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Consumer responses to imported products: The product adoption process, antecedents, and consequences

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CONSUMER RESPONSES TO IMPORTED PRODUCTS: THE PRODUCT ADOPTION PROCESS, ANTECEDENTS, AND CONSEQUENCES

A Dissertation

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ABSTRACT

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When consumers adopt imported products, they may rely on a different adoption process than they do when adopting domestic products, primarily because imported products are developed under different positioning strategies in foreign markets that have different levels of development. Little is known about how the process of adopting imported products differs from that involved in adopting domestic products and to what extent the process influences consumer purchase intention. Several factors influence the adoption process of imported products. The main goals of this research are 1) explaining consumers' purchase intention for imported products, 2) examining the process consumers engage in when adopting imported products, and 3) determining how market context (developed vs. emerging) influences consumers' purchase intention and their product adoption process.

The findings of this research indicate that consumer attitude toward imported products explains consumer behavioral intention to use these products, which explains imported product selection, which explains consumer imported product evaluation, which explains the level of consumer acceptance of an imported product. In turn, the adoption process explains the intention of consumers to purchase imported products. This adoption process fits an explanation chain,

and thus, this chain brings a unique perspective to the literature by addressing imported product adoption as a continuous process rather than a dichotomous decision.

This research shows that consumers in an emerging market show a higher purchase intention level when the imported product is produced in a developed market. Conversely, consumers in a developed market show a similar purchase intention level for all imported products. However, the purchase intention level is higher when the product is domestic and consumers identify their home country as a renowned manufacturer of that product regardless of the market development level of the home country. Yet, contrary to what theory suggests, not all the product adoption process antecedents examined contribute to the explanation of consumer attitude toward imported products.

Overall, this research has identified important differences in consumer purchase intention and attitude toward product between adopting a domestic product and adopting an imported product. Such differences are due to the variety of cognitive, affective, and normative influences.

DEDICATION

The completion of my doctoral program was possible as a result of the support and unwavering belief in me of my wife, Maria Jose Trevino-Guerra; and beautiful son Miguel Alfonsoeduardo Sahagun, who was born during the last year of my doctoral program; my parents, Enrique Sahagun-Sahagun and Brigida Guardiola-Jacome; my brother, Enrique Sahagun-Guardiola and my sister Sandra Sahagun-Guardiola; and my wife's family. Thank you all for providing the support, patience, and inspiration I needed to finish this journey.

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CHAPTER I

INTRODUCTION

Adopting imported products may not only present consumers with disruptions in their usual buying patterns and the ways they use familiar products but also alter the process involved in trying and accepting these new products. Imported products confront consumers with innovation, and perhaps with a new culture and alternative ideas and practices as well. Little is known about how the process of adopting new imported products differs from the familiar processes of product adoption and how determinant that difference is in consumer purchase intention.

This research aims at 1) examining the process that leads consumers to adopt imported products and emphasizing the steps or components that define the processes' uniqueness, 2) explaining the resulting purchase intention by considering not only the product adoption process consumers go through but also the antecedents of the adoption process of imported products (hereafter APIP), and 3) determining how context influences the product adoption process, its antecedents, and its consequences. The APIP involves consumers' replacing existing products with new products, in particular imported products. This specific process (APIP) includes a long chain of factors ranging from attitude toward new product use to the behavioral intention to use new products and the subsequent stages of selecting, evaluating and accepting new products, a process that finally results in the intent to purchase. The antecedents of the APIP include.

numerous beliefs as well as assessments by consumers of the compatibility between the new product to be adopted and their values, previous experiences, and needs

In considering the various steps of the APIP, all the necessary components of the process will be included without falling into redundancy or explicit diversion so as to achieve a parsimonious model. Similarly, when considering the various antecedents of the APIP, only the factors based on the literature, i.e., that have been shown to influence the generation or maintenance of the APIP, will be included. In addition, the APIP and its antecedents in the context of two market development levels—a developed market and an emerging market—will be examined. Understanding the influence of context is critical. This influence can be cultural, generational, or something else. What the researcher wants to understand is how context influences the APIP, its antecedents, and its consequences.

To summarize, then, the objectives of this research are to 1) understand consumers' APIP, 2) explain consumers' purchase intention, and 3) understand the influence of context.

The following questions are proposed to guide this research:

Q1: Is the product adoption process used by consumers different when adopting imported products than it is when adopting domestic products? If so, why and how?

Q2: Are the APIP and its antecedents significant enough to explain the purchase intention of imported products? If so, how significant are they?

Q3: What contribution, if any, does market development level used as context offer in explaining purchase intention for imported products?

The remainder of this paper is organized as follows. Chapter two reviews the literature on product adoption, the APIP, and its antecedents and purchase intention as a consequence of such processes under the influence of market development level used as context. Chapter three

describes the design and methodology that was used to conduct the empirical study required to address all research questions and hypotheses testing. The analysis and findings are presented in chapter four. Chapter five discusses the study's findings, draws conclusions, examines theoretical and managerial implications, identifies the study's limitations, and offers suggestions for future research.

CHAPTER II

LITERATURE REVIEW

Although inquiry about product adoption appears to be thorough, much about the process is poorly understood (Zenobia & Weber, 2011). Consequently, explanations of the process of imported product adoption imported products, the antecedents of this process, and customer purchase intention leave much to be desired. In this section the literature on imported products, the APIP, the antecedents, and the consequences of such process under the influence of different market development levels are reviewed.

The Adoption Process of Imported Products (APIP)

This section defines imported products, reviews the literature on product adoption, and proposes an APIP. According to Dictionary.com, 2013, an imported product is any product coming from a foreign country for use, sale, processing, re-export, or service. Apparently, consumers have generalized images about products produced in foreign countries (Bannister & Saunders, 1978; Cattin, Jolibert, & Lohnes, 1982) based on the national reputation of the country. Thus companies seeking to trade or sell their products to consumers in foreign countries need to know how their products are perceived by those consumers (Niffenegger, White, & Marmet, 1982). Additionally, companies need to know what influence these perceptions have, if any, on the adoption process consumers engage in when making decisions about their purchases.

Product adoption frequently refers to customers' purchase intention or their intention to begin using a product (Lambrecht, Seim, & Tucker, 2011), and this intention has been defined as "the process of finding the right tool for the right job" (Zenobia & Weber, 2011, p. 535) or as the stage in which the complete use of an innovation is achieved by a consumer (Kitchen & Panopoulos, 2010; Rogers, 1995). Therefore, product adoption should be considered a continuous process rather than a dichotomous decision (adopt vs. non-adopt) (Hussein, Ennew, & Kortam, 2012).

During the product adoption process, consumers attempt to balance several competing influences in forming attitudes and choosing products from foreign countries. They weigh, for instance, a country's degree of industrial and market development of the consumer vs. the country's degree of industrial and market development of the product (Papadopoulos, Heslop, & Bamossy, 1990). Furthermore, other competing factors may exist: cognitive influences (e.g. quality, price, risk, performance), affective influences (e.g. personal impressions about a country, patriotism, national pride), and normative influences (normative pressures consumers feel to buy certain products). Any of these factors or combinations of them can and do affect consumer's thought processes (Olsen, Granzin, & Biswas, 1993), which further complicates the adoption process.

A number of theories and models have been used to understand and explain adoption: the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975), the diffusion of innovation theory (DIT) (Rogers, 1995), the technology acceptance model (TAM) (Davis, 1989), and the industrial adoption process model (Ozanne & Churchill, 1971). However, a holistic and enriched customized approach is required when analyzing the adoption process (Panopoulos & Sarri, 2013), and, when applied to this process, this approach requires that special attention be paid to

the additional factors. None of the theories and models applied so far fully explains the APIP or identifies the steps or components that define its uniqueness. Furthermore, none of the adoption definitions provided in the literature thoroughly encompasses the APIP consumers use to make decisions about their purchases.

The Role of Attitude and Behavior in the APIP

People hold attitudes with respect to such aspects of their world as other people, objects, products, and behavior. An attitude is "the individual's degree of evaluative effect toward the target behavior" (Fishbein & Ajzen, 1975, p. 216). Attitudes represent people's evaluation and feelings (positive or negative) toward an object in question (Ajzen & Fishbein, 1977). Previous research suggests that attitudes directly and significantly influence intentions (Ajzen & Fishbein, 1977; Andreassen & Streukens, 2013; Bobbitt & Dabholkar, 2001; Chen, Gillenson, & Sherrell, 2002; Davis, 1989; Fishbein & Ajzen, 1975; Plewa et al., 2012; Sheppard, Hartwick, & Warshaw, 1988). This influence is likely to be positive if the perceived consequences of acting according to those intentions lead to results perceived to be valuable (Bagozzi, 1992).

An individual's attitude toward an object influences his or her responses toward that object (Fishbein & Ajzen, 1975), which suggests that an individual's intention toward an object is a function of his or her attitude towards it. Although the attitude-behavioral intention relation was developed to study the intent to perform a single behavior when a choice was lacking, it has been shown that an even stronger attitude-behavioral intention relation is obtained when consumers feel they have a choice among alternatives. Thus the attitude-behavioral intention relation has shown a stronger predictive utility when used to study activities involving choice (Sheppard, Hartwick, & Warshaw, 1988). Furthermore, the attitude-behavior relation can be used to understand and predict most human behavior (Sheppard, Hartwick, & Warshaw, 1988). This

relationship has shown strong overall evidence of its efficacy, and its value has been supported in a variety of settings (Andreassen & Streukens, 2013; Chen, Gillenson, & Sherrell, 2002; Lee et al., 2009; Plewa et al., 2012; Sheppard, Hartwick, & Warshaw, 1988; Shimp & Kavas, 1984).

Behavioral intention is "an individual's subjective probability that he/she will perform a specified behavior" (Fishbein & Ajzen, 1975, p. 288), or as the likelihood of users to use a particular product (Wu & Wang, 2005; Chen, Gillenson, & Sherrell, 2002), although there are other authors (Miniard & Cohen, 1983) who suggest that behavioral intention is a function of individuals' expectations about the consequences of undertaking such behavior.

Both attitudinal and behavior components consist of four elements: 1) action, 2) target at which the action is directed, 3) context in which the action is performed, and 4) time at which it is performed. The attitude-behavior relation is consistently strong when both components (attitudinal and behavioral) are directed at the same target and involve the same action (Ajzen & Fishbein, 1977). Low attitude-behavior relations correspond to low correspondence among attitudinal and behavioral components, with the action and target components being the most important among all four (Ajzen & Fishbein, 1977).

Furthermore, consumers desiring to obtain valuable results from their actions are likely to be motivated to perform behaviors that will lead to them to results they consider desirable (Bagozzi, 1992). Individual behavior is driven by the intent to perform a specific behavior (Fishbein & Ajzen, 1975). To assess the determinants of a specific behavior, it would be sufficient to focus on and analyze individuals' attitudes and intentions toward that particular behavior (Ajzen & Fishbein, 1977; Chen, Gillenson, & Sherrell, 2002; Sheppard, Hartwick, & Warshaw, 1988). By analyzing the attitudes and the intentions of consumers, researchers can, to a considerable extent, determine and predict their future behavior (Bobbitt & Dabholkar, 2001).

Consequently, customer attitudes toward the use of imported products are expected to have a direct influence on their behavioral intent to use these products. These two constructs are proposed as the first two stages for the APIP.

Therefore:

P_1A: *Attitudes explain behavioral intention.*

Furthermore, it is hypothesized:

H_1A: *Consumer attitude toward imported product use explains consumer behavioral intention to use imported products.*

The Role of Selection in the APIP

Selecting is "the process of choosing a product to satisfy a motive, most likely an immediate, situational need" (Zenobia & Weber, 2011, p. 544). Consumers select a specific product from among a large number of competing ones, and the selection process represents an individual effort to choose from different products (Blumer, 1969). Selection is initiated by a motivation arising from consumers' beliefs. Apparently these beliefs are an important element in the selection process, yet selecting a specific product does not change those beliefs (Nutt, 1984).

Selection occurs when consumers choose a product to satisfy an immediate need but hold the motives constant while varying the product selection options. During this stage in the process, each product is judged only on the attributes motivating consumers' adoption. Each of the different product options is a claim for adoption, thus creating a selection stage at any given time (Blumer, 1969). Generally, product selection occurs when consumers in charge of making the selection, after all possible known options are reviewed, think it is time to decide (Zenobia & Weber, 2011).

This stage of the adoption process could be better understood if it is known how consumer preferences are influenced by the set of alternatives under consideration. To this end, a tradeoff contrast describing the effect of the context on this stage of the selection process had been proposed (Simonson & Tversky, 1992). The proposal states that "contrast effects are ubiquitous in perception and judgment" (Simonson & Tversky, 1992, p. 281). In other words, a product appears attractive when surrounded by less attractive alternatives, whereas it appears unattractive when surrounded by more attractive alternatives. Subsequently selection is proposed as another stage for the APIP.

Therefore:

P_1B: *Behavioral intention explains selection.*

Furthermore, it is hypothesized:

H_1B: *Consumer behavioral intention to use imported products explains imported product selection.*

The Role of Evaluation in the APIP

Selection and evaluation are distinct cognitive processes. Evaluation is "the process of judging how well a product satisfies a motive" (Zenobia & Weber, 2011, p. 544), and this judgment results in consumer's emotional responses. It has been suggested previously that evaluation is triggered after selection takes place (Zenobia & Weber, 2011). Evaluation is a linear function of salient beliefs about products or brands (Johansson, Douglas, & Nonaka, 1985). However, variations among the majority of product attributes make it impossible to formulate a universally accepted evaluative set of criteria across products (Hult, Keillor, & Hightower, 2000).

Socially constructing product capabilities and product requirements when evaluating products is the primary means for inducing changes in beliefs; it grounds beliefs in empirical facts. Beliefs after product evaluation may not be the same as the set of beliefs that first induced consumers to adopt a product (Wang et al., 2013). Evaluation assesses both product capabilities and product requirements independently of rival products; product options are held constant while motives are changed (Zenobia & Weber, 2011). However emotions and feelings of uncertainty are engaged during the product evaluation stage (Castano et al., 2008)

Incongruity refers to "the extent that structural correspondence is achieved between the entire configuration of attribute relations associated with an object, such as a product, and the configuration specified by the schema" (Meyers-Levy & Tybout, 1989, p. 40). Extreme incongruity is "an incongruity that cannot be resolved or can be resolved only if fundamental changes are made in the existing cognitive structure" (Meyers-Levy & Tybout, 1989, p. 40). Whether an evaluation is favorable or unfavorable is a function of how easily consumers performing the evaluation can resolve the encountered incongruity.

When evaluating new products, consumers value a moderate level of the unexpected or of distinctiveness in a product. Products only moderately incongruent with consumers' product category schemas produce more favorable customer evaluations when compared to products that are congruent or extremely incongruent (Meyers-Levy & Tybout, 1989).

Consumers evaluate the extent to which a product is consonant or dissonant with their expectations (Wang et al., 2013). In other words, the evaluation indicates how the product conforms to their expectations. However, most consumers try out products on a speculative basis, and it is not until they find an advantage using them that they develop the intention to adopt (Rogers, 1995). If a product is evaluated negatively, it is highly unlikely that adoption will

occur (Reinders, Frambach, & Schoormans, 2010). Product evaluation is considered as an important stage in adoption (Reinders, Frambach, & Schoormans, 2010). Subsequently evaluation is proposed as an additional stage in the APIP.

Therefore:

P_1C: *Selection explains the evaluation.*

Furthermore, it is hypothesized:

H_1C: *Consumer imported product selection explains consumer imported product evaluation.*

The Role of Acceptance in the APIP

It is after evaluating a product that the product moves toward the implementation and confirmation stages. All other things being equal, sensitivity to a need unmet by a product will decrease consumers' acceptance and increase the likelihood of product rejection or discontinuance in favor of a rival product that does fulfill that need (Zenobia & Weber, 2011). Thus, using a positively evaluated product on a regular basis and integrating it into a user's ongoing routine are characteristic of the acceptance stage.

Product acceptance results from the impression that a product is doing what is intended to do despite the difficulties experienced during use (Meuter et al., 2000). Product acceptance is the response to positive product evaluation. During the acceptance stage, consumers reconsider the use of the adopted product based on their satisfaction resulting from their experiences with the product, and based on their experience, they decide whether to continue using it or not (Yoh et al., 2003). Thus imported product acceptance is defined as the extent to which a consumer frequently and fully uses the imported product for the activities it is suited to. Furthermore, imported product acceptance is the result of the stages consumers go through until ongoing use

of the imported product is achieved, the currently consumed product is replaced, or its use is discontinued. Consequently, acceptance is proposed as the final stage of the APIP.

Therefore:

P_1D: *Evaluation explains acceptance.*

Furthermore, it is hypothesized:

H_1D: *Consumer imported product evaluation explains consumer acceptance of an imported product.*

The APIP Constitutes an Explanation Chain

Scientific understanding requires explanatory power. Therefore models that explain a phenomenon contribute to scientific understanding. However, all explanations are incomplete. In other words something is always left unexplained. Nevertheless, no one would seriously propose that in order to explain anything it is required to explain everything. Thus, although the provided explanation may be unexplained by other laws, there may be empirical support for the veracity of the explanation provided (Hunt, 2010).

Following the search for causal relationships—which is central to the mission of marketing science—and knowing that science may never know any causal relationship with certainty, it is proposed that an explanation chain can be a representation for the APIP. Although there are different forms to explain phenomena, such as enthymemes, explanation sketches, explanation chains, etc., an explanation chain was selected for this research because is a sequence of reflective relations deep enough to represent a parsimonious explanation of a phenomenon without falling into infinite regress (Hunt, 2010).

The five components that are sequentially linked in the form of an explanation chain for the APIP are 1) attitude toward imported product use, 2) behavioral intention to use imported

products, 3) imported product selection, 4) imported product evaluation, and 5) imported product acceptance. These components have a sequential explanation on the APIP, and the suggested explanation chain describes the four reflective relations that comprise the APIP. Independently, each of the five components is a well-known construct in the literature on product adoption.

Attitude toward imported product use explains behavioral intention to use imported products; similarly, behavioral intention to use imported products explains imported product selection, and imported product selection in turn explains imported product evaluation. Finally, imported product evaluation explains imported product acceptance. At the end of the explanation chain, consumers either decide to adopt or reject the imported product.

In this proposal, an explanation chain for the APIP provides valuable insights for a better explanation of the process that leads consumers to make decisions about their purchases. It offers three important advantages. First, it suggests a continuous process that assesses adoption decision making over time and enables for changes affecting the consumers' perception regarding the performance of the product rather than a dichotomous decision modeled in terms of the likelihood that consumers with pre-defined characteristics will adopt a given imported product (Feder et al., 1985). Second, it accentuates the importance of all five components constituting the explanation chain. Third, it proposes key constructs in the explanation of the APIP.

The explanation chain can also be stated starting at the end of the chain, as follows: consumers are more likely to accept imported products they positively evaluate than imported products they negatively evaluate; consumers are more likely to positively evaluate imported products they select than imported products they do not select; consumers are more likely to select imported products they intend to use than imported products they do not intend to use;

finally, consumers are more likely to intend to use imported products toward which they have favorable attitudes than imported products toward which they do not have favorable attitudes. Figure 1 shows the suggested explanation chain.

Therefore:

P_1E: *Attitude explains behavior, which in turn explains selection, which then explains the evaluation that explains acceptance.*

Furthermore, it is hypothesized:

H_1E: *Consumer attitude toward imported product use explains consumer behavioral intention to use imported products, which explains imported product selection, which in turn explains consumer imported product evaluation, which at the end explains the level of consumer acceptance of an imported product.*

The additional factors acting as moderators in the APIP that affect how consumers make decisions about their purchases are reviewed next.

Moderators in the APIP

The adoption of imported products seems to be influenced by additional factors moderating the relationships described above. Two key moderators will be examined to gain a more precise understanding of the APIP that affects how consumers make decisions about their purchases. One moderator, social influence, is external to the consumer, and the other, prior product knowledge, is internal. Empirical evidence suggests that a model's predictive power is enhanced significantly when moderating constructs are included. Hypothesizing about moderating effects is more meaningful to research (Dabholkar & Bagozzi, 2002) than not hypothesizing about them.

These two moderators seem to be important in the APIP based on the understanding that consumers need to be aware of the imported product and its attributes prior to potential adoption. Awareness is "the stage of being informed about the product search attributes" (Shlomo, 1985, p. 1569), and it results from being exposed to information provided by advertisements, previous personal experiences, word of mouth, or suggestions and pressures from social groups.

Therefore it is proposed:

P_2: *There are external and internal consumer factors acting as moderators of the APIP that affect how consumers make decisions about their purchases.*

The Role of Social Influence as Moderator of the Relationship between Attitude toward Imported Product use and Behavioral Intention to use Imported Products

The rationale for a moderating effect of social influence on the APIP is that consumers frequently decide to adopt an imported product even when their attitude towards the imported product is not favorable. These consumers believe that they will improve their status or image in their reference group by using a particular product, and these beliefs will increase their behavioral intention to use it (Venkatesh & Davis, 2000). Attitudes are expected to be expressed intentionally only when certain social support is present (Bagozzi, 1992). Even what people consider physical reality is subject to social influence (Tornatzky & Klein, 1982). Apparently interpersonal contact within and between communities is also an important influence on consumers' adoption behavior (Valente & Davis, 1999).

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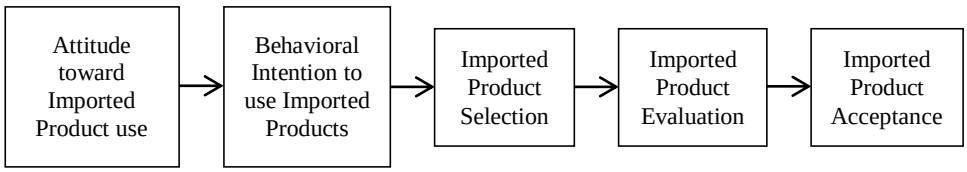

Figure 1
Product Adoption Process Explanation Chain

Social approval also influences behavioral intention to use a new product in a specific way. Social approval is "the status gained in one's reference group as a function of adopting a particular innovation" (Tornatzky & Klein, 1982, p. 37). Others define it as "the degree to which use of an innovation is perceived to enhance one's image or status in one's social system" (Moore & Benbasat, 1991, p. 195). Both definitions posit a relation between social status and the adoption or use of an innovation. Thus social approval is an important element in the decision to adopt products (Yoh et al., 2003). In the context of this study, if a member of one's reference group suggests that an imported product might be good to use, a consumer may come to believe that it actually is, and in turn form the behavioral intention to use it.

Furthermore, social contagion apparently plays an important role in customers' product adoption process. Social contagion is "the process by which consumers influence each other to adopt and use a product in a specific way" (Langley et al., 2012, p. 623). Social contagion can work through explicit recommendations, word of mouth, such implicit social norms as what people feel is expected of them, or by simply seeing others purchasing or using a product (Langley et al., 2012).

Although different labels have been used to express the influence of society and/or social groups on the adoption of a product (social influence, social approval, and social contagion), each of these labels contains the notion that consumers' behavior is influenced by the way they believe others will see them as a consequence of adopting that product. Thus social contagion and social approval are integrated into this research via social influence defined as "the degree to which an individual perceives that important others believe he or she should use the new system" (Venkatesh et al., 2003, p. 451).

Social influence has been significant in mandatory contexts (Venkatesh & Davis 2000; Venkatesh et al., 2003); however, it has been deemed insignificant in some voluntary contexts (Venkatesh et al., 2003). Such effects could be attributed to the complexity of social influence's role, which is subject to a wide range of context-contingent influences (Gladwell, 2000). In general, social influence is more likely to be salient to older people, particularly women, and during early stages of adoption (Venkatesh & Morris, 2000; Venkatesh et al., 2003). Although the role of social influence is controversial, empirical results suggest that social influences do matter during the adoption process (Venkatesh et al., 2003).

Apparently the direct effect of attitudes on behavioral intention to use a product is higher when consumers perceive themselves subject to social influence related to the use of that product, thus the hypothesis:

> ***H_2:*** *Social influence directly and significantly moderates the relation between consumer attitude toward imported product use and consumer behavioral intention to use imported products.*

The Role of Prior Product Knowledge as Moderator of the Relationship between Attitude toward Imported Product use and Behavioral Intention to use Imported Products

The rationale for the moderating effect of prior product knowledge in the APIP is that generally customers with different levels of product knowledge have different attitude towards those products, thereby creating different levels of intention to use those products. Generally, consumers rely on their prior knowledge when learning about other products.

The terms *familiarity*, *expertise*, and *experience* have been used interchangeably when referring to product knowledge (Park & Lessig, 1981; Rao & Monroe, 1988). Some have suggested that product knowledge is a multidimensional construct (Alba & Hutchinson, 1987;

Brucks, 1986) with familiarity and expertise as major components (Alba & Hutchinson, 1987). Familiarity is "the number of product-related experiences accumulated by a consumer" (Alba & Hutchinson, 1987, p. 411), and expertise is "the ability to perform product-related tasks successfully" (Alba & Hutchinson, 1987, p. 411). Experience refers to personal, hands-on knowledge resulting from previous interactions between customer and product (Gentile, Spiller, & Noci, 2007; Zenobia & Weber, 2011).

Increased familiarity leads to better knowledge about a product. Consumers with different product familiarity have different knowledge and use different information when evaluating a product (Park & Lessig, 1981). As familiarity increases, consumers become more knowledgeable about product attributes, which generally results in increased consumer expertise. Furthermore, expertise provides consumers with the ability to process product information (Fan & Miao, 2012).

Consumers acquire greater knowledge and stronger beliefs about a product from their prior experience with it (Yoh et al., 2003). Usage may also change consumer's attitude towards the use of a product (Wang et al., 2013). In general, experienced users tend to possess more knowledge about products and have confidence when making purchasing decisions (Fan & Miao, 2012), whereas inexperienced or novice users tend to have less knowledge about products, and, as a consequence, have less confidence in purchasing decisions. Their product opinions are more likely to be based on someone else's experiences and opinions rather than actual usage of the product (Zenobia & Weber, 2011). Previous studies have shown that consumers' prior experience has a moderating effect when predicting consumer behavioral intentions (Shim et al., 2001). However, successful performance of any specific task generally requires more than one

type of knowledge (Alba & Hutchinson, 1987). Therefore, product experience is a necessary but not sufficient condition for the development of consumer expertise (Rao & Monroe, 1988).

Familiarity, expertise, and experience are integrated in this research via prior product knowledge, which has been defined in terms of both objective and subjective knowledge (Brucks, 1985). The former refers to the knowledge that someone has actually stored in memory, whereas the later refers to what individuals only think they know about a product or product category. Although conceptually distinct, empirically established objective and subjective knowledge are highly correlated, which makes it difficult to separate them operationally (Rao & Monroe, 1988). Moreover, subjective knowledge depends on the level of objective knowledge. For research purposes, product knowledge is what consumers perceive they know about a product or product category. Consumers' prior product knowledge seems to moderate the relationship between attitude toward imported product use and the behavioral intention to use imported products. Therefore:

H_3: *Customer prior product knowledge directly and significantly moderates the relation between consumer attitude toward imported product use and consumer behavioral intention to use imported products.*

Next to be reviewed is the relation between consumer purchase intention and the APIP that affects how consumers make decisions about their purchases.

Explaining Consumer Purchase Intention of Imported Products

The adoption of imported products culminates with a purchase intention, which is the consumer's intent to purchase a specific product (Summers, Belleau, & Xu, 2006). Consumer purchase intention is formed under the assumption of a pending transaction, and it is commonly considered an indicator of actual purchase (Chang & Wildt, 1994). The relation between

consumer imported product purchase intention and the APIP (Hypothesis 4) can be explained by Oliver's (1980) expectancy-disconfirmation theory.

Consumers generally have a set of expectations for an imported product they might adopt. These expectations are related to the utility and benefits they perceive they will obtain by purchasing the product (Hoeffler, 2003). In other words, consumers' perception that expectations related to the product will be fulfilled directly influences consumers' purchase intention. Apparently, higher levels of acceptance will create higher levels of purchase intention (Fan & Miao, 2012). Generally, consumers may not only refrain from purchasing a product they do not accept, they may also consider the possibility that their expectations will not be fulfilled. Consumers evaluate product attributes, accept or reject the product, and then finally make their purchase decision (Wang et al., 2013).

Generally, if an imported product is low in acceptance, customer purchase intention is expected to be low; if an imported product is highly accepted, customer purchase intention is expected to be high. Therefore, it is proposed:

P_3: *The APIP influences consumers' purchase intention.*

This leads to the following hypothesis:

H_4: *Consumer acceptance of an imported product has a direct and significant effect on consumer purchase intention of imported products.*

The relations among the described constructs in Hypotheses 1, 2, 3, and 4 appear reasonable. Although some of these relations have been examined individually in prior research, others, such as the acceptance-purchase intention relation, the selection-evaluation relation, and the social influence and prior product knowledge as moderators of the attitude-behavior relation have been subject to little or no investigation. Most important, this study may be the first to test

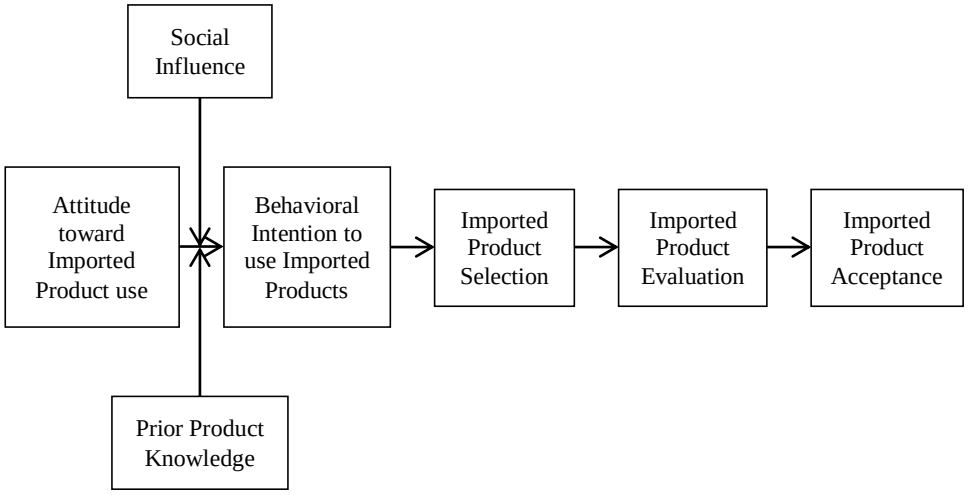

Figure 2
Product Adoption Process Explanation Chain with Moderators

the suggested APIP as an explanation chain. Furthermore, although many studies have examined the adoption of technology and innovations (Ajzen & Fishbein, 1977; Andreassen & Streukens, 2013; Davis, 1989; Fishbein & Ajzen, 1975; Ozanne & Churchill, 1971; Plewa et al., 2012), these studies have largely ignored customer purchase intention, a construct of concern in present research.

Next to be reviewed are the antecedents of the APIP that affect how consumers make decisions about their purchases.

Antecedents of the Consumer Adoption Process of Imported Products

In order to truly understand the process by which imported products are adopted, the key antecedents—most of which are comprised of consumer beliefs toward imported products—must be identified, which this research does. Adoption has been conceptualized as consisting of three mental components 1) motives for adoption, which include incentives to action arising from personal beliefs, 2) products or tools perceived to be relevant to those motives, and 3) the associated beliefs that link motive and product (Zenobia & Weber, 2011). Apparently, how consumers perceive products' primary attributes influences their behavior toward that product (Moore & Benbasat, 1991). Perceiving is the process of attributing a cause to an event or situation and placing that cause and effect relationship within a certain context (Zenobia & Weber, 2011). However, consumers perceive product characteristics differently depending on their beliefs, thus creating different attitudes that might affect the adoption process consumers rely on to make decisions about their purchases. Therefore it is imperative to study the beliefs serving as antecedents of the APIP used by consumers.

Beliefs are "judgments or attributions about perceived cause and effect" (Zenobia & Weber, 2011, p. 543). It seems that product beliefs develop as both new and existing products are

evaluated. Beliefs do not have an independent existence because they are related to a want or need, and they offer the capability of providing satisfaction for these (Zenobia & Weber, 2011).

Some beliefs have been empirically shown to influence individual's attitude toward products in different settings. These beliefs are perceived usefulness (Andreassen & Streukens, 2013; Davis, 1989; Chen, Gillenson, & Sherrell, 2002; Plewa et al., 2012), perceived ease of use (Andreassen & Streukens, 2013; Davis, 1989; Chen, Gillenson, & Sherrell, 2002; Plewa et al., 2012), perceived compatibility (Chen, Gillenson, & Sherrell, 2002; Plewa et al., 2012), and perceived enjoyment (Andreassen & Streukens, 2013).

Some scholars have suggested that a model linking beliefs to behavioral intention without attendant attitudes as a mediator has greater explanatory power (Davis, Bagozzi, & Warshaw, 1989; Wu & Wang, 2005), There is, however, more empirical support in favor of not eliminating attitudes from the model (Andreassen & Streukens, 2013; Chen, Gillenson, & Sherrell, 2002; Davis, 1989; Fishbein & Ajzen, 1975; Plewa et al., 2012; Sheppard, Hartwick, & Warshaw, 1988).

Thus the following proposition:

P_4: *Consumer ethnocentrism and certain beliefs acting as antecedents of the APIP affect how consumers make decisions about their purchases. Some antecedents influence the APIP more than others and, overall, these antecedents influence the APIP differently than they do in the adoption of domestically produced products.*

Previous research focuses primarily on five antecedents: 1) perceived usefulness (Andreassen & Streukens, 2013; Chen, Gillenson, & Sherrell, 2002; Davis, 1989; Plewa et al., 2012; Venkatesh & Davis, 2000; Wu & Wang, 2005), 2) perceived ease of use (Andreassen & Streukens, 2013; Chen, Gillenson, & Sherrell, 2002; Davis, 1989; Plewa et al., 2012; Wu &

Wang, 2005), 3) perceived enjoyment (Andreassen & Streukens, 2013; Davis, Bagozzi, & Warshaw, 1992), 4) perceived compatibility (Chen, Gillenson, & Sherrell, 2002; Plewa et al., 2012; Wu & Wang, 2005), and 5) consumer ethnocentrism (Chike, 1994; Kaynak & Kara, 1997; Shimp & Sharma, 1987).

The Role of Perceived Usefulness as Antecedent of the APIP

Perceived usefulness (PU) is the extent to which a product does what it is intended and expected to do (Andreassen & Streukens, 2013; Meuter et al., 2000). PU has also been defined as the degree to which people believe the use of a particular system or application would enhance job performance or help them perform their job better (Davis, 1985; 1989). Davis (1989) found perceived usefulness significantly correlated to both self-reported current usage and self-predicted future usage ($r = .63$ and $r = .85$ respectively). Apparently, products high in perceived usefulness are products for which consumers believe there is a positive use-performance relationship.

Perceived usefulness has been shown to be influential in explaining users' attitude towards use (Plewa et al., 2012). The extent to which consumers believe a product to be useful would be revealed in a positive relation with their attitude toward use (Andreassen & Streukens, 2013). Consumers' attitudes seem to depend on the benefits consumers believe they will obtain by using the product (Venkatesh & Davis, 2000).

Furthermore, the study of perceived usefulness has been shown to be appropriate for products physically owned by the consumer, but it has not been shown to be relevant for services in which the consumer participates but has no ownership (Dabholkar & Bagozzi, 2002). This research is interested in the APIP when consumers own the product, thus making the inclusion of perceived usefulness appropriate. Thus, the hypothesis:

H_5: *Consumers' perceived usefulness of an imported product has a direct and significant effect on attitude towards the use of imported products.*

The Role of Perceived Ease of Use as Antecedent of the APIP

Perceived ease of use (PEOU) refers to the degree to which a person believes that using a product will be simple and easy (Andreassen & Streukens, 2013; Meuter et al., 2000; Venkatesh, 2000). Davis (1985, p. 26) defined PEOU as "the degree to which a person believes that using a particular system would be free of physical and mental effort."

PEOU has shown to be influential in explaining user's attitude toward the use of a product (Plewa et al., 2012). The extent to which consumers believe the use of a product to be easy is reflected in a positive relation to their attitude toward use (Andreassen & Streukens, 2013). All else being equal, a product that is perceived to be easy to use is more likely to be accepted by consumers than a product perceived as difficult to use. PEOU has been significantly correlated to both self-reported current usage and self-predicted future usage (r =.45 and r =.59 respectively) (Davis, 1989). Furthermore, the easier a product is to use, the more useful it can be (Davis, 1985; Venkatesh, 2000).

Thus, the perceived ease of use is hypothesized to have a direct and significant effect on both the APIP and the imported product's perceived usefulness.

H_6: *Consumers' perceived ease of use of an imported product has a direct and significant effect on attitude toward the use of imported products.*

H_7: *Consumers' perceived ease of use of an imported product has a direct and significant effect on consumers' perceived usefulness of a product.*

The Role of Perceived Enjoyment as Antecedent of the APIP

Perceived enjoyment (PE) refers to the extent to which the use of a product is perceived to be enjoyable, aside from any performance consequences resulting from its use (Andreassen & Streukens, 2013; Davis, Bagozzi, & Warshaw, 1992; Venkatesh, 2000). The lack of enjoyment may cause product use to be perceived as requiring more effort than is desirable (Venkatesh, 2000). Apparently, if a product is more enjoyable to use, its acceptability among potential users increases (Davis, Bagozzi, & Warshaw, 1992).

The extent to which consumers believe the use of a product to be enjoyable is represented by a positive relation with their attitude toward use (Andreassen & Streukens, 2013). Furthermore, perceived enjoyment combined with perceived usefulness explains more than 62% of the usage intention variance found in previous studies (Davis, Bagozzi, & Warshaw, 1992). Perceived enjoyment is hypothesized to be a determining factor in consumer's attitude toward imported product use that has an effect on the APIP. Therefore:

H_8: *Consumers' perceived enjoyment of an imported product has a direct and significant effect on attitude toward use of imported product.*

The Role of Compatibility as Antecedent of the APIP

Compatibility is the "degree to which the innovation is seen as consistent with potential users' existing values, previous experiences, and needs" (Wu & Wang, 2005, p. 721). Generally, customers base their product evaluations on the degree of consistency between the product and their personal values, previous experiences, and needs. Compatibility has been shown to be one of the most consistent and significant relationships in the adoption of innovations (Tornatzky & Klein, 1982), and it has been shown to be a consumer driver for product acceptance by having a direct influence on attitude toward product use (Wu & Wang, 2005).

But it needs to be recognized that compatibility may also be related to norms and existing practices of potential adopters (Tornatzky & Klein, 1982), thus compatibility might also be interpreted as a two-fold component that could incorporate items that tap the fit between the individuals' life style and their norms and beliefs and/or as incorporating items that tap the fit between the individuals' use of a new product and their previous experiences and needs. This interpretation implies both a cognitive and practical compatibility. This understanding of compatibility, however, requires further research in different contexts (Plewa et al., 2012).

The adoption of an imported product could force consumers to change their behavior, and this need to change is likely to generate some resistance. But this resistance can be minimized by presenting the imported product as compatible with consumer's values, previous experiences, and needs (Gourville, 2006). In other words, the greater the imported product compatibility, the higher its adoption rate (Chen, Gillenson, & Sherrell, 2002).

Furthermore, the inherent risk in adopting an imported product is a frequent impediment for a successful adoption process, but the reliance on nonphysical product characteristics such as product warranties and the reputation of manufacturers are valuable tools for reducing customers' perceptions of risk (Shimp & Bearden, 1982). Apparently, consumers experience greater uncertainty when estimating the usefulness of totally new products than they do products that have only a few new features or additional functions and services (Hoeffler, 2003). Compatibility has been shown to significantly influence perceived usefulness (Wu & Wang, 2005). Therefore, imported product compatibility with consumer values, previous experiences, needs, norms, and existing practices is hypothesized to have an effect on both the APIP and imported product perceived usefulness. Then:

H_9: *Imported product compatibility with customer's values, previous experiences, needs, norms, and existing practices has a direct and significant effect on attitude toward use of imported product.*

H_{10}: *Imported product compatibility with customer's values, experiences, needs, norms, and existing practices has a direct and significant effect on the perceived usefulness of an imported product.*

The Role of Consumer Ethnocentrism as Antecedent of the APIP

Finally, this research identifies consumer ethnocentrism as an important antecedent in the adoption process of imported products. Consumer ethnocentrism refers to "the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products" (Shimp & Sharma, 1987, p. 280). Ethnocentric consumers feel they should support their country by buying domestically produced products and rejecting foreign products because they harm their nation's economy. From this perspective, purchasing imported products is wrong (Shimp & Sharma, 1987) and undesirable (Wei, 2008). Ethnocentric consumers tend to emphasize the advantages of domestic products and neglect the positive attributes of imported ones (Sharma & Shimp, 1995; Shimp & Sharma, 1987). These consumers have shown significantly fewer favorable beliefs and attitude toward, and intentions to buy, imported products (Kaynak & Kara, 1997). Therefore, ethnocentric consumers are highly likely to purchase domestic products even if the quality is lower than similar imported products (Wall & Heslop, 1986).

