

**THE EFFECT OF COUNTRY OF ORIGIN ON THE  
PURCHASE INTENTION IN THE AUTOMOBILE  
INDUSTRY – AN APPLIED STUDY FOR THE  
GERMAN AND KOREAN AUTOMOBILES**

**أثر بلد المنشأ على نية الشراء في قطاع السيارات –  
دراسة تطبيقية على السيارات الألمانية و الكورية**

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**A thesis submitted in partial fulfillment of the requirements for the  
degree of:**

**Master of Business Administration**

**Department of Business Administration**

**Faculty of Business Administration**

**Middle East University**

**May, 2013**

## AUTHORIZATION

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**Date:**

9/6/2013

## DISCUSSION COMMITTEE DECISION

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**Thesis examining committee approval decision:**

**The Effect Of Country Of Origin On The Purchase Intention  
In The Automobile Industry – An Applied Study For The  
German And Korean Automobiles and has been approved on  
22-6-2012**

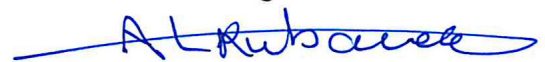
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## **DEDICATION**

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**To my father Captain Mashhour Darwish Al Shahwan , to my mother, brother, and my sisters who were always supporting me.**

**To my lovely wife Dania who was always by my side.**

**My best friends Nour, Farah, Lana, Michel, Fahed and Marwan for their support.**

**For the good days and bad days**

**For the coming generations.**

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---

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**The Effect of Country of Origin on the Purchase Intention in the Automobile Industry – An applied study for the German and Korean automobiles**

**Prepared by**

Mohannad Mashhour Shahwan

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**ABSTRACT**

This research aimed to explore The Effect of Country of Origin on the Purchase Intention in the Automobile Industry – An Applied Study for the German and Korean Automobiles.

In order to achieve the objectives of the study, the researcher designed two questionnaires consisting of (49) statements each to gather the primary information from study sample which consisted (308) individuals ( 144 for the German cars, and 164 for the Korean cars ). The statistical package for social sciences (SPSS) version 18 was used to analyze and examine the hypotheses. The researcher used many statistical methods to achieve study objectives, such as simple and multi regression and path analysis using AMOS 7. The main conclusions of the study were:

There is a direct effect for the country of origin on corporate reputation, and brand

personality for the German cars where there was no effect for the Korean cars. Also there is a direct effect for corporate reputation and brand personality on customer trust for both cars, customer trust effect purchase intention for both cars. And there is also a direct effect for the corporate reputation on brand personality for both cars.

The study recommends the following points:

The research recommends that country of origin is a broad concept and the customers are always seeking for product with brand personality, and good corporate reputation. Therefore the manufacturers are recommended to pay attention to this triangle, another recommendation for the manufacturers to pay attention to their reputation and to be always up-to-date with press releases and to be always smart in dealing with global media, the researcher recommends that customers are very sensitive to brand personality, manufacturers can seize this opportunity to create their own personality for each product, another recommendation for the manufacturers to build a long term relationship with the customers which will generate a mutual trust between the mentioned parties, thus, it will affect the purchase intention for the customer and increase the sales for the manufacturers, also Manufacturers are recommended to build a strong brand personality for their brands which will be automatically linked to the corporate reputation, and the manufacturers can use this strength point to emphasis the sales of other products which are under the same umbrella of the corporate sales. Furthermore, building a strong brand personality for the manufacturer brand will affect the customer trust, thus, it will generate more sales to the brand and other brands under the same umbrella of the manufacturer name.

## أثر بلد المنشأ على نية الشراء في قطاع السيارات – دراسة تطبيقية على السيارات الألمانية و الكورية

إعداد:

مهند مشهور الشهوان

إشراف الدكتور:

ليث الربيعي

الملخص باللغة العربية

تهدف هذه الدراسة الى بيان بحث أثر بلد المنشأ على نية الشراء في قطاع السيارات – دراسة تطبيقية على السيارات الألمانية و الكورية .

ولتحقيق اهداف الدراسة , قام الباحث بتصميم استبانتين مكونات من (49) عبارة لجمع المعلومات الاولية من عينة الدراسة المكونة من (308 مفردة، 144 استبانة للسيارات الالمانية و 166 استبانة للسيارات الكوري . وفي ضوء ذلك جرى جمع المعلومات وتحليل البيانات واختبار الفرضيات باستخدام الحزمة الاحصائية للعلوم الاجتماعية (SPSS) (النسخة 18، وتم استخدام العديد من الاساليب الاحصائية لتحقيق اهداف الدراسة , ومنها تحليل الانحدار البسيط وتحليل المسار باستخدام AMOS 7, وبعد اجراء عملية تحليل بيانات الدراسة وفرضياتها توصلت الدراسة الى النتائج التالية :

بينت الدراسة بأنه هناك علاقة ذات تأثير مباشر لبلد المنشأ و سمعة الشركة بالنسبة للسيارات الالمانية، بينما لا يوجد علاقة بالنسبة للسيارات الكورية كما ان هناك علاقة ذات تأثير مباشر لبلد المنشأ و علامة تجارية المنتج بالنسبة للسيارات الالمانية في حين انه لم يكن هناك علاقة بالنسبة للسيارات الكورية، اما بالنسبة لسمعة الشركة وشخصية المنتج تبين بان لهما تأثير مباشر كما ووضحت الدراسة ان ثقة الزبون تؤثر على نية الشراء كما ان العلامة التجارية المنتج ايضا لها تأثير على سمعة الشركة لكلتا السيارتين .

وفي ضوء ذلك اوصت الدراسة بأن بلد المنشأ مفهوم واسع، حيث ان الزبائن اصبحت تبحث عن منتجات و علامات ذات شخصية، و شركات ذات سمعة كما انه يجب ان يعمل المصنعين على الاهتمام بهذا المثلث، كما اوصت الدراسة بأنه يجب على العاملين في مجال السيارات ومصنعيها اخذ الحيطة في ما يخص سمعة المنشأة والتعامل مع وسائل الاعلام المختلفة بشكل لائق لما لها من أثر في تغير وجهة نظر المستهلك وعكس صورة

ايجابية عن الشركة كما انه يجب على المصنعين انتهاز الفرصة لخلق علامة مستقلة لكل منتج لان المستهلك دائم الاهتمام بالعلامة التجارية ,ومن الامور التي اوصت بها الدراسة انه يجب على المصنعين بناء علاقة مع الزبائن الامر الذي سيزيد ثقة الزبون بالمصنع و بالتالي سيؤثر ايجابياً على نية المستهلك للشراء، مما سيزيد مبيعات المصنع ويجب على المصنعين ايضا الاهتمام ببناء علامة لكل منتج مما يؤدي الى ربطها بسمعة الشركة وهذا يحفز على زيادة مبيعات المنتج والمنتجات الاخرى واخيراً اوصت الدراسة بانه يقع على عاتق المصنعين الاهتمام ببناء علامة لكل منتج مما يؤدي الى ربطها بثقة الزبون و هذا يحفز على زيادة مبيعات المنتج والمنتجات الاخرى التي تدرج تحت نفس مظلة العلامة .

# **Chapter One**

## **General Framework**

- 1.1 Introduction**
- 1.2 Study problem and questions**
- 1.3 Study objectives**
- 1.4 Study significance**
- 1.5 Study hypotheses**
- 1.6 Study model**
- 1.7 Study delimitations**
- 1.8 Study limitations**
- 1.9 Terminologies of the Study**



### **(1-1): *Introduction***

The year 1947, saw the establishment of General Agreement on Tariffs and Trade (GATT), which was dedicated to trade liberalization amongst membership nations. Because of many problems occurring in international economics and trade and non-tariff trade barriers issues, up to the 1970s and 1980s, the GATT functionality was replaced by the World Trade Organization (WTO) in 1995. WTO with its four principles of equality, mutual benefits, transparency, and fair trade, requested global membership nations to open their market under a mutual beneficial foundation, allowing our national consumers to not only choose among products from our country, but also from all over the world. Long-Yi Lin and Chun-Shuo Chen ( 2006 )

In the past decade, with advancing technology and improving communications, companies have pursued global markets more than previously. International brands have been created, and the aforementioned assumption is being challenged. In order to take advantage of lower wage rates and other operating costs, companies are moving their manufacturing or assembling activities to developing countries. There has been a rise in the outsourcing of various components, as well as of design and engineering work by collaborating with foreign partner firms or establishing design centers overseas (Chao, 1998).

International trade and the development of the global market have grown considerably. Companies and international marketers are also looking for more opportunities in the global market and multinational firms, which causes international competition between companies. There are many factors that have an impact on this growth as well as consumer products and services evaluation, such as brand name and perception of

country. Among the many parameters, country of origin is one of the most important affecting this competitive market. Studies show that country of origin (COO) is one of the factors that most concern marketers in respect of its impact on consumer purchase intention (L. Y. Lin & Chen, 2006).

Country of origin's influence on customer purchase intention has been a topic of study for many decades. Different cultures and histories cause dissimilar perceptions among consumers, which may lead to different evaluations about products when they want to choose. There are many parameters that have an effect on this issue, of which country of origin plays an important role in competitive markets and consumer behavior.

Stereotypes of country and the preference of customer influence the purchase intention. Political system, culture and the economy of the country can be a cause of sensitivity to people (Teo, Mohamad, & Ramayah, 2011).

Scholars define purchase intention as personal action tendencies according to brand. They have also concluded that intention is different from attitude. While attitude means evaluation of products, intention is the person's motivation in the sense of his or her intention to perform behavior. (Samin Rezvani et al, 2012 )

## **(1-2): Study Problem and Questions**

Different explanations have been proposed to explain the preference for national products observed in most developed countries. One explanation has to do with consumer patriotism. Han and Terpstra (1988) claimed that not only do patriotic consumers prefer to buy domestic products on the basis of strictly nationalistic feelings but they also consider their quality and the service that accompanies them to be better than for similar foreign-made products. Consumer patriotism, however, has different effects for different types of products, and not all foreign products are automatically perceived to be of a poorer quality than domestic products (Han, 1989). Hostility towards imported products has also been found to vary by socio-demographic and psychological consumer characteristics (Wang & Lamb, 1983). Consumers with a higher level of education and a higher level of income accept foreign products more readily, and are less inclined to buy nationally-made products on the basis of strictly nationalistic feelings. Also, consumers who have traveled abroad and who are more familiar with the products of foreign countries tend to display a more positive attitude towards foreign-made products (Anderson & Cunningham, 1972).

Therefore the problem of this study can be addressed through the following questions:

***Question one:*** *To what extent does country of origin effect corporate reputation?*

***Question two:*** *To what extent does country of origin effect brand personality?*

***Question three:*** *To what extent does country of origin effect customer trust?*

***Question four:*** *To what extent does corporate reputation effect brand personality?*

***Question five:*** *To what extent does corporate reputation effect customer trust?*

***Question six:*** *To what extent does brand personality effect customer trust?*

***Question seven:*** *To what extent does customer trust effect purchase intention?*

**Question eight:** *To what extent does country of origin effect purchase intention through corporate reputation and customer trust as intermediates?*

**Question nine:** *To what extent does country of origin effect purchase intention through brand personality and customer trust as intermediates?*

**Question ten:** *To what extent does country of origin effect purchase intention?*

**Question eleven:** *To what extent does country of origin effect purchase intention through corporate reputation and brand personality and customer trust as intermediates?*

### ***(1-3): Study Objectives***

The main objective of this study is to explore the effect of country of origin on corporate reputation and brand personality and their effect on customer trust and how they can affect the purchase intention for the customer. This is the main concern about this study, therefore:

- To examine the effect of country of origin on corporate reputation.
- To explore the effect of country of origin on brand personality.
- To investigate the effect of country of origin on customer trust.
- To examine the effect of corporate reputation on brand personality.
- To explore the effect of corporate reputation on customer trust.
- To investigate the effect of brand personality on customer trust.
- To examine the effect of customer trust on purchase intention.
- To investigate the effect of country of origin on purchase intention through corporate reputation and customer trust as mediators.
- To examine the effect of country of origin on purchase intention through brand personality and customer trust as mediators.
- To explore the effect of country of origin on purchase intention.
- To examine the effect of country of origin on purchase intention through corporate reputation and brand personality and customer trust as mediators.

### ***(1-4): Study Significance***

The previous sections showed the importance of country of origin, and highlight the need to investigate its effect on the purchase intention,

Thus, the significance of this study can be listed as follows:

- 1- This study will open the door for other researchers to extend the scope of this research to other areas in country of origin impact.
- 2- To explore other related areas of purchase intention.
- 3- This study will help decision makers to find the best alternative or to determine the relative total priority of each alternative.

### **(1-5): *Study Hypotheses***

Based upon the study problems and literature review, the following research hypotheses will be examined:

**HO1:** There is no effect of country of origin on corporate reputation at level ( $\alpha \leq 0.05$ ).

**HO2:** There is no effect of country of origin on brand personality at level ( $\alpha \leq 0.05$ ).

**HO3:** There is no effect of country of origin on customer trust at level ( $\alpha \leq 0.05$ ).

**HO4:** There is no effect of corporate reputation on brand personality at level ( $\alpha \leq 0.05$ ).

**HO5:** There is no effect of corporate reputation on customer trust at level ( $\alpha \leq 0.05$ ).

**HO6:** There is no effect of brand personality on customer trust at level ( $\alpha \leq 0.05$ ).

**HO7:** There is no effect of customer trust on purchase intention at level ( $\alpha \leq 0.05$ ).

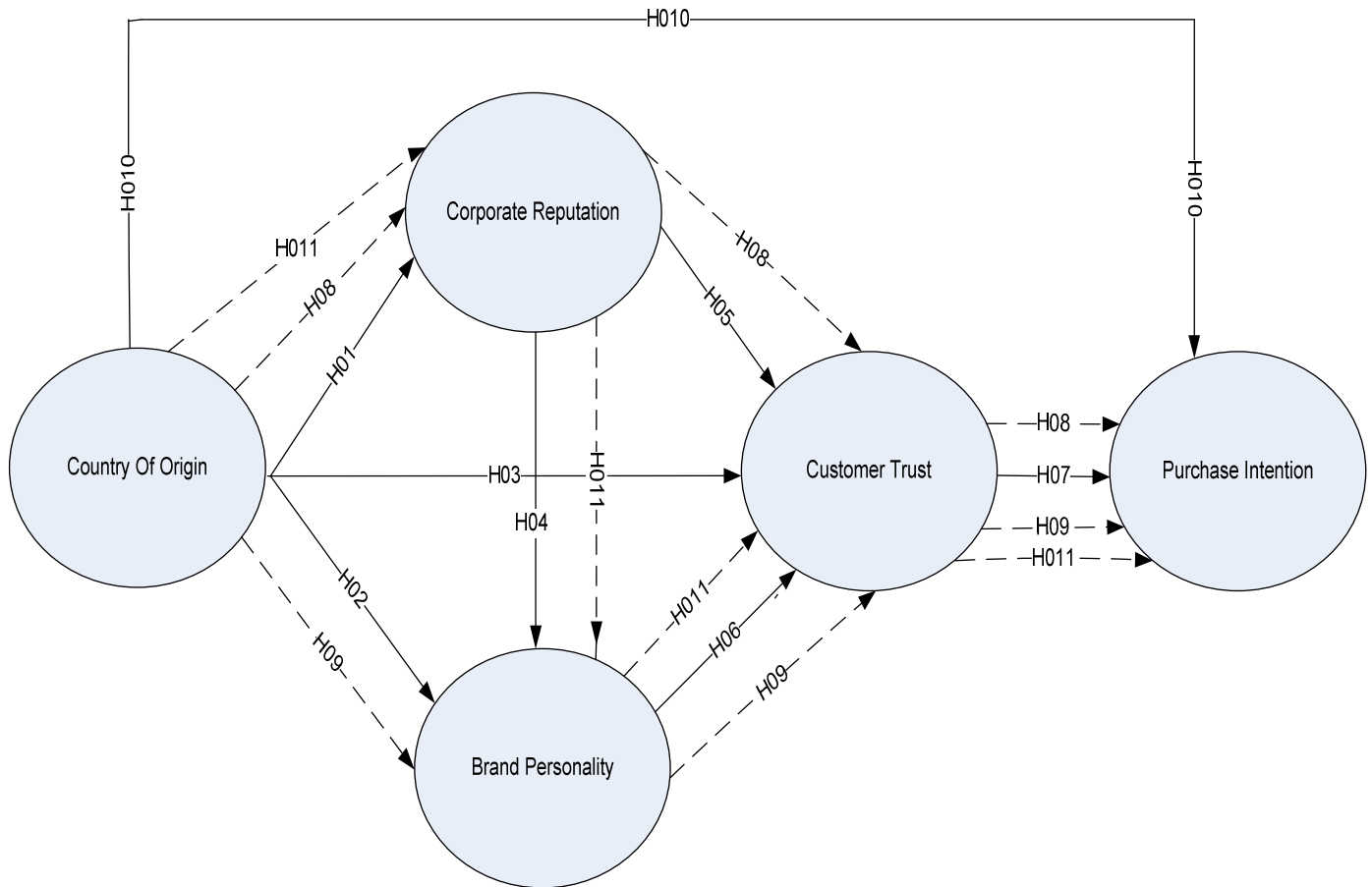
**HO8:** There is no effect of country of origin on purchase intention through corporate reputation and customer trust as mediators at level ( $\alpha \leq 0.05$ ).

**HO9:** There is no effect of country of origin on purchase intention through brand personality and customer trust as mediators at level ( $\alpha \leq 0.05$ ).

**HO10:** There is no effect of country of origin on purchase intention at level ( $\alpha \leq 0.05$ ).

**HO11:** There is no effect of country of origin on purchase intention through corporate reputation and brand personality and customer trust as mediators at level ( $\alpha \leq 0.05$ ).

**(1-6): Study Model**



**Figure (1-1)**

**Study Model**

**Source:** self designed with reference to Aaker, Jennifer, 1997, Wang Xuehua et al. 2008, and Michaelis Manuel et al, 2008



### **(1-7): *Study limitations***

- 1- Distributing the questionnaires in the malls was strictly forbidden, and in some cases we were chased by the mall security.
- 2- Some managers in the banks were putting obstacles in order not to talk or get any information from their clients, or to share any confidential information especially that the cars loan center, at some point they thought that I am trying to collect some confidential information.
- 3- Chasing after the statistic analyzers for not meeting the deadlines and not giving accurate analysis, and as a result I changed 3 analyzers until I got the accurate thesis results.

### **(1-8): *Study delimitation:***

**Human Limitations:** To reach all the targeted segments, car owners, and previously car owners, and potential car buyers in West Amman.

**Place Limitations:** This study will represent only West Amman area.

**Time Limitations:** The researcher finished the proposal and it was approved in December 2012, and the research handover deadline was on May/2013

**Scientific Limitations:** The researcher depends for country of origin on Bilkey, W. and Nes, E. (1982), "Country of origin effects on product evaluations", Journal of International Business Studies, Vol. 13, pp. 89-99. And on Aaker, Jennifer L. (1997), "Dimensions of Brand Personality," Journal of Marketing Research, 34 (August), 347-56. And The effects of country of origin and corporate reputation on initial trust: An experimental evaluation of the perception of Polish consumers Manuel Michaelis, David M. Woisetschläger, Christof Backhaus, Dieter Ahlert (pp. 404 - 422)

## ***(1-9): Study Terminologies***

### **Country of Origin**

Country-of-origin is the country (often referred to as the home country) with which a manufacturer's product or brand is associated (Saeed, 1994). In this study we will consider the German and Korean country of origin

### **Corporate Reputation**

Corporate reputation can be defined as "perceptions held by people inside and outside a company" (Fombrun, 1996).

### **Brand Personality**

Brand personality refers to the human characteristics associated with a specific brand (Aaker, 1997). For this study we will explore the influence dimensions of brand personality dimensions (excitement, competence, peacefulness, sincerity, and sophistication) on the customer trust.

