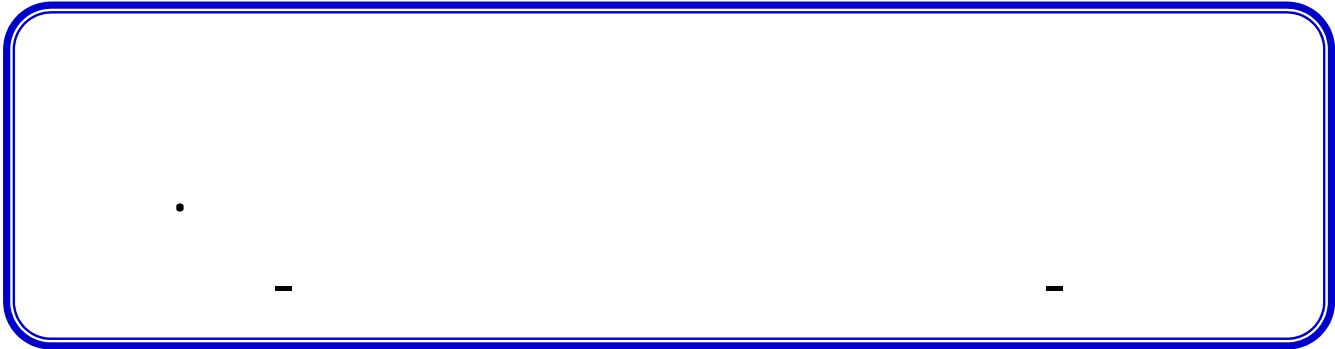


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**2011 - 2010 :**



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# فهرس المحتويات

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12	Balance Theory/ Heider	:
15	Theory of Cognitive Dissonance	:
17	Affective – Cognitive Consistency Theory –	
18	Fishbein & Ajzen	:
19		:
22		:
23		:
24	Fazio & Zanna	:
26		:
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113	Country of Origin Image :
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158	Face Validity :
159	Construct Validity :

162	:
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232	
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246	<b>:(1)</b>
254	<b>:(2)</b>
255	<b>:(3)</b>
256	<b>:(4)</b>
260	<b>:(5)</b>

# فهرس الجد اول

25		1-1
86		1-2
87		2-2
105		1-3
107		2-3
109		3-3
116		4-3
117		5-3
118		6-3
125		7-3
132		1-4
146		2-4
153		1-5
154		2-5
154		3-5
155		4-5
155		5-5

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157		6-5
158		7-5
159		8-5
160		9-5
161		10-5
162	t	11-5
163	t	12-5
164	t	13-5
165	t	14-5
168	t	15-5
169	t	16-5
170	t	17-5
173		18-5
174		19-5
176	t	20-5

177	t	21-5
179		22-5
180		23-5
182	( )	24-5
183		25-5
184		26-5
185	( )	27-5
186		28-5
187	(t)	29-5
188		30-5
190		31-5
192		32-5
193		33-5
195		34-5
197		35-5
198		36-5

200		37-5
202		38-5
203	Condor (t) Sony	39-5
203	(t)	40-5
204		41-5



# فهرس الأشكال

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16		1-1
22		2-1

59		1-2
60	Leo Burnett	2-2
63	Kapferer	3-2
65	Kapferer	4-2
67	Aaker	5-2
68		6-2
72		7-2
72		8-2
78		9-2
79	Aaker	10-2
80	Kapferer	11-2
82		12-2
90		13-2

130		1-4
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166		1-5
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167		2-5
171		3-5
172		4-5
175		5-5
178		6-5
179		7-5
206		8-5

الملك من

Sony

Sony

Condor

1500

Online Data Base

Online Questionnaire

%96 %86

%89.5

Lampert Han

Jaffe

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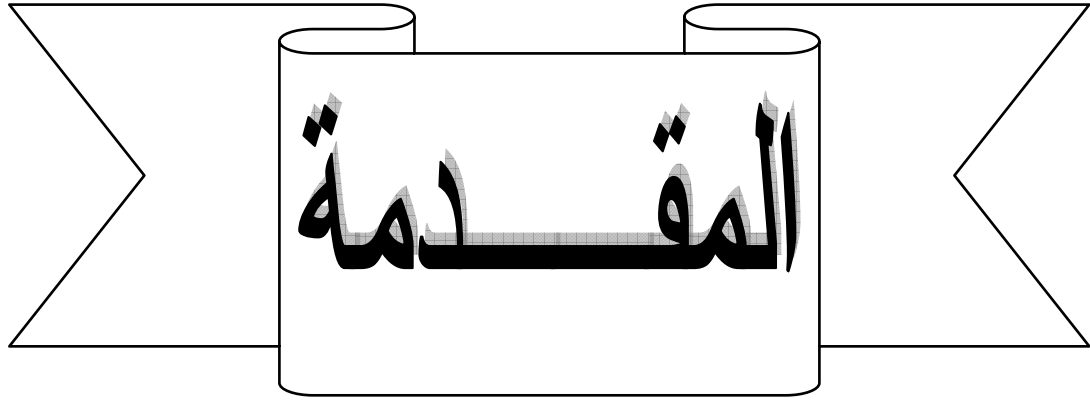
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**Abstract:**

The present study aims to shed light on the attitudes of the Algerian consumers towards the country of origin of the product and its brand as a general concept, and how they use it in the process of evaluating local and foreign products, using a set of behavioral variables represented in their perception of the brand value and the product quality and value, and also their attitudes toward the studied brands and products in addition to the core behavioral variable represented in the intention of purchasing.

Accordingly, and in order to achieve this objective this study conducted a field work on the electronic products represented in the Algerian TV branded by Condor and the Japanese TV branded by Sony and a Chinese TV branded by Sony, and it used also another product category represented in the beverage using the Algerian drink branded by Hamoud Boualem and the U.S. drink branded by Coca-Cola., using a convenient sample of 1500 persons from the whole country by applying an Online Questionnaire and obtained the responses to form an Online Data Base. This questionnaire has been developed to measure Algerian consumers attitudes towards the country of origin and tested through a pilot study, which results in a measurement tool of a great degree of reliability ranged between 86% and 96% and is attributed more than an excellent accordance with previous studies, and through a number of statistical analysis methods of the collected data the current study concluded that the Algerian consumers' attitudes towards country of origin have an effect on their evaluation of the local and foreign product, and that the predictive degree of the proposed model about the intention of purchasing is around 89.5%. also it concluded that the impact of the attitudes toward the country of brand is stronger than their attitudes toward the country of product.

And finally, the obtained results show that the consumers' product evaluation also affects their attitudes toward the country of origin, which is compatible with many previous models such as Han, Lampert and Jaffe models.



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Pilot study<sup>\*</sup>

32

(IAN & PHAU et al, 2000)

IAN

BMW NIKE

Peugeot

.(Hauble, 1996)

(Schooler, 1965 & 1971; Bilkey & Nes, 1982; Johnsson, .

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.2007



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Douglas & Nonaka, 1985; Okechuku, 1994; Hauble, 1996; Chao, 2001; Han, 2001; Hui & Zhou, 2003).

(Bilkey & Nes, 1982; Kaynak, 2000)

(Wang & Lamb in Al-Sulaiti & Baker, 1998)

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Single Cue Studies

Affective Component

Cognitive Component

Behavioral Component

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:(1995) Ahmed -1

:(1996) Tse -2



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**:(2001) Andries -3**

**:(2000) Rajeev -4**

**:(2004) Yi -5**

**:(2004) Ming -6**

11

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الفصل الأول  
بلاد المنشأ و الاتجاهات نحوه

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Country of Origin

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(COP: Country of

“Lundstrom et al    “Zhang 1996”

Production)

(Zhang, 1996, p. 51) 1998”

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“Cattin et al 1982”

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.. . . .

“Nagashima 1977, Darling 1987, Ettenson 1993, Maronik 1995”

“A Meta analysis of country of

“Peterson et al 1995”

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origin”

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(Uni-

national Product)

(Bi-national Products) <sup>1</sup>

Peugeot

BMW

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(COB: Country of Brand)

.(Ulgado & Lee, 1993, p. 5)

.(Samice, 1994, p.581)

Toshiba

(Johansson et al, 1985, p. 389)

Headquarter

:

(Ahmed & d'Astous, 1995; Chao, 1993)

:

.COB (Country Of Brand)

Design Country

-1

.Assembly Country

-2

:

(Han & Terpestra, 1988, p. 237)

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.(Peterson et al, 1995, pp. 885-886)

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$$\mathbf{COO = COP + COB / COP = COB}$$

(33 . 2003 )

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(128 . 2003 )

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(COD/COB)

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(Kinner & Taylor, 1987, p. 308)

(Hawkins et al,

1995, p. 355)

Hawkins

Taylor Kinner

Hawkins

Schiffman

.(216 . 2004 )

Kanuk

(Schiffman & Kanuk, 2004, p. 253)

Hawkins

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(98 . 1996

(138 . 2002 ) .

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( ... /

(129 . 1993 ) .

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(Volle, 1999, p. 136) .

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(146 . 2007 )

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.(Bannister & Saunders, 2001, p. 562)

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(Bilkey &

(Jayson et al, 2006, p. 285)

Nes,1982; Han, 1990; Zhang, 1996)

Descriptive Beliefs

Informational Beliefs

Inferential Beliefs

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(Erickson et al, 1984; Martin & Eroglu,

.1993)

Stereotyping

Webster

Stereotype

.(22 . 1993 )

.(19 . 1983 )

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. ) -2

(Scott et al,

(Samiee, 1994; Agrawal & Sikri, 1996; Lampert & Jaff, 1998) .2005, p 87)

(Papadopoulos, 1993; Peterson et al 1995)

Extrinsic Attribute

(255 . 1996 )

: -3

Renault

(Johansson et al, 1985)

(Han, 1989; Lampert & Jaffe, 1998)

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(Lawrence et al, 1992)

Cognitive

Behavioral

Affective

Country of origin

(Toyne & Walter, 1993)

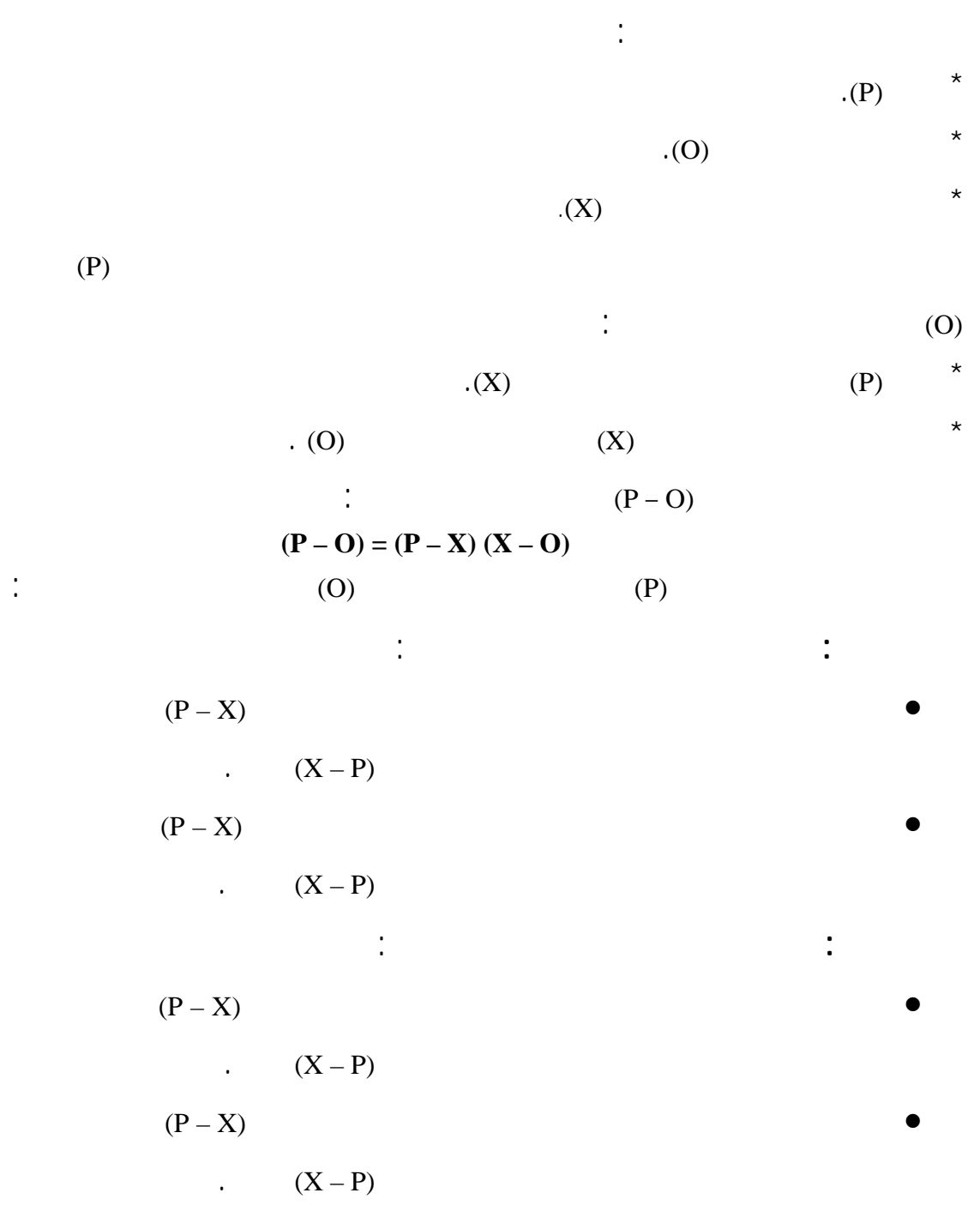
(Cateora, 1996)

(Sui & Wong, 2002)

(Schweiger et al, 1996)



(Robert, 282-283) :Balance Theory/ Heider :



(2004 ):

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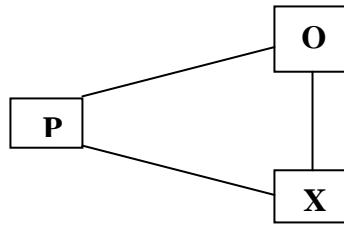
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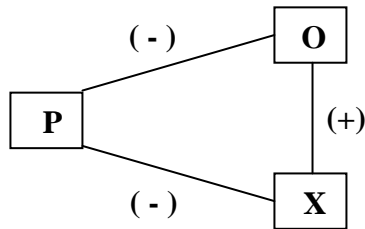
(P)

(O)

(X)



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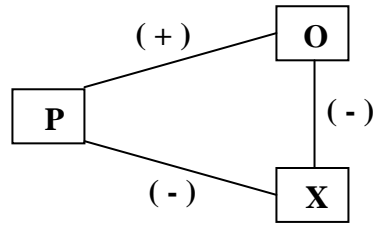
:

(X - O)

(P - X)

$(P - X) * (X - O) \longrightarrow (P - O) \dots\dots\dots (1)$

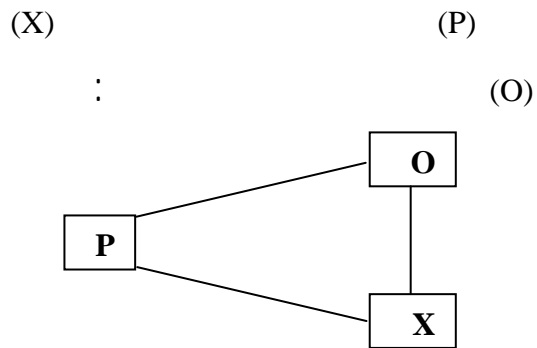
$(-) * (+) \longrightarrow (-)$

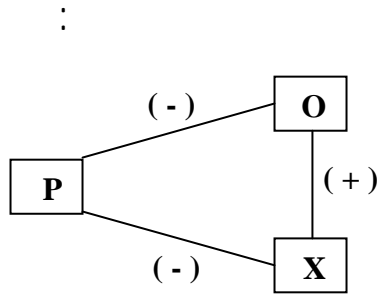


(Hong & Wayer, 1989, 1990)

(P - X)

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(P - X)

.(1)

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**Theory of Cognitive Dissonance**

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Post-Purchase Dissonance

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(243 . 2004 )

.(98 . 1996 )

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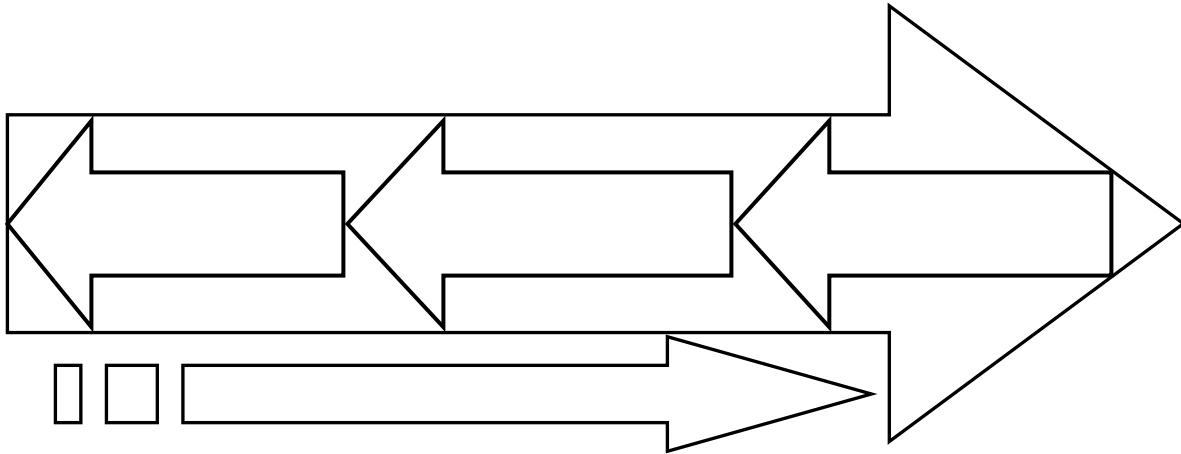
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.(1-1)



:(1-1)

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Runyon

(116 . 1998 )

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**Affective – Cognitive Consistency Theory**

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.(Norman, 1975, p. 85)

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$$\text{Attitude} = f(\sum V_n \cdot T_n)$$

· (Value)  $V_n$  \*

· (Tool)  $T_n$  \*

·  $n$  \*

·  $n$

( \* ) =

...

