

AN EXPLORATORY STUDY OF THE INFLUENCE OF COUNTRY OF ORIGIN  
ON THE PRODUCT IMAGES OF PERSONS FROM SELECTED COUNTRIES

BY

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Abstract of Dissertation Presented to the Graduate Council  
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AN EXPLORATORY STUDY OF THE INFLUENCE OF COUNTRY OF ORIGIN  
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This study examines the influence of country of origin on the product images of persons from less-developed countries. Secondly, it examines the influence of country of origin on the product images of Americans. A comparative framework is used, enabling the product images of persons from the separate less-developed countries to be compared. Also, this framework enables the comparison of the product images of Americans with those of persons from less-developed countries.

The research instrument consisted of a questionnaire divided into four sections: the first used the semantic differential method to explore the nature of product images; the second was designed to scale the attitudes toward product classes and products; the third explored the choice process of the respondents; the fourth collected demographic data. The four sections were integrated into a single

questionnaire and administered to persons from selected less-developed countries and Americans at the University of Florida.

Since the analysis of the pretest had indicated the dependence structure of the elements of the profiles evolved by the semantic differential method, major hypotheses concerning the product images were tested by multivariate statistical methods. Specifically, statistical methods employed for testing the hypotheses concerning product images included multivariate tests of means, tests on mean vectors, and multivariate regression analysis. Tests of subsidiary hypotheses, concerning individual dimensions of the product images, attitude toward products, and product classes and choice process of respondents were also carried out.

The results of this study indicated that persons from less-developed countries tended to have an unfavorable "Made in" image of their domestic products in terms of workmanship, reliability, durability, technical superiority, and other characteristics defined by the semantic differential scales used in the study. The unfavorable "Made in" image of the domestic product colored these persons' view of both product classes and products, and affected their choice behavior as well. The final interpretation of the results of this study indicated that in most instances, persons from less-developed countries were biased against products of domestic origin. This type of bias against domestic products is a situation contrary to that which prevails

among persons from advanced nations, such as the United States, who in many instances evaluated their domestic products as superior to foreign products. The results of the study pointed out that the incidence and intensity of the bias against domestic products varies between peoples from different less-developed countries. Hence, while it is easy to classify all less-developed countries as one market based on the bias against domestic products which exists among natives of these countries, for a successful marketing strategy, it is very important to take into consideration the specific nature and extent of the bias in each of these countries.

The results of the study also indicated that Americans had a favorable "Made in" image of Japanese products. American respondents found no significant differences between Made in U.S.A. and Made in Japan in terms of workmanship, quality of materials, durability, reliability, and technical superiority. In spite of such a favorable "Made in" image, in most instances Japanese products were not chosen over American, German, or English products by the American respondents. Finally, the results of this research indicated the possibility that the level of economic development of a country may be used as a factor for predicting the nature of "Made in" images among natives of that country.

CHAPTER I  
INTRODUCTION

The last two decades have witnessed a great, though subtle, shift in the relationship of a marketer toward his consumers. This shift, which has been a re-orientation of focus from "production" to "consumer wants," has brought with it new problems which must be dealt with. To explore one such problem area, referred to as the influence of country of origin, is the ultimate concern of this study; accordingly, in so far as this influence is an integral part of the shift toward consumer orientation, an explanation of this change and its implications will be fruitful here in order to see our topic in perspective.

As Jones noted, market awareness involves not merely knowing the location of the consumer but knowing his wants, which are constantly changing.

A firm does not have market awareness by simply knowing the location of customers, meeting delivery dates, and promptly and fairly making service adjustments. Such things are important for efficient operation but they do not constitute market awareness. To have market awareness, the firm must be tuned to the wants of the consumer. These wants must be known, their implications grasped, and interpretations of them made in terms of the firm's products, services, and profit objectives. The ever-changing nature of consumer wants must be accepted and an attempt made to adjust the firm and its products to the changes. A sufficient knowledge of consumer as he is today is required if a reasoned estimate about his future is to be made. (Jones, 1964, p. 4)

How well an offering can satisfy a demand depends upon the perception of the buyer. Accordingly, a product, as Narver and Savitt noted, "is a demander's total set of percepts of want-satisfying elements a supplier is offering for sale or lease" (1971, p. 61).

Thus the success of a product is determined by what the consumer perceives to be true of it in relation to his own wants. Because of this fact, the marketer is controlled by the consumers rather than vice versa.

The marketing strategist recognizes the adaptive character of the problem-solving consumer and integrates this fact into marketing strategy. He does not view the consumer as an inert individual capable of being manipulated. Instead, the consumer is recognized as an information seeker who evaluates communications and product choices in terms of his drives and aspirations. When products are consonant with his problem-solving strategies, the consumer chooses those products. When products are unsatisfactory, he chooses others. Thus to say that consumers are controlled by marketers is naïve, unless one means that marketers induce consumers to buy their products by producing what they want and telling them about it. In reality, it is the marketer who is controlled by the adaptive, satisfaction-seeking behavior of the consumer. (Engel, Kollat, and Blackwell, 1968, p. 614)

This focus on the consumer is reflected in many ways. In recent years both marketing practitioners and academicians have shown a great amount of interest in the study of the consumer and his behavior. Business firms, for example, have discarded their production orientation. They now manufacture and sell products to suit the needs and wants of the consumer. More emphasis is placed on consumer research than hitherto.

## National and International Marketing

Consumer orientation is of utmost importance for international marketing as well as for national marketing, particularly because demands vary according to a country's stage of development.

Markets, in the simplest of terms, are people with money and a willingness to spend. The market grid concept is even more applicable in world markets than in the American economy. This is because demands vary according to a country's stage of development and potential for growth--as well as other economic, social and cultural factors. (McCarthy, 1968, p. 137)<sup>1</sup>

The result of this fact, as McCarthy noted, is a need for marketing management, marketing research, and the market grid concept for international marketing which recognizes the uniqueness of each potential market.

The great variations in phases of economic development, income, population, literacy and other factors, however, mean that foreign markets must be treated as many separate little target markets--and each studied carefully. Lumping foreign nations together under the common and vague heading of "foreigners" or, at the other extreme, assuming that they are just like U.S. customers is almost a guarantee of failure. So is treating them like common movie stereotypes. It is clear that marketing management, marketing research and the market grid concept all can play a significant role in international marketing. (McCarthy, 1968, p. 149)

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<sup>1</sup>In selecting a target market, a marketer must keep in mind that what appears to be one market may consist of several smaller markets. Market grid approach can be used to divide this bigger market into smaller, more homogeneous markets. "The market grid concept sees any market as a box that is cross-hatched, like a checkboard or grid, on the basis of relevant market characteristics" (McCarthy, 1968, p. 23).

In the case of domestic or national marketing, marketing management must research the needs and wants of the domestic market. But, when marketing on an international scale, the firm must also be concerned with the needs and wants of foreign consumers. This is so because the trade takes place across national borders rather than within national domains (Bartels, 1970, p. 239). Economic, social, and cultural environments differ across national boundaries. These factors have to be taken into account while the marketing mix is formulated. Although there are similarities in domestic marketing and international marketing, international marketing is a more complex process because of the existence of additional environmental constraints of which a marketer might not be aware.

In domestic marketing, such factors as behavior norms, social stresses, and political and economic strains are treated as exogenous variables because at the macro level they are either constant during a given decision period or moving very slowly. Thus they are not important for most "in-culture" decisions. In international marketing, however, these factors are endogenous at the country classification level, making the decision process more difficult and their cognition and measurement more important. (Sethi, 1971)

It is especially important to recognize the complexity of international marketing, since free trade on a world-wide basis could be a reality by the 1980s (Schirmer, 1968). If so, this situation will be a great challenge to an innovative and imaginative marketer and success or failure will be based on the evolution of a proper marketing mix. This,

in turn, depends on the study of the consumer and his behavior, which is the key to success in any market, whether domestic or foreign.

### The International Scene

A few years ago, Servan-Schreiber noted that American corporations are dominating the European scene.

Fifteen years from now it is quite possible that the world's third greatest industrial power, just after the United States and Russia, will not be Europe, but American industry in Europe. Already, in the ninth year of the common market, this European market is basically American in organization.

The importance of U.S. penetration rests, first of all, on the sheer amount of capital invested-- currently about \$14 billion--(\$14,000,000,000). Add to this the massive size of firms carrying out this conquest. Recent efforts by European firms to centralize and merge are inspired largely by the need to compete with American giants like International Business Machines (IBM) and General Motors. (Servan-Schreiber, 1968, p. 3-4)

However, in recent years "the American challenge" has been countered by Western European nations. Rhodes (1969), writing in the Harvard Business Review, asserted that European firms are very vigorous competitors in the Common Market. He also suggested that cooperation within the Common Market combined with the "leapfrogging" technology has caused this transformation. Consequently, there are a few analysts who feel that the United States has not been sufficiently competitive in recent years (Grove, 1969). Other analysts have forecast diminishing trade surpluses for the U.S. in the decade ahead (Hazen, 1971). Increasingly

sophisticated marketing and production techniques adopted by Western European nations and Japan threaten to pose problems for American products at home and abroad (Slesinger, 1969). A global export offensive has been mounted by Japan, with all sectors of the economy mobilized for this purpose (Kraar, 1970).

Less-developed countries thus far have only a small share of the industrial exports (Rose, 1970), but many of the less-developed countries are entering into foreign markets. Gaedeke (1973) pointed out that many consumer goods from Hong Kong, Taiwan, India, and many other less-developed countries are now in the U.S. market. International trade has important implications for less-developed countries (Thompson, Bevins, and Walsh, 1964). With visions of independence, affluence, and security, less-developed countries are also promoting export trade. Thus the international market scene is now highly competitive.

#### Problem Area

Success in such a dynamic scene depends on the formulation of an appropriate marketing strategy. While entering a foreign market, the marketer faces many difficulties.

Although the basic desires and needs of people are similar throughout the world, the means of satisfying them differ widely. The critical issue for international marketing is adjusting existing marketing strategies to the world market by taking into account such factors as language, customs, living standards, religion and tradition. (Nagashima, 1970)

In addition to these problems created by environmental differences, marketers may face such obstacles as embargoes, quotas, and tariffs. In addition, marketers entering foreign markets will confront consumer biases based on the origin of the product (Schooler, 1965). Since 1959 several studies have investigated the effect of product origin on consumer attitudes and concluded that, in fact, a product's country of origin is likely to influence consumer attitudes. For example, Curtis Reiersen explained the dilemma faced by Japanese products competing in the American market.

Japanese products are often the object of unfavorable casual remarks. For example, a college faculty member while having a cup of coffee broke the plastic spoon with which he was stirring sugar and then remarked, "One of those cheap Japanese products." The spoon was made in the United States. Another instance recently occurred on Red Skelton's television show over the Columbia Broadcasting System (March 30, 1965) when the guest star, Raymond Burr said, "Marriage is made in heaven; everything else that does not last is made in Japan." (Reiersen, 1966a)

Reiersen (1966a) also pointed out other instances involving products from France and Italy.

The products of other nations face the problem of unfavorable stereotyping. Not long ago a college student made some strongly unfavorable remarks to the writer concerning French products in general, emphatically saying that he would buy nothing produced in France. When questioned he revealed that his own first-hand knowledge of the French products was limited to the unfortunate experience of a friend of his who had serious mechanical problem with a French automobile. Other students expressed a similar dislike for Italian products for even less reason. (Reiersen, 1966a)

The specific cases noted by Reiersen referred to stereotyping of foreign products by American consumers. Schooler,

in a study conducted at Guatemala, also found a bias against products from other Central American Common Market countries. Schooler concluded

. . . that informal barriers to increased trade within CACM do exist and that attitude toward people of a given country is a factor in existing preconceptions regarding the products of that country. (Schooler, 1965)

This consumer bias based on the product's country of origin is the problem area chosen for this study. The remainder of this study is organized into four chapters. Chapter II gives a summary of research so far done in this area. Then the problem area is narrowed and the purpose of the study is defined. Research hypotheses are also developed in this chapter. Chapter III develops the research methodology and presents the instrument used. Field work and other pertinent aspects are also discussed here. Chapter IV is concerned with data analysis and interpretation. Statistical methods used in this study are explained. Results of hypotheses tests and other relevant results are presented. Chapter V draws conclusions from the study and discusses their implications. Areas for future research are also delineated.

## CHAPTER II

### THEORETICAL FRAMEWORK

This chapter provides further background concerning the problem area and then develops the major hypotheses to be tested. First, major studies dealing with the problem of consumer bias based on product origin are summarized.

#### Summary of Related Studies

##### Yankelovich Study (Printer's Ink, 1959)

In the spring of 1959, Yankelovich conducted a study in the United States to determine American attitudes toward foreign products and also to examine the attitude of Americans toward trade with Communist countries. Structured interviews were conducted in four geographic areas across the U.S. While the idea of free trade was supported in most cases, there were objections to trade with the Communist bloc. The study indicated that products from foreign countries should meet quality and feature requirements of the consumers. If these requirements are not met, then the low price of some of the imported goods is not considered a bargain. According to Yankelovich, there is a distinctive quality called cachet for some high quality imported goods like German lenses. The elements of this cachet are superior

quality at high price, opportunity for status, and opportunity for self-enhancement. The researcher suggested that this cachet quality can be used as an effective and powerful marketing tool by foreign nations to market their products in the U.S.

Young and Rubicam Study (Advertising Age, 1960)

Young and Rubicam in 1960 investigated the attitudes of Americans toward domestic and foreign products. The study was based on interviews with 2,600 American consumers. The study reported that most Americans tend to look at their own products as the best, but the study also showed that there is little aversion to foreign products. Some other interesting aspects of the study are given below.

1. Patriotism plays a big part in the purchase process. Assuming all products are equal, 93% of the respondents selected the domestic products.
2. In gaining acceptance, quality and value are the determining factors.
3. Further studies are required to determine the point at which price differential between the foreign product and domestic product will start interfering with the market for domestic products.
4. It may not be true always that consumers will buy the product which he thinks is the best.  
(Advertising Age, 1960)

Study by Market Facts, Roc International (1960)

A "Made in" image study was conducted by Market Facts, Roc International, in the United States and six other

European countries, England, France, Italy, Germany, Holland, and Sweden. Three general principles emerge from this study.

1. The "Made in" image colors people's views of many products, even those not seeking to present themselves as national specialities.
2. The image is closely associated with what people think is the national character of the country concerned. Thus, a manufacturer of technical equipment may find himself victimized by a belief that his country lacks industrial skills and, consequently, a refusal to accept his products as reliable.
3. Less well-known products are more likely to be influenced by a "Made in" image based on a stereotyped view of the national character.  
(Market Facts, Roc International, 1960, p. 4)

#### Study by Schooler (1965)

The purpose of this study was to examine the consumer bias based on product origin in the Central American Common Market. The respondents were students at Guatemala City. They were asked to evaluate products labeled as Made in Guatemala, Made in El Salvador, Made in Costa Rica, and Made in Mexico. No significant differences were found between products from Mexico and Guatemala. Products identified as being from Mexico and Guatemala were evaluated higher than those products identified as being from Costa Rica and El Salvador. Guatemala, Costa Rica, and El Salvador are members of the Central American Common Market (CACM), whereas Mexico does not belong to the organization. The study pointed out that regional jealousies, fears, and

animosities among CACM countries may account for this bias against products from other CACM countries. Schooler also investigated whether attitudes toward government, business structure, labor organizations, people and travel experience are related to preconceptions concerning a product. The results indicated that there is an inter-relationship between the attitude toward the people of a nation and preconceptions concerning the products of that country.

#### Reierson Study (1966b)

The Reierson study was conducted to determine the attitudes of American consumers toward foreign products. Respondents were students at Baylor University and Texas A and M University. The results showed that stereotyping of foreign products is present among students. Products made in the United States were ranked first in every category. Japan always came last in their ranking. This was true for products in general, product classes, and specific products.

#### Reierson Study (1967)

The aim of the second Reierson study was to examine the effects of various communications media on the foreign product image of the American consumer. Students at the University of Texas were chosen as the respondents. Adopting an experimental approach, Reierson investigated whether communications media could change the attitude of

Americans toward Italian and Japanese products. The communications media used were films, periodical advertising, publications, and merchandise displays. Each experimental group was exposed to one medium, and the responses obtained from the experimental groups were compared to those from the control group. In the case of Italian products, experimental groups exposed to a medium gave significantly higher ratings than control groups. One exception was the experimental group exposed to a film display, since in this instance there were no statistically significant differences between the mean scores of the experimental group and the control group. None of the experiments for Japanese products produced significant results with the exception of a cumulative impact experiment in which the same group was exposed to several of the communications media. Results of the cumulative impact experiment showed statistically significant differences in the evaluation of Japanese products by the control group and the experimental group. Reiersen concluded,

There is every indication that if the prejudice of consumers toward a nation's product is not too intense, consumer attitude may be made significantly more favorable by even slight exposure to communication and promotion devices.

But if there is a strong prejudice toward any nation's product, then this may not be the case. Reiersen said,

A nation such as Japan with strong unfavorable attitudes toward its product cannot change such attitudes without substantial efforts; the attitudes can be changed however.

Reierson noted that one way that products can be made more favorable is through association with the names of prestige retailers in the U.S.

Study by Schooler and Wildt (1968)

A study by Schooler and Wildt was conducted at the University of Missouri. Respondents were students from the School of Business and Public Administration. The study showed that many American consumers are biased against Japanese products because of their national origin. But an unfavorable image does not mean that the consumers will always be unwilling to buy the foreign products. The results of this study established the fact that suitable price concessions for the foreign products may help to overcome the bias based on product origin. An elasticity-of-product-bias curve for the test product is derived by Schooler and Wildt.

Study by Schooler and Sunoo (1969)

The main purpose of the study was to examine the bias against products from developing areas with regional labels instead of national labels. It was conducted among students at the University of Missouri. For instance, test products were labeled as Made in Asia, Made in Latin America, etc. The results indicated that there is no bias against manufactured goods of developing areas labeled regionally.

### Nagashima Study (1970)

This study compared Japanese and American attitudes toward foreign and domestic products. The study was conducted in two parts, the first part among Minnesota businessmen and the second part among Tokyo businessmen. The measuring instrument was a semantic differential questionnaire supplemented with some additional questions. Japanese businessmen rated Made in Germany as the best. American businessmen gave the highest rating to their domestic label. The results of the study also showed that the "Made in" image is strongly influenced by some representative products of the country.

### Schooler Study (1971)

A probability sample drawn from 83 Missouri counties and the city of St. Louis was used in this study. The research instrument was a semantic differential questionnaire. This study indicated that products are evaluated differently based on national origin. Intensity of bias seemed to vary depending on the foreign origin. The study could not point out any differences in evaluation between regionally labeled products and nationally labeled products. Also, no differences were found on the basis of product category. Schooler cautioned against comparing studies where different types of stimuli are used. He added that socio-demographic variables affect the incidence and intensity of bias.

Study by Gaedeke (1973)

This study was conducted at California State College, Sacramento, with the purpose of examining attitudes of Americans toward products from developing countries. Respondents were students in undergraduate classes. Products Made in the United States were ranked first, for products in general, food products, electronic items, and textiles. Products from developing countries were ranked much lower than U.S. products. Chi-square analysis showed significant differences of opinion toward the quality of products from developing countries. Results of the study also showed that "the country of origin information does not significantly affect opinions about the quality of branded products in general" (Gaedeke, 1973).

It is seen from the above studies that product bias based on national origin has been treated mainly from the point of view of the consumers of an advanced nation. The respondents in almost all the studies are either American consumers or consumers from Western Europe or Japan. The only exception is the study conducted by Schooler (1965) where the respondents were from Guatemala.<sup>1</sup> No study has yet been done on the attitudes of consumers from less-developed countries when faced with their products as well

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<sup>1</sup>Mexico is a relatively advanced nation when compared to other countries like Guatemala, El Salvador, and Costa Rica. But the focus of the study is the consumer bias toward products from other CACM countries.

as similar products from advanced nations. Price and quality criteria are important factors in purchase decisions, but the country of origin of a product has an important influence on the consumer attitudes, as seen from prior research.

The cachet quality of the foreign products, as pointed out by Yankelovich (Printer's Ink, 1959), may have a role in the consumer purchase decisions in less-developed nations. In addition, one could possibly expect consumers from less-developed countries to have more confidence in the technology and skill of advanced nations rather than of their own country. Even in the case of Japan, which is technically and economically advanced, this lack of confidence in their own products has been visible. In fact, Nagashima (1970) has stated that, in some factors of the semantic profile such as technical advancement and worldwide distribution, American businessmen gave a higher rating to Japanese products than the Japanese themselves. It is also interesting to note that, in Nagashima's study (1970), 93 percent of the American respondents gave the U.S. label first choice, but only 57 percent of the Japanese gave their own label first preference. This being the case with Japan, a country which has developed rapidly after the Second World War, one could possibly expect a similar bias against domestic products among persons from less-developed countries.

### Purpose of This Study

Research has uncovered that the country of origin of the product influences consumer attitudes. The primary objective of this exploratory study is to examine the impact of product origin on consumers from less-developed countries when faced with their domestic products and products from advanced nations.

Prior research has also indicated that American consumers are biased against some foreign products based on the country of origin of the product, but the situation seems to have changed over the years. Nagashima (1970) indicated that "prejudice against Japanese products in the U.S. market is fading as a result of satisfactory consumer experience with Japanese products." As a secondary objective, this study examines this claim.

### Less-Developed Countries

In this study, less-developed countries are defined as those which have a per capita national income of less than \$500 per year. Lipson and Lamont (1969) in a study of less-developed countries used this classification scheme. They further added,

LDCs are those countries which have a per capita national income of less than \$500 per year. Their middle class is small; the majority of the people are poor. Markets are highly fragmented in terms of income, social class, language and tribal differences and other socio-economic characteristics. The institutional structure needed to integrate these markets is organized on a very ineffective basis or is non-existent.

As Anderson has pointed out, measures of economic development are imprecise and no single measure can be an accurate indicator of development (Anderson, 1970, p. 6). Since the limited nature of this study does not permit further investigation of measurement problems, per capita income is used as an indicator of the level of development. Selection and classification of countries into categories of less-developed and advanced nations based on the above criterion is explained in Chapter III.

#### Role of Marketing in Less-Developed Countries

Paul Mazur, writing in Fortune (1947), defined marketing as delivery of a standard of living. It is the most effective engine of economic development and also a developer of standards in an under-developed economy. Drucker stressed the role of marketing in economic development:

Marketing occupies a critical role in respect to the development of such "growth" areas. Indeed marketing is the most important "multiplier" of such development. It is in itself in every one of these areas the least developed, the most backward part of the economic system. Its development, above all others, makes possible economic integration and the fullest utilization of whatever assets and productive capacity an economy already possesses. (Drucker, 1958)

While the marketing literature indicates the important role of marketing in economic development, marketing practice in less-developed countries leaves much to be desired. Abbot (1962) pointed out the inefficiencies existing

in the marketing systems of developing countries. Slater (1963) pointed out that the economic growth in many under-developed countries is impeded by the existence of barriers in marketing channels. In Peru, there is very little acceptance of the consumer-oriented marketing concept (Strong and Littlefield, 1970). In Guatemala there seems to be a "tragic defeat" for marketing (Lamont, 1970). It is evident that marketing function is mostly neglected in many less-developed countries.<sup>2</sup> More research concerning marketing problems faced by less-developed countries is needed. The techniques applied in advanced nations can be adapted to suit the conditions in less-developed countries (Lipson and Lamont, 1969).

This study is conducted with the hope that some additional light can be shed on a major problem faced by many less-developed countries in their quest for economic growth and development.

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<sup>2</sup>An interesting question can be raised concerning this neglect of marketing function in less-developed countries: Are economies less-developed because marketing is neglected? Or is marketing neglected because it has no role to play in an economy of subsistence as opposed to one of abundance? No direct and exact answer to this question seems to be possible. As Bauer and Yamey (1960, p. 182) have indicated, "The emergence of a market or exchange economy in place of a subsistence economy is an essential condition of economic progress beyond a most primitive level." Kindleberger (1958, p. 93) also adopted a similar view suggesting that "a commercial revolution is a vital and necessary step on the way to industrial revolution as it sets pre-conditions for rapid economic growth."

### Significance of This Research

Many of the less-developed nations are in the process of industrialization, and they need to develop a national market for their own products. It is possible that consumers of these developing countries may have an unfavorable image about their domestic products. One such instance is pointed out by Stanton (1967).

Foreign consumers' preference for American products often overcomes their nationalistic feelings, so in many instances a company can use the same brand that is used in the domestic market. In one case an American pharmaceutical firm built a plant in a South Asian country. This was a nationalistic country fostering local industry. The product was labeled as a local product and its American origin concealed. The product was a market failure, because people did not trust the purity and quality of local drugs. (Stanton, 1967, p. 621)

If such an attitude toward domestic products is a common phenomenon, then less-developed countries may find it difficult to develop a national market for their own products.

Sherbini (1965) has pointed out that marketing difficulties have proven to be great in many of the underdeveloped areas, and he cited instances when import-oriented marketing channels may be unsuitable, or even hostile, to local products. Accordingly, in evolving a marketing strategy, it is important to examine the attitude of consumers toward the domestic and foreign products. If there is any bias against the domestic product, a countervailing strategy may be needed to overcome this bias.

Many of the less-developed countries are also in the process of developing an export market. "Historically the export of manufactured goods has usually followed or paralleled the development of national market" (Rostow, 1965). In entering foreign markets, the products from less-developed countries face a bias based on the product origin (Gaedeke, 1973). American consumers in Gaedeke's study (1973) rated products from less-developed countries much lower than American products. Products from less-developed countries face a similar problem while entering the market in other less-developed countries. Henley (1968) provided an interesting example.

With regard to entrance in competition with established brands, I know of no systematic study of brand preference in Latin America. A number of Latin American businessmen have suggested that a consumer reaction to be overcome is that of negative attitudes towards other Latin country products. Apparently it has been difficult enough for locally manufactured items to gain acceptance in the early stages of industrialization, without bringing the consumer uncertainty in the form of product from another developing country. (Henley, 1968)

In short, whether it be the case of developing a national market or an export market, products from less-developed countries may have to overcome this bias based on product origin. American firms also will benefit from further exploration in this area, since consumer attitudes in less-developed countries toward American products and products from other countries are of relevance in formulating a market strategy. Young and Rubicam (Advertising Age,

1960) in their study reported that Americans have little aversion to foreign products. Other studies (Reiersen, 1966b, 1967) later pointed out that Americans have a bias against products from Japan. Nagashima (1970) suggested that the bias against Japanese products may be less now because of satisfactory consumer experience. Further investigation into this area will be of use to both American and Japanese producers. Finally, researching this area may be of use to European nations also since they compete with others in the international market scene.

