

The Effects of Brand Globalness and Manufacturing Country Image on Consumer Attitudes and Purchase Intentions

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Recent trend of globalization of markets and production results in production of global brands in developing countries having negative country images. As a result, consumers are facing products with global brands but manufactured in developing countries. They are affected by both brand globalness and manufacturing country images with different effects in forming their attitudes and purchase intentions. However, past studies have researched brand globalness and country-of-origin effects separately and not integrated the two constructs in researching their effects on consumer attitudes and purchase intentions. Thus, this study aims to examine how and to what degree globalness of a brand and manufacturing country image affect consumers in evaluating products and forming attitudes and purchase intentions on the case of Korean consumers.

We selected students as a sample and notebook computer and casual shirt as target products in the study. Notebooks represent a durable and high-involvement consumer product, while shirts are a nondurable and medium-involvement product. The notebook has two brands, Sony (a global brand) and TG Sambo (a local brand), while shirt has Polo as a global brand and Bean Pole as a local brand. Also, every product has two manufacturing countries, developed country and developing country.

The analysis results show that manufacturing country image affects consumer's evaluation of product quality more significantly than perceived brand globalness, while brand globalness of a product influences consumer's perception about its price and brand reputation more strongly than its manufacturing country image. In addition, the finding shows that perceived globalness of a brand plays a greater role in determining consumer's attitude toward than it manufacturing country image. It also shows that perceived brand globalness affects consumer's purchase intention more strongly than manufacturing country image.

Key words: Globalization Brand globalness, Manufacturing country image, Attitude toward product, Purchase intention, Product quality, Brand reputation

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1. Introduction

Recent trend of globalization accelerates expansion of marketing activities and production activities of firms on a global scale. With reduction or removal of barriers of trade and investment among nations, consumer tastes and needs have become more similar. As a result, developing a global brand becomes more important to international marketing activities. Firms which have used different brand names or positions across countries before are now using global brand strategy of unifying their brand names and positions to upgrade their brand images over the world.

Also, globalization of production has made possible firm's sourcing activities on a global scale. Manufacturing countries are becoming more diversified in a global sourcing network and, as a result, they are not identical to originating countries of brands. Summing up, while firms are pursuing global brand strategy increasingly to promote their brand globalness over the world, they are, at the same time, moving their production sites or sourcing to developing countries to save production costs. As a result, consumers are facing a product with a global brand but produced in developing countries.

Past studies on country-of-origin effect have showed that manufacturing country

image affects significantly consumer attitudes and purchase intentions. Also, recent research (e.g. Steenkamp, Batra, and Alden 2003) has found that perceived brand globalness affected consumer evaluation of product and purchase intentions significantly. Thus, we can assume that consumers are now influenced by its perceived brand globalness as well as manufacturing country image in their decision about evaluations, attitudes and purchase intentions of a brand or a product. In other words, consumers are affected by both its brand globalness and manufacturing country image with different effects in forming their attitudes and purchase intentions of a brand.

However, past studies have researched global brand and country-of-origin effects separately and not integrated the two effects in researching their effects on consumer attitude and purchase intentions. Thus, this study aims to investigate the effects of perceived globalness of a brand and its manufacturing country image on consumer attitudes and purchase intentions at the same time. In other words, the objective of this study is to examine how and to what degree perceived brand globalness and manufacturing country image affect consumers in evaluating products and in forming attitudes and purchase intentions on the case of Korean consumers.

II. Background

2.1 Brand globalness and its effects on consumer behavior

Recently, brand globalness perceived by consumers has been found as an important factor to affect consumers' evaluations of product and purchase decisions (eg., Steenkamp, Batra, and Alden 2003). A brand's globalness refers to the degree to which it is global brand. Kapferer (1995) defined global brand as a brand used commonly over the world, not limited to a region or country. Leavitt (1983) defined it as a brand which produced identical brand identity, positioning, advertising strategy, package, personality, and image and feeling across countries. Though global brand has been diversely defined, it is commonly understood as a brand which uses identical brand name and provides universal brand image over the world. In other words, a brand is regarded as a global one when it is used with an identical image by consumers over the world and not limited to a region or a nation.