### **Customer Trust**

The concept of trust, in general, can be understood as the condition of having confidence in the reliability and integrity of an exchange partner (Morgan and Hunt, 1994). In this study we will identify the level of customer trust toward the German origin automobile verses the Korean origin automobile.

### **Purchase Intention**

Purchase intention can be defined as the decision to act or physiological action that shows an individual's behavior according to the product (X. Wang & Yang, 2008), in this study we will discover the customer intention and willingness to buy German automobile origin verses Korean automobile origin.

# **Chapter 2**

## **Theoretical Framework and Previous Studies**

**2-1 Country of origin**

**2-2 Corporate reputation**

**2-3 Brand personality**

**2-4 Customer trust**

**2-5 Purchase intention**

**2-6 Previous studies**

**2-7 Previous studies contribution to this  
research and difference**

---

## ***(2-1): Country of origin***

The development of the concept of the country of origin of a product dates back to World War I. At those times, the winners of the war forced the loser countries like Germany to put a sign that describes the origin country on their products. As sources state the reason for this action at that time was to punish some countries including Germany. Since, the Germans had a bad reputation that time the influential countries punished them by making them put 'made in' label on their products (Cai, Cude and Swagler 2004).

In general, in today's world market any product which crosses the border of the origin nation will bear the sign of that source country. As different countries continue to produce different products for the world market, through time and experience some of the countries have succeeded in producing very well recognized high quality products around the world, in the today's world market countries are well attributed for their specific area of excellence. For example, the Swiss are known for their watches, the French for their perfumes, the Germans for car's like Mercedes and the US for its airplanes like Boeing Airliner, state of the art and high quality end products (Federation of the Swiss Watch Industry FH, 2005).

### **The Country of Origin as a Marketing Strategy**

The country of origin effect can be used as an effective marketing strategy when the competition in the market place is focused on the skill of specialization. Many countries could be able to gain marginal advantage if they could develop their own area of strength in the production of specific quality product. Country of origin gives a way to differentiate the product from the competitors." (Shimp and Sharma 1987; Anderson and Cunningham 1972; Andrew and Durvasula1992).

On the other hand, the findings, (Felzensztein and Dinnie 2005), has indicated that some countries like Australia have been able to score higher perceptions of their wine products than France in terms of quality or premium. France could have a better position of the rating if it was based on their long standing history of wine production. So, this incident has raised the question of interest, whether countries and regions can rely on place of origin as a source of competitive advantage or do they need to be more proactive in their effort to market their produce. (Felzensztein and Dinnie 2005)

The country of origin of a product could be complex to identify because of the introduction increasing number of bi-national products. Products are becoming the outcome of different pieces of parts made in different countries, passing through a multistage production process, countries and also trade organizations are introducing different rules of origin to positively promote the international trade flows (Han and Terpestra 1998).

## ***(2-2): Corporate Reputation***

The issue of company reputation and its impact on consumers' attitudes and perceptions has been explored before by marketing researchers. See, for example, Yoon, Guffey, and Kijewski (1993) for a summary of the role of company reputation in product/service markets and in channel relations. Much of this body of research points to the fact that company reputation—be that company a retailer, manufacturer, or service provider—is an important factor in marketing environments (Barich and Kotler, 1991; Dawar and Parker, 1994; Dick and Basu, 1994; Purohit and Srivastava, 2001; Zeithmal, 1981). Yoon, et al. (1993), for example, tested the proposition that a company's reputation and its service offering information collectively determine a buyer's expectations. They found evidence to support the view that a buyer's response to a service is consistent with his/her attitude toward the vendor's reputation. Raj (1985) suggested that favorable reputations are likely to yield stronger and more resilient market share positions; and Anderson and Weitz (1989) found evidence that, in dyadic channel relations, a manufacturer's reputation enhances distributors' trust and loyalty. Nguyen and Leblanc (2001) used data collected to test the nature of the relationship between corporate reputation and corporate image and their effect on customers' retention decisions. They concluded that the degree of customer loyalty has a tendency to be higher when perceptions of both corporate reputation and corporate image are strongly favorable. Nguyen and Leblanc (2001).

The fact is that reputation is a cue that may be used by consumers in their assessment of companies, in the absence, or presence, of other cues. Many researchers have shown that in the absence of knowledge about the true quality of goods and services,

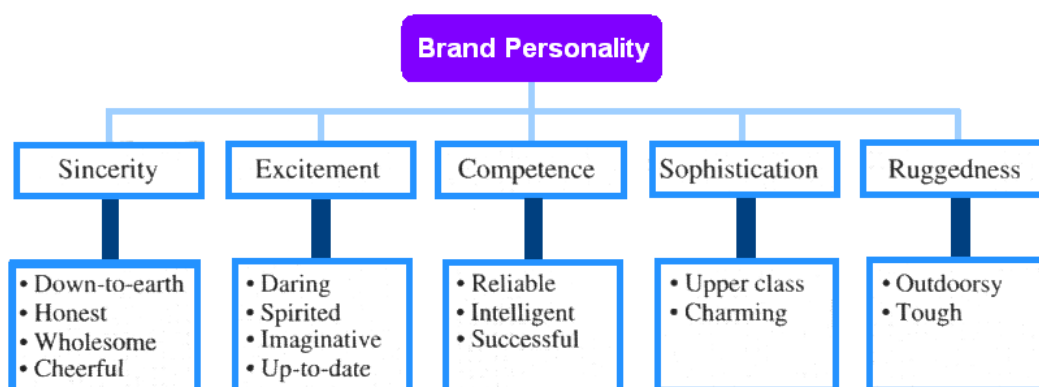
consumers may rely on certain cues to aid their decisions (Dawar and Parker, 1994; Purohit and Srivastava, 2001; Rao and Monroe, 1988; Zeithaml, 1988). We believe that company reputation is one such cue. In fact, Purohit and Srivastava argue that, “Because reputation is a characteristic that evolves over time and considerable investment is required to establish a positive valence; we posit that manufacturer reputation and retailer reputation are high-scope cues”. They define high-scope cues as those cues that can be characterized as “cues that evolve over time such that their valence cannot be changed instantaneously; rather, to change the valence of a high-scope cue, particularly from negative to positive, considerable investments in both time and money are required” Other market researchers have also pointed to asymmetric effects of positive and negative information (for example, Ahluwalia, Burnkrant, and Unnava, 2000; Taylor, 1991): negative experiences are more elaborated upon than positive experiences (Fiske, 1980) and, according to Raghurir and Corfman (1999), “people search more for negative (versus positive) information when making judgments, and they weight this information more heavily because they find it more diagnostic than positive information” (Raghurir and Corfman 1999)



### ***(2-3): Brand personality***

Brand personality is defined as the set of human characteristics or traits that consumers attribute to a brand (Aaker, 1997). In the past, the “Big Five” scale had been used for measuring brand personality including agreeableness, extroversion, conscientiousness, culture, and neuroticism (Digman, 1990). Recent work of Aaker (1997) recognized five dimensions of brand personality.

The five dimensions are sincerity, excitement; competence, sophistication, and ruggedness (see Table 2.1).



**Figure (2.1)**  
**Brand personality dimensions, Aaker (1997)**

Brand personality is closely related to symbolic consumption. It can function as a social display, which contributes to consumers' needs for consuming as classification or consuming as integration (Holt, 1995). For the purpose of classification or integration

with a brand during consumption, consumers' identification with a brand personality becomes more important. Consumers often try to belong to their desired social world by making the image of a certain brand congruent with self-images or by making themselves adapted to the image of a certain brand (Schouten, 1991).

Aaker (1996) emphasized that a brand is more than a set of functional attributes of a product and that a brand should approach customers by giving emotional and self-expressive benefits. Keller (1993, 2001) argued that brand associations regarding the benefits are functional, experiential, and symbolic associations. . (Keller 1993, 2001)

Symbolic association of a brand is related to the needs for social approval, personal expression, or outer-directed self-esteem. Symbolic value is determined by prestige, exclusivity, or fashionability that a brand holds (Solomon, 1983).

The physical benefits or attributes of a product or service perform utilitarian functions, whereas brand personality performs a symbolic function (Shavitt, 1990).

### ***(2-4): Customer trust***

The concept of trust, in general, can be understood as the condition of having confidence in the reliability and integrity of an exchange partner (Morgan and Hunt, 1994). Traditional trust theorists propose that trust develops over time. However, empirical results reveal that consumers can have high levels of trust even when parties barely know each other (McKnight et al., 1998). In their seminal work, McKnight et al.(1998) explain why trust may be high when parties meet or interact for the first time.

This “paradox” of high trust levels at the very beginning of a relationship is referred to as “initial trust” (McKnight et al., 1998). Initial trust, thus, can be defined as “the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party” at the initial phase of a relationship between two parties. (Mayer et al., 1995)

Companies that enter new markets face a similar situation: customers in the local market have no experience with the company. Because affective bonds with the foreign company have not been established (Bigley and Pierce, 1998), a key success factor for internationalization of services is to convince customers in the local market to trust the new vendor. Thus, it is argued that the concept of initial trust can also be applied in the context of services internationalization. Little is known about how to build trust in an international service setting (Suh et al., 2006), however. Marketing instruments such as

brands, trademarks, or guarantees have been found to be useful tools in promoting the building of trust (Schurr and Ozanne, 1985). From an information economics perspective, these instruments function as signals. Signaling is important when one party is unfamiliar with the other party's quality, and the quality cannot be observed prior to the exchange between the two parties. In these conditions, signaling can trigger exchanges, which would not occur without the signaling (Soberman, 2003).

### ***(2-5): Purchase intention***

There has been much research concerning consumer behavior; therefore, an explanation of many different consumer behavior models is extended. The EKB model was first presented by three scholars, (Engel, Kollat and Blackwell, in 1968), and also a rather clear, complete, and systematic theory model concerning consumer behavior.

The EKB model assumes that a consumer's decision processing is a consecutive processing which leads to solving problems, and which features considering decision processing as the center of combining interaction of relevant outside and inside elements. The EKB model has three advantages (Yang, 2001), which includes:

Thoroughness. The EKB model contains fairly complete variables, which are capable of explaining entire processing of consumer behavior.

The EKB model combines many scholars and experts' opinions towards consumer behavior and performs many revisions; therefore, is considered as a fairly thorough consumer behavior model. The EKB model contains four major parts, which include:

Information involvement; information processing; decision processing; and variables of decision processing.

Consumer purchase decision Kotler et al. (1999) point out that, when a consumer makes a purchase decision behavior, there is a primary “stimulationresponse” model and the black box concept in behavior science response. Through external stimulation sources, marketing and environment, it would further affect consumer purchase decisions through the black box (including consumer feature and decision processing). Engel et al. (1993) report that, the center concept of the EKB model means consumer purchase decision processing, which is also problem-solving processing to consumer decision processing and includes five stages: demand confirmation, search for information, evaluation of alternatives, purchasing, and purchasing result. Engel et al. (1993)

#### Information search intention and purchase intention measurement

McQuarrie and Muson (1992) use Likert’s seven-point method to measure information on search intention. Chin (2002) refers to McQuarrie and Muson’s(1992) research and uses a Likert’s seven-point method to measure information search intention. Dodds et al. (1991) use five questions, however, Klein et al. (1998) use six questions and both use Likert’s seven-point method to measure it.

#### Major variables that influence consumer purchase decision

Based on the above literature on consumer behavior and consumer purchasing behavior, this study assumes that a consumer’s purchasing behavior under his/her demand confirmation is ensured, rather than discussing how a consumer executes project evaluation and the after purchasing result. Therefore, this research selects and uses the following two elements:

Information search intention: summarizing consumer behavior and purchasing behavior from Nicosia (1968), Howard (1989), Engel et al. (1993), and naming relevant

information/news parts as a search for information. When a consumer confirms his/her demand, he/she would start seeking relevant information. That means, a consumer reads about relevant product information through this news, compares differences among different products, and furthermore spends more time on product search (McQuarrie and Muson, 1992). In this processing when a consumer purchases a product, information search intention takes a large part. Therefore, this research considers information search intention as the first element in affecting a consumer purchase decision. Purchase decision: in evaluation of alternatives and purchase decision relation map, Kotler et al. (1999) indicate that between evaluation of alternatives and purchase decisions, they would first form buying intention. Fishbein and Ajzen (1975) verify that buying intention could be taken as an important index to predict consumer behavior. Fishbein and Ajzen (1975)

## ***(2-6): Previous Studies***

### **Adnan Issa Khamis, 2011, The Impact of Country of Origin and Brand Name on Jordanian Consumer Loyalty for Durable Product (Laptop)**

The objective of this study was to examine the impact of the Country of Origin and the Brand Name on the Consumer loyalty for the durable laptops products.

The study included 770 Jordanian Consumer from Petra University, Alzytonh University, Middle East University and Isra University as a random samples consisted from three segments (Teacher, Staff and Students) Who have laptop, and for the purposes of statistical analysis used statistical program (SPSS) to implement a number of tools and statistical methods, including the expense of the stability of internal consistency using the Alpha Cronbach's equation and analysis of simple and multiple regression.

The research found that there is a positive impact for both the country of origin and brand name combined the four dimensions individually and combined (Perceived Quality, Perceived Price, Perceived Value, and Perceived Ease of use) on the loyalty of the consumer. The results of the analysis showed that the most influential variable on the loyalty of the consumer ease of use for the brand conscious, and then the perceived value of the brand and found that perceived quality brand and the price is perceived not to have any statistically significant effect.

The study emphasized the importance of country of origin and the brand name on consumer loyalty from the random sample, the study concluded some recommendations notably:



Work on the continued strengthening of the country of origin as one of the strategic pillars that affect consumer loyalty may affect future purchase intentions among consumers.

Attention to the four dimensions of the brand name (perceived quality and perceived price and perceived value, and perceived ease of use) for the session is essential when making a purchasing decision.

**Al Darqawi , 2009 . The effect of brand umbrella strategy for electronics and their effect on purchase intention.**

The aim of this study which was conducted in Egypt is to identify the dimensions of the strategic umbrella business and the buying intention. The intended strategy awning business is to unite a group of sub-brands under one name with clarifying the differences and benefits of these signs subsidiary and allow it to enter the target markets through various means of promoting products, the study found that there are many factors that drive some companies to implement the strategy of the brand umbrella, introduced the study of the electrical appliances in Egypt, where the study found that despite the importance of this strategy and the advantages of the multiple for companies and consumers of the process to influence the purchasing behavior of consumers and their intention to purchase, but the success of this strategy depends dimensions and components of consumer buying behavior and also varies depending on the demographic characteristics of these consumers.

**Al Naqeera , 2011 . Customers' attitudes toward country of origin and brands, and their effect on the buying decision.**

This study aimed to identify consumer trends in Egypt towards both the country of origin and brand, the production of four major countries were considered Finland, Korea, Sweden, and China, through their brands based on the countries of origin such as Nokia, Samsung, and Sony Ericsson. Specifically present study aims to: determine the relative weight of the country of origin concept is multi-dimensional - manufacturing country - a country design - in their impact on decision-purchasing of products hybrids and determine the extent to which consumer brands of products under consideration at the evaluation of these products, where it was compared to consumer trends towards the country of origin of the products under consideration in the case of different country manufacturing country of design of these products and the study found a country of origin was ranked as second importance after the brand and this means that the country of origin is one of the important factors that must be taken into account when preparing marketing mix, the study concluded that the trend towards manufacturing country is statistically significant with the purchase decision.

**Michel Laroche et al, 2003 , The influence of country image structure on consumer evaluations of foreign products**

Purpose – This study was designed to extend knowledge of cognitive processing of country of origin cues by refining the concept of country image and investigating its role in product evaluations.

Design/methodology/approach – Data were collected from residents of a large North American metropolitan. A total of 436 usable questionnaires were returned. Data analysis was conducted using the EQS structural equation modeling software

Findings – We found that country image is a three-dimensional concept consisting of cognitive, affective, and cognitive components. We modeled the relationships among country image, product beliefs, and product evaluations, and found that country image and product beliefs affect product evaluations simultaneously regardless of consumers' level of familiarity with a country's products. Findings also indicated that the structure of country image influences product evaluations both directly and indirectly through product beliefs. Consistent with affect transfer theory, the results showed that when a country's image has a strong affective component, its direct influence on product evaluations is stronger than its influence on product beliefs. Alternatively, when a country's image has a strong cognitive component, its direct influence on product evaluations was smaller than its influence on product beliefs.

Research limitations/implications – One limitation pertains to the relatively poor psychometric properties of some items. Future research will benefit from further improvements in the measures of country image that tap into the various facets of the construct.

Originality/value – The major contributions of the study consist of the full operationalization of country image as a three-dimensional concept, and the findings on the impact of country image structure on consumers' evaluation processes

**Long-Yi Lin et al, 2006, The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan**

Purpose – The main purpose of this study is to explore the influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decision.

Design/methodology/approach – Taiwan, China and the USA were the three countries selected for research into the country-of-origin, insurance and catering services.

Structured questionnaires and convenience sampling were used. Samples were collected from consumers in the Taipei area. A total of 400 questionnaires were distributed with convenience sampling method, and 369 effective samples were collected, the effective rate being 92.25 percent. Stepwise regression analysis was adapted to test hypothesis.

Findings – The main findings were listed as follows: the country-of-origin image, product knowledge and product involvement all have a significantly positive effect on consumer purchase decision; the country-of-origin image has a significantly positive effect on consumer purchase decisions under different product involvement; and product knowledge has significantly positive effect on consumer purchase decisions under different product involvement.

Research limitations/implications – Limitations of the study are: it is unable to infer to national consumers and to other service areas and the explanatory power of some empirical models is relative low. Implications of the study are that: a more thorough structure about consumer purchase decisions should be provided and the relationship between product knowledge and information search quantity should be verified.

Practical implications – Practical implications of the study are that the company must face competitive strategies from many countries and also the effect of consumer product knowledge on business competitive strategy.

Originality/value – The added value of this research is to link between theory and practice, and explore the different country-of-origin image, product knowledge and product involvement on consumer purchase decisions.

**Xuehua Wang, et al 2008, Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies?**

Purpose – The purpose of this study aims to investigate the relationship between brand personality, country-of-origin (COO) image and purchase intention. Specifically, it is suggested that COO image exerts both main and interaction impact on purchase intention. Design/methodology/approach – A cross-city survey of China's auto industry for the Sino German Joint Venture's auto brand of Bora was conducted to test hypotheses, predicted on a sample of 1,200 respondents. Another sample for Japan and the Sino-Japanese Joint Venture's Honda auto brand was used for validation.

Findings – Results reveal that both brand personality and COO image exert significant positive main effects on purchase intention. Furthermore, COO image is found to be a positive moderator in the relationship between brand personality and purchase intention. Specifically, a positive COO image could enhance brand personality's positive impact on purchase intention, whereas a negative COO image could significantly decrease the positive brand personality effect on purchase intention. Companies with both weak brand personality and a negative COO image achieve a higher purchase intention than those with weak brand personality, yet a positive COO image.

Originality/value – This study provides new theoretical insights into factors influencing consumers' purchase decision making by incorporating COO image as a moderator in the relationship between brand personality and purchase intention. It also offers joint ventures useful advice on whether to emphasize brand origin. If a company is weak in both brand personality and COO image, it is better not to emphasize brand origin.

**Manuel Michaelis et al, 2008, The effects of country of origin and corporate reputation on initial trust**

Purpose – The purpose of this study is to investigate the simultaneous effects of country of origin (COO) and corporate reputation on initial trust in a transition economy, and to compare these effects across two service industries. The model broadens COO research by incorporating initial trust as a key driver of success in the context of services internationalization.

Design/methodology/approach – Poland is the transition economy studied. A total of 184 respondents evaluated different service combinations (high vs low reputation/home country vs foreign country) in two different service categories (high risk vs low risk).

Relationships between constructs are tested, employing a between-subject experimental design.