#### "Made in" Image

Over the years, image research has been of great interest to marketers. Many articles have been published concerning the nature and importance of images (Harris, 1958; Crespi, 1961; Fisk, 1961-1962; Nelson, 1962; Heidingsfield, 1965; Gardner, 1965; Crissy, 1972). Bristol (1960) and Riley (1963) provided a good review of corporate image studies. In fact, corporate image studies are in abundance (Martineau, 1958b, 1960; Tucker, 1961; Hill, 1962; Cox, 1962; Stephenson, 1963; Clevenger et al., 1965; Odiorne, 1966; Cohen, 1967). Retail image studies (Martineau, 1957, 1958a; Levy and Greene, 1960; Rich and Portis, 1964; Wyckham, 1967; Lessig, 1973) as well as product and brand image studies (Gardner and Levy, 1955; Evans, 1959, 1961; Kauelen, 1960; Greenberg, 1959; Myers, 1966; Simon, 1970) have found an important place in marketing literature.

However, despite their studies, the concept of "Made in" image has not received a great deal of attention.

"'Made in' image is the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country" (Nagashima, 1970). This is the image conveyed when a product is tagged Made in U.S.A., Made in France, etc. (Market Facts, Roc International, 1960, p. 1). A "Made in" image is affected by several factors. Nagashima (1970) has pointed out some of them: national characteristics, representative products, economic and political background, history and traditions. What people think is the national characteristic of a country affects the "Made in" image as exemplified by the Market Facts, Roc International, study.

The image of "Made in England" runs parallel with the image of the Englishman. There is a general picture of the serious, solid, correct and reticent Englishman as the producer of goods which themselves are purposeful, well made and modest in their appearance. (1960, p. 5)

Nagashima (1970) in his study has emphasized the importance of representative products in the formation of a "Made in" image.

The "Made in" image is naturally affected by the familiarity and availability of the country's product, and the stereotype of that country. Some representative products of the country influence the total product image. Such products as Coca-Cola, Chevrolet, Ford, IBM and Sunkist are forming the Japanese image of "Made in U.S.A." On the other hand, such prominent Japanese products as Sony, Nikon, Toyota and Honda are the driving force in changing the image of "Made in Japan" in the U.S. Market. (Nagashima, 1970)

Political and economic background, history and traditions also seem to affect strongly the "Made in" image. For example, Yankelovich in his study (Printer's Ink, 1959) has pointed out that products made in Communist countries were not well received by Americans. Market Facts, Roc International, study pointed out in 1960 that German products were evaluated according to values based on the history of Germany, which gave them a Made in Krupp image (Market Facts, Roc International, 1960, p. 10). The traditions of a country also seem to affect the "Made in" image: "The aesthetic shortcomings of English products are linked with the picture of Englishman hide-bound by tradition" (Market Facts, Roc International, 1960, p. 6). Another factor which may have some effect on "Made in" image is the attitude toward people of a country. Schooler (1965) in his study of the Central American Common Market found that the attitude of consumers toward people of another country affects the preconceptions concerning the latter country's product. Formation of "Made in" images and factors affecting them are yet to be explored in depth. However, the state of existing knowledge concerning "Made in" images seems to indicate the possibility of forming some generalizations and testing them statistically.

"Made in" images of products from different countries differ. Market Facts, Roc International (1960), in a study based on depth interviews, indicated that "Made in" images

of products from the U.S., France, England, Germany, Holland, Italy, and Sweden are different. Young and Rubicam (Advertising Age, 1960) reported similar results based on interviews. Nagashima (1970) also found that "Made in" images of products from different countries differ. This finding was based on an inspection of profiles rather than any statistical analysis.

People from different countries may have "Made in" images which are different. "Made in" image is affected by many factors, as previously seen, including national characteristics, representative products, political and economic background, history and traditions (Nagashima, 1970). The impact of these factors on people from different cultural, social, political, and economic environments may differ, resulting in the formation of "Made in" images which are dissimilar in many respects. For example, Made in U.S.A. may be evaluated in significantly different ways by Englishmen and Russians. Also, Made in Japan may be evaluated in different ways by Americans and Ugandans.

Among people of the same nationality, demographic variables seem to affect the nature of "Made in" images. Schooler (1971) reported that attitudes toward products from different countries are affected by demographic variables like age, sex, race, education, etc. The study was conducted among Americans drawn from 83 Missouri counties and St. Louis (Schooler, 1971). Young and Rubicam

(Advertising Age, 1960) in their study of Americans found that "the younger people, the better educated people, upper income people, and coastal dwellers" accept foreign products more readily than others. Nagashima (1970) found that the "young post-war Japanese generation has a stronger preference for U.S. products." Thus, it seems that demographic variables may serve as predictor variables for differences in "Made in" images among persons from the same country.

#### Nature and Scope of This Study

This study was conducted at the University of Florida among persons from less-developed countries and Americans, and uses a comparative framework. The primary objective of this study, as indicated previously, is to explore the nature of "Made in" images prevalent among persons from less-developed countries. A comparative framework was used so that "Made in" images prevalent among persons from separate less-developed countries can be compared. Also, the comparative framework enables the comparison of "Made in" images existing among Americans with those existing among persons from less-developed countries. A comparative approach such as this may point out similarities and differences in "Made in" images among people from different countries. The primary objective of this study also

includes as a corollary, an investigation of the effect of demographic variables on the "Made in" images among consumers from less-developed countries.

A secondary objective of this study is to examine the "Made in" images among Americans, with the intention of isolating any differences in "Made in" images between American and Japanese products.

The following questions are explored in this study:

I. Less-Developed Countries

What are the "Made in" images prevalent among persons from less-developed countries? Are there any differences between the "Made in" image of domestic products and the "Made in" image of products from an advanced nation? If there are differences, what are they?

II. Comparison Between Less-Developed Countries

Are there any differences between the "Made in" images prevalent among persons from two separate less-developed countries? If there are differences, what are they?

III. Comparison Between a Less-Developed Country and an Advanced Nation

Are there any differences between the "Made in" images prevalent among persons from a less-developed country and those that are prevalent among persons from an advanced nation? If there are differences, what are they?

IV. Less-Developed Country (Effect of Demographic Variables)

Are there any differences in "Made in" images prevalent among persons from less-developed countries based on demographic variables?

V. The United States (Advanced Nation)

What are the "Made in" images prevalent among Americans? Are there any differences between the "Made in" images of domestic products and the "Made in" images of Japanese products? If there are differences, what are they?

Research Hypotheses in the Null Form

- I. Among persons from a less-developed country, there are no significant differences between the "Made in" image of domestic products and the "Made in" image of products from an advanced nation.
- II. There are no significant differences between the "Made in" images prevalent among persons from separate less-developed countries.
- III. There are no significant differences between the "Made in" images prevalent among persons from a less-developed country and those that are prevalent among persons from an advanced nation.
- IV. There are no significant differences in the "Made in" images prevalent among persons from a less-developed country based on demographic variables.

- V. Among Americans, there are no significant differences between the "Made in" image of American products and the "Made in" image of Japanese products.

#### Evaluation of Product Classes and Products

While only hypotheses concerning "Made in" images have been set up in the previous section, as a secondary area of research it is necessary to investigate certain related phenomena. First, it is proposed to examine whether there is any bias among persons from less-developed countries against product classes and products of domestic origin. Secondly, it is proposed to see whether American consumers show any bias against product classes and products from Japan.

As indicated in Market Facts, Roc International, study (1960), "The 'Made in' image colors people's views of many products." This may result in significantly different evaluations of product classes and products from different countries. For example, Market Facts, Roc International, study reported that there is a belief among Europeans and Americans that French products lack technical finish and durability. As a result they have less confidence in French technical products, with the sole exception of automobiles. Similarly, the lack of industrial image of Holland "virtually stifles any thoughts of Holland as being able to produce industrial goods." Reiersen (1966b) in his study of American

attitudes toward products from different countries found that statistically significant differences exist in the evaluation of specific products, product classes, and products in general. Gaedeke (1973) also reported similar results in his survey of American attitudes toward products from the U.S. and developing countries like Taiwan, Korea, etc. Prior research has also indicated that products from Japan are evaluated by Americans as inferior in quality to American products. But it seems possible that the evolution of Japan as an industrial power with an array of high quality products like Sony, Nikon, and Toyota has now created a favorable American attitude toward Japanese products.

In the case of persons from less-developed countries, similar differences in evaluation of product classes and products from different countries may also exist. The lack of "industrial image" of their native countries, combined with the lack of confidence in the technical skill of the domestic producers, may cause the natives of many of these less-developed countries to give a lower rating to their domestic product classes and products when compared with product classes and products from advanced nations. Several instances of bias against domestic products have been noted by marketing scholars (Stanton, 1967; Dinerman, 1963). In India the consumers have no trust even in the domestic food products because the adulteration of food products is very

common. Sugar and flour, for example, may often be adulterated with chalk dust (Westfall and Boyd, 1960).

It is the intention of this study to examine the attitudes of persons from less-developed countries and Americans toward product classes and products from different nations. Specifically, the aim of this research is to answer the following questions concerning persons from less-developed countries and Americans.

#### Persons From Less-Developed Countries

- a) How do they evaluate product classes of domestic and foreign origin? Are there any differences between the evaluation of domestic product classes and product classes from an advanced nation?
- b) How do they evaluate specific products of domestic and foreign origin? Are there any differences between the evaluation of domestic products and products from an advanced nation?

#### Americans

- a) How do they evaluate domestic product classes and product classes from foreign countries? Are there any differences between the evaluation of domestic product classes and product classes from Japan?
- b) How do they evaluate specific products from the U.S. and foreign countries? Are there any differences between the evaluation of American and Japanese products?

No specific hypotheses are set up since there are a large number of them. Instead, all the results of hypotheses tests are to be tabulated and summarized. Salient aspects of these tabulated results are discussed in Chapter IV and V.

### Choice of Products

Another area of investigation proposed in this project concerns the choice behavior of persons from less-developed countries and Americans when faced with a choice between domestic products and products from other countries.

In the case of persons from less-developed countries, the unfavorable image of domestic products may result in a preference for products from advanced nations over their own domestic products. This pattern of choice behavior, if it exists, may have serious implications for developmental programs of many of these less-developed countries. Also, as Kindleberger (1962) indicated, exports need a broad domestic base and, unless a given industry can achieve sufficient size and economies of scale, development of an export market may be difficult. Hence, it is relevant to explore whether persons from less-developed countries have any preferences when they choose from domestic and foreign products.

Young and Rubicam (Advertising Age, 1960) concluded that Americans in general prefer their domestic products

over products from other nations. In their study, 93 percent of the American respondents chose their own domestic products as compared to 1 percent who chose Japanese products. As mentioned previously, the American attitude toward foreign products in general, and Japanese products in particular, seems to be more favorable now than it was a decade ago. An examination of the selection decision of Americans between domestic and foreign products may be very fruitful here.

In summary, this section of the research hopes to answer the following questions:

#### Persons From Less-Developed Countries

Are there any preferences in the choice of products when domestic products and products from advanced nations are available?

#### Americans

Are there any preferences in the choice of products when domestic products and products from other countries are available?

As in the previous case of evaluation of product classes and products, no specific hypotheses are set up here. Results of hypotheses tests concerning the choice of products are presented in Chapter IV and further discussed in Chapter V.

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter explains the research methodology used in this study, the research instrument developed after a pilot study and pretest, the selection and classification of countries into the categories of advanced and less-developed countries, and the field work phase of the project.

#### Measurement of "Made in" Image

Many different methods for the measurement of images have been described in the marketing literature (Bolger, 1959; Crespi, 1961; Lee, 1963; Cohen, 1963; Fry and Claxton, 1971). The methods vary in nature from the trait card method suggested by Bolger (1959) to nonmetric multidimensional scaling proposed by Fry and Claxton (1971). However, for this study the most applicable scale appears to be the "semantic differential method."<sup>1</sup> As Gatty and Allais noted,

It is one of the few means of standardizing and quantifying the description of an image and possibilities of application include the image comparison of company names, brand names, trademarks, product and package designs and advertisements. (Gatty and Allais, n.d., p. 42)

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<sup>1</sup>A complete discussion of the method is given in the Measurement of Meaning by C. E. Osgood, C. J. Suci and P. H. Tannenbaum (Urbana, University of Illinois Press, 1957).

Moreover, the semantic differential as a research instrument is reliable and has high validity and objectivity (Osgood, Suci, and Tannenbaum, 1957, p. 172-74). Clevenger et al. (1965), in a study of corporate images, found that semantic differential scales are robust and that "the measuring ability of the instrument is not necessarily subverted by the characteristics of the respondents to whom it is administered, or the specific concepts measured." Nagashima (1970) in his "Made in" image study used a modified form of the semantic differential.<sup>2</sup> Schooler (1965, 1971) used evaluative semantic differential scales to explore the impact of product origin. The intention of this study is to use the modified form of semantic differential method to explore the nature of "Made in" images. The advantages of using this method in the investigation of images are numerous, as Mindak (1961) noted. According to him, it is a quick, efficient means of obtaining the direction and intensity of opinions and attitudes toward a concept. In addition, the modified form of semantic differential method provides a comprehensive picture of the "image" or meaning of a product, while getting at the multitude of factors which go to make up a brand or product image. Mindak (1961) indicated that this method is easily

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<sup>2</sup>A complete discussion of the modified form of the semantic differential can be found in "Fitting the Semantic Differential to the Marketing Problem" by William A. Mindak, Journal of Marketing, April, 1961.

repeatable, quite reliable, avoids stereotyped responses and allows for individual frames of reference. He also felt that the semantic differential method eliminates problems of question phrasing and facilitates interviewing of inarticulate respondents.

Mindak also suggested that the profile of the mean ratings of respondents over relevant dimensions, using a semantic differential method, gives a complete picture of the image of the concept.<sup>3</sup> Myers also adopted a view similar to Mindak's (1961).

An image score can be derived by simply altering the sequence in which summations are made. Thus, if we first sum across individuals for each attribute and take the mean, the mean represents the average position of all respondents on that brand attribute. A profile of these means is most often used as a measure of the image of the brand to the population--its public image! (Myers, 1968, p. 127-128)

Sheth (1973) suggested that "the most effective measure of attitude can be obtained from measures of a consumer's evaluative beliefs about a brand." According to him, the evaluative beliefs should be retained separately and distinctly as profile measures rather than aggregated into a single score. Nagashima (1970) in his analysis did not explicitly define the "Made in" image as a profile even though

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<sup>3</sup>As Gatty and Allais have pointed out, "the word concept is used in a broad sense. It can be any concrete object or a symbol representing it, like word or picture. It can be an idea or abstraction" (Gatty and Allais, n.d., p. 4).

he uses the profiles of different concepts<sup>4</sup> for comparison purpose. In this study "Made in" image is viewed as a profile of the mean ratings of respondents over the relevant dimensions applicable to the evaluation of "Made in" concepts.<sup>5</sup> These relevant dimensions applicable to "Made in" images were selected on the basis of a pilot study conducted among Americans and foreign students at the University of Florida and were then used in the pretest. The final form of the research instrument for exploring the "Made in" images was developed after further analysis of pretest data.

#### Pilot Study

A pilot study was conducted during the period June-July, 1973. The study consisted of personal interviews of foreign and American students. After being interviewed, the students were also requested to note down the criteria they used in choosing (1) products in general, (2) mechanical products, (3) electronic products, (4) food products, (5) fashion products, (6) cosmetic products, (7) television sets, (8) automobiles, (9) orange juice, (10) men's suits or ladies' dresses, and (11) perfumes or after-shave lotions. The sample of twenty students was drawn from

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<sup>4</sup>The concepts are Made in U.S.A., Made in England, Made in Japan, etc.

<sup>5</sup>"Made in" concepts are Made in U.S.A., Made in England, Made in Germany, etc.

eleven different countries and consisted of six Americans, three Indians, two Brazilians, two students from Thailand, and one each from Argentina, Pakistan, Hong Kong, Taiwan, Japan, Colombia, and Uganda. From this study the important dimensions of a "Made in" image were obtained. (The semantic differential scales developed from the pilot study applicable to a "Made in" image are presented in Appendix B.) Also, the researcher was able to select the important criteria for various product classes and specific products.

In addition, another aim of the pilot study was to investigate the familiarity of respondents with different "Made in" products. In general, the respondents from less-developed countries were found to be familiar with products from the United States, Germany, Japan, and England in addition to their domestic products. This investigation of familiarity was deemed to be important so as to avoid ambiguous responses concerning the products from different countries. As Carlson (1963) pointed out, image research generally lacks preliminary investigations of a classifactory nature, thus affecting the quality of its results.

A persistent shortcoming of much of the research done on corporate images is the failure to use a sufficient number of preliminary, certifying questions which establish in fact the respondent has any significant knowledge or feeling about the company, industry, or issue under study. Especially lamented is the practice of lumping together "don't know" and "no answer" for analytical purposes in such surveys. (Carlson, 1963)

Only those "Made in" concepts which seemed familiar to respondents from all countries were selected to be used in the pretest stage and in the final form of the research instrument. For instance, Made in France was not included, since many of the respondents were extremely unfamiliar with products from France. Four "Made in" concepts selected for the pretest after the pilot study are: Made in U.S.A., Made in England, Made in Germany, and Made in Japan.

#### General Description of the Research Instrument

The research instrument consists of a questionnaire divided into four sections. Complete instructions on how to complete each section are provided. An introduction explains the purpose of the study and requests the cooperation of the respondent. The first section uses the semantic differential method to explore the "Made in" images. The second section is concerned with the evaluation of various product classes and products. In the third section, respondents are asked to choose between products from different countries. The fourth section is designed so as to obtain demographic data from the respondents.

Pretest Form of the Research Instrument<sup>6</sup>

Made in U.S.A., Made in England, Made in Germany, and Made in Japan are the concepts selected to be included in the pretest. As seen in the pilot study, all respondents were familiar with these four concepts.

Section I: "Made in" Image

The first section of the research instrument is in the semantic differential form. The scales developed from the pilot study are used in this section to measure the "Made in" images. The four concepts are presented together on each dimension as shown below:

	Reasonable Price	Unreasonable Price
Made in U.S.A.	: ____ : ____ : ____ : ____ : ____ : ____ : ____ :	
Made in Japan	: ____ : ____ : ____ : ____ : ____ : ____ : ____ :	
Made in England	: ____ : ____ : ____ : ____ : ____ : ____ : ____ :	
Made in Germany	: ____ : ____ : ____ : ____ : ____ : ____ : ____ :	

By such a presentation the respondents can evaluate all the four concepts along the same scale at the same time. This circumstance offers an opportunity for comparison and discrimination between concepts. Nagashima (1970) used this technique and presented all concepts together on the same scale so as to obtain discrimination between concepts.

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<sup>6</sup>See Appendix B for the pretest form of the research instrument.



The four concepts Made in England, Made in Japan, Made in U.S.A., and Made in Germany are presented together so as to offer an opportunity for comparison and discrimination. The ordering of the concepts, as well as the favorable and unfavorable terms of the scale, are rotated as in the previous section to avoid any bias. A seven-step continuum is used here as in the previous case.

### Section III: Choice of Products

In the third section of the research instrument the respondents are asked to choose between products from different countries, assuming that price and other quality criteria are equal. The products offered for selection are automobiles, television sets, soft drinks, and dress shirts. In each instance the respondents are asked to choose among products from the United States, England, Japan and Germany. An example will illustrate the approach used in this section.

Indicate your choice of an automobile produced in the following countries based on the assumption that they are equal in terms of price, quality, reliability, etc.

- a. Made in Japan
- b. Made in U.S.A.
- c. Made in Germany
- d. Made in England

The order of the "Made in" concepts are rotated to avoid any bias.

#### Section IV: Demographic Data Sheet

This fourth and final section of the research instrument is designed to gather demographic data from the respondents. Nationality, age, sex, marital status, and education are of primary importance. Two other variables are felt to be crucial to this study. First, travel experience in various countries is likely to have some influence on the nature of "Made in" images. For one reason, travel in different countries may offer a person an opportunity to sample representative products of these countries. This possibility in turn may mold, or change, the "Made in" images of products from these countries. Travel experience especially becomes important in the case of persons from countries where there are strict import restrictions, for these persons might not have had an opportunity to become familiar with products from different nations.

Secondly, "the length of time a respondent has lived in U.S.A." is included due to the unique nature of this study. As seen before, the primary objective of this study is to explore the nature of "Made in" images prevalent among persons from less-developed countries. The respondents are natives of less-developed countries residing in the United States. Some of these respondents may have been in this country for many years, whereas the others have been here for a much shorter period. Hair (1971, p.

72) found that one of the factors that affect the extent of acculturation of foreign students in the United States is the "length of time in U.S." Also, since consumer behavior is clearly related to the acculturation process (Hair, 1971, p. 71) this factor may account for some differences in "Made in" images.

This section of the questionnaire is also prepared with great care so that the respondents from different countries can understand and answer these questions easily and without any ambiguity.

#### Pretest

The research instrument in the pretest form was administered to twenty-five foreign and native students at the University of Florida. The sample consisted of sixteen Americans, two Indians, two persons from Thailand, and one person each from Pakistan, Taiwan, Colombia, France, and Brazil. In most cases the respondents were contacted individually at their homes. The research instrument was left with them after necessary instructions. This was done so as to give the respondents sufficient time to complete the questionnaire. The completed questionnaire was collected by the researcher after a few days. The respondents in general found no major difficulty with either the format or the content of the questionnaire. The only difficulty in the format was the way in which the bipolar terms

"superior/inferior" were rotated in Section II. Foreign students, in particular, were slightly confused by this rotation of the favorable and unfavorable terms. While the students were able to complete this section correctly, they expressed some irritation with the way in which the terms were rotated. Hence, some alterations were made in this section in the final form of the research instrument.

Pretest data was analyzed<sup>7</sup> to see whether the respondents were able to discriminate between the concepts on different scales. In Section I, concerning "Made in" images, tests were significant in all but one case.<sup>8</sup> There was no discrimination between the concepts on the scale: "reasonable service charges/unreasonable service charges." In spite of this, the scale is also included in the final form of the research instrument. This is done since it is felt that this dimension may be relevant in comparing products from less-developed countries and those from advanced nations. Many of the less-developed countries have an abundance of cheap labor; hence, service charges in these countries may not be perceived as high or unreasonable by respondents. As a result, some significant differences along this dimension can be expected when comparing "Made in" images of products from advanced nations with those of products from less-developed countries.

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<sup>7</sup> Results of the pretest are in Appendix D.

<sup>8</sup> See Appendix D for results of the tests.

Results of the tests for product classes and products are also summarized.<sup>9</sup> These tests show that the respondents discriminate between product classes and products from the test countries. The only notable exception occurs in the product area of automobiles. There are no significant differences in the evaluation of automobiles from the four test countries. This is no surprise, since in the pretest, products from only advanced nations, namely the United States, England, Germany, and Japan, are included. In the final investigation products from less-developed countries are also to be included in this section, and there could be very significant differences in the evaluation of all product classes and products. As such, automobiles are also included in the final form of the research instrument.

Chi-square analysis of the pretest data from the third section shows that the respondents have preferences in their choice of products from different countries.<sup>10</sup> Null hypothesis of "no preference" was rejected in the case of automobiles, television sets, soft drinks, and dress shirts. Respondents of the pretest did not find any difficulty with the fourth section of the research instrument, the demographic data sheet.

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<sup>9</sup>See Appendix D for results of the tests.

<sup>10</sup>See Appendix D for the results. See Introduction to Probability and Statistics, William Mendenhall, 1967, pp. 249-262 for an explanation of Chi-square analysis.

In conclusion, pretest and analysis of the data show that the research instrument is suitable for the purpose of this study.

### Selection and Classification of Countries for Final Investigation

The major concern of this study, as pointed out in the previous chapter, is to explore the impact of product origin on persons from less-developed countries. For this purpose, after the exploratory research, two less-developed countries have been chosen to serve as a focal point.

Since the study was to be conducted in the university community, at Gainesville, one of the criterion of selection was the composition of foreign population in Gainesville. A preliminary examination of the records at the International Center indicated that India and Taiwan are the two countries which have the largest representation on the campus, and can be designated as less-developed countries by the standard used in this study. Per capita income for India is \$88 and for Taiwan it is \$364.<sup>11</sup> These figures fall well below the \$500 mark which is set as the standard in this study. A further examination of economic indicators and other relevant factors tend to confirm this classification.<sup>12</sup>

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<sup>11</sup>See Appendix C for economic data.

<sup>12</sup>See Appendix C for economic data.

Some of the socio-economic conditions which are characteristic of a less-developed country are: low aggregate and per capita income, low levels of literacy, rapid population growth, very low consumption expenditures, unsatisfactory housing conditions and medical facilities, and poor health standards. India is typical of many of these less-developed countries. Weinraub (1973) pointed out the hard conditions in India.

The nation's economic growth rate is near zero. Wholesale prices have climbed more than 20 per cent in the past year, and production declined in the first quarter of 1973. The population is increasing on an average of 13 million people a year. In the 1961-71 decade, the percentage increase in the population was 24.6, and by the end of the century there will probably be one billion Indians. Despite huge investments in agriculture, food production has not increased as much as was hoped, and still depends heavily on the vagaries of the monsoons. Nearly 40 per cent of the population, 220 million people, live below the poverty level, earning less than \$40 a year.

In this project, major hypotheses concerning less-developed countries are tested in terms of responses from Indians. Research instrument in the final form was administered to Indians in the university community at Gainesville.

Since the study uses a comparative framework, Taiwan is chosen as the other less-developed country. Even though it falls within the classification of less-developed countries, it differs vastly from India in terms of economic, political, cultural, and social environment. Even in terms of per capita income alone, the vast difference between

India and Taiwan is significant. While both fall into the less-developed category, they seem to be at different stages of economic development.<sup>13</sup>

Finally on examining the economic data, we find that the United States, Germany, England, and Japan fall into the category of advanced nations. In terms of per capita income the U.S.A. is at the top with \$4,274 followed by Germany--\$2,698, U.K.--\$1,993, and Japan--\$1,658. These are much above \$500 level set as a standard for this study, thus, these countries fall into the category of advanced nations. "Made in" images prevalent among Americans (persons from an advanced nation) are also explored in this study. These "Made in" images existing among Americans are compared with those that exist among persons from less-developed countries, specifically India, the test country.

Even though this study uses only per capita income as a measure of economic development, classification arrived at in this study bears comparison to results of other studies. Based on Berry's "Patterns of Economic Development" (1961), Sherbini (1967a) classified countries into five different developmental levels. The United Kingdom, West Germany, the United States, and Japan are classified as "most highly developed," whereas India, the test country

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<sup>13</sup>See economic data in Appendix C for comparison, and items cited below.

in this study, is listed among "semi-developed countries." Taiwan is not included in the above study by Sherbini. In another study Sherbini (1967b) uses a regional typological approach. That is, regional typologies are prepared using socio-economic and geo-political factors relevant to marketing. Results of this study show that India and Taiwan fall into different clusters when only Far Eastern countries are considered. This alignment agrees with the contention of this study that India and Taiwan are different in terms of environmental factors even though they both are classified as less-developed countries for purposes of exploration and analysis.

