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## The impact of country image effects on the perceived quality of selected brands of air conditioner marketed in Hong Kong

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**THE IMPACT OF COUNTRY IMAGE EFFECTS ON  
THE PERCEIVED QUALITY OF SELECTED  
BRANDS OF AIR CONDITIONER  
MARKETED IN HONG KONG**

By

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BUS 331 FINAL YEAR PROJECT

PROJECT SUPERVISOR: MR. LEO LEUNG

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## ABSTRACT

Country image and perceived quality are two research foci in the marketing literature. However, little research has been done to explicitly address the impact of country image on the perceived quality of a brand name. The present research attempts to synthesize the two streams of research by developing a conceptual model to analyze the relationship among country image, perceived quality, perceived values and purchase intention.

China has been an underdeveloped country and the products from China are perceived as of lower quality. The lower quality perception may be improved in recent years due to the economic development of China. A research on two brand names of air-conditioner from China and two other brand names from Japan (served as the control group) was designed to test our conceptual model.

The country image is conceived as consisting of two major dimensions: country perception and product perception. The perceived quality is hypothesized to be related to four independent variables: country perception, product perception, brand reputation and perceived price.

A survey was conducted on 300 respondents randomly selected from three shopping malls in Hong Kong. The results show that brand reputation and product perception have significant impact on perceived quality of a brand name. The positive impact on quality will lead to a higher perceived value and a higher purchase intention.

Recommendations based on our research findings are given at the end of this report.

## ACKNOWLEDGEMENTS

The accomplishment of this Final Year Project ought to be attributed to the help of various parties. Otherwise, our study would not be completed so smooth. We would like to take this opportunity to thank them sincerely despite this may not be sufficient for their generosity and kindness.

The person we should thank without hesitation is our project supervisor, Mr. Leo Leung. He has provided valuable advice and materials to help us in completing the project. Besides, in order to cultivate our individual thinking, he has endeavored not to interfere too much in our work. His friendly attitude and helpfulness contribute a lot to the successful completion of this project. Here, we would like to thank the time and idea he has devoted to us. We appreciate the things we learnt in this project, and we believe that they will be useful to help us to search for knowledge in the future.

Finally, our whole-hearted appreciation would also be extended to our friends and all respondents for helping us to complete this study.

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# **CHAPTER 1**

## **INTRODUCTION**

## CHAPTER 1 INTRODUCTION

### 1.1 Background

Country Image has been one main stream of research focus in the past thirty-five years. Research in this period showed that country image has affected peoples' buying decisions on specific brands in the absence of other information cues. (Schooler 1965; Bilyd and Nes 1982; Yaprak 1987; Hooley, Shipley and Krieger 1988). Papadopoulous, Johansson and Nebenzahl (1987) and Yaprak and Liefeld(1986) extensively reviewed the influence of country image on buyers' reactions to products. The research by Nagashima (1970, 1977) was a pioneer study to explore the relationship between country image and product preferences.

Another mainstream of research focus was on perceived product quality. Many researches have found that extrinsic cues (e.g. price, brand name and advertising) and intrinsic cues (e.g. product's characteristics) have influences on product quality (Nelson 1970, 1974; Olson 1977; Schmalensee 1978; Milgrom and Roberts 1986).

Previous researches have also showed the correlation between perceived quality and the perceived value (Young and Feigin 1975, Rokach 1973, Olson and Reynolds 1983). As country image can be regarded as one of the extrinsic cues, we would expect that country image would affect the perceived quality of a product and hence affect the purchase behavior.

However, it seems to the present authors that no research has explicitly addressed this issue. The present research attempts to synthesize the two streams of research and investigate how country image may affect the perceived quality of selected brands of product. In analyzing the impact of country image on perceived quality of products, the information obtained may also provide insights to the government to enhance country image in stimulating tourism. Foreign investors can evaluate the value of investing in particular countries in case the country-of-origin of their products may have positive or negative images as perceived by the local consumers.

## 1.2 Research Objective and Scope

The objective of this research is to investigate the effects of Chinese and Japanese country image on the perceived quality of a selected high involvement product: air-conditioner. Four brands of air conditioner will be selected for our investigation.

As the volume of the world trade is enormous and global product competition is intense, any factor that may affect consumers' evaluation of a product should not be neglected by the marketers. We hope that the present research could provide some insights to marketers on how product brands should be managed.

Japanese brand product are selected because Japan is a developed country and has good reputations for most branded products; China is a developing country and many brands are perceived as lower quality. The contrast between the two countries may provide useful insights to marketers. Furthermore, people in Hong Kong are familiar with or at least have heard of the brands from these two countries. Finally, we are only interested in the country of design effects (or country-of-origin) effects in the research. We set aside the country of production or assembly effects for the time being.

# **CHAPTER 2**

# **LITERATURE REVIEW**

## **CHAPTER 2      LITERATURE REVIEW**

### **2.1.1    Conceptual meaning of country image**

Country image is the perception including picture, reputation as well as stereotype that businessmen and consumers attach to products of a certain country. Nagashimas (1970) mentioned that image is constituted by different factors such as representative products, national characteristics, economics, and political background, history and traditions. It is frequently used as a screening device by consumers to decide whether a product is included in the consideration set or not (Cordell 1992).

According to many researches on country image, we may ascertain that country image is an important factor that affects the purchasing intention (Ahmed, d' Astous and Mathieu 1995). When people buy the goods such as electronic appliances, they may first consider the country-of-origin of the product (Cordell 1992). In other words, country image may affect the evaluations of product directly or indirectly through personal beliefs (Nebenzah, Jaffe and Lampert 1997).

Besides, Bilkey and Nes (1982) and Han (1989) mentioned that some researchers have attempted to define country image as consumers' general perceptions of quality for products made in a given country. Generally speaking, country image information is important for consumers to evaluate a product from a specific country.

### **2.1.2 Country Image's influences on purchase**

As country image is important to consumers when they want to get some products; they may first consider the country-of-origin of the product (Ahmed, d' Astous and Mathieu 1995). Furthermore, country image will influence product consideration and rejection processes (Papadopoulos and Heslop 1993). On the other hand, some researches have indicated the consumers' country image may be moderated by their familiarity with the countries and the products.

The household or industrial buyers' evaluation are based on their assessment of product cues, which include intrinsic (taste, design, performance) or extrinsic (brand name, country of origin) attributes. Buyers often make judgments about product quality and purchase value on the basis of extrinsic cues, particularly when it is not easy to assess the intrinsic value of a product (Ahmed, Astous and Adraoui 1994). Research indicates that knowledge of country of origin indeed influence buyer's perceptions of products (Ahmed, Astous and Adraoui 1994).

There is a lot of product information available in the market, and consumers will use country image information as a summary statistic. It would, therefore, be more efficient to use country image as a surrogate to represent or summarize a set product attributes (Johansson 1989). Besides, consumers will also use country image in product evaluation during the pre-purchase stage (Shapiro 1982; Han 1989).

Liefeld and Heslop (1991) had found that country-of-origin information was more important in affecting product quality assessments than price and brand information.

However, Alamen and d' Aston (1995) have found that brand name is a more important cue than the country image. The notion of brand consideration was first introduced into marketing as an integral component in Howard and Sheth's (1969) theory of buyer behavior.

Later, Ahmed and d' Astons (1995) has supported that brand name is a more important cue than country-of-origin. The ideas of Liefeld and Heslop(1991) and Alamen and d' Aston(1995) have concluded that both country image and brand should be viewed as important inputs to consumers' decision making (Ahmed and Astous 1999). In this research, we would like to focus on how the purchasing intention may be affected by country image, brand name as well as perceived brand image.

### **2.1.3 Measurement of country image**

Aire (1974), Bannister and Sounder (1978), Agbonifoh (1985) and Michael (1995) have suggested that the differences in the image of products from different countries may be affected by some factors, such as, economic, political reputation and degree of technology. Furthermore, Wang and Lamb (1983) and Baugh and Yaprak (1993) have found that consumers' willingness to purchase products is related to cultural characteristic, ethnicity, industrialization, consumption acculturation as well as historical events and relationships.

Actually, Nebentahl (1984) concluded that all the current scales not only had low reliability but also were not tested for internal consistency and stability. However, some researchers such as Martin and Eroglu(1993) had found that country image perceptions might vary depending on the level of economic development of the country in 1990. For examples, a low per capita income and inefficient marketing system (Papadopoulos, Heslop and Bamossy 1990). An advantage of identifying country image dimensions is to generate consistency for conceptualizing and operationalizing country image in the future studies.

The country image dimensions were defined by Roth and Romeo (1992) as the followings:

- 1) Innovationess : Use of new technology and engineering advances
- 2) Design : Appearance, style, colours, variety
- 3) Prestige : Exclusivity, status, brand name, reputation
- 4) Workmanship : Reliability, durability, craftsmanship, manufacturing quality

After reviewing the literature, it seems that country image may be measured in terms of two major dimensions: Country Perception and Product Perception. Country perception is the perception to the country that perceived by consumers, and the consumers will use the country perception to determine the product made in those countries. Product perception is the perception of the consumers on the product.

### **2.2.1 Conceptual meaning of perceived quality**

Quality is subjective and ambiguous (Zeithaml 1988). The ISO current definition of quality is “The totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs.” Perceived quality is different from objective or actual quality. It is an abstraction rather than a specific attribute of a product. It is a global assessment on the superiority of products or services and a judgment usually made within a consumer’s evoked set (Lewin 1936).

