products	Promotion	Visual	Environment impact	Advertising
Corrélation	Brand image	1,000	,154	,107	,164	-,048	,037	-,079	-,022
	Price	,154	1,000	,015	-,003	,070	,127	,051	,008
	Seasonality	,107	,015	1,000	-,051	-,027	,041	,162	-,015
	Origin of products	,164	-,003	-,051	1,000	,038	,107	-,006	-,113
	Promotion	-,048	,070	-,027	,038	1,000	,068	,047	,212
	Visual	,037	,127	,041	,107	,068	1,000	-,065	-,047
	Environment impact	-,079	,051	,162	-,006	,047	-,065	1,000	,199
	Advertising	-,022	,008	-,015	-,113	,212	-,047	,199	1,000

Indice KMO et test de Bartlett

Indice de Kaiser-Meyer-Olkin pour la mesure de la qualité d'échantillonnage.		,452
Test de sphéricité de Bartlett	Khi-carré approx.	31,194
	ddl	28
	Signification	,309

Qualités de représentation

	Initiales	Extraction
Brand image	1,000	,468
Price	1,000	,369
Seasonality	1,000	,626
Origin of products	1,000	,316
Promotion	1,000	,604
Visual	1,000	,352
Environment impact	1,000	,535
Advertising	1,000	,559

Méthode d'extraction : Analyse en composantes principales.

Variance totale expliquée

Composante	Valeurs propres initiales			Sommes extraites du carré des chargements			Sommes de rotation du carré des chargements		
	Total	% de la variance	% cumulé	Total	% de la variance	% cumulé	Total	% de la variance	% cumulé
1	1,387	17,339	17,339	1,387	17,339	17,339	1,326	16,578	16,578
2	1,300	16,249	33,588	1,300	16,249	33,588	1,308	16,349	32,926
3	1,143	14,284	47,872	1,143	14,284	47,872	1,196	14,946	47,872
4	,987	12,334	60,206						
5	,959	11,992	72,197						
6	,865	10,817	83,015						
7	,771	9,632	92,647						
8	,588	7,353	100,000						

Méthode d'extraction : Analyse en composantes principales.

Matrice des composantes^a

	Composante		
	1	2	3
Brand image	-,436	,464	,249
Price	-,114	,597	-,020
Seasonality	,082	,315	,721
Origin of products	-,445	,291	-,181
Promotion	,364	,421	-,542
Visual	-,304	,443	-,252
Environment impact	,553	,301	,372
Advertising	,669	,283	-,177

Méthode d'extraction : Analyse en composantes principales.
a. 3 composantes extraites.

Rotation de la matrice des composantes^a

	Composante		
	1	2	3
Brand image	,586	-,239	,259
Price	,544	,193	,191
Seasonality	,089	-,160	,770
Origin of products	,521	-,107	-,181
Promotion	,205	,730	-,169
Visual	,570	,101	-,132
Environment impact	-,145	,357	,622
Advertising	-,141	,710	,186

Méthode d'extraction : Analyse en composantes principales.

Méthode de rotation : Varimax avec normalisation Kaiser.

a. Convergence de la rotation dans 5 itérations.

Matrice de transformation des composantes

Composante	1	2	3
1	-,588	,739	,328
2	,794	,449	,411
3	-,157	-,502	,850

Méthode d'extraction : Analyse en composantes principales.

Méthode de rotation : Varimax avec normalisation Kaiser.

Appendix J: test of normality of means for each region for respondents under 25 years old

- North America

Tests de normalité

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
COO	,088	173	,002	,974	173	,003
PDT	,128	173	,000	,946	173	,000
IN	,184	173	,000	,916	173	,000

a. Correction de signification de Lilliefors

- Central-South America

Tests de normalité

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
PDT	,140	173	,000	,933	173	,000
IN	,183	173	,000	,902	173	,000
COO	,204	173	,000	,883	173	,000

a. Correction de signification de Lilliefors

- Africa

Tests de normalité

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
COO	,135	173	<,001	,933	173	<,001
PDT	,140	173	<,001	,933	173	<,001
IN	,198	173	<,001	,916	173	<,001

a. Correction de signification de Lilliefors

- Asia

Tests de normalité						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
COO	,104	173	<,001	,982	173	,027
PDT	,262	173	<,001	,866	173	<,001
IN	,210	173	<,001	,925	173	<,001

a. Correction de signification de Lilliefors

- Europe

Tests de normalité						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
COO	,093	173	,001	,977	173	,005
PDT	,174	173	,000	,924	173	,000
IN	,157	173	,000	,934	173	,000

a. Correction de signification de Lilliefors

Appendix K: Goodness-of-fit for Ordinal regression for 5 regions

- North America

Informations sur l'ajustement du modèle

Modèle	Log de vraisemblance -2	Khi-carré	ddl	Sig.
Constante uniquement	290,762			
Final	287,339	3,423	1	,064

Fonction de lien : Logit.