**Fishbein & Ajzen**

(Fishbein &

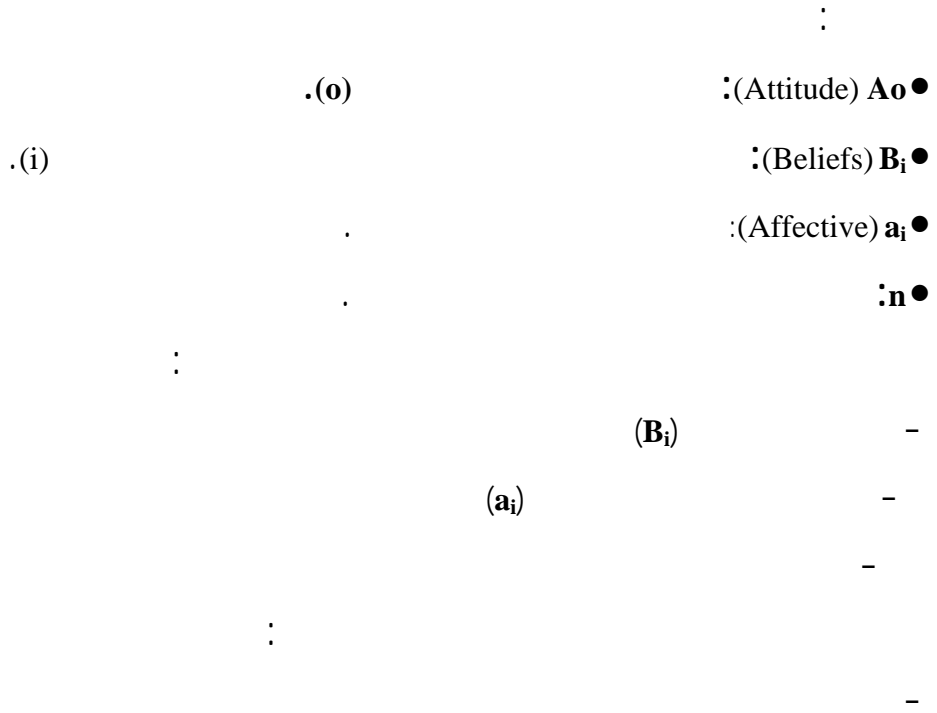
1975 **Fishbein**

Ajzen, 1975)

· (223 · 2004 )

·

$$A_o = \sum_{i=1}^n b_i \cdot a_i$$



Ethnocentrism

(Bilkey et al, 1982, p. 90)

Bilkey

: The Utilitarian Function



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(Laroche et

.(234 . 2004 )

al, 2001)

**:Value Expressive Function** -

(Antonio & Minoos, 2005)

:

**:Snobbish Value** \*

.(Scott et al, 2005,p. 87)

**:Ethnocentrism Value** \*

.(Ian et al, 2000, p.161)

**:The Ego-Defensive Function** -

.(235 . 2004 )



:

.Fishbein & Ajzen

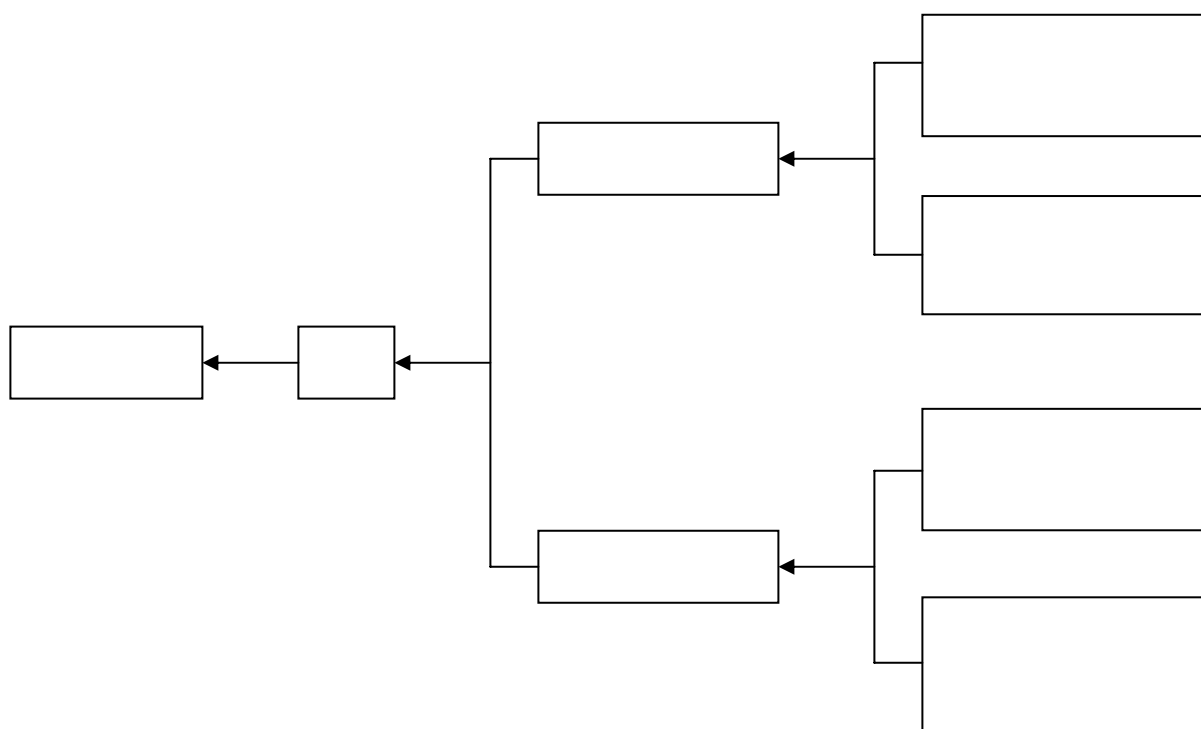
Beliefs about consequences of engaging

.Evaluative aspects of beliefs about consequences

in behavior

.Subjective norms

.(2-1)



:(2-1)

**Source:** Lutz, Richard J. (1985), "Affective and Cognitive Antecedents of Attitude Toward the Ad: A Conceptual Framework," in Psychological Processes and Advertising Effects: Theory, Research, and Application, Linda F. Alwitt and Andrew A. Mitchell, eds., Hillsdale, NJ: Lawrence Erlbaum. P. 332.



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(Idris et al, 2009, p. 106).

**Fazio & Zanna** :

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(Suh & Yi, 2006, p. 145)

(Thiangtam, 2005, p. 340)

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**:(1-1)**

<p>.)</p>	<p>* * *</p> <p><b>-1</b></p>
	<p>* * *</p> <p><b>-2</b></p>
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	<p>*</p> <p><b>-4</b></p>
<p>( )</p>	<p>*</p> <p><b>-5</b></p>
<p>( )</p>	<p>*</p> <p><b>-6</b></p>
<p>) ( ... :</p>	<p>* *</p> <p><b>-7</b> ( / )</p>
	<p>*</p> <p><b>-8</b></p>

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(Leonidou et al, (Burning, 1997)

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1999)

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Halo Effect

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(Jolio et al, 2005, p.238)

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.Country Stereotype

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(Han, 1989) :Han -1

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Han



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Han

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**:Lampert & Jaffe**

**-2**

Han

(Lampert & Jaffe,

.1998)

( )

Han

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(Salah et al, 1994, p. 7) :Sauer et al. -3

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:Affect Transfer Process ●

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:Cognitive Mediation Process ●

:Direct Belief Process ●

(Johansson, 1989) :Johansson -4

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:Confidence Value ●

Multi-national Products

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:Predictive Value

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(Johansson, 1989)

-1

(Han

Cognitive Inference Effect

.et al, 2000, p. 263)

-2

Cognitive Proxy Effect

-3

-4

(Johansson et al, 1985) :**Johansson et al.**

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(Evoked Set / )

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Han

Stereotyping

Lampert & Jaffe

Han

Sauer et al

Johansson

Johansson

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Single Cue Factors

Dual Cues Factors

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:Labeling Requirements

(95-94 . 2004 )

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(Schooler, 1965; Reirson, 1966-1967;

Swaidan et al, 1995; Al-Sulaiti et al, 1998; Ian et al, 2000)

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.(Scott et al, 2005, p. 87)

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.(Toyne et al, 1993, p. 449)

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.(Thakor & Katsanis, 1997)



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(Bilkey & Nes, 1982)

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: -1

(Scott et al, 2005, p. 87)

(Aaker, 1996, p.

.82)

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(Cateora, 1996, p. 386)

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Han

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(2004, p. 80)

1985

Johansson

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(The Involvement

**-1**

:Degree)

High Involvement Decision

Limited

(Fujisawa, 2004, p. 154)

Involvement Decision

(Yavas & Babakus, 1995)

(d'Astous & Ahmed,

.1999)

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:Need for Cognition

**-2**

Lampert & Jaffe

Han

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**-3**

Johansson

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**-4**

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( ) : -1

(Laroche et al, 1996)

Han

(Samiee, 1994)

Sony

:Ethnocentrism/ Nationalism -2

.(Cateora, 1996, p. 364)



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**الفصل الثاني**  
**العلامة التجارية أداة اتصال تسويقي**



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(Keller et al ,2004)

(Stobart ,1994)

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.(Pelsmeaker et al, 2001, p. 35)

.(Kotler et al, 1999, p. 570)

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(Robin, 2000)

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Kotler (Worsan et al, 1995 ; Zikmund et al, 2001)

(Kotler, 1997, p.

.443)

Lamarque

(Lamarque et al,

.2001, p.4)

(Kotler, 2001, p. 16)

More than a

(Lamb et al, 1994; Randall, 2000; Robin, 2000)

(1990) Stephen King product

.

(Keller, 2003, p. 4)

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(1999) \*

(Randall, 2000)

(Zikmund et al, 2001) (Lamb et al, 1994)

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(128 . 1978 )

:Brand Name \*

407

.(190 . 2004 )

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.  
:Brand

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:Trade Mark

\*

Spoken Part

.Unspoken Part

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:Identification & Copyright

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(Randall, 2000)

(Lamb et al, 1994)

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.Trade Mark

.(Kotler, 2001, p. 125)

:Repeat Sales -

.(Kotler, 2003, p. 9)

Philips &

Salli

(Philips & Salli,

.2001, p. 22)

.(Stobart, 1994) (Lamb et al, 1994) (Crainer, 1994) (Robin, 2000)

.(Robin, 2000)

: -

(Robin, 2000) Snobby

Kotler

(Stobart, 1994)

.(Kotler, 2003, p. 9)

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(Crainer, 1995, p.

adidas

Kleenex

Johnson & Johnson

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: -

Kotler

.(Kotler, 2003, p. 9)

: -

(Philips & Salli,

(Dave, (Robin, 2000) (Ambler, 1997) (Stobart, 1994)

2001, p. 25)

2000)

.(169 . 2007 )

: -

(Ambler, (Worsan, 1995)

Snobbish Brands

.1997)

: -

(Ahmed et al (Worsan et al ,1995).

.(Dave ,2000) (Ambler ,1997) (Melin ,2005) ,2002)

Niall Fitzgerald

Unilever

.(Kotler, 2003, p. 9)

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(Lamb et al

(Zikmund et al ,2001) ,1994)  
(Vardis, 1998) (Kotler, 2003, p. 86)

(Keller, 1993)

.(Melin, 2005)

Aaker

.(Aaker, 1996, p. 8)



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.(486 . %20 2007 )

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Aaker

(Aaker, 1991, p. 16)

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Brand Awareness -

(Doyle, 1998, p. 176)

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(Kotler, 2001, p. 189)

(Aaker, 1996, p. 10) :

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:Brand Recognition -1

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:Brand Recall -2



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Brand Association

(Aaker, 1996, p. 78)

.Dominant Brand

Jones

Aaker

(Jones, 2002 in Melin, 2005, p. 27):

:Experience of Use

Reliability

Aaker

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:User Association

-

Nike

Pepsi

Lancaster & Reynolds

(Lancaster & Reynolds, 1998, p. 45)

.%2.5

:Belief in Efficacy

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:Brand Appearance -

Christian

:Manufacturer's Name & Reputation -

(Jones, 2002 in Melin, 2005, p. 27)

IBM

IBM

IBM

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(Randall, 2000)

(Kapferer, 1992 in Melin,

.2005, p. 28)

Crainer

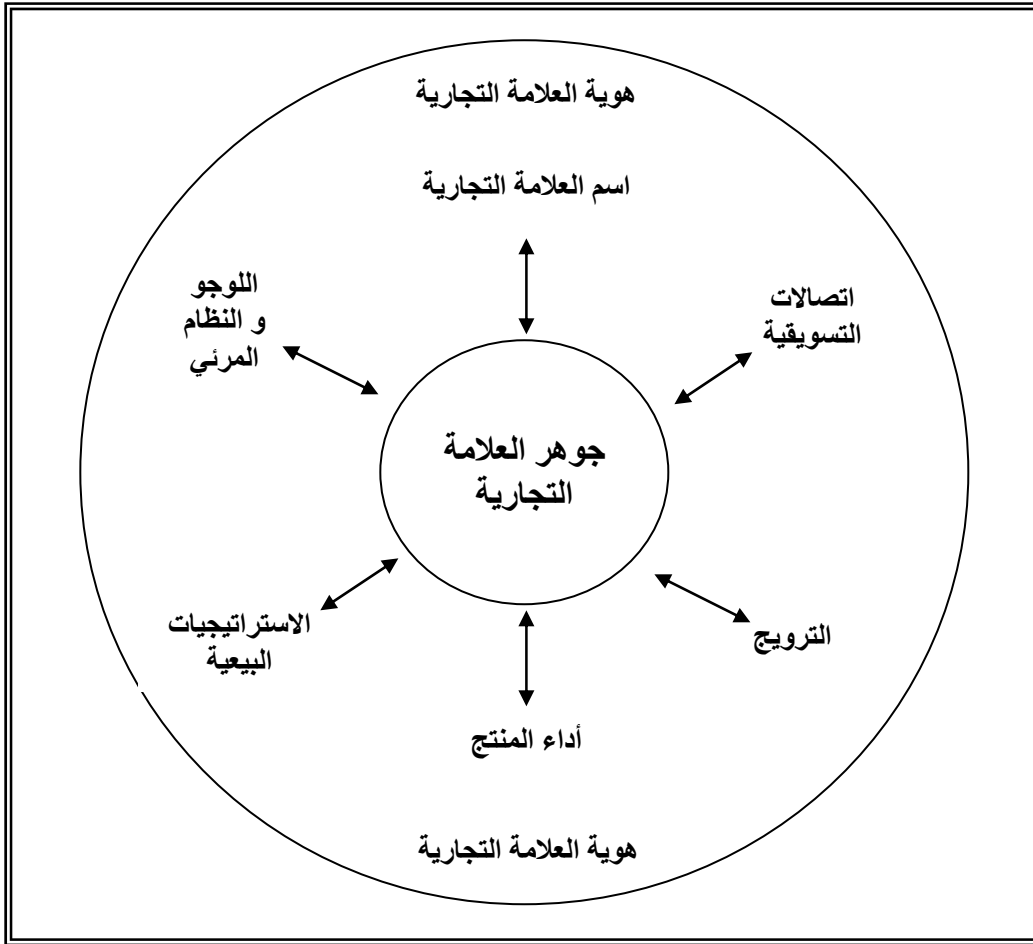
.(Crainer, 1995, p. 8)

.(Lewi et & Rogliano, 2006, p. 13)

Upshaw

(Upshaw, 1995, p. 24)

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:(1-2)

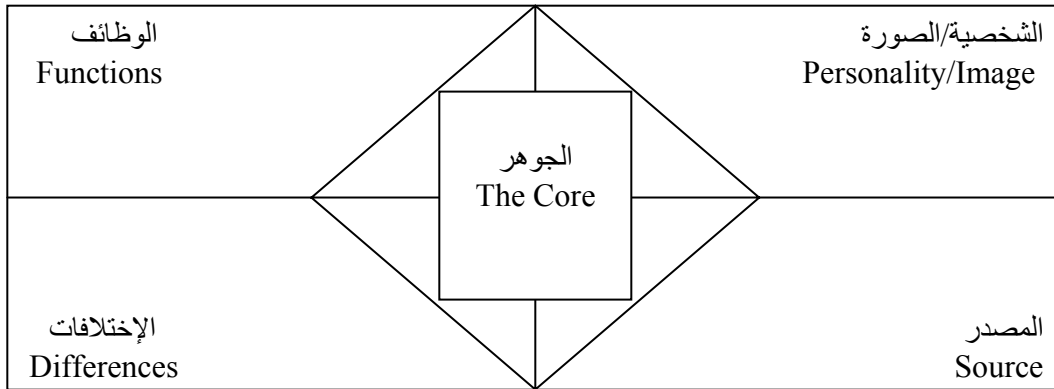
Source: Upshaw L. B., 1995, **Building Brand identity: a Strategy for Success in Hostile Marketplace**. John Wiley & Sons. New York. p. 24.