Moreover, it is the discrepancy between consumers’ perceptions and expectations (Parasuraman, Zeithaml, Berry 1988). Perceived quality arises because people possess imperfect information about product/service (Smallwood and Conlisk 1979).

In different product categories that come from the same country, the perceived quality may be different (Han and Terpstra 1988). Regarding perceived quality, consumers not only consider the functional, objective benefits of products, but also the subjective, psychological and emotional benefits (Caminal and Vives 1996; Smallwood and Conlisk 1979).

Extrinsic cues and intrinsic cues have influences on perceived quality. Extrinsic cues include price, store image, brand image, country image, promotional message and reputation of manufacturer. Intrinsic cues are specific product characteristics, for example, products' size, color, flavor and aroma (Szybillo and Jacoby 1974).

Perceived quality was most strongly affected by the country image of the products/services when there was no sufficient information about the brands considered (Lim et al.1994). Another study found that country-of-origin information was more important in affecting perceived quality than price and brand information (Liefeld and Heslop 1991). However, a study commented that brand information was more important than country-of-origin (Ahmed and d' Astons1995).

For the price attribute, price can be a surrogate indicator of perceived quality when consumers have little information and confidence to make a choice (Peterson 1977).

But price becomes less important as a quality indicator when other product cues, such as brand name or store image are provided (Olson 1977).

Another study indicated that price is the least important attributes that consumers associate with quality (Bonner and Nelson 1985; Parasuraman, Zeithaml, and Berry 1985). One of the notions is “the higher price; the higher perceived quality” (Scitovsky 1945). However, the direction of price-quality relationship may not always be positive (Peterson and Wilson 1985).

For the brand attribute, when brands are unfamiliar, price will be more important as a quality cue (Smith and Broome 1996). Brand can serve as shorthand for perceived quality when consumers had a bundle of information about the products (Jacoby et al. 1978).

### **2.2.2 The influences of perceived quality on purchase**

The perceived quality has direct impact on the perceived value and perceived value induces the purchase (Dodds and Monroe 1985). Perceived value may be taken as “The quality I get for the price I pay”. Hence, when the perceived quality of a products/service is high, the perceived value is also high given the perceived price and hence a higher likelihood for purchase (Bishop 1984; Dodds and Monroe 1984; Doyle 1984; Shapiro and Associates 1985).

### **2.2.3 Measurement of perceived quality**

Perceived quality can be measured in terms of a number of product attributes, such as performance, features, reliability, conformance, durability, conformance, durability, serviceability, aesthetics (Garvin 1987). Zeithaml (1988) identified reliability, empathy, assurance, responsiveness and tangible as attributes to measure perceived service quality. These dimensions are also useful to measure the quality of packaged goods, industrial products and durable goods. Besides, Brucks and Zeithaml (1987) used six dimensions, namely, ease of use, functionality, performance, durability, serviceability and prestige, to measure the perceived quality of durable goods.

# **CHAPTER 3**

# **CONCEPTUAL FRAMEWORK**

## CHAPTER 3 CONCEPTUAL FRAMEWORK

### 3.1 The Framework

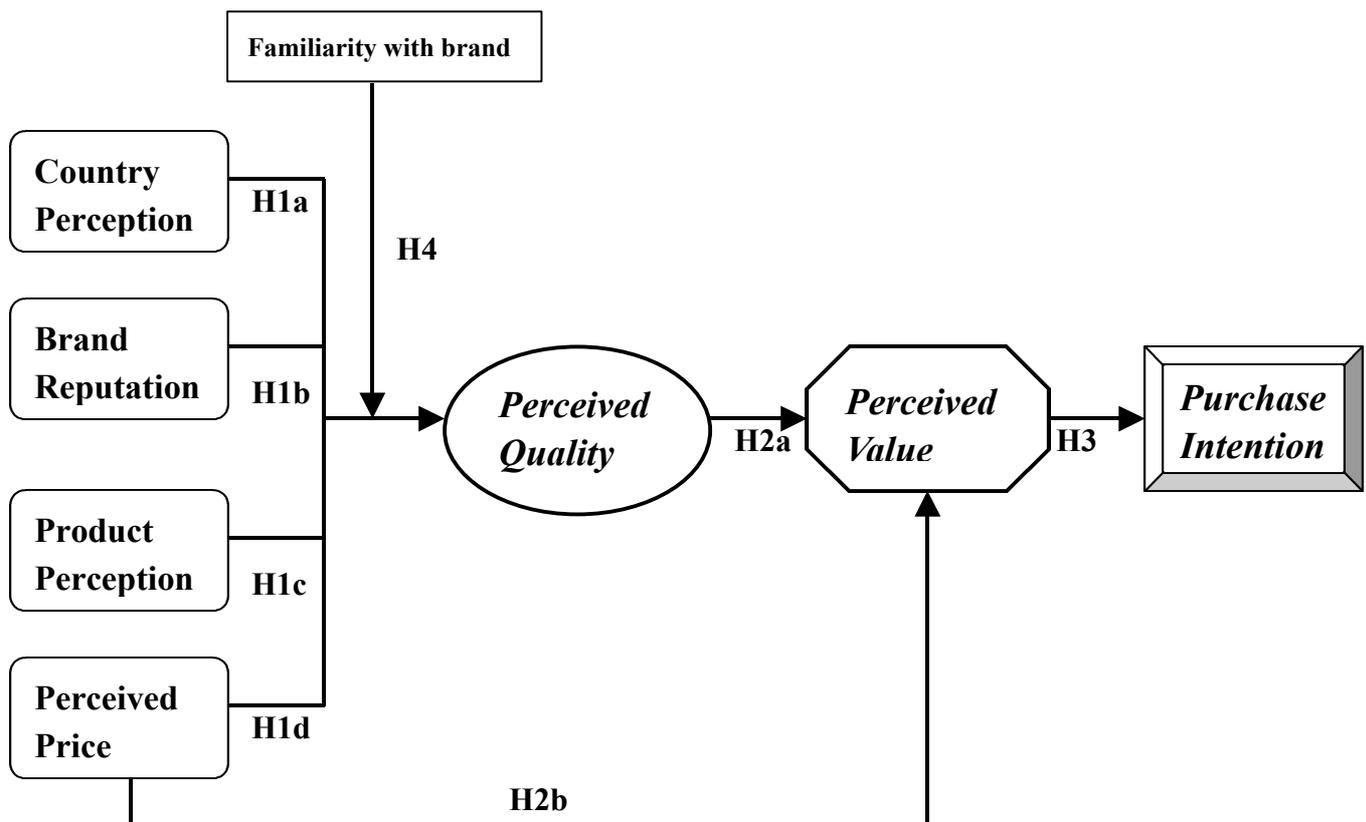


Figure 1: The conceptual model for the impact of country image on the perceived quality of the selected brand names of air-conditioners

Figure 1 depicts the conceptual model for our present research. The country image is conceived as composed of two major dimensions: the Country Perception and the Product Perception. The Perceived Quality of a brand name is hypothesized to be influenced by four independent variables: Country Perception, Product Perception, Brand Reputation and Perceived Price. Better perceived value will then lead to high perceive value by the consumers, which then will lead to higher purchase intention.

As the Hong Kong respondents should have some knowledge on Japan and China. We think there is no need to incorporate the influence of country familiarity in this research.

We will focus on investigating the relationship between country perception (measured by country perception and product perception) and perceived quality as previous research has not explicitly addressed this issue. Those respondents who are more familiar with a brand name will be less likely to use country perception to evaluate the perceived quality (Jacoby et al.1978).

Brand reputation is the estimation of the consistency over time of an attribute of an entity (Jacoby et al.1978). When respondents perceive a brand's reputation is high, they will have more trust and confidence on the brand, hence a better perceived quality. Besides, when the respondents have favourable product perception, they will infer a higher perceived quality.

Perceived price is based on the consumers' subjective judgments whereas the objective price is the actual price of a product (Jacoby and Olson 1977). Perceived price is therefore the consumers' encoded prices in the ways that are meaningful to them (Dickson and Sawyer 1985; Zeithaml 1982, 1983). The perceived price should have negative relationship with perceived value (Bishop 1984; Dodds and Monroe 1984; Shapiro and Associates 1985).

Besides, Perceived value also affects the relationship between quality and purchase (Olshavsky 1985). Finally, the perceived quality has direct impact on the perceived value and perceived value induces the purchase (Dodds and Monroe 1985).

## 3.2 Hypotheses

H1: Perceived quality is positively correlated with Country perception (H1a), Brand reputation (H1b), Product perception (H1c) and Price (H1d).

H2: Perceived Value is positively correlated with Perceived Quality (H2a) and is negatively correlated with Price (H2b).

H3: Perceived Value will positively affect Purchase Intention (H3).

H4: Familiarity with a brand (H4) may modify the relationship between Perceived Quality and the 4 independent variables: Country perception (H1a), Brand reputation (H1b), Product perception (H1c) and Price (H1d).

# **CHAPTER 4**

# **RESEARCH**

# **METHODOLOGY**

## **CHAPTER 4 RESEARCH METHODOLOGY**

### **4.1 Research Design**

The research design is determined by first considering the research objective stated previously.