Consumers tend to think and they can improve their statuses by purchasing a brand with global image because they presume they belong to a global consumer class (Friedman, 1990). Bearden & Etzel(1982) argued global brand had a higher reputation

and was more preferred to local brand because it was more scarce and expensive. Also consumers have been found to believe a brand possessed better quality if it was perceived as a global brand (Kapferer 1997). Kapferer(1997) argued consumers preferred global brand because of strong association with brand reputation. Alden et al (1999) also found consumers liked to show their participations in global consumer culture through purchase of a global brand. Consumers were found to prefer a global brand even if it was not better than local brand in quality and value (Shocker et al., 1994; Kapfere, 1997).

The most recent research on global brands has attempted to isolate the specific contribution that globality of a brand makes to the formation of consumers' attitudes and intentions. In these cases *brand globalness* is typically treated as a perceptual construct and measured explicitly. For example, Steenkamp *et al.* (2003) use consumer perceptions of the degree to which they consider a brand to be global. They found that brand globality by itself was an important factor in consumers' product evaluations and purchase intentions (Steenkamp *et al.*, 2003). Summing up, it has been found that consumer's preference for global brand over local brand is caused by high quality, reputation and psychological utility perceived from brand globalness.

2.2 Manufacturing country image and consumer behavior

Nagashima(1970) defined manufacturing country image as a stereotyped opinion, image and reputation perceived by consumers about product manufactured in a certain country. It has been generally found that the country image is affected by diverse factors including representative product, political, economic and cultural environments, and tradition of the country. Also Han and Terpstra (1988) defined it as consumer's general perception about quality of a product manufactured in a country. This manufacturing country image provides important information for consumers to consider in choosing products. When they possess much knowledge about a product, manufacturing country image does not work as an important factor to consider in forming attitude and purchase intention of the product. However, because average consumers do not know much about the product, manufacturing country image affects consumer's attitude toward brand and evaluation of product attributes significantly (Erickson et al 1984; Han 1989).

Consumers tend to perceive more risks from a product manufactured in a country with a negative image and want to improve their status by purchasing a product manufactured in a country with positive one (Ahmed and Johnson 2001). In other words,

image of a manufacturing country has been found to affect consumer evaluation of product considerably. This was confirmed by the finding of Haubl's finding (1996) that information about a manufacturing country affected the formation of consumer's attitude and purchase intention of a new car. Particularly manufacturing country image has been found to make an important impact on consumer's evaluation of product quality. Chao, Wuhner & Werani (2001) found country-of-origin affected consumer's perception of product quality significantly. Also, Inch & McBride (2004) reported that information about manufacturing countries of USA and Mexico having positive and negative country images affected consumer's evaluation of product quality quite differently. Also Alden (1993) found that product manufactured in a country with negative image was evaluated negatively. Summing up, past studies on the country-of-origin effect have consistently showed that manufacturing country image significantly affects consumer attitudes and purchase intention as a useful summary construct.