#### Final Form of the Research Instrument<sup>14</sup>

The final form of the research instrument is identical to the pretest form except for some minor differences. Separate questionnaires were prepared for administering to respondents from India, Taiwan, and the United States. Indians were asked to evaluate Made in India, Made in U.S.A., Made in Germany, and Made in England. Chinese were asked to evaluate Made in Taiwan, Made in U.S.A., Made in England, and Made in Germany. Americans, in turn, evaluated Made in U.S.A., Made in England, Made in Germany, and Made in Japan.

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<sup>14</sup>See Appendix A for the final form of the research instrument. Separate questionnaires used for Indians, Chinese, and Americans are presented.





Chinese

	Superior	Inferior
Made in U.S.A.	: _____ : _____ : _____ : _____ : _____ : _____ : _____ :	
Made in England	: _____ : _____ : _____ : _____ : _____ : _____ : _____ :	
Made in Taiwan	: _____ : _____ : _____ : _____ : _____ : _____ : _____ :	
Made in Germany	: _____ : _____ : _____ : _____ : _____ : _____ : _____ :	

Americans

	Superior	Inferior
Made in U.S.A.	: _____ : _____ : _____ : _____ : _____ : _____ : _____ :	
Made in England	: _____ : _____ : _____ : _____ : _____ : _____ : _____ :	
Made in Japan	: _____ : _____ : _____ : _____ : _____ : _____ : _____ :	
Made in Germany	: _____ : _____ : _____ : _____ : _____ : _____ : _____ :	

Section III: Choice of Products

In this section, respondents are asked to choose between products from different countries. As in the pretest, products used are automobiles, television sets, soft drinks, and dress shirts. Indians are asked to choose between products from India, England, Germany, and the United States. Americans have to choose between products from the United States, Japan, England, and Germany.

Section IV: Demographic Data Sheet

Some minor changes were made in the format of the demographic data sheet based on the reaction obtained from the

pretest. But for these changes, the demographic data sheet as used in the pretest was found to be suitable for the purposes of this study.

### Final Comments on the Research Instrument

Care was taken to see that the physical layout and reproduction of the questionnaire were conducive to securing cooperation from the respondents. Separate instructions are provided for each section. These instructions are elaborate and they include an example on how to answer the questions in each section. A brief introduction explaining the purpose of the study is also provided.

### The Respondents

The respondents included in the final investigation were 120 persons selected from the university community. The number of Americans was forty. There were also forty persons each from India and China. Each of these nationality groups was administered the research instrument in the final form developed especially for that group. In each case the sample consisted of students, staff, faculty members, and also their families. In the case of Indians and Chinese, an effort was extended to include as many "new arrivals" as possible. Since data was collected during the fall quarter of 1973, many of the respondents were persons who had arrived in the U.S.A. a few weeks before. This fact is

important since one of the demographic variables which may have strong influence on attitudes toward foreign and domestic products is the time of stay in the United States.

### Fieldwork

The interviewing team consisted of two persons: the researcher himself and a Chinese student at the University of Florida. This student was given intensive training concerning data-gathering procedures before his services were utilized. The data from Indians and Americans was collected by the researcher himself. The Chinese student was extremely helpful in assisting the researcher to collect the data from Chinese students, faculty, staff, and their families.

A standard procedure was adopted for the interviews. The respondents were first contacted at their homes for an appointment. The questionnaire was administered to them at an appointed time. The format and content of the questionnaire were explained to them carefully. The respondents were then requested to spend some time for filling it out as accurately and completely as possible. The questionnaire was then left with the respondents to fill out at their convenience. The interviewer went back and picked up the completed questionnaire at an appointed time. In general, the respondents were very cooperative and completed the research instrument accurately. In the case of

Americans, the questionnaire was completed at the first appointment itself and, hence, the interviewer did not have to go back and collect it on another day. Altogether about fifteen questionnaires had to be eliminated since they were improperly filled. The data was gathered between September 15 and December 1, 1973.

## CHAPTER IV

### RESULTS

This chapter details the analysis and interpretation of the data gathered during the investigation. Results of the statistical tests of hypotheses concerning "Made in" images, product classes, products, and the choice process of respondents are presented and explained here.

The "Made in" images prevalent among Indians, Chinese, and Americans were developed from the questionnaire responses. The first section of the research instrument was directed toward exploring the nature of "Made in" images. Indians were asked to evaluate Made in India, Made in England, Made in U.S.A, and Made in Germany. Chinese respondents evaluated Made in Taiwan, Made in U.S.A., Made in England, and Made in Germany. The concepts for the Americans were Made in U.S.A., Made in England, Made In Germany, and Made in Japan.

For each group, the average rating of the group of respondents on each scale for each concept was calculated. For example, Indians evaluated Made in India on all the fifteen semantic differential scales selected for this study. For each scale, a mean rating for Indians as a group was obtained by summing up the individual ratings and then dividing by the total number of respondents. These average

positions of Indians, Chinese, and Americans on different scales and concepts are presented in Tables E-1, E-2, and E-3 (Appendix E).

Further, by linking these average positions on the semantic scales for a specific "Made in" concept, a profile of the mean scores by a group of respondents for that concept can be generated. Such profiles for Indians, Chinese, and Americans are shown in Figures 1, 2, and 3 respectively. As explained in the previous chapter, these profiles, in fact, are the "Made in" images existing among the three groups of respondents. The primary focus of this study is the "Made in" images among persons from less-developed countries. As indicated before, India was selected as the test country and major hypotheses concerning less-developed countries were tested for Indians. Taiwan was selected as the other less-developed country for purposes of comparison. The United States was chosen as the advanced nation, and "Made in" images prevalent among Americans were also compared with those of Indians, the test country group.

Before entering into the actual test of the hypotheses, an important point is to be noted. The scores recorded for each of the fifteen scales used for exploring the "Made in" images are correlated<sup>1</sup> with each other,<sup>2</sup> and this fact needs

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<sup>1</sup>For a clear and concise explanation of simple correlation and multiple correlation, see Statistical Analysis For Business Decisions, William A. Spur and Charles P. Bonini, 1967, p. 541-630.

<sup>2</sup>See Appendix D for correlation matrix developed from

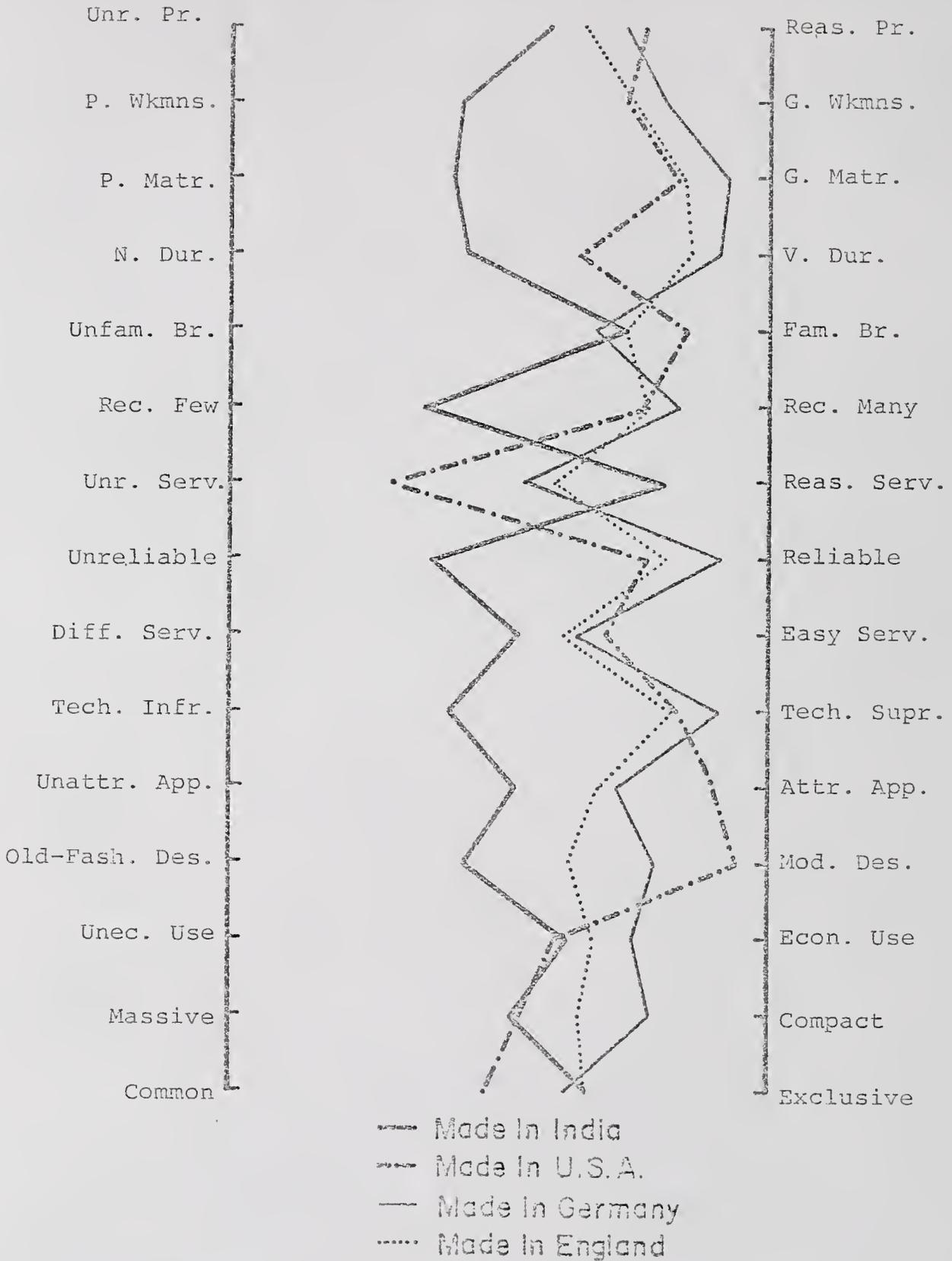


Figure 1. Profiles of Domestic and Foreign Products, Indians

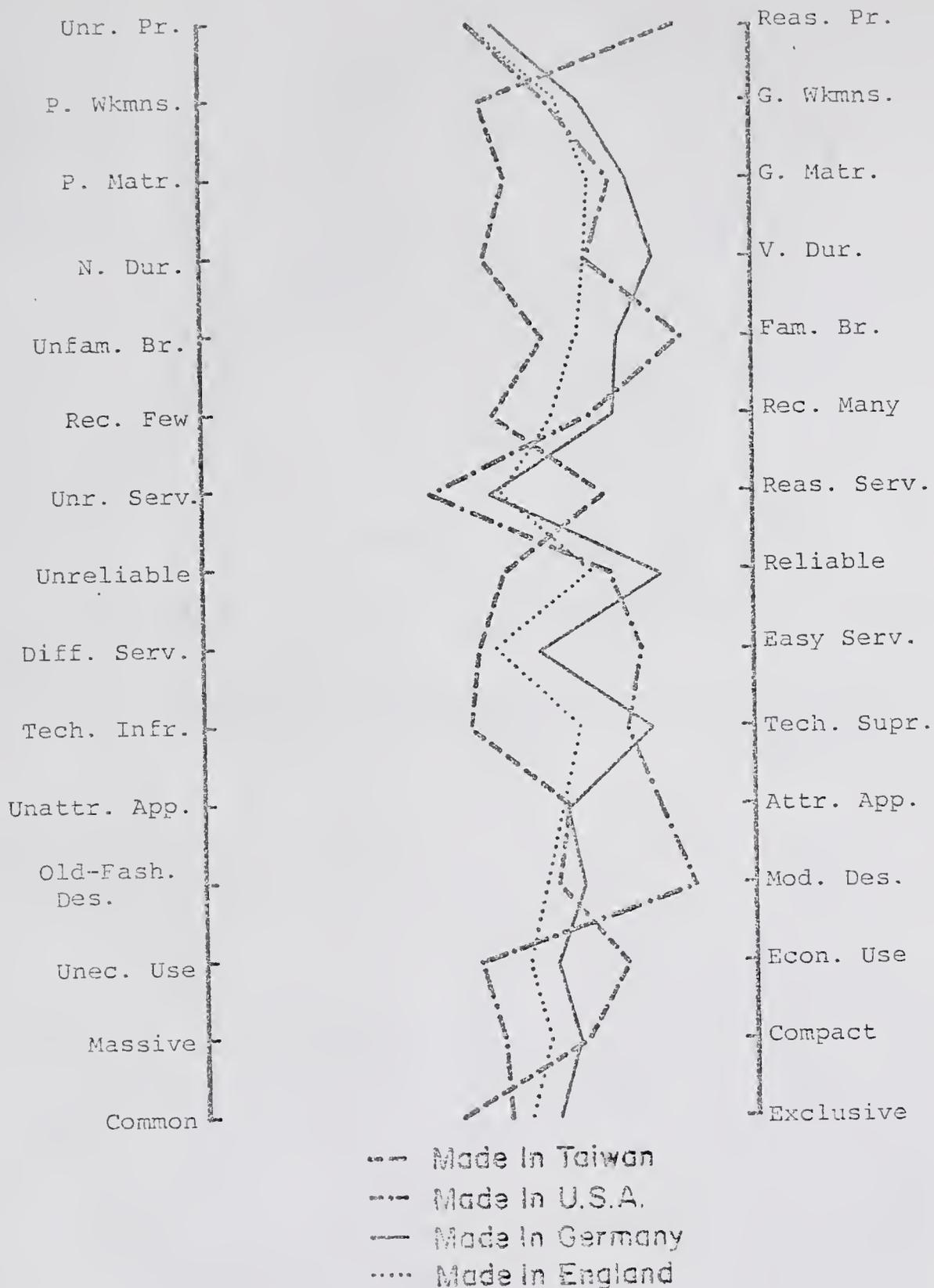


Figure 2. Profiles of Domestic and Foreign Products, Chinese

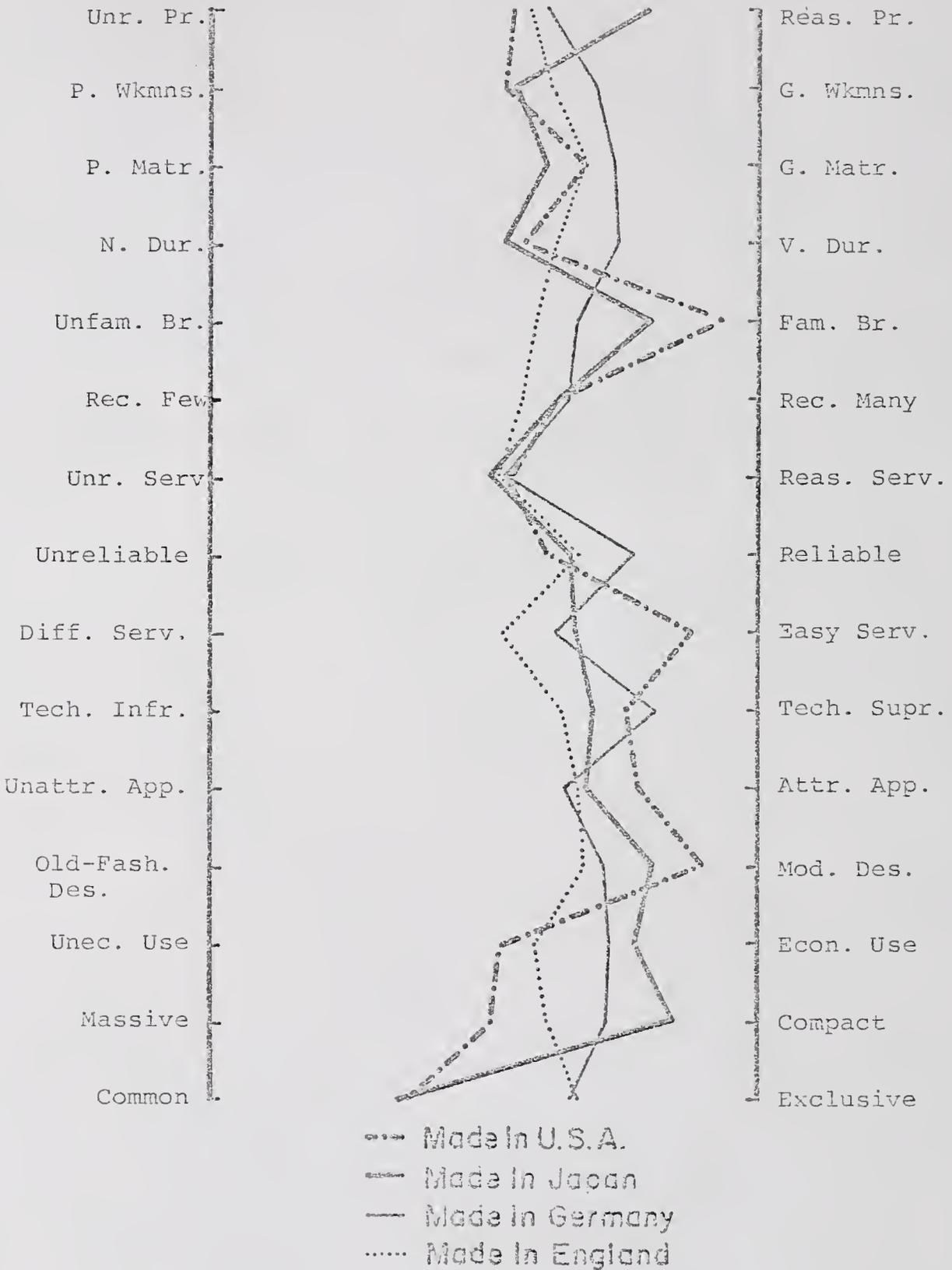


Figure 3. Profiles of Domestic and Foreign Products, Americans

to be considered while the data is analyzed. This dependence structure of the elements of the profile necessitates the use of a multivariate statistical model (Morrison, 1967, p. 76) for testing the hypotheses concerning the "Made in" images.<sup>3</sup>

### Tests of Hypotheses Concerning "Made In" Images

#### Hypothesis I

Among persons from a less-developed country, there are no significant differences between the "Made in" image of domestic products and the "Made in" image of products from an advanced nation.

The "Made in" images prevalent among Indians, the test country group, is the focus of interest here. The null hypothesis states that there are no significant differences between the "Made in" image of the domestic products and that of products from an advanced nation. The domestic "Made in" image for Indians is the profile of Made in India generated from the mean scores on the semantic differential scales. The image of Made in U.S.A. is set as the standard for "Made in" image of products from an advanced nation.

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the pre-test data using the Biomedical Computer Program BMD02D, Dixon, 1971, p. 49-59.

<sup>3</sup>For an excellent nontechnical discussion of multivariate techniques commonly used in marketing studies, see "Multivariate Analysis in Marketing," Jagdish N. Sheth, Journal of Advertising Research, February, 1970, p. 29-39. See also "The Multivariate Revolution in Marketing Research," Jagdish N. Sheth, Journal of Marketing, January, 1971, p. 13-19. See also Multivariate Analysis in Marketing: Theory and Applications, David A. Aaker, 1971.

Considering the fact that all the respondents in this project are familiar with and have some experience of products from the United States, this is an acceptable criterion. Thus the test of this null hypothesis is concerned with the profiles--Made in U.S.A. and Made in India--shown in Figure 1. The null hypothesis expects no differences between these two profiles. As one knows from the analysis of pretest data, the elements of each of these profiles have a dependence structure. Hence a multivariate test of means, which takes into account this nature of dependence between the elements of the same profile is the method chosen to test this hypothesis.<sup>4</sup> Biomedical Computer Program BMDX63 (Dixon, 1970, p. 23-33) is used for this purpose.<sup>5</sup> Results obtained from the computer run are presented in Table 1. The null hypothesis of "no significant differences" between "Made in" images is rejected. Since the multivariate test for differences between the profiles proved to be significant, the next step was to examine the individual dimensions along which the

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<sup>4</sup>This statistical method uses a test statistic known as Hotelling  $T^2$ . This is a multivariate generalization of univariate  $t^2$ . For detailed explanation, proofs, and also for the relationship between  $T^2$  and  $F$  statistic, refer to Multivariate Statistical Method, Donald F. Morrison, McGraw-Hill Inc., New York, 1967, p. 117-141.

<sup>5</sup>Using a multivariate general linear model,  $Y = XB + E$ , this program tests hypothesis of the form  $ABC = D$  where  $B$  is a matrix of regression coefficient. Matrices  $A$ ,  $C$ , and  $D$  are to be specified by the user. For an explanation on how to use this program and computational procedure, see BMD Biomedical Computer Programs, X Series Supplement, W. J. Dixon, 1970, p. 23-33.

Table 1  
Multivariate Test of Means for Differences in  
"Made in" Images--Hypothesis I (Indians)

Profiles tested	<u>F</u> value	<u>DF</u>	Significance <sup>a</sup>
Made in India			
vs.	24.807	15/25	yes
Made in U.S.A.			

Note: Null Hypothesis I rejected.

<sup>a</sup>Significant at  $\alpha = .05$  level.

profiles differ. For this purpose, paired t tests were carried out and the results are shown in Table 2.<sup>6</sup> The table indicates that there are significant differences between the mean scores of Made in India and Made in U.S.A. on twelve of the fifteen dimensions defined by the semantic differential scales. For ten of the twelve categories, Made in U.S.A. is rated significantly higher than Made in India. Some of the dimensions along which Made in U.S.A. is rated higher than Made in India are "poor workmanship/good workmanship," "not so durable/very durable," "unreliable/reliable," "technically inferior/technically superior," etc. On the other hand, as seen from the differences in mean scores, Indian respondents associate Made in India with more reasonable service

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<sup>6</sup>See Introduction to Probability and Statistics, William Mendenhall, 1967, p. 189-205, for an explanation of the Student t distribution and also for details of t tests and paired difference tests.

Table 2

Results of Tests for Differences in Individual Dimensions of Profiles,  
Made in India vs. Made in U.S.A. (Indians)

Scales	Mean Indians Made in India	Mean Indians Made in U.S.A.	t value	Signifi- canced
Unreasonable price/Reasonable price	4.175	5.400	-2.945	yes
Poor workmanship/Good workmanship	3.025	5.150	-5.105	yes
Poor materials/Good materials	2.925	5.800	-9.328	yes
Not durable/Very durable	3.100	4.500	-3.991	yes
Unfamiliar brand/Familiar brand	5.175	5.900	-1.956	no
Recommended by few/Recommended by many	2.550	5.400	-8.414	yes
Unreasonable service charge/Reasonable service charge	5.650	2.125	9.751	yes
Unreliable/Reliable	2.650	5.450	-9.108	yes
Difficult to obtain service/ Easy to obtain service	3.750	4.925	-2.494	yes
Technically inferior/Technically superior	2.825	5.850	-9.855	yes
Unattractive appearance/Attractive appearance	3.725	6.350	-10.696	yes
Old-fashioned design/Modern design	3.100	6.625	-15.843	yes
Uneconomical to use/Economical to use	4.400	4.275	+2.62	no
Massive/Compact	3.700	3.825	-.260	no
Common/Exclusive	4.675	3.350	+2.867	yes

<sup>a</sup>Significant at  $\alpha = .05$  level.

charges as compared to Made in U.S.A. The results also indicate that Made in India is more exclusive than Made in U.S.A., according to the evaluation of Indians.

### Hypothesis II

There are no significant differences between the "Made in" images prevalent among persons from separate less-developed countries.

India and Taiwan are the less-developed countries chosen for this research. It is also noted in Chapter III that, while both India and Taiwan are classified as less-developed countries, the "Made in" images existing among the natives of these nations may differ, because the countries differ greatly in terms of economic, political, social, and cultural environments. In each instance the respondents were asked to evaluate their domestic "Made in" image as well as the "Made in" image of the products from the United States, Germany, and England. Four sets of profiles developed from the evaluation of Indian and Chinese respondents are shown in Figures F-1, F-2, F-3, and F-4 in Appendix F. Figure F-1 shows the profiles of domestic products among Indians and Chinese. Figures F-2, F-3, and F-4 indicate the profiles of American, German, and English products among the two tests groups. In each figure, profiles of the same "Made in" concepts, as developed from the mean scores (on the fifteen scales) of Indian and Chinese respondents, are presented. The only exception is Figure F-1 in which

profiles of Made in India and Made in Taiwan are presented, since they represent the "Made in" images of domestic products among Indians and Chinese respectively. The null hypothesis states that there should be no significant differences between the "Made in" images prevalent among the two groups of respondents. In other words, a statistical test should show that there are no major differences between the profiles for each set. The statistical method used for this purpose is a multivariate technique known as a test of mean vectors.<sup>7</sup> For each set of profiles in Figures F-1, F-2, F-3, and F-4 a separate test of mean vectors is carried out to determine whether the profiles in each set are significantly different. BMDX63 (Dixon, 1970, p. 23-33) is the computer program that was used to carry out the four separate tests of mean vectors. The results of the tests are provided in Table 3. It can be seen that the  $F$  values obtained are significant in each of the four cases. As a result, Hypothesis II in the null form is rejected.

In addition, for each set of profiles  $t$  tests<sup>8</sup> were conducted to find out the dimensions along which the profiles in a set differ. Results of these tests for each set of profiles are shown in Tables E-4, E-5, E-6, and E-7 in Appendix E.

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<sup>7</sup>For an explanation of the method and statistical assumptions, refer to Multivariate Statistical Methods, Donald F. Morrison, 1967, p. 125-130.

<sup>8</sup>See footnote 6.

Table 3

Test of Mean Vectors for Differences in "Made in" Images  
Between Indian and Chinese Respondents--Hypothesis II

Test	F value	DF	Significance <sup>a</sup>
Domestic images	6.757	15/64	yes
Made in U.S.A.	6.315	15/64	yes
Made in Germany	3.251	15/64	yes
Made in England	4.072	15/64	yes

Note: Null Hypothesis II rejected.

<sup>a</sup>Significant at  $\alpha = .05$  level.

Table E-4 (Appendix E) concerning domestic "Made in" images indicates that there are significant differences in the evaluation on ten of the fifteen dimensions. On eight of these dimensions, Chinese respondents rated Made in Taiwan higher than Indians' evaluation of Made in India.

Similar analysis for Made in U.S.A. is presented in Table E-5 (Appendix E). Statistically significant differences in mean scores were found on only six of the dimensions between the two profiles. These dimensions are price, workmanship, materials, service charges, appearances, and design. The Indian respondents' evaluation of Made in U.S.A. is higher than that of the Chinese group on five of the six above dimensions: price, workmanship, materials, appearance, and design.

