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Master Thesis

"The Country of Origin Effect & Greek Consumers"

Supervisor: Dr. A. Barendregt RM MBA

Author

Ioanna Mathioudaki

481261

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"As you set out for Ithaka

hope your road is a long one,

full of adventure, full of discovery.

Laistrygonians, Cyclops,

angry Poseidon—don't be afraid of them:

you'll never find things like that on your way

as long as you keep your thoughts raised high,

as long as a rare excitement

stirs your spirit and your body.

Laistrygonians, Cyclops,

wild Poseidon—you won't encounter them

unless you bring them along inside your soul,

unless your soul sets them up in front of you."

Verse from "Ithaka" written by C. P. Cavafy

Executive Summary

The successful market entry of a product in a foreign country is a delicate mission, that requires a careful examination of several aspects concerning the characteristics of the market and its consumers. People react to products and brands that come from different countries in various ways, therefore it is in our interest to understand how the Country of Origin (COO) of a product can influence the intention of a consumer to purchase it. This is known as the COO Effect.

Central Research Question: The central research question of this study aims to investigate whether Greek consumers are affected by the COO of a product when deciding to purchase it or not. To provide a thorough answer to this key question, several theoretical and empirical sub-questions were posed and answered in the first place. The theoretical sub-questions are used to explain what a COO is, what effects can take place when consumers decide and how their personal characteristics can have an impact of this decision. On the other hand, the empirical sub-questions are used to explore whether there are any differences in the behavior of consumers across product categories and if the familiarity of a consumer can reduce the impact of the COO Effect.

Key Literature Review outcomes:

- The Country of Origin is the country that a product or brand is associated with and the impact that this country has on a consumer's decision to buy is called the COO Effect (Samiee, 1994).
- When consumers are not familiar with the characteristics of a product they turn to the image of its COO and try to infer information about it from the perceptions they have for this country (Han, 1989).
- Apart from the attributes of the product, consumers' characteristics also influence their willingness to buy it. Two major factors are the familiarity consumers have with a certain product category and their level of ethnocentrism.
- Increased familiarity with the product category and a higher education level are both connected to lower levels of Consumer Ethnocentrism (CE), while the older the consumers the more ethnocentric they tend to be.

Research Methodology: In order to provide an answer to the central research question a field test in Greece was necessary. A survey was created in the Greek language and distributed via Qualtrics during the period of 29/06/2018 and 29/07/2018 which resulted to a total of 293 respondents, from which 236 surveys were completed correctly and used in the analysis. The

survey consisted of four parts: demographics, rating of products from four different categories (fruit, smartphones, PCs, cars) by means of Likert scales, stating of quality perceptions of the consumers for each of the three participating COO (Germany, Italy & China) and finally the CETSCALE (Shimp & Sharma, 1987) which is used to measure the level of CE. To analyze these results, linear regression was used as it was considered the most appropriate method to understand the individual impact of the COO on the consumer's Willingness to purchase (dependent variable). Four different regressions were run, one for each product category, while consumers' familiarity and CE were included in the regressions in order to understand how these two consumers characteristics influence the decision to purchase.

Field Research outcomes: The COO of the products is not considered equally important across all of the categories, while, in some cases, familiarity and CE might have an opposite effect than expected. A summary of the statistically significant variables is provided for each category.

- Fruit: the product characteristics that influence one's decision to buy are COO, smell and maturity, as do the age, familiarity and ethnocentrism level of the consumer.
- Smartphones: the only product attribute that has a significant impact on the buying decision is price, while the age, familiarity, CE, employment status and low or no income also affect the final decision.
- Personal Computers: when rating these products consumers were influenced by the Chinese origin of a product, its RAM and processor, whether they are employed, have a high income or none at all and by their level of familiarity with PCs.
- Cars: Horsepower, Chinese origin and price seem to be the most important attributes, while the gender of the respondent, the familiarity level, being employed or a student and having no income have an effect on the decision.

Comparison of literature outcomes and field research findings: Both existing literature and this study confirmed that Greek people are influenced by the COO and CE level when evaluating a food product. Moreover, age and education level are related with the level of ethnocentrism, the first positively while the latter negatively, which agrees to former findings. Although it was found that an increased familiarity level has a positive relationship with the willingness to purchase, in this study it was proven that familiarity can have either a positive or a negative relationship with both willingness to purchase and the CE level depending on the product category.

Answer to empirical sub-questions:

Does the effect of the COO differ between product categories? Yes, the impact of the COO effect varies across the four product categories, since in some cases it is considered as an important characteristic that influences the decision (e.g. fruit) while in other product categories intrinsic attributes are perceived as being more significant (e.g. smartphones).

Does consumers' familiarity with a product category diminish the COO effect? Familiarity does have an impact on the extent that consumers are influenced by the COO when purchasing a product, however whether the COO effect is diminished or not depends on the category of the product.

Answer to Central Research Question:

Does the Country of Origin Effect affect Greek consumers' purchasing decisions? The COO effect has an impact on most of the purchasing decisions of Greek consumers, however the magnitude of this influence differs across the four product categories. More specifically, when purchasing fruit, Greek consumers are influenced by all the countries, while for PCs or cars only the Chinese origin has a significant effect on their willingness to buy. On the other hand, when rating smartphones the COO was not considered to be an important factor.

Recommendation to companies: This study is of interest to companies that are active in the sectors of food processing, consumer electronics as well as in the automotive industry. The companies should explore the perceptions of consumers regarding the COO of the product. Negative associations with a country might stop a person from making the purchase, while a positive country image can increase the willingness to buy. The levels of familiarity and CE of the target group should be carefully examined as well, since they too can influence the purchasing decision and have an impact the success of the market entry.

Recommendation to future researchers: Future researchers could focus on merging parts of the existing literature and this study. More specifically, the combination of several product categories and the inclusion of a local item in the available options, could provide a clearer image of the extent that CE influences the willingness to purchase. Moreover, a research could be conducted simultaneously in two countries for the same products. This would allow to understand how consumers with different socio-economic background react to the same options.

Contents

1. Introduction

1.1. Country of Origin

Globalization has opened the gate for brands to become known worldwide and to be sold to millions of customers. Even though entry barriers have been lifted in many countries and entering a foreign market is much simpler than before, not all brands inserting the market do so successfully. Insufficient market research could be a reason for such a failure; however, one must not forget the power of consumers and what they find important when accepting a foreign brand. The American Marketing Association defines brand as a "name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition".

Branding strategies are those that attract the eye of consumers and allure them to have a first experience with the product when all other attributes of the product are similar. The brand itself plays a crucial role when it comes to being adopted by consumers, however being successful in one country does not mean being accepted somewhere else. There are many factors, both extrinsic and intrinsic, that need to be taken into consideration when deciding to enter a market. Purchasing habits, cultural differences, economic situation are just some of the aspects that affect one's decision to buy.

Research has shown that Country of Origin (COO) is one variable that can influence someone's intention to purchase a brand, depending where it comes from. Some countries of origin influence those decisions in a good way, while others can stop a customer from buying the brand/product. This can occur either because the perceptions consumers have about the specific country are positive or negative respectively. More specifically, depending on the product category one country might be more positively associated with it, than another. For example, a consumer will trust an electronics brand from Japan more readily than that of Mexico, because of the trusted name Japan has in this sector. Adversely, a customer would buy a bottle tequila that bears a Mexican brand instead of an alcoholic drink similar to it made in Japan.

When discussing the COO effect, we need to take into consideration the beliefs and stereotypes consumers might have towards a country, and how those can influence the purchasing decision. Some of the cultures that a brand might wish to penetrate are more ethnocentric and conservative, meaning that consumers may reject a brand that originates from a country for which their feelings are negative for historic or competitive reasons. If we think about the Chinese consumers, they do respect Japan's superiority in high-tech products, however citizens

of the regions that were occupied by the Japanese in World War II will not purchase those brands because of the negative feelings associated with this country (Klein et al. 1998).

Consumers' expertise on a product category plays an important role on whether they will be affected by the COO effect or not. More specifically, when a customer is familiar with a certain product category (e.g. wines) more attention will be given in the characteristics of the product than on the COO itself. On the other hand, a person that is less of an "expert" will focus on the attributes that are easier to perceive, like the COO and avoid looking deeper into the product. Therefore, some companies choose to brand their products with foreign sounding names as to provoke positive associations in consumers' minds.

Hence, even though we live in the era of globalization and in a multicultural environment, the Country of Origin effect is still visible and sometimes it is considered to be a barrier to expanding a company's growth goals. By digging deeper into the phenomenon and understanding the reasons it occurs, marketeers should be able to use that effect in favor of their strategies to introduce their products successfully. In this study the example of Greece is used, a South European country that has been through some difficult times the last decade. It is an ideal example to understand how consumers react towards foreign products in a crisis period and how this situation has affected their purchasing habits.

1.2. Central Research Question

Considering all the information we can conclude to one central research question:

Does the Country of Origin Effect affect Greek consumers' purchasing decisions?

From this general research question, we extract the following theoretical sub-questions which will be addressed in the literature study:

1. What is Country of Origin (COO) and COO effect?
2. What is the "halo" effect?
3. What influences consumers' behavior when purchasing a brand/product?

Apart from the theoretical sub-questions, the following empirical sub-questions need to be answered by means of interviewing Greek consumers:

1. Does the effect of the COO differ between product categories?
2. Does consumers' familiarity with a product category diminish the COO effect?

1.3. Managerial interest

This research intends to summarize existing research on the COO effect and apply it on Greek consumers to understand to what extend the phenomenon takes place in this country. It is of great interest to managers to comprehend the mindset of the typical Greek consumer since it would open doors to introduce their brand to them. The economic crisis has made Greek people more skeptical towards foreign brands and it would be interesting to investigate if they prefer a Greek product over an imported one with higher attributes, or if they make distinctions between products that come from different backgrounds. Having those results in hands, managers can find ways to attract Greek consumers and have successful entries in the market of Greece.

1.4. Academic interest

Research on the COO effect has been of interest to academics for years and there exists quite some literature on the topic. There are, however, limited examples when it comes to European countries and their consumers' behavior towards the COO of a product. For this reason, I decided to take the example of Greece as it will be interesting both for Marketing as well as for Behavioral science researchers to have a recent European example to connect with the COO effect. Having evidence of existence of the effect will open doors to many other researchers to prove why this effect happens, and whether it could be used to the advantage of a brand or diminished in case reluctance of purchasing is being noticed.

1.5. Thesis Outline

This thesis consists of five chapters, with Chapter 1 being the introduction where the reasons for choosing this topic, why it is considered relevant and the research question are stated. Next, in Chapter 2 one can find the literature study, a summary of the most important findings made in this field to this day, as well as the answers of the academic sub-questions. In Chapter 3 the methodology used will be described along with the reasons it was chosen, followed by Chapter 4 where the outcomes of the study will be analyzed. In Chapter 5 the conclusions will be drawn and connected to the literature, while limitations of this study will be mentioned, as well as suggestions for future studies.

2. Literature Study

2.1. Country of Origin

A long research has been going on for years now to understand whether and how the Country-of-Origin of a brand can affect consumers' buying behavior. Country-of-Origin (COO) is the country in which a brand (or product) is originating from, or according to Pappu et al. (2006) "the country in which the product is made". It is the country that a product or brand is associated with, its "home country" (Saeed, 1994). Globalization has provided companies with the opportunity to follow cost saving strategies and divide the manufacturing of their products across different countries. This can often create confusion about the COO and the country of manufacturing or assembly.

Saeed (1994) supports that Country of Manufacture (COM) is the place where the last part of the product was assembled, while Roger et al. (1994) do not make a clear distinction between COO and COM, since they found that it does not cause a significant difference in consumers' product acceptance. What Chao (1993) and Pappu et al. (2007) suggest is that companies could use the "hybrid", as they are characterized, products and diminish possible negative associations consumers might have with a COO. The different perceptions that a consumer might have of a brand because it originates from a specific COO are called the "Country of Origin Effect" (Samiee, 1994). According to Roth and Romeo (1992), the COO Effect entails consumers' stereotypes about a certain country, while for Saeed (1994) it includes all the influences or preferences that are caused by a COO.

2.1.1. Region of Origin

A product might be named after the region it is originating from and thus make a distinction between similar products within the same country. Studies have shown that including the name of the region of origin in the name of a food product can have similar effects with applying a branding strategy (Aaker, 1991; Keller, 1998; Van der Lans et al., 2001). The use of the origin aims to awake consumers' associations with the specific region and simplify their decision-making process.

Van der Lans et al. (2001) note that two prerequisites are needed for marketing the products successfully using the region of origin cue. The first one applies to consumers' overall familiarity with the region of origin, meaning that for the cue to provoke associations the region needs to be recognized by a large proportion of the target group. The second one concerns the

type of associations that the consumers hold for the specific region, the more favorable and positive their associations the higher the success of the products using the cue.

Van der Lans et al. (2001) studied the preferences of Roman citizens for olive oil that comes from the countryside baring the EU Protected Designation of Origin label and industrially produced extra virgin olive oil. The study showed that the region of origin indirectly influences the perceived quality of the products for a limited, however, segment of the consumers. They concluded that consumers were divided in two groups, those who appreciate the place their olive oil originated from and those who do not. The latter seem to focus on intrinsic cues like price, color or appearance of the product rather than its origin. The authors realized that without a coherent marketing strategy, that accentuates all product attributes along with its region of origin, consumers might not pay attention to the benefits that specific region might add to their product.

For the region of origin cue to be a driver of consumer preference, consumers need to be aware of the region the product comes from. They need to have at least some basic knowledge about the region and positive associations with it, otherwise instead of increasing probability to buy, it might harm sales. Even though some consumers pay attention to details, some researchers believe that region of origin is not enough on its own to trigger a purchase and that most customers focus on attributes like price, size etc. This, however, might relate to their level of expertise and the region / country image they have.

2.2. Country Image

The way people react to the COO effect also depends on the image of the country the brand comes from. According to Nagashima (1970), the "Consumer holds particular picture, reputation, and stereotype towards products of a specific country. This image is formed by the country's representative product, political and economic background, and historic tradition variables, which means overall country image". Kotler et al. (1993) understood Country Image (CI) as: "The sum of beliefs and impressions people hold about places. Images represent a simplification of a large number of associations and pieces of information connected with a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place."

2.2.1. The Halo Effect

According to Han (1989) "when consumers are not familiar to a country's products, CI can serve as a halo from which consumers infer product attributes and it may indirectly affect their

brand attitude through their inferential beliefs." This means that when consumers have low levels of knowledge in a specific product category or when the true quality of the product can only be understood after the purchase is made, they turn to the CI to understand the level of quality the product might have, according to their perceptions of the country.

Han (1989) also suggests that CI can be a summary construct that consumers refer to when purchasing a product. According to his findings, consumers construct country-specific information by generalizing product information over brands with the same COO to the extent that brands are perceived to have similar attributes. He notes that contrary to the halo theory, where CI indirectly affects consumers' perceptions of brand attributes, in the summary construct theory consumers' beliefs lead to a certain CI that directly affects their brand attitude.

Han's research led him to conclude that when consumers' level of familiarity with a specific country's products is low, they tend to use the CI as a halo to infer their quality level. However, when these customers become familiar with the certain product category, they use CI as a summary construct where their perceptions are stored and used to evaluate the product attributes.

Roth and Romeo (1992) suggest that companies whose products are accepted by consumers but are connected to a negative CI should choose a marketing strategy that positions the brand in a way that is not focusing on the COO. Adversely, when a brand is not that popular or known across consumers but originates from a country with a favorable CI, this should be used in advantage of the brand. In addition, they believe that if a product category "fits" the country image then it might be evaluated more positively by consumers, meaning that a match between country image and products can lead to higher acceptance by customers.

Han (1989) notes that there might exist a conflict of interests between the company that wishes to benefit from the positive CI and the industry of the country itself. More specifically, he underlines that a company that may sell a product of inferior quality can harm the overall CI since consumers will continuously collect information about the specific country and its products. He suggests posing strict regulations both on industry and government level in order to avoid tarnishing a positive CI.

Country Image can be used as a tool to derive information from when consumers do not have a high level of familiarity with the product / brand, and thus act like a halo for customers by indirectly influencing their purchasing decisions. When customers have some experience with the product or brand, they start to collect little parts of information that create a summary

construct and can directly influence their decisions to buy. A positive CI can have advantageous results for an unknown brand or newly introduced product, since the associations consumers have can lead to a favorable attitude towards it. On the contrary, a negative CI can cause the opposite results to a brand or product, which is why the company might choose to conceal the COO.

2.3. Level of country's development & product - country fit

Another aspect of the COO effect is whether the country is characterized as a developed or developing country by OECD. Studies have shown that customers tend to feel more at risk when a product originates from a developing country because of the image they have about this specific country. Economic instability or less favorable political conditions can lead consumers to avoid products from those countries. On the contrary, a brand or product from a more developed country can have a favorable evaluation because of the country's situation (Bilkey & Nes, 1982). In this case, there is a need to consider the link between product category and country of origin analyzed by Roth and Romeo (1992), meaning that a country with, for example, a controversial political situation (e.g. Colombia), can have a very positive image in a product category (e.g. coffee beans). Thus, the "fit" between product and COO is one important aspect to consider, since it affects consumers' product perceptions.

This phenomenon means that consumers are quite sensitive when it comes to the socio-economic conditions of a COO and that these can affect either positively or negatively their perceptions about the product/brand. A product that comes from a country with high technological achievements is likely to be more favorable to consumers, than one that comes from a less specialized country. These associations are accompanied by the perception customers have about the connection between the COO and the product, meaning that the stronger the association a country has with a specific product category, the more probable it is for consumers to favor this product.

2.4. Stereotypes and Ethnocentrism

Some researchers support the idea that COO does not necessarily have a negative effect on consumers' buying decisions and that some of its stereotypes could be used in advantage of the brand/product. It has been found that many consumers associate certain foreign brands with superior quality, while some believe they add a certain status to their image, even if local products have the same attributes. Halkias et al. (2016) showed that "country perceptions do play a significant role in the formation of brand attitude, even after the influence of brand

globalness/localness is explicitly accounted for", which means that the attitude consumers have towards a brand are affected by the image they have for the COO in addition to the magnitude of the brand. Brand globalness was introduced by Steenkamp et al. (2003) and is defined as the extent to which "consumers believe that a brand is marketed in multiple countries and is recognized as global in these countries".

When evaluating the brand/product, the consumer considers many different intrinsic and extrinsic aspects that affect the final buying decision. COO and the brand name can be considered as extrinsic cues of a product while the characteristics of a product like apparent differences in its appearance and attributes are called intrinsic cues. Literature suggests that when a more "expert" consumer evaluates a product, intrinsic cues are perceived as more important than COO or brand name, while the opposite occurs when a consumer is less familiar with the attributes. Thus, depending on personal experience consumers tend to decide according to different aspects (Gopalkrishnan et al., 1997).

Consumer feelings might be characterized by ethnocentrism, a quality that can influence customers' buying decisions. According to Shimp and Sharma (1987) consumers consider the morality of purchasing a foreign brand and this has an impact on their purchasing attitude. More specifically, research has shown that those customers may perceive imported products as socially undesirable or unpatriotic (Chattalas et al., 2008). Ethnocentrism may lead customers to buy more domestic rather than foreign brands when the local alternative is of similar quality. Shimp and Sharma (1987) concluded that in ethnocentric consumers the COO cue might have a greater effect on product evaluation or purchase intentions for foreign products, as well as on their willingness to pay for them.

Stereotypes are generalized beliefs about a COO that can influence consumers and thus lead to avoidance or showing preference to products/brands coming from this country, while they can indirectly affect customers' purchasing decisions, especially when their expertise is not very high. Ethnocentrism is a phenomenon that rises feelings of "duty" and "patriotism" in consumers by making them choose the local product over a foreign one. Even though the products/brands may have the same attributes, or the foreign one can even be slightly superior, consumers with high ethnocentric feelings will prefer the domestic one because they believe this is the correct choice.

2.5. Ethnocentrism and Greek consumers

According to Shimp and Sharma (1987) Consumer Ethnocentrism (CE) is defined as "a trait-like property of an individual's personality" and includes "the beliefs held by the consumers about appropriateness, indeed morality, of purchasing foreign made products". The study of Chryssochoidis, Krystallis and Perreas (2007) aimed to assess the impact of CE on the evaluation of food products by Greek consumers. They chose three countries: Greece, Italy and the Netherlands and compared three product types in pairs of countries; beer, ham products and cheese. They focused on relatively young and well-educated consumers, from the Greek capital, which is why they face the limitation of not being entirely representative of the Greek population. Their survey was conducted in 2005 and answered by 275 consumers in 15 to 30-minute individual sessions.

The results showed that ethnocentric consumers are mainly older and less well educated, while non-ethnocentric consumers are under the age of 35 years and highly educated, meaning that both age and education level have a correlation with the level of CE. Both clusters (ethnocentric and non-ethnocentric) evaluated most of the attributes of Greek products more favorably than the foreign ones. They noticed that for ethnocentric consumers the COO effect is triggered, since they prefer Greek products overall, without noticing the specific product type or giving attention to the product attributes. On the other hand, non-ethnocentric consumers evaluated products more thoroughly, still preferring Greek products, without however rejecting foreign alternatives overall. This means that the COO effect does not affect the consumers' overall preferences but instead it can influence the assessment of specific product attributes.

The authors conclude that even though there is a link between CE and the COO effect, they affect ethnocentric and non-ethnocentric consumers in a different way. The first cluster is sensitive towards any mention of a foreign COO which creates prejudice towards foreign products and increases the favorability of Greek products. This effect does not have such a great extent on non-ethnocentric consumers since it is noticeable mainly in some of the products' attributes. A simple notion of the foreign origin of the product is not enough to trigger negative associations and "awaken" ethnocentrism in consumers' minds. Chryssochoidis et al. (2007) underline the importance of understanding the type of consumers a product / brand is targeting and designing an appropriate marketing strategy that suits the characteristics of each cluster.