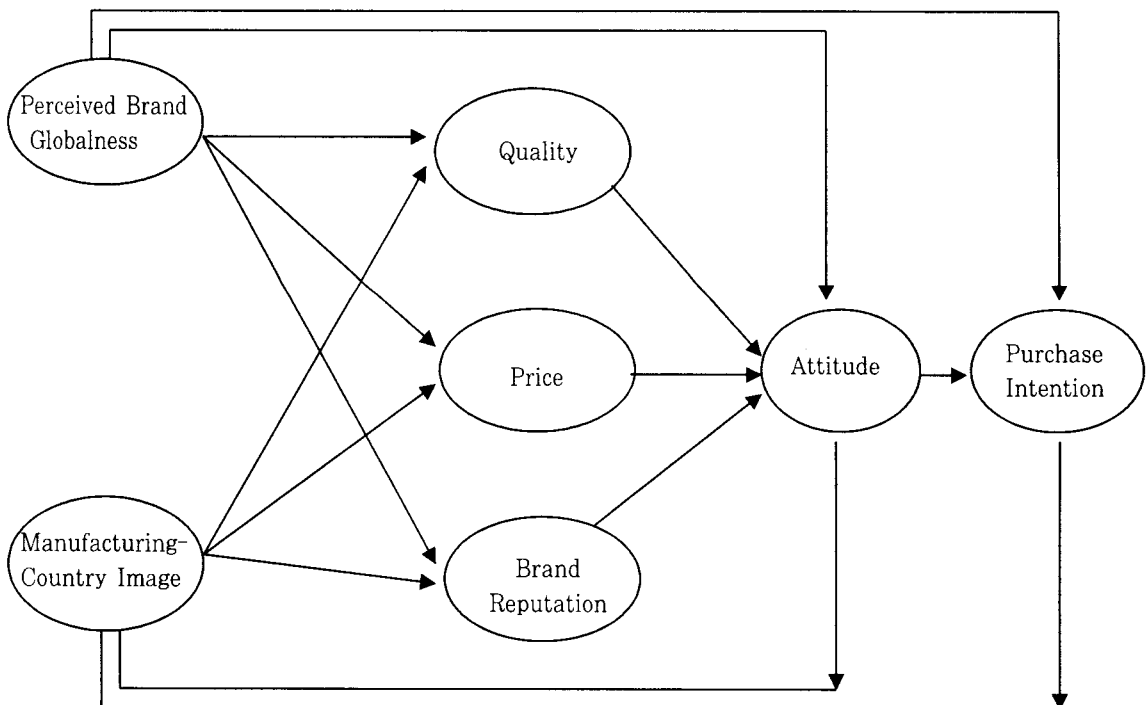
III. Conceptual Framework and Hypotheses

The conceptual framework in Figure 1 is based directly on the previous findings of

brand globalness and manufacturing country image, and extends the structural model developed by Steenkamp *et al.* (2003). The framework assumes that both perceived brand globalness and manufacturing country image affect consumer assessment of quality, price and brand prestige. "Quality" is the product quality as perceived by the consumer. "Price" here is the degree to which the consumer perceives the price for the product to be higher or lower than expected. Brand "prestige" is the status and reputation of the brand as perceived by the consumer. These three factors will in turn influence

consumer's attitude about the brand, and also purchase intention. The model further posits that there are possibly direct links to attitude and intentions from both brand globalness and manufacturing origin. We can develop following hypotheses based on the conceptual framework.

Perceived quality can be defined as consumer's judgment about overall superiority or excellence of a product (Keller, 1998; Zeithaml, 1988). It is also subjective quality perceived by consumer individually, which is affected by brand, product image, and advertising (Garvin, 1984). Steenkamp, Batra



(Figure 1) Conceptual Framework

and Alden (2003) found perceived globalness of a brand played a role of upgrading its perceived quality. Also they found perceived brand globalness was positively related to perceived quality and brand reputation. Friedman (1990) argued consumers tended to think that they could improve their status by purchasing a brand with global image.

Also we can assume logically firms with global brands will perform good quality controls about products even if they are manufactured in a country with negative image. In other words, the more global a brand is perceived to be, the higher its quality is perceived. Thus, we can hypothesize that perceived brand globalness will affect consumer's evaluation of product quality more strongly than manufacturing country image.

Hypothesis 1 (H1): Perceived brand globalness of a product will affect consumer's evaluation of product quality more strongly than its manufacturing country image.

Firms move their production sites over the world, particularly, to developing countries to save their manufacturing costs and lower selling prices. So we can logically assume consumers perceive low prices for products made in developing countries. In other words, a more negative image of manu-

facturing country will lead to a lower perceived level of a price. Thus, we can hypothesize that manufacturing country image will affect consumer's evaluation of price of a product more strongly than its brand globalness.

