



ATTITUDE OF COUNTRY IMAGE ON MOBILE PHONE
HANDSET: A STUDY ON CHINESE YUNNAN UNIVERSITY'S STUDENTS

By
WEI FU

A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

May 2004

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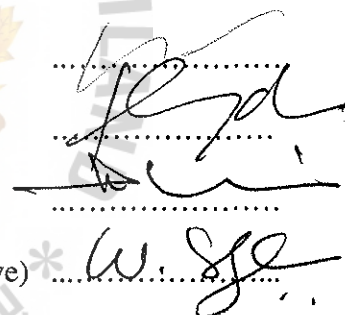
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Abstract

Up till 2003, total share for all Chinese local mobile phone manufacturers hit 55.3% by sales volume, taking the larger share of Chinese market for the first time. This progress implies some changes in Chinese consumer's perception between local and imported mobile phone handset. The objectives of this study are to examine whether there are country image differences in mobile phone handsets made locally in China, when compared with those handsets manufactured from overseas, and to examine consumer preferences of mobile phone handset made among different countries: China (home country), United States, Finland, Germany, Japan, and South Korean. Four product dimensions, innovativeness, design, prestige and workmanship are used to measure country image with 7-point likert scale in this study.

The data of this research is collected from students who are currently studying at Yunnan University in China. A total 200 structured questionnaires were completed by respondents from February 2004 until March 2004. The data analysis methods in this study include descriptive analysis, One Way ANOVA.

The results from One Way ANOVA (The One Way Analysis of Variance) are summarized as follows: it was found that there were country image differences in mobile phone handsets among six countries in both individual dimension and overall image. The result also indicated that Chinese consumers demonstrated different preferences among six countries. In other words, Chinese consumers showed more preference and positive image perceptions for products originating in such countries as Finland, the US, Japan

and Germany. These findings indicated that a country image and its product's preference associated with degree of economic development of the country.

Three developed countries, US, Finland and Germany also dominate in three dimensions which are innovation, prestige and workmanship. However, Chinese product is evaluated with best image in terms of design. In addition, China is rated with higher score than Japan and Korea in terms of prestige. This result may reflect the progress of local firms in mobile phone market and answer the questions of this study.

Based upon the findings of this study, marketers are provided some suggestions and recommendations for utilizing country-of-origin as a strategic tool to position and market both locally made and imported mobile phone handsets. On other hand, as a country with positive image, it should emphasize the phrase "made in". Conversely for a country with poor country image, it should adopt strategies such as, providing inexpensive price, strengthening distributors and emphasizing the company or brand image to minimize the impact of country of origin.

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Special gratitude also goes to my thesis committee members: Dr. Theerachote Pongtaveewould, Dr. Chittpa. Ngamkroeckjoti, and Dr. Thongdee Kijboonchoo for their constructive comments and suggestions for my thesis.

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CHAPTER 1: GENERALITIES OF THE STUDY

1.1 Generalities of the study

The globalization of business has brought about numerous changes in both consumer behaviors and marketing strategies. For example when most consumers are buying product such as a Motorola mobile phone handset they would check its country of origin (“made in”). Many companies spend billions on advertisements designed to associate their products with a particular place, Volkswagen advertises its car by using “German-engineered vehicle” to emphasize image of German products. It uses German technology for its advertising campaign. All these typical phenomena reveal some important aspects of consumer response to the country of origin, and these phenomena must be something beyond conventional marketing factors.

Country of origin can be defined as “Country which a consumer associates with a certain product or brand as being its country of origin, regardless of where the product is produced” (Nebenzahl, 1997).

Country-of-origin effect (country image) reflects a consumer's general perceptions about quality of the products made in a particular country. Every country of origin has an image, no matter it is positive or negative, focused or diffused, held widely or by only a few. Country image is formed from education, media, travel, immigration, product purchases, business experiences or any combination of sources.

If the country image is negative, it might become some barriers for marketers to enter a market or position their products in an existing market, negative country image

might make a consumer perceive a product with poor quality or improve quality a little. Alternatively, if country image is positive, the firms might take advantage of positive country image to match its product category (Roth and Romeo, 1992). For example, Germany has a good image in engineering; American is good in high technology; Japan is good in microelectronics. The consumer may be willing to pay a premium price for the product with positive country image. From advertisement of Daewoo car of "British handling, Italian style, and German engineering", it is an application of country-of-origin as an important tool (for advertisers) and cue (for consumers).

A consumer is likely to have different impressions of cars made in Germany and Russia; of leather shoes made in Italy and Taiwan; or of TVs made in Japan and Korea (Ahmed and d'Astous, 1993, Tse *et al.*, 1996). It is not surprise that a consumer have substantial knowledge about a Sony CD Player (Made in Indonesia) with low quality, when comparing with the same Sony CD Player (Made in Japan). The bad experiences with some products may make consumers unwilling to accept new product from same country, the new product might replace previous negative information held in their memory. As a result, consumers prefer to buy a product from a more familiar country with less perceived risk.

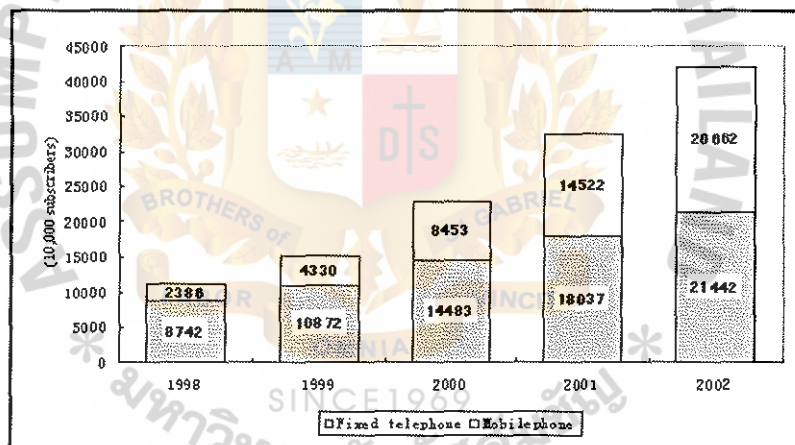
1.1.1 Chinese Mobile Phone Industry Background

In response to global competitive pressure, many mobile handset corporations have engaged in multinational production. China is their most ideal destination because of its newly emerging market and low-cost labor. All top world mobile producers have accelerated investment and established their research and development centers in China.

Seventeen foreign mobile manufactures invested approximately 1.9 billion US dollars in China in 1998, producing eight million mobiles, while 25 foreign producers invested over four billion US dollars up to year 2002¹.

Along with Chinese economic growth, mobile phones have become common products for Chinese consumers; mobile phone business has also come to a new development trend in today's Chinese economic, and sector of mobile handset manufacturing became a highly profitable industry in China. By the end of 2002, the total telephone subscribers and mobile telephone users numbered 421.04 million (including more than 200 million mobile phone users) in China (Figure1.1).

Figure1.1: Rapid Growth of Telephone Subscribers (Year-end Figures)



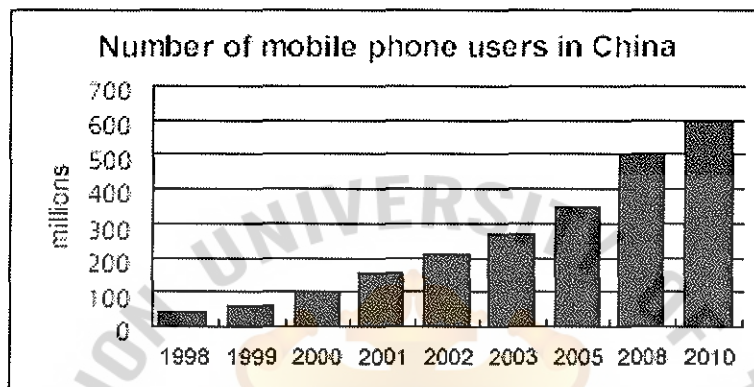
Sources: China Ministry of Information Industry. On Feb 2003

According to statistics released by China's Ministry of Information Industry, the number of mobile phone users in China has exceeded 240 million up to September 2003. The market penetration in urban area has reached exceptionally high rates-66% in Beijing, 57% in Shanghai and 41% in Guangdong. Besides, Official forecast shows the

¹ People's daily newspaper, Friday, July 25, 2003

number of mobile phone subscribers in China is expected to sustain 13-20 percent growth in the next seven years to reach 600 million by 2010 (Figure 1.2).

Figure 1.2: Forecast of Chinese users (1998-2010)



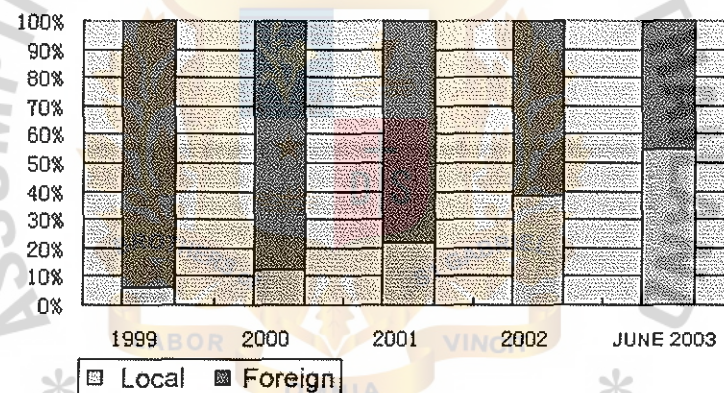
Sources: China Ministry of Information Industry. On February 2003

Chinese mobile phone market is one of the most potential and fastest-growing markets in the world. Consequently, top world mobile phone manufacturers have all expanded their production capacity and moved their manufacture and assembling bases into China in order to take the advantage of the low cost in both labor and raw material. These imports also forced domestic corporations to take different measures to strengthen their competitive position including manufacturing, global sourcing, or global strategic alliances with one or more partners to take advantage of each other's strengths. There are totally 41 handset manufacturers in China, 27 were domestic Chinese firms, and others are foreign companies. In 2002, both domestic and foreign mobile phone makers

produced 130 million mobile phones for export, which is one forth of the world figures (450 million)².

Chinese mobile phone makers have made great strides at home within five years, going from just 5 per cent share in 1999 to nearly 55.28 per cent up to date in September 2003 in Chinese handset market. Domestic makers have put a great deal of effort into designs, styles, functions and ring tunes, which are winning acceptance from consumers. By analysis of statistics, no one doubts foreign vendors are losing market share to rising domestic start-ups.

Figure 1.3 Comparison of Local and Foreign Brand Market Share



Sources: China Ministry of Information Industry. On September, 2003

The latest statistics (Figure 1.3) from China Ministry of Information Industry showed that Chinese mobile handset makers has successfully captured 55.28 % of the market share As a result, the local brand “Bird” with 15.01% of market share has exceeded Motorola (14.21%) and became number one. Another local brand TCL (11.64%) at ranking number three also exceeded foreign rival Nokia (9.72%)³. They

² China ministry of information industry

³ China Ministry of Information Industry, 11, August 2003

estimate that, at the end of 2003 domestic manufacturers would produce up to 250 million mobile handsets.

A study done by Portelligent in year 2003, a US-based market research firm specializing in consumer electronics, Chinese mobile handset makers have strong competition competency in both domestic and export markets around the world. This conclusion stemmed from an in-depth analysis of 17 handsets from 11 Chinese firms including AmoiSonic, Ningbo Bird, TCL, Capitel, Eastcom, Haier, Kejian, Konka and Legend, Portelligent's study also found that Chinese handset manufacturers are making significant progress in design and function ability, this products-following investigation used 100 mobile phone handsets from around the world, the study last three years. However, the Chinese handset makers still have space to improve in order to catch up with their competitors, such as in mobile phone software design, IC content and component design

⁴.

Figure 1.4 Comparisons of System Metrics between Foreign and Domestic Mobile Phone

System Metrics	Domestic (%)	Foreign (%)
GSM	23.96	16.23
GPRS	18.89	30.52
DOUBLE MODE	26.73	7.79
WAP	17.51	31.82
CDMA	12.9	13.64

Sources: eNet.com.cn. On September, 2003

⁴ <http://www.portelligent.com>

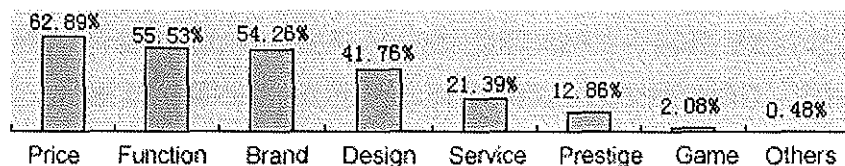
In system metrics of mobile phone, there are five systems in Chinese mobile phone market. The domestic handset makers also have their own advantages to compare with foreign rivals (Figure1.4), particularly in GSM, Double Mode and CDMA.

