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To the Graduate Council:

I am submitting herewith a thesis written by Jang-Sun Hwang entitled "The influence of personal beliefs on "country-of-origin" image." I have examined the final electronic copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Communication.

Roxanne Hovland, Major Professor

We have read this thesis and recommend its acceptance:

Eric Haley, Mariea Hoy

Accepted for the Council:
Carolyn R. Hodges

Vice Provost and Dean of the Graduate School

(Original signatures are on file with official student records.)

To the Graduate Council:

I am submitting herewith a thesis written by Jang-Sun Hwang entitled "The Influence of Personal Beliefs on Country-of-Origin Images." I have examined the final copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirement for the degree of Master of Science, with a major in Communications.

Roxanne Hovland

Roxanne Hovland, Major Professor

We have read this thesis
and recommend its acceptance:

Eric Haley

Marcia Hoy

Accepted for the Council:

Associate Vice Chancellor and
Dean of The Graduate School

THE INFLUENCE OF PERSONAL BELIEFS ON "COUNTRY-OF-ORIGIN" IMAGE

A Thesis

Presented for the

Master of Science

Degree

The University of Tennessee, Knoxville

Jang-Sun Hwang

May 1999

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DEDICATION

This thesis is dedicated to my parents

Mr. Kyu-Tae Hwang

And

Mrs. Kyung-Ja Min

Who have given me invaluable educational opportunities.

ACKNOWLEDGEMENTS

In the course of this research, there have been several people whose assistance and contribution have been invaluable. I would particularly like to thank Dr. Roxanne Hovland, Dr. Mariea Hoy, and Dr. Eric Haley for their guidance as committee members. Especially, I am indebted to my major professor, Dr. Roxanne Hovland, the chair of the committee. Her patience, guidance, and constant support during the last two semesters proved invaluable. Additionally, I would like to acknowledge Dr. Ronald E. Taylor, the head of the department of advertising, who gave me precious inspiration during his class. Thanks to his and his students' help, I could do the survey for this research successfully.

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ABSTRACT

"Country-of-Origin (CO)" has been evaluated as a critical factor, which affect consumers' evaluations of foreign products. This study focuses on the influence of personal cognitive structures on various facets of CO. "Personal beliefs" is mainly handled as a critical factor to predict CO.

Assuming that CO influences consumers' attitudes toward foreign products, this study has its research frame with two fundamental concepts: 1) Hierarchy of effects model and 2) Three facets of CO.

Based on the hierarchy of effects model, personal beliefs assume a role as a cognitive dimension, which affect affective and behavioral dimensions. Affective and behavioral dimensions are measured as attitudes toward CO and intentions to purchase foreign products.

Different CO facets are examined. There are three CO facets which affect consumers' evaluations on foreign products: "GCA (General Country Attributes)," "GPA (General Product Attributes)," and "SPA (Specific Product Attributes)." These three facets influence reciprocally, and the overall CO image is assumed to be integrated with them. This study conceptualized that the two product facets, GPA and SPA, have two separate dimensions: affective and behavioral dimension. South Korea and its nine product categories are dealt with in this study.

The two research questions are: 1) "Do personal beliefs of consumers affect CO?" and 2) "How do the three facets of CO interrelate?" It examines if the influences of personal beliefs can predict consumers' attitudes toward and the intention to purchase foreign products by multiple and stepwise regression. The correlation method was used to examine the interrelationships among the three CO facets.

Finally, the majority of product categories and the products in general showed significant results. The attitude toward Korea, Korean products, and some Korean specific product categories were significantly predicted and explained with personal beliefs. In other words, the more people know about Korea, Koreans, and Korean products, the more positive their attitudes toward and the intention to purchase Korean products. Especially, several technological products like VCRs, TVs, and automobiles were well predicted rather than other kinds of products. The interrelationships among the facets were considerably high, so it can be inferred that images of Korea, Korean products in general, and several specific Korean products are much interrelated with one another.

CONTENTS

CHAPTER		PAGE
I.	**INTRODUCTION**	1
	Background	1
	Purpose of the Study	2
	Organization of the Study	4
II.	**LITERATURE REVIEW**	6
	Descriptions of Country of Origin (CO) Image and its Effects	6
	Definitions	6
	"Made In" and "Origin"	7
	Country by Country	9
	Product - Country Match	10
	Differences of Consumers' Nationalities – Cross National Studies	11
	The Constructs of CO Effects	12
	Halo vs. Summary Construct	13
	The Amount of Information: "Single Cue" vs. "Multi-Cue"	15
	The Three Facets of CO	16
	Summary	18
III.	**CONCEPTUALIZATION AND RESEARCH QUESTIONS**	19
	Personal Beliefs and Their Influences on CO	19
	Assumptions	22
	Research Questions	22
	Research Scheme	23
	Hypotheses	25
IV.	**METHODOLOGY**	28
	Variables and Measurement	28

Dependent Variables ---------- 28
Independent Variables ---------- 29
Research Tool ---------- 31
Sampling Procedure ---------- 32

V. **ANALYSES AND RESULTS** ---------- 33
Data Analysis ---------- 33
Sample Profile ---------- 35
Relationships between Personal Beliefs and CO ---------- 35
Personal Beliefs as the Predictors of the Attitudes toward Three CO Facets ---------- 36
Personal Beliefs as the Predictors of the Intention to Purchase Korean Products ---------- 38
Interrelationships Between Attitudes toward Specific Products and Three General CO Facets ---------- 40
Interrelationships Between the Intention to Purchase Specific Korean Products and Three General CO Facets ---------- 41
CO Facets as Predictors of the Intention to Purchase Specific Korean Products ---------- 42

VI. **DISCUSSION AND IMPLICATIONS** ---------- 44
Summary ---------- 44
Personal Beliefs and CO ---------- 45
Interrelationships of the Facets of CO ---------- 48
Implications ---------- 49
Limitations of the Study ---------- 50

REFERENCES ---------- 53

APPENDICES ---------- 58

A. Sample Profile ---------- 59

B. Correlation of Personal Beliefs and CO ---------- 60

C. Predictors of CO ---------- 63

D. Correlation Among Three CO Facets ---------- 67

E. CO Facets as Predictors of Intention to Purchase Specific Korean Products ---------- 68

F. Survey Questionnaire ---------- 69

G. Human Subject Approval Form ---------- 73

VITA ---------- 74

CHAPTER I

INTRODUCTION

BACKGROUND

In earlier times, consumers were largely unaware of where the products they bought were actually produced. Each country exported what it owned or what it could grow but most end-products were produced locally, and origin information was either unavailable or of little consequence. As marketing has become more globalized, trade between countries has increased and international marketing is more important than ever. A variety of products from many different countries compete with one another in every market in the world. Consumers choose what they want among those products from many countries. As a result of increasing competition in the international marketplace, manufacturers need to be more keenly attuned to predicting and subsequently meeting the demands of the consumer.

In order to do this, it is critical to assess consumers' perceptions of product characteristics and surrounding images influencing purchase decisions. Consumers evaluate competing products by many criteria. "Country-of-Origin (CO)" is one of those criteria, and is a potentially powerful image variable that can be used to gain competitive advantage in the international market (Parameswaren and Pisharodi, 1994).

PURPOSE OF THE STUDY

While companies from some advanced countries have taken advantage of the positive images of their home countries, most companies from developing countries are suffering from the inferior and negative images of their countries. In fact, specific branded and non-branded products imported from industrialized countries receive favorable identification; while products imported from developing countries do not.

As the "made-in" notation has been increasingly important, numerous studies have explored what CO is, what consists of CO, and how CO influences consumers' purchase decisions. A substantial body of marketing literature has produced consistent findings regarding CO effects, which can generate a significant level of bias in consumers' product evaluations. This bias has been reported to cause an image association between the product and the country in which the product is made, even though many studies have involved only single cue models (Bilkey and Nes 1982). It has been generally agreed that CO affects consumers' product evaluations.

Although useful, the existing evidence on CO effects is limited in a way. The cognitive structure that mediates CO effects on product evaluations rarely has been considered either empirically or theoretically (Hong and Wyer, 1989). The majority of previous research has focused on a variety of external rather than internal factors, which resulted from variant audiences. In fact, most studies have dealt with several situational factors as independent variables affecting CO image. They reported that the evaluations of foreign products vary by: 1) countries in which they originated; 2) the product categories; and so forth. "Internal factors" include variables associated with different

consumers, such as "personal experiences," "social stereotypes," and so on. A few studies dealt with respondents' nationalities as the variable, which affect consumers' evaluations of foreign products. Janda and Rao (1997) argued,

> "...studies of the various situational conditions that may affect the use of the country of origin as a salient variable in product evaluation are common. However, no effort has been made to study the inherent cognitive structures that affect a person's perceived saliency of the CO variables."

It is inferred that individual characteristics can cause people to have different CO images of the same foreign country.

CO image is a kind of stereotype of a society. Most past CO studies explicitly or implicitly talk about the role of stereotypes. Stereotypes are part of a society's social heritage, and every member of society internalizes these stereotypes (Ehrlich, 1973). Therefore, it can be argued that stereotypes of certain countries are widely held in a society (Janda and Rao, 1997). Although CO image is relatively constant and similar within a society, there may be some differences among the people of the society in evaluating the foreign country and the products from it. "Personal beliefs" is one type of variable, which can explain the differences in CO. Janda and Rao (1997) argued that social stereotypes and personal beliefs are reciprocal determinants of CO images.

An individual's personal beliefs about a country are mainly comprised of previous experiences related to the country. It is assumed that there would be differences between people have been exposed to subjects relating to a country and people who have not. Previous experiences can affect negatively or positively the overall CO image. Although

personal beliefs and stereotypes may be comprised of the informational component of beliefs, a person's beliefs may not necessarily match the stereotype. The influence of the stereotype of a foreign country may vary depending on the strength and valence of the personal beliefs regarding the country. In brief, stereotypes and personal beliefs may be conceptually distinct cognitive structures (Devine, 1989). This paper assumes that these two factors mainly affect the CO dynamically. Therefore, the influence of social stereotypes and personal beliefs on the CO will vary by individuals due to the fact that there are few people who share identical personal beliefs. This paper attempts to explore the influence of personal beliefs as a cognitive structure as it affects the CO image of a foreign country and, in turn, consumers' evaluations of the products from the country.

In spite of the importance of this area, only a few studies examined the relationship between individual characteristics and CO. Most studies exploring personal beliefs were cross-national research. This study explores how Americans in Knoxville, Tennessee, evaluate products from South Korea. If it shows that there are some notable differences in CO images and product evaluations, it might be attributed to the differences in personal beliefs and different experiences with South Korea and its products.

ORGANIZATION OF THE STUDY

The report of this study is organized into six chapters. "Background," "the purpose of the study" and "organization of the study" are included in this chapter. Chapter II contains a review of related literature dealing with CO. Conceptualization of

the relationships of personal beliefs and CO, research questions, and hypotheses constructed for the study are found in Chapter III. The methodological procedure used to carry out the research is presented in Chapter IV. Chapter V presents the survey results and analysis. Finally, Chapter VI presents the overall summary of the study, implications for international marketers, and the limitations of the study.