Hypothesis 2 (H2): Manufacturing country image of a product will affect consumer's evaluation of price more strongly than its perceived brand globalness.

Consumers have been found to prefer global brand due to its strong association with high brand reputation (Kapferer 1997). Bearden & Etzel (1982) found that global brand was preferred to local brand because it had higher brand reputation. Also Friedman (1990) suggested consumers would purchase global brands to upgrade their status to belong to higher class and to improve their images to be more cosmopolitan and elegant. In other words, the more global a brand is perceived to be, the higher its reputation is. Thus, it can be hypothesized that perceived brand globalness of a product will affect brand reputation more strongly than manufacturing country image.

Hypothesis 3 (H3): Perceived brand globalness of a product will affect brand reputation more strongly than its manufacturing country image

Consumers tend to think and they can improve their status by purchasing a brand with global image because they presume they belong to global consumer class (Friedman, 1990). Also they are likely to believe a brand possesses better quality if it is perceived as a global brand (Kapferer 1997; Keller 1998). Kapferer (1997) argued consumers preferred global brand because of strong association with brand reputation. Recently, Steenkamp, Batra and Alden (2003) found that global brand affected consumer's purchase intention through its effect on quality and reputation. Thus, we can suggest that perceived brand globalness of a product positively affects their attitudes and purchase intentions through its strong association with high quality, reputation and because it provides consumers with psychological satisfaction that they belong to higher class or participate in global consumer culture.

In the same way manufacturing country image affects consumer's attitude toward brand and evaluation of product attributes significantly (Erickson et al 1984; Han 1989). Consumers tend to perceive more risks from a product manufactured in a country with negative image and want to improve their status by purchasing a product manufactured in a country with positive image (Ahmed and Johanson 2001). Particularly manufacturing country image has been found

to make a significant impact on consumer's evaluation of product quality (Chao, Wuhrer & Werani 2001). Also Alden (1993) found that a product manufactured in a country with negative image was evaluated negatively. So we can summarize that manufacturing country image of a product affects consumer's attitude and purchase intention significantly.

As we discussed above, we found both perceived brand globalness and manufacturing country image of a product affected consumer's attitude and purchase intention significantly. The last two research hypotheses are to identify which of the two constructs, perceived brand globalness or manufacturing country image of a product, will affect consumer's attitude and purchase intention more strongly. Han and Lee (1992) found brand image of a product played more important roles in determining attitude and purchase intention than manufacturing country image. Also Jo, Nakamoto and Nelson (2003) found a strong brand image would reduce negative country-of-origin effect. So we can hypothesize that perceived brand globalness of a product will affect consumer's attitude and purchase intention more strongly than its manufacturing country image.

Hypothesis 4 (H4): Perceived brand globalness of a product will affect consumer's attitude more strongly than its manufacturing country image.

Hypothesis 5 (H5): Perceived brand globalness of a product will affect consumer's purchase intention more strongly than its manufacturing country image.

IV. Methodology

4.1 Sample and target products

We used college students living in Seoul and nearby Kyungi province in Korea as a sample to test hypotheses. College students as a sample may have some limitations in generalizing findings. However, because main research goal of this study is to identify and compare effects of perceived brand globalness and manufacturing country image on consumer's attitude and purchase intention, college students can be a good sample to achieve the research objective if they are given right products they have experience of purchasing of.

We selected notebook computer and T-shirt as target products in the study. Notebooks represent a durable and high-involvement consumer product, while shirts are a non-durable and medium-involvement product. The notebook has two brands, Sony (a global brand) and TG Sambo (a local brand), while T-shirt has Polo as a global brand and Bean Pole as a local brand. Also, every

product has two manufacturing countries, developed country and developing country. For example, Sony notebook has manufacturing countries of Japan and China; TG Sambo brand is manufactured in Korea or China; Polo T-shirt has USA and Indonesia as manufacturing countries; Bean Pole brand is produced in Korea or China.