The fact that the study was conducted before the financial crisis hit the Greek market might mean that overall consumer perceptions have changed, and it would be quite interesting to compare the results of the pre-crisis consumers and those of the current situation. The rise of unemployment and the unstable economic environment might have influenced even the previously non-ethnocentric cluster to become more conservative. Thus, it is left up to the survey results to see if indeed a lot has changed in the past years, or if the increased level of educated consumers is enough to balance the negative effects of the crisis.

2.6. COO and quality of food products

It is hard to define what quality is as an idea, since consumers' perceptions of the concept vary across different product categories, individual opinions and countries (Foster and Macrae, 1992; Sylvander, 1993 in Skuras and Vakrou, 2002). Consumers are increasingly paying attention to the quality of their products, and EU legislation is getting stricter to protect their interests. Research has shown that consumers establish connotations between certain products and their COO (Skuras and Vakrou, 2002), however, the COO affects perceived quality in a larger scale than the attitude buyers have towards a brand / product or their purchase intentions (Verlegh and Steenkamp, 1999). The COO effect is activated when the consumer is aware of the country, has a certain attitude towards it and creates associations with the region of origin of the product (Verlegh and Steenkamp, 1999).

In their case study, Skuras and Vakrou (2002) used a choice model to locate what socio-economic characteristics affect Greek consumers' wine purchasing decisions, as well as to measure their willingness to pay for a wine with a known origin. They chose wine as a product because it was one of the first products that linked its quality image with its origin. Their survey results showed that education level and familiarity with the product's country of origin affect the customers' willingness to pay. They noticed that higher educated consumers were more willing to pay for quality wines with detailed labelling about origin and ingredients. They propose that the marketing strategy of an origin product should promote the attributes of the product along with the country of origin, when the product is created in a traditional and specialized manner that makes it of higher quality because of that COO.

Thus, it can be concluded that there is a close relationship between the COO and the perceived quality of food products for Greek consumers. The attention they pay to the COO is connected to their level of familiarity with the specific product category and several COO. Favorability towards a product or brand can be increased by accentuating the product attributes that are linked with the positive image of a COO.

2.7. Literature Review Summary

Country of Origin (COO) is the country a product or brand comes from or is being manufactured. It is the "home country" of the product / brand. Region of origin can be a part within a country from where a product can be originating, which makes this product unique among similar ones produced in the same country (e.g. Kalamata olives in Greece). The influence that this specific country (or region) of origin has on consumers' perceptions about the product / brand is characterized as the Country of Origin Effect.

Those perceptions consumers have, derive from their perception of the image of the country. More specifically, the number of stereotypes, beliefs and knowledge that customers have about a specific country add up and create the image they have for it. This can have either positive or negative effects on consumers' product / brand evaluations, depending on the associations they have with this country. If a CI is positive, then consumers will be positively influenced to purchase a not so well-known brand. However, when a CI creates a negative impression in consumers' minds then the probability of showing favorability towards a brand coming from this country decreases.

Han (1989) notes that when consumers do not have a high level of familiarity with a specific product or brand, they use the CI as a halo. This means that when customers have little knowledge about the product, they use CI to infer information about it. However, when consumers start to acquire knowledge and become more familiar with the product, they create a summary construct with the information available and this indirectly affects their attitude towards the product / brand.

The level of development of a country plays an important role to consumers since they might be influenced, either positively or negatively, by the social and economic situation, as well as the technological growth of the COO. A car originating from a COO like Germany, might be more favorable in the eyes of a customer, rather than a car from India. This effect is also connected with the fit between the country a product is coming from and the category of the product itself. This means that even though Greece is not renown for car manufacturing and would therefore have difficulty in establishing itself in this industry, it is world famous for its olive oil and can ask a premium for it.

Consumers that are less familiar with a product might be indirectly influenced by stereotypes they have about countries and this phenomenon can be noticed in their preferences. Customers can be diverted from buying a certain product/brand or prefer one brand over another due to a

generalized belief they might have. A high level of ethnocentrism can provoke feelings of "duty" to consumers leading them to have a greater preference for local and domestic products, while it might even lead to rejection of brands originating from a competitive COO.

In a study conducted in pre-crisis Greece, the researchers (Chryssochoidis et al., 2007) found that there exist two clusters of consumers: ethnocentric, who are typically older and less well educated, and non-ethnocentric, who are younger with a higher level of education. They found that both groups preferred Greek products over imported ones. Ethnocentric consumers favored Greek products/brands overall without giving much thought to details, while non-ethnocentric consumers considered the attributes of each product and only favored those which they found important.

Another study of Greek consumers (Skuras and Vakrou, 2002) showed that the level of familiarity with a certain product category, as well as the level of education of customers are two important factors that can either provoke the COO effect or diminish it, in conjunction with the quality of the product. They found that the higher the education level of consumers the more willing they are to pay for a good quality food product. The study stresses the increasing trend of people paying more attention to the products they use, how, when and where they were produced and by whom.

In this study the Greek consumers are put under the microscope to understand in what ways they are influenced by the COO effect and if the extent of this effect varies across product categories.

2.8. Hypotheses

Four different product categories were chosen to be part of the analysis used to answer the central research question of this study. These are: Fruit, Smartphones, Personal Computers (PC) and Cars. Fruit is the representative of agricultural products that are easily perishable, smartphones and PCs were selected to explore the technology sector, while cars represent expensive durable goods. The hypotheses drawn for each of these product categories are similar in order to simplify the comparison of the results.

2.8.1. Fruit

H1. The COO of fruit does not affect consumers' willingness to purchase it.

- **a.** The German origin of fruit does not affect consumers' willingness to purchase it.
- **b.** The Chinese origin of fruit does not affect consumers' willingness to purchase it.

H2. A higher level of familiarity does not have any effect on consumer's Willingness to purchase fruit.

H3. A higher level of Consumer ethnocentrism does not affect a consumer's Willingness to purchase fruit.

2.8.2. Smartphones

H4. The COO of a smartphone does not affect consumers' willingness to purchase it.

- **a.** The German origin of a smartphone does not affect consumers' willingness to purchase it.
- **b.** The Chinese origin of a smartphone does not affect consumers' willingness to purchase it.

H5. A higher level of familiarity does not have any effect on consumer's Willingness to purchase a smartphone.

H6. A higher level of Consumer ethnocentrism does not affect a consumer's Willingness to purchase a smartphone.

2.8.3. Personal Computers

H7. The COO of a Personal Computer does not affect consumers' willingness to purchase it.

- **a.** The German origin of a PC does not affect consumers' willingness to purchase it.
- **b.** The Chinese origin of a PC does not affect consumers' willingness to purchase it.

H8. A higher level of familiarity does not have any effect on consumer's Willingness to purchase a PC.

H9. A higher level of Consumer ethnocentrism does not affect a consumer's Willingness to purchase a PC.

2.8.4. Cars

H10. The COO of a car does not affect consumers' willingness to purchase it.

- **a.** The German origin of a car does not affect consumers' willingness to purchase it.
- **b.** The Chinese origin of a car does not affect consumers' willingness to purchase it.

H11. A higher level of familiarity does not have any effect on consumer's Willingness to purchase a car.

H12. A higher level of Consumer ethnocentrism does not affect a consumer's Willingness to purchase the car.

3. Research Methodology

3.1. Research Methods

The two major research approaches used in most socioeconomic studies are qualitative and quantitative research. Yilmaz (2013) defines quantitative research as "research that explains phenomena according to numerical data that are analyzed by means of statistics". By using mathematical models and variables, researchers try to determine and explain the reasons certain social phenomena occur. Qualitative research is considered "difficult to determine" because of its various applications and different means of analysis. Yilmaz (2013) defines qualitative research as "an emergent, inductive, interpretive, and naturalistic approach to the study of people, case, phenomena, social situations and processes in their natural settings in order to reveal in descriptive terms the meanings that people attach to their experiences of the world".

The two approaches differ in many aspects and one of them is the context in which the research is carried out. More specifically, in quantitative research there must be a distance between the researcher and the subject, since the latter must not be influenced in any way and should independently respond to the questions asked. This is not the case in qualitative research where the researcher and the participant should have a close and empathic relationship in a specific framework to comprehend a specific behavior (Yilmaz, 2013). Quantitative and qualitative research also differ in terms of data collection and analysis. The first method uses questionnaires and surveys which are then turned into numerical output, while the latter uses individual interviews or focus groups and provides findings in text or graphs (Yilmaz, 2013).

Quantitative research uses questions that offer pre-determined response categories to the participants and demand a large, randomly selected sample to allow the generalizability of the findings. This method facilitates the comparison and statistical analysis of the data, it does however fail to deliver insights of the participant's own experiences (Yilmaz, 2013). On the contrary, qualitative research tries to understand the participants' mindset and allows them to express their thoughts in their own words. Because of the detailed nature of this method a small sample is used, that shares some common features, which makes the findings less generalizable (Yilmaz, 2013).

The nature of the research question posed in this study requires findings that can lead to a generalizable outcome and thus the quantitative paradigm was chosen to conduct the research. The questions posed to the participants required their concentration and honest opinion, which is why they were sent the survey to fill in, anonymously, when appropriate for them, so that no

bias was caused by the presence of a researcher. The fact that they had to answer questions with pre-determined responses made the statistical analysis of the results much easier and less time-consuming.

3.1.1. Chosen Data Analysis method

Depending on the nature of the variables used in the conceptual model, one needs to choose the appropriate method to analyze the collected data. Two were the main analysis methods that were considered for the examination of the survey data, the first one was choice-based conjoint analysis and the second one linear regression. The choice-based models allow the researcher to analyze the effect of all the explanatory variables combined on the dependent variable. The respondent is given a set of choices and needs to select the preferred one. Therefore, the results of this model indicate how a combination of attributes influence a consumer's decision to purchase the product.

On the other hand, linear regression enables the researcher to analyze the separate effect of each independent variable on the dependent one. More specifically, by interpreting the coefficients of the model one can understand the relationship that exists between the two variables and measure the size of the effect that would cause an increase of the explanatory variable on the dependent variable. The aim of this study is to search for the impact of the Country of Origin on the Willingness to purchase of the respondents, which is the dependent variable and in this study is being perceived as an interval measured by means of 5-point Likert scales. Thus, linear regression was chosen as the most appropriate analysis method for the collected data.

3.1.2. Likert scales

In 1932, Rensis Likert developed a scale to simplify the process of measuring attitudes. The Likert scale is a 5- or 7-point scale used in questionnaires and gives to respondents the opportunity to express to what extent they agree or disagree with a given statement (Likert, 1932). He also stated that the grouped items that the scale used and from which the respondents could choose, measured an underlying variable that behaved as an interval (Sullivan and Artino, 2013). The raw data these scales provide to us are ordinal, however they could be assessed as if they are interval and used to perform parametric statistical tests if the sample size is adequate and the data are nearly normally distributed (Norman, 2010).

3.1.3. Cronbach's alpha

The Cronbach's alpha technique is used to measure the reliability of a certain analysis method. According to Gliem and Gliem (2003), "Cronbach's alpha is the average value of the reliability coefficients one would obtain for all possible combinations of items when split into two half-tests". The Cronbach's alpha reliability coefficient can take values between zero and one, while the greater this value is, the better. If Cronbach's alpha <0.5 the results of the tested analysis cannot be trusted and are perceived as "unacceptable" (George and Mallery, 2003).

3.1.4. Linear Regression

In this study the assumption is taken that the intervals of the Likert scales are equally spaced. The size of the sample is adequate (236), thus the data can be processed as interval variables. Linear regression has been chosen as the appropriate analysis method, since the dependent variable, Willingness to Purchase, can be measured as an interval and because linear regression can statistically analyze all forms of independent variables.

The linear regression model has the following general equation:

$$y_i = \alpha + \beta x_i + \varepsilon_\iota$$

where y is the dependent variable that can be explained by x which is the independent variable. The regression coefficient, β, measures the impact the independent variable has on the dependent one and α is the intercept, which represents the expected value of the dependent variable when the explanatory (independent) variable is equal to zero. The residual or error term (ε) entails anything that is not accounted for by the linear relationship (Mazzochi, 2008).

In the multiple regression model, one can measure the contribution of each of the explanatory variables since this kind of analysis allows to test the significance of each of the regression coefficients separately (Mazzocchi, 2008).

The multilinear function is as follows:

$$y_i = \alpha_0 + \alpha_1 x_{1i} + \alpha_2 x_{2i} + \ldots + \alpha_k x_{ki} + \varepsilon_i$$

The F-test is a standard test in multilinear regression and is being run jointly on all the coefficients of the model to test whether the null hypothesis, that all coefficients are zero, is rejected or not.

3.2. Conceptual Model

For each of the four product categories a detailed model was designed that included as variables the products' attributes, in order to measure the importance respondents showed to each of them, as well as variables that depict the basic demographic characteristics of each subject.

3.2.1. Variables that are common in each of the models

***Willingness to Purchase*:** Dependent variable. Answers to the question "Do you agree with the purchase of the below products?" and shows how willing each of the respondents is to buy the proposed items. Measured by a 5-point Likert scale, where 1 is equal to "Completely disagree" and 5 is equal to "Completely agree".

***Consumer Ethnocentrism*:** Independent variable. Used to measure the ethnocentric feelings each of the respondents has. CE is equal to the average of the responses the participants gave when filling in the last part of the survey, the CETSCALE. The average was taken from ten questions that had to be rated from 1 to 5, with 1 being equal to "Completely disagree" which corresponds to no ethnocentric feelings, while 5 is equal to "Completely agree" and means that the respondent shows a high level of ethnocentrism.

Familiarity: Independent variable. Used to have a clear picture of the respondent's expertise when it comes to purchasing each particular product type. Participants need to complete a 5-point Likert scale, stating how much they agree or disagree with a phrase regarding their familiarity with purchasing each product category. "Completely disagree" is equal to 1 and "Completely agree" is equal to 5. The average of these responses is used as the value of the variable.

University: Independent variable created from the categorical variable Education which included three categories: Primary, Secondary and Higher education, it takes a value of 1 when the respondent has followed a higher education and 0 otherwise. This variable is included in the model as it is considered of high importance by previous researchers (Chryssochoidis et al., Skuras et al., etc) who found that a higher level of education results in lower ethnocentric feelings.

Age: Independent variable. Shows how old the respondent was the time the survey was distributed and completed. Respondents were asked to fill in their age. Previous literature (Chryssochoidis et al., Skuras et al., etc) has shown that older age is connected with higher consumer ethnocentrism and a larger country-of-origin effect.

LogAge: Having a representative group of respondents is considered very important to understand the different opinions of Greek consumers and for this reason there was no control over who completed the survey as long as they are 18+. This resulted in a sample with a quite large age difference, with the most answers being collected within the age group of 20 to 30 years old. To improve the model fit the independent variable LogAge was computed by turning Age into a logarithm for each of the four regressions.

Male: Independent variable that takes the value of 1 when the respondent is a male and 0 for females, and is created by recoding the categorical variable Gender. This variable was included in the regression as I wanted to explore the relation between gender, level of CE and the COO effect.

Employed**:** Independent variable created by recoding the nominal variable Working status, which shows if the participant has a full-time job, is unemployed or a student. When the respondent is employed the variable takes a value of 1, for any other case it is equal to 0. The variable was included in order to analyze whether employment led to people being less ethnocentric or less influenced by a COO.

Student: Independent variable created by recoding the nominal variable Working status, which shows if the participant has a full-time job, is unemployed or a student. When the respondent is a student the value of the variable is equal to 1, when the respondent is either employed or unemployed it is equal to 0. This variable was used to understand whether students tend to be less ethnocentric or less influenced by a COO.

Income: Independent categorical variable that indicates the level of a respondent's annual income. In order to be included in the equation Income was recoded in the following independent variables:

a. ***High income***: Takes the value of 1 when annual earnings surpass the amount of 20.000€, zero otherwise.
b. ***Low income:*** Is equal to 1 when the annual earnings are below 10.000€, zero otherwise.

c. ***No income:*** Has a value of 1 when the respondent has no earnings, zero otherwise.

During the regressions one of the categories of Income had to be emitted in order to avoid multicollinearity. The category that was not entered in the equation is Average income which includes incomes ranging from 10.000€ to 20.000€.

City: Independent variable that indicates if the respondent lives in a city by taking the value of 1, while it is equal to zero in any other case.

COO (Country of Origin): Independent, categorical variable. COO can take the values of 1,2 and 3, which correspond to Germany, Italy and China respectively. In order to simplify the analysis COO was broken down and recoded into three variables, ***German_origin, Italian_origin*** and ***Chinese_origin***.

a. ***German_origin***: Independent variable. German_origin equals to 1 when the product comes from Germany. The other countries take a value of zero.
b. ***Italian_origin***: Independent variable. Italian_origin equals to 1 when the product comes from Italy. The other countries take a value of zero. This variable was not included in the equations to avoid multicollinearity.
c. ***Chinese_origin*****:** Independent variable. Chinese_origin equals to 1 when the product comes from China. The other countries take a value of zero.

The reason for choosing to exclude Italian_origin and not one of the other countries was to compare the two most contrasting countries, which are Germany and China. Germany is perceived by most consumers as a synonym for quality and craftsmanship, while China is related to cheap mass production of goods.

3.2.2. Variables explained according to product category

Fruit

Mature: Independent variable. Reflects the maturity of the fruit, whether it is "ripe "and equal to 1 or "hard", which equals to 0.

Smell: Independent variable. The fruit can be categorized either as "sweet-smelling", which is equal to 1,or as "no smell" which is equal to 0.

Price: Independent variable. Price is the value the respondents would have to pay to purchase each of the proposed products and can take the values of 1€ or 1.5€.

Smartphones

***Camera resolution*:** Independent variable. Reflects the quality of the resolution the camera has when taking a picture or recording a video. It can be either "12Mpx", which takes the value of 0, or "16Mpx" which is equal to 1.

Storage: Independent variable. Informs the respondents about the internal storage capacity of the phone. The two options are "32GB", which is coded as 0, and "64GB" which equals to 1.

RAM: Independent variable. RAM takes values of "4GB" or "6GB" and shows the size of the temporary memory the phone has to run multiple tasks at the same time. The two sizes are coded with 0 and 1 respectively.

***Price*:** Independent variable. Price is the value the respondents would have to pay to purchase each of the proposed products and can take the values of "250€" or "450€"€, which correspond to 0 and 1.

Personal Computers

***RAM*:** Independent variable. RAM memory allows the PC to multitask and has a great influence on the overall performance of the system. The two types available are 8GB and 16GB and take the values of 0 and 1 respectively.

Processor: Independent variable. The processor is the chip responsible to give orders to the rest of the components of a PC according to the user's instructions. The two brands of processors used as options are Intel, coded as 1, and AMD which is equal to 0.

***Hard drive*:** Independent variable. Informs the respondent about the type of the permanent memory a PC has, where software programs and data files are stored. The hard drive can either be an HDD or SSD type, which correspond to the values 0 and 1.

Price: Independent variable. Price is the value the respondents would have to pay to purchase each of the proposed products and can take the values of 650€ or 850€, which correspond to 0 and 1.

Cars

***Capacity*:** Independent variable. Gives information about the size of the car's engine capacity and can hold 1.200CC, which equals to 0, or 1.600CC, which is equal to 1.

Fuel: Independent variable. Reflects the type of fuel the vehicle consumes and can be either Petrol or Diesel, which correspond to 0 and 1 respectively.

Horsepower: Independent variable. Type of measurement of the power of the car's engine. It can be 75HP, which is equal to 0, or 125HP which is equal to 1.

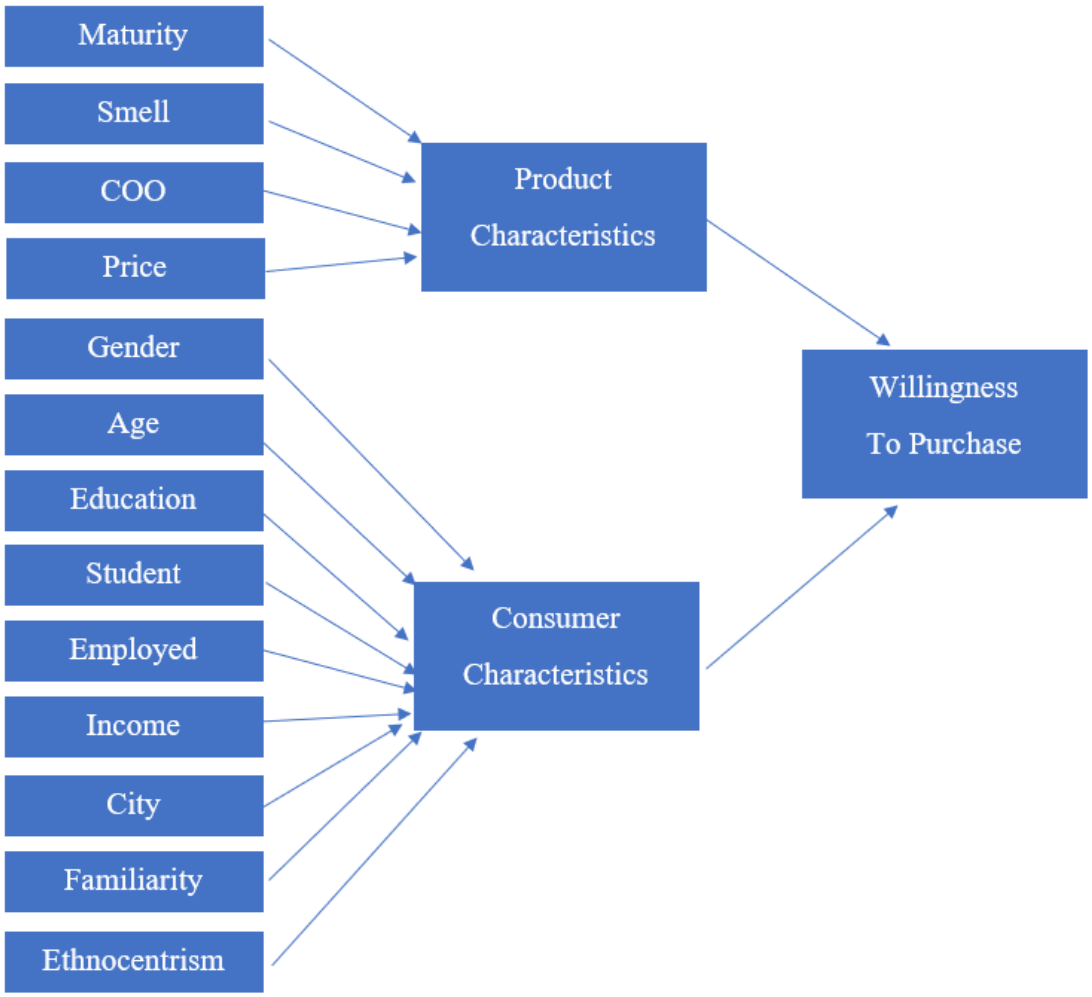
Price: Independent variable. Price is the value the respondents would have to pay to purchase each of the proposed products and can take the values of 15.000€ or 20.000€, which correspond to 0 and 1.