Consumer ethnocentrism reflects a normative sense of the group identity that motivates consumers to buy domestic products (Olsen, Granzin, & Biswas, 1993). Non-ethnocentric consumers evaluate imported products on their merits without considering whether they are imported (Shimp & Sharma, 1987). In other words, consumer ethnocentrism determines

consumers' ideas about what products are acceptable to buy, thus ethnocentrism plays an important role in creating the dichotomy of imported vs. domestic during the product evaluation.

Previous research has shown an inverse correlation between consumer ethnocentrism, positive attitudes, and the willingness to buy imported products (Ouellet, 2007); thus the hypothesis:

H_{11}: *Consumer ethnocentrism has a negative and significant effect on attitude towards use of imported products.*

With the exception of *ethnocentrism* and *customer purchase intention*, all constructs included in this research form part of the list of user acceptance factors considered in the literature about individual adoption (Hameed, Counsell, & Swift, 2012). Figure 2 shows all the hypotheses proposed previously.

Next reviewed are the influences of context on the APIP that affect how consumers make decisions about their purchases.

Product Source of Origin and Market Development Level as Context

Previous research has identified several contextual factors influencing the APIP. Among the most noteworthy are country-of -origin (COO) and such market characteristics as demographic background, level of market development, and company role in supplying the purchased products. Apparently, consumer purchase intention is shaped by the array of existing products and the abundance of product-related information available (Grewal et al., 1998). Thus, the context is defined by the nature of the alternatives under consideration and the information sources that might influence consumers' purchase behavior (Laroche, Chankon, & Lianxi, 1996; Shim et al., 2001; Simonson & Tversky, 1992).

Consideration of context's role has often focused on product or brand COO. Various studies have documented the influence of COO on consumers' perceived quality, perceived value, perceived price, and brand attitudes (Gopalkrishnan & Kalita, 1997; Spence & Hamzaoui-Essoussi, 2010; Magnusson, Westjohn, & Zdravkovic, 2011; Tigli, Pirtini, & Erdem, 2010). Moreover, studies have recognized COO as an important predictor of overall consumer product choice (Wall, Liefeld, & Heslop, 1991).

Yet, common assertions regarding the impact of COO on product perceptions and purchase intentions have been mixed (Peterson & Jolibert, 1995). For instance, in some contexts, COO was significantly related to purchase intention but not to product perceptions (Peterson & Jolibert, 1995). Apparently, significant differences exist in the literature on the interpretation and operationalization of COO (Peterson & Jolibert, 1995). Furthermore, the existence of multinational companies developing global brands manufactured in different countries raises the question of whether COO effects persist (Batra et al., 2000).

New complexities related to COO identification have arisen in an increasingly global product environment (Pharr, 2005). The use of a multiple affiliations label replacing the "made in" label (Chao, 2001), mainly among durable goods categories (Pham, 2006), has created a new hybrid product category. Hybrid products have multiple country affiliations such as country of design (COD), country of brand (COB), country of parts (COP), country of assembly (COA), and country of manufacture (COM) (Chao, 2001; Pham, 2006; Pharr, 2005). As the single global COO measure has decomposed (Pham, 2006) and the origin information related to any specific product become more complex, the influence of COO information on consumers' product evaluations becomes unclear (Papadopoulos, 1993). Researchers have begun to question further the salience of COO information in consumers' product evaluations and choices (Pharr, 2005).

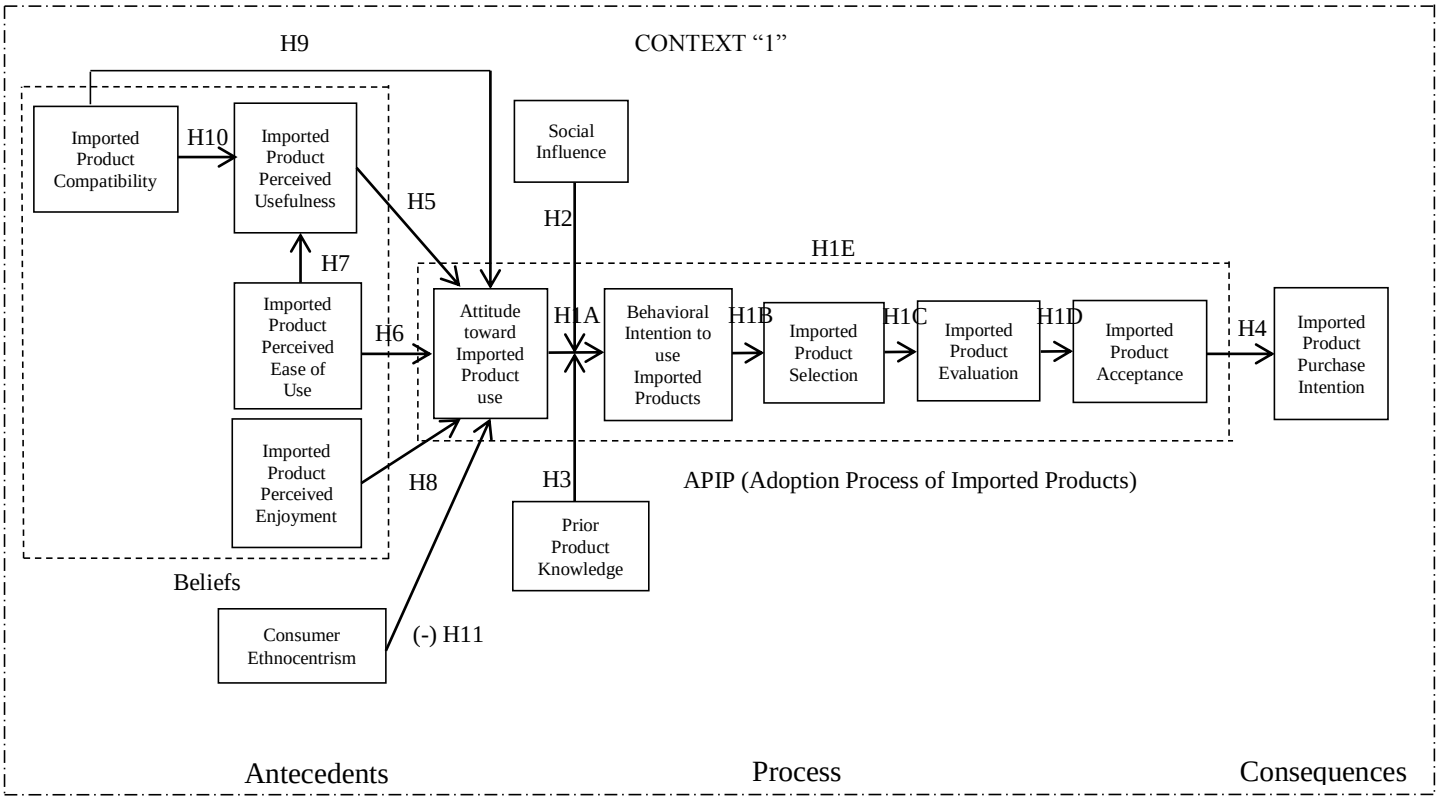

Figure 3

Full model: The Product Adoption Process, Antecedents and Consequences

COO evaluations have been displaced by a more holistic perception in the form of a multidimensional attitudinal construct and realigned with the country to which a global brand has historical or developmental ties. In today's era of global brands, consumers' perceptions of brands' developmental origins have been found to carry more weight than COO information (Pharr, 2005). It appears that the more global the markets, the more difficult it is to define products' COO, thereby reducing the importance of COO in the choice process (Samiee, 1994). Thus COO evaluations have become less salient or diagnostic to today's consumers (Pharr, 2005). In other words, the reduced identification of a specific COO tends to diminish its effects. This is the rationale for using the category of imported vs. domestic as source of origin for the products used in this research. Furthermore, it is not clear what role, if any, a country's level of market development (developed vs. emerging) plays in the APIP.

Based on the country's level of market development (developed vs. emerging), different motivating forces influence consumers to adopt imported products. Symbolic benefits such as modernity, prestige, and associations with foreign lifestyles constitute some of the most important motivating forces for consumers in emerging markets (Zhou & Hui, 2003). Generally, these consumers tend to associate imported products with high quality. In some cases, imported products are desired because they are perceived to enhance social status (Batra et al., 2000). It would seem that products originating in developed countries are associated with such attributes as good or very good quality, reliability, performance, and good workmanship, whereas products originated in developing countries are perceived to be less desirable in quality (Kaynak, Kucukemiroglu, & Hyder, 2000).

Although consumers in emerging markets express wants and needs similar to customers in developed markets, economic differences in terms of ability to pay, product availability, and

market environment might lead to different preferences on product characteristics. Furthermore, the way customers evaluate products might differ substantially depending on their own country's level of market development.

Consumers in emerging markets tend to focus on the practical and tangible aspects of a product, whereas consumers in developed markets are more likely to focus on intangible or image-related attributes (Hult, Keillor, & Hightower, 2000). In other words emerging market consumers focus on utilitarian appeals, whereas developed market consumers focus on hedonistic values (Tse, Belk, & Zhou, 1989). Thus the traditional means used to classify products may not be valid across markets with different levels of market development (Hult, Keillor, & Hightower, 2000). Frequently, consumers' product evaluation is related to the image of the country with which the product is associated (Laroche et al., 2005), which creates variations in product evaluation depending on the country's level of market development (Ahmed et al., 2004). In other words, differences might exist in the product adoption processes of consumers prior to their purchase decisions, process differences activated in consumers by the product's source of origin (domestic vs. imported), their countries' level of market development (developed vs. emerging), and the countries' level of market development associated with the imported product (developed vs. emerging). Therefore, the research hypotheses will be tested within the context of two market development levels, a developed market and an emerging market.

The following chapter describes the research design and methodology.

CHAPTER III

METHOD

Research Design

A 2 x 3 quasi-experimental-cross sectional between subjects nonequivalent control group research design (Campbell & Stanley, 1971) was employed to study the adoption process of products consumers rely on to make decisions about their purchases. Utilization of this method enables precise operationalization of manipulations. Three manipulations provided the basis for the six different groups (2 x 3): 1) source of origin, 2) market development level of the consumers' country, 3) and market development level of the product's country. The settings for each group were the natural settings encountered by consumers when adopting the indicated product coming from the indicated country.

The products and countries employed in this research were selected using the following criteria. First, products had to be relevant to participants. Second, product category had to be recognized by participants to have domestic and imported brands. Third, countries selected as manufacturers of the product had to be recognized by participants as renowned manufacturers of that product category. Finally, the use of technological as well as non-technological products was intended. Thus the products employed were shoes and smart phones, and the countries selected as manufacturers of these products were China, Italy, Japan, Mexico, and the US.

Product source of origin (imported/domestic) was manipulated, so the survey indicated whether the product was imported or domestic. Market development level of the consumers'

country was manipulated by selecting participants from two countries with two different market development levels (US and Mexico). American participants represent consumers in developed markets and Mexican participants represent consumers in emerging markets.

Finally, market development level of the products' country was manipulated by indicating in the survey the name of the country the product was manufactured in. China represents foreign emerging markets in which both imported products (shoes and smart phones with touch screens) are produced. Italy represents foreign developed markets in which imported shoes are made. Japan represents foreign developed markets where imported smart phones with touch screens are manufactured. Mexico represents emerging markets in which domestic shoes are made. And the United States represents developed markets where smart phones with touch screens are produced.

Therefore this research was composed of six different groups, referred to as *scenarios*, a designation that serves methodological purposes only. Scenario 1 consists of consumers in Mexico and imported shoes made in China. Scenario 2 consists of consumers in Mexico and imported shoes from Italy. Scenario 3 consists of consumers in the US and imported smart phones with touch screens manufactured in China. Scenario 4 consists of consumers in the US and imported smart phones with touch screens produced in Japan. Scenario 5 consists of consumers in Mexico and domestically manufactured shoes. Finally, scenario 6 consists of consumers in the US and domestically produced smart phones with touch screens.

Measures

The proposed model in this research integrated various constructs from the literature on product adoption. Moreover, it also integrates an additional concept, consumer ethnocentrism, into the present literature, for this concept has been found to be important in scholarly marketing

	Context 1 Imported Product		Context 2 Domestic Product
Consumer from Emerging Market (Mexico) and Shoes as Product Category	**Emerging Market (China)**	**Developed Market (Italy)**	**Emerging Market (México)**
	Scenario 1	Scenario 2	Scenario 5
Consumer from Developed Market (U.S.A.) and Smart Phones as Product Category	**Emerging Market (China)**	**Developed Market (Japan)**	**Developed Market (U.S.A.)**
	Scenario 3	Scenario 4	Scenario 6

Figure 4
Research Design

research. A total of thirteen constructs were measured in this study using multiple-item scales (101 items in total), ranging from five to seventeen items for each of the constructs. Multiple-item scales were employed to improve the reliability and validity of the constructs. Additionally, eleven items measuring consumer characteristics and fourteen manipulation and control checks were included. All 126 items formed part of a structured questionnaire.

All constructs were captured and measured using items adapted from previous scales. However, the wording in the items was slightly modified to fit research purposes (see Table 1). These items were chosen because they had previously measured the constructs with satisfactory reliability (Hair et al., 2010) (Cronbach's Alpha values ranging from 0.73 to 0.98). Therefore it was expected that they would measure the constructs in this study with satisfactory reliability as well. Although all these scales have been validated in previous research, new items were added to some scales to even out the number of items from other scales.

This study relied on self-reported measures rather than direct observations. Generally, self-reported measures are appropriate for relative measures and are highly consistent with objective measures (Chen, Gillenson, & Sherrell, 2002).

The Adoption Process of Imported Products

The measures used in the product adoption process formed a five-construct array in a progressive sequence. The first measures correspond to the attitude toward imported product use. This measurement was then followed by first, the behavioral intention to use imported products, and then imported product selection. Imported product evaluation came next, and the sequence ended with imported product acceptance.

Attitude toward imported product use was measured using a five-item scale adapted from Ajzen and Fishbein (1980) that asked participants how they feel about using a specific product. This scale has been used by various authors (Chen, Gillenson, & Sherrell, 2002).

Behavioral intention predicts the performance of any voluntary act, unless intent changes prior to performance or the intention measure does not correspond to the behavioral criterion (Ajzen & Fishbein, 1977; Fishbein & Ajzen, 1975; Sheppard, Hartwick, & Warshaw, 1988). The behavioral intention to use a product reflects the consumer's propensity to use it, and behavioral intention is considered the best predictor of actual behavior (Yoh et al., 2003). This study measured consumers' behavioral intention to use products, which will, in turn, determine the actual consumer usage of those products. Behavioral intention to use imported products was measured using a seven-item scale adapted from Davis, Bagozzi, and Warshaw (1989) and Cronin, Michael, and Hult (2000). Two new items were added to the scale for this research.

Imported product selection was measured using five items. Three items were adapted from Vasquez-Parraga and Alonso (2000), and two items were added to the scale for this research. These items asked participants to indicate if they would select a particular product and if they were aware of the existence of other alternatives to choose from.

Imported product evaluation measures consumers' product assessment and was adapted from Rao and Monroe (1998) and Wang et al. (2013) scales. Finally, imported product acceptance was an adaptation of the measures used by Jones, Mothersbaugh, and Beatty (2000), Schillewaert et al. (2005), and Wang et al. (2013).

Moderating Variables of the Adoption Process of Imported Products

Two moderating variables were active in the product adoption process: social influence and prior product knowledge. Both variables were proposed to moderate the relationship

between attitude toward imported product use and the behavioral intention to use imported products.

Social influence was measured using a nine-item scale adapted from Gentile, Spiller, and Noci (2007), Moore and Benbasat (1991), and Venkatesh and Davis (2000). Prior product knowledge was measured using a ten-item scale. This scale was adapted from Novak, Hoffman, and Yung (2000) and Simonin and Ruth (1998). Five new items were added to the scale for this research.

Consequences of the Adoption Process of Imported Products

Imported product purchase intention was measured with a nine-item scale. These items were adapted from scales by Baker and Churchill (1977) and Dodds, Monroe, and Grewal (1991). Three new items were added for this research.

Antecedents of the Adoption Process of Imported Products

Five constructs as antecedents of the adoption process of imported products were proposed: 1) perceived ease of use, 2) perceived usefulness, 3) perceived enjoyment, 4) product compatibility, and 5) customer ethnocentrism.

Perceived ease of use was measured by seven items adapted from the scales use by Davis (1989) and Wang et al. (2013). Perceived usefulness was measured by seven items adapted from scales used by Davis (1989) and Wang et al. (2013). Perceived enjoyment, the third of APIP's antecedents investigated in this research, was measured by a seven-item scale adapted from Dabholkar (1994), Davis, Bagozzi, and Warshaw (1992), and Wang et al. (2013). These scales have been used in different studies and have shown appropriate reliability and construct validity (Andreassen & Streukens, 2013; Dabholkar & Bagozzi, 2002; Venkatesh, 2000). Product

Table 1
Items used in the Measure Scales and Authors

Construct and Items	Authors
Attitude toward Imported Product Use	
(1) Using (name of the product and if imported or non-imported) is convenient	Ajzen and Fishbein, 1980
(2) Using (name of the product and if imported or non-imported) is beneficial	
(3) Using (name of the product and if imported or non-imported) is safe	
(4) Using (name of the product and if imported or non-imported) is practical	
(5) (Name of the product category and if imported or non-imported) has a larger product selection than another categories of similar (imported or non-imported) products	
Behavioral Intention to Use Imported Products	
(1) Assuming I have access to (name of the product and if imported or non-imported), I would intend to use it	Davis, Bagozzi, and Warshaw, 1989
(2) If I had access to (name of the product and if imported or non-imported), I predict that I would use it	
(3) If I had used (name of the product and if imported or non-imported) once, the probability that I would use it again is high	Cronin, Michael, and Hult, 2000
(4) If I had used (name of the product and if imported or non-imported) once, the likelihood that I would recommend this product to a friend is high	
(5) If I had to do it over again, I would still use the same (name of the product and if imported or non-imported) product	
(6) I plan to use (name of the product and if imported or non-imported) in the future	New
(7) I plan to use (name of the product and if imported or non-imported) next time I need to use (product class)	
Imported Product Selection	
(1) I know there are several possible alternatives to (name of the product and if imported or non-imported)	Vasquez-Parraga and Alonso, 2000
(2) Before I selected (name of the product and if imported or non-imported), I knew about several alternatives	
(3) I often check about new possible alternatives to (name of the product and if imported or non-imported)	
(4) If I had to do the selection again, I would choose the same (name of the product and if imported or non-imported)	New
(5) I would select or choose (name of the product and if imported or non-imported) in the future	

Table 1
Continued

Imported Product Evaluation	
(1) The workmanship of (name of the imported product) appears to be better than (name of the domestic product) (2) The quality of (name of the imported product) appears to be higher than (name of the domestic product) (3) (name of the imported product) appears to be more durable than (name of the domestic product)	Rao and Monroe, 1988
(4) My experience with (name of the product and if imported or non-imported) was better than I expected (5) Overall, most of my expectations about using (name of the product and if imported or non-imported) were confirmed	Wang et al., 2013
Imported Product Acceptance	
(1) If I needed to change (name of the product and if imported or non-imported), there are other good, similar products (name of the product category and if imported or non-imported) to choose from ® (2) I would be equally happy using (name of the product and if imported or non-imported) ® (3) Compared to (name of the product and if imported or non-imported), I would probably be equally or more satisfied with another similar product ®	Jones, Mothersbaugh, and Beatty, 2000
(4) I consider myself a frequent user of (name of the product and if imported or non-imported) (5) I have completely integrated the use of (name of the product and if imported or non-imported) into my daily life	Schillewaert et al., 2005
(6) I intend to continue using (name of the product and if imported or non-imported) (7) If I could, I would like to continue my use of (name of the product and if imported or non-imported)	Wang et al., 2013
Social Influence	
(1) Using (name of the product and if imported or non-imported) improves my image within the community (2) Because of my use of (name of the product and if imported or non-imported), others in my community see me as a better person (3) People in my community who use (name of the product and if imported or non-imported) have more prestige than those who do not use it (4) People in my community who use (name of the product and if imported or non-imported) have a high profile (5) Having (name of the product and if imported or non-imported) is a status symbol in my community	Moore and Benbasat, 1991

Table 1
Continued

Social Influence	
(6) Using (name of the product and if imported or non-imported) is an opportunity to be recognized by members of a community	Gentile, Spiller, and Noci, 2007
(7) I think using (name of the product and if imported or non-imported) is an opportunity of being part of a community	
(8) People who are important to me think that I should use (name of the product and if imported or non-imported)	Venkatesh and Davis, 2000
(9) People who influence me think that I should use (name of the product and if imported or non-imported)	
Prior Product Knowledge	
(1) I consider myself knowledgeable about (name of the product and if imported or non-imported)	Novak, Hoffman, and Yung, 2000
(2) I consider myself extremely skilled at using (name of the product and if imported or non-imported)	
(3) I am (not at all familiar/extremely familiar) with (name of the product and if imported or non-imported)	Simonin and Ruth, 1998
(4) I definitely (do not recognize/recognize) (name of the product and if imported or non-imported)	
(5) I definitely (have not heard of/have heard of (name of the product and if imported or non-imported)	
(6) I have the knowledge necessary to effectively use (name of the product and if imported or non-imported)	New
(7) I have the skills necessary to efficiently use (name of the product and if imported or non-imported)	
(8) My friends consider me an expert on (name of the product and if imported or non-imported)	
(9) I have great deal of experience with (name of the product and if imported or non-imported)	
(10) I consider myself an expert on (name of the product and if imported or non-imported)	
Imported Product Purchase Intention	
(1) I would buy (name of the product and if imported or non-imported) if I happened to see it in a store	Baker and Churchill, 1977
(2) I would actively seek out (name of the product and if imported or non-imported) to purchase it	
(3) My willingness to buy (name of the product and if imported or non-imported) is high	Dodds, Monroe, and Grewal, 1991
(4) The likelihood of purchasing (name of the product and if imported or non-imported) is high	

Table 1
Continued

Imported Product Purchase Intention	
(5) If I am going to buy a (product class), the probability of my buying (name of the product and if imported or non-imported) is high (6) The probability that I would consider buying (name of the product and if imported or non-imported) is high	Dodds, Monroe, and Grewal, 1991
(7) I would like to buy (name of the product and if imported or non-imported) (8) I would buy (name of the product and if imported or non-imported) if I can (9) I will purchase (name of the product and if imported or non-imported) the next time I need a (product class)	New
Perceived Ease of Use	
(1) Learning to use/operate (name of the product and if imported or non-imported) would be easy for me (2) I would find that (name of the product and if imported or non-imported) would easily do what I want it to do (controllable) (3) My interaction with (name of the product and if imported or non-imported) would be clear and understandable (4) I would find interacting with (name of the product and if imported or non-imported) flexible (5) It would be easy for me to become skillful at using (name of the product and if imported or non-imported)	Davis, 1989
(6) I would find (name of the product and if imported or non-imported) easy to use (7) It would not take me too long to learn how to use (name of the product and if imported or non-imported)	Wang et al., 2013
Perceived Usefulness	
(1) Using (name of the product and if imported or non-imported) would enable me to accomplish tasks more quickly (2) Using (name of the product and if imported or non-imported) would improve my performance (3) Using (name of the product and if imported or non-imported) would increase my productivity (4) Using (name of the product and if imported or non-imported) would enhance my effectiveness (5) Using (name of the product and if imported or non-imported) would make my life easier	Davis, 1989

Table 1
Continued

Perceived Usefulness	**Authors**
(6) In general, I find (name of the product and if imported or non-imported) very useful (7) Using (name of the product and if imported or non-imported) would save me time and effort	Wang et al., 2013
Perceived Enjoyment	
(1) I find using (name of the product and if imported or non-imported) enjoyable (2) I have fun using (name of the product and if imported or non-imported) (3) I find using (name of the product and if imported or non-imported) entertaining (4) I find using (name of the product and if imported or non-imported) interesting	Dabholkar, 1994
(5) The process of using (name of the product and if imported or non-imported) is pleasant	Davis, Bagozzi, and Warshaw, 1992
(6) When using (name of the product and if imported or non-imported), I do not realize that time has passed (7) When using (name of the product and if imported or non-imported), I am not aware of any noise around me	Wang et al., 2013
Product Compatibility	
(1) Using (name of the product and if imported or non-imported) is compatible with most aspects of my previous experiences (2) Using (name of the product and if imported or non-imported) is completely compatible with my current situation (3) I think that using (name of the product and if imported or non-imported) fits well with my needs (4) (name of the product and if imported or non-imported) fits into my lifestyle	Moore and Benbasat, 1991
(5) Using (name of the product and if imported or non-imported) is compatible with my personal beliefs (6) (Name of the product and if imported or non-imported) is compatible with other products I use	New
Consumer Ethnocentrism	
(1) (American/Mexican) people should always buy (American/Mexican)-made products instead of imports (2) Only those products that are unavailable in the (U.S./Mexico) should be imported	Shimp and Sharma, 1987

Table 1
Continued

Consumer Ethnocentrism	
(3) Buy (American/Mexican)-made products. Keep (America/Mexico) working (4) (American/Mexican) products, first, last, and foremost (5) Purchasing foreign-made products is un-(American/Mexican) (6) It is not right to purchase foreign products, because it puts (Americans/Mexicans) out of jobs. (7) A real (American/Mexican) will always buy (American/Mexican)-made products (8) We should purchase products manufactured in the (U.S./Mexico) instead of letting other countries get rich off us (9) It is always best to purchase (American/Mexican) products (10) There should be very little trading or purchasing of goods from other countries unless we need to (11) (Americans/Mexicans) should not buy foreign products, because this hurts (American/Mexican) business and causes unemployment (12) Curbs should be put on all imports (13) It may cost me in the long-run, but I prefer to support (American/Mexican) products (14) Foreigners should not be allowed to put their products on our markets (15) Foreign products should be taxed heavily to reduce their entry into the (U.S./Mexico) (16) We should buy from foreign countries only those products that we cannot obtain in our own country (17) (American/Mexican) consumers who purchase products made in other countries are responsible for putting their fellow (Americans/Mexicans) out of work	Shimp and Sharma, 1987
Consumer Characteristics	
(1) What is your age? _____years (2) What is your sex? 1) Male 2) Female (3) Marital status: 1) Married 2) Single 3) Widow 4) Divorced 5) Other (specify): (4) What is the highest level of education you have attained? 1) Elementary 2) Middle School 3) High School or GED 4) College Graduate 5) Graduate Degree (5) What is your major? (if applicable) _____ (6) What is your occupation? (description) _____ (7) Number of family members (including parents, siblings, children, and other relatives) living with you today? (8) Country of birth: _____	

Table 1
Continued

Consumer Characteristics

(9) What is your total family income (in the most recent year)?
1) Less than $20,000 2) 20,000 to 40,000 3) 40,001 to 60,000 4) 60,001 to 80,000
5) More than 80,000
(10) What is your ethnic background? (circle only one)
1) European American 2) African American 3) Asian 4) Latin or Hispanic 5) Other:

(11) What is the (product) price you had in mind while answering this survey?

Manipulation and Control Checks

(1) I consider the products I choose relevant/important to me?
1) Totally disagree 2) Somewhat disagree 3) Neutral 4) Somewhat agree 5) Totally agree
(2) I can easily find another (same product category), similar to (non-imported/imported product)?
1) Totally disagree 2) Somewhat disagree 3) Neutral 4) Somewhat agree 5) Totally agree
(3) I dislike the (citizens from the product's country of origin)
1) Totally disagree 2) Somewhat disagree 3) Neutral 4) Somewhat agree 5) Totally agree
(4) (Product's country of origin) is taking advantage of (participant's country)
1) Totally disagree 2) Somewhat disagree 3) Neutral 4) Somewhat agree 5) Totally agree
(5) This is the first time I adopted/bought the (non-imported/imported product)
1) Totally disagree 2) Somewhat disagree 3) Neutral 4) Somewhat agree 5) Totally agree
(6) Often when I buy merchandise, and important goal is to find something that communicates my uniqueness
1) Totally disagree 2) Somewhat disagree 3) Neutral 4) Somewhat agree 5) Totally agree
(7) I am a unique individual
1) Totally disagree 2) Somewhat disagree 3) Neutral 4) Somewhat agree 5) Totally agree
(8) In general I am willing to purchase new products
1) Totally disagree 2) Somewhat disagree 3) Neutral 4) Somewhat agree 5) Totally agree
(9) Often I buy products that have been adopted by very few others
1) Totally disagree 2) Somewhat disagree 3) Neutral 4) Somewhat agree 5) Totally agree
(10) How often would/do you use imported products?
1) Daily 2) Weekly 3) Monthly 4) Bimonthly 5) Twice a year 6) Once a year 7) Other: _____
(11) Do you actually use imported products? 1) Yes 2) No
(12) Are you going to use or consume imported products in the near future? 1) Yes 2) No
(13) In your opinion, the imported products you use are coming from:
1) A developed market 2) An emerging market 3) Other:_____
(14) In your opinion the (United States/Mexico) belongs to which category?
1) A developed market 2) An emerging market 3) Other:_____

compatibility was measured by a six-item scale. Four items were adapted from Moore and.Benbasat (1991). These items have also shown appropriate reliability and construct validity (Chen, Gillenson, & Sherrell, 2002; Wu & Wang, 2005). Two additional items were added to the scale for this research.

Finally, consumer ethnocentrism, the final construct considered antecedent to the APIP, was measured using a seventeen-item scale developed by Shimp and Sharma (1987), who have received statistical support for their psychometric properties and construct validity by using it in multiple countries (Netemeyer, Durvasula, & Lichtenstein, 1991). This scale was utilized as well for multiple products within the US (Herche, 1992).

Consumer Characteristics

Identification of consumer characteristics enabled the development of participant profiles. Demographics measured for this study were age, sex, education level, income, and ethnic background. This study also measured intended frequency of using the products on which this study is focused.

Manipulation and Control Checks

Fourteen manipulation and control checks were developed for this study to verify that participants complied with the research design when they answered the questionnaire. These checks asked participants to indicate 1) if they are actually using an imported product or if they are planning to use one, 2) how they classify the level of market development for the selected product's country to which they belong (developed/emerging), 3) if the selected products comply with the intended criteria, and 4) if the selected countries comply with the intended criteria.

Questionnaire

The questionnaire was administered in English for participants in the United States and in Spanish for participants in Mexico. All scale items were constructed in English, but they were translated into Spanish for the Mexican participants by a bilingual researcher. To validate the Spanish version, a second bilingual researcher translated the Spanish-language questionnaire back into English. Thus a double translation procedure was utilized to develop the Spanish version and thereby assure equality between the Spanish and English questionnaires. This procedure ensured an accurate translation by avoiding erratic, literal English-language translation (Werner & Campbell, 1970).

The questionnaire consists of ten sections. Eight sections were intended to capture participant's perceptions for each construct in the model by having respondents answer a set of multiple-item scales. Participants were asked to indicate their level of agreement with each item. All items were measured using a seven-point Likert scale anchored between "strongly disagree" (1) and "strongly agree" (7). The use of multiple-item scales required only low levels of expertise on the part of participants. The other two sections were intended to record information about participants' characteristics. In these two sections, participants identified demographic variables such as sex, age, education level, income, and frequency of use of the products focused on in this study. Manipulation checks were included in different sections independent of special or specific locations.

Questionnaires for all six scenarios included five items that measured attitude toward imported product use, seven items that measured behavioral intention to use an imported product, five items that measured imported product selection, five items that measured imported product evaluation, seven items that measured imported product acceptance, nine items that

measured social influence, ten items that measured prior product knowledge, nine items that measured consumer purchase intention, seven items that measured perceived ease of use, seven items that measured perceived usefulness, seven items that measured perceived enjoyment, six items that measured imported product compatibility, seventeen items that measured consumer ethnocentrism, eleven items that measured consumer characteristics, and fourteen items used as manipulation and control checks (see Table 1).

Samples

Pilot Study Samples

A total of 511 students in three pilot tests were used to derive reliability and construct validity. Data were collected using a non-random quota sampling in all three pilots. The first pilot consisted of 309 students divided in six subsamples of 47, 46, 54, 53, 50, and 59 participants for the different 6 scenarios. One hundred and sixty six undergraduate students from the The University of Texas-Pan American at Edinburg, Texas participated in the pilot study for scenarios 3, 4, and 6, and 143 undergraduates at the Instituto Internacional y de Estudios Superiores, a Mexican university, participated in the first pilot study for scenarios 1, 2, and 5.

The second pilot consisted of 94 students divided in six subsamples of 17, 16, 14, 15, 17, and 15 participants for the different six scenarios. Forty-four undergraduate students from the The University of Texas-Pan American participated in the pilot study for scenarios 3, 4, and 6, and fifty undergraduates at the Instituto Internacional y de Estudios Superiores participated in this second pilot study for scenarios 1, 2, and 5.

The third pilot consisted of 108 students divided in six subsamples of 17, 16, 20, 18, 17, and 20 participants for the different six scenarios. Fifty-eight undergraduate students from the The University of Texas-Pan American participated in the pilot study for scenarios 3, 4, and 6,

and fifty undergraduates at the Instituto Internacional y de Estudios Superiores participated in this second pilot study for scenarios 1, 2, and 5.

Main Study Sample

Data were collected using a non-random quota sampling of 725 participants. The sample consisted of six subsamples, each one corresponding to one of the six scenarios. There were 362 participants from the emerging market (Mexico), and they were located in six different regions of Mexico. There were 363 participants in the developed market (US), and these participants were located in five different regions. Drawing participants from multiple regions in each participating country provided a better representation that enabled the study to better capture different geographic, political, and commercial backgrounds.

Survey Administration

Participants in the first pilot test were interviewed once during a single time period using the questionnaire to probe their perceptions about the items constituting the constructs in the model. The researcher asked potential participants if they were interested in answering the questionnaire anonymously. Only individuals who agreed to participate received a questionnaire. All participants were actual users or potential adopters of imported products. Although the questionnaire was designed to be self-administered, difficulties might arise, a researcher or a trained assistant remained with participants until they finished answering all questions. The entire questionnaire administration took four months.

Plan of Analyses

For the purposes of refining the developed instrument utilized in this research, the questionnaire was subjected to verification during a pilot test prior to full data collection. Exploratory factor analysis with Maximum Likelihood was performed to learn if all items loaded

in their expected factors and showed satisfactory reliability and construct validity values. However, when some items did not load as expected and no reliability and/or construct validity was obtained, the results were revised theoretically and statistically to make all the changes necessary for correcting, refining, and enhancing measure scales. As a result of this process, two additional pilot studies were required to achieve the desired reliability and construct validity among measure scales. New data were collected to perform each additional pilot test. Thus a total of three different pilot studies were performed. The first pilot study consisted of 309 undergraduate students, the second pilot study consisted of 94 undergraduate students, and the third pilot study consisted of 108 undergraduate students.

Once reliability and construct validity were achieved in pilot tests, full data collection took place. Exploratory factor analysis with Maximum Likelihood was performed for the full data collection to ensure measurement model appropriateness prior to hypotheses testing. This process not only ensured reliability and construct validity, it also reduced the risk of utilizing inappropriate measures during hypotheses testing and obtaining misleading results.

This analysis was performed in two stages. In the first stage, the measurement model was established and the reliability and construct validity for the measures were stablished. Cronbach's alpha and average variance explained (AVE) for each construct were assessed. Following that, confirmatory factor analysis (CFA) was performed. This stage served to evaluate whether the model was valid for use in the second stage.

In the second stage, hypothesis testing was performed using structural equation modeling (SEM) and hierarchical multiple regression analysis. SEM was used to test the proposed structural relationships among eleven constructs in the model using AMOS 22.0. Moderators were not included in this first test. Hierarchical multiple regression was used to examine the

moderation effect of the two proposed constructs as moderators using SPSS 22.0. Hierarchical regression is one of the most useful tools for testing interaction effects because it enables researchers to determine variables' order of entry (Cohen & Cohen, 1983).

During the examination of moderation effects, three models were used separately. Model 1 included only the five core variables in the adoption process (attitude toward product, behavioral intention, selection, evaluation, and acceptance) as independent variables. Model 2 added the two moderating variables (social influence and prior product knowledge) to the five core variables used in model 1. No interaction effect was included. Finally, model 3 included the five core variables in the adoption process, the two moderating variables, the interaction effects among the two moderating variables, and two of the core variables in the adoption process (attitude toward product and prior product knowledge). Thus, the four interaction effects included in model 3 were 1) attitude toward product-social influence, 2) attitude toward product-prior product knowledge, 3) behavioral intention-social influence, and 4) behavioral intention-prior product knowledge. In all three models, purchase intention was used as the dependent variable.

Pilot Test Results

Three different pilot studies were required to achieve appropriateness among measure scales. Thus, three different samples of different undergraduate students (309, 108, and 94for a total of 511) in two universities were employed to collect data for the pilot studies. American participants were recruited from The University of Texas-Pan American, and Mexican participants were recruited from the Instituto Internacional y de Estudios Superiores, a Mexican university in the city of Reynosa.

First Pilot Test

Results from pilot test 1 (309 participants) showed that all constructs are first order constructs, except for ethnocentrism when measured by the CETSCALE, as suggested by previous research (Ajzen & Fishbein, 1980; Baker & Churchill, 1977; Cronin, Michael, & Hult, 2000; Dabholkar, 1994; Davis, 1989; Dodds, Monroe, & Grewal, 1991; Gentile, Spiller, & Noci, 2007; Jones, Mothersbaugh, & Beatty, 2000; Moore & Benbasat, 1991; Novak, Hoffman, & Yung, 2000; Rao & Monroe, 1988; Schillewaert et al., 2005; Shimp & Sharma, 1987; Simonin & Ruth, 1998; Vasquez-Parraga & Alonso, 2000; Venkatesh-& Davis, 2000; Wang et al., 2013). In contrast, ethnocentrism, when measured by the CETSCALE, resulted in a second-order construct with three dimensions, contrary to what Shimp and Sharma (1987) have suggested. In addition, the variable selection presented a problem. While the reliability and TVE were acceptable for all constructs, the reliability corresponding to the selection construct was lower than the threshold value for reflective measure scales (.70) (Hair et al., 2010). As a result of pilot test 1 study, the variable ethnocentrism, when measured by CETSCALE and the variable selection when measured by the five items previously mentioned, required further scrutiny in order to determine their appropriateness for this research.

Furthermore, when measured by the CETSCALE, the variable ethnocentrism was the only antecedent of the product adoption process that showed a weak correlation with attitude toward product (.124 $p < .05$), whereas the correlations between the other four antecedents and attitude toward product ranged from .641 to .746, and all were significant at the .01 level. In addition, when measured by the CETSCALE, variable ethnocentrism showed a weak variance explanation effect among the five product adoption process antecedents (ease of use, usefulness,

enjoyment, compatibility, and ethnocentrism) in the obtained multiple regression results (β = -.088 $p < .10$) for attitude toward product (as dependent variable).

In order to improve the measures of ethnocentrism, further avenues were explored. The most recent ethnocentrism literature was revised and a new measure scale for ethnocentrism (CES) was identified (Sharma, 2014). The new measure seemed to correct various problems with the CETSCALE. Therefore, data for a second pilot was collected using the CES scale to measure ethnocentrism.

The new CES measure scale used eighteen items as follows: 1) I love the (name of the product and country of origin), 2) I am proud of the (name of the product and country of origin), 3) I admire the (name of the product and country of origin), 4) I feel attached to the (name of the product and country of origin), 5) I hate the (name of the product and country of origin), 6) I despise the (name of the product and country of origin), 7) For me it's always the (name of the product and country of origin) first, last and foremost, 8) If I have a choice, I would prefer buying (name of the product and country of origin), 9) I prefer being served by service providers from (country from which the product is from), 10) As far as possible, I avoid buying (name of the product and country of origin), 11) I often refuse to buy a (name of the product) because it is from (country from which the product is from), 12) I would much rather not buy a (name of the product), than buy one from (country from which the product is from), 13) East or West, the (name of the product and country of origin) are the best, 14) (Name of the product and country of origin) are examples of best workmanship, 15) Service providers from (country from which the product is from) have the best work attitudes, 16) (Name of the product) from foreign countries are no match for those from (country from which the product is from), 17) (Country from which the product is from) has the hardest working people in manufacturing industry, and 18) Service

providers from (country from which the product is from) are more caring than those in any foreign country. The results obtained are shown in pilot test 2 study.

Similarly, the variable for selection was revised. In the pilot 1 study, selection was measured by five items that showed a reliability value of .612, which is considered inappropriate for reflective measure scales (Hair et al., 2010). In addition, when measured by five items, selection showed a weak variance explanation effect among the five product adoption process core constructs (attitude toward product, behavioral intention, selection, evaluation, and acceptance) in the obtained multiple regression results ($\beta = -.075$ $p < .05$) for purchase intention (as the dependent variable).

In order to improve the measures of selection, further avenues were explored. Not having additional help from the literature, two more items were added to the selection measure scale. 1) I will select a (name of the product and if imported or non-imported) next time I look for a (name of the product) and 2) Next time I am selecting a (name of the product) I will choose a (name of the product and if imported or non-imported). The results obtained are shown in the pilot test 3 study.