Tests for differences on individual dimensions between profiles of Made in Germany, shown in Figure F-3 (Appendix F), provided some interesting results. There were significant differences between the mean scores of Indians and those of Chinese on seven of the fifteen pairs, and in each case Made in Germany was given a higher rating by the Indian respondents than the Chinese. Table E-6 (Appendix E) contains the complete results.

An inspection of the profiles of Made in England in Figure F-4 (Appendix), as evolved from the evaluation of Indian and Chinese respondents, shows that Indians have rated Made in England higher than the Chinese on every one of the fifteen dimensions. On ten of the above fifteen dimensions, the differences are statistically significant. Table E-7 (Appendix E) presents the results of the t tests.

### Hypothesis III

There are no significant differences between the "Made in" images prevalent among persons from a less-developed country and those that are prevalent among persons from an advanced nation.

In this case the "Made in" images among Indians, the test country group, and the "Made in" images among Americans, persons from an advanced nation, were considered. As seen in Chapter III, Indians and Americans evaluated domestic "Made in" concepts as well as Made in Germany and Made in

England. The three common sets of profiles developed are shown in Figures F-5, F-6, and F-7 in Appendix F. Figure F-5 presents the profile of Made in U.S.A. obtained from the mean scores of Americans and profile of Made in India evolved from the rating of Indians. Profiles of Made in Germany and Made in England for these two groups of respondents are shown in Figures F-6 and F-7. As in the case of Hypothesis II, separate tests of mean vectors<sup>9</sup> were conducted to see whether these profiles developed from the mean scores of Indians are in any way different from the corresponding profiles developed from the average scores of Americans. Results of these tests are given in Table 4. It shows that the two profiles in each set are significantly different from one another, and this is true for all the three sets. So Hypothesis III in the null form is rejected. That is, there are significant differences between the "Made in" images among persons from a less-developed country and those that exist among persons from an advanced nation.

Further statistical tests were carried out to determine the dimensions along which the "Made in" images among Indians differ from the "Made in" images among Americans. Table E-8 (Appendix E) presents the results of  $t$  tests for differences in individual dimensions between the "Made in" images of domestic products among Indians and Americans. Americans' evaluation of Made in U.S.A. is higher than the Indians' rating of Made in India on nine of the fifteen dimensions as

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<sup>9</sup>See footnote 7.

seen from the results of  $t$  tests. On the other hand, Made in Germany obtained higher average scores among Indians on fourteen of the fifteen characteristics. On six of the above fourteen dimensions, the differences are significant, as seen from data in Table E-9 (Appendix E). A similar pattern of evaluation is exhibited for the "Made in" image of English products. The evaluation of Made in England by Indians was significantly higher than that of Americans on ten of the fifteen categories. Table E-10 in Appendix E contains these results.

Table 4

Tests of Mean Vectors for Differences in "Made in" Images  
Between Indian and American Respondents--Hypothesis III

Test	F value	DF	Significance <sup>a</sup>
Domestic images	19.672	15/64	yes
Made in Germany	2.411	15/64	yes
Made in England	4.873	15/64	yes

Note: Null Hypothesis III rejected.

<sup>a</sup>Significant at  $\alpha = .05$  level.

#### Hypothesis IV

There are no significant differences in the "Made in" images prevalent among persons from a less-developed country, based on demographic variables.

As in the previous cases, Indians, the test country group, receive the focus of interest in this hypothesis also.

The demographic variables included are age, sex, marital status, education (occupation),<sup>10</sup> travel experience, and length of stay in the United States. The concern of this hypothesis is to test whether these demographic variables can account for differences between the "Made in" images existing among persons from a less-developed country. As seen in Chapter II, prior research has indicated that the "Made in" images among Americans are different, based on demographic variables like age, sex, etc. In this case one goes a step further and examines whether demographic variables can be used as a predictor of differences between the "Made in" images among persons from a less-developed country. The hypothesis was tested to determine if the demographic variables can serve as predictors for differences between the profiles of Made in India and Made in U.S.A. for Indians, the test country group (see Figure 1).

By using the Biomedical Computer Program, BMDX63, (Dixon, 1970, p. 23-33), test of this hypothesis can be done as a test of parameters of a multivariate general linear model.<sup>11</sup> Results of the multiparameter test, which

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<sup>10</sup>This variable is coded as student/nonstudent rather than by the specific year in college or by the exact nature of the occupation.

<sup>11</sup>BMDX63 uses a model  $Y = XB + E$ . This, in fact, performs a multiple regression where the dependent variable is a vector. By specifying proper A, C, and D matrices, this program is adapted for the purposes of testing the parameters of a linear model where the demographic variables serve as predictors of differences between "Made in" images. The

included all the demographic variables, proved to be significant and hence the Null Hypothesis IV was rejected. Results of the multiparameter test, as well as the results of the tests for the demographic variables on an individual basis, are presented in Table 5. Only in the case of two demographic variables--sex and travel experience--did the  $F$  value exceed the rejection criterion as seen in Table 5.

#### Hypothesis V

Among Americans, there are no significant differences between the "Made in" image of American products and the "Made in" image of Japanese products.

The focal point of this hypothesis is the "Made in" image of American and Japanese products among Americans. The profiles developed from the semantic differential method are presented in Figure 3. According to the null hypothesis there are no differences between the "Made in" images of American products and Japanese products among Americans. As in the case of Hypothesis I, the statistical technique adopted for this test is the multivariate test of means

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demographic variables are coded as follows:

$X_1 = 1$ --age equal or above 30	$X_4 = 1$ --has travel experience
$X_1 = 0$ --age less than 30	$X_4 = 0$ --no travel experience
$X_2 = 1$ --male	$X_5 = 1$ --student
$X_2 = 0$ --female	$X_5 = 0$ --nonstudent
$X_3 = 1$ --married	$X_6 = 1$ --time of stay in the
$X_3 = 0$ --single	United States--one year
	or more
	$X_6 = 0$ --time of stay in the
	United States--less than
	one year.

Table 5

## Multivariate Test of Parameters for Differences in Images (Indians)

Test	<u>F</u> value	<u>DF</u>	Significance <sup>a</sup>
Multiparameter test on all demographic variables	10.481	90/113	yes
Tests on individual $\beta$ s			
Age	1.127	15/19	no
Sex	2.241	15/19	yes
Marital status	1.107	15/19	no
Travel	2.454	15/19	yes
Student (or not)	1.099	15/19	no
Time of stay	2.033	15/19	no

Note: Null Hypothesis IV rejected.

<sup>a</sup>Significant at  $\alpha = .05$  level.

using Hotelling  $T^2$  as a test statistic.<sup>12</sup> Results exhibited in Table 6 show that the null hypothesis is to be rejected. Results of further tests conducted for isolating differences in mean scores between Made in U.S.A. and Made in Japan on individual dimensions defined by the semantic differential scales are presented in Table 7. Significant differences in

<sup>12</sup>See footnote 4. Also BMDX63 (Dixon, 1970, p. 23-33) is the computer program used for testing this hypothesis.

evaluation occurred only on seven dimensions. In three of the above seven cases, Made in Japan was rated better than Made in U.S.A. These are "unreasonable price/reasonable price," "uneconomical to use/economical to use," and "massive/compact." In the case of the other four categories, Made in U.S.A. was rated better than Made in Japan. The pairs are "unfamiliar brand names/familiar brand names" "difficult to obtain service/easy to obtain service," "unattractive appearance/attractive appearance," and "old-fashioned design/modern design." It is interesting to note that Americans, now, find no significant differences between Made in U.S.A. and Made in Japan in terms of workmanship, quality of materials, durability, reliability, and technical superiority.

Table 6

Multivariate Test of Means for Differences in  
"Made in" Images--Hypothesis V (Americans)

Profiles tested	<u>F</u> value	<u>DF</u>	Significance <sup>a</sup>
Made in U.S.A.			
vs.	10.019	15/25	yes
Made in Japan			

Note: Null Hypothesis V rejected.

<sup>a</sup>Significant at  $\alpha = .05$  level.

Table 7

Results of Tests for Differences in Individual Dimensions of Profiles,  
Made in U.S.A. vs. Made in Japan (Americans)

Scales	Mean Americans Made in U.S.A.	Mean Americans Made in Japan	t value	Signifi- cance <sup>a</sup>
Unreasonable price/Reasonable price	3.950	5.625	-6.989	yes
Poor workmanship/Good workmanship	3.775	3.925	-.422	no
poor materials/Good materials	4.825	4.325	+1.720	no
Not durable/Very durable	4.050	3.825	+3.384	no
Unfamiliar brand/Familiar brand	6.575	5.675	+3.593	yes
Recommended by few/Recommended by many	4.450	4.500	-.168	no
Unreasonable service charge/Reasonable service charge	3.825	3.650	+5.532	no
Unreliable/Reliable	4.350	4.625	-1.032	no
Difficult to obtain service/ Easy to obtain service	6.150	4.700	+6.873	yes
Technically inferior/Technically superior	5.325	4.950	+1.651	no
Unattractive appearance/Attractive appearance	5.475	4.800	+2.503	yes
Old-fashioned design/Modern design	6.275	5.650	+4.263	yes
Uneconomical to use/Economical to use	3.675	5.400	-4.628	yes
Massive/Compact	3.575	5.900	-7.158	yes
Common/Exclusive	2.500	2.425	+3.354	no

<sup>a</sup>Significant at  $\alpha = .05$  level.

### Additional Comments on "Made in" Images

Hypothesis I concerning "Made in" images prevalent among persons from a less-developed country was tested on the Chinese respondents also, to see whether further support could be derived for the notion that there are significant differences between the "Made in" image of domestic products and that of products from an advanced nation. Results presented in Table 8 show that the null hypothesis of "no differences" is to be rejected, thus supporting the results arrived at previously.<sup>13</sup> Paired  $t$  tests were carried out to find out more about the evaluation of two "Made in" concepts on individual dimensions. Results are exhibited in Table 9. For fourteen of the fifteen semantic differential pairs, the evaluations of Made in Taiwan and Made in U.S.A. are significantly different. Made in U.S.A. is rated higher than Made in Taiwan in eleven cases.

The data in Tables E-11, E-12, and E-13 (Appendix E) show how the three groups of respondents rated the "Made in" concepts on different dimensions defined by the semantic differential scales. Unlike in the previous tables, here the "Made in" concepts are ranked according to the mean rating they received on each of the characteristics. This new arrangement throws some additional light on the nature of

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<sup>13</sup>Statistical test used is a multivariate test of means. Made in U.S.A. is set as a standard to represent the "Made in" image of products from an advanced nation. See the profiles of Made in Taiwan and Made in U.S.A. in Figure 2.

"Made in" images among Indian, Chinese, and American respondents. In fourteen of the fifteen categories, Indians have given the highest rating to the "Made in" concept of an advanced nation. A similar pattern was exhibited by the Chinese also, for they gave the highest rating to the "Made in" concept of an advanced nation for eleven of the fifteen dimensions. In the case of Americans, Made in Germany had the highest rating for six dimensions, closely followed by Made in U.S.A., which has the highest rating for five. It is important to note that Made in Germany was given the highest rating by Americans for workmanship, quality of materials, durability, recommendations, reliability, and technical superiority. Made in Japan was rated as the best in terms of "unreasonable price/reasonable price," "uneconomical to use/economical to use," and massive/campact."

Table 8

Multivariate Test of Means for Differences in  
"Made in" Images--Hypothesis I (Chinese)

Profiles tested	<u>F</u> value	<u>DF</u>	Significance <sup>a</sup>
Made in Taiwan			
vs.	7.960	15/25	yes
Made in U.S.A.			

Note: Null Hypothesis I rejected.

<sup>a</sup>Significant at  $\alpha = .05$  level.

Table 9

Results of Tests for Differences in Individual Dimensions of Profiles,  
Made in Taiwan vs. Made in U.S.A. (Chinese)

	Mean Chinese Made in Taiwan	Mean Chinese Made in U.S.A.	t value	Signifi- cance <sup>a</sup>
Unreasonable price/Reasonable price	6.025	3.375	-7.715	yes
Poor workmanship/Good workmanship	3.500	4.350	-2.506	yes
Poor materials/Good materials	3.850	5.175	-4.723	yes
Not durable/Very durable	3.575	4.875	-4.218	yes
Unfamiliar brand/Familiar brand	4.325	6.075	-4.845	yes
Recommended by few/Recommended by many	3.675	4.950	-4.557	yes
Unreasonable service charge/Reasonable service charge	5.075	2.925	4.769	yes
Unreliable/Reliable	3.850	5.175	-5.217	yes
Difficult to obtain service/ Easy to obtain service	3.500	5.550	-4.455	yes
Technically inferior/Technically superior	3.400	5.425	-6.808	yes
Unattractive appearance/Attractive appearance	4.650	5.800	-3.849	yes
Old-fashioned design/Modern design	4.475	6.225	-7.000	yes
Uneconomical to use/Economical to use	5.350	3.500	4.611	yes
Massive/Compact	4.875	3.775	2.799	yes
Common/Exclusive	3.200	3.825	-1.589	no

<sup>a</sup>Significant at  $\alpha = .05$  level.

### Product Classes and Products

The second section of the research instrument is concerned with the evaluation of product classes and products. Each group of respondents was asked to evaluate product classes and products from four countries. Indians, the test country group, evaluated product classes and products from India, the United States, Germany, and England. Chinese respondents evaluated Made in U.S.A., Made in Germany, Made in England, and Made in Taiwan. Americans evaluated product classes and products from the United States, Germany, England, and Japan. The mean ratings of each group for each product class and product are calculated. These are exhibited in Tables E-14, E-15, and E-16 (Appendix E). Table E-14 shows the evaluation of Indian respondents, Tables E-15 and E-16 present the evaluation of Chinese and Americans respectively.

### Less Developed Countries

The results of paired difference tests<sup>14</sup> conducted between the evaluation of Made in India and Made in U.S.A.<sup>15</sup> by Indians for product classes and products are presented in Table 10. It is clear that Indians have rated every product

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<sup>14</sup>See The Design and Analysis of Experiments, William Mendenhall, 1968, p. 40-44, for an explanation of the paired test and also the underlying assumptions.

<sup>15</sup>As before, Made in U.S.A. is the standard. Product classes and products from the United States are adopted as the standard to represent those from advanced nations in general.

class from India significantly lower than product classes labeled as Made in U.S.A. For example, Indians have given a rating of only 2.425 for their domestic mechanical products as compared to 5.925 for mechanical products from the United States. Similar results are obtained in the case of specific products also. Indian respondents' evaluation of domestic products also seems to be significantly different from their evaluation of products from an advanced nation like the United States. Table 10 shows the results of the tests concerning specific products also. In all instances Indian respondents have given lower ratings to products from India than to those from the United States. These products are automobiles, television sets, soft drinks, and dress shirts. In Table E-17

Table 10

Product Classes and Products, Comparisons of Made in India and Made in U.S.A. (Indians)

Products and Product Classes	Mean Made in India	Mean Made in U.S.A	t value	Significance <sup>a</sup>
Mechanical products	2.425	5.925	-13.555	yes
Electronic Products	2.775	6.175	-11.525	yes
Food products	3.600	6.500	- 9.781	yes
Fashion products	4.675	6.075	- 3.695	yes
Automobiles	2.400	5.975	-10.357	yes
Television sets	2.400	6.150	-13.328	yes
Soft drinks	3.900	6.575	- 8.999	yes
Dress shirts	4.975	6.175	- 3.300	yes

<sup>a</sup>Significant at  $\alpha = .05$  level.

(Appendix E), the ranking of the different "Made in" concepts based on the mean rating given by the Indian respondents is shown. For all product classes and products the highest rating is always given to one originating from an advanced nation. Food products, fashion products, television sets, soft drinks, and dress shirts from the United States were considered as the best. Mechanical products, electronic products, and automobiles from Germany were ranked first based on the average rating given by Indian respondents. Perhaps, more important is the fact that product classes and products from India have been given the lowest rating in all but one case. This only exception is dress shirts from India which ranks third according to the average rating of Indian respondents.

Similar analysis as above was done for the data gathered from the Chinese respondents. Results of the paired difference tests are presented in Table 11. Chinese respondents have rated the mechanical products and electronic products from the United States as superior to those from Taiwan. In the case of food products, Made in Taiwan was evaluated as superior to Made in U.S.A. There is no significant difference in the rating of fashion products. Automobiles, television sets, and soft drinks from the United States were evaluated as superior to those from Taiwan. No differences in the rating seem to exist between dress shirts from the United States and those from Taiwan. Table E-18

(Appendix E) shows the ranking of product classes and products from the four countries based on the mean scores by Chinese respondents. For mechanical products, electronic products, and automobiles, Made in Germany is ranked first; for food products, fashion products, and dress shirts, Made in Taiwan is at the top. Television sets and soft drinks from the United States have the highest average rating as seen in Table E-18 (Appendix E).

Table 11

Product Classes and Products, Comparisons of Made in Taiwan and Made in U.S.A. (Chinese)

Products and Product Classes	Mean Made in Taiwan	Made in U.S.A.	t value	Significance <sup>a</sup>
Mechanical products	3.525	5.450	-7.272	yes
Electronic products	4.425	5.475	-4.108	yes
Food products	5.825	4.550	+4.148	yes
Fashion Products	5.300	5.250	+0.197	no
Automobiles	3.250	5.400	-7.001	yes
Television sets	4.675	5.650	-3.655	yes
Soft drinks	4.425	6.000	-4.831	yes
Dress shirts	5.375	5.200	+0.764	no

<sup>a</sup>Significant at  $\alpha = .05$  level.

### Americans

Results of the tests for the evaluation of product classes and products by Americans are shown in Table 12.

Table 12

Product Classes and Products, Comparisons of Made in U.S.A.  
and Made in Japan (Americans)

Products and Product Classes	Mean Made in U.S.A.	Mean Made in Japan	<u>t</u> value	Significance <sup>a</sup>
Mechanical products	4.875	4.675	+0.662	no
Electronic products	5.300	5.675	-1.272	no
Food products	5.375	3.525	+5.640	yes
Fashion products	5.650	3.325	+8.571	yes
Automobiles	4.350	5.200	-2.856	yes
Television sets	5.700	5.500	+0.392	no
Soft drinks	6.225	3.700	+9.341	yes
Dress shirts	5.600	3.650	+7.346	yes

<sup>a</sup>Significant at  $\alpha = .05$  level.

Statistically there are no differences between the mean scores of attitude toward mechanical products from the United States and those from Japan. As seen in Table 12, this seems to be the case for electronic products also. Food products and fashion products from the United States are rated as superior to those from Japan. Japanese automobiles are felt to be superior to American automobiles. In the case of television sets there are no differences in evaluation between Made in U.S.A. and Made in Japan, based on the result of statistical tests. Mean scores of attitudes

toward soft drinks and dress shirts from the United States are significantly higher than those toward Japanese soft drinks and dress shirts.

The "Made in" concepts are ranked based on the mean scores for product classes and products in Table E-19 (Appendix E). Made in U.S.A. has the highest average rating in food products, fashion products, television sets, soft drinks, and dress shirts. Americans rated mechanical products and automobiles from Germany as the best on an inferior-superior scale. Surprisingly, American automobiles obtained the lowest rating on the inferior-superior scale. Electronic products from Japan are rated as superior to those from all other countries included in this study.

#### Choice of Products

The third section of the questionnaire focuses on the choice process among the three groups of respondents. The products chosen for this section are the same as before: automobiles, television sets, soft drinks, and dress shirts. Indians and Chinese had to choose from their domestic products along with products from England, Germany, and the United States. Americans, on the other hand, were given the choice between products from the United States, Germany, England, and Japan. Results of this part of the survey are presented in Tables E-20, E-21, and E-22 (Appendix E).

### Less-Developed Countries

The data in Table E-20 (Appendix E) show how Indians chose between products from different countries. Automobiles from Germany seem to be the overwhelming choice since twenty-eight of the respondents chose them over automobiles from India, England, or the United States. American television sets were chosen by nineteen respondents, closely followed by the German television sets, chosen by fifteen people. American soft drinks are very popular, and twenty-seven of the forty Indians in the sample chose them. Only for dress shirts do Indians show an apparent preference for their domestic product, with seventeen of the respondents choosing Indian dress shirts.

Results of the chi-square analysis<sup>16</sup> are shown in Table 13. For each product the null hypothesis of "no preference" is rejected as seen from the table. This means that Indians show preferences in their choice of products from different countries even when price and other quality criteria are supposed to be equal for domestic products and products from various advanced nations.

Very similar results were obtained in the analysis of the data from this part of the survey for the Chinese group also, as seen from data in Table E-21. Nineteen of the

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<sup>16</sup>For an explanation of the test of hypothesis concerning a multinomial experiment using the chi-square statistic, see Introduction to Probability and Statistics, William Mendenhall, 1967, p. 249-262.

forty Chinese respondents preferred automobiles from Germany. Twenty respondents selected television sets made in the United States. Soft drinks of the United States seem to be the overwhelming favorite as twenty-nine of the respondents chose those over drinks from other nations. As in the previous instance (Indians), domestic dress shirts seem to be the most popular, with twenty-one of the forty Chinese respondents choosing dress shirts from Taiwan.

Table 13

## Chi-Square Test for Choice of Products (Indians)

Products	$\chi^2$ value	Significance <sup>a</sup>
Automobiles	43.4	yes
Television sets	21.2	yes
Soft drinks	45.4	yes
Dress shirts	14.0	yes

Note: In each case the null hypothesis of "no preference" is rejected.

<sup>a</sup>Significant at  $\alpha = .05$  level.

Results of the chi-square analysis are presented in Table 14. As seen from the data in Table 14, in all instances the null hypothesis of "no preference" is to be rejected. In other words, Chinese respondents also exhibit preference patterns in the choice of products from different countries even when the products are supposed to be equal in terms of price and quality criteria.

Table 14

## Chi-Square Test for Choice of Products (Chinese)

Products	$\chi^2$ value	Significance <sup>a</sup>
Automobiles	21.2	yes
Television sets	16.6	yes
Soft drinks	54.2	yes
Dress shirts	21.2	yes

Note: In each case the null hypothesis of "no preference" is rejected.

<sup>a</sup>Significant at  $\alpha = .05$  level.

### Americans

As shown in Table E-22 (Appendix E), Americans seem to prefer domestic products in two instances. Twenty-three of the respondents chose American television sets whereas thirty-seven chose American soft drinks. For dress shirts, Made in England is the predominant choice, with twenty-two of the respondents opting for it. In the case of Automobiles Made in Germany is chosen by twenty people with Made in U.S.A. a close second. Products from Japan do not fare well, since many Americans did not choose them over products from other countries. The only exception occurs with television sets, with twelve people choosing the Japanese make. This is second only to Made in U.S.A. in which case twenty-three people chose the American television set.

Table 15 presents the results of chi-square analysis. In the case of each product the null hypothesis of "no preference" is rejected. In other words, Americans seem to show certain preferences in their choice process even when domestic products and products from other countries are assumed to be equal in terms of price and quality criteria.

Table 15  
Chi-Square Test for Choice of Products (Americans)

Products	$\chi^2$ value	Significance <sup>a</sup>
Automobiles	19.8	yes
Television sets	28.6	yes
Soft drinks	97.8	yes
Dress shirts	37.4	yes

Note: In each case the null hypothesis of "no preference" is rejected.

<sup>a</sup>Significant at  $\alpha = .05$  level.

CHAPTER V  
CONCLUSIONS

No attempt was made in the last chapter to enter into detailed discussions of the results of the testing or to draw implications and arrive at conclusions. Chapter V is devoted to this aspect of discussions, inferences and conclusions.

Less-Developed Countries

The results of the study presented in Chapter IV show that persons from less-developed countries have an unfavorable "Made in" image of their domestic products in terms of many of the characteristics defined by the semantic differential scales. In fact, Indians gave the lowest rating to Made in India on eleven of the fifteen categories, which included workmanship, quality of materials, durability, reliability, technical factors, appearance, and design. An unfavorable "Made in" image of the domestic products among persons from a less-developed country affects their view of product classes as well as of products. For instance, the Indian respondents have evaluated their domestic product classes and products as inferior to those from advanced nations. While the nature of the link

between "image" and "behavior" is complex,<sup>1</sup> the choice patterns of persons from less-developed countries seem to indicate that "Made in" images of products from different countries influence the selection. As seen from the results presented in Chapter IV, the respondents from less-developed countries showed an obvious preference for products from advanced nations in most cases. This type of bias against domestic products is a situation contrary to that which prevails among persons from advanced nations like the United States. This group, in general, evaluated their domestic products as superior to foreign products. This fact accords with the earlier studies of Young and Rubicam (Advertising Age, 1960), Reiersen (1966b, 1967), and others, who noted that Americans are biased against products from some foreign countries and prefer their domestic products in most instances. Hence, the consumer bias against domestic products among persons from less-developed countries is a unique phenomenon which needs further exploration.

From a marketing point of view the bias against domestic products has some serious implications. A domestic producer in a less-developed country, confronted with this bias against his products, will have to create a market

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<sup>1</sup>Cohen (1963) noted that "the nature of the link between image and behavior is of course tenuous and rarely complete."

strategy capable of overcoming it. As suggested in the case of Japanese products competing in the American market, price concession is a strategy that domestic producers may consider for an initial acceptance of their products. Of course, while this strategy may reduce the bias against domestic products, there is no certainty that it can overcome the consumer bias in all cases. The cachet quality of some imported products may still result in a preference for products from advanced nations. Also, the success of a strategy of price concessions will vary in accordance to the nature of the product and the extent of bias against it.

Reierson (1967) suggested that various communications media can be used to create a favorable attitude toward Italian and Japanese products among Americans. In the case of natives of less-developed countries also, promotional strategies may be successful in reducing the bias against domestic products. But the success of promotional programs again depends on the nature of the product and the intensity of bias against it. For example, "the lack of industrial image" of many of the less-developed countries may cause the persons from these less-developed countries to have a strong bias against mechanical and electronic products of domestic origin. On the other hand, food products and fashion products of domestic origin may not be subjected to such an intense bias. An examination of the

Chinese evaluation of product classes reveals exactly such a pattern. While these Chinese respondents evaluated mechanical and electronic products of domestic origin as inferior to those from Germany, the United States, and England, they rated food products and fashion products of domestic origin as superior to those from the advanced nations. In such circumstances it becomes important to evolve a promotional strategy for a specific product based on a close study of the consumer.