( )

:Leo Burnett Model

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:(2-2)

Source : Randall, 2000, p. 67.

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(Czerniawski & Malony, 1999,

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p. 69)

(Aaker, 1996, p. 95)

User Image

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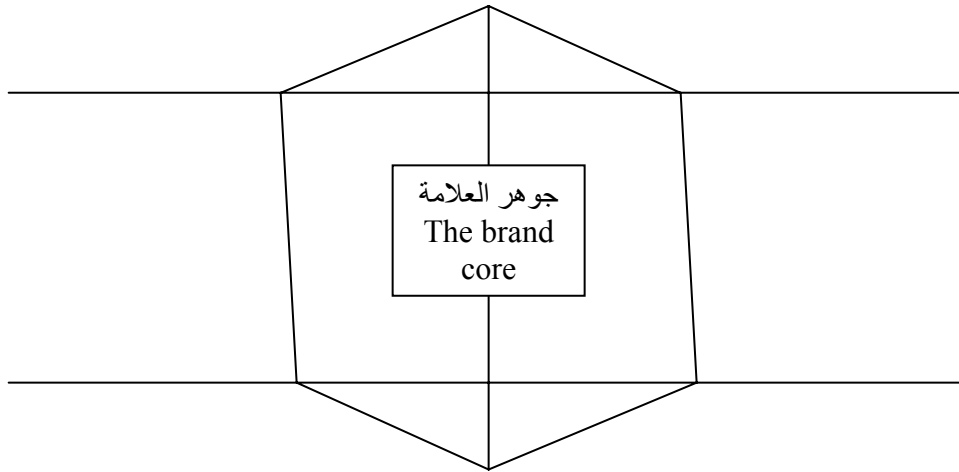
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" " : Gateway

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: Kapferer Model -2  
(3-2)

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**:(3-2)**

**Source:** Melewar T. C. & Lydia Sambrook, 2004, "The importance of brand power: a review of the European car market", *EUROPEAN BUSINESS JOURNAL*, p. 169.

Nike

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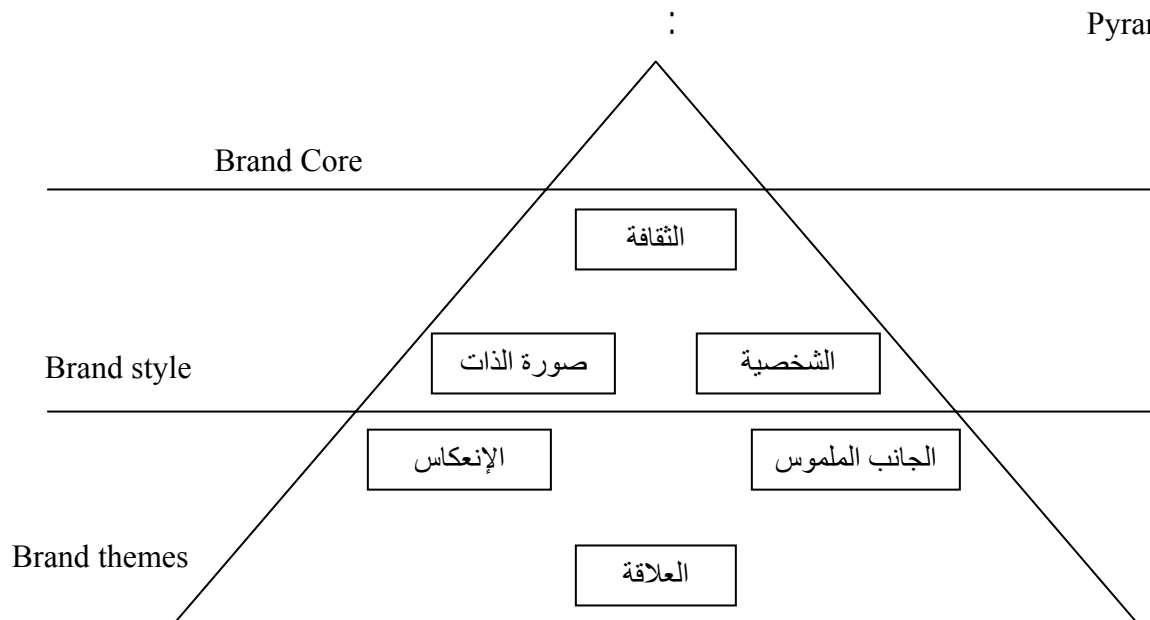
:Self-Image -

.(Robin, 2000) (Randall, 2000) (Wallenklint, 1998, p. 8)

The Brand

Kapferer

Pyramid



:(4-2)

Source : Kapferer, 1992 in Melin,2005, p. 28

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Brand Core : \*

Brand Style : \*

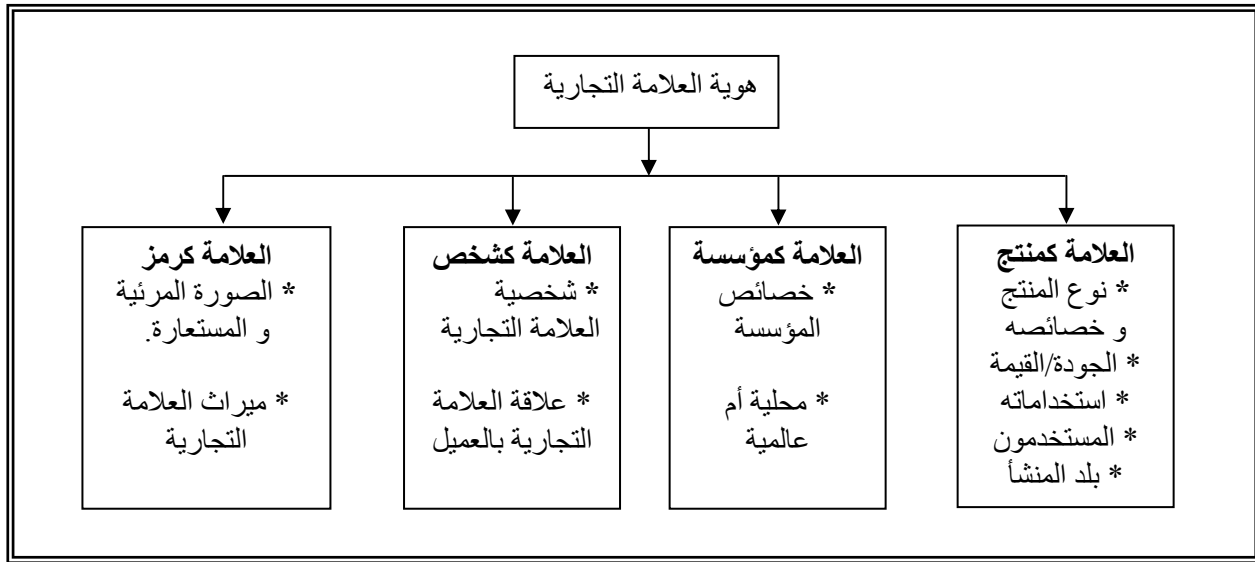
Brand Theme : \*

....

.(Robin, 2000, p. 28)

Aaker : **Aaker -3**

(5-2)

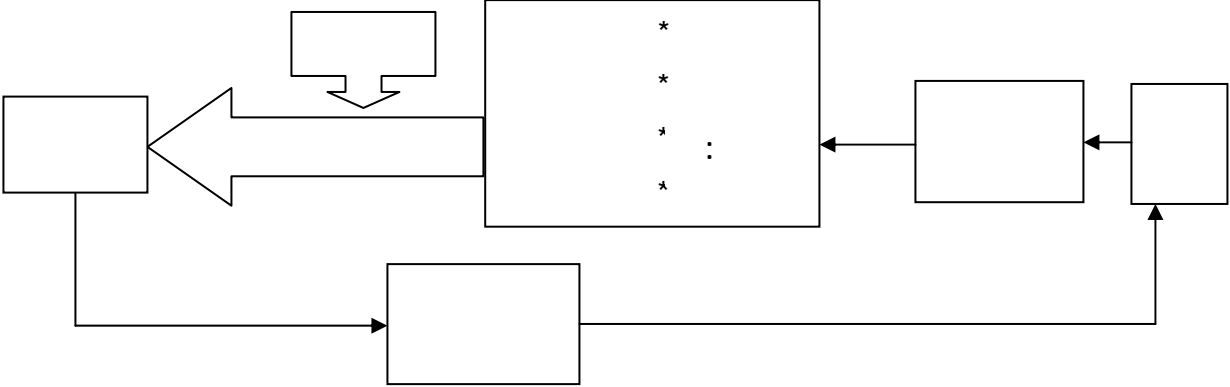


:(5-2)

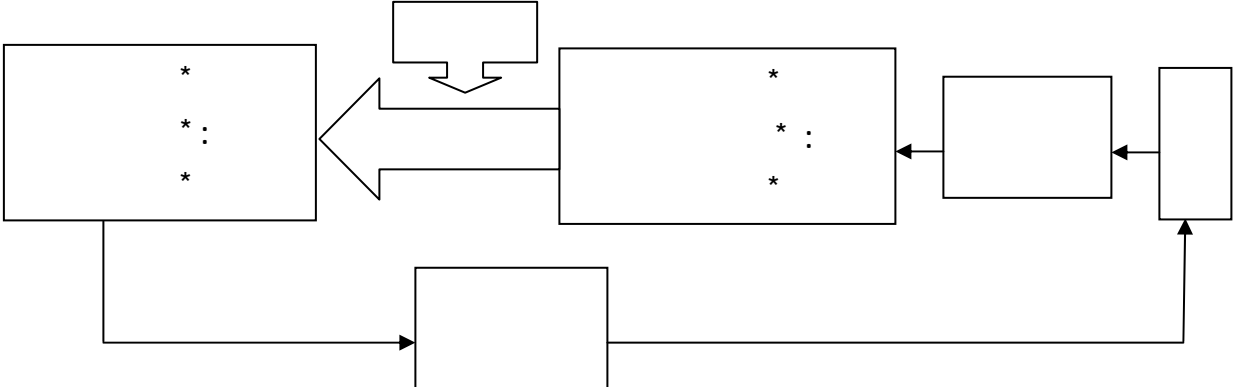
Source: Aaker D. A., 1997, "Dimension of Brand Personality", *Journal of Marketing Research*, Vol. xxxiv, August, p. 177.



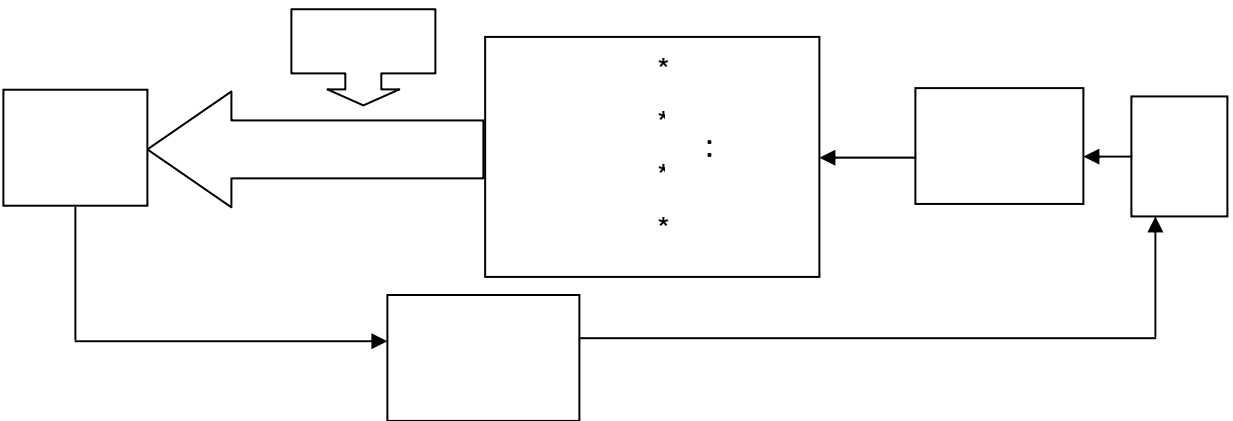
Leo Burnett Model :



Kapferer Model :



Aaker Model :



:(6-2)

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Memory

.(883 . 1978 )

Image

.(174 . 1979 )

Image

Imitari

Image

. 1993 )

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Brand

David Ogilvy

1955

Image

(Melin ,2005, p. 30) .

.(Sutton & Klein, 2003, p. 39)

Distinctive Advantage

Holisti

1993 )

.(19 .

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(Bergstrom et al, 2005, p. 9)

(Morgan ,1999)

Network Memory Model

(Keller ,1998)

(Plummer ,2000) (Thakor and .

.Kohli ,1996, p. 29)

Kotler

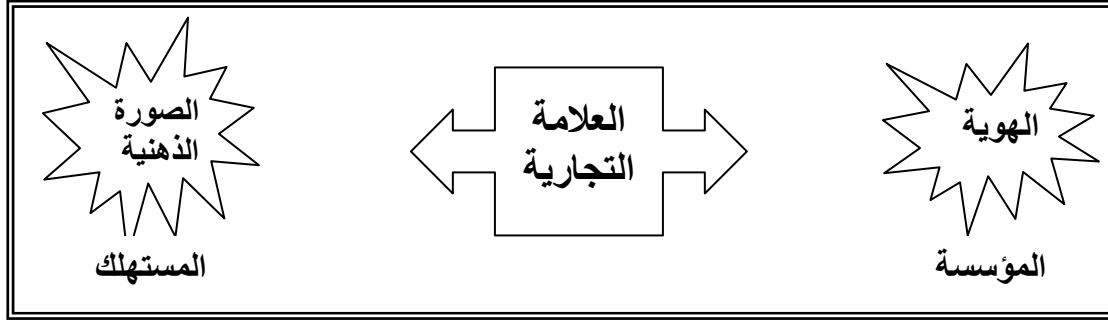
Kapferer

(Kotler ,1997)

.(Kapferer ,1997)

.(2006 )

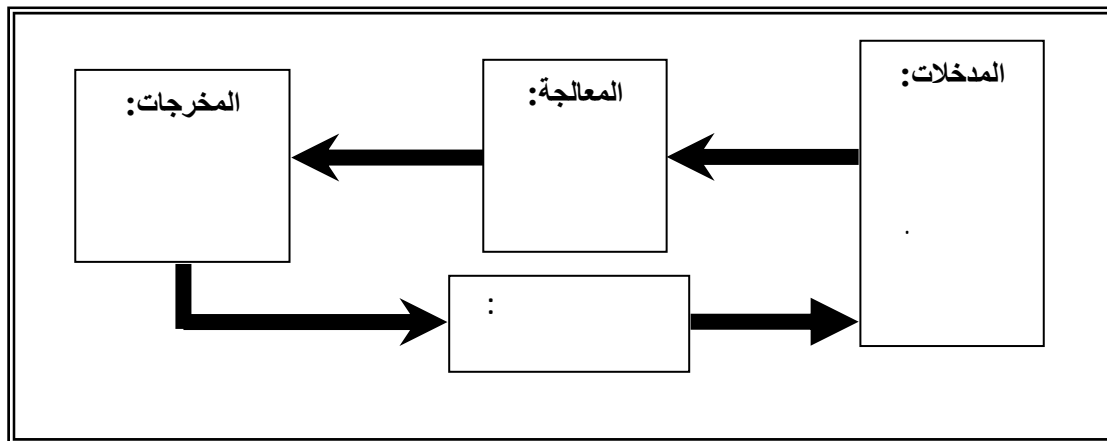
.(7-2)



:(7-2)

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:(8-2)