Second Pilot Test

The pilot test 2 study (108 participants) was performed with the specific objective of collecting data for the CES. Thus, only ethnocentrism as measured by CES, attitude toward product, consumer characteristics, and manipulation and control checks were included in the instrument. The new results were encouraging. CES resulted in a second-order construct having two dimensions, as suggested by previous research (Sharma, 2014), CES's reliability for both obtained dimensions was above .887, the construct's TVE was 59.975, and the obtained correlation between ethnocentrism as measured by CES and attitude toward product (dependent

variable) was strong (.605 $p < .01$). When compared with the results obtained for the CETSCALE (pilot test 1), CES was shown to be a better measure of ethnocentrism. Consequently, CES was adopted for the research.

Third Pilot Test

The pilot test 3 study (94 participants) was performed with the specific objective of collecting data for the new selection measure scale. Thus, only selection with seven items, consumer characteristics, and manipulation and control checks formed part of the instrument. The new results were also encouraging. The reliability for selection was .699, just marginally below the threshold value (.700) (Nunnally, 1979), and the construct's TVE was 53.352. When compared with the results obtained for selection with five items (pilot test 1), and this was done after running the confirmatory factor analysis and construct reliability tests, and analyzing the obtained results, the new measure scale for selection with seven items demonstrated to be a better measure of the variable selection. Consequently, the new selection measure with seven items was adopted for the research.

Analysis and findings are presented in the next chapter.

CHAPTER IV

ANALYSIS AND FINDINGS

This chapter accounts for the research results and includes a description of the sample, data treatment, measurement model reliability and validity, experimental treatments, and hypotheses testing.

Sample Demographics

A total of 725 (92.9%) usable survey responses were collected for analysis, from which 363 participants were from the USA and 362 participants were from Mexico. Overall 47.4% of the participants indicated they used the products selected for this study daily. Fifty-nine percent of the participants were female and 41% male. Sixty-four percent of the participants were single, 28% married, and 8% divorced or in an alternative relationship. Approximately 60% of the participants have attended college. Of this 60%, approximately 9% possess a graduate degree. More than 30% of the participants were 31 years of age or older. Fifty four point five percent of the American participants are Latin or Hispanic and 31.4% are European-American. Conversely 92.1% of the Mexican participants are Latin of Hispanic and only 5.3% are European-American (see Table 2 for further details). Approximately the same number of responses was obtained for each of the six different segments (see Table 2 for each segment's sample demographics). Each scenario generated a segment; e.g., scenario 1 generated segment 1 and so on.

The Mahalanobis distance score was used to detect outliers (Ben-Gal, 2005). A score is considered an outlier if its Mahalanobis distance exceeds its *critical value*. The critical value for bivariate relationships used in this study was 13.82 at $p = .01$. Any Mahalanobis Distances score above this value was considered a possible bivariate outlier. The largest bivariate Mahalanobis Distance in this dataset was 6.1348, which is lower than the established critical value. Therefore no outliers were detected among bivariate relationships in this dataset (Penny, 1996).

Data Treatment

Two main philosophies of data imputation exist: multiple imputation (MI) and single imputation (SI). MI is a technique that replaces missing values with simulated versions, a method that creates multiple datasets. All final statistical analyses are supposed to be done on each data set, and ANOVAs are to be used to discover significant differences, if any. The means of the imputed values across the different datasets should not be calculated to form a single imputed value (Rubin, 1987). MI is generally recommended if the missing values are more than 5%. For this study only 1.54% (1,161) of values were missing in the entire dataset (75,400).

SI is a technique that utilizes only one estimate (Donders et al., 2006). Either of two methods could be used: 1) Mean substitution for each variable that has a missing value. The means of all other responses for that column are calculated and put in place of the missing value. 2) Multivariate normal imputation, when each missing value in the dataset is assumed to be a dependent variable and all other variables present in the dataset are assumed to be independent variables. A multiple linear regression is carried out using all values in the dataset, and the predicted regression output is used in place of the missing value.

Table 2
Demographics

Characteristics	Total (N=725)	Segment 1 (N=121)	Segment 2 (N=123)	Segment 3 (N=134)	Segment 4 (N=113)	Segment 5 (N=118)	Segment 6 (N=116)
Ethnic Background							
Latin/Hispanic	72.3	88.8	92.6	48.5	57.8	95.2	58.3
European American	19.0	7.5	5.6	36.9	29.4	2.9	27.0
Asian	1.0	0.0	0.0	1.5	2.8	0.0	1.7
African American	1.8	2.8	0.0	2.3	1.8	0.0	3.5
Other	5.9	0.9	1.8	10.8	8.2	1.9	9.5
Gender							
Males	41.0	35.3	42.0	42.9	41.1	30.2	54.8
Females	59.0	64.7	58.0	57.1	58.9	69.8	45.2
Marital Status							
Married	28.3	35.6	38.1	22.6	18.9	33.6	21.7
Single	64.8	56.8	51.7	75.2	77.5	60.7	66.1
Other	6.9	7.6	10.2	2.2	3.6	5.7	12.2
Education							
Elementary	2.4	3.4	4.2	0.8	0.0	6.0	0.0
Middle School	4.0	10.1	6.8	0.0	0.0	6.9	0.0
High School or GED	34.0	15.1	11.9	58.5	53.6	14.7	49.6
College Graduate	51.0	64.7	64.4	32.3	39.1	64.6	41.7
Graduate Degree	8.6	6.7	12.7	8.4	7.3	7.8	8.7
Age							
18-20 years	22.8	24.2	16.9	24.6	27.9	24.8	18.6
21-30 years	45.4	36.6	45.0	52.3	49.6	38.9	49.5
31-40 years	16.8	25.9	22.0	10.8	10.8	23.0	8.0
41 years and older	15.0	13.3	16.1	12.3	11.7	13.3	23.9

For this study, the means of all other item responses from the same location corresponding to each segment were set in place of the missing value. Therefore thirty-three different means were used as imputation values: eighteen corresponding to the six different locations for the three segments for emerging market participants, and fifteen corresponding to the five different locations for the three segments for developed market participants (6 times 3 plus 5 times 3).

Measurement Model Reliability

Cronbach's alpha was used to assess construct reliability. The obtained values of Cronbach's alpha for all constructs ranged from .845 to .938 (see Table 7 and Table 8). Values above the threshold value of .7 are considered reliable as reflective measure scales (Hair et al. 2010; Nunnally, 1979); thereby establishing that all constructs used in this research are reliable measures.

Measurement Model Validity

The nature of this research is confirmatory; nevertheless, in order to establish the appropriateness of measures used for multivariate statistical analysis, exploratory factor analysis (EFA) procedures were utilized before performing confirmatory factor analysis (CFA) (Hair et. al., 2010).

Unidimensionality

Bartlett's test of sphericity, the Kaiser-Meyer-Olkin (KMO) and measure of sampling adequacy (MSA) were examined to determine the appropriateness of performing EFA. Items produced a significant Bartlett's test result ($p = .000$) and a KMO score of .982. Both results satisfy the recommended threshold values of $p < .05$ for Bartlett's test and a KMO > .6 (Pallant, 2010; Tabachnick & Fidell, 2007). The MSA values for items range from .744 to .991, which

exceeds the recommended threshold value of .5 (Hair et al. 2010). Finally a Chi-square/df value = 1.894 with significance of $p = .000$ was obtained for the goodness of fit. These results indicated that the data was appropriate for EFA. The extraction method used to perform EFA was Maximum Likelihood with VARIMAX rotation to offer the most adequate interpretation of the items under examination (Hair et. al., 2010).

EFA results showed that all items loaded highest on the factors on which they were theoretically expected to load. The obtained factor solution accounted for 60% of the total extracted variance. All item loadings exceeded the recommended threshold value of .3 (Hair et al., 2010). All inter-item correlations were above the recommended threshold value of .2 (Bearden et al., 2001).

All constructs except for selection, acceptance, and ethnocentrism were shown to be first order constructs as suggested by theory (Ajzen & Fishbein, 1980; Baker & Churchill, 1977; Cronin, Michael, & Hult, 2000; Dabholkar, 1994; Davis, 1989; Dodds, Monroe, & Grewal, 1991; Gentile, Spiller, & Noci, 2007; Jones, Mothersbaugh, & Beatty, 2000; Moore & Benbasat, 1991; Novak, Hoffman, & Yung, 2000; Rao & Monroe, 1988; Schillewaert et al., 2005; Shimp & Sharma, 1987; Simonin & Ruth, 1998; Vasquez-Parraga & Alonso, 2000; Venkatesh & Davis, 2000; Wang et al., 2013). Selection and acceptance resulted in -second order constructs, thus contradicting previous research (Jones, Mothersbaugh, & Beatty, 2000; Vasquez-Parraga & Alonso, 2000). Ethnocentrism measured by CES resulted in a second-order construct as suggested by previous research (Sharma, 2014); however, only two dimensions out of the three of this construct suggested by Sharma (2014) were obtained.

Because all Cronbach's alphas, factor loadings, and inter-item correlations were above the recommended threshold values, all the items for each construct were retained for CFA (Bearden et al., 2001; Hair et al., 2010).

Confirmatory Factor Analysis (CFA)

Following EFA, CFA was conducted to further assess the constructs' validity and their structure. By assessing construct validity, it is possible to estimate and correct for the confounding influences of random error and method variance (Bagozzi, Yi, & Phillips, 1991). In order to achieve proper fit in the measurement model and gain model parsimony, twenty-six items corresponding to ten of the thirteen constructs analyzed were removed from the measurement model. Removal of these items was based on both statistical results and conceptual considerations. This procedure is explained further in the convergent validity subsection.

Normal distribution is an assumption of Structural Equation Modeling. The analysis of the data showed eight out of the thirteen constructs to be normally distributed. This is based on the skewness/standard error ratio $p = .05$. However, four out of the five constructs not meeting this criterion showed a Karl Pearson's coefficient of skewness (SKp) between ± 1, thus reflecting a low skewed distribution (Sharma, 2005). Only Social Influence showed a moderately positive/left skewness (1.562) (see Table 3). Therefore, there was no need to transform the data before proceeding with CFA and all subsequent hypotheses testing.

The use of three fit indexes as a minimum to assess the fit of the overall model's factor structure is recommended (Jaccard & Wan, 1996). To assess the fit of the measurement model in this research, five fit indices were calculated, 1) the chi-square to degree of freedom ratio (CMIN), 2) root mean square error of approximation (RMSEA), 3) incremental fit index (IFI), 4) comparative fit index (CFI), and 5) Bentler-Bonett non-normed fit index or Tucker-Lewis index

(NNFI or TLI). The results showed that all measures for the measurement model exhibited satisfactory levels (see Table 14) (Hair et al., 2010). Construct validity, which is defined as the extent to which an operationalization measures the concept it is supposed to measure (Bagozzi, Yi, & Phillips, 1991), was examined in terms of convergent validity and discriminant validity.

Convergent validity. Convergent validity refers to the extent to which different items of a construct correlate with each other or share a high proportion of variance (Cunningham, Preacher, & Banaji, 2001). To determine if convergent validity is present, it is necessary to analyze the standardized loading estimates of construct items, the construct reliability, and the construct average variance explained. Standardized loading estimates among items should be .50 or higher, construct reliability should be .70 or higher, and the construct average variance explained should be .50 or higher (Hair et al., 2010).

One item for attitude toward product (imported shoes from China have a larger product selection than any other imported shoes) had a factor loading estimate below .5. Removing this item from the analysis improved construct reliability by .038, as well as producing a 9.5% increase in average variance explained and improving overall model fit. This item does not seem to have the same logic of the other construct items. The item did not correlate well with any other item from the model, thus deleting it caused no concern. After dropping this item, four items were retained in the attitude toward product construct.

Three items for behavioral intention, 1) (If I had to do it over again, I would still use the same Chinese shoes), 2) (I plan to use Chinese shoes in the future), and 3) (I plan to use Chinese shoes next time I need to use shoes), were removed from the measurement model. Although their factor loading estimates were above .5 and the construct reliability as well as the construct average variance explained with the items included were above threshold values, these three

items showed high cross-loading estimates with two other constructs (acceptance and purchase intention). Two of these items, 2) (I plan to use Chinese shoes in the future), and 3) (I plan to use Chinese shoes next time I need to use shoes), were developed as an attempt to measure the consumers' behavioral intentions toward products more comprehensively. However, these two items seemed to create confusion among consumers. The essence of the other item, 1) (If I had to do it over again, I would still use the same Chinese shoes), appears to capture the four items retained in the construct. After dropping these three items, four items were retained in the behavioral intention construct.

Three items for the variable selection, 1) (I know there are several possible alternatives to Chinese shoes), 2) (Before I selected Chinese shoes, I knew about several alternatives), and 3) (I often check about new possible alternatives to Chinese shoes), were removed from the measurement model. These three items loaded as an independent dimension; however, one item, 2) (Before I selected Chinese shoes, I knew about several alternatives), showed a factor loading estimate above .5. In addition, another item, 1) (I know there are several possible alternatives to Chinese shoes), showed high cross-loading estimates with items forming part of selection. These items seemed to reflect consumer acknowledgement about substitute products, which is something the selection items retained did not seem to capture. However, these items showed neither appropriate factor loading estimates, nor construct reliability, nor average variance explained if considered as independent factors, thus prompting the dismissal of these items. After dropping these three items, four items were retained in the selection construct.

Three items for variable acceptance, 1) (If I needed to change shoes, there are other good, similar Chinese shoes to choose from), 2) (I would be equally happy using Mexican shoes, and Compared to Chinese shoes), 3) (I would probably be equally or more satisfied with other

shoes), were removed from the measurement model. These three items loaded as independent dimensions, and only one item, 1) (If I needed to change shoes, there are other good, similar Chinese shoes to choose from), showed a factor loading estimate above .5. These items seemed to reflect consumer knowledge about substitute products, a trait that the retained items did not seem to capture. Unfortunately, the three items-showed neither appropriate construct reliability nor average variance explained, thus they were dropped from the model. After dropping these three items, four items were retained in the acceptance construct.

One item for the variable social influence, (Because of my use of Chines shoes, others in my community see me as a better person), was dropped from the analysis. Although the construct reliability as well as the construct average variance explained with the item included were above threshold values, and the factor loading estimate for the item was above .5, this item showed a high cross-loading estimate with another construct (attitude toward product). The removal of this item from the analysis improved construct reliability by .001, and increased average variance explained by 2.9%. Moreover, it improved the overall model fit. Finally, the essence of the item (Because of my use of Chines shoes, others in my community see me as a better person) appeared to be adequately captured by the items retained in the construct. After dropping this item, eight items were retained in the social influence construct.

Two items for the variable ease of use, 1) It would be easy for me to become skillful at using a Chinese smart phone with touch screen), and 2) (It would not take me too long to learn how to use a Chinese smart phone with touch screen), were removed from the measurement model. Although the construct reliability with these items included was above the threshold value of .871 and the factor loading estimates were above .5, the average variance explained for the construct with these two items included was slightly below the threshold value, 49.852.

Moreover, these items showed high cross-loading estimates with another construct (attitude toward product). Removing these two items from the analysis improved average variance explained for the ease to use construct by 3.4%, which helped achievement of the threshold value, and the removal improved overall model fit. Finally, the essence of the two items removed 1) (It would be easy for me to become skillful at using a Chinese smart phone with touch screen), and 2) (It would not take me too long to learn how to use a Chinese smart phone with touch screen) appear adequately captured by one of the items retained in the construct (Learning to use/operate a Chinese smart phone with touch screen would be easy for me). After dropping these two items, five items were retained in the ease of use construct.

Three items for the variable usefulness, 1) (Using a Chinese smart phone with touch screen would improve my performance), 2) (Using a Chinese smart phone with touch screen would increase my productivity), and 3) (In general, I find a Chinese smart phone with touch screen very useful), were removed from the measurement model. Although the construct reliability as well as the construct average variance explained with the items included were above threshold values, and the factor loading estimates for the items were above .5, these items showed high cross-loading estimates with another construct (ethnocentrism). The productivity and performance traits of these items appeared to be adequately captured by two of the items retained in the construct: 1) (Using a Chinese smart phone with touch screen would enhance my effectiveness), and 2) (Using a Chinese smart phone with touch screen would save me time and effort). After dropping these two items, four items were retained in the usefulness construct.

Table 3
Construct Descriptives

Construct (N = 725)	Mean	Mean Std. Error	Std. Dev.	Skewness	Skewness Std. Error	Kurtosis	SKp
Attitude towards Prod.	4.7269	.05160	1.38925	-.457	.091	-.140	0.523235
Behavioral Intention	4.7908	.05374	1.44711	-.618	.091	-.092	0.028204
Selection	4.2309	.05610	1.51044	-.248	.091	-.603	-0.343656
Evaluation	4.1089	.04931	1.32763	-.117*	.091	-.424	0.082001
Acceptance	4.0942	.06156	1.65759	.030*	.091	-.988	0.961729
Purchase Intention	4.1517	.05666	1.52575	-.121*	.091	-.764	-0.046230
Social Influence	3.1868	.05199	1.39995	.275	.091	-.726	1.562083
Prior Prod. Knowledge	3.9384	.05163	1.39026	.093*	.091	-.809	0.171459
Ease of Use	4.3889	.05147	1.38592	-.326	.091	-.464	-0.152344
Compatibility	4.0497	.05546	1.49338	-.145*	.091	-.645	0.033287
Usefulness	3.6743	.06031	1.62399	.065*	.091	-.898	1.646746
Enjoyment	4.0416	.05343	1.43852	-.058*	.091	-.584	0.028928
Ethnocentrism (CES)	3.7468	.04739	1.27607	.124*	.091	-.543	-0.198382

* Normally distributed construct based on the skewness and standard error for alpha = .05
Note: A Karl Pearson's coefficient of skewness (SKp) between ± 1 indicated the distribution is moderately skewed.

Three items for the variable enjoyment, 1) (I have fun using a Chinese smart phone with touch screen), 2) (I find using a Chinese smart phone with touch screen interesting), and 3) (In general, when using a Chinese smart phone with touch screen, I am not aware of any noise around me), were removed from the measurement model. Although the construct reliability as well as the construct average variance explained with the items included were above threshold values, and the factor loading estimates for the items were above .5, these items also showed high cross-loading estimates with two other constructs (usefulness and ethnocentrism). The essence of these items appeared to be adequately captured by the items retained in the construct. After dropping these three items, four items were retained in the enjoyment construct.

Two items for variable compatibility, 1) (I think that using a Chinese smart phone with touch screen fits well with my needs) and 2) (A Chinese smart phone with touch screen fits into my lifestyle), were removed from the measurement model. Although the construct reliability as well as the construct average variance explained with the items included were above threshold values, and the factor loading estimates for the items were above .5, these items, too, showed high cross-loading estimates with three other constructs (usefulness, ethnocentrism, and attitude toward product). The essence of these items appeared to be adequately captured by the items retained in the construct. After dropping these two items, four items were retained in the compatibility construct.

Five items for the variable ethnocentrism, 1) (I hate the smartphones with touch screen from China), 2) (I despise the smartphones with touch screen from China), 3) (As far as possible, I avoid buying smartphones with touch screen from China), 4) (I often refuse to buy a smartphone with touch screen because it is from China), and 5) (I would much rather not buy a smartphone with touch screen, than buy one from China), were removed from the measurement

model. These five items loaded as an independent factor. Although the reliability of these five items together as a factor was above the threshold value of .790 and the factor loading estimates were above .5, the average variance explained for the whole construct with these items included was slightly below the threshold value at 49.576. Removing these items from the analysis improved average variance explained for the ethnocentrism construct by 4.9%, which helped achieve the threshold value and improved the overall model fit. The essence of these items appeared to be adequately captured by the items retained in the construct. After dropping these five items, thirteen items were retained in the ethnocentrism construct.

Table 4 exhibits the convergent validity results after all modifications were made. All measures exhibit satisfactory levels (Hair et al., 2010). Standardized loading estimates for all items are above .50, all constructs show reliability values above .70, and the average variance explained is above 50%.

The variance inflation factor (VIF) was used to assess collinearity and multicollinearity problems among constructs after eliminating the twenty-six items previously described in this section. Higher levels of VIF are known to adversely affect the results due to inflation in the standard errors; therefore, researchers desire lower levels of VIF. Although the most common maximum VIF value found in the literature is 10 (Hair et al., 1995; Kennedy, 1992; Marquaridt, 1970), the most recent literature recommends a maximum VIF value of 5 or 4 (Pan & Jackson, 2008; Rogerson, 2001). All constructs in this research exhibit satisfactory levels of VIF (see Table 5 and Table 6), suggesting that there is no collinearity or multicollinearity among them.

Table 4
CFA Results (N = 725)

Constructs, Items, α, and TVE	Factor Loading
Goodness of fit: X2/(df) = 3.006, p = .000	
RMSEA = .053, IFI = .910, CFI = .910, NNFI/TLI = .902	
Attitude toward Product (α = .858) (TVE = 60.529)	
Using a (product and country where it was made) is convenient	.834
Using a (product and country where it was made) is beneficial	.747
Using a (product and country where it was made) is safe	.739
Using a (product and country where it was made) is practical	.789
Behavioral Intention (α = .868) (TVE = 63.492)	
Assuming I have access to (product and country where it was made), I would intend to use it	.916
If I had access to (product and country where it was made), I predict that I would use it	.856
If I had used (product and country where it was made) once, the probability that I would use it again is high	.652
If I had used (product and country where it was made) once, the likelihood that I would recommend this product to a friend is high	.737
Selection (α = .914) (TVE = 73.715)	
If I had to do the selection again, I would choose the same (product and country where it was made)	.805
I would select or choose (product and country where it was made) in the future	.857
I will select a (product and country where it was made) next time I look for a (product and country where it was made)	.868
Next time I am selecting a (product) I will choose a (product and country where it was made)	.902
Evaluation (α = .845) (TVE = 52.348)	
The workmanship of (product and country where it was made) appears to be better than the American ones	.739
The quality of (product and country where it was made) appears to be higher than the American ones	.793
(Product and country where it was made) appears to be more durable than the American ones	.674
My experience with (product and country where it was made) would be better than expected	.722
Overall, most of my expectations about using (product and country where it was made) would be confirmed	.684
Acceptance (α = .867) (TVE = 62.263)	
I consider myself a frequent user of (product and country where it was made)	.757
I have completely integrated the use of (product and country where it was made) into my daily life	.796
I intend to use a (product and country where the product was made)	.856
If I could, I would like to continue the use of a (product and country where it was made)	.743

Table 4
Continued

Social Influence (α = .909) (TVE = 55.898)	
Using (product and country where it was made) improves my image within the community	.805
People in my community who use (product and country where it was made) have more prestige than those who do not use it	.738
People in my community who use (product and country where it was made) have a high profile	.792
Having a (product and country where it was made) is a status symbol in my community	.791
Using a (product and country where it was made) is an opportunity to be recognized by members of a community	.746
I think using a (product and country where it was made) is an opportunity of being part of a community	.596
People who are important to me think that I should use a (product and country where it was made)	.763
People who influence me think that I should use a (product and country where it was made)	.730
Prior Product Knowledge (α = .910) (TVE = 50.702)	
I consider myself knowledgeable about (product and country where it was made)	.779
I consider myself extremely skilled at using (product and country where it was made)	.613
I am extremely familiar with (product and country where it was made)	.688
I definitely recognize a (product and country where it was made)	.648
I definitely have heard of (product and country where it was made)	.598
I have the knowledge necessary to effectively use a (product and country where it was made)	.729
I have the skills necessary to efficiently use a (product and country where it was made)	.671
My friends consider me an expert on (product and country where it was made)	.741
I have great deal of experience with (product and country where it was made)	.808
I consider myself an expert on (product and country where it was made)	.808
Purchase Intention (α = .938) (TVE = 63.119)	
I would buy a (product and country where it was made) if I happened to see it in a store	.766
I would actively seek out for a (product and country where it was made) to purchase it	.760
My willingness to buy a (product and country where the product was made) is high	.767
The likelihood of purchasing a (product and country where it was made) is high	.848
If I am going to buy a (product), the probability of buying a (country where it was made) one is high	.782
The probability that I would consider buying a (product and country where it was made) is high	.866
I would like to buy a (product and country where it was made)	.746
I would buy a (product and country where it was made) if I can	.770
I will purchase a (product and country where it was made) the next time I need a (product)	.835

Table 4
Continued

Ease of Use (α = .848) (TVE = 53.244)	
Learning to use/operate a (product and country where it was made) would be easy for me	.679
I would find that a (product and country where it was made) would easily do what I want it to do	.704
My interaction with a (product and country where it was made) would be clear and understandable	.805
I would find interacting with a (product and country where it was made) flexible	.754
I would find a (product and country where it was made) easy to use	.700
Usefulness (α = .891) (TVE = 67.777)	
Using a (product and country where it was made) would enable me to accomplish tasks more quickly	.870
Using a (product and country where it was made) would enhance my effectiveness reaching my objectives	.716
Using a (product and country where it was made) would make my life easier	.860
Using a (product and country where it was made) would save me time and effort	.838
Enjoyment (α = .831) (TVE = 56.000)	
I find using a (product and country where it was made) enjoyable	.742
I find using a (product and country where it was made) entertaining	.773
The process of using a (product and country where it was made) is pleasant	.817
When using a (product and country where it was made), I do not realize that time has passed	.651
Compatibility (α = .854) (TVE = 59.806)	
Using a (product and country where it was made) is compatible with most aspects of my previous experiences using (product)	.797
Using a (product and country where it was made) is completely compatible with my current situation	.806
Using a (product and country where it was made) is compatible with my personal beliefs	.719
(Product and country where it was made) are compatible with other products I use	.772
Ethnocentrism (CES) (TVE = 54.571)	
Affective and Behavioral Reaction (α = .929)	
I love the (Product and country where it was made)	.848
I am proud of the (Product and country where it was made)	.790
I admire the (Product and country where it was made)	.817
I feel attached to the (Product and country where it was made)	.757
For me it's always the (Product and country where it was made) first, last and foremost	.746
If I have a choice, I would prefer buying (Product and country where it was made)	.826
I prefer being served by service providers from (country where the product was made)	.657
East or West, the (Product and country where it was made) are the best	.801
(Product and country where it was made) are examples of best workmanship	.690

Table 4
Continued

Ethnocentrism (CES)	
Cognitive Bias (α = .727)	
Service providers from (country where it was made) have the best work attitudes	.740
(Product) from foreign countries are no match for those from (country where the product was made)	.602
(Country where the product was made) has the hardest working people in manufacturing industry	.545
Service providers from (country where the product was made) are more caring than those in any foreign country	.650

α = Cronbach's Alpha, AVE = average variance explained.

Table 5
Collinearity among Product Adoption Process core variables measured by VIF

Construct	1 vs.	2 vs.	3 vs.	4 vs.	5 vs.	vs.	7 vs.
1. Attitude toward Product		2.844	3.089	3.068	3.121	3.127	3.182
2. Behavioral Intention	3.763		3.452	4.082	4.064	4.216	4.185
3. Selection	3.471	2.933		3.505	3.524	3.582	3.582
4. Evaluation	3.280	3.299	3.335		3.365	3.162	3.364
5. Acceptance	4.778	4.703	4.801	4.818		4.832	3.436
6. Social Influence	2.031	2.069	2.070	1.920	2.049		1.865
7. Prior Product Knowledge	3.638	3.616	3.644	3.596	2.566	3.284	

Note: The values shown in each column represent the Variance Inflation Factor (VIF) between the construct heading the column with the other constructs. The VIF is used to measure the existence of collinearity between two constructs. A VIF ≥ 5 indicates probable collinearity between those two constructs.

Table 6
Collinearity among Product Adoption Process Antecedents measured by VIF

Construct	1 vs.	2 vs.	3 vs.	4 vs.	5 vs.
1. Ease of Use		3.751	3.505	3.850	4.017
2. Compatibility	3.962		3.886	4.217	3.872
3. Enjoyment	4.741	4.975		5.085	4.995
4. Usefulness	2.836	2.940	2.769		2.911
5. Ethnocentrism	3.419	3.119	3.143	3.363	

Note: The values shown in each column represent the Variance Inflation Factor (VIF) between the construct heading the column with the other constructs. The VIF is used to measure the existence of collinearity between two constructs. A VIF ≥ 5 indicates probable collinearity between those two constructs.

Table 7 shows that all correlations between purchase intention (dependent variable) and each core variable (acceptance, evaluation, selection, behavioral intention, and attitude toward product) are significant at the .01 level. The correlation between purchase intention and acceptance (.888) is the highest (see Table 7). The moderating variables, social influence and prior product knowledge, are significantly correlated at the .01 level with attitude toward product and behavioral intention (see Table 7). All the antecedents of the product adoption process (ease of use, usefulness, enjoyment, compatibility, and ethnocentrism) are significantly correlated at the .01 level with attitude toward product (see Table 8).

Discriminant validity. Discriminant validity refers to the extent to which constructs are different from each other or are not highly correlated with each other (Hair et al., 2010). Constructs exhibit discriminant validity when their respective average variance explained estimates are larger than the corresponding squared inter-construct correlation estimates (Fornell & Larcker, 1981; Hair et al., 2010) or when their respective square roots of average variance explained estimates are larger than the corresponding inter-construct correlation estimates. When this condition is met, the items for each respective construct are more closely related to the construct they are associated with than with the other constructs. In this research there are ten cases out of forty-three where this condition was not met (see Table 7 and Table 8), thereby establishing that adequate discriminant validity for each construct is not fully achieved. Nonetheless, in the ten cases indicated, where discriminant validity was not fully met, the difference between the average variance explained estimate and the corresponding squared inter-construct correlation estimate was minimal (<.10).

Table 7
Correlation Matrix (N = 725) Purchase Intention and Product Adoption Process

Construct	1	2	3	4	5	6	7	8
1. Purchase Intention	**.938** [a]/ ***.794*** [b]							
2. Acceptance	.888**	**.867** [a]/ ***.789*** [b]						
3. Evaluation	.787**	.757**	**.845** [a]/ ***.723*** [b]					
4. Selection	.733**	.729**	.726**	**.914** [a]/ ***.858*** [b]				
5. Behavioral Intention	.768**	.744**	.742**	.817**	**.868** [a]/ ***.797*** [b]			
6. Attitude towards Product	.676**	.715**	.714**	.745**	.786**	**.858** [a]/ ***.778*** [b]		
7. Social Influence	.639**	.630**	.623**	.486**	.477**	.428**	**.909** [a]/ ***.747*** [b]	
8. Prior Product Knowledge	.794**	.824**	.696**	.612**	.604**	.599**	.676**	**.910** [a]/ ***.712*** [b]

*p<.05, **p<.01 (2-tailed).
[a] Cronbach's Alpha
[b] √AVE (square root of average variance explained)

Table 8
Correlation Matrix (N = 725) Attitude toward Product and Product Adoption Process Antecedents

Construct	1	2	3	4	5	6
1. Attitude towards Product	**.858** [a]/ ***.778*** [b]					
2. Ease of Use	.717**	**.848** [a]/ ***.730*** [b]				
3. Usefulness	.570**	.755**	**.891** [a]/ ***.823*** [b]			
4. Enjoyment	.674**	.838**	.785**	**.878** [a]/ ***.770*** [b]		
5. Compatibility	.657**	.804**	.737**	.837**	**.854** [a]/ ***.773*** [b]	
6. Ethnocentrism	.622**	.745**	.719**	.808**	.795**	**.928** [a]/ ***.739*** [b]

*p<.05, **p<.01 (2-tailed).
[a] Cronbach's Alpha
[b] √AVE (square root of average variance explained)

Experimental Treatments

A 2 x 3 between subjects nonequivalent control group research design was used to collect the data (Campbell & Stanley, 1971). The treatments were the source of origin (imported/domestic) of the adopted product and market development level (developed/emerging). The treatments applied were both the country in which the consumer was adopting the product and the country from which the product came. The settings for each group were the natural settings consumers actually encountered when adopting the indicated products coming from the indicated countries. Within each setting, product source of origin (imported/domestic) was manipulated by indicating if the product to be adopted was imported or domestic.

The market development level for the products' country was manipulated by indicating the name of the country where the product was made. China was the country chosen to represent a foreign emerging market in which both imported products were made (shoes and smart phones with touch screens). Italy was the country chosen to represent a foreign developed market in which imported shoes were made. Japan was the country chosen to represent a foreign developed market in which imported smart phones with touch screens were produced. Mexico was the country chosen to represent a domestic emerging market in which domestic shoes were made. The United States was the country chosen to represent a domestic developed market in which smart phones with touch screens were manufactured.

Finally the market development level was manipulated by selecting consumers from two countries. American participants were chosen to represent consumers in a developed market, and Mexican participants were chosen to represent consumers in an emerging market. The treatments previously mentioned were the bases for the six different segments used for testing.

The source of origin (imported vs. domestic) manipulation check revealed a statistically significant difference in mean scores for purchase intention and attitude toward product, F (1, 723) = 13.072, p = .000, and for purchase intention and F (1, 723) = 11.023, p = .001 for attitude toward product (see Table 9). The market development level for the products' country manipulation check revealed a statistically significant difference in mean scores for purchase intention and attitude toward product, F (1, 723) = 35.865, p = .000 for purchase intention and F (1, 723) = 90.882, p = .000 for attitude toward product (see Table 10). The market development level for the consumers' country manipulation check revealed a statistically significant difference in mean scores for purchase intention and attitude toward product, F (1, 723) = 159.556, p = .000 for purchase intention and F (1, 723) = 114.998, p = .000 for attitude toward product (see Table 11).

The ANOVA results among the six segments of the study revealed a statistically significant difference in the mean scores for purchase intention and attitude toward product, F (5, 719) = 49.656, p = .000 for purchase intention and F (5, 719) = 60.129, p = .000 for attitude toward product (see Table 12). Post-hoc comparisons using Tamhane's T2, Dunnett's T3, Games-Howell, and Dunnett's C tests with equal variances not assumed showed that the mean scores for purchase intention were significantly different between the following segments: 1 (M = 2.9369) and 2 (M = 3.7736), 1 (M = 2.9369) and 3 (M = 4.1518), 1 (M = 2.9369) and 4 (M = 3.9192), 1 (M = 2.9369) and 5 (M = 4.7732), 1 (M = 2.9369) and 6 (M = 5.4137), 2 (M = 3.7736) and 5 (M = 4.7732), 2 (M = 3.7736) and 6 (M = 5.4137), 3 (M = 4.1518) and 5 (M = 4.7732), 3 (M = 4.1518) and 6 (M = 5.4137), 4 (M = 3.9192) and 5 (M = 4.7732), 4 (M = 3.9192) and 6 (M = 5.4137), and 5 (M = 4.7732) and 6 (M = 5.4137). All were at a .05 significance level. However, the mean scores for purchase intention between the following

segments: 2 (M = 3.7736) and 3 (M = 4.1518), 2 (M = 3.7736) and 4 (M = 3.9192), and 3 (M = 4.1518) and 4 (M = 3.9192) were not statistically significant (p = .05) (see Table 13).

Post-hoc comparisons using the Tamhane's T2, Dunnett's T3, Games-Howell, and Dunnett's C tests with equal variances not assumed showed that the mean scores for attitude toward product were significantly different between the following segments: 1 (M = 3.3784) and 2 (M = 4.1780), 1 (M = 3.3784) and 3 (M = 5.0181), 1 (M = 3.3784) and 4 (M = 4.8805), 1 (M = 3.3784) and 5 (M = 5.2567), 1 (M = 3.3784) and 6 (M = 5.6908), 2 (M = 4.1780) and 3 (M = 5.0181), 2 (M = 4.1780) and 4 (M = 4.8805), 2 (M = 4.1780) and 5 (M = 5.2567), 2 (M = 4.1780) and 6 (M = 5.6908), 3 (M = 5.0181) and 5 (M = 5.2567), 3 (M = 5.0181) and 6 (M = 5.6908), 4 (M = 4.8805) and 5 (M = 5.2567), 4 (M = 4.8805) and 6 (M = 5.6908), and 5 (M = 5.2567) and 6 (M = 5.6908). All are at a .05 significance level. Yet, the mean scores for attitude toward product between the following segments: 3 (M = 5.0181) and 4 (M = 4.8805) were not statistically significant (p = .05) (see Table 13).

Hypotheses Testing

Hypotheses

H_1A: *Consumer attitude toward imported product use explains consumer behavioral intention to use imported products.*

H_1B: *Consumer behavioral intention to use imported products explains imported product selection.*

H_1C: *Consumer imported product selection explains consumer imported product evaluation.*

H_1D: *Consumer imported product evaluation explains consumer acceptance of an imported product.*

Table 9
Product Source of Origin (Imported vs. Domestic) ANOVA

Construct	Mean	Sum of Squares	df	Mean Square	F	Sig.
Purchase Intention	Between Groups	2424.496	1	2424.496	13.072	.000
	Within Groups	134093.463	723	185.468		
	Total	136517.959	724			
Attitude toward Product	Between Groups	335.739	1	335.739	11.023	.001
	Within Groups	22021.503	723	30.459		
	Total	22357.242	724			

Table 10
Market Development of Product (Developed vs. Emerging) ANOVA

Construct	Mean	Sum of Squares	df	Mean Square	F	Sig.
Purchase Intention	Between Groups	6452.106	1	6452.106	35.865	.000
	Within Groups	130065.853	723	179.897		
	Total	136517.959	724			
Attitude toward Product	Between Groups	2496.519	1	2496.519	90.882	.000
	Within Groups	19860.723	723	27.470		
	Total	22357.242	724			

Table 11
Market Development of Consumer (Developed vs. Emerging) ANOVA

Construct	Mean	Sum of Squares	df	Mean Square	F	Sig.
Purchase Intention	Between Groups	24680.839	1	24680.839	159.556	.000
	Within Groups	111837.120	723	154.685		
	Total	136517.959	724			
Attitude toward Product	Between Groups	3068.072	1	3068.072	114.998	.000
	Within Groups	19289.170	723	26.679		
	Total	22357.242	724			

Table 12
ANOVA among Segments

Construct	Mean	Sum of Squares	df	Mean Square	F	Sig.
Purchase Intention	Between Groups	35041.386	5	7008.277	49.656	.000
	Within Groups	101476.573	719	141.136		
	Total	136517.959	724			
Attitude towards Product	Between Groups	6592.109	5	1318.422	60.129	.000
	Within Groups	15765.133	719	21.926		
	Total	22357.242	724			

Table 13
Post Hoc Analysis of Means among Segments

Construct	Segment	N	Subset 1*	Subset 2*	Subset 3*	Subset 4*
Purchase Intention	Segment 1 Mexican Consumer-Chinese Product	121	2.9369			
	Segment 2 Mexican Consumer-Italian Product	123		3.7736		
	Segment 3 American Consumer-Chinese Product	134		4.1518		
	Segment 4 American Consumer-Japanese Product	113		3.9192		
	Segment 5 Mexican Consumer-Mexican Product	118			4.7732	
	Segment 6 American Consumer-American Product	116				5.4137
Attitude towards Product	Segment 1 Mexican Consumer-Chinese Product	121	3.3784			
	Segment 2 Mexican Consumer-Italian Product	123		4.1780		
	Segment 3 American Consumer-Chinese Product	134			5.0181	
	Segment 4 American Consumer-Japanese Product	113			4.8805	
	Segment 5 Mexican Consumer-Mexican Product	118			5.2567	5.2567
	Segment 6 American Consumer-American Product	116				5.6908

*Subsets for alpha =.05
Note: Tamhane's T2, Dunnett's T3, Games-Howell, and Dunnett's C Post Hoc tests with Equal Variances not Assumed.

H_1E: *Consumer attitude toward imported product use explains consumer behavioral intention to use imported products, which explains imported product selection, which in turn explains consumer imported product evaluation, which at the end explains the level of consumer acceptance of an imported product.*

H_2: *Social influence directly and significantly moderates the relation between consumer attitude toward imported product use and consumer behavioral intention to use imported products.*

H_3: *Customer prior product knowledge directly and significantly moderates the relation between consumer attitude toward imported product use and consumer behavioral intention to use imported products.*

H_4: *Consumer acceptance of an imported product has a direct and significant effect on consumer purchase intention of imported products.*

H_5: *Consumers' perceived usefulness of an imported product has a direct and significant effect on attitude towards the use of imported products.*

H_6: *Consumers' perceived ease of use of an imported product has a direct and significant effect on attitude toward the use of imported products.*

H_7: *Consumers' perceived ease of use of an imported product has a direct and significant effect on consumers' perceived usefulness of a product.*

H_8: *Consumers' perceived enjoyment of an imported product has a direct and significant effect on attitude toward use of imported product.*

H_9: *Imported product compatibility with customer's values, previous experiences, needs, norms, and existing practices has a direct and significant effect on attitude toward use of imported product.*

H_{10}: *Imported product compatibility with customer's values, experiences, needs, norms, and existing practices has a direct and significant effect on the perceived usefulness of an imported product.*

H_{11}: *Consumer ethnocentrism has a negative and significant effect on attitude towards use of imported products.*

Except for hypotheses 2 and 3 (H2 and H3), structural equation modeling using AMOS 22.0 was utilized to test all hypotheses. Hierarchical multiple regressions were utilized to test hypotheses 2 and 3, and SPSS 22.0 was used.