Findings – Both reputation and the risk level of service have a significant main effect on initial trust. Furthermore, results indicate a highly significant interaction effect: a

positive COO effect leads to a higher level of initial trust only in the case of a risky service.

Research limitations/implications – As with all laboratory studies, external validity is limited. Further research should focus on other instruments for gaining initial trust (e.g. warranties), especially in the case of a negative COO image.

Practical implications – International marketers of services must carefully consider COO information as a means of building initial trust. Positive effects only apply in the case of high risk services.

Originality/value – A major contribution is the introduction of initial trust as an important mediator in COO-related international service marketing literature. As a second contribution, COO effects were compared across different service categories with respect to perceived risk. Furthermore, investigating COO effects in transition economies is of particular interest, as such markets are gaining attraction for international service providers

**Marc Fetscherin et al, 2008, The effects of the country of brand and the country of manufacturing of automobiles**

Purpose – The purpose of this study is to offer a new perspective of country of origin effects on consumers' brand personality perceptions of domestic and imported automobiles. It aims to assess the perceived similarities and differences between automobiles from two countries with respect to the country of origin of the brand (COB) and the country of manufacturing (COM) of that same brand.

Design/methodology/approach – An experimental design was used to investigate developed country consumers' brand personality perceptions of three cars: a domestic

car; a car manufactured in a developing country by a developing country manufacturer; and a car from a developing country manufacturer that is manufactured in the developed country. Data were collected in the USA and therefore a US car was used as the developed country car. China was selected as the developing country of origin. A structured questionnaire was used to collect primary data.

**Findings –** Multivariate analysis of variance indicates that consumers' brand personality perceptions varied according to the country of origin (COB) of the brand and the country of manufacture (COM) of the brand. The COM of a car influenced the perceived brand personality of the car more than the COB. In some respects the Chinese car made in the USA was perceived to have a stronger brand personality than the US car made in China. This suggests that for cars the COM exerts a greater influence on the perceived personality of a brand than the COB. **Research limitations/implications –** Future research should take a larger respondent pool, respondents from other countries, other automotive manufacturers as well as assess the impact of COM and COB on purchase intention and behavior.

**Practical implications –** Manufacturers of cars must understand the effect of COM and COB in order to build, position and protect their brands in international markets.

**Originality/value –** This research provides an important contribution to the existing literature and business practice by providing a new perspective on country of origin research by using the multi-dimensional construct of brand personality and analyzing the relationship between country of origin of a brand and country of manufacturing of that same brand.



**Marc Fetscherin, 2010, The determinants and measurement of a country brand:  
the country brand strength index**

Purpose – A strong country brand can stimulate exports, attract tourism, investments, and immigration. The purpose of this study is to construct and present a country brand strength index (CBSI) which assesses the strength of a country brand based on objective secondary data. Design/methodology/approach – By applying a company-based brand equity approach, we present a standardized CBSI.

Findings – The results show that the countries with the strongest country brand are smaller, developed countries in Europe. The proposed index leads to results similar to the widely-used Anholt GfK Roper nation brand index (NBI), which measures perceptions of a country brand based on subjective survey data. Countries that are perceived positively (based on NBI) have a stronger country brand (CBSI) and countries perceived negatively (based on the NBI) have a weak country brand (CBSI).

The two indexes are highly and significantly correlated, indicating they measure the same phenomena, although they use different approaches, methodologies, and data, suggesting that the indexes are complementary and inter-dependent. Practical

implications – To stay competitive in the global economy, countries need to understand how to assess their country brand in order to manage it. With the proposed index, a country can identify its position compared to others. This can assist public and private organizations to develop a more powerful country brand strategy.

Originality/value – The proposed index is original in operationalizing the strength of a country brand based on objective secondary data. The proposed index represents an alternative measurement to the existing subjective survey-based measurement indexes.

**Gerard P. Prendergast et al 2010, The interactive influence of country of origin of brand and product involvement on purchase intention**

Purpose – Globalization and outsourcing have decoupled country of origin into the country of origin of manufacture (COM) and the country of origin of the brand (COB). This study seeks to extend the work of Gurhan-Canli and Maheswaran and Lee et al. by investigating the interactive influence of COB and personal involvement with a product on purchase intention.

Design/methodology/approach – A total of 168 young adults in Hong Kong were intercepted for mall interviews and presented with mock advertisements for personal computers ostensibly with brands originating in Japan and Korea. Their personal involvement with such products was measured using an instrument designed by Zaichkowsky, and their purchase intentions were self assessed.

Findings – COB was found to predict purchase intentions among consumers with a low level of personal involvement with computers, but not among consumers with a high level of personal involvement.

Research limitations/implications – First, to improve internal validity, the study involved a single product type and a sample limited to 15-34 year olds. However, this improvement in internal validity places limitations on generalisability. Second, a median split was used to divide the subjects into low and high involvement groups.

Third, only one dependent variable, purchase intention, was studied. Practical implications – For marketers whose product is branded in a country with a favorable image, emphasizing the COB would be appropriate when communicating with low involvement consumers. Marketers whose product is branded in a country with a less

favorable image ought to emphasize other peripheral cues when communicating with low involvement consumers.

Originality/value – By finding that COB has a significant impact on the purchase intentions of low involvement consumers, but not with those more highly involved, this research constitutes a small but important extension of the conclusions of Gurhan-Canli and Maheswaran and Lee et al.

**Adamantios Diamantopoulos, et al 2011, The relationship between country-of-origin image and brand image as drivers of purchase intentions**

Purpose – Against the background of mounting criticism of the country-of-origin (COO) construct, the purpose of this study is to empirically contrast two competing perspectives of the potential influence of country-of origin image (COI) on purchase intentions.

Design/methodology/approach – Based on personal interviews with over 300 UK consumers, the research investigates the relative impact of COI and brand image as independent drivers (“orthogonality”perspective), and as causally-linked drivers (“irradiation” perspective) on consumers’ intentions to buy specific US and Chinese brands.

Findings – Controlling for the effects of brand familiarity, the analysis shows that COI impacts purchase intentions indirectly in that its influence is fully mediated by brand image. These findings are consistent with an “irradiation” perspective of COI effects and demonstrate that brand image evaluations already encapsulate consumers’ COI perceptions.

Research limitations/implications – Based on the country/brand combinations investigated, the results show that the recent criticism against the COO construct is largely unfounded and that the construct remains relevant to international marketing theory and practice.

Practical implications – COO remains a relevant and powerful influence on brand perceptions and, through them, on buying intentions and needs to be carefully managed by companies.

Originality/value – The research provides explicit empirical comparison of alternative models depicting potential COO influence on behavioural outcomes (brand image evaluations and purchase intentions) in distinct country/brand combinations.

**Piyush Sharma, 2011, Country of origin effects in developed and emerging markets: Exploring the contrasting roles of materialism and value consciousness**

Despite growing evidence about differences in the attitudes and behaviors of consumers in emerging and developed markets, there is little research on the differences in country of origin (COO) effects on their evaluation, behavioral intentions (BIs), and actual purchase of imported products. This study introduces a new conceptual framework incorporating consumer ethnocentrism (CET), materialism (MAT), and value consciousness (VC) to hypothesize several differences in the influence of COO effects on consumers from developed and emerging markets. A web-based study with 1752 consumers in four countries representing two developed markets (the UK and the USA) and two emerging markets (China and India) shows significant differences in the moderating influence of CET, MAT, and VC on the effects of COO on the evaluations and BIs for a fictitious passenger car brand, and on the actual choice of car brands

owned by them. The findings highlight the importance of looking beyond CET at other relevant psychographic variables to understand the differences in motivations underlying consumer perceptions and behavior towards imported products

**Nadia Jiménez, et al 2012, Emerging Markets Commerce: The Role of Country-of-Origin and Animosity in Purchase Intention**

At present, firms must face interrelated challenges in global marketing, such as the increased consumer market internationalization and the rapid growth of emerging markets economy. In this context, the purpose of this study is to differentiate between cognitive and affective components of the country-of-origin (reputation of firms from a country-of-origin and animosity) and frame them as antecedents of trust and purchase intention. The study supports the view that the reputation of firms from the country-of-origin helps to engender trust in international markets and indirectly impacts purchase intention. Also, this study analyses the mediation role that trust plays in the relationship between reputation of firms from the country-of-origin, consumer animosity and purchase intention.

**Samin Rezvani , et. al. 2012, A Conceptual Study on the Country of Origin Effect on Consumer Purchase Intention**

Country of origin has become a significant phenomenon in consumer behaviour studies. Hence, increasing the knowledge of customers about products makes research about factors that influence their decisions more worthwhile than before. The purpose of this study is to review the country of origin literature and mention different variables that

influence consumer purchase intention, and also highlight the relationship of variables and customer purchase intention based on the previous literature. This research is valuable for promoting the consumer behavior literature and providing support for relationships between the variables and purchase intention. In addition, it also helps marketers who work on related topics according to the country of origin perspective. The existing literature shows that all of the variables mentioned in this research have a relationship with customer purchase intention from the country of origin point of view. However, there are many factors for which it has not been determined whether they influence consumer purchase intention related to the country of origin issue and there is wide scope for future research and development.

## **(2-7) Previous studies contribution to this research and difference**

The researcher used the above studies in order to identify, explain and analyze the study variables, and show how previous scholars worked on these variables.

The researcher compared between the German and Korean automobiles through the study model (country of origin, corporate reputation, brand personality, customer trust and purchase intention).

In addition, in this research I explored the relation of the variables through mediators which is another added value for this research, the researcher used these studies to write the theoretical framework and establish a model to link these variables.

# **Chapter 3**

## **Methods and Procedures**

- 3.1 Introduction**
- 3.2 Study Methodology**
- 3.3 Study Population and Sample**
- 3.4 Study Tools and Data Collection**
- 3.5 Statistical Treatment**
- 3.6 Reliability and Validity**
- 3.7 Study Tools Reliability**



### ***(3-1): Introduction***

This chapter is divided into the following seven sections: Study Methodology; Study Population and Sample; Study Tools and Data Collection; Statistical Treatment; Reliability and Validity and study tools reliability.

### ***(3-2): Study Methodology***

This study is an empirical research, it used a descriptive and analytical approaches; the researcher designed a questionnaire instrument to collect and analyze the data to get the information needed in this study for empirical purposes.

### ***(3-3): Study Population and Sample***

The populations of the study are all the car owners, previously car owners, and potential buyers that have effect on the study variables.

(200) questionnaires for German country of origin producers were distributed and (200) questionnaires for Korean country of origin producers have also been distributed, a sum of (400) questionnaires for both German and Korean producers were distributed.

Only (144) questionnaires for the German producers were returned and (166) questionnaires for the Korean producers were returned, (2) questionnaires for the Korean producers considered invalid for analysis and were excluded. So, only (308) questionnaires have been analyzed from the overall distributed questionnaires.

### ***(3-4): Study Tools and Data Collection***

The current study consists of five variables, theoretical and practical. In the theoretical dimensions the researcher depended on the scientific studies thoughts that are related to the current study. Whereas, in the practical side the researcher depend on descriptive and analytical methods using the practical manner to collect, analyze data and test hypothesis.

The data collection, manners of analysis and programs used in the current study are based on two sources:

1. Primary source: the questionnaire that was designed to reflect the study objectives and questions.
2. Secondary sources: books, journals, articles thesis to write the theoretical framework of the study.

Both primary and secondary data were used. Data for the model collected via questionnaire.

The questionnaire instrument sections are as follows:

**Demographic Variables:** The demographic information was collected with closed-ended questions, through (6) variables, the percentages are shown in table 3.1 and 3.2.

**Table (3.1)**  
**Demographic variables of the study sample (Gender; Educational level; Age, Occupation, Monthly income, own a car) for the German producers.**

<i>No</i>	<i>Variables</i>	<i>Categorization</i>	<i>Frequency</i>	<i>Percent</i>
<b>1</b>	<b>Gender</b>	Male	98	68.1
		Female	46	31.9
		<b>Total</b>	<b>144</b>	<b>100</b>
<b>2</b>	<b>Educational Level</b>	Secondary	15	10.4
		Diploma	91	63.2
		Bachelor	26	18.1
		Master	12	8.3
		PhD	0	0
		<b>Total</b>		
<b>3</b>	<b>Occupation</b>	Governmental	6	4.2
		Private Sector	123	85.4
		Others	15	10.4
		<b>Total</b>	<b>144</b>	<b>100</b>
<b>4</b>	<b>Monthly income</b>	Very high income	3	2.1
		Average income	116	80.6
		Low income	11	7.6
		Less than average	14	9.7
		<b>Total</b>	<b>144</b>	<b>100</b>
<b>5</b>	<b>Do you own a car</b>	Yes, currently I own a car	113	78.5
		No, but I previously owned a car	11	7.6
		I don't have a car; I'm willing to buy a car in the future	20	13.9
		<b>Total</b>	<b>144</b>	<b>100</b>
<b>6</b>	<b>Age</b>	18-22	3	2.1
		23-29	52	36.1
		30-39	71	49.3
		40-49	15	10.4
		50-60	3	2.1
		Over 60	***	***
		<b>Total</b>	<b>144</b>	<b>100.0</b>

**Table (3.2)**  
**Demographic variables of the study sample (Gender; Educational level; Age, Occupation, Monthly income, own a car) for Korean producers.**

No	Variables	Categorization	Frequency	Percent
1	Gender	Male	88	53.7
		Female	76	46.3
Total			164	100
2	Educational Level	Secondary	20	12.2
		Diploma	105	64.0
		Bachelor	29	17.7
		Master	10	6.1
		PhD	***	***
Total			164	100
3	Occupation	Governmental	18	11.0
		Private Sector	122	74.4
		Others	24	14.6
Total			164	100
4	Monthly income	Very high income	4	2.4
		Average income	127	77.4
		Low income	15	9.1
		Less than average	16	9.8
		Low income	2	1.2
Total			164	100
5	Do you own a car	Yes, currently I own a car	118	72.0
		No, but I previously owned a car	21	12.8
		I don't have a car; I'm willing to buy a car in the future	25	15.2
Total			164	100
6	Age	18-22	18	11.0
		23-29	66	40.2
		30-39	50	30.4
		40-49	18	11.0
		50-60	6	3.7
		Over 60	6	3.7
Total			164	100.0

**Cause & Effect Factors:** This section measured the Cause and effect factors of five variables; country of origin through (11) statements, corporate reputation through (11) statements, brand personality through (13) statements, customer trust through (6) statements, and purchase intention through (8) statements and all statements measured on Likert-type scale, as shown below table (3.3):

**Table (3.3)**  
**Likert-type scale**

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

### ***(3-5): Statistical Treatment***

Data from the returned responses were collected for the analysis and conclusions of the study questions. The researcher used the Statistical Package for the Social Sciences SPSS and AMOS Package. Finally, the researcher used the suitable Statistical methods that consist of:

- Cronbach Alpha ( $\alpha$ ) to test Reliability.
- Percentage and Frequency.
- Arithmetic Mean and Standard Deviation to answer the study questions.
- Simple linear and multiple regression analysis: simple linear will be used to test between two variables of the study,
- Path analysis: examines the direct and indirect effect of study variable using Amos7.

- Relative importance, that assigning due to:

$$\text{Class Interval} = \frac{\text{Maximum Class} - \text{Minimum Class}}{\text{Number of Levels}}$$

$$\text{Class Interval} = \frac{5 - 1}{3} = \frac{4}{3} = 1.33$$

The following Table (3 – 4) shows how the range of number of levels was computed

**Table (3 – 4)**

<b>Range of Level of Importance Scale</b>	
<b>Mean Range</b>	<b>Level</b>
Less than 2.33	Low
2.33-3.66	Mid
3.67 and above	High

### ***(3-6): Reliability and Validity***

#### **Validity and Reliability**

##### **3.1.1 Validation**

To test the questionnaire for clarity and to provide a coherent research questionnaire, a macro review that covers all the research constructs was thoroughly performed by academic reviewers from Jordan Universities specialized in faculty and practitioners Business Administration, Marketing, and Management Information System. Some items were added, while others were dropped based on their valuable recommendations. Some others were reformulated to become more accurate to enhance the research instrument. The academic reviewers are (5).

### (3-7) Study Tool Reliability

To calculate the stability of an instrument study, the researcher used the equation of internal consistency using test Cronbach's alpha shown in *Table (3.3)* the test results where the values of Cronbach alpha for all variables of the study and identification of generally higher (60%) which is acceptable in the research and studies, as shown in *Table ( 3.5 )*.

**Table ( 3.5 )**

**Reliability of Questionnaire Dimensions for Germany Cars**

<i>Variables</i>	<i>Cronbach Alpha</i>
<i>Country of origin</i>	<i>80.46%</i>
<i>Corporate reputation</i>	90.68%
<i>Brand Personality</i>	90.44%
<i>Customer Trust</i>	87.66%
<i>Purchase Intention</i>	69.10%
<i>All Questions</i>	<i>92.9%</i>

As per the table result (92.9%) for the German cars, it is higher than (60%), the reliability for the variables is at high level.

Table ( 3.6 )

## Reliability of Questionnaire Dimensions for Korean Cars

<i>Variables</i>	<i>Cronbach Alpha</i>
<i>Country of origin</i>	<b>64.90%</b>
<i>Corporate reputation</i>	90.90%
<i>Brand Personality</i>	93.20%
<i>Customer Trust</i>	89.80%
<i>Purchase Intention</i>	65.32%
<i>All Questions</i>	<b>87.7%</b>

As per the table result (87.7%) for the Korean cars, it is higher than (60%), the reliability for the variables is at high level.



# **Chapter 4**

## **Results and Hypotheses Testing**

#### **4-1 Introduction**

#### **4-2 Descriptive Analysis of Study Variables**

#### **4-3 Study Hypotheses Testing**

### ***(4-1): Introduction***

According to the research purpose and research framework presented in previous chapters, this chapter describes the results of the distribution of responses for each demographic variable , statistical analysis of the data collected for the research question and research hypotheses.

The data analysis included a description of the means and standard deviations, ranking and level of importance for study questions .Simple regression analysis is used to test the seven hypotheses, and path analysis was applied for three hypotheses.

### ***(4-2): Descriptive Analysis of Study Variables***

#### **Country of Origin (for Germany Cars)**

The researcher used the arithmetic mean, standard deviation, item importance, and importance level as shown in *Table (4.1)*.

**Table (4.1)**  
**Arithmetic Mean, SD, Item Importance, and Importance Level of Country of Origin (for Germany Cars)**

<i>No</i>	<i>Statements</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Item Importance</i>	<i>Importance Level</i>
3	To make sure that I buy the highest quality product or brand, I look to see what country the product was made in.	4.34	0.78	1	High

1	When buying an expensive items such as a car, I always seek to find out what country the product was made in	4.26	0.97	2	High
2	I feel that it is important to look for country of origin when deciding which product to buy.	4.12	0.94	3	High
4	If I have little experience with a product. I search for country of origin information about the product to help me make a more informed decision.	4.01	0.85	4	High
9	Seeking country of origin information is less important for inexpensive goods than for expensive goods.	3.88	1.09	5	High
6	When purchasing a product, I believe country of origin will determine the technological sophistication of the product.	3.83	1.06	6	High
10	I find out a product's country of origin to determine the quality of a product.	3.82	0.95	7	High
11	To purchase a product that is acceptable to my family and my friends, I look for the product country of origin.	3.59	0.95	8	Medium
5	I refuse to purchase a product without knowing its country of origin.	3.42	1.28	9	Medium
7	When I am buying a new product, the country of origin it the first piece of information that I consider.	3.19	1.31	10	Medium
8	The products from country of origin does not determine the quality of the product.	2.83	1.31	11	medium
<b>Total</b>		3.75	1.05		<b>High</b>

It's clear from **Table (4.1)** that the mean of this axis (**Country of Origin (for Germany Cars)**), ranged between (4.34 – 2.83), where the whole axis earned a total mean of (3.75), which is a level of high. Paragraph **(3)** (To make sure that I buy the highest quality product or brand, I look to see what country the product was made in) earned the highest mean reaching (4.34), with standard deviation (0.78), which is a level of High, and paragraph **(8)** (The products from country of origin does not determine the quality of the product) came in last Place. It earned a mean of (2.83), and a standard deviation (1.31), which is a level of Low.