Qualité d'ajustement

	Khi-carré	ddl	Sig.
Pearson	182,703	209	,905
Déviante	159,350	209	,996

Fonction de lien : Logit.

Pseudo R-deux

Cox et Snell	,028
Nagelkerke	,028
McFadden	,006

Fonction de lien : Logit.

- Central-South America

Informations sur l'ajustement du modèle

Modèle	Log de vraisemblance -2	Khi-carré	ddl	Sig.
Constante uniquement	282,767			
Final	282,525	,242	1	,623

Fonction de lien : Logit.

Qualité d'ajustement

	Khi-carré	ddl	Sig.
Pearson	222,533	224	,515
Déviante	163,967	224	,999

Fonction de lien : Logit.

Pseudo R-deux

Cox et Snell	,002
Nagelkerke	,002
McFadden	,000

Fonction de lien : Logit.

- Africa

Informations sur l'ajustement du modèle

Modèle	Log de vraisemblance -2	Khi-carré	ddl	Sig.
Constante uniquement	288,257			
Final	286,612	1,645	1	,200

Fonction de lien : Logit.

Qualité d'ajustement

	Khi-carré	ddl	Sig.
Pearson	191,194	224	,945
Déviance	168,046	224	,998

Fonction de lien : Logit.

Pseudo R-deux

Cox et Snell	,014
Nagelkerke	,014
McFadden	,003

Fonction de lien : Logit.

- Asia

Informations sur l'ajustement du modèle

Modèle	Log de vraisemblance -2	Khi-carré	ddl	Sig.
Constante uniquement	495,382			
Final	119,295	376,087	2	,000

Fonction de lien : Logit.

Qualité d'ajustement

	Khi-carré	ddl	Sig.
Pearson	31766209.06	724	,000
Déviance	189,996	724	1,000

Fonction de lien : Logit.

Pseudo R-deux

Cox et Snell	,955
Nagelkerke	,971
McFadden	,757

Fonction de lien : Logit.

- Europe

Informations sur l'ajustement du modèle

Modèle	Log de vraisemblance -2	Khi-carré	ddl	Sig.
Constante uniquement	331,639			
Final	329,806	1,833	1	,176

Fonction de lien : Logit.

Qualité d'ajustement

	Khi-carré	ddl	Sig.
Pearson	322,696	323	,494
Déviante	199,497	323	1,000

Fonction de lien : Logit.