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Hyperlink

Entities

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Word of Mouth

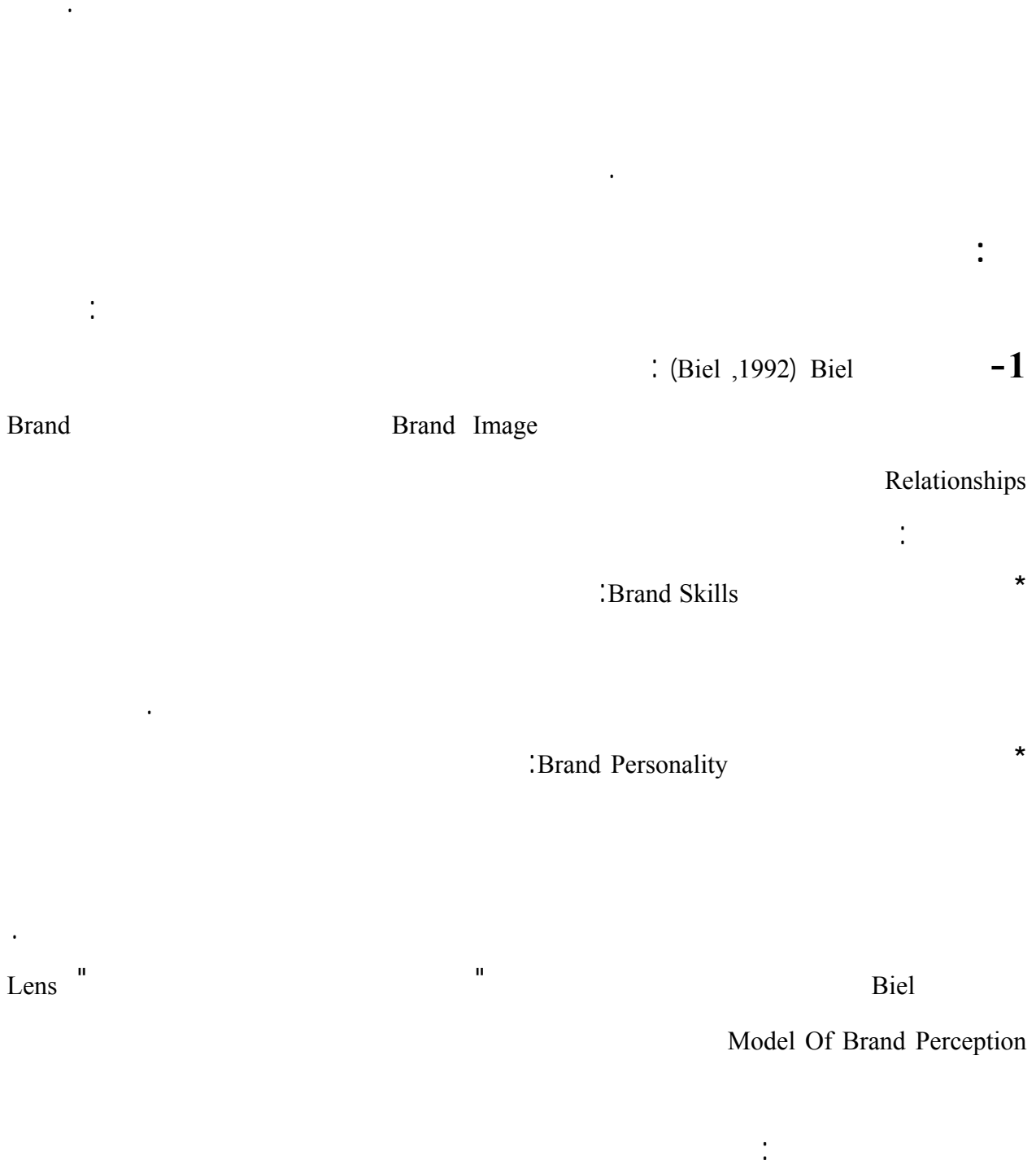
Referral Marketing

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.Hyperlink

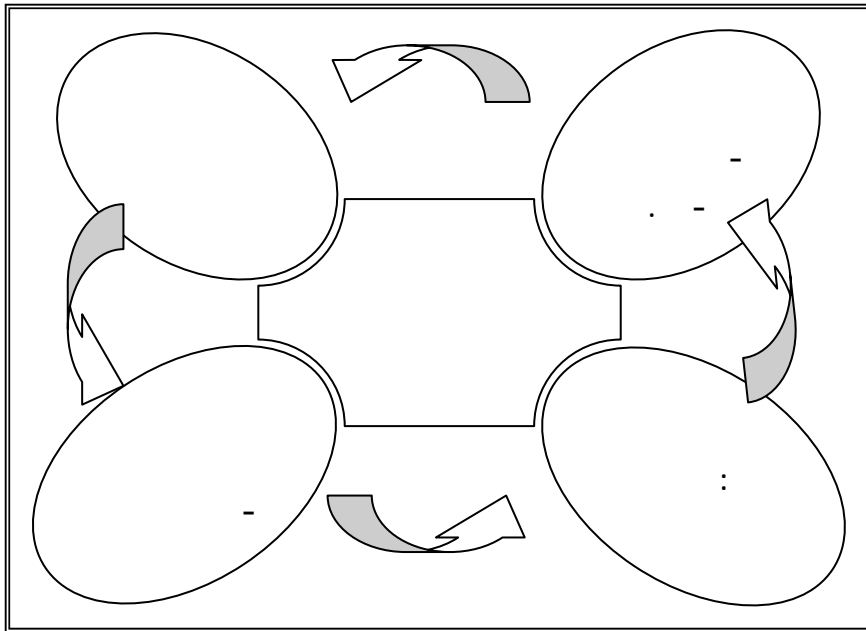
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(10-2)



:(10-2)

Source: Aaker, D. A., 1996, **Building Strong Brands**, The Free Press, New York. USA.  
P.184.

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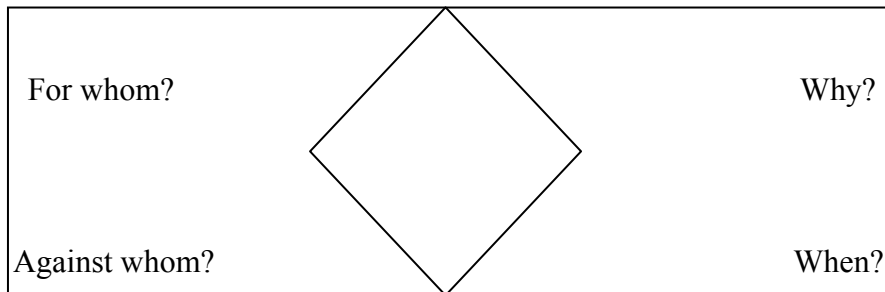
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:(Kapferer ,1997) Kapferer -3

: (11-2)

:A Brand For What? /

:A Brand For Whom? /



Kapferer :(11-2)

Source: Kapferer, J. N., 1997, **Strategic brand management**, Kogan Page, London, UK, p. 97.

:A Brand For When? /

Branded Product

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:A Brand Against Whom?

/

(Kapferer , 1997, p. 97)

Biel

Aaker

Kapferer

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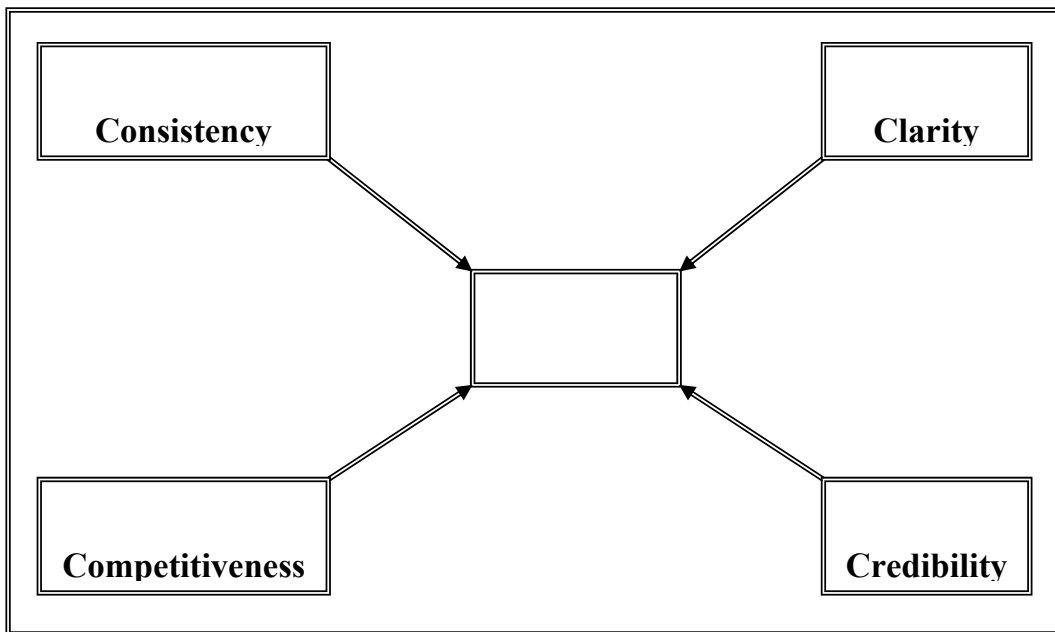
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(12-2)

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Complex Positioning Statements



**:(12-2)**

Source: Jobber, 2001 in Bergstrom et al, 2005, p. 13.

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.(Bergstrom et al, 2005, p. 14)  
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(Plummer ,2000)

.(Aaker et al ,1997)

.(Melin, 1997 in Bergstrom et al, 2005, p. 14)

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Implicit side

.(Sampson ,1993)

(Morgan ,1999)

Aaker

.(Aaker, 1997; Keller, 1998)

Larson

.(Larson, 2002)

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Word of Mouth

Antecedents of Brand personality and

:  
its dimensions

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:(1-2)

Antecedents		
	1954	Levy
	1977	Epstein

	1986	Park
	1985	Plummer
	1989	Mc Cracken
	1993	Batra, Lehman and Singh

Source : Aaker, 1997.

Ad hoc scales

(Opoku ,2005)

BPS: Brand Personality Scale

42

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Competence

Excitement

Sincerity

Ruggedness

Sophistication

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Generalizability

Validity

Reliability

%93

1995

SOV: Study of Values Scale

(Allport ,1951)

(Tom ,1971)

.(Opoku, 2005)

Brand Personality Drivers

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(2-2)

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:(2-2)

User imagery	-1	-1
	-2	-2
	-3	-3
	-4	-4
	-5	
	-6	
(C.E.O)	-7	
	-8	

Source: Aaker ,1996.

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.Snobbish

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. I Love my Jeep because it's tough like me

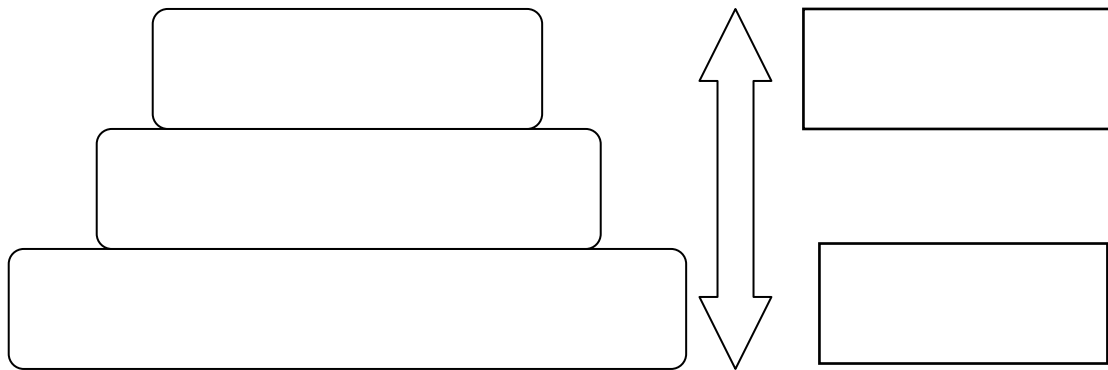
Mr. Propre

.(Arnold, 1992, p. 12)

Aaker

.(Aaker, 1996, p. 97)

(13-2)



**:(13-2)**

Source: Davis Scott, 2002, "Implementing your BAM strategy: 11 steps to making your brand a more valuable asset", *Journal of Consumer Marketing*, Vol. 19. No. 6. p. 508.

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:User Imagery

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Masculin

Brut

feminin

Rolls Roys

BMW

Maruti

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Levi's

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:(C.E.O) -

:Celebrity Endorsers -

(Reference Groups)

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$$\text{Ideal-Self} = \text{The Brand} + \text{Actual-self} \quad (\text{Ambler, 1997})$$



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**الفصل الثالث  
المتغيرات السلوكية للمستهلك  
و قابلية القياس**

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(373 . 2005 ) .

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.(174

.(211 . ۲ 2003 )

.(165 . 2008 )

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1999 )

(153 .

(Kotler, 2002, p. 94)

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.(Schiffman & Kanuk, 2000, p. 122) (85 . 2003

Kotler .

(Kotler, 2002, p. 95) :

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:Selective Attention

**-1**

Absolute Threshold

(Schiffman & Kanuk, 2000, p. 123)

:Selective Distortion

**-2**

:Selective Retention

**-3**

1954



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(150 . 1997 )

.(Schiffman & Kanuk, 2000, p. 135)

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(146 . 2005 )



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Louis J. De Rose

(Kotler, 2003, p. 183)

.(Kotler, 2003, p. 184)

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(2003) Kotler

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(Arvidsson, 2006)

BMW

Aaker

(Aaker, 1996,

.p. 10)

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**:(1-3)**

5	4	3	2	1	-1
5	4	3	2	1	-2
5	4	3	2	1	x -3

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(Holbrook, 1994; Woodruff, 1997)

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:(2-3)

5	4	3	2	1	x -1
5	4	3	2	1	-2
5	4	3	2	1	-3

Zeithaml

.(Zeithaml, 1988, p.02)

-(2002) Kotler

.(Aaker et al, 1994, p.76)

Gravin .(281 . 2000 )

(1984)



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(Gravin,  
External

1984, p. 28)

signal

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(Insch & McBride, 2004)

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Wright Lovelock

(Lovelock & Wright, p.

.14)

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:(3-3)

5	4	3	2	1	x -1
5	4	3	2	1	x -2
5	4	3	2	1	x -3
5	4	3	2	1	x -4

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(228 . 2004 )

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Pilot Study

35 30

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Likert Scale

(213 . 2003 ) 1932 Denis Likert

(173 . 2008 ) (Schiffman & Kanuk, 2000, p. 23) :

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(1 2 3 4 5)

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.5 1

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**Country of Origin Image**

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Nagashima

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(Nagashima, 1970, p. 95)

Pisharodi Parameswaran

(Parameswaran & Pisharodi, 1992, p. 706):

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(Kaynak & Orsay, 1997, p. 125) Orsay Kaynak

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(1989) Papadopoulos,

.(Klein & Ettenson, 1999, p.10) Ettenson Klein

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Pisharodi Parameswaran

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(07)

28

.(Scott et al, 2005, p 87)

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:(4-3)

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5	4	3	2	1	-1
5	4	3	2	1	-2
5	4	3	2	1	-3



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5	4	3	2	1	-4
5	4	3	2	1	-5
5	4	3	2	1	-6

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**-2**

5	4	3	2	1	-1
5	4	3	2	1	-2
5	4	3	2	1	-3
5	4	3	2	1	-4
5	4	3	2	1	-5
5	4	3	2	1	-6
5	4	3	2	1	-7

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" English English  
(191 . 2003 ) "

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(1998)

(Lee et al, 2004) Lee

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**:(5-3)**

5	4	3	2	1	-1
5	4	3	2	1	-2
5	4	3	2	1	-3

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Ajzen Fishbein

(Brodowsky et al, 2004, p. 738)

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(2004 2002)

(1996)

Verlgh

(Verlgh et al, 2005, p. -

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.133)

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:(6-3)

5	4	3	2	1	x -1
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5	4	3	2	1	x -3
5	4	3	2	1	x -4

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.(138 . 2002 )

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(224 . 2002 ) . ...

.(Hair et al, 2002, p. 428)

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.(Hair et al, 2002, p.428)

(Malhotra, 2004, p. 263) Multi-Item Scales

(375 . 2005 )

Single item Scale

(Mc Daniel & Gates, 1998, p.

.249)

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[ ] [ ]

(x)

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(Matei & Teodora, 2010, p. 477) :

<input type="checkbox"/>	(X)		-1
<input type="checkbox"/>		(X)	-2
<input type="checkbox"/>		(X)	-3

:

(x) \*

<input type="checkbox"/>	-1
<input type="checkbox"/>	-2
<input type="checkbox"/>	-3
<input type="checkbox"/>	-4
<input type="checkbox"/>	-5
<input type="checkbox"/>	-6
<input type="checkbox"/>	-7

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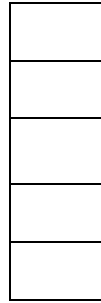


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(x)

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(229 . 2002 ) .