3.2.3. Models

Fruit

$$Willingness\ to\ purchase = \beta_0 + \beta_1 Mature + \beta_2 Smell + \beta_3 German\_origin + \beta_4 Chinese\_origin + \beta_5 Price + \beta_6 Male + \beta_7 LogAge + \beta_8 University + \beta_9 Student + \beta_{10} Employed + \beta_{11} High\_income + \beta_{12} Low\_income + \beta_{13} No\_income + \beta_{14} City + \beta_{15} Familiarity + \beta_{16} Consumer\_Ethnocentrism + \varepsilon$$

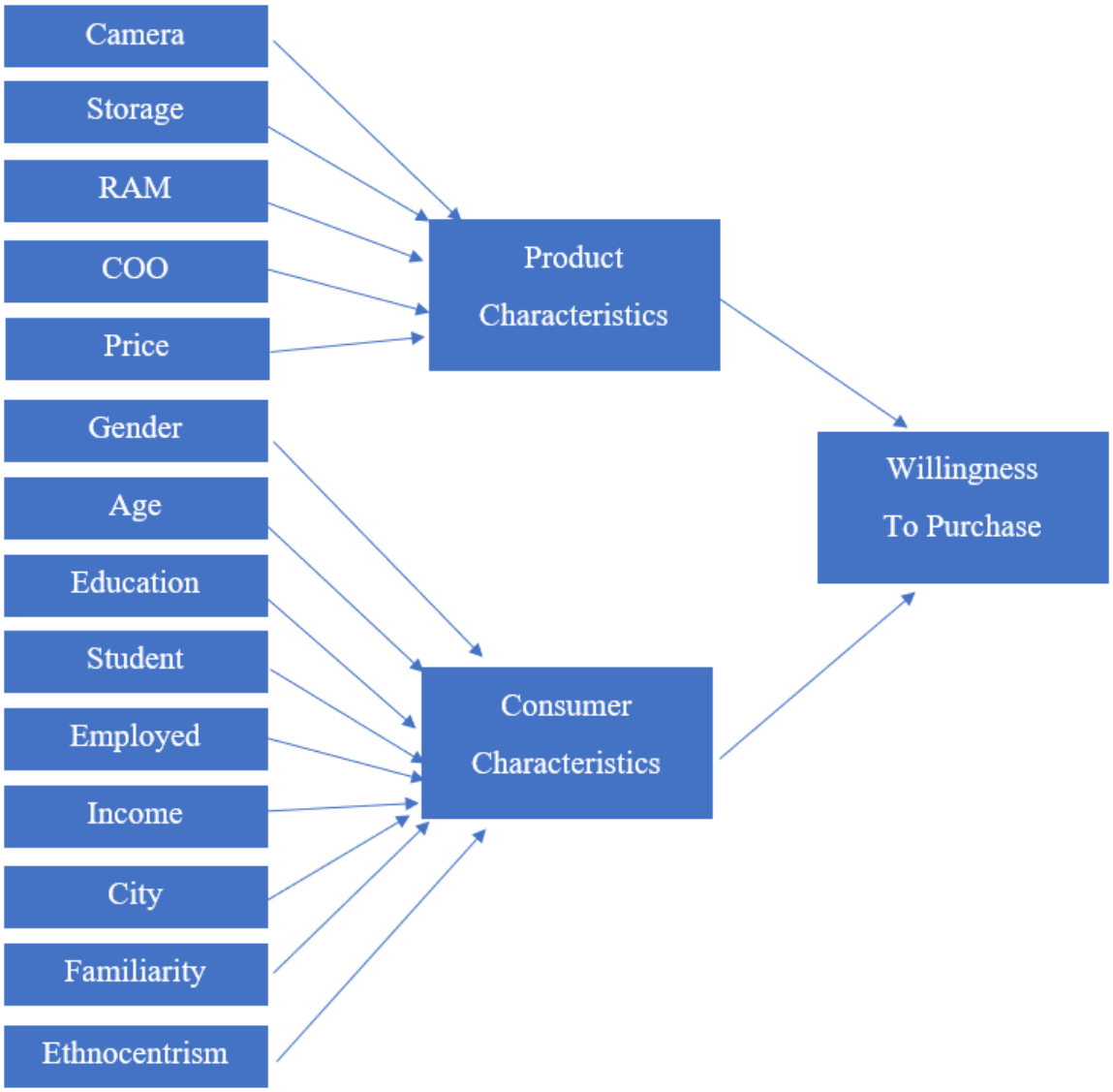
Figure 1: Relationship between Willingness to Purchase, Fruit characteristics and respondent characteristics



Smartphones

$$Willingness\ to\ purchase = \beta_0 + \beta_1 Camera + \beta_2 Storage + \beta_3 RAM + \beta_4 German\_origin + \beta_5 Chinese\_origin + \beta_6 Price + \beta_7 Male + \beta_8 LogAge + \beta_9 University + \beta_{10} Student + \beta_{11} Employed + \beta_{12} High\_income + \beta_{13} Low\_income + \beta_{14} No\_income + \beta_{15} City + \beta_{16} Familiarity + \beta_{17} Consumer\_Ethnocentrism + \varepsilon$$

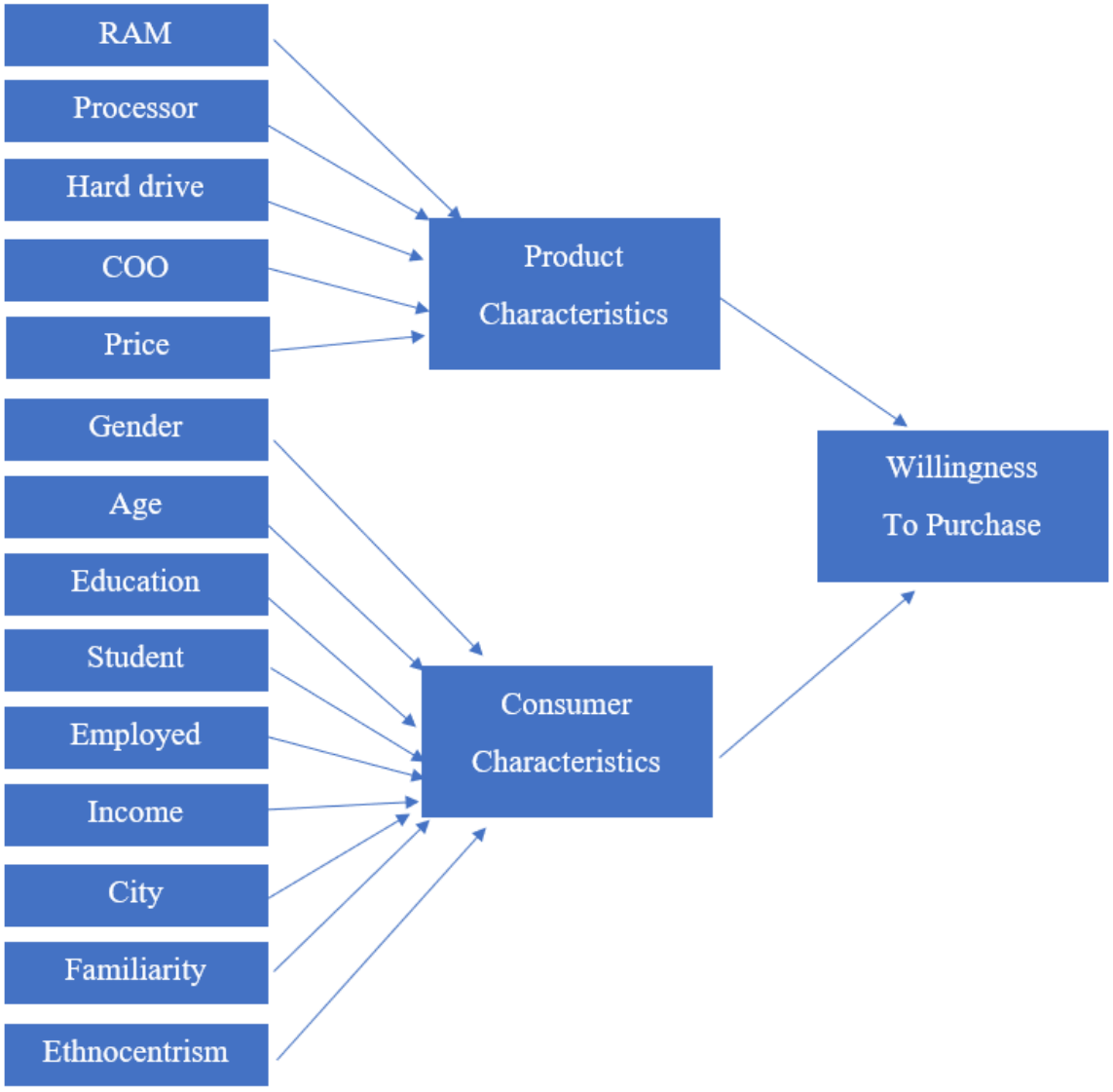
Figure 2: Relationship between Willingness to Purchase, Smartphone characteristics and respondent characteristics



Personal Computers

$$Willingness\ to\ purchase = \beta_0 + \beta_1 RAM + \beta_2 Processor + \beta_3 Hard\_drive + \beta_4 German\_origin + \beta_5 Chinese\_origin + \beta_6 Price + \beta_7 Male + \beta_8 LogAge + \beta_9 University + \beta_{10} Student + \beta_{11} Employed + \beta_{12} High\_income + \beta_{13} Low\_income + \beta_{14} No\_income + \beta_{15} City + \beta_{16} Familiarity + \beta_{17} Consumer\_Ethnocentrism + \varepsilon$$

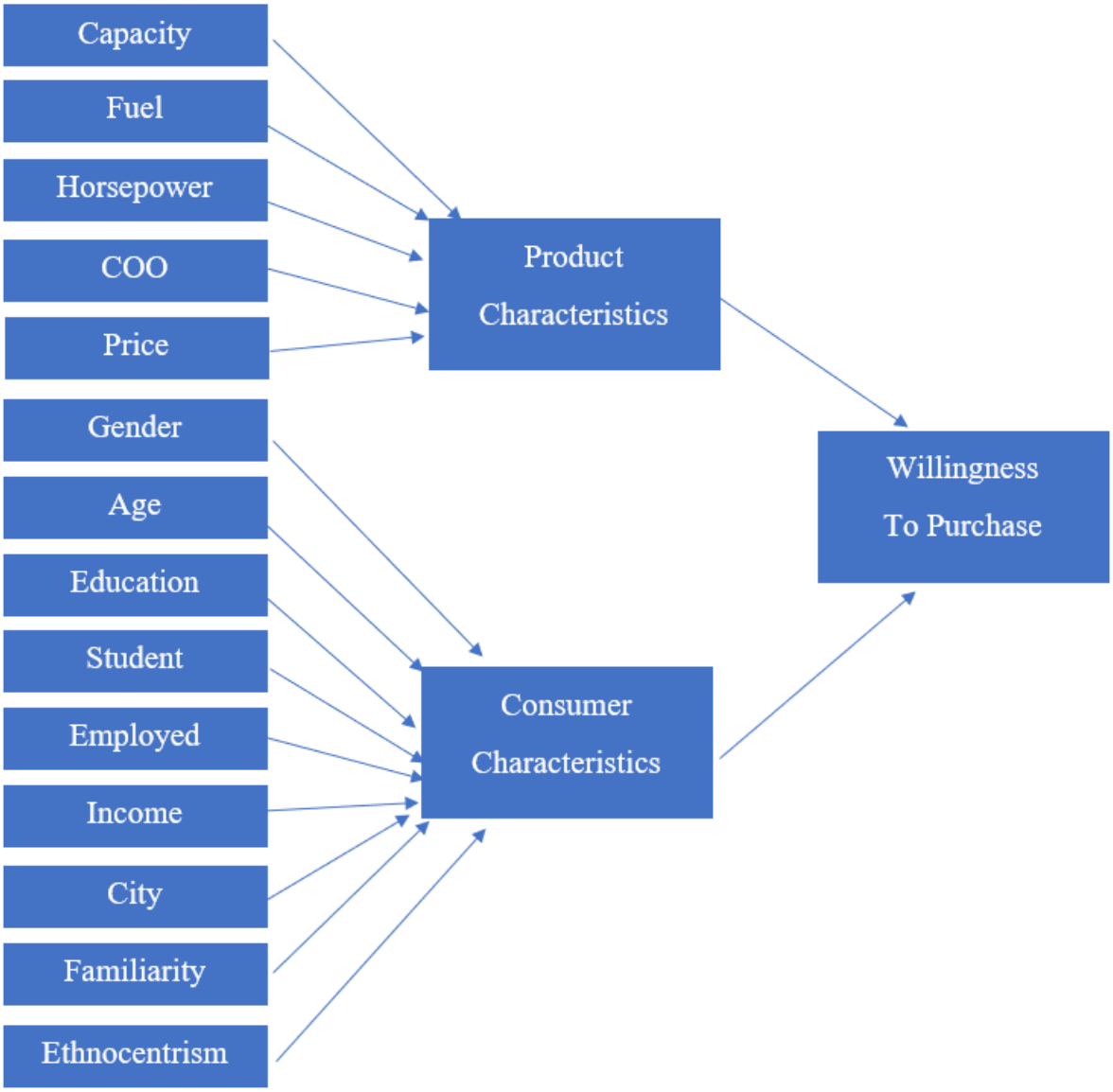
Figure 3: Relationship between Willingness to Purchase, Personal Computers characteristics and respondent characteristics



Cars

$$Willingness\ to\ purchase = \beta_0 + \beta_1 Capacity + \beta_2 Fuel + \beta_3 Horsepower + \beta_4 German\_origin + \beta_5 Chinese\_origin + \beta_6 Price + \beta_7 Male + \beta_8 LogAge + \beta_9 University + \beta_{10} Student + \beta_{11} Employed + \beta_{12} High\_income + \beta_{13} Low\_income + \beta_{14} No\_income + \beta_{15} City + \beta_{16} Familiarity + \beta_{17} Consumer\_Ethnocentrism + \varepsilon$$

Figure 4: Relationship between Willingness to Purchase, Car characteristics and respondent characteristics



3.3. Data collection methods

According to Mazzocchi (2008) there are four categories of administration methods that include other types within them. These are the following:

- Telephone interviews,
- Face-to-Face interviews,
- Mail interviewing and
- Electronic interviewing.

3.3.1. Telephone Interviews

Nowadays, the type of telephone interviews used most are Computer Assisted Phone Interviews (CAPI). These are phone interviews during which the interviewer uses a PC to help him avoid any mistakes during the session as well as to record, perform quality checks and organize the data. The costs of setting up a laboratory are quite high, while the duration of the interview should not exceed a maximum of 15 minutes. In addition, many people are no longer using a landline meaning they cannot be reached since mobile numbers are not listed in a catalogue, which can lead to sampling biases (Mazzocchi, 2008).

3.3.2. Face-to-Face Interviews

These are personal interviews and require a direct interaction between the interviewer and the respondent, while the success of this method relies heavily on the skills of the first, who therefore needs to be a trained professional. People are either visited at home, after a scheduled appointment or randomly chosen at shopping malls and asked to participate. The immediate contact between the two parties can solve, if any, issues and misunderstandings, while it can improve the quality of the collected data. The duration can be longer, while stimuli can be used during the interview to simplify the procedure. However, the contact can lead respondents to be cautious and not answer as honestly as they would if the survey was anonymous. The high cost of approaching respondents is also on the downsides of this method (Mazzocchi, 2008).

3.3.3. Mail Interviewing

This method reaches out to respondents via mail and includes an envelope with stamps for the free return of the completed surveys. The low response rates require a large sample and make it a less preferable distribution method. It offers greater anonymity than face-to-face interviews and is a relatively cheap approach. There are, however, some selection biases because of the uncertainty of who actually filled in the survey, while data collection goes very slow and might take up to weeks to be available to researchers (Mazzocchi, 2008).

3.3.4. Electronic surveys

This kind of questionnaires are distributed by means of the Internet, which has now become widely accessible. Surveys are being administered either by email or websites, where respondents are requested to fill them in and submit them, in most cases anonymously. This method is inexpensive, since the cost of distribution is almost zero and one only needs to pay certain operational costs. It is also very quick, and the data can easily be collected, organized and checked. What needs to be considered when using this method is that only people with access to the internet can respond and that can cause a selection bias (Mazzocchi, 2008).

3.3.5. Selected data collection method

The method which was considered as being the most appropriate for administrating the questionnaires for the current study, was the use of electronic surveys. The nature of the questions posed, as well as the duration and length of the questionnaire required the respondent to be concentrated. To achieve the best, unbiased results possible the respondents needed to be alone and not influenced by the presence of an interviewer that might cause alteration of the initial responses due to the lack of anonymity. In addition, the fact that distribution costs are nearly zero is also a reason for choosing this option, while the Internet helped overcome the obstacle of physical absence of the researcher in Greece, since as long as targeted respondents are connected to the Internet it does not matter where the analysis of the data is being done.

3.3.6. Research approach

Having studied the research of Chryssochoidis et al. (2007) I initially wanted to follow their paradigm and compare three products originating from three different countries, including Greece, which is why I requested more information about the way their questionnaire was formulated and their complete set of results. However, after failing to reach two of the three writers, and receiving a negative answer from Dr. Chryssochoidis, I chose to keep only one part of their study that had to do with consumer ethnocentrism (CE) and use it in the final stage of the survey to compare their results with the level of CE of Greek consumers in the current economic situation.

Having witnessed the difficult times that Greece has been going through for the last decade, I wanted to find out how this unfavorable situation has influenced Greek consumers' purchasing decisions. The decrease of salaries, the higher taxation policies and the unstable economic environment might affect people's buying habits and create either an aversion or a bigger preference for foreign products. By using a modified version of the Consumer Ethnocentrism

Scale (CETSCALE), firstly introduced by Shimp and Sharma (1987), I tried to identify if Greek consumers are characterized by high ethnocentricity emotions. Only a section of the original CETSCALE was used, in particular 10 questions out of the 17 proposed, since some of them were considered as too extreme. In the following table one can find the original version of the CETSCALE as proposed by Shimp and Sharma (1987), as well as the modified version used in the survey (for the translated version check out Appendix, Exhibit 1).

Table 1: CETSCALE original version by Shimp & Sharma (1987) and CETSCALE modified to suit Greek consumers

Original Study of Shimp & Sharma (1987)	**Modified to apply to Greek consumers**
1)American people should always buy American-made products instead of imports.	-
2)Only those products that are unavailable in USA should be imported.	Only those products that are unavailable in Greece should be imported.
3)Buy American-made products. Keep Americans working.	Buy Greek-made products. Keep Greeks working.
4)American products, first, last and foremost.	-
5)Purchasing foreign-made products is un-American.	-
6)It is not right to purchase foreign products.	It is not right to purchase foreign products.
7)A real American should buy American-made products.	-
8)We should purchase products manufactured in America instead of letting countries get rich off us.	-
9)It is always best to purchase American products.	It is always best to purchase Greek products.
10)There should be very little trading or purchasing of goods from other countries unless out of necessity.	There should be very little trading or purchasing of goods from other countries unless out of necessity.
11)Americans should not buy foreign products, because this hurts American business and causes unemployment.	Greeks should not buy foreign products, because this hurts Greek business and causes unemployment.
12)Curbs should be put on all imports.	Curbs should be put on all imports.
13)It may cost me in the long run but I prefer to support American products.	It may cost me in the long run but I prefer to support Greek products.
14)Foreigners should not be allowed to put their products on our markets.	-
15)Foreign products should be taxed heavily to reduce their entry into the USA.	Foreign products should be taxed heavily to reduce their entry into Greece.
16)We should buy from foreign countries only those products that we cannot obtain within our own country.	We should buy from foreign countries only those products that we cannot obtain within our own country.
17)American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work.	-

During the study of Chryssochoidis et al. (2007) Greece was in a more prosperous position and Greek consumers had not yet been affected by the crisis. Their results showed that there were two types of consumer categories, ethnocentric and non-ethnocentric, all however favored Greek products over foreign ones, the first group overall and the second one in some of the product's attributes. In the present study Greek consumers did not have the option of choosing a Greek product over a foreign one, since Greece was not included in the countries used to identify the COO effect, to avoid a Consumer Ethnocentrism (CE) bias during the selection of preference. The CE level of the respondents was later identified by using the CETSCALE in the last part of the survey, after all other questions were answered.