Results Obtained Using the Entire Dataset with Participants from all Segments (725 Participants)

Table 14 shows the structural model goodness of fit (GOF) indices obtained for the full model (725 participants): Chi-square/df = 3.172, RMSEA = .055, IFI = .905, CFI = .904, and NNFI/TLI = .894. Except for the NNFI/TLI index, which is marginally below the threshold value by .006, all other GOF indicies exhibit satisfactory levels (Bagozzi & Yi, 1988; Hair et al., 2010). Additionally RMSEA is another useful criterion indicating absolute fit (Cf. Kaynak & Hartley, 2006; Byrne, 1998). The recommended value for RMSEA is < .08 (Byrne, 1998; Hair et al. 2010; Joreskog & Sorbom, 1993). Yet, some researchers suggest a cutoff value close to .06 for RMSEA (Hu & Bentler, 1999).

The results for the key structural parameter estimates obtained for Attitude toward product-Behavioral intention, Behavioral intention-Selection, Selection-Evaluation, and Evaluation-Acceptance are $\gamma = .899$, $\gamma = 1.019$, $\gamma = 1.363$, and $\gamma = .997$ respectively, and all are significant at the .001 level. These results empirically support H1A, H1B, H1C, and H1D respectively. The support found for all these four hypotheses combined empirically support the

explanation chain in the model (H1E). The result for the structural parameter estimate obtained for Acceptance-Purchase Intention is $\gamma = .976$, significant at the .001 level and empirically supports H4. See Table 14 and Figure 5 for more details.

The result for the structural parameter estimate obtained for Usefulness-Attitude toward Product is $\gamma = -3.643$ is significant at the .001 level, and $\beta = -.059$ (obtained through multiple regressions) is not. These results provide partial empirical support for H5. The result for the structural parameter estimate obtained for Ease of Use-Attitude toward Product is $\gamma = 1.441$, significant at the .001 level, and $\beta = .465$ (obtained through multiple regression), is significant at the .01 level. Both results empirically support H6. The result for the structural parameter estimate obtained for Ease of Use-Usefulness is $\gamma = .278$, significant at the .001 level, and it empirically supports H7. The result for the structural parameter estimate obtained for Enjoyment-Attitude toward Product is $\gamma = 11.741$, significant at the .001 level, and $\beta = .140$ (obtained through multiple regressions) is significant at the .05 level. Both results empirically support H8. The result for the structural parameter estimate obtained for Compatibility-Attitude toward Product is $\gamma = -8.315$ is significant at the .05 level, and $\beta = .125$ (obtained through multiple regression), is significant at the .05 level as well. Both results empirically support H9. The result for the structural parameter estimate obtained for Compatibility-Usefulness is $\gamma = .864$, significant at the .001 level, empirically supports H10. The result for the structural parameter estimate obtained for Ethnocentrism-Attitude toward Product is $\gamma = .387$, is significant at the .001 level, and $\beta = .105$ (obtained through multiple regressions), is significant at the .05 level. Both results empirically support H11.

Table 16 exhibits multiple regression results for attitude toward product as a dependent variable. These results corroborate some of the relations tested using structural equation

modeling. The five independent variables (ease of use, usefulness, enjoyment, compatibility, and ethnocentrism) explain a high squared multiple correlation coefficient (R^2) for attitude toward product (.542). Except for the variable usefulness, the other independent variables are statistically significant at the .01 level (ease of use) and at the .05 level (enjoyment, compatibility, and ethnocentrism); multiple regression was used to obtain these results.

Table 15 exhibits three hierarchical multiple regression models employed to test for moderation effects (H2 and H3). The first model (see Model 1^a in Table 15) shows that the five core independent variables (attitude toward product, behavioral intention, selection, evaluation, and acceptance) explain a high squared multiple correlation coefficient (R^2) for purchase intention (.834). Except for the variable selection, the other four independent variables are all significant at the .01 level. Multiple regression was employed to obtain these results.

The second model (see Model 2^b in Table 15) adds the two proposed moderating variables (social influence and prior product knowledge) into the previous model, which resulted in a more comprehensive explanation for purchase intention (R^2 increased from .834 to .842). The purchase intention explanation increment for this model revealed a statistically significant difference of .8% F (2, 717) = 19.732, p = .000.

The third model (see Model 3^c in Table 15) adds the interaction terms for the moderating variables in the previous model, and it also resulted in an a more comprehensive explanation for purchase intention (R^2 increases from .842 to .845). The purchase intention explanation increment for this model revealed a statistically significant difference of .3% F (4, 713) = 3.558, p = .007. This model shows that the interaction between behavioral intention and social influence is significant (β = -.359, p < .05) and supports H2. No interactions between prior product

Table 14
SEM Results Full Model (N = 725)

Standardized Measure Parameter Estimates

Factor Loadings						Error Variances					
λAtt_1	.726	λPuIn_49	.609	λEnjo_77	.540	εAtt_1	.064	εPuIn_49	.071	εEnjo_77	.106
λAtt_2	.691	λPuIn_50	.640	λCom_79	.775	εAtt_2	.070	εPuIn_50	.082	εCom_79	.069
λAtt_3	.625	λPuIn_51	.629	λCom_80	.757	εAtt_3	.071	εPuIn_51	.083	εCom_80	.078
λAtt_4	.676	λPuIn_52	.711	λCom_83	.772	εAtt_4	.060	εPuIn_52	.065	εCom_83	.095
λBeIn_6	.694	λPuIn_53	.646	λCom_84	.707	εBeIn_6	.058	εPuIn_53	.076	εCom_84	.076
λBeIn_7	.631	λPuIn_54	.745	λEthn_A1	.817	εBeIn_7	.073	εPuIn_54	.056	εEthn_A1	.058
λBeIn_8	.628	λPuIn_55	.580	λEthn_A2	.780	εBeIn_8	.072	εPuIn_55	.096	εEthn_A2	.076
λBeIn_9	.617	λPuIn_56	.631	λEthn_A3	.783	εBeIn_9	.072	εPuIn_56	.068	εEthn_A3	.069
λSele_16	.723	λPuIn_57	.708	λEthn_A4	.741	εSele_16	.067	εPuIn_57	.065	εEthn_A4	.085
λSele_17	.735	λEoU_58	.640	λEthn_B1	.729	εSele_17	.060	εEoU_58	.108	εEthn_B1	.076
λSele_103	.588	λEoU_59	.743	λEthn_B2	.804	εSele_103	.066	εEoU_59	.104	εEthn_B2	.063
λSele_104	.604	λEoU_60	.772	λEthn_B3	.637	εSele_104	.063	εEoU_60	.075	εEthn_B3	.113
λEval_18	.483	λEoU_61	.729	λEthn_C1	.797	εEval_18	.094	εEoU_61	.076	εEthn_C1	.065
λEval_19	.498	λEoU_63	.646	λEthn_C2	.685	εEval_19	.086	εEoU_63	.108	εEthn_C2	.083
λEval_20	.341	λUsfu_65	.795	λEthn_C3	.771	εEval_20	.099	εUsfu_65	.071	εEthn_C3	.085
λEval_21	.670	λUsfu_68	.401	λEthn_C4	.616	εEval_21	.086	εUsfu_68	.108	εEthn_C4	.095
λEval_22	.557	λUsfu_69	.800	λEthn_C5	.530	εEval_22	.068	εUsfu_69	.082	εEthn_C5	.114
λAcce_26	.584	λUsfu_71	.803	λEthn_C6	.626	εAcce_26	.109	εUsfu_71	.067	εEthn_C6	.085
λAcce_27	.637	λEnjo_72	.633			εAcce_27	.085	εEnjo_72	.072		
λAcce_28	.724	λEnjo_74	.764			εAcce_28	.066	εEnjo_74	.075		
λAcce_29	.675	λEnjo_76	.759			εAcce_29	.073	εEnjo_76	.066		

Structural parameter estimates:	**Gamma (γ 's)**	**Structural parameter estimates:**	**Gamma (γ 's)**
γAttitude toward Product-Behavioral Intention	.899***	γCompatibility-Usefulness	.864***
γBehavioral Intention-Selection	1.019***	γCompatibility-Attitude towards Product	-8.315**
γSelection-Evaluation	1.363***	γEase of Use-Attitude towards Product	1.441***
γEvaluation-Acceptance	.997***	γEase of Use-Usefulness	.278***
γAcceptance-Purchase Intention	.976***	γUsefulness-Attitude towards Product	-3.643***
		γEnjoyment-Attitude towards Product	11.741***
		γEthnocentrism(CES)-Attitude towards Product	.387***

Goodness of fit:
$X^2/(df) = 3.171$, p = .000
RMSEA = .055
IFI = .905
CFI = .904
NNFI/TLI = .894

*p<.05, **p<.01, ***p<.001

Table 15
Regression Results: Purchase Intention and Product Adoption Process (PAP) Full Model (N = 725)

	MODEL 1[a]		MODEL 2[b]		MODEL 3[c]	
Dependent Variable: Purchase Intention	**B**	**t-value**	**B**	**t-value**	**b**	**t-value**
Constant	1.645**	2.066	-.030	-.037	-2.328	-1.132
Acceptance	.630***	23.763	.506***	15.439	.491***	14.605
Evaluation	.217***	8.219	.167***	6.116	.168***	6.159
Selection	.044	1.490	.041	1.454	.049*	1.767
Behavioral Intention	.191***	6.156	.210***	6.889	.392***	5.788
Attitude toward Product	-.112***	-4.166	-.104***	-3.925	-.241***	-3.387
Social Influence			.046**	2.140	.216***	2.615
Prior Product Knowledge			.140***	4.935	.096	1.174
Attitude toward Product x Social Influence					.128	.758
Attitude toward Product x Prior Product Knowledge					.178	.941
Behavioral Intention x Social Influence					-.359**	-2.118
Behavioral Intention x Prior Product Knowledge					-.093	-.508
R^2	**.834**		**.842**		**.845**	
F	**719.974**		**546.701**		**354.159**	
ΔR^2			**.008*** **		**.003*** **	

[a] Core variable effects
[b] Moderating variable effects
[c] Two-way interaction effects
*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

Table 16
Regression Results: Attitude toward Product and Antecedents - Full Model (N = 725)

Dependent Variable:	**MODEL 1**	
Attitude toward Product	**b**	**t-value**
Constant	5.670***	11.638
Ease of Use	.465***	9.183
Usefulness	-.059	-1.351
Enjoyment	.140**	2.383
Compatibility	.125**	2.394
Ethnocentrism CES	.105**	2.249
R^2	**.542**	
F	**170.293**	

*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

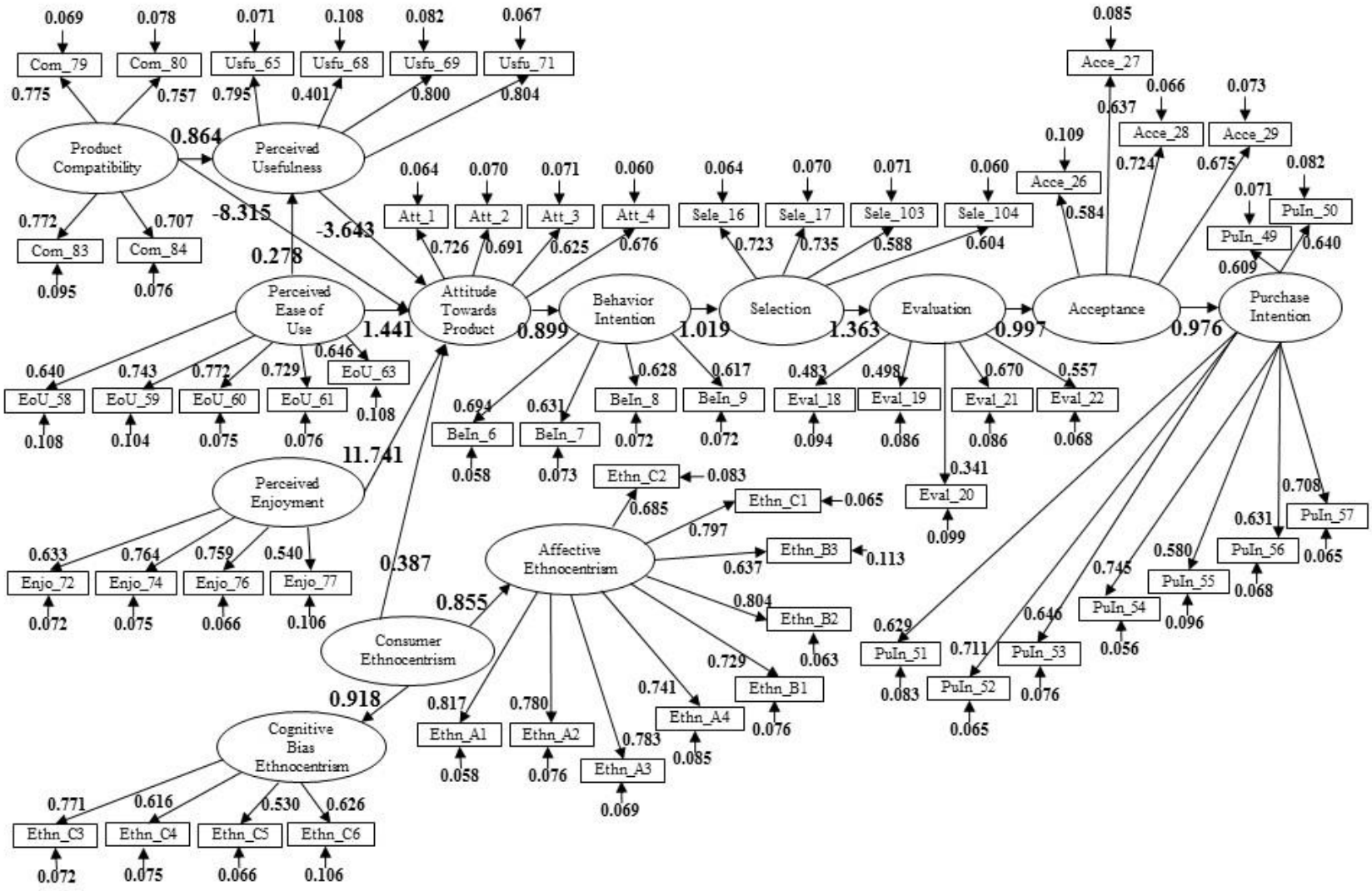

Figure 5
SEM Results Full Model (N = 725)

knowledge and either attitude toward product or behavioral intention are statistically significant, and thus H3 is not supported.

More specifically, acceptance, evaluation, behavioral intention and attitude toward product are significant at the .01 level in models 1^a, 2^b and 3^c. In addition, Model 2^b shows that the two moderating variables (social influence and prior product knowledge) are significant at the .05 and .01 levels, respectively. Finally Model 3^c shows that only one moderating variable (social influence) is significant at the .01 level. This model also shows that one interaction is significant at the .05 level (interaction between behavioral intention and social influence), and one more core variable (selection), significant at the .10 level. Table 17 presents a summary of the empirical support for all tested hypotheses. Appendix A shows results for each segment from 1 to 6, as designed, and it emphasizes the minor differences found in the research.

Table 17
Hypotheses Results

Hs	Measurement Model (n = 725)	Segment 1 (n = 121)	Segment 2 (n = 123)	Segment 3 (n = 134)	Segment 4 (n = 113)	Segment 5 (n = 118)	Segment 6 (n = 116)
H1A	Supported (S)	S	S	S	S	S	S
H1B	Supported (S)	S	S	S	S	S	S
H1C	Supported (S)	S	S	S	S	S	S
H1D	Supported (S)	S	S	S	S	S	S
H1E	Supported (S)	S	S	S	S	S	S
H2	Supported (S)	N	N	N	N	N	S
H3	Not supported (N)	N	N	N	S	S	N
H4	Supported (S)	S	S	S	S	S	S
H5	Partially Supported (Sp)	Sp	N	Sp	N	S	Sp
H6	Supported (S)	S	S	Sp	S	S	S
H7	Supported (S)	N	N	N	S	N	S
H8	Supported (S)	N	N	N	Sp	Sp	S
H9	Supported (S)	Sp	Sp	N	N	N	Sp
H10	Supported (S)	S	S	S	S	S	S
H11	Supported (S)	Sp	Sp	Sp	N	Sp	N

CHAPTER V

SUMMARY, DISCUSSION, AND CONCLUSIONS

This chapter presents a summary and conclusions, and then discusses implications for practitioners and future research. The concluding part of the chapter addresses limitations of this research.

Today's global economy suggests that international trade, "the exchange of goods and services across national boundaries" (Seyoum, 2013, p. 7), has become crucial for companies' success through the adoption of new markets that promise returns on the investment of the companies' employed resources. The average annual growth in world merchandise exports has been estimated at about 12% since 1970 (Seyoum, 2013). International trade provides consumers with a variety of goods and services, yet companies seeking to trade their products in foreign countries are concerned about the influences the adoption processes of foreign consumers have on how these consumers make decisions about their purchases. For these companies, and almost any other company, investigating to learn more about the adoption process of imported products is paramount.

Following a suggestion by Panopoulos and Sarri (2013), that a more holistic and enriched customized approach needs to be developed when analyzing the adoption process of imported products (APIP), the purpose of this research was to 1) examine the process that leads consumers to adopt imported products and emphasize the steps or components that define the processes'

uniqueness, 2) explain the resulting purchase intention by considering not only the product adoption process of consumers but also the antecedents of the APIP, and 3) determine how context influences the product adoption process, its antecedents, and its consequences. Based on the findings reported in the literature, a theoretical framework and hypotheses were developed. These research purposes were accomplished by utilizing a quantitative 2 x 3 between subjects nonequivalent control group research design. Scale items for each measure were adapted from previous research and new items were added to some scales to even out the number of items from other constructs. The United States and Mexico were the contexts chosen for capturing the data for the study.

Specific Relationships – Corroboration and Exceptions

Explanation Chain

The results revealed that the proposed explanation chain for the adoption process of imported products is a continuous process sequentially described by 1) attitude toward product, 2) behavioral intention, 3) selection, 4) evaluation, and 5) acceptance of the product. This seems to be an appropriate representation for the adoption process consumers use to make decisions about their purchases. The proposed explanation chain (formed by five variables) significantly explains consumers' purchase intention. The explanation goes in sequence: 1) attitude toward product explains behavioral intention; 2) behavioral intention explains selection; 3) selection explains evaluation; 4) evaluation explains acceptance, and all five variables explain consumers' purchase intention.

A key contribution of the present research lies in the discovery and testing of an explanation chain representing the adoption process consumers engage in when purchasing

imported products. Moreover, this research provides empirical support for the following tested propositions:

1) Attitudes directly and significantly influence intentions (Ajzen & Fishbein, 1977; Andreassen & Streukens, 2013; Bobbitt & Dabholkar, 2001; Chen, Gillenson, & Sherrell, 2002; Davis, 1989; Fishbein & Ajzen, 1975; Lee et al., 2009; Plewa et al., 2012; Sheppard, Hartwick, & Warshaw, 1988; Shimp & Kavas, 1984). In this stream of research, consumer attitudes and intentions are used to determine and predict consumers' future behavior (Bobbitt & Dabholkar, 2001).

2) Selection happens when a consumer attempts to satisfy a motive or situational need (Zenobia & Weber, 2011) and chooses a specific product from among a large number of competing ones (Blumer, 1969).

3) Evaluation is triggered after selection takes place when consumers assess product capabilities and product requirements independently of rival products (Zenobia & Weber, 2011). Evaluation is an important stage in the adoption process (Reinders, Frambach, & Schoormans, 2010).

4) Acceptance is a response to an evaluation. It is after evaluating a product that a product moves toward the implementation and confirmation stages (Zenobia & Weber, 2011).

5) The adoption process culminates with a purchase intention (Summers, Belleau, & Xu, 2006; Wang et al., 2013). Higher levels of acceptance will create higher levels of purchase intention (Fan & Miao, 2012).

Moderation Effects

This research was also conducted in an effort to address the belief that some relationships of the product adoption process are moderated by external and internal consumer factors. This

belief is based on the understanding that consumers are aware of a product and its attributes prior to adoption. The model's predictive power can be enhanced when moderating effects are included.

The first moderating influence arises from social influences. Social influence plays a role in the relationship between attitude toward product and behavioral intention (Bagozzi, 1992; Venkatesh & Davis, 2000) for the entire measurement model. The results show, in fact, that some consumers modify their intention toward a product, even when their attitudes are not favorable, if they believe that their status within their group of reference will improve by using that particular product (Venkatesh & Davis, 2000). However, only consumers in one segment (six) were affected by social influence playing a moderator role in their attitude toward product-behavioral intention relationship. This means that consumers from developed markets care more about opinions coming from their social groups of reference when they plan to adopt a domestic product than do their counterparts in emerging markets.

The second moderating influence is exerted by prior product knowledge. Prior product knowledge plays a role in the relationship between attitude toward product and behavioral intention for the entire measurement model. Research findings do not corroborate this moderation for the entire model. However, when each of the six different segments is analyzed independently, two specific instances in which prior product knowledge plays a moderating role in the attitude toward product-behavioral intention relationship can be identified.

1) Prior product knowledge moderates the relationship between attitude toward product and behavioral intention when the product is imported from a developed market and adopted by a consumer from a developed market (segment 4). This result implies that although the product

comes from a country with the same level of market development, consumers rely significantly on their knowledge about the product to shape their intentions toward adopting it or not.

2) Prior product knowledge moderates the relationship between attitude toward product and behavioral intention when the product is domestic and it is adopted by a consumer from an emerging market (segment 5). This result implies that although the product is domestic, which in this case represents an emerging market, consumers know they could find good and bad domestic products; therefore, they rely on their product knowledge to shape their intention toward the product. This result also implies that experienced users feel confident when making decisions regarding the adoption of a product (Fan & Miao, 2012).

Antecedents

According to Andreassen and Streukens (2013) and Venkatesh and Davis (2000), consumers' beliefs, based on the benefits they think will obtain by adopting a product, will impact their attitude toward products. This understanding is important because identifying these beliefs helps further illuminate the importance of beliefs and the understanding of their role as antecedents of the product adoption process. The findings of this research corroborate the articulated position for the entire measurement model by showing that perceived usefulness (Andreassen & Streukens, 2013; Chen, Gillenson, & Sherrell, 2002; Davis, 1989; Plewa et al., 2012; Venkatesh & Davis, 2000; Wu & Wang, 2005), perceived ease of use (Andreassen & Streukens, 2013; Chen, Gillenson, & Sherrell, 2002; Davis, 1989; Plewa et al., 2012; Wu & Wang, 2005), perceived enjoyment (Andreassen & Streukens, 2013; Davis, Bagozzi, & Warshaw, 1992), product compatibility (Chen, Gillenson, & Sherrell, 2002; Plewa et al., 2012; Wu & Wang, 2005), and consumer ethnocentrism (Chike, 1994; Kaynak & Kara, 1997; Shimp &

Sharma, 1987; Sharma, 2014) are antecedents of the product adoption process because they have a direct impact on attitude toward products.

Furthermore, this study corroborates previous research asserting that the antecedents of product adoption process for technological products are 1) perceived ease of use, 2) perceived enjoyment, and 3) perceived usefulness. This research expands those results by finding such corroboration for non-technological products. The study shows that the relationship between those antecedents and the attitude toward adopting shoes are strong.

These findings have practical implications: while company practitioners need to know what the consumers' attitudes toward their products are, they also need to understand key consumer beliefs, the ones that may lead to positive consumer attitudes toward their products. Yet, when each segment is analyzed separately, some important differences arise.

The perceived usefulness and attitude toward product relationship. With the exception of two segments, perceived usefulness significantly impacts the product adoption process via attitude toward product: 1) When the product is imported from a developed market and adopted by a consumer from an emerging market (segment 2), and 2) when the product is imported from a developed market and adopted by a consumer from a developed market (segment 4). These cases imply that when a product comes from a developed market, consumers' attitudes toward a product are not influenced by the perceived usefulness of that product.

The perceived enjoyment and attitude toward product relationship. Perceived enjoyment has a significant impact on the product adoption process via attitude toward product. However, there are three specific instances in which perceived enjoyment does not have an impact on the product adoption process via attitude toward product: 1) When a product is imported from an emerging market and adopted by a consumer from an emerging market

(segment 1), 2) when a product is imported from a developed market and adopted by a consumer from an emerging market (segment 2), and 3) when a product is imported from an emerging market and adopted by a consumer from a developed market (segment 3).

The first two instances imply that when consumers are from an emerging market, they focus more in the practical or utilitarian appeals of a product than they do on the hedonistic values of a product, as previously suggested by Tse, Belk, & Zhou (1989) and Hult, Keillor, & Hightower (2000). For these two segments, attitude toward product is not influenced by the perceived enjoyment of a product.

The relationship is a bit more specific for segment 3: Consumers from developed markets tend to focus on the intangible or image-related attributes and hedonistic values of a product (Hult, Keillor, & Hightower, 2000; Tse, Belk, & Zhou, 1989). However, when a product is from an emerging market, these consumers focus on the practical or utilitarian appeals of the product. Only in this situation, are consumers' attitude toward product not influenced by the perceived enjoyment of the product.

The product compatibility and attitude toward product relationship. Product compatibility with consumers' values and norms significantly impacts the product adoption process via attitude toward product. However, three specific instances can be identified in which product compatibility with consumers' values and norms does not affect the product adoption process via attitude toward product. 1) When a product is imported from an emerging market and adopted by a consumer from a developed market (segment 3), 2) when a product is imported from a developed market and adopted by a consumer from a developed market (segment 4), and 3), and when a product is domestic and is adopted by a consumer from an emerging market (segment 5). The first two cases imply that consumers from a developed market do not expect

the imported product to be sufficiently compatible with their values and norms to become interested in adopting it. Conversely, the third instance implies that consumers from an emerging market assume that domestic products are compatible with their values and norms, which prompts them to believe that product compatibility is not important to them. Further investigation is needed in this area.

Furthermore, this research, consistent with Wu and Wang (2005), shows that product compatibility with values and norms affects perceived usefulness (for the entire model/measurement model analysis). The more compatible with consumers' values and norms a product is the more useful the product is perceived to be by them.

The ethnocentrism and attitude toward product relationship. Ethnocentrism significantly impacts the product adoption process via attitude toward product. Yet two specific instances can be identified in which ethnocentrism does not seem to have an impact on the product adoption process via attitude toward product: 1) When a product is imported from a developed market and adopted by a consumer from a developed market (segment 4), and 2) when a product is domestic and is adopted by a consumer from a developed market (segment 6). Both cases imply that consumers from a developed market do not seem to show ethnocentrism toward imported products as long as the product comes from a developed market.

The perceived ease of use and perceived usefulness relationship. Consistent with the findings of Davis (1985) and Venkatesh (2000), this research shows that perceived usefulness is positively affected by perceived ease of use (for the entire model/measurement model analysis). In other words, the easier it is to use a product, as perceived by consumers, the more useful a product is perceived to be. However, only two specific instances for which perceived ease of use impacts perceived usefulness can be isolated: 1) When a product is imported from a developed

market and adopted by a consumer from a developed market (segment 4), and 2) when the product is domestic and is adopted by a consumer from a developed market (segment 6). Both cases imply that consumers from a developed market expect products from developed markets to be easy to use. More research may be needed in this area.

Market Development Level

A comparison was made between two types of consumer markets, developed and emerging markets, in order to learn whether market development influences the adoption process of imported products. Consumers from an emerging markets show a higher purchase intention level when an imported product is from a developed market than they do when an imported product is from an emerging market. This result may be a reflection of the symbolic benefits that are associated with products that originate in developed countries. These symbolic benefits might include such qualities as modernity and prestige in addition to such product attributes as high quality, reliability, performance, and good workmanship, just to mention a few. By way of contrast, products from emerging countries are perceived to be less desirable in quality (Kaynak, Kucukemiroglu, & Hyder, 2000; Zhou & Hui, 2003). Nonetheless, the purchase intention level shown by consumers in an emerging market purchasing a product from a developed market is higher when the product is domestic. That is, when consumers from an emerging market purchase a product from a developed market, they also prefer to buy a domestic product, even when the product is from an emerging market and when they identify their home country as a renowned manufacturer of the product. In this situation, the product-country bias due to different market development level is eliminated and this research shows some evidence of that.

Furthermore, consumers from a developed market show similar purchase intention regardless of the origin of an imported product, developed market, or emerging market. This

finding seems to be counter intuitive because products originating in emerging countries are perceived to be less desirable in quality (Kaynak, Kucukemiroglu, & Hyder, 2000). However, when consumders in countries at both levels of development consider their countries as renowned sources of manufacture for the product, they stop discriminating against a product based on the market development level of the country they associate with the product. Nonetheless, the purchase intention level shown by consumers from a developed market is higher when the product is domestic. This finding is linked to the effect of ethnocentrism on the product decision process, as previously discussed.

Overall, important differences have been found between adopting a domestic product and adopting an imported product. Such differences are due to the variety of cognitive, affective, and normative influences that are generated by different beliefs, social groups, groups of reference, past and present experiences, and acquired product knowledge. Moreover, this research found significant differences in consumer purchase intention and attitude toward the product that are due to the level of market development, emerging and developed, for both the consumer and the product.

Theoretical Implications

The literature provides a sound basis for examining the product adoption process, a critical phenomenon in marketing research. Though the notion of product adoption is not new (Davis, 1989; Fishbein & Ajzen, 1975; Ozanne & Churchill, 1971; Rogers, 1995), its treatment requires further empirical research in order to better understand and explain how consumers adopt imported products (Panopoulos & Sarri, 2013). What key differences exist between adopting domestic products vs. adopting imported products? What are the antecedents of a product adoption process? And what is the effect of the product adoption process on the

consumer purchase intention of a product? Furthermore, it is important to find out if different levels of market development influence the product adoption process.

This research attempts to make a theoretical contribution in confronting the above issues in three particular ways. First, beyond corroborating many relationships suggested in the various studies on product adoption, it provides an enriched and customized framework to fully understand the product adoption process of consumers when deciding to purchase a product, including the antecedents of the process and the purchase intention as the key consequence of the process. More important, this framework enables researchers to identify the differences between adopting a domestic product vs. adopting an imported product. Second, the adoption process framework presented in this study also enables researchers to capture the differences from the perspectives of both consumers and producers between adopting a product under different conditions of market development (emerging vs. developed). Finally, a notable contribution of this research lies in the empirical research performed and the key finding that the product adoption process is an explanation chain, one that represents a continuous process rather than a dichotomous decision (adopt vs. not adopt). Even though some scholars have already offered theories and models used to understand and explain product adoption such as TRA by Fishbein and Ajzen (1975), DIT by Rogers (1995), TAM by Davis (1989), and the industrial adoption process model by Ozanne and Churchill (1971). None of them include all the components required to fully understand the adoption process that consumers rely on when purchasing imported products, including the process antecedents and using market development level as context.

The main findings of the research support the theoretical contributions of the study. Specifically, consumer attitude toward imported products explains consumer behavioral intention

to use imported products, which explains imported product selection, which explains consumer imported product evaluation, and which explains the level of consumer acceptance of an imported product. In turn, the adoption process explains consumer purchase intention of imported products. Contrary to what theory suggests, not all the antecedents examined contribute the explanation of consumer attitude toward product (Andreassen & Streukens, 2013; Davis, 1989; Chen, Gillenson, & Sherrell, 2002; Ouellet, 2007; Plewa et al., 2012) for all six segments. However this effect does not diminish the APIP explanatory power

Furthermore, this research shows that consumers from an emerging market show a higher purchase intention level when the imported product is from a developed market than they do when the imported product is from an emerging market (Chapa, Minor & Maldonado, 2006). Conversely, consumers from a developed market show a similar purchase intention level for imported products, regardless whether they are from a developed market or from an emerging market only when they identify the market (developed or emerging) as a renowned manufacturer of those products. The purchase intention level is higher when the product is domestic and consumers identify their home country as a renowned manufacturer of that product regardless of the market development level of the home country (emerging or developed).

The study of the adoption process of imported products in this research fits an explanation chain, and, thus, brings a unique perspective to the literature by addressing the product adoption as a continuous process rather than a dichotomous decision (Hussein, Ennew, & Kortam, 2012). The explanation chain found is empirically supported and considerably improves the understanding of the product adoption process in today's global economy (Seyoum, 2013).

Managerial Implications

The increasingly intense competition in today's global market demands that managers know the product adoption process consumers rely on when deciding to purchase a product. This knowledge will enable managers to differentiate their products and offerings from those of their competitors. Thus the findings of this research might well be important to marketers interested in differentiating their products from those of their competitors. To properly position products in targeted markets, marketers can also consider the different consumer needs before developing their products.

In addition to understanding well the product adoption process, marketers need to understand the antecedents and moderators of the adoption process, as they may be critical at the time consumers adopt imported products. Managing antecedents and moderators of a product adoption process imply much more than just managing the process. As markets diversify and become more complex each day, marketers could benefit from knowing how to manage the product adoption process and its antecedents and moderators in more than one market context (e.g. developed versus emerging).

In sum, marketers can employ the framework and instruments offered in this research to better understand and control the product adoption process, its antecedents, its moderators, and its consequences. The instruments provided in this research can help them diagnose the strengths and weaknesses in the markets and decide what elements or phases in the product development of their offerings should be emphasized.

The benefits of this research can be expanded to include trade or export-import organizations and public offices. Trade requires analysis and planning regarding both markets and products. Insights into the product adoption process, in addition to its drivers and

consequences in given markets (e.g., developed and emerging), can aid the analysis and assist planning.

Limitations and Future Research

Some limitations of the empirical research conducted in this study should be taken into consideration when interpreting and drawing inferences based on the findings. Some limitations relate to the research methods employed; others to the selection of the participants, the locations chosen, the data collection, and the specific products chosen for the study.

The sampling method employed for the selection of participants was quota sampling. As a consequence, the data may not fully reflect the perspectives of the target sample. In addition, neither the selection of participants nor the selection of the locations from which the participants were chosen was randomly performed. Thus, the sample drawn from the chosen locations might not be representative of the target sample. Such a limitation, however, does not reduce the advantages of the quasi-experimental design employed.

A self-administered paper survey methodology was utilized for collecting the study's data. Participants for this research included only people who were willing to participate. Such an approach limits the feasibility of estimating the non-response bias and testing for the differences between people who participated in the study and people who did not participate.

Another limitation is the limitation of most cross-sectional data studies. Data were collected at a single point in time, thus not allowing for the capture of changes in perceptions, feelings, and attitudes over time. It limits but does not threaten the generalizability of the findings. As in most survey studies, replication is always needed to strengthen the reliability and validity of the research at hand. Of course, the studied phenomenon is much bigger and more complex than the results obtained. A well-designed piece of research, however, contributes at

least a small step in the direction of a plausible explanation of the phenomenon it is intended to study.

Finally, although the data for this study was obtained in different contexts and locations, data for both the predictor and criterion variable were obtained from the same person on each questionnaire. This represents a potential problem for common method bias. Researchers seek to control method variance through procedural remedies, such as obtaining measures of the predictor and criterion variables from different sources, as recommended by Podsakoff, MacKenzie, & Podsakoff (2003). Such a procedural remedy, however, was not feasible in this research.

This research attempted to answer three research questions regarding the consumer adoption of imported products. First, is the adoption process consumers rely on when trying or purchasing imported products different from the process they use when adopting domestic products? Yes, there are important differences between adopting a domestic product and adopting an imported product due to the variety of cognitive, affective, and normative influences consumers are exposed to. Second, are the adoption process for imported products and its antecedents enough to explain the purchase intention for imported products among consumers? Yes, the adoption process for imported products and its antecedents significantly explain the purchase intention for imported products among consumers. And third, does market condition (emerging vs. developed) have any significant influence in the explanation of purchase intention for imported products? Yes, there are significant differences in consumer purchase intention and attitude toward product that are due to the level of market development for both the consumer and the product. This research focused on only goods, not services, and explored only two contexts (developed market and emerging market). Further research is needed using different

types of products (e.g., services) and different countries under different levels of development. This is a call for expansion of the research, not just replication of the research.

In addition, future research might evaluate additional evidence regarding the predictive ability of the product adoption process of imported products (APIP) in contrast to other frameworks and other constructs designed to learn more about the influence of other factors and other outcomes (e.g. quality, perceived value, and price) that might reflect the rationale of consumers who purchase imported products. The relationship between consumer satisfaction and consumer purchase intention could also be investigated in future research.

Finally, a longitudinal study that investigates consumers' adoption patterns and changes is needed and recommended to further test the relationships found in this research.

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APPENDIX A

APPENDIX A

RESULTS OF ALL SIX SEGMENTS

Results for Segment 1 (121 participants)

Only two structural model goodness of fit indices exhibit satisfactory levels in Segment 1: Chi-square/df = 1.850 and RMSEA = .084, whereas the IFI, CFI, and NNFI/TLI indices (see Table 18) are below threshold value (Bagozzi & Yi, 1988; Hair et al., 2010). However, as previously mentioned, the RMSEA index is one of the most useful criteria for indicating an absolute fit (Cf. Kaynak & Hartley, 2006; Byrne, 1998).

The results for the structural parameter estimates obtained for Attitude toward product-Behavioral intention, Behavioral intention-Selection, Selection-Evaluation, and Evaluation-Acceptance are $\gamma = 1.010$, $\gamma = 1.139$, $\gamma = .853$, and $\gamma = .748$ respectively, all significant at the .001 level. These results empirically support H1A, H1B, H1C, and H1D respectively. The support found for all these four hypotheses combined empirically support the explanation chain in the model (H1E). The result for the structural parameter estimate obtained for Acceptance-Purchase Intention is $\gamma = .959$, significant at the .001 level, empirically supports H4. See Table 18 and Figure 6 for more details.

The result for the structural parameter estimate obtained for Usefulness-Attitude toward Product is $\gamma = -.747$, significant at the .05 level, and $\beta = .026$ (obtained through multiple regression) is not statistically significant. These results provide partial empirical support for H5.

The result for the structural parameter estimate obtained for Ease of Use-Attitude toward Product is $\gamma = .575$, which is significant at the .001 level, and $\beta = .438$ (obtained through multiple regression), significant at the .01 level. Both results empirically support H6. The result for the structural parameter estimate obtained for Ease of Use-Usefulness is $\gamma = .097$, which is not statistically significant and thus fails to support H7. The result for the structural parameter estimate obtained for Enjoyment-Attitude toward Product is $\gamma = 12.193$ is also not statistically significant, and $\beta = -.049$ (obtained through multiple regression), is not statistically significant either. Both results fail to support H8. The result for the structural parameter estimate obtained for Compatibility-Attitude toward Product is $\gamma = -11.200$, which is not statistically significant, and $\beta = .242$ (obtained through multiple regression) is significant at the .05 level. These results provide partial empirical support for H9. The result for the structural parameter estimate obtained for Compatibility-Usefulness is $\gamma = .819$, significant at the .001 level empirically supports H10. The result for the structural parameter estimate obtained for Ethnocentrism-Attitude toward Product is $\gamma = .467$, significant at the .001 level, and $\beta = .109$ (obtained through multiple regression) is not statistically significant.These results provide partial empirical support for H11. Table 18 and Table 20 display all the structural parameter and multiple regression estimates discussed in previous paragraphs.

Table 19 shows the three hierarchical multiple regression models employed to test for moderation (H2 and H3). The first model (see Model 1^a in Table 19) shows that the five core independent variables (attitude toward product, behavioral intention, selection, evaluation, and acceptance) explain a high squared multiple correlation coefficient (R^2) for purchase intention (.707). Except for selection and attitude toward product, the other three independent variables are significant either at the .01 or .05 level in the multiple regressions.

The second model (see Model 2[b] in Table 19) adds the two proposed moderating variables (social influence and prior product knowledge) into the previous model, which resulted in a more comprehensive explanation for purchase intention (R^2 increased from .707 to .759). The purchase intention explanation increment for this model revealed a statistically significant difference of 5.2% F (2, 113) = 12.015, p = .000.

The third model (see Model 3[c] in Table 19) adds the interaction terms for the moderating variables in the previous model and also resulted in a more comprehensive explanation for purchase intention (R^2 increases from .759 to .762). The purchase intention explanation increment for this model revealed a difference of .3%, which is not statistically significant F (4, 109) = .392, p = .814. This model does not show any statistically significant interaction. No interactions between social influence and either attitude toward product or behavioral intention are statistically significant, thus H2 is not supported. Moreover, no interactions between prior product knowledge and either attitude toward product or behavioral intention are statistically significant, and thus H3 is not supported.

Results for Segment 2 (123 participants)

Only one structural model goodness of fit index exhibits satisfactory levels in Segment 2 (Chi-square/df = 2.032). The RMSEA is marginally above threshold value .012; however, RMSEA is extremely sensitive to model complexity (Byrne, 1998). IFI, CFI, and NNFI/TLI indices (see Table 21) are below threshold value (Bagozzi & Yi, 1988; Hair et al., 2010).

The results for the structural parameter estimates obtained for Attitude toward product-Behavioral intention, Behavioral intention-Selection, Selection-Evaluation, and Evaluation-Acceptance are $\gamma = 1.001$, $\gamma = 1.004$, $\gamma = 1.000$, and $\gamma = -4.621$ respectively. The first three estimates are significant at the .001 level, and the fourth estimate is significant at the .01 level.

These results empirically support H1A, H1B, H1C, and H1D respectively. The support found for all these four hypotheses combined empirically support the explanation chain in the model (H1E). The result for the structural parameter estimate obtained for Acceptance-Purchase Intention is $\gamma = .935$, significant at the .001 level, and thus it empirically supports H4. See Table 21 and Figure 7 for more details.