Many marketing scholars have noted the importance of a favorable image for the success of a product (Gardner, 1960, 1965; Tyler, 1957; Martineau, 1957; Kaufman, 1960). It is generally agreed that the development of such a favorable image is a long-term process (Gordon, 1965; Baker, 1962). Promotional strategies may successfully offset any bias against specific domestic products among natives of less-developed countries, but these methods alone may not be very successful in the creation of a favorable "Made in" image of domestic products. This is so, since "Made in" images are affected by such diverse factors as national characteristics, representative products, political and economic background, etc. As such, any changes in the nature of "Made in" images rooted in the past can occur only on the basis of a slow evolutionary process, as Riley and Levy note.

The typical sequence of the events is to allow the past image to take shape, to develop gradually over time, and to change slowly according to the requirements of the present.<sup>2</sup> (Riley and Levy, 1963)

### The Comparative Framework

The results of the study also indicate that one can find differences in the "Made in" images existing among people from two separate less-developed countries. In this instance, India and Taiwan are the countries chosen for the purpose of analysis. As seen, both Indians and Chinese have an unfavorable image of their products in terms of quality of materials, durability, reliability, technical superiority, etc., when compared to products from other advanced nations. But a comparison of the evaluation of their respective domestic labels by Indians and Chinese reveals that the Chinese respondents have given a higher rating to Made in Taiwan on eight of the categories. Several other important differences between the "Made in" images among Indians and Chinese respondents need to be pointed out. An examination of the "Made in" image of England among the two groups of respondents indicates that Indians have given a higher rating to Made in England on every category. Political and historical ties over the

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<sup>2</sup>Riley and Levy (1963) suggested four approaches to the development of a corporate image. One of which is the "evolutionary approach." While Riley and Levy write in terms of corporate images, it is felt that an "evolutionary approach" is applicable in the case of "Made in" images.

years with England might have played a great role in the Indians' evaluation of Made in England. In the case of Made in U.S.A. and Made in Germany also, Indians have again given a higher rating to the "Made in" concepts than Chinese respondents on several categories. In the case of both product classes and products, the Chinese have evaluated their domestic label as superior to those from other advanced nations in some instances such as food products, fashion products, and dress shirts. But Indians, in every case, have given the highest rating to product classes and products from an advanced nation.

In spite of the differences in "Made in" images and the evaluation of product classes and products, there are some conspicuous similarities. First, Made in Germany has been given the highest rating on five categories by both groups of respondents. They are workmanship, quality of materials, durability, reliability, and technical superiority. Second, Made in U.S.A. is rated as the best in terms of familiarity with brand names, easy-to-obtain service, attractive appearance, and modern design. Third, both the groups of respondents have associated reasonable service charges with their domestic labels. In the choice pattern there are also some similarities such as the preference shown by Indians and Chinese for German automobiles, American television sets and soft drinks, and domestic shirts.

These differences and similarities in the nature of "Made in" images, evaluation of product classes and products, and finally in the choice pattern of Indian and Chinese respondents must be considered by anyone wishing to enter these markets. In general, it can be said that natives of less-developed countries have an unfavorable "Made in" image of their domestic products which affects their evaluation of product classes, products, and also the choice process. But as the results of this study indicate, the incidence and intensity of bias against domestic products varies between people from different less-developed countries. Hence, while it is easy to classify all less-developed countries as one market based on the bias against domestic products which exist among natives of these countries, for a successful marketing strategy, it is very important to take into consideration the specific nature and extent of bias in each of these countries.

A comparison of the "Made in" images among Indians and Americans also brings out some important differences and similarities. Indians, on the average, have given a significantly lower rating to Made in India on ten of the characteristics as compared to Americans' evaluation of Made in U.S.A. However, in the case of Made in England and Made in Germany the Indians' rating is significantly higher than that of Americans on several categories. But as in the case of Indian and Chinese respondents, Americans have

a favorable "Made in" image of German products in terms of workmanship, quality of materials, durability, reliability, and technical superiority. Also, Americans have evaluated their domestic label as the best in terms of familiarity with brand names, easy-to-obtain service, attractive appearance, and modern design. In addition, Americans exhibit a preference for German automobiles, and domestic television sets and soft drinks.

Here again, it can be seen that a marketer, while developing a market strategy to overcome the consumer bias based on product origin, has to account for the differences and similarities that exist among people from different nations. An approach based purely on nationality classification or stage of development of a country may not be very successful. In the ultimate analysis the success of a marketing program will depend on a comprehensive study of the consumer and his preferences.

#### Markets Within a Market

The results of the study show that demographic characteristics account for differences in "Made in" images among Indians, the test country group. Sex and travel experience in particular were seen to be significant as predictors of differences in "Made in" images among Indians. Of course, since the study was conducted among a small group of respondents at the university campus in Gainesville,

it may not be possible to draw specific conclusions concerning the effect of demographic variables. But the results show that the assumption by a marketer that a less-developed country is a single market may lead him to obscure the critical images held in small pockets of the society in which he wishes to market his product.

It is merely to suggest that by merging the diverse images of many individuals situated in radically different kinds of milieux, we obtain a blended image which may obscure the critical images held in small pockets in the society. (Hyman, 1963)

In addition, the dual character of the economies of many less-developed countries may have to be considered.

The dual character is evident from a comparison of poor rural areas accounting for a majority of the population in most underdeveloped countries with pockets of a relative affluence in the cities. (Moyer, 1968)

At the same time any "segmentation" strategy must also consider not only cultural differences but subcultural differences that exist in a given country. This is the conclusion of Wind (1967), who is of the opinion that every marketing strategy should take into account subcultural differences. These factors in essence reveal that a marketer, while developing a marketing plan, has to analyze the consumer bias based on product origin by segments within a country rather than looking at the country as a whole.

"Made in" Image of Japanese Products

The improvement of the "Made in" image of Japanese products in general among Americans compared to what it was in the last decade is another change revealed by this study. In the last decade several studies reported that Americans had a negative attitude towards all Japanese products. As of now, the Americans find no significant differences between Made in U.S.A. and Made in Japan in terms of workmanship, quality of materials, durability, reliability, and technical superiority. The evaluation of product classes by Americans indicates that there are no significant differences in evaluation between mechanical products from the United States and Japan. Similar results were obtained in the case of electronic products. Americans evaluated Japanese automobiles as superior to American automobiles and indicated no differences in the quality of television sets from Japan and the United States. But the results of the study show that in spite of such a favorable "Made in" image, in most instances Japanese products were not chosen over American, German, or English products. As other studies have pointed out, a favorable "Made in" image does not necessarily mean that the consumers would select that country's product over others. This relationship between the "Made in" image and the purchase behavior is an area which needs further exploration, although the determining factor very likely involves a certain degree of nationalism.

### Limitations of This Study

This study was conducted among persons from less-developed countries who are now residing in Gainesville and American respondents who were also drawn from the university community. As they are not entirely representative samples, the conclusions and generalizations drawn from this study must be considered only tentative and preliminary. Further, the analysis of "Made in" images on the basis of classification of countries into less-developed and advanced nations assumes generally that a country is homogeneous in terms of economic, social, and cultural characteristics. As prior research indicates, in addition to a rural-urban dichotomy, cultural and social differences may exist among segments within a country. Ignoring such differences between segments within a country may result to a large extent in obscuring the nature of the images among different groups within the country. In a country like India, where cultural, social and linguistic differences exist between people from different states, separate studies may have to be conducted within each state to determine the nature of "Made in" images.

The fact that this study was conducted in a university community also raises the question about the validity of its conclusions since it used students as consumer-surrogates. Hovland (1959) provided a good defense of this practice of using college students as respondents in

experimental studies. On the other hand, results of studies by Levitt (1965) and Alpert (1967) indicated that student's behavior may not be a good predictor of businessmen's behavior. But Khera and Benson (1970), while suggesting that "student subjects may be good substitutes for businessmen under certain conditions," also noted that "students tend to behave more like businessmen when they have adequate background for the research task." Sheth (1970b), writing in the Journal of Marketing Research, reported that he could find no significant differences in dissonance reduction behavior between students and housewives. In short, the evidence concerning the use of students as consumer-surrogates seems to be conflicting. No decisive answers are available as of now. The important point is that any generalizations on the basis of a student sample should be done with great caution.

#### Areas for Future Research

The focus of the "Made in" image research so far has centered around the exploration of "Made in" images existing among persons from different countries. The state of knowledge at present indicates that many factors such as representative products and national characteristics affect the formation and nature of "Made in" images among persons. One fruitful area of investigation would be that of the relationship between the stage of economic development of a

country and the nature of the "Made in" images among the natives of the country. The comparison of "Made in" images among Indians and Chinese indicates that a relationship between economic development and "Made in" images may exist. Further, results of this study suggest that persons from less-developed countries which are at very low levels of economic development may be biased against all product classes and products of domestic origin. But, among natives of less-developed countries which are at relatively higher levels of development, bias against food products and fashion products of domestic origin may be nonexistent, while bias against mechanical and electronic products of domestic origin may persist. Specifically, it seems possible that the level of economic development of a country may be used as a factor for predicting the nature of "Made in" images among the natives of that country.

Extensive work is needed in another area--the nature of the link between image and behavior. Image research in general, and "Made in" image research in particular, has not yet dealt in detail with the relationship between image and behavior. An interesting line of enquiry would be to consider whether "Made in" images among a group of people could be used as predictor variables to isolate their choice patterns.

In the case of persons from less-developed countries, the bias against products of domestic origin may be overcome

by suitable price concessions or promotional strategies. Experimental research into this area can indicate the extent to which price concessions and promotional methods will be successful.

Finally, in recent years marketers have shown interest concerning marketing practice in Communist countries (Goldman, 1960, 1965, 1967; Moyer, 1966; Richman, 1970). Carson and Wortzel (1970) indicated that the Soviet challenge to American products in international markets has become a serious threat. In such a circumstance, a relevant area of enquiry would be to explore the extent of bias, if any, among Americans and others against products from Communist bloc countries.

#### Final Comments

In conclusion, the findings of this study show that consumer bias based on product origin is a factor that must be considered in developing international market strategies. In the case of less-developed countries, existence of such a bias against domestic products among the natives creates a situation in which the products from advanced countries are preferred over the domestic products. Market strategies designed to overcome such consumer bias are needed, but these can be developed only in the context of specific market information. This, in turn, requires a continuing study of the consumer and his behavior. In the final

analysis, success of a marketing plan depends on consumer orientation and a continuous study of the consumer. The embryonic stage of marketing research in the emerging economies (Boyd et al., 1964; Miracle and Albaum, 1970, p. 222) and the complexity of international market research (Mazze, 1967, p. 58; Kolde, 1968, p. 322; Miracle and Albaum, 1970, p. 239) require marketing scholars and practitioners to devote more time and effort to this problem area.

APPENDICES

APPENDIX A

FINAL FORM OF THE RESEARCH INSTRUMENTS  
ADMINISTERED TO INDIANS, CHINESE, AND AMERICANS

RESEARCH INSTRUMENT FOR INDIANS

The purpose of this study is to find out how people evaluate products from different countries. For this, some direct information from you is required. May I request you to spare a little time and fill out the following questionnaire? There are four sections for this questionnaire and separate instructions for each one of them. Please try and fill out all of them as accurately as you can. This will enable me to proceed further with this study and complete it successfully.

THANK YOU FOR YOUR  
CONSIDERATION





## REASONABLE PRICE

UNREASONABLE  
PRICE

Made in Germany : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in U.S.A. : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in England : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in India : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

## POOR WORKMANSHIP

## GOOD WORKMANSHIP

Made in India : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in U.S.A. : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in England : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in Germany : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

MADE OF GOOD  
MATERIALSMADE OF POOR  
MATERIALS

Made in England : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in Germany : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in India : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in U.S.A. : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

## VERY DURABLE

## NOT SO DURABLE

Made in U.S.A. : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in India : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in England : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in Germany : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

FAMILIAR BRAND  
NAMESUNFAMILIAR  
BRAND NAMES

Made in India : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in Germany : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in U.S.A. : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

Made in England : \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:

RECOMMENDED BY  
FEW PEOPLERECOMMENDED BY  
MANY PEOPLE

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

UNREASONABLE SERVICE  
CHARGESREASONABLE SERVICE  
CHARGES

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## RELIABLE

## UNRELIABLE

Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

EASY TO OBTAIN  
SERVICEDIFFICULT TO OBTAIN  
SERVICE

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## TECHNICALLY INFERIOR

## TECHNICALLY SUPERIOR

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## ATTRACTIVE APPEARANCE

UNATTRACTIVE  
APPEARANCE

Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## MODERN DESIGN

## OLD-FASHIONED DESIGN

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

UNECONOMICAL  
TO USEECONOMICAL  
TO USE

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## COMPACT

## MASSIVE

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## COMMON

## EXCLUSIVE

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## SECTION 2

In this section you are requested to evaluate product classes (mechanical products, electronic products, etc.) and also specific products (television sets, automobiles, etc.).

Each concept (Made in U.S.A., Made in England, Made in India, and Made in Germany) is to be judged on only one scale. The procedure is exactly as in Section 1. Here is one example: Indicate how you feel about textile products produced in different countries, based on price, quality, design, etc.

	SUPERIOR						INFERIOR
Made in U.S.A.	: ___ :	X	: ___ :	___ :	___ :	___ :	___ :
Made in England	: X :	___ :	___ :	___ :	___ :	___ :	___ :
Made in India	: ___ :	___ :	___ :	___ :	___ :	___ :	X :
Made in Germany	: ___ :	___ :	___ :	X	: ___ :	___ :	___ :

Here it is seen that "Made in U.S.A." is rated as superior, "Made in England" as extremely superior, "Made in India" as extremely inferior, and "Made in Germany" as neutral.

You may proceed similarly by placing a check mark at the appropriate spaces to indicate your feelings.

Indicate how you feel about mechanical products (automobiles, refrigerators, etc.) produced in the following countries, based on price, quality, durability, reliability, etc.

SUPERIOR

INFERIOR

Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about electronic products (television sets, radios, etc.) produced in the following countries, based on price, quality, durability, reliability, etc.

SUPERIOR

INFERIOR

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about food products produced in the following countries, based on price, quality, taste, etc.

SUPERIOR

INFERIOR

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about fashion products (ladies' dresses, dress shirts, etc.) produced in the following countries, based on price, quality, style, etc.

## SUPERIOR

## INFERIOR

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about automobiles produced in the following countries, based on price, quality, durability, reliability, etc.

## SUPERIOR

## INFERIOR

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about television sets produced in the following countries, based on price, quality, reliability, durability, etc.

## SUPERIOR

## INFERIOR

Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about soft drinks produced in the following countries, based on price, taste, familiarity with brand names, etc.

## SUPERIOR

## INFERIOR

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in India : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about dress shirts produced in the following countries, based on price, quality, style, etc.

SUPERIOR

INFERIOR

Made in England :\_\_ :\_\_ :\_\_ :\_\_ :\_\_ :\_\_ :\_\_ :

Made in India :\_\_ :\_\_ :\_\_ :\_\_ :\_\_ :\_\_ :\_\_ :

Made in Germany :\_\_ :\_\_ :\_\_ :\_\_ :\_\_ :\_\_ :\_\_ :

Made in U.S.A. :\_\_ :\_\_ :\_\_ :\_\_ :\_\_ :\_\_ :\_\_ :

## SECTION 3

In this section you are requested to indicate your choice of a specific product, based on the assumption that products from different countries are equal in terms of price, quality, design, style, etc. An example is given below:

Indicate your choice of a refrigerator produced in the following countries, based on the assumption that they are equal in terms of price, quality, reliability, durability, etc.

- a. Made in U.S.A.
- b. Made in England
- c. Made in India
- d. Made in Germany

(NOTE: The choice is indicated by the circle. That is, "Made in U.S.A." is chosen.)

You may proceed in a similar fashion by placing a circle on your choice.

Indicate your choice of an automobile produced in the following countries, based on the assumption that they are equal in terms of price, quality, reliability, etc.

- a. Made in India
- b. Made in U.S.A.
- c. Made in Germany
- d. Made in England

Indicate your choice of a television set produced in the following countries, based on the assumption that they are equal in terms of price, quality, reliability, durability, etc.

- a. Made in Germany
- b. Made in India
- c. Made in England
- d. Made in U.S.A.

Indicate your choice of a soft drink produced in the following countries, based on the assumption that they are equal in terms of price, taste, flavor, etc.

- a. Made in U.S.A.
- b. Made in Germany
- c. Made in India
- d. Made in England

Indicate your choice of a dress shirt produced in the following countries, based on the assumption that they are equal in terms of price, quality, style, etc.

- a. Made in England
- b. Made in India
- c. Made in U.S.A.
- d. Made in Germany

## SECTION 4

This is the last section. Here you are requested to give some personal data concerning yourself. This is also a very important section of the information required for research. Hence try to fill out the information as accurately as possible.

Age \_\_\_\_\_

Sex (Put check mark) Male \_\_\_\_\_ Female \_\_\_\_\_

Marital Status (Put check mark)

Single \_\_\_\_\_ Married \_\_\_\_\_ Divorced \_\_\_\_\_ Other \_\_\_\_\_

Nationality \_\_\_\_\_

If not a native of the United States, how long have you lived here? \_\_\_\_\_

Have you traveled extensively in any country other than the U.S.A. or your native country? (Put check mark) Yes \_\_\_ No \_\_\_

If you answered "yes" to the previous question, please list the countries in which you have lived or traveled:

\_\_\_\_\_  
\_\_\_\_\_

What is your academic classification? (Put check mark)

Freshman \_\_\_\_\_ Sophomore \_\_\_\_\_ Junior \_\_\_\_\_

Senior \_\_\_\_\_ First Year Graduate Student \_\_\_\_\_

Second Year Graduate Student \_\_\_\_\_ Third Year Graduate

Student \_\_\_\_\_ Fourth Year Graduate Student \_\_\_\_\_

Fifth Year Graduate Student \_\_\_\_\_

Other (Please specify) \_\_\_\_\_

RESEARCH INSTRUMENT FOR CHINESE

The purpose of this study is to find out how people evaluate products from different countries. For this we need some direct information from you. May I request you to spare a little time and fill out the following questionnaire? There are four sections for this questionnaire with separate instructions for each one of them. Please try to fill out all of them as accurately as you can. This will enable me to proceed further with this study and complete it successfully.

THANK YOU



Made in U.S.A.....Extremely good

Made in Taiwan.....Slightly bad

Made in England.....Bad

Made in Germany.....Neutral

You may proceed in a similar fashion to indicate your feelings by placing a check mark appropriately.

IMPORTANT:

1. Place your check marks in the middle of the spaces, not on the boundaries.

: \_\_\_ : X : \_\_\_ : \_\_\_ X \_\_\_ : \_\_\_ : \_\_\_ :  
           ↓                                  ↓  
       like this                  not like this

2. Be sure that you check every scale for every concept--do not omit any.
3. Never put more than one check mark on any.
4. PLEASE REMEMBER: WHAT IS WANTED IS YOUR IMMEDIATE "FEELINGS." DO NOT WORRY OR PUZZLE OVER INDIVIDUAL ITEMS.

## REASONABLE PRICE

UNREASONABLE  
PRICE

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## POOR WORKMANSHIP

## GOOD WORKMANSHIP

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

MADE OF GOOD  
MATERIALSMADE OF POOR  
MATERIALS

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## VERY DURABLE

## NOT SO DURABLE

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

FAMILIAR BRAND  
NAMESUNFAMILIAR BRAND  
NAMES

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

RECOMMENDED BY  
FEW PEOPLE

RECOMMENDED BY  
MANY PEOPLE

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

UNREASONABLE SERVICE  
CHARGES

REASONABLE SERVICE  
CHARGES

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

RELIABLE

UNRELIABLE

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

EASY TO OBTAIN  
SERVICE

DIFFICULT TO OBTAIN  
SERVICE

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

TECHNICALLY INFERIOR

TECHNICALLY SUPERIOR

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made In U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## ATTRACTIVE APPEARANCE

UNATTRACTIVE  
APPEARANCE

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## MODERN DESIGN

## OLD-FASHIONED DESIGN

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

UNECONOMICAL  
TO USEECONOMICAL  
TO USE

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## COMPACT

## MASSIVE

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## COMMON

## EXCLUSIVE

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## SECTION 2

In this section you are requested to evaluate product classes (mechanical products, electronic products, etc.) and also specific products (television sets, automobiles, etc.).

Each concept (Made in U.S.A., Made in England, Made in Taiwan, and Made in Germany) is to be judged on only one scale. The procedure is exactly as in Section 1. Here is one example: Indicate how you feel about textile products produced in different countries, based on price, quality, design, style, etc.

	SUPERIOR						INFERIOR
Made in U.S.A.	: ___	: X	: ___	: ___	: ___	: ___	: ___
Made in England	: X	: ___	: ___	: ___	: ___	: ___	: ___
Made in Taiwan	: ___	: ___	: X	: ___	: ___	: ___	: ___
Made in Germany	: ___	: ___	: ___	: ___	: ___	: X	: ___

Here it is seen that "Made in U.S.A." is rated as superior, "Made in England" as extremely superior, "Made in Taiwan" as slightly superior, and "Made in Germany" as inferior.

You may proceed similarly by placing a check mark at the appropriate spaces to indicate your feelings.

Indicate how you feel about mechanical products (automobiles, refrigerators, etc.) produced in the following countries, based on price, quality, reliability, durability, etc.

SUPERIOR

INFERIOR

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about electronic products (television sets, radios, etc.) produced in the following countries, based on price, quality, durability, reliability, etc.

SUPERIOR

INFERIOR

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about food products produced in the following countries based on price, quality, taste, etc.

SUPERIOR

INFERIOR

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about fashion products (ladies' dresses, dress shirts, etc.) produced in the following countries, based on price, quality, style, etc.

## SUPERIOR

## INFERIOR

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about automobiles produced in the following countries, based on price, quality, durability, reliability, etc.

## SUPERIOR

## INFERIOR

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about television sets produced in the following countries, based on price, quality, reliability, durability, etc.

## SUPERIOR

## INFERIOR

Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about soft drinks produced in the following countries, based on price, taste, familiarity with brand names, etc.

## SUPERIOR

## INFERIOR

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Taiwan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :



## SECTION 3

In this section you are requested to indicate your choice of a specific product, based on the assumption that products from different countries are equal in terms of price, quality, design, style, etc. An example is given below:

Indicate your choice of a refrigerator produced in the following countries, based on the assumption that they are equal in terms of price, quality, reliability, durability, etc.

- a. Made in U.S.A.
- b. Made in England
- c. Made in Taiwan
- d. Made in Germany

(NOTE: The choice is indicated by the circle. That is, "Made in U.S.A." is chosen.)

You may proceed in a similar fashion by placing a circle on your choice.

Indicate your choice of an automobile produced in the following countries, based on the assumption that they are equal in terms of price, quality, reliability, etc.

- a. Made in Taiwan
- b. Made in U.S.A.
- c. Made in Germany
- d. Made in England

Indicate your choice of a television set produced in the following countries, based on the assumption that they are equal in terms of price, quality, reliability, durability, etc.

- a. Made in Germany
- b. Made in England
- c. Made in Taiwan
- d. Made in U.S.A.

Indicate your choice of a soft drink produced in the following countries, based on the assumption that they are equal in terms of price, taste, flavor, etc.

- a. Made in U.S.A.
- b. Made in England
- c. Made in Germany
- d. Made in Taiwan

Indicate your choice of a dress shirt produced in the following countries, based on the assumption that they are equal in terms of price, quality, style, etc.

- a. Made in England
- b. Made in Taiwan
- c. Made in Germany
- d. Made in U.S.A.

## SECTION 4

This is the last section. Here you are requested to give personal data concerning yourself. This is also a very important section of the information required for research. Hence try to fill out the information as accurately as possible.

Age \_\_\_\_\_

Sex (Put check mark) Male \_\_\_\_\_ Female \_\_\_\_\_

Marital Status (Put check mark)

Single \_\_\_\_\_ Married \_\_\_\_\_ Divorced \_\_\_\_\_ Other \_\_\_\_\_

Nationality \_\_\_\_\_

If not a native of the United States, how long have you lived here? \_\_\_\_\_

Have you traveled extensively in any country other than the U.S.A. or your native country? (Put check mark) Yes \_\_\_ No \_\_\_

If you answered "yes" to the previous question, please list the countries in which you have lived or traveled:

\_\_\_\_\_  
\_\_\_\_\_

What is your academic classification? (Put check mark)

Freshman \_\_\_\_\_ Sophomore \_\_\_\_\_ Junior \_\_\_\_\_

Senior \_\_\_\_\_ First Year Graduate Student \_\_\_\_\_

Second Year Graduate Student \_\_\_\_\_ Third Year Graduate

Student \_\_\_\_\_ Fourth Year Graduate Student \_\_\_\_\_

Fifth Year Graduate Student \_\_\_\_\_

Other (Please specify) \_\_\_\_\_

RESEARCH INSTRUMENT FOR AMERICANS

The purpose of this study is to find out how people evaluate products from different countries. For this, we need some direct information from you. May I request you to spare a little time and fill out the following questionnaire? There are four sections for this questionnaire with separate instructions for each one of them. Please try and fill out all of them as accurately as you can. This will enable me to proceed further with this study and complete it successfully.

THANK YOU

## SECTION 1

Instructions

Products from four countries are to be evaluated. Products from the U.S.A. are represented by the concept "Made in U.S.A.," products from Germany as "Made in Germany," products from England as "Made in England," and products from Japan as "Made in Japan." Please make your judgments on the basis of what these four concepts mean to you. Here is an example of how to use the scales:

	GOOD						BAD
Made in U.S.A.	: X :	___	: ___	: ___	: ___	: ___	:
Made in Japan	: ___	: ___	: ___	: ___	: X	: ___	:
Made in England	: ___	: ___	: ___	: ___	: ___	: X	:
Made in Germany	: ___	: ___	: ___	: X	: ___	: ___	:

Here the descriptive terms good and bad are to be related to the four concepts--"Made in U.S.A.," "Made in Japan," "Made in England," and "Made in Germany." In general one can represent the scale positions as follows:

:extremely:good:slightly:neutral:slightly:bad:extremely:  
           good                  good                                  bad                                  bad

That is, the ends of the scale show extreme feelings while the central space shows a neutral feeling. In the example the check marks can be interpreted as follows:



## REASONABLE PRICE

UNREASONABLE  
PRICE

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## POOR WORKMANSHIP

## GOOD WORKMANSHIP

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

MADE OF GOOD  
MATERIALSMADE OF POOR  
MATERIALS

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## VERY DURABLE

## NOT SO DURABLE

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

FAMILIAR BRAND  
NAMESUNFAMILIAR BRAND  
NAMES

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

RECOMMENDED BY  
FEW PEOPLERECOMMENDED BY  
MANY PEOPLE

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

UNREASONABLE SERVICE  
CHARGESREASONABLE SERVICE  
CHARGES

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## RELIABLE

## UNRELIABLE

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

EASY TO OBTAIN  
SERVICEDIFFICULT TO OBTAIN  
SERVICE

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## TECHNICALLY INFERIOR

## TECHNICALLY SUPERIOR

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## ATTRACTIVE APPEARANCE

UNATTRACTIVE  
APPEARANCE

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## MODERN DESIGN

## OLD-FASHIONED DESIGN

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

UNECONOMICAL  
TO USEECONOMICAL  
TO USE

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## COMPACT

## MASSIVE

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## COMMON

## EXCLUSIVE

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## SECTION 2

In this section you are requested to evaluate product classes (mechanical products, electronic products, etc.) and also specific products (television sets, automobiles, etc.).