CHAPTER II

LITERATURE REVIEW

This chapter mainly presents the influences of "Country-of-Origin (CO)" on consumers' product evaluations, which vary by various factors. Beginning with an overall description of CO, its components and various variables affecting CO, this chapter provides several observations on CO images and its effects on consumers' attitudes toward foreign products, which have been widely discussed during the last three decades.

DESCRIPTIONS OF COUNTRY-OF-ORIGIN IMAGE AND ITS EFFECTS

As this study basically assumes that CO affects product evaluations, CO image can be described in terms of its influences on them. The definition of CO and its effects have been controversial due to the complexity and the differences of measurements applied in previous studies. However, there are several consistencies in past empirical studies. A brief definition of CO image is followed by several concepts, which are independent variables determining the characteristics of CO's influences on product evaluations.

Definitions

Briefly, CO is a stereotypical image of a foreign country and its products. The stereotype, in CO research, refers to people who are inclined to evaluate a product from a

certain country just on the basis of the fact that it is from that country (Janda & Rao, 1997). Even though there are several perspectives relating to the "stereotype," a sociocultural perspective would be appropriate for this research area. According to this view, individuals are socialized into a culture and are led to act according to cultural dictates through social rewards and punishments (Fishman, 1956).

In general, "Country-of-Origin (CO)" effect refers to how consumers perceive products emanating from a particular country (Roth and Romeo, 1992). Bilkey and Nes (1982) defined the CO image, providing the most widely used definition in sunsequent studies, as consumers' general perceptions of quality for products made in a given country. The general beliefs of people toward a country and its products, the typical stereotypes, comprise the CO. Most CO studies aim to find the influences of CO on consumers' product evaluations; therefore, the definition of CO should be based on the CO image that affects consumers' product evaluations in a certain way.

Overall, CO means an overall image of a country, which influences consumers' product evaluations, since they perceive that the product was produced or originated in the country.

"Made-in" and "Origin"

One of the factors making CO and its effects complex is the considerable change in international marketing environment. As the international business has been intensified, CO does not mean only "made-in" image any more. In fact, many giant companies produce their products in several different regions mainly in order to reduce the wages and distribution costs. Numerous international companies have multiple

manufacturing factories in several regions in the world. For instance, all Toyota cars sold in the U.S. are manufactured in the U.S. factories. These cars are technically made in U.S.A., not in Japan where most Americans assume cars originate. It is not any more meaningful to define the CO as "Made-in" notation. In reality, many products are made in a country, which is not the "Origin" country.

At this point, it is important that CO is determined according to how consumers perceive the country and the product it originated. If consumers perceive a product as a representative of U.S., although it is made or assembled outside of the U.S., the product would carry the CO image of U.S. There is a helpful taxonomy to provide a common conceptual framework of CO distinguished between consumer perception of the country with which a product is identified (e.g., Honda identified as a Japanese product) and the country of manufacture (e.g., Honda assembled in the United States). Distinguishing between the two concepts is important because of the increased sources of production by multinational firms and their use of global, standardized advertising for their products (Han and Terpstra 1988, Nebenzahl and Jafee 1991). In general, most literature deals with one of these two concepts: "Origin-Country-Image" (Nes 1981; Han and Terpstra 1988; Nebenzahl and Jaffe 1991) and "Made-in Country-Image" (Johansson and Nebenzahl 1986; Papadopoulos, Heslop and Beracs 1990). Liebler (1995) reported that U.S. consumers are likely to perceive the Japanese automobiles as the Japanese products, even though they are manufactured in the U.S. A following study (Nebenzahli, Jaffe, & Lampert, 1997), which is related to the taxonomy of the CO image, supported this argument. Therefore, it can be inferred that "Made-In" image is less important if two

conditions are satisfied simultaneously: (1) the "Made-in" country is different from the "Origin-Country" and (2) the "Origin" country of the brand is widely recognized such in as the Honda and Toyota examples. Due to the higher reputation of those brands, Japan is known as the producer of "excellent automobiles." On the contrary, CO image, no matter whether it is "Made-in" or "Origin" image, is likely to be more important when there is little product information available.

Although CO is less influential in some cases as referred above, CO image certainly influences consumers' attitudes. Seaton and Vogel (1981) found that, other things being equal, Volkswagen cars produced in the United States are perceived as less preferable than Volkswagens made in Germany. This finding supports the point that shifting the location of production can lower consumer preference because of stereotypes about the product's "nationality."

Country-by-Country

CO images vary from country to country. The CO effect on the consumer's evaluation has been reported to differ between industrialized and less developed countries. Consumers' quality perceptions of a specific country's product vary with the country's level of industrial development (Khachaturian and Morganosky, 1990).

Accordingly, the influences of CO image are also diversified between countries. In fact, most CO effect studies explicitly or implicitly talk about the role of stereotypes. National and cultural stereotypes are broad, consensually shared beliefs and judgments related to a country, its citizens, and their culture (Peabody 1985; Taylor and Moghaddam 1987). Like other stereotypes, they should influence the perception and

judgment of any object, including consumer products, which are associated with a certain country (Leclerc, Schmitt and Dube, 1994). Regardless of what a product really is, people are likely to evaluate it with its CO image. That is why companies from most less-developed countries' have been suffering from the negative images of their countries in foreign markets. This is due to the typical tendency to engage in broad generalization and simplification of complex phenomena (Janda and Rao 1997). For instance, people are likely to have positive attitudes toward a brand new automobile from Japan or Germany, because these countries have good reputations for their famous cars. Over time, people have had positive attitudes toward German or Japanese cars. As a result, they are likely to prefer cars from these countries to those from other countries, even if the latter is a higher quality product than the former. Usually, most advanced countries enjoy some advantages stemmed from their positive CO images in the international marketplace, while less-developed countries must overcome their inherent and inferior images to succeed in foreign markets.

Product-Country Match

Nevertheless, this phenomenon does not apply to all markets in terms of the product categories. In other words, each country has had its own competitive product over time, so CO varies by product categories. Roth and Romeo (1992) postulated that there are various fits between countries and product categories. They suggested a framework that essentially tries to match the importance of product category dimensions with the respondents' image of CO. For instance, in one study, Japanese electronic

products received high quality evaluations while Japanese food products received low ones (Kaynak and Cavusgil, 1983).

The results of Roth and Romeo's study (1992) showed significant contrast between several exemplary countries. Asian developed countries, such as Japan and South Korea, received higher scores in three technology-oriented products – Autos, Watches, and Bicycles - but got relatively lower scores in three non-technological products: leather shoes, crystal, and beer. The scores of the former products from South Korea are higher than those of Ireland and Spain. However, the latter scores of S. Koreas products scored lower than those of the two western countries. It means that S. Korea has competitive strength in its technology-oriented products rather than in other non-technological ones.

In most cases, high technology products are less bounded to CO effects, while some cultural products are more influenced by CO image. It has been argued that the demand for technology-oriented, so called "culture-free" products, is much less influenced by socio-cultural differences than the demand for "cultural-bound" products such as staple foods (Berekoven, 1978). That is the reason why some Asian developing countries, such as S. Korea, Singapore, Hong Kong, and Taiwan, have gained relatively good reputations for technology-oriented products.

Differences of Consumers' Nationalities: Cross National Studies

The differences of CO can be found between people of different nations. Several studies were conducted with cross-national research. Due to the differences of people from various countries, the attitudes toward a certain country might vary by people

having different country-of-origin. Research has shown that CO perceptions may vary depending upon the consumer's nationality. Nagashima (1970) and Narayana (1981) found differences in CO perceptions between Japanese and American consumers. Crawford and Garland (1988) found differences in quality perceptions across West German and American consumers. Papadopoulos and his colleagues (1987) surveyed people from three countries – Canada, Britain, and France – and reported that most consumer views about a given foreign product origin varied by country. Their results showed that American goods were viewed positively in France, but not so positively in Britain. Only Japanese good were universally perceived in a favorable light.

Ethnocentrism and patriotism are two of several very important factors affecting CO image. Past studies also indicate that there is a tendency for consumers to evaluate their own country's products more favorably than do foreigners (Nagashima 1970; Kaynak and Cavusgil 1983). Though large numbers of consumers now are willing to consider foreign-made goods as alternatives to American-made items, some consumers staunchly refuse to buy imported products and chastise fellow consumers for doing so, claiming that buying foreign goods puts Americans out of work, hurts the economy, or is unpatriotic. Other consumers are equally vociferous in defending their right to buy whatever products they wish, regardless of place of manufacture (Shimp and Sharma, 1987).

THE CONSTRUCTS OF CO EFFECTS

As reviewed above, many studies have explored which factors affect CO. Another important kind of CO study has focused on the step-by-step procedure of which CO

affects consumers' product decisions. The operation of CO effects can vary by several factors. Familiarity with the country and its products is one of the most influential factors, which make CO effects vary by products, countries, and individuals. Additionally, the amount of information about the product also operates importantly in this dynamic.

Halo vs. Summary Construct

Of various studies regarding CO effects, the majority has been focused on an argument whether CO functions in either the "halo" or the "summary" construct (Han, 1989; Erickson, Johansson and Chao 1984; Johansson, Douglas and Nonaka 1985; Johansson 1989; Shimp, Samiee and Madden 1993). These two constructs provide a model showing how CO influences consumers' attitudes toward products.

The halo construct assumes that a consumer's perceptions of CO image directly affect attitudes in situations where she/he knows little about a country's products (Nebenzahl, Jaffe and Lampert, 1997). In this case, CO images are based on whatever knowledge the consumer has about these countries, including their level of economic, political and social development. Han (1989) proposed that the halo construct implied that CO image affects product attributes (beliefs) which in turn, affect brand attitude (product evaluation). This relationship is hypothesized as: 'CO $\Rightarrow$ Belief $\Rightarrow$ Brand Attitude.'

The summary construct, on the contrary, assumes that CO is based on perceived attributes of products made in a given country. In this construct, CO image is affected by past experiences and directly affects consumer attitude toward the brand (Hong and

Wyer, 1989). Han (1989) hypothesized the proposition as: 'Experience ⇒ Belief ⇒ CO ⇒ Brand Attitude.'

It is controversial whether CO image is manifest as a "halo" or a "summary" construct. During the early era of CO research, most CO research often treated country quality as a halo construct (Nagashima, 1971; Bilkey and Nes, 1982). Moreover, relatively recent studies (Erickson, Johansson, and Chao 1984; Johansson, Douglas, and Nonaka 1985) found that CO affects consumers' evaluations of product attributes, but not their overall evaluations of products. Though the halo hypothesis is intuitively appealing, it has serious limitations. It maintains that consumers use CO image as a halo in product evaluations when they are not familiar with the products. According to several researchers (Han 1989; Jaffe and Nebenzahl 1988), when consumers are not familiar with a country's products, CO may serve as a halo from which consumers infer product attributes and it may indirectly affect their brand attitudes. In contrast, as consumers become familiar with a country's products, CO may become a construct that summarizes consumers' beliefs about product attributes and directly affects their brand attitudes. Under a variety of conditions, CO influences brand attitudes in one of these two ways.