3.4. Survey Specifications

3.4.1. Target audience

The study intends to approach the mind of consumers and understand how a country of origin of a certain product might affect their purchasing decision and whether they are influenced by ethnocentric feelings. To simplify the analysis, I chose to focus on the country I grew up and have lived in most of my life and whose consumers I have seen in action: Greece. My survey targeted all adult Greek consumers and did not have any restrictions regarding education level, income, etc. Any Greek consumer, aged 18+, was welcome to answer the questionnaire.

The reason for not choosing a pre-defined target group with people from common backgrounds is because in a controlled group of participants, respondents would have similar characteristics and opinions with one another and that could lead to biased results. Having consumers participate randomly without requiring any technical skills, allowed me to understand if the level of familiarity had an impact on the importance people gave to the COO of a product. More specifically, if everyone answering my survey was an electronics or car specialist then the sample would not be representative of the typical Greek consumer.

3.4.2. Time frame and distribution

It has been 10 years from the moment the crisis struck, and a big part of Greece's population is still going through difficult times. The Greek population has been struggling with high unemployment rates for a long time now, resulting in many young, educated citizens leaving the country and causing the "brain drain" phenomenon. The research was conducted in Greece during the months of June and July 2018, from the 29th of June until the 29th of July, which means that the tourism industry was on its rise and resulted in a temporary, slight decrease of unemployment.

The survey was created in the online platform Qualtrics and the link was continuously shared on social media platforms until an accepted number of respondents was reached. The online distribution facilitated the spreading of the survey by using my own network, as well as that of friends, fellow students and colleagues who helped me reach out to consumers living in various places across Greece. People who lived in the capital, other major cities or even villages got the opportunity to answer thanks to the valuable help of those who shared my survey. The total amount of respondents raised was 293 of which 236 met the criteria to be used for the statistical analysis.

3.4.3. Survey Structure

The survey consisted of three main parts: demographics, four different Likert scales, one for each product category, and the final CETSCALE. In the first part the respondents had to fill in their personal information, which included questions about their gender, age, working and marital status, education level, income level, if they were parents, the place of their residence and if they have ever visited a foreign country. The reason for asking for so many details about the respondents is because I wanted to have the clearest possible image of the people answering my survey and their background.

In the second part, respondents needed to choose from a scale of 1 to 5, with 1 being equal to "Completely disagree" and 5 being equal to "Completely agree", how much they agreed with the phrase "I would buy this product", which eventually showed us how willing they are to purchase each of the products offered. For each of the product categories I searched and found the most important attributes in order to be as descriptive as possible and create a mental image of the product for my respondents. After completing my search, I conducted small focus groups of 4 to 5 people that were familiar with each of the product categories to make sure that the attributes chosen were indeed considered as the most important ones.

The product categories used were: Fruit, Smartphones, Personal Computers (PC) and Cars, while the three countries of origin were Germany, Italy and China. The reason for choosing these countries is because Greek consumers are familiar with them and have some perceptions, or stereotypes one might say, about them. All of them import these kinds of products in Greece and all three are ranked quite highly in the Global Competitiveness Report of World Economic Forum for 2017-2018 (Appendix, Exhibit 2).

The attributes chosen for each product categories are depicted in Table 2:

Table 2: Attributes for each product category

Fruit	Smartphone	PC	Car
Maturity: hard or ripe **Smell:** Sweet-smelling or no smell **Price:** 1€/kg or 1.5€/kg **COO:** Germany, Italy, China	**Camera resolution:** 12 Megapixel or 16 Megapixel **Storage capacity:** 32GB or 64GB **RAM memory:** 4GB or 6GB **Price:** 250€ or 450€ **COO:** Germany, Italy, China	**RAM memory:** 8GB or 16GB **Processor:** AMD or Intel **Hard Drive:** HDD or SSD **Price:** 650€ or 850€ **COO:** Germany, Italy, China	**Engine Capacity:** 1.200CC or 1.600CC **Fuel consumption:** Petrol or Diesel **Horsepower:** 75HP or 125HP **Price:** 15.000€ or 20.000€ **COO:** Germany, Italy, China

After evaluating every product of each category, questions followed that had to be answered using a 5-point Likert scale and showed how familiar the respondent was with choosing this type of product and if the consumer thought that COO affects this product's perception of quality. This was used to understand how consumers choose to buy products, depending on how familiar they are with a certain product category and to what attributes they give gravity to when they have not bought something similar before.

Before filling in the CETSCALE, the respondents needed to choose which level of quality they thought described best the products of each country. They were given the option to choose between high, average and low quality, while they were also given the "depends on the product category" choice, for each of the three COO. Finally, the CETSCALE was used to identify consumer ethnocentrism and was placed at the end in order to avoid creating or increasing consumers' ethnocentric feelings before evaluating each product. The version used in the survey included 10 out of the 17 questions proposed by Shimp and Sharma (1987), as shown in Table 1 ***(p.32)***. The questions were posed using a 5-point Likert scale and the respondents had to state to what extent they agreed or disagreed with the given statements.

3.4.4. Survey testing and improvement

The first complete survey was created in the English language and had three parts: demographics, three blocks with choices from which the respondents had to choose their preferred option and then the CETSCALE. The choices people had to make were produced by using orthogonal analysis in SPSS, after importing the attributes and their levels and automatically generating eight profiles for each product category. The reason this was done was to avoid any personal bias while making up the questionnaire. This type of survey was shared among a group of Greek students that have a good comprehension of the English language and they were asked to fill it in. They commented that the choices were clear, the questions simple and that it was a short survey. However, what became clear then was that this kind of survey format was more appropriate for the collection of data to perform a choice-based conjoint analysis, which was not the chosen method to analyze the dependent variable.

Instead of giving pairs of choices to the respondents the choice was made to change the format of the questions asked. The people answering the survey did no longer have to choose one of the given options, but rate all of them. More specifically, the SPSS-generated profiles that were previously made were used, but instead of giving them as pairs from which the respondent had to choose the most favorable of the two, now they were given six different products and had to rate all of them. The second format of the questionnaire was shared with the same people, in order to compare both surveys and give their opinion about the level of difficulty. What they noticed in the second structure is that the questions were perceived more difficult because they could not compare anymore but had to evaluate separately each product.

Another thing they noted is that the typical Greek consumer might find it hard to evaluate a personal computer and suggested to change the attributes by making them less technical. For this reason, the category Smartphones was added, a product that has a few more widely-known attributes, but Personal Computers were not removed, as to evaluate the relation of familiarity with product categories and COO. The final survey had the same structure as the second one, but also included questions concerning smartphones in order to avoid any confusion about the product's specifications and simplify the answering procedure for the respondents. This survey was approved by the thesis supervisor, translated in Greek and given to the same focus group to identify any misunderstandings that might occur during translation. After it was approved, a final translation was done in English for the last check. Once this all was done, the distribution of the Greek survey started.

4. Results

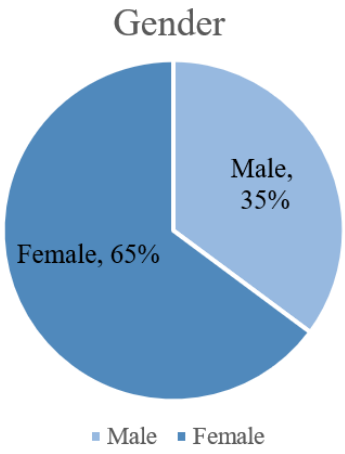
4.1. Sample

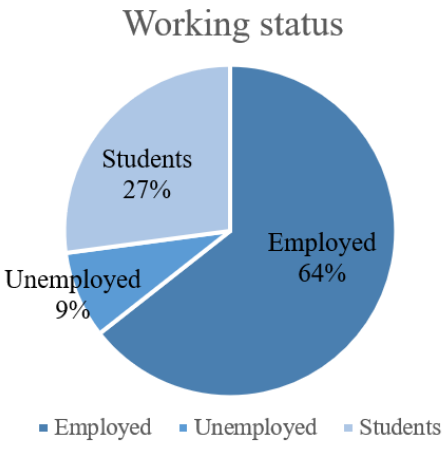
4.1.1. Sample Size

After thirty days of continuously sharing the survey link from Qualtrics through online channels, mostly through social media, the number of total recorded responses reached 293. During the screening process all surveys that were not finished and had missing values were deleted, while a second check made sure that all subjects were Greek and over 18 years old. The removal of the incomplete surveys and of those that did not fulfill the criteria of Greek nationality and age, led to a final sample of 236 subjects.

4.1.2. Demographics

The approved responses showed that from the total of 236 subjects, 84 (35%) were male, 153 (65%) were female, while there were no subjects that did not wish to specify their gender. The youngest person to fill in the survey was 18 years old and the eldest 66 years old, while the average age of the respondents was 28,9 years old. As far as education is concerned, 196 subjects (83%) have continued to higher education, 40 subjects (17%) have completed secondary education and none have stayed at the primary education level.





Most of the subjects, 152 (64%) in particular, were employed, 64 (27%) were students and 20 (9%) were unemployed. The largest part of the sample, 109 subjects (46%), earned less than 10.000€/year, while only 10 respondents (4%) had an income that exceeded the amount of 30.000€/year. The "No income" option was chosen by 51 subjects (22%), 59 (25%) opted for the 10.000-20.000€ range and 7 respondents (3%) earned between 20.000-30.000€.

The survey was completed by 194 subjects (82%) that were single and 42 subjects (18%) that were married. Apart from the marital status, respondents also had to state if they had children and from the total of 236, 42 (18%) said yes and 194 (82%) said no. The majority of the subjects, specifically 112 (47%), lived in Athens or Thessaloniki, 80 (34%) stated that they live in another city and 44 subjects (18%) lived in a town or village. Only 36 respondents (15%) have not been abroad, while 95 (40%) have been to 1-3 countries, 62 (27%) have visited between 4-6 countries and 43 (18%) have been to 7 or more.

From the demographics we derive that the average respondent is female, around the age of 29, single and childless. She has a university degree, is working, earns less than 10.000€ per year, lives in Athens or Thessaloniki and has been to 1-3 foreign countries.

4.2. Data reliability

The data used for the analysis were evaluated in order for the results to be reliable and to avoid any errors. For this reason, Cronbach's Alpha was used to run reliability checks over the data in SPSS. For each different product category, a different reliability test was run to avoid confusion and errors. In addition, a separate reliability check was run for the results of the CETSCALE. For the category of fruit, Cronbach's Alpha equals 0.730 > 0.7, meaning that the data are reliable and can be used in the analysis. The same counts for smartphones, PCs and cars, where Cronbach's Alpha equals 0.773, 0.759 and 0.713 respectively, while the reliability test of the CETSCALE gave an Alpha equal to 0.901. The part of the quality perceptions that the consumers had of each country was excluded from all of the linear regressions as it was not considered reliable according to the Cronbach's alpha test (Appendix, Exhibit 4).

4.3. Regression Analysis

For every product category similar hypotheses were drawn to simplify their final comparison. The results of each regression were firstly analyzed separately and then, in the final chapter of this study, compared to the remaining three, in order to conclude whether the behavior of Greek consumers changes from one product category to another. To be able and divide the analysis into four different parts the collected data had to be rearranged (Exhibit 3). Each answer of the subjects was decoded to understand which attributes were perceived as important for which product. This procedure helped in the categorization of the data so that it can be used in the regression and offer reliable results.

4.3.1. Fruit

4.3.1.1. Model Fit & Statistical Significance

The coefficient of multiple determination, also known as R-Squared, is used to measure the strength of the relationship between the independent and dependent variables. As shown in Table 3, in the case of Fruit, the R-Squared is equal to 29,2%. This is an acceptable level, since the aim of this study is not to predict future behavior of consumers, but rather to explain the relationship that exists between the independent variables and the Willingness of each respondent to purchase the proposed fruits.

Table 3: Fruit - Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.541[a]	.292	.284	.937

a. Predictors: (Constant), Consumer Ethnocentrism, Price, Chinese origin, High income, No income, University, Male, Mature, City, Smell, Familiarity, LogAge, German origin, Low income, Student, Employed

b. Dependent Variable: Willingness to purchase

The ANOVA table is a way of confirming that the overall model that was created when running the linear regression offers valid and statistically significant results. From Table 4 we derive that the p-value of the model is smaller than the critical value α=0.05, which means that the model created for the product category of Fruit is statistically significant.

Table 4: Fruit - Analysis of Variance & Overall Significance

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	506.766	16	31.673	36.086	.000[b]
	Residual	1227.894	1399	.878		
	Total	1734.660	1415			

a. Dependent Variable: Willingness to purchase

b. Predictors: (Constant), Consumer Ethnocentrism, Price, Chinese origin, High income, No income, University, Male, Mature, City, Smell, Familiarity, LogAge, German origin, Low income, Student, Employed

4.3.1.2. Coefficients

Coefficients are used to describe the relationship that exists between the independent variables and the dependent variable, while their sign indicates whether there is a positive or a negative relationship between them. A positive sign means that when the independent variable increases so does the dependent variable. A negative sign shows that when the independent variable

increases the dependent variable decreases. By examining Table 5, important information can be derived regarding the relationship of the explanatory variables and the dependent variable of the model, as well as their statistical significance.

Table 5: Fruit – Coefficients

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	T	Sig.
1	(Constant)	5.444	.429	12.680	.000
	Mature	.517	.061	8.477	**.000**
	Smell	.803	.053	15.204	**.000**
	German origin	-.290	.068	-4.257	**.000**
	Chinese origin	-.644	.061	-10.561	**.000**
	Price	-.114	.106	-1.083	.279
	Male	.056	.058	.965	.334
	LogAge	-1.453	.269	-5.406	**.000**
	University	-.111	.071	-1.555	.120
	Student	.110	.105	1.051	.294
	Employed	.065	.106	.607	.544
	High income	.267	.107	2.500	**.013**
	Low income	.037	.068	.545	.586
	No income	.146	.105	1.390	.165
	City	-.130	.068	-1.904	.057
	Familiarity	-.155	.045	-3.420	**.001**
	Consumer Ethnocentrism	-.086	.038	-2.278	**.023**

a. Dependent Variable: Willingness to purchase

Mature and Smell are statistically significant at the $\alpha=0.05$ level and both result in an increase of the respondent's Willingness to purchase. More specifically, if a piece of fruit is ripe or sweet-smelling the chances of the consumer buying it are greater. German origin and Chinese origin both have a statistically significant negative impact on the consumer's Willingness to purchase the fruit, meaning that a respondent is not quite willing to buy fruit originating from Germany and even less from China. It is worth mentioning that Price is not statistically significant which could mean that respondents do not pay much attention to the cost of the product but rather on the rest of its attributes.

LogAge has a statistically significant negative impact on Willingness to purchase and the older the age of the respondents the less willing they are to buy the proposed fruits. An increase in High income results in a statistically important increase in the consumer's Willingness to

purchase, while the effects of Low and No income are not considered significant. It is quite interesting that despite what previous literature suggests about the respondent's education level, in the case of fruit, Education is not considered as an important characteristic of the subject, nor is the fact that a person might be Employed, a Student or lives in a city. Fruit is a product that is accessible to all and can easily be assessed by anyone regardless of their education level and employment status, which might explain why these results were considered insignificant.

When the respondents' Familiarity increases their Willingness to purchase the proposed fruit options decreases, since there exists a negative relationship between the two variables. Even though it might seem slightly odd, in this case there is a possible explanation. Respondents who are more familiar with the procedure of selecting fruit, have high quality standards and might not be as satisfied with the options available to rate and are thus denying making a purchase.

If the Consumer Ethnocentrism level of a respondent increases then due to the fact that there is a negative relationship with the dependent variable, this person will be less willing to purchase the fruit. None of the proposed options originated from Greece, meaning that a respondent who has continuously increasing ethnocentric feelings would not be satisfied by any of these items.

4.3.2. Smartphones

4.3.2.1. Model fit & Statistical Significance

According to Table 6, the R-Squared for the second product category, Smartphones, is equal to 9,6%. It would be preferable if the data explained a larger percentage of the estimated model however since the main goal of the study is to understand the relationship of the independent and the dependent variable, the low R-squared value should not be a matter of concern.

Table 6: Smartphones - Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.310[a]	.096	.086	1.079

a. Predictors: (Constant), Consumer ethnocentrism, Chinese origin, Price, High income, Familiarity, No income, City, Store, Male, University, RAM, LogAge, German origin, Low income, Student, Employed

b. Dependent Variable: Willingness to purchase

As shown in Table 7, the model created for the Smartphones category has a p-value of 0.000, which means that the overall model is valid and statistically significant allowing the further analysis of the results.

Table 7: Smartphones - Analysis of Variance

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	173.812	16	10.863	9.323	.000[b]
	Residual	1630.154	1399	1.165		
	Total	1803.965	1415			

a. Dependent Variable: Willingness to purchase

b. Predictors: (Constant), Consumer ethnocentrism, Chinese origin, Price, High income, Familiarity, No income, City, Store, Male, University, RAM, LogAge, German origin, Low income, Student, Employed

4.3.2.2. Coefficients

Table 8 offers some interesting insights on how a consumer characteristics and the smartphone's attributes can influence a respondent's Willingness to purchase the product.

Table 8: Smartphones - Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	3.298	.513	6.426	.000
	RAM	.090	.061	1.480	.139
	Storage	-.002	.070	-.030	.976
	Price	-.556	.061	-9.139	**.000**
	German origin	-.082	.079	-1.038	.299
	Chinese origin	-.061	.070	-.874	.382
	Male	.038	.066	.568	.570
	LogAge	-.774	.295	-2.621	**.009**
	University	-.129	.082	-1.565	.118
	Student	-.059	.120	-.488	.625
	Employed	.239	.122	1.965	**.050**
	High income	-.007	.122	-.056	.956
	Low income	.180	.079	2.283	**.023**
	No income	.273	.121	2.262	**.024**
	City	.133	.079	1.696	.090
	Familiarity	.109	.048	2.241	**.025**
	Consumer ethnocentrism	-.117	.043	-2.710	**.007**

a. Dependent Variable: Willingness to purchase

An important note is that the variable Camera was automatically excluded by SPSS from the model as it caused multicollinearity (Appendix, Exhibit 7). For this reason, it cannot be found among the other product attributes. Of all product attributes, only Price is considered to be statistically significant, while it has a negative relationship with the dependent variable. The higher the price of the smartphone, the less willing respondents are to purchase the product. The country of origin of the smartphone does not have any statistically significant impact on the decision of the participant to purchase it, nor do RAM memory and its Storage capacity. A possible reason for these insignificant results might be that a lot of respondents were not very familiar with the mentioned attributes and gave more gravity to the price.

LogAge has a negative relationship with the dependent variable, which means that the older respondents get the less they are willing to purchase one of the smartphones. In the meantime, being a male, having gone to or still attending university does not have any significant impact on the participant's intention to buy the product. However, whether someone is Employed is statistically significant and it increases the chances of the consumer's Willingness to purchase the smartphones.

Low income and No income are both considered significant and have a positive relationship with the Willingness to purchase the phones. The attributes and the price make a good combination for a "value for money" phone which explains why respondents with low or even no income are willing to buy them.

Familiarity and Willingness to purchase have a positive relationship, meaning that the more familiar respondents are with this particular product category and its attributes, the more willing they are to buy the smartphones. Adversely, the higher the ethnocentric feelings of a respondent the less willing they are to purchase one of the proposed items.

4.3.3. Personal Computers

4.3.3.1. Model fit and Statistical Significance

The R-Squared of the model created for the third product category, Personal Computers, is equal to 8,4%. As in the case of Smartphones the value of the coefficient of determination is low. Since the interest of this study lies in the relationship between the dependent and independent variables and there is no intention to predict any future behavior, the low R-squared value is accepted.

Table 9: Personal Computers - Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.290[a]	.084	.073	.891

a. Predictors: (Constant), Consumer ethnocentrism, Chinese origin, Processor, High income, Familiarity, No income, University, Hard_drive, City, RAM, Male, LogAge, German origin, Low income, Student, Employed

b. Dependent Variable: Willingness to purchase

The p-value of the regression is equal to 0.000 which means that the overall model is considered statistically significant and the further analysis of the outputs will improve our understanding of the respondents' behavior.

Table 10: Personal Computers - Analysis of Variance & Overall Significance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.805	16	6.363	8.006	.000[b]
	Residual	1111.822	1399	.795		
	Total	1213.626	1415			

a. Dependent Variable: Willingness to purchase

b. Predictors: (Constant), Consumer ethnocentrism, Chinese origin, Processor, High income, Familiarity, No income, University, Hard_drive, City, RAM, Male, LogAge, German origin, Low income, Student, Employed

4.3.3.2. Coefficients

Table 11 provides a clear image of the coefficients of each of the independent variables included in the regression. The variable Hard_Drive was automatically excluded from the model in order to avoid multicollinearity (Appendix, Exhibit 8) as was the case with Camera in the Smartphone category.

Table 11: Personal Computers - Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.332	.402		10.782	.000
	RAM	.226	.050	.122	4.490	**.000**
	Processor	.175	.050	.094	3.478	**.001**
	German origin	.035	.065	.018	.539	.590
	Chinese origin	-.227	.058	-.115	-3.907	**.000**
	Price	-.044	.058	-.023	-.767	.443
	Male	.058	.057	.030	1.018	.309
	LogAge	-1.114	.243	-.143	-4.582	**.000**
	University	-.132	.068	-.053	-1.945	.052
	Student	.180	.099	.086	1.816	.070
	Employed	.297	.100	.153	2.964	**.003**
	High income	.232	.101	.065	2.297	**.022**
	Low income	.039	.065	.021	.604	.546
	No income	.269	.100	.120	2.687	**.007**
	City	-.087	.065	-.037	-1.335	.182
	Familiarity	.068	.032	.059	2.095	**.036**
	Consumer ethnocentrism	-.020	.036	-.016	-.549	.583

a. Dependent Variable: Willingness to purchase

RAM memory is statistically significant as a PC attribute and has a positive relationship with the dependent variable. When the RAM memory of the PC increases so does the willingness of the respondents to purchase it. Between the two types of Processor available (AMD=0 and Intel=1) we see that there is statistically significant preference towards Intel, since the Willingness to buy the computer increases when the value of the Processor variable increases. According to the table, Price is not considered as important as the rest of the attributes when choosing a computer as it is not statistically significant.