A literature review was first conducted to understand the concepts and definitions of country perception, product perception as well as perceived quality, and formulate our conceptual framework for the present study. We obtained the required information from periodicals, journals, articles, magazines and books. In literature review, we have clarified what and how those concepts like country perception, product perception and perceived quality are measured.

To study the effects of country image and product perception on perceived quality, a descriptive research is adopted. We propose to conduct an undisguised and structured questionnaires survey on a selected sample of people in Hong Kong.

## **4.2 Data Sampling Method**

Since air-conditioner is a shopping item, shopping mall-intercept interview was adopted. Besides, judgmental sampling will be used as probability sampling is not feasible and expensive, judgmental sampling (Shopping center sampling) is legitimately and effectively.

## **4.3 Questionnaire Design and Measurement**

Two sets of questionnaires were set. One was asking about the Chinese country image and two brand names of China-made air-conditioner (Midea and Kelon); the other one was on Japanese country image and two brand names of Japanese air-conditioner (Hitachi and Rasonic).

The questionnaire was divided into four parts. The first part is talking about the respondents' opinions toward different brands of air-conditioner from China or Japan.

The second part is measuring the country image. Product perception will be measured in the third part, and the last part is about personal information. Every selected respondent was randomly assigned to one set of questionnaire. Then they were asked to indicate their preferences and opinions on each questionnaire assigned.

Finally, demographic information was collected. The English questionnaire is translated into Chinese to assist the respondents to comprehend the questions asked.

The country image was measured by different attributes, such as economic development, economic environment, democratic system, types of products, quality of product, civilization of government, level of industrialization, labor cost, literacy rate, market system, welfare system, standard of living and the level of technological research.

The perceived quality of country brand products was measured by the familiarity with brand, brand reputation, ease of use, durability, specific functions, performance of products and customer service provided.

The product perception was measured by the advancement of the country's production process, the innovativeness of the country's products, the quality of the country's product, the reliability, performance country's products and the customer service of the country's product. Since air-conditioner is a shopping item, shopping mall intercept interview was adopted. About 300 respondents would be intercepted in 3 selected shopping malls for interview.

#### **4.4 Field Work and response rate**

We have used 9 days for approaching suitable respondents in the shopping mall, only the person who is over 18 years old, has known and used the specific brands of air-conditioners will be selected as respondents. We have totally asked 1352 people, only 300 people are suitable candidates; the response rate is 22.2 %. Three shopping malls were selected for conducting the questionnaires, which are City Plaza, Hollywood Plaza and Nan Fung Center as these centers are randomly selected from the Hong Kong Shopping Center List.

#### 4.5 Details of Field Work

<b>Date</b>	<b>Time</b>	<b>Place</b>	<b>No. of successful Questionnaires received</b>
17-2-2001 (Sat)	12 a.m.-8 p.m.	Hollywood Plaza	48
18-2-2001 (Sun)	12 a.m.-8 p.m.	Nan Fung Center	50
19-2-2001 (Mon)	6 p.m.-9 p.m.	City Plaza	19
20-2-2001 (Tue)	6 p.m.-9 p.m.	Hollywood Plaza	25
21-2-2001 (Wed)	12 a.m.-8 p.m.	Nan Fung Center	23
22-2-2001 (Thur)	4 p.m.-8 p.m.	City Plaza	21
23-2-2001 (Fri)	12 a.m.-8 p.m.	Hollywood Plaza	39
24-2-2001 (Sat)	12 a.m.-8 p.m.	Nan Fung Center	45
25-2-2001 (Sun)	4 p.m.-8 p.m.	City Plaza	30
			<b>Total: 300</b>

# **CHAPTER 5**

# **FINDINGS**

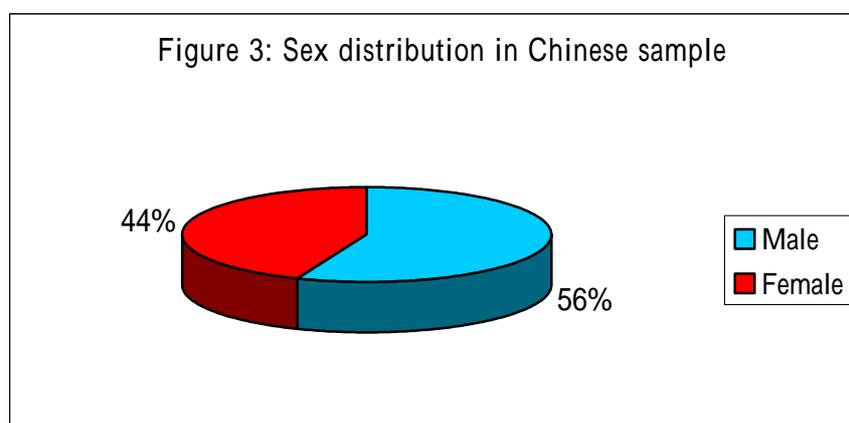
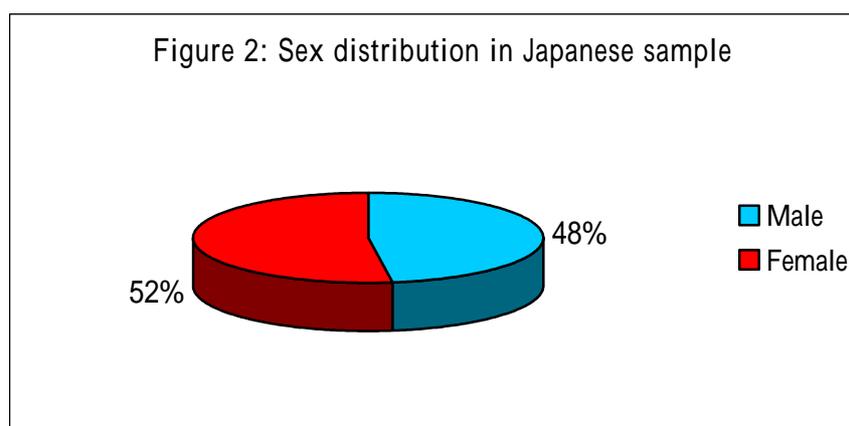
## CHAPTER 5 FINDINGS

### 5.1 Demographic Summaries

**Table 1: Demographic profile of the respondents**

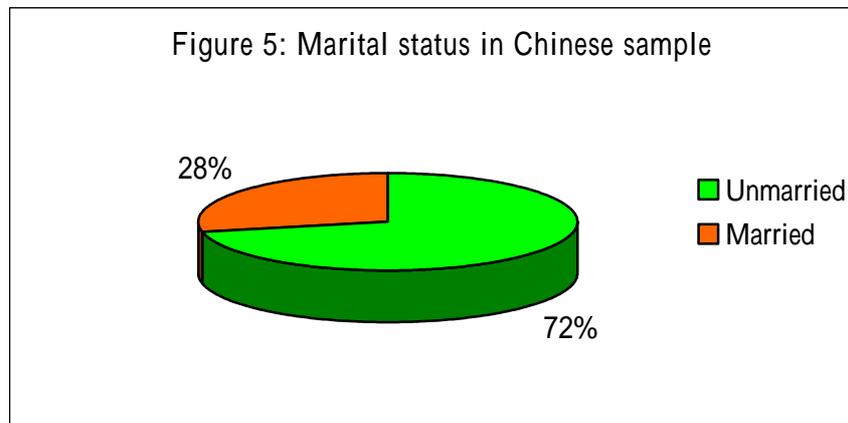
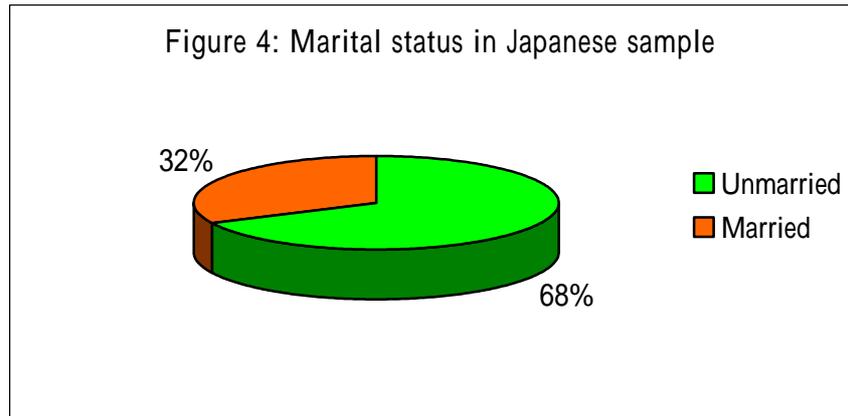
Demographic Variables		Japan (Sample 1) n=150	China (Sample 2) n=150	Statistical Significance
<b>Sex</b>	Male	47.7%	56%	0.17
	Female	52.3%	44%	
<b>Marital status</b>	Unmarried	67.8%	71.7%	0.52
	Married	32.2%	28.3%	
<b>Income</b>	Below \$15,000	62%	68.1%	0.62
	\$15,001–\$30,000	28.9%	22%	
	\$30,001–\$45,000	5.6%	6.4%	
	\$45,001 or above	3.5%	3.5%	
<b>Education</b>	Primary school	7.3%	7.3%	0.86
	Secondary 1 to 5	27.7%	27%	
	Secondary 6 to 7	21.2%	17.5%	
	Tertiary and Postgraduate	43.8%	48.2%	
<b>Occupation</b>	Professional/ Manager/ Proprietor	19.3%	16.8%	0.87
	Associated Professional/ Supervisor/ Administrator	18.5%	18.5%	
	Clerical/ Unskilled	33.6%	31.1%	
	Student	21.8%	27.7%	
	Housewife	6.7%	5.9%	

Among the 300 respondents, 150 were selected to complete the questionnaire on the Japanese brand and the other 150 were selected to complete the questionnaire on the Chinese brand. In the Japanese group, there were about 48% male respondents and 52% were female (Figure 2). In the Chinese Group, there were 56% of respondents that were males and 44% were females (Figure 3). Under the analysis of Crosstabs from the Descriptive Statistics, we have gotten the statistical significance with 0.17, because the statistical significance is greater than 0.05 between these two samples, we can claim that the two samples are practically similar to each other.