*This explains that the perspective of the members of the study about the country of Origin for Germany Cars was in the High level.*

### Country of Origin (for Korean Cars)

The researcher used the arithmetic mean, standard deviation, item importance, and importance level as shown in *Table (4.2)*.

**Table (4.2)**

**Arithmetic Mean, SD, Item Importance, and Importance Level of Country of Origin (for Korean Cars)**

<i>No</i>	<i>Statements</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Item Importance</i>	<i>Importance Level</i>
3	To make sure that I buy the highest quality product or brand, I look to see what country the product was made in.	4.39	0.70	1	High
1	When buying an expensive items such as a car, I always seek to find out what country the product was made in	4.26	0.89	2	High
9	Seeking country of origin information is less important for inexpensive goods than for expensive goods.	4.09	0.84	3	High
4	If I have little experience with a product. I search for country of origin information about the product to help me make a more informed decision.	4.05	0.81	4	High
2	I feel that it is important to look for country of origin when deciding which product to buy.	3.95	0.92	5	High
11	To purchase a product that is acceptable to my family and my friends, I look for the product country of origin.	3.78	0.71	6	High
10	I find out a product's country of origin to determine the quality of a product.	3.77	0.69	7	High
6	When purchasing a product, I believe country of origin will determine the	3.76	0.81	8	High

	technological sophistication of the product.				
5	I refuse to purchase a product without knowing its country of origin.	3.10	1.32	9	Medium
7	When I am buying a new product, the country of origin is the first piece of information that I consider.	2.70	1.11	10	Medium
8	The products from country of origin does not determine the quality of the product.	2.63	1.15	11	Medium
<b>Total</b>		3.68	0.90		

It's clear from **Table (4.2)** that the mean of this axis **Country of Origin (for Korean Cars)**, ranged between (4.39 – 2.63), where the whole axis earned a total mean of (3.68), which is a level of high. Paragraph (3) (To make sure that I buy the highest quality product or brand, I look to see what country the product was made in) earned the highest mean reaching (4.39), with standard deviation (0.70), which is a level of High, and paragraph (8) (The products from country of origin does not determine the quality of the product) came in last Place. It earned a mean of (2.63), and a standard deviation (1.15), which is a level of Low.

*This explains that the perspective of the members of the study about the country of Origin for Korean Cars was in the High level.*

### Corporate Reputation (for Germany Cars)

The researcher used the arithmetic mean, standard deviation, item importance, and importance level as shown in *Table (4.3)*.

**Table (4.3)**  
**Arithmetic Mean, SD, Item Importance, and Importance Level of Corporate Reputation (for Germany Cars)**

<i>No</i>	<i>Statements</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Item Importance</i>	<i>Importance Level</i>
17	German automobile producers offer high quality products and services.	4.38	0.75	1	High
16	German automobile producers develop innovative products and services.	4.29	0.84	2	High
14	I admire and respect the German automobile producers.	4.27	0.98	3	High
15	I trust the German automobile producers.	4.26	0.84	4	High
13	I have a good feeling about the German automobile producers	4.24	0.84	5	High
19	German automobile producers have excellent leadership and vision.	4.13	0.80	6	High
22	German automobile producers look like a good company to work for.	4.11	0.78	7	High
18	German automobile producers offer products and services that are good value for money.	4.10	1.05	8	High
20	German automobile producers recognize and takes advantage of market opportunities.	3.99	0.90	9	High
21	German automobile producers are well	3.97	0.84	10	High



	managed.				
12	I look for country of origin information to choose the best product available in a product class.	3.70	0.90	11	High
<b>Total</b>		4.13	0.87		<b>High</b>

It's clear from **Table (4.3)** that the mean of this axis (**Corporate Reputation (for Germany Cars)**), ranged between (4.38 – 3.70), where the whole axis earned a total mean of (4.13), which is a level of high. Paragraph (**17**) (German automobile producers offer high quality products and services) earned the highest mean reaching (4.38), with standard deviation (0.75), which is a level of High, and paragraph (**12**) (I look for country of origin information to choose the best product available in a product class) came in last Place. It earned a mean of (3.70), and a standard deviation (0.90), which is a level of High.

***This explains that the perspective of the members of the study about the Corporate Reputation for Germany Cars was in the High level.***

### Corporate Reputation (for Korean Cars)

The researcher used the arithmetic mean, standard deviation, item importance and importance level as shown in *Table (4.4)*.

**Table (4.4)**  
**Arithmetic Mean, SD, Item Importance, and Importance Level of Corporate Reputation (for Korean Cars)**

<i>No</i>	<i>Statements</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Item Importance</i>	<i>Importance Level</i>
20	Korean automobile producers recognize and takes advantage of market opportunities.	3.72	0.88	1	High
12	I look for country of origin information to choose the best product available in a product class.	3.65	0.83	2	Medium
21	Korean automobile producers are well managed.	3.57	0.87	3	Medium
18	Korean automobile producers offer products and services that are good value for money.	3.54	1.00	4	Medium
16	Korean automobile producers develop innovative products and services.	3.52	0.89	5	Medium
22	Korean automobile producers look like a good company to work for.	3.52	0.75	6	Medium
13	I have a good feeling about the Korean automobile producers	3.49	0.90	7	Medium
14	I admire and respect the Korean automobile producers.	3.48	1.02	8	Medium
19	Korean automobile producers have excellent leadership and vision.	3.47	0.76	9	Medium
15	I trust the Korean automobile producers.	3.39	1.00	10	Medium

17	Korean automobile producers offer high quality products and services.	3.27	0.91	11	Medium
<b>Total</b>		3.51	0.89		<b>Medium</b>

It's clear from *Table (4.4)* that the mean of this axis (**Corporate Reputation (for Korean Cars)**), ranged between (3.72 – 3.27), where the whole axis earned a total mean of (3.51), which is a level of medium. Paragraph (20) (Korean automobile producers offer high quality products and services) earned the highest mean reaching (3.72), with standard deviation (0.88), which is a level of High, and paragraph (17) (Korean automobile producers offer high quality products and services) came in last Place. It earned a mean of (3.27), and a standard deviation (0.91), which is a level of Medium.

*This explains that the perspective of the members of the study about the Corporate Reputation for Korean Cars was in the Medium level.*

### Brand Personality (for Germany Cars)

The researcher used the arithmetic mean, standard deviation, item importance, and importance level as shown in *Table (4.5)*.

**Table (4.5)**

**Arithmetic Mean, SD, Item Importance, and Importance Level of Brand Personality (for Germany Cars)**

<i>No</i>	<i>Statements</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Item Importance</i>	<i>Importance Level</i>
32	German automobile is good looking and charming.	4.35	0.77	1	High
31	German automobile is an upper-class	4.33	0.73	2	High
34	German automobile is rugged.	4.28	0.81	3	High
35	German automobile is tough	4.21	0.81	4	High
30	German automobile is secured and safe.	4.20	0.66	5	High
28	German automobile is reliable	4.13	0.73	6	High
23	Automobiles made in German are friendly and easy to use.	4.01	0.87	7	High
25	German automobile is exciting	3.97	0.89	8	High
29	German automobile is intelligent	3.94	0.80	9	High
27	German automobile is unique	3.69	0.93	10	High
24	German automobile is family oriented.	3.63	0.99	11	Medium
33	German automobile is outdoorsy.	3.63	0.97	12	Medium
26	German automobile is cool and young	3.57	1.03	13	Medium
<b>Total</b>		3.99	0.84		<b>High</b>

It's clear from *Table (4.5)* that the mean of this axis (**Brand Personality (for Germany Cars)**), ranged between (4.35 – 3.57), where the whole axis earned a total mean of (3.99), which is a level of high. Paragraph (32) (German automobile is good looking and charming.) earned the highest mean reaching (4.35), with standard deviation (0.77), which is a level of High, and paragraph (26) (German automobile is cool and young) came in last Place. It earned a mean of (3.57), and a standard deviation (1.03), which is a level of Medium.

*This explains that the perspective of the members of the study about the Brand Personality for Germany Cars was in the High level.*

#### **Brand Personality (for Korean Cars)**

The researcher used the arithmetic mean, standard deviation, item importance, and importance level as shown in *Table (4.6)*.

**Table (4.6)**

**Arithmetic Mean, SD, Item Importance, and Importance Level of Brand Personality (for Germany Cars)**

<i>No</i>	<i>Statements</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Item Importance</i>	<i>Importance Level</i>
23	Automobiles made in Korean are friendly and easy to use.	3.59	0.92	1	Medium
24	Korean automobile is family oriented.	3.48	1.00	2	Medium
26	Korean automobile is cool and young	3.40	0.91	3	Medium
32	Korean automobile is good looking and charming.	3.34	1.05	4	Medium

28	Korean automobile is reliable	3.32	0.88	5	Medium
31	Korean automobile is an upper-class	3.31	0.99	6	Medium
30	Korean automobile is secured and safe.	3.27	0.95	7	Medium
29	Korean automobile is intelligent	3.20	0.86	8	Medium
25	Korean automobile is exciting	3.13	0.94	9	Medium
35	Korean automobile is tough	2.97	0.88	10	Medium
34	Korean automobile is rugged.	2.86	0.94	11	Medium
33	Korean automobile is outdoorsy.	2.81	1.04	12	Medium
27	Korean automobile is unique	2.77	1.12	13	Medium
<b>Total</b>		3.19	0.96		<b>Medium</b>

It's clear from *Table (4.6)* that the mean of this axis (**Brand Personality (for Korean Cars)**), ranged between (3.59 – 2.77), where the whole axis earned a total mean of (3.19), which is a level of Medium. Paragraph (**23**) (Automobiles made in Korean are friendly and easy to use.) earned the highest mean reaching (3.59), with standard deviation (0.92), which is a level of Medium, and paragraph (**27**) (Korean automobile is unique) came in last Place. It earned a mean of (2.77), and a standard deviation (1.12), which is a level of Medium.

*This explains that the perspective of the members of the study about the Brand Personality for Germany Cars was in the Medium level.*

### Customer Trust (for Germany Cars)

The researcher used the arithmetic mean, standard deviation, item importance, and importance level as shown in *Table (4.7)*.

**Table (4.7)**

**Arithmetic Mean, SD, Item Importance and Importance Level of Customer Trust (for Germany Cars)**

<i>No</i>	<i>Statements</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Item Importance</i>	<i>Importance Level</i>
36	German automobile producers are truthful and honest	4.16	0.73	1	High
40	German automobile producers are competent and effective in providing their goods and services.	4.09	0.83	2	High
37	I would characterize German Automobile producers as honest	4.06	0.81	3	High
41	Overall, German automobile producers are capable and proficient.	3.97	0.93	4	High
38	German automobile producers would keep their commitments	3.90	0.87	5	High
39	German automobile producers are sincere and genuine.	3.88	0.90	6	High
<b>Total</b>		4.01	0.85		<b>High</b>

It's clear from *Table (4.7)* that the mean of this axis (**Customer Trust (for Germany Cars)**), ranged between (4.16 – 3.88), where the whole axis earned a total mean of (4.01), which is a level of high. Paragraph (36) (German automobile producers are truthful and honest) earned the highest mean reaching (4.16), with standard deviation

(0.73), which is a level of High, and paragraph (39) (German automobile producers are sincere and genuine) came in last Place. It earned a mean of (3.88), and a standard deviation (0.90), which is a level of High.

*This explains that the perspective of the members of the study about the Customer Trust for Germany Cars was in the High level.*

### **Customer Trust (for Korean Cars)**

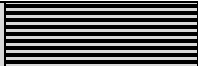
The researcher used the arithmetic mean, standard deviation, item importance, and importance level as shown in *Table (4.8)*.

**Table (4.8)**

**Arithmetic Mean, SD, Item Importance and Importance Level of Customer Trust  
(for Korean Cars)**

<i>No</i>	<i>Statements</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Item Importance</i>	<i>Importance Level</i>
37	I would characterize Korean Automobile producers as honest	3.47	0.75	1	Medium
38	Korean automobile producers would keep their commitments	3.45	0.72	2	Medium
36	Korean automobile producers are truthful and honest	3.43	0.76	3	Medium
39	Korean automobile producers are sincere and genuine.	3.30	0.71	4	Medium
40	Korean automobile producers are competent and effective in providing their goods and services.	3.28	0.80	5	Medium
41	Overall, Korean automobile producers are capable and proficient.	3.22	0.93	6	Medium



<b>Total</b>	3.36	0.78		<b>Medium</b>
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It's clear from **Table (4.8)** that the mean of this axis (**Customer Trust (for Korean Cars)**), ranged between (3.47 – 3.22), where the whole axis earned a total mean of (3.36), which is a level of Medium. Paragraph (**37**) (I would characterize Korean Automobile producers as honest) earned the highest mean reaching (3.47), with standard deviation (0.75), which is a level of Medium, and paragraph (**41**) (Overall, Korean automobile producers are capable and proficient) came in last Place. It earned a mean of (3.22), and a standard deviation (0.93), which is a level of Medium.

*This explains that the perspective of the members of the study about the Customer Trust for Korean Cars was in the Medium level.*

#### **Purchase Intention (for Germany Cars)**

The researcher used the arithmetic mean, standard deviation, item importance, and importance level as shown in **Table (4.9)**.

**Table (4.9)**

**Arithmetic Mean, SD, Item Importance, and Importance Level of Purchase Intention (for Germany Cars)**

<b>No</b>	<b>Statements</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Item Importance</b>	<b>Importance Level</b>
42	I would prefer to buy an automobile made in German.	4.01	1.15	1	High
46	I do not like the idea of owing German automobile.	3.92	1.09	2	High

49	I am willing to purchase German automobile in the future.	3.83	1.03	3	High
45	I avoid buying German automobile.	3.82	1.22	4	High
44	I would never buy a German automobile.	3.81	1.28	5	High
43	I would feel guilty if I bought a German automobile.	3.71	1.25	6	High
48	I am willing to recommend others to buy German automobiles.	3.62	1.15	7	Medium
47	If two products were equal in quality, but one was made in Germany and one was made in the Korea I would pay 10% more for the Korean product	2.34	1.37	8	Medium
<b>Total</b>		3.63	1.19		<b>Medium</b>

It's clear from **Table (4.9)** that the mean of this axis (Purchase **Intention (for Germany Cars)**), ranged between (4.01 – 2.34), where the whole axis earned a total mean of (3.63), which is a level of Medium. Paragraph **(42)** (I would prefer to buy an automobile made in German) earned the highest mean reaching (4.01), with standard deviation (1.15), which is a level of High, and paragraph **(47)** (If two products were equal in quality, but one was made in Germany and one was made in the Korea I would pay 10% more for the Korean product) came in last Place. It earned a mean of (2.34), and a standard deviation (1.37), which is a level of Medium.

*This explains that the perspective of the members of the study about the Purchase for Germany Cars was in the Medium level.*

### Purchase Intention (for Korean Cars)

The researcher used the arithmetic mean, standard deviation, item importance, and importance level as shown in *Table (4.10)*.

**Table (4.10)**

**Arithmetic Mean, SD, Item Importance, and Importance Level of Purchase Intention (for Korean Cars)**

<i>No</i>	<i>Statements</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Item Importance</i>	<i>Importance Level</i>
44	I would never buy a Korean automobile.	3.71	1.08	1	High
45	I avoid buying Korean automobile.	3.49	1.12	2	Medium
43	I would feel guilty if I bought a Korean automobile.	3.45	1.07	3	Medium
46	I do not like the idea of owing Korean automobile.	3.27	1.19	4	Medium
42	I would prefer to buy an automobile made in Korea.	3.16	1.01	5	Medium
48	I am willing to recommend others to buy Korean automobiles.	2.96	0.97	6	Medium
49	I am willing to purchase Korean automobile in the future.	2.96	0.94	7	Medium
47	If two products were equal in quality, but one was made in Korea and one was made in the Germany I would pay 10% more for the German product	2.37	1.27	8	Medium
<b>Total</b>		3.17	1.08		<b>Medium</b>

It's clear from *Table (4.10)* that the mean of this axis (**Purchase Intention (for Korean Cars)**), ranged between (3.71 – 2.37), where the whole axis earned a total mean of (3.17), which is a level of Medium. Paragraph (44) (I would never buy a Korean automobile) earned the highest mean reaching (3.71), with standard deviation (1.08), which is a level of High, and paragraph (47) (If two products were equal in quality, but one was made in Korea and one was made in the Germany I would pay 10% more for the German product) came in last Place. It earned a mean of (2.37), and a standard deviation (1.27), which is a level of Medium.

*This explains that the perspective of the members of the study about the Purchase for Korean Cars was in the Medium level.*

### (4-3) Study Hypotheses Testing

**HO1: There is no effect of Country of Origin on Corporate reputation at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of country of origin on corporate reputation for Germany Cars and table (4.11) show that:

**Table (4.11) - The effect of country of origin on corporate reputation for Germany Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.626</b>	<b>0.392</b>	<b>0.626</b>	<b>91.503</b>	<b>143</b>	<b>0.000</b>

It is clear from Table (4.11) that the (F) value was (91.503) the level of significance (0.000) and it is less than (0.05), suggesting reject the null hypothesis, which stipulates, **There is no effect of Country of Origin on Corporate reputation at level ( $\alpha \leq 0.05$ )** and seen from the table (4.11) *that the country of origin Effect on corporate reputation for German Cars rate (39.2%).*

### **R2, Regression with Constant**

R2 is the coefficient of determination. This statistic represents the proportion of error for which the regression accounts.

You can use many methods to calculate R2. Predictor uses the equation:

$$R^2 = \frac{SSR}{SST} = \frac{\sum (\hat{y}_i - \bar{y})^2}{\sum (y_i - \bar{y})^2}$$

**HO2: There is no effect of Country of Origin on brand personality at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of country of origin on brand personality for Germany Cars and table (4.12) show that:

**Table (4.12)**

**The effect of country of origin on brand personality for Germany Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.382</b>	<b>0.146</b>	<b>0.382</b>	<b>24.212</b>	<b>143</b>	<b>0.000</b>

It is clear from Table (4.12) that the (F) value was (24.212) the level of significance (0.000) and it is less than (0.05), suggesting reject the null hypothesis, which stipulates, **There is no effect of Country of Origin on brand personality at level ( $\alpha \leq 0.05$ )** and seen from the table (4.12) *that the country of origin Effect on brand personality for German Cars rate (14.6%)*.

**HO3: There is no effect of Country of Origin on customer trust at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of country of origin on customer trust for Germany Cars and table (4.13) show that:

**Table (4.13) - The effect of country of origin on customer trust for Germany Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.141</b>	<b>0.020</b>	<b>0.141</b>	<b>2.874</b>	<b>143</b>	<b>0.092</b>

It is clear from Table (4.13) that the (F) value was (2.874) the level of significance (0.092) and it is more than (0.05), suggesting accept the null hypothesis, which stipulates, **There is no effect of Country of Origin on customer trust at level ( $\alpha \leq 0.05$ )** and seen from the table (4.13) *that the country of origin does not effect on customer trust for German Cars rate (2%)*.

**HO4: There is no effect of corporate reputation on brand personality at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of corporate reputation on brand personality for Germany Cars and table (4.14) show that:

**Table (4.14) - The effect of corporate reputation on brand personality for Germany Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.765</b>	<b>0.586</b>	<b>0.765</b>	<b>200.827</b>	<b>143</b>	<b>0.000</b>

It is clear from Table (4.14) that the (F) value was (200.827) the level of significance (0.000) and it is less than (0.05), suggesting reject the null hypothesis, which stipulates, **There is no effect of corporate reputation on brand personality at level ( $\alpha \leq 0.05$ )** and seen from the table (4.14) *that the corporate reputation Effect on brand personality for German Cars rate (58.6%)*.