The two different constructs can be applied appropriately to a specific country according to the familiarity of respondents with the country. CO not only had a direct influence on product evaluations, but also appeared to stimulate subjects to think more extensively about other product attribute information (Hong and Wyer, 1989). In a study conducted in the U.S., Han (1989) found that the summary construct showed good fit for U.S.A.-made TV sets and automobiles, while the halo construct showed good fit for

Korean-made TV sets and Korean and U.S.A.-made automobiles. There is a clear reason why the different constructs applied to the two countries, the U.S. and Korea. Because consumers were unfamiliar with Korean products, CO image operated as a halo from which product attributes were inferred. It can be also assumed that as consumers' experience with a product or brand increases, a summary construct becomes more apparent. However, "familiarity" was not included as a moderator of the criterion or predictive variable in the study. Therefore, the halo construct is appropriate to unknown brands or products from unfamiliar countries, while the summary construct is applicable to others depending on the familiarity of consumer with the country and its products. However, in the case of some countries, these two constructs should be considered together, for foreign some brands are very familiar to foreign market, while others are not. Moreover, either the "halo" or the "summary" construct can be applied to similar product from a country depending on the consumer's degree of past experiences with the product or the country.

The Amount of Information: "Single-Cue" vs. "Multi-Cue"

The amount of information about a product given to a consumer affects CO. Many critics argued that the existing evidence is based on single cue studies, with CO the only information cue available to respondents (Bilkey and Nes, 1982). Johansson, Douglas and Nonaka (1985) noted that this single-cue approach tends to bias results in favor of finding a significant CO effect. A single-cue study is bound to yield a significant cue effect that might or might not exist in the real world. This situation changed after an article by Erickson, Johansson, and Chao (1984), who considered the CO as an image

variable and analyzed its effect on formation of beliefs and attitudes, and how this process influences product evaluation (Janda and Rao, 1997). Several researchers focused on multi-cue studies rather than single-cue study, with CO the only information cue available to respondents in order to examine the strength of CO image in various situations (Bilkey and Nes, 1982). In many cases, CO information has been found to be more important in affecting product quality assessments than price and brand information (Wall, Liefeld, & Heslop 1991).

THE THREE FACETS OF CO

Some critics argued that the study of multi-dimensional facets of CO image should be explored. One of the criticisms of CO studies is that most used different levels of CO image, causing different results. Therefore, various facets, from the general to the specific, need to be examined simultaneously.

On the basis of the fact that CO is an image variable, some studies explored the components of overall CO image. Although not mainly focused on the consisting factors of CO image, most other studies assumed several components make up overall CO image. In many studies, there were several variables, presumed to be used frequently as the factors of CO image affecting consumers' product evaluations.

Parameswaran and Pisharodi (1994) systemically organized those complex variables into three categories: (1) a country itself - "General Country Attributes (GCA)," (2) the general product - "General Product Attributes (GPA)," and (3) a specific product category from the country - "Specific Product Attributes (SPA)." According to the study,

CO image consists of a variety of factors from the image of country itself to that of a specific brand the country originated. There are several attributes of each facet, which have frequently been used in most previous studies. <Table 1> shows the three facets and their attributes using the example of a specific product, "Japanese car."

<Table 1> Three Facets of Country-of-Origin Image

Facets	Level	Attributes	**Example** (Japanese Car)
GCA	Country	Economic, political, and cultural aspects; Characteristics of the citizen; Similarity to respondents' country in many aspects, etc.	The image of Japan itself.
GPA	General Product	Workmanship, Durability, Price-value, Design, High-technology, etc.	The image of Japanese products.
SPA	Specific Product Category	Varies by product categories*	The image of Japanese cars.

* The attributes of products are quite different among different categories. For example, "good fuel economy" is an important attribute for cars, but cannot be applied to most other products.

These three components are assumed to influence consumers' synthetic image of a specific product. On the contrary, the upper-level images can be affected by lower-level images. That is to say, the image of Japan has been influenced partly by the images of its products and brands.

These facets function reciprocally, so they comprise the CO image of a country dynamically. For instance, the country itself can be evaluated by its political situation, economic development, cultural similarity, and so on (GCA). Furthermore, a product

exported can affect the overall image of the country it originated. Electronics and automobiles from Japan are usually highly reputed, and the Japanese CO image has been upgraded by the high reputations of those products (GPA). Inferring one more step, high reputations of several famous brands, such as Sony, Toshiba, Toyota, and Honda have heavily influenced on the CO image of Japan (SPA). Conversely, a new brand can be affected by CO, but the influences vary by its product category. Therefore, all three facets of CO can affect the evaluation of a specific product in foreign markets. However, the degrees of correlation of these three facets vary by product categories and specific brands. Parameswaran and Pisharodi (1994) argued that the CO effects are different by the level of facets, so examining multi-faceted CO image simultaneously is needed.

SUMMARY

Although the previous discussions of CO are complex and controversial, there is enough to support several statements are justified: (1) there is no question that a CO effect does exist; (2) CO is an image variable of stereotype, and it can be changed, at least in the long-term; (3) CO stereotypes may vary across "origin" countries, product categories or consumer types; (4) Depending on the degree of familiarity with the country and its products, the CO effect functions either as a "halo" or a "summary" construct.; (5) There are three facets of CO: GCA, GPA, and SPA.

CHAPTER III

CONCEPTUALIZATION AND RESEARCH QUESTIONS

Personal beliefs are focused on as factors affecting CO. Beginning with descriptions of personal beliefs, how the attitudes toward the foreign countries and their products vary depending on different personal beliefs is discussed. Three facets of CO and the hierarchy of effects model are also described as part of the basis of the study.

With this conceptualization, the research questions are presented with basic assumptions followed by specific hypotheses.

PERSONAL BELIEFS AND THEIR INFLUENCE ON CO

Based on the hierarchy of effects model (Lavidge and Steiner, 1961), it can be assumed that cognitive components influence affective and behavioral attributes. As mentioned above, CO is an image variable; in fact, CO has been measured as an affective or behavioral variable. Therefore, cognitive attributes may affect CO. Most CO studies dealt with and measured the attitudes toward foreign products – affective attributes - as the dependent variable. Accordingly, a few studies focusing on behavioral components examined the intention to purchase foreign products.

Unlike the affective components, cognitive components reside in the realm of thoughts without any emotional attributes and consist of informational attributes (Lavidge and Steiner, 1961). Janda and Rao (1997) argued that stereotypes and personal beliefs are

determinant factors of individual CO images. Because stereotypes and personal beliefs are distinct cognitive structures (Devine, 1989), it implies that with regard to perception of CO in product evaluation, the dynamics between the two structures would influence formation of product image.

Stereotypes are part of a society's social heritage (Ehrich, 1973), and every member of society internalizes these stereotypes. Therefore, stereotypes of certain countries are widely held in a society (Janda and Rao, 1997). In contrast, personal beliefs vary by individuals. Accordingly, personal beliefs of a certain country are different from individual to individual. Thus, the perception of a certain country is formulated by the dynamics between the two cognitive structures. That is to say, people have their own CO images of a certain country based on social stereotypes and their personal beliefs.

It can be argued that cross-national studies, conducted previously, could find relatively large differences between people of the two or more countries, for they have different stereotypes and personal beliefs, in general. However, whether the differences in CO images are consistent across people within same nationality has not been examined. CO images might be more homogeneous among people of the same nationality than across people from other societies. However, this has not been reported thus far. In spite of the same social stereotypes, there might be some differences in CO images among people of a society, due to different personal beliefs about a certain country. This study mainly focuses on this. Personal beliefs are expected as the crucial variables expected to affect CO.

According to Janda and Rao's conceptualization (1997), the influences of social stereotype on CO image depend on the "personal beliefs" each individual possesses. Hong and Toner (1989) stated that prior product experience and familiarity might interact with and moderate the CO effect.

Whereas attitude refers to a person's favorable or unfavorable evaluations of an object, personal beliefs represent the information he has about the object (Fishbein and Azjen, p.12). Generally speaking, personal beliefs refer to a person's subjective probability judgements concerning some discriminable aspect of his world, and they are propositions endorsed and accepted as true (Devine, 1989; Fishbein and Azjen, 1975). They deal with the person's understanding of himself and his environment. Thus a person may believe that he possesses certain attributes (e.g., that he is intelligent, honest, punctual, etc.), that a given behavior will lead to certain consequences, that certain events occur contiguously (Fishbein and Azjen, 1975).

There are three kinds of beliefs: "descriptive," "informational," and "inferential." According to Fishbein and Azjen (1975), these beliefs are formed in different ways, and all potentially contribute toward what a customer believes about a product's attributes. The first one, descriptive beliefs, essentially arises out of active direct experience (Holbrook, 1981). Tybout and Hauser (1981) described this kind of belief, as linking physical characteristics with product perceptions. This would include experience with target country products, visiting to the country, meeting people from the country, et cetera (Janda and Rao, 1997). Informational beliefs are those influenced by outside sources of information such as advertising, news media, friends, relatives, and so on.

This study mainly focuses on the last one, inferential beliefs. This type of belief is formed by making inferences (correctly or incorrectly) based on past experience as this experience relates to the current stimulus (Fishbein & Ajzen, 1975). For example, a person whose experience suggests that German cars are durable might infer that since an Audi is a German car, and Audi is a durable car. It can indicate that image variables may have inferential effects on product beliefs. An inevitable question is whether the inferences are, at least partly, based on CO image formulated by past experiences.

ASSUMPTIONS

Based upon the literature review and the concepts mentioned above, this study is based on three basic assumptions:

1. CO affects consumers' evaluations of foreign products.
2. Personal beliefs, referred to as inferential beliefs, are comprised of either direct or indirect past experience.
3. Personal experiences with South Korea are comprised of three aspects: experience with "South Korea," experience with "Korean people," and experience with "Korean products."

RESEARCH QUESTIONS

Based on the conceptualization of the personal beliefs and CO, this study poses two research questions. As discussed previously, the differences between people based on personal beliefs have rarely been explored in previous CO studies. That is to say, there

might be some differences in the personal beliefs about a foreign country among people of same society or country. Personal beliefs are explored as past experience with a foreign country, its people and its products. The second research question deals with the relationships among the components of CO, the three CO facets.

The research questions are:

1. Do personal beliefs of consumers affect CO?
2. How do the three facets of CO interrelate?

RESEARCH SCHEME

This study mainly explores the fundamental relationship between personal beliefs and consumers' evaluations of foreign products. Two concepts provide the theoretical framework for this study: (1) "Hierarchy of Effect" Model (Lavidge and Steiner, 1961); and (2) Three-faceted definition of CO (Parameswaran and Pisharodi, 1994).