1.1.2 Main factors influence consumer purchasing mobile phone handset

The Marketing and Economy Institute of National Development Research Center conducted a research across 55 cities, spent six months to study the consumption behaviors of 23400 householders on mobile phone in 2002, and the results from survey show that the most important features for consumers to concern are price, brand, function, quality and appearance⁵.

Another organization, China Telecommunication Association investigated satisfaction of consumers on five attributes, namely, quality, appearance, service, function and value for money in 2002. The survey consisted of a random sample of 305,874 respondents by using approaches of interview, online and mail survey⁶. The latest survey done by Computer World Magazine (Figure 1.5), the most concerned factors are price, function, Brand, design and services when consumer makes purchasing decision of mobile phone⁷.

Figure 1.5 Main Factors Concerned by Consumers



Source: Computer World 20 October 2003

⁵ <http://www.daochina.com/Consulting/Research/index.asp>

⁶ <http://www.china.org.cn/chinese/EC-c/235158.htm>

⁷ <http://www.it.sinobnet.com/>

The trend from all these studies has clearly indicated that the price, quality, function (technology), design and brand are the main attributes for mobile phone handset as perceived by consumers in China.

New Technology in Mobile Phone Handset

New technologies used in mobile phone have developed very quickly. Many companies have put a good deal of effort into research and design to improve mobile phone handsets. Some examples of the most recent technological development in mobile phone are:

3G

3G wireless networks are capable of transferring data at speeds of up to 384Kbps. Average speeds for 3G networks will range between 64Kbps and 384Kbps, 3G is considered high-speed or broadband mobile Internet access. 3G technologies are turning phones and other devices into multimedia players, making it possible to download music and video clips.⁸

Bluetooth

To establish a connection, two Bluetooth-equipped devices simply have to come within a 10-meter range of each other. And because Bluetooth utilizes a radio-based link, it does not even require a line-of-sight connection in order to communicate. You could use your mobile phone to control your home alarm system.⁹

⁸ <http://www.nokia.com/nokia/0,8764,3694,0201.html>

⁹ <http://www.nokia.com/nokia/0,8764,397,00.html>

MMS

One of the most recent developments in mobile messaging is known as multimedia messaging service (MMS). MMS allows mobile phone users to enhance their messages by incorporating sound, images, and other rich content, transforming it into a personalized visual and audio message.¹⁰

GPRS

With General Packet Radio Service (GPRS) user can enjoy a continuous wireless connection to data networks and access their favorite information and entertainment services. GPRS technology allows mobile phones to be used for sending and receiving data over an Internet Protocol (IP)-based network. The applications using GPRS are WAP, MMS, SMS, Java and the PC dial-up (for example, Internet and e-mail).¹¹

Java

Enabled by Java technology, phone users can now not only decide what applications they want on their phones, but also the look and feel of them. Developers can customize the user interface (UI), giving users the freedom to download the application versions they prefer.¹²

¹⁰ <http://www.nokia.com/nokia/0,8764,400,00.html>

¹¹ <http://www.nokia.com/nokia/0,8764,398,00.html>

¹² <http://www.nokia.com/nokia/0,8764,402,00.html>

SyncML

Mobile phone has the ability to instantly send and receive information. This data can then be modified and updated in various locations, and later synchronized with compatible applications at the office, or at home, SyncML aims to deliver an open, industry-wide specification for the universal synchronization of remote data and personal information across multiple networks, platforms, and devices.¹³

XHTML

XHTML MP (eXtensible Hyper Text Markup Language Mobile Profile) is specified in WAP 2.0 and is yet another step in the evolution towards 3G mobile services. XHTML gives consumers access into more content in full color that looks great and is easy to navigate.¹⁴

1.2 Statement of Problem

There are a variety of mobile phone handsets in the Chinese market. Consumers may face many choices in their purchase decision with different functions, designs, quality, price, brands and country-of-origin. One important choice they face is whether to buy “local or import” products. The changes of market position of domestic mobile phone makers, from 5 % in year 1999 to 55.28% in year 2003, must be result of change in consumer’s behaviors in some aspects. A product’s country-of-origin may play an

¹³ <http://www.nokia.com/nokia/0,8764,403,00.html>

¹⁴ <http://www.nokia.com/nokia/0,8764,28307,00.html>

40329 e.f

important role in this change through consumer's belief (images) and attitude (preferences). A country's image in consumer's mind may influence consumer's behavior pattern to purchase a mobile phone from a particular country. This type of consumer's behavior is significant enough to make researchers to pay attention to country image and preference of their choice of mobile phone handsets from different countries.

Accordingly, the problems that need to be addressed are:

- *What is a difference of consumers' image among the countries in their evaluation of mobile phone handset quality?*
- *Do consumers prefer locally or foreign made mobile phone handset?*

1.3 Research Objectives

1. To examine whether and how there are country image differences in mobile phone handsets made locally in China, when compared to those handsets manufactured from overseas.
2. To examine consumer preferences of mobile phone handset made in China (home country), United States, Finland, Germany, Japan (developed), South Korean (newly industrialized).

1.4 Scope of the Study

1. This study compared differences of country image in four constructs among six countries: China, USA, Finland, Germany, Japan and Korean; it also investigated preferences of mobile phone handset produced from different countries.

2. Respondents in this study were both male and female who are aged 18 years old and above. The respondents are students of both undergraduate and postgraduate at Yunnan University in China.
3. In this study, the respondents were asked to rate their country image on mobile phone handset in terms of four dimensions and indicate preference product from a particular country.

This study only focuses on the students at Yunnan University in China. Only mobile phone handset market is being studied.

1.5 Limitation of the Study

The research limitation of this study is that it examined only one product, one-time measurement of six countries. Country of origin is treated as a single cue to test respondent's country image, other stimulus (multiple cue), such as price, distributor information and services after sale are not considered.

The place of study is limited only in Kunming of Yunnan, thus the results of this study might not be generalized for all area of China. The use of convenience sampling might produce the result that is lack of representative sampling procedures.

1.6 Significance of the study

“Research on the product-country image (PCI) issue has grown rapidly to become one of the most important fields in international marketing and business theory, with more than 700 published studies to date. This substantial literature reflects the pervasive presence of origin cues in society and the economy, public policy and business decision-

making. However, research volume does not necessarily bring understanding and, especially, know how that can be operationalised” (Papadopoulos and Heslop, 2002).

This research intends to study Chinese consumer image and preferences of mobile phone handset originating from developed, newly industrialized, and developing countries. As a marketer, the knowledge about country images and preferences of consumers may enable marketer to positively use COO cue, and minimize negative impact of COO in marketing strategy. Many researchers studied the effect of country of origin on consumer's evaluation of products in both developed country and developing country. But little research has explored Chinese consumers' preferences and image of imported and domestic mobile phone handsets.

1.7 Definition of Terms

Country of image: The picture, the reputation, and the stereotype that consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions (Nagashima, 1970).

Country of Origin (COO): Country which a consumer associates with a certain product or brand as being its country of origin, regardless of where the product is produced (Nebenzahl, Jaffe and Lambert, 1997).

Design: Appearance, style, color and variety of a mobile phone handset.

Innovation: Mark Roger (1998) defined innovation in economy-level as any new or substantially improved good or service that has been commercialized or any new or substantially improved process used for the commercial production of goods and services.

Mobile Handset: A portable telephone that works by means of a cellular radio system.¹⁵

Preference: Consumer favorite to the product that made from particular country.¹⁶

Prestige: Roth and Romeo (1992) mention that prestige includes the exclusivity, status, and brand name reputation.

Workmanship: Reliability, durability, craftsmanship and manufacturing quality of a mobile phone handset (Roth and Romeo, 1992).

¹⁵ <http://dictionary.reference.com/search?q=cellular%20telephone>

¹⁶ <http://dictionary.reference.com/search?q=preference>

CHAPTER 2: THE REVIEW OF LITERATURE

In the first part of this chapter, the definition and measurement of country image are reviewed to clarify the variables used in this research. Second part is intended to review the relevant literatures to establish the relationship between country of origin cue and respondent's attitude, in addition, also included theoretical model of influence of country-of-origin in three-element attitude theory. The last part focuses on the main findings in previous studies.

2.1 Definitions and Dimensions of Country Image

In the following paragraphs, definitions and dimensions of country image are discussed, which are the variables of this study. Then an appropriate scale for country image measurement is developed as well.

Country image was defined as "the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions" (Nagashima, 1970). Country image was also viewed as "the overall perception of consumers form of products from a particular country, based on their prior perception of the country's production and marketing strengths and weaknesses" (Roth and Romeo, 1992).

Martin and Eroglu (1993) defined country image to be total of all descriptive, inferential and informational beliefs about a particular country. They treated country

image as a multidimensional construct including several facets in general or specific product-country images such as political, economic, technological or social domain of a country.

Country image been also defined as consumers' cognitive beliefs about the country's industrialization, national quality standard, and other information that is associated with its products and services (Natthawut, 2002).

In some studies (Cattin *et al*, 1982; Han and Terpstra, 1988; Jaffe and Nebenzahl, 1984; Roth and Romeo, 1992), the researchers agreed that country image should be considered a multidimensional or summary construct, which are reflected by perceived quality. Reviews of these literatures reveal a wide degree of variance in the number and type of dimensions used to measure country image. Generally, researchers have identified dimensions abstract enough to apply for a wide range of products (such as reliability, durability, workmanship and style). Roth and Romeo (1992) reviewed some previous studies and found that reliability, prestige, workmanship and design were chosen frequently as dimensions of country image in previous business researches. The reason they choose these dimensions is to be applicable primarily for most of manufactured products.

From consumer standpoint, quality has been received a greatest attention for both consumption and industrial products. In this regard, researchers have studied country image with different dimension of quality, for instance, Scott Hansens *et al*, (1997) attribute five dimensions to quality, namely, reliability, value-for-money, appearance, availability and functionality. These dimensions of country image have also been used by Agbonifoh and Elimimian (1999), they studied Nigeria consumer's attitude towards cars,

spare parts and electronics from different countries by using the durability, value-for-money, reliability, functionality and fashionable to measure the quality of each product made in each of the respective countries.

Other researchers Han and Terpstra (1988) investigated influence of country-of-origin and brand name on the basis of five dimensions (technical advancement, prestige, workmanship, economy and serviceability) for two products (televisions and automobiles), found that the country stimuli might have more powerful effect than brand name on consumer evaluation. They also found that the country images were consistent across the product categories. It means that country image score was high or low on the same dimension for both products.

In systematic reviews of previous researches, Roth and Romeo (1992) reported that although the number of image dimensions used in prior studies has varied, there are four dimensions of country image which have been used popularly by researchers: innovativeness (representing use of new technology and engineering advances), workmanship (representing reliability, durability, craftsmanship and manufacturing quality), design (representing appearance, style, colour and variety), and prestige (representing exclusivity, status and brand name reputation).

Mohamad *et al.* (2000) examined Malaysian consumer perceptions of products originating in developed, newly industrialized, and developing countries base on Roth's four product constructs: innovativeness, design, prestige and workmanship to measure country image, which impact the consumer attitudes or preferences.