The result for the structural parameter estimate obtained for Usefulness-Attitude toward Product is $\gamma = .034$, not statistically significant, and $\beta = -.106$ (obtained through multiple regression), is also not statistically significant. These results do not support H5. The result for the structural parameter estimate obtained for Ease of Use-Attitude toward Product is $\gamma = .995$, significant at the .001 level, and $\beta = .647$ (obtained through multiple regression) is significant at the .01 level. Both results provide empirical support for H6. The result for the structural parameter estimate obtained for Ease of Use-Usefulness is $\gamma = -.105$, not statistically significant, thus H7 is not supported. The result for the structural parameter estimate obtained for Enjoyment-Attitude toward Product is $\gamma = -.110$, not statistically significant, and $\beta = .125$ (obtained through multiple regression) is also not statistically significant. Both results do not support H8. The result for the structural parameter estimate obtained for Compatibility-Attitude toward Product is $\gamma = -.097$, not statistically significant, and $\beta = -.165$ (obtained through multiple regression) is significant at the .05 level. These results provide partial empirical support for H9. The result for the structural parameter estimate obtained for Compatibility-Usefulness is $\gamma = .832$, significant at the .001 level and empirically supports H10. The result for the structural parameter estimate obtained for Ethnocentrism-Attitude toward Product is $\gamma = -.025$, significant at the .05 level, and $\beta = .208$ (obtained through multiple regression) is not statistically

Table 18
SEM Results Segment 1 (N = 121)

Standardized Measure Parameter Estimates

Factor Loadings						Error Variances					
λAtt_1	.585	λPuIn_49	.593	λEnjo_77	.190	εAtt_1	.165	εPuIn_49	.196	εEnjo_77	.237
λAtt_2	.573	λPuIn_50	.266	λCom_79	.649	εAtt_2	.190	εPuIn_50	.187	εCom_79	.180
λAtt_3	.573	λPuIn_51	.372	λCom_80	.621	εAtt_3	.135	εPuIn_51	.331	εCom_80	.174
λAtt_4	.571	λPuIn_52	.486	λCom_83	.529	εAtt_4	.200	εPuIn_52	.230	εCom_83	.211
λBeIn_6	.633	λPuIn_53	.415	λCom_84	.453	εBeIn_6	.202	εPuIn_53	.271	εCom_84	.204
λBeIn_7	.592	λPuIn_54	.530	λEthn_A1	.560	εBeIn_7	.228	εPuIn_54	.180	εEthn_A1	.180
λBeIn_8	.504	λPuIn_55	.534	λEthn_A2	.572	εBeIn_8	.200	εPuIn_55	.229	εEthn_A2	.212
λBeIn_9	.600	λPuIn_56	.636	λEthn_A3	.606	εBeIn_9	.177	εPuIn_56	.164	εEthn_A3	.194
λSele_16	.519	λPuIn_57	.543	λEthn_A4	.504	εSele_16	.176	εPuIn_57	.208	εEthn_A4	.216
λSele_17	.608	λEoU_58	.472	λEthn_B1	.528	εSele_17	.145	εEoU_58	.349	εEthn_B1	.169
λSele_103	.408	λEoU_59	.469	λEthn_B2	.686	εSele_103	.244	εEoU_59	.248	εEthn_B2	.115
λSele_104	.449	λEoU_60	.661	λEthn_B3	.554	εSele_104	.195	εEoU_60	.177	εEthn_B3	.224
λEval_18	.344	λEoU_61	.709	λEthn_C1	.693	εEval_18	.294	εEoU_61	.169	εEthn_C1	.134
λEval_19	.395	λEoU_63	.457	λEthn_C2	.585	εEval_19	.277	εEoU_63	.327	εEthn_C2	.188
λEval_20	.344	λUsfu_65	.689	λEthn_C3	.634	εEval_20	.291	εUsfu_65	.137	εEthn_C3	.328
λEval_21	.500	λUsfu_68	.261	λEthn_C4	.455	εEval_21	.178	εUsfu_68	.225	εEthn_C4	.310
λEval_22	.424	λUsfu_69	.799	λEthn_C5	.292	εEval_22	.229	εUsfu_69	.164	εEthn_C5	.364
λAcce_26	.438	λUsfu_71	.609	λEthn_C6	.516	εAcce_26	.246	εUsfu_71	.148	εEthn_C6	.247
λAcce_27	.474	λEnjo_72	.617			εAcce_27	.181	εEnjo_72	.168		
λAcce_28	.394	λEnjo_74	.498			εAcce_28	.154	εEnjo_74	.203		
λAcce_29	.648	λEnjo_76	.657			εAcce_29	.174	εEnjo_76	.151		

Structural parameter estimates:	**Gamma (γ 's)**	**Structural parameter estimates:**	**Gamma (γ 's)**
γAttitude toward Product-Behavioral Intention	1.010***	γCompatibility-Usefulness	.819***
γBehavioral Intention-Selection	1.139***	γCompatibility-Attitude towards Product	-11.200
γSelection-Evaluation	.853***	γEase of Use-Attitude towards Product	.575***
γEvaluation-Acceptance	.748***	γEase of Use-Usefulness	.097
γAcceptance-Purchase Intention	.959***	γUsefulness-Attitude towards Product	-.747*
		γEnjoyment-Attitude towards Product	12.193
		γEthnocentrism(CES)-Attitude towards Product	.467***

Goodness of fit:

$X^2/(df) = 1.850$, p = .000
RMSEA = .084
IFI = .670
CFI = .661
NNFI/TLI = .639

*p<.05, **p<.01, ***p<.001

Table 19
Regression Results: Purchase Intention and Product Adoption Process (PAP) Segment 1 (N = 121)

	MODEL 1[a]		MODEL 2[b]		MODEL 3[c]	
Dependent Variable: Purchase Intention	**B**	**t-value**	**b**	**t-value**	**b**	**t-value**
Constant	3.742**	2.406	-1.135	-.644	-2.473	-.535
Acceptance	.484***	6.424	.268***	3.202	.250***	2.867
Evaluation	.158**	2.354	.060	.911	.059	.889
Selection	.059	.756	.100	1.391	.097	1.319
Behavioral Intention	.345***	3.929	.318***	3.940	.258	1.014
Attitude toward Product	-.094	-1.072	-.041	-.505	.080	.318
Social Influence			.153**	2.414	.350*	1.791
Prior Product Knowledge			.232***	3.974	.168	.967
Attitude toward Product x Social Influence					-.066	-.190
Attitude toward Product x Prior Product Knowledge					-.134	-.319
Behavioral Intention x Social Influence					-.220	-.595
Behavioral Intention x Prior Product Knowledge					.270	.638
R^2	**.707**		**.759**		**.762**	
F	**55.568**		**50.728**		**31.729**	
ΔR^2			**.052*** **		**.003**	

[a] Core variable effects
[b] Moderating variable effects
[c] Two-way interaction effects
*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

Table 20
Regression Results: Attitude toward Product and Antecedents Segment 1 (N = 121)

Dependent Variable:	**MODEL 1[a]**	
Attitude toward Product	**b**	**t-value**
Constant	3.099***	2.697
Ease of Use	.438***	4.226
Usefulness	.026	.273
Enjoyment	-.049	-.401
Compatibility	.242**	2.099
Ethnocentrism CES	.109	.972
R^2	**.478**	
F	**21.053**	

[a] Core variable effects
*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

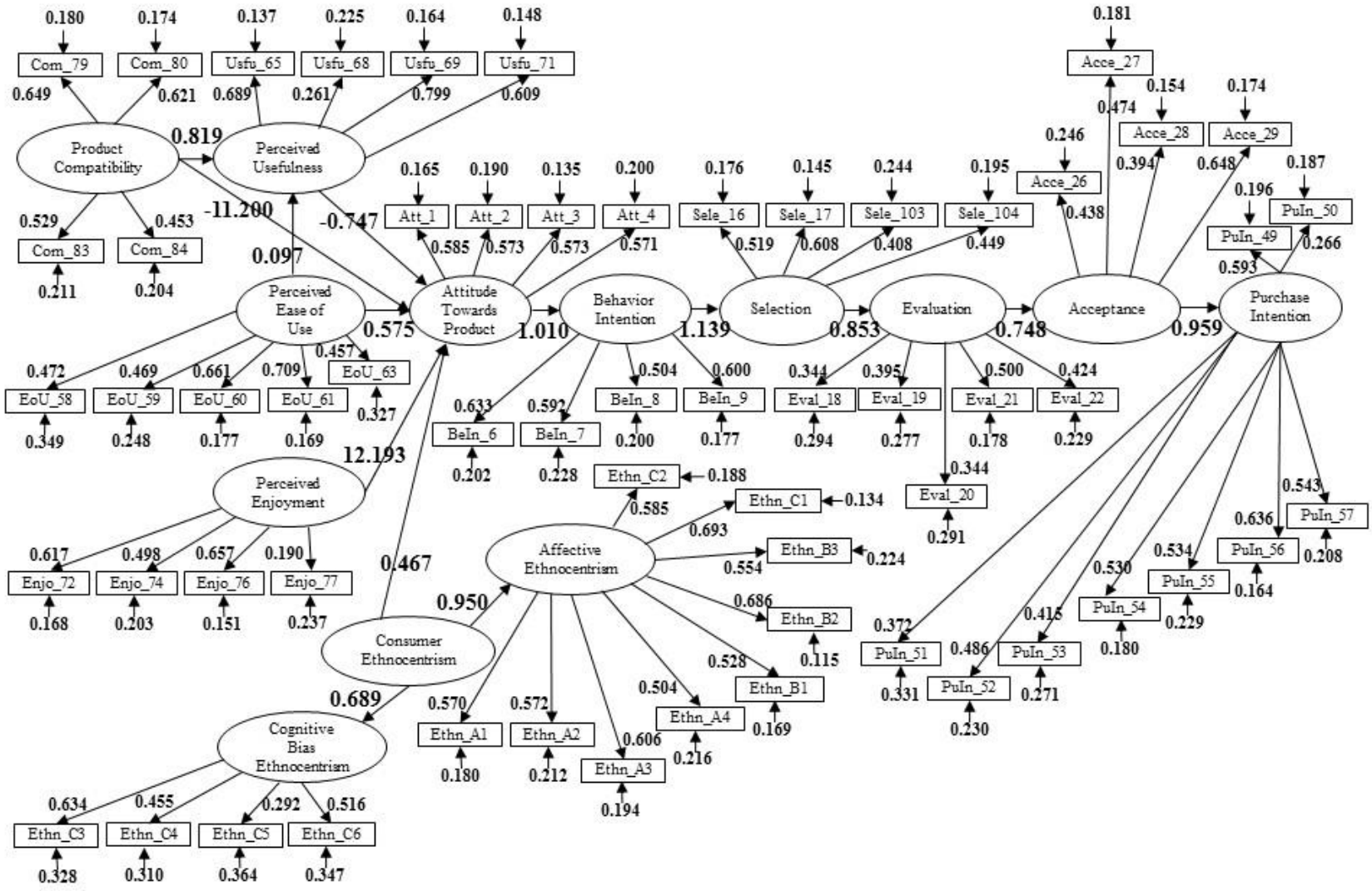

Figure 6
SEM Results Segment 1 (N = 121)

Table 21
SEM Results Segment 2 (N = 123)

Standardized Measure Parameter Estimates

Factor Loadings						Error Variances					
λAtt_1	.681	λPuIn_49	.697	λEnjo_77	.510	εAtt_1	.195	εPuIn_49	.143	εEnjo_77	.237
λAtt_2	.673	λPuIn_50	.667	λCom_79	.691	εAtt_2	.180	εPuIn_50	.192	εCom_79	.225
λAtt_3	.670	λPuIn_51	.683	λCom_80	.735	εAtt_3	.190	εPuIn_51	.183	εCom_80	.177
λAtt_4	.679	λPuIn_52	.667	λCom_83	.728	εAtt_4	.178	εPuIn_52	.180	εCom_83	.209
λBeIn_6	.690	λPuIn_53	.632	λCom_84	.681	εBeIn_6	.209	εPuIn_53	.191	εCom_84	.230
λBeIn_7	.682	λPuIn_54	.787	λEthn_A1	.814	εBeIn_7	.193	εPuIn_54	.124	εEthn_A1	.157
λBeIn_8	.709	λPuIn_55	.582	λEthn_A2	.795	εBeIn_8	.205	εPuIn_55	.237	εEthn_A2	.158
λBeIn_9	.802	λPuIn_56	.466	λEthn_A3	.780	εBeIn_9	.173	εPuIn_56	.251	εEthn_A3	.186
λSele_16	.811	λPuIn_57	.649	λEthn_A4	.815	εSele_16	.185	εPuIn_57	.161	εEthn_A4	.160
λSele_17	.719	λEoU_58	.660	λEthn_B1	.776	εSele_17	.232	εEoU_58	.268	εEthn_B1	.136
λSele_103	.618	λEoU_59	.457	λEthn_B2	.708	εSele_103	.203	εEoU_59	.308	εEthn_B2	.207
λSele_104	.652	λEoU_60	.677	λEthn_B3	.729	εSele_104	.146	εEoU_60	.173	εEthn_B3	.227
λEval_18	.730	λEoU_61	.668	λEthn_C1	.796	εEval_18	.250	εEoU_61	.179	εEthn_C1	.163
λEval_19	.792	λEoU_63	.723	λEthn_C2	.625	εEval_19	.187	εEoU_63	.187	εEthn_C2	.220
λEval_20	.824	λUsfu_65	.853	λEthn_C3	.819	εEval_20	.148	εUsfu_65	.143	εEthn_C3	.166
λEval_21	.781	λUsfu_68	.534	λEthn_C4	.650	εEval_21	.192	εUsfu_68	.290	εEthn_C4	.183
λEval_22	.780	λUsfu_69	.756	λEthn_C5	.755	εEval_22	.172	εUsfu_69	.216	εEthn_C5	.283
λAcce_26	.547	λUsfu_71	.839	λEthn_C6	.586	εAcce_26	.230	εUsfu_71	.162	εEthn_C6	.160
λAcce_27	.587	λEnjo_72	.639			εAcce_27	.192	εEnjo_72	.240		
λAcce_28	.672	λEnjo_74	.688			εAcce_28	.179	εEnjo_74	.207		
λAcce_29	.567	λEnjo_76	.707			εAcce_29	.179	εEnjo_76	.194		

Structural parameter estimates:	**Gamma (γ 's)**	**Structural parameter estimates:**	**Gamma (γ 's)**
γAttitude toward Product-Behavioral Intention	1.001***	γCompatibility-Usefulness	.832***
γBehavioral Intention-Selection	1.004***	γCompatibility-Attitude towards Product	-.097
γSelection-Evaluation	1.000***	γEase of Use-Attitude towards Product	.995***
γEvaluation-Acceptance	-4.621**	γEase of Use-Usefulness	-.105
γAcceptance-Purchase Intention	.935***	γUsefulness-Attitude towards Product	.034
		γEnjoyment-Attitude towards Product	-.110
		γEthnocentrism(CES)-Attitude towards Product	-.025*

Goodness of fit:

$X^2/(df) = 2.032$, p = .000
RMSEA = .092
IFI = .718
CFI = .714
NNFI/TLI = .698

*p<.05, **p<.01, ***p<.001

Table 22
Regression Results: Purchase Intention and Product Adoption Process (PAP) Segment 2 (N = 123)

	MODEL 1[a]		MODEL 2[b]		MODEL 3[c]	
Dependent Variable: Purchase Intention	**B**	**t-value**	**b**	**t-value**	**b**	**t-value**
Constant	-.972	-.447	-2.104	-1.017	-5.174	-.974
Acceptance	.566***	8.946	.345***	4.385	.351***	4.322
Evaluation	.212***	2.757	.135*	1.723	.148*	1.809
Selection	-.008	-.115	.017	.251	.018	.253
Behavioral Intention	.211***	2.633	.231***	3.048	.474***	2.876
Attitude toward Product	.007	.109	-.013	-.219	-.208	-1.217
Social Influence			-.039	-.628	-.156	-.487
Prior Product Knowledge			.345***	4.239	.594*	1.832
Attitude toward Product x Social Influence					-.098	-.247
Attitude toward Product x Prior Product Knowledge					.591	1.133
Behavioral Intention x Social Influence					.226	.469
Behavioral Intention x Prior Product Knowledge					-.895	-1.558
R^2	**.798**		**.827**		**.832**	
F	**92.528**		**78.472**		**50.073**	
ΔR^2			**.029*** **		**.005**	

[a] Core variable effects
[b] Moderating variable effects
[c] Two-way interaction effects
*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

Table 23
Regression Results: Attitude toward Product and Antecedents Segment 2 (N = 123)

Dependent Variable:	**MODEL 1[a]**	
Attitude toward Product	**b**	**t-value**
Constant	6.616***	6.942
Ease of Use	.647***	5.944
Usefulness	-.106	-1.027
Enjoyment	.125	.920
Compatibility	-.165	-1.292
Ethnocentrism CES	.208	1.403
R^2	**.515**	
F	**24.831**	

[a] Core variable effects
*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

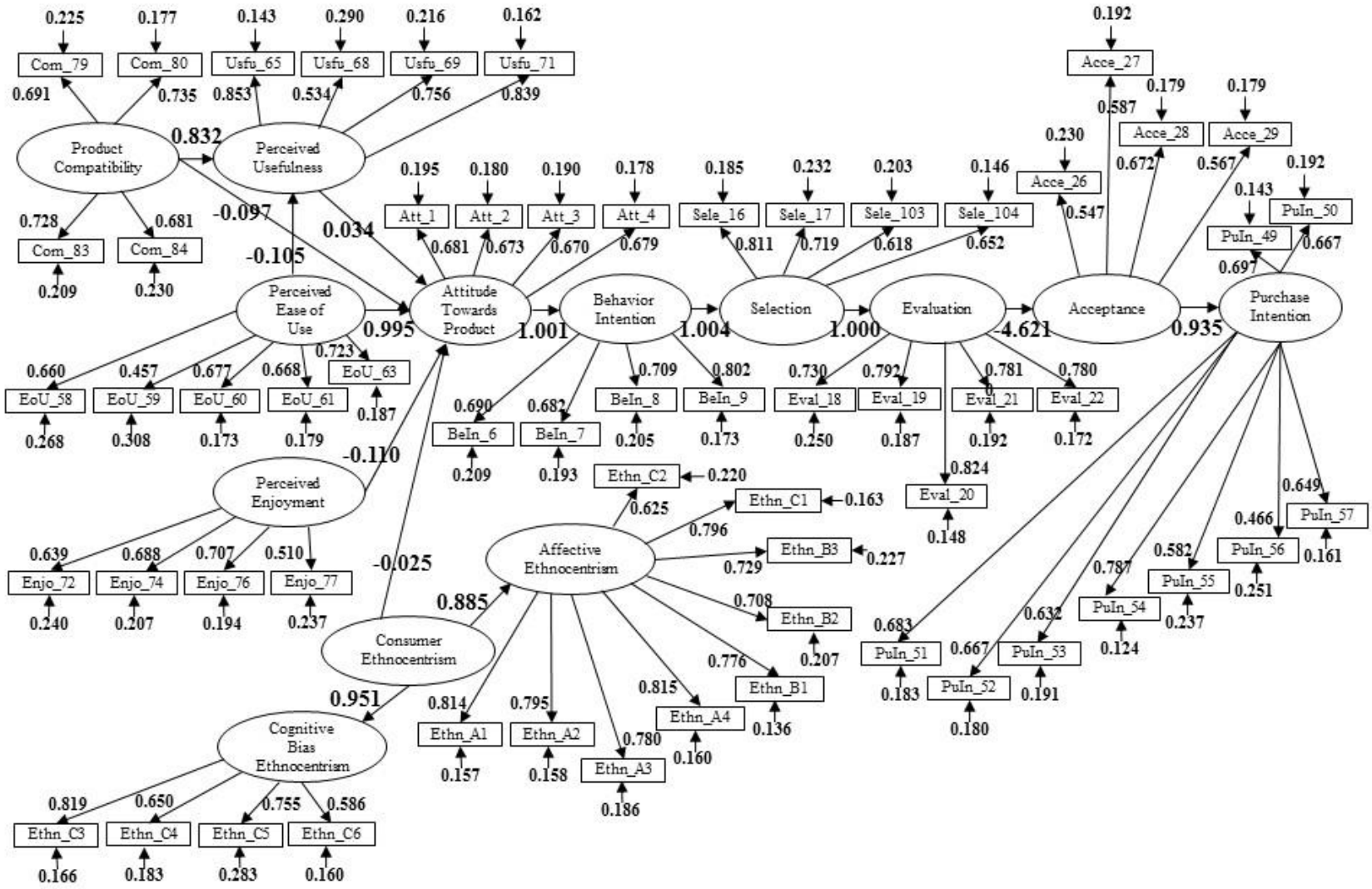

Figure 7
SEM Results Segment 2 (N = 123)

significant. These results provide partial empirical support for H11. Table 21 and Table 23 display all the structural parameter and multiple regression estimates discussed above.

Table 22 displays the three hierarchical multiple regression models employed to test for moderation (H2 and H3). The first model (see Model 1[a] in Table 22) shows that the five core independent variables (attitude toward product, behavioral intention, selection, evaluation, and acceptance) explain a high squared multiple correlation coefficient (R^2) for purchase intention (.798). Except for selection and attitude toward product, the other three independent variables are all significant at the .01 level in the multiple regression.

The second model (see Model 2[b] in Table 22) adds the two proposed moderating variables (social influence and prior product knowledge) into the previous model and resulted in a more comprehensive explanation for purchase intention (R^2 increased from .798 to .827). The purchase intention explanation increment for this model revealed a statistically significant difference of 2.9% F (2, 115) = 9.545, p = .000.

The third model (see Model 3[c] in Table 22) adds the interaction terms for the moderating variables in the previous model and resulted in a greater explanation for purchase intention (R^2 increases from .827 to .832). The purchase intention explanation increment for this model revealed difference of .5% not statistically significant F (4, 111) = .892, p = .472. This model does not show any statistically significant interaction. No interactions between social influence and either attitude toward product or behavioral intention are statistically significant, and thus H2 is not supported. In addition, no interactions between prior product knowledge and either attitude toward product or behavioral intention are statistically significant, and thus H3 is not supported.

Results for Segment 3 (134 participants)

Only two structural model goodness of fit indices exhibit satisfactory levels in Segment 3: Chi-square/df = 2.045 and RMSEA = .089. Three indices—IFI, CFI, and NNFI/TLI (see Table 24)—are below threshold value (Bagozzi & Yi, 1988; Hair et al., 2010). However, as previously mentioned the RMSEA index is one of the criteria most useful for indicating an absolute fit (Cf. Kaynak & Hartley, 2006; Byrne, 1998).

The results for the structural parameter estimates obtained for Attitude toward product-Behavioral intention, Behavioral intention-Selection, Selection-Evaluation, and Evaluation-Acceptance are $\gamma = 1.004$, $\gamma = 1.002$, $\gamma = .969$, and $\gamma = .941$ respectively, and all four estimates are significant at the .001 level. These results empirically support H1A, H1B, H1C, and H1D respectively. The support found for all these four hypotheses combined empirically support the explanation chain in the model (H1E). The result for the structural parameter estimate obtained for Acceptance-Purchase Intention is $\gamma = .983$, significant at the .001 level, empirically supports H4. See Table 24 and Figure 8 for more details.

The result for the structural parameter estimate obtained for Usefulness-Attitude toward Product is $\gamma = -.044$, not statistically significant, but $\beta = .402$ (obtained through multiple regression) is significant at the .01 level. These results provide partial empirical support for H5. The result for the structural parameter estimate obtained for Ease of Use-Attitude toward Product is $\gamma = .386$, significant at the .001 level, though $\beta = .071$ (obtained through multiple regression) is not statistically significant. These results provide partial empirical support for H6. The result for the structural parameter estimate obtained for Ease of Use-Usefulness is $\gamma = -.026$ is not statistically significant, thus H7 is not supported. The result for the structural parameter estimate obtained for Enjoyment-Attitude toward Product is $\gamma = -1.461$ is not statistically significant, nor

is β = .097 (obtained through multiple regression). Both results fail to support H8. The result for the structural parameter estimate obtained for Compatibility-Attitude toward Product is γ = 2.250, not statistically significant. Neither is β = .114 (obtained through multiple regression). Both results fail to support H9. The result for the structural parameter estimate obtained for Compatibility-Usefulness is γ = .945, significant at the .001 level, thus it empirically supports H10. The result for the structural parameter estimate obtained for Ethnocentrism-Attitude toward Product is γ = .179 is significant at the .01 level, but β = -.045 (obtained through multiple regression) is not statistically significant. These results provide partial empirical support for H11. Table 24 and Table 26 exhibit all the structural parameter and multiple regression estimates discussed above.

Table 25 exhibits the three hierarchical multiple regression models employed to test for moderation (H2 and H3). The first model (see Model 1[a] in Table 25) shows that the five core independent variables (attitude toward product, behavioral intention, selection, evaluation, and acceptance) explain a high squared multiple correlation coefficient (R^2) for purchase intention (.843). Except for *selection*, the other four independent variables are significant at the .01 or .05 level in the multiple regression.

The second model (see Model 2[b] in Table 25) adds the two proposed moderating variables (social influence and prior product knowledge) into the previous model, which resulted in a more comprehensive explanation for purchase intention (R^2 increased from .843 to .861). The purchase intention explanation increment for this model revealed a statistically significant difference of 1.8% F (2, 126) = 8.435, p = .000.

The third model (see Model 3[c] in Table 25) adds the interaction terms for the moderating variables in the previous model, which also resulted in a more comprehensive explanation for

Table 24
SEM Results Segment 3 (N = 134)

Standardized Measure Parameter Estimates

Factor Loadings						Error Variances					
λAtt_1	.513	λPuIn_49	.595	λEnjo_77	.577	εAtt_1	.179	εPuIn_49	.171	εEnjo_77	.194
λAtt_2	.459	λPuIn_50	.761	λCom_79	.728	εAtt_2	.191	εPuIn_50	.128	εCom_79	.142
λAtt_3	.347	λPuIn_51	.884	λCom_80	.810	εAtt_3	.178	εPuIn_51	.072	εCom_80	.131
λAtt_4	.472	λPuIn_52	.820	λCom_83	.663	εAtt_4	.147	εPuIn_52	.101	εCom_83	.192
λBeIn_6	.627	λPuIn_53	.799	λCom_84	.824	εBeIn_6	.128	εPuIn_53	.117	εCom_84	.114
λBeIn_7	.528	λPuIn_54	.793	λEthn_A1	.800	εBeIn_7	.203	εPuIn_54	.109	εEthn_A1	.115
λBeIn_8	.787	λPuIn_55	.671	λEthn_A2	.780	εBeIn_8	.102	εPuIn_55	.181	εEthn_A2	.131
λBeIn_9	.554	λPuIn_56	.821	λEthn_A3	.799	εBeIn_9	.159	εPuIn_56	.090	εEthn_A3	.119
λSele_16	.741	λPuIn_57	.825	λEthn_A4	.667	εSele_16	.118	εPuIn_57	.110	εEthn_A4	.214
λSele_17	.619	λEoU_58	.629	λEthn_B1	.797	εSele_17	.152	εEoU_58	.161	εEthn_B1	.131
λSele_103	.666	λEoU_59	.801	λEthn_B2	.789	εSele_103	.118	εEoU_59	.113	εEthn_B2	.141
λSele_104	.531	λEoU_60	.763	λEthn_B3	.570	εSele_104	.144	εEoU_60	.129	εEthn_B3	.245
λEval_18	.559	λEoU_61	.787	λEthn_C1	.739	εEval_18	.170	εEoU_61	.139	εEthn_C1	.150
λEval_19	.585	λEoU_63	.692	λEthn_C2	.637	εEval_19	.151	εEoU_63	.198	εEthn_C2	.170
λEval_20	.284	λUsfu_65	.839	λEthn_C3	.797	εEval_20	.160	εUsfu_65	.100	εEthn_C3	.160
λEval_21	.583	λUsfu_68	.124	λEthn_C4	.616	εEval_21	.126	εUsfu_68	.192	εEthn_C4	.163
λEval_22	.611	λUsfu_69	.864	λEthn_C5	.540	εEval_22	.141	εUsfu_69	.144	εEthn_C5	.210
λAcce_26	.582	λUsfu_71	.852	λEthn_C6	.646	εAcce_26	.258	εUsfu_71	.113	εEthn_C6	.164
λAcce_27	.710	λEnjo_72	.806			εAcce_27	.173	εEnjo_72	.119		
λAcce_28	.867	λEnjo_74	.731			εAcce_28	.092	εEnjo_74	.168		
λAcce_29	.694	λEnjo_76	.724			εAcce_29	.143	εEnjo_76	.151		

Structural parameter estimates:	**Gamma (γ 's)**	**Structural parameter estimates:**	**Gamma (γ 's)**
γAttitude toward Product-Behavioral Intention	1.004***	γCompatibility-Usefulness	.945***
γBehavioral Intention-Selection	1.002***	γCompatibility-Attitude towards Product	2.250
γSelection-Evaluation	.969***	γEase of Use-Attitude towards Product	.386***
γEvaluation-Acceptance	.941***	γEase of Use-Usefulness	-.026
γAcceptance-Purchase Intention	.983***	γUsefulness-Attitude towards Product	-.044
		γEnjoyment-Attitude towards Product	-1.461
		γEthnocentrism(CES)-Attitude towards Product	.179**

Goodness of fit:

$X^2/(df) = 2.045$, p = .000
RMSEA = .089
IFI = .763
CFI = .760
NNFI/TLI = .747

*p<.05, **p<.01, ***p<.001

Table 25
Regression Results: Purchase Intention and Product Adoption Process (PAP) Segment 3 (N = 134)

	MODEL 1[a]		MODEL 2[b]		MODEL 3[c]	
Dependent Variable: Purchase Intention	**B**	**t-value**	**B**	**t-value**	**b**	**t-value**
Constant	-.029	-.012	-2.746	-1.097	-3.138	-.442
Acceptance	.654***	10.202	.545***	7.657	.527***	6.753
Evaluation	.211***	3.814	.144***	2.610	.134**	2.318
Selection	.067	1.019	.065	1.043	.064	1.020
Behavioral Intention	.170**	2.287	.158**	2.250	.273*	1.650
Attitude toward Product	-.153***	-2.882	-.119**	-2.336	-.198	-1.283
Social Influence			.142***	3.257	.417**	2.053
Prior Product Knowledge			.089*	1.643	-.064	-.364
Attitude toward Product x Social Influence					-.271	-.714
Attitude toward Product x Prior Product Knowledge					.410	1.121
Behavioral Intention x Social Influence					-.068	-.181
Behavioral Intention x Prior Product Knowledge					-.186	-.460
R^2	**.843**		**.861**		**.865**	
F	**137.348**		**111.914**		**71.115**	
ΔR^2			**.018*** **		**.004**	

[a] Core variable effects
[b] Moderating variable effects
[c] Two-way interaction effects
*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

Table 26
Regression Results: Attitude toward Product and Antecedents Segment 3 (N = 134)

Dependent Variable:	**MODEL 1[a]**	
Attitude toward Product	**b**	**t-value**
Constant	10.532***	7.994
Ease of Use	.071	.499
Usefulness	.402***	2.849
Enjoyment	.097	.592
Compatibility	.114	.691
Ethnocentrism CES	-.045	-.385
R^2	**.371**	
F	**15.095**	

[a] Core variable effects
*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

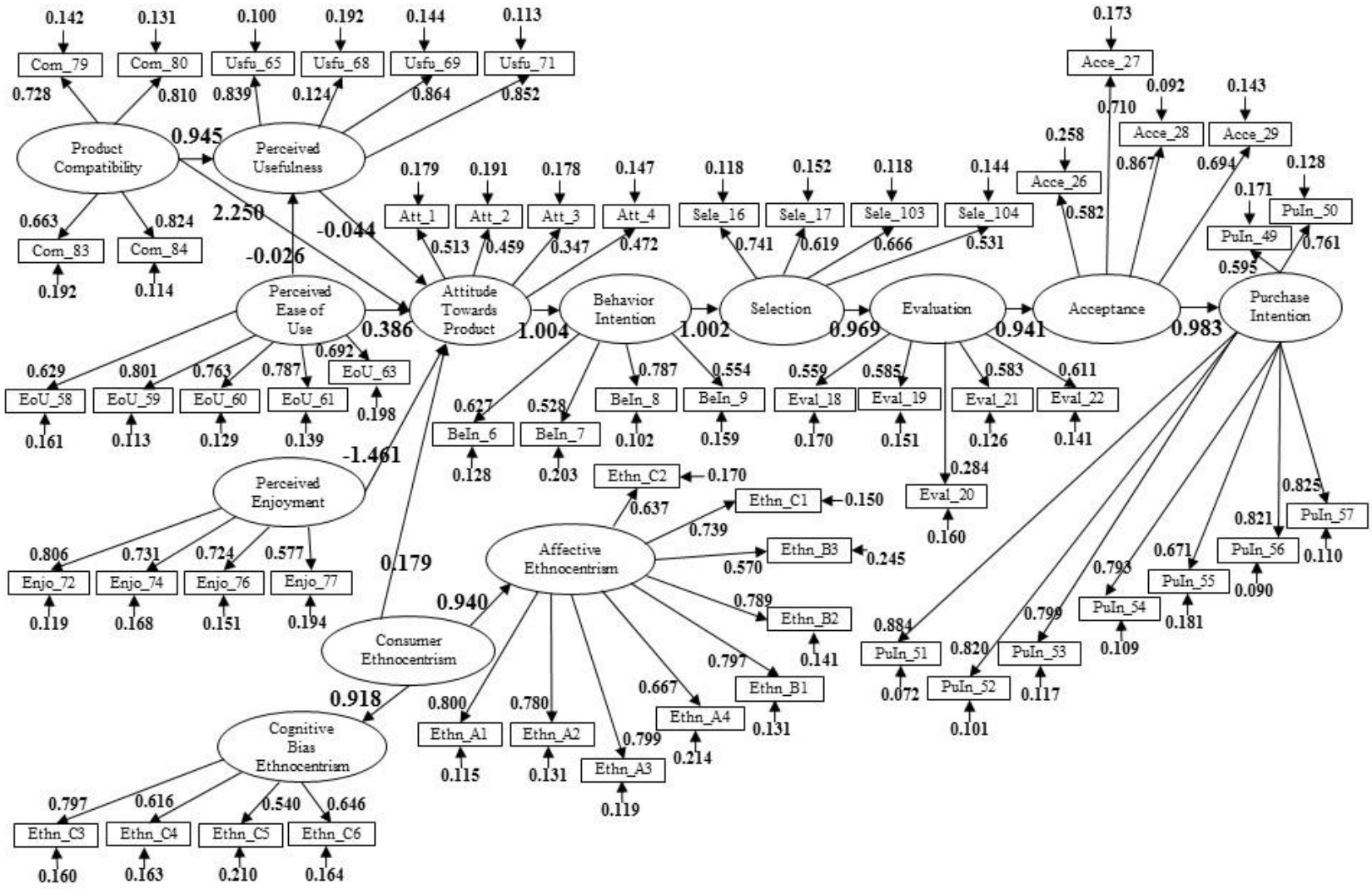

Figure 8
SEM Results Segment 3 (N = 134)

purchase intention (R^2 increases from .861 to .865). The purchase intention explanation increment for this model revealed a difference of .4%, which is not statistically significant F (4, 122) = .822, p = .513. This model does not show any statistically significant interaction. No interactions between social influence and either attitude toward product or behavioral intention are statistically significant, thus H2 is not supported. Moreover, no interactions between prior product knowledge and either attitude toward product or behavioral intention are statistically significant, thus H3 is also not supported.

Results for Segment 4 (113 participants)

Only two structural model goodness of fit indices exhibit satisfactory levels in Segment 4: Chi-square/df = 1.679 and RMSEA = .078. The IFI, CFI, and NNFI/TLI indices (see Table 27) are below threshold value (Bagozzi & Yi, 1988; Hair et al., 2010). However, as previously mentioned the RMSEA index is one of the criteria most useful for indicating an absolute fit (Cf. Kaynak & Hartley, 2006; Byrne, 1998).

The results for the structural parameter estimates obtained for Attitude toward product-Behavioral intention, Behavioral intention-Selection, Selection-Evaluation, and Evaluation-Acceptance are γ = .972, γ = .887, γ = .829, and γ = .831 respectively, and all four estimates are significant at the .001 level. These results empirically support H1A, H1B, H1C, and H1D respectively. The support found for all these four hypotheses combined empirically support the explanation chain in the model (H1E). The result for the structural parameter estimate obtained for Acceptance-Purchase Intention is γ = 1.007, significant at the .001 level, thus empirically supporting H4. See Table 27 and Figure 9 for more details.

The result for the structural parameter estimate obtained for Usefulness-Attitude toward Product is γ = .103 is not statistically significant, nor is β = .168 (obtained through multiple

regression). These results do not support H5. The result for the structural parameter estimate obtained for Ease of Use-Attitude toward Product is $\gamma = .367$, significant at the .001 level, and $\beta = .377$ (obtained through multiple regression) is also significant at the .05 level. Both results empirically support H6. The result for the structural parameter estimate obtained for Ease of Use-Usefulness is $\gamma = .205$, significant at the .01 level, thus H7 is supported. The result for the structural parameter estimate obtained for Enjoyment-Attitude toward Product is $\gamma = .498$ is significant at the .05, but $\beta = .227$ (obtained through multiple regression) is not statistically significant. These results provide partial empirical support for H8. The result for the structural parameter estimate obtained for Compatibility-Attitude toward Product is $\gamma = .113$ is not statistically significant, and neither is $\beta = .048$ (obtained through multiple regression). Both results fail to support H9. The result for the structural parameter estimate obtained for Compatibility-Usefulness is $\gamma = .859$ is significant at the .001 level, empirically supporting H10. The result for the structural parameter estimate obtained for Ethnocentrism-Attitude toward Product is $\gamma = -.138$ is not statistically significant, nor is $\beta = -.152$ (obtained through multiple regression). Both results do not support H11. Table 27 and Table 29 exhibit all the structural parameter and multiple regression estimates discussed above.

Table 28 displays the three hierarchical multiple regression models employed to test for moderation (H2 and H3). The first model (see Model 1^a in Table 28) shows that the five core independent variables (attitude toward product, behavioral intention, selection, evaluation, and acceptance) explain a high squared multiple correlation coefficient (R^2) for purchase intention (.832). Except for *selection*, the other four independent variables are all significant at the .01 or .10 level in the multiple regression.

The second model (see Model 2[b] in Table 28) adds the two proposed moderating variables (social influence and prior product knowledge) into the previous model; however, no increase in the explanation of purchase intention occurs (R^2 = .832).

The third model (see Model 3[c] in Table 28) adds the interaction terms for the moderating variables in the previous model, which resulted in a more comprehensive explanation for purchase intention (R^2 increases from .832 to .840). The purchase intention explanation increment for this model revealed difference of .8%, which is not statistically significant F (4, 101) = 1.285, p = .281. This model does not show any interactions between social influence and either attitude toward product or behavioral intention to be statistically significant, and thus H2 is not supported. However, both prior product knowledge interactions are statistically significant, and thus support H3. The interaction between prior product knowledge and attitude toward product is statistically significant at the .05 level (β = 1.239), and the interaction between prior product knowledge and behavioral intention is statistically significant at the .10 level (β = -1.000).

Results for Segment 5 (118 participants)

Only one structural model goodness of fit index exhibits satisfactory levels in Segment 5 (Chi-square/df = 2.183). The RMSEA is marginally above threshold value .021. However, RMSEA is extremely sensitive to model complexity (Byrne, 1998). IFI, CFI, and NNFI/TLI indices (see Table 30) are below threshold value (Bagozzi & Yi, 1988; Hair et al., 2010).