As previously stated, personal belief is a determinant of individual cognitive structures, and CO is an image variable, which has been measured mainly as an affective level. Therefore, it can be inferred that personal beliefs might affect the attitudes toward a foreign country and its products. Several studies examined behavioral variables such as "intention to purchase" a foreign product.

Papadopoulos, Heslop, and Graby (1987) argued in summarizing the work of previous studies, "the made-in concept has been seen as a composite notion, and no attempts have been made to differentiate the cognitive, affective, and behavioral

components of attitudes." Personal beliefs function as cognitive components, and attitudes toward a foreign country and its products do as affective components.

A study by Lavidge and Steiner (1961) conceptualized these three components and their relationships. Their approach explored the process of consumer behavior and has been widely used by other researchers. According to their report, there are six steps to the final purchase of a product, and those six steps are merged into three dimensions: "Cognitive," "Affective," and "Conative (Behavioral)." These three dimensions function from the cognitive through the affective to the behavioral dimension. That is to say, a consumer should be aware of the product and have favorable attitudes toward the product in order to reach the final step, the real purchase of the product. In this way, upper dimensions are affected by lower dimensions. In other words, the cognitive dimension influences the affective dimension, and affect the behavioral dimension accordingly. This concept can be applied to the process of CO effects. Consumers having an existent and cognitive structure about the CO of a certain country (cognitive dimension) naturally form their attitudes toward the products (affective dimension) from the country and their intentions to purchase them (behavioral dimension).

Therefore, this study has a theoretical hypothesis: 'Prior behavioral components (Past experiences with a foreign country and its products)' ⇒ 'Personal beliefs about the country and its products (Cognitive dimension)' ⇒ 'Attitudes toward the country and its products (Affective dimension)' ⇒ 'Intention to purchase the products (Behavioral dimension).' That is to say, this study adds one more factor, "past experiences," before the three hierarchical process. This study assumes that first, people experience South

Korea and Korean products and those experiences may influence their personal beliefs about South Korea and its products. Finally, the personal beliefs may influence their attitudes toward, and intention to purchase, Korean products.

Before presenting the hypotheses, it is necessary to define how several terms are used and measured in this study (See Table 2).

<Table 2> Terms used in this Study

Facet	Subject	Sub Category	Measurement
GCA	South Korea	N/A	Attitudes toward South Korea
GPA	General Korean products	GPAA	Attitudes toward general products from Korea
		GPAB	Intention to buy any Korean products
SPA	Specific Korean products	SPAA	Attitudes toward nine specific Korean products.
		SPAB	Intention to buy nine specific Korean products.

GCA - General Country Attributes
GPA – General Product Attributes
GPAA - GPA Affective Dimension
GPAB - GPA Behavioral Dimension
SPA – Specific Product Attributes)
SPAA - SPA Affective Dimension)
SPAB - SPA Behavioral Dimension)

Three facets – GCA, GPA, and SPA – are used to measure consumers' evaluations of foreign products. As noted in the literature review, it is necessary to examine CO as a multi-dimensional variable. Parameswaran and Pisharodi (1994) suggested that three facets of CO could be explored separately along with the causal relationships among them. They stated that there are reciprocal influences among the facets. The interrelationships of the three facets are explored by correlation method. Finally, it is examined how much GCA and GPA influence nine SPAs of various product categories, for SPA is dealt with as the most sophisticated variable, which includes three-

dimensional attributes. That is to say, it is assumed that both GCA and GPA influence GCA and GPA, because the image of Korean automobiles is affected by the image of South Korea and general Korean products.

HYPOTHESES

To explore the research questions posed above, three sub-hypotheses for each area are presented below. The first three hypotheses mainly examine the influence of personal belief on CO. After examining the correlation between "personal differences" and CO images in hypothesis 1-1, the next two hypotheses, 1-2 and 1-3, relate to the influences of personal beliefs on the affective and behavioral dimensions, respectively. The second hypothesis explores the relationships among three facets of CO.

HI. Personal Difference and CO

1-1. There would be significant correlation between "Personal Beliefs" and each CO facet.

1-2. Attitudes toward Korea, Korean products generally, and specific Korean products would be influenced by "Personal Beliefs" significantly.

1-3. Intention to purchase any Korean products and specific Korean products (GPA / SPA) would be significantly explained by some "Personal Beliefs" significantly.

H2. The relationships among three facets of CO.

2-1. Attitudes toward specific Korean products are significantly correlated with the attitudes toward Korea (GCA), Korean products in general (GPAA), and the intention to purchase Korean products in general (GPAB).

2-2. Intentions to purchase specific Korean products are significantly correlated with the attitudes toward Koreans (GCA), Korean products in general (GPAA) and the intention to purchase Korean products in general (GPAB).

2-3. Attitudes toward Korea (GCA), Korean products in general (GPAA) and the intention to purchase any Korean products (GPAB) can explain the attitudes toward (SPAA) and the intentions to purchase specific Korean products (SPAB).

- SPAA (Specific Products Attributes –Affective) = GCA + GPAA + GPAB
- SPAB (Specific Products Attributes –Behavioral) = GCA + GPAA + GPAB

CHAPTER IV

METHODOLOGY

This study employed a quantitative approach based on a one-shot descriptive survey. This chapter describes how those hypotheses were examined and by which methods along with the make-up of the sample with the overall contents of the questionnaire.

VARIABLES AND MEASUREMENT

Dependent variables and independent variables are described with the frame of research tool, the questionnaire. Dependent variables consist of 21 variables: one GCA (General Country Attributes), two GPA (General Products Attribute), and eighteen SPA (Specific Products Attributes). Independent variables include familiarity with "South Korea," "Koreans," and "Korean products." Each was operationally defined along with the method by which each was measured.

Dependent Variables

There are three categories of dependent variables that constitute the components of CO image. As presented previously in <Table 2>, the affective attributes of each facet were measured as the respondents' attitudes toward specific items that relate to the three facets of CO, and the behavioral attributes of GPA and SPA were measured as the

intention to purchase specific Korean products. A Likert scale was used as bipolar five-point question for all dependent variables. All dependent variables are followings.

a) GCA (General Country Attributes) – 1 Variable

- Attitudes toward South Korea (Section II. No.1).

b) GPA (General Product Attributes) – 2 Variables

- Attitudes toward general products from Korea (Section II. No.3).
- Intention to buy any Korean products (Section III. No.1).

c) SPA (Specific Product Attributes) – 18 Variables

- Attitudes toward nine specific Korean products (Section II. No.4 ~ 12).
- Intention to buy nine specific Korean products (Section III. No.2 ~ 10).

Nine variables were designed for measuring SPA (Specific Product Attributes) in terms of affective dimensions. Nine product categories were presented: automobiles, TVs, VCRs, clothing, athletic shoes, toys, foods, cosmetics, and jewelry. These nine items have been used frequently in previous research. The first three items are major items exported from South Korea. According to several previous studies, high-technology products are less bound to CO image than others (Khachaturian and Morganosky, 1990).

Independent Variables

The independent variables are all aspects of personal beliefs that constitute sub-concepts of cognitive structures. Cognitive structure is assumed to consist of direct "experience" and "knowledge" from direct and indirect experience. Indirect experience includes "media consumption," "information from acquaintances," and so forth.

As mentioned previously, the cognitive dimension was measured to examine the personal experience with South Korea, its people, and its products. Three parts of the survey were designed to explore the cognitive dimensions: "Familiarity with South Korea," "Familiarity with Koreans," and "Familiarity with Korean Products," as presented in the assumptions for this study previously.

a) Familiarity with South Korea

Five questions from Section IV (No.1 to No. 5) were designed to measure knowledge of general facts about South Korea – geography, economic development, an athletic event (1988 Seoul Olympics), Korean language characters, and the capital city. These questions were combined and converted into one variable by calculating a global score. Two additional questions – Section I (No. 1 and No.2) - were designed to measure their exposure to information about South Korea acquired through acquaintances and media. Therefore, three variables were designed to measure the "familiarity with South Korea" overall.

b) Familiarity with Koreans

Three variables were also designed to examine the degree of respondents' exposure to Koreans directly or indirectly. Three questions were presented, and they mainly dealt with exposure to Koreans. The first two questions were shown in section I, and asked "how often do you see Koreans," and "how often do you talk with Koreans."

The last one, No. 6 of section IV, asked respondents to guess what percent of Asians in America were Korean.[1]

c) Familiarity with Korean products

This section mainly measured familiarity with Korean products. Both direct and indirect experiences with Korean products were examined. Seven variables measured respondents' exposures to Korean products, including their own use and exposure to products. One of them was designed as nominal scale to ask whether any Korean products were owned. There are eight questions relating to Korean products. Three were included in Section I, and the others were presented in the Section IV. Two of them – No. 8 and 9 of Section IV - were designed to be combined into one integrated variable thus mitigating respondents' guesses. The means of these two questions are calculated to form a global score.

RESEARCH TOOL

The survey was self-administered. As seen in <Appendix F>, in the questionnaire, there were 6 sections on 4 pages with a total 50 of variables. It took about 10 minutes to complete. Section II and III dealt with the dependent variables and Section I and IV were assigned for independent variables. Section V examined their media habits and broad experiences relating to foreign countries. Additionally, demographic questions were

[1] The actual percentage of Koreans among all Asian people in the U.S. is approximately 8.3% as of March 1996 (U.S. Department of Commerce Census, 1997). In Knoxville area, Koreans consist of approximately 0.1 % among all people. Asian people represent 3.8% (10.1 million) of the whole U.S. citizens. (Current Population Reports, 1998).

presented in the last section and included: gender, year of class, age, and the size of the of residence.

SAMPLING PROCEDURE

The survey was conducted among students enrolled at the University of Tennessee, Knoxville in the spring semester of 1999. An undergraduate introductory advertising class was selected as the sample. The number of students enrolled in the class was approximately 200 and all were asked to participate in the survey voluntarily without any credit for participating. The survey was conducted before beginning of the regular class time, and it took less than ten minutes for them to complete. Since the class is taken by a variety of majors, no specific major made up the majority of the samples. A minimum of 160 cases was needed to satisfy the assumptions of appropriate statistical methods (e.g., multiple regression).

Although college students are not representative of the whole American population, the sample suffices for the purposes of this study. In fact, as stated in Chapter I, this study aimed to explore how personal differences of homogeneous group members can affect their attitudes toward a foreign country and its products. Demographic variables are not the focus, and the main focus is on the different "personal beliefs" among a homogeneous group. The student group is suitable due to its homogeneity. Non-American students were also allowed to complete the survey, but their answers were removed in the process of the analysis. Subsequent research may address differences between Americans and non-Americans using these data.

CHAPTER V

ANALYSES AND RESULTS

This chapter presents the results of the data collection and its analysis. Based on the hypotheses presented in chapter III, three main areas are reported according to the order of hypotheses. Correlation of personal beliefs and CO facets are reported and analyzed, and predictive factors are examined.