Table 2.1 Dimension, Methodology and Finding in Country Image Literatures

Author	Purpose	Dimension	Methodology	Findings
Han and Terpstra (1988)	Studied the effects of the country of origin and brand name cues on consumer evaluations of domestic and foreign products (Cars and TVs)	Technology advancement, Prestige workmanship Economy Service	Quota sample of 150 American householders Countries: Germany, Japan, South Korea, and USA. Using 7-likert scale measurement	Influence of COO is more important than brand name cue
Roth and Romeo (1992)	Examined country of origin in terms of the fit of four image dimensions between countries and product categories	Innovation Design Prestige Workmanship	Data collected from 99 graduate students in Ireland, 130 in Mexico, and 139 in the USA by using convenience sampling with 7- likert scales measurement	Consumers are more willing to buy the product from the country that has high score in country image rating.
Yong <i>et al</i> (1996)	Investigated Chinese consumers evaluation of foreign-sourced products (TVs)	Reliability Prestige Workmanship Style Advanced technology	Quota sample of 300 shoppers, Using three-item with 7-point scale to test attitudes and consumer's willing to buy	Products from the USA and Japan received more favorable ratings than other countries
Chike and Vincent (1999)	Investigated the importance of country-of-manufacture image relative to other attributes in the consumer choice (cars and TV sets)	Workmanship Prestige Reliability Advanced technological	1721 questionnaires were used for this study with convenience sampling and using conjoint analysis 9-likert scale measurement	Country image is significantly more important than price and other product attributes in consumer's evaluation
Agbonifoh and Elimimian (1999)	Investigated Nigerian consumers attitudes towards products (cars/spare parts and electronics) made in six countries	Durability Value-for-money Reliability Functionality Fashionable	Systematic sampling, 367 householders, using five-point Likert scale to measure country image in term of five dimensions	Respondents rated all products from developed countries more favorably than products from home country
Mohamad <i>et al</i> (2000)	Examined Malaysian consumer perceptions of products (garments) originating in developed, newly industrialized, and developing countries.	Country image measured by four constructs: Innovativeness Design Prestige and Workmanship	Data collected from 143 students with convenience sampling and country image preference measured by using a 7-point Likert Scale	Consumer prefer to the products originating in developed countries and have positive image for them

Country of Origin

Nebenzahl, Jaffe and Lambert (1997) gave definition of country of origin as country that a consumer associates with a certain product or brand of its country of origin, regardless of where the product is produced.

Johansson *et al.* (1985) defined the concept of country of origin as the country where corporate headquarters of the company marketing the product or brand is located. Though we recognize that the product may not necessarily be manufactured in that country because of multinational sourcing (e.g. Ford of Europe), it was assumed that product or brand is identified with that country. Mrugank and Chirnjeev (1996) defined brand origin as the place, region or country to which the brand is perceived to belong by its target consumers.

In country-of-origin studies, some researchers (Mohamad *et al.*, 2000) classified countries into developed (e.g. U.S and Japan), newly industrialized (e.g. Korea, Taiwan), and developing countries (e.g. China, Thailand) in their study.

2.2 Country of Origin Effects on Attitudes of Consumer

Han (1989) has explained Country image as halo and summary construct model. Han stated when consumers are unfamiliar with a country's products, country image performs as a "halo construct", in which consumers will infer the quality of the product through the country image, therefore the country image may affect consumers' beliefs about the product attributes. Finally these beliefs affect consumers' evaluation or attitude both directly or indirectly. Halo model can be represented in the hypothesized formation of: country image => beliefs => attitude (Figure 2.1).

Accordingly, in Han's summary model, consumers have more experience or have high knowledge with a country's product, country image operates as a summarize belief about the product attributes, whereby consumers' beliefs about the product attributes influence country image. The beliefs directly affect brand attitude towards product or overall evaluations. The relationship of the form is: beliefs⇒country image⇒ brand attitude (Figure 2.2). For example, if a Chinese consumer possesses substantial knowledge about NEC (Japan) mobile handsets and believes them to be of low quality, she/he may infer that Panasonic (Japan) mobile handsets are of low quality as well. Another real-life example also can demonstrate Han's model. A consumer knew a carpet made in Iran with high reputation, but, when she/he evaluate a Sony radio made in Iran, the image of Iran may be based on whatever her/his knowledge about Iran, including level of economic, political and social development.

Figure 2.1 Halo construct model



Source: Han.C.M, (1989): "Country Image: Halo or Summary construct?" pp222-229

Figure 2.2 Summary construct model



Source: Han.C.M, (1989): "Country Image: Halo or Summary construct?" pp222-229

The halo and summary constructs elicit what and how theory of country image by explaining the relationship between a country cue and product evaluations through a country image, in other words, a country name may affect product evaluation directly or indirectly through beliefs.

Based on halo and summary model, beliefs about a product from a particular country can be influenced by country image or affect it; hence beliefs can affect consumer's attitude or overall evaluation. Therefore the country-of-origin or country name can be studied as factors that influence country image.

2.3 Three Elements of Attitude and Country Image

Three-element attitude processes provide why country image happens, how it influences attitude or evaluation process, and explain how this relationship occurs. The three elements of attitude are cognition (belief and knowledge), affect (feelings) and conation (a tendency to act); they all have been found in previous studies (Jill, 1998) to affect country image.

As suggested by Kaynak and Kucukemiroglu (1992), the cognitive components may be defined as the attributes by which the buyer understands the characteristics of a country in an intellectual way, e.g. the country's perceived socio-economic, cultural, and political attributes. Some researchers (Nagashima, 1970; Erickson *et al*, 1984; Wall and Heslop, 1986; Eroglu and Machleit, 1989) indicate that consumers use the country of origin cue symbolically as an associative link to particular product attributes.

According to research of Hong (1989), the country of origin cue not only has a direct influence on product evaluations, but also appears to stimulate people to think more widely about other product attribute information. Hence, Nagashima (1970) concluded that country of origin as extrinsic cues makes consumers infer product's quality base on their knowledge and perception in his study. As such, country image resulted from knowledge and perception affects believes about attributes of a product in cognitive process; here the country name plays as a heuristic cue like brand that infers quality information.

In some situations, a country of origin cue may also cause an affective response, which may activate in emotional processes rather than realistic processes. That is, a person's feelings and emotions about a country of origin cue can directly influence attitudes without regard to beliefs. A person may hold positive beliefs about a country's products, but will not buy them because of negative stereotypes about the country itself. For example, Jill (1998) reported that, although Japan is often seen as a high-quality producer in the People's Republic of China, Chinese consumers in Nanjing (the site of atrocities during the Japanese occupation) might not purchase Japanese products because of hostility towards that country. Affective components, in other words, represent the buyer's attitudes and feelings towards a country, developed through contact, association, or past experience with the country, its people and its products. A buyer's perception of a foreign product may also differ from his/her home country though the product is with same quality. Other studies (Kaynak and Cavusgil, 1983) concluded there is a tendency for consumers to evaluate more favorably their own home country products because most people have patriotic feelings about home country.

A third component of attitude is conation; conation may also involve in country of origin issues. For example, Wang and Lamb (1983), Baugh and Yaprak (1993) found that consumer willingness to purchase products was related to the economic, political and cultural characteristics of the product's origin. Papadopoulos (1989) found conation to be salient to consumers' desired level of interaction with a given country.

Papadopoulos (1990) also suggested that consumer perceptions of a given product's country image are based on **three components**:

- (1) **Cognitive component**, including knowledge about specific products and brands;
- (2) **Affective component**, or favorable attitudes about some specific country goods; such as home country goods.
- (3) **Conation component**, which are related to ultimate purchase behavior and are equivalent to the standard tripartite attitude model.

To sum up, country image is formed by people beliefs (cognitive), emotion caused by their feeling (affective) and conation that is the result of these ideas. Country itself, its people, the manufacturers, advertising, product attributes, product qualities, other people influences, as well as personal experiences form these ideas. Many of these factors combine and influence a buyer's perception of a product, thus serving to formulate a complete product image. A consumer's perception of a product may not be influenced directly by the country of origin image, yet many products or brands send out signals that can be traced back to their country of origin through three-attitudinal components.

2.4 Main Findings from Previous Researches

Reviewing related country image studies, **some of main findings** are found:

1. It has been established that consumers generally prefer products from developed countries to the products from developing countries. Also consumers from developing countries prefer imported products from developed countries.
2. COO effects depend on product category (Roth and Romeo, 1992). It has been reported that German products are rated high on prestige value, but low on economy, whereas Korean products are rated high on economy but low on other dimensions.
3. COO effects change over time (Darling and Wood 1990). Country images will change when consumers become more familiar with the country or when the product's actual quality improves over time. An example is Japanese made car, where COO effects changed from negative to positive during the last couple of decades.

CHAPTER 3: RESEARCH FRAMEWORK

This chapter consists of theoretical framework and research framework used in the study; this chapter also explains definition of concepts and operationalization of country image. Last, it includes the research hypotheses statement that is assumption of a probable answer to the research questions.

3.1 Conceptual Framework

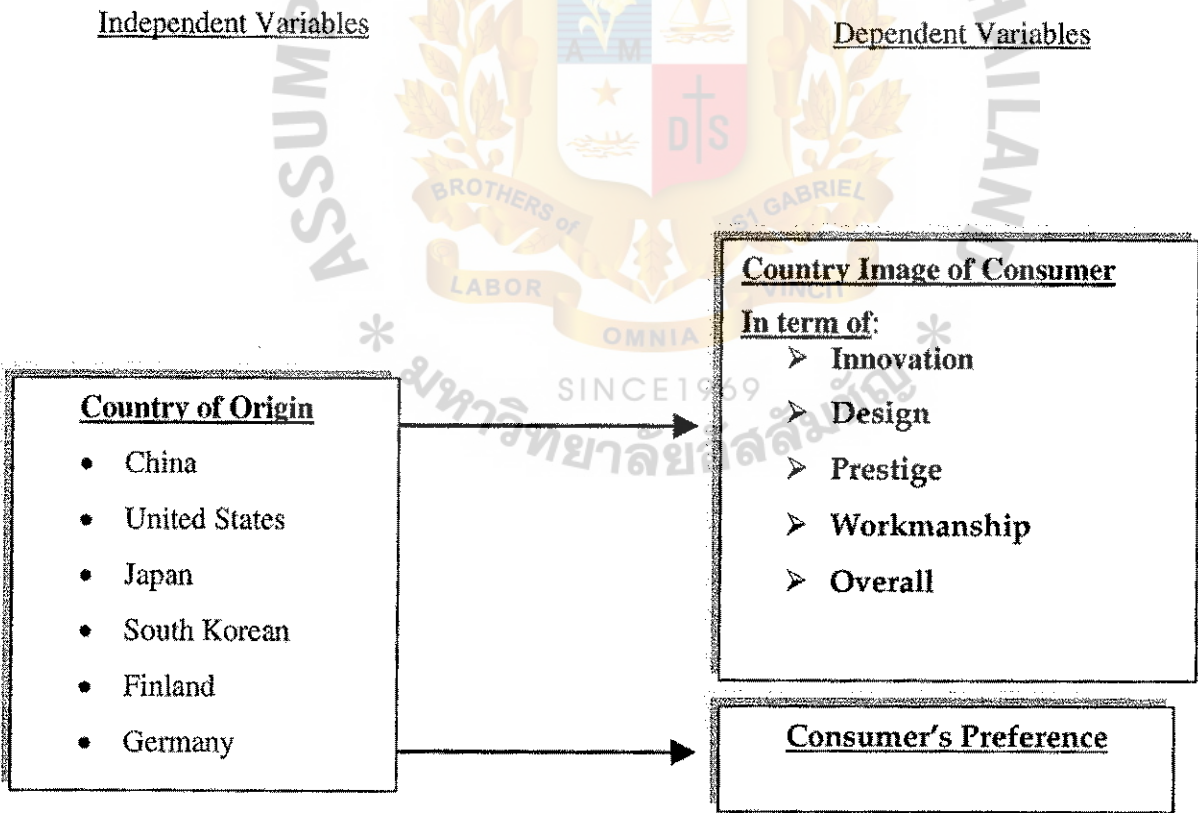
In this study, the framework based on reviewing the literatures of country-of-origin and consumer attitude theory. The variables of this research set by reviewing the dimensions of country image in prior studies (Roth and Romeo, 1992; Mohamad *et al*, 2000). “Country image in quality have been treated as a summary or halo construct, rather than a defined set of items that infer quality” (Hong and Wyer, 1989). In this research, country image was abstracted into four summary dimensions in terms of:

- Innovativeness (representing use of new technology and engineering advances).
- Workmanship (representing reliability, durability, craftsmanship and manufacturing quality)
- Design (representing appearance, style, color and variety)
- Prestige (representing exclusivity, status and brand name reputation)

These dimensions were also concluded from a factor analysis on country image measurements in previous studies (Nagashima 1970, 1977).