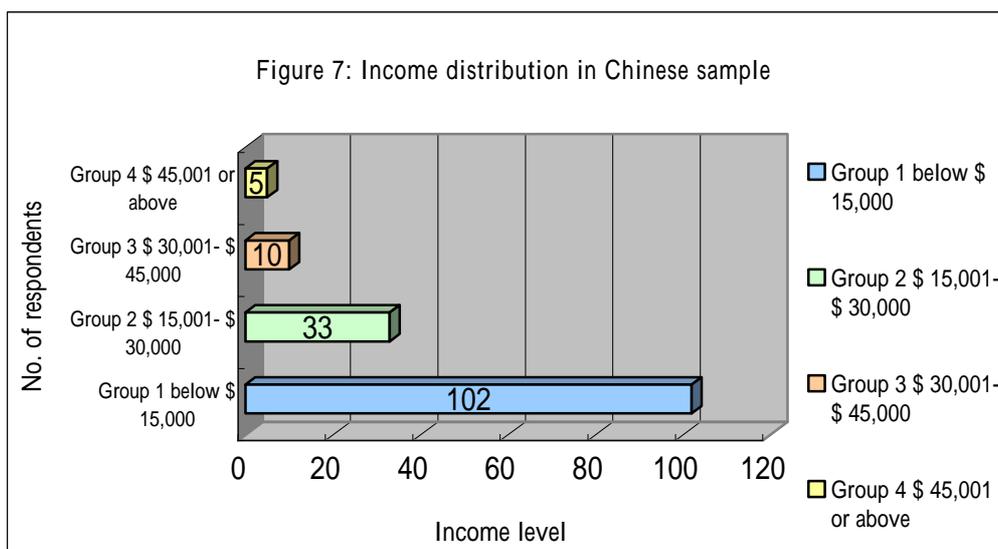
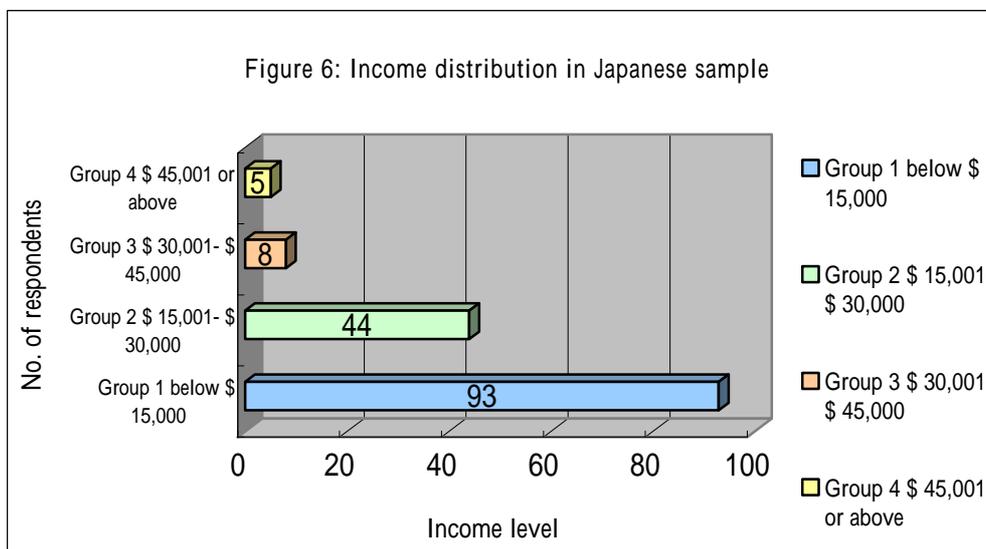


In accordance with the Figure 4 and 5, it shows the marital status of the respondents.

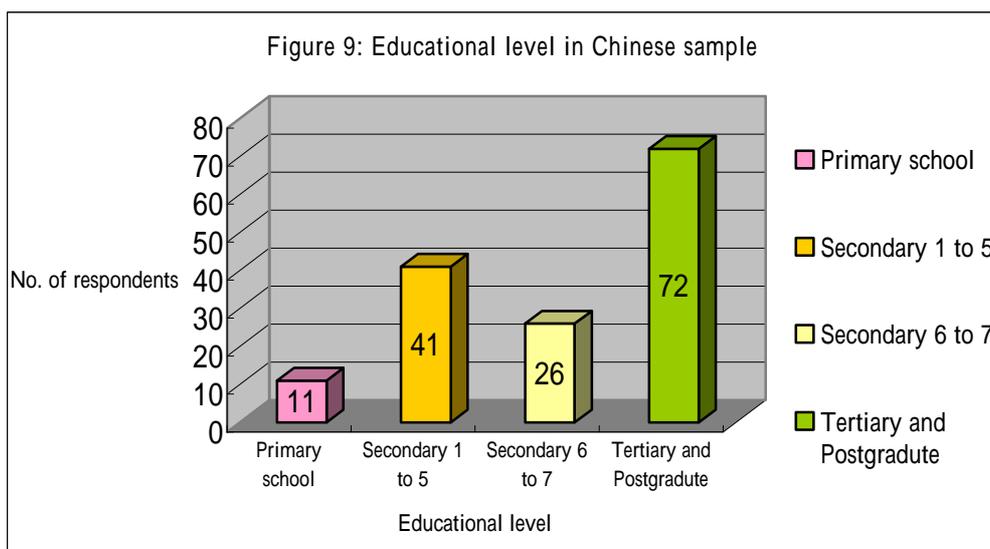
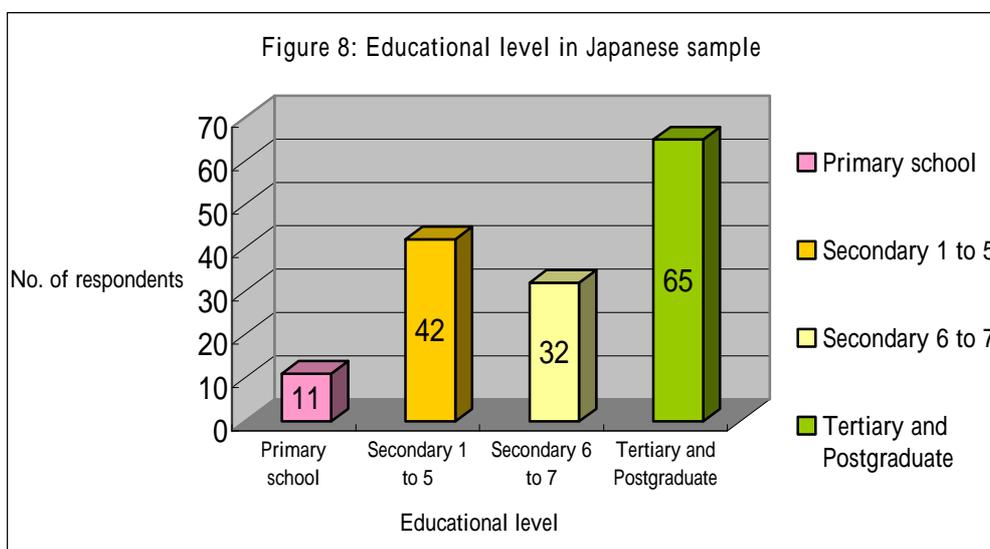
There were about 70% of respondents that were married in both Japanese and Chinese samples and the rest respondents were single.



Refer to the income level of the respondents showed in Figure 6 and Figure 7, almost two third of our respondents earned less than \$ 15,000 per month in both Japanese and Chinese samples. The reason may be that most of our respondents were clerical and unskilled workers. There were about 30% of respondents in the Japanese group that earned between \$ 15,001 and \$ 30,000 and about one fifth of respondents in the Chinese group earned in this level.



In Figure 8 and 9, they show us the education level of the respondents, two fifth of the respondents' education level were at tertiary or above in both samples. Also, two fifth of the respondents' education level were at secondary school. So, over 80% of our respondents in both Japanese and Chinese samples had at least secondary education level.



For the occupation distribution of the respondents referring to the Figure 10 and 11, about one third of the respondents were students and housewives in both two samples.

The rest of the respondents in both two samples were working class consisting of different nature of jobs such as professional, manager, proprietor, associated professional, supervisor, administrator, clerical and unskilled workers.