DATA ANALYSIS

Two statistical procedures are mainly used to analyze the influences of personal beliefs on CO and the relationships among three facets of CO. SPSS 8.0 was used to perform these procedures.

The first program, correlation, was used to examine the relationships among three facets of CO, and to facilitate subsequent regression. Hypotheses 2-1 and 2-2, regarding the relationship among three facets of CO, were examined using a correlation program. Hypothesis 1-1, dealing with which aspects of personal beliefs were significantly correlated to each facet of CO, was also handled with correlation.

The second step explored research question No. 1 of this study (H.1-2, 1-3, and H.2-3) with regression. With the results of the correlation, several factors were tested to obtain the most reliable regression equation. Twenty-one dependent variables - one for GCA, two for GPA, and the others for SPA of each nine products - were separately

examined with 11 interval-scale independent variables and three dummy variables (No. 10, 11, and 12 in section IV). After evaluating the correlation of each independent variable with each dependent variable, only seven to eight independent variables were included in each equation to satisfy the statistical recommendation -20 respondents per one variable.

In examining hypotheses 1-2 and 1-3, stepwise regression was used to build the equations to predict, using personal beliefs, attitudes toward Korea, Korean products, and nine specific Korean products. In this stage, all regression models were modified and evaluated through stepwise methodology in order to remove irrelevant variables statistically. At the beginning of the analyses, the number of independent variables had to be eight or less due to the statistical requirement as stated in Chapter VI. The independent variables, factors of personal beliefs, consisted of eight interval-scaled variables and three dummy variables. First, stepwise regressions with interval-scaled variables were conducted. Second, two or less dummy variables were entered in the analysis after removing two or less interval-scaled variables. This process was conducted on the basis of the results of the correlation. In other words, one or two dummy variables, which showed higher R-values, were entered after the interval-scaled variables of lower R-values were removed. Every stepwise regression analysis was conducted with eight variables in the beginning. Reflecting the results of correlation, the variables showing higher correlation were the critical factors as predictors of each facet.

While the previous two hypotheses used stepwise regression, in the process of examining hypothesis 2-3, multiple regression was used. The purpose of the regression

was different between the H.2-3 and H.1-2 or H.1-3. The reasons for using two different types of regression are also described in the last part of this chapter in detail.

SAMPLE PROFILE *(See Appendix A)*

The sample of American students represents a demographically homogeneous group. The sample size used in analyses is 160, and the breakdown of gender is almost even (Male = 44.4% / Female = 55.6%). The majority of them are either sophomore (35.6%) or junior (46.3%) students. Their ages range from 18 to 26.

RELATIONSHIPS BETWEEN PERSONAL BELIEFS AND CO *(See Appendix B)*

H.1-1. There would be significant correlation between "Personal Beliefs" and each CO facet.

Some factors of personal beliefs were more or less correlated to each CO facet. Therefore, hypothesis 1-1 was supported in part. The majority of "personal beliefs" factors showed results that are consistent with the hypothesis. In three CO facets at the general level – GCA, GPAA, and GPAB - overall results are considerably similar. In each CO facet, several factors showed significant or moderate correlation with each CO facet. Others did not show high correlation in any CO facet. There was little correlation between each CO facet and the "knowledge" of South Korea, its products, and its brands.

GCA (General Country Attributes) was significantly correlated with two factors in general: "Familiarity with Korean Products," and "Familiarity with Koreans."

Surprisingly, the "Familiarity with South Korea" factors were less correlated to GCA than those two factors. While R-values of all five individual variables of the two factors showed more than .400, the "Familiarity with S. Korea" factors had lower correlation with GCA (R = .159 / R = .257). All factors of personal beliefs were significantly correlated to GCA under the $p < .01$ probability condition.

GPAA (General Product Attributes - Attitudes) showed almost the same phenomena. The "Familiarity with Korean products" is the most correlated with GPA. The "How Often They Use Korean Products," one of three aspects of "Familiarity with Korean Products," is the highest one with an R-value of .626. "Familiarity with Koreans" showed moderate correlation (R-values = .399 / .312). Similarly, the "How Often They Watch or Hear from Media About S. Korea" was somewhat correlated to GPA (R= .388).

GPAB (General Product Attributes – Behavior) showed less correlation with "personal beliefs" factors than GCA and GPAA did. No factors were significantly highly correlated; in fact, all factors showed lower R-values (R < .30). Three variables of "Familiarity with Korean Products" and "How Often They Watch or Hear from Various Media" are somewhat correlated with R > .20.

PERSONAL BELIEFS AS THE PREDICTORS OF THE ATTITUDES TOWARD THREE CO FACETS *(See Appendix C)*

H.1-2. ***Attitudes toward Korea, Korean products generally, and specific Korean products would be influenced by "Personal Beliefs" significantly.***

The regression equation for GCA and GPAA looks similar in terms of which variables were included as crucial factors. Those two equations were to be statistically

reliable with p = .000 probability. Therefore, hypothesis 2-1 was supported by this study. As shown in <Appendix C>, the two variables entered into the equation first were the same in the GCA and GPAA predictive models. Those are "How Often They Use Korean Products," and "How Often They Talk with Koreans." In terms of partial R^2, those two crucial variables showed higher R^2 in the GCA equation. The former variables showed R^2 of .386 in the GCA case, while they resulted in R^2 of .310 in the GPAA case. The latter one showed R^2 of .277 in the GCA case, and .214 in the GPAA case. Another variable, "How Often They See Koreans," was entered in both equations with moderate partial R^2 (GCA - .212 / GPAA - .167). Both equations explain and predict each dependent variable, GCA and GPAA, with higher R^2 (R^2 = .509 for GCA / R^2 = .521 for GPAA). This means those equations can explain and predict more than 50% of the GCA and GPAA.

The GCA equation included "How Often They See Koreans (partial R^2 = .212)" and "Knowledge of Korean Goods Exported to the U.S. (partial R^2 = .8.298E-02)" as the third and fourth critical variables. On the contrary, GPAA was predicted with: (1) "How Often They hear from friends or acquaintances about S. Korea;" (2) "How Often They See Koreans;" (3) "How Often They Watch or Hear from Media About S. Korea;" and (4) "How Often They Hear about Korean Products" besides the two important variables noted above.

The regression models for the attitudes toward nine specific Korean products (SPAA) showed somewhat similar relationships with GCA and GPAA cases. Overall, only a few technological products scored some moderate and high R^2. Those are

automobiles (R^2 = .233), TVs (R^2 = .477), and VCRs (R^2 = .437). Six other product categories had weak equations in terms of R^2.[2] Especially, TVs and VCRs had considerably similar equations with "How Often They Use Korean Goods (partial R^2 = .311 / .313)" as the first entered variable. This variable was also the most important one in several product categories like toys and clothes (partial R^2 = .206 / .297). "How Often They Talk With Koreans" and "How Often They See Koreans" were also crucial factors in some product categories. All nine equations were verified at $p < .05$.

PERSONAL BELIEFS AS THE PREDICTORS OF THE INTENTION TO PURCHASE KOREAN PRODUCTS *(See Appendix C)*

H.1-3. ***Intention to purchase any Korean products and specific Korean products (GPA / SPA) would be significantly explained by some "Personal Belief."***

The analysis was identical to that used for studying the attitudinal variables. Stepwise regression was conducted by considering correlation results and each equation was built.

This analysis supported hypothesis 2-3, in part, for some of them did not produce significant equations. Two product categories – Toys and Cosmetics – did not produce reliable equations, since "Intention to Purchase" those two products showed considerably lower R^2 with "personal beliefs" factors. In fact, no "personal beliefs" factors showed R-values of more than .10 with the behavioral attributes of those two products. Therefore, these were automatically removed in the stepwise regression equations.

[2] Jewelry (R^2 = .226) - Cloths (.176) - Toys (.175) - Foods (.143) - Cosmetics (= .112) – Shoes (.112).

Unlike the attitudinal CO facets, behavioral CO facets - GPAB and nine SPAB - had somewhat different explanatory variables as their predictors, and showed lower explanatory power. The GPAB equation had the highest R^2 (.219) among all dependent variables of the behavioral dimension. Critical variables were: How Often They See Korean Goods (partial R^2 = .153); The Knowledge of Korean Goods Exported to the U.S. (partial R^2 = .190); The Knowledge of Korean Specific Brands (partial R^2 = - .226); How Often They Watch or Hear About S. Korea from Media (partial R^2 = .173); and Their Recognition of the Percentage of Koreans Among All Asians in the U.S. (partial R^2 = .143) from the first entered variable to the last.

The predictive models for the behavioral attributes of the nine product categories looked similar to the regression models for the attitudinal variables reviewed above. As shown in the <Appendix C>, critical factors were "How Often They Use Korean Products," "How Often They See Korean Products," The Knowledge of Korean Goods and Brands, and so forth. All SPAB variables could not get relatively reliable predictive models with lower R^2. The highest one was the intention to purchase Korean shoes with R^2 of .152. The actual experience of using Korean products (How Often They Use Korean Products) was the most crucial factor in explaining and predicting the behavioral attributes toward several specific Korean products. This variable entered first in four regression equations out of seven. Those product categories are: TVs (partial R^2 = .311); VCRs (partial R^2 = .268); Cloth (partial R^2 = .231); and Shoes (partial R^2 = .306).

INTERRELATIONSHIPS BETWEEN ATTITUDES TOWARD SPECIFIC PRODUCTS AND THREE GENERAL CO FACETS *(See Appendix D)*

H.2-1. Attitudes toward specific Korean products are significantly correlated with the attitudes toward Korea (GCA), Korean products in general (GPAA), and the intention to purchase Korean products in general (GPAB).

Hypothesis 2-1 was supported by the results of the correlation between the attitudes toward specific Korean products and three general CO facets. Some product categories could not support the hypothesis, however, for they did not show high correlation with CO facets.

Overall, three CO facets are somewhat closely correlated. Especially, the GCA and GPAA showed considerably high correlation (R= .704). The interrelationships of general facets among GCA, GPAA, and GPAB showed moderate high correlation (GCA-GPAB: R= .307 / GPAA-GPAB: R= .392). At the SPAA level, although the correlation between the product category and GCA or GPAA was somewhat complex, most product categories showed high R-value.

Regarding the nine specific product categories, only a few products were not significantly correlated ($p < .05$) to GCA and GPAA. Attitudes toward "Korean Shoes" and "Korean Jewelry" were not correlated to GCA. However, GPAA showed significant correlation to all attitudinal and behavioral variables except the attitudes toward "Korean Shoes."

Attitudes toward "Korean VCRs" and "Korean TVs" were correlated to GCA and GPAA the most. Technological products like cars, VCRs, and TVs were highly

correlated to both dependent variables. With GCA, The most correlated product categories were VCRs (R = .515) followed by TVs (R = .448), Clothes (R = .394), Foods (R = .319), automobiles (R = .308). Others showed lower R-values of less than .30 with GCA. Those products also showed higher correlation with GPAA. Especially, three technological products, VCRs (R = .709), TVs(R = .686), and automobiles (R = .556), were the highest three products in terms of their correlation with GPAA.