The conceptual framework of the linkage between country-of-origin and consumer's preferences of products was following previous studies Han (1989), Hen established the summary and halo construct model of cognitive-processing to explain that country image influences consumer's beliefs about a product, which in turn directly influence consumer's attitude toward the product. In other words, a country-of-origin can be studied as factor that influences consumer's evaluation. Therefore, the framework of this study has been developed in Figure 3.1:

Figure 3.1: Framework of the study



3.2 Concepts and Operational Definitions of the Variables

Concepts can be defined as abstract ideas generalized from particular facts. A concept must be made operational in order to be measured. An operational definition gives meaning to concept by specifying the activities or operation necessary to measure it. An operational definition is like a manual of instructions or a recipe (Zikmund, 1997). Operational definition gives empirical meaning of a concept by specifying the activities or operations necessary to measure it. The operational definition specifies what must be done to measure the concept under the investigation. This study applies likert scale as the rules for measuring the variables. The following table will show the operational component and definition of variables:

Table 3.1: Concepts and Operational Definitions of the Variables

Concept	Concept Definition	Operational Definition	Measurement
Innovativeness	Representing use of new technology and engineering advances in a product from particular country	New technology And advance engineering	7-Point Likert Scale
Design	Appearance, style, color(s) and variety of a product from particular country	Good appearance and style Variety color(s)	7-Point Likert Scale
Prestige	Representing exclusivity, status, and brand name reputation of a product from particular country	Exclusive Well-known Good reputation	7-Point Likert Scale
Workmanship	Representing product's reliability, durability, craftsmanship and manufacturing quality	Good quality of manufacturing, reliable, durable	7-Point Likert Scale
Respondent Preference	Feeling of a favorable product produced by particular country	Most preferred Least preferred	7-Point Likert Scale

3.3 Research Hypothesis

Hypothesis is possible answer to the research question (Aaker et al, 1995). The hypotheses are necessary to be constructed to test the relationship between dependent variable and independent variable to see the validity of the assumption. The hypotheses of this study are as follows:

H1o: There is no different country image for mobile phone handset in terms of innovativeness among the countries.

H1a: There is different country image for mobile phone handset in terms of innovativeness among the countries.

H2o: There is no different country image for mobile phone handset in terms of Design among the countries.

H2a: There is different country image for mobile phone handset in terms of Design among the countries.

H3o: There is no different country image for mobile phone handset in terms of Prestige among the countries.

H3a: There is different country image in term of Prestige among the countries.

H4o: There is no different country image for mobile phone handset in terms of Workmanship among the countries.

H4a: There is different country image for mobile phone handset in terms of Workmanship among the countries.

H5o: There is no different country image for mobile phone handset among the countries.

H5a: There is different country image for mobile phone handset among the countries.

H6o: There is no difference of preference on mobile phone handset regarding the country of origin.

(Consumer's preference for mobile phone handset produced among the countries is the same).

H6a: There is difference of preference on mobile phone handset regarding the country of origin.

(Consumer's preference for products produced among the countries is not the same).

3.4 Expected outcome

Cordell (1991) concluded that consumer preferences are more product specific for industrialized than less developed countries. (Yong Zhang, 1996) examined that Chinese consumers' evaluation of products made in the USA, Japan and South Korea and concluded that products from USA and Japan received more favorable ratings than those from South Korea. Researcher expects that the first four hypotheses of this research should be rejected according to the previous research findings (Yong Zhang, 1996; Mohamad *et al*, 2000; Chao, 1993). However, researcher also expects some different

results because Chinese products have been significantly improved in some aspects (such as design) during recent five years⁸ (from year 1998 to year 2003). Local Chinese brand image has also arisen through advertisement. In addition, Chinese consumers became more familiar with mobile phone handsets than before.



¹⁷ [http:// www.portelligent.com](http://www.portelligent.com)

CHAPTER 4: RESEARCH METHODOLOGY

The purpose of this chapter is to provide an overview of the research methodology that is employed in the study. First part, research design explains data source that consists of target population, research design and data collection. Second section defines sampling design, sample unit and the sample size. The third section, it consists of pre-test, questionnaire design, variables measurement and question format selecting. The selection of countries is also discussed in this section. Last is statistical treatment of data, which is used for calculating each hypothesis, along with the analysis procedure of the result.

4.1.1 Target Population

“Throughout the COO literature, survey research based on student samples has been the norm” (Papadopoulos *et al*, 1989).

The target population under this study refers to **students** at Yunnan University in Kunming of China, who are studying for bachelor or master degree. The choice of this particular group was made for convenience and researcher interest, university students are considered to be among the knowledgeable and potential purchasing customer group in China. They are more likely to be able to understand the questions accurately. In addition, they are the target consumers for most mobile phone manufacturers expanding into the Chinese market.

4.1.2 Research Design

“Survey has been used, as the researcher does not intervene in an attempt to control the variables. The primary purpose is for describing and/or predicting some phenomenon. Survey is a design that usually depends upon the use of a well-constructed questionnaire to collect data from the relevant unit of analysis under study, usually, an individual” (Davis and Cosenza, 1993).

In this research, data were collected through personally surveys with a convenience sampling, which involved respondents from Yunnan University, in Kunming of China, The use of convenience sampling for this type of research was well documented by many researchers (Roth and Romeo, 1992; Mohamad *et al.*, 2000).

4.1.3 Data Collection

A structured questionnaire was used as a tool for collecting the data needed in this research and the questionnaires were distributed directly to the respondents. Each variable is transformed into simple, easy and concise statement. The main advantages of questionnaire are that it can be collected in a completed form within a short period of time, and it can be obtained from the target respondents after immediate completion. The easy questionnaires also make the respondents to choose the answer easily and quickly.

Data were collected using a structured questionnaire. “This mode of data collection was chosen because it can more accurately reach target population than other modes (mail and telephone survey). The interviewer was also expected to increase the quality of the answers by clarifying the survey conditions and making subjects understand questionnaires better” (Han and Terpstra, 1988).

Question formats included ranking country image in four dimensions and preferences of mobile phone handset made in different countries. Respondents were asked to plot a position for their answers. The overall questionnaire was designed to be short and user-friendly. Questions were developed to test the research propositions and were firmly anchored in the literature.

4.2.1 Sampling Designs

In this study, researchers used “**Non-probability sampling**” technique for selecting sample. In non-probability sampling, the probability of any particular number of the population being chosen is unknown.

The **convenience sampling** is one of the non-probability sampling designs that were used in this research; convenience sampling also is a low-cost method in marketing research. As its name implies, convenience sampling involve collecting information from members of the population who are conveniently available to provide this information (Davis and Cosenza, 1993). The primary reason for using this approach is that it is less time consuming, and is possible to accomplish with a limited budget.

4.2.2 Sampling Unit

The Sampling unit of this study is an individual student who is currently studying in Yunnan University above 18 years old. The age restriction is to select likely or potentially purchasers of the mobile phone handsets. The data were collected in Yunnan University in the period of February 2004.

Yunnan University is the biggest university and situated in the city of Kunming, it currently has fifteen schools, college and institute under its administration. The students studying in Yunnan University have reached 19,872 persons, of whom 9,919 are the full-time undergraduate students, 2,853 are postgraduate students, and 7,100 are students under the part-time programs or correspondence university students in 2003.

4.2.3 Determining Sample Size

“Prior researches can serve as a guide for estimating sample size. Particularly when non-probability sampling techniques are used” (Malhorea, 2002).

Table 4.1 Sample Size Used in Previous Researches

Author	Erickson (1984)	Johansson (1985)	Ettenson (1988)	Levin (1993)
Sampling and sample size	96 (MBA students at the University of Washington)	152 (American sample 70 graduate students at a West Coast university and the Japanese sample of 82 students at six universities)	105 (Students at the University of Maryland)	71 (American under- graduate students)
Products	Automobile	Automobile	Blouse and men's dress shirt	Cars

Table 4.2 Sample Sizes Used in Marketing Research Studies

Type of Study	Minimum Size	Typical Range
Problem identification research	500	1,000-2,500
Problem solving research	200	300-500
Product tests	200	300-500
Test marketing studies	200	300-500

Source: Naresh K. Malhotra (2002): *Basic Marketing Research*, pp 350-351.

Therefore, in this study, the sample size is determined by using Naresh K. Malhotra (2002) and references of other country image researches (Table 4.1; Table 4.2), the two hundred students were tested in this research, ranging in ages up to 18 years old.

4.3.1 Pre-test

The pre-testing has been processed before actual test to detect the instrument among the students at Yunnan University. The purpose of pre-test is to examine the using of word, question format and sequence. Thirty copies of questionnaires were tested at Yunnan University, mistakes were collected and adjustments were made to reduce the bias after pre-test. The interview last approximately four minutes on the average, that time is not inconvenient for respondents. The pre-test result: Alpha (country image) = 0.815

4.3.2 Research Instrument

Each respondent completed a copy of structured questionnaire. A structured questionnaire was designed in two Sections. Section A required respondents to rate products produced from five countries. In each case, the task of the respondents was to indicate their country image of quality of handset made in each country regarding four dimensions: innovation, design, prestige and workmanship. They give their choices on a 7-point Likert-type scale. According to researches of Papadopoulos (1993) and Mohamad *et al*, (2000), the 7-point Likert Scale was used to measure respondent's image. This scale also was employed for testing respondent's preference. Section B was designed to collect demographic data of respondents. The questionnaire was prepared in both Chinese and English version. A Chinese-language questionnaire was created to test responses of the

dependent variables measured by using 7-point Likert Scale. Each question was anchored by strongly agree/disagree and asked subjects about their image. The final questions were added to obtain demographic data from respondents.

Table 4.3 Operational Definitions of Variables

Variables	Operational Definition	Measurement	Question number
Innovativeness	A handset made in this country is very innovative	Likert Scale	Q1
Design	This country is good in design of mobile phone handset	Likert Scale	Q2
Prestige	This country is prestigious in producing mobile phone handset	Likert Scale	Q3
Workmanship	A handset made in this country has good workmanship.	Likert Scale	Q4
Overall	Average of four dimensions	Likert Scale	
Preference	Your preference for a mobile phone handset made in particular country	Likert Scale	Q5

4.3.3 Countries Selection

This study was concerned with image and preferences about products produced from diverse countries, namely, the United States of America (USA), Germany, Japan, China, Finland and Korea. The major reason for the inclusion of these countries is the considerable familiarity of products and market status of mobile phone handsets in China.

4.4 Statistical Treatment of Primary Data

The data were analyzed using ANOVA (The Analysis of Variance), ANOVA is an important tool in statistical analysis, which is used to determine whether there are any differences of the means occurring between two or more groups in one independent variable. This statistical test of significance is designed to establish whether a significant difference exist among six countries. ANOVA were performed at the 5% significance level in this study. The SPSS version 11 was utilized for statistical analysis and summary. The statistic tools used to answer the following research hypothesis based on the statement of problem. Some statistical ways such as frequencies and percentage were used to describe demographic profile of respondents.

Table 4.4 Statistical Treatments of Data

	Hypotheses Statement	Statistic Method
H1o	There is no different country image for mobile phone handset in term of innovativeness among the countries	ANOVA
H2o	There is no different country image for mobile phone handset in term of Design among the countries	ANOVA
H3o	There is no different country image for mobile phone handset in term of Prestige among the countries	ANOVA
H4o	There is no different country image for mobile phone handset in term of Workmanship among the countries	ANOVA
H5o	There is no different country image for mobile phone handset in overall among the countries	ANOVA
H6o	Consumer's preference for mobile phone handset produced in China is not same as the preference for same product made in other countries	ANOVA

4.5 Questionnaires Formats

Jaffe and Nebenzahl (1984) compared two formats of questionnaire in country image studies.

Format 1: Each page is a list of product characteristics relating to a particular country. Please place an "X" in the box that best represents your feelings about the products made in each country. For example, if you feel the products made in the USA is used advanced technology; place an "X" in the box furthest to the right. If you feel the products are used backward technology, place an "X" in the box furthest to the left. Of course, you may place an "X" in any box between the two extremes according to your opinion.

Format 2: Each page is a product characteristics related to a number of countries. Please place an "X" in the box that best represents your feelings about the products made in each country. For example, if you feel that the products made in the USA are used advanced technology; place an "X" in the box furthest to the right. If you feel the products are used backward technology, place an "X" in the box furthest to the left. Of course, you may place an "X" in any box between the two extremes according to your opinion.

Table 4.5 Questionnaire Formats

Format 1	Format 2
<p>China</p> <p>Backward - - - - - advanced</p> <p>Unreliable - - - - - Reliable</p> <p>Bad design - - - - - Good design</p>	<p>China Backward - - - - - advanced</p> <p>USA Backward - - - - - advanced</p> <p>Japan Backward - - - - - advanced</p>
<p>USA</p> <p>Backward - - - - - advanced</p> <p>Unreliable - - - - - Reliable</p> <p>Bad design - - - - - Good design</p>	<p>China Unreliable - - - - - Reliable</p> <p>USA Unreliable - - - - - Reliable</p> <p>Japan Unreliable - - - - - Reliable</p>
<p>Japan</p> <p>Backward - - - - - advanced</p> <p>Unreliable - - - - - Reliable</p> <p>Bad design - - - - - Good design</p>	<p>China Bad design - - - - - Good design</p> <p>USA Bad design - - - - - Good design</p> <p>Japan Bad design - - - - - Good design</p>

Source: Jaffe and Nebenzahl, Journal of Marketing Research, 81, November 1984

Jaffe and Nebenzahl found that two formats have nearly equal reliability, but they are not equivalent and format 2 is more comparable in country image study. Therefore, we used format 2 to be the questionnaires, the details as follows:

Part 1

The respondents will be asked to rate country image in dimensions of Innovativeness, Design, prestige, Workmanship and preference.