There are a couple of reasons why notebook and T-shirt are selected as target product. First, target products should be medium- or high-involvement so that college students take their time and efforts in purchasing. Also, for these products, brand globalness and manufacturing country image play their roles in consumer's evaluation of product attributes and formation of attitudes and purchase intentions of the products. Second, target products should be what college students purchase for themselves because purchasing experience affects consumer's evaluation of and attitude toward the product.

4.2 Measures

Following is a summary of measures used in the study. Perceived brand globalness is globalness of a brand perceived by consumers. Following Steenkamp et al (2003), we measured it on six-point semantic differential scales in three ways: first, this brand is global vs. local brand to me; second, consumers purchase/do not purchase this

brand over the world; third, this brand is sold greatly around the world/only in Korea. Following Hunter & Nebenzahl (1984) and Ahmed and Sinhs (2004), we measured manufacturing country image on four six-point semantic differential scales in terms of reliability, design excellence, technical expertise, and friendliness.

Brand quality was measured on two six-point semantic differential scales in terms of overall quality and excellence on the basis of the study of Keller & Aaker (1992). Price was measured on two six-point semantic differential scales in term of consumer's perception about price of the product and in comparison with average market price. Following Steenkamp, Batra and Alden (2003), we measured brand reputation on two six-point semantic differential scales in terms of reputation and fame. We measured attitude toward brand in a conventional way by using four adjectives of good-bad, useful-not useful, wise-unwise, and good feeling-bad feeling. Finally, following Lee and Green (1991) and Dodds et al (1991), we measured purchase intention in two ways: "I will intend to purchase/not purchase this brand if I need to" and "I am willing to buy/not buy this brand if it is available".

4.3 Data collection and analysis method

Using a formal questionnaire, one trained

interviewer collected data through personal interviews with the recruited college students. To avoid respondent fatigue, one product category (laptop computer or casual shirt) with two brands was used in the questionnaire for each participating student. Thus each respondent answered questions for two brands (each with two manufacturing countries) in one product category, a total of four observations per respondent. Respondents were shown pictures of the brand with the logo visible, and were given specific product information, including manufacturing country, brand name, product specifications, and prices. For each product category the brands were rotated across questionnaires. Respondent gender was balanced between the product categories. Fifty students responded to the set of four questionnaires about laptop computer, while other fifty students answered the set of questionnaires for shirts. A total of four hundred completed questionnaires were thus collected and used in the analysis.

We performed structural equation modeling with latent variables by using AMOS 4.0 program to achieve research objective of identifying and comparing the effects of perceived brand globalness and manufacturing country image on consumer's attitude and purchase intention.

V. Results and Findings

5.1 Preliminary data analysis

The first step in the data analysis was to make a manipulation check, to make sure that the average scores of brand globalness and country image scores behaved as anticipated. Table 1 reports the averages for the items measuring the different constructs.

We checked Cronbach's alpha of all variables to test their reliabilities and found they all met reliability criteria satisfactorily.

Table 2 shows the results of reliability tests.

Before testing hypotheses, we performed correlation analysis to identify relationships among variables and to check multicollinearity problem. The results are shown in table 3 and no multicollinearity problems are found.

5.2 Results of structural equation model

We checked goodness of fit of the model by using chi-square, GFI(Goodness-of-fit), AFGI (Adjusted Goodness of fit) and NFI(Normed Fit Index), Overall, the goodness of fit

〈Table 1〉 Mean scores of brand globalness and manufacturing country image measures

	Perceived brand globalness		Manufacturing country image
Sony (laptop)	5.15	Japan (laptop)	5.20
Sambo (laptop)	2.49	China (laptop)	2.60
Polo (shirt)	4.82	USA (shirt)	4.80
Bean Pole (shirt)	3.77	Malaysia (shirt)	2.85
		Korea	4.23*

* Mean score for Korea across both laptops and shirts.