The German origin of a PC was not perceived as an important factor when respondents rated the product since its p-value is much greater than the critical value of α=0.05. On the contrary, when the PC originates from China this seems to have a statistically significant negative impact on the respondents' Willingness to pay. A reason this might occur is because of the difference in the quality perceptions that the participants have between products manufactured in Germany and those manufactured in China.

The LogAge of the respondent is statistically important and is negatively associated with the Willingness to purchase a PC, therefore the older participants are, the less willing they are to buy the computers. Education level and gender are not considered significant and neither the fact if the respondent is still a student. However, if they are Employed, have a High income or No income at all they are more willing to purchase a PC as those independent variables have a positive relationship with the dependent one.

Familiarity is statistically significant and the higher its value the more willing respondents are to purchase the PC. This aligns with previous literature, since the more "expert" the consumer the less influenced he or she will be by less important attributes. Consumer Ethnocentrism is not statistically significant, and this could occur due to the fact that respondents know that different parts of the product are manufactured and assembled in many different countries.

4.3.4. Cars

4.3.4.1. Model Fit & Statistical Significance

The R-Squared for the final model which is designed for the product category Cars is equal to 17,5%, a level that is acceptable for the aim of this study.

Table 12: Cars - Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.418[a]	.175	.165	.974

a. Predictors: (Constant), Consumer ethnocentrism, Price, Fuel, High income, Familiarity, University, No income, Chinese origin, City, Horsepower, Male, LogAge, Capacity, Student, Low income, Employed, German origin

b. Dependent Variable: Willingness to purchase

By examining the analysis of variance table, it can be derived that the regression has a p-value of 0.000 which confirms that the model is considered statistically significant in the 95% confidence level.

Table 13: Cars - Analysis of Variance & Overall Significance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	280.360	17	16.492	17.394	.000[b]
	Residual	1325.502	1398	.948		
	Total	1605.862	1415			

a. Dependent Variable: Willingness to purchase

b. Predictors: (Constant), Consumer ethnocentrism, Price, Fuel, High income, Familiarity, University, No income, Chinese origin, City, Horsepower, Male, LogAge, Capacity, Student, Low income, Employed, German origin

4.3.4.2. Coefficients

The last table of coefficients defines the relationship that exists between each of the independent variables that describe the attributes of the cars, the characteristics of the respondents and the dependent variable, their Willingness to pay.

Table 14: Cars - Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		T	Sig.
		B	Std. Error		
1	(Constant)	5.570	.836	6.664	.000
	Capacity	-1.251	.694	-1.804	.072
	Fuel	-1.045	.695	-1.504	.133
	Horsepower	.187	.055	3.400	**.001**
	German origin	-.958	.695	-1.378	.168
	Chinese origin	-.581	.063	-9.157	**.000**
	Price	-.341	.055	-6.203	**.000**
	Male	-.133	.062	-2.125	**.034**
	LogAge	-1.150	.270	-4.252	**.000**
	University	-.031	.074	-.418	.676
	Student	.258	.108	2.382	**.017**
	Employed	.444	.109	4.063	**.000**
	High income	.124	.111	1.121	.263
	Low income	-.019	.071	-.268	.789
	No income	.277	.109	2.529	**.012**
	City	-.051	.071	-.715	.475
	Familiarity	.071	.035	2.002	**.045**
	Consumer ethnocentrism	-.029	.039	-.743	.458

a. Dependent Variable: Willingness to purchase

Horsepower is considered statistically important and has a positive effect on the respondents' Willingness to purchase, meaning that the more Horsepower the car has, the more willing the participants are to purchase it. Price is also statistically significant and has a negative impact on the purchasing decision. More specifically, the higher the price of the car the more consumers will be reluctant to purchase it. On the contrary, neither engine Capacity nor the type of Fuel are perceived as important. It is worth mentioning that they both have a negative relationship with the dependent variable even though it is not statistically significant.

The importance of the country of origin effect differs among countries, since the German origin of a car is not considered statistically important while the Chinese origin is. This could possibly be because in this particular industry Germany has a very good reputation for the quality of manufacturing compared to China which does not share the same recognition, leading to a negative relationship with the respondents' willingness to pay.

LogAge has a p-value of 0.000, is statistically significant and has a negative relationship with the willingness to purchase the cars. Thus, the older the consumer the less interested in buying one of the proposed vehicles. Adversely, being Employed or a Student, even having No income are all statistically significant and have a positive relationship with the dependent variable.

This is the only product category where the gender of the participant is considered statistically significant. If the respondent is a male, he is more willing to purchase the cars offered compared to a female. A reason behind this behavior could be the higher familiarity men usually have with the attributes of a car (Appendix, Exhibit 9). In addition, Familiarity is also considered statistically significant and its positive relationship with the respondents' Willingness to purchase indicates that the higher the level of expertise the more willing to buy the car. Consumer ethnocentrism is not considered statistically significant.

4.4. Summary of findings

What has become clear after examining the results of the linear regression for the category of fruit is that price, education level, employment status and income do not have a direct impact on the decision to purchase the product. On the other hand, the country of origin, the smell and maturity of the fruit are important product characteristics that in addition to the age, familiarity and ethnocentrism level of the consumers do influence their willingness to buy.

When evaluating the smartphones most of the respondents were influenced by the price and whether they are employed, have a low income or no income at all. The familiarity of consumers along with their age and the level of ethnocentrism also influenced their final decision while attributes like the camera, RAM or storage were not perceived as important, neither was the country of origin.

While rating the PCs consumers payed attention to intrinsic characteristics like the RAM memory and the processor as well as to the origin of the item when this came from China. It is interesting that when the PC comes from Germany respondents are indifferent, the same as when there are price changes. Employment status, high income level or no income at all lead to an increase in the willingness to buy the PC and so does a higher familiarity with this product category.

During the evaluation of cars, the respondents showed a preference to vehicles with a greater horsepower, while the price, fuel type and engine capacity were not considered as important. The Chinese origin of a car led to participants being reluctant to purchase and the older the consumers the less willing they were to buy. Being a male, having a job, no income or being a student, all positively influenced the purchasing decision.

5. Conclusion

Previous literature has shown that the Country of Origin of a product has an impact on the purchasing decision of consumers. By summarizing the literature review outcomes and using the results of the field research to test the hypotheses, the main purpose of this study is to understand the relationship that exists between a product's COO and the Greek consumer's willingness to purchase it.

5.1. Literature Review Outcomes

The main outcomes of the literature study can be condensed into the following key points.

1. A consumer who has a higher level of familiarity with a certain product category is less likely to be influenced by its country of origin. More specifically, the more experience people have in evaluating and choosing an item from a specific product category, the more attention they pay to its intrinsic attributes. On the contrary, when consumers have little knowledge about the product itself, they turn to the perceived Country Image to extract information about it.

2. Research has shown that the education level of consumers influences their decision-making process when it comes to purchasing a product. A person who has completed a higher level of education tends to be less interested in the COO of the item as other features are considered more important.

3. The Consumer Ethnocentrism level is connected to the age of the consumers, as well as their level of education and has an impact on their purchasing decision. Consumers that are more ethnocentric are influenced by the COO of the product, while they show a greater preference for local and domestic products.

5.2. Field Research Outcomes

In the previous part of this study the regression results were presented by category and the reader already got an idea of what influences the purchasing decisions of Greek consumers. The analysis of these outcomes revealed some interesting facts about the behavior of the respondents.

5.2.1. Fruit

H1. The COO of fruit does not affect consumers' willingness to purchase it.

a. ***The German origin of fruit does not affect consumers' willingness to purchase it.***
   The p-value of German_origin is equal to 0.000, which means that the German origin of fruit is considered statistically significant and that the null hypothesis H1.a. can be rejected.
b. ***The Chinese origin of fruit does not affect consumers' willingness to purchase it.***
   Chinese_origin has a p-value of 0.000, thus it is statistically significant and the null hypothesis H1.b. is rejected at the 95% confidence level.

The two sub-hypotheses, which state that the COO effect has no impact on the consumer's decision to purchase, were rejected. As a result, when consumers are evaluating fruit in order to purchase it, they are influenced by its country of origin, either positively in the case of Italy, or negatively for Germany and China (Appendix, Exhibit 6).

H2. A higher level of familiarity does not have any effect on consumer's Willingness to purchase fruit.

Since Familiarity has a p-value of 0.001, it is considered statistically significant and the null hypothesis H2 can be rejected. Familiarity does have an effect on the decision of Greek consumers and the more familiar they are with buying fruit the less willing they are to proceed with the purchase of the proposed options.

H3. A higher level of Consumer ethnocentrism does not affect a consumer's Willingness to purchase fruit.

The p-value of Consumer_Ethnocentrism is equal to 0.023 < α=0.05 and is statistically significant. The null hypothesis H3 is rejected since consumers are influenced by their ethnocentric feelings when purchasing fruit, while the higher the consumers' ethnocentrism the less willing they are to buy.

5.2.2. Smartphones

H4. The COO of a smartphone does not affect consumers' willingness to purchase it.

a. ***The German origin of a smartphone does not affect consumers' willingness to purchase it.***

   German_origin has a p-value of 0.299 > α=0.05, thus it is not considered significant and we do not reject the null hypothesis H4.a.

b. ***The Chinese origin of a smartphone does not affect consumers' willingness to purchase it.***

   The p-value of Chinese_origin is equal to 0.382 which is much greater than the critical value of 0.05. The variable is not considered statistically significant and the null hypothesis H4.b. is not rejected.

The rejection of the two sub-hypotheses means that none of the countries of origin seem to have a significant effect on a Greek consumer's willingness to purchase a smartphone since other attributes are considered more important.

H5. A higher level of familiarity does not have any effect on consumer's Willingness to purchase a smartphone.

Familiarity has a p-value of 0.025 < α=0.05, is statistically significant and hence we reject the null hypothesis H5. This means that there is an effect on the purchasing decision as consumers that have a higher level of familiarity with this product category are more willing to purchase the smartphones offered.

H6. A higher level of Consumer ethnocentrism does not affect a consumer's Willingness to purchase a smartphone.

With a p-value of 0.007 Consumer_Ethnocentrism is considered statistically significant at the 95% confidence level and thus the null hypothesis H6 can be rejected. When considering the purchase of a smartphone consumers are influenced by any ethnocentric feelings they might have, while the more ethnocentric the consumers, the less willing they are to buy.

5.2.3. Personal Computers

H7. The COO of a Personal Computer does not affect consumers' willingness to purchase it.

a. ***The German origin of a PC does not affect consumers' willingness to purchase it.***
   German_origin has a p-value of 0.590 > α=0.05, the variable is not statistically significant and therefore the null hypothesis H7.a. is not rejected.
b. ***The Chinese origin of a PC does not affect consumers' willingness to purchase it.***
   The p-value of Chinese_origin is equal to 0.000 < α=0.05 which means that it is statistically significant and that the null hypothesis H7.b. is rejected.

It is quite interesting that the significance of the variables that indicate the country of origin of a personal computer varies. More specifically, a PC that comes from Germany does not seem to have any significant impact on the consumer's decision to purchase. On the contrary, if a PC that has the same attributes as the one from Germany, comes from China the consumer will be less willing to make the purchase.

H8. A higher level of familiarity does not have any effect on consumer's Willingness to purchase a PC.

Familiarity has a p-value of 0.036 < α=0.05, is considered statistically significant and for this reason we can reject the null hypothesis H8. The willingness to purchase a PC is influenced by a consumer's familiarity with the certain product category in a positive manner, since the more familiar the buyer with the process of evaluating the PC the more willing to purchase it.

H9. A higher level of Consumer ethnocentrism does not affect a consumer's Willingness to purchase a PC.

The p-value of Consumer ethnocentrism is equal to 0.583 > α=0.05, therefore the variable is not statistically significant, and we do not reject the null hypothesis H9. The impact of the ethnocentric feelings of a consumer are not considered important enough to affect his or her decision to purchase the PC.

5.2.4. Cars

H10. The COO of a car does not affect consumers' willingness to purchase it.

- ***a. The German origin of a car does not affect consumers' willingness to purchase it.*** German_origin has a p-value equal to 0.168 > α=0.05 meaning that the variable is not statistically significant and that we do not reject the null hypothesis H10.a.
- ***b. The Chinese origin of a car does not affect consumers' willingness to purchase it.*** Chinese_origin has a p-value of 0.000 < α=0.05, thus the variable is statistically significant and the null hypothesis H10.b. can be rejected.

In this category whether or not the consumer's decision to purchase is influenced depends on the country where the car is manufactured. When the correlation of the Willingness to purchase, German_origin, Italian_origin and Chinese_origin is analyzed (Appendix, Exhibit 9) all of the countries have a significant impact on the dependent variable. This significance changes in the multivariate regression due to the more variables that are included in the model. Thus, when all factors are included the positive impact of Germany is no longer considered as important in order to influence the decision. On the contrary, if the car comes from China consumers will be less willing to purchase it.

H11. A higher level of familiarity does not have any effect on consumer's Willingness to purchase a car.

The p-value of Familiarity is equal to 0.045 which is considered significant in the 95% confidence level. The null hypothesis H11 is rejected since the level of familiarity is proved to be an important factor when evaluating a car. The higher the familiarity level of the consumer the more willing he or she is to purchase the car.

H12. A higher level of Consumer ethnocentrism does not affect a consumer's Willingness to purchase the car.

The variable Consumer_Ethnocentrism has a p-value of 0.458 > α=0.05, thus it is not considered statistically significant and the null hypothesis H12 is not rejected. More specifically, the ethnocentric feelings of consumers do not have an influence on their decision to purchase one of the given cars.

5.3. Comparison of literature review & field research outcomes

Previous literature findings show that age results in a higher level of consumer ethnocentrism, while a higher education level and increased familiarity with a certain product category decrease the ethnocentric feelings a consumer has. The outcomes of the field research conducted for this study agree with the fact the age and education level increase and diminish the consumer's ethnocentric feelings respectively. It is, however, important to note that the research findings showed that the familiarity people have with a certain product category can have either a positive or a negative impact on their willingness to purchase the product.

More specifically, respondents that have an affinity with choosing fruit depend on the COO as a quality indicator of the food product they are buying. Their increased level of familiarity results in higher consumer ethnocentric feelings and less motivation to purchase fruit from countries that are not particularly famous for the production of agricultural products (e.g. Germany or China). On the contrary, in the category of smartphones it is clear that people who are more familiar with the product's characteristics do not care about the COO as much as they do for its intrinsic attributes.

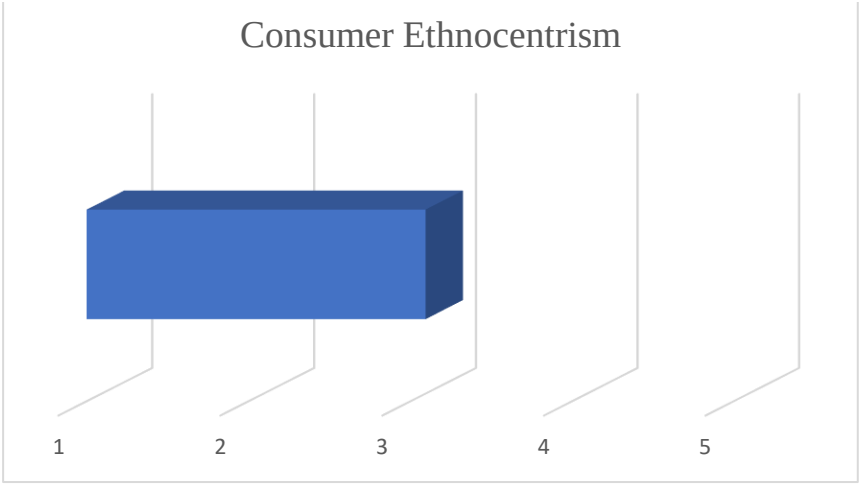
The former research that was conducted on the behavior of Greek consumers was mainly based on food products instead of durable goods which also explains the difference in the findings for the rest of the products. Hence, even though previous research suggests that familiarity is not positively related to consumer ethnocentrism and does not increase the COO effect, this study proves that under certain circumstances familiarity can be connected with higher ethnocentric feelings and a greater COO effect.

More than a decade has passed since the study of Chyssochoidis et al. (2007) and even though the research methodologies of the two studies differ in the biggest part, if we compare the outcomes, a difference can be detected in the way consumers evaluate a product. The economic situation in Greece has certainly played a part in the change of Greek consumers' minds. Most of the subjects of this survey had a relatively low income meaning that their choices could be influenced by their buying capabilities since in most of the categories price was an important factor. In addition, no Greek products were included in the survey thus there was no ethnocentric bias during the evaluating process of the options.

The outcomes of the research indicate that the level of consumer ethnocentrism (CE) is not as high in the Greek population as it was expected according to former findings. Previous literature has shown that Greek consumers tend to have ethnocentric feelings, however the

results of this study prove that the extent to which they are influenced by those feelings has decreased. More specifically, most of the respondents chose the option Neither agree nor disagree, while there is a tendency to disagree with the statements (1=completely disagree, 5=completely agree) instead of supporting them. The graph below gives a representation of the answers and shows that the behavior of consumers towards foreign brands has become less sensitive to the influence of any ethnocentric feelings they might have.

Figure 5: Average of CETSCALE results that indicate the mean of the respondents' choices. Number 1 takes the value of Completely disagree, while 5 means Completely agree to the statements of the CETSCALE. The closer the values are to 1, the less ethnocentric the respondents.



5.4. Answer to key Research question & empirical sub-questions

The reason this analysis was conducted was to counter a set of empirical sub-questions and draw a conclusion that will provide the final answer to the key research question. Firstly, each of the sub-questions will be given an answer.

Does the effect of the COO differ between product categories?

According to the field research outcomes, the COO Effect does not have the same impact across different product categories. More specifically, a consumer's decision to purchase fruit, an easily perishable, agricultural product is heavily influenced by the product's country of origin. On the contrary, when someone is considering purchasing a PC, their decision will be primarily based on specific attributes like the price, RAM, processor etc. In addition, differences are noticeable within the same product category across the countries. That is to say that sometimes a specific country of origin (e.g. China) can have a negative effect on the purchase intention of the consumer for example of fruits, while another (e.g. Italy) has a positive impact on their decision.

Does consumers' familiarity with a product category diminish the COO effect?

From the analysis can be derived that familiarity has an effect on the consumers' willingness to purchase a product and that the higher a person's familiarity is with a certain category the less influenced he or she is by the country of origin. This, however, counts for items that do not fall under the category of perishable goods, which in this case is represented by fruit. Namely, when choosing fruit consumers are skeptical about the origin and actually the more familiar someone is with picking out fruit, the more attention they pay to the country the product comes from. Hence, familiarity does indeed have an impact on the COO Effect, but whether it is diminishing it or increasing it depends on the specific product category.

Having answered the empirical sub-questions two important conclusions were drawn that will help reply to the key research question of this study:

Does the Country of Origin Effect affect Greek consumers' purchasing decisions?

The most important aspect to consider before replying to this question is the product category. More specifically, depending on the type of the product, whether for example, it is a vegetable or a piece of meat, a television or a motorcycle, the consumer evaluates the country of origin with a different gravity. This means that while for a food product origin is considered important and is perceived as an indicator of quality, this does not count, at least not with the same significance, when picking out a smartphone.

Apart from identifying the product category, the consumer's level of expertise in evaluating and choosing the product should be considered as well when trying to answer the above question. Namely, a consumer that has a high level of expertise in the usage of personal computers, will be aware of the important characteristics a high-performing PC needs and will therefore be less influenced by the country of origin of the product than others who only use it for one specific task.

Greek consumers are influenced by the country of origin of the products they purchase in different extent each time. More specifically, in some cases the COO is one of the main criteria used to evaluate their options (e.g. fruit), while in other circumstances only a specific country has an impact on their final decision (e.g. cars). The importance given to certain attributes is connected to the consumers' familiarity with the products as well as with their level of ethnocentrism in some cases.

To conclude, the answer to the central research question: "*Does the Country of Origin Effect affect Greek consumers' purchasing decisions?"* is that yes, Greek consumers are influenced by the country of origin of a food product. When it comes to other categories only a product that originates from a country that does not have a very positive image according to consumers' beliefs influences their decision and could possibly decrease their willingness to purchase it (e.g. cars that come from China). Hence, Greek consumers are in many situations influenced by the COO effect while making a purchasing decision, however the extent of this effect varies from one consumer to another and across product categories.

5.5. Study limitations

The findings of this study are representative of the people who took part in the survey. Concerning the distribution of the survey, some limitations existed as the subjects could only access the Qualtrics link online and submit their results electronically, causing a limited outreach to older consumers. The survey was shared through online platforms to contacts of the researcher meaning that the age and social background were quite similar, with some exceptions (Appendix, Exhibit 5).

The study aimed at understanding whether Greek consumers are influenced by the country of origin of foreign products when making a purchasing decision. Thus, another limitation was caused by the research methodology as it did not include Greek alternatives in the options offered to respondents. The whole idea was to exclude Greek products from the available choices in order to comprehend how consumers evaluate their options according to product category, without having a local alternative. This however might have caused a bias in the evaluation of the actual Consumer Ethnocentrism level that the respondents have.

5.6. Recommendations for companies

Before introducing a new brand in the Greek market, companies that are active in the fields of food processing and retailing, consumer electronics as well as the automotive industry, should consider the implications that could be caused by the COO of their products. More specifically, if it is a food product that comes from a country with a less positive country image (CI) in this category, it might be useful to avoid any name associations with the origin as to prevent increasing any aversion towards the product. On the contrary, if the CI of the COO is positively associated to a certain category, then it could be an advantage to promote it (e.g. Italian car brand).