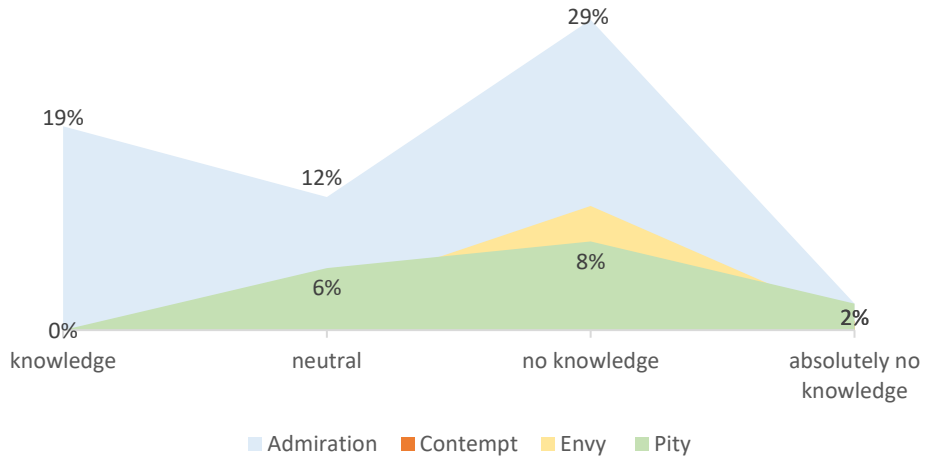
Pseudo R-deux

Cox et Snell	,015
Nagelkerke	,015
McFadden	,003

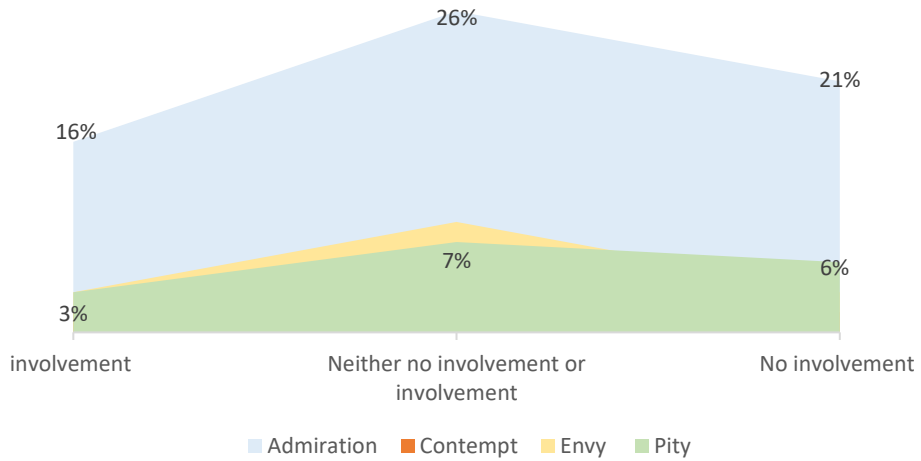
Fonction de lien : Logit.

Appendix L: Product Involvement and Knowledge for North America and Europe

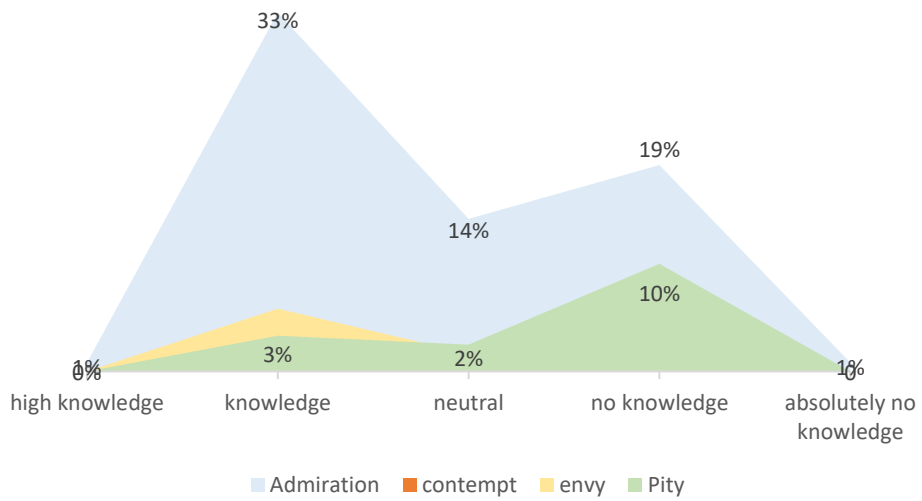
Product Knowledge depending of SCM emotions for North America



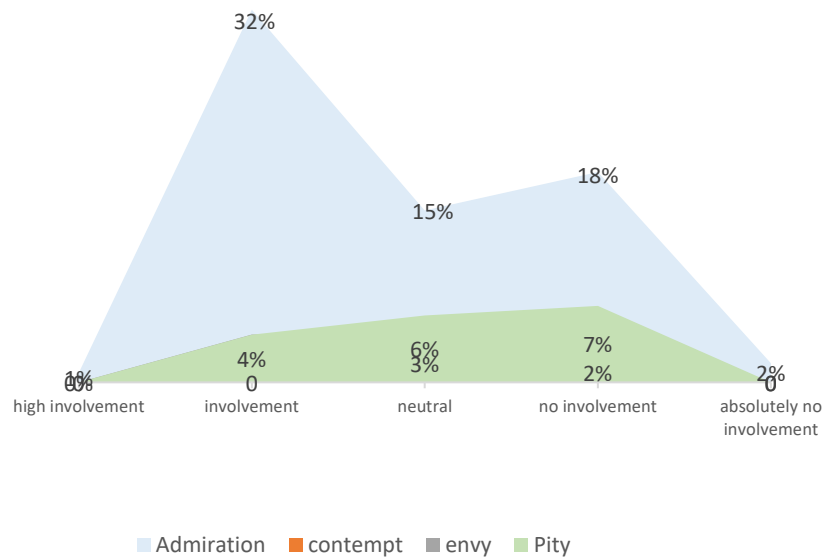
Product Involvement depending of SCM emotions for North America