〈Table 2〉 Results of reliability tests of variables

variable	number of measures	Cronbach's alpha
Perceived brand globalness	3	0.937
Manufacturing country image	4	0.914
Quality	2	0.943
Price	2	0.943
Brand reputation	2	0.660
Attitude toward brand	4	0.961
Purchase intention	2	0.942

indices show an acceptable level of fit for the model. The model's χ^2 is significant ($\chi^2=384.476$, $P<0.001$), but other indices are within acceptable limits. Thus, the GFI, NFI, CFI and TLI all show a satisfactory fit with the data: GFI=0.916, AGFI=.879, NFI=0.956, CFI=0.971.

We tested hypotheses by comparing path coefficients of the structural equation model shown in Table 4 and Figure 2. According to results of analysis, manufacturing country image affects product quality more strongly than perceived brand globalness (the path coefficients are .382 and .644 respectively). The difference is significant ($P<0.01$), which suggests that image of manufacturing country plays a greater role in consumer's perception of brand quality than perceived brand globalness. So H1 is not supported. Apparently, for these products, these consumers depend more on their image of the manufacturing country than on their percep-

tions of brand globalness in evaluating brand quality.

The results also show perceived brand globalness affects consumers' perception about price more strongly than manufacturing country image (the path coefficient is .549 versus .324). This difference is also significant ($P<0.01$). This finding is contrary to hypothesis 2. These consumers apparently believe a product with brand globalness is priced high regardless of its manufacturing country. In other words, these consumers count more on perceived brand globalness of a product in evaluating its price than on image of manufacturing country. Consumer commonly believes a product with brand globalness is priced high regardless of its manufacturing country.

The results in table 4 shows that brand globalness affects brand reputation more strongly than manufacturing country image (the path coefficient is .513 vs .324), which

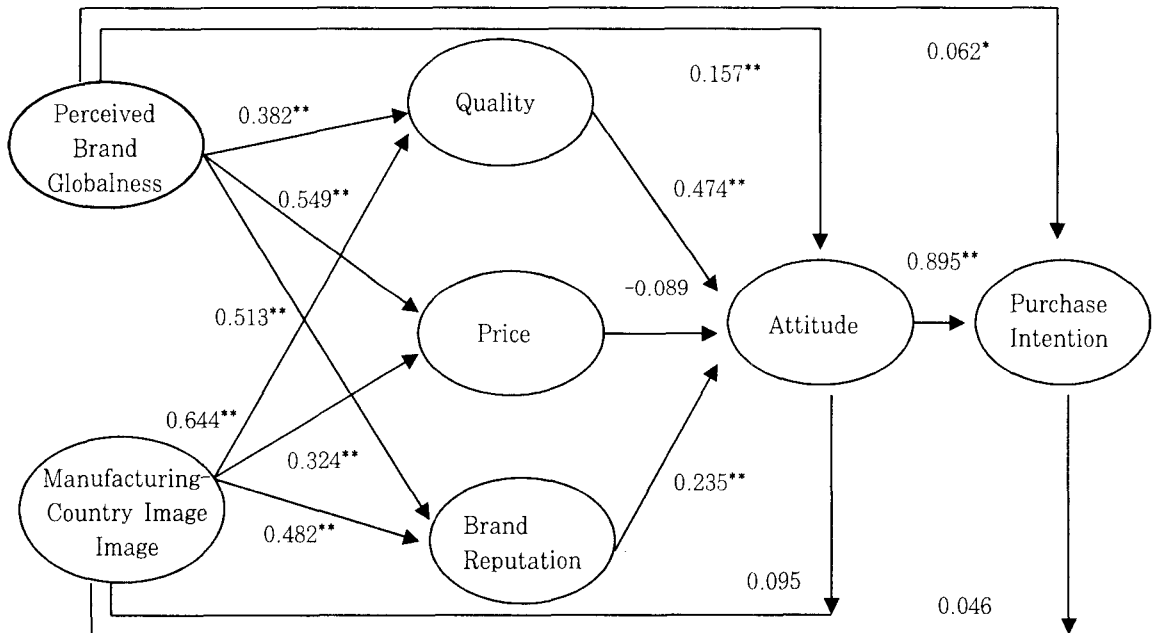
<Table 3> Results of correlation analysis