2005 )

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الفصل الرابع  
التصميم المنهجي للدراسة الميدانية

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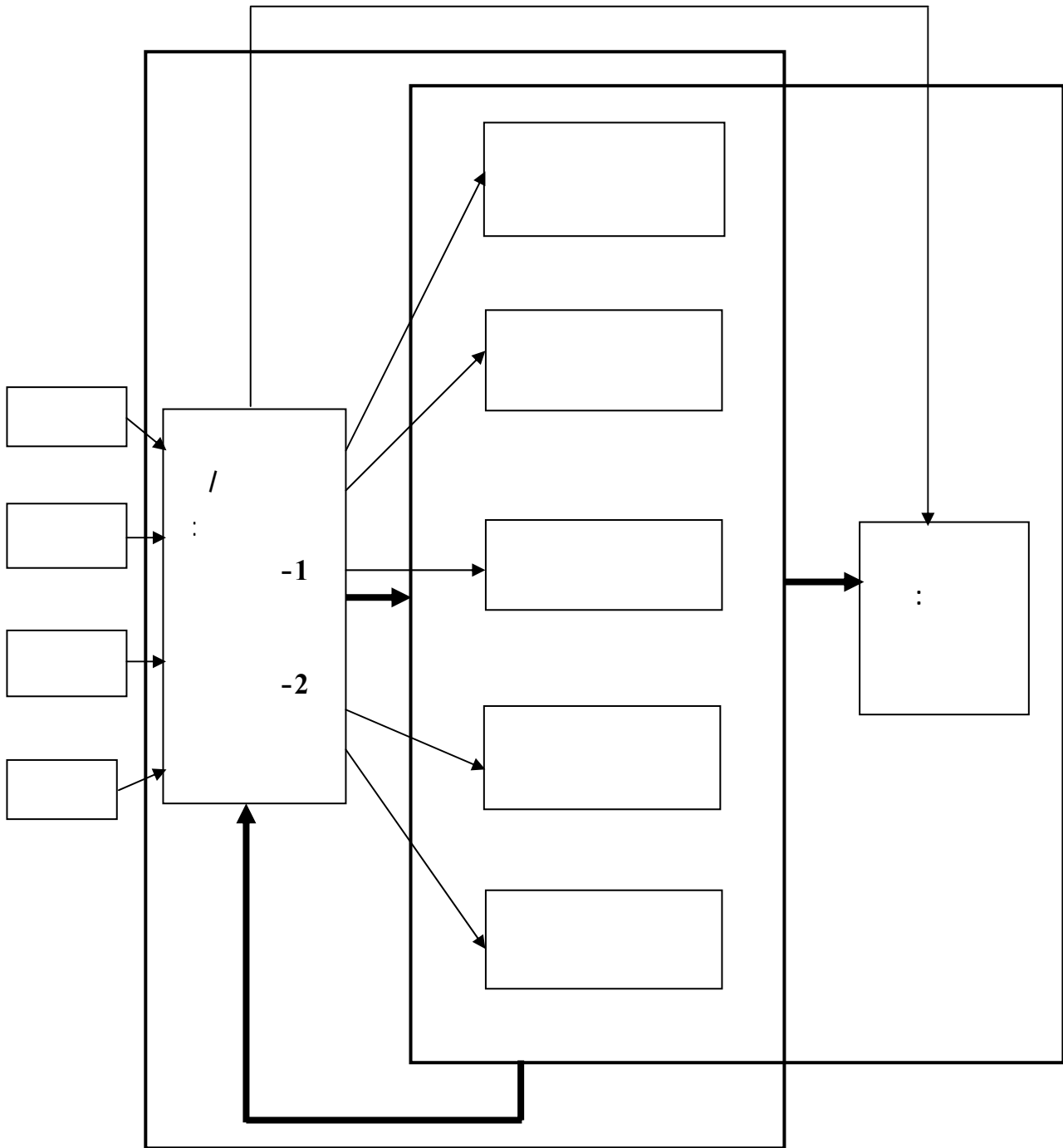
(1

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\_\_\_\_\_\*

(COP: Country of Production)

(COB: Country of Brand)

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**:(1-4)**

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Zanna Fazio

(1993) Heslop Papadopoulos

(Schooler, 1965,

1971; Reiersen, 1966, 1967; Batra et al, 2000; Nagashima, 1970; Banister & Saunders, 1977)

(Guerrero et al, 2000)



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(1995) Rubbin Kenneth .(Arvidson, 2006)

(Keller, 1998; Laroche et al, 2001; Mc Ewen, 2006;

.Sicilia et al, 2006)

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(166 . 2008 )

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**(1-4)**

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( ) / (Parameswaran & Pisharodi, 1992, 1994; Kaynak & Orsay, 1997)	COP	
(13)	(Samiee, 1994, p.581)	
(1)	: _____	
(5)		
:		

<p>: ( )</p> <p>:</p> <p>-1</p> <p>-2</p> <p>-3</p> <p>-4</p> <p>-5</p> <p>-6</p> <p>:</p> <p>/</p> <p>-1</p> <p>-2</p> <p>-3</p> <p>-4</p> <p>-5</p> <p>-6</p> <p>-7</p>	<p>(COB: Country of Brand)</p> <p>(Ulgado &amp; Lee, 1993, p. .5)</p>	
<p>(1)</p> <p>(3)</p> <p>(5)</p> <p>-1</p> <p>-2</p> <p>-3</p> <p>.....</p> <p>(Burner, James and Hensel ,2001)</p>	<p>:</p> <p>_____</p> <p>(Kotler, 2003, p.86)</p> <p>(Zikmund et al, 2001)</p> <p>(Keller, 1993)</p>	<p>:</p> <p>_____</p> <p>-1</p> <p>_____</p>

<p>(1)</p> <p>:</p> <p>(5)</p> <p>-1</p> <p>-2</p> <p>-3</p> <p>(Dongdae, 1999; Lee et al, 2004)</p>	<p>:</p> <p>_____</p> <p>(Kotler and Armstrong, 1993; Keller, 1998; Vardis, 1998)</p> <p>(Olson &amp; . Peter, 1996)</p> <p>(Mitchell &amp; Olson, 1981)</p>	<p>-2</p> <p>_____</p> <p>_____</p>
<p>(1)</p> <p>:</p> <p>(5)</p> <p>-1</p> <p>-2</p> <p>-3</p> <p>-4</p> <p>(Insch &amp; McBride, 2004; Chao, 2005)</p>	<p>:</p> <p>_____</p> <p>(Lovelock et al, Undated)</p> <p>(Insch &amp; McBride, 2004)</p>	<p>-3</p> <p>_____</p> <p>_____</p>
<p>(5)</p> <p>(1)</p> <p>:</p> <p>-1</p> <p>-2</p> <p>-3</p> <p>(2004 )</p>	<p>:</p> <p>_____</p> <p>(Zeithaml,1988; Holbrook, 1994; Woodruf, 1997)</p>	<p>-4</p> <p>_____</p> <p>_____</p>

<p>(1) (5) :</p> <p>-1 -2 -3 -4</p> <p>(Alden et al, 1993);(2004 )</p>	<p>:</p> <p>(2004 2000 1996 )</p> <p>(Kotler &amp; Keller, . 2006, p. 194)</p>	<p>-5</p> <p>—</p>
<p>(1) (5) : ... *</p> <p>(Chandon, 1998; Burner, James and Hensel, 2001; Hair et al, 2002, p. 430)</p>	<p>:</p> <p>(2002 ) . (Chandon, 1998)</p>	<p>-6</p>

⋮

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(Hong et al, 1989)

(Al-hammad, 1988)

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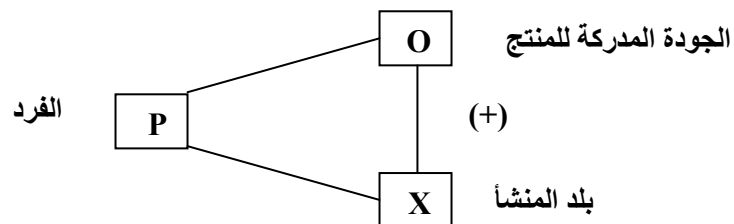
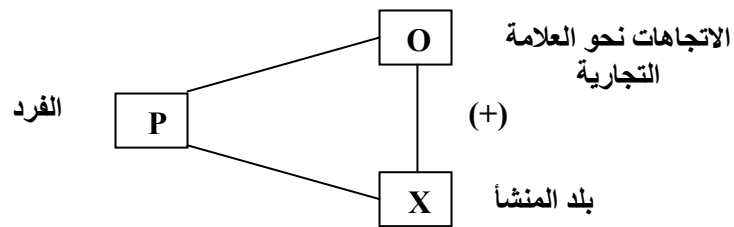
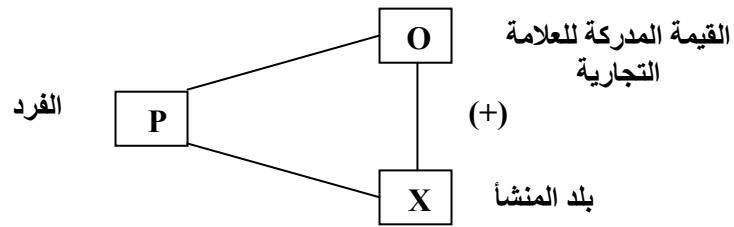
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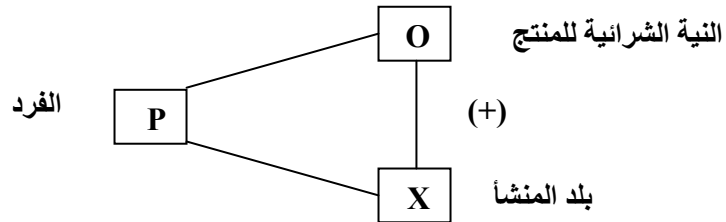
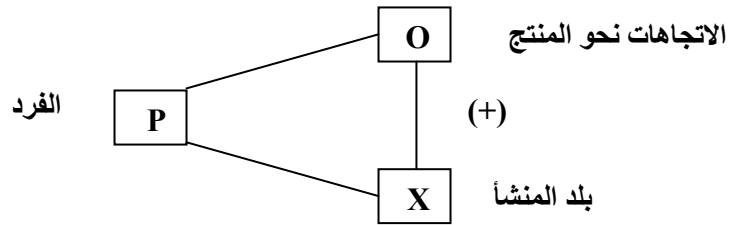
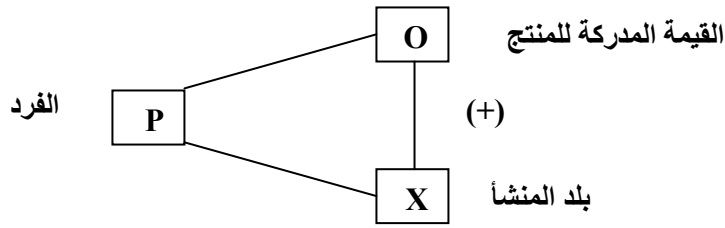
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(Johansson et al, 1985 ; Ulgado & Lee, 1993 ; Samiee, 1994 ; Ahmed & d'Astous, 1995)





(Hong

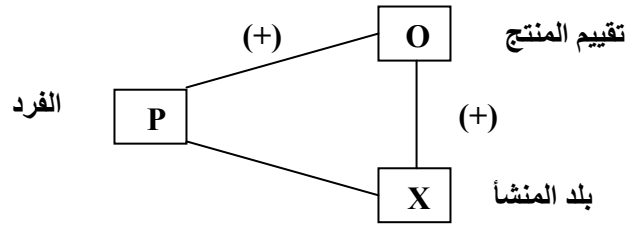
et al, 1989; Erickson et al, 1984; Maheswaran, 1994; Mittal et al, 1995; Gurhan-Canli et al, 2000;

Chao, 2005)

( )

(Stobart ,1994)

.(Rajeev et al, 2000)



Fazio

Lampert & Jaff

Zanna

(1993) Heslop Papadopoulos



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.(Yin, 2003)

(COP)

(COB/COD)

(Parameswaran &

1994

1992

Pisharodi)

Pilot Study

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Pilot Study

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High Involvement Product

(284 . 2000 )

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Sony

Sony

Condor

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(Hair et al, 2002, p. 334)

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Shopping Goods

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.(Ahmed et al, 2002)

(Thakor et al, 1996)

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(2010 / ) 35,7

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(Lancaster & Reynolds, 1998, p. 109)

Convenient Sample

Quota Sampling

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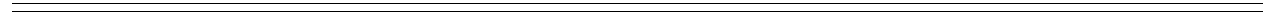
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Snowballing

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(106 . 2008      162 . 1989 )  
Standard      Level of Precision  
Level of confidence  
Deviation of the population  
(Hair et al, 2002)



Malhotra

1500

Open Population

1500

.(Malhotra, 2004, p. 353) (2007 )

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1994

1992

(Parameswaran & Pisharodi)

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(2-4)

**:(2-4)**

13 - 1	13			
16 - 14	3			
19 - 17	3			
23 - 20	4			
26 - 24	3			
30 - 27	4			
31	1			
32	1	- :		
33	1	-		
34	1	-		
35	1	/ -		
35				

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Likert

(Andreasen, 2002; Hair et al, 2002)

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Pilot Study

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ANOVA One Way		.5
	ANOVA	.6
	t	.7
	F	.8
	Factor Analysis	.9
Principal	.Component Analysis	
		.10

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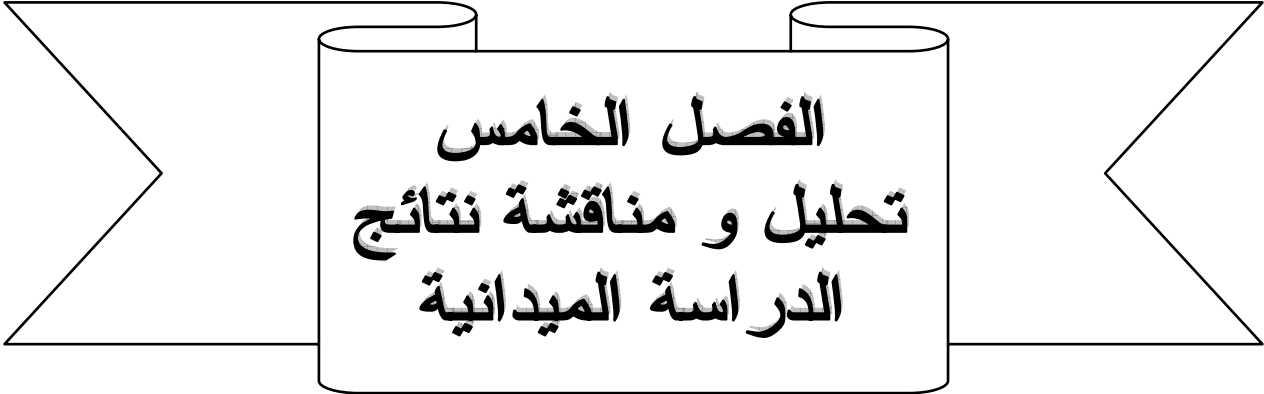
Simple Regression

.11

Multiple Regression

.12

( )



**الفصل الخامس**  
**تحليل و مناقشة نتائج**  
**الدراسة الميدانية**

:

.

.

.

:

.

:

1500

:

: -1

565

%62.3

935

%37.7

.(1-5)

:(1-5)

% 62.3	935	
% 37.7	565	
% 100	1500	

30

18

: -2

45

45

31

% 49

735

30

18

%26.1

391

45

31

(2-5)

%.24.9

374

45



:(4-5)

% 13.0	195	
% 27.3	410	
% 59.7	895	
% 100	1500	

% 59.7

30 18

62.3

935

% 49

.% 37.7

565 %

%28.6

15.000

%29

30.000

45.000

30.000

15.000

.%424.4

:

(5-5)

:(5-5)

%			%		
29.0	435	15.000	49.0	735	30 - 18
28.6	428	30.000 - 15.000	26.1	391	45 - 31
42.4	636	30.000	24.9	374	45
%			%		
13.0	195		62.3	935	
27.3	410		37.7	565	
59.7	895				
100	1500		100	1500	



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:

.(Hair et al, 2002, p. 280)

(416 . 2005 ) .

(142 . 2002 )

.(Hair et al, 2002, p. 327)

Cronbach

Item-total

correlation

)

(140 . 2007

0.60

0.80

(423 . 2005 ) .

---

---

(SPSS\*)

(6-5)

:(6-5)

..			*		
0.83	0.84	0.84	0.85	0.85	
0.76	0.75	0.67	0.86	0.90	
0.94	0.97	0.66	0.95	0.85	
0.97	0.98	0.97	0.96	0.94	
0.92	0.91	0.97	0.93	0.91	
0.96	0.89	0.85	0.96	0.92	
0.82	0.81	0.94	0.71	0.92	

⋮  
⋮  
⋮

0.6

⋮

---

\* Statistical Package for Social Sciences

:(7-5)

..			*		
0.88	0.87	0.96	0.87	0.87	

:

(Hair et al,

2002, p. 303)

:

Face Validity

:

(128 . 2007 )

(Hair et al, 2002, p. 398)

((2) )

Construct Validity :

(Hair et al,

(8-5)

2002, p. 380)

:(8-5)

0.000	** 0.777	16	0.000	** 0.795	1
0.000	** 0.961	17	0.000	** 0.843	2
0.000	** 0.971	18	0.000	** 0.585	3
0.000	** 0.952	19	0.000	** 0.864	4
0.000	** 0.861	20	0.000	** 0.755	5
0.000	** 0.960	21	0.000	** 0.759	6
0.000	** 0.959	22	0.000	** 0.837	7
0.000	** 0.890	23	0.000	** 0.551	8
0.000	** 0.957	24	0.000	** 0.884	9
0.000	** 0.960	25	0.000	** 0.777	10
0.000	** 0.906	26	0.000	** 0.896	11
0.000	** 0.933	27	0.000	** 0.915	12
0.000	** 0.937	28	0.000	** 0.838	13
0.000	** 0.922	29	0.000	** 0.909	14
			0.000	** 0.962	15

.0.01

:\*\*

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(0.01)

(9-5)

(0.01)

6 - 1

.(3)

:(9-5)

0.000	**0.602	16	0.000	**0.116	1
0.000	**0.883	17	0.000	**0.183	2
0.000	**0.807	18	0.000	**0.162	3
0.000	**0.812	19	0.000	**0.184	4
0.000	**0.783	20	0.000	**0.105	5
0.000	**0.863	21	0.000	**0.098	6
0.000	**0.856	22	0.000	**0.644	7
0.000	**0.787	23	0.000	**0.484	8
0.000	**0.898	24	0.000	**0.711	9
0.000	**0.870	25	0.000	**0.416	10
0.000	**0.797	26	0.000	**0.586	11
0.000	**0.764	27	0.000	**0.618	12
0.000	**0.766	28	0.000	**0.529	13

0.000	**0.890	29	0.000	**0.841	14
			0.000	**0.865	15

.0.01

:\*\*

). .