Product Knowledge depending of SCM emotions for EU

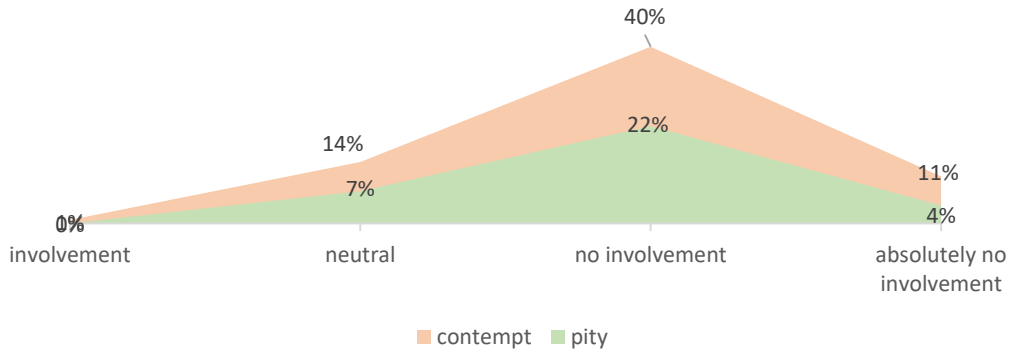


Product Involvement depending of SCM emotions for EU

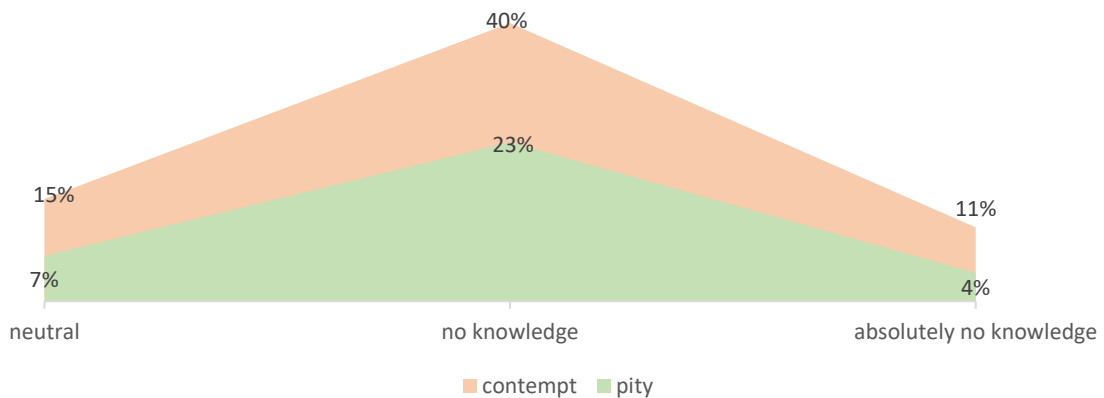


Appendix M: Product Involvement and Knowledge for Asia, Central-South America and Africa

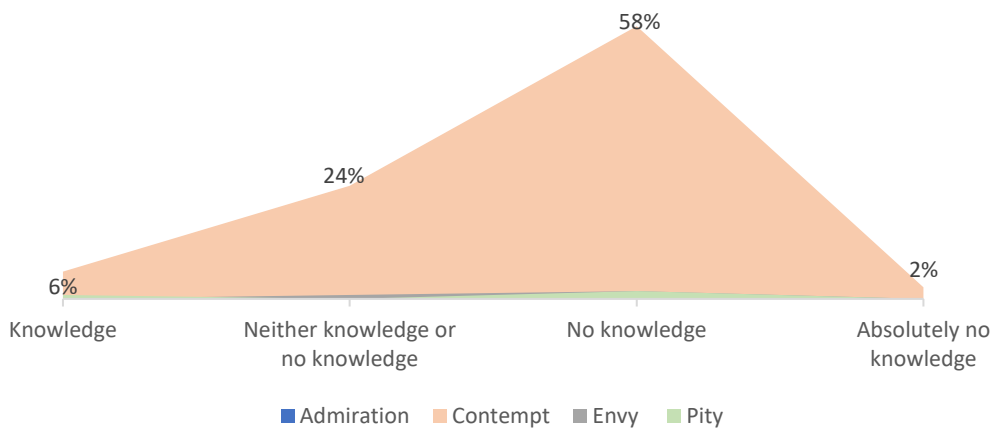
Product Involvement depending of SCM emotions for Asia