My suggestion to any companies would be to have a thorough understanding of the existing competitors and the characteristics of Greek consumers (e.g. average familiarity level, ethnocentric feelings) that might influence their behavior towards the product before attempting a nationwide entry to the market. Introducing the product to diverse focus groups and getting feedback on its branding and the quality perceptions the consumers might have is a costly practice, but it can help avoid certain pitfalls such as the aversion of the consumers towards the product and therefore a failed market entry.

5.7. Recommendations for future researchers

Future researchers could create a survey with two parts of rating available choices, one excluding and one including a local option of the products being examined and compare the differences that occur. Including a local option among the other items available would be an interesting addition to the existing literature, since this might indicate whether Consumer Ethnocentrism plays a more important role in making up the respondents' decision than in this study. In addition, the comparison between the two parts will expose the difference in the thinking of the same group of respondents when given the option to choose the local product over the foreign ones and when no alternative is given.

Another recommendation for future studies would be the choice of two countries with a completely different socio-economic background. The survey could include the same offer of products, the same number of respondents, while prices should be adjusted to the wage and inflammation level of each country. Would there be any significant difference in people's preferences, or would the evaluation criteria be similar? Such an investigation will explain how consumer behavior differs not only across product category, but also across populations.

5.8. Assessment

Due to the fact that I was unable to use the example of the research of Chryssochoidis et al. (2007), I had to search for an alternative methodology, which created a hurdle in the comparison of the levels of ethnocentrism that Greek consumers had then to those of today. However, the use of the CETSCALE allowed for the results to be compared and draw a reliable conclusion. After continuous search I chose to proceed with using linear regression to analyze the collected data and created the survey accordingly. Its testing and distribution went quite well, while within a month the necessary number of respondents were reached.

In order for the regression analysis to be run the responses needed to be re-ordered. The procedure was very carefully done and repeated to make sure that the results match and that

the re-ordering was performed correctly. All of the data collected from the survey was found reliable in SPSS apart from the responses concerning the quality perceptions which is why they were not included in the model.

What I might have done differently when conducting this research would be the use of pairs of options, instead of the rating of each item, meaning that the research methodology would be based on a choice model instead of a linear regression. Of course, this would mean a change in the central research question as it would allow us to understand which combination of attributes seem more appealing to the respondent instead of the separate impact that the COO and the consumer characteristics have on the Greek consumer's willingness to purchase.

Having completed this field research, it is now clear how important it is to ask the right question and to choose the appropriate means to answer it. The correct use of statistical methods and tools, as well as the delicate handling of the collected data is necessary to provide reliable results and avoid setbacks, while the whole process improves the researcher's critical thinking.

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Appendix

Exhibit 1: CETSCALE (Shimp & Sharma, 1987) & translated version for Greek consumers

Original Study of Shimp & Sharma (1987)	Modified to apply to Greek consumers
1)American people should always buy American-made products instead of imports	
2)Only those products that are unavailable in USA should be imported	Μόνο προϊόντα που δεν είναι διαθέσιμα στην Ελλάδα πρέπει να εισάγονται.
3)Buy American-made products. Keep American working	Αγοράζω ελληνικά προϊόντα. Δίνω δουλειά στους Έλληνες.
4)American products, first, last and foremost	
5)Purchasing foreign-made products is un-American	
6)It is not right to purchase foreign products	Δεν είναι σωστό να αγοράζω ξένα προϊόντα.
7)A real American should buy American-made products	
8)We should purchase products manufactured in America instead of letting countries get rich off us	
9)It is always best to purchase American products	Είναι πάντα καλύτερο να αγοράζω ελληνικά προϊόντα.
10)There should be very little trading or purchasing of goods from other countries unless out of necessity	Πρέπει να ελαχιστοποιηθεί το εμπόριο και η αγορά προϊόντων από άλλες χώρες εκτός αν είναι αναγκαίο.
11)Americans should not buy foreign products, because this hurts American business and causes unemployment	Οι Έλληνες δεν πρέπει να αγοράζουν ξένα προϊόντα γιατί αυτό πληγώνει την ελληνική αγορά και προκαλεί ανεργία.
12)Curbs should be put on all imports	Πρέπει να υπάρχει ανώτατο όριο σε όλες τις εισαγωγές.
13)It may cost me in the long run but I prefer to support American products	Μπορεί να μου κοστίσει μακροπρόθεσμα, αλλά προτιμώ να υποστηρίζω τα ελληνικά προϊόντα.
14)Foreigners should not be allowed to put their products on our markets	
15)Foreign products should be taxed heavily to reduce their entry into the USA	Πρέπει να επιβληθεί υψηλή φορολογία σε ξένα προϊόντα για να μειωθεί η εισαγωγή τους στην Ελλάδα.
16)We should buy from foreign countries only those products that we cannot obtain within our own country	Πρέπει να αγοράζουμε από άλλες χώρες μόνο τα προϊόντα που δεν μπορούμε να αποκτήσουμε εντός Ελλάδας.
17)American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work	

Exhibit 2: Global Competitiveness report 2017-2018, World Economic Forum

The Global Competitiveness Index 2017–2018 Rankings

Covering 137 economies, the Global Competitiveness Index 2017–2018 measures national competitiveness—defined as the set of institutions, policies and factors that determine the level of productivity.

Economy	Score[1]	Prev.[2]	Trend[3]
Switzerland	5.86	1	
United States	5.85	3	
Singapore	5.71	2	
Netherlands	5.66	4	
Germany	5.65	5	
Hong Kong SAR	5.53	9	
Sweden	5.52	6	
United Kingdom	5.51	7	
Japan	5.49	8	
Finland	5.48	10	
Norway	5.40	11	
Denmark	5.39	12	
New Zealand	5.37	13	
Canada	5.35	15	
Taiwan, China	5.33	14	
Israel	5.31	24	
United Arab Emirates	5.30	16	
Austria	5.25	19	
Luxembourg	5.23	20	
Belgium	5.23	17	
Australia	5.19	22	
France	5.18	21	
Malaysia	5.17	25	
Ireland	5.16	23	
Qatar	5.11	18	
Korea, Rep.	5.07	26	
China	5.00	28	
Iceland	4.99	27	
Estonia	4.85	30	
Saudi Arabia	4.83	29	
Czech Republic	4.77	31	
Thailand	4.72	34	
Chile	4.71	33	
Spain	4.70	32	
Azerbaijan	4.69	37	
Indonesia	4.68	41	
Malta	4.65	40	
Russian Federation	4.64	43	
Poland	4.59	36	
India	4.59	39	
Lithuania	4.58	35	
Portugal	4.57	46	
Italy	4.54	44	
Bahrain	4.54	48	
Mauritius	4.52	45	

Economy	Score[1]	Prev.[2]	Trend[3]
Brunei Darussalam	4.52	58	
Costa Rica	4.50	54	
Slovenia	4.48	56	
Bulgaria	4.48	50	
Panama	4.44	42	
Mexico	4.44	51	
Kuwait	4.43	38	
Turkey	4.42	55	
Latvia	4.40	49	
Viet Nam	4.38	60	
Philippines	4.35	57	
Kazakhstan	4.35	53	
Rwanda	4.35	52	
Slovak Republic	4.33	65	
Hungary	4.33	69	
South Africa	4.32	47	
Oman	4.31	66	
Botswana	4.30	64	
Cyprus	4.30	63	
Jordan	4.30	63	
Colombia	4.29	61	
Georgia	4.28	59	
Romania	4.28	62	
Iran, Islamic Rep.	4.27	76	
Jamaica	4.25	75	
Morocco	4.24	70	
Peru	4.22	67	
Armenia	4.19	79	
Croatia	4.19	74	
Albania	4.18	80	
Uruguay	4.15	73	
Montenegro	4.15	82	
Serbia	4.14	90	
Tajikistan	4.14	77	
Brazil	4.14	81	
Ukraine	4.11	85	
Bhutan	4.10	97	
Trinidad and Tobago	4.09	94	
Guatemala	4.08	78	
Sri Lanka	4.08	71	
Algeria	4.07	87	
Greece	4.02	86	
Nepal	4.02	98	
Moldova	3.99	103	
Namibia	3.99	84	
Kenya	3.98	96	

Economy	Score[1]	Prev.[2]	Trend[3]
Argentina	3.95	104	
Nicaragua	3.95	103	
Cambodia	3.93	89	
Tunisia	3.93	95	
Honduras	3.92	88	
Ecuador	3.91	91	
Lao PDR	3.91	93	
Bangladesh	3.91	106	
Egypt	3.90	115	
Mongolia	3.90	102	
Kyrgyz Republic	3.90	111	
Bosnia and Herzegovina	3.87	107	
Dominican Republic	3.87	92	
Lebanon	3.84	101	
Senegal	3.81	112	
Seychelles	3.80	n/a	
Ethiopia	3.78	109	
El Salvador	3.77	105	
Cape Verde	3.76	110	
Ghana	3.72	114	
Paraguay	3.71	117	
Tanzania	3.71	116	
Uganda	3.70	113	
Pakistan	3.67	122	
Cameroon	3.65	119	
Gambia, The	3.61	123	
Zambia	3.52	118	
Guinea	3.47	n/a	
Benin	3.47	124	
Madagascar	3.40	128	
Swaziland	3.35	n/a	
Mali	3.33	125	
Zimbabwe	3.32	126	
Nigeria	3.30	127	
Congo, Democratic Rep.	3.27	129	
Venezuela	3.23	130	
Haiti	3.22	n/a	
Burundi	3.21	135	
Sierra Leone	3.20	132	
Lesotho	3.20	120	
Malawi	3.11	134	
Mauritania	3.09	137	
Liberia	3.08	131	
Chad	2.99	136	
Mozambique	2.89	133	
Yemen	2.87	138	

East Asia and Pacific · Eurasia · Europe and North America · Latin America and the Caribbean · Middle East and North Africa · South Asia · Sub-Saharan Africa

Note: The Global Competitiveness Index captures the determinants of long-term growth. Recent developments are reflected only in so far as they have an impact on data measuring these determinants. Results should be interpreted in this context.

Exhibit 3: Data rearrangement

241 rows (one for each subject) that had the following structure:

Demographics + Fruit_1-Fruit_6 + Fruit_Expertise + Smartphone_1-Smartphone_6 + Smartphone_Expertise + PC_1-PC_6 + PC_Expertise + Car_1-Car_6 + Car_Expertise + CETSCALE_1-CETSCALE_10

In order to facilitate the analyzing process of the data in SPSS, they had to be rearranged. My aim was to separate the dataset for each product type and rearrange it to include each product's attributes.

Model

Willingness to purchase ~ subject characteristics + product attributes

Subject characteristics

- Consumer_Ethnocentrism = Average of CETSCALE_1 – CETSCALE_10 for each subject
- Fruit_Expertise = Average of Fruit_Expertise_1- Fruit_Expertise _4 for each subject
- Smartphone_Expertise = Average of Smartphone_Expertise_1- Smartphone_Expertise _3 for each subject
- PC_Expertise = Average of PC_Expertise_1- PC_Expertise _3 for each subject
- Car_Expertise = Average of Car_Expertise_1- Car_Expertise _3 for each subject
- Nationality was not included in the subject characteristics since all the respondents are Greek and thus it remains constant.

The above correspond to one row for each of the subjects. Replicated each row six times (because there are 6 products to rate within each product category).

Subject characteristics equals (241 x 6) rows x 15 columns (1)

Product attributes

I use the example of Fruits to explain my method, however the same applies to each product category. I created the matrix with each product's attributes as they appear in the questionnaire.

Product	Maturity	Smell	Price	COO
1	0	0	1	C
2	0	1	1.5	I
3	1	0	1.5	G
4	1	1	1.5	C
5	1	0	1	I
6	1	1	1	G

This matrix is replicated 241 times (one for each subject).

The result is a matrix with 1446 rows x 4 columns (2).

To map each purchase response of a subject (Fruit_1, Fruit_2…) to the specific fruit attributes I did the following:

Fruit_1	Fruit_2	Fruit_3	Fruit_4	Fruit_5	Fruit_6	Row
1	3	4	2	2	5	1
4	3	3	2	3	4	2
...	…	…	…	…	…	3…

241 rows x 6 columns = 1446 elements in this list (the responses are just an example and are not valid)

1
3
4
2
4
5

1st row (3)

4
3
3
2
3
4

2nd row

….. 3rd row…

I combined the matrix of attributes with the new list of elements, to understand which attributes led to the purchase of the product or not.

Product	Maturity	Smell	Price	COO	Rating	Subject ID
1	0	0	1	C	1	1
2	0	1	1.5	I	3	1
3	1	0	1.5	G	4	1
4	1	1	1.5	C	2	1
5	1	0	1	I	4	1
6	1	1	1	G	5	1
1	0	0	1	C	4	2
2	0	1	1.5	I	3	2
3	1	0	1.5	G	3	2
4	1	1	1.5	C	2	2
5	1	0	1	I	3	2
6	1	1	1	G	4	2
…	…	…	…	…	…	…

The matrix is now 1446 rows x 5 columns (4 attributes + 1 rating)

Exhibit 4: Cronbach's Alpha

Case Processing Summary

		N	%
Cases	Valid	236	100.0
	Excluded[a]	0	.0
	Total	236	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability test for Fruit

Reliability Statistics

Cronbach's Alpha	N of Items
.730	6

Reliability test for Smartphones

Reliability Statistics

Cronbach's Alpha	N of Items
.773	6

Reliability test for PCs

Reliability Statistics

Cronbach's Alpha	N of Items
.759	6

Reliability test for Cars

Reliability Statistics

Cronbach's Alpha	N of Items
.713	6

Reliability test for CETSCALE

Reliability Statistics

Cronbach's Alpha	N of Items
.901	10

Reliability test for Quality perceptions of Germany, Italy & China

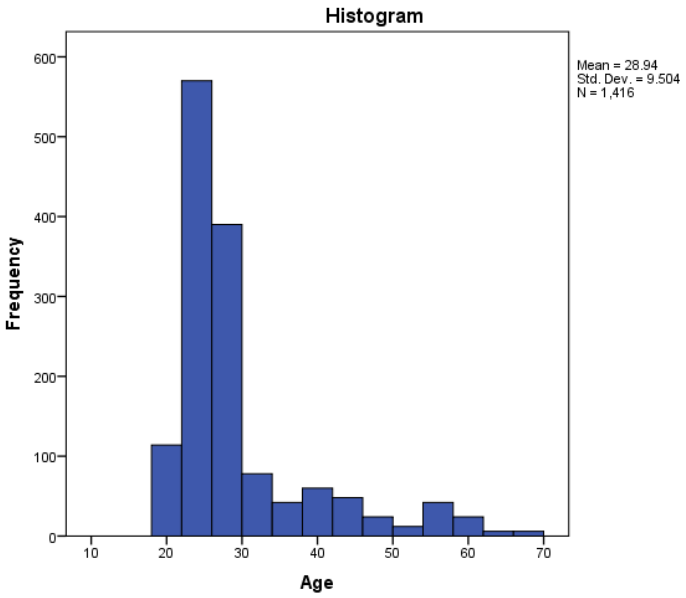
Reliability Statistics

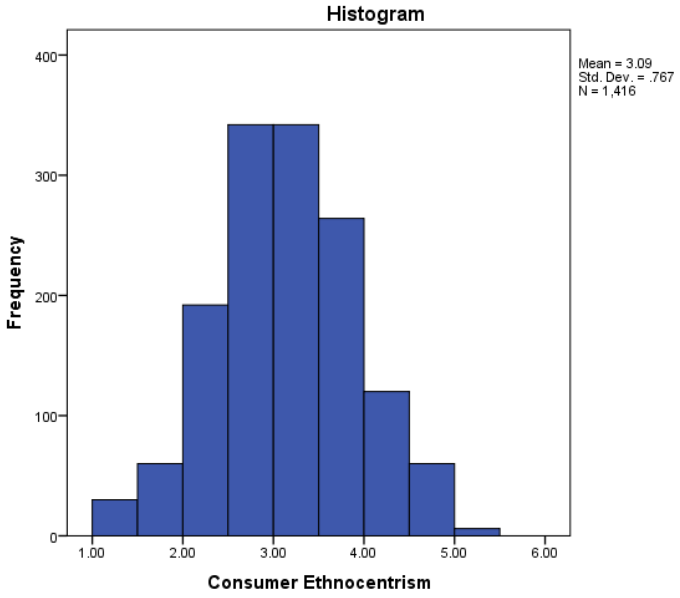
Cronbach's Alpha	N of Items
.059	3

Exhibit 5: Sample age (1416 values / 6 questions per respondent = 236 respondents)

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	48	3.4	3.4	3.4
	19	24	1.7	1.7	5.1
	20	12	.8	.8	5.9
	21	30	2.1	2.1	8.1
	22	48	3.4	3.4	11.4
	23	138	9.7	9.7	21.2
	24	222	15.7	15.7	36.9
	25	162	11.4	11.4	48.3
	26	162	11.4	11.4	59.7
	27	120	8.5	8.5	68.2
	28	60	4.2	4.2	72.5
	29	48	3.4	3.4	75.8
	30	24	1.7	1.7	77.5
	31	18	1.3	1.3	78.8
	32	18	1.3	1.3	80.1
	33	18	1.3	1.3	81.4
	34	18	1.3	1.3	82.6
	35	6	.4	.4	83.1
	36	6	.4	.4	83.5
	37	12	.8	.8	84.3
	38	24	1.7	1.7	86.0
	39	12	.8	.8	86.9
	40	6	.4	.4	87.3
	41	18	1.3	1.3	88.6
	42	24	1.7	1.7	90.3
	45	24	1.7	1.7	91.9
	46	6	.4	.4	92.4
	48	12	.8	.8	93.2
	49	6	.4	.4	93.6
	51	6	.4	.4	94.1
	52	6	.4	.4	94.5
	54	12	.8	.8	95.3
	55	12	.8	.8	96.2
	56	12	.8	.8	97.0
	57	6	.4	.4	97.5
	58	6	.4	.4	97.9
	59	6	.4	.4	98.3
	60	12	.8	.8	99.2

	62	6	.4	.4	99.6
	66	6	.4	.4	100.0
	Total	1416	100.0	100.0	





Correlation table of CE, Age, University. Applies to all categories

Correlations

			Consumer Ethnocentrism	Age	University
Spearman's rho	Consumer Ethnocentrism	Correlation Coefficient	1.000	.272**	-.214**
		Sig. (2-tailed)	.	.000	.000
		N	1416	1416	1416
	Age	Correlation Coefficient	.272**	1.000	-.186**
		Sig. (2-tailed)	.000	.	.000
		N	1416	1416	1416
	University	Correlation Coefficient	-.214**	-.186**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	1416	1416	1416

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

Exhibit 6: Linear regression output & Correlation matrices - Fruit

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.541[a]	.292	.284	.937

a. Predictors: (Constant), Consumer Ethnocentrism, Price, Chinese origin, High income, No income, University, Male, Mature, City, Smell, Familiarity, LogAge, German origin, Low income, Student, Employed

b. Dependent Variable: Willingness to purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	506.766	16	31.673	36.086	.000[b]
	Residual	1227.894	1399	.878		
	Total	1734.660	1415			

a. Dependent Variable: Willingness to purchase

b. Predictors: (Constant), Consumer Ethnocentrism, Price, Chinese origin, High income, No income, University, Male, Mature, City, Smell, Familiarity, LogAge, German origin, Low income, Student, Employed

Coefficients[a]

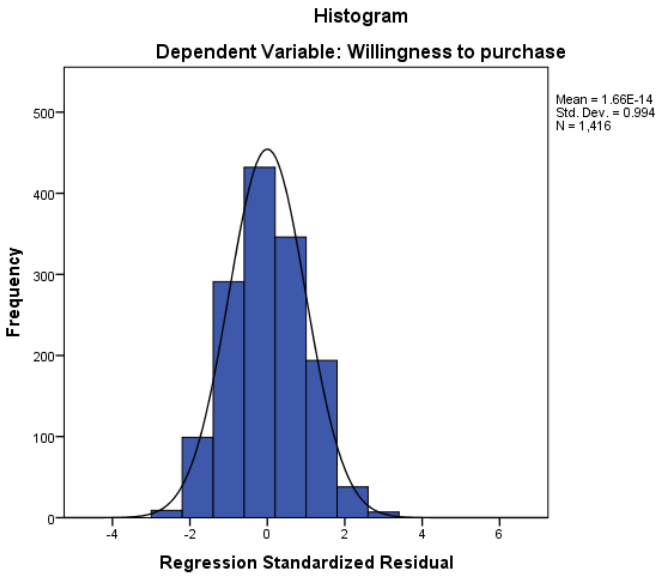
Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	5.444	.429		12.680	.000		
	Mature	.517	.061	.220	8.477	.000	.750	1.333
	Smell	.803	.053	.363	15.204	.000	.889	1.125
	German origin	-.290	.068	-.124	-4.257	.000	.600	1.667
	Chinese origin	-.644	.061	-.274	-10.561	.000	.750	1.333
	Price	-.114	.106	-.026	-1.083	.279	.889	1.125
	Male	.056	.058	.024	.965	.334	.813	1.230
	LogAge	-1.453	.269	-.156	-5.406	.000	.611	1.637
	University	-.111	.071	-.038	-1.555	.120	.866	1.155
	Student	.110	.105	.044	1.051	.294	.287	3.487
	Employed	.065	.106	.028	.607	.544	.238	4.193
	High income	.267	.107	.062	2.500	.013	.815	1.226
	Low income	.037	.068	.017	.545	.586	.535	1.869
	No income	.146	.105	.054	1.390	.165	.333	2.999
	City	-.130	.068	-.046	-1.904	.057	.877	1.140
	Familiarity	-.155	.045	-.087	-3.420	.001	.784	1.276
	Consumer Ethnocentrism	-.086	.038	-.060	-2.278	.023	.736	1.358