	GBI	MCI	PQ	PP	BR	ATB	PI
Perceived brand globalness(GBI)	1						
Manufacturing country image(MCI)	.302	1					
Product Quality(PQ)	.480**	.735**	1				
Product Price(PP)	.565**	.483**	.611**	1			
Brand reputation(BR)	.488**	.515**	.605**	.495**	1		
Attitude toward brand (ATB)	.525**	.592**	.711**	.508**	.574**	1	
Purchase intention(PI)	.524**	.570**	.724**	.488**	.578**	.891**	1

** Correlation is significant at the 0.01 level (2-tailed)

(Table 4) Estimates of Path Coefficients of the Structural Model

Path	Path Coefficient	Significance
Perceived Brand Globalness to Perceived Quality	0.382	0.000
Manufacturing Country Image to Perceived Quality	0.644	0.000
Perceived Brand Globalness to Perceived Price	0.549	0.000
Manufacturing Country Image to Perceived Price	0.324	0.000
Perceived Brand Globalness to Brand Reputation	0.513	0.000
Manufacturing Country Image to Brand Reputation	0.324	0.000
Perceived Brand Globalness to Attitude toward Brand	0.157	0.008
Manufacturing Country Image to Attitude toward Brand	0.095	0.127
Perceived Brand Globalness to Purchase Intention	0.062	0.014
Manufacturing Country Image to Purchase Intention	0.046	0.085



** significant at the 0.01 level (2-tailed); * significant at .05 level (2-tailed)

(Figure 2) Analysis results of structural equation modelling

is consistent with hypothesis 3. This finding indicates consumers count more on brand

globalness in evaluating brand reputation than on image of manufacturing country.

This confirms that consumers tend to associate global brand with high brand reputation.

Hypothesis 4 is also supported. The analysis results show that perceived brand globalness plays a greater role in determining consumer's attitude toward brand than manufacturing country image (the path coefficient is .157 vs .095). In other words, these consumers seem to rely more on perceived brand globalness in forming their attitudes toward brand than on manufacturing country image.

Finally, the analysis results in table 4 shows that perceived brand globalness affects consumer's purchase intention more strongly than manufacturing country image. This confirms hypothesis H5 and indicates that these consumers seem to count slightly more on perceived brand globalness of a product in forming their purchase intentions than on its manufacturing country image.

VI. Conclusions and Limitations

6.1 Conclusions and implications

This study is designed to identify and compare effects of perceived brand globalness and manufacturing country image on consumer's evaluation of product attribute,

attitude and purchase intention. We can summarize findings as follows.

First, on the contrary to hypothesis H1, it is found that manufacturing country image affects consumer's evaluation of product quality more significantly than perceived brand globalness. This indicates that consumers depend more on concrete and realistic information about manufacturing country than on abstract and overall image of brand globalness in evaluating product quality. Second, the analysis results show that brand globalness influences consumer's perception about price more strongly than manufacturing country image. This finding is not consistent with hypothesis 2 and means that consumers count more on brand globalness of a product in evaluating its price than on image of manufacturing country. It is also accounted for by the consumer's general belief that a product with brand globalness is priced high regardless of its manufacturing country.

Third, the analysis results show that brand globalness affects brand reputation more strongly than manufacturing country image. This finding, consistent with hypothesis 3, means that consumers count more on brand globalness in evaluating brand reputation than on image of manufacturing country. This can be explained by the past finding that consumers tend to associate global brand with high brand reputation.

