

Research Project

Country-of-Origin Image Impact on Consumers' Responses to Foreign Products

This study investigates the effect of country-of-origin on consumers' attitudes towards foreign products. We disentangle country image in cognitive and affective dimensions, and explicitly disaggregate the cognitive dimension in geographic and human aspects. We posit that country-of-origin effects will vary across specific facets of country image, across classes of product and nationalities of consumers. Data was collected from French and Argentinean/Chilean consumers regarding their perceptions of cognitive and affective aspects of two countries – Brazil and Germany – and their quality evaluation and behavioral intentions towards three product categories – fruits, home appliances and clothes. Empirical results corroborate our hypotheses.