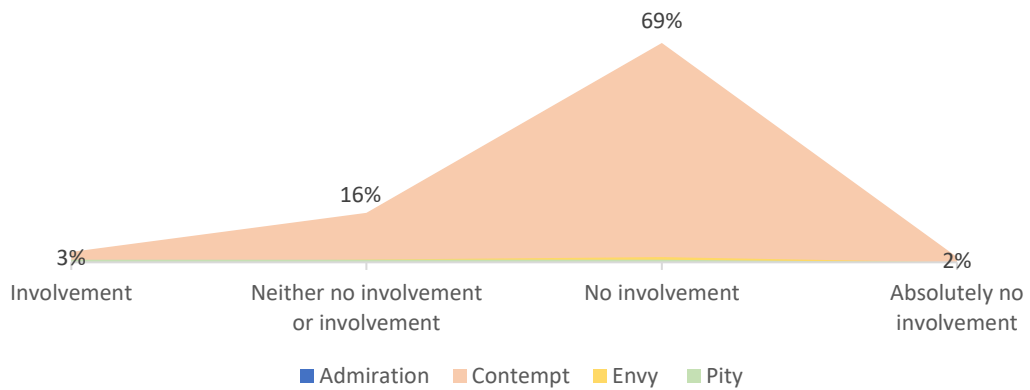
Product knowledge depending of SCM emotions for Asia



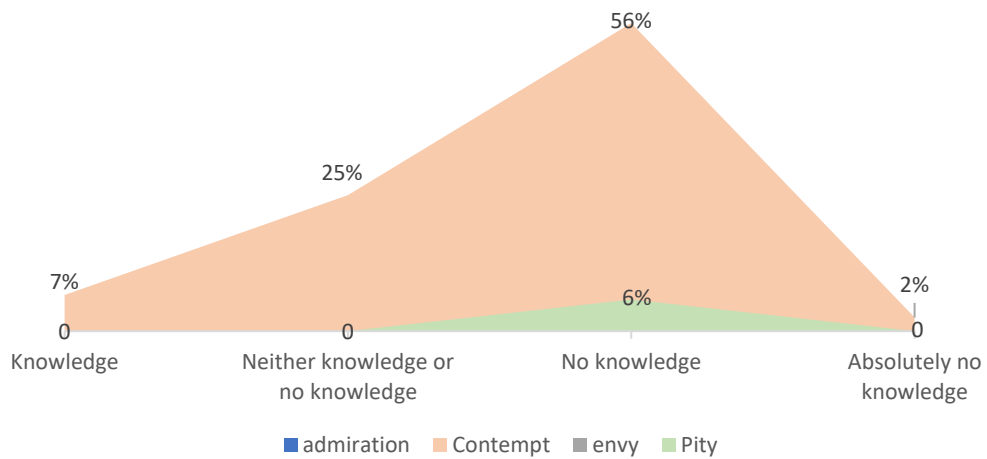
Product knowledge depending of SCM emotions for Central South America



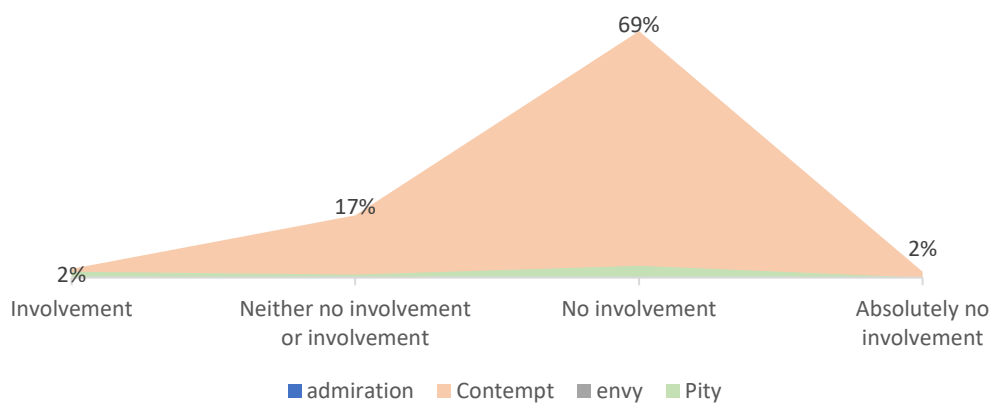
Product Involvement depending of SCM emotions for Central South America