Figure 10: Occupation distribution of Japanese sample

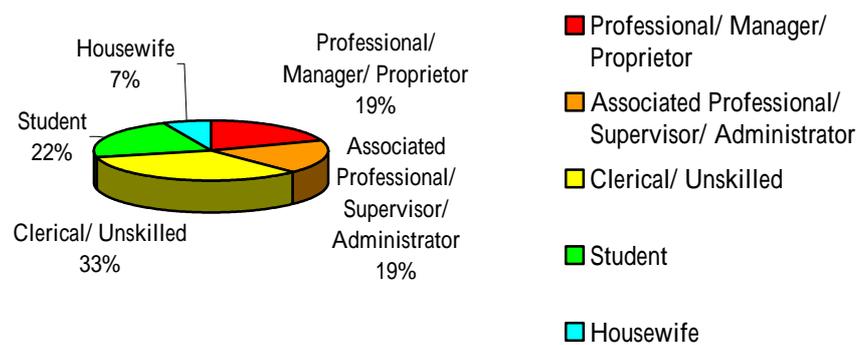
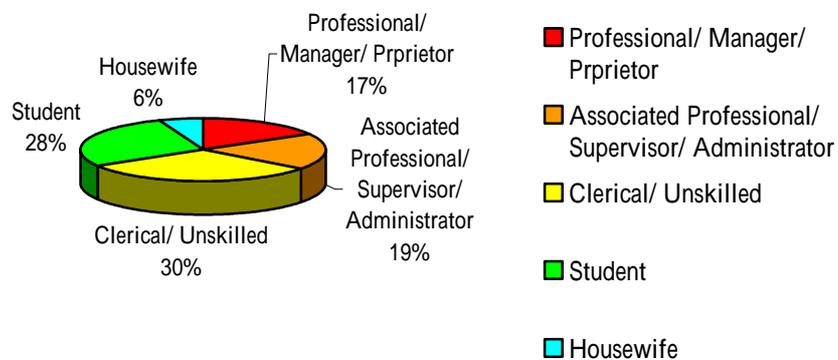


Figure 11: Occupation distribution of Chinese sample



In the demographic profile of respondents, all items including sex, marital status, income, education as well as occupation do not have significant differences because it is greater than 0.05 between Japan and China sample. Therefore, the two samples are equivalent samples.

## 5.2.1 Reliability Coefficients

**Table 2: Reliability Coefficients for the Multi-item Measures**

	Japan (Sample 1) n=150	China (Sample 2) n=150
<b>Country Perception</b>	0.88	0.77
<b>Product Perception</b>	0.88	0.86
<b>Brand Reputation</b>	0.72 (Hitachi) 0.65 (Rasonic)	0.69 (Midea) 0.71 (Kelon)

Table 2, shows reliability coefficient for the multi-item measures in this study.

Nunnally (1978) suggests that the coefficients should be 0.7 or above.

Coefficient between 0.6 and 0.7 are marginally acceptable.

Besides, table 2 shows that for both country perception and product perception, the reliability coefficients of country perception for Japan and China are 0.88 and 0.77 respectively, while the coefficients of product perception for Japan is 0.88 and for China is 0.86.

For perceived quality, although the reliability coefficients of Rasonic (Japan) and Midea (China) do not exceed the threshold of 0.7 (0.65 and 0.69 respectively), they are still acceptable.

## 5.2.2 Comparison of Country Perception and Product Perception

**Table 3: Comparison of Country Perception  
and Product perception between  
Japan & China**

	<b>Japan (Sample 1) n=150</b>	<b>China (Sample 2) n=150</b>	<b>Statistical Significance</b>
<b>Country Perception</b>			
Political (5 items)	2.86*	5.20*	0.00
Economic (2 items)	2.03	5.10	0.00
Technological (4 items)	2.32	4.25	0.00
Overall (11 items)	2.51	4.84	0.00
<b>Product Perception</b>			
Technically advance	5.77**	3.61**	0.00
Innovative	5.49	3.19	0.00
Quality of products	5.49	3.33	0.00
Reliability	5.08	3.27	0.00
Performance	5.18	3.33	0.00
Services	5.03	3.15	0.00
Overall (6 items)	5.34	3.31	0.00

\* scale ranged from 1 to 7, 1=most favorable, 7=most unfavorable

\*\* scale ranged from 1 to 7, 1=most unfavorable, 7=most favorable

In this part, we are using the independent samples t-test to analyze the country perception and product perception between the two samples. Factor analysis shows that the country perception consists of 3 sub-dimensions. Political (democratic system, civilian government, market system, welfare system and economic environment), economic (quality of products and standard of living), and technological (economic development, mass produced product, industrialization and level of technological research).

According to table 3, Japan has more favorable country perception than China. The respondents report that Japan has more stable political environment, more developed economy, more technological innovation than China has.

The product perception is measured by 6 items which are technically advance, innovative, quality of products, reliability, performance and services. Referring to table 3, the results are similar to that found for country perception. Japanese products have more favorable product perception than the Chinese products. The respondents think that Japanese products are more innovative, more reliable, with higher quality, have better performance and better services than Chinese products.

Therefore, we may conclude that the Japanese products have a more favorable country perception (in terms of country and product perception) than the Chinese brand products have.

### 5.2.3 Comparison of Brand Reputation, Price, Quality, Value and Purchase Intention

**Table 4: Comparison of Brand Reputation, Price, Quality,  
Value and Purchase Intention across the  
two brands selected for each sample**

	Japan (Sample) n=150		Statistical Significance	China (Sample) n=150		Statistical Significance
	Hitachi 日立	Rasonic 樂信		Midea 美的	Kelon 科龍	
<b>Brand Reputation</b>	5.25	4.14	0.00	3.85	3.15	0.00
<b>Price</b>	4.84	4.29	0.00	3.25	3.13	0.16
<b>Quality</b>	4.79	4.22	0.00	3.90	3.65	0.00
<b>Value</b>	4.65	4.27	0.00	4.03	3.84	0.03
<b>Purchase Intention</b>	5.14	4.06	0.00	3.77	2.93	0.00

Scale ranged from 1 to 7, 1=more unfavorable, 7=more favorable

In comparison between brand reputation, price, quality, value and purchase intention across four brands selected from Japan and China, it has showed that Hitachi has a more favorable brand reputation, price, quality, value and purchase intention than Rasonic has among the Japanese brand category. All items' statistical significances of Japanese brand products are 0.00, it means that they are statistically significant.

Meanwhile, Midea has a more favorable brand reputation, quality, value and purchase intention than Kelon has in the Chinese brand category, and almost all items are statistically significant except price. It means that price is not a factor that affects consumers' purchase intention when they have a choice between Midea and Kelon.

However, the data in table 4 has showed that Japanese brand products have a more favorable brand reputation, quality, value and purchase intention when they are compared with Chinese brand products.

## 5.2.4 Regression Analysis for the Four Selected brands as Perceived Quality being dependent variable

**Table 5: Regression Analysis for the Four Selected brands of  
Air-conditioner–Perceived Quality  
as the dependent variable**

	Hitachi 日立 n=150	Rasonic 樂信 n=150	Midea 美的 n=150	Kelon 科龍 n=150
Country Perception	-0.013	-0.031	-0.018	-0.119
Reputation	0.454**	0.399**	0.383**	0.213**
Product perception	0.197*	0.127	0.260**	0.137
Price	-0.040	0.111	0.164*	0.266**
<b>R<sup>2</sup></b>	0.309	0.263	0.326	0.263

\*= p<0.05

\*\*= p<0.01

The results of the regression analysis for Japanese brands when perceived quality is treated as the dependent variable will be illustrated in the following. According to table 5, you can see that reputation is the most important factor in the mind of customers due to the significance in the four brands. In other words, reputation may be an important factor affects consumers' choices on air-conditioners no matter Chinese brands or Japanese brands products.

On the other hand, the results show the product perception is also important to those customers. As we mentioned in the beginning of this proposal, we have assumed that country perception and product perception are vital to affect the perceived quality. In this regression test, we have obtained a result that product perception is more important than the country perception. It is because there are no significant values on country perception in the analysis.

However, we can find out that the Hitachi of Japan and Midea of China have significant values in this regression analysis. So, it shows that product perception has a greater influence to those customers than country perception has.

### 5.2.5a Regression Analysis for Japanese brands as Perceived value

being the dependent variable

**Table 6: Regression Analysis for Japanese Brands—  
Perceived value as the dependent variable**

	Hitachi 日立 n=150		Rasonic 樂信 n=150	
	Standardized coefficients		Standardized coefficients	
	Scenario 1	Scenario 2	Scenario 1	Scenario 2
Country Perception	0.083	0.087	-0.012	0.003
Reputation	0.205*	0.071	0.352**	0.150
Product Perception	0.166	0.108	0.100	0.036
Price	0.058	0.070	0.032	-0.025
Quality		0.297**		0.507**
<b>R<sup>2</sup></b>	0.110	0.170	0.167	0.356

\*= p<0.05

\*\*= p<0.01

In table 6, it shows the results of regression analysis for Japanese brands when perceived value as the dependent variable, the implications will be illustrated in the following parts.

In Scenario 1 of Hitachi, only reputation has significant influences on perceived value. However, after adding quality as independent variable in Scenario 2, quality has replaced all other items and has become the only factor that has significant influences on perceived value. Besides, as the  $R^2$  has increased from 0.110 in Scenario 1 to 0.17 in Scenario 2, it can be proved that perceived quality is the intervening variable between country perception, reputation, product perception, price and perceived value.