Fourth, the results support hypothesis 4 that brand globalness plays a greater role in determining consumer's attitude toward brand than manufacturing country image. This means that consumers count more on perceived brand globalness in forming their attitudes toward brand than on manufacturing country image. Finally it is shown that perceived brand globalness affects consumer's purchase intention more strongly than manufacturing country image. This indicates that perceived brand globalness of a product plays a more important role in determining purchase intention than attitude toward manufacturing country.

We can derive business implications from those findings. Since brand globalness is found to affect consumer's attitude and purchase intention more strongly than manufacturing country image, we can advise international marketing managers to develop global image of a brand even if the product is manufactured in developing country to save production costs. Recent trend of globalization accelerates firm's global network of production or sourcing. Thus, international managers should devote more time and spent more money in developing their brand images as global brands.

Also the finding indicates manufacturing country image affects product quality more strongly than brand globalness. Thus, we suggest that international marketing managers

put more emphasis on quality control in communicating with consumers through advertising and/or personal selling. By doing this, they can give consumers more confidence about quality of their products even if they are manufactured in developing country with negative country image.

The interesting results in the study have to do with the fact that globalness of a brand seems to make a difference. The current emphasis on global branding in many multinationals is mostly driven by cost efficiencies and scale economies, including spillover effects from cross-country and global brand campaigns. Even though manufacturing locations have to be carefully selected to maintain quality and brand attractiveness, the more global brands clearly are not at risk. The point is that it is easier to convince the consumer to form positive attitudes toward and intentions of a product produced in a weak image if the brand is global.

6.2 Limitations

This study has following limitations. First, we use college students as a sample, which can make a limitation in generalizing the findings across whole consumers. Second, we use only two target products, notebook computer and T-shirt, which can limit generalization of the findings across different products. Generalizations to other countries,

products and audiences are clearly not direct. It is hoped that these limitations will be overcome by future research so that more definitive conclusions can be drawn

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브랜드의 글로벌성과 제조국 이미지가 소비자 태도와 구매의사에 미치는 영향

이철* · 김태은**

요 약

시장과 생산의 글로벌화로 인해 글로벌 브랜드 이미지를 가진 제품이 개도국에서 생산되는 경우가 많이 생기게 되었다. 기업들은 글로벌 마케팅 활동을 통해 글로벌 브랜드 이미지를 높이려는 반면, 생산지는 생산비 절감을 위해 개도국으로 옮기는 전략을 택하고 있다. 이에 따라 제품의 제조국 이미지와 글로벌 브랜드 이미지가 소비자 태도 및 구매의사결정에 있어서 서로 차별된 영향을 미치게 되었다.

그러나 현재까지의 글로벌 브랜드에 대한 연구와 원산지 효과에 대한 연구는 각각 따로 따로 진행되어 두 가지 효과에 대해 통합적으로 살펴보기 못했다. 따라서 본 연구는 이 두 가지 측면 즉 브랜드의 글로벌 이미지와 제조국 이미지가 소비자 태도 및 구매의사에 미치는 효과를 동시에 살펴보고자 한다. 즉 한국의 소비자들을 대상으로 하여 글로벌 브랜드 이미지와 제조국 이미지가 제품 평가와 태도 그리고 구매 의사 결정에 어떻게 다르게 영향을 미치는지를 살펴 보는 것이 본 연구의 궁극적 목적이다. 연구 결과를 살펴보면 첫째, 제품의 품질 인식에는 제조국 이미지가 브랜드의 글로벌성(brand globalness)보다 강하게 영향을 미쳤으나, 가격인식과 브랜드의 명성에는 브랜드의 글로벌성이 제조국 이미지보다 강하게 영향을 미치는 것으로 나타났다. 둘째, 전체적으로 살펴보면, 브랜드의 글로벌성이 제조국 이미지보다 소비자의 제품에 대한 태도와 구매의사에 강하게 영향을 미치는 것으로 나타났다.

주제어: 브랜드 글로벌성, 제조국 이미지, 글로벌 브랜드, 소비자 태도, 구매의사, 구매평가요인

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