Country image Test

Country image in terms of four dimension Indicator:

1-----2-----3-----4-----5-----6-----7

High innovative

Low innovative

Good design

Bad design

High prestige

Low prestige

Good workmanship

Bad workmanship

Preference Test

The mobile phone handset made in each country is tested based on determination of its preference to the respondents by rating on the indicator:

1-----2-----3-----4-----5-----6-----7
Least preferred Most preferred

Part 2

It included demographic profile of respondents.



CHAPTER 5: DATA ANALYSIS

This chapter focuses on the analysis of the 200 sets of questionnaires, there were two parts used to meet the objectives of this research: **Descriptive Analysis** in section 1, **Hypotheses Testing** in section 2.

A total of 200 questionnaires were distributed to the respondents in February 2004 and collected by researcher. Two hundred of questionnaires were collected at the end of February in 2004.

The respondents (n=200) who completed all sections of questionnaires and students of Yunnan University were included in the analysis of the data. And this research used convenience sampling to do the research, thus, the response rate was 100%.

5.1 Descriptive Profile of Respondents

The descriptive statistic is the method that describes the parameters of respondents' personnel data (Zikmund, 2003). The data of respondent's demographic profile such as age, gender and education were described and shown in Table 5.1.

Age: as shown on table 5.1, respondents reported age below 25 years old is computed as 61% of respondents, while 39% of respondents are above 25 years old. Therefore, most of the respondents are below 25 years old in this research.

Gender: among 200 students, 110 respondents are male and account for 55%, whereas the remaining 45% of respondents are female. Thus, the majority of respondents for this study is male.

Education: 67% of the respondents are studying bachelor degree program, whereas, the percentage of students who are studying master degree program is 33%.

Table 5.1 Demographic profiles of respondents (N=200)

		Number	%
Age			
	Below 25 years	122	61.0
	25-30 years	62	31.0
	31-35 years	16	8.0
	Total	200	100.0
Gender			
	Male	110	55.0
	Female	90	45.0
	Total	200	100.0
Education			
	Bachelor degree	134	67.0
	Master degree	66	33.0
	Total	200	100.0

5. 2 Hypothesis Testing

In this section, ANOVA was used to determine the differences of country image in terms of four dimensions among six countries, which involves four hypotheses. Secondly, the average of four dimensions was presented the overall of country image, which was presented fifth hypothesis. Finally, for sixth hypothesis, the comparison of preferences of the products perceived by Chinese consumers from six countries was tested through ANOVA as well.

Country image in terms of innovation

China VS other countries - the result from Table 5.2 indicated that significant value is less than 0.05 between China and other countries. However, the data from table 5.2 showed that respondents held no significant differences of country image only between China and Korea.

USA VS other countries - Chinese respondent showed the most favorable country image for USA with significant different mean.

Japan VS other countries - The results indicated that there were significant different country image between Japan and other countries. Furthermore, the mean of Japanese image was higher than China and Korea, but lower than USA, Finland and Germany.

Korea VS other countries - There was significant difference of country image between Korea and other four countries except China, and with the mean lower than other countries.

Finland VS other countries - There was significant different mean of country image between Finland and other countries, and the country image of Finland was ranked only lower than USA.

Germany VS other countries - There was significant different country image between Germany and other countries. Germany image was also rated lower than USA and Finland.

Table 5.2 Comparisons of Country Image in Innovation

ANOVA

LSD

Dependent Variable	(I) COUNTRY	(J) COUNTRY	Mean Difference (I-J)	Sig.
A handset in terms of innovation?	China	US	-2.02(*)	.000
		Japan	-1.17(*)	.000
		Korea	-.07	.484
		Finland	-1.60(*)	.000
		Germany	-1.40(*)	.000
	US	China	2.02(*)	.000
		Japan	.85(*)	.000
		Korea	1.95(*)	.000
		Finland	.42(*)	.000
		Germany	.62(*)	.000
	Japan	China	1.17(*)	.000
		US	-.85(*)	.000
		Korea	1.10(*)	.000
		Finland	-.43(*)	.000
		Germany	-.23(*)	.022
	Korea	China	.07	.484
		US	-1.95(*)	.000
		Japan	-1.10(*)	.000
		Finland	-1.53(*)	.000
		Germany	-1.33(*)	.000
	Finland	China	1.60(*)	.000
		US	-.42(*)	.000
		Japan	.43(*)	.000
		Korea	1.53(*)	.000
		Germany	.20(*)	.046
	Germany	China	1.40(*)	.000
		US	-.62(*)	.000
		Japan	.23(*)	.022
		Korea	1.33(*)	.000
		Finland	-.20(*)	.046

* The mean difference is significant at the .05 level.

Country image in terms of design

China VS other countries, Table 5.3, it is presented that significant difference of country image at the 0.05 level was found when comparing China with USA, Korea and Germany. Furthermore, Chinese was rated at the highest country images in six countries in terms of design.

USA VS other countries, Table 5.3, the result indicated that there was significant different country image between USA and China; the mean score of USA was lower than Chinese.

Japan VS other countries - there was a significant difference image between Japan, Korea, and Germany. However, there was no significant difference of mean score of country image between Japan and other countries.

Korea VS other countries - there was a significant difference of country image between Korea, China, Japan and Finland, there was no significant difference of country image between Korea, USA and Germany.

Finland VS other countries - there was a significant difference of country image between Finland, Korea and Germany, but there was no significant difference of country image between Finland, China and Japan.

Germany VS other countries - there was a significant difference of country image between Germany, Japan and Finland.

Table 5.3 Comparisons of Country Image in Design

ANOVA

LSD

Dependent Variable	(I) COUNTRY	(J) COUNTRY	Mean Difference (I-J)	Sig.
A handset in terms of design?	China	US	.20(*)	.049
		Japan	.03	.768
		Korea	.35(*)	.001
		Finland	.01	.922
		Germany	.39(*)	.000
	US	China	-.20(*)	.049
		Japan	-.17	.095
		Korea	.15	.140
		Finland	-.19	.062
		Germany	.19	.062
	Japan	China	-.03	.768
		US	.17	.095
		Korea	.32(*)	.002
		Finland	-.02	.844
		Germany	.36(*)	.000
	Korea	China	-.35(*)	.001
		US	-.15	.140
		Japan	-.32(*)	.002
		Finland	-.34(*)	.001
		Germany	.04	.694
	Finland	China	-.01	.922
		US	.19	.062
		Japan	.02	.844
		Korea	.34(*)	.001
		Germany	.38(*)	.000
	Germany	China	-.39(*)	.000
		US	-.19	.062
		Japan	-.36(*)	.000
		Korea	-.04	.694
		Finland	-.38(*)	.000

* The mean difference is significant at the .05 level.

Country image in terms of prestige

China VS other countries - the data from Table 5.4 indicated that there were significant differences of country image between China and other countries, but there was no significant difference of country image between China and Germany.

USA VS other countries - the data from Table 5.4 showed that there were significant differences of country image between USA and other countries except Germany, and USA was ranked in second position, only lower than Finland.

Japan VS other countries - there were significant difference of country image between Japan and other countries except Korea; Japan was placed in fifth position, lower than Finland, China, Germany and USA, only higher than Korea.

Korea VS other countries - there was no significant difference of country image between Korea and Japan. However, the data from Table 5.5 indicated that there were significant differences of country image between Korea and other four countries.

Finland VS other countries - there were significant differences of country image between product from Finland and same product from all other countries, and the product from Finland was placed on top in terms of prestige.

Germany VS other countries - the product from Germany appeared a significant different country image when compared with Japan, Korea and Finland. But there was no significant difference of country image between Germany, USA, and China.

Table 5.4 Comparisons of Country Image in Prestige

ANOVA

LSD

Dependent Variable	(I) COUNTRY	(J) COUNTRY	Mean Difference (I-J)	Sig.
A handset in terms of prestige?	China	US	-.275(*)	.006
		Japan	.980(*)	.000
		Korea	1.015(*)	.000
		Finland	-.545(*)	.000
		Germany	-.135	.173
	US	China	.275(*)	.006
		Japan	1.255(*)	.000
		Korea	1.290(*)	.000
		Finland	-.270(*)	.007
		Germany	.140	.158
	Japan	China	-.980(*)	.000
		US	-1.255(*)	.000
		Korea	.035	.724
		Finland	-1.525(*)	.000
		Germany	-1.115(*)	.000
	Korea	China	-1.015(*)	.000
		US	-1.290(*)	.000
		Japan	-.035	.724
		Finland	-1.560(*)	.000
		Germany	-1.150(*)	.000
	Finland	China	.545(*)	.000
		US	.270(*)	.007
		Japan	1.525(*)	.000
		Korea	1.560(*)	.000
		Germany	.410(*)	.000
	Germany	China	.135	.173
		US	-.140	.158
		Japan	1.115(*)	.000
		Korea	1.150(*)	.000
		Finland	-.410(*)	.000

* The mean difference is significant at the .05 level.

Country image in terms of workmanship

China VS other countries - the result from Table 5.5 showed that there were significant differences of country image between China and other five countries. The mean score of China image was ranked only higher than Korea in terms of workmanship.

USA VS other countries - there was no significant difference of country image between USA and Japan, and between USA and Germany. And the product from USA was rated higher than same product from China and Korea, only lower than Finland.

Japan VS other countries - there was no significant difference of country image between Japan and USA, and the product from Japan was placed in the middle position with a mean score higher than China and Korea, but lower than Finland and Germany.

Korea VS other countries - there were significant difference of country image among six countries, and Korea was rated with the lowest mean when compared with other countries.

Finland VS other countries - there was no significant difference of country image between product from Finland and the same product from Germany but others. The product from Finland was also ranked in top position in terms of workmanship.

Germany VS other countries - there was no significant difference of country image between Germany, USA, and Finland.

Table 5.5 Comparisons of Country Image in Workmanship

ANOVA

LSD

Dependent Variable	(I) COUNTRY	(J) COUNTRY	Mean Difference (I-J)	Sig.
A handset in terms of workmanship?	China	US	-.92(*)	.000
		Japan	-.85(*)	.000
		Korea	.24(*)	.012
		Finland	-1.17(*)	.000
		Germany	-1.10(*)	.000
	US	China	.92(*)	.000
		Japan	.07	.461
		Korea	1.16(*)	.000
		Finland	-.25(*)	.009
		Germany	-.18	.058
	Japan	China	.85(*)	.000
		US	-.07	.461
		Korea	1.09(*)	.000
		Finland	-.32(*)	.001
		Germany	-.25(*)	.009
	Korea	China	-.24(*)	.012
		US	-1.16(*)	.000
		Japan	-1.09(*)	.000
		Finland	-1.41(*)	.000
		Germany	-1.34(*)	.000
	Finland	China	1.17(*)	.000
		US	.25(*)	.009
		Japan	.32(*)	.001
		Korea	1.41(*)	.000
		Germany	.07	.461
	Germany	China	1.10(*)	.000
		US	.18	.058
		Japan	.25(*)	.009
		Korea	1.34(*)	.000
		Finland	-.07	.461

* The mean difference is significant at the .05 level.

Rank of Country Image in Four Dimensions

The means of evaluation of four dimensions were calculated and presented in Table 5.6. China was ranked lower (mean=3.62) than all other countries in terms of innovation, the US ranked first (mean=5.64), followed by Finland (mean=5.22), and Germany (mean=5.02). Japan and Korea were placed in fourth and fifth position. However, Chinese respondents rated Chinese mobile phone handset the (mean=5.02) best in terms of design. The mobile phone handset from Finland (mean=5.01) and Japan (mean=4.99) were tied for the second and third place, followed by product from US (mean=4.83), Korea (mean=4.67) and Germany (mean=4.63). In terms of prestige, the mobile phone handset from Finland was viewed as first rank (mean=5.40), followed by US (mean=5.13) and Germany (mean=4.99) in second and third. Chinese (mean=4.86) and Japanese (mean=3.88) products were treated in positions of fourth and fifth. Respondents viewed the products from Korea (mean=3.84) least favorably in terms of prestige. In workmanship, Chinese product (mean=4.18) was viewed with higher workmanship than the same product from Korea (mean=3.94). Finland product (mean=5.35) was rated in top position, Germany product (mean=5.28) was viewed in second, followed by US (mean=5.10) and Japan (mean=5.03), the mobile phone handset from Korea was in the lowest rank (mean=3.94), whereas, lower than Chinese product (mean=4.18) which was rated in fifth.