Product Knowledge depending of SCM emotions for Africa



Product involvement depending of SCM emotions for Africa



Appendix N: test of normality for each of 5 regions

- North America

Tests de normalité^c

	PDT KNOWLEDGE N-A	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
COO N-A	1,16666666666667	,260	2	.			
	1,500000000000000	,138	9	,200*	,937	9	,552
	1,66666666666667	,135	13	,200*	,979	13	,974
	1,83333333333333	,130	21	,200*	,928	21	,128
	2,000000000000000	,141	21	,200*	,955	21	,421
	2,16666666666667	,113	23	,200*	,974	23	,786
	2,33333333333334	,142	17	,200*	,941	17	,334
	2,500000000000000	,171	17	,199	,930	17	,217
	2,66666666666667	,155	18	,200*	,968	18	,752
	2,83333333333334	,226	3	.	,983	3	,752
	3,000000000000000	,151	7	,200*	,959	7	,813
	3,16666666666667	,145	5	,200*	,975	5	,908
	3,33333333333334	,233	4	.	,915	4	,510
	3,500000000000000	,263	5	,200*	,832	5	,144
	3,66666666666667	,223	3	.	,985	3	,765
	3,83333333333334	,287	4	.	,934	4	,616

*. Il s'agit de la borne inférieure de la vraie signification.

a. Correction de signification de Lilliefors

c. COO N-A est une constante lorsque PDT KNOWLEDGE N-A = 4,000000000000000. Elle a été omise.

- Central-South America

Tests de normalité^a

	PDT KNOWLEDGE CS-A	Kolmogorov-Smirnov ^b			Shapiro-Wilk		
		Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
COO C/S A	1,500000000000000	,340	4	.	,801	4	,104
	1,66666666666667	,210	12	,149	,874	12	,074
	1,83333333333333	,279	13	,007	,838	13	,020
	2,000000000000000	,290	21	<,001	,774	21	<,001
	2,16666666666667	,141	32	,107	,907	32	,009
	2,33333333333334	,174	22	,083	,836	22	,002
	2,500000000000000	,230	20	,007	,816	20	,002
	2,66666666666667	,147	18	,200*	,885	18	,031
	2,83333333333334	,277	4	.	,845	4	,209
	3,000000000000000	,249	4	.	,880	4	,339
	3,16666666666667	,266	5	,200*	,892	5	,365
	3,33333333333334	,263	5	,200*	,868	5	,260
	3,500000000000000	,241	4	.	,916	4	,516
	3,66666666666667	,328	5	,084	,846	5	,181
	3,83333333333334	,288	3	.	,928	3	,482

*. Il s'agit de la borne inférieure de la vraie signification.

a. COO C/S A est une constante lorsque PDT KNOWLEDGE CS-A = 1,33333333333333. Elle a été omise.

b. Correction de signification de Lilliefors

- Africa

Tests de normalité^{a,d}

PDT INVOLVEMENT AF	Kolmogorov-Smirnov ^b			Shapiro-Wilk		
	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
1,5000000000000000	,260	2	.			
1,6666666666666667	,232	5	,200*	,904	5	,435
1,8333333333333333	,218	5	,200*	,952	5	,749
2,0000000000000000	,164	15	,200*	,887	15	,060
2,1666666666666667	,120	35	,200*	,937	35	,046
2,3333333333333334	,107	36	,200*	,947	36	,087
2,5000000000000000	,131	28	,200*	,892	28	,008
2,6666666666666667	,168	8	,200*	,955	8	,758
2,8333333333333334	,219	13	,090	,823	13	,013
3,0000000000000000	,299	6	,100	,883	6	,285
3,1666666666666667	,337	3	.	,855	3	,253
3,3333333333333334	,249	5	,200*	,950	5	,734
3,5000000000000000	,260	2	.			
3,6666666666666667	,207	5	,200*	,872	5	,273
3,8333333333333334	,356	3	.	,818	3	,157

*. Il s'agit de la borne inférieure de la vraie signification.

a. COO AF est une constante lorsque PDT INVOLVEMENT AF = 1,3333333333333333. Elle a été omise.

b. Correction de signification de Lilliefors

d. COO AF est une constante lorsque PDT INVOLVEMENT AF = 4,0000000000000000. Elle a été omise.