The results for the structural parameter estimates obtained for Attitude toward product-Behavioral intention, Behavioral intention-Selection, Selection-Evaluation, and Evaluation-Acceptance are γ = .957, γ = .759, γ = .797, and γ = .780 respectively, and all four estimates are significant at the .001 level. These results empirically support H1A, H1B, H1C, and H1D

Table 27
SEM Results Segment 4 (N = 113)

Standardized Measure Parameter Estimates

Factor Loadings						Error Variances					
λAtt_1	.635	λPuIn_49	.731	λEnjo_77	.244	εAtt_1	.154	εPuIn_49	.126	εEnjo_77	.239
λAtt_2	.835	λPuIn_50	.728	λCom_79	.773	εAtt_2	.103	εPuIn_50	.195	εCom_79	.126
λAtt_3	.546	λPuIn_51	.770	λCom_80	.740	εAtt_3	.147	εPuIn_51	.170	εCom_80	.180
λAtt_4	.739	λPuIn_52	.808	λCom_83	.740	εAtt_4	.108	εPuIn_52	.125	εCom_83	.183
λBeIn_6	.817	λPuIn_53	.801	λCom_84	.715	εBeIn_6	.095	εPuIn_53	.119	εCom_84	.152
λBeIn_7	.684	λPuIn_54	.859	λEthn_A1	.823	εBeIn_7	.143	εPuIn_54	.090	εEthn_A1	.090
λBeIn_8	.581	λPuIn_55	.760	λEthn_A2	.833	εBeIn_8	.186	εPuIn_55	.152	εEthn_A2	.101
λBeIn_9	.672	λPuIn_56	.809	λEthn_A3	.753	εBeIn_9	.132	εPuIn_56	.112	εEthn_A3	.119
λSele_16	.886	λPuIn_57	.754	λEthn_A4	.721	εSele_16	.087	εPuIn_57	.169	εEthn_A4	.169
λSele_17	.810	λEoU_58	.582	λEthn_B1	.610	εSele_17	.111	εEoU_58	.189	εEthn_B1	.206
λSele_103	.879	λEoU_59	.793	λEthn_B2	.798	εSele_103	.060	εEoU_59	.135	εEthn_B2	.138
λSele_104	.794	λEoU_60	.770	λEthn_B3	.484	εSele_104	.124	εEoU_60	.129	εEthn_B3	.204
λEval_18	.728	λEoU_61	.723	λEthn_C1	.824	εEval_18	.188	εEoU_61	.169	εEthn_C1	.120
λEval_19	.672	λEoU_63	.788	λEthn_C2	.710	εEval_19	.181	εEoU_63	.174	εEthn_C2	.166
λEval_20	.564	λUsfu_65	.664	λEthn_C3	.774	εEval_20	.154	εUsfu_65	.147	εEthn_C3	.152
λEval_21	.624	λUsfu_68	.419	λEthn_C4	.718	εEval_21	.160	εUsfu_68	.165	εEthn_C4	.154
λEval_22	.699	λUsfu_69	.826	λEthn_C5	.524	εEval_22	.156	εUsfu_69	.119	εEthn_C5	.223
λAcce_26	.608	λUsfu_71	.837	λEthn_C6	.676	εAcce_26	.256	εUsfu_71	.117	εEthn_C6	.135
λAcce_27	.566	λEnjo_72	.827			εAcce_27	.320	εEnjo_72	.115		
λAcce_28	.899	λEnjo_74	.766			εAcce_28	.090	εEnjo_74	.153		
λAcce_29	.759	λEnjo_76	.786			εAcce_29	.142	εEnjo_76	.127		

Structural parameter estimates:	**Gamma (γ 's)**	**Structural parameter estimates:**	**Gamma (γ 's)**
γAttitude toward Product-Behavioral Intention	.972***	γCompatibility-Usefulness	.859***
γBehavioral Intention-Selection	.887***	γCompatibility-Attitude towards Product	.113
γSelection-Evaluation	.829***	γEase of Use-Attitude towards Product	.367***
γEvaluation-Acceptance	.831***	γEase of Use-Usefulness	.205**
γAcceptance-Purchase Intention	1.007***	γUsefulness-Attitude towards Product	.103
		γEnjoyment-Attitude towards Product	.498*
		γEthnocentrism(CES)-Attitude towards Product	-.138

Goodness of fit:

$X^2/(df) = 1.679$, p = .000
RMSEA = .078
IFI = .824
CFI = .819
NNFI/TLI = .800

*p<.05, **p<.01, ***p<.001

Table 28
Regression Results: Purchase Intention and Product Adoption Process (PAP) Segment 4 (N = 113)

	MODEL 1[a]		MODEL 2[b]		MODEL 3[c]	
Dependent Variable: Purchase Intention	**B**	**t-value**	**B**	**t-value**	**b**	**t-value**
Constant	-.833	-.348	-1.085	-.438	.240	.035
Acceptance	.631***	8.795	.598***	6.847	.570***	6.360
Evaluation	.208***	2.982	.194***	2.620	.194**	2.530
Selection	.054	.783	.057	.817	.056	.794
Behavioral Intention	.186**	2.507	.185**	2.469	.358**	2.335
Attitude toward Product	-.119*	-1.778	-.117*	-1.732	-.306*	-1.733
Social Influence			.018	.338	.198	.590
Prior Product Knowledge			.036	.466	-.118	-.422
Attitude toward Product x Social Influence					-.841	-1.482
Attitude toward Product x Prior Product Knowledge					1.239**	2.203
Behavioral Intention x Social Influence					.619	1.090
Behavioral Intention x Prior Product Knowledge					-1.000*	-1.673
R^2	**.832**		**.832**		**.840**	
F	**105.690**		**74.472**		**48.373**	
ΔR^2			**.000**		**.008**	

[a] Core variable effects
[b] Moderating variable effects
[c] Two-way interaction effects
*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

Table 29
Regression Results: Attitude toward Product and Antecedents Segment 4 (N = 113)

Dependent Variable:	**MODEL 1[a]**	
Attitude toward Product	**b**	**t-value**
Constant	9.082***	6.870
Ease of Use	.377**	2.511
Usefulness	.168	1.209
Enjoyment	.227	1.447
Compatibility	.048	.338
Ethnocentrism CES	-.152	-1.158
R^2	**.419**	
F	**15.464**	

[a] Core variable effects
*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

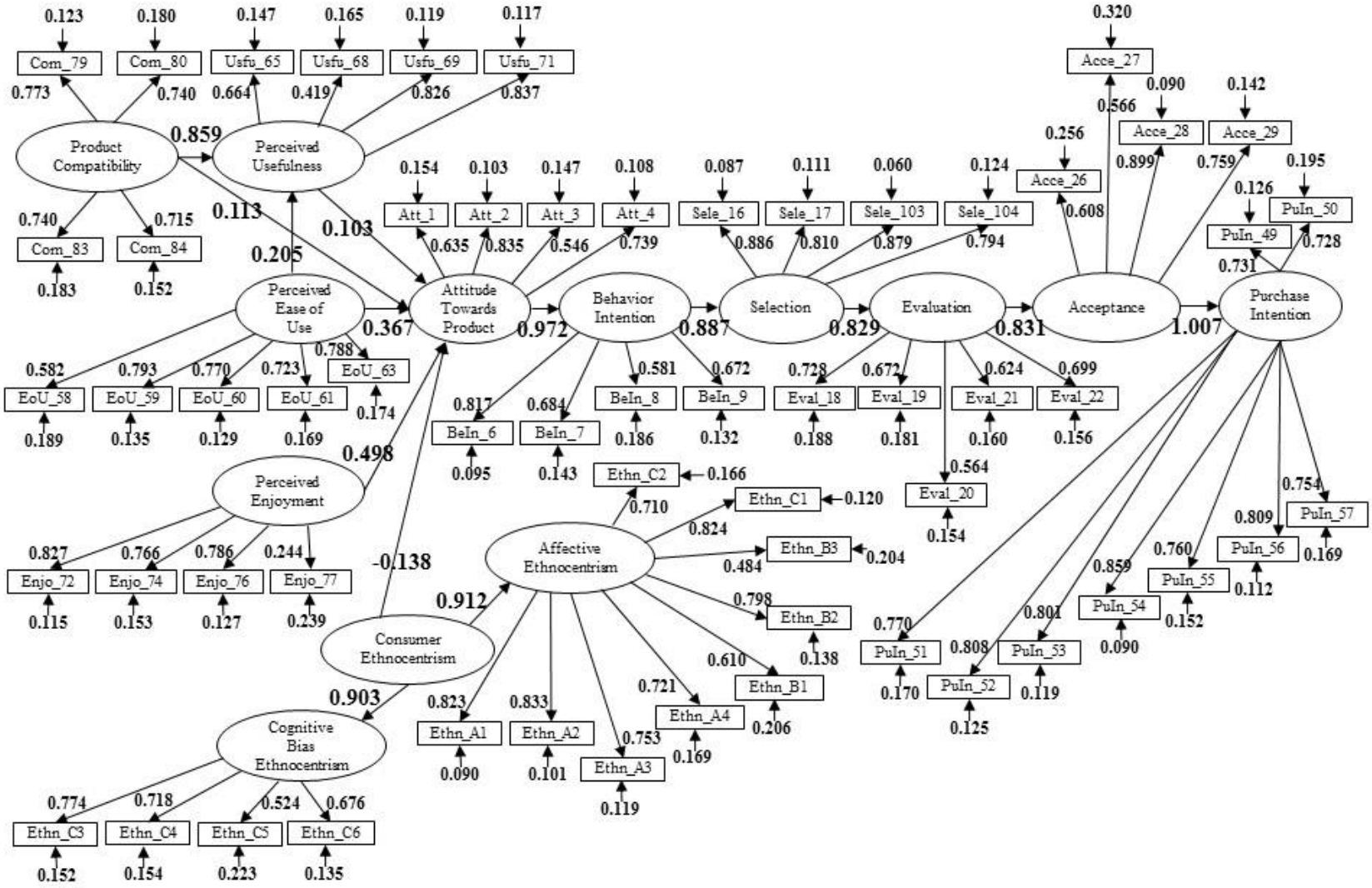

Figure 9
SEM Results Segment 4 (N = 113)

respectively. The support found for all these four hypotheses combined empirically support the explanation chain in the model (H1E). The result for the structural parameter estimate obtained for Acceptance-Purchase Intention is $\gamma = .958$, significant at the .001 level, empirically supports H4. See Table 30 and Figure 10 for more details.

The result for the structural parameter estimate obtained for Usefulness-Attitude toward Product is $\gamma = -.551$, significant at the .001 level, and $\beta = -.338$ (obtained through multiple regression) is also significant at the .01 level. Both results empirically support H5. The result for the structural parameter estimate obtained for Ease of Use-Attitude toward Product is $\gamma = .385$ is significant at the .01 level, as is $\beta = .502$ (obtained through multiple regression). Both results empirically support H6. The result for the structural parameter estimate obtained for Ease of Use-Usefulness is $\gamma = .056$ is not statistically significant, thus H7 is not supported. The result for the structural parameter estimate obtained for Enjoyment-Attitude toward Product is $\gamma = .599$, not statistically significant, though $\beta = .213$ (obtained through multiple regression) is statistically significant at the .10 level. These results provide partial empirical support for H8. The result for the structural parameter estimate obtained for Compatibility-Attitude toward Product is $\gamma = .007$ and not statistically significant. Neither is $\beta = .114$ (obtained through multiple regression). Both results fail to support H9. The result for the structural parameter estimate obtained for Compatibility-Usefulness is $\gamma = .639$ significant at the .001 level providing empirical support for H10. The result for the structural parameter estimate obtained for Ethnocentrism-Attitude toward Product is $\gamma = .288$, significant at the .01 level, though $\beta = .081$ (obtained through multiple regression) is not statistically significant. These results provide partial empirical support for H11. Table 30 and Table 32 exhibit the structural parameter and the multiple regression estimates discussed above.

Table 31 displays the three hierarchical multiple regression models employed to test for moderation (H2 and H3). The first model (see Model 1[a] in Table 31) shows that the five core independent variables (attitude toward product, behavioral intention, selection, evaluation, and acceptance) explain a high squared multiple correlation coefficient (R^2) for purchase intention (.784). Except for *attitude toward product*, the other four independent variables are significant at the .01, .05 or .10 level in the multiple regressions.

The second model (see Model 2[b] in Table 31) adds the two proposed moderating variables (social influence and prior product knowledge) into the previous model and resulted in a more comprehensive explanation for purchase intention (R^2 increased from .784 to .813). The purchase intention explanation increment for this model revealed a statistically significant difference of 2.9% F (2, 110) = 8.751, p = .000.

The third model (see Model 3[c] in Table 31) adds the interaction terms for the moderating variables in the previous model resulting in a more comprehensive explanation for purchase intention (R^2 increases from .813 to .827). The purchase intention explanation increment for this model revealed a statistically significant difference of 1.4% F (4, 106) = 2.173, p = .077. This model shows only the interaction between behavioral intention and prior product knowledge significant (β = -1.121, p < .10), thus supporting H3. No interactions between social influence and either attitude toward product or behavioral intention are statistically significant, and thus H2 is not supported.

Results for Segment 6 (116 participants)

Only one structural model goodness of fit index exhibits satisfactory levels in Segment 6 (Chi-square/df = 1.975). The RMSEA is marginally above threshold value .012; however,

RMSEA is extremely sensitive to model complexity (Byrne, 1998). IFI, CFI, and NNFI/TLI indices (see Table 33) are below threshold value (Bagozzi & Yi, 1988; Hair et al., 2010).

The results for the structural parameter estimates obtained for Attitude toward product-Behavioral intention, Behavioral intention-Selection, Selection-Evaluation, and Evaluation-Acceptance are $\gamma = .944$, $\gamma = .977$, $\gamma = .899$, and $\gamma = .911$ respectively, and all four estimates are significant at the .001 level. These results empirically support H1A, H1B, H1C, and H1D respectively. The support found for all these four hypotheses combined empirically support the explanation chain in the model (H1E). The result for the structural parameter estimate obtained for Acceptance-Purchase Intention is $\gamma = .866$ is significant at the .001 level, and thus empirically supports H4. See Table 33 and Figure 11 for more details.

The result for the structural parameter estimate obtained for Usefulness-Attitude toward Product is $\gamma = -.449$ and is significant at the .05 level, but $\beta = -.002$ (obtained through multiple regressions) is not statistically significant. These results provide partial empirical support for H5. The result for the structural parameter estimate obtained for Ease of Use-Attitude toward Product is $\gamma = .644$, significant at the .001 level, and $\beta = .308$ (obtained through multiple regressions) is also significant at the .01 level. Both results empirically support H6. The result for the structural parameter estimate obtained for Ease of Use-Usefulness is $\gamma = .423$, significant at the .001 level, and supports H7. The result for the structural parameter estimate obtained for Enjoyment-Attitude toward Product is $\gamma = .6939$, significant at the .01 level, and $\beta = .228$ (obtained through multiple regressions)is also significant at the .10 level. Both results empirically support H8. The result for the structural parameter estimate obtained for Compatibility-Attitude toward Product is $\gamma = .415$ is not statistically significant, but $\beta = .269$ (obtained through multiple regressions) is significant at the .05 level. These results provide partial empirical support for H9. The result for

the structural parameter estimate obtained for Compatibility-Usefulness is $\gamma = .669$ is significant at the .001 level, thus empirically supporting H10. The result for the structural parameter estimate obtained for Ethnocentrism-Attitude toward Product is $\gamma = -.011$ is not statistically significant, nor is $\beta = -.111$ (obtained through multiple regressions). Both results do not support H11. Table 33 and Table 35 exhibit the structural parameter and the multiple regression estimates discussed above.

Table 34 displays the three hierarchical multiple regression models employed to test for moderation (H2 and H3). The first model (see Model 1[a] in Table 34) shows that the five core independent variables (attitude toward product, behavioral intention, selection, evaluation, and acceptance) explain a high squared multiple correlation coefficient (R^2) for purchase intention (.696). Except for *selection* and *behavioral intention*, the other three independent variables are significant at the .01 or .05 level in the multiple regression.

The second model (see Model 2[b] in Table 34) adds the two proposed moderating variables (social influence and prior product knowledge) into the previous model, which resulted in a more comprehensive explanation for purchase intention (R^2 increased from .696 to .703). The purchase intention explanation increment of .7% for this model is not a statistically significant difference F (2, 108) = 1.348, p = .264.

The third model (see Model 3[c] in Table 34) adds the interaction terms for the moderating variables in the previous model and resulted in a more comprehensive explanation for purchase intention (R^2 increases from .703 to .729). The purchase intention explanation increment for this model revealed a statistically significant difference of 2.5% F (4, 104) = 2.456, p = .050. This model shows both interactions of social influence (attitude toward product-social influence and behavioral intention-social influence) $\beta = 1.107$, $p < .10$ and $\beta = -1.783$, $p < .05$, thus supporting

H2. No interactions between prior product knowledge and either attitude toward product or behavioral intention are statistically significant, and thus H3 is not supported.

Table 30
SEM Results Segment 5 (N = 118)

Standardized Measure Parameter Estimates

Factor Loadings						Error Variances					
λAtt_1	.813	λPuIn_49	.581	λEnjo_77	.027	εAtt_1	.130	εPuIn_49	.264	εEnjo_77	.468
λAtt_2	.692	λPuIn_50	.609	λCom_79	.762	εAtt_2	.184	εPuIn_50	.308	εCom_79	.202
λAtt_3	.734	λPuIn_51	.641	λCom_80	.726	εAtt_3	.165	εPuIn_51	.227	εCom_80	.228
λAtt_4	.800	λPuIn_52	.780	λCom_83	.684	εAtt_4	.119	εPuIn_52	.170	εCom_83	.294
λBeIn_6	.851	λPuIn_53	.642	λCom_84	.510	εBeIn_6	.106	εPuIn_53	.249	εCom_84	.222
λBeIn_7	.804	λPuIn_54	.751	λEthn_A1	.813	εBeIn_7	.113	εPuIn_54	.178	εEthn_A1	.144
λBeIn_8	.588	λPuIn_55	.596	λEthn_A2	.587	εBeIn_8	.205	εPuIn_55	.264	εEthn_A2	.259
λBeIn_9	.736	λPuIn_56	.604	λEthn_A3	.788	εBeIn_9	.170	εPuIn_56	.208	εEthn_A3	.200
λSele_16	.872	λPuIn_57	.765	λEthn_A4	.783	εSele_16	.123	εPuIn_57	.132	εEthn_A4	.222
λSele_17	.677	λEoU_58	.431	λEthn_B1	.707	εSele_17	.218	εEoU_58	.360	εEthn_B1	.247
λSele_103	.918	λEoU_59	.371	λEthn_B2	.788	εSele_103	.043	εEoU_59	.372	εEthn_B2	.170
λSele_104	.749	λEoU_60	.710	λEthn_B3	.613	εSele_104	.081	εEoU_60	.228	εEthn_B3	.201
λEval_18	.436	λEoU_61	.768	λEthn_C1	.768	εEval_18	.304	εEoU_61	.251	εEthn_C1	.170
λEval_19	.598	λEoU_63	.359	λEthn_C2	.501	εEval_19	.260	εEoU_63	.382	εEthn_C2	.250
λEval_20	.600	λUsfu_65	.864	λEthn_C3	.643	εEval_20	.272	εUsfu_65	.162	εEthn_C3	.247
λEval_21	.580	λUsfu_68	.425	λEthn_C4	.523	εEval_21	.206	εUsfu_68	.300	εEthn_C4	.302
λEval_22	.698	λUsfu_69	.799	λEthn_C5	.430	εEval_22	.227	εUsfu_69	.203	εEthn_C5	.306
λAcce_26	.643	λUsfu_71	.687	λEthn_C6	.507	εAcce_26	.292	εUsfu_71	.233	εEthn_C6	.222
λAcce_27	.768	λEnjo_72	.633			εAcce_27	.196	εEnjo_72	.202		
λAcce_28	.707	λEnjo_74	.733			εAcce_28	.218	εEnjo_74	.241		
λAcce_29	.683	λEnjo_76	.699			εAcce_29	.186	εEnjo_76	.190		

Structural parameter estimates:	**Gamma (γ 's)**	**Structural parameter estimates:**	**Gamma (γ 's)**
γAttitude toward Product-Behavioral Intention	.957***	γCompatibility-Usefulness	.639***
γBehavioral Intention-Selection	.759***	γCompatibility-Attitude towards Product	.007
γSelection-Evaluation	.797***	γEase of Use-Attitude towards Product	.385**
γEvaluation-Acceptance	.780***	γEase of Use-Usefulness	.056
γAcceptance-Purchase Intention	.958***	γUsefulness-Attitude towards Product	-.551***
		γEnjoyment-Attitude towards Product	.599
		γEthnocentrism(CES)-Attitude towards Product	.288**

Goodness of fit:

$X^2/(df) = 2.183$, p = .000
RMSEA = .101
IFI = .658
CFI = .652
NNFI/TLI = .632

*p<.05, **p<.01, ***p<.001

Table 31
Regression Results: Purchase Intention and Product Adoption Process (PAP) Segment 5 (N = 118)

	MODEL 1[a]		MODEL 2[b]		MODEL 3[c]	
Dependent Variable: Purchase Intention	**B**	**t-value**	**b**	**t-value**	**b**	**t-value**
Constant	3.947*	1.707	.772	.336	-9.345	-1.362
Acceptance	.584***	8.438	.421***	5.541	.384***	4.944
Evaluation	.156**	2.119	.021	.272	.006	.080
Selection	.131*	1.835	.093	1.371	.060	.886
Behavioral Intention	.161*	1.722	.241***	2.672	.744**	2.484
Attitude toward Product	-.050	-.575	-.025	-.303	-.270	-.913
Social Influence			.060	1.092	.491**	2.386
Prior Product Knowledge			.250***	3.265	.250	1.034
Attitude toward Product x Social Influence					-.794	-1.288
Attitude toward Product x Prior Product Knowledge					1.198	1.495
Behavioral Intention x Social Influence					.224	.401
Behavioral Intention x Prior Product Knowledge					-1.121*	-1.625
R^2	**.784**		**.813**		**.827**	
F	**81.119**		**68.462**		**46.216**	
ΔR^2			**.029*** **		**.014***	

[a] Core variable effects
[b] Moderating variable effects
[c] Two-way interaction effects
*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

Table 32
Regression Results: Attitude toward Product and Antecedents Segment 5 (N = 118)

Dependent Variable:	**MODEL 1[a]**	
Attitude toward Product	**b**	**t-value**
Constant	6.507***	3.891
Ease of Use	.502***	4.421
Usefulness	-.338***	-3.721
Enjoyment	.213*	1.682
Compatibility	.114	1.016
Ethnocentrism CES	.081	.636
R^2	**.460**	
F	**19.110**	

[a] Core variable effects
*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

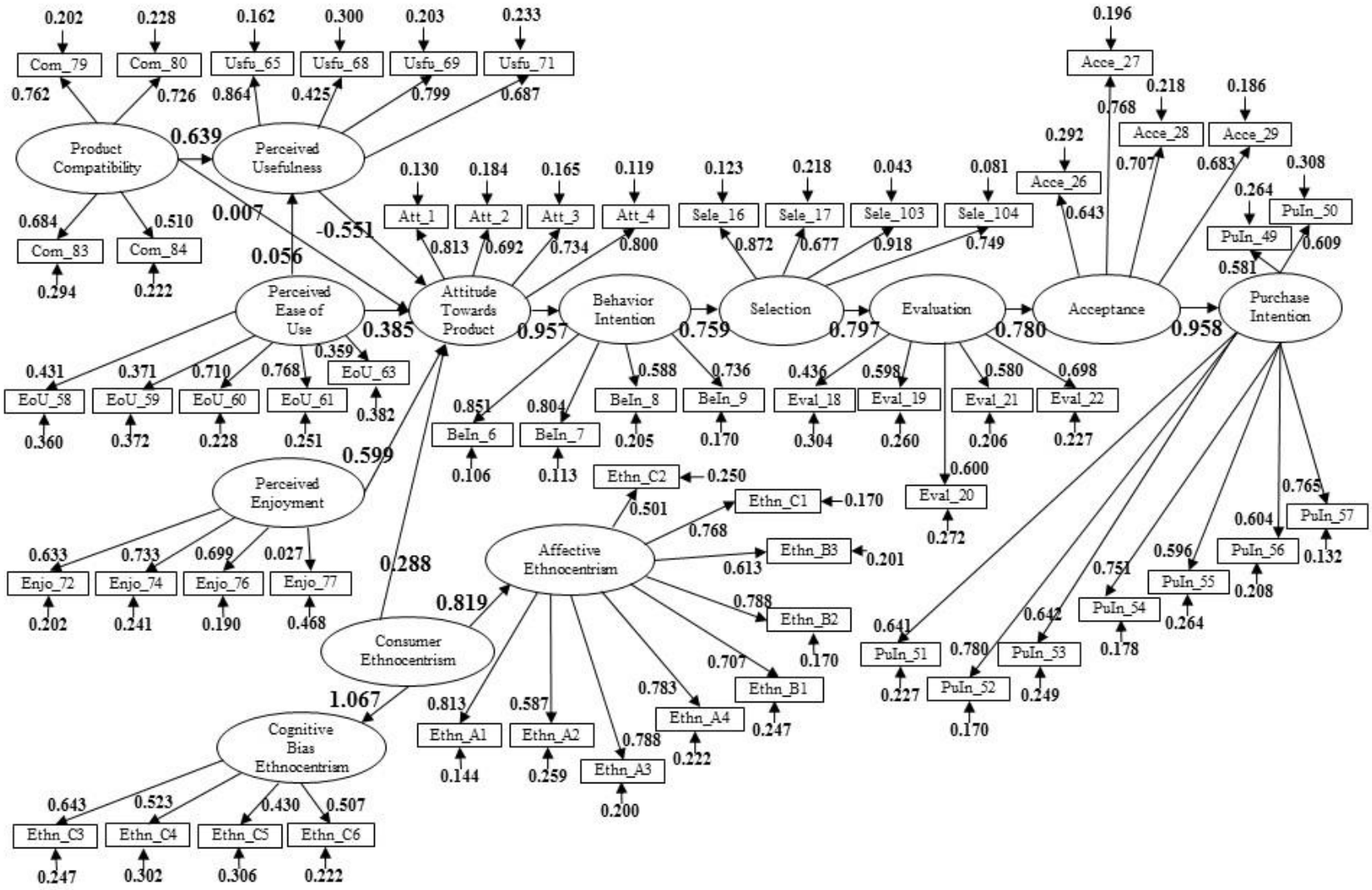

Figure 10
SEM Results Segment 5 (N = 118)

Table 33
SEM Results Segment 6 (N = 116)

Standardized Measure Parameter Estimates

Factor Loadings						Error Variances					
λAtt_1	.714	λPuIn_49	.700	λEnjo_77	.026	εAtt_1	.102	εPuIn_49	.112	εEnjo_77	.362
λAtt_2	.642	λPuIn_50	.650	λCom_79	.701	εAtt_2	.119	εPuIn_50	.178	εCom_79	.102
λAtt_3	.477	λPuIn_51	.698	λCom_80	.701	εAtt_3	.211	εPuIn_51	.146	εCom_80	.168
λAtt_4	.535	λPuIn_52	.735	λCom_83	.524	εAtt_4	.112	εPuIn_52	.126	εCom_83	.248
λBeIn_6	.829	λPuIn_53	.755	λCom_84	.573	εBeIn_6	.063	εPuIn_53	.125	εCom_84	.139
λBeIn_7	.755	λPuIn_54	.685	λEthn_A1	.692	εBeIn_7	.110	εPuIn_54	.123	εEthn_A1	.157
λBeIn_8	.547	λPuIn_55	.589	λEthn_A2	.661	εBeIn_8	.148	εPuIn_55	.221	εEthn_A2	.133
λBeIn_9	.568	λPuIn_56	.691	λEthn_A3	.677	εBeIn_9	.149	εPuIn_56	.127	εEthn_A3	.133
λSele_16	.795	λPuIn_57	.860	λEthn_A4	.701	εSele_16	.090	εPuIn_57	.084	εEthn_A4	.213
λSele_17	.868	λEoU_58	.548	λEthn_B1	.626	εSele_17	.055	εEoU_58	.127	εEthn_B1	.231
λSele_103	.818	λEoU_59	.854	λEthn_B2	.669	εSele_103	.104	εEoU_59	.105	εEthn_B2	.124
λSele_104	.786	λEoU_60	.539	λEthn_B3	.472	εSele_104	.097	εEoU_60	.137	εEthn_B3	.223
λEval_18	.508	λEoU_61	.664	λEthn_C1	.761	εEval_18	.252	εEoU_61	.148	εEthn_C1	.160
λEval_19	.467	λEoU_63	.553	λEthn_C2	.618	εEval_19	.211	εEoU_63	.157	εEthn_C2	.190
λEval_20	.341	λUsfu_65	.685	λEthn_C3	.774	εEval_20	.261	εUsfu_65	.142	εEthn_C3	.177
λEval_21	.660	λUsfu_68	.211	λEthn_C4	.751	εEval_21	.123	εUsfu_68	.211	εEthn_C4	.244
λEval_22	.726	λUsfu_69	.807	λEthn_C5	.544	εEval_22	.091	εUsfu_69	.132	εEthn_C5	.276
λAcce_26	.631	λUsfu_71	.724	λEthn_C6	.627	εAcce_26	.179	εUsfu_71	.161	εEthn_C6	.193
λAcce_27	.611	λEnjo_72	.731			εAcce_27	.181	εEnjo_72	.142		
λAcce_28	.740	λEnjo_74	.733			εAcce_28	.109	εEnjo_74	.087		
λAcce_29	.757	λEnjo_76	.671			εAcce_29	.116	εEnjo_76	.099		

Structural parameter estimates:	**Gamma (γ 's)**	**Structural parameter estimates:**	**Gamma (γ 's)**
γAttitude toward Product-Behavioral Intention	.944***	γCompatibility-Usefulness	.669***
γBehavioral Intention-Selection	.977***	γCompatibility-Attitude towards Product	.415
γSelection-Evaluation	.899***	γEase of Use-Attitude towards Product	.644***
γEvaluation-Acceptance	.911***	γEase of Use-Usefulness	.423***
γAcceptance-Purchase Intention	.886***	γUsefulness-Attitude towards Product	-.449*
		γEnjoyment-Attitude towards Product	.693**
		γEthnocentrism(CES)-Attitude towards Product	-.011

Goodness of fit:

$X^2/(df) = 1.975$, p = .000
RMSEA = .092
IFI = .700
CFI = .695
NNFI/TLI = .678

*p<.05, **p<.01, ***p<.001

Table 34
Regression Results: Purchase Intention and Product Adoption Process (PAP) Segment 6 (N = 116)

	MODEL 1[a]		MODEL 2[b]		MODEL 3[c]	
Dependent Variable: Purchase Intention	**B**	**t-value**	**b**	**t-value**	**b**	**t-value**
Constant	5.493*	1.614	3.314	.906	4.673	.473
Acceptance	.690***	7.580	.649***	6.871	.650***	6.949
Evaluation	.387***	5.273	.381***	4.679	.357***	4.412
Selection	-.004	-.037	-.020	-.204	-.015	-.152
Behavioral Intention	-.037	-.332	-.060	-.528	.839*	1.802
Attitude toward Product	-.167**	-2.029	-.161**	-1.960	-1.009**	-2.226
Social Influence			-.013	-.200	.470	1.105
Prior Product Knowledge			.119	1.594	-.210	-.758
Attitude toward Product x Social Influence					1.107*	1.730
Attitude toward Product x Prior Product Knowledge					.615	.726
Behavioral Intention x Social Influence					-1.783**	-2.519
Behavioral Intention x Prior Product Knowledge					-.132	-.150
R^2	**.696**		**.703**		**.729**	
F	**50.322**		**36.556**		**25.411**	
ΔR^2			**.007**		**.026****	

[a] Core variable effects
[b] Moderating variable effects
[c] Two-way interaction effects
*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

Table 35
Regression Results: Attitude toward Product and Antecedents Segment 6 (N = 116)

Dependent Variable:	**MODEL 1[a]**	
Attitude toward Product	**B**	**t-value**
Constant	7.093***	3.569
Ease of Use	.308***	2.672
Usefulness	-.002	-.019
Enjoyment	.228*	1.955
Compatibility	.269**	2.385
Ethnocentrism CES	-.111	-1.050
R^2	**.402**	
F	**14.817**	

[a] Core variable effects
*p<.10, **p<.05, ***p<.01 (one-tailed test for hypothesized relationships).

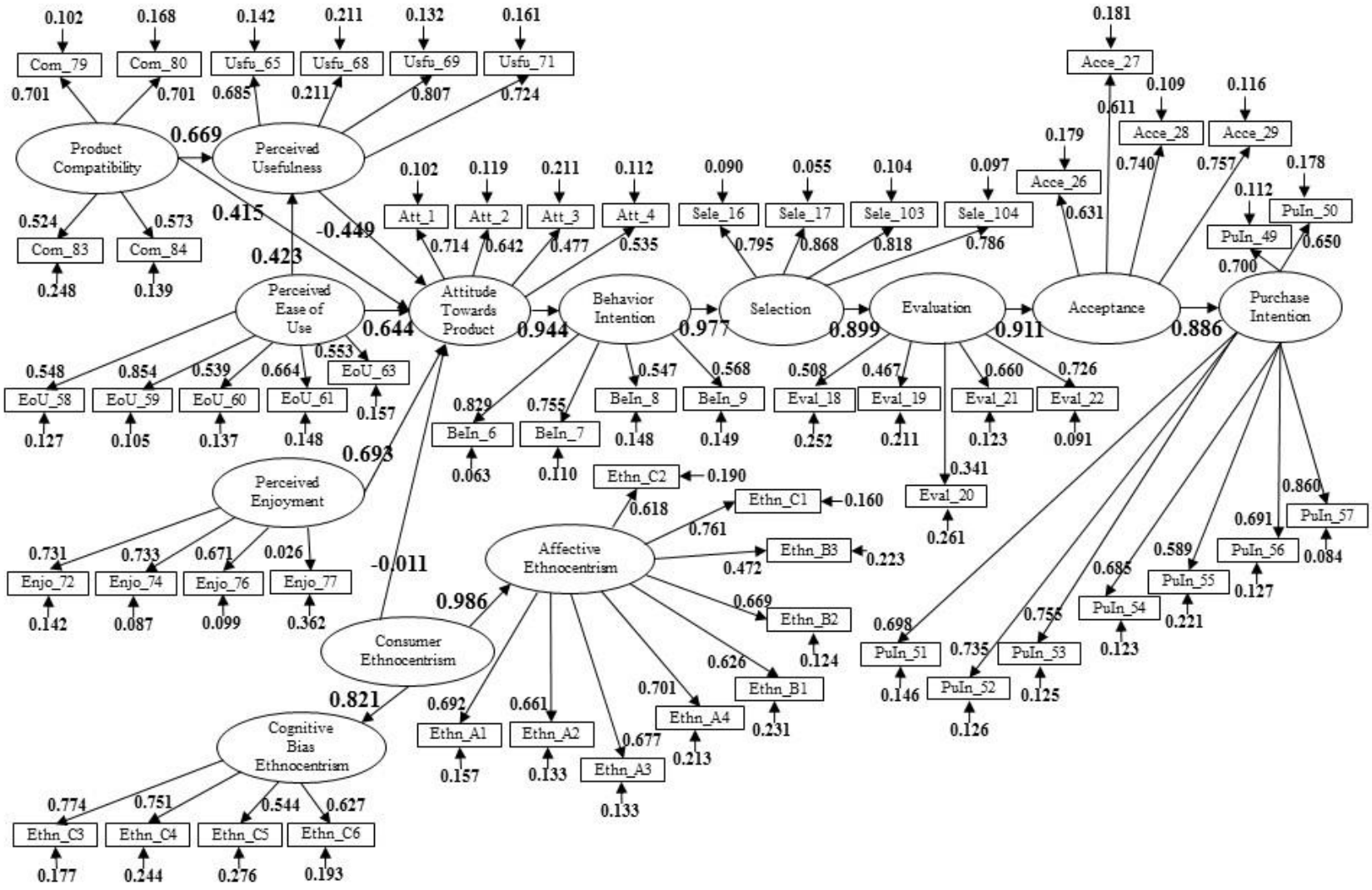

Figure 11
SEM Results Segment 6 (N = 116)

APPENDIX B

APPENDIX B

COVER LETTERS

Cover Letter for American Participants

Hello my name is Miguel Angel Sahagun, I am a University of Texas Pan-American (UTPA) researcher. I am conducting a research study about the process consumers follow when adopting new products in order to determine the influence this process has on their purchase intention. I expect that the findings of the study will benefit science and society, by testing a holistic and enriched theory that (1) explains the process consumers follow when adopting a product (new to them), and (2) establishes a meaningful relationship between the adoption process and the consumer product purchase intention. The title of my research is "Consumer Responses to Imported Products: The Product Adoption Process, Antecedents, and Consequences."

You will be ask to answer a survey with approximately 130 items. In approximately 100 of these items you will indicate the extent to which you agree with each statement. In the rest of the items you will have to select the best provided answer to each one, except for 3 items on which you will have to write the answer to the questions. This survey has four pages and it should take you about 15 minutes to complete.

Participation in this research is completely voluntary and you can withdraw from the study at any time without penalty. Are you willing to participate? If your answer is YES, I will provide you the consent form and you will proceed to taking the survey.

Cover Letter for Mexican Participants

Hola mi nombre es Miguel Angel Sahagún, soy investigador de la Universidad de Texas Pan-American (UTPA). Estoy llevando a cabo un estudio sobre el proceso que siguen los consumidores al adoptar nuevos productos para determinar la influencia que tiene este proceso sobre su intención de compra. Espero que los resultados de este estudio beneficien a la ciencia y la sociedad al evaluar una teoría holística y enriquecida que (1) explique el proceso que siguen los consumidores al adoptar un producto (nuevo para ellos), así como (2) establecer la relación entre este proceso de adopción y la intención del compra del producto por parte del consumidor. El título de mi investigación es "Respuestas de los Consumidores a Productos Importados: El Proceso de Adopción de Productos, Antecedentes y Consequencias".

Usted deberá contestar una encuesta con aproximadamente 130 ítems y/o preguntas. En aproximadamente 100 de estos ítems y/o preguntas usted deberá indicar el nivel que representa de mejor manera su sentir respecto de cada uno. En el resto de los ítems y/o preguntas usted deberá seleccionar la mejor respuesta provista, excepto en tres de los ítems y/o preguntas en los cuales usted deberá escribir la respuesta. Esta encuesta consta de cuatro páginas y le tomará alrededor de 15 minutos en contestarla.

Su participación en esta investigación es completamente voluntaria y usted podrá abandonar el estudio en cualquier momento sin ninguna penalización. ¿Está interesado en participar? Si su respuesta es afirmativa SI, le entregaré la forma de consentimiento y procederá a contestar la encesta.

APPENDIX C

APPENDIX C

CONSENT FORMS

Consent Form for American Participants

This research is being conducted by Miguel Angel Sahagun, Ph.D. candidate and Dr. Arturo Vasquez-Parraga, Professor of Marketing and International Business from the University of Texas–Pan American (UTPA). The principal investigator is Miguel Angel Sahagun, Ph.D. candidate in Business Administration with functional area in Marketing, M.B.A., and B.Eng. Industrial Engineering.

We are conducting a research study about the process consumers follow when adopting new products in order to determine the influence this process has on their purchase intention. The study is conducted in partial fulfillment of a Doctoral Degree in Business Administration, functional area in Marketing, at the University of Texas–Pan American. We expect that the findings of the study will benefit science and society, by testing a holistic and enriched theory that (1) explains the process consumers follow when adopting a product (new to them), and (2) establishes a meaningful relationship between the adoption process and the consumer product purchase intention.

Your participation answering this survey is important because your experience as a consumer is relevant to the society. Yet, participation in this research is completely voluntary and you can withdraw from the study at any time without penalty. This survey has four pages

and should take about 15 minutes to complete. If there would be any question that you would prefer to skip, simply leave the answer blank. This survey is completely anonymous. There are no individually identifiable responses. Therefore we cannot associate the answers you provide with you in any way. This survey is for research purposes and the data derived from it may be made available for the general public in the form of public presentations, journals or newspaper articles, and/or in books.

For questions about the project, or to report any adverse effects during or following your participation, do not hesitate to contact the researcher, Miguel Angel Sahagun at (956) 312-5666, or Dr. Arturo Vasquez-Parraga at (956) 665-5204.

This research has been reviewed and approved by the Institutional Review Board for Human Subjects Protection (IRB) of the University of Texas–Pan American. If you have any questions about your rights as a participant, or if you feel that they were not respected by the researcher, please contact the IRB at (956) 665-2889 or irb@utpa.edu. You are also invited to provide anonymous feedback to the IRB by visiting www.utpa.edu/IRBfeedback.

In the following pages, please indicate the extent to which you agree with each statement. A few demographic questions are included for research purposes. In order to participate, you must be at least 18 years of age. If you are under 18, please inform the researcher and do not answer the survey.

Consent Form for Mexican Participants

Esta investigación es conducida por Miguel Angel Sahagún quien es candidato doctoral y por el Dr. Arturo Vásquez-Párraga quien es professor de Mercadotecnia y Negocios Internacionales de la Universidad de Texas-Pan American (UTPA). El investigador principal es

Miguel Angel Sahagún, candidato doctoral en Administracion de Empresas con area functional en Mercadotecnia, Maestro en Administración de Empresas e Ingeniero Industrial.

Estamos llevando a cabo un estudio sobre el proceso que siguen los consumidores al adoptar nuevos productos para determinar la influencia que tiene este proceso sobre su intención de compra. Este estudio se lleva a cabo para cumplir con uno de los requisitos del doctorado en Administración de Empresas con area functional en Mercadotecnia de la Universidad de Texas-Pam American. Esperamos que los resultados de nuestro estudio beneficien a la ciencia y la sociedad al evaluar una teoría holística y enriquecida que (1) explique el proceso que siguen los consumidores al adoptar un producto (nuevo para ellos), así como (2) establecer la relación entre este proceso de adopción y la intención del compra del producto por parte del consumidor.

Su participación para contestar esta encuesta es importante porque su experiencia como consumidor es relevante para la sociedad. A pesar de ello, su participación en el estudio es completamente voluntaria y usted puede avandonar el estudio en cualquier momento sin ninguna penalización. Esta encuesta consta de cuatro páginas y le tomará alrededor de 15 minutos en contestarla. Si hubiera alguna pregunta u oración que prefiriera no contestar, simplemente deje la respuesta en blanco. Esta encuesta es totalmente anónima. No existe ninguna respuesta que lo pueda identificar. Por lo tanto no es possible asociar las respuestas que usted provee con su persona. Esta encuesta tiene propósitos meramente de investigación y los resultados obtenidos podrán presentarse a la población en general mediante presentaciones en congresos públicos, artículos de revistas científicas, artículos en periódicos y/o en libros.