In Scenario 1 of Rasonic, reputation also has significant influences on perceived value. However, when adding quality as independent variable in Scenario 2, quality has replaced all the others and has become the only factor that has significant influences on perceived value. Besides,  $R^2$  is increased from 0.167 in Scenario 1 to 0.356 in Scenario 2; it can be proved that perceived quality is the intervening variable between country perception, reputation, product perception, price and perceived value.

### 5.2.5b Regression Analysis for Chinese brands as Perceived value being the dependent variable

**Table 7: Regression Analysis for Chinese Brands—  
Perceived value as the dependent variable**

	Midea 美的 n=150		Kelon 科龍 n=150	
	Standardized coefficients		Standardized coefficients	
	Scenario 1	Scenario 2	Scenario 1	Scenario 2
Country Perception	-0.100	-0.093	-0.006	0.055
Reputation	0.440**	0.276**	0.247**	0.139
Product perception	-0.006	-0.117	0.175	0.106
Price	-0.039	-0.109	0.039	-0.096
Quality		0.429**		0.507**
<b>R<sup>2</sup></b>	0.221	0.345	0.136	0.326

\*= p<0.05

\*\*= p<0.01

In table 7, it shows the results of regression analysis for Chinese Brands when Perceived Value as the dependent variable, the implications will be illustrated in the following parts.

In Scenario 1 of Midea, Reputation has significant influences on Perceived Value.

However, after adding Quality as intervening variable, both Reputation and Quality have influences on Perceived Value. Besides, the R<sup>2</sup> is increased from 0.221 to 0.345; it can be proved that Perceived Quality is the intervening variable.

In Scenario 1 of Kelon, Reputation has significant influences on Perceived Value. However, when adding Quality as independent variable in Scenario 2, Quality has replaced all other items and has become the only factor that has significant influences on Perceived Value. Besides,  $R^2$  is increased from 0.136 in Scenario 1 to 0.326 in Scenario 2; it can be proved that Perceived Quality is the intervening variable between Country perception, Reputation, Product perception, Price and Perceived value.

## 5.2.6a Regression Analysis for Japanese brands as Purchase

Intention being the dependent variable

**Table 8: Regression Analysis for Japanese Brands—  
Purchase Intention as the dependent variable**

	Hitachi 日立 n=150		Rasonic 樂信 n=150	
	Standardized coefficients		Standardized coefficients	
	Scenario 1	Scenario 2	Scenario 1	Scenario 2
Price	0.057	0.027	0.080	0.065
Quality	0.472**	0.355**	0.490**	0.236**
Value		0.318**		0.444**
<b>R<sup>2</sup></b>	0.229	0.315	0.271	0.402

\*= p<0.05

\*\*= p<0.01

Refer to table 8, Price and Quality are used to test their influences on the Purchase Intention in Scenario 1 of Hitachi, but only Quality has significant influence on Purchase Intention. After the Perceived Value was added in Scenario 2, both Quality and Value have significant influence on Purchase Intention. As the R<sup>2</sup> is increased from 0.229 to 0.315, it shows that the Perceived Value is the intervening variable between Price, Quality and Purchase Intention.

In Scenario 1 of Rasonic, Quality has significant influence on Purchase Intention.

However, adding the Perceived Value in Scenario 2, both Quality and Value have significant influence on Purchase Intention. Furthermore, the  $R^2$  is increased from 0.271 to 0.402, so it shows that the perceived value is the intervening variable between Price, Quality and Purchase Intention.

## 5.2.6b Regression Analysis for Chinese brands as Purchase

Intention being the dependent variable

**Table 9: Regression Analysis for Chinese Brands—  
Purchase Intention as the dependent value**

	Midea 美的 n=150 Standardized coefficients		Kelon 科龍 n=150 Standardized coefficients	
	Scenario 1	Scenario 2	Scenario 1	Scenario 2
	Price	0.200**	0.213**	0.098
Quality	0.510**	0.422**	0.489**	0.314**
Value		0.166*		0.309**
<b>R<sup>2</sup></b>	0.355	0.375	0.285	0.352

\*= p<0.05

\*\*= p<0.01

Refer to table 9, Price and Quality are used to test their influences on the Purchase Intention in Scenario 1 of Midea, and both of them have significant influences on Purchase Intention. Moreover, after adding Value in Scenario 2, it shows that Price, Quality and Value have significant influences on Purchase Intention. As the R<sup>2</sup> increases from 0.355 to 0.375, we can determine that Value is the intervening variable between Price, Quality and Purchase Intention.

On the other hand, only Quality has significant influences on purchase intention in Scenario 1 of Kelon. However, after adding Value in Scenario 2, both Quality and Value have significant influences on Purchase Intention. As the  $R^2$  increases from 0.285 to 0.352, we can determine that Value is the intervening variable between Price, Quality and Purchase Intention.

### 5.2.7a Regression Analysis for Japanese brands as Perceived Quality being dependent variable

**Table 10: Regression Analysis for Japanese Brands—  
Perceived Quality as the dependent value**

		Hitachi 日立 n=150		Rasonic 樂信 n=150	
		Standardized Coefficients	Statistical Significance	Standardized Coefficients	Statistical Significance
Country Perception	(X1*F)	0.135	0.207	0.242*	0.024
Brand Reputation	(X2*F)	0.388**	0.001	0.354**	0.003
Product Perception	(X3*F)	0.250*	0.014	0.253*	0.012
Price	(X4*F)	0.222*	0.042	0.260*	0.020

\*= p<0.05

\*\*= p<0.01

In table 10, it shows the results of regression analysis for Japanese Brands when Perceived Quality as the dependent variable. The aim of this test is determining whether the factor Familiarity with brand is an intervening variable or not. The implications will be illustrated in the following parts.

In this part of analysis, we have added the component, Familiarity with brand, into the regression analysis with Country Perception, Brand Reputation, Product Perception and Price. The results show that apart from the Generic Country Image, Brand Reputation, Country of Origin of the product and Price all have statistical significance after adding the component, Familiarity with brand, into the analysis in the part of Hitachi. Then, Familiarity with brand has been proved to be the intervening variable in the model.

On the other hand, all the components have statistical significance after adding the component, Familiarity with brand, into the analysis in the part of Rasonic. So, the results show that Familiarity with brand is the intervening variable in the model, and it will affect those customers on all these four aspects when they want to buy Rasonic air-conditioners.

## 5.2.7b Regression Analysis for Chinese brands as Perceived Quality

being dependent variable

**Table 11: Regression Analysis for Chinese Brands—  
Perceived Quality as the dependent value**

		Midea 美的 n=150		Kelon 科龍 n=150	
		Standardized Coefficients	Statistical Significance	Standardized Coefficients	Statistical Significance
Country Perception	(X1*F)	0.103	0.196	0.096	0.222
Brand Reputation	(X2*F)	0.256*	0.028	0.145	0.144
Product Perception	(X3*F)	0.238*	0.022	0.155	0.090
Price	(X4*F)	0.182	0.090	0.124	0.191

\*= p<0.05

\*\*= p<0.01

In table 11, it shows the results of regression analysis for Chinese Brands when Perceived Quality as the dependent variable. The aim of this test is determining whether brand Familiarity is a moderating variable or not. The implications will be illustrated in the following parts.

There are only two components affected by adding Familiarity with brand in the analysis on Midea, those are Brand Reputation and product perception. Besides, there is no statistical significance in the part of Kelon. It means that the component, Familiarity with brand, may not have great influencing power on the Chinese brand products.

## 5.3 Hypothesis testing

### 5.3.1 Hypothesis One

**Perceived quality is positively correlated with Country Perception, Brand Reputation, Product perception and Price.**

Referring to the table 5, regression analysis was employed to test if there is significant difference between Perceived Quality and those four factors. The significant difference can show that there are positively correlation between perceived quality and those four factors.

Since the results for hypothesis one were almost all significant, the hypothesis is confirmed except country perception and part of price.

The statistics obtained from the results were shown to be significant except country perception and part of price; it implies that almost all those factors will have significant effects on perceived quality. In other words, Perceived Quality is positively correlated with Country Perception, Brand Reputation and Product Perception.

According to the findings, Reputation is the only factor that has statistical significance on both Japanese and Chinese brand products. It means that the reputation of the products is an important factor in those customers' mind. In other words, Reputation will be considered when those customers want to buy a new air-conditioner no matter Japanese or Chinese brand products.

As mentioned above, we have assumed that both Country Perception and Product Perception will have a large effect on the Perceived Quality in those customers' mind. However, the results show us there is only Product Perception having the power to change those customers' mind. Therefore, we can perceive that the factor of Product Perception is more important than Country Perception.

### 5.3.2 Hypothesis Two

**Perceived Value is positively correlated with Perceived Quality (H2a) and is negatively correlated with Price (H2b).**

Regression analysis was employed to test if there is significant difference between Perceived Quality, Perceived Value and Price. According to table 6 and 7, the significant difference shows that there are positively correlation between Perceived Quality and Perceived Value. And, the negative significant difference will also show that there are negative correlation between Perceived Value and Price.