Each concept (Made in U.S.A., Made in England, Made in Japan, and Made in Germany) is to be judged on only one scale. The procedure is exactly as in Section 1. Here is one example: Indicate how you feel about textile products produced in different countries, based on price, quality, design, style, etc.

	SUPERIOR						INFERIOR
Made in U.S.A.	: ___ :	X	: ___ :	___ :	___ :	___ :	___ :
Made in England	: X :	___ :	___ :	___ :	___ :	___ :	___ :
Made in Japan	: ___ :	___ :	___ :	___ :	___ :	___ :	X :
Made in Germany	: ___ :	___ :	___ :	X	: ___ :	___ :	___ :

Here it is seen that "Made in U.S.A." is rated as superior, "Made in England" as extremely superior, "Made in Japan" as extremely inferior, and "Made in Germany" as neutral.

You may proceed similarly by placing a check mark at the appropriate spaces to indicate your feelings.

Indicate how you feel about mechanical products (automobiles, refrigerators, etc.) produced in the following countries, based on price, quality, durability, reliability, etc.

SUPERIOR

INFERIOR

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about electronic products (television sets, radios, etc.) produced in the following countries, based on price, quality, durability, reliability, etc.

SUPERIOR

INFERIOR

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about food products produced in the following countries, based on price, quality, taste, etc.

SUPERIOR

INFERIOR

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about fashion products (ladies' dresses, dress shirts, etc.) produced in the following countries, based on price, quality, style, etc.

## SUPERIOR

## INFERIOR

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about automobiles produced in the following countries, based on price, quality, durability, reliability, etc.

## SUPERIOR

## INFERIOR

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about television sets produced in the following countries, based on price, quality, reliability, durability, etc.

## SUPERIOR

## INFERIOR

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about soft drinks produced in the following countries, based on price, taste, familiarity with brand names, etc.

## SUPERIOR

## INFERIOR

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about dress shirts produced in the following countries, based on price, quality, style, etc.

SUPERIOR

INFERIOR

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## SECTION 3

In this section you are requested to indicate your choice of a specific product, based on the assumption that products from different countries are equal in terms of price, quality, design, style, etc. An example is given below:

Indicate your choice of a refrigerator produced in the following countries, based on the assumption that they are equal in terms of price, quality, reliability, durability, etc.

- a. Made in U.S.A.
- b. Made in England
- c. Made in Japan
- d. Made in Germany

(NOTE: The choice is indicated by the circle. That is, "Made in U.S.A." is chosen.)

You may proceed in a similar fashion by placing a circle on your choice.

Indicate your choice of an automobile produced in the following countries, based on the assumption that they are equal in terms of price, quality, reliability, etc.

- a. Made in Japan
- b. Made in U.S.A.
- c. Made in Germany
- d. Made in England

Indicate your choice of a television set produced in the following countries, based on the assumption that they are equal in terms of price, quality, reliability, durability, etc.

- a. Made in Germany
- b. Made in England
- c. Made in Japan
- d. Made in U.S.A.

Indicate your choice of a soft drink produced in the following countries, based on the assumption that they are equal in terms of price, taste, flavor, etc.

- a. Made in U.S.A.
- b. Made in England
- c. Made in Germany
- d. Made in Japan

Indicate your choice of a dress shirt produced in the following countries, based on the assumption that they are equal in terms of price, quality, style, etc.

- a. Made in England
- b. Made in Japan
- c. Made in Germany
- d. Made in U.S.A.

## SECTION 4

This is the last section. Here you are requested to give some personal data concerning yourself. This is also a very important section of the information required for research. Hence try to fill out the information as accurately as possible.

Age \_\_\_\_\_

Sex (Put check mark) Male \_\_\_\_\_ Female \_\_\_\_\_

Marital Status (Put check mark)

Single \_\_\_\_\_ Married \_\_\_\_\_ Divorced \_\_\_\_\_ Other \_\_\_\_\_

Nationality \_\_\_\_\_

If not a native of the United States, how long have you  
lived here? \_\_\_\_\_

Have you traveled extensively in any country other than the  
U.S.A. or your native country? (Put check mark) Yes \_\_\_ NO \_\_\_

If you answered "yes" to the previous question, please list  
the countries in which you have lived or traveled:

\_\_\_\_\_  
\_\_\_\_\_

What is your academic classification: (Put a check mark)

Freshman \_\_\_\_\_ Sophomore \_\_\_\_\_ Junior \_\_\_\_\_

Senior \_\_\_\_\_ First Year Graduate Student \_\_\_\_\_

Second Year Graduate Student \_\_\_\_\_ Third Year Graduate

Student \_\_\_\_\_ Fourth Year Graduate Student \_\_\_\_\_

Fifth Year Graduate Student \_\_\_\_\_

Other (Please specify) \_\_\_\_\_

APPENDIX B

SEMANTIC DIFFERENTIAL SCALES FROM PILOT STUDIES AND  
THE PRETEST FORM OF THE RESEARCH INSTRUMENT

SEMANTIC DIFFERENTIAL SCALES DEVELOPED FROM PILOT STUDY

- |                                 |  |                             |
|---------------------------------|--|-----------------------------|
| 1. Reasonable Price             | : <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> : | Unreasonable Price          |
| 2. Poor Workmanship             | : <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> : | Good Workmanship            |
| 3. Made of Good Materials       | : <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> : | Made of Poor Materials      |
| 4. Very Durable                 | : <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> : | Not so durable              |
| 5. Familiar Brand Names         | : <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> : | Unfamiliar Brand Names      |
| 6. Recommended by Few People    | : <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> : | Recommended by Many People  |
| 7. Unreasonable Service Charges | : <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> : | Reasonable Service Charge   |
| 8. Reliable                     | : <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> : | Unreliable                  |
| 9. Easy to Obtain Service       | : <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> : | Difficult to Obtain Service |
| 10. Technically Inferior        | : <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> : | Technically Superior        |
| 11. Attractive Appearance       | : <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> : | Unattractive Appearance     |
| 12. Modern Design               | : <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> : | Old-Fashioned Design        |
| 13. Uneconomical to Use         | : <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> : | Economical to Use           |
| 14. Compact                     | : <u>7</u> : <u>6</u> : <u>5</u> : <u>4</u> : <u>3</u> : <u>2</u> : <u>1</u> : | Massive                     |
| 15. Common                      | : <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> : | Exclusive                   |

PRETEST FORM OF THE RESEARCH INSTRUMENT

The purpose of this study is to find out how people evaluate products from different countries. For this, some direct information from you is required. May I request you to spare a little time and fill out the following questionnaire? There are four sections for this questionnaire and separate instructions for each one of them. Please try to fill out all of them as accurately as you can. This will enable me to proceed further with this study and complete it successfully.

THANK YOU FOR YOUR  
CONSIDERATION

## SECTION 1

Instructions

Products from four countries are to be evaluated. Products from U.S.A. are represented by the concept "Made in U.S.A.," products from Germany as "Made in Germany," products from England as "Made in England," and products from Japan as "Made in Japan." Please make your judgments on the basis of what these four concepts mean to you. Here is an example of how to use the scales:

	GOOD	BAD
Made in U.S.A.	: X : ___ : ___ : ___ : ___ : ___ : ___ :	
Made in Japan	: ___ : ___ : ___ : ___ : X : ___ : ___ :	
Made in England	: ___ : ___ : ___ : ___ : ___ : X : ___ :	
Made in Germany	: ___ : ___ : ___ : X : ___ : ___ : ___ :	

Here the descriptive terms good and bad are to be related to the four concepts--"Made in U.S.A.," "Made in Japan," "Made in England," and "Made in Germany." In general one can represent the scale positions as follows:

: extremely : good : slightly : neutral : slightly : bad : extremely :  
                   good                    good                    bad                    bad

That is, the ends of the scale show extreme feelings while the central space shows a neutral feeling. In the example the check marks can be interpreted as follows:



## REASONABLE PRICE

UNREASONABLE  
PRICE

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## POOR WORKMANSHIP

## GOOD WORKMANSHIP

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

MADE OF GOOD  
MATERIALSMADE OF POOR  
MATERIALS

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## VERY DURABLE

## NOT SO DURABLE

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

FAMILIAR BRAND  
NAMESUNFAMILIAR BRAND  
NAMES

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

RECOMMENDED BY  
FEW PEOPLE

RECOMMENDED BY  
MANY PEOPLE

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

UNREASONABLE SERVICE  
CHARGES

REASONABLE SERVICE  
CHARGES

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

RELIABLE

UNRELIABLE

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

EASY TO OBTAIN  
SERVICE

DIFFICULT TO OBTAIN  
SERVICE

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

TECHNICALLY INFERIOR

TECHNICALLY SUPERIOR

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## ATTRACTIVE APPEARANCE

## UNATTRACTIVE APPEARANCE

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## MODERN DESIGN

## OLD-FASHIONED DESIGN

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

UNECONOMICAL  
TO USEECONOMICAL  
TO USE

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## COMPACT

## MASSIVE

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## COMMON

## EXCLUSIVE

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

## SECTION 2

In this section you are requested to evaluate product classes (mechanical products, electronic products, etc.) and also specific products (television sets, automobiles, etc.).

Each concept (Made in U.S.A., Made in England, Made in Japan, and Made in Germany) is to be judged on only one scale. The procedure is exactly as in Section 1. Here is one example: Indicate how you feel about textile products produced in different countries, based on price, quality, design, style, etc.

	SUPERIOR		INFERIOR
Made in U.S.A.	: ___ : <u>X</u> : ___ : ___ : ___ : ___ : ___ :		
Made in England	: <u>X</u> : ___ : ___ : ___ : ___ : ___ : ___ :		
Made in Japan	: ___ : ___ : ___ : ___ : ___ : ___ : <u>X</u> :		
Made in Germany	: ___ : ___ : ___ : <u>X</u> : ___ : ___ : ___ :		

Here it is seen that "Made in U.S.A." is rated as superior, "Made in England" as extremely superior, "Made in Japan" as extremely inferior, and "Made in Germany" as neutral.

You may proceed similarly by placing a check mark at the appropriate spaces to indicate your feelings.

Indicate how you feel about mechanical products (automobiles, refrigerators, etc.) produced in the following countries, based on price, quality, durability, reliability, etc.

SUPERIOR

INFERIOR

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about electronic products (television sets, radios, etc.) produced in the following countries, based on price, quality, durability, reliability, etc.

SUPERIOR

INFERIOR

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about food products produced in the following countries, based on price, quality, taste, etc.

SUPERIOR

INFERIOR

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about fashion products (ladies' dresses, dress shirts, etc.) produced in the following countries, based on price, quality, style, etc.

## SUPERIOR

## INFERIOR

Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about automobiles produced in the following countries, based on price, quality, durability, reliability, etc.

## INFERIOR

## SUPERIOR

Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about television sets produced in the following countries, based on price, quality, reliability, durability, etc.

## SUPERIOR

## INFERIOR

Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about soft drinks produced in the following countries, based on price, taste, familiarity with brand names, etc.

## INFERIOR

## SUPERIOR

Made in U.S.A. : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in England : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Japan : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :  
 Made in Germany : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ : \_\_\_ :

Indicate how you feel about dress shirts produced in the following countries, based on price, quality, style, etc.

SUPERIOR

INFERIOR

Made in England : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ :

Made in Japan : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ :

Made in Germany : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ :

Made in U.S.A. : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ : \_\_\_\_ :

## SECTION 3

In this section you are requested to indicate your choice of a specific product, based on the assumption that products from different countries are equal in terms of price, quality, design, style, etc. An example is given below:

Indicate your choice of a refrigerator produced in the following countries, based on the assumption that they are equal in terms of price, quality, reliability, durability, etc.

- a. Made in U.S.A.
- b. Made in England
- c. Made in Japan
- d. Made in Germany

(NOTE: The choice is indicated by the circle. That is, "Made in U.S.A." is chosen.)

You may proceed in a similar fashion by placing a circle on your choice.

Indicate your choice of an automobile produced in the following countries, based on the assumption that they are equal in terms of price, quality, reliability, etc.

- a. Made in Japan
- b. Made in U.S.A.
- c. Made in Germany
- d. Made in England

Indicate your choice of a television set produced in the following countries, based on the assumption that they are equal in terms of price, quality, reliability, durability, etc.

- a. Made in Germany
- b. Made in England
- c. Made in Japan
- d. Made in U.S.A.

Indicate your choice of a soft drink produced in the following countries, based on the assumption that they are equal in terms of price, taste, flavor, etc.

- a. Made in U.S.A.
- b. Made in England
- c. Made in Germany
- d. Made in Japan

Indicate your choice of a dress shirt produced in the following countries, based on the assumption that they are equal in terms of price, quality, style, etc.

- a. Made in England
- b. Made in Japan
- c. Made in Germany
- d. Made in U.S.A.

## SECTION 4

This is the last section. Here you are requested to give some personal data concerning yourself. This is also a very important section of the information required for research. Hence try to fill out the information as accurately as possible.

Thank you.

Age \_\_\_\_\_

Sex (Put check mark) Male \_\_\_\_\_ Female \_\_\_\_\_

Marital Status (Put check mark) Married \_\_\_\_\_ Unmarried \_\_\_\_\_

Other \_\_\_\_\_

Nationality \_\_\_\_\_

If not a native of United States, how long have you lived here? \_\_\_\_\_

Have you traveled extensively in any country other than U.S.A. or your native land? (Put a check mark) Yes \_\_\_ No \_\_\_

If you answered "yes" to the previous question please list the countries in which you have lived or traveled in:

\_\_\_\_\_  
\_\_\_\_\_

What is your academic classification? (Put a check mark)

Freshman \_\_\_\_\_ Sophomore \_\_\_\_\_ Junior \_\_\_\_\_

Senior \_\_\_\_\_ First year Graduate Student \_\_\_\_\_

Second Year Graduate Student \_\_\_\_\_ Third Year Graduate

Student \_\_\_\_\_ Fourth Year Graduate Student \_\_\_\_\_

Fifth Year Graduate Student \_\_\_\_\_

Other (Please specify) \_\_\_\_\_

APPENDIX C  
ECONOMIC DATA

Table C-1

Estimate of Total National Income  
(Millions of Dollars)

	1960	1963	1967	1968	1969	1970
U.S.A.	462,306	540,505	728,886	782,035	838,224	875,379
Taiwan	1,463	2,043	3,356	3,942	4,475	5,113
Japan	39,245	60,463	104,888	124,362	144,064	171,385
India	29,885	39,063	41,140	41,540	46,219	---
W. Germany	65,850	86,702	110,425	120,650	136,954	166,112
U. K.	66,838	79,521	101,585	95,062	101,376	111,010

Source: U.N. Statistical Year Book, 1971, pp. 594-597. Twenty-fourth issue, Statistical Office of the United Nations, Department of Economic and Social Affairs. New York, 1972.

Table C-2  
 Estimate of Per Capita National Income  
 (Dollars)

	1960	1963	1967	1968	1969	1970
U.S.A.	2,559	2,854	3,661	3,898	4,137	4,274
Taiwan	138	175	255	293	324	364
Japan	421	630	1,050	1,231	1,410	1,658
India	70	85	82	81	88	---
Germany	1,188	1,505	1,844	2,005	2,251	2,698
U. K.	1,277	1,482	1,848	1,720	1,826	1,993

Source: U.N. Statistical Year Book, 1971, pp. 594-596. Twenty-fourth issue, Statistical Office of the United Nations, Department of Economic and Social Affairs. New York, 1972.

APPENDIX D  
ANALYSIS OF PRETEST DATA

Table D-1

Pretest: Evaluation of "Made in" Images

	Made in U.S.A.	Made in England	Made in Germany	Made in Japan
Unreasonable price/Reasonable price	4.52	3.84	4.68	5.72
Poor workmanship/Good workmanship	4.44	4.72	5.72	3.96
Poor materials/Good materials	5.00	5.28	5.92	3.84
Not durable/Very durable	4.08	4.76	5.88	3.52
Unfamiliar brand/Familiar brand	6.52	4.72	5.00	4.52
Recommended by few/Recommended by many	5.36	4.36	5.12	4.48
Unreasonable service charge/Reasonable service charge	3.84	3.72	4.00	4.28
Unreliable/Reliable	4.88	4.80	5.92	4.36
Difficult to obtain service/ Easy to obtain service	5.96	4.04	4.36	4.72
Technically inferior/Technically superior	6.08	5.20	5.96	4.84
Unattractive appearance/Attractive appearance	5.96	5.16	5.08	5.52
Old-fashioned design/Modern design	6.24	4.36	5.28	5.64
Uneconomical to use/Economical to use	3.12	3.76	5.12	5.52
Massive/Compact	4.08	4.20	5.52	5.88
Common/Exclusive	2.64	4.76	5.04	2.32

Table D-2

Pretest: Results of t Tests for Individual Scales

Scales	<u>t</u> value	Significance <sup>a</sup>	Comments
Unreasonable price/Reasonable price	3.481	yes	Between U.S. and Japan
Poor workmanship/Good workmanship	-3.544	yes	Between Germany and Japan
Poor materials/Good materials	-2.357	yes	Between U.S. and Japan
Not durable/Very durable	-5.441	yes	Between Germany and Japan
Unfamiliar brand/Familiar brand	-4.501	yes	Between U.S. and Japan
Recommended by few/Recommended by many	-1.865	yes	Between U.S. and Japan
Unreasonable service charge/Reasonable service charge			Not significant in any case

Unreliable/Reliable	-3.949	yes	Between Germany and Japan
Difficult to obtain service/ Easy to obtain service	-3.183	yes	Between U.S. and Japan
Technically inferior/Technically superior	-3.550	yes	Between U.S. and Japan
Unattractive appearance/Attractive appearance	-1.947	yes	Between U.S. and Germany
Old-fashioned design/Modern design	-2.048	yes	Between U.S. and Japan
Uneconomical to use/Economical to use	4.323	yes	Between U.S. and Japan
Massive/Compact	4.145	yes	Between U.S. and Japan
Common/Exclusive	-6.123	yes	Between Germany and Japan

<sup>a</sup>Significant at  $\alpha = .10$  level.

Table D-3

Pretest: Evaluation of Product Classes  
and Products

Products	Made in U.S.A.	Made in England	Made in Germany	Made in Japan
Mechanical products	5.72	4.68	4.80	4.68
Electronic products	5.64	4.68	5.36	5.36
Food products	5.08	4.16	4.16	4.00
Fashion products	5.60	5.84	4.76	3.72
Automobiles	4.88	4.96	5.24	4.60
Television sets	5.64	4.44	5.68	5.32
Soft drinks	5.44	4.00	4.16	3.96
Dress shirts	5.40	5.56	4.80	3.84

Table D-4

Pretest: Tests for Differences in Rating of  
Products and Product Classes

Products	$\underline{t}$	Signifi- cance <sup>a</sup>	Comments
Mechanical products	-2.402	yes	Between U.S. and England
Electronic products	-2.912	yes	Between U.S. and Japan
Food products	-2.524	yes	Between U.S. and Japan
Fashion products	-3.934	yes	Between U.S. and Japan
Automobiles	No significant differences in any case		
Television sets	-4.497	yes	Between Germany and England
Soft drinks	-3.349	yes	Between U.S. and Japan
Dress shirts	-3.527	yes	Between U.S. and Japan

<sup>a</sup>Significant at  $\alpha = .10$  level.

Table D-5

Pretest: Actual Choice of Products

Products	Made in U.S.A.	Made in England	Made in Germany	Made in Japan
Automobiles	6	3	12	4
Television sets	16	2	2	5
Soft drinks	24	1	--	--
Dress shirts	11	12	1	1

Table D-6

Pretest: Actual Choice of Products  
Results of Chi-Square Analysis

Products	$\chi^2$ value	Significance <sup>a</sup>
Automobiles	6.330	Yes
Television sets	19.000	Yes
Soft drinks	64.330	Yes
Dress shirts	22.000	Yes

<sup>a</sup>Significant at  $\alpha = .10$  level.

Table D-7

Analysis for Semantic Differential Scales:  
Correlation of Semantic Scales for Made in U.S.A.

	1	2	3	4	5	6	7
1.	1.000	-0.151	0.101	-0.028	-0.026	-0.319	0.314
2.	-0.151	1.000	0.440	0.658	-0.083	0.509	-0.169
3.	0.101	0.440	1.000	0.650	0.148	-0.041	-0.304
4.	-0.028	0.658	0.650	1.000	0.047	0.226	0.046
5.	-0.026	-0.083	0.148	0.047	1.000	0.151	0.084
6.	-0.319	0.509	-0.041	0.226	0.151	1.000	0.069
7.	0.314	-0.016	-0.304	0.046	0.084	0.069	1.000
8.	0.084	0.599	0.327	0.637	0.180	0.256	0.470
9.	0.305	0.264	-0.035	0.073	0.056	0.100	0.229
10.	0.232	0.178	0.396	0.203	0.291	-0.101	0.166
11.	-0.010	-0.216	0.018	-0.013	0.171	0.076	0.386
12.	-0.058	-0.134	0.023	0.009	0.042	0.130	-0.065
13.	0.180	0.236	0.135	0.137	0.189	0.388	-0.211
14.	0.339	-0.034	0.253	0.279	-0.001	-0.107	0.227
15.	-0.021	0.166	0.108	0.074	0.131	0.198	0.095

Table D-7 (extended)

8	9	10	11	12	13	14	15
0.084	0.305	0.232	-0.010	-0.058	0.180	0.339	-0.021
0.599	0.264	0.178	-0.216	-0.134	0.236	-0.034	0.166
0.327	-0.035	0.396	0.018	0.232	0.135	0.253	0.108
0.637	0.073	0.203	-0.013	0.009	0.137	0.279	0.074
0.180	0.056	0.291	0.171	0.042	0.189	-0.001	0.131
0.256	0.160	-0.101	0.076	0.130	0.388	-0.107	0.198
0.470	0.228	0.165	0.386	-0.065	-0.211	0.227	0.095
1.000	0.426	0.131	-0.022	-0.057	0.165	0.028	0.220
0.426	1.000	-0.067	-0.251	0.122	0.231	-0.113	-0.056
0.131	-0.067	1.000	0.002	0.115	-0.127	0.019	0.448
-0.022	-0.251	0.002	1.000	0.155	-0.233	0.368	-0.317
-0.057	0.122	0.115	0.155	1.000	0.205	0.215	0.003
0.165	0.231	-0.127	-0.233	0.205	1.000	0.304	-0.045
0.028	-0.113	0.019	0.368	0.215	0.304	1.000	-0.341
0.220	-0.056	0.448	-0.317	0.003	-0.045	-0.341	1.000

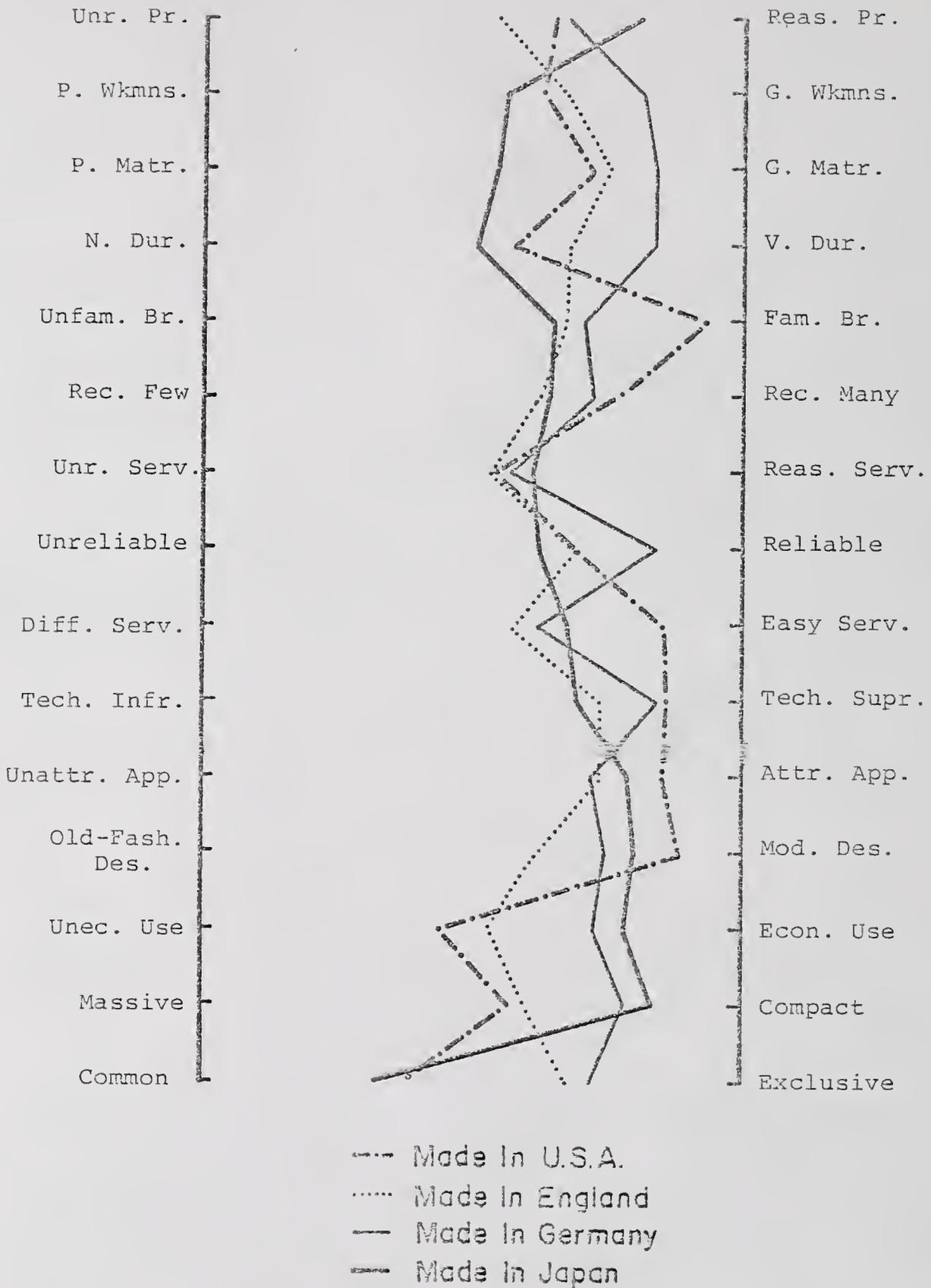


Figure D-1. Pretest: Evaluation of "Made in" Concepts

APPENDIX E  
RESULTS OF SUPPLEMENTARY TESTS

Table E-1  
 Evaluation of "Made in" Concepts (Indians)