**HO5: There is no effect of corporate reputation on customer trust at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of corporate reputation on customer trust for Germany Cars and table (4.15) show that:

**Table (4.15) - The effect of corporate reputation on customer trust for Germany Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.415</b>	<b>0.172</b>	<b>0.415</b>	<b>29.472</b>	<b>143</b>	<b>0.000</b>

It is clear from Table (4.15) that the (F) value was (29.472) the level of significance (0.000) and it is less than (0.05), suggesting reject the null hypothesis, which stipulates, **There is no effect of corporate reputation on customer trust at level ( $\alpha \leq 0.05$ )** and seen from the table (4.15) *that the corporate reputation Effect on customer trust for German Cars rate (17.2%)*.

**HO6: There is no effect of brand personality on customer trust at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of brand personality on customer trust for Germany Cars and table (4.16) show that:

**Table (4.16) - The effect of brand personality on customer trust for Germany Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.451</b>	<b>0.203</b>	<b>0.451</b>	<b>36.176</b>	<b>143</b>	<b>0.000</b>

It is clear from Table (4.16) that the (F) value was (36.176) the level of significance (0.000) and it is less than (0.05), suggesting reject the null hypothesis, which stipulates, **There is no effect of brand personality on customer trust at level ( $\alpha \leq 0.05$ )** and seen from the table (4.16) *that the brand personality Effect on customer trust for German Cars rate (20.3%)*.



**HO7: There is no effect of customer trust on purchase intention at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of customer trust on purchase intention for Germany Cars and table (4.17) show that:

**Table (4.17) - The effect of customer trust on purchase intention for Germany Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.265</b>	<b>0.070</b>	<b>0.265</b>	<b>10.701</b>	<b>143</b>	<b>0.001</b>

It is clear from Table (4.17) that the (F) value was (10.701) the level of significance (0.001) and it is less than (0.05), suggesting reject the null hypothesis, which stipulates, **There is no effect of customer trust on purchase intention at level ( $\alpha \leq 0.05$ )** and seen from the table (4.17) *that the customer trust Effect on purchase intention for German Cars rate (7%)*.

**HO8, HO9 and HO11 are tested with path analysis, see page 79.**

**HO10: There is no effect of country of origin on purchase intention at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of country of origin on purchase intention for Germany Cars and table (4.18) show that :

**Table (4.18) - The effect of country of origin on purchase intention for Germany Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.013</b>	<b>0.000</b>	<b>0.013</b>	<b>0.024</b>	<b>143</b>	<b>0.878</b>

It is clear from Table (4.18) that the (F) value was (0.024) the level of significance (0.878) and it is more than (0.05), suggesting accept the null hypothesis, which stipulates, **There is no effect of country of origin on purchase intention at level ( $\alpha \leq 0.05$ )** and seen from the table (4.18) *that the country of origin does not effect on purchase intention for German Cars rate (0.000 %)*.

**HO1: There is no effect of Country of Origin on Corporate reputation at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of country of origin on corporate reputation for Korean Cars and table (4.19) show that:

**Table (4.19) -The effect of country of origin on corporate reputation for Korean Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.036</b>	<b>0.001</b>	<b>-0.036</b>	<b>0.209</b>	<b>163</b>	<b>0.648</b>

It is clear from Table (4.19) that the (F) value was (0.209) the level of significance (0.648) and it is more than (0.05), suggesting accept the null hypothesis, which stipulates, **There is no effect of Country of Origin on Corporate reputation at level ( $\alpha \leq 0.05$ )** and seen from the table (4.19) *that the country of origin does not effect on corporate reputation for Korean Cars rate (0.001).*

**HO2: There is no effect of Country of Origin on brand personality at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of country of origin on brand personality for Korean Cars and table (4.20) show that:

**Table (4.20) - The effect of country of origin on brand personality for Korean Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.098</b>	<b>0.010</b>	<b>-0.098</b>	<b>1.564</b>	<b>163</b>	<b>0.213</b>

It is clear from Table (4.20) that the (F) value was (1.564) the level of significance (0.213) and it is more than (0.05), suggesting accept the null hypothesis, which stipulates, **There is no effect of Country of Origin on brand personality at level ( $\alpha \leq 0.05$ )** and seen from the table (4.20) *that the country of origin does not effect on brand personality for Korean Cars rate (1%).*

**HO3: There is no effect of Country of Origin on customer trust at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of country of origin on customer trust for Korean Cars and table (4.21) show that:

**Table (4.21) - The impact of country of origin on customer trust for Korean Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.067</b>	<b>0.004</b>	<b>-0.067</b>	<b>0.724</b>	<b>163</b>	<b>0.396</b>

It is clear from Table (4.21) that the (F) value was (0.724) the level of significance (0.396) and it is more than (0.05), suggesting accept the null hypothesis, which stipulates, **There is no effect of Country of Origin on customer trust at level ( $\alpha \leq 0.05$ )** and seen from the table (4.21) *that the country of origin does not effect on customer trust for Korean Cars rate (0.004).*

**HO4: There is no effect of corporate reputation on brand personality at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of corporate reputation on brand personality for Korean Cars and table (4.22) show that:

**Table (4.21) - The effect of corporate reputation on brand personality for Korean Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.655</b>	<b>0.429</b>	<b>0.655</b>	<b>121.931</b>	<b>163</b>	<b>0.000</b>

It is clear from Table (4.22) that the (F) value was (121.931) the level of significance (0.000) and it is less than (0.05), suggesting reject the null hypothesis, which stipulates, **There is no effect of corporate reputation on brand personality at level ( $\alpha \leq 0.05$ )** and seen from the table (4.22) *that the corporate reputation Effect on brand personality for Korean Cars rate (42.9%).*

**HO5: There is no effect of corporate reputation on customer trust at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of corporate reputation on customer trust for Korean Cars and table (4.23) show that:

**Table (4.23) -The effect of corporate reputation on customer trust for Korean Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.689</b>	<b>0.475</b>	<b>0.689</b>	<b>146.505</b>	<b>163</b>	<b>0.000</b>

It is clear from Table (4.23) that the (F) value was (146.505) the level of significance (0.000) and it is less than (0.05), suggesting reject the null hypothesis, which stipulates, **There is no effect of corporate reputation on customer trust at level ( $\alpha \leq 0.05$ )** and seen from the table (4.23) *that the corporate reputation Effect on customer trust for Korean Cars rate (47.5%)*.

**HO6: There is no effect of brand personality on customer trust at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of brand personality on customer trust for Korean Cars and table (4.24) show that:

**Table (4.24) -The effect of brand personality on customer trust for Korean Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.664</b>	<b>0.441</b>	<b>0.664</b>	<b>127.547</b>	<b>163</b>	<b>0.000</b>

It is clear from Table (4.24) that the (F) value was (127.547) the level of significance (0.000) and it is less than (0.05), suggesting reject the null hypothesis, which stipulates, **There is no effect of brand personality on customer trust at level ( $\alpha \leq 0.05$ )** and seen from the table (4.24) *that the brand personality Effect on customer trust for Korean Cars rate (44.1%)*.

**HO7: There is no effect of customer trust on purchase intention at level ( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of customer trust on purchase intention for Korean Cars and table (4.25) show that:

**Table (4.25) -The effect of customer trust on purchase intention for Korean Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.321</b>	<b>0.103</b>	<b>0.321</b>	<b>18.650</b>	<b>163</b>	<b>0.000</b>

It is clear from Table (4.25) that the (F) value was (18.650) the level of significance (0.000) and it is less than (0.05), suggesting reject the null hypothesis, which stipulates , **There is no effect of customer trust on purchase intention at level ( $\alpha \leq 0.05$ )** and seen from the table (4.25) *that the customer trust Effect on purchase intention for Korean Cars rate (10.3%)*.

**HO8, HO9 and HO11 are tested with path analysis, see page 79.**

**HO10: There is no effect of country of origin on purchase intention at level**

**( $\alpha \leq 0.05$ )**

To analysis of the hypothesis was tested using simple regression to identify the impact of country of origin on purchase intention for Korean Cars and table (4.26) show that :

**Table (4.26) -The effect of country of origin on purchase intention for Korean Cars**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Beta</b>	<b>(F) value</b>	<b>DF</b>	<b>Sig</b>
<b>Regression</b>	<b>The Effect</b>	<b>Relationship</b>	<b>Fisher</b>	<b>Degree of Freedom</b>	
<b>0.141</b>	<b>0.020</b>	<b>0.141</b>	<b>3.304</b>	<b>163</b>	<b>0.071</b>

It is clear from Table (4.26) that the (F) value was (3.304) the level of significance (0.000) and it is less than (0.05), suggesting accept the null hypothesis, which stipulates , **There is no effect of country of origin on purchase intention at level ( $\alpha \leq 0.05$ )** and seen from the table (4.26) *that the country of origin does not effect on purchase intention for Korean Cars rate (2 %)*.

The model was tested by using different fitness indicators,

- Model chi-square ( $\chi^2$ ): The Chi-Square value is the traditional measure for evaluating overall model fit and, 'assesses the magnitude of discrepancy between the sample and fitted covariance's matrices' (Hu and Bentler, 1999: 2). A good model fit would provide an insignificant result at a 0.05 threshold (Barrett, 2007).
- Root mean square error of approximation (RMSEA): The RMSEA is the second fit statistic reported in the LISREL program and was first developed by Steiger and Lind (1980, cited in Steiger, 1990). The RMSEA tells us how well the model, with unknown but optimally chosen parameter estimates would fit the populations covariance matrix (Byrne, 1998). In recent years it has become regarded as 'one of the most informative fit indices' (Diamantopoulos and Siguaw, 2000: 85) due to its sensitivity to the number of estimated parameters in the model. In other words, the RMSEA favours parsimony in that it will choose the model with the lesser number of parameters. Recommendations for RMSEA cut-off points have been reduced considerably in the last fifteen years. Up until the early nineties, an RMSEA in the range of 0.05 to 0.10 was considered an indication of fair fit and values above 0.10 indicated poor fit (MacCallum et al, 1996). It was then thought that an RMSEA of between 0.08 to 0.10 provides a mediocre fit and below 0.08 shows a good fit (MacCallum et al, 1996). However, more recently, a cut-off value close to .06 (Hu and Bentler, 1999) or a

stringent upper limit of 0.07 (Steiger, 2007) seems to be the general consensus amongst authorities in this area.

- Goodness-of-fit statistic (GFI): The Goodness-of-Fit statistic (GFI) was created by Jöreskog and Sorbom as an alternative to the Chi-Square test and calculates the proportion of variance that is accounted for by the estimated population covariance (Tabachnick and Fidell, 2007). By looking at the variances and covariances accounted for by the model it shows how closely the model comes to replicating the observed covariance matrix (Diamantopoulos and Siguaaw, 2000). This statistic ranges from 0 to 1 with larger samples increasing its value. When there are a large number of degrees of freedom in comparison to sample size, the GFI has a downward bias (Sharma et al, 2005). In addition, it has also been found that the GFI increases as the number of parameters increases (MacCallum and Hong, 1997).

Construct Reliability (CR) is intended to determine the consistency of construct validity indicator.

**H8: There is no effect of country of origin on purchase intention through corporate reputation and customer trust as mediator variables ( $\alpha \leq 0.05$ ).**

### **Koran companies model**

In order to test the study model The Maximum Likelihood method was used to conduct the analysis through obtaining a number of goodness of fitness indices for the model fitness, the early model fitness indices shown that ( $\chi^2$ ,  $\chi^2/\text{df}$ , CFI, REMSEA). The  $\chi^2$  value was 28.8 (df =3, p= 0.00), also the  $\chi^2/\text{df}$  was = 8.59 CFI was 0.84, and the REMSA was 0.216, which indicate poor fitness indices so that the null hypotheses about the model are not accepted. After checking the modified indices many relationships were created between the residuals variables as it was shown in table (4.27).

**Table (4.27) - The effect of country of origin on purchase intention through corporate reputation and customer trust as mediator variables (Korean cars)**

	MM	BB	CC
MM (corporate reputation )			
BB (customer trust)			
CC (purchase intention)		**	

- \*\* Covariance relation created between the errors of the variables

The fitness indicates for the modified model was examined another time, the  $\chi^2$  value was 4.18 (df =2, p= 0.123), also the  $\chi^2/\text{df}$  was = 2.09 CFI was 0.98, and the



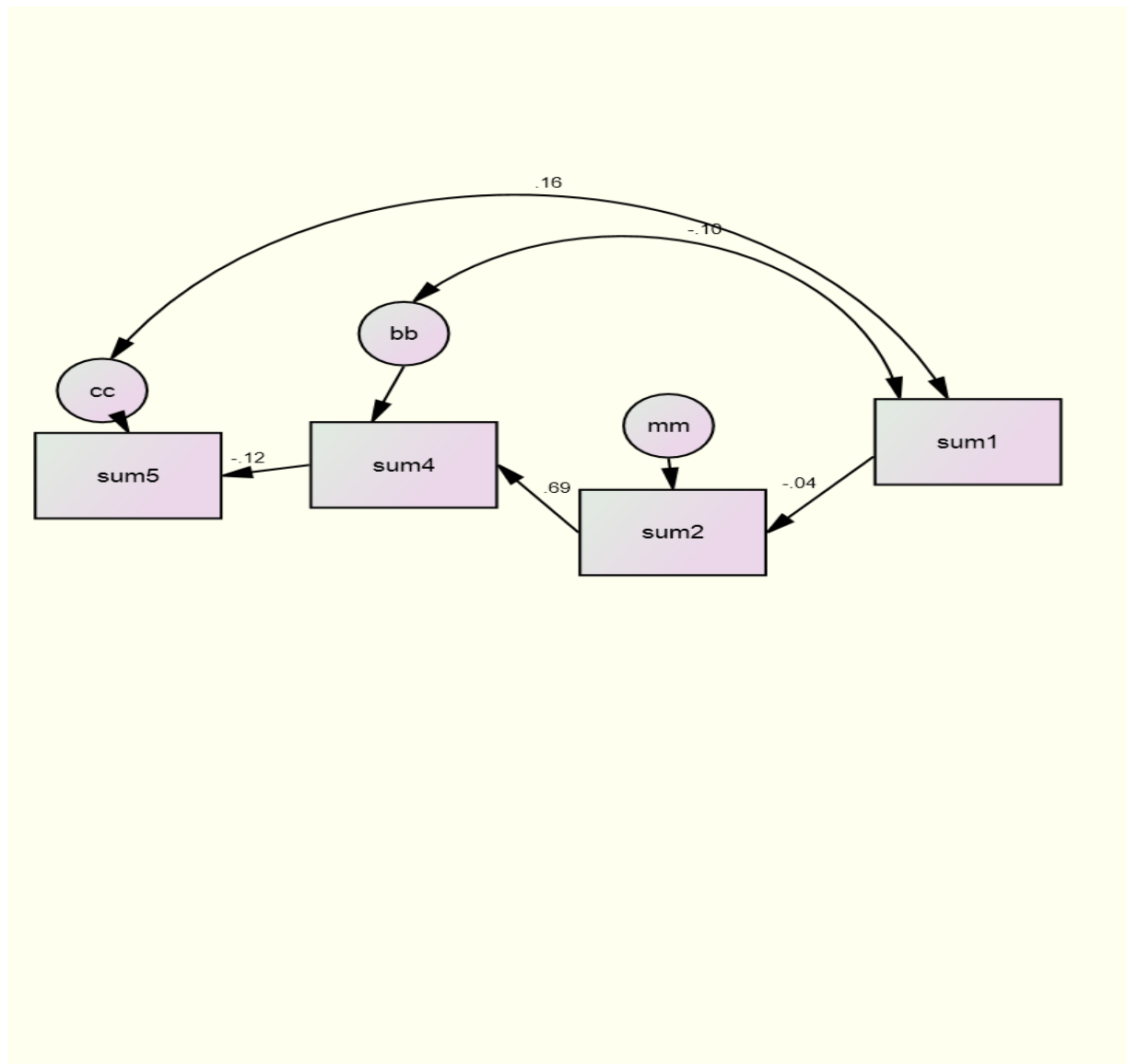
REMSA was 0.08 which indicate a good fitness indices so that the null hypotheses for the modified model are accepted.

To test the hypotheses standardized regression weights, and t value were calculated for each path between the variables which shown in table (4.28)

**Table (4.28) - The effect of country of origin on purchase intention through corporate reputation and customer trust as mediator variables (Korean cars)**

			Estimate	S.E.	C.R.	P
Corporate reputations	<---	country of origin	0.034	0.103	0.488	0.626
customer trust	<---	Corporate reputations	0.69	0.056	12.17	***
purchase intention	<---	customer trust	0.216	0.074	2.159	0.031
Construct reliably CR= 0.17						

From the table (4.28) the t value for the different standardized regression weights (Path) of country of origin on purchase intention through corporate reputation and customer trust as mediator variables. two of the mediator variables are statistically significant the t value (Corporate reputations -> customer trust) is 12.17, which has a positive effect on the customer trust (0.69), while the effect of customer trust on purchase intention is statistically significant, the t value 2.15 with p level 0.031 which has positive effect (0.21).



*MM: corporate reputation , BB: customer trust , CC: purchase intention*

*Source: AMOS 7 output graph / results summary graph*

**Figure (4.1)**

**The effect of country of origin on purchase intention through corporate reputation and customer trust as mediator variables (Korean cars)**

- Garman companies model

In order to test the study model The Maximum Likelihood method was used to conduct the analysis through obtaining a number of goodness of fitness indices for the model fitness, the early model fitness indices shown that ( $\chi^2$ ,  $\chi^2/df$ , CFI, REMSEA). The  $\chi^2$  value was 32 (df =3, p= 0.00), also the  $\chi^2/df$  was = 16.44 CFI was 0.86, and the REMSA was 0.22, which indicate poor fitness indices so that the null hypotheses about the model are not accepted. After checking the modified indices many relationships were created between the residuals variables as it was shown in table (4.29).