Si tiene preguntas sobre el proyecto, o desea reportar cualquier efecto adverso experimentado durante su participación, no dude en contactar al investigador Miguel Angel

Sahagun al teléfono 001 (956) 312-5666 o al Dr. Arturo Vasquez-Parraga al teléfono 001 (956) 665-5204.

Este estudio ha sido revisado y aprovado por el Buró de Revisión Institucional para la Protección de Participantes Humanos (IRB por sus siglas en ingles) de la Universidad de Texas-Pan American. Si tiene cualquier pregunta sobre sus derechos como participante, o si considera que sus derechos no fueron respetados por el investigador, favor de contactar al IRB al teléfono 001 (956) 665-2889 o vía electrónica al correo irb@utpa.edu. También está invitado a proporcionar retroalimentación de manera anónima al IRB visitando la página www.utpa.edu/IRBfeedback.

En las siguientes páginas, favor de indicar el nivel que representa de mejor manera su sentir respecto de cada una de las oraciones. Algunas preguntas demográficas fueron incluidas con fines de investigación. Para que pueda participar en el estudio, usted debe tener como mínimo 18 años de edad. Si usted es menor a los 18 años, favor de informar al investigador y no constestar la encuesta.

APPENDIX D

APPENDIX D

SURVEYS

Survey for Scenario 1 Mexican Consumer-Chinese Shoes

RESPUESTAS DEL CONSUMIDOR A PRODUCTOS IMPORTADOS

Instrucciones:
Este cuestionario trata de recolectar las opiniones de los consumidores Mexicanos sobre zapatos hechos en China. El cuestionario consta de varias secciones, favor de contestarlas todas. Los resultados de esta encuesta serán mostrados solamente en tablas. Toda la información proporcionada será estrictamente anónima y confidencial.
Gracias por contestar esta encuesta, su ayuda es muy importante para el éxito de este proyecto.

Sección I. Utilidad del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Utilizar zapatos chinos es provechoso…….……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si tuviera la oportunidad de elegir nuevamente, volvería a usar los mismos zapatos chinos....….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
El uso de zapatos chinos es seguro…….…….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Los zapatos chinos parecen ser más duraderos que los zapatos Mexicanos……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Usar zapatos chinos es práctico……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo quisiera seleccionar o elegir unos zapatos chinos en el futuro……..……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Asumiendo que tengo acceso a los zapatos chinos, yo los usaría……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si yo tuviera acceso a los zapatos chinos pronostico que los usaría…….……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Debido a que uso zapatos chinos, otros miembros de mi comunidad me ven como una persona mejor……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si yo utilizara zapatos chinos existe una alta probabilidad de que se los recomendara a un amigo.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo me considero un usuario frecuente de zapatos chinos…….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Soy consciente de la existencia de varias alternativas de zapatos además de los chinos……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Usar zapatos chinos es benéfico……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo estoy muy familiarizado con los zapatos chinos…….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Frecuentemente estoy checando otras alternativas en lugar de usar zapatos chinos…….	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Sección II. Expectativas Sobre el Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Si tuviera que seleccionar un par de zapatos de nuevo, elegiría un par de zapatos chinos……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo creo que el uso de zapatos chinos brinda la oportunidad de poder pertenecer a una comunidad.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La calidad de los zapatos chinos aparenta ser mejor que la de los zapatos mexicanos……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
No me tomaría mucho tiempo aprender a usar un par de zapatos chinos……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Creo que mi experiencia con el uso de zapatos chinos sería mejor de lo esperado……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Al usar los zapatos chinos encontraría que podrían hacer fácilmente lo que yo quiero que hagan…	**1**	**2**	**3**	**4**	**5**	**6**	**7**
El uso de zapatos chinos mejoraría mi eficiencia para alcanzar mis objetivos……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si tuviera que cambiar un par de zapatos chinos sé que hay otros productos similares muy buenos para escoger ®……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
En comparación con el uso de zapatos chinos yo estaría igual o más satisfecho con el uso de zapatos mexicanos ®……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Un par de zapatos chinos encaja perfectamente en mi estilo de vida……...……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Sección III. Uso del Producto

¿Con que frecuencia utilizaría o utiliza zapatos chinos? **(circule la más cercana)**

1) Diario **2)** Por semana **3)** Por mes **4)** Cada 2 meses **5)** Cada 6 meses **6)** Una vez al año **7)** Otra: _____

¿En realidad usa/utiliza zapatos chinos? **1)** Si **2)** No

¿Piensa usar/utilizar zapatos chinos en un futuro cercano? **1)** Si **2)** No

En su opinión los zapatos chinos provienen de:

1) Un mercado desarrollado **2)** Un mercado emergente **3)** Otro:_____

En su opinión ¿a qué categoría pertenece México?

1) Un mercado desarrollado **2)** Un mercado emergente **3)** Otro:_____

Sección IV. Reacciones al Uso del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Si yo pudiera me gustaría continuar usando zapatos chinos……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Compraré un par de zapatos chinos la próxima vez que necesite unos zapatos……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Mis amigos me consideran un experto en zapatos chinos……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Me gustaría comprar un par de zapatos chinos……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La gente que influye en mi persona piensa que yo debería usar zapatos chinos……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Sé que puedo encontrar zapatos chinos fáciles de usar……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Las personas de mi comunidad que usan zapatos chinos gozan de mayor prestigio que los que no los usan……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si voy a comprar un par de zapatos la probabilidad de que sean chinos es alta……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
En general todas mis expectativas sobre el uso de zapatos chinos serán confirmadas……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
El efecto en el uso de zapatos chinos es flexible……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La mano de obra de los zapatos chinos aparenta ser mejor que la de los zapatos mexicanos…….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La gente que es importante para mi piensa que yo debería usar zapatos chinos……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
El proceso de utilizar zapatos chinos es placentero……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Mi interacción con el uso de zapatos chinos sería clara y comprensible……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Antes de seleccionar un par de zapatos chinos conozco varias alternativas posibles..……	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Sección V. Actitudes del Consumidor

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Yo definitivamente reconozco unos zapatos chinos……	1	2	3	4	5	6	7
Yo considero que los zapatos chinos son relevantes/importantes para mí……..	1	2	3	4	5	6	7
Yo trato de usar zapatos chinos al vestir…….	1	2	3	4	5	6	7
Me considero un experto en zapatos chinos……	1	2	3	4	5	6	7
Yo busco activamente zapatos chinos para comprarlos……..	1	2	3	4	5	6	7
Me disgustan/desagradan los chinos…..……	1	2	3	4	5	6	7
Yo tengo muchísima experiencia sobre/acerca de zapatos chinos……..	1	2	3	4	5	6	7
Yo encuentro el uso de zapatos chinos entretenido……	1	2	3	4	5	6	7
China está tomando ventaja de México……...	1	2	3	4	5	6	7
En general encuentro muy útiles los zapatos chinos……...	1	2	3	4	5	6	7
Definitivamente sí he escuchado sobre zapatos chinos……...	1	2	3	4	5	6	7
Yo sería igualmente feliz usando zapatos que no sean chinos ®……	1	2	3	4	5	6	7
Yo prefiero ser atendido por proveedores de servicios que sean chinos……..……	1	2	3	4	5	6	7

Sección VI. Conocimiento del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Mi disponibilidad para comprar un par de zapatos chinos es alta/elevada……..	1	2	3	4	5	6	7
El usar zapatos chinos me permitirá obtener los resultados deseados……..	1	2	3	4	5	6	7
Yo planeo usar zapatos chinos en el futuro……..	1	2	3	4	5	6	7
Los zapatos chinos son compatibles con otros productos que uso……...	1	2	3	4	5	6	7
Si usara zapatos chinos la probabilidad de que los usara de nuevo es alta……..	1	2	3	4	5	6	7
La gente de mi comunidad que usa zapatos chinos tiene un perfil social alto……	1	2	3	4	5	6	7
Usar zapatos chinos es completamente compatible con mi situación actual……	1	2	3	4	5	6	7
Usar zapatos chinos mejora mi imagen dentro de la comunidad……..	1	2	3	4	5	6	7
Yo desprecio los zapatos chinos……..……..	1	2	3	4	5	6	7
Yo compraría unos zapatos chinos si pudiera……..	1	2	3	4	5	6	7
Los zapatos chinos son ejemplos de la mejor mano de obra existente……..	1	2	3	4	5	6	7
Yo tengo el conocimiento necesario para usar de manera adecuada zapatos chinos……..	1	2	3	4	5	6	7
Usar zapatos chinos es una oportunidad para ser reconocido por los miembros de mi comunidad.	1	2	3	4	5	6	7

Sección VII. Satisfacción del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Sería muy fácil para mi volverme talentoso en el uso de zapatos chinos……..	1	2	3	4	5	6	7
Yo compraría un par de zapatos chinos si los veo en una tienda……	1	2	3	4	5	6	7
Existe una mayor variedad en zapatos chinos que en otros productos similares de importación...	1	2	3	4	5	6	7
Usar zapatos chinos me ayudaría a realizar mis tareas más rápidamente……..	1	2	3	4	5	6	7
Yo odio los zapatos chinos……..……..……..	1	2	3	4	5	6	7

Sección VIII. Características del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

He integrado perfectamente en mi vida diaria el uso de zapatos chinos……....	1	2	3	4	5	6	7
Yo me siento orgulloso de los zapatos chinos…….…….	1	2	3	4	5	6	7
El uso de zapatos chinos haría mi trabajo más productivo……...	1	2	3	4	5	6	7
Tener un par de zapatos chinos es un símbolo de estatus en mi comunidad……	1	2	3	4	5	6	7
El uso de zapatos chinos haría mi vida más fácil…….....	1	2	3	4	5	6	7
Esta es la primera vez que uso/compro un par de zapatos chinos……	1	2	3	4	5	6	7
La paso bien/me divierto usando zapatos chinos……	1	2	3	4	5	6	7
Sin importar que sea país del este o del oeste, los zapatos chinos son los mejores…….....	1	2	3	4	5	6	7
Me considero muy bien informado acerca de los zapatos chinos……	1	2	3	4	5	6	7
No me doy cuenta del tiempo que pasa cuando estoy seleccionando un par de zapatos chinos.	1	2	3	4	5	6	7
Aprender a usar zapatos chinos sería muy fácil para mi……	1	2	3	4	5	6	7
Yo siento admiración por los zapatos chinos……...……...	1	2	3	4	5	6	7
Usar zapatos chinos es compatible con mis previas experiencias en el uso de zapatos……	1	2	3	4	5	6	7
Planeo usar un par de zapatos chinos la próxima vez que necesite ponerme unos zapatos……	1	2	3	4	5	6	7

Sección IX. Percepciones del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

El uso de zapatos chinos es compatible con mis creencias personales……	1	2	3	4	5	6	7
La probabilidad de que compre un par de zapatos chinos es alta……	1	2	3	4	5	6	7
Yo frecuentemente me reúso a comprar zapatos porque son chinos……	1	2	3	4	5	6	7
Yo amo los zapatos chinos……..……...……...	1	2	3	4	5	6	7
Encuentro interesante usar zapatos chinos……..	1	2	3	4	5	6	7
Siempre para mi son primero, después y por último los zapatos chinos……..…….....	1	2	3	4	5	6	7
Usar zapatos chinos me ahorraría tiempo y esfuerzo……..	1	2	3	4	5	6	7
Si tengo la oportunidad de elegir, preferiría comprar zapatos chinos……...……..	1	2	3	4	5	6	7
La probabilidad de que considere comprar unos zapatos chinos es alta……..	1	2	3	4	5	6	7
Creo que usar zapatos chinos encaja perfectamente con mis necesidades ……..	1	2	3	4	5	6	7
Los proveedores de servicio de China tienen las mejores actitudes laborales……..……..	1	2	3	4	5	6	7
Cuando estoy seleccionando un par de zapatos chinos no percibo ningún ruido a mí alrededor….	1	2	3	4	5	6	7
Yo siento apego por los zapatos chinos…….…….……..	1	2	3	4	5	6	7
Tengo las habilidades necesarias para usar eficientemente zapatos chinos……..	1	2	3	4	5	6	7
En general yo siempre estoy dispuesto a comprar nuevos productos……...	1	2	3	4	5	6	7
Los zapatos provenientes de países extranjeros no se igualan a los zapatos chinos……..……...	1	2	3	4	5	6	7
Yo soy un individuo único……	1	2	3	4	5	6	7
Yo trato de evitar al máximo comprar zapatos chinos……....……...	1	2	3	4	5	6	7
Para mí es agradable usar zapatos chinos……	1	2	3	4	5	6	7
Frecuentemente compro productos que han sido adoptados por muy pocas personas……	1	2	3	4	5	6	7
China cuenta con la mano de obra más trabajadora de la industria manufacturera……..	1	2	3	4	5	6	7
Yo puedo fácilmente encontrar un par de zapatos similar a los zapatos chinos……...	1	2	3	4	5	6	7
Yo me considero altamente capaz en el uso de zapatos chinos……	1	2	3	4	5	6	7
Frecuentemente al comprar mercancías considero importante encontrar artículos que comuniquen mi singularidad o distinción personal……...	1	2	3	4	5	6	7

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Los proveedores de servicio de China se preocupan más que los de cualquier otro país extranjero	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo preferiría no comprar zapatos a tener que comprar zapatos chinos……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo elegiré unos zapatos chinos la próxima vez que esté buscando zapatos……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La próxima vez que este seleccionando zapatos eligiré unos zapatos chinos……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Sección X. Perfil Personal

Edad:_____(años)

Sexo **(circule solo una opción)**: **1)** Hombre **2)** Mujer

Estado Civil **(circule solo una opción)**: **1)** Casado **2)** Soltero **3)** Viudo **4)** Divorciado **5)** Otro **(especificar):** _____

¿Cuál es su nivel de escolaridad? **(circule solo una opción)**:

1) Primaria **2)** Secundaria **3)** Preparatoria o Bachillerato **4)** Carrera Universitaria **5)** Posgrado

¿Cuál es su especialidad? **(solo que tenga carrera universitaria o posgrado)** _____

¿Cuál es su ocupación? **(descripción breve)** _____

Numero de familiares (incluyendo padres, primos, hijos y otros parientes) que viven con usted actualmente: _____

País de Nacimiento:_____

¿Cuál es su ingreso familiar mensual en pesos (actualmente)? **(circule solo una opción)**:

1) Menos de $10,000 **2)** 10,000 a 20,000 **3)** 20,001 a 30,000 **4)** 30,001 a 40,000 **5)** Más de 40,000

¿Cuál es su etnia? **(circule solo una opción)**:

1) Europeo-Americano **2)** Afro-Americano **3)** Asiático **4)** Latino o Hispano **5)** Otra: _____

¿Cuál es el precio de los zapatos que tenías en mente al contestar la encuesta? _____

Survey for Scenario 2 Mexican Consumer-Italian Shoes

RESPUESTAS DEL CONSUMIDOR A PRODUCTOS IMPORTADOS

Instrucciones:

Este cuestionario trata de recolectar las opiniones de los consumidores Mexicanos sobre zapatos hechos en Italia. El cuestionario consta de varias secciones, favor de contestarlas todas. Los resultados de esta encuesta serán mostrados solamente en tablas. Toda la información proporcionada será estrictamente anónima y confidencial.

Gracias por contestar esta encuesta, su ayuda es muy importante para el éxito de este proyecto.

Sección I. Utilidad del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Utilizar zapatos italianos es provechoso…….……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si tuviera la oportunidad de elegir nuevamente, volvería a usar los mismos zapatos italianos.….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
El uso de zapatos italianos es seguro…….…….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Los zapatos italianos parecen ser más duraderos que los zapatos Mexicanos…….……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Usar zapatos italianos es práctico…….……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo quisiera seleccionar o elegir unos zapatos italianos en el futuro……..…….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Asumiendo que tengo acceso a los zapatos italianos, yo los usaría……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si yo tuviera acceso a los zapatos italianos pronostico que los usaría…….……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Debido a que uso zapatos italianos, otros miembros de mi comunidad me ven como una persona mejor……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si yo utilizara zapatos italianos existe una alta probabilidad de que se los recomendara a un amigo……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo me considero un usuario frecuente de zapatos italianos ..……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Soy consciente de la existencia de varias alternativas de zapatos además de los italianos ……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Usar zapatos italianos es benéfico…….……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo estoy muy familiarizado con los zapatos italianos …….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Frecuentemente estoy checando otras alternativas en lugar de usar zapatos italianos …….	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Sección II. Expectativas Sobre el Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Si tuviera que seleccionar un par de zapatos de nuevo, elegiría un par de zapatos italianos ……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo creo que el uso de zapatos italianos brinda la oportunidad de poder pertenecer a una comunidad	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La calidad de los zapatos italianos aparenta ser mejor que la de los zapatos mexicanos…….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
No me tomaría mucho tiempo aprender a usar un par de zapatos italianos ..……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Creo que mi experiencia con el uso de zapatos italianos sería mejor de lo esperado……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Al usar los zapatos italianos encontraría que podrían hacer fácilmente lo que yo quiero que hagan...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
El uso de zapatos italianos mejoraría mi eficiencia para alcanzar mis objetivos……..…...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si tuviera que cambiar un par de zapatos italianos sé que hay otros productos similares muy buenos para escoger ®……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
En comparación con el uso de zapatos italianos yo estaría igual o más satisfecho con el uso de zapatos mexicanos ®……..……..……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Un par de zapatos italianos encaja perfectamente en mi estilo de vida……...……...……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Sección III. Uso del Producto

¿Con que frecuencia utilizaría o utiliza zapatos italianos? **(circule la más cercana)**

1) Diario **2)** Por semana **3)** Por mes **4)** Cada 2 meses **5)** Cada 6 meses **6)** Una vez al año **7)** Otra: _____

¿En realidad usa/utiliza zapatos italianos? **1)** Si **2)** No

¿Piensa usar/utilizar zapatos italianos en un futuro cercano? **1)** Si **2)** No

En su opinión los zapatos italianos provienen de:

1) Un mercado desarrollado **2)** Un mercado emergente **3)** Otro:_____

En su opinión ¿a qué categoría pertenece México?

1) Un mercado desarrollado **2)** Un mercado emergente **3)** Otro:_____

Sección IV. Reacciones al Uso del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Si yo pudiera me gustaría continuar usando zapatos italianos ……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Compraré un par de zapatos italianos la próxima vez que necesite unos zapatos……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Mis amigos me consideran un experto en zapatos italianos ……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Me gustaría comprar un par de zapatos italianos ……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La gente que influye en mi persona piensa que yo debería usar zapatos italianos ……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Sé que puedo encontrar zapatos italianos fáciles de usar……..……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Las personas de mi comunidad que usan zapatos italianos gozan de mayor prestigio que los que no los usan……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si voy a comprar un par de zapatos la probabilidad de que sean italianos es alta……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
En general todas mis expectativas sobre el uso de zapatos italianos serán confirmadas…….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
El efecto en el uso de zapatos italianos es flexible……..……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La mano de obra de los zapatos italianos aparenta ser mejor que la de los zapatos mexicanos…..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La gente que es importante para mi piensa que yo debería usar zapatos italianos ……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
El proceso de utilizar zapatos italianos es placentero……..……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Mi interacción con el uso de zapatos italianos sería clara y comprensible……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Antes de seleccionar un par de zapatos italianos conozco varias alternativas posibles..……	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Sección V. Actitudes del Consumidor

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Yo definitivamente reconozco unos zapatos italianos ……	1	2	3	4	5	6	7
Yo considero que los zapatos italianos son relevantes/importantes para mí……..	1	2	3	4	5	6	7
Yo trato de usar zapatos italianos al vestir……	1	2	3	4	5	6	7
Me considero un experto en zapatos italianos ……	1	2	3	4	5	6	7
Yo busco activamente zapatos italianos para comprarlos……..	1	2	3	4	5	6	7
Me disgustan/desagradan los italianos ..……	1	2	3	4	5	6	7
Yo tengo muchísima experiencia sobre/acerca de zapatos italianos ……..	1	2	3	4	5	6	7
Yo encuentro el uso de zapatos italianos entretenido……	1	2	3	4	5	6	7
Italia está tomando ventaja de México.……..	1	2	3	4	5	6	7
En general encuentro muy útiles los zapatos italianos ……..	1	2	3	4	5	6	7
Definitivamente sí he escuchado sobre zapatos italianos ……..	1	2	3	4	5	6	7
Yo sería igualmente feliz usando zapatos que no sean italianos ®……	1	2	3	4	5	6	7
Yo prefiero ser atendido por proveedores de servicios que sean italianos …..……	1	2	3	4	5	6	7

Sección VI. Conocimiento del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Mi disponibilidad para comprar un par de zapatos italianos es alta/elevada……	1	2	3	4	5	6	7
El usar zapatos italianos me permitirá obtener los resultados deseados……..	1	2	3	4	5	6	7
Yo planeo usar zapatos italianos en el futuro……..	1	2	3	4	5	6	7
Los zapatos italianos son compatibles con otros productos que uso……..	1	2	3	4	5	6	7
Si usara zapatos italianos la probabilidad de que los usara de nuevo es alta……	1	2	3	4	5	6	7
La gente de mi comunidad que usa zapatos italianos tiene un perfil social alto……..	1	2	3	4	5	6	7
Usar zapatos italianos es completamente compatible con mi situación actual……	1	2	3	4	5	6	7
Usar zapatos italianos mejora mi imagen dentro de la comunidad……..	1	2	3	4	5	6	7
Yo desprecio los zapatos italianos ……..……..	1	2	3	4	5	6	7
Yo compraría unos zapatos italianos si pudiera……..……..	1	2	3	4	5	6	7
Los zapatos italianos son ejemplos de la mejor mano de obra existente……..	1	2	3	4	5	6	7
Yo tengo el conocimiento necesario para usar de manera adecuada zapatos italianos ……..	1	2	3	4	5	6	7
Usar zapatos italianos es una oportunidad para ser reconocido por los miembros de mi grupo…..	1	2	3	4	5	6	7

Sección VII. Satisfacción del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Sería muy fácil para mi volverme talentoso en el uso de zapatos italianos ……..	1	2	3	4	5	6	7
Yo compraría un par de zapatos italianos si los veo en una tienda……	1	2	3	4	5	6	7
Existe una mayor variedad en zapatos italianos que en otros productos similares de importación	1	2	3	4	5	6	7
Usar zapatos italianos me ayudaría a realizar mis tareas más rápidamente……	1	2	3	4	5	6	7
Yo odio los zapatos italianos ……..……..……..	1	2	3	4	5	6	7

Sección VIII. Características del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

He integrado perfectamente en mi vida diaria el uso de zapatos italianos ……....	1	2	3	4	5	6	7
Yo me siento orgulloso de los zapatos italianos …….	1	2	3	4	5	6	7
El uso de zapatos italianos haría mi trabajo más productivo……..……..	1	2	3	4	5	6	7
Tener un par de zapatos italianos es un símbolo de estatus en mi comunidad…….	1	2	3	4	5	6	7
El uso de zapatos italianos haría mi vida más fácil……..…….....	1	2	3	4	5	6	7
Esta es la primera vez que uso/compro un par de zapatos italianos ……	1	2	3	4	5	6	7
La paso bien/me divierto usando zapatos italianos ……..	1	2	3	4	5	6	7
Sin importar que sea país del este o del oeste, los zapatos italianos son los mejores……...	1	2	3	4	5	6	7
Me considero muy bien informado acerca de los zapatos italianos ……	1	2	3	4	5	6	7
No me doy cuenta del tiempo que pasa cuando estoy seleccionando un par de zapatos italianos	1	2	3	4	5	6	7
Aprender a usar zapatos italianos sería muy fácil para mi……	1	2	3	4	5	6	7
Yo siento admiración por los zapatos italianos ...……..……...	1	2	3	4	5	6	7
Usar zapatos italianos es compatible con mis previas experiencias en el uso de zapatos…….	1	2	3	4	5	6	7
Planeo usar un par de zapatos italianos la próxima vez que necesite ponerme unos zapatos…...	1	2	3	4	5	6	7

Sección IX. Percepciones del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

El uso de zapatos italianos es compatible con mis creencias personales……	1	2	3	4	5	6	7
La probabilidad de que compre un par de zapatos italianos es alta……..	1	2	3	4	5	6	7
Yo frecuentemente me reúso a comprar zapatos porque son italianos ……	1	2	3	4	5	6	7
Yo amo los zapatos italianos ……..……...……...	1	2	3	4	5	6	7
Encuentro interesante usar zapatos italianos ……...	1	2	3	4	5	6	7
Siempre para mi son primero, después y por último los zapatos italianos ……..……...	1	2	3	4	5	6	7
Usar zapatos italianos me ahorraría tiempo y esfuerzo…….……...	1	2	3	4	5	6	7
Si tengo la oportunidad de elegir, preferiría comprar zapatos italianos ……...……..	1	2	3	4	5	6	7
La probabilidad de que considere comprar unos zapatos italianos es alta……	1	2	3	4	5	6	7
Creo que usar zapatos italianos encaja perfectamente con mis necesidades ……	1	2	3	4	5	6	7
Los proveedores de servicio de Italia tienen las mejores actitudes laborales……..……...	1	2	3	4	5	6	7
Cuando estoy seleccionando un par de zapatos italianos no percibo ningún ruido a mí alrededor..	1	2	3	4	5	6	7
Yo siento apego por los zapatos italianos ……..……..……..	1	2	3	4	5	6	7
Tengo las habilidades necesarias para usar eficientemente zapatos italianos ……..	1	2	3	4	5	6	7
En general yo siempre estoy dispuesto a comprar nuevos productos……...	1	2	3	4	5	6	7
Los zapatos provenientes de países extranjeros no se igualan a los zapatos italianos ……..……...	1	2	3	4	5	6	7
Yo soy un individuo único……	1	2	3	4	5	6	7
Yo trato de evitar al máximo comprar zapatos italianos ……..……...	1	2	3	4	5	6	7
Para mí es agradable usar zapatos italianos ……	1	2	3	4	5	6	7
Frecuentemente compro productos que han sido adoptados por muy pocas personas…….	1	2	3	4	5	6	7
Italia cuenta con la mano de obra más trabajadora de la industria manufacturera……	1	2	3	4	5	6	7
Yo puedo fácilmente encontrar un par de zapatos similar a los zapatos italianos ……...	1	2	3	4	5	6	7
Yo me considero altamente capaz en el uso de zapatos italianos ……	1	2	3	4	5	6	7
Frecuentemente al comprar mercancías considero importante encontrar artículos que comuniquen mi singularidad o distinción personal……...	1	2	3	4	5	6	7

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Los proveedores de servicio de Italia se preocupan más que los de cualquier otro país extranjero.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo preferiría no comprar zapatos a tener que comprar zapatos italianos ……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo elegiré unos zapatos italianos la próxima vez que esté buscando zapatos……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La próxima vez que este seleccionando zapatos eligiré unos zapatos italianos ……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Sección X. Perfil Personal

Edad:_____(años)

Sexo **(circule solo una opción)**: **1)** Hombre **2)** Mujer

Estado Civil **(circule solo una opción)**: **1)** Casado **2)** Soltero **3)** Viudo **4)** Divorciado **5)** Otro **(especificar):** _____

¿Cuál es su nivel de escolaridad? **(circule solo una opción)**:

1) Primaria **2)** Secundaria **3)** Preparatoria o Bachillerato **4)** Carrera Universitaria **5)** Posgrado

¿Cuál es su especialidad? **(solo que tenga carrera universitaria o posgrado)** _____

¿Cuál es su ocupación? **(descripción breve)** _____

Numero de familiares (incluyendo padres, primos, hijos y otros parientes) que viven con usted actualmente: _____

País de Nacimiento:_____

¿Cuál es su ingreso familiar mensual en pesos (actualmente)? **(circule solo una opción)**:

1) Menos de $10,000 **2)** 10,000 a 20,000 **3)** 20,001 a 30,000 **4)** 30,001 a 40,000 **5)** Más de 40,000

¿Cuál es su etnia? **(circule solo una opción)**:

1) Europeo-Americano **2)** Afro-Americano **3)** Asiático **4)** Latino o Hispano **5)** Otra: _____

¿Cuál es el precio de los zapatos que tenías en mente al contestar la encuesta? _____

Survey for Scenario 3 American Consumer-Chinese Smart Phone

RESPONSES TO IMPORTED PRODUCTS

Instructions:

This questionnaire is intended to collect the opinions of American consumers about imported smartphones with touch screen made in China. It consists of several sections. Please answer them all. The results of this survey will be shown only in charts. All the information you provide will be *strictly confidential*.

Thank you for completing this survey. Your help is very important for the success of this project.

Section I. Product Usefulness

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

Using a Chinese smartphone with touch screen is convenient……	1	2	3	4	5	6	7
If I had to do it over again, I would still use the same Chinese smartphone with touch screen ...…	1	2	3	4	5	6	7
Using a Chinese smartphone with touch screen is safe……	1	2	3	4	5	6	7
Chinese smartphones with touch screen appear to be more durable than the American ones……..	1	2	3	4	5	6	7
Using a Chinese smartphone with touch screen is practical……	1	2	3	4	5	6	7
I would select or choose a Chinese smartphone with touch screen in the future……..	1	2	3	4	5	6	7
Assuming I have access to Chinese smartphones with touch screen, I would intend to use one…..	1	2	3	4	5	6	7
If I had access to Chinese smartphones with touch screen, I predict I would use one…….	1	2	3	4	5	6	7
Because of my use of Chinese smartphones with touch screen, others in my community see me as a better person……..…	1	2	3	4	5	6	7
If I use a Chinese smartphone with touch screen once, the likelihood that I would recommend it to a friend is high……...	1	2	3	4	5	6	7
I consider myself a frequent user of Chinese smartphones with touch screen ……	1	2	3	4	5	6	7
I know there are several possible alternatives to Chinese smartphones with touch screen ……..	1	2	3	4	5	6	7
Using a Chinese smartphone with touch screen is beneficial…….……...……..	1	2	3	4	5	6	7
I am extremely familiar with Chinese smartphones with touch screen……	1	2	3	4	5	6	7
I often check about new possible alternatives to Chinese smartphones with touch screen……...	1	2	3	4	5	6	7
If I had to select a smartphone with touch screen again, I would choose a Chinese smartphone with touch screen……...	1	2	3	4	5	6	7
I think using a Chinese smartphone with touch screen is an opportunity of being part of a community……	1	2	3	4	5	6	7
The quality of Chinese smartphones with touch screen appears to be higher than the American ones……	1	2	3	4	5	6	7
It would not take me too long to learn how to use a Chinese smartphone with touch screen……..	1	2	3	4	5	6	7
My experience with a Chinese smartphone with touch screen would be better than expected……	1	2	3	4	5	6	7

Section II. Product Expectations

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

I would find that a Chinese smartphone with touch screen would easily do what I want it to do……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Using a Chinese smartphone with touch screen would enhance my effectiveness reaching my objectives……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
If I needed to change a Chinese smartphone with touch screen, there are other good, similar products to choose from ®……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Compared to a Chinese smartphone with touch screen, I would probably be equally or more satisfied with an American smartphone with touch screen ®…….……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
A Chinese smartphone with touch screen fits into my lifestyle……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
If I could, I would like to continue the use of a Chinese smartphone with touch screen ……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I will purchase a Chinese smartphone with touch screen the next time I need a smartphone with touch screen …….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
My friends consider me an expert on Chinese smartphones with touch screen ……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Section III. Product Use

How often would/do you use Chinese smartphones with touch screen? **(circle the closest one)**

1) Daily **2)** Weekly **3)** Monthly **4)** Bimonthly **5)** Twice a year **6)** Once a year **7)** Other: _____

Do you actually use a Chinese smartphone with touch screen? **1)** Yes **2)** No

Are you going to use a Chinese smartphone with touch screen in the near future? **1)** Yes **2)** No

In your opinion, Chinese smartphones with touch screen are coming from:

1) A developed market **2)** An emerging market **3)** Other:_____

In your opinion, the United States of America belongs to which category?

1) A developed market **2)** An emerging market **3)** Other:_____

Section IV. Reactions to Product Use

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

I would like to buy a Chinese smartphone with touch screen ……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
People who influence me think that I should use a Chinese smartphone with touch screen……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I would find a Chinese smartphone with touch screen easy to use……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
People in my community who use Chinese smartphones with touch screen have more prestige than those who do not use them…..……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
If I am going to buy a smartphone with touch screen, the probability of buying a Chinese one is high……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Overall, most of my expectations about using a Chinese smartphone with touch screen would be confirmed……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I would find interacting with a Chinese smartphone with touch screen flexible……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
The workmanship of Chinese smartphones with touch screen appear to be better than American ones….....	**1**	**2**	**3**	**4**	**5**	**6**	**7**
People who are important to me think that I should use a Chinese smartphone with touch screen..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
The process of using a Chinese smartphone with touch screen is pleasant……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
My interaction with a Chinese smartphone with touch screen would be clear and understandable.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Section V. Consumer Attitudes

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

Before I select a Chinese smartphone with touch screen, I know about several alternatives……..	1	2	3	4	5	6	7
I definitely recognize a Chinese smartphone with touch screen……	1	2	3	4	5	6	7
I consider a Chinese smartphone with touch screen relevant/important to me……..	1	2	3	4	5	6	7
I intend to use a Chinese smartphone with touch screen……..……...	1	2	3	4	5	6	7
I consider myself an expert on Chinese smartphones with touch screen ……..……..	1	2	3	4	5	6	7
I would actively seek out for a Chinese smartphone with touch screen to purchase it……...	1	2	3	4	5	6	7
I dislike Chinese citizens……	1	2	3	4	5	6	7
I have great deal of experience with Chinese smartphones with touch screen ……..	1	2	3	4	5	6	7
I find using a Chinese smartphone with touch screen entertaining……	1	2	3	4	5	6	7
China is taking advantage of the United States of America……..……...	1	2	3	4	5	6	7
In general, I find Chinese smartphones with touch screen very useful……...	1	2	3	4	5	6	7
I definitely have heard of Chinese smartphones with touch screen ……...	1	2	3	4	5	6	7
I would be equally happy using a non-Chinese smartphone with touch screen ®……..	1	2	3	4	5	6	7
I prefer being served by service providers from China……...……	1	2	3	4	5	6	7

Section VI. Product Knowledge

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

My willingness to buy a Chinese smartphone with touch screen is high……	1	2	3	4	5	6	7
Using a Chinese smartphone with touch screen would allow me getting results as desired……	1	2	3	4	5	6	7
I plan to use a Chinese smartphone with touch screen in the future……	1	2	3	4	5	6	7
Chinese smartphones with touch screen are compatible with other products I use……	1	2	3	4	5	6	7
If I use a Chinese smartphone with touch screen once, the probability that I would use it again is high……	1	2	3	4	5	6	7
People in my community who use Chinese smartphones with touch screen have a high profile….	1	2	3	4	5	6	7
Using a Chinese smartphone with touch screen is completely compatible with my current situation……	1	2	3	4	5	6	7
Using a Chinese smartphone with touch screen improves my image within the community……..	1	2	3	4	5	6	7
I despise the smartphones with touch screen from China……...……..	1	2	3	4	5	6	7
I would buy a Chinese smartphone with touch screen if I can……	1	2	3	4	5	6	7
Smartphones with touch screen from China are examples of best workmanship……	1	2	3	4	5	6	7
I have the knowledge necessary to effectively use a Chinese smartphone with touch screen …….	1	2	3	4	5	6	7
Using a Chinese smartphone with touch screen is an opportunity to be recognized by members of my community……..	1	2	3	4	5	6	7
It would be easy for me to become skillful at using a Chinese smartphone with touch screen …...	1	2	3	4	5	6	7
I would buy a Chinese smartphone with touch screen if I happened to see it in a store……...	1	2	3	4	5	6	7
Chinese smartphones with touch screen have a larger product selection than other similar imported products……...……..	1	2	3	4	5	6	7
Using a Chinese smartphone with touch screen would enable me to accomplish tasks more quickly……...	1	2	3	4	5	6	7
I hate the smartphones with touch screen from China……...……..	1	2	3	4	5	6	7
I have completely integrated the use of Chinese smartphones with touch screen into my daily life	1	2	3	4	5	6	7

Section VII. Product Satisfaction

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

I am proud of the smartphones with touch screen from China…….……	1	2	3	4	5	6	7
Using a Chinese smartphone with touch screen would make my work more productive…..……	1	2	3	4	5	6	7
Having a Chinese smartphone with touch screen is a status symbol in my community…..….	1	2	3	4	5	6	7
Using a Chinese smartphone with touch screen would make my life easier……..	1	2	3	4	5	6	7
This is the first time I adopted/bought a Chinese smartphone with touch screen ……..	1	2	3	4	5	6	7
I have fun using Chinese smartphones with touch screen …….....	1	2	3	4	5	6	7
East or West, the smartphones with touch screen from China are the best……..……..	1	2	3	4	5	6	7
I consider myself knowledgeable about Chinese smartphones with touch screen …….....	1	2	3	4	5	6	7
When using a Chinese smartphone with touch screen, I do not realize that time has passed…….	1	2	3	4	5	6	7
Learning to use/operate a Chinese smartphone with touch screen would be easy for me……....	1	2	3	4	5	6	7
I admire the smartphones with touch screen from China……..……	1	2	3	4	5	6	7
Using a Chinese smartphone with touch screen is compatible with most aspects of my previous experiences using smartphones with touch screen ……	1	2	3	4	5	6	7

Sección VIII. Características del Producto

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

I plan to use a Chinese smartphone with touch screen next time I need to use a smartphone with touch screen……	1	2	3	4	5	6	7
Using a Chinese smartphone with touch screen is compatible with my personal beliefs……	1	2	3	4	5	6	7
The likelihood of purchasing a Chinese smartphone with touch screen is high……..	1	2	3	4	5	6	7
I often refuse to buy a smartphone with touch screen because it is from China.…….	1	2	3	4	5	6	7
I love the smartphones with touch screen from China……..……..	1	2	3	4	5	6	7
I find using Chinese smartphones with touch screen interesting……	1	2	3	4	5	6	7
For me it's always the smartphones with touch screen from China first, last and foremost……..	1	2	3	4	5	6	7
Using a Chinese smartphone with touch screen would save me time and effort……	1	2	3	4	5	6	7
If I have a choice, I would prefer buying smartphones with touch screen from China..……	1	2	3	4	5	6	7
The probability that I would consider buying a Chinese smartphone with touch screen is high….	1	2	3	4	5	6	7
I think that using a Chinese smartphone with touch screen fits well with my needs……...	1	2	3	4	5	6	7
Service providers from China have the best work attitudes……..……..	1	2	3	4	5	6	7
When using Chinese smartphones with touch screen, I am not aware of any noise around me…..	1	2	3	4	5	6	7
I feel attached to the smartphones with touch screen from China.……	1	2	3	4	5	6	7
I have the skills necessary to efficiently use a Chinese smartphone with touch screen ……	1	2	3	4	5	6	7
In general I am willing to purchase new products……...	1	2	3	4	5	6	7
Smartphones with touch screen from foreign countries are no match for those from China…….	1	2	3	4	5	6	7
I am a unique individual……..	1	2	3	4	5	6	7
As far as possible, I avoid buying smartphones with touch screen from China....……	1	2	3	4	5	6	7
I find using a Chinese smartphone with touch screen enjoyable……	1	2	3	4	5	6	7
Often I buy products that have been adopted by very few others……	1	2	3	4	5	6	7
China has the hardest working people in manufacturing industry……..……	1	2	3	4	5	6	7

Section IX. Product Perceptions

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

I can easily find another smartphone with touch screen similar to Chinese smartphones with touch screen……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I consider myself extremely skilled at using Chinese smartphones with touch screen ……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Often when I buy merchandise, and important goal is to find something that communicates my uniqueness……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Service providers from China are more caring than those in any foreign country.....……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I would much rather not buy a smartphone with touch screen, than buy one from China……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I will select a Chinese smartphone with touch screen next time I look for a smartphone with touch screen……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Next time I am selecting a smartphone with touch screen I will choose a Chinese smartphone…	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Section X. Personal Profile

What is your age? _____(years)

What is your sex? **(circle only one)** **1)** Male **2)** Female

Marital status **(circle only one)**: **1)** Married **2)** Single **3)** Widow **4)** Divorced **5)** Other **(specify):** _____

What is the highest level of education you have attained? **(circle only one):**

1) Elementary **2)** Middle School **3)** High School or GED **4)** College Graduate **5)** Graduate Degree

What is your major? **(if applicable)** _____

What is your occupation? **(description)** _____

Number of family members (including parents, siblings, children, and other relatives) living with you today? _____

Country of birth: _____

What is your total family income (in the most recent year)? **(circle only one):**

1) Less than $20,000 **2)** 20,000 to 40,000 **3)** 40,001 to 60,000 **4)** 60,001 to 80,000 **5)** More than 80,000

What is your ethnic background? **(circle only one)**

1) European American **2)** African American **3)** Asian **4)** Latin or Hispanic **5)** Other: _____

What is the smart phone's price you had in mind while answering this survey? _____

Survey for Scenario 4 American Consumer-Japanese Smart Phone

RESPONSES TO IMPORTED PRODUCTS

Instructions:

This questionnaire is intended to collect the opinions of American consumers about imported smartphones with touch screen made in Japan. It consists of several sections. Please answer them all. The results of this survey will be shown only in charts. All the information you provide will be *strictly confidential*.