Scales	Mean Made in India	Mean Made in U.S.A.	Mean Made in Germany	Mean Made in England
Unreasonable price/Reasonable price	4.175	5.400	5.100	4.600
Poor workmanship/Good workmanship	3.025	5.150	5.650	5.300
Poor materials/Good materials	2.925	5.800	6.475	5.875
Not durable/Very durable	3.100	4.500	6.375	5.975
Unfamiliar brand/Familiar brand	5.175	5.900	4.750	5.200
Recommended by few/Recommended by many	2.550	5.400	5.850	5.450
Unreasonable service charge/Reasonable service charge	5.650	2.125	3.875	4.225
Unreliable/Reliable	2.650	5.450	6.375	5.675
Difficult to obtain service/ Easy to obtain service	3.750	4.925	4.525	4.350
Technically inferior/Technically superior	2.825	5.850	6.400	5.675
Unattractive appearance/Attractive appearance	3.725	6.350	5.075	4.800
Old-fashioned design/Modern design	3.100	6.625	5.550	4.475
Uneconomical to use/Economical to use	4.400	4.275	5.300	4.775
Massive/Compact	3.700	3.825	5.525	4.575
Common/Exclusive	4.675	3.350	4.400	4.675

Table E-2

## Evaluation of "Made in" Concepts (Chinese)

Scales	Mean Made in Taiwan	Mean Made in U.S.A.	Mean Made in Germany	Mean Made in England
Unreasonable price/Reasonable price	6.025	3.375	3.700	3.375
Poor workmanship/Good workmanship	3.500	4.350	4.800	4.500
Poor materials/Good materials	3.850	5.175	5.400	4.900
Not durable/Very durable	3.575	4.875	5.750	4.825
Unfamiliar brand/Familiar brand	4.325	6.075	5.225	4.750
Recommended by few/Recommended by many	3.675	4.950	5.200	4.450
Unreasonable service charge/Reasonable service charge	5.075	2.925	3.625	3.750
Unreliable/Reliable	3.850	5.175	5.825	4.925
Difficult to obtain service/ Easy to obtain service	3.500	5.550	4.250	3.700
Technically inferior/Technically superior	3.400	5.425	5.700	4.725
Unattractive appearance/Attractive appearance	4.650	5.800	4.600	4.575
Old-fashioned design/Modern design	4.475	6.225	4.800	4.325
Uneconomical to use/Economical to use	5.350	3.500	4.450	4.125
Massive/Compact	4.875	3.775	4.725	4.325
Common/Exclusive	3.200	3.825	4.475	4.150

Table E-3  
 Evaluation of "Made in" Concepts (Americans)

Scales	Mean Made in U.S.A.	Mean Made in Japan	Mean Made in Germany	Mean Made in England
Unreasonable price/Reasonable price	3.950	5.625	4.350	4.125
Poor workmanship/Good workmanship	3.775	3.925	4.950	4.400
Poor materials/Good materials	4.825	4.325	5.175	4.825
Not durable/Very durable	4.050	3.825	5.250	4.475
Unfamiliar brand/Familiar brand	6.575	5.675	4.700	4.225
Recommended by few/Recommended by many	4.450	4.500	4.575	4.075
Unreasonable service charge/Reasonable service charge	3.825	3.650	3.725	3.675
Unreliable/Reliable	4.350	4.625	5.425	4.700
Difficult to obtain service/ Easy to obtain service	6.150	4.700	4.400	3.700
Technically inferior/Technically superior	5.325	4.950	5.700	4.500
Unattractive appearance/Attractive appearance	5.475	4.800	4.525	4.725
Old-fashioned design/Modern design	6.275	5.650	5.000	4.750
Uneconomical to use/Economical to use	3.675	5.400	5.125	4.175
Massive/Compact	3.575	5.900	5.050	4.300
Common/Exclusive	2.500	2.425	4.575	4.700

Table E-4  
Results of Tests for Differences in Individual Dimensions  
of Profiles, Made in India (Indians) vs. Made in Taiwan (Chinese)

Scales	Mean Indians Made in India	Mean Chinese Made in Taiwan	t value	Signifi- cance
Unreasonable price/Reasonable price	4.175	6.025	-5.753	yes
Poor workmanship/Good workmanship	3.025	3.500	-1.351	no
Poor materials/Good materials	2.925	3.850	-2.909	yes
Not durable/Very durable	3.100	3.575	-1.380	no
Unfamiliar brand/Familiar brand	5.175	4.325	+2.049	yes
Recommended by few/Recommended by many	2.550	3.675	-3.464	yes
Unreasonable service charge/Reasonable service charge	5.650	5.075	+1.805	no
Unreliable/Reliable	2.650	3.850	-3.863	yes
Difficult to obtain service/ Easy to obtain service	3.750	3.500	+ .7533	no
Technically inferior/Technically superior	2.825	3.400	-1.732	no
Unattractive appearance/Attractive appearance	3.725	4.650	-2.923	yes
Old-fashioned design/Modern design	3.100	4.475	-4.661	yes
Uneconomical to use/Economical to use	4.400	5.350	-5.809	yes
Massive/Compact	3.700	4.875	-3.883	yes
Common/Exclusive	4.675	3.200	+4.334	yes

<sup>a</sup>Significant at  $\alpha = .05$  level.

Table E-5

Results of Tests for Differences in Individual Dimensions  
of Profiles, Made in U.S.A. (Indians) vs. Made in U.S.A. (Chinese)

Scales	Mean Indians Made in U.S.A.	Mean Chinese Made in U.S.A.	t value	Signifi- cance <sup>a</sup>
Unreasonable price/Reasonable price	5.400	3.375	+6.045	yes
Poor workmanship/Good workmanship	5.150	4.350	+2.200	yes
Poor materials/Good materials	5.800	5.175	+2.374	yes
Not durable/Very durable	4.500	4.875	-1.163	no
Unfamiliar brand/Familiar brand	5.900	6.075	- .724	no
Recommended by few/Recommended by many	5.400	4.950	+1.474	no
Unreasonable service charge/Reasonable service charge	2.125	2.925	-2.281	yes
Unreliable/Reliable	5.450	5.175	+1.067	no
Difficult to obtain service/ Easy to obtain service	4.925	5.550	-1.490	no
Technically inferior/Technically superior	5.850	5.425	+1.528	no
Unattractive appearance/Attractive appearance	6.350	5.800	+2.194	yes
Old-fashioned design/Modern design	6.625	6.225	+2.369	yes
Uneconomical to use/Economical to use	4.275	3.500	+1.863	no
Massive/Compact	3.825	3.775	+ .110	no
Common/Exclusive	3.350	3.825	-1.138	no

<sup>a</sup>Significant at  $\alpha = .05$  level.

Table E-6

Results of Tests for Differences in Individual Dimensions  
of Profiles, Made in Germany (Indians) vs. Made in Germany (Chinese)

Scales	Mean Indians Made in Germany	Mean Chinese Made in Germany	t value	Signifi- cance <sup>a</sup>
Unreasonable price/Reasonable price	5.100	3.700	4.597	yes
Poor workmanship/Good workmanship	5.650	4.800	1.786	no
Poor materials/Good materials	6.475	5.400	3.695	yes
Not durable/Very durable	6.375	5.750	2.203	yes
Unfamiliar brand/Familiar brand	4.750	5.225	-1.580	no
Recommended by few/Recommended by many	5.850	5.200	1.688	no
Unreasonable service charge/Reasonable service charge	3.875	3.625	1.131	no
Unreliable/Reliable	6.375	5.825	1.958	no
Difficult to obtain service/ Easy to obtain service	4.525	4.250	.878	no
Technically inferior/Technically superior	6.400	5.700	2.030	yes
Unattractive appearance/Attractive appearance	5.075	4.600	1.754	no
Old-fashioned design/Modern design	5.550	4.800	2.616	yes
Uneconomical to use/Economical to use	5.300	4.450	2.192	yes
Massive/Compact	5.525	4.725	2.514	yes
Common/Exclusive	4.400	4.475	-.192	no

<sup>a</sup>Significant at  $\alpha = .05$  level.

Table E-7  
 Results of Tests for Differences in Individual Dimensions  
 of Profiles, Made in England (Indians) vs. Made in England (Chinese)

Scales	Mean Indians Made in England	Mean Chinese Made in England	t value	Signifi- cance <sup>a</sup>
Unreasonable price/Reasonable price	4.600	3.375	4.722	yes
Poor workmanship/Good workmanship	5.300	4.500	2.290	yes
Poor materials/Good materials	5.875	4.900	3.707	yes
Not durable/Very durable	5.975	4.825	4.998	yes
Unfamiliar brand/Familiar brand	5.200	4.750	1.552	no
Recommended by few/Recommended by many	5.450	4.450	3.466	yes
Unreasonable service charge/Reasonable service charge	4.225	3.750	2.093	yes
Unreliable/Reliable	5.675	4.925	2.756	yes
Difficult to obtain service/ Easy to obtain service	4.350	3.700	2.292	yes
Technically inferior/Technically superior	5.675	4.725	3.481	yes
Unattractive appearance/Attractive appearance	4.800	4.575	.8586	no
Old-fashioned design/Modern design	4.475	4.325	.573	no
Uneconomical to use/Economical to use	4.775	4.125	2.478	yes
Massive/Compact	4.575	4.325	.966	no
Common/Exclusive	4.675	4.150	1.741	no

<sup>a</sup>Significant at  $\alpha = .05$  level.

Table E-8

Results of Tests for Differences in Individual Dimensions  
of Profiles, Made in India (Indians) vs. Made in U.S.A. (Americans)

Scales	Mean Indians Made in India	Mean Americans Made in U.S.A.	t value	Signifi- cance <sup>a</sup>
Unreasonable price/Reasonable price	4.175	3.950	+ .620	no
Poor workmanship/Good workmanship	3.025	3.775	-1.953	no
Poor materials/Good materials	2.925	4.825	-6.233	yes
Not durable/Very durable	3.100	4.050	-2.622	yes
Unfamiliar brand/Familiar brand	5.175	6.575	-4.300	yes
Recommended by few/Recommended by many	2.550	4.450	-4.768	yes
Unreasonable service charge/Reasonable service charge	5.650	3.825	+5.640	yes
Unreliable/Reliable	2.650	4.350	-5.350	yes
Difficult to obtain service/ Easy to obtain service	3.750	6.150	-7.633	yes
Technically inferior/Technically superior	2.825	5.325	-7.780	yes
Unattractive appearance/Attractive appearance	3.725	5.475	-5.320	yes
Old-fashioned design/Modern design	3.100	6.275	-12.094	yes
Uneconomical to use/Economical to use	4.400	3.675	+2.007	yes
Massive/Compact	3.700	3.575	+ .3002	no
Common/Exclusive	4.675	2.500	+6.075	yes

<sup>a</sup>Significant at  $\alpha = .05$  level.

Table E-9  
Results of Tests for Differences in Individual Dimensions  
of Profiles, Made in Germany (Indians) vs. Made in Germany (Americans)

Scales	Mean Indians Made in Germany	Mean Americans Made in Germany	t value	Signifi- cance <sup>a</sup>
Unreasonable price/Reasonable price	5.100	4.350	+2.767	yes
Poor workmanship/Good workmanship	5.650	4.950	+1.567	no
Poor materials/Good materials	6.475	5.175	+4.037	yes
Not durable/Very durable	6.375	5.250	+4.413	yes
Unfamiliar brand/Familiar brand	4.750	4.700	+ .169	no
Recommended by few/Recommended by many	5.850	4.575	+3.410	yes
Unreasonable service charge/Reasonable service charge	3.875	3.725	+ .547	no
Unreliable/Reliable	6.375	5.425	+3.733	yes
Difficult to obtain service/ Easy to obtain service	4.525	4.400	+ .434	no
Technically inferior/Technically superior	6.400	5.700	+2.229	yes
Unattractive appearance/Attractive appearance	5.075	4.525	+1.758	no
Old-fashioned design/Modern design	5.550	5.000	+1.231	no
Uneconomical to use/Economical to use	5.300	5.125	+ .482	no
Massive/Compact	5.525	5.050	+1.307	no
Common/Exclusive	4.400	4.575	- .414	no

<sup>a</sup>Significant at  $\alpha = .05$  level.

Table E-10

Results of Tests for Differences in Individual Dimensions of Profiles, Made in England (Indians) vs. Made in England (Americans)

Scales	Mean Indians Made in England	Mean Americans Made in England	t value	Signifi- cance <sup>a</sup>
Unreasonable price/Reasonable price	4.600	4.125	+1.672	no
Poor workmanship/Good workmanship	5.300	4.400	+3.790	yes
Poor materials/Good materials	5.875	4.825	+3.817	yes
Not durable/Very durable	5.975	4.475	+2.312	yes
Unfamiliar brand/Familiar brand	5.200	4.225	+3.646	yes
Recommended by few/Recommended by many	5.450	4.075	+5.137	yes
Unreasonable service charge/Reasonable service charge	4.225	3.675	+2.153	yes
Unreliable/Reliable	5.675	4.700	+3.490	yes
Difficult to obtain service/ Easy to obtain service	4.350	3.700	+2.550	yes
Technically inferior/Technically superior	5.675	4.500	+4.412	yes
Unattractive appearance/Attractive appearance	4.800	4.725	+ .265	no
Old-fashioned design/Modern design	4.475	4.750	-1.044	no
Uneconomical to use/Economical to use	4.775	4.175	+1.998	yes
Massive/Compact	4.575	4.300	+ .966	no
Common/Exclusive	4.675	4.700	- .073	no

<sup>a</sup>Significant at  $\alpha = .05$  level.

Table E-11  
 Indians' Rating of Domestic and Foreign Products  
 Ranking Based on Mean Scores on Each Scale

Scales	Rank 1	Rank 2	Rank 3	Rank 4
Unreasonable price/Reasonable price	M.U.S.A.	M.Ger.	M.Eng.	M.Ind.
Poor workmanship/Good workmanship	M.Ger.	M.Eng.	M.U.S.A.	M.Ind.
Poor materials/Good materials	M.Ger.	M.Eng.	M.U.S.A.	M.Ind.
Not durable/Very durable	M.Ger.	M.Eng.	M.U.S.A.	M.Ind.
Unfamiliar brand/Familiar brand	M.U.S.A.	M.Eng.	M.Ind.	M.Ger.
Recommended by few/Recommended by many	M.Ger.	M.Eng.	M.U.S.A.	M.Ind.
Unreasonable service charge/Reasonable service charge	M.Ind.	M.Eng.	M.Ger.	M.U.S.A.
Unreliable/Reliable	M.Ger.	M.Eng.	M.U.S.A.	M.Ind.
Difficult to obtain service/ Easy to obtain service	M.U.S.A.	M.Ger.	M.Eng.	M.Ind.
Technically inferior/Technically superior	M.Ger.	M.U.S.A.	M.Eng.	M.Ind.
Unattractive appearance/Attractive appearance	M.U.S.A.	M.Ger.	M.Eng.	M.Ind.
Old-fashioned design/Modern design	M.U.S.A.	M.Ger.	M.Eng.	M.Ind.
Uneconomical to use/Economical to use	M.Ger.	M.Eng.	M.Ind.	M.U.S.A.
Massive/Compact	M.Ger.	M.Eng.	M.U.S.A.	M.Ind.
Common/Exclusive	M.Ind.	M.Ger.	M.U.S.A.	M.Ind.
	M.Eng.	M.Ger.	M.U.S.A.	

Table E-12

Chinese' Rating of Domestic and Foreign Products  
Ranking Based on Mean Scores on Each Scale

Scales	Rank 1	Rank 2	Rank 3	Rank 4
Unreasonable price/Reasonable price	M.Tai.	M.Ger.	M.U.S.A. M.Eng.	
Poor workmanship/Good workmanship	M.Ger.	M.Eng.	M.U.S.A.	M.Tai.
Poor materials/Good materials	M.Ger.	M.U.S.A.	M.Eng.	M.Tai.
Not durable/Very durable	M.Ger.	M.U.S.A.	M.Eng.	M.Tai.
Unfamiliar brand/Familiar brand	M.U.S.A.	M.Ger.	M.Eng.	M.Tai.
Recommended by few/Recommended by many	M.Ger.	M.U.S.A.	M.Eng.	M.Tai.
Unreasonable service charge/Reasonable service charge	M.Tai.	M.Eng.	M.Ger.	M.U.S.A.
Unreliable/Reliable	M.Ger.	M.U.S.A.	M.Eng.	M.Tai.
Difficult to obtain service/ Easy to obtain service	M.U.S.A.	M.Ger.	M.Eng.	M.Tai.
Technically inferior/Technically superior	M.Ger.	M.U.S.A.	M.Eng.	M.Tai.
Unattractive appearance/Attractive appearance	M.U.S.A.	M.Tai.	M.Ger.	M.Eng.
Old-fashioned design/Modern design	M.U.S.A.	M.Ger.	M.Tai.	M.Eng.
Uneconomical to use/Economical to use	M.Tai.	M.Ger.	M.Eng.	M.U.S.A.
Massive/Compact	M.Tai.	M.Ger.	M.Eng.	M.U.S.A.
Common/Exclusive	M.Ger.	M.Eng.	M.U.S.A.	M.Tai.

Table E-13

Americans' Rating of Domestic and Foreign Products  
Ranking Based on Mean Scores on Each Scale

Scales	Rank 1	Rank 2	Rank 3	Rank 4
Unreasonable price/Reasonable price	M. Jap.	M. Ger.	M. Eng.	M. U. S. A.
Poor workmanship/Good workmanship	M. Ger.	M. Eng.	M. Jap.	M. U. S. A.
Poor materials/Good materials	M. Ger.	M. Eng. M. U. S. A.	M. Jap.	
Not durable/Very durable	M. Ger.	M. Eng.	M. U. S. A.	M. Jap.
Unfamiliar brand/Familiar brand	M. U. S. A.	M. Jap.	M. Ger.	M. Eng.
Recommended by few/Recommended by many	M. Ger.	M. Jap.	M. U. S. A.	M. Eng.
Unreasonable service charge/Reasonable service charge	M. U. S. A.	M. Ger.	M. Eng.	M. Jap.
Unreliable/Reliable	M. Ger.	M. Eng.	M. Jap.	M. U. S. A.
Difficult to obtain service/ Easy to obtain service	M. U. S. A.	M. Jap.	M. Ger.	M. Eng.
Technically inferior/Technically superior	M. Ger.	M. U. S. A.	M. Jap.	M. Eng.
Unattractive appearance/Attractive appearance	M. U. S. A.	M. Jap.	M. Eng.	M. Ger.
Old-fashioned design/Modern design	M. U. S. A.	M. Jap.	M. Ger.	M. Eng.
Uneconomical to use/Economical to use	M. Jap.	M. Ger.	M. Eng.	M. U. S. A.
Massive/Compact	M. Jap.	M. Ger.	M. Eng.	M. U. S. A.
Common/Exclusive	M. Eng.	M. Ger.	M. U. S. A.	M. Jap.

Table E-14

## Evaluation of Product Classes and Products (Indians)

Product Classes	Mean Made in India	Mean Made in U.S.A.	Mean Made in Germany	Mean Made in England
Mechanical products	2.425	5.925	6.525	5.875
Electronic products	2.775	6.175	6.225	5.575
Food products	3.600	6.500	4.750	4.900
Fashion products	4.675	6.075	5.000	5.525
Automobiles	2.400	5.975	6.625	5.950
Television sets	2.400	6.150	5.550	5.200
Soft drinks	3.900	6.575	4.300	4.750
Dress shirts	4.975	6.175	4.900	5.775

Table E-15

## Evaluation of Product Classes and Products (Chinese)

Product Classes	Mean Made in Taiwan	Mean Made in U.S.A.	Mean Made in Germany	Mean Made in England
Mechanical products	3.525	5.450	6.000	5.000
Electronic products	4.425	5.475	5.525	4.575
Food products	5.825	4.550	3.950	4.000
Fashion products	5.300	5.250	4.050	4.925
Automobiles	3.250	5.400	6.000	4.950
Television sets	4.675	5.650	5.275	4.350
Soft drinks	4.425	6.000	4.075	4.500
Dress shirts	5.375	5.200	4.375	4.875

Table E-16

## Evaluation of Product Classes and Products (Americans)

Product Classes	Mean Made in U.S.A.	Mean Made in Japan	Mean Made in Germany	Mean Made in England
Mechanical products	4.875	4.675	5.800	4.975
Electronic products	5.300	5.675	5.275	4.425
Food products	5.375	3.525	4.700	4.650
Fashion products	5.650	3.325	4.425	5.325
Automobiles	4.350	5.200	6.250	5.000
Television sets	5.700	5.500	4.700	4.100
Soft drinks	6.225	3.700	4.100	3.950
Dress shirts	5.600	3.650	4.325	5.525

Table E-17

Product Classes and Products  
Ranking Based on Mean Rating (Indians)

Product Classes and Products	Rank 1	Rank 2	Rank 3	Rank 4
Mechanical products	M.Ger.	M.U.S.A.	M.Eng.	M.Ind.
Electronic products	M.Ger.	M.U.S.A.	M.Eng.	M.Ind.
Food products	M.U.S.A.	M.Eng.	M.Ger.	M.Ind.
Fashion products	M.U.S.A.	M.Eng.	M.Ger.	M.Ind.
Automobiles	M.Ger.	M.U.S.A.	M.Eng.	M.Ind.
Television sets	M.U.S.A.	M.Ger.	M.Eng.	M.Ind.
Soft drinks	M.U.S.A.	M.Eng.	M.Ger.	M.Ind.
Dress shirts	M.U.S.A.	M.Eng.	M.Ind.	M.Ger.

Table E-18

Product Classes and Products  
Ranking Based on Mean Rating (Chinese)

Product Classes and Products	Rank 1	Rank 2	Rank 3	Rank 4
Mechanical products	M.Ger.	M.U.S.A.	M.Eng.	M.Tai.
Electronic products	M.Ger.	M.U.S.A.	M.Eng.	M.Tai.
Food products	M.Tai.	M.U.S.A.	M.Eng.	M.Ger.
Fashion products	M.Tai.	M.U.S.A.	M.Eng.	M.Ger.
Automobiles	M.Ger.	M.U.S.A.	M.Eng.	M.Tai.
Television sets	M.U.S.A.	M.Ger.	M.Tai.	M.Eng.
Soft drinks	M.U.S.A.	M.Eng.	M.Tai.	M.Ger.
Dress shirts	M.Tai.	M.U.S.A.	M.Eng.	M.Ger.

Table E-19

Product Classes and Products  
Ranking Based on Mean Rating (Americans)

Product Classes and Products	Rank 1	Rank 2	Rank 3	Rank 4
Mechanical products	M.Ger.	M.Eng.	M.U.S.A.	M.Jap.
Electronic products	M.Jap.	M.U.S.A.	M.Ger.	M.Eng.
Food products	M.U.S.A.	M.Ger.	M.Eng.	M.Jap.
Fashion products	M.U.S.A.	M.Eng.	M.Ger.	M.Jap.
Automobiles	M.Ger.	M.Jap.	M.Eng.	M.U.S.A.
Television sets	M.U.S.A.	M.Jap.	M.Ger.	M.Eng.
Soft drinks	M.U.S.A.	M.Ger.	M.Eng.	M.Jap.
Dress shirts	M.U.S.A.	M.Eng.	M.Ger.	M.Jap.