With GPAB, the degree of correlation somewhat declined in terms of R-values. However, those products showing higher correlation with GCA and GPAA also showed higher R-values when compared to the attitudes toward other product categories. Five categories showed moderate or high correlation with GPAB. Those are clothes (R = .526), VCRs (R = .484), TVs (R = .422), automobiles (R = .352), and toys (R = .355).

INTERRELATIONSHIPS BETWEEN THE INTENTION TO PURCHASE SPECIFIC PRODUCTS AND THREE GENERAL CO FACETS ***(See Appendix D)***

H.2-2. Intentions to purchase specific Korean products are significantly correlated with the attitudes toward Koreans (GCA), Korean products in general (GPAA) and the intention to purchase Korean products in general (GPAB).

The correlation of the intention to purchase specific Korean products and three general CO facets somewhat supports the hypothesis 2-2. In fact, some product categories showed high correlation with the three general CO facets, although others did not.

The behavioral variables of all product categories showed significant correlation with GPAB and GPAA rather than with the attitudes toward Korea, GCA. Although the two attitudinal CO facets – GCA and GPAA - showed higher correlation with the attitude

toward specific Korean products as analyzed above, the behavioral attributes of specific Korean products showed somewhat higher correlation with GPAB than the attitudes toward specific Korean products. It showed that the interrelationships between the same dimensional attributes are higher than the relationships between two different dimensional attributes.

Although the R-values are smaller than in others, for the attitudes toward specific products, the crucial categories with high R-values are almost same. With GPAA, "Intention to Purchase" TVs (R = .518) was the most correlated product followed by VCRs (R = .467), shoes (R = .379), clothes (R = .370), and automobiles (R = .314). Those five product categories also showed higher correlation with GPAB; in fact, the five categories are the only ones showing R > .30.

CO FACETS AS PREDICTORS OF THE INTENTION TO PURCHASE SPECIFIC KOREAN PRODUCTS ***(See Appendix E)***

H.2-3. Attitudes toward Korea (GCA), Korean products in general (GPAA) and the intention to purchase any Korean products (GPAB) can explain the attitudes toward (SPAA) and the intentions to purchase specific Korean products (SPAB).

- ***SPAA (Specific Products Attributes –Affective) = GCA + GPAA + GPAB***
- ***SPAB (Specific Products Attributes –Behavioral) = GCA + GPAA + GPAB***

The intention to purchase most product categories gained significant regression equations with moderate or higher R^2. Therefore, hypothesis 2-3 was considerably supported with this study.

As noted previously, multiple regression was conducted to examine the predictive power of the models for each behavioral variable with three CO factors: GCA, GPAA, and each SPAA (Specific Product Attributes – Attitudes). Therefore, GCA and GPAA were equally included in all nine regression models of each product category. When measuring personal beliefs as the predictive variables of CO facets, possible eight variables were selected through the stepwise regression process. However, multiple regressions with only three CO facet variables for each product category were used in this stage instead of stepwise regression; in fact, the purpose of hypothesis 3-3 was to examine if those three CO facets can explain or predict the intention to purchase each product reliably.

Among the specific nine product categories, only one category, "Intention to Purchase Korean TV," has a different equation when evaluated using the first-entered variable. While the other eight product categories were explained and predicted with the attitudes toward each product category, the regression equation for "Intention to Purchase Korean TVs" has "GPAA (the attitude toward general Korean products)," as the most critical factor. Seven variables showed the same order: Attitude toward Each Specific Category – GPAA – GCA. Prediction of the "Intention to Purchase Korean Cars" has a different equation: "Attitude Toward Korean Cars" – GCA – GPAA, from first entered variable to the last. Overall, seven out of the nine equations showed moderate or high explanatory power with $R^2 \geq .300$. Intention to purchase Korean shoes ($R^2 = .200$) and toys ($R^2 = .143$) were somewhat predicted with those three factors.

CHAPTER VI

DISCUSSION AND IMPLICATIONS

This chapter summarizes the results of this study and suggests some managerial implications based on them, particularly for international marketers who deal with Korean products. Additionally, the limitations of this study are described to help any further studies of CO.

SUMMARY

"Country-of-Origin" is a critical variable for predicting consumers' attitudes toward foreign products, even though the effects vary by several factors. Personal beliefs, inferential beliefs, were shown to have predictive power for consumers' attitudes toward foreign products. Overall, it can be inferred that people who are familiar with South Korea, Koreans, or Korean products are more likely to have positive attitudes toward Korean products. This result is consistent with the conceptualization of this study and the previous research. The interrelationships among three facets of CO were supported by high correlation. Although each specific product category showed little correlation with other facets, the attitudes toward Korean products in general was highly correlated to attitudes toward South Korea.

Basically, this study supports that CO affects consumers' product evaluations, and that is consistent with most previous studies. There were some influences of personal beliefs on CO and consumers' attitudes toward Korean products.

PERSONAL BELIEFS AND CO

As reported in Chapter V, several factors of personal beliefs were highly correlated with GCA (General Country Attributes) of South Korea and GPA (General Product Attributes) of Korean products. It is inferred that people who are more familiar with Korean products and Koreans are more likely to favorable toward South Korea and Korean products in general. In the case of specific products (SPA), personal beliefs were less correlated to them than GCA and GPA. Nevertheless, some relatively popular Korean products like TVs and VCRs were closely related to personal beliefs.

As mentioned in the results section, CO image of South Korea (GCA) and attitudes toward general Korean products (GPAA) are well predicted with some factors of personal beliefs. It implies that there are some different attitudes toward S. Korea and Korean products between people having different previous experiences with S. Korea and Korean products. The regression results can be summarized as: the more people use Korean goods, talk with Koreans, see Koreans, know Korean brands and goods, the more positive their attitudes toward South Korea and Korean products. However, this phenomenon varied by specific Korean product categories.

The behavioral dimension was less predicted by personal beliefs than the attitudinal dimension. In fact, GPAB showed moderate correlation with GCA and GPAA. That is to say, in the case of Korean products, it can hardly be concluded that familiarity with Korea and Korean products in general will automatically add to increases in product sales. Moreover, the regression equations for several specific product categories showed less reliability with personal beliefs. Accordingly, it can also hardly be inferred that the positive attitudes toward Korea and Korean products in general will certainly result in increased sales.

Regarding personal beliefs as influential variables on CO, this study can support some statements, which previous studies argued, as followings. Since few CO studies have dealt with personal beliefs as the independent variables, it is hardly possible to compare the results of this study to previous ones. However, Janda and Rao (1997)'s conceptualization of the influences of personal beliefs and social stereotypes on CO provided a conceptual basis for this study. Although this study regarded the social stereotype of South Korea as fixed without examining its strength and valence, their fundamental arguments were totally supported by this study. The stronger and the more positive personal beliefs regarding a foreign country and its products, the more influential and positive the CO images. They, Janda and Rao, argued this relationship and this study supported it.

Although being somewhat different kind of studies, the results of most cross-national studies can be supported by this study. The basic assumption of those studies was, explicitly or implicitly, that there are considerable differences between people who

have different backgrounds in terms of experiences. As reviewed in Chapter II, several studies reported that there are significant differences between people of two or more different countries in their attitudes toward foreign countries (Nagashima, 1970; Narayama, 1981; Kaynak and Cavusgil, 1983; Crawford and Garland, 1988, Papadopoulos and his colleagues, 1987). Their argument can imply that different CO images of different people in terms of nationalities stem from the different experiences with a foreign country. This study, as indirect it is, can support their argument. Furthermore, their arguments can be developed from "the differences between people of different nationalities" to "the differences between people in a same society." It can be inferred that differences in personal beliefs can result in the different CO images even among people within the same society.

Most cross-national or cultural studies rely on the assumption that the degree of difference between people of two or more different groups is significantly larger than that between people of the same society. Surely, personal beliefs may have larger differences between the two different groups in terms of culture or nationality. However, this study focused on and explored the differences between American people, although America is a countries made up of people with a variety of backgrounds in terms of their cultures, ethnic groups, and so forth. Some factors explain the significant differences regardless of the nationalities or cultural backgrounds of people. In this research area, those can be price of products, the country itself, brand equity, and so on, as reviewed in Chapter II. Personal beliefs can be included in the set of those crucial factors that can cause CO images to vary from individual to individual.

INTERRELATIONSHIPS OF THE FACETS OF CO

The three CO facets were supported to have some interrelationships with each other in this study. Especially, there was higher correlation between the attitudes toward South Korea and the attitudes toward Korean products than the case of most specific product categories. That is to say, the attitude toward South Korea is closely related to the attitudes toward Korean products. Therefore, it would be helpful for Korean marketers to enhance and improve CO image of South Korea in order to give their products positive images. Since it is reciprocal effect, their efforts to improve the images of their products can also contribute to the CO image of South Korea.

In specific product categories, the intention to purchase some categories could be predicted with the attitude toward South Korea, general Korean products, and those products. Most of them were technological products like TVs, VCRs, and automobiles. Those products are relatively well known Korean products in the U.S.; in fact, some respondents could refer to the Korean manufacturers of those products. It can be inferred that the images of those Korean product categories have close relationships with the CO image of South Korea and Korean products. Korean clothes are also well predicted with those CO images. Clothes are one of the biggest exported items from Korea to the U.S., so Korean CO image is likely to be affected by the image of Korean clothes partly.

As noted in Chapter II and III, this study adopted Parameswaran and Pisharodi (1994)'s frame of three CO facets. One of their main arguments was the fact that there are significant interrelationships between the different level of CO images. Another of

their arguments was that the ultimate consumer behavior is influenced not by one or two of them, but by all three CO facets. This study strongly supports the interrelationships among the three facets based on correlation and how those CO facets can predict the intention to purchase specific products based on multiple regression. Most previous CO studies reviewed assumed that several sub-factors consisted of the overall CO image. This study can contribute to the CO component research area by showing the relationships of three CO facets and their explanatory power in predicting purchase decisions.

IMPLICATIONS

The results described above have managerial implications for international marketers, especially marketers dealing with Korean products. Personal beliefs may vary by individuals. Each target market has its own characteristics, so marketers should acquire some information about the amount of experience with Korea and Korean products. For instance, although people residing in several metropolitan areas can somewhat easily see Koreans, people of small towns are likely to see Koreans. The marketing communication strategy can be varied by region. The weaknesses and strengths, in terms of regional performance, can be found, and the marketers can concentrate on some critical factors. It would be helpful for some Korean companies to cooperate to improve CO image of South Korea and the general Korean products.