Thank you for completing this survey. Your help is very important for the success of this project.

Section I. Product Usefulness

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

Using a Japanese smartphone with touch screen is convenient……..	1	2	3	4	5	6	7
If I had to do it over again, I would still use the same Japanese smartphone with touch screen	1	2	3	4	5	6	7
Using a Japanese smartphone with touch screen is safe……..……	1	2	3	4	5	6	7
Japanese smartphones with touch screen appear to be more durable than the American ones…...	1	2	3	4	5	6	7
Using a Japanese smartphone with touch screen is practical……...…….	1	2	3	4	5	6	7
I would select or choose a Japanese smartphone with touch screen in the future…….	1	2	3	4	5	6	7
Assuming I have access to Japanese smartphones with touch screen, I would intend to use one…	1	2	3	4	5	6	7
If I had access to Japanese smartphones with touch screen, I predict I would use one…….....	1	2	3	4	5	6	7
Because of my use of Japanese smartphones with touch screen, others in my community see me as a better person……..…	1	2	3	4	5	6	7
If I use a Japanese smartphone with touch screen once, the likelihood that I would recommend it to a friend is high……...	1	2	3	4	5	6	7
I consider myself a frequent user of Japanese smartphones with touch screen ……....	1	2	3	4	5	6	7
I know there are several possible alternatives to Japanese smartphones with touch screen ……	1	2	3	4	5	6	7
Using a Japanese smartphone with touch screen is beneficial……..…….……..……...	1	2	3	4	5	6	7
I am extremely familiar with Japanese smartphones with touch screen……...	1	2	3	4	5	6	7
I often check about new possible alternatives to Japanese smartphones with touch screen……	1	2	3	4	5	6	7
If I had to select a smartphone with touch screen again, I would choose a Japanese smartphone with touch screen……...	1	2	3	4	5	6	7
I think using a Japanese smartphone with touch screen is an opportunity of being part of a community…….	1	2	3	4	5	6	7
The quality of Japanese smartphones with touch screen appears to be higher than the American ones……	1	2	3	4	5	6	7
It would not take me too long to learn how to use a Japanese smartphone with touch screen…….	1	2	3	4	5	6	7
My experience with a Japanese smartphone with touch screen would be better than expected…...	1	2	3	4	5	6	7

Section II. Product Expectations

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

I would find that a Japanese smartphone with touch screen would easily do what I want it to do…..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Using a Japanese smartphone with touch screen would enhance my effectiveness reaching my objectives……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
If I needed to change a Japanese smartphone with touch screen, there are other good, similar products to choose from ®……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Compared to a Japanese smartphone with touch screen, I would probably be equally or more satisfied with an American smartphone with touch screen ®……..……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
A Japanese smartphone with touch screen fits into my lifestyle……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
If I could, I would like to continue the use of a Japanese smartphone with touch screen ……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I will purchase a Japanese smartphone with touch screen the next time I need a smartphone with touch screen …….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
My friends consider me an expert on Japanese smartphones with touch screen …….	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Section III. Product Use

How often would/do you use Japanese smartphones with touch screen? **(circle the closest one)**

1) Daily **2)** Weekly **3)** Monthly **4)** Bimonthly **5)** Twice a year **6)** Once a year **7)** Other: _____

Do you actually use a Japanese smartphone with touch screen? **1)** Yes **2)** No

Are you going to use a Japanese smartphone with touch screen in the near future? **1)** Yes **2)** No

In your opinion, Japanese smartphones with touch screen are coming from:

1) A developed market **2)** An emerging market **3)** Other:_____

In your opinion, the United States of America belongs to which category?

1) A developed market **2)** An emerging market **3)** Other:_____

Section IV. Reactions to Product Use

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

I would like to buy a Japanese smartphone with touch screen ……..……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
People who influence me think that I should use a Japanese smartphone with touch screen……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I would find a Japanese smartphone with touch screen easy to use……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
People in my community who use Japanese smartphones with touch screen have more prestige than those who do not use them…..……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
If I am going to buy a smartphone with touch screen, the probability of buying a Japanese one is high……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Overall, most of my expectations about using a Japanese smartphone with touch screen would be confirmed……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I would find interacting with a Japanese smartphone with touch screen flexible…….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
The workmanship of Japanese smartphones with touch screen appear to be better than American ones….....	**1**	**2**	**3**	**4**	**5**	**6**	**7**
People who are important to me think that I should use a Japanese smartphone with touch screen	**1**	**2**	**3**	**4**	**5**	**6**	**7**
The process of using a Japanese smartphone with touch screen is pleasant…….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
My interaction with a Japanese smartphone with touch screen would be clear and understandable	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Section V. Consumer Attitudes

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

Before I select a Japanese smartphone with touch screen, I know about several alternatives…….	1	2	3	4	5	6	7
I definitely recognize a Japanese smartphone with touch screen.……...……	1	2	3	4	5	6	7
I consider a Japanese smartphone with touch screen relevant/important to me.……....	1	2	3	4	5	6	7
I intend to use a Japanese smartphone with touch screen……..……..……....	1	2	3	4	5	6	7
I consider myself an expert on Japanese smartphones with touch screen …….……	1	2	3	4	5	6	7
I would actively seek out for a Japanese smartphone with touch screen to purchase it……..	1	2	3	4	5	6	7
I dislike Japanese citizens……	1	2	3	4	5	6	7
I have great deal of experience with Japanese smartphones with touch screen ……	1	2	3	4	5	6	7
I find using a Japanese smartphone with touch screen entertaining……	1	2	3	4	5	6	7
Japan is taking advantage of the United States of America…….……...	1	2	3	4	5	6	7
In general, I find Japanese smartphones with touch screen very useful……..……...	1	2	3	4	5	6	7
I definitely have heard of Japanese smartphones with touch screen ……..	1	2	3	4	5	6	7
I would be equally happy using a non- Japanese smartphone with touch screen ®……...	1	2	3	4	5	6	7
I prefer being served by service providers from Japan……...……	1	2	3	4	5	6	7

Section VI. Product Knowledge

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

My willingness to buy a Japanese smartphone with touch screen is high……	1	2	3	4	5	6	7
Using a Japanese smartphone with touch screen would allow me getting results as desired……...	1	2	3	4	5	6	7
I plan to use a Japanese smartphone with touch screen in the future……	1	2	3	4	5	6	7
Japanese smartphones with touch screen are compatible with other products I use……	1	2	3	4	5	6	7
If I use a Japanese smartphone with touch screen once, the probability that I would use it again is high……	1	2	3	4	5	6	7
People in my community who use Japanese smartphones with touch screen have a high profile...	1	2	3	4	5	6	7
Using a Japanese smartphone with touch screen is completely compatible with my current situation……	1	2	3	4	5	6	7
Using a Japanese smartphone with touch screen improves my image within the community…….	1	2	3	4	5	6	7
I despise the smartphones with touch screen from Japan…..……..……..	1	2	3	4	5	6	7
I would buy a Japanese smartphone with touch screen if I can……	1	2	3	4	5	6	7
Smartphones with touch screen from Japanese are examples of best workmanship……	1	2	3	4	5	6	7
I have the knowledge necessary to effectively use a Japanese smartphone with touch screen …..	1	2	3	4	5	6	7
Using a Japanese smartphone with touch screen is an opportunity to be recognized by members of my community……..	1	2	3	4	5	6	7
It would be easy for me to become skillful at using a Japanese smartphone with touch screen …..	1	2	3	4	5	6	7
I would buy a Japanese smartphone with touch screen if I happened to see it in a store……	1	2	3	4	5	6	7
Japanese smartphones with touch screen have a larger product selection than other similar imported products……...……..	1	2	3	4	5	6	7
Using a Japanese smartphone with touch screen would enable me to accomplish tasks more quickly……...	1	2	3	4	5	6	7
I hate the smartphones with touch screen from Japan.……...……...	1	2	3	4	5	6	7
I have completely integrated the use of Japanese smartphones with touch screen into my daily life……	1	2	3	4	5	6	7

Section VII. Product Satisfaction

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

I am proud of the smartphones with touch screen from Japan……..…….	1	2	3	4	5	6	7
Using a Japanese smartphone with touch screen would make my work more productive…….	1	2	3	4	5	6	7
Having a Japanese smartphone with touch screen is a status symbol in my community…..….	1	2	3	4	5	6	7
Using a Japanese smartphone with touch screen would make my life easier……..……..	1	2	3	4	5	6	7
This is the first time I adopted/bought a Japanese smartphone with touch screen …….	1	2	3	4	5	6	7
I have fun using Japanese smartphones with touch screen ……..…….....	1	2	3	4	5	6	7
East or West, the smartphones with touch screen from Japan are the best……..……..	1	2	3	4	5	6	7
I consider myself knowledgeable about Japanese smartphones with touch screen ……...	1	2	3	4	5	6	7
When using a Japanese smartphone with touch screen, I do not realize that time has passed……	1	2	3	4	5	6	7
Learning to use/operate a Japanese smartphone with touch screen would be easy for me…….....	1	2	3	4	5	6	7
I admire the smartphones with touch screen from Japan……..…….	1	2	3	4	5	6	7
Using a Japanese smartphone with touch screen is compatible with most aspects of my previous experiences using smartphones with touch screen ……..	1	2	3	4	5	6	7

Sección VIII. Características del Producto

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

I plan to use a Japanese smartphone with touch screen next time I need to use a smartphone with touch screen……	1	2	3	4	5	6	7
Using a Japanese smartphone with touch screen is compatible with my personal beliefs……..	1	2	3	4	5	6	7
The likelihood of purchasing a Japanese smartphone with touch screen is high…….	1	2	3	4	5	6	7
I often refuse to buy a smartphone with touch screen because it is from Japan.……	1	2	3	4	5	6	7
I love the smartphones with touch screen from Japan……..…….	1	2	3	4	5	6	7
I find using Japanese smartphones with touch screen interesting……	1	2	3	4	5	6	7
For me it's always the smartphones with touch screen from Japan first, last and foremost……...	1	2	3	4	5	6	7
Using a Japanese smartphone with touch screen would save me time and effort……	1	2	3	4	5	6	7
If I have a choice, I would prefer buying smartphones with touch screen from Japan..…….	1	2	3	4	5	6	7
The probability that I would consider buying a Japanese smartphone with touch screen is high…	1	2	3	4	5	6	7
I think that using a Japanese smartphone with touch screen fits well with my needs……..	1	2	3	4	5	6	7
Service providers from Japan have the best work attitudes……..……..	1	2	3	4	5	6	7
When using Japanese smartphones with touch screen, I am not aware of any noise around me….	1	2	3	4	5	6	7
I feel attached to the smartphones with touch screen from Japan..…….……	1	2	3	4	5	6	7
I have the skills necessary to efficiently use a Japanese smartphone with touch screen ……	1	2	3	4	5	6	7
In general I am willing to purchase new products……...	1	2	3	4	5	6	7
Smartphones with touch screen from foreign countries are no match for those from Japan..……	1	2	3	4	5	6	7
I am a unique individual……..	1	2	3	4	5	6	7
As far as possible, I avoid buying smartphones with touch screen from Japan.....…….	1	2	3	4	5	6	7
I find using a Japanese smartphone with touch screen enjoyable……	1	2	3	4	5	6	7
Often I buy products that have been adopted by very few others……	1	2	3	4	5	6	7

Section IX. Product Perceptions

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

Japan has the hardest working people in manufacturing industry…….……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I can easily find another smartphone with touch screen similar to Japanese smartphones with touch screen……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I consider myself extremely skilled at using Japanese smartphones with touch screen ……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Often when I buy merchandise, and important goal is to find something that communicates my uniqueness……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Service providers from Japan are more caring than those in any foreign country.....…….....	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I would much rather not buy a smartphone with touch screen, than buy one from Japan……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I will select a Japanese smartphone with touch screen next time I look for a smartphone with touch screen……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Next time I am selecting a smartphone with touch screen I will choose a Japanese smartphone...	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Section X. Personal Profile

What is your age? _____(years)

What is your sex? **(circle only one)** **1)** Male **2)** Female

Marital status **(circle only one)**: **1)** Married **2)** Single **3)** Widow **4)** Divorced **5)** Other **(specify):** _____

What is the highest level of education you have attained? **(circle only one):**

1) Elementary **2)** Middle School **3)** High School or GED **4)** College Graduate **5)** Graduate Degree

What is your major? **(if applicable)** _____

What is your occupation? **(description)** _____

Number of family members (including parents, siblings, children, and other relatives) living with you today? _____

Country of birth: _____

What is your total family income (in the most recent year)? **(circle only one):**

1) Less than $20,000 **2)** 20,000 to 40,000 **3)** 40,001 to 60,000 **4)** 60,001 to 80,000 **5)** More than 80,000

What is your ethnic background? **(circle only one)**

1) European American **2)** African American **3)** Asian **4)** Latin or Hispanic **5)** Other: _____

What is the smart phone's price you had in mind while answering this survey? _____

Survey for Scenario 5 Mexican Consumer-Mexican Shoes

RESPUESTAS DEL CONSUMIDOR A PRODUCTOS IMPORTADOS

Instrucciones:

Este cuestionario trata de recolectar las opiniones de los consumidores Mexicanos sobre zapatos hechos en México. El cuestionario consta de varias secciones, favor de contestarlas todas. Los resultados de esta encuesta serán mostrados solamente en tablas. Toda la información proporcionada será estrictamente anónima y confidencial.

Gracias por contestar esta encuesta, su ayuda es muy importante para el éxito de este proyecto.

Sección I. Utilidad del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Utilizar zapatos mexicanos es provechoso……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si tuviera la oportunidad de elegir nuevamente, volvería a usar los mismos zapatos mexicanos…	**1**	**2**	**3**	**4**	**5**	**6**	**7**
El uso de zapatos mexicanos es seguro……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Los zapatos mexicanos parecen ser más duraderos que cualquier otro zapato……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Usar zapatos mexicanos es práctico……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo quisiera seleccionar o elegir unos zapatos mexicanos en el futuro……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Asumiendo que tengo acceso a los zapatos mexicanos, yo los usaría……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si yo tuviera acceso a los zapatos mexicanos pronostico que los usaría……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Debido a que uso zapatos mexicanos, otros miembros de mi comunidad me ven como una persona mejor……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si yo utilizara zapatos mexicanos existe una alta probabilidad de que se los recomendara a un amigo……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo me considero un usuario frecuente de zapatos mexicanos……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Soy consciente de la existencia de varias alternativas de zapatos además de los mexicanos……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Usar zapatos mexicanos es benéfico……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo estoy muy familiarizado con los zapatos mexicanos……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Frecuentemente estoy checando otras alternativas en lugar de usar zapatos mexicanos……	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Sección II. Expectativas Sobre el Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Si tuviera que seleccionar un par de zapatos de nuevo, elegiría un par de zapatos mexicanos..……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo creo que el uso de zapatos mexicanos brinda la oportunidad de poder pertenecer a un grupo…....	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La calidad de los zapatos mexicanos aparenta ser mejor que la de los zapatos mexicanos……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
No me tomaría mucho tiempo aprender a usar un par de zapatos mexicanos...……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Creo que mi experiencia con el uso de zapatos mexicanos sería mejor de lo esperado……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Al usar los zapatos mexicanos encontraría que pueden hacer fácilmente lo que yo quiero que hagan	**1**	**2**	**3**	**4**	**5**	**6**	**7**
El uso de zapatos mexicanos mejoraría mi eficiencia para alcanzar mis objetivos……..…	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si tuviera que cambiar un par de zapatos mexicanos sé que hay otros productos similares muy buenos para escoger ®…….…….……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
En comparación con el uso de zapatos mexicanos yo estaría igual o más satisfecho con el uso de otros zapatos ®…….……...……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Un par de zapatos mexicanos encaja perfectamente en mi estilo de vida……...……...……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Sección III. Uso del Producto

¿Con que frecuencia utilizaría o utiliza zapatos mexicanos? **(circule la más cercana)**

1) Diario **2)** Por semana **3)** Por mes **4)** Cada 2 meses **5)** Cada 6 meses **6)** Una vez al año **7)** Otra: _____

¿En realidad usa/utiliza zapatos mexicanos? **1)** Si **2)** No

¿Piensa usar/utilizar zapatos mexicanos en un futuro cercano? **1)** Si **2)** No

En su opinión los zapatos mexicanos provienen de:

1) Un mercado desarrollado **2)** Un mercado emergente **3)** Otro:_____

En su opinión ¿a qué categoría pertenece México?

1) Un mercado desarrollado **2)** Un mercado emergente **3)** Otro:_____

Sección IV. Reacciones al Uso del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Si yo pudiera me gustaría continuar usando zapatos mexicanos..……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Compraré un par de zapatos mexicanos la próxima vez que necesite unos zapatos……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Mis amigos me consideran un experto en zapatos mexicanos ……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Me gustaría comprar un par de zapatos mexicanos ……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La gente que influye en mi persona piensa que yo debería usar zapatos mexicanos ……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Sé que puedo encontrar zapatos mexicanos fáciles de usar……..…	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Las personas de mi comunidad que usan zapatos mexicanos gozan de mayor prestigio que los que no los usan…….……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Si voy a comprar un par de zapatos la probabilidad de que sean mexicanos es alta……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
En general todas mis expectativas sobre el uso de zapatos mexicanos serán confirmadas……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
El efecto en el uso de zapatos mexicanos es flexible……..……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La mano de obra de los zapatos mexicanos aparenta ser mejor que la de otros zapatos……..…..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La gente que es importante para mi piensa que yo debería usar zapatos mexicanos ……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
El proceso de utilizar zapatos mexicanos es placentero……..……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Mi interacción con el uso de zapatos mexicanos sería clara y comprensible……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Antes de seleccionar un par de zapatos mexicanos conozco varias alternativas posibles..……	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Sección V. Actitudes del Consumidor

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Yo definitivamente reconozco unos zapatos mexicanos ……	1	2	3	4	5	6	7
Yo considero que los zapatos mexicanos son relevantes/importantes para mí……..	1	2	3	4	5	6	7
Yo trato de usar zapatos mexicanos al vestir……..	1	2	3	4	5	6	7
Me considero un experto en zapatos mexicanos ……	1	2	3	4	5	6	7
Yo busco activamente zapatos mexicanos para comprarlos……..	1	2	3	4	5	6	7
Me disgustan/desagradan los mexicanos……	1	2	3	4	5	6	7
Yo tengo muchísima experiencia sobre/acerca de zapatos mexicanos ……..	1	2	3	4	5	6	7
Yo encuentro el uso de zapatos mexicanos entretenido……	1	2	3	4	5	6	7
México está tomando ventaja de otros países…..……..	1	2	3	4	5	6	7
En general encuentro muy útiles los zapatos mexicanos ……..	1	2	3	4	5	6	7
Definitivamente sí he escuchado sobre zapatos mexicanos ……..	1	2	3	4	5	6	7
Yo sería igualmente feliz usando zapatos que no sean mexicanos ®……	1	2	3	4	5	6	7
Yo prefiero ser atendido por proveedores de servicios que sean mexicanos...……	1	2	3	4	5	6	7

Sección VI. Conocimiento del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Mi disponibilidad para comprar un par de zapatos mexicanos es alta/elevada……	1	2	3	4	5	6	7
El usar zapatos mexicanos me permitirá obtener los resultados deseados……..	1	2	3	4	5	6	7
Yo planeo usar zapatos mexicanos en el futuro……..	1	2	3	4	5	6	7
Los zapatos mexicanos son compatibles con otros productos que uso……...	1	2	3	4	5	6	7
Si usara zapatos mexicanos la probabilidad de que los usara de nuevo es alta……	1	2	3	4	5	6	7
La gente de mi comunidad que usa zapatos mexicanos tiene un perfil social alto……..	1	2	3	4	5	6	7
Usar zapatos mexicanos es completamente compatible con mi situación actual……	1	2	3	4	5	6	7
Usar zapatos mexicanos mejora mi imagen dentro de la comunidad……..	1	2	3	4	5	6	7
Yo desprecio los zapatos mexicanos ……..……..	1	2	3	4	5	6	7
Yo compraría unos zapatos mexicanos si pudiera……..……..	1	2	3	4	5	6	7
Los zapatos mexicanos son ejemplos de la mejor mano de obra existente……..	1	2	3	4	5	6	7
Yo tengo el conocimiento necesario para usar de manera adecuada zapatos mexicanos ……...	1	2	3	4	5	6	7
Usar zapatos mexicanos es una oportunidad para ser reconocido por los miembros de mi grupo...	1	2	3	4	5	6	7

Sección VII. Satisfacción del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Sería muy fácil para mi volverme talentoso en el uso de zapatos mexicanos ……..	1	2	3	4	5	6	7
Yo compraría un par de zapatos mexicanos si los veo en una tienda……	1	2	3	4	5	6	7
Existe una mayor variedad en zapatos mexicanos que en otros zapatos importados……	1	2	3	4	5	6	7
Usar zapatos mexicanos me ayudaría a realizar mis tareas más rápidamente……	1	2	3	4	5	6	7
Yo odio los zapatos mexicanos ……..……..……..	1	2	3	4	5	6	7

Sección VIII. Características del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

He integrado perfectamente en mi vida diaria el uso de zapatos mexicanos..……....	1	2	3	4	5	6	7
Yo me siento orgulloso de los zapatos mexicanos..…….……	1	2	3	4	5	6	7
El uso de zapatos mexicanos haría mi trabajo más productivo…….……..……...	1	2	3	4	5	6	7
Tener un par de zapatos mexicanos es un símbolo de estatus en mi comunidad……..	1	2	3	4	5	6	7
El uso de zapatos mexicanos haría mi vida más fácil……..…….....	1	2	3	4	5	6	7
Esta es la primera vez que uso/compro un par de zapatos mexicanos..……	1	2	3	4	5	6	7
La paso bien/me divierto usando zapatos mexicanos……...	1	2	3	4	5	6	7
Sin importar que sea país del este o del oeste, los zapatos mexicanos son los mejores……	1	2	3	4	5	6	7
Me considero muy bien informado acerca de los zapatos mexicanos...……	1	2	3	4	5	6	7
No me doy cuenta del tiempo que pasa cuando estoy seleccionando unos zapatos mexicanos…	1	2	3	4	5	6	7
Aprender a usar zapatos mexicanos sería muy fácil para mi……	1	2	3	4	5	6	7
Yo siento admiración por los zapatos mexicanos……..……...	1	2	3	4	5	6	7
Usar zapatos mexicanos es compatible con mis previas experiencias en el uso de zapatos…….	1	2	3	4	5	6	7
Planeo usar un par de zapatos mexicanos la próxima vez que necesite ponerme unos zapatos…	1	2	3	4	5	6	7

Sección IX. Percepciones del Producto

Favor de marcar con un círculo el número de la escala (del 1 al 7) que represente mejor su opinión sobre cada uno de los siguientes enunciados:

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

El uso de zapatos mexicanos es compatible con mis creencias personales…….……	1	2	3	4	5	6	7
La probabilidad de que compre un par de zapatos mexicanos es alta……...	1	2	3	4	5	6	7
Yo frecuentemente me reúso a comprar zapatos porque son mexicanos..……	1	2	3	4	5	6	7
Yo amo los zapatos mexicanos …….……...……...	1	2	3	4	5	6	7
Encuentro interesante usar zapatos mexicanos ……...	1	2	3	4	5	6	7
Siempre para mi son primero, después y por último los zapatos mexicanos.……..…….....	1	2	3	4	5	6	7
Usar zapatos mexicanos me ahorraría tiempo y esfuerzo…….……...	1	2	3	4	5	6	7
Si tengo la oportunidad de elegir, preferiría comprar zapatos i mexicanos……...……..	1	2	3	4	5	6	7
La probabilidad de que considere comprar unos zapatos mexicanos es alta……	1	2	3	4	5	6	7
Creo que usar zapatos mexicanos encaja perfectamente con mis necesidades ……	1	2	3	4	5	6	7
Los proveedores de servicio de México tienen las mejores actitudes laborales……...……...	1	2	3	4	5	6	7
Cuando estoy seleccionando un par de zapatos mexicanos no percibo ningún ruido a mí alrededo	1	2	3	4	5	6	7
Yo siento apego por los zapatos mexicanos..…….……..……..	1	2	3	4	5	6	7
Tengo las habilidades necesarias para usar eficientemente zapatos mexicanos ……..	1	2	3	4	5	6	7
En general yo siempre estoy dispuesto a comprar nuevos productos……...	1	2	3	4	5	6	7
Los zapatos provenientes de países extranjeros no se igualan a los zapatos mexicanos…..……...	1	2	3	4	5	6	7
Yo soy un individuo único……	1	2	3	4	5	6	7
Yo trato de evitar al máximo comprar zapatos mexicanos ……....……...	1	2	3	4	5	6	7
Para mí es agradable usar zapatos mexicanos ……	1	2	3	4	5	6	7
Frecuentemente compro productos que han sido adoptados por muy pocas personas……	1	2	3	4	5	6	7
México cuenta con la mano de obra más trabajadora de la industria manufacturera……	1	2	3	4	5	6	7
Yo puedo fácilmente encontrar un par de zapatos similar a los zapatos mexicanos ……...	1	2	3	4	5	6	7
Yo me considero altamente capaz en el uso de zapatos mexicanos.……	1	2	3	4	5	6	7
Frecuentemente al comprar mercancías considero importante encontrar artículos que comuniquen mi singularidad o distinción personal……...	1	2	3	4	5	6	7

Totalmente en Desacuerdo 1	En Desacuerdo 2	Un poco en Desacuerdo 3	Neutral 4	Un poco de Acuerdo 5	De Acuerdo 6	Totalmente de Acuerdo 7

Los proveedores de servicio de México se preocupan más que los de cualquier otro país……....	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo preferiría no comprar zapatos a tener que comprar zapatos mexicanos …….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yo elegiré unos zapatos mexicanos la próxima vez que esté buscando zapatos……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
La próxima vez que este seleccionando zapatos eligiré unos zapatos mexicanos.……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Sección X. Perfil Personal

Edad:_____(años)

Sexo **(circule solo una opción)**: **1)** Hombre **2)** Mujer

Estado Civil **(circule solo una opción)**: **1)** Casado **2)** Soltero **3)** Viudo **4)** Divorciado **5)** Otro **(especificar):** _____

¿Cuál es su nivel de escolaridad? **(circule solo una opción)**:

1) Primaria **2)** Secundaria **3)** Preparatoria o Bachillerato **4)** Carrera Universitaria **5)** Posgrado

¿Cuál es su especialidad? **(solo que tenga carrera universitaria o posgrado)** _____

¿Cuál es su ocupación? **(descripción breve)** _____

Numero de familiares (incluyendo padres, primos, hijos y otros parientes) que viven con usted actualmente: _____

País de Nacimiento:_____

¿Cuál es su ingreso familiar mensual en pesos (actualmente)? **(circule solo una opción)**:

1) Menos de $10,000 **2)** 10,000 a 20,000 **3)** 20,001 a 30,000 **4)** 30,001 a 40,000 **5)** Más de 40,000

¿Cuál es su etnia? **(circule solo una opción)**:

1) Europeo-Americano **2)** Afro-Americano **3)** Asiático **4)** Latino o Hispano **5)** Otra: _____

¿Cuál es el precio de los zapatos que tenías en mente al contestar la encuesta? _____

Survey for Scenario 6 American Consumer-American Smart Phone

RESPONSES TO IMPORTED PRODUCTS

Instructions:

This questionnaire is intended to collect the opinions of American consumers about smartphones with touch screen made in America. It consists of several sections. Please answer them all. The results of this survey will be shown only in charts. All the information you provide will be *strictly confidential*.

Thank you for completing this survey. Your help is very important for the success of this project.

Section I. Product Usefulness

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

Using an American smartphone with touch screen is convenient……	1	2	3	4	5	6	7
If I had to do it over again, I would still use the same American smartphone with touch screen	1	2	3	4	5	6	7
Using an American smartphone with touch screen is safe……..…..……	1	2	3	4	5	6	7
American smartphones with touch screen appear to be more durable than other smartphones……	1	2	3	4	5	6	7
Using an American smartphone with touch screen is practical……...……..	1	2	3	4	5	6	7
I would select or choose an American smartphone with touch screen in the future…….	1	2	3	4	5	6	7
Assuming I have access to American smartphones with touch screen, I would intend to use one...	1	2	3	4	5	6	7
If I had access to American smartphones with touch screen, I predict I would use one……..	1	2	3	4	5	6	7
Because of my use of American smartphones with touch screen, others in my community see me as a better person……..…	1	2	3	4	5	6	7
If I use an American smartphone with touch screen once, the likelihood that I would recommend it to a friend is high……...	1	2	3	4	5	6	7
I consider myself a frequent user of American smartphones with touch screen..……..	1	2	3	4	5	6	7
I know there are several possible alternatives to American smartphones with touch screen……	1	2	3	4	5	6	7
Using an American smartphone with touch screen is beneficial……..…….……...……	1	2	3	4	5	6	7
I am extremely familiar with American smartphones with touch screen……..	1	2	3	4	5	6	7
I often check about new possible alternatives to American smartphones with touch screen……	1	2	3	4	5	6	7
If I had to select a smartphone with touch screen again, I would choose an American smartphone with touch screen……...	1	2	3	4	5	6	7
I think using an American smartphone with touch screen is an opportunity of being part of a community…….	1	2	3	4	5	6	7
The quality of American smartphones with touch screen appears to be higher than other smartphones…..……	1	2	3	4	5	6	7
It would not take me too long to learn how to use an American smartphone with touch screen….	1	2	3	4	5	6	7
My experience with an American smartphone with touch screen would be better than expected…	1	2	3	4	5	6	7

Section II. Product Expectations

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

I would find that an American smartphone with touch screen would easily do what I want it to do...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Using an American smartphone with touch screen would enhance my effectiveness reaching my objectives……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
If I needed to change an American smartphone with touch screen, there are other good, similar products to choose from ®……..……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Compared to an American smartphone with touch screen, I would probably be equally or more satisfied with an American smartphone with touch screen ®……..……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
An American smartphone with touch screen fits into my lifestyle……..……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
If I could, I would like to continue the use of an American smartphone with touch screen……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I will purchase an American smartphone with touch screen the next time I need a smartphone with touch screen …….	**1**	**2**	**3**	**4**	**5**	**6**	**7**
My friends consider me an expert on American smartphones with touch screen…….	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Section III. Product Use

How often would/do you use American smartphones with touch screen? **(circle the closest one)**

1) Daily **2)** Weekly **3)** Monthly **4)** Bimonthly **5)** Twice a year **6)** Once a year **7)** Other: _____

Do you actually use an American smartphone with touch screen? **1)** Yes **2)** No

Are you going to use an American smartphone with touch screen in the near future? **1)** Yes **2)** No

In your opinion, American smartphones with touch screen are coming from:

1) A developed market **2)** An emerging market **3)** Other:_____

In your opinion, the United States of America belongs to which category?

1) A developed market **2)** An emerging market **3)** Other:_____

Section IV. Reactions to Product Use

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

I would like to buy an American smartphone with touch screen ……..…..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
People who influence me think that I should use an American smartphone with touch screen…...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I would find an American smartphone with touch screen easy to use……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
People in my community who use American smartphones with touch screen have more prestige than those who do not use them…..……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
If I am going to buy a smartphone with touch screen, the probability of buying an American one is high……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Overall, most of my expectations about using an American smartphone with touch screen would be confirmed……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I would find interacting with an American smartphone with touch screen flexible……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
The workmanship of American smartphones with touch screen appear to be better than American ones….....	**1**	**2**	**3**	**4**	**5**	**6**	**7**
People who are important to me think that I should use an American smartphone with touch screen……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
The process of using an American smartphone with touch screen is pleasant……	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Section V. Consumer Attitudes

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

My interaction with an American smartphone with touch screen would be clear and understandable……	1	2	3	4	5	6	7
Before I select an American smartphone with touch screen, I know about several alternatives….	1	2	3	4	5	6	7
I definitely recognize an American smartphone with touch screen.……...……	1	2	3	4	5	6	7
I consider an American smartphone with touch screen relevant/important to me.……	1	2	3	4	5	6	7
I intend to use an American smartphone with touch screen……..……...……	1	2	3	4	5	6	7
I consider myself an expert on American smartphones with touch screen...…….……	1	2	3	4	5	6	7
I would actively seek out for an American smartphone with touch screen to purchase it……..	1	2	3	4	5	6	7
I dislike American citizens……..	1	2	3	4	5	6	7
I have great deal of experience with American smartphones with touch screen……	1	2	3	4	5	6	7
I find using an American smartphone with touch screen entertaining……	1	2	3	4	5	6	7
The United States of America is taking advantage of other countries……..……...	1	2	3	4	5	6	7
In general, I find American smartphones with touch screen very useful……..……...	1	2	3	4	5	6	7
I definitely have heard of American smartphones with touch screen...……..	1	2	3	4	5	6	7
I would be equally happy using a non-American smartphone with touch screen ®……...	1	2	3	4	5	6	7
I prefer being served by service providers from America……...……	1	2	3	4	5	6	7

Section VI. Product Knowledge

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

My willingness to buy an American smartphone with touch screen is high……	1	2	3	4	5	6	7
Using an American smartphone with touch screen would allow me getting results as desired……	1	2	3	4	5	6	7
I plan to use an American smartphone with touch screen in the future……	1	2	3	4	5	6	7
American smartphones with touch screen are compatible with other products I use……..……	1	2	3	4	5	6	7
If I use an American smartphone with touch screen once, the probability that I would use it again is high……..	1	2	3	4	5	6	7
People in my community who use American smartphones with touch screen have a high profile..	1	2	3	4	5	6	7
Using an American smartphone with touch screen is completely compatible with my current situation…….	1	2	3	4	5	6	7
Using an American smartphone with touch screen improves my image within the community….	1	2	3	4	5	6	7
I despise the smartphones with touch screen from American..……..……..	1	2	3	4	5	6	7
I would buy an American smartphone with touch screen if I can……	1	2	3	4	5	6	7
Smartphones with touch screen from American are examples of best workmanship……..	1	2	3	4	5	6	7
I have the knowledge necessary to effectively use an American smartphone with touch screen.....	1	2	3	4	5	6	7
Using an American smartphone with touch screen is an opportunity to be recognized by members of my community……..	1	2	3	4	5	6	7
It would be easy for me to become skillful at using an American smartphone with touch screen...	1	2	3	4	5	6	7
I would buy an American smartphone with touch screen if I happened to see it in a store……..	1	2	3	4	5	6	7
American smartphones with touch screen have a larger product selection than other similar imported products……...……..	1	2	3	4	5	6	7
Using an American smartphone with touch screen would enable me to accomplish tasks more quickly……...	1	2	3	4	5	6	7
I hate the smartphones with touch screen from America……...……...	1	2	3	4	5	6	7

Section VII. Product Satisfaction

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

I have completely integrated the use of American smartphones with touch screen into my daily life……	1	2	3	4	5	6	7
I am proud of the smartphones with touch screen from America……..…….	1	2	3	4	5	6	7
Using an American smartphone with touch screen would make my work more productive…….	1	2	3	4	5	6	7
Having an American smartphone with touch screen is a status symbol in my community……	1	2	3	4	5	6	7
Using an American smartphone with touch screen would make my life easier……..……..	1	2	3	4	5	6	7
This is the first time I adopted/bought an American smartphone with touch screen.……	1	2	3	4	5	6	7
I have fun using American smartphones with touch screen……..…….....	1	2	3	4	5	6	7
East or West, the smartphones with touch screen from America are the best……...….	1	2	3	4	5	6	7
I consider myself knowledgeable about American smartphones with touch screen……..	1	2	3	4	5	6	7
When using an American smartphone with touch screen, I do not realize that time has passed…	1	2	3	4	5	6	7
Learning to use/operate an American smartphone with touch screen would be easy for me…….	1	2	3	4	5	6	7
I admire the smartphones with touch screen from America……..…….	1	2	3	4	5	6	7
Using an American smartphone with touch screen is compatible with most aspects of my previous experiences using smartphones with touch screen ……..	1	2	3	4	5	6	7

Sección VIII. Características del Producto

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

I plan to use an American smartphone with touch screen next time I need to use a smartphone with touch screen……	1	2	3	4	5	6	7
Using an American smartphone with touch screen is compatible with my personal beliefs……	1	2	3	4	5	6	7
The likelihood of purchasing an American smartphone with touch screen is high……..	1	2	3	4	5	6	7
I often refuse to buy a smartphone with touch screen because it is from America.....…….	1	2	3	4	5	6	7
I love the smartphones with touch screen from America……..……..	1	2	3	4	5	6	7
I find using American smartphones with touch screen interesting……..	1	2	3	4	5	6	7
For me it's always the smartphones with touch screen from America first, last and foremost……	1	2	3	4	5	6	7
Using an American smartphone with touch screen would save me time and effort……..…	1	2	3	4	5	6	7
If I have a choice, I would prefer buying smartphones with touch screen from America..……	1	2	3	4	5	6	7
The probability that I would consider buying an American smartphone with touch screen is high.	1	2	3	4	5	6	7
I think that using an American smartphone with touch screen fits well with my needs……..	1	2	3	4	5	6	7
Service providers from America have the best work attitudes……..……..	1	2	3	4	5	6	7
When using American smartphones with touch screen, I am not aware of any noise around me…	1	2	3	4	5	6	7
I feel attached to the smartphones with touch screen from America..……..…….	1	2	3	4	5	6	7
I have the skills necessary to efficiently use an American smartphone with touch screen..……	1	2	3	4	5	6	7
In general I am willing to purchase new products……...	1	2	3	4	5	6	7
Smartphones with touch screen from foreign countries are no match for those from America.….	1	2	3	4	5	6	7
I am a unique individual……..	1	2	3	4	5	6	7
As far as possible, I avoid buying smartphones with touch screen from America……	1	2	3	4	5	6	7
I find using an American smartphone with touch screen enjoyable……	1	2	3	4	5	6	7
Often I buy products that have been adopted by very few others……	1	2	3	4	5	6	7

Section IX. Product Perceptions

Please circle the scale number (from 1 to 7) that best fits your answer for each statement below considering the following scale:

Strongly Disagree 1	Mostly Disagree 2	Somewhat Disagree 3	Neutral 4	Somewhat Agree 5	Mostly Agree 6	Strongly Agree 7

America has the hardest working people in manufacturing industry.....……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I can easily find another smartphone with touch screen similar to American smartphones with touch screen……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I consider myself extremely skilled at using American smartphones with touch screen...……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Often when I buy merchandise, and important goal is to find something that communicates my uniqueness……...	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Service providers from America are more caring than those in any foreign country.....……..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I would much rather not buy a smartphone with touch screen, than buy one from America...…..	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I will select an American smartphone with touch screen next time I look for a smartphone with touch screen……	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Next time I am selecting a smartphone with touch screen I will choose an American one……	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Section X. Personal Profile

What is your age? _____(years)

What is your sex? **(circle only one)** **1)** Male **2)** Female

Marital status **(circle only one)**: **1)** Married **2)** Single **3)** Widow **4)** Divorced **5)** Other **(specify):** _____

What is the highest level of education you have attained? **(circle only one):**

1) Elementary **2)** Middle School **3)** High School or GED **4)** College Graduate **5)** Graduate Degree

What is your major? **(if applicable)** _____

What is your occupation? **(description)** _____

Number of family members (including parents, siblings, children, and other relatives) living with you today? _____

Country of birth: _____

What is your total family income (in the most recent year)? **(circle only one):**

1) Less than $20,000 **2)** 20,000 to 40,000 **3)** 40,001 to 60,000 **4)** 60,001 to 80,000 **5)** More than 80,000

What is your ethnic background? **(circle only one)**

1) European American **2)** African American **3)** Asian **4)** Latin or Hispanic **5)** Other: _____

What is the smart phone's price you had in mind while answering this survey? _____

BIOGRAPHICAL SKETCH

Miguel Angel Sahagun earned a doctoral degree in Business Administration with a concentration in Marketing from The University of Texas Pan-American (UTPA) at Edinburg, Texas, in August 2015. He earned a master's degree in Business Administration from The University of Texas at Brownsville (UTB) at Brownsville, Texas, in August 1997, and a bachelor of Industrial Engineering from the Instituto Tecnologico y de Estudios Superiores de Occidente (ITESO) at Guadaljara, Mexico, in June 1994.

At present, Miguel is working as an Assistant Professor of Marketing at High Point University in High Point, North Carolina. During his doctoral studies, Miguel has presented his research at various national and international marketing conferences, and to date has two journal publications and one handbook chapter.

From August 2008 to August 2010 he worked as MBA Program Director at the Instituto Internacional de Estudios Superiores (IIES). From February 2006 to July 2008 he worked as academic instructor at the same higher education institution (IIES). During his time as academic instructor, Miguel also worked designing the curricula for different undergraduate business majors. From 1994 to 2005 he worked in different manufacturing companies, mainly in the automobile industry. The companies he worked included: Deltronicos de Matamoros, Candados Universales, Stone Art-Intermanum, and Galeria Nanahuari. Miguel held different working positions during this time. He started as industrial engineer and ergonomics coordinator in 1994 and became plant manager in 2000.