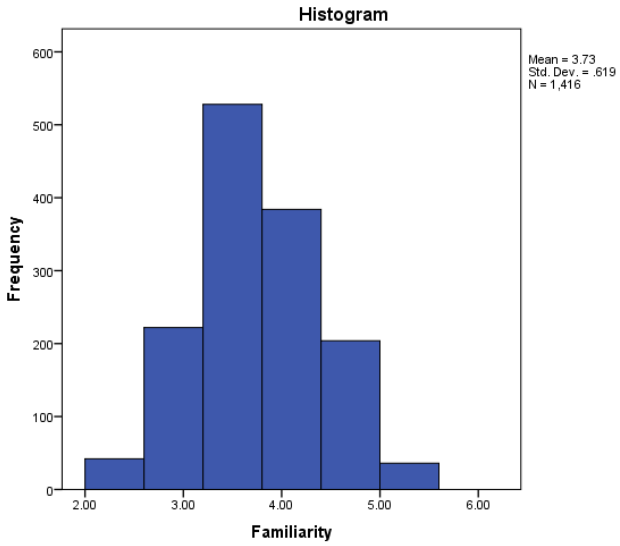
a. Dependent Variable: Willingness to purchase

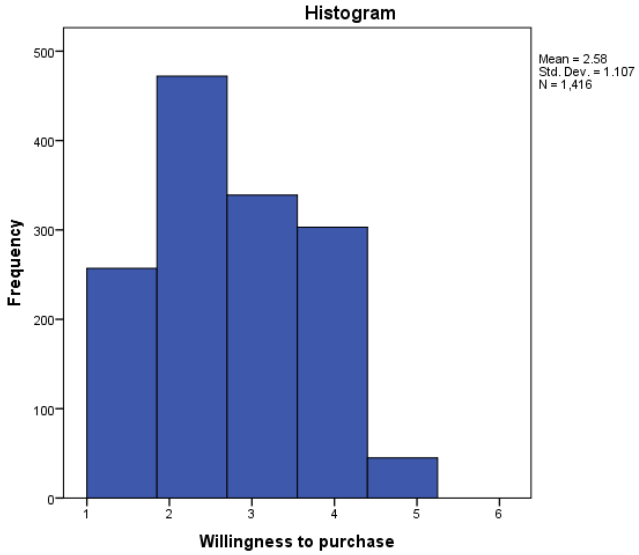
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.22	4.25	2.58	.598	1416
Residual	-2.710	2.878	.000	.932	1416
Std. Predicted Value	-2.280	2.787	.000	1.000	1416
Std. Residual	-2.892	3.072	.000	.994	1416

a. Dependent Variable: Willingness to purchase







Correlations

			Consumer Ethnocentrism	Willingness to purchase
Spearman's rho	Consumer Ethnocentrism	Correlation Coefficient	1.000	-.140**
		Sig. (2-tailed)	.	.000
		N	1416	1416
	Willingness to purchase	Correlation Coefficient	-.140**	1.000
		Sig. (2-tailed)	.000	.
		N	1416	1416

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

Correlations

			Consumer Ethnocentrism	Familiarity
Spearman's rho	Consumer Ethnocentrism	Correlation Coefficient	1.000	.285**
		Sig. (2-tailed)	.	.000
		N	1416	1416
	Familiarity	Correlation Coefficient	.285**	1.000
		Sig. (2-tailed)	.000	.
		N	1416	1416

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

Correlations

		Familiarity	Consumer Ethnocentrism
Familiarity	Pearson Correlation	1	.271**
	Sig. (2-tailed)		.000
	N	1416	1416
Consumer Ethnocentrism	Pearson Correlation	.271**	1
	Sig. (2-tailed)	.000	
	N	1416	1416

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

Correlations

			Familiarity	Age	University
Spearman's rho	Familiarity	Correlation Coefficient	1.000	.328**	-.046
		Sig. (2-tailed)	.	.000	.087
		N	1416	1416	1416
	Age	Correlation Coefficient	.328**	1.000	-.186**
		Sig. (2-tailed)	.000	.	.000
		N	1416	1416	1416
	University	Correlation Coefficient	-.046	-.186**	1.000
		Sig. (2-tailed)	.087	.000	.
		N	1416	1416	1416

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

Correlations

			Familiarity	Willingness to purchase
Spearman's rho	Familiarity	Correlation Coefficient	1.000	-.167**
		Sig. (2-tailed)	.	.000
		N	1416	1416
	Wilgness to purchase	Correlation Coefficient	-.167**	1.000
		Sig. (2-tailed)	.000	.
		N	1416	1416

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

Correlations

		Familiarity	Willingness to purchase
Familiarity	Pearson Correlation	1	-.158**
	Sig. (2-tailed)		.000
	N	1416	1416
Willingness to purchase	Pearson Correlation	-.158**	1
	Sig. (2-tailed)	.000	
	N	1416	1416

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

Correlations

			Willingness to purchase	German origin	Italian origin	Chinese origin
Spearman's rho	Willingness to purchase	Correlation Coefficient	1.000	-.094**	.248**	-.154**
		Sig. (2-tailed)	.	.000	.000	.000
		N	1416	1416	1416	1416
	German origin	Correlation Coefficient	-.094**	1.000	-.500**	-.500**
		Sig. (2-tailed)	.000	.	.000	.000
		N	1416	1416	1416	1416
	Italian origin	Correlation Coefficient	.248**	-.500**	1.000	-.500**
		Sig. (2-tailed)	.000	.000	.	.000
		N	1416	1416	1416	1416
	Chinese origin	Correlation Coefficient	-.154**	-.500**	-.500**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	1416	1416	1416	1416

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

Exhibit 7: Linear regression output & Correlation matrices – Smartphones

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.310[a]	.096	.086	1.079

a. Predictors: (Constant), Consumer ethnocentrism, Chinese origin, Price, High income, Familiarity, No income, City, Store, Male, University, RAM, LogAge, German origin, Low income, Student, Employed

b. Dependent Variable: Willingness to purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.812	16	10.863	9.323	.000[b]
	Residual	1630.154	1399	1.165		
	Total	1803.965	1415			

a. Dependent Variable: Willingness to purchase

b. Predictors: (Constant), Consumer ethnocentrism, Chinese origin, Price, High income, Familiarity, No income, City, Store, Male, University, RAM, LogAge, German origin, Low income, Student, Employed

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.298	.513		6.426	.000		
	RAM	.090	.061	.040	1.480	.139	.889	1.125
	Storage	-.002	.070	-.001	-.030	.976	.750	1.333
	Price	-.556	.061	-.246	-9.139	.000	.889	1.125
	German origin	-.082	.079	-.034	-1.038	.299	.600	1.667
	Chinese origin	-.061	.070	-.026	-.874	.382	.750	1.333
	Male	.038	.066	.016	.568	.570	.823	1.215
	LogAge	-.774	.295	-.081	-2.621	.009	.672	1.489
	University	-.129	.082	-.043	-1.565	.118	.863	1.158
	Student	-.059	.120	-.023	-.488	.625	.290	3.448
	Employed	.239	.122	.101	1.965	.050	.243	4.118
	High income	-.007	.122	-.002	-.056	.956	.822	1.217
	Low income	.180	.079	.079	2.283	.023	.535	1.869
	No income	.273	.121	.100	2.262	.024	.333	3.007
	City	.133	.079	.046	1.696	.090	.878	1.140
	Familiarity	.109	.048	.059	2.241	.025	.921	1.086
	Consumer ethnocentrism	-.117	.043	-.080	-2.710	.007	.745	1.342

a. Dependent Variable: Willingness to purchase

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Camera	.[b]	.	.	.	.000	.	.000

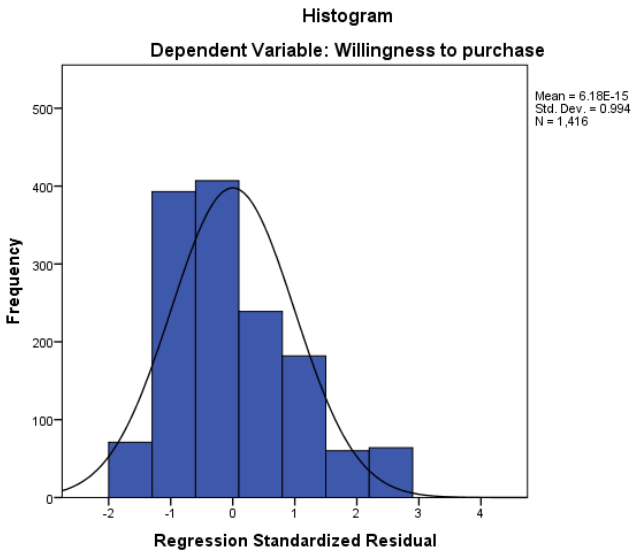
a. Dependent Variable: Willingness to purchase

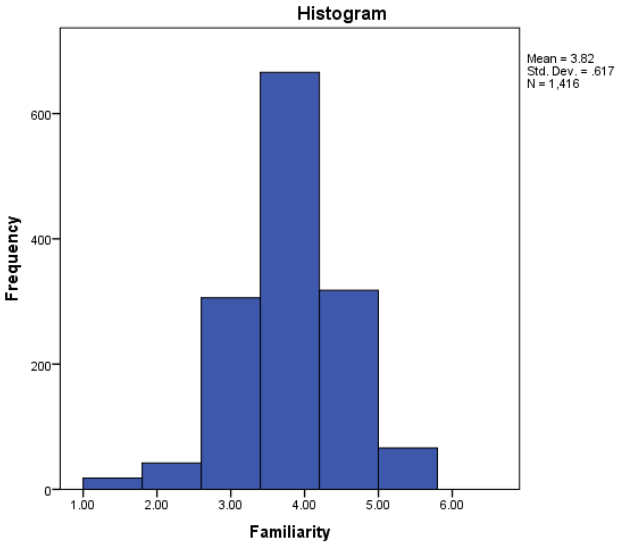
b. Predictors in the Model: (Constant), Consumer ethnocentrism, Chinese origin, Price, High income, Familiarity, No income, City, Store, Male, University, RAM, LogAge, German origin, Low income, Student, Employed

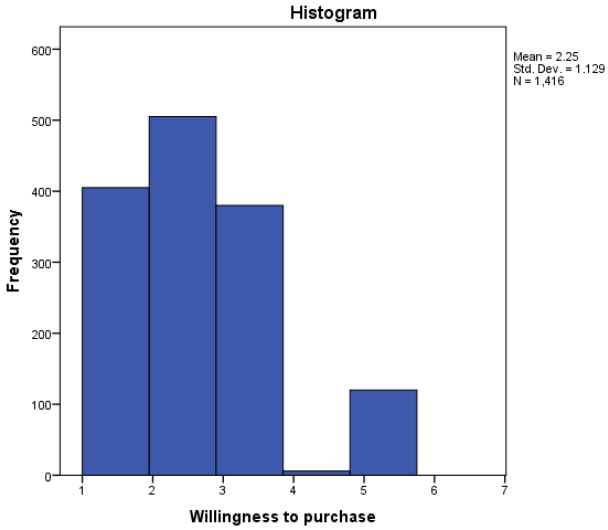
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.41	3.06	2.25	.350	1416
Residual	-2.056	3.114	.000	1.073	1416
Std. Predicted Value	-2.380	2.314	.000	1.000	1416
Std. Residual	-1.905	2.884	.000	.994	1416

a. Dependent Variable: Willingness to purchase







Correlations

		Familiarity	Consumer ethnocentrism
Familiarity	Pearson Correlation	1	-.038
	Sig. (2-tailed)		.152
	N	1416	1416
Consumer ethnocentrism	Pearson Correlation	-.038	1
	Sig. (2-tailed)	.152	
	N	1416	1416

Correlations

			Familiarity	Age	University
Spearman's rho	Familiarity	Correlation Coefficient	1.000	-.036	.154**
		Sig. (2-tailed)	.	.179	.000
		N	1416	1416	1416
	Age	Correlation Coefficient	-.036	1.000	-.186**
		Sig. (2-tailed)	.179	.	.000
		N	1416	1416	1416
	University	Correlation Coefficient	.154**	-.186**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	1416	1416	1416

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

Correlations

		Familiarity	Willingness to purchase
Familiarity	Pearson Correlation	1	.059*
	Sig. (2-tailed)		.025
	N	1416	1416
Willingness to purchase	Pearson Correlation	.059*	1
	Sig. (2-tailed)	.025	
	N	1416	1416

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Consumer ethnocentrism	Willingness to purchase
Consumer ethnocentrism	Pearson Correlation	1	-.092**
	Sig. (2-tailed)		.001
	N	1416	1416
Willingness to purchase	Pearson Correlation	-.092**	1
	Sig. (2-tailed)	.001	
	N	1416	1416

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

Correlations

			Willingness to purchase	German origin	Italian origin	Chinese origin
Spearman's rho	Willingness to purchase	Correlation Coefficient	1.000	-.002	.033	-.032
		Sig. (2-tailed)	.	.953	.213	.235
		N	1416	1416	1416	1416
	German origin	Correlation Coefficient	-.002	1.000	-.500**	-.500**
		Sig. (2-tailed)	.953	.	.000	.000
		N	1416	1416	1416	1416
	Italian origin	Correlation Coefficient	.033	-.500**	1.000	-.500**
		Sig. (2-tailed)	.213	.000	.	.000
		N	1416	1416	1416	1416
	Chinese origin	Correlation Coefficient	-.032	-.500**	-.500**	1.000
		Sig. (2-tailed)	.235	.000	.000	.
		N	1416	1416	1416	1416

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

Exhibit 8: Linear regression output & Correlation matrices – Personal Computers

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.290[a]	.084	.073	.891

a. Predictors: (Constant), Consumer ethnocentrism, Chinese origin, Processor, High income, Familiarity, No income, University, Hard_drive, City, RAM, Male, LogAge, German origin, Low income, Student, Employed

b. Dependent Variable: Willingness to purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.805	16	6.363	8.006	.000[b]
	Residual	1111.822	1399	.795		
	Total	1213.626	1415			

a. Dependent Variable: Willingness to purchase

b. Predictors: (Constant), Consumer ethnocentrism, Chinese origin, Processor, High income, Familiarity, No income, University, Hard_drive, City, RAM, Male, LogAge, German origin, Low income, Student, Employed

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.332	.402		10.782	.000
	RAM	.226	.050	.122	4.490	.000
	Processor	.175	.050	.094	3.478	.001
	German origin	.035	.065	.018	.539	.590
	Chinese origin	-.227	.058	-.115	-3.907	.000
	Price	-.044	.058	-.023	-.767	.443
	Male	.058	.057	.030	1.018	.309
	LogAge	-1.114	.243	-.143	-4.582	.000
	University	-.132	.068	-.053	-1.945	.052
	Student	.180	.099	.086	1.816	.070
	Employed	.297	.100	.153	2.964	.003
	High income	.232	.101	.065	2.297	.022
	Low income	.039	.065	.021	.604	.546
	No income	.269	.100	.120	2.687	.007
	City	-.087	.065	-.037	-1.335	.182
	Familiarity	.068	.032	.059	2.095	.036
	Consumer ethnocentrism	-.020	.036	-.016	-.549	.583

a. Dependent Variable: Willingness to purchase

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Hard_drive	.[b]	.	.	.	.000

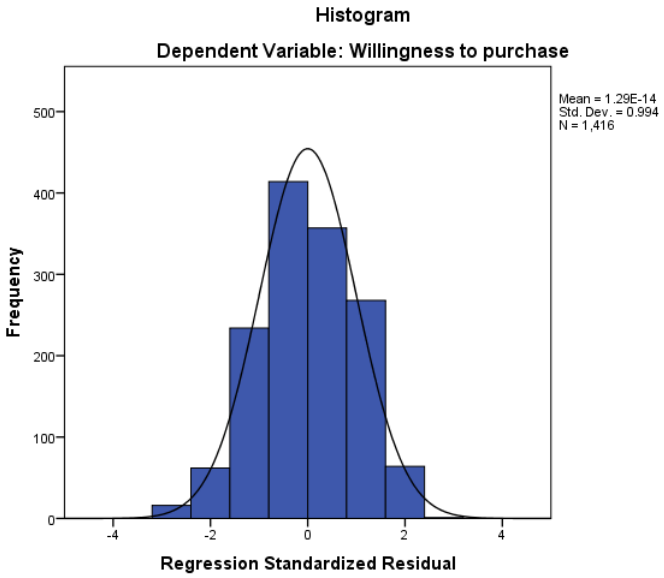
a. Dependent Variable: Willingness to purchase

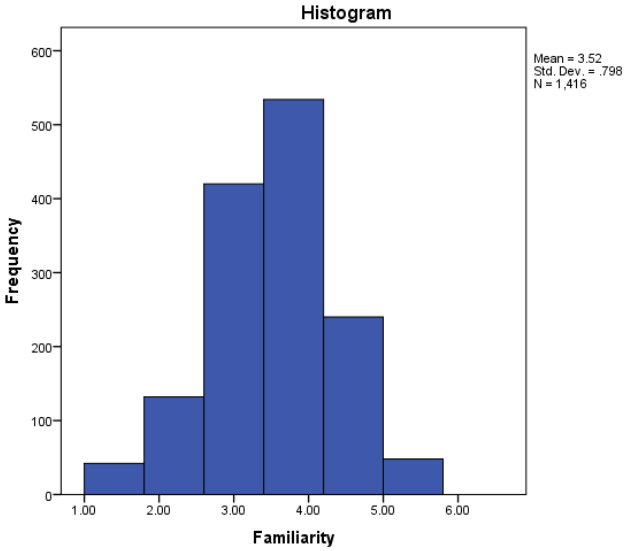
b. Predictors in the Model: (Constant), Consumer ethnocentrism, Price, Processor, High income, Familiarity, No income, University, Chinese origin, City, RAM, Male, LogAge, German origin, Low income, Student, Employed

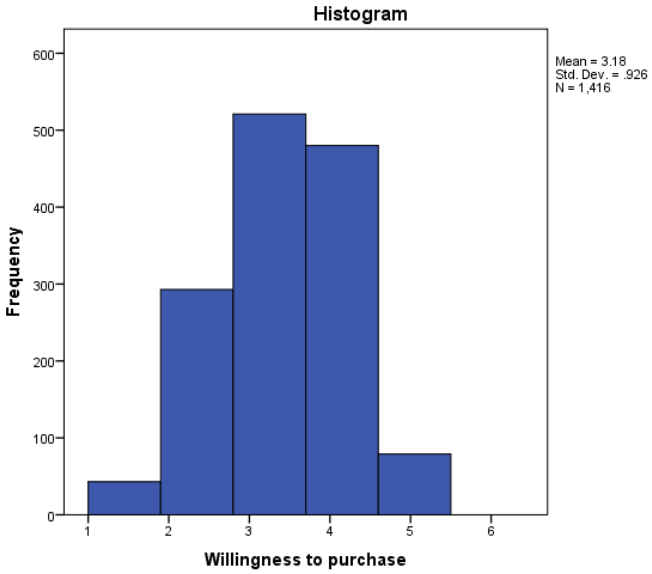
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.31	3.92	3.18	.268	1416
Residual	-2.694	2.154	.000	.886	1416
Std. Predicted Value	-3.260	2.731	.000	1.000	1416
Std. Residual	-3.022	2.416	.000	.994	1416

a. Dependent Variable: Willingness to purchase







Correlations

		Familiarity	Consumer ethnocentrism
Familiarity	Pearson Correlation	1	-.085**
	Sig. (2-tailed)		.001
	N	1416	1416
Consumer ethnocentrism	Pearson Correlation	-.085**	1
	Sig. (2-tailed)	.001	
	N	1416	1416

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

Correlations

			Familiarity	Age	University
Spearman's rho	Familiarity	Correlation Coefficient	1.000	.090**	.124**
		Sig. (2-tailed)	.	.001	.000
		N	1416	1416	1416
	Age	Correlation Coefficient	.090**	1.000	-.186**
		Sig. (2-tailed)	.001	.	.000
		N	1416	1416	1416
	University	Correlation Coefficient	.124**	-.186**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	1416	1416	1416

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

Correlations

		Familiarity	Willingness to purchase
Familiarity	Pearson Correlation	1	.054*
	Sig. (2-tailed)		.043
	N	1416	1416
Willingness to purchase	Pearson Correlation	.054*	1
	Sig. (2-tailed)	.043	
	N	1416	1416

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Willingness to purchase	Consumer ethnocentrism
Willingness to purchase	Pearson Correlation	1	-.059*
	Sig. (2-tailed)		.026
	N	1416	1416
Consumer ethnocentrism	Pearson Correlation	-.059*	1
	Sig. (2-tailed)	.026	
	N	1416	1416

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

			Willingness to purchase	German origin	Italian origin	Chinese origin
Spearman's rho	Willingness to purchase	Correlation Coefficient	1.000	.064*	.048	-.112**
		Sig. (2-tailed)	.	.016	.069	.000
		N	1416	1416	1416	1416
	German origin	Correlation Coefficient	.064*	1.000	-.500**	-.500**
		Sig. (2-tailed)	.016	.	.000	.000
		N	1416	1416	1416	1416
	Italian origin	Correlation Coefficient	.048	-.500**	1.000	-.500**
		Sig. (2-tailed)	.069	.000	.	.000
		N	1416	1416	1416	1416
	Chinese origin	Correlation Coefficient	-.112**	-.500**	-.500**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	1416	1416	1416	1416

*. Correlation is significant at the 0.05 level (2-tailed).