((10-5)

:(10-5)

			/
-.383	0.749	-.102	
-.202	0.826	-5.333E-02	
-.459	0.535	4.626E-02	
-6.726E-02	0.881	-1.726E-02	
.426	0.775	-.260	
.448	0.804	-9.682E-02	
-9.107E-02	8.290E-02	0.863	
.424	7.024E-02	0.750	
.350	.115	0.835	
-.194	-.104	0.836	
-9.389E-02	2.402E-02	0.918	.
-3.813E-02	7.073E-02	0.927	
-.145	.225	0.854	.

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:

:

t : -1

.(11-5)

t

:(11-5)

	t				
0.000	55.90-	1.24-	0.86	1.76	1
0.000	54.19-	1.11-	0.79	1.89	2
0.000	81.34-	1.36-	0.65	1.64	3
0.000	77.27-	1.37-	0.69	1.63	4
0.000	90.67-	1.59-	0.68	1.41	5
0.000	111.00-	1.64-	0.57	1.36	6
0.000	98.34-	1.39-	0.55	1.61	

) (11-5) (

(0.86) (1.89)

(1.11-) (3.00) (54.19-) t (0.000)

(1.36) (0.57)

t (1.64) (0.000) (111.00-)

.0.000 t

: -2

:

t :(12-5)

	t				
0.000	267.64	1.93	0.28	4.93	1
0.000	233.79	1.92	0.32	4.92	2
0.000	53.43	1.00	0.73	4.00	3
0.000	268.30	1.94	0.28	4.94	4
0.000	237.60	1.92	0.31	4.92	5
0.000	268.60	1.94	0.28	4.94	6
0.000	228.84	1.78	0.30	4.78	



(12-5)

(0.73) (4.00)

(0.000) (53.43) t

(4.94)

(268.60) t (0.28)

.(0.000)

.(0.000)

t : **-3**

.(13-5)

t :(13-5)

	t				
0.000	71.26	1.11	0.61	4.11	1
0.000	74.06	0.85	0.44	3.85	2
0.000	62.48-	0.76-	0.47	2.24	3
0.000	74.06	1.20	0.63	4.20	4
0.000	97.32	1.43	0.57	4.43	5
0.000	94.50	1.41	0.58	4.41	6
0.000	81.37	0.88	0.42	3.88	

(13-5)

(0.76-) (2.24)

(0.47) t

(62.48-)

(0.000)

(0.000)

t

t

(0.000)

:

-4

.(14-5)

t

:(14-5)

	t				
0.000	79.62	1.39	0.68	4.39	1
0.000	160.66	1.84	0.44	4.84	2
0.000	81.85	1.46	0.69	4.46	3
0.000	205.99	1.88	0.35	4.88	4
0.000	201.06	1.88	0.36	4.88	5
0.000	220.28	1.88	0.33	4.88	6
0.000	179.86	1.72	0.37	4.72	

(4.46)

t

(1.46)

(0.69)

.(0.000)

(81.85)

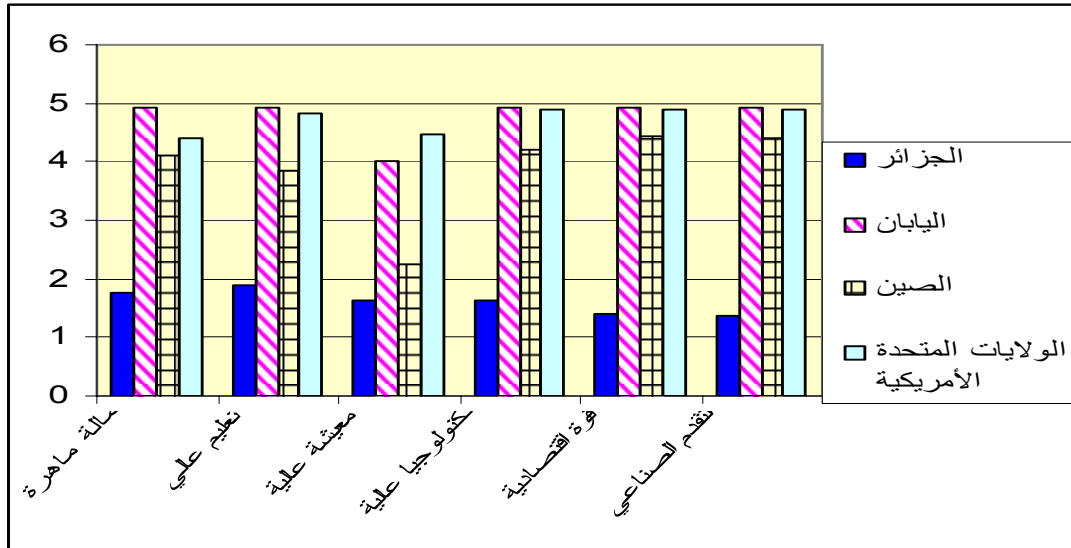
t

(0.000)

(1.72)

t

.(0.000)



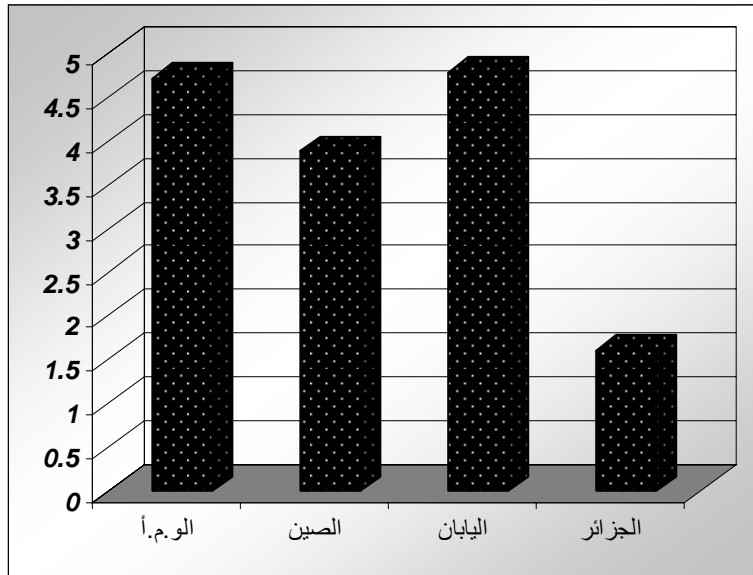
:(1-5)

(1-5)

:

(2-5)

.(0.000)



:(2-5)

:

Sony

Condor

:

:

-1

t

.(15-5)

t

:(15-5)

	t				
0.000	99.85	1.66	0.64	4.66	1
0.000	5.46-	0.13-	0.92	2.87	2
0.000	47.90	1.03	0.84	4.03	3
0.000	95.91	1.70	0.68	4.70	4
0.000	61.41	1.40	0.88	4.40	5
0.000	73.88	1.44	0.76	4.44	6
0.000	84.44	1.46	0.67	4.46	7
0.000	76.06	1.22	0.62	4.22	

)

(2.87)

(

(5.46-) t

(0.13-)

.(0.000)

)

(0.68)

(

(

)

)

(

.(0.000)

: -2

:

t

:(16-5)

	t				
0.000	0.582-	0.01-	0.98	2.99	1
0.000	221.57	1.91	0.33	4.91	2
0.000	184.48	1.89	0.40	4.89	3
0.000	121.18	1.83	0.58	4.83	4
0.000	1.84-	0.05-	0.99	2.95	5
0.000	97.59	1.73	0.69	4.73	6
0.000	6.49-	0.19-	1.12	2.81	7
0.000	89.20	1.02	0.44	4.02	

(16-5)

(2.81)

(6.49-)

t

(0.19-)

(0.000)

(0.05-)

(2.95)

(0.01-)

(2.99)

)

(

(0.000)

.

t

:

-3

.(17-5)

t

:(17-5)

	t				
0.000	145.05	1.84	0.49	4.84	1
0.000	61.45-	0.98-	0.62	2.02	2
0.000	15.44	1.35	0.88	3.35	3
0.000	87.78-	1.08-	0.48	1.92	4
0.000	67.20-	0.97-	0.56	2.03	5
0.000	95.91-	1.11-	0.45	1.89	6
0.000	51.94-	0.92-	0.68	2.08	7
0.000	40.57-	0.41-	0.39	2.59	

(17-5)

(0.49)

(4.84)

(145.05)

t

(1.84)

(0.000)

(0.35)

(3.35)

(0.000)

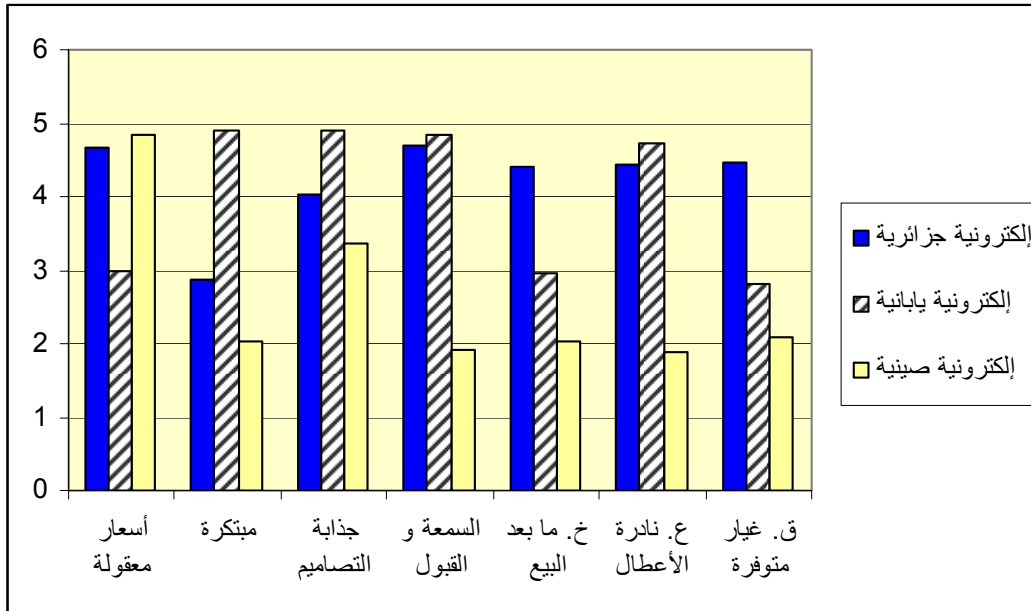
(15.44)

t

t

(0.000)

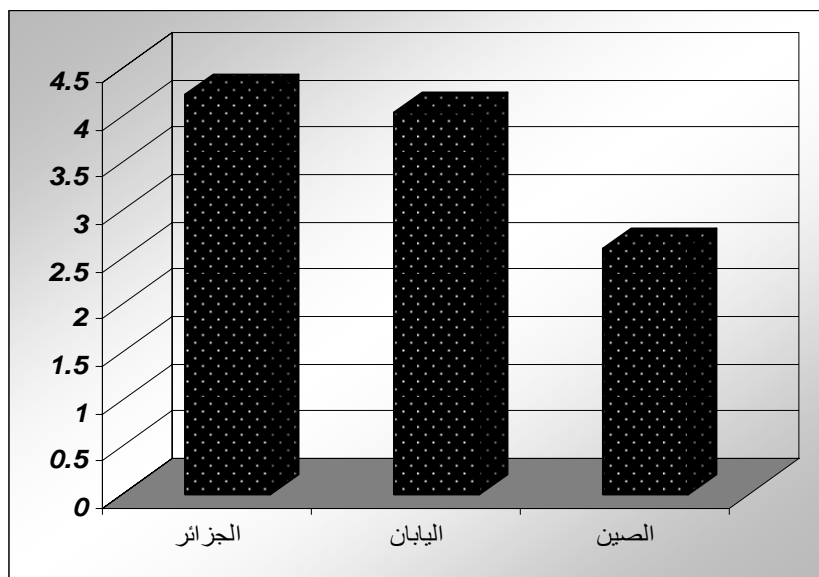
(3-5).



(3-5):



(4-5)



:(4-5)

(Parameswaran & Pisharodi,

1992, 1994)

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.(Scott et al, 2005, p 87)

.(18-5)

**:(18-5)**

			<i>/</i>
3.88	4.78	1.61	
2.59	4.02	4.22	
<b>3.24</b>	<b>4.40</b>	<b>2.92</b>	

:

-1

-2

-3

:

Sony Sony Condor  
COP  
.COB/COD

Sony Sony Condor

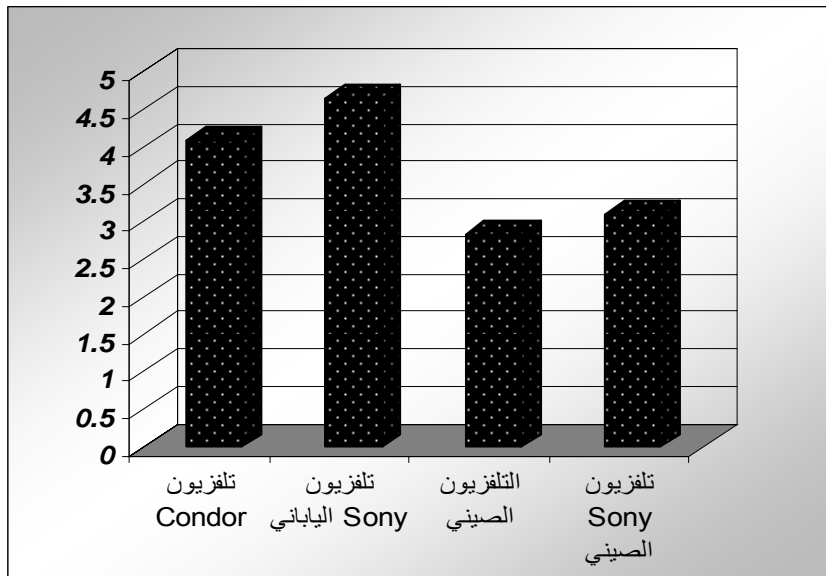
**:(19-5)**

Sony		Sony	Condor	/
4.50	---	4.50	3.75	.
4.81	---	4.81	3.80	.
2.94	2.94	4.77	4.20	.
2.87	2.87	4.33	4.32	.
2.88	2.88	4.76	4.43	.
2.74	2.74	4.66	4.22	
3.10	2.84	4.64	4.09	

(19-5)

Sony

(5-5)



:(5-5)

:

:

: -1

t

.(20-5)

t

:(20-5)

	t				
0.000	117.54	1.70	0.54	4.70	1
0.000	28.90	0.77	1.04	3.77	2
0.000	45.15	1.04	0.89	4.04	3
0.000	110.20	1.70	0.60	4.70	4
0.000	79.53	1.54	0.75	4.54	5
0.000	81.99	1.35	0.64	4.35	

)

(3.00)

(

)

(

t

(1.70)

(4.70)

(110.20)

(117.54)

(0.000)

(1.54)

(

)

(1.04)

t

(0.77)

(0.000)

(4.35)

(81.99)

t

(1.35)

(0.000)

:

-2

:

t

:(21-5)

	t				
0.000	1.51-	0.04-	0.91	2.96	1
0.000	154.02	1.83	0.46	4.83	2
0.000	150.82	1.83	0.47	4.83	3
0.000	58.92	1.27	0.83	4.27	4
0.000	84.27	1.57	0.72	4.57	5
0.000	99.08	1.29	0.50	4.29	

)

(2.96)

(

(1.51-)

t

(0.04-)

(0.000)

