

WEDNESDAY 27 MAY 2015

09:00-10:30

ROOM: 02.07 - ZONE **C**

International and Cross-Cultural Marketing

Country of origin

Chair: Katharina Petra Zeugner-Roth, Lille Catholic University

WEDNESDAY

**This brand "sounds" Italian.
Connecting partitioned country image with
perceived brand origin: An experimental study
on two Italian fashion brands in Sweden**

Alessandro De Nisco*, University of Sannio
Anu Puusa, University of Eastern Finland

This study investigates the effect of Country of Design (COD) and Country of Manufacture (COM) on consumers' perception of brand image and behavioral intentions in the context of fashion industry. An experiment conducted on a sample of 226 Swedish females manipulated 2 different countries with opposite perceived capacity to design and manufacture (Italy and China) and two internationally unknown Italian brands with opposite levels of perceived country associations. Results revealed that for products characterized by high social meanings the COD plays a prominent role in affecting brand evaluations. Moreover, it was also found that perceived brand origin (BO) based on linguistic country associations plays a limited role in moderating the effect of COD and COM. On the basis of findings, the study discusses contribution to theory and managerial implications.

**The impact of corporate brand success on the
country of origin effect and perceived quality of
fashion apparel**

Monali Hota*, Lille Catholic University
Mayo De Juan Vigaray, University of Alicante

There is little research on the influence of corporate brand success on country image, although this relationship is increasingly recognized. This paper studies the impact that corporate brand success can have on the country of origin effect and its impact on perceived product quality. An experiment was conducted to test these relationships in the fashion context in France, using two consumer groups, one exposed to a prime about Zara's international success, and one unexposed. The results highlight the role of Zara's success in changing French consumers' country of origin perceptions about Spain, and its impact on the perceived quality of Spanish fashion.

**Are retail buyers impacted by product country of
origin and familiarity?
A multidimensional approach**

Elisa Martinelli*, University of Modena and Reggio Emilia
Marina Vignola, University of Modena and Reggio Emilia
Gianluca Marchi, University of Modena and Reggio Emilia

The paper analyses the effect of Country Related Product Image (CRPI) and product familiarity (PF) on retail buyers, a type of professional actor on which the COO literature is lacking and that requires further understanding. Moreover, the study contributes to the COO literature by testing the impact of CRPI, investigated in a multidimensional approach, jointly with PF. Shoes and ceramic tiles are considered in order to verify if these effects on retail buyers purchase intentions change in relation to specific product categories. The research hypotheses are tested by conducting a survey on a sample of 257 Chinese retail buyers. Results show that the CRPI is a multidimensional construct that influences the intention of Chinese retail buyers to buy Italian products. However, when we consider PF the impact of CRPI dimensions decreases. Theoretical and managerial implications are derived.

**The role of product ethnicity in
domestic country bias**

Katharina Petra Zeugner-Roth*, Lille Catholic University
Peter Fischer, University of St. Gallen

Extant criticism argues that country-of-origin only matters for favorable product-country matches (also referred to as high product ethnicity) and for certain consumer segments such as ethnocentric consumers, yet little is known how these phenomena interact. Based on a controlled experiment with participants from a representative US household panel, the paper investigates consumers' preferences for cars originating from countries with varying degrees of product ethnicity depending on their level of consumer ethnocentrism. Results show that product ethnicity moderates the impact of consumer ethnocentrism on preferences towards domestic such that domestic country bias will be particularly strong when foreign products have a higher product ethnicity. Implications for research and practice are considered.