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

Exhibit 10: Linear regression output & Correlation matrices – Cars

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.418[a]	.175	.165	.974

a. Predictors: (Constant), Consumer ethnocentrism, Price, Fuel, High income, Familiarity, University, No income, Chinese origin, City, Horsepower, Male, LogAge, Capacity, Student, Low income, Employed, German origin

b. Dependent Variable: Willingness to purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	280.360	17	16.492	17.394	.000[b]
	Residual	1325.502	1398	.948		
	Total	1605.862	1415			

a. Dependent Variable: Willingness to purchase

b. Predictors: (Constant), Consumer ethnocentrism, Price, Fuel, High income, Familiarity, University, No income, Chinese origin, City, Horsepower, Male, LogAge, Capacity, Student, Low income, Employed, German origin

Coefficients[a]

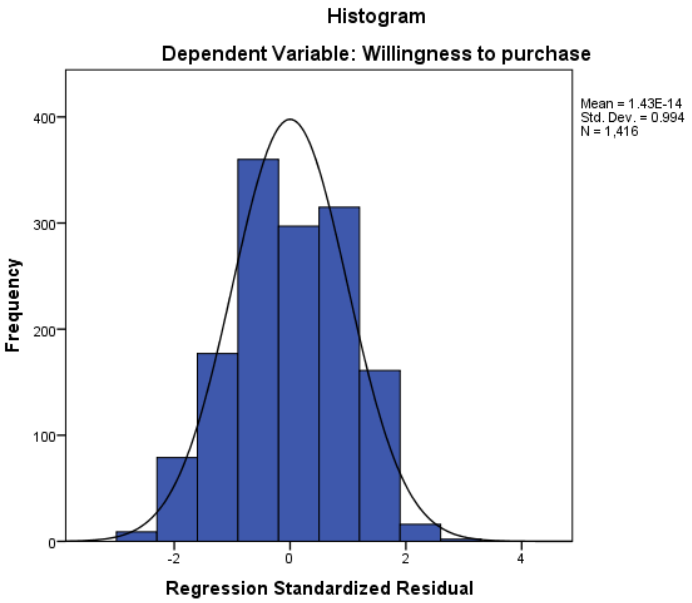
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.570	.836		6.664	.000		
	Capacity	-1.251	.694	-.554	-1.804	.072	.006	159.670
	Fuel	-1.045	.695	-.463	-1.504	.133	.006	160.345
	Horsepower	.187	.055	.088	3.400	.001	.889	1.125
	German origin	-.958	.695	-.424	-1.378	.168	.006	160.354
	Chinese origin	-.581	.063	-.257	-9.157	.000	.750	1.333
	Price	-.341	.055	-.160	-6.203	.000	.887	1.127
	Male	-.133	.062	-.059	-2.125	.034	.755	1.325
	LogAge	-1.150	.270	-.128	-4.252	.000	.652	1.534
	University	-.031	.074	-.011	-.418	.676	.875	1.143
	Student	.258	.108	.108	2.382	.017	.290	3.451
	Employed	.444	.109	.199	4.063	.000	.245	4.080
	High income	.124	.111	.030	1.121	.263	.819	1.221
	Low income	-.019	.071	-.009	-.268	.789	.530	1.886
	No income	.277	.109	.107	2.529	.012	.330	3.026
	City	-.051	.071	-.019	-.715	.475	.880	1.137
	Familiarity	.071	.035	.055	2.002	.045	.791	1.264
	Consumer ethnocentrism	-.029	.039	-.021	-.743	.458	.748	1.337

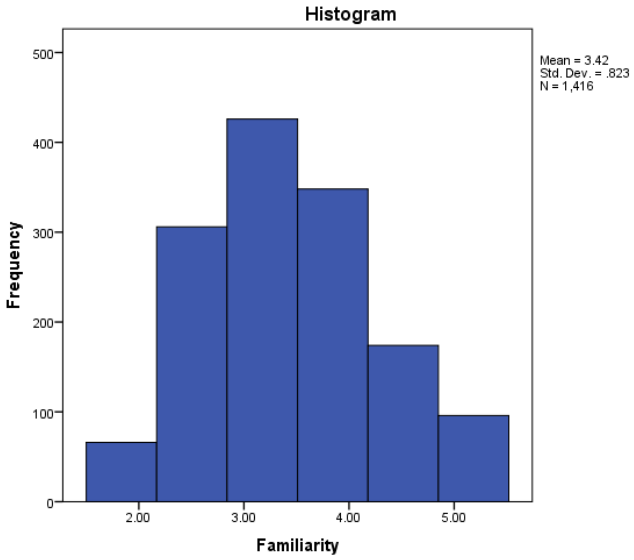
a. Dependent Variable: Willingness to purchase

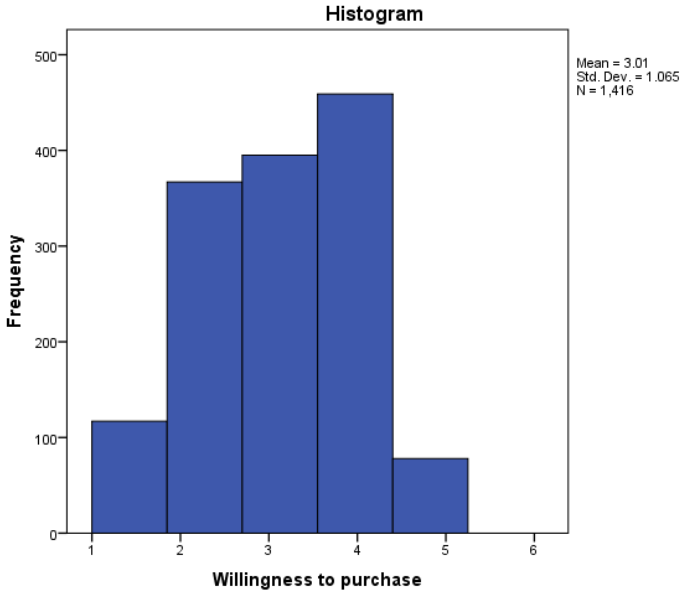
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.83	3.92	3.01	.445	1416
Residual	-2.660	2.856	.000	.968	1416
Std. Predicted Value	-2.641	2.037	.000	1.000	1416
Std. Residual	-2.732	2.934	.000	.994	1416

a. Dependent Variable: Willingness to purchase







Correlations

		Familiarity	Consumer ethnocentrism
Familiarity	Pearson Correlation	1	.050
	Sig. (2-tailed)		.060
	N	1416	1416
Consumer ethnocentrism	Pearson Correlation	.050	1
	Sig. (2-tailed)	.060	
	N	1416	1416

Correlations

			Familiarity	Age	University
Spearman's rho	Familiarity	Correlation Coefficient	1.000	.361**	-.076**
		Sig. (2-tailed)	.	.000	.004
		N	1416	1416	1416
	Age	Correlation Coefficient	.361**	1.000	-.186**
		Sig. (2-tailed)	.000	.	.000
		N	1416	1416	1416
	University	Correlation Coefficient	-.076**	-.186**	1.000
		Sig. (2-tailed)	.004	.000	.
		N	1416	1416	1416

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

Correlations

		Willingness to purchase	Familiarity
Willingness to purchase	Pearson Correlation	1	-.005
	Sig. (2-tailed)		.842
	N	1416	1416
Familiarity	Pearson Correlation	-.005	1
	Sig. (2-tailed)	.842	
	N	1416	1416

Correlations

		Willingness to purchase	Consumer ethnocentrism
Willingness to purchase	Pearson Correlation	1	-.044
	Sig. (2-tailed)		.096
	N	1416	1416
Consumer ethnocentrism	Pearson Correlation	-.044	1
	Sig. (2-tailed)	.096	
	N	1416	1416

Correlations

			Willingness to purchase	German origin	Italian origin	Chinese origin
Spearman's rho	Willingness to purchase	Correlation Coefficient	1.000	.212**	.087**	-.299**
		Sig. (2-tailed)	.	.000	.001	.000
		N	1416	1416	1416	1416
	German origin	Correlation Coefficient	.212**	1.000	-.501**	-.499**
		Sig. (2-tailed)	.000	.	.000	.000
		N	1416	1416	1416	1416
	Italian origin	Correlation Coefficient	.087**	-.501**	1.000	-.500**
		Sig. (2-tailed)	.001	.000	.	.000
		N	1416	1416	1416	1416
	Chinese origin	Correlation Coefficient	-.299**	-.499**	-.500**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	1416	1416	1416	1416

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

Correlations

			Familiarity	Gender=Female	Gender=Male
Spearman's rho	Familiarity	Correlation Coefficient	1.000	-.350**	.350**
		Sig. (2-tailed)	.	.000	.000
		N	1416	1416	1416
	Gender=Female	Correlation Coefficient	-.350**	1.000	-1.000**
		Sig. (2-tailed)	.000	.	.
		N	1416	1416	1416
	Gender=Male	Correlation Coefficient	.350**	-1.000**	1.000
		Sig. (2-tailed)	.000	.	.
		N	1416	1416	1416

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

Exhibit 11: Survey "Οι προτιμήσεις των Ελλήνων καταναλωτών"

Το ερωτηματολόγιο αυτό έχει σκοπό να μαζέψει πληροφορίες για την καταναλωτική συμπεριφορά των Ελλήνων. Όλες οι απαντήσεις είναι ανώνυμες. Για οποιαδήποτε πληροφορία μπορείτε να επικοινωνήσετε μαζί μου στο 481261im@eur.nl.

Σας ευχαριστώ εκ των προτέρων για το χρόνο που θα διαθέσετε.

Ιωάννα Μαθιουδάκη

Φύλο

- Άνδρας
- Γυναίκα
- Προτιμώ να μην πω

Ηλικία

Εθνικότητα

- Ελληνική
- Άλλη

Επίπεδο εκπαίδευσης

- Πρωτοβάθμια
- Δευτεροβάθμια
- Τριτοβάθμια

Εργάζεστε;

- Εργαζόμενος
- Άνεργος
- Φοιτητής

Επίπεδο εισοδήματος

- < 10.000
- 10.000 - 20.000
- 20.000 - 30.000
- > 30.000
- Δεν έχω εισόδημα

Οικογενειακή κατάσταση

- Παντρεμένος/-η
- Ελεύθερος/-η

Έχετε παιδιά;

- Ναι
- Όχι

Τόπος κατοικίας

- Αθήνα / Θεσσαλονίκη
- Άλλη πόλη
- Κωμόπολη / Χωριό

Έχετε επισκεφθεί ποτέ χώρες του εξωτερικού;

- Όχι
- Ναι, 1-3 ξένες χώρες
- Ναι, 4-6 ξένες χώρες
- Ναι, περισσότερες από 7 ξένες χώρες

Οι παρακάτω ερωτήσεις αφορούν φρούτα και πρέπει να δηλώσετε πόσο διατεθειμένοι είστε να τα αγοράσετε. Οι πληροφορίες που σας δίνονται αφορούν την ωριμότητα του φρούτου (ώριμο ή άγουρο), την μυρωδιά του (ευχάριστη ή άοσμο), την τιμή του (1€/kg ή 1.5€/kg) και την χώρα προέλευσης του (Γερμανία, Ιταλία ή Κίνα). Συμφωνείτε με την αγορά των παρακάτω φρούτων;

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Ώριμο φρούτο, άοσμο, κοστίζει 1€/kg και προέρχεται από την Κίνα.	○	○	○	○	○
Ώριμο φρούτο, με ευχάριστη μυρωδιά, κοστίζει 1.5€/kg και προέρχεται από την Ιταλία.	○	○	○	○	○
Άγουρο φρούτο, άοσμο, κοστίζει 1.5€/kg και προέρχεται από τη Γερμανία.	○	○	○	○	○
Άγουρο φρούτο, με ευχάριστη μυρωδιά. κοστίζει 1.5€/kg και προέρχεται από την Κίνα.	○	○	○	○	○
Άγουρο φρούτο, άοσμο, κοστίζει 1€/kg και προέρχεται από την Ιταλία.	○	○	○	○	○
Άγουρο φρούτο, με ευχάριστη μυρωδιά, κοστίζει 1€/kg και προέρχεται από τη Γερμανία.	○	○	○	○	○

Συμφωνείτε με τις παρακάτω δηλώσεις;

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Εγώ είμαι αυτός που αγοράζει λαχανικά και φρούτα στο νοικοκυριό μου.	○	○	○	○	○
Γνωρίζω πώς να επιλέξω ποιοτικά φρούτα και λαχανικά.	○	○	○	○	○
Είναι σημαντικό να γνωρίζω από πού προέρχονται τα φρούτα και λαχανικά που αγοράζω.	○	○	○	○	○
Εάν δεν εμπιστεύομαι τη χώρα προέλευσης προτιμώ να μην αγοράσω φρούτα και λαχανικά.	○	○	○	○	○

Οι παρακάτω ερωτήσεις αφορούν κινητά τηλέφωνα και πρέπει να δηλώσετε πόσο διατεθειμένοι είστε να τα αγοράσετε. Σας δίνονται πληροφορίες για την ανάλυση της κάμερας (12Mpx ή 16Mpx), την χωρητικότητα αποθήκευσης (32GB ή 64GB), την μνήμη RAM (4GB ή 6GB), την τιμή (250€ ή 450€) και την χώρα προέλευσης (Γερμανία, Ιταλία ή Κίνα).

Συμφωνείτε με την αγορά των παρακάτω κινητών τηλεφώνων;

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Κινητό με κάμερα 12 Mpx, 32GB αποθηκευτικό χώρο, 6 GB RAM, κοστίζει 450€ και προέρχεται από τη Γερμανία.	○	○	○	○	○
Κινητό με κάμερα 16 Mpx, 32GB αποθηκευτικό χώρο, 4 GB RAM, κοστίζει 450€ και προέρχεται από την Ιταλία.	○	○	○	○	○
Κινητό με κάμερα 12 Mpx, 64GB αποθηκευτικό χώρο, 4 GB RAM, κοστίζει 450€ και προέρχεται από την Κίνα.	○	○	○	○	○
Κινητό με κάμερα 12 Mpx, 32GB αποθηκευτικό χώρο, 4 GB RAM, κοστίζει 250€ και προέρχεται από τη Γερμανία.	○	○	○	○	○
Κινητό με κάμερα 12 Mpx, 64GB αποθηκευτικό χώρο, 6 GB RAM, κοστίζει 250€ και προέρχεται από την Ιταλία.	○	○	○	○	○
Κινητό με κάμερα 16 Mpx, 32GB αποθηκευτικό χώρο, 6 GB RAM, κοστίζει 250€ και προέρχεται από την Κίνα.	○	○	○	○	○

Συμφωνείτε με τις παρακάτω δηλώσεις;

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Μου είναι γνώριμα τα χαρακτηριστικά των κινητών τηλεφώνων που προαναφέρθηκαν	○	○	○	○	○
Στο παρελθόν έχω επιλέξει και αγοράσει κινητό τηλέφωνο μόνος/-η μου	○	○	○	○	○
Θεωρώ ότι η χώρα προέλευσης ενός κινητού τηλεφώνου είναι ένδειξη για την ποιότητά του.	○	○	○	○	○

Οι παρακάτω ερωτήσεις αφορούν Ηλεκτρονικούς Υπολογιστές (Η/Υ) και πρέπει να δηλώσετε πόσο διατεθειμένοι είστε να τους αγοράσετε. Σας δίνονται πληροφορίες για την μνήμη RAM (8GB ή 16GB),

τον επεξεργαστή (Intel ή AMD), τον σκληρό δίσκο (SSD ή HDD), την τιμή του (650€ ή 850€) και την χώρα προέλευσης του (Γερμανία, Ιταλία ή Κίνα).

Συμφωνείτε με την αγορά των παρακάτω Η/Υ;

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Η/Υ με 8GB RAM, επεξεργαστή AMD, σκληρό δίσκο SSD, κοστίζει 850€ και προέρχεται από την Κίνα.	○	○	○	○	○
Η/Υ με 8GB RAM, επεξεργαστή Intel, σκληρό δίσκο HDD, κοστίζει 850€ και προέρχεται από τη Γερμανία.	○	○	○	○	○
Η/Υ με 16GB RAM, επεξεργαστή AMD, σκληρό δίσκο HDD, κοστίζει 850€ και προέρχεται από τη Γερμανία.	○	○	○	○	○
Η/Υ με 8GB RAM, επεξεργαστή AMD, σκληρό δίσκο HDD, κοστίζει 650€ και προέρχεται από την Ιταλία.	○	○	○	○	○
Η/Υ με 16GB RAM, επεξεργαστή Intel, σκληρό δίσκο SSD, κοστίζει 850€ και προέρχεται από την Ιταλία.	○	○	○	○	○
Η/Υ με 16GB RAM, επεξεργαστή Intel, σκληρό δίσκο HDD, κοστίζει 650€ και προέρχεται από την Κίνα.	○	○	○	○	○

Συμφωνείτε με τις παρακάτω δηλώσεις;

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Μου είναι γνώριμα τα χαρακτηριστικά των Η/Υ που προαναφέρθηκαν.	○	○	○	○	○
Στο παρελθόν έχω επιλέξει και αγοράσει Η/Υ μόνος/-η μου.	○	○	○	○	○
Θεωρώ ότι η χώρα προέλευσης ενός Η/Υ είναι ένδειξη για την ποιότητά του.	○	○	○	○	○

Οι παρακάτω ερωτήσεις αφορούν αυτοκίνητα και πρέπει να δηλώσετε πόσο διατεθειμένοι είστε να τα αγοράσετε. Οι πληροφορίες που σας δίνονται αφορούν τον κυβισμό (1.200CC ή 1.600CC), την κατανάλωση καυσίμου (βενζίνη ή πετρέλαιο), την ιπποδύναμη (75HP ή 125HP), την τιμή του (15.000€ ή 20.000€ και την χώρα προέλευσης του (Γερμανία, Ιταλία ή Κίνα).

Συμφωνείτε με την αγορά των παρακάτω αυτοκινήτων;

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Ο κυβισμός του αυτοκινήτου είναι 1.600CC, καταναλώνει βενζίνη, έχει 75 ίππους, κοστίζει 20.000€ και προέρχεται από την Ιταλία.	●	●	●	●	●
Ο κυβισμός του αυτοκινήτου είναι 1.600CC, καταναλώνει βενζίνη, έχει 125 ίππους, κοστίζει 15.000€ και προέρχεται από την Κίνα.	●	●	●	●	●
Ο κυβισμός του αυτοκινήτου είναι 1.200CC, καταναλώνει πετρέλαιο, έχει 125 ίππους, κοστίζει 15.000€ και προέρχεται από την Ιταλία	●	●	●	●	●
Ο κυβισμός του αυτοκινήτου είναι 1.200CC, καταναλώνει βενζίνη, έχει 75 ίππους, κοστίζει 15.000€ και προέρχεται από τη Γερμανία.	●	●	●	●	●
Ο κυβισμός του αυτοκινήτου είναι 1.200CC, καταναλώνει πετρέλαιο, έχει 75 ίππους, κοστίζει 20.000€ και προέρχεται από την Κίνα	●	●	●	●	●
Ο κυβισμός του αυτοκινήτου είναι 1.200CC, καταναλώνει βενζίνη, έχει 125 ίππους, κοστίζει 20.000€ και προέρχεται από τη Γερμανία.	●	●	●	●	●

Συμφωνείτε με τις παρακάτω δηλώσεις;

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Μου είναι γνώριμα τα χαρακτηριστικά των αυτοκινήτων που προαναφέρθηκαν.	●	●	●	●	●
Στο παρελθόν έχω επιλέξει και αγοράσει αυτοκίνητο μόνος/-η μου.	●	●	●	●	●
Θεωρώ ότι η χώρα προέλευσης ενός αυτοκινήτου είναι ένδειξη για την ποιότητά του.	●	●	●	●	●

Θεωρώ ότι το επίπεδο της ποιότητας των προϊόντων που παράγονται στη Γερμανία είναι:

- Υψηλό
- Μέτριο
- Χαμηλό
- Διαφέρει ανάλογα με το είδος του προϊόντος

Θεωρώ ότι το επίπεδο της ποιότητας των προϊόντων που παράγονται στην Ιταλία είναι:

- Υψηλό
- Μέτριο
- Χαμηλό
- Διαφέρει ανάλογα με το είδος του προϊόντος

Θεωρώ ότι το επίπεδο της ποιότητας των προϊόντων που παράγονται στην Κίνα είναι:

- Υψηλό
- Μέτριο
- Χαμηλό
- Διαφέρει ανάλογα με το είδος του προϊόντος.

Παρακαλώ δηλώστε σε ποιο βαθμό συμφωνείτε με τις παρακάτω δηλώσεις.

	Διαφωνώ απόλυτα	Διαφωνώ	Ούτε συμφωνώ ούτε διαφωνώ	Συμφωνώ	Συμφωνώ απόλυτα
Μόνο προϊόντα που δεν είναι διαθέσιμα στην Ελλάδα πρέπει να εισάγονται.	○	○	○	○	○
Αγοράζω ελληνικά προϊόντα. Δίνω δουλειά στους Έλληνες.	○	○	○	○	○
Δεν είναι σωστό να αγοράζω ξένα προϊόντα.	○	○	○	○	○
Είναι πάντα καλύτερο να αγοράζω ελληνικά προϊόντα.	○	○	○	○	○
Πρέπει να ελαχιστοποιηθεί το εμπόριο και η αγορά προϊόντων από άλλες χώρες εκτός αν είναι αναγκαίο.	○	○	○	○	○
Οι Έλληνες δεν πρέπει να αγοράζουν ξένα προϊόντα γιατί αυτό πληγώνει την ελληνική αγορά και προκαλεί ανεργία.	○	○	○	○	○
Πρέπει να υπάρχει ανώτατο όριο σε όλες τις εισαγωγές.	○	○	○	○	○
Μπορεί να μου κοστίσει μακροπρόθεσμα, αλλά προτιμώ να υποστηρίζω τα ελληνικά προϊόντα.	○	○	○	○	○
Πρέπει να επιβληθεί υψηλή φορολογία σε ξένα προϊόντα για να μειωθεί η εισαγωγή τους στην Ελλάδα.	○	○	○	○	○
Πρέπει να αγοράζουμε από άλλες χώρες μόνο τα προϊόντα που δεν μπορούμε να αποκτήσουμε εντός Ελλάδας.	○	○	○	○	○