- Asia

Tests de normalité^a

PDT KNOWLEDGE AS	Kolmogorov-Smirnov ^b			Shapiro-Wilk		
	Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
1,1666666666666667	,175	3	.	1,000	3	1,000
1,3333333333333333	,137	11	,200*	,965	11	,830
1,5000000000000000	,242	11	,072	,869	11	,076
1,6666666666666667	,214	13	,107	,943	13	,502
1,8333333333333333	,314	3	.	,893	3	,363
2,0000000000000000	,260	2	.			
2,1666666666666667	,279	9	,043	,760	9	,007
2,3333333333333334	,108	36	,200*	,965	36	,307
2,5000000000000000	,101	43	,200*	,980	43	,650
2,6666666666666667	,179	28	,022	,935	28	,081
2,8333333333333334	,177	11	,200*	,944	11	,574
3,0000000000000000	,260	2	.			

*. Il s'agit de la borne inférieure de la vraie signification.

a. COO AS est une constante lorsque PDT KNOWLEDGE AS = 1,0000000000000000. Elle a été omise.

b. Correction de signification de Lilliefors

- Europe

Tests de normalité ^{a,b,c}							
COO EU	PDT KNOWLEDGE EU	Kolmogorov-Smirnov ^d			Shapiro-Wilk		
		Statistiques	ddl	Sig.	Statistiques	ddl	Sig.
	2,0000000000000000	,141	10	,200 ^a	,918	10	,337
	2,1666666666666667	,216	16	,044	,903	16	,091
	2,3333333333333334	,180	17	,147	,940	17	,321
	2,5000000000000000	,161	10	,200 ^a	,955	10	,726
	2,6666666666666667	,260	2	.			
	2,8333333333333334	,245	5	,200 ^a	,877	5	,297
	3,0000000000000000	,215	5	,200 ^a	,896	5	,390
	3,1666666666666667	,221	5	,200 ^a	,902	5	,421
	3,3333333333333334	,215	11	,164	,898	11	,175
	3,5000000000000000	,240	5	,200 ^a	,860	5	,227
	3,6666666666666667	,142	15	,200 ^a	,919	15	,189
	3,8333333333333334	,174	25	,048	,946	25	,200
	4,0000000000000000	,087	18	,200 ^a	,977	18	,917
	4,1666666666666667	,215	13	,103	,894	13	,110
	4,3333333333333333	,187	7	,200 ^a	,926	7	,521
	4,5000000000000000	,269	4	.	,887	4	,367
	5,0000000000000000	,260	2	.			

*. Il s'agit de la borne inférieure de la vraie signification.

a. COO EU est une constante lorsque PDT KNOWLEDGE EU = 1,3333333333333333. Elle a été omise.

b. COO EU est une constante lorsque PDT KNOWLEDGE EU = 1,5000000000000000. Elle a été omise.

c. COO EU est une constante lorsque PDT KNOWLEDGE EU = 1,8333333333333333. Elle a été omise.

d. Correction de signification de Lilliefors

Appendix O: Kruskal-Wallis non-parametric test for Asia and Europe

Europe

Récapitulatif du test d'hypothèse

	Hypothèse nulle	Test	Sig. ^{a,b}	Décision
1	La distribution de PDT est la même sur les catégories de AGE.	Test Kruskal-Wallis pour échantillons indépendants	,643	Garder les hypothèses nulles.
2	La distribution de IN est la même sur les catégories de AGE.	Test Kruskal-Wallis pour échantillons indépendants	,603	Garder les hypothèses nulles.

a. Le niveau de signification est de ,050.

b. La signification asymptotique est affichée.

Asia

Récapitulatif du test d'hypothèse

	Hypothèse nulle	Test	Sig. ^{a,b}	Décision
1	Les médianes de COO sont les mêmes sur les catégories de AGE.	Test de la médiane pour échantillons indépendants	,937	Garder les hypothèses nulles.
2	La distribution de COO est la même sur les catégories de AGE.	Test Kruskal-Wallis pour échantillons indépendants	,865	Garder les hypothèses nulles.
3	Les médianes de PDT sont les mêmes sur les catégories de AGE.	Test de la médiane pour échantillons indépendants	,797	Garder les hypothèses nulles.
4	La distribution de PDT est la même sur les catégories de AGE.	Test Kruskal-Wallis pour échantillons indépendants	,366	Garder les hypothèses nulles.
5	Les médianes de IN sont les mêmes sur les catégories de AGE.	Test de la médiane pour échantillons indépendants	,003	Rejeter les hypothèses nulles.
6	La distribution de IN est la même sur les catégories de AGE.	Test Kruskal-Wallis pour échantillons indépendants	,096	Garder les hypothèses nulles.

a. Le niveau de signification est de ,050.

b. La signification asymptotique est affichée.