Table E-20

## Choice of Products (Indians)

Products	No. of persons choosing Made in India	No. of persons choosing Made in U.S.A.	No. of persons choosing Made in Germany	No. of persons choosing Made in England
	Automobiles	4	5	28
Television sets	5	19	15	1
Soft drinks	11	27	0	2
Dress shirts	17	13	1	9

Table E-21

## Choice of Products (Chinese)

Products	No. of persons choosing Made in Taiwan	No. of persons choosing Made in U.S.A.	No. of persons choosing Made in Germany	No. of persons choosing Made in England
	Automobiles	5	15	19
Television sets	9	20	9	2
Soft drinks	10	29	1	-
Dress shirts	21	11	1	7

Table E-22  
Choice of Products (Americans)

Products	No. of persons choosing		No. of persons choosing		No. of persons choosing	
	Made in U.S.A.	Made in Japan	Made in Germany	Made in England	Made in Germany	Made in England
Automobiles	13	2	20	5		
Television sets	23	12	3	2		
Soft drinks	37	--	3	--		
Dress shirts	17	--	1	22		

APPENDIX F  
SUPPLEMENTARY FIGURES

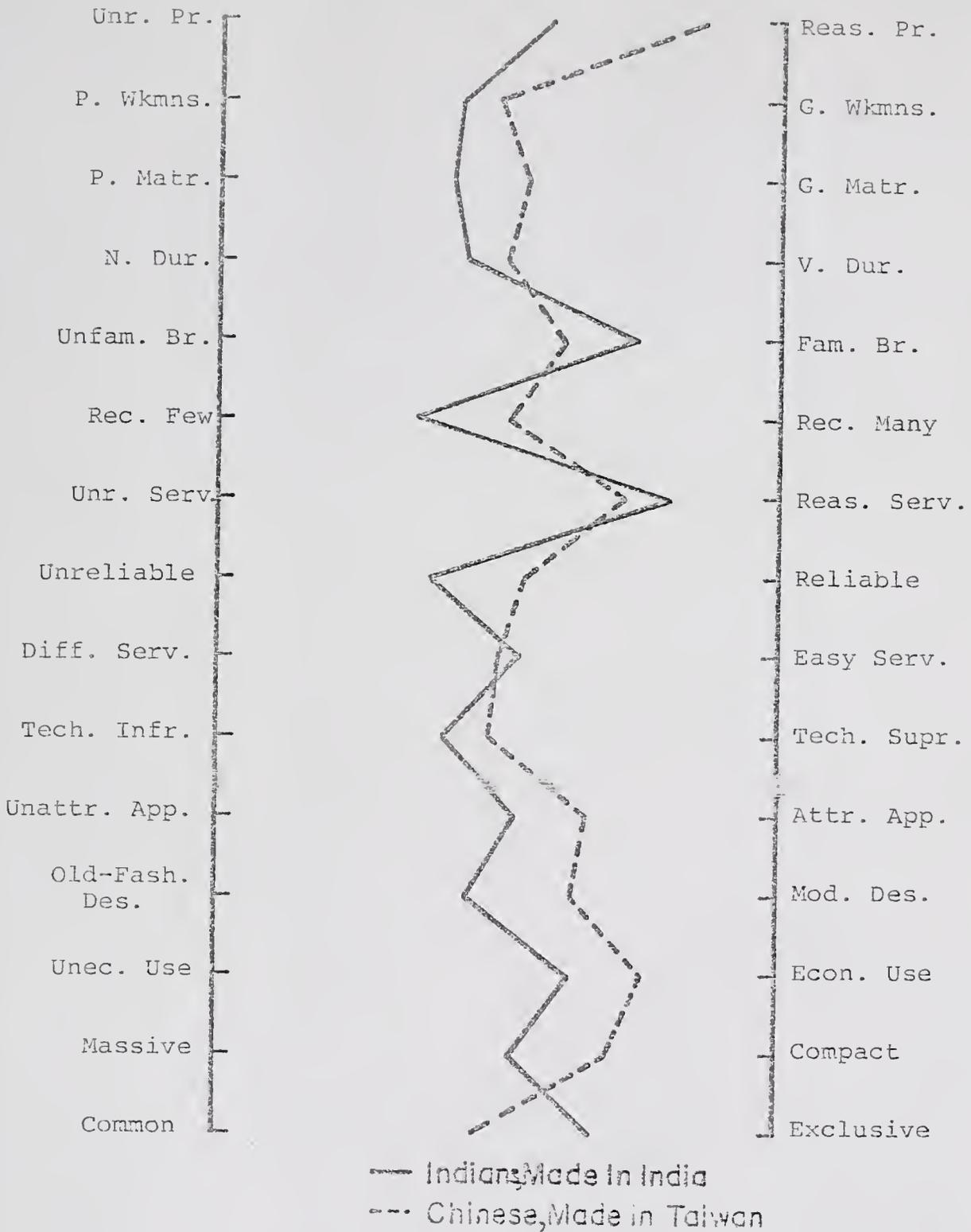


Figure F-1. Profiles of Domestic Products Among Indians and Chinese

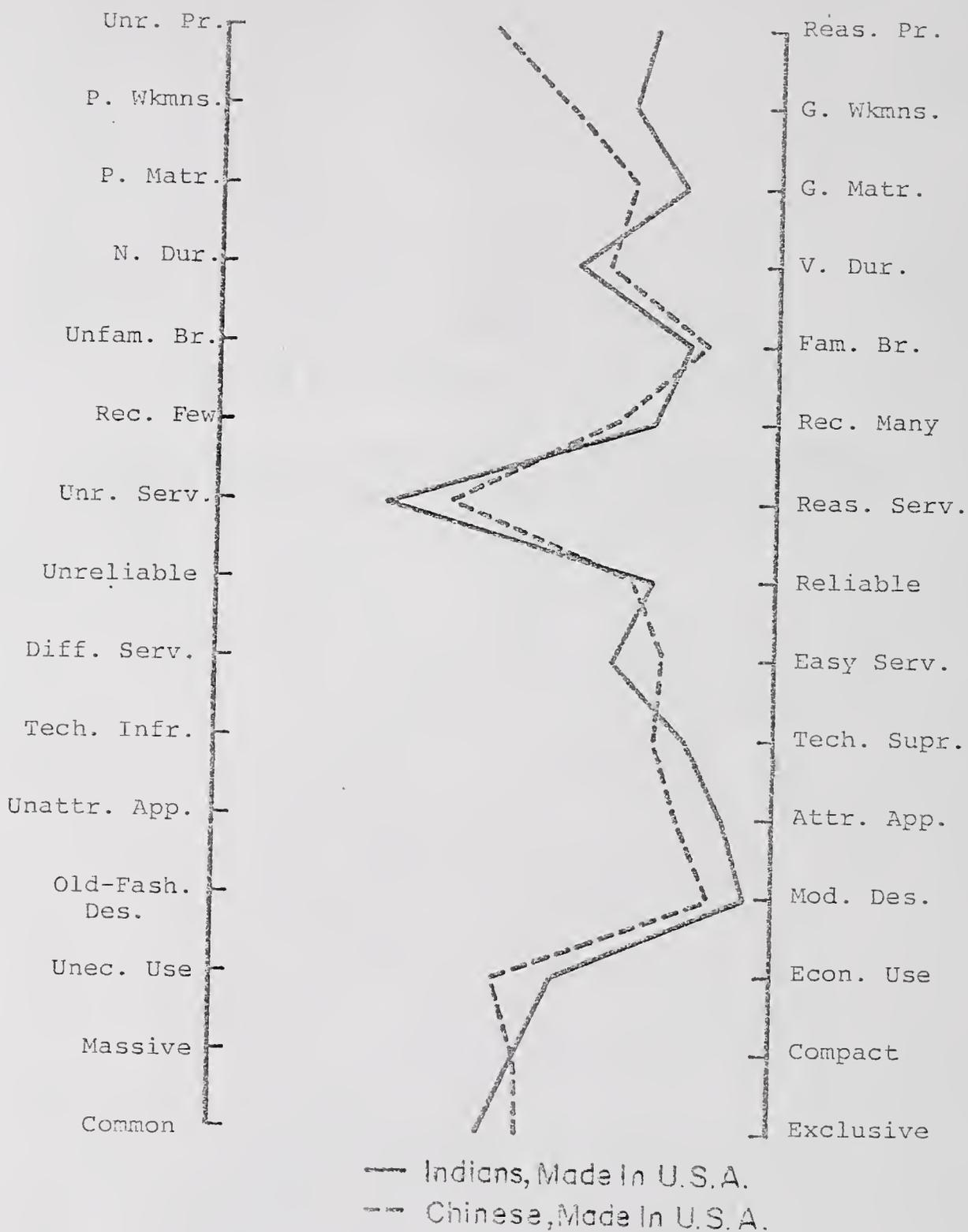


Figure F-2. Profiles of American Products Among Indians and Chinese

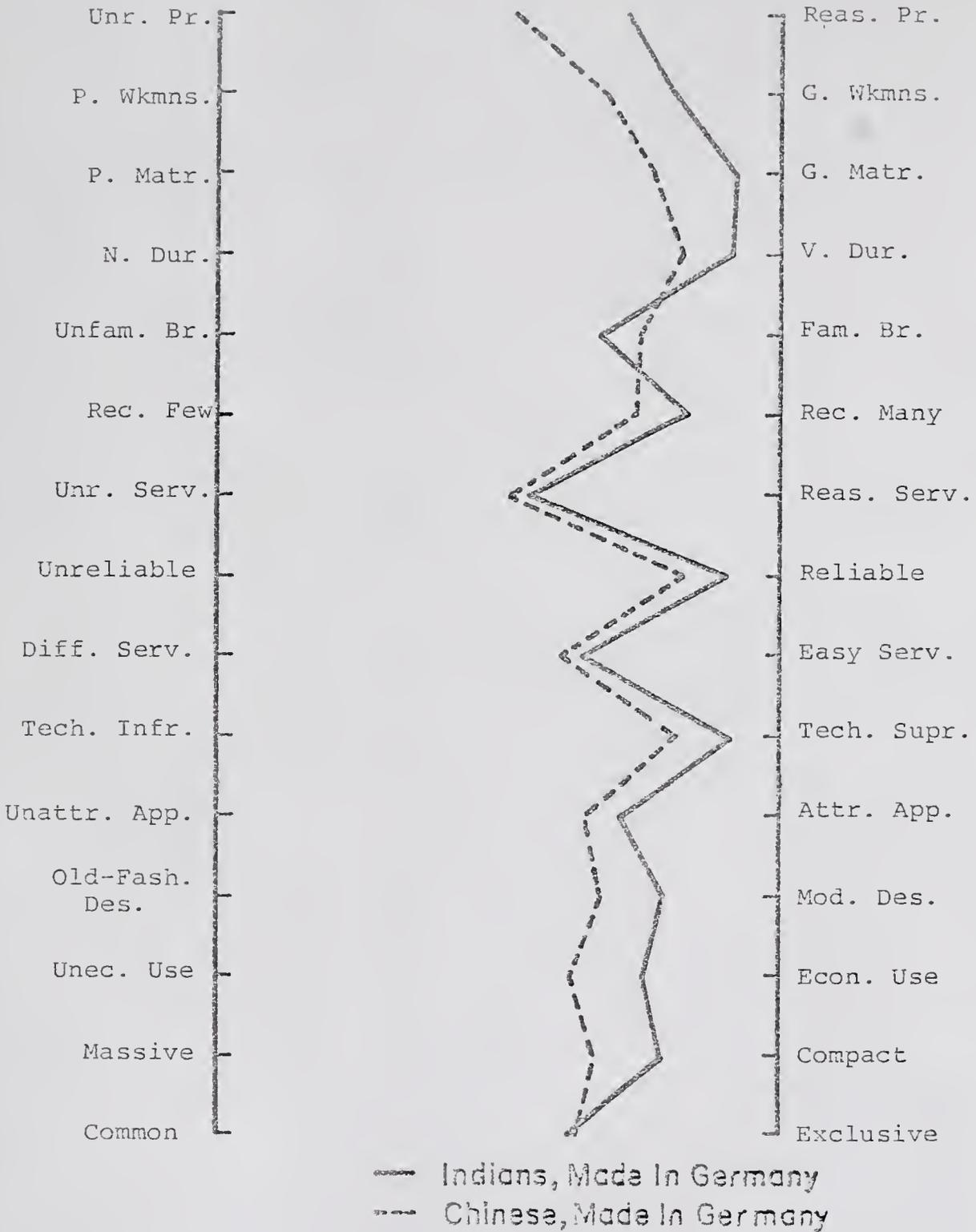


Figure F-3. Profiles of German Products Among Indians and Chinese

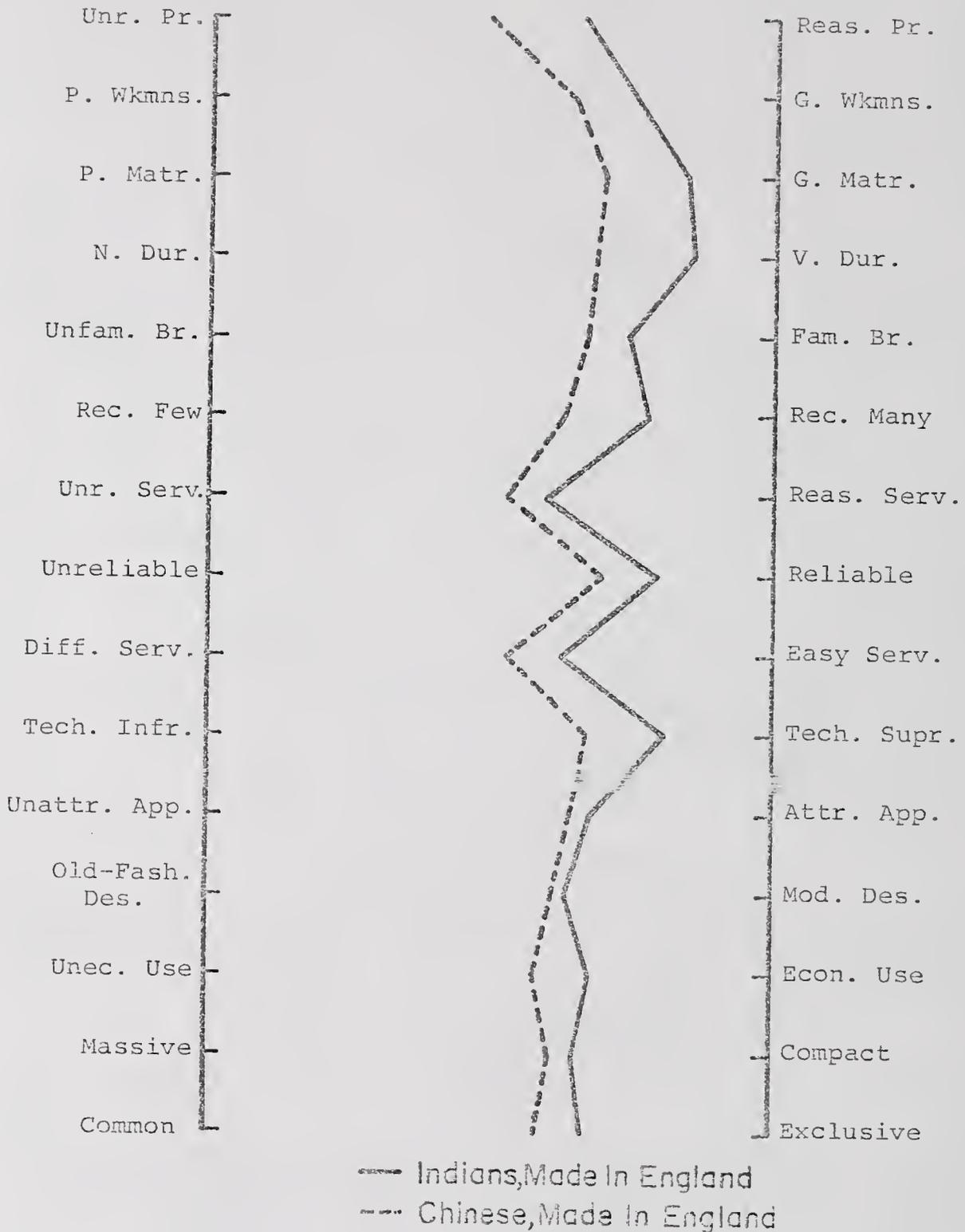


Figure F-4. Profiles of English Products Among Indians and Chinese

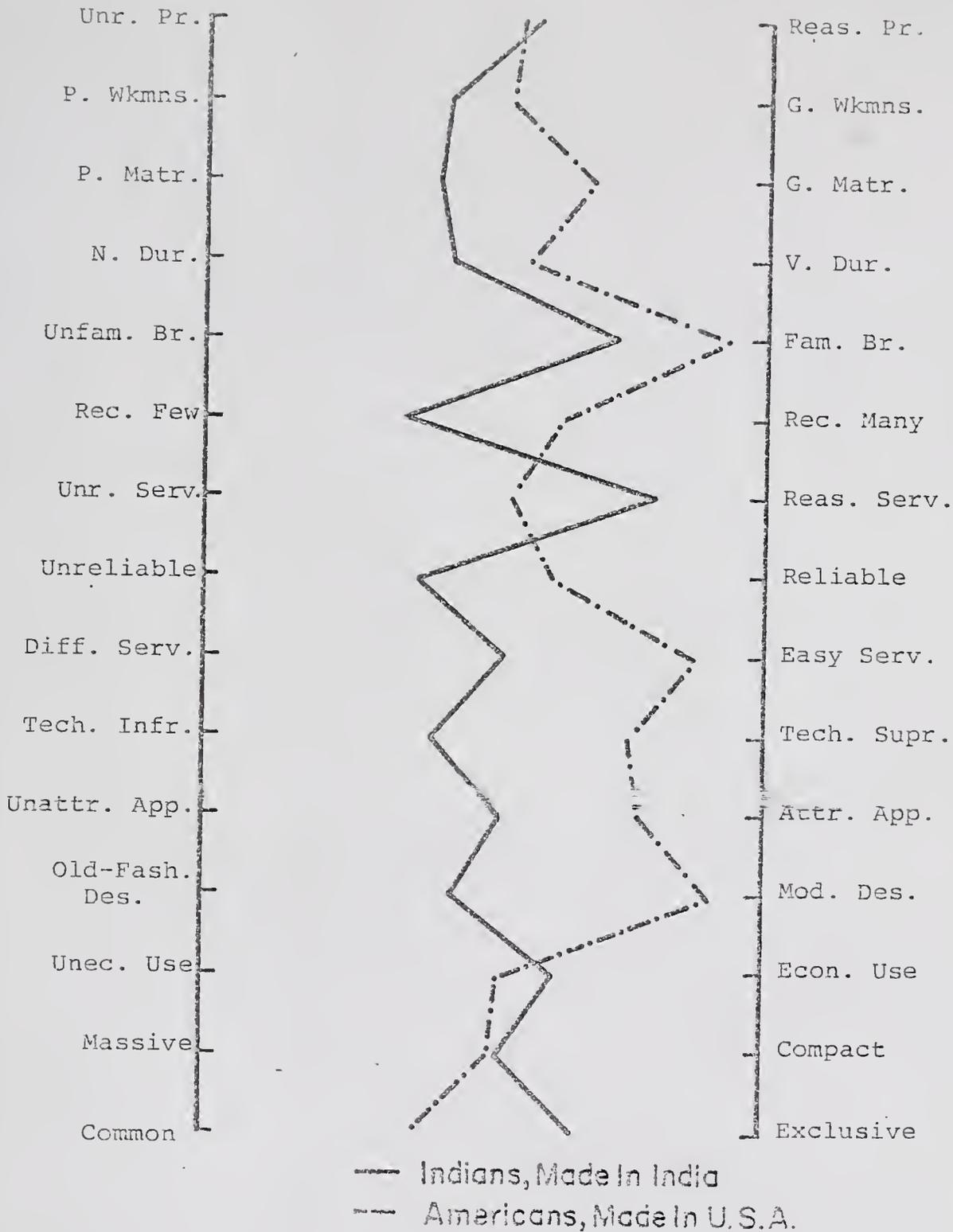


Figure F-5. Profiles of Domestic Products Among Indians and Americans

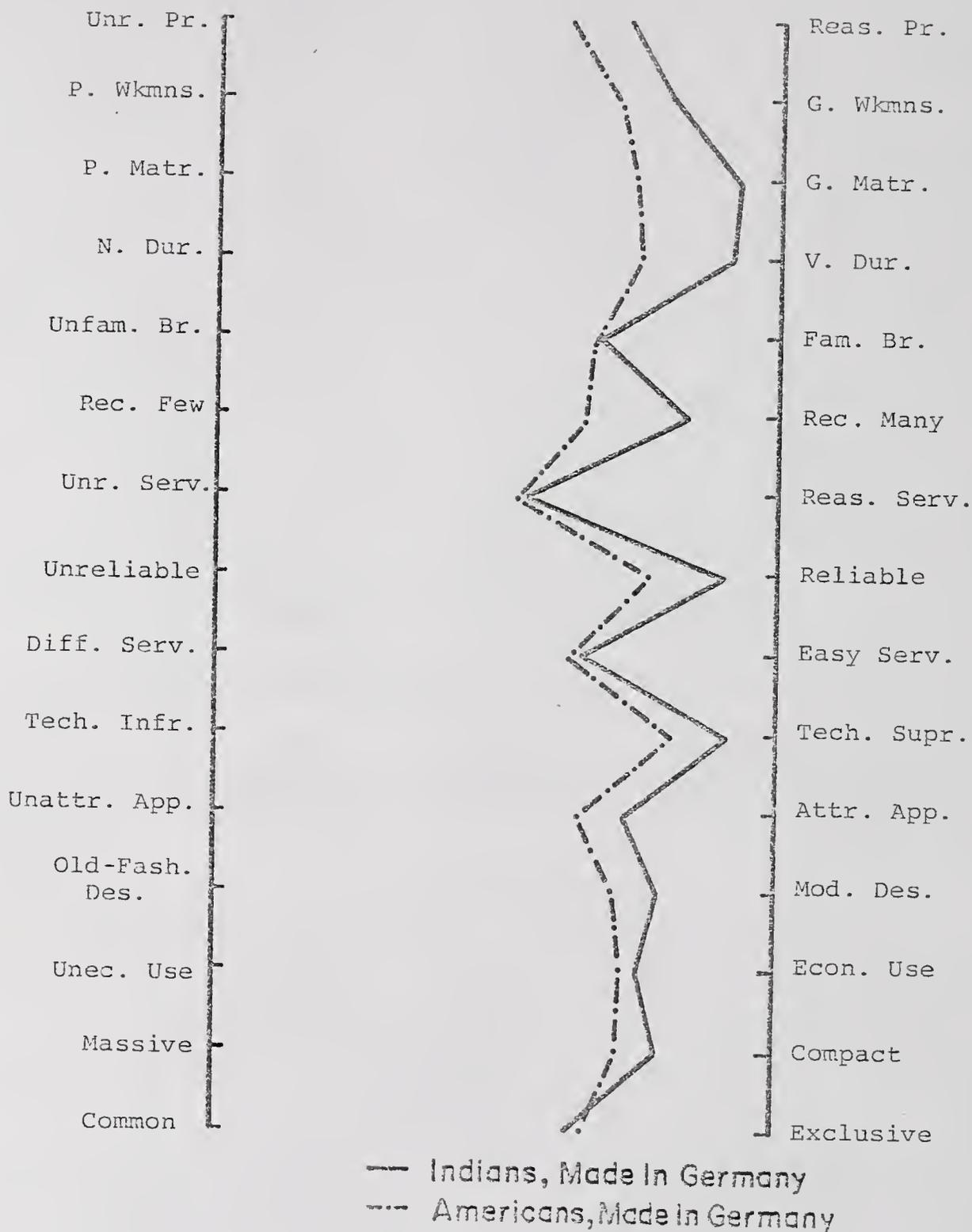


Figure F-6. Profiles of German Products Among Indians and Americans

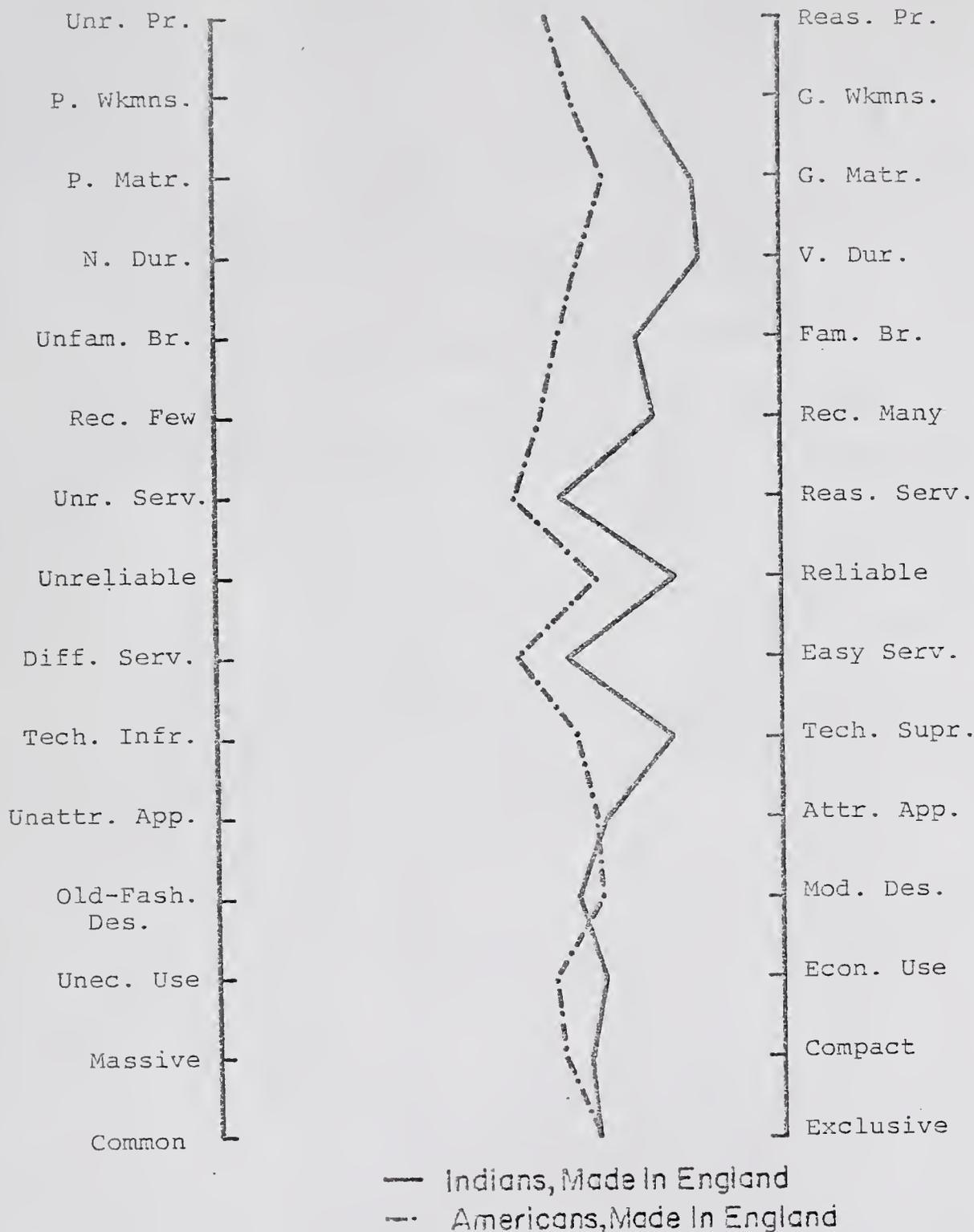


Figure F-7. Profiles of English Products Among Indiana and Americans

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## BIOGRAPHICAL SKETCH

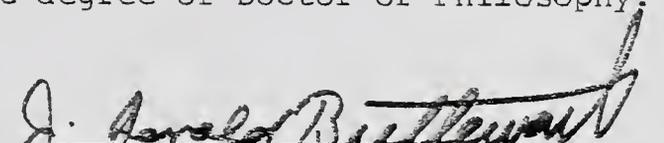
Parameswar Krishnakumar was born on April 21, 1942, in Kerala, India. He completed the Pre-University course at Loyola College, Madras, in 1958. During the years 1958-63 he attended the College of Engineering, Guindy, Madras, and graduated from Madras University with a Bachelor of Engineering (Civil) degree in 1963. During the period 1963-69, he was employed as an engineer in the Indian Oil Corporation (Marketing Division). In March, 1969, he began graduate work in business administration at the University of Florida, and, in December 1970, received the degree of Master of Business Administration. During the academic years 1971-74, he continued his graduate studies at the University of Florida. He is a member of Beta Gamma Sigma, Phi Kappa Phi, and the American Marketing Association.

Parameswar Krishnakumar is married to the former E. Lathika Warriar of Kerala, India.

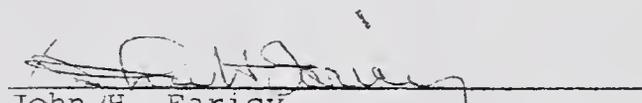
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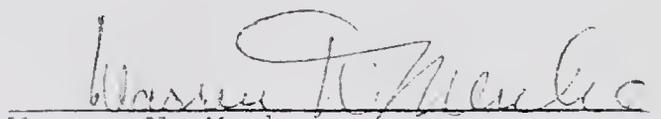
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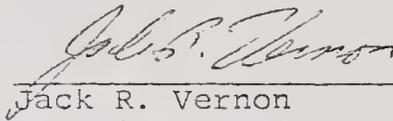
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Associate Professor of Management

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This dissertation was submitted to the Graduate Faculty of the Department of Marketing in the College of Business Administration and to the Graduate Council, and was accepted as partial fulfillment of the requirements for the degree of Doctor of Philosophy.

August, 1974

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Dean, Graduate School

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