Since the result for hypothesis H2a is significant and for hypothesis H2b is insignificant, it shows that the Perceived Value is positively correlated with Perceived Quality (H2a) and is negatively correlated with Price (H2b). Therefore, these two hypotheses are confirmed.

According to the findings, we have known that those Country Perception, Brand Reputation, Product Perception and Perceived Price are important to the Perceived Quality in the customers' mind. Therefore, we can be easy to prove that the Perceived Quality is positively correlated with Perceived Value. That is, the higher the rating on Perceived Quality, the higher the rating on Perceived Value. For example, when those customers think the Japanese brand air-conditioners have high Perceived Quality, then high Perceived Value of Japanese brand air-conditioners will also stay in the customers' mind.

On the other hand, Perceived Value is negatively correlated with Price. That is, the lower the Price of the air-conditioners, the higher the Perceived Value on the Products. For instance, when a brand reduces the price of its air-conditioner, the Perceived Value on this brand's product will be increased in the customers' eyes.

### 5.3.3 Hypothesis Three

#### **Perceived Value will positively affect Purchase Intention.**

The statistics obtained on Perceived Value and Purchase Intention was shown to be significant. In table 8 and 9, there is significant difference between Perceived Value and Purchase Intention. That is, the higher the rating on Perceived Value, the higher the Purchase Intention. It implies that the higher Perceived Value in customers' mind will lead to increase their intention to purchase the product.

Since the results for hypothesis three were significant, the hypothesis is confirmed.

In accordance with the study of Wang and Lamb (1983) and Baugh and Yaprak (1993), they have found that consumers' willingness to purchase products is related to the Perceived Value. In this study, there is a significant difference between the Perceived Value and the Purchase Intention. In this sense, we believed the Perceived Value would play a very important role in affecting Purchase Intention.

#### **5.3.4 Hypothesis Four**

**Familiarity with a brand (H4) may modify the relationship between Perceived Quality and the 4 independent variables: Country Perception (H1a), Brand Reputation (H1b), Product Perception (H1c) and Perceived Price (H1d).**

In table 10 and 11, the statistics obtained shown that Familiarity with a brand has significant effects on Country Perception, Brand Reputation, Product Perception and Perceived Price. A lot of items have significant difference after adding the component, Familiarity with a brand, into the analysis. It implies the component, Familiarity with a brand, having the intervening power to these factors except some products.

Since the results on Familiarity with a brand, Brand Reputation, Product Perception and Perceived Price were all significant except Country Perception, the hypothesis is confirmed except Country Perception.

In accordance with the statistic results, if consumers do not familiar with the brand, consumers would have insufficient information for determining the Perceived Quality.

In this study, we can conclude that the higher the degree on familiarity with the brand, the image of Country Perception, Brand Reputation, Product Perception and Perceived Price will tend to be modified by this factor. Therefore, the customers may have a better Perceived Quality on the products.

#### **5.4 Summary of hypotheses**

Most of the hypotheses are confirmed except H1a, Part of H1d and Part of H4. In hypothesis one, it was found that Country Perception does not have significant effect on Perceived Quality (H1a). It implies that the effect of Product Perception may be greater than the effect of Country Perception. In addition, we have also found that Part of the hypothesis of Price (H1d) does not have significant effect on Perceived Quality.

In hypothesis four, it was proved that Product Perception has more powerful influence on the Perceived Quality than Country Perception has. Countries may use more resources to promote and improve the Product Perception to upgrade the Perceived Quality on the consumers' mind. Furthermore, all investors in the country may support the action to promote and improve the Product Perception. It is because there is a positive correlated relationship between the country, the perceive quality on the products of those investors and product perception

# **CHAPTER 6**

# **RECOMMENDATIONS**

## CHAPTER 6      RECOMMENDATIONS

Based on the results and findings obtained, some recommendations can be drawn.

First of all, according to the findings, brand reputation is an important factor that has statistical significance on all Japanese and Chinese products. It means that the consumers will consider reputation as an important decision factor. That is, they will use the reputation to infer the quality, especially when they do not have any information on the actual quality of the products. In other words, the marketers may improve the brand reputation through improvement of quality of the product or may increase the brand recognition by heavy advertising to provide quality cues to the consumers so as to induce their purchase intention.

The positive correlation between Perceived Value and Perceived Quality will bring us an implication that marketers should put more efforts on enhancing the Perceived Quality to improve the Perceived Value. When the consumers have an impression that the products of Japanese air-conditioner have high quality, it means that they also think the perceived value is high.

In product perception, there are some effects on the perceived quality. We can see that the higher the image on product perception, the higher the perceived quality. So, it can lobby the government to have more promotion to the products of their countries, and help to increase the product perception.

As country perception has no effects on the purchase intention of consumers, marketers can change the production plants to other countries to reduce the production cost. It is because no effects of country perception mean that production location having no effects on consumers' mind. Therefore marketers can choose a place that helps them to achieve economies of scale.

Countries and investors may put more resources to promote and improve the Product Perception to upgrade the Perceived Quality to increase their competitive power. It is because there is a close relationship among the air-conditioner industry and other industries. So, if the Product Perception of one product has been deteriorated, the image of other industries among the country would be deteriorated. Therefore, countries such as Japan and China should consider on that phenomenon and cooperation of different industries should be advertised among the country.

Finally, we can also use price as an indicator of quality when respondents have no other information or cues in quality. In some Chinese brands, for example, consumers may not have sufficient information about the products; price would be an important quality indicator. If the marketers want to establish a high quality image, they should set up a high price to their products. Therefore, price will be a tool for positioning.

# **CHAPTER 7**

# **LIMITATIONS**

## CHAPTER 7      LIMITATIONS

Although this research has served its objectives and generated some insights for the relationship between Generic Country Image, Country of Origin of Product, Perceived Quality and Purchase Intention, there are still some limitations.

Since product category affects quality perceptions under the influence of Country Perception, Product Perception, price and other extrinsic product cues, respondents' quality perceptions may be different. In this sense, this study cannot apply to all product categories on the effect of price level, brand name and source credibility on perceived quality. Also, because the majority of the respondents have not usually cared on the usage of air-conditioners, this study cannot represent quality perceptions of those who have used air-conditioners.

Furthermore, the implication of this study may not reflect the perceived quality of other products even perceptions of services; it is because there are discrepancies in quality perceptions. Hence, the influence of other extrinsic cues on quality perceptions may arise from the different nature of service and product.

In this survey, there are only 300 samples in the survey due to the time constraint and limited workforce. The sample size seems to be too small to represent the whole population of air-conditioner users in Hong Kong.

In the questionnaire, attitudes towards the perceived price, familiarity of brand, country image and others are collected on a scale anchored at seven positions. Such arrangement allowed us to test even a small change in perceived quality towards the products. However, respondents may have difficulty to judge the differences between adjacent ones.

# **CHAPTER 8**

# **FURTHER RESEARCH DIRECTIONS**

## CHAPTER 8 FURTHER RESEARCH DIRECTIONS

There appear to have several areas in need of further research. This study have confirmed that the influential power of Product Perception is greater than the Country Perception, plus the component, Familiarity of brand, has acted as an important role to affect the mind of customers on the perceived quality. Therefore, we suggest that the future research may stress on the ways to explore how does the information of Product Perception affecting consumers' perceived quality regarding the results.

Research results on other product categories may be different as well. Responses to different priced durable products such as television or frequently purchase goods may be different. Future studies on these product categories are recommended.

Finally, this research focuses on the air-conditioners with Japanese or Chinese brand. Future study can expand the scope of research from Japanese and Chinese brand to other countries' air-conditioners, in order to find out the relationship between factors affecting perceived quality and product perception effects.

# **CHAPTER 9**

# **CONCLUSIONS**

## CHAPTER 9 CONCLUSIONS

This is a study on the assessment of Perceived Quality, Perceived Value and Purchase Intention under the four independent variables: Country Perception, Brand Reputation, Product Perception and Perceived Price, and the intervening variable: Familiarity with brand.

Major findings of this research include:

- a) Perceived quality is positively correlated with Country Perception, Brand Reputation, Product Perception and Price.
  
- b) Perceived Value is positively correlated with Perceived Quality, i.e. the higher the rating on Perceived Quality, the higher the rating on Perceived Value. In addition, Perceived Value is negatively correlated with Price, i.e. the lower the Price of the air-conditioners, the higher the Perceived Value on the Products.

- c) The higher Perceived Value in customers' mind will lead to increase their intention to purchase the product.
- d) Familiarity with a brand has the intervening power to Generic Country Image, Brand Reputation, Country of origin of the product and Perceived Price, and then extends to the Perceived Quality. It also implies that the influencing power of Country of Origin of the product is greater than the power of Generic Country Image.

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**APPENDIX A**  
**QUESTIONNAIRE**  
**(JAPANESE VERSION)**



b) 你/妳認為『樂信冷氣』這品牌是否擁有良好的聲譽？

Do you think “Rasonic Air-conditioner” has a good brand reputation?

聲譽非常差	1	2	3	4	5	6	7	聲譽非常良好
Poor reputation								Excellent reputation

3. a) 你/妳本人是否滿意日立這品牌的產品在以下各方面的表現呢？請根據你/妳本人以往的有關經驗作答。

Are you satisfied with the performance about the product of Hitachi on the following aspects?