Some Korean product categories can benefit, while others may suffer due to CO of Korea. During the last couple of decades, some technological products have been

representatives of Korean products. As a result, those kinds of products are much affected by CO of Korea. The companies producing those products need to make efforts in order to improve CO image of Korea. If possible, several companies can co-operate in promotion activities together. Companies dealing with other kinds of products (like toys, foods, cosmetics, and jewelry) might avoid negative CO effects caused by the CO images of Korea and Korean products in general. However, as CO image of Korea improves in the near future, those companies need to associate their brand images with the CO of Korea and its products. They can build their strategy on previous cases, in which other Korean products were launched in foreign markets.

In reality, it is almost impossible to force Americans to be exposed to South Korea, Koreans, and Korean products intentionally. However, the exposure to these things can be executed through various media. Companies can make efforts to increase the amount of information about Korea in media with publicity, advertising, and so forth. People are becoming more inclined to make their purchase decisions not by physical attributes of products, but by symbolic attributes, which are formulated by continuous exposures to relevant sources.

LIMITATIONS OF THE STUDY

This study inherently has several limitations, especially due to its methodology.

First, it ignored multi-cue situations as the majority of previous studies did. It adopted the "single-cue" study, which did not provide any other specific product

information like price, individual brand equity, packages, and so forth. Reflecting real purchase situations, those crucial variables need to be explored with CO images when measuring the influence of CO image on consumers' attitudes toward and intentions to purchase a foreign product. However, this study controlled those situational variables in order to concentrate on the influence of personal beliefs on CO.

Second, this study has limited factors of cognitive structure. Besides personal inferential beliefs, there are several other factors that consist of the overall cognitive structure. Social stereotype is one of those factors, but this study merely assumed that the social stereotype of CO in American society is unified. Therefore, "personal beliefs" rather than "social stereotype" in this study controlled of CO. Additionally, it would be wise to explore the strength of personal beliefs and social stereotypes. Further studies should examine the dynamics of cognitive structures and the influence of CO on consumers' product evaluations.

Third, this study excluded external factors that have been frequently dealt with in most previous studies because it explored the influence of internal factors (personal beliefs) on CO. However, in reality, those two kinds of factors function together. The Consumer behavior can be affected by all accessible information about the product as well as consumers' cognitive structures. The dynamics of those two kinds of factors should be examined in further studies.

Fourth, another limitation can be resulted from the sample. The sample of this study was college students in a specific area, the results might be hardly generalized. That is to say, the college students in a town cannot be representative of Americans in general.

Since this study aimed to explore the difference of personal beliefs among a homogeneous group, the college students were appropriate for the purpose of the study. However, further studies need to be based on more varied to be able to generalize their results to be the U.S. as a whole. Sampling in a variety of regions in the world is needed to make generalization of the results possible.

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APPENDICES

A. Sample Profile

B. Correlation of Personal Beliefs and CO

C. Predictors of CO

D. Correlation among Three CO Facets

E. Co Facets as Predictors of Intention to Purchase Specific Korean Products

F. Survey Questionnaire

G. Human Subject Approval Form

APPENDIX – A

Sample Profile (N=160)

	%
Gender	
Male	44.4
Female	55.6
Year of School	
Freshman	8.1
Sophomore	35.6
Junior	46.3
Senior	10.0
Graduate	0.0
Hometown	
Small	29.4
Mid	30.0
Large	40.6
Age (Mean)	20.4 year
Age Range	18 ~ 26 year

APPENDIX - B

Correlation of Personal Beliefs and CO

a. with GCA (General Country Attributes) – Attitudes toward South Korea

Items	R	Sig.
Familiarity with South Korea		
How often they hear from Friends or Acquaintances	.159	.044*
How often they watch or hear from various media	.257	.001**
Familiarity with Korean products		
How often they see Korean products	.401	.000**
How often they hear Korean products	.465	.000**
How often they use Korean products	.599	.000**
Familiarity with Koreans		
How often they see Koreans	.497	.000**
How often they talk with Koreans	.414	.000**
The Number of Correct answers of the Knowledge (Range: 0-5)	.073	.361
Knowledge of Korean goods exported to the U.S.	.214	.007**
Knowledge of Korean brands	-.015	.850

* P < .05

** P < .01

b. with GPAA (General Product Attributes - Affective) – Attitudes toward Korean Products in General

Items	R	Sig.
Familiarity with South Korea		
How often they hear from Friends or Acquaintances	-.071	.374
How often they watch or hear from various media	.388	.000**
Familiarity with Korean products		
How often they see Korean products	.478	.000**
How often they hear Korean products	.530	.000**
How often they use Korean products	.626	.000**
Familiarity with Koreans		
How often they see Koreans	.399	.000**
How often they talk with Koreans	.312	.000**
The Number of Correct answers of the Knowledge (Range: 0-5)	.094	.239
Knowledge of Korean goods exported to the U.S.	.126	.112
Knowledge of Korean brands	-.016	.191

* P < .05

** P < .01

c. **with GPAB (General Product Attributes – Behavioral)**

- Intention to Purchase Korean Products in General

Items	R	Sig.
Familiarity with South Korea		
How often they hear from Friends or Acquaintances	-.044	.581
How often they watch or hear from various media	.295	.000**
Familiarity with Korean products		
How often they see Korean products	.299	.000**
How often they hear Korean products	.213	.007*
How often they use Korean products	.271	.001**
Familiarity with Koreans		
How often they see Koreans	.156	.049*
How often they talk with Koreans	.113	.157
The Number of Correct answers of the Knowledge (Range: 0-5)	.186	.019*
Knowledge of Korean goods exported to the U.S.	.265	.001**
Knowledge of Korean brands	-.081	.318
The frequency of the trip outside the U.S.	-.093	.244
How often they are exposed to the news report	.104	.189

* P < .05

** P < .01

APPENDIX – C

Predictors of CO

< Variable Names > - Each variable name is shown as what it coded.

CO Facets

Variables Names	Descriptions
GCA (General Country Attributes)	Attitudes toward South Korea
GPAA (General Product Attributes – Affective)	Attitudes toward Korean products
GPAB (General Product Attributes – Behavioral)	Intention to purchase any Korean products
SPAA (Specific Product Attributes – Affective)	Attitude toward specific Korean products
ATCAR	Attitudes toward Korean Automobiles
ATTV	Attitudes toward Korean Automobiles
ATVCR	Attitudes toward Korean VCR
ATCLOTH	Attitudes toward Korean Cloth
ATSHOES	Attitudes toward Korean Shoes
ATTOYS	Attitudes toward Korean Toys
ATFOODS	Attitudes toward Korean Foods
ATCOSMET	Attitudes toward Korean Cosmetics
ATJEWEL	Attitudes toward Korean Jewelry
SPAB (Specific Product Attributes – Behavioral)	Intention to purchase any specific Korean products
BUYCAR	Intention to Purchase Korean Automobiles
BUYTV	Intention to Purchase Korean Automobiles
BUYVCR	Intention to Purchase Korean VCR
BUYCLOTH	Intention to Purchase Korean Cloth
BUYSHOES	Intention to Purchase Korean Shoes
BUYTOYS	Intention to Purchase Korean Toys
BUYFOODS	Intention to Purchase Korean Foods
BUYCOSMT	Intention to Purchase Korean Cosmetics
BUYJEWEL	Intention to Purchase Korean Jewelry

Factors of Personal Beliefs (All are 5 point interval scales)

Variables	Descriptions
HEARFRED	How often they hear about S. Korea from their friends or acquaintances
WATMEDIA	How often they watch or hear about S. Korea from various media
SEEGOODS	How often they see Korean products
HEARGOOD	How often they hear about Korean products from people or media
USEGOODS	How often they use Korean products
SEEKORS	How often they see Koreans or Asians who may be Koreans
TALKKORS	How often they talk with Koreans
CORRECTS	The number of correct answers, which ask the knowledge of S. Korea
KORPERNT	The percentage of Koreans among all Asians in the U.S., which respondents supposed
KORGOODS	The knowledge of Korean goods exported to the U.S.
BRANDS	The knowledge of Korean specific brands in the U.S. market

< Regression Equations >

- BUYTOYS and BUYCOSMT cannot have any statistically reliable regression model with the dependent variables used in this stage.
  - In the correlation results, all "personal beliefs" factors showed less than .100 R squares with BUYTOYS and BUYCOSMT; therefore, the regression equation for these two dependent variables cannot be shown statistically.

a. ***GCA*** = .386(***USEGOODS***) + .277(***TALKKORS***) + .212(***SEEKORS***) + 8.298E-02(***KORGOODS***) + .611

R^2 = .509 / Sig. = .000 / d.f. = 146

b. ***GPAA*** = .310(***USEGOODS***) + .214(***TALKKORS***) -.247(***HEARFRED***) + .167(***SEEKORS***) + .147(***WATMEDIA***) + .141(***HEARGOODS***) +.895

R^2 = .521 / Sig. = .000 / d.f. = 143

c. ***GPAB*** = .153(***SEEGODDS***) + .190(***KORGOODS***) -.226(***BRANDS***) +.173(***WATMEDIA***) + .143(***KORPERNT***) +1.814

R^2 = .219 / Sig. = .000 / d.f. = 145

d. ***SPAA***

- ***ATCAR*** = -.340(***BRANDS***) + .234(***HEARGOODS***) +.108(***KORGOODS***) +.206(***SEEKORS***) -.200(***HEARFRED***) + 2.029

R^2 = .233 / F = 8.802 / Sig. = .000

- ***ATTV*** = .311(***USEGOODS***) + .371(***SEEKORS***) -.266(***HEARFRED***) +.157(***WATMEDIA***) + 1.115

R^2 = .477 / F = 33.316 / Sig. = .000

- ***ATVCR*** = .313(***USEGOODS***) + .255(***SEEKORS***) -.283(***HEARFRED***) +.178(***TALKKORS***) +.148(***WATMEDIA***) + 1.103

R^2 = .437 / F = 22.498 / Sig. = .000

- ***ATCLOTH*** = .297(***USEGOODS***) + .136(***TALKKORS***) + 1.692

R^2 = .176 / F = 15.851 / Sig. = .000

- ***ATSHOES*** = .848(***KORGOODS***) - .964(***BRANDS***) -.588(***KORPERNT***) + 4.127

R^2 = .112 / F = 6.179 / Sig. = .001

- ***ATTOYS*** = .206(***USEGOODS***) - .217(***HEARFRED***) +.160(***SEEKORS***) + 2.155

R^2 = .175 / F = 10.393 / Sig. = .000

- ***ATFOODS*** = .174(***SEEKORS***) + .170(***TALKKORS***) -.216(***HEARFRED***) +.128(***CORRECTS***) + 1.859

R^2 = .143 / F = 6.099 / Sig. = .000

- ***ATCOSMET*** = .199(***TALKKORS***) - .193(***BRANDS***) + 2.425

R^2 = .112 / F = 9.334 / Sig. = .000

- ***ATJEWEL*** = .226(***TALKKORS***) - .280(***SEEGOODS***) -.148(***KORPERNT***) -.183 (***BRANDS***) +.189(***HEARGOOD***) + 3.103