Table 5.6 Measures of Country Image in Each Dimension

		N	Mean	Rank
A handset in terms of innovation	US	200	5.64 (1.04)	1
	Finland	200	5.22 (0.80)	2
	Germany	200	5.02 (0.68)	3
	Japan	200	4.79 (1.13)	4
	Korea	200	3.69 (0.93)	5
	China	200	3.62 (1.31)	6
	Average		4.66 (1.25)	
A handset in terms of design	China	200	5.02 (1.16)	1
	Finland	200	5.01 (0.86)	2
	Japan	200	4.99 (1.04)	3
	US	200	4.83 (1.00)	4
	Korea	200	4.67 (1.20)	5
	Germany	200	4.63 (0.77)	6
	Average		4.86 (1.03)	
A handset in terms of prestige	Finland	200	5.40 (0.95)	1
	US	200	5.13 (0.96)	2
	Germany	200	4.99 (0.78)	3
	China	200	4.86 (1.01)	4
	Japan	200	3.88 (1.12)	5
	Korea	200	3.84 (1.09)	6
	Average		4.68 (1.16)	
A handset in terms of workmanship	Finland	200	5.35 (0.83)	1
	Germany	200	5.28 (0.71)	2
	US	200	5.10 (0.97)	3
	Japan	200	5.03 (1.00)	4
	China	200	4.18 (1.22)	5
	Korea	200	3.94 (0.88)	6
	Average		4.81 (1.09)	

Overall of Country Image

The overall summary construct of country image was calculated by averaging the four dimensions of image for each country. The results from Table 5.7 show that Chinese country image was ranked fifth to compare with other countries, with a mean score of 4.42. The Finland received the highest score (mean 5.25), followed by US and Germany in second and third places (mean=5.17 and 4.98), Japan was placed fourth (mean=4.67) and Korea got the lowest score (mean 4.04).

Table 5.7 Mean of Overall Construct of Country Image

Country	N	Mean	Rank
Finland	200	5.25	1
US	200	5.17	2
Germany	200	4.98	3
Japan	200	4.67	4
China	200	4.42	5
Korea	200	4.04	6

Preferences for Country of Origin

The result from Table 5.8 shows the statistical significant preferences of mobile phone handset in this study, and the test projects the confidence level of 95%. The details are as follows:

China VS other countries - there was no significant difference of preference between mobile phone handset from China and the same product from Japan.

US VS other countries - there was no significant difference of preference between mobile phone handset from US and the same product from Germany.

Table 5.8 Comparisons of Preferences for Mobile Phone Handset

ANOVA

LSD

Dependent Variable	(I) COUNTRY	(J) COUNTRY	Mean Difference (I-J)	Sig.
Your preferences of mobile handset	China	US	-.49(*)	.000
		Japan	-.14	.175
		Korea	.38(*)	.000
		Finland	-.81(*)	.000
		Germany	-.48(*)	.000
	US	China	.49(*)	.000
		Japan	.35(*)	.001
		Korea	.87(*)	.000
		Finland	-.32(*)	.002
		Germany	.01	.923
	Japan	China	.14	.175
		US	-.35(*)	.001
		Korea	.52(*)	.000
		Finland	-.67(*)	.000
		Germany	-.34(*)	.001
	Korea	China	-.38(*)	.000
		US	-.87(*)	.000
		Japan	-.52(*)	.000
		Finland	-1.19(*)	.000
		Germany	-.86(*)	.000
	Finland	China	.81(*)	.000
		US	.32(*)	.002
		Japan	.67(*)	.000
		Korea	1.19(*)	.000
		Germany	.33(*)	.001
	Germany	China	.48(*)	.000
		US	-.01	.923
		Japan	.34(*)	.001
		Korea	.86(*)	.000
		Finland	-.33(*)	.001

- The mean difference is significant at the .05 level.

Japan VS other countries - there was no significant difference of preference between mobile phone handset from Japan and the same product from China.

Korea VS other countries - there were significant differences of preferences between mobile phone handset from Korea and the same product from other country.

Finland VS other countries - there were significant differences of preference between mobile phone handset from Finland and the same product from other country.

Germany VS other countries - there was no significant differences of preference between mobile phone handset from Germany and the same product from USA.

Table 5.9 Ranks of Preferences among Six Countries

	Country	N	Mean Score	Rank
Preference for mobile handset	Finland	200	5.34	1
	US	200	5.02	2
	Germany	200	5.01	3
	Japan	200	4.67	4
	China	200	4.53	5
	Korea	200	5.01	6
	Average		4.79	

From Table 5.9, preference of mobile phone handset made in different countries, the product from Finland was ranked most preferred (mean=5.35) by Chinese respondents, followed by the United States (mean=5.02) and Germany (mean=5.01). The lowest ranked country was South Korea (mean=4.15). Chinese mobile phone was ranked fifth with the mean of 4.53, only higher than Korea.

5.3 Critical Discussion of Statistical Results

For Individual Dimension

Innovation: US, Finland, Germany and Japan are listed the top four with the image score that is higher than average score (4.66), Korea and China are listed fifth and sixth, and both scores are lower than the average mean. These results demonstrate that Chinese and Korean still have poor country image for mobile phone handset in terms of innovation. The possible explanation of this result may be found from previous investigation¹⁸ in Chinese mobile phone market. The study showed that most Chinese handset makers use ICs and components of mobile phone from North American and European device makers.

Design: China was rated the top country image in terms of design. This result could better reflect the progress of local firms in Chinese mobile phone market as showed in the investigation from China Ministry of Information Industry “Chinese local mobile phone handset with its stylish appearance, variety of color(s), inexpensive price and local distribute channel advantage to compete with foreign competitors”.

Prestige: Finland was rated the best country image in terms of prestige. The mobile phone handset from US was placed in second. This result might be more or less associated with well-known brand in mobile phone. The possibility might be that Chinese consumers use brand name as a proxy for country of origin, which makes their evaluation attach brand image to country image. In other words, the brand name NOKIA and Motorola are tightly associated with manufacturing origin Finland and US when consumers express their feeling about prestige of a mobile phone. An interesting finding

¹⁸ <http://www.portelligent.com>

was that the mobile phone handset from China was evaluated more positive than those from Japan and Korea.

Workmanship: The four countries, Finland, Germany, US and Japan were similar in terms of workmanship. China and Korea were rated lower than average mean (4.81). This can explain that mobile phone handsets from local and Korea were reported with higher complaints on quality than the handsets from other countries. This confirming finding was conducted by China Consumer's Association in year 2003¹⁹.

For Overall Image and Preference

In overall image, Chinese respondents tended to evaluate developed countries with positive image and preference. In other words, Chinese consumers generally have similar perception of overall image for four countries, Finland, US, Germany and Japan. They also preferred the mobile phone handset coming from these four countries. The mobile phone handsets from China and Korea were rated with low overall image and less preference. This finding showed the same conclusion as earlier studies that consumers generally prefer products from developed countries to the products from developing countries (Mohamad *et al.*, 2000). However, on real market situation, Chinese brand mobile phones have successfully occupied 55 percent of the domestic market share in 2003²⁰. There are two possible explanations for this inconsistent result. Firstly, Chinese consumers often choose local mobile phone handsets because they perceive them as less expensive, and because domestic products are provided better services after sale.

¹⁹ <http://www.cca.org.cn>

²⁰ <http://www.mc21st.com/en/default.asp>

Secondly, this result may be explained as Ettenson *et al.* (1988) mentioned that the country of origin cue could provide only a limited explanation of variance of the preference and purchase intention of the respondents when other market cues are presented. In other words, other market cues (e.g., price and brand) may have a stronger effect on consumer product evaluations than country of origin information.



CHAPTER 6: CONCLUSION, IMPLICATION AND RECOMMENDATION

This chapter has summarized and concluded the research results along with the discussion. It consists of general results for hypothesis testing. Then, the managerial implication and recommendation enlightens some marketing suggestion and strategy for marketers by taking the advantage of country image. Finally the chapter is ended with suggestion for further study.

6.1 Summary of Respondents' Characteristics

The proportion of the respondents with age below 25 years old is 61%. The percentage of respondents with age above 25 years old is 39%. There are 67% of respondents in studying bachelor degree program currently. 33% of respondents are studying postgraduate program. Among the available 200 respondents, there are more male respondents (55%) than female respondents (45%). This result is depending on the situation of convenience sampling and the target population of students in Yunnan University.

6.2 Summary of Hypotheses Testing

The objective of this study is to investigate country images and preference for mobile phone handset in Chinese consumer's evaluation among six countries. The results of six hypotheses were summed up in Table 6.1.

Table 6.1 Summaries of Hypotheses Testing

Hypothesis	Test statistic	Result
Ho 1: There is no different country image for mobile phone handset in terms of innovativeness among the countries.	ANOVA	Reject Ho
Ho 2: There is no different country image for mobile phone handset in term of Design among the countries.	ANOVA	Reject Ho
Ho 3: There is no different country image for mobile phone handset in terms of prestige among the countries.	ANOVA	Reject Ho
Ho 4: There is no different country image for mobile phone handset in terms of workmanship among the countries.	ANOVA	Reject Ho
Ho 5: There is no different country image for mobile phone handset among the countries.	ANOVA	Reject Ho
Ho 6: Consumer's preference for mobile phone handset produced in China is not same as the attitude towards same product made in other countries	ANOVA	Accept Ho

The one-way analysis of variance (ANOVA) tests reported above shows that five hypotheses were rejected and the last hypothesis H6 was accepted.*

Hypotheses of country image in four dimensions

Statement of null hypotheses from 1 to 5: There is no different country image for mobile phone handset in terms of four dimensions and overall among six countries.

The null hypotheses of the significant differences from H1 to H5 were generally rejected with statistical significant at level 0.05%. In other words, this study found that there were significant differences of country image for mobile phone handset in four dimensions as well overall image.

Chinese consumers perceived mobile phone handset from China with the most favorable in terms of design but the least in innovation. In addition, less prestige and workmanship appear to be Chinese products. Therefore, Chinese mobile phone handsets carry a lower overall country image that is average of four dimensions when compared with the USA, Finland, Japan and Germany. However, the mobile phone handset from Korea was rated lower than the same product from China in overall image.

Finland was perceived as most favorable country in terms of prestige and workmanship and was ranked in second position in terms of innovation and design. US was rated the top country image in terms of innovation and second in prestige. Germany was evaluated, as second country in terms of workmanship. Japanese was ranked in the middle of position in terms of four dimensions.

Hypothesis of preferences for mobile phone handset from different countries

Statement of null hypothesis 6: Consumer's preference for mobile phone handset produced in China is not the same as the attitude towards the same product made in other countries. This null hypothesis was generally accepted. The research found that Chinese respondents held different preferences for mobile phone handset from different countries.

On preferences for mobile phone handset from six countries, Chinese products were generally less preferred than products originating in developed countries like the USA, Finland, Japan and Germany. Chinese respondents clearly preferred mobile phone handset originating from Finland to other countries. The results (Table 6.2) of this study also revealed that the product from Finland was most preferred (mean=5.35) by Chinese

respondents, followed by the United States (mean=5.02) and Germany (mean=5.01). The lowest ranked country was South Korea (mean=4.15). Chinese mobile phone was ranked fifth with mean 4.53, ahead of Korea as preferred country.

Table 6.2 Rank of Country Image

Rank	Country (Innovative)	Country (Design)	Country (Prestige)	Country (Workmanship)	Country (Overall Image)
1	US	China	Finland	Finland	Finland
2	Finland	Finland	US	Germany	US
3	Germany	Japan	Germany	US	Germany
4	Japan	US	China	Japan	Japan
5	Korea	Korea	Japan	China	China
6	China	Germany	Korea	Korea	Korea

6.3 Conclusion

The objectives of this study are to find out the differences of country image in four dimensions as well as overall image, and to examine Chinese consumer's preferences for mobile phone handset among six countries. The four products dimensions, innovation, design, prestige and workmanship were used to measure country image. The six hypotheses were established based on the research framework. The data were collected from 200 sets of questionnaires in Yunnan University of China, throughout the month of February until March 2004.