**Table (4.29) - The effect of country of origin on purchase intention through corporate reputation and customer trust as mediator variables (German cars)**

	MM	BB	CC
MM (corporate reputation )			
BB (customer trust)			
CC (purchase intention)		**	

\*\* Covariance relation created between the errors of the variables

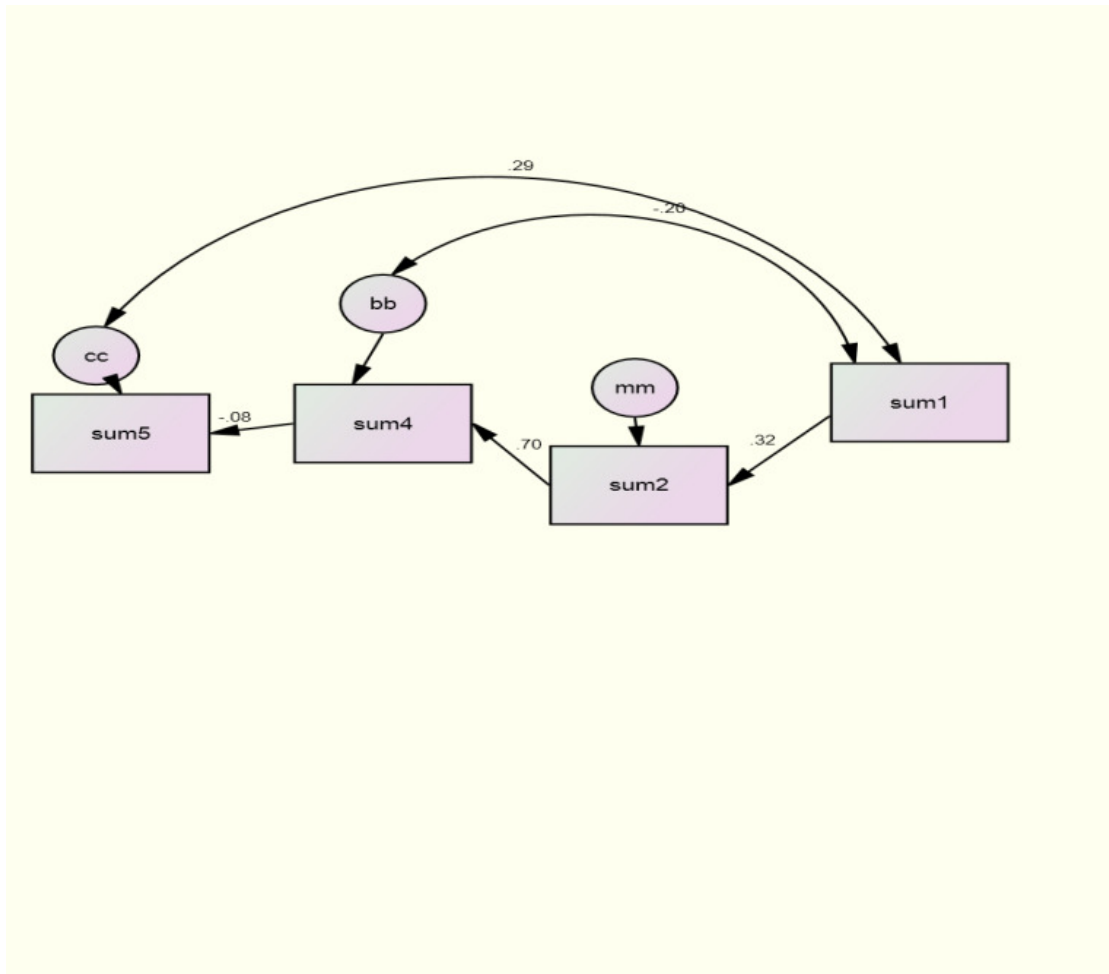
The fitness indicates for the modified model was examined another time, the  $\chi^2$  value was 1.3 (df =2, p= 0.26), also the  $\chi^2/df$  was = 1.26 CFI was 1.00, and the REMSA was 0.00 which indicate a good fitness indices so that the null hypotheses for the modified model are accepted.

To test the hypotheses standardized regression weights, and t value were calculated for each path between the variables which shown in table (4.30)

**Table (4.30)- The effect of country of origin on purchase intention through corporate reputation and customer trust as mediator variables (German cars)**

			Estimate	S.E.	C.R.	P
Corporate reputations	<---	country of origin	0.425	0.32	5.87	***
customer trust	<---	Corporate reputations	0.715	0.70	15.55	***
purchase intention	<---	customer trust	-0.067	-0.09	-1.48	0.14
Construct reliably CR= 0.23						

From the table (4.30) the t value for the different standardized regression weights (Path) country of origin on purchase intention through corporate reputation and customer trust as mediator variables. one of the mediator variables is statistically significant the t value (Corporate reputations -> customer trust) is 15.55, which has a positive effect on the customer trust (0.71), while the effect of customer trust on purchase intention is not statistically significant, the t value -1.48 with p level 0.14 .



*MM: brand personality , BB: customer trust , CC: purchase intention*

*Source: AMOS 7 output graph / results summary graph*

**Figure (4.2)**

**The effect of country of origin on purchase intention through corporate reputation and customer trust as mediator variables (German cars)**

**H9: There is no effect of country of origin on purchase intention through brand personality and customer trust as mediator variables ( $\alpha \leq 0.05$ ).**

**- Koran companies model**

In order to test the study model The Maximum Likelihood method was used to conduct the analysis through obtaining a number of goodness of fitness indices for the model fitness, the early model fitness indices shown that ( $\chi^2$ ,  $\chi^2/df$ , CFI, REMSEA). The  $\chi^2$  value was 20 (df =3, p= 0.00), also the  $\chi^2/df$  was = 6.74 CFI was 0.84, and the REMSA was 0.188, which indicate poor fitness indices so that the null hypotheses about the model are not accepted. After checking the modified indices many relationships were created between the residuals variables as it was shown in table (4.31).

**Table (4.31) -The effect of country of origin on purchase intention through brand personality and customer trust as mediators (Korean cars)**

	MM	BB	CC
MM (brand personality )			
BB (customer trust)			
CC (purchase intention)	**		

\*\* Covariance relation created between the errors of the variables

The fitness indicates for the modified model was examined another time, the  $\chi^2$  value was 3.57 (df =2, p= 0.167), also the  $\chi^2/df$  was = 1.78 CFI was 0.98, and the REMSA

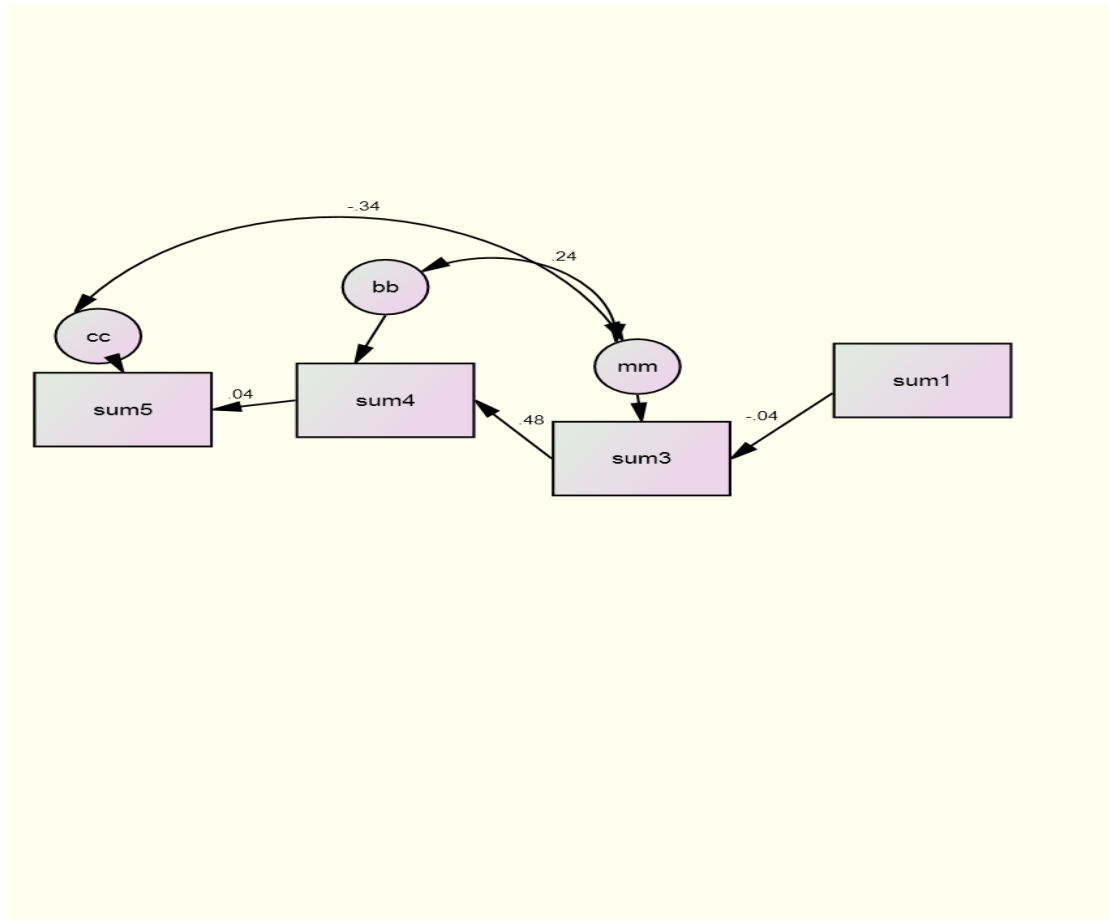
was 0.07 which indicate a good fitness indices so that the null hypotheses for the modified model are accepted.

To test the hypotheses standardized regression weights, and t value were calculated for each path between the variables which shown in table (4.32)

**Table (4.32) - The effect of country of origin on purchase intention through brand personality and customer trust as mediators (Korean cars)**

			Estimate	S.E.	C.R.	P
brand personality	<---	country of origin	-0.04	0.12	-0.53	0.60
customer trust	<---	brand personality	0.66	0.05	11.30	***
purchase intention	<---	customer trust	0.16	0.07	1.58	0.11
Construct reliably CR= 0.15						

From the table (4.32) the t value for the different standardized regression weights (Path) country of origin on purchase intention through brand personality and customer trust as mediator variables. One of the mediator variables are statistically significant the t value (brand personality-> customer trust) is 11.30, which has a positive effect on the customer trust (0.66), while the effect of customer trust on purchase intention is not statistically significant, the t value 1.58 with p level 0.11.



*MM: brand personality , BB: customer trust , CC: purchase intention*

*Source: AMOS 7 output graph / results summary graph*

**Figure (4.3)**

**The effect of country of origin on purchase intention through brand personality and customer trust as mediators (Korean cars)**



### German companies' model

In order to test the study model The Maximum Likelihood method was used to conduct the analysis through obtaining a number of goodness of fitness indices for the model fitness, the early model fitness indices shown that ( $\chi^2$ ,  $\chi^2/\text{df}$ , CFI, REMSEA). The  $\chi^2$  value was 25.02 (df =3, p= 0.00), also the  $\chi^2/\text{df}$  was = 8.34 CFI was 0.89, and the REMSA was 0.14, which indicate poor fitness indices so that the null hypotheses about the model are not accepted. After checking the modified indices many relationships were created between the residuals variables as it was shown in table (4.33).

**Table (4.33) - The effect of country of origin on purchase intention through brand personality and customer trust as mediators (German cars)**

	MM	BB	CC
MM (brand personality )			
BB (customer trust)			
CC (purchase intention)		**	

- \*\* Covariance relation created between the error of the variables

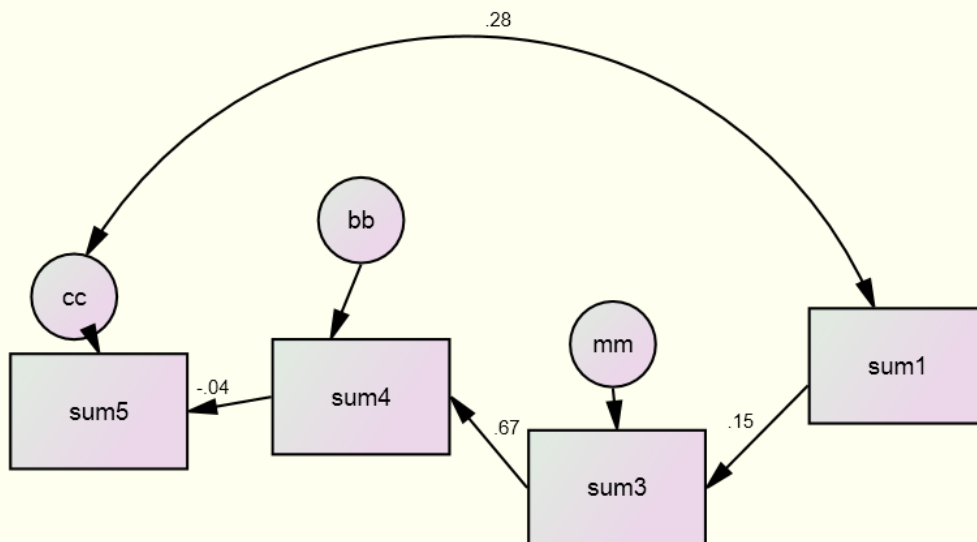
The fitness indicates for the modified model was examined another time, the  $\chi^2$  value was 0.45 (df =2, p= 0.79), also the  $\chi^2/\text{df}$  was = 0.22 CFI was 0.99, and the REMSA was 0.00 which indicate a good fitness indices so that the null hypotheses for the modified model are accepted.

To test the hypotheses standardized regression weights, and t value were calculated for each path between the variables which shown in table (4.34)

**Table (4.34) - The effect of country of origin on purchase intention through brand personality and customer trust as mediators (German cars)**

			Estimate	S.E.	C.R.	P
brand personality	<---	country of origin	0.154	0.082	2.723	0.006
customer trust	<---	brand personality	0.667	0.04	15.694	***
purchase intention	<---	customer trust	-0.039	0.044	-0.713	0.476
Construct reliably CR= 0.16						

From the table (4.34) the t value for the different standardized regression weights (Path) country of origin on purchase intention through brand personality and customer trust as mediator variables. One of the mediator variables are statistically significant the t value (brand personality-> customer trust) is 15.69, which has a positive effect on the customer trust (0.66), while the effect of customer trust on purchase intention is not statistically significant, the t value -0.71 with p level 0.476.



*MM: brand personality , BB: customer trust , CC: purchase intention*

*Source: AMOS 7 output graph / results summary graph*

**Figure (4.4)**

**The effect of country of origin on purchase intention through brand personality and customer trust as mediators (German cars)**

**HO11: There is no effect of country of origin on purchase intention through corporate reputation and brand personality and customer trust as mediator variables ( $\alpha \leq 0.05$ ).**

**- Koran companies model**

In order to test the study model The Maximum Likelihood method was used to conduct the analysis through obtaining a number of goodness of fitness indices for the model fitness, the early model fitness indices shown that ( $\chi^2$ ,  $\chi^2/df$ , CFI, REMSEA). The  $\chi^2$  value was 124.42 (df =5, p= 0.00), also the  $\chi^2/df$  was = 24.88 CFI was 0.523, and the REMSA was 0.383, which indicate poor fitness indices so that the null hypotheses about the model are not accepted. After checking the modified indices many relationships were created between the residuals variables as it was shown in table (4.35).

**Table (4.35) - The effect of country of origin on purchase intention through corporate reputation and brand personality and customer trust as mediators (Korean cars)**

	AA	MM	BB	CC
AA(corporate reputation)		**		
MM (brand personality )				
BB (customer trust)				
CC (purchase intention)	**			

\*\* Covariance relation created between the errors of the variables

The fitness indicates for the modified model was examined another time, the  $\chi^2$  value was 3.05 (df =3, p= 0.38), also the  $\chi^2$ /df was = 1.01 CFI was 1.00, and the REMSA was 0.01 which indicate a good fitness indices so that the null hypotheses for the modified model are accepted.

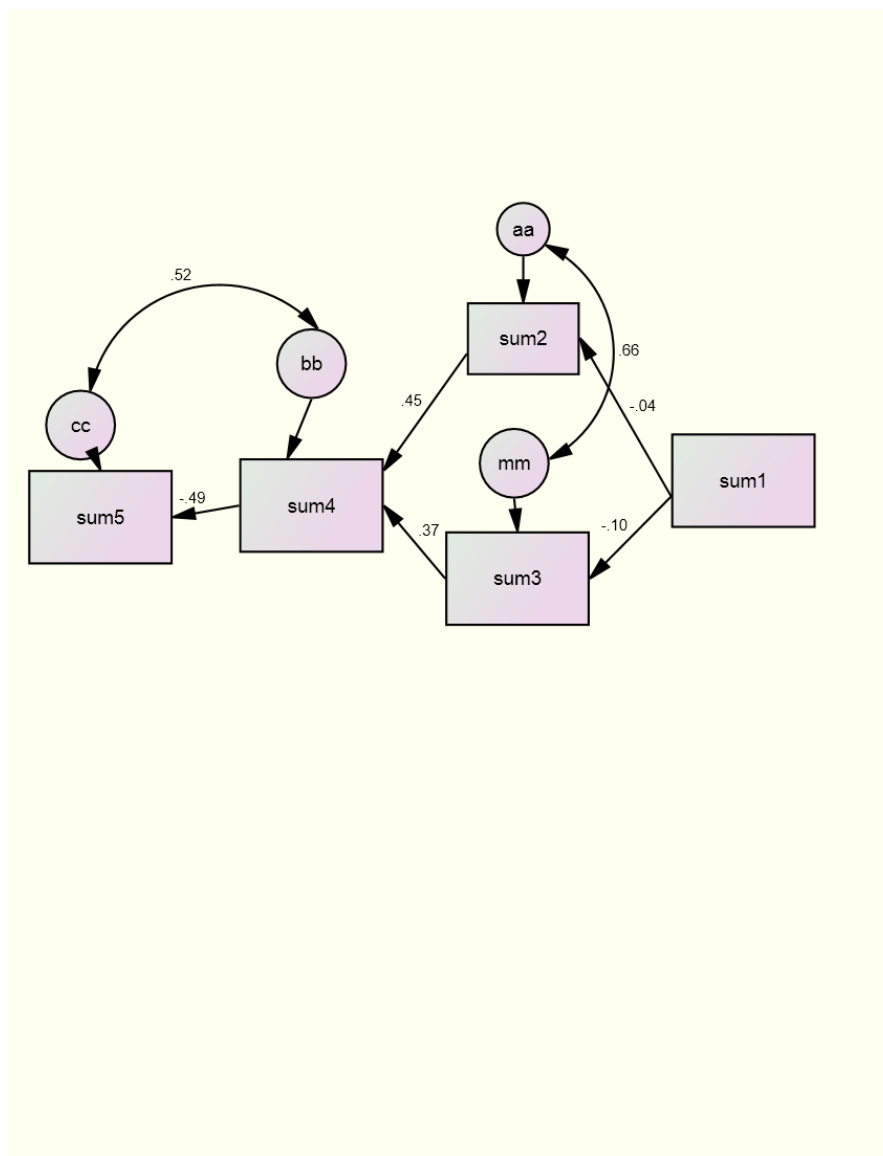
To test the hypotheses standardized regression weight and t value was calculated and shown in table (4.36)

**Table (4.36) - The effect of country of origin on purchase intention through corporate reputation and brand personality and customer trust as mediators (Korean cars)**

			Estimate	S.E.	C.R.	P
corporate reputation	<---	country of origin	-0.10	0.13	-1.25	0.21
brand personality	<---	country of origin	-0.04	0.12	-0.46	0.65
customer trust	<---	brand personality	0.37	0.05	6.08	***
customer trust	<---	corporate reputation	0.45	0.06	7.27	***
purchase intention	<---	customer trust	-0.49	0.08	-4.38	***
Construct reliably CR= 0.12						

From the table (4.36) the t value for the different standardized regression weights (Path) for country of origin on purchase intention through corporate reputation and brand personality and customer trust as mediator, all the mediator variables are statistically significant the t value (brand personality-> customer trust) is 6.08, and (corporate reputation -> customer trust) is 7.27, and (customer trust-> purchase intention) is -4.38,

the effect of both brand personality, and corporate reputation on customer trust are positive 0.37, 0.45 respectively, while the effect of customer trust on purchase intention is negative -0.49.



*AA: corporate reputation MM: brand personality, BB: customer trust, CC: purchase intention*

*Source: AMOS 7 output graph / results summary graph*

**Figure (4.5)**

**The effect of country of origin on purchase intention through corporate reputation and brand personality and customer trust as mediators (Korean cars)**

- **German companies model**

In order to test the study model The Maximum Likelihood method was used to conduct the analysis through obtaining a number of goodness of fitness indices for the model fitness, the early model fitness indices shown that ( $\chi^2$ ,  $\chi^2/df$ , CFI, REMSEA). The  $\chi^2$  value was 304 (df =5, p= 0.00), also the  $\chi^2/df$  was = 60.83 CFI was 0.447, and the REMSA was 0.441, which indicate poor fitness indices so that the null hypotheses about the model are not accepted. After checking the modified indices many relationships were created between the residuals variables as it was shown in table (4.37).

**Table (4.37) - The effect of country of origin on purchase intention through corporate reputation and brand personality and customer trust as mediators (German cars)**

	AA	MM	BB	CC
AA(corporate reputation)		**		
MM (brand personality )				
BB (customer trust)				
CC (purchase intention)	**			

\*\* Covariance relation created between the errors of the variables

The fitness indicates for the modified model was examined another time, the  $\chi^2$  value was 5.9 (df =3, p= 0.052), also the  $\chi^2/df$  was = 2.95 CFI was 0.99, and the REMSA was 0.08 which indicate a good fitness indices so that the null hypotheses for the modified model are accepted.