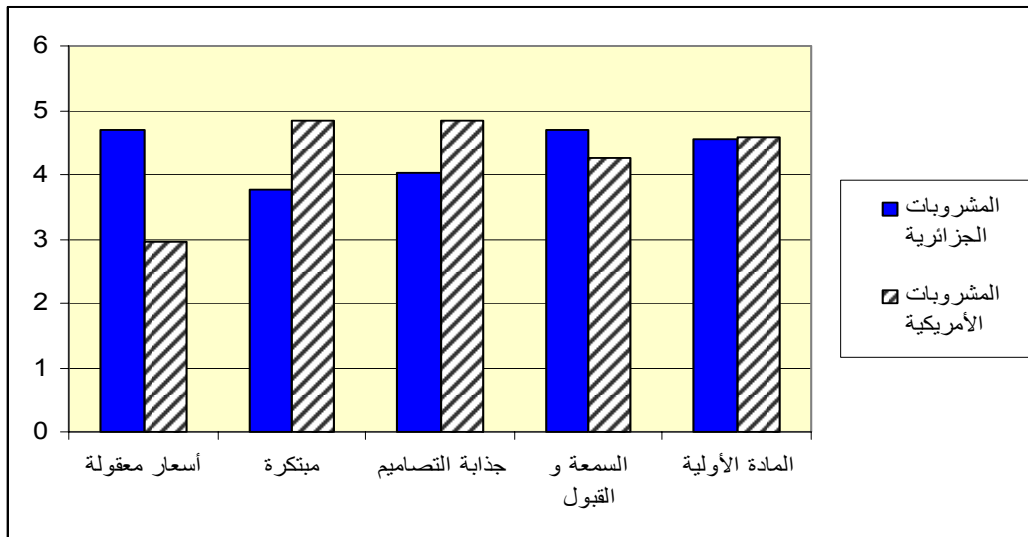
t

(0.000)

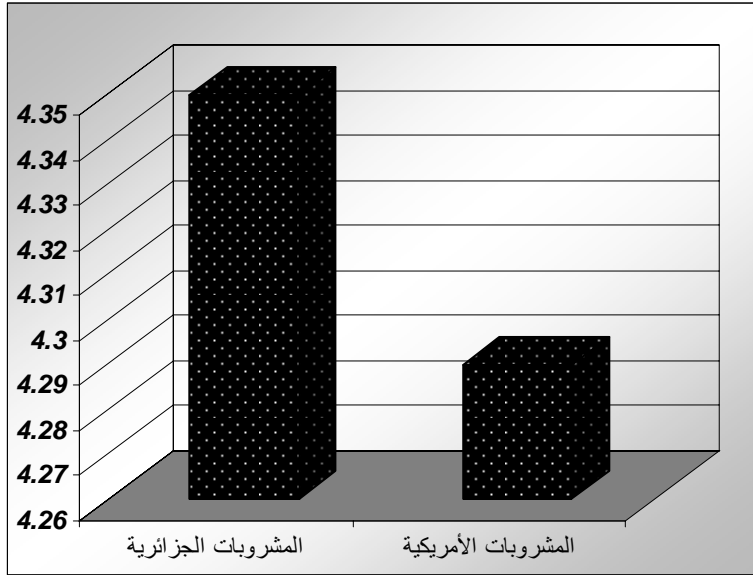
(4.29)  
(99.08) t (1.29)  
. (0.000)

(6-5)

(7-5)



:(6-5)



:(7-5)

.(22-5)

:(22-5)

		/
4.72	1.61	
4.29	4.35	
<b>4.50</b>	<b>2.99</b>	



---

---

(0.01)

.

:

(23-5)

:(23-5)

		/
4.23	3.99	.
4.31	4.04	.
4.38	4.24	.
3.87	4.34	.
4.27	4.25	.
4.07	4.18	
<b>4.18</b>	<b>4.19</b>	

---

---

(0.01)

(1.19)      .(22-5)  
(3.00)

(1.18)

:

t-test

ANOVA

ANOVA One-way

:

.Multiple Regression

:

.

ANOVA One-way

:

(24-5)

:

**-1**

(25-5)

(26-5)

:(24-5)

( )

$\alpha$	F			
0.003	8.57	1.46		
		0.17		
0.000	15.75	2.64		
		0.17		
0.000	8.90	1.50		
		0.17		
0.000	65.30	10.26		
		0.16		

(24-5)

)

F (

(0.003) (0.000)

(0.05) (0.01)

(25-5)

.(0.11)

(0.93)

F

(0.000)

:(25-5)

$\alpha$	F			
0.943	0.005	0.001		
		0.11		
0.232	1.46	0.17		
		0.11		
0.476	0.74	0.09		
		0.11		
0.000	8.22	0.93		
		0.11		

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---

(26-5)

F (0.08) (0.77)  
(0.000)

:(26-5)

$\alpha$	F			
0.204	1.61	1.14		
		0.09		
0.000	9.14	0.77		
		0.08		
0.321	1.14	0.096		
		0.085		
0.969	0.03	0.03		
		0.09		

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---

(28-5) (27-5) :

-2

(27-5)

( )

F

:(27-5)

( )

$\alpha$	F			
0.000	35.24	6.57		
		0.19		
0.000	14.68	2.75		
		0.19		
0.000	9.82	1.85		
		0.19		
0.000	31.33	5.74		
		0.18		

(28-5)

(0.912)

:(28-5)

$\alpha$	F			
0.000	14.74	1.51		
		0.10		
0.000	8.48	0.87		
		0.10		
0.912	0.09	0.01		
		0.10		
0.005	5.30	0.55		
		0.10		

---

---

:

.

t

Sony

.(29-5)

(107.80-)

t

Sony

Sony

.

(t)

:(29-5)

		(t)
0.000	1499	107.80-

:

.

(30-5)

(0.30)

(0.17)

Sony

Condor

(0.45)

(0.40)

(0.01)



$$Y = a + b X$$

$$Y_{B.V. (CONDOR)} = 1.41 + 0.79 X_{COO (ALG)}$$

$$Y_{B.V. (Sony)} = 1.92 + 0.60 X_{COO (JAP)}$$

$$Y_{B.V. ( )} = 3.18 + 0.31 X_{COO (ALG)}$$

$$Y_{B.V. ( )} = -1.65 + 1.30 X_{COO (USA)}$$

:  
 :  $Y_{B.V}$   
 :  $X_{COO}$

ANOVA

(19.47) (6.60) t (378.94) (43.64) F  
 0.01

:(30-5)

ANOVA				a	b	R <sup>2</sup>	R	/
t		F						
	t		F					
0.000	17.01	0.000	289.22	1.41	0.79	0.16	0.40	Condor
0.000	12.03	0.000	144.70	1.92	0.60	0.09	0.30	Sony
0.000	6.60	0.000	43.64	3.18	0.31	0.03	0.17	
0.000	19.47	0.000	378.94	1.65-	1.30	0.20	0.45	



ANOVA

(19.02) (5.26) t (361.70) (27.61) F  
0.01

:(31-5)

ANOVA				a	b	R <sup>2</sup>	R	/
t		F						
	t		F					
0.000	17.11	0.000	292.65	1.55	0.75	0.16	0.40	Condor
0.000	13.28	0.000	176.25	2.41	0.55	0.11	0.32	Sony
0.000	5.26	0.000	27.61	3.38	0.24	0.02	0.14	
0.000	19.02	0.000	361.70	1.52-	1.29	0.20	0.44	

R<sup>2</sup>

(0.20)

.% 20

:

(32-5)

(0.10)

(0.38)

Sony

(0.40)

(0.54)

Condor

(0.01)

.( Condor )

:

**Y<sub>P.Q.</sub> (CONDOR) = 1.58 + 0.87 X<sub>COO (ALG)</sub>**

**Y<sub>P.Q.</sub> (Sony) = 2.21 + 0.59 X<sub>COO (JAP)</sub>**

**Y<sub>P.Q.</sub> ( ) = 3.90 + 0.13 X<sub>COO (ALG)</sub>**

**Y<sub>P.Q.</sub> ( ) = 0.21 + 0.92 X<sub>COO (USA)</sub>**

:

:Y<sub>P.Q</sub>

:X<sub>COO</sub>

ANOVA

t	(619.15)	(12.33)	F	(24.88)	(3.51)
		0.01			

:(32-5)

ANOVA				a	b	R <sup>2</sup>	R	/
t		F						
t		F						
0.000	24.88	0.000	619.15	1.58	0.87	0.30	0.54	Condor
0.000	15.77	0.000	248.79	2.21	0.59	0.14	0.38	Sony
0.000	3.51	0.000	12.33	3.90	0.13	0.01	0.10	
0.000	17.00	0.000	289.10	0.21	0.92	0.16	0.40	

R<sup>2</sup>

(0.01)

(%1)

(0.16) (0.14)

R<sup>2</sup>

(%16)

(%14)

(0.30)

(%30)

.( Condor )

:

(33-5)

(0.25)

(0.22)

Sony

(0.33)

(0.50)

Condor

.(0.01)

:(33-5)

ANOVA				a	b	R <sup>2</sup>	R	/
t		F						
t		F						
0.000	22.23	0.000	424.98	1.85	0.82	0.25	0.50	Condor
0.000	9.79	0.000	95.75	1.99	0.54	0.10	0.25	Sony
0.000	8.67	0.000	75.24	3.46	0.31	0.05	0.22	
0.000	13.56	0.000	183.86	0.36-	0.94	0.11	0.33	

:

$$Y_{P.V. (CONDOR)} = 1.85 + 0.82 X_{COO (ALG)}$$

$$Y_{P.V. (Sony)} = 1.99 + 0.54 X_{COO (JAP)}$$

$$Y_{P.V. ( )} = 3.46 + 0.31 X_{COO (ALG)}$$

$$Y_{P.V. ( )} = -0.36 + 0.94 X_{COO (USA)}$$



$$Y_{P.Att. (CONDOR)} = 2.16 + 0.75 X_{COO (ALG)}$$

$$Y_{P.Att. (Sony)} = 2.00 + 0.63 X_{COO (JAP)}$$

$$Y_{P.Att. ( )} = 3.89 + 0.13 X_{COO (ALG)}$$

$$Y_{P.Att. ( )} = -0.40 + 0.86 X_{COO (USA)}$$

:  
:  $Y_{P.Att.}$   
:  $X_{COO}$

:(34-5)

ANOVA				a	b	R <sup>2</sup>	R	. / .
t		F						
	t		F					
0.000	22.70	0.000	515.40	2.16	0.75	0.26	0.51	Condor
0.000	15.93	0.000	253.67	2.00	0.63	0.15	0.38	Sony
0.000	3.57	0.000	12.76	3.89	0.13	0.01	0.10	
0.000	14.41	0.000	207.67	0.40	0.86	0.12	0.35	

F

(22.70) (3.57) t (515.40) (12.76)  
0.01



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R<sup>2</sup>

Sony

(%1)

(0.01)

(0.12) (0.15)

(%12) (%15)

(0.26)

Condor

(%26)

.( Condor )

:

(35-5)

(0.10)

(0.36)

Sony

(0.26)

(0.54)

Condor

(0.01)

:

$$Y_{P.Int. (CONDOR)} = 2.16 + 0.75 X_{COO (ALG)}$$

$$Y_{P.Int. (Sony)} = 2.00 + 0.63 X_{COO (JAP)}$$

$$Y_{P.Int. ( )} = 3.89 + 0.13 X_{COO (ALG)}$$

$$Y_{P.Int. ( )} = -0.40 + 0.86 X_{COO (USA)}$$

:

:Y<sub>P.Int.</sub>

:X<sub>COO</sub>

F

(24.85) (3.93) t (617.32) (15.42)

0.01

.( Condor )

:(35-5)

ANOVA				a	b	R <sup>2</sup>	R	/ .
t		F						
t		F						
0.000	24.85	0.000	617.32	0.90	1.11	0.30	0.54	Condor
0.000	14.70	0.000	215.94	1.45	0.75	0.13	0.36	Sony
0.000	3.93	0.000	15.42	3.71	0.19	0.01	0.10	
0.000	10.23	0.000	104.70	0.008	0.88	0.07	0.26	

R<sup>2</sup>

(%1)

(0.01)

Sony

(0.13)

(0.07)

(0.30)

Condor

(%30)

.( Condor )

:

.(36-5)

:(36-5)

ANOVA				a	b	R <sup>2</sup>	R	/ .
t		F						
t		F						
0.000	24.22	0.000	586.52	1.58	0.85	0.28	0.53	Condor
0.000	14.70	0.000	215.94	1.45	0.75	0.13	0.36	Sony
0.000	5.91	0.000	39.98	3.59	0.22	0.02	0.15	
0.000	17.61	0.000	310.25	0.47-	1.03	0.17	0.41	

(36-5)

(0.15)

Condor

Sony

(0.40) (0.38)

(0.53)

(0.01)

$Y_{G.Eval. (CONDOR)} = 2.16 + 0.75 X_{COO (ALG)}$

$Y_{G.Eval. (Sony)} = 2.00 + 0.63 X_{COO (JAP)}$

$Y_{G.Eval. ( )} = 3.89 + 0.13 X_{COO (ALG)}$

$Y_{G.Eval. ( )} = -0.40 + 0.86 X_{COO (USA)}$

:  $Y_{G.Eval.}$

:  $X_{COO}$

F

(24.22) (5.91) t (586.52) (39.98)  
0.01

(%2)  $R^2$   
(0.02)

Sony  
(0.17) (0.13)  
(0.28) Condor  
(%28)  
( Condor )

:

( )

Sony

(COB: Country of Brand)

(COP: Country of

Production)

(COP)

Sony

(COBP)

(COB)

Sony

.

.(37-5)

:(37-5)

ANOVA				a	b	R <sup>2</sup>	R	/ .
t		F						
	t		F					
0.025	2.24-	0.025	5.01	3.50	0.11-	0.003	0.06	(COP)
0.005	2.79-	0.005	7.76	3.47	0.002-	0.005	0.07	(COBP)

---

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(0.003)

Sony

(%0.3)

(%0.5)

(0.01)

:

.COP

COBP

•

(0.01)

COP

•

.

COBP

( )

.( )

:

.

(38-5)

-5)

(36

(0.01)

:(38-5)

ANOVA				a	b	R <sup>2</sup>	R	/
t		F						
	t		F					
0.000	24.22	0.000	586.52	1.64	0.33	0.28	0.53	Condor
0.000	15.48	0.000	239.70	3.27	0.24	0.14	0.37	Sony
0.000	5.91	0.000	34.98	2.41	0.11	0.02	0.15	
0.000	17.61	0.000	310.25	0.47-	1.03	0.17	0.41	

:

.

t

:

Sony

:

**-1**

Condor

(60.67-)

t

(39-5)

(19-5)

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Condor

(t)

:(39-5)

Sony

		(t)
0.000	1499	60.67-

:

-2

.(40-5)

(t)

:(40-5)

		(t)
0.673	1499	0.42

(0.01)

.(23-5)

(0.05)

.(41-5)



:(41-5)

ANOVA		R <sup>2</sup>	R	. /
F				
	F			
0.000	1655.84	0.87	0.93	Condor
0.000	2118.10	0.90	0.95	Sony
0.000	1176.21	0.83	0.91	
0.000	1648.86	0.87	0.93	

(%90) (%83)

.(0.01)

Condor

Sony

(4) ) .