R^2 = .226 / F = 8.448 / Sig. = .000

e. ***SPAB***

- ***BUYCAR*** = -.275(***HEARFRED***) + 3.037

R^2 = .037 / F = 5.726 / Sig. = .018

- ***BUYTV*** = .311(***USEGOODS***) - .167(***BRANDS***) + 2.706

R^2 = .138 / F = 11.825 / Sig. = .000

- ***BUYVCR*** = .268(***USEGOODS***) - .191(***BRANDS***) + 2.882

R^2 = .128 / F = 10.897 / Sig. = .000

- ***BUYCLOTH*** = .231(***USEGOODS***) + 2.418

R^2 = .055 / F = 8.755 / Sig. = .004

- ***BUYSHOES*** = .306(***USEGOODS***) + .166(***KORPERNT***) + 1.983

R^2 = .152 / F = 13.237 / Sig. = .000

- ***BUYFOODS*** = .286(***TALKKORS***) + .230(***BRANDS***) -.317(***HEARFRED***) +.176 (***CORRECTS***) + 2.044

R^2 = .142 / F = 6.031 / Sig. = .000

- ***BUYJEWEL*** = .336(***TALKKORS***) - .308(***HEARFRED***) -.131(***KORGOODS***) + 3.128

R^2 = .133 / F = 7.513 / Sig. = .000

APPENDIX – D

Correlation among Three CO Facets

Variables	R		
	With *GCA*	With *GPAA*	With *GPAB*
Attitudes toward Korean —			
AUTOMOBILES	.308**	.556**	.352**
TV	.448**	.686**	.422**
VCR	.515**	.709**	.484**
Cloth	.394**	.525**	.526**
Shoes	.085	.033	.065
Toys	.245**	.475**	.355**
Foods	.319**	.378**	.132
Cosmetics	.248**	.404**	.191*
Jewelry	.146	.174*	.149
Intention to Purchase Korean —			
AUTOMOBILES	.120	.314**	.354**
TV	.310**	.518**	.474**
VCR	.252**	.467**	.432**
Cloth	.306**	.370**	.424**
Shoes	.355**	.379**	.456**
Toys	.103	.225**	.190*
Foods	.221**	.332**	.254**
Cosmetics	.224**	.373**	.233**
Jewelry	.113	.281**	.255**
GCA	1.000	.704**	.307**
GPAA	.704**	1.000	.392**
GPAB	.307**	.392**	1.000

* P < .05
** P < .01

APPENDIX – E

CO Facets as Predictors of Intention to Purchase Specific Korean Products

- ***BUYCAR*** = .830(***ATCAR***) -.132(***GCA***) + 4.987E-02(***GPAA***) +.618

R^2 = .381 / Sig. = .000 / d.f. = 155

- ***BUYTV*** = .457(***GPAA***) +.315(***ATTV***) –9.811E-02(***GCA***) +1.213

R^2 = .313 / Sig. = .000 / d.f. = 155

- ***BUYVCR*** = .533(***ATVCR***) +.283(***GPAA***) -.178(***GCA***) +1.360

R^2 = .339 / Sig. = .000 / d.f. = 155

- ***BUYCLOTH*** = .721(***ATCLOTH***) +.3669E-02(***GPAA***) + 7.224E-02(***GCA***) + .697

R^2 = .371 / Sig. = .000 / d.f. = 155

- ***BUYSHOES*** = 5.490E-02(***ATSHOES***) +.314(***GPAA***) + .167(***GCA***) + 1.580

R^2 = .200 / Sig. = .000 / d.f. = 155

- ***BUYTOY*** = .432(***ATTOY***) +.114(***GPAA***) – 5.410E-02(***GCA***) + 1.655

R^2 = .143 / Sig. = .000 / d.f. = 155

- ***BUYFOODS*** = .656(***ATFOODS***) +.247(***GPAA***) - 9.262E-02(***GCA***) + .661

R^2 = .321 / Sig. = .000 / d.f. = 155

- ***BUYCOSMT*** = .815(***ATCOSMET***) +.231(***GPAA***) - 4.858E-02(***GCA***) + .115

R^2 = .400 / Sig. = .000 / d.f. = 153

- ***BUYJEWEL*** = .712(***ATJEWEL***) +.388(***GPAA***) - .222(***GCA***) + .668

R^2 = .375 / Sig. = .000 / d.f. = 153

APPENDIX – F Survey Questionnaire

This is a survey for a Master's thesis in Communications. Your participation in this survey is voluntary and you may decline to participate without penalty. Your answers will be confidential and will be used only for the thesis. Your cooperation is essential to this project and will be appreciated. If you have any comments or questions about this survey, contact the researcher at: adsuns@utkux.utcc.utk.edu. Thank you very much.

Section I. Familiarity with South Korea, Koreans, and Korean Products

Circle the number that best represents your answer.

	Very Often				Never
How often do you hear about South Korea from your friends or acquaintances?	5	4	3	2	1
How often do you watch or hear about South Korea from various media?	5	4	3	2	1
How often do you see Korean products?	5	4	3	2	1
How often do you hear about Korean products from people or media?	5	4	3	2	1
How often do you use Korean products?	5	4	3	2	1
How often do you see Koreans or Asians who may be Koreans?	5	4	3	2	1
How often do you talk with Koreans?	5	4	3	2	1

Section II. Attitudes toward Korea and Korean products

Circle the number that best represents your answer.

	Strongly Agree				Strongly Disagree
I have a positive opinion of South Korea.	5	4	3	2	1
I have a positive opinion of Korean people	5	4	3	2	1
I have a positive opinion of Korean-made products.	5	4	3	2	1
I have a positive opinion of Korean-made automobiles.	5	4	3	2	1
I have a positive opinion of Korean-made televisions.	5	4	3	2	1
I have a positive opinion of Korean-made VCRs.	5	4	3	2	1
I have a positive opinion of Korean-made clothing.	5	4	3	2	1
I have a positive opinion of Korean-made athletic shoes.	5	4	3	2	1
I have a positive opinion of Korean-made toys.	5	4	3	2	1
I have a positive opinion of Korean-made foods.	5	4	3	2	1
I have a positive opinion of Korean-made cosmetics.	5	4	3	2	1
I have a positive opinion of Korean-made jewelry.	5	4	3	2	1

Section III. Purchase Intentions

Circle the number that best represents your answer.

	Strongly Agree				Strongly Disagree
I would consider purchasing any Korean-made product.	5	4	3	2	1
I would consider purchasing a Korean-made automobile.	5	4	3	2	1
I would consider purchasing a Korean-made TV.	5	4	3	2	1
I would consider purchasing a Korean-made VCR.	5	4	3	2	1
I would consider purchasing Korean-made clothing.	5	4	3	2	1
I would consider purchasing Korean-made athletic shoes.	5	4	3	2	1
I would consider purchasing Korean-made toys.	5	4	3	2	1
I would consider purchasing Korean-made foods.	5	4	3	2	1
I would consider purchasing Korean-made cosmetics.	5	4	3	2	1
I would consider purchasing Korean-made jewelry.	5	4	3	2	1

Section IV. Knowledge of Korea

Circle the appropriate answer for each of the following:

1. South Korea is located in:

a. East Asia
b. Middle East
c. South Asia
d. South East Asia
e. Don't Know

2. In terms of GNP (gross national product), how does South Korea compare to other nations?

a. Top 10
b. Top 20
c. Top 30
d. Top 40
e. Don't Know

3. When were the Olympics held in South Korea?

a. 1976
b. 1980
c. 1988
d. 1992
e. Don't Know

4. Which are Korean characters?

a. 안녕하세요
b. ไม่เป็นไร
c. さよなら
d. 不用谢
e. Don't Know

5. **The capital city of South Korea is:**
   a. Bangkok
   b. Nagoya
   c. Pyung-yang
   d. Seoul
   e. Don't Know

6. **What percentage of Asian-Americans in the US who are from Korea do you guess?**
   a. 14%
   b. 11%
   c. 8%
   d. 5%
   e. 2%

For the next three questions, circle all that apply.

7. **Which goods do you think Korea exports to the U.S.?**
   a. Electronics
   b. Automobiles
   c. Clothing
   d. Athletic Shoes
   e. Foods

8. **Which of the following brands is from South Korea?**
   a. Kia
   b. LG (GoldStar)
   c. Samsung
   d. Hyundai
   e. Daewoo

9. **Which of the following brands is NOT from South Korea?**
   a. Sanyo
   b. Samurai
   c. Iyama
   d. Unionbay
   e. Suzuki

10. **Can you name any other Korean brands?**
    a. No
    b. Yes Please list them: _____

11. **Do you own any Korean products?**
    a. No C. Don't Know
    b. Yes
    Please list them: _____

12. **Do you have any Korean friends or acquaintances?**
    a. Yes _____
    b. No _____

Section V. Experience and Media Habits.

1. **Have you ever lived (for longer than one month) outside the US?**
   a. No
   b. Yes
   Where: _____

2. **How many times have your traveled outside the US?**
   a. never
   b. once or twice
   c. three to five times
   d. more than five times

3. **How often do you watch, read or listen to news reports?**

   a. once a week or less
   b. two to four times per week
   c. five to seven times per week
   d. more than seven times per week

4. **Whenever you watch, read or listen to news, you're MOST likely to get it from:**
   a. local newspapers
   b. local radio or TV
   c. national newspapers
   d. national magazines
   e. national TV
   f. Internet or Web sources

Section VI. Demographics

1. **Your gender?**
   a. Male
   b. Female

2. **What is your classification in school?**
   a. Freshman
   b. Sophomore
   c. Junior
   d. Senior
   e. Graduate

4. **Are you an U.S. citizen?**
   a. No
   b. Yes

5. **Your age?** _____

6. **How would you describe your home town?**
   a. small town (50,000 or less)
   b. mid town (50,001 ~ 100,000)
   c. large town (More than 100,000)

Thank you.

THE UNIVERSITY OF TENNESSEE
KNOXVILLE

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Communications Research Center and Graduate Studies
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Knoxville, Tennessee 37996-0347
(423) 974-6651

March 3, 1999

Mr. Jang-Sun Hwang
2521 Kingston Pike, #2004
Knoxville, TN 37919

Dear Jang-Sun:

I am pleased to inform you that your project, "The Influences of Personal Beliefs on Country-of-Origin Image of South Korea," has been approved. As chair of the College's Human Subjects Review Committee, I have reviewed and approved your proposal.

We wish you the best in this study.

Sincerely,

Herbert H. Howard, Ph.D.
Chair, College Human Subjects Review Committee

HHH:bb

cc: Dr. Roxanne Hovland, Project Advisor
Ms. Brenda Lawson

VITA

Jang-Sun Hwang was born in Seoul, Korea on May 8, 1971. In 1997, after receiving a Bachelor of Political Science degree in Advertising and Public Relations from Chung-Ang University, Seoul, he entered the Master program at the University of Tennessee, Knoxville. He majored in Communications with specializing in Advertising, and received his Master of Science in Communications in 1999. His academic interests fall under the various combinations of cultural and social aspects in the international advertising.