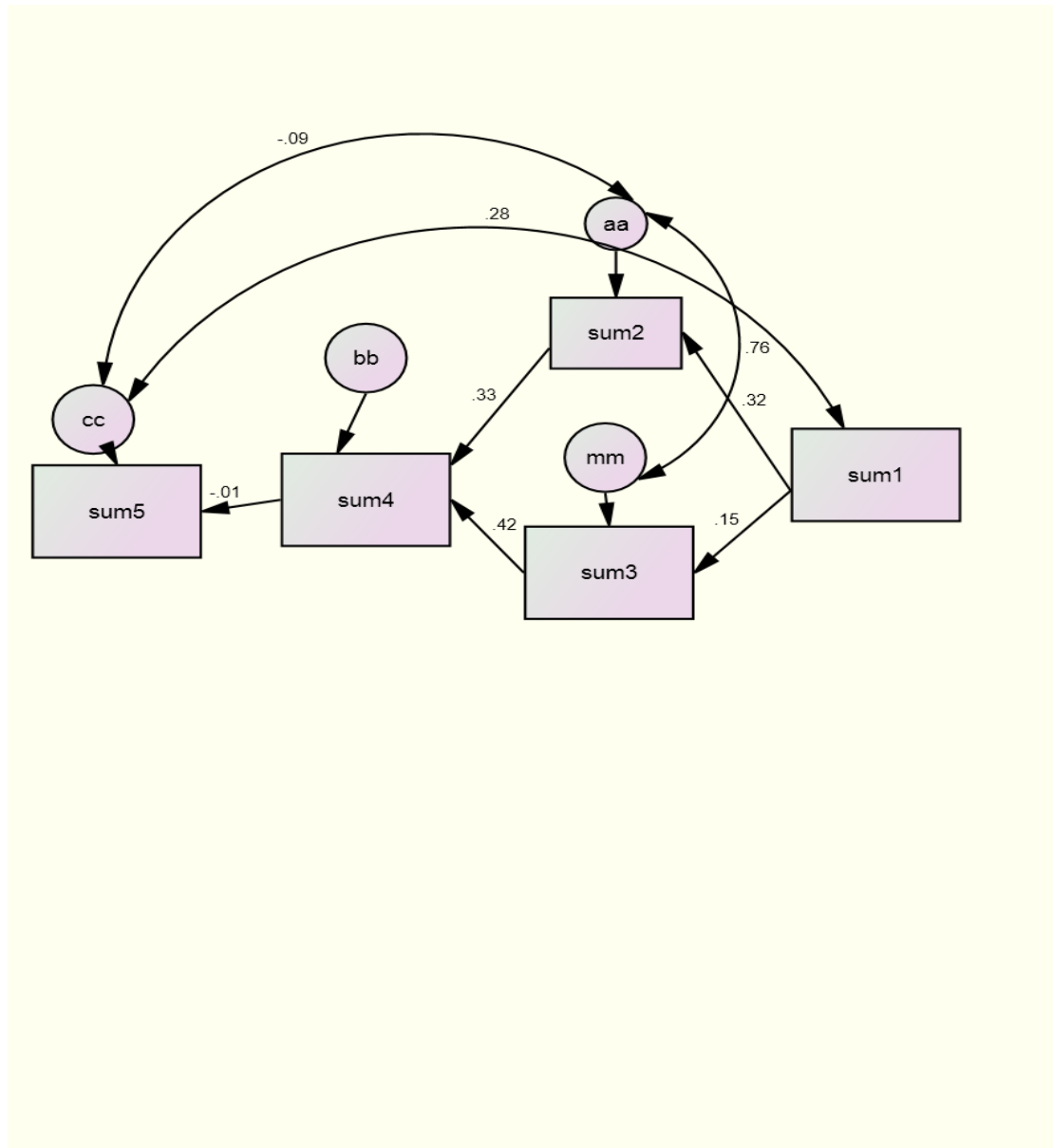
To test the hypotheses standardized regression weight and t value was calculated and shown in table (4.38)

**Table (4.38) - The effect of country of origin on purchase intention through corporate reputation and brand personality and customer trust as mediators (German cars)**

			Estimate	S.E.	C.R.	P
corporate reputation	<---	country of origin	0.154	0.082	2.723	0.006
brand personality	<---	country of origin	0.317	0.072	5.861	***
customer trust	<---	brand personality	0.418	0.06	6.613	***
customer trust	<---	corporate reputation	0.327	0.065	5.176	***
purchase intention	<---	customer trust	-0.008	0.045	-0.142	0.887
Construct reliably CR= 0.08						

From the table (4.38) the t value for the different standardized regression weights (Path) for country of origin on purchase intention through corporate reputation and brand personality and customer trust as mediator, two of the mediator variables are statistically significant the t value (brand personality-> customer trust) is 6.61, and (corporate reputation -> customer trust) is 5.17, the effect of both brand personality, and corporate reputation on customer trust are positive 0.41, 0.32 respectively, while the effect of customer trust on purchase intention wasn't statistically significant the t value . -0.14 with p level more than 0.05.





*AA: corporate reputation MM: brand personality , BB: customer trust , CC: purchase intention*

*Source: AMOS 7 output graph / results summary graph*

**Figure (4.6)**

**The effect of country of origin on purchase intention through corporate reputation and brand personality and customer trust as mediators (German cars)**

### Hypotheses test results:

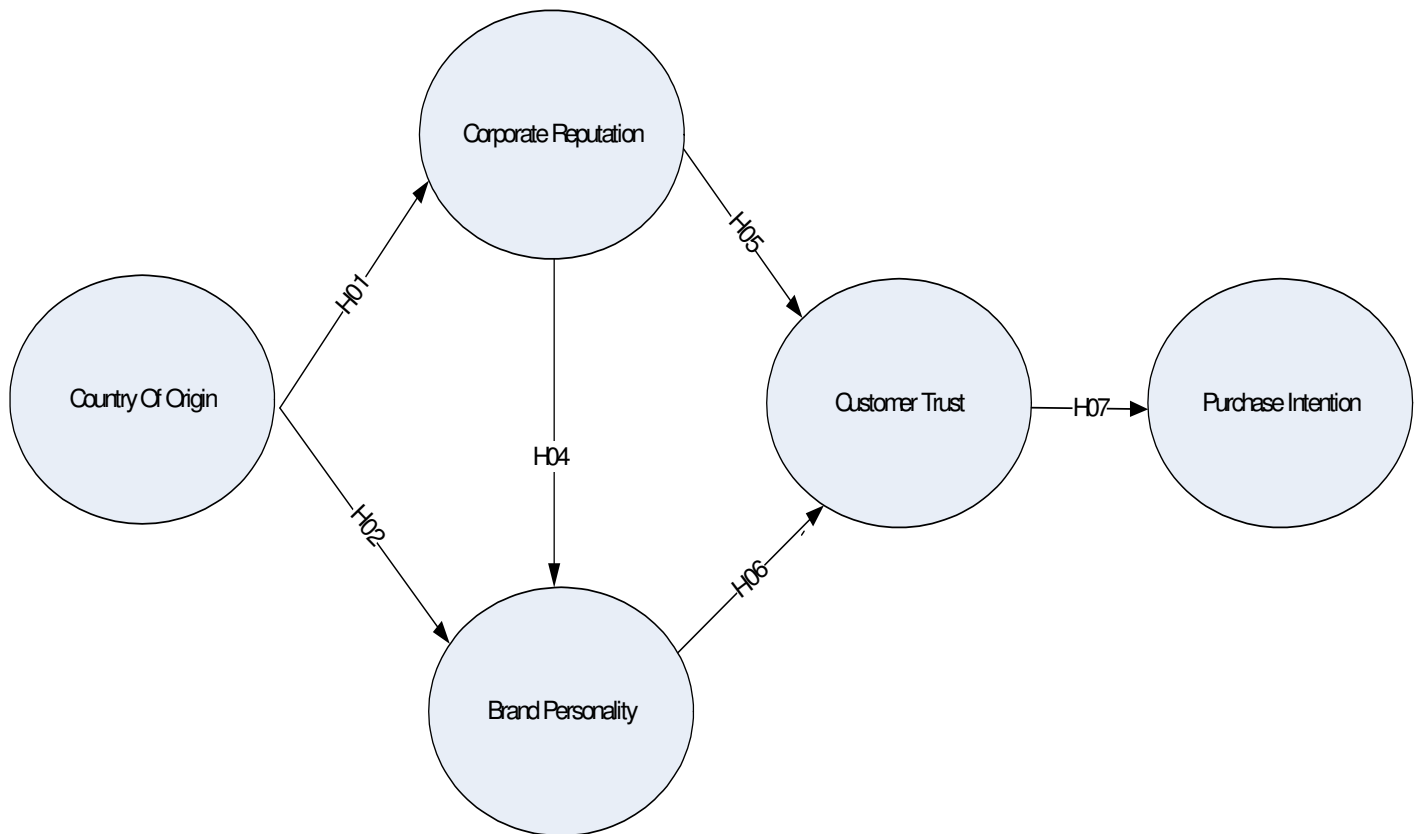
**Table (4.39) - Hypotheses test results summary**

Number	Hypothesis	German decision	Korean decision
<b>HO1</b>	There is no effect of country of origin on corporate reputation at level ( $\alpha \leq 0.05$ ).	Not supported	Supported
<b>HO2</b>	There is no effect of country of origin on brand personality at level ( $\alpha \leq 0.05$ ).	Not supported	Supported
<b>HO3</b>	There is no effect of country of origin on customer trust at level ( $\alpha \leq 0.05$ ).	Supported	Supported
<b>HO4</b>	There is no effect of corporate reputation on brand personality at level ( $\alpha \leq 0.05$ ).	Not supported	Not Supported
<b>HO5</b>	There is no effect of corporate reputation on customer trust at level ( $\alpha \leq 0.05$ ).	Not supported	Not Supported
<b>HO6</b>	There is no effect of brand personality on customer trust at level ( $\alpha \leq 0.05$ ).	Not supported	Not Supported
<b>HO7</b>	There is no effect of customer trust on purchase intention at level ( $\alpha \leq 0.05$ ).	Not supported	Not Supported
<b>HO8</b>	There is no indirect effect of country of origin on purchase intention through corporate reputation and customer trust as mediators at level ( $\alpha \leq 0.05$ ).	Supported	Supported
<b>HO9</b>	There is no indirect effect of country of origin on purchase intention through brand personality and customer trust as mediators at level ( $\alpha \leq 0.05$ ).	Supported	Supported
<b>HO10</b>	There is no effect of country of origin on purchase intention at level ( $\alpha \leq 0.05$ ).	Supported	Supported
<b>HO11</b>	There is no indirect effect of country of origin on purchase intention through corporate reputation and brand personality and customer trust as mediators at level ( $\alpha \leq 0.05$ ).	Supported	Supported

**Not supported decision:** the null hypothesis was rejected.

**Supported decision:** the null hypothesis was accepted.

Based on the above table, we can summarize the results for the German automobile as per figure (4.7) and Korean automobile (4.8):

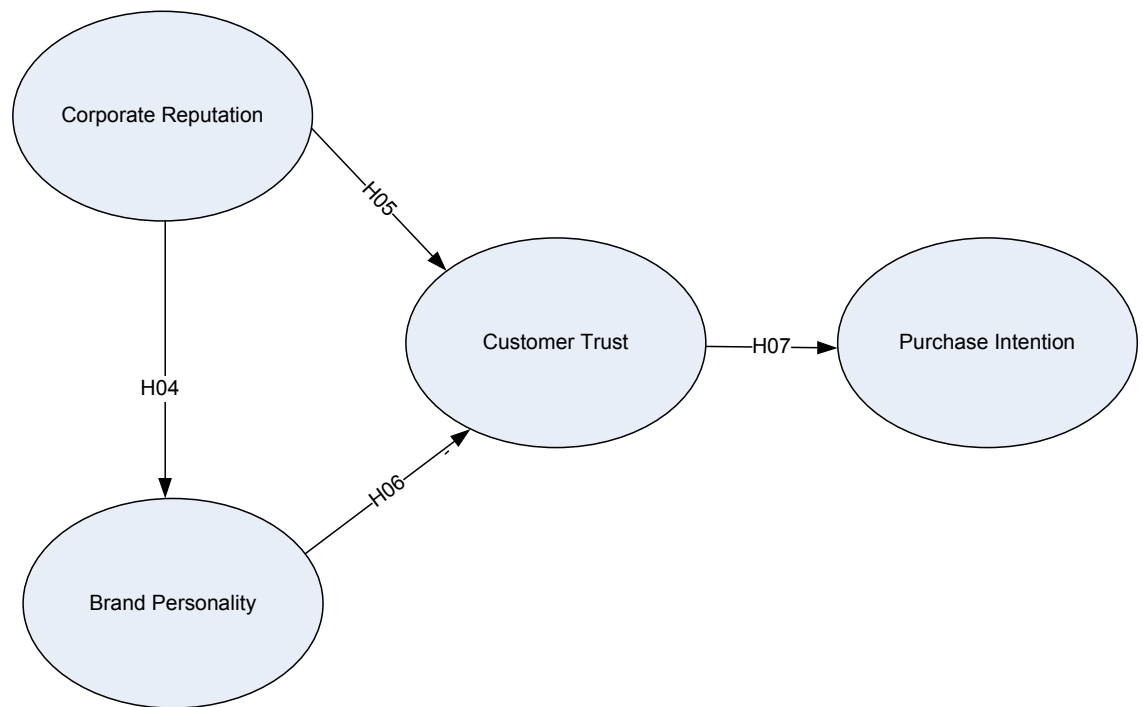


*Source: Self designed model based on the research results*

**Figure (4.7)**

**Study model based on the results – German automobiles**

**Korean model based on the results:**



*Source: Self designed model based on the research results*

**Figure (4.8)**

**Study model based on the results – Korean automobiles**

# **Chapter 5**

## **Conclusions and Recommendation**

### ***(5-1): Conclusions and discussions***

The current study stated eleven hypotheses (eight direct hypotheses and three indirect hypothesis), and developed statements to measure the study variables, and indicated positive effect and relationship among these variables, with high level of importance, on the other hand, the study results answered the study questions and came up with the following conclusions:

#### **German:**

- 1) There is a significant effect of **country of origin** on **corporate reputation**
- 2) There is a significant effect of **country of origin** on **brand personality**
- 3) There is no significant effect of **country of origin** on **customer trust**
- 4) There is a significant effect of **corporate reputation** on **brand personality**
- 5) There is a significant effect of **corporate reputation** on **customer trust**
- 6) There is a significant effect of **brand personality** on **customer trust**
- 7) There is a significant effect of **customer trust** on **purchase intention**
- 8) There is no effect of **country of origin** on **purchase intention** through corporate reputation and customer trust as mediators
- 9) There is no indirect effect of **country of origin** on **purchase intention** through brand personality and customer trust as mediators
- 10) There is no effect of **country of origin** on **purchase intention**

- 11) There is no indirect effect of **country of origin** on **purchase intention** through corporate reputation and brand personality and customer trust as mediators

### **Korean:**

- 1) There is no significant effect of **country of origin** on **corporate reputation**
- 2) There is no significant effect of **country of origin** on **brand personality**
- 3) There is no significant effect of **country of origin** on **customer trust**
- 4) There is a significant effect of **corporate reputation** on **brand personality**
- 5) There is a significant effect of **corporate reputation** on **customer trust**
- 6) There is a significant effect of **brand personality** on **customer trust**
- 7) There is a significant effect of **customer trust** on **purchase intention**
- 8) There is no indirect effect of **country of origin** on **purchase intention** through corporate reputation and customer trust as mediators
- 9) There is no indirect effect of **country of origin** on **purchase intention** through brand personality and customer trust as mediators
- 10) There is no effect of **country of origin** on **purchase intention**
- 11) There is no indirect effect of through **corporate reputation** and **brand personality and customer trust** as mediators

From the above mentioned results, the important conclusions can be listed as followed:

- 1- There is an effect for country of origin on corporate reputation, and this result is supported by (*Rezvani, S et al, 2012* ), as per our study we have got the same results for German automobiles where for the Korean automobiles there was no effect, the reason is that the Korean automobile customer they don't care about the corporate reputation they are only looking for a cheaper price.
- 2- There is an effect for country of origin on brand personality, this result is supported by (*Wang, X et al, 2008*) in my study, there was an effect for the for the German automobiles because German customers are looking for prestigious expensive cars, while there was no effect for the Korean customers who are only looking for cheap cars,
- 3- There no effect for country of origin on customer trust, (*Michaelis, M et al, 2008*) has another contradicting point of view for the results because his study was for the high risk product, my study was applied for German automobiles and Korean automobiles, and based on the data the country of origin does not effect the customer trust because they are looking for a specific brand or specific manufacturer, and this result remain questionable, the customer attitudes may vary.
- 4- There is an effect for corporate reputation on brand personality this result is supported by (*Michaelis, M et al, 2008*, and both targeted segments for



German and Korean automobiles agreed that there is an effect for the corporate reputation on brand personality.

- 5- There is an effect for corporate reputation on customer trust, this result is supported by (*Michaelis, M et al, 2008*), and both targeted segments for German and Korean automobiles in my study agreed that there is an effect between the corporate reputation and customer trust
- 6- There is an effect for brand personality on customer trust and this result is supported by (*Bouhlef, O et al, 2011*), both targeted segments for German and Korean automobiles agreed that there is an effect between the brand personality and customer trust.
- 7- There is an effect for customer trust on purchase intention, this result is supported by (*Yee, W et al 2005*) and Both targeted segments for German and Korean automobiles agreed that there is an effect between the customer trust and purchase intention
- 8- Both targeted segments for German and Korean automobiles agreed that there is no effect for country of origin on purchase intention through corporate reputation and customer trust as mediators, in the previous regression test that was an effect between the country of origin and corporate reputation and between the corporate trust, but didn't work as mediator.
- 9- Both targeted segments for German and Korean automobiles agreed that there is no effect for country of origin on purchase intention through brand personality and customer trust as mediators, the regression test showed different results, thus, they didn't work as mediators

- 10- Both targeted segments for German and Korean automobiles agreed that there is no effect of country of origin on purchase intention, customers are always looking for specific manufacturer or brand family which can stimulate their buying behavior, (*Michaelis, M et al, 2008* ) stated in his study that customers who will buy a product over another product country of origin when they are buying high risk products and that was the main concern of his research.
- 11- Both targeted segments for German and Korean automobiles agreed that there is no effect of country of origin on purchase intention through corporate reputation and brand personality and customer trust as mediators, while the regression test showed an effect when we tested each variable independently, thus, they didn't work as mediators.

12-

### ***(5-2): Recommendations***

Based on the findings of this study, the researcher suggests the following recommendations:

- 1- Country of origin is a broad concept and the customers are always seeking for product with brand personality, and good corporate reputation. Therefore the manufacturers are recommended to pay attention to this triangle
- 2- Manufacturers are recommended to pay attention to their reputation and to be always up-to-date with press releases and to be always smart in dealing with global media.
- 3- Customers are very sensitive to brand personality, manufacturers can seize this opportunity to create their own personality for each product
- 4- Manufacturers are recommended to build a long term relationship with the customers which will generate a mutual trust between the mentioned parties, thus, it will affect the purchase intention for the customer and increase the sales for the manufacturers
- 5- Manufacturers are recommended to build a strong brand personality for their brands which will be automatically linked to the corporate reputation, and the manufacturers can use this strength point to emphasis the sales of other products which are under the same umbrella of the corporate sales.
- 6- Building a strong brand personality for the manufacturer brand will affect the customer trust, thus, it will generate more sales to the brand and other brands under the same umbrella of the manufacturer name.