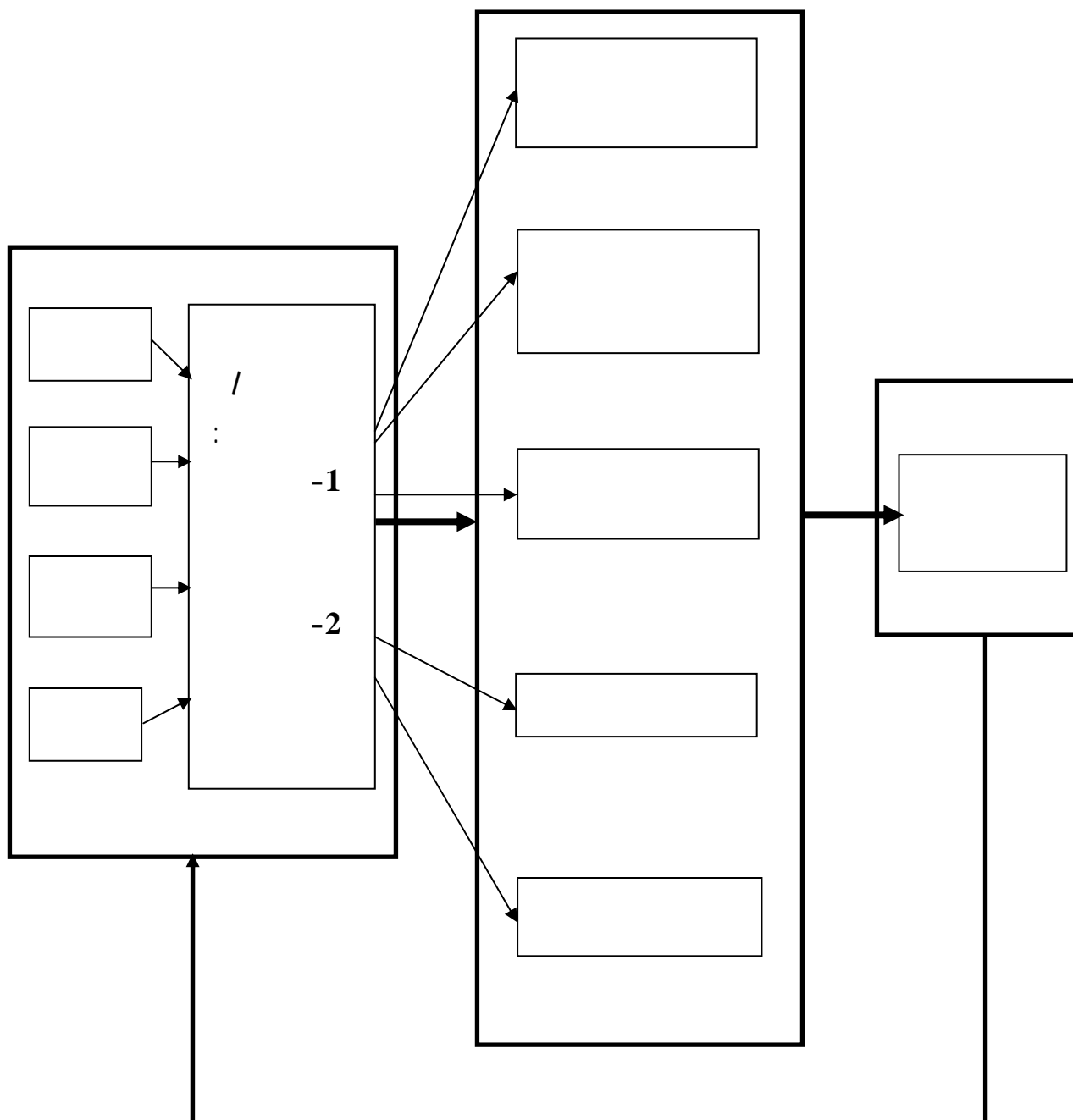
((5)

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(8-5)

.((4) )  
. (0.01)



**:(8-5)**

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**-1**

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: -3

: -4

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Sony

Condor

Condor

Sony

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(0.01)

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t-test

Sony

Sony

( )

.Sony

Sony

Sony

-3

:

Sony



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Condor  
(%16)  
Condor  
.(%20)

**-4**

:

.(%2)

Sony

(%11)

Condor

(%16)

(%20)

(Guerrero

.et al, 2000)

**-5**

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(%30)

Condor

Condor

(%14)

(%16)

**-6**

:

(%25)

Condor

Sony

(%5)

(%11)

(%10)

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Jaffe Lampert Han

**-7**

:

(%26) Condor  
(%1)  
(%15)

Sony

**-8**

:

(%1)  
(%30) Condor

Sony

(%7)

(%13)

Condor

Sony

**-9**

:

Sony

(%17)

(%28)

Condor  
(%13)

.(%2)

**-10**

( )

( )

(0.01)

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( )

Sony

-11

:

Condor

(%28)

(%17)

(%14) Sony

.(%2)

-12

:

Sony

Condor

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.Condor

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.(Narayana, 1981)

(2004 )

(Papadopoulos et al, 1987)

(Yi et al, 2004)

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. (Schooler, 1965, 1971; Kaynak & Orsay, 1997)

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(2008 2004 )

(Ettenson et al, 1988)

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. (Papadopoulos, 1987; Han, 1989, 1990)

(Johansson et al, 1985; Roth &

.Romeo, 1992)

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(Festervand et al, 1985; Papadopoulos,

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(Ghadir, 1990) (Al-hammad, 1988)

(Darling & Craft, 1977;

.Ettenson et al, 1988)

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(Han & Terpestra,

1988)

(Reierson,

.1966, 1967)

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(Rajeev et al, 2000)

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(Papadopoulos & Heslop, 1993)

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.(Guerrero et al, 2000)

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(Han & Terpestra, 1988; Ghadir,

. 1990; Chao, 1993; Andries et al, 2001; Ming, 2004)

.(Schooler, 1965, 1971; Chasin & Jaffe, 1979)

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.(Johansson et al, 1985; Han, 1989, 1990)

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(Morello, 1984; Erickson, 1984)

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(Yaparak, 1978; Roth &

Romeo, 1992; Levin et al, 1992; Ming, 2004)

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Sony

Condor

(Tse et al, 1996)

(Papadopoulos et al, 1987; Roth & Romeo, 1992)

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(Han & Terpestra, 1988)

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(Samiee, 1994) .(Ahmed et al, 1995)

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(Reiersen, 1966, 1967; Schooler, 1965,

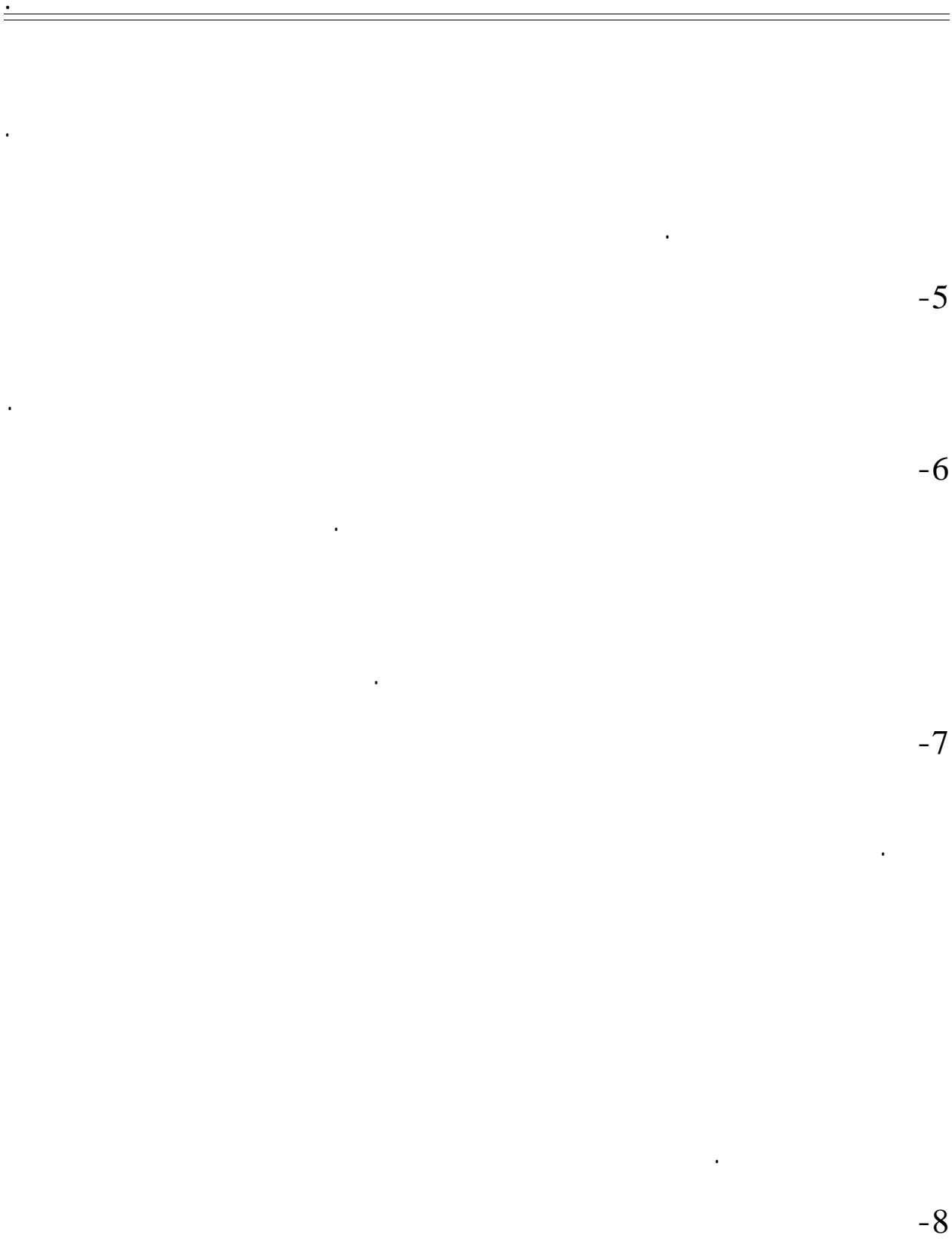
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1971; Al-hammad, 1988; Ghadir, 1990; Chao, 1993; Ahmed et al, 1995)

(2008 2004







(Thakor & Katsanis, 1997)

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. (Yi et al, 2004)

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# قائمة المراجع

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الملاحق

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5	4	3	2	1	Condor -16
5	4	3	2	1	Condor -17

: Sony -2

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Austria	Vienna University of Economics & Business Administration	Dr. Katharina Zeugner-Roth
The Netherlands	Associate Professor of Marketing, Academic Director of MScBA Marketing Management, Rotterdam School of Management, Erasmus University, Rotterdam	Dr. Peeter W. J. Verlgh
Srilanka	Senior Lecturer / Head of Department of Marketing, Faculty of Management & Finance, University of Ruhuna.	Dr. PAM Samantha Kumara

:(3)

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6.505E-02	-.431	.246	0.726	-3.784E-03	
.172	-.143	.180	0.805	4.648E-02	
.426	-.236	.174	0.501	7.658E-02	
2.964E-02	-8.418E-03	.247	0.848	4.415E-02	
-.264	.326	5.931E-03	0.799	-.146	
-.259	.377	.120	0.783	-3.427E-02	
.284	.179	.416	-8.677E-02	0.706	
-.467	.537	-5.425E-02	3.661E-02	0.492	
-.144	.355	.312	-4.071E-02	0.767	
.336	.170	.514	-.328	0.523	
.130	.121	.570	-.184	0.675	.
8.857E-02	.156	.565	-.141	0.700	
.107	9.821E-02	.373	6.656E-03	0.590	.
-1.302E-03	.117	-.308	.228	0.784	
.177	.160	-.414	.208	0.806	
.421	.208	-.432	-.149	0.597	
.164	.182	-.360	.185	0.832	
.242	.149	-.526	.125	0.752	
.332	.123	-.414	.173	0.757	
2.556E-02	-.197	-.157	7.202E-02	0.771	
-4.698E-02	-.300	1.556E-02	9.619E-02	0.867	
-.138	-.293	4.811E-02	.129	0.856	
-.168	-.279	-8.450E-02	-.119	0.822	
-.193	-8.598E-02	-2.406E-02	5.561E-02	0.910	
-.223	-.221	-6.416E-02	1.728E-02	0.886	
-.266	-.148	2.499E-02	-.172	0.837	
-.131	-.135	1.691E-02	-.155	0.820	
-.244	-.139	5.622E-02	-.129	0.821	
-.131	-.115	-2.653E-02	2.486E-02	0.907	

## (04)

### Condor

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.932	.869	.869	.30680

Predictors: العلامة. قيمة, المنتج قيمة, المنتج جودة, العلامة نحو الاتجاهات, المنشأ بلد نحو الاتجاهات, المنتج نحو الاتجاهات  
Dependent Variable: الشرائية النية

#### ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	935.140	6	155.857	1655.844	.000
	Residual	140.529	1493	.094		
	Total	1075.669	1499			

#### Coefficients

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	-1.462	.068		-21.352	.000
	الاتجاهات نحو بلد المنشأ	.181	.023	.088	7.815	.000
	قيمة العلامة	.392	.036	.374	10.846	.000
	الاتجاهات نحو العلامة	-.208	.038	-.187	-5.505	.000
	جودة المنتج	5.806E-03	.029	.005	.199	.842
	قيمة المنتج	.172	.040	.138	4.315	.000
	الاتجاهات نحو المنتج	.835	.033	.605	25.511	.000

a Dependent Variable: الشرائية النية

## Sony

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946	.895	.894	.23044

a Predictors: (Constant), الجودة, للعلامة المدركة القيمة, للمنتج المدركة القيمة, المنشأ بلد نحو الاتجاهات, المنتج نحو الاتجاهات, العلامة نحو الاتجاهات, للمنتج المدركة

### ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	674.882	6	112.480	2118.091	.000
	Residual	79.285	1493	.053		
	Total	754.167	1499			

a Predictors: (Constant), الجودة, للعلامة المدركة القيمة, للمنتج المدركة القيمة, المنشأ بلد نحو الاتجاهات, المنتج نحو الاتجاهات, العلامة نحو الاتجاهات, للمنتج المدركة

b Dependent Variable: الشرائية النية

### Coefficients

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	-.925	.084		-11.019	.000
	الاتجاهات نحو بلد المنشأ	1.304E-02	.019	.006	.671	.502
	القيمة المدركة للعلامة	-9.981E-02	.021	-.097	-4.719	.000
	الاتجاهات نحو العلامة	.142	.030	.115	4.726	.000
	الجودة المدركة للمنتج	-.166	.028	-.123	-6.028	.000
	القيمة المدركة للمنتج	6.547E-02	.015	.068	4.385	.000
	الاتجاهات نحو المنتج	1.229	.034	.971	36.272	.000

a Dependent Variable: الشرائية النية

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909	.825	.825	.33790

a Predictors: (Constant), العلامة نحو الاتجاهات, المنتج نحو الاتجاهات, المنشأ بلد نحو الاتجاهات, العلامة قيمة, المنتج قيمة, العلامة نحو الاتجاهات, المنتج جودة

### ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	805.763	6	134.294	1176.210	.000
	Residual	170.463	1493	.114		
	Total	976.226	1499			

a Predictors: (Constant), العلامة نحو الاتجاهات, المنتج نحو الاتجاهات, المنشأ بلد نحو الاتجاهات, العلامة قيمة, المنتج قيمة, العلامة نحو الاتجاهات, المنتج جودة

b Dependent Variable: الشرائية النية

### Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	-.844	.082		-10.300	.000
	الاتجاهات نحو بلد المنشأ	-4.867E-02	.021	-.026	-2.314	.021
	قيمة العلامة	.305	.027	.301	11.489	.000
	الاتجاهات نحو العلامة	-.204	.028	-.195	-7.222	.000
	جودة المنتج	-3.601E-02	.037	-.027	-.984	.325
	قيمة المنتج	.231	.025	.179	9.229	.000
	الاتجاهات نحو المنتج	.929	.029	.720	31.741	.000

a Dependent Variable: الشرائية النية

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.932	.869	.868	.40340

a Predictors: (Constant), العلامة قيمة, للمنتج المدركة القيمة, المنشأ بلد نحو الاتجاهات, المنتج نحو الاتجاهات, العلامة نحو الاتجاهات

## ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1609.952	6	268.325	1648.858	.000
	Residual	242.962	1493	.163		
	Total	1852.914	1499			

a Predictors: (Constant), العلامة قيمة, للمنتج المدركة القيمة, المنشأ بلد نحو الاتجاهات, المنتج نحو الاتجاهات, العلامة نحو الاتجاهات

b Dependent Variable: الشرائية النية

## Coefficients

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	-.172	.152		-1.130	.259
	الاتجاهات نحو بلد المنشأ	-.269	.037	-.078	-7.247	.000
	قيمة العلامة	-.128	.047	-.108	-2.738	.006
	الاتجاهات نحو العلامة	.297	.048	.251	6.217	.000
	الجودة المدركة للمنتج	-.296	.033	-.196	-8.875	.000
	القيمة المدركة للمنتج	4.355E-03	.017	.004	.263	.793
	الاتجاهات نحو المنتج	1.407	.032	1.000	43.371	.000

a Dependent Variable: الشرائية النية



(5)

: Condor

-1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.540	.292	.291	.34777

a Predictors: (Constant), الشرائية النية

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.661	1	74.661	617.317	.000
	Residual	181.176	1498	.121		
	Total	255.837	1499			

a Predictors: (Constant), الشرائية النية

b Dependent Variable: المنشأ بلد نحو الاتجاهات

Coefficients

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.900	.046		41.425	.000
	الشرائية النية	.263	.011	.540	24.846	.000

a Dependent Variable: المنشأ بلد نحو الاتجاهات

: Sony

-2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.355	.126	.125	.31558

a Predictors: (Constant), الشرائية النية

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.505	1	21.505	215.939	.000
	Residual	149.186	1498	.100		
	Total	170.692	1499			

a Predictors: (Constant), الشرائية النية

b Dependent Variable: المنشأ بلد نحو الاتجاهات

Coefficients

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.573	.055		65.346	.000
	الشرائية النية	.169	.011	.355	14.695	.000

a Dependent Variable: المنشأ بلد نحو الاتجاهات

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.101	.010	.010	.43447

a Predictors: (Constant), الشرائية النية

## ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.910	1	2.910	15.418	.000
	Residual	282.773	1498	.189		
	Total	285.683	1499			

a Predictors: (Constant), الشرائية النية

b Dependent Variable: المنشأ بلد نحو الاتجاهات

## Coefficients

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2.625	.060		43.685	.000
	الشرائية النية	5.460E-02	.014	.101	3.927	.000

a Dependent Variable: المنشأ بلد نحو الاتجاهات

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.256	.065	.065	.31144

a Predictors: (Constant), الشرائية النية

## ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.155	1	10.155	104.701	.000
	Residual	145.295	1498	.097		
	Total	155.450	1499			

a Predictors: (Constant), الشرائية النية

b Dependent Variable: المنشأ بلد نحو الاتجاهات

## Coefficients

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.224	.031		138.004	.000
	الشرائية النية	7.403E-02	.007	.256	10.232	.000

a Dependent Variable: المنشأ بلد نحو الاتجاهات