The results from One Way ANOVA (The One Way Analysis of Variance) show, as expected, Chinese respondents perceived the mobile phone handset from four countries, Finland, US, Germany and Japan in good overall image. They also showed a strong preference for mobile phone handsets from these four countries. These findings

indicate that Chinese consumers generally have more confidence with imported mobile phone handset than the same product from local and Korea when other factors (such as price, service) are absent. In fact, previous COO research in Chinese market (Yong Zhang 1996) also mentioned that products originated from developed countries were perceived to be associated with better country overall image. In other words, a country image and its product's preference are associated with the countries' economic, business reputation, degrees of industrialization and technological development.

On individual dimension, Chinese consumers held significant differences of country image in terms of innovation, design, prestige, and workmanship. In detail, Finland, US and Germany obviously dominate the three dimensions, innovation, prestige and workmanship. In other words, Chinese respondents perceived three countries, Finland, US, and Germany as having a well-known prestige, being innovative in technology, and better quality of workmanship. However, China was rated the best image in terms of design, and with higher score than Japan and Korea in terms of prestige. In addition, Chinese consumers rated mobile phone handset from China more positively than the same product from Korea in terms of workmanship. These findings indicated that the products "made in" China has improved in some aspects.

The result of this study also revealed that the country image not only factors for consumer's decision making, other factors such as price, distribute channel and service after sale might also play more important role in Chinese consumer's evaluation of mobile phone handset. Especially in some area, the consumers appear to be price conscious.

In short, Chinese consumers held positive perceptions about the products imported from developed countries like the USA, Finland and Germany. The earlier study suggested that Respondents rated products from developed countries more favorably than products from home country (Agbonifoh and Elimimian 1999). Another previous research also suggested that Chinese consumers generally preferred goods from developed countries (Yong Zhang 1996). However, Chinese products are ranked higher than other country like Korea. Yet, Chinese products are even ranked higher than these of the developed countries in terms of design and prestige. This finding better reflected the progress and success of Chinese local firms in mobile phone market as mentioned in Chapter one of this study.

6.4 Implications and Recommendation

Today mobile phone handset business in China has been in highly competitive condition. Mobile phone product has changed very fast in terms of innovation, design and quality. The consumer's attitude towards the mobile phone handset from different countries has been changing as well. The marketers who can capture the consumer's preferences will gain a competitive advantage in Chinese market.

The findings in this research can be employed to take advantage of country image, or counteract country image. For instance, Chinese mobile phone handset is with poor image in innovation but good image in design, Salespersons (e.g. technological sophistication of workers) can perhaps indicate to consumers that their products are associated with Chinese image in terms of design (with fashionable, stylish and outstanding appearance). Other example is for Korean companies that have a less

favorable overall image. In their effort to market their mobile phone handset to the Chinese consumers, they should stress and build up a stronger brand image for their products instead of relying on or emphasizing the country image.

The researcher recommends that if the product from a country with positive image, marketer can use marketing tool to emphasize “made in” and position the product with a premium price. Sale place also can be selected at an exclusive location. The product can be advertised in reinforcing country image. Such as Finland, US and Germany, should emphasize “new technology and advance engineering”, “exclusive and well-known brand”, “durable, reliable and reliable product” and “made in”. Conversely, if the country image is negative image, marketer might emphasize product brand name or company image instead of country image. In price strategy, they could use low price to attract value conscious, and promote product with brand image or with heavy advertisement. It is advisable for China and Korea that have both lower country image and consumer’s preference for their products, to adopt strategies that minimize the impact of country of origin. For these two countries, marketing managers should select a brand name for their products, provide value pricing, establish supply chain partners, with heavy advertisement and build a positive brand image through promotional activities. Managers should not directly compete with products manufactured in developed countries that possess high country of origin preference and image. Some of recommendation and market suggestion were summarized in Table 6.2 and table 6.3.

Table 6.3 Summaries of Recommendations for Individual Dimension

Hypotheses	Findings of study	Recommendations
H 1	Different country image for mobile phone handset in terms of innovativeness among six countries.	If a product with good country image in innovation. Marketers can perhaps indicate to consumers that their products are associated with good country image in innovation. Advertisements perhaps can be focused on the technology-related aspect.
H 2	Different country image for mobile phone handset in terms of design among six countries.	If a product with good country image in design. Marketers can perhaps convince consumers that their products are associated with good country image in design. Advertisements perhaps can be focused on the design-related aspect, such as fashionable appearance and style
H 3	Different country image for mobile phone handset in terms of prestige among six countries.	If a product with good country image in prestige. Marketers can perhaps convince consumers that their products are associated with good country image in prestige. Advertisements perhaps can be focused on the brand-related or good reputation aspect.
H 4	Different country image for mobile phone handset in terms of workmanship among six countries.	If a product with good country image in workmanship. Marketers can perhaps convince consumers that their products are associated with good country image in terms of workmanship. Advertisements perhaps can be focused on the quality-related aspect, such as good reliability and durability.

Table 6.4 Summaries of Recommendations for Country Image and Preference

H 5	Different country image for mobile phone handset in overall among six countries.	If a product with favorable country overall image. Marketer can perhaps use marketing tool to emphasize “made in” to take advantage of country image
H 6	Chinese consumers have different preference for mobile phone handset made in different countries	If a product from a country with positive consumer’s preference. Marketers can perhaps position the product with a premium price, and sell at an exclusion location. The product can perhaps be advertised in reinforcing country image

The result of this study also suggests that, in the eyes of Chinese respondents, the image of Chinese mobile phone is questioned domestically in terms of innovation, prestige and quality. Because Chinese local manufacturers still young, this conclusion indicated that the image of China-made-products is still in inferior and negative image portrayed in overall. Chinese manufacturers will have to improve substantially on some aspects of innovation, prestige and workmanship in order to compete effectively with foreign products.

However, it should be pointed out that only one product and six countries were studied. This study is cross-sectional in nature and fails to capture the dynamic nature of country image in Chinese consumer. The findings may not be generalized to other markets. Other products should be studied in future research, such as television, camera, stereo may exhibit country image different from those observed in this study; also, more developing countries should be included in future studies. This study treated country of origin as single cue and ignore other marketing cures, for future study, price, promotion, services and distribution channel should be considered. Moreover, a generalization of the

results towards a broader population of college students and a more representative sample is advised. The sample of this study was exclusively representative of the population group that is one educational institution – Yunnan University in China. Further work looking at other university groups is required.



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Questionnaire

Dear Respondents:

This questionnaire is the instrument used for gathering data for a Master thesis. It has been designed for a research on influence of country image for mobile phone handset. Your cooperation by filling in the questionnaire will be highly appreciated. Please kindly answer all the questions. All information will be kept confidential. Therefore, you can feel free to respond every item honestly.

Thank you

Screening Question:

- Are you the student of Yunnan University?
Yes No (closed interview)

Part 1:

Base on your previous experiences, knowledge and imagination, please select most applicable choice. You may circle any number in the middle to show how strong your feeling is. Please be reminded that there are no right or wrong answers, we interested in response your perceptions about mobile phone made in different countries.

1. Country image in term of **innovativeness**:

I N N O V A T I V E	1. A mobile phone handset made in following countries is						
	China	1-----2-----3-----4-----5-----6-----7					
		Innovative	not innovative				
	U.S	1-----2-----3-----4-----5-----6-----7					
		Innovative	not innovative				
	Japan	1-----2-----3-----4-----5-----6-----7					
		Innovative	not innovative				
	Korean	1-----2-----3-----4-----5-----6-----7					
		Innovative	not innovative				
	Finland	1-----2-----3-----4-----5-----6-----7					
		Innovative	not innovative				

2. Country image in term of **design**:

D E S I G N	2. A mobile phone handset made in following country is						
	China	1-----2-----3-----4-----5-----6-----7					
		Bad design	Good design				
	U.S	1-----2-----3-----4-----5-----6-----7					
		Bad design	Good design				
	Japan	1-----2-----3-----4-----5-----6-----7					
		Bad design	Good design				
	Korean	1-----2-----3-----4-----5-----6-----7					
		Bad design	Good design				
	Finland	1-----2-----3-----4-----5-----6-----7					
		Bad design	Good design				

3. Country image in term of **prestige**:

P R E S T I G E	3. A handset made in following country has:						
	China	1-----2-----3-----4-----5-----6-----7					
		Low prestige					High prestige
	U.S	1-----2-----3-----4-----5-----6-----7					
		Low prestige					High prestige
	Japan	1-----2-----3-----4-----5-----6-----7					
		Low prestige					High prestige
	Korean	1-----2-----3-----4-----5-----6-----7					
		Low prestige					High prestige
	Finland	1-----2-----3-----4-----5-----6-----7					
		Low prestige					High prestige

4. Country image in term of **workmanship**:

W O R K M A N S H I P	4. A handset made in following country has:						
	China	1-----2-----3-----4-----5-----6-----7					
		Bad workmanship					Good workmanship
	U.S	1-----2-----3-----4-----5-----6-----7					
		Bad workmanship					Good workmanship
	Japan	1-----2-----3-----4-----5-----6-----7					
		Bad workmanship					Good workmanship
	Korean	1-----2-----3-----4-----5-----6-----7					
		Bad workmanship					Good workmanship
	Finland	1-----2-----3-----4-----5-----6-----7					
		Bad workmanship					Good workmanship

5. Your **preference** for mobile phone handset made in different countries:

P R E F E R E N C E	5. Your preference for the handset made in following country:							
	China	1	2	3	4	5	6	7
		(Least preferred)			(Most preferred)			
	U.S	1	2	3	4	5	6	7
		(Least preferred)			(Most preferred)			
	Japan	1	2	3	4	5	6	7
		(Least preferred)			(Most preferred)			
	Korean	1	2	3	4	5	6	7
		(Least preferred)			(Most preferred)			
	Finland	1	2	3	4	5	6	7
	(Least preferred)			(Most preferred)				

Part 2: Demographic Profile

Please mark (✓) in front of the item of your choice.

1. Gender

◆ Male

◆ Female

2. Age

◆ Below 25 years

◆ 25-30 years

◆ 31-35 years

◆ 36-40 years

◆ More than 40 years

3. Education Level

◆ High School

◆ Bachelor Degree

◆ Master Degree

谢谢

		制造手机的国家						
创新性	中国	1-----2-----3-----4-----5-----6-----7	没有	有				
	美国	1-----2-----3-----4-----5-----6-----7	没有	有				
	日本	1-----2-----3-----4-----5-----6-----7	没有	有				
	韩国	1-----2-----3-----4-----5-----6-----7	没有	有				
	芬兰	1-----2-----3-----4-----5-----6-----7	没有	有				
	德国	1-----2-----3-----4-----5-----6-----7	没有	有				

2. 以下国家手机制造的设计：

设计	制造手机的国家									
	中国	1	2	3	4	5	6	7		
		不好								很好
	美国	1	2	3	4	5	6	7		
		不好								很好
	日本	1	2	3	4	5	6	7		
		不好								很好
	韩国	1	2	3	4	5	6	7		
		不好								很好
	芬兰	1	2	3	4	5	6	7		
		不好								很好
	德国	1	2	3	4	5	6	7		
		不好								很好

3. 以下国家手机制造的声望：

声望	制造手机的国家									
	中国	1	2	3	4	5	6	7		
		低								高
	美国	1	2	3	4	5	6	7		
		低								高
	日本	1	2	3	4	5	6	7		
		低								高
	韩国	1	2	3	4	5	6	7		
		低								高
	芬兰	1	2	3	4	5	6	7		
		低								高
	德国	1	2	3	4	5	6	7		
		低								高

4. 以下国家手机制造工艺:

		制造手机的国家						
工艺	中国	1	2	3	4	5	6	7
		不好						很好
	美国	1	2	3	4	5	6	7
		不好						很好
	日本	1	2	3	4	5	6	7
		不好						很好
	韩国	1	2	3	4	5	6	7
		不好						很好
	芬兰	1	2	3	4	5	6	7
		不好						很好
	德国	1	2	3	4	5	6	7
		不好						很好

5. 以下国家制造手机的喜欢程度:

		制造手机的国家						
喜欢	中国	1	2	3	4	5	6	7
	不喜欢							喜欢
	美国	1	2	3	4	5	6	7
	不喜欢							喜欢
	日本	1	2	3	4	5	6	7
	不喜欢							喜欢
不喜欢	韩国	1	2	3	4	5	6	7
	不喜欢							喜欢
	芬兰	1	2	3	4	5	6	7
	不喜欢							喜欢
	德国	1	2	3	4	5	6	7
	不喜欢							喜欢