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## Appendix (1)

### Names of arbitrators

No	NAME	Specialization	Work Place
1	Dr.Mahmoud Al Somaiaie	Business Administration	Al-Zaytoonah University
2	Dr. Kamel Al Moghrabi	Business Administration	Middle East University
3	Dr.Hamzeh Khraim	Business Administration	Middle East University
4	Dr. Kamel Al Hawajreh	Business Administration	Middle East University
5	Dr. Soud Al Mahameed	Business Administration	Middle East University

## Appendix (2)

### Study Questionnaire / German



Greetings,

I hope that you will kindly fill this questionnaire, which aims to study:

"The Effect of Country of Origin on the Purchase Intention in the Automobile Industry – An applied study for the German and Korean automobiles "

I appreciate your cooperation, and I would like to confirm that any data or information that you provide will be kept strictly confidential and will be used for research purposes only.

Please read it thoroughly, and then answer it precisely, bearing in mind that the results of this study will be used for scientific purposes only.

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**Researcher,**

Mohannad Mashhour Al-Shahwan

تحية و بعد ،،،

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لقد تم اختياركم للإجابة على هذا الاستبيان، الرجاء الإجابة على العبارات المدرجة أدناه، مع العلم أن جميع المعلومات التي ستدلي بها ستكون سرية و لن تستخدم إلا في أغراض البحث العلمي.

يرجى كتابة البيانات الصحيحة بأمانة و عناية تامة ، علماً بأنه لا توجد إجابة صحيحة و أخرى خاطئة،  
فالإجابة الصحيحة هي التي تعبر عن وجهة نظرك بدقة.

. شاكرين لكم حسن تعاونكم،،،،،

الباحث

مهند مشهور الشهوان

## Part (1): Demography Information

(1) Gender/ الجنس

Male ذكر ☐ Female انثى ☐

(2) Education level/المستوى التعليمي

Secondary school and less / ثانوي فما دون ☐

Diploma / كلية مجتمع ☐

Bachelor / جامعي ☐

Master / ماجستير ☐

PhD / دكتوراه ☐

(3) Age/العمر:

☐ 18 – 22 years/سنة ☐ 23 – 29 years/سنة ☐ 30 – 39 years/سنة  
☐ 40 – 49 years/سنة ☐ 50 – 60 years/سنة ☐ Over 60 years/سنة

(4) Occupation/المهنة :

☐ Governmental sector / قطاع حكومي  
☐ Private sector / قطاع خاص  
☐ Others / أخرى

(5) Monthly income/الدخل الشهري

☐ Very high income / دخل عالي جداً ☐ High income / دخل عالي  
☐ Average income / دخل متوسط ☐ Less than average/دخل أقل من المتوسط  
☐ Low income / دخل منخفض

(6) Do you own a car / هل تمتلك سيارة ؟

☐ Yes, currently I own a car / نعم، انا امتلك سيارة حالياً  
☐ No, but I previously owned a car / لا، لكن كنت أمتلك سيارة في الماضي  
☐ I don't own a car; I'm willing to buy a car in the future/ لا امتلك سيارة، لكن لدي النية للشراء في المستقبل

يرجى تأشير الإجابة المناسبة لكل مما يلي:							
English Text	Strongly Agree / أتفق بشدة	Agree / أتفق	Neutral / محايد	Disagree / لا أتفق	Strongly Disagree / لا أتفق بشدة	النص باللغة العربية	الرقم
When buying expensive items such as a car, I always seek to find out what country the product was made in						عند شراء سلع باهظة الثمن مثل سيارة، أسمى دائماً لمعرفة من هو البلد المصنع للمنتج.	1
I feel that it is important to look for country of origin when deciding which product to buy						أشعر أنه من المهم أن نبحث عن معلومات بلد المنشأ عند البت أي منتج أنوي شرائه.	2
To make sure that I buy the highest quality product or brand, I look to see what country the product was made in						عند شراء منتج عالي الجودة يهمني معرفة بلد المنشأ	3
If I have little experience with a product, I search for country of origin information about the product to help me make a more informed decision						إذا كان لدي خبرة قليلة مع منتج، أبحث عن بلد المنشأ من المعلومات حول المنتج لمساعدتي على اتخاذ قرار أكثر استنارة.	4
I refuse to purchase a product without knowing its country of origin						أرفض شراء المنتج دون معرفة بلد المنشأ.	5

English Text	Strongly Agree / أنتفك بشدة	Agree / أنتفك	Neutral / محايد	Disagree / لا أنتفك	Strongly Disagree / لا أنتفك بشدة	النص باللغة العربية	الرقم
When purchasing a product, I believe country of origin will determine the technological sophistication of the product						عند شراء المنتج، أعتقد أن بلد المنشأ ستحدد مستوى الخصائص التكنولوجية للمنتج.	6
When I am buying a new product, the country of origin is the first piece of information that I consider						عند شراء أي منتج جديد فإن بلد المنشأ هو أول معلومة أخذها بعين الاعتبار.	7
The products from country of origin does not determine the quality of the product						بلد المنشأ لا يعني تحديد مستوى جودة المنتج	8
Seeking country of origin information is less important for inexpensive goods than for expensive goods						البحث عن معلومات عن بلد المنشأ أقل أهمية بالنسبة للسلع رخيصة من السلع باهظة الثمن.	9
I find out a product's country of origin to determine the quality of a product						أبحث عن بلد المنشأ للمنتج لتحديد جودة المنتج.	10
To purchase a product that is acceptable to my family and my friends, I look for the product country of origin						لشراء المنتج المقبول لعائلتي وأصدقائي، أبحث عن البلد المنشأ للمنتج.	11
I look for country of origin information to choose the best product available in a product class						أنا أبحث عن معلومات بلد المنشأ لاختيار أفضل المنتجات المتاحة في فئة المنتج.	12

الرقم	النص باللغة العربية	Strongly Disagree / لا أتفق بشدة	Disagree/ لا أتفق	Neutral / محايد	Agree / أتفق	Strongly Agree / أتفق بشدة	English Text
13	لدي شعور جيد عن منتجي السيارات الألمانية						I have a good feeling about the German automobile producers
14	أنا أحترم وأعجب بمنتجي السيارات الألمانية						I admire and respect the German automobile producers
15	أنا أثق بمنتجي السيارات الألمانية						I trust the German automobile producers
16	يطور منتجو السيارات الألمانية منتجات وخدمات مبتكرة						German automobile producers develop innovative products and services
17	يوفر منتجو السيارات الألمانية منتجات وخدمات عالية الجودة						German automobile producers offer high quality products and services
18	يوفر منتجو السيارات الألمانية منتجات وخدمات ذات قيمة مالية جيدة						German automobile producers offer products and services that are good value for money
19	لدى منتجي السيارات الألمانية رؤية قيادية ممتازة						German automobile producers have excellent leadership and vision
20	يستفيد منتجو السيارات الألمانية من الفرص المتاحة في السوق ويعملون على اقتناصها						German automobile producers recognize and takes advantage of market opportunities
21	يتمتع منتجو السيارات الألمانية بإدارة جيدة						German automobile producers are well managed

الرقم	النص باللغة العربية	Strongly Disagree / لا أتفق بشدة	Disagree/ لا أتفق	Neutral / محايد	Agree / أتفق	Strongly Agree / أتفق بشدة	English Text
22	يبدو منتجو السيارات الألمانية وكأنهم شركة ملائمة للعمل						German automobile producers look like a good company to work for
23	تعامل مع السيارات الألمانية يتسم بالسهولة و المتعة						Automobiles made in German are friendly and easy to use
24	السيارة الألمانية مصممة كسيارة عائلية						German automobile is family oriented
25	قيادة السيارة الألمانية يتسم بالإثارة و التشويق						German automobile is exciting
26	تتسم السيارة الألمانية بأنها شبابية						German automobile is cool and young
27	تصنف السيارة الألمانية فريدة من نوعها						German automobile is unique
28	السيارات الألمانية يمكن الاعتماد عليها						German automobile is reliable
29	تتسم السيارة الألمانية بأنها ذكية						German automobile is intelligent
30	تصنف السيارة الألمانية بأنها آمنة و مضمونة						German automobile is secured and safe
31	تصنف السيارة الألمانية بكونها راقية						German automobile is an upper-class
32	السيارات الألمانية حسنة المظهر وساحرة						German automobile is good looking and charming
33	تصنف السيارة الألمانية بأنها معدة للمغامرة						German automobile is outdoorsy



English Text	Strongly Agree / أتفق بشدة	Agree / أتفق	Neutral / محايد	Disagree / لا أتفق	Strongly Disagree / لا أتفق بشدة	النص باللغة العربية	الرقم
German automobile is rugged						تنسم السيارة الألمانية بكونها صلبة	34
German automobile is tough						السيارات الألمانية قوية	35
German automobile producers are truthful and honest						يتصف منتجو السيارات الألمانية بالصدق والأمانة	36
I would characterize German automobile producers as honest						من الممكن أن أصنف منتجي السيارات الألمانية بأنهم أهل للثقة	37
German automobile producers would keep their commitments						يحافظ منتجو السيارات الألمانية على التزاماتهم التي وعدوا بها	38
German automobile producers are sincere and genuine						يتصف منتجو السيارات الألمانية بالصدق والصرامة	39
German automobile producers are competent and effective in providing their goods and services						يتصف منتجو السيارات الألمانية بكونهم ذوو جدارة وفعالية عالية	40
Overall, German automobile producers are capable and proficient						بشكل عام يتصف منتجي السيارات الألمانية بامتلاك القدرة والإتقان	41
I would prefer to buy an automobile made in German						بشكل عام، أني أفضل شراء سيارة الألمانية الصنع	42
I would feel guilty if I bought a German automobile						أشعر بالذنب إذا قمت بشراء سيارة الألمانية	43

English Text	Strongly Agree/ أتفق بشدة	Agree / أتفق	Neutral / محايد	Disagree/ لا أتفق	Strongly Disagree / لا أتفق بشدة	النص باللغة العربية	الرقم
I would never buy a German automobile.						من غير الممكن أن أشتري سيارة ألمانية	44
I avoid buying German automobile						بشكل عام، أتجنب شراء سيارة ألمانية الصنع	45
I do not like the idea of owning German automobile.						شخصياً، لا أحب فكرة امتلاك سيارة ألمانية	46
If two products were equal in quality, but one was made in Germany and one was made in the Korea I would pay 10% more for the Korean product						إذا كان هناك منتجان متساويان في الجودة، ولكن أحدهما كان منشأه من كوريا و الآخر من ألمانيا لا امنع من دفع 10% أكثر للمنتج الكوري	47
I am willing to recommend others to buy German automobiles.						أوصي الآخرين دوماً على شراء سيارة ألمانية الصنع	48
I am willing to purchase German automobile in the future.						أرغب بشراء سيارة في المستقبل الألمانية	49

## Appendix (3)

### Study Questionnaire / Korean



Greetings,

I hope that you will kindly fill this questionnaire, which aims to study:

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(1) Gender/ الجنس

Male ذكر ☐ Female انثى ☐

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(3) Age/العمر:

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☐ 40 – 49 years/سنة ☐ 50 – 60 years/سنة ☐ Over 60 years/سنة

(4) Occupation/المهنة :

☐ Governmental sector / قطاع حكومي  
☐ Private sector / قطاع خاص  
☐ Others / أخرى

(5) Monthly income/الدخل الشهري

☐ Very high income / دخل عالي جداً ☐ High income / دخل عالي  
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☐ Low income / دخل منخفض

(6) Do you own a car / هل تمتلك سيارة ؟

☐ Yes, currently I own a car / نعم، انا امتلك سيارة حالياً  
☐ No, but I previously owned a car / لا، لكن كنت أمتلك سيارة في الماضي  
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يرجى تأشير الإجابة المناسبة لكل مما يلي:							
English Text	Strongly Agree/ أتفق بشدة	Agree / أتفق	Neutral / محايد	Disagree/ لا أتفق	Strongly Disagree/ لا أتفق بشدة	النص باللغة العربية	الرقم
When buying expensive items such as a car, I always seek to find out what country the product was made in						عند شراء سلع باهظة الثمن مثل سيارة، أَسْعَى دائماً لمعرفة من هو البلد المصنع للمنتج.	1
I feel that it is important to look for country of origin when deciding which product to buy						أشعر أنه من المهم أن نبحث عن معلومات بلد المنشأ عند البت أي منتج أنوي شرائه.	2
To make sure that I buy the highest quality product or brand, I look to see what country the product was made in						عند شراء منتج عالي الجودة يهمني معرفة بلد المنشأ	3
If I have little experience with a product, I search for country of origin information about the product to help me make a more informed decision						إذا كان لدي خبرة قليلة مع منتج، أبحث عن بلد المنشأ من المعلومات حول المنتج لمساعدتي على اتخاذ قرار أكثر استنارة.	4

English Text	Strongly Agree/ أَتَفَقُ بشدة	Agree / أَتَفَقُ /	Neutral / محايد /	Disagree/ لا أَتَفَقُ	Strongly Disagree/ لا أَتَفَقُ بشدة	النص باللغة العربية	الرقم
I refuse to purchase a product without knowing its country of origin						أرفض شراء المنتج دون معرفة بلد المنشأ.	5
When purchasing a product, I believe country of origin will determine the technological sophistication of the product						عند شراء المنتج، أعتقد أن بلد المنشأ ستحدد مستوى الخصائص التكنولوجية للمنتج.	6
When I am buying a new product, the country of origin is the first piece of information that I consider						عند شراء أي منتج جديد فإن بلد المنشأ هو أول معلومة أخذها بعين الاعتبار.	7
The products from country of origin does not determine the quality of the product						بلد المنشأ لا يعني تحديد مستوى جودة المنتج	8
Seeking country of origin information is less important for inexpensive goods than for expensive goods						البحث عن معلومات عن بلد المنشأ أقل أهمية بالنسبة للسلع رخيصة من السلع باهظة الثمن.	9

English Text	Strongly Agree/ أَتَفَق بشدة	Agree / أَتَفَق /	Neutral / محايد /	Disagree/ لا أَتَفَق	Strongly Disagree/ لا أَتَفَق بشدة	النص باللغة العربية	الرقم
I find out a product's country of origin to determine the quality of a product						ابحث عن بلد المنشأ للمنتج لتحديد جودة المنتج.	10
To purchase a product that is acceptable to my family and my friends, I look for the product country of origin						لشراء المنتج المقبول لعائلتي وأصدقائي، أبحث عن البلد المنشأ للمنتج.	11
I look for country of origin information to choose the best product available in a product class						أنا أبحث عن معلومات بلد المنشأ لاختيار أفضل المنتجات المتاحة في فئة المنتج.	12
I have a good feeling about the Korean automobile producers						لدي شعور جيد عن منتجي السيارات الكورية	13
I admire and respect the Korean automobile producers						أنا أتحترم وأعجب بمنتجي السيارات الكورية	14
I trust the Korean automobile producers						أنا أثق بمنتجي السيارات الكورية	15

English Text	Strongly Agree/ أتفق بشدة	Agree / أتفق	Neutral / محايد	Disagree/ لا أتفق	Strongly Disagree/ لا أتفق بشدة	النص باللغة العربية	الرقم
Korean automobile producers develop innovative products and services						يطور منتجو السيارات الكورية منتجات وخدمات مبتكرة	16
Korean automobile producers offer high quality products and services						يوفر منتجو السيارات الكورية منتجات وخدمات عالية الجودة	17
Korean automobile producers offer products and services that are good value for money						يوفر منتجو السيارات الكورية منتجات وخدمات ذات قيمة مالية جيدة	18
Korean automobile producers have excellent leadership and vision						لدى منتجي السيارات الكورية رؤية قيادية ممتازة	19
Korean automobile producers recognize and takes advantage of market opportunities						يستفيد منتجو السيارات الكورية من الفرص المتاحة في السوق ويعملون على اقتناصها	20



English Text	Strongly Agree/ أتفق بشدة	Agree / أتفق	Neutral / محايد	Disagree/ لا أتفق	Strongly Disagree/ لا أتفق بشدة	النص باللغة العربية	الرقم
Korean automobile producers are well managed						يتمتع منتجو السيارات الكورية بإدارة جيدة	21
Korean automobile producers look like a good company to work for						يبدو منتجو السيارات الكورية وكأنهم شركة ملائمة للعمل	22
Automobile made in Korean are friendly and easy to use						تعامل مع السيارات الكورية يتسم بالسهولة و المتعة	23
Korean automobile is family oriented						السيارة الكورية مصممة كسيارة عائلية	24
Korean automobile is exciting						قيادة السيارة الكورية يتسم بالإثارة و التشويق	25
Korean automobile is cool and young						تتسم السيارة الكورية بأنها شبابية	26
Korean automobile is unique						تصنف السيارة الكورية فريدة من نوعها	27
Korean automobile is reliable						السيارات الكورية يمكن الاعتماد عليها	28
Korean automobile is intelligent						تتسم السيارة الكورية بأنها ذكية	29

English Text	Strongly Agree/ أُتفق بشدة	Agree / أُتفق	Neutral / محايد	Disagree/ لا أُتفق	Strongly Disagree/ لا أُتفق بشدة	النص باللغة العربية	الرقم
Korean automobile is secured and safe						تصنف السيارة الكورية بأنها آمنة و مضمونة	30
Korean automobile is an upper-class						تصنف السيارة الكورية بكونها راقية	31
Korean automobile is good looking and charming						السيارات الكورية حسنة المظهر وساحرة	32
Korean automobile is outdoorsy						تصنف السيارة الكورية بأنها معدة للمغامرة	33
Korean automobile is rugged						تنتمى السيارة الكورية بكونها صلبة	34
Korean automobile is tough						السيارات الكورية قوية	35
Korean automobile producers are truthful and honest						يتصف منتجو السيارات الكورية بالصدق والأمانة	36
I would characterize Korean automobile producers as honest						من الممكن أن أصنف منتجي السيارات الكورية بأنهم أهل للثقة	37

English Text	Strongly Agree/ أتفق بشدة	Agree / أتفق	Neutral / محايد	Disagree/ لا أتفق	Strongly Disagree/ لا أتفق بشدة	النص باللغة العربية	الرقم
Korean automobile producers would keep their commitments						يحافظ منتجو السيارات الكورية على التزاماتهم التي وعدوا بها	38
Korean automobile producers are sincere and genuine						يتصف منتجو السيارات الكورية بالصدق والصراحة	39
Korean automobile producers are competent and effective in providing its goods and services						يتصف منتجو السيارات الكورية بكونهم ذوو جدارة وفعالية عالية	40
Overall, Korean automobile producers are capable and proficient						بشكل عام يتصف منتجو السيارات الكورية بامتلاك القدرة والإتقان	41
I would prefer to buy an automobile made in Korean						بشكل عام، أني أفضل شراء سيارة الكورية الصنع	42
I would feel guilty if I bought a Korean automobile						أشعر بالذنب إذا قمت بشراء سيارة الكورية	43
I would never buy Korean automobile.						من غير الممكن أن أشتري سيارة الكورية	44

English Text	Strongly Agree/ أتفق بشدة	Agree / أتفق	Neutral / محايد	Disagree/ لا أتفق	Strongly Disagree/ لا أتفق بشدة	النص باللغة العربية	الرقم
I avoid buying Korean automobile						بشكل عام ،أتجنب شراء سيارة الكورية الصنع	45
I do not like the idea of owning Korean automobile.						شخصياً ، لا أحب فكرة امتلاك سيارة الكورية	46
If two products were equal in quality, but one was made in Korea and one was made in the Germany, I would pay 10% more for the German product						إذا كان هناك منتجان متساويان في الجودة، ولكن أحدهما كان منشأه من كورية، و الآخر من ألمانية لا امنع من دفع 10% أكثر للمنتج الألماني	47
I am willing to recommend others to buy Korean automobiles.						أوصي الآخرين دوماً على شراء سيارة الكورية الصنع	48
I am willing to purchase Korean automobile in the future.						أرغب بشراء سيارة في المستقبل الكورية	49