**Appendix P: Kruskal-Wallis non-parametric test and Post Hoc Games-Howell test for
Central-South America and Africa**

Africa

Récapitulatif du test d'hypothèse

	Hypothèse nulle	Test	Sig. ^{a,b}	Décision
1	Les médianes de COO sont les mêmes sur les catégories de Age.	Test de la médiane pour échantillons indépendants	,159	Garder les hypothèses nulles.
2	La distribution de COO est la même sur les catégories de Age.	Test Kruskal-Wallis pour échantillons indépendants	,097	Garder les hypothèses nulles.
3	Les médianes de PDT sont les mêmes sur les catégories de Age.	Test de la médiane pour échantillons indépendants	,034	Rejeter les hypothèses nulles.
4	La distribution de PDT est la même sur les catégories de Age.	Test Kruskal-Wallis pour échantillons indépendants	,004	Rejeter les hypothèses nulles.
5	Les médianes de IN sont les mêmes sur les catégories de Age.	Test de la médiane pour échantillons indépendants	,265	Garder les hypothèses nulles.
6	La distribution de IN est la même sur les catégories de Age.	Test Kruskal-Wallis pour échantillons indépendants	,302	Garder les hypothèses nulles.

a. Le niveau de signification est de ,050.

b. La signification asymptotique est affichée.

Comparaisons appariées de Age

Sample 1-Sample 2	Statistiques de test	Erreur standard	Statistiques de test standard	Sig.	Sig. Sig. ^a
41 to 56 years old-25 to 40 years old	15,554	20,210	,770	,442	1,000
41 to 56 years old-Under 25 years old	40,172	19,336	2,078	,038	,113
25 to 40 years old-Under 25 years old	24,618	8,685	2,835	,005	,014

Chaque ligne teste l'hypothèse nulle selon laquelle les distributions Echantillon 1 et Echantillon 2 sont égales.

Les significations asymptotiques (tests bilatéraux) sont affichées. Le niveau de signification est de ,050.

a. Les valeurs de signification ont été ajustées par la correction Bonferroni pour plusieurs tests.

South-Central America

Récapitulatif du test d'hypothèse

	Hypothèse nulle	Test	Sig. ^{a,b}	Décision
1	Les médianes de COO sont les mêmes sur les catégories de AGE.	Test de la médiane pour échantillons indépendants	,003	Rejeter les hypothèses nulles.
2	La distribution de COO est la même sur les catégories de AGE.	Test Kruskal-Wallis pour échantillons indépendants	,000	Rejeter les hypothèses nulles.
3	Les médianes de PDT sont les mêmes sur les catégories de AGE.	Test de la médiane pour échantillons indépendants	,030	Rejeter les hypothèses nulles.
4	La distribution de PDT est la même sur les catégories de AGE.	Test Kruskal-Wallis pour échantillons indépendants	,003	Rejeter les hypothèses nulles.
5	Les médianes de IN sont les mêmes sur les catégories de AGE.	Test de la médiane pour échantillons indépendants	,359	Garder les hypothèses nulles.
6	La distribution de IN est la même sur les catégories de AGE.	Test Kruskal-Wallis pour échantillons indépendants	,354	Garder les hypothèses nulles.

a. Le niveau de signification est de ,050.

b. La signification asymptotique est affichée.

Comparaisons appariées de AGE

Sample 1-Sample 2	Statistiques de test	Erreur standard	Statistiques de test standard	Sig.	Sig. Sig. ^a
41 to 56 years old-25 to 40 years old	17,955	19,118	,939	,348	1,000
41 to 56 years old-Under 25 years old	-41,904	18,158	-2,308	,021	,063
25 to 40 years old-Under 25 years old	-23,949	8,757	-2,735	,006	,019

Chaque ligne teste l'hypothèse nulle selon laquelle les distributions Echantillon 1 et Echantillon 2 sont égales.

Les significations asymptotiques (tests bilatéraux) sont affichées. Le niveau de signification est de ,050.

a. Les valeurs de signification ont été ajustées par la correction Bonferroni pour plusieurs tests.