第二部分：个人资料

1. 性别：

☐ 男

☐ 女

2. 年龄：

☐ 低于 25 岁

☐ 25-30 岁

☐ 31-35 岁

☐ 36-40 岁

☐ 大于 40 岁

3. 文化程度：

☐ 高中

☐ 本科

☐ 硕士

谢谢！



APPENDIX



Respondent's present age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 25 years	732	61.0	61.0	61.0
	25-30 years	372	31.0	31.0	92.0
	31-35 years	96	8.0	8.0	100.0
	Total	1200	100.0	100.0	

Respondent's gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	660	55.0	55.0	55.0
	female	540	45.0	45.0	100.0
	Total	1200	100.0	100.0	

Respondent's education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	bachelor degree	804	67.0	67.0	67.0
	master degree	396	33.0	33.0	100.0
	Total	1200	100.0	100.0	

Descriptive

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
a handset in terms of innovation?	China	200	3.62	1.305	.092	3.44	3.80
	US	200	5.64	1.037	.073	5.50	5.78
	Japan	200	4.79	1.128	.080	4.63	4.95
	korea	200	3.69	.926	.066	3.56	3.82
	finland	200	5.22	.797	.056	5.11	5.33
	germany	200	5.02	.680	.048	4.93	5.11
	Total	1200	4.66	1.254	.036	4.59	4.73
a handset in terms of design?	China	200	5.02	1.160	.082	4.86	5.18
	US	200	4.82	.996	.070	4.68	4.96
	Japan	200	4.99	1.037	.073	4.85	5.13
	korea	200	4.67	1.203	.085	4.50	4.84
	finland	200	5.01	.856	.061	4.89	5.13
	germany	200	4.63	.772	.055	4.52	4.74
	Total	1200	4.86	1.026	.030	4.80	4.91
a handset in terms of prestige?	China	200	4.86	1.014	.072	4.71	5.00
	US	200	5.13	.958	.068	5.00	5.26
	Japan	200	3.88	1.116	.079	3.72	4.03
	korea	200	3.84	1.086	.077	3.69	3.99
	finland	200	5.40	.951	.067	5.27	5.53
	germany	200	4.99	.783	.055	4.88	5.10
	Total	1200	4.68	1.160	.033	4.62	4.75
a handset in terms of workmanship?	China	200	4.18	1.223	.086	4.01	4.35
	US	200	5.10	.967	.068	4.97	5.23
	Japan	200	5.03	.997	.071	4.89	5.17
	korea	200	3.94	.883	.062	3.82	4.06
	finland	200	5.35	.831	.059	5.23	5.47
	germany	200	5.28	.710	.050	5.18	5.38
	Total	1200	4.81	1.094	.032	4.75	4.88
your preference of mobile handset	China	200	4.53	1.318	.093	4.35	4.71
	US	200	5.02	1.061	.075	4.87	5.17
	Japan	200	4.67	1.152	.081	4.51	4.83
	korea	200	4.15	.912	.064	4.02	4.28
	finland	200	5.34	.899	.064	5.21	5.47
	germany	200	5.01	.743	.053	4.91	5.11
	Total	1200	4.79	1.099	.032	4.72	4.85

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
a handset in terms of innovation?	Between Groups	688.587	5	137.717	137.556	.000
	Within Groups	1195.400	1194	1.001		
	Total	1883.987	1199			
a handset in terms of design?	Between Groups	31.107	5	6.221	6.028	.000
	Within Groups	1232.240	1194	1.032		
	Total	1263.347	1199			
a handset in terms of prestige?	Between Groups	440.247	5	88.049	89.691	.000
	Within Groups	1172.150	1194	.982		
	Total	1612.397	1199			
a handset in terms of workmanship?	Between Groups	359.747	5	71.949	79.956	.000
	Within Groups	1074.440	1194	.900		
	Total	1434.187	1199			
your preference of mobile handset	Between Groups	179.067	5	35.813	33.662	.000
	Within Groups	1270.320	1194	1.064		
	Total	1449.387	1199			



Multiple Comparisons

LSD

Dependent Variable	(I) country	(J) country	Mean Difference (I-J)	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
a handset in terms of innovation?	China	US	-2.020(*)	.000	-2.22	-1.82
		Japan	-1.170(*)	.000	-1.37	-.97
		korea	-.070	.484	-.27	.13
		finland	-1.600(*)	.000	-1.80	-1.40
		germany	-1.400(*)	.000	-1.60	-1.20
	US	China	2.020(*)	.000	1.82	2.22
		Japan	.850(*)	.000	.65	1.05
		korea	1.950(*)	.000	1.75	2.15
		finland	.420(*)	.000	.22	.62
		germany	.620(*)	.000	.42	.82
	Japan	China	1.170(*)	.000	.97	1.37
		US	-.850(*)	.000	-1.05	-.65
		korea	1.100(*)	.000	.90	1.30
		finland	-.430(*)	.000	-.63	-.23
		germany	-.230(*)	.022	-.43	-.03
	korea	China	.070	.484	-.13	.27
		US	-1.950(*)	.000	-2.15	-1.75
		Japan	-1.100(*)	.000	-1.30	-.90
		finland	-1.530(*)	.000	-1.73	-1.33
		germany	-1.330(*)	.000	-1.53	-1.13
	finland	China	1.600(*)	.000	1.40	1.80
		US	-.420(*)	.000	-.62	-.22
		Japan	.430(*)	.000	.23	.63
		korea	1.530(*)	.000	1.33	1.73
		germany	.200(*)	.046	.00	.40
	germany	China	1.400(*)	.000	1.20	1.60
		US	-.620(*)	.000	-.82	-.42
		Japan	.230(*)	.022	.03	.43
		korea	1.330(*)	.000	1.13	1.53
		finland	-.200(*)	.046	-.40	.00

* The mean difference is significant at the .05 level.

Multiple Comparisons

LSD

Dependent Variable	(I) country	(J) country	Mean Difference (I-J)	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
a handset in terms of design?	China	US	.200(*)	.049	.00	.40
		Japan	.030	.768	-.17	.23
		korea	.350(*)	.001	.15	.55
		finland	.010	.922	-.19	.21
		germany	.390(*)	.000	.19	.59
	US	China	-.200(*)	.049	-.40	.00
		Japan	-.170	.095	-.37	.03
		korea	.150	.140	-.05	.35
		finland	-.190	.062	-.39	.01
		germany	.190	.062	-.01	.39
	Japan	China	-.030	.768	-.23	.17
		US	.170	.095	-.03	.37
		korea	.320(*)	.002	.12	.52
		finland	-.020	.844	-.22	.18
		germany	.360(*)	.000	.16	.56
	korea	China	-.350(*)	.001	-.55	-.15
		US	-.150	.140	-.35	.05
		Japan	-.320(*)	.002	-.52	-.12
		finland	-.340(*)	.001	-.54	-.14
		germany	.040	.694	-.16	.24
	finland	China	-.010	.922	-.21	.19
		US	.190	.062	-.01	.39
		Japan	.020	.844	-.18	.22
		korea	.340(*)	.001	.14	.54
		germany	.380(*)	.000	.18	.58
	germany	China	-.390(*)	.000	-.59	-.19
		US	-.190	.062	-.39	.01
		Japan	-.360(*)	.000	-.56	-.16
		korea	-.040	.694	-.24	.16
		finland	-.380(*)	.000	-.58	-.18

* The mean difference is significant at the .05 level.

Multiple Comparisons

LSD

Dependent Variable	(I) country	(J) country	Mean Difference (I-J)	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
a handset in terms of prestige?	China	US	-.275(*)	.006	-.47	-.08
		Japan	.980(*)	.000	.79	1.17
		korea	1.015(*)	.000	.82	1.21
		finland	-.545(*)	.000	-.74	-.35
		germany	-.135	.173	-.33	.06
	US	China	.275(*)	.006	.08	.47
		Japan	1.255(*)	.000	1.06	1.45
		korea	1.290(*)	.000	1.10	1.48
		finland	-.270(*)	.007	-.46	-.08
		germany	.140	.158	-.05	.33
	Japan	China	-.980(*)	.000	-1.17	-.79
		US	-1.255(*)	.000	-1.45	-1.06
		korea	.035	.724	-.16	.23
		finland	-1.525(*)	.000	-1.72	-1.33
		germany	-1.115(*)	.000	-1.31	-.92
	korea	China	-1.015(*)	.000	-1.21	-.82
		US	-1.290(*)	.000	-1.48	-1.10
		Japan	-.035	.724	-.23	.16
		finland	-1.560(*)	.000	-1.75	-1.37
		germany	-1.150(*)	.000	-1.34	-.96
	finland	China	.545(*)	.000	.35	.74
		US	.270(*)	.007	.08	.46
		Japan	1.525(*)	.000	1.33	1.72
		korea	1.560(*)	.000	1.37	1.75
		germany	.410(*)	.000	.22	.60
	germany	China	-.135	.173	-.06	.33
		US	-.140	.158	-.33	.05
		Japan	1.115(*)	.000	.92	1.31
		korea	1.150(*)	.000	.96	1.34
		finland	-.410(*)	.000	-.60	-.22

* The mean difference is significant at the .05 level.

Multiple Comparisons

LSD

Dependent Variable	(I) country	(J) country	Mean Difference (I-J)	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
a handset in terms of workmanship ?	China	US	-.920(*)	.000	-1.11	-.73
		Japan	-.850(*)	.000	-1.04	-.66
		korea	.240(*)	.012	.05	.43
		finland	-1.170(*)	.000	-1.36	-.98
		germany	-1.100(*)	.000	-1.29	-.91
	US	China	.920(*)	.000	.73	1.11
		Japan	.070	.461	-.12	.26
		korea	1.160(*)	.000	.97	1.35
		finland	-.250(*)	.009	-.44	-.06
		germany	-.180	.058	-.37	.01
	Japan	China	.850(*)	.000	.66	1.04
		US	-.070	.461	-.26	.12
		korea	1.090(*)	.000	.90	1.28
		finland	-.320(*)	.001	-.51	-.13
		germany	-.250(*)	.009	-.44	-.06
	korea	China	-.240(*)	.012	-.43	-.05
		US	-1.160(*)	.000	-1.35	-.97
		Japan	-1.090(*)	.000	-1.28	-.90
		finland	-1.410(*)	.000	-1.60	-1.22
		germany	-1.340(*)	.000	-1.53	-1.15
	finland	China	1.170(*)	.000	.98	1.36
		US	.250(*)	.009	.06	.44
		Japan	.320(*)	.001	.13	.51
		korea	1.410(*)	.000	1.22	1.60
		germany	.070	.461	-.12	.26
	germany	China	1.100(*)	.000	.91	1.29
		US	.180	.058	-.01	.37
		Japan	.250(*)	.009	.06	.44
		korea	1.340(*)	.000	1.15	1.53
		finland	-.070	.461	-.26	.12

* The mean difference is significant at the .05 level.

Multiple Comparisons

LSD

Dependent Variable	(I) country	(J) country	Mean Difference (I-J)	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
your preference of mobile handset	China	US	-.490(*)	.000	-.69	-.29
		Japan	-.140	.175	-.34	.06
		korea	.380(*)	.000	.18	.58
		finland	-.810(*)	.000	-1.01	-.61
		germany	-.480(*)	.000	-.68	-.28
	US	China	.490(*)	.000	.29	.69
		Japan	.350(*)	.001	.15	.55
		korea	.870(*)	.000	.67	1.07
		finland	-.320(*)	.002	-.52	-.12
		germany	.010	.923	-.19	.21
	Japan	China	.140	.175	-.06	.34
		US	-.350(*)	.001	-.55	-.15
		korea	.520(*)	.000	.32	.72
		finland	-.670(*)	.000	-.87	-.47
		germany	-.340(*)	.001	-.54	-.14
	korea	China	-.380(*)	.000	-.58	-.18
		US	-.870(*)	.000	-1.07	-.67
		Japan	-.520(*)	.000	-.72	-.32
		finland	-1.190(*)	.000	-1.39	-.99
		germany	-.860(*)	.000	-1.06	-.66
	finland	China	.810(*)	.000	.61	1.01
		US	.320(*)	.002	.12	.52
		Japan	.670(*)	.000	.47	.87
		korea	1.190(*)	.000	.99	1.39
		germany	.330(*)	.001	.13	.53
	germany	China	.480(*)	.000	.28	.68
		US	-.010	.923	-.21	.19
		Japan	.340(*)	.001	.14	.54
		korea	.860(*)	.000	.66	1.06
		finland	-.330(*)	.001	-.53	-.13

* The mean difference is significant at the .05 level.