**Please refer to your past relevant experience to answer the following questions.**

i. 該品牌產品的操作簡易程度

The ease of use of the product

非常容易	1	2	3	4	5	6	7	非常困難
Very simple								Very complicated

ii. 該品牌產品的特殊功能是否足夠，例如：自動恆溫

The sufficiency of the special functions (e.g. thermostatic system) of the product

完全沒有	1	2	3	4	5	6	7	非常充足
None								Sufficient

iii. 該品牌產品的各項表現，例如：冷凍程度，寧靜程度

The performance (e.g. cold, silence) of the product

非常不滿意	1	2	3	4	5	6	7	非常滿意
Very Unsatisfactory								Very Satisfactory

iv. 該品牌產品的耐用程度

The durability of the product

不耐用	1	2	3	4	5	6	7	十分耐用
Non - durable								Durable

v. 該品牌對顧客的服務，例如：售後服務

The service (e.g. after sale service) of the product

完全沒有	1	2	3	4	5	6	7	非常充足
None								Enough

3. b) 你/妳本人是否滿意樂信這品牌的產品在以下各方面的表現呢？請根據你/妳本人以往的有關經驗作答。

Are you satisfied with the performance about the product of Rasonic on the following aspects?

**Please refer to your past relevant experience to answer the following questions.**

i. 該品牌產品的操作簡易程度

The ease of use of the product

非常容易	1	2	3	4	5	6	7	非常困難
Very simple								Very complicated

ii. 該品牌產品的特殊功能是否足夠，例如：自動恆溫

The sufficiency of the special functions (e.g. thermostatic system) of the product

完全沒有	1	2	3	4	5	6	7	非常充足
None								Sufficient

iii. 該品牌產品的各項表現，例如：冷凍程度，寧靜程度

The performance (e.g. cold, silence) of the product

非常不滿意	1	2	3	4	5	6	7	非常滿意
Very Unsatisfactory								Very Satisfactory

iv. 該品牌產品的耐用程度

The durability of the product

不耐用	1	2	3	4	5	6	7	十分耐用
Non-durable								Durable

v. 該品牌對顧客的服務，例如：售後服務

The service (e.g. after sale service) of the product

完全沒有	1	2	3	4	5	6	7	非常充足
None								Enough

4. a) 你認為『日立冷氣』的價錢是：

What do you think about the price of “Hitachi Air-conditioner”?

平	1	2	3	4	5	6	7	貴
Cheap								Expensive

b) 你認為『樂信冷氣』的價錢是：

What do you think about the price of “Rasonic Air-conditioner”?

平	1	2	3	4	5	6	7	貴
Cheap								Expensive

5. a) 以價錢相對於品質而言，你/妳認為『日立冷氣』是否物有所值？

According to the price and quality, do you think the “Hitachi Air-conditioner” is worthwhile for you to buy?

物非所值	1	2	3	4	5	6	7	物超所值
Not worthwhile								Very worthwhile

b) 以價錢相對於品質而言，你/妳認為『樂信冷氣』是否物有所值？

According to the price and quality, do you think the “Rasonic Air-conditioner” is worthwhile for you to buy?

物非所值	1	2	3	4	5	6	7	物超所值
Not worthwhile								Very worthwhile

6. a) 你會傾向購買『日立冷氣』的程度？

What is your preference for purchasing “Hitachi Air-conditioner”?

絕不會選	1	2	3	4	5	6	7	必然之選
Least preferable								Most preferable

b) 你會傾向購買『樂信冷氣』的程度？

What is your preference for purchasing “Rasonic Air-conditioner”?

絕不會選	1	2	3	4	5	6	7	必然之選
Least preferable								Most preferable

**第二部份：國家形象**

***Part 2: Country image***

1. 你認為日本的國家形象是怎樣呢？

What do you think about Japanese country image?

a)	經濟已完全發展 Economically Developed	1	2	3	4	5	6	7	經濟未完全發展 Economically Underdeveloped
b)	民主系統 Democratic System	1	2	3	4	5	6	7	獨裁系統 Dictatorial System
c)	產品是 大規模生產的 Mass-produced products	1	2	3	4	5	6	7	產品是 人手做的 Handcrafted products
d)	文明政府 Civilian government	1	2	3	4	5	6	7	軍事政府 Military government
e)	顯著的工業化 Predominantly industrialized	1	2	3	4	5	6	7	非顯著工業化 Predominantly non-industrialized
f)	工人的薪金高 High labour cost	1	2	3	4	5	6	7	工人的薪金低 Low labour cost
g)	文盲率高 High literacy rates	1	2	3	4	5	6	7	文盲率低 Low literacy rates
h)	自由市場 Free market system	1	2	3	4	5	6	7	中央計劃市場 Centrally planned system
i)	完善的福利系統 Existence of welfare system	1	2	3	4	5	6	7	缺乏完善的福利系統 Lack of welfare system
j)	穩定的經濟環境 Stable economic environment	1	2	3	4	5	6	7	不穩定的經濟環境 Unstable economic environment

The Impact of Country Image Effects on the Perceived Quality  
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k)	農產品之出口商 Exporter of agricultural products	1	2	3	4	5	6	7	農產品之入口商 Importer of agricultural products
l)	生產高質數產品 Production of high-quality products	1	2	3	4	5	6	7	生產低質數產品 Production of low-quality products
m)	生活水平高 High Standard of living	1	2	3	4	5	6	7	生活水平低 Low standard of living
n)	科技/科學研究多 High level of technological research	1	2	3	4	5	6	7	科技/科學研究少 Low level of technological research

**第三部份：對日本產品的看法**

**Part 3: Product perception**

1. 你/妳本人是否滿意日本所生產的冷氣機？請你/妳以 1 至 7 為標準 (1 代表完全不同意, 7 代表完全同意), 圈出適當的數字以反映你的意見

Are you satisfied with the air-conditioner of China/ Japan? **Please indicate your opinion below.**

- a. 該國家有先進的生產技術

The country's production process is technically advanced

完全不同意

1   2   3   4   5   6   7

完全同意

Totally disagree

Totally agree

- b. 該國家時常推出革新的冷氣機

The country's air-conditioner is innovative

完全不同意

1   2   3   4   5   6   7

完全同意

Totally disagree

Totally agree

- c. 該國家冷氣機有高的質素

The air-conditioner has high quality

完全不同意

1   2   3   4   5   6   7

完全同意

Totally disagree

Totally agree

d. 該國家的冷氣機可靠，例如：故障較少

The country's air-conditioner is reliable (e.g. Less fault)

完全不同意	1	2	3	4	5	6	7	完全同意
Totally disagree								Totally agree

e. 該國家冷氣機的性能良好，例如：寧靜程度

The air-conditioner's performance is good (e.g. silence)

完全不同意	1	2	3	4	5	6	7	完全同意
Totally disagree								Totally agree

f. 該國家的公司為顧客提供完善服務，例如：售後服務

The service (e.g. after sale service) of this country is satisfactory

完全不同意	1	2	3	4	5	6	7	完全同意
Totally disagree								Totally agree

**第四部份：個人資料：**

**Part 4: Personal information:**

性別：	男	女		
Gender:	Male	Female		
婚姻狀況：	未婚	已婚	喪偶 / 離婚	
Marital status:	Single	Married	Widow/ Divorce	
每月收入：	5000 以下		教育水平：	小學或以下
	5001-10000			Primary school
	10001-15000			中一至中五
	15001-20000			Secondary 1 to 5
	20001-25000			中六至中七
	25001-30000			Secondary 6 to 7
	30001-35000			大專或大學
	35001-40000			Tertiary or Postgraduate
	40001-45000			
	45001-50000			
	50000 以上			
職業：				
Occupation:	_____			

**APPENDIX B**  
**QUESTIONNAIRE**  
**(CHINESE VERSION)**



b) 你/妳認為『科龍冷氣』這品牌是否擁有良好的聲譽？

Do you think “Kelon Air-conditioner” has a good brand reputation?

聲譽非常差	1	2	3	4	5	6	7	聲譽非常良好
Poor reputation								Excellent reputation

3. a) 你/妳本人是否滿意美的這品牌的產品在以下各方面的表現呢？請根據你/妳本人以往的有關經驗作答。

Are you satisfied with the performance about the product of Midea on the following aspects?

**Please refer to your past relevant experience to answer the following questions.**

i. 該品牌產品的操作簡易程度

The ease of use of the product

非常容易	1	2	3	4	5	6	7	非常困難
Very simple								Very complicated

vi. 該品牌產品的特殊功能是否足夠，例如：自動恆溫

The sufficiency of the special functions (e.g. thermostatic system) of the product

完全沒有	1	2	3	4	5	6	7	非常充足
None								Sufficient

vii. 該品牌產品的各項表現，例如：冷凍程度，寧靜程度

The performance (e.g. cold, silence) of the product

非常不滿意	1	2	3	4	5	6	7	非常滿意
Very Unsatisfactory								Very Satisfactory

viii. 該品牌產品的耐用程度

The durability of the product

不耐用	1	2	3	4	5	6	7	十分耐用
Non - durable								Durable

ix. 該品牌對顧客的服務，例如：售後服務

The service (e.g. after sale service) of the product

完全沒有	1	2	3	4	5	6	7	非常充足
None								Enough

3. b) 你/妳本人是否滿意科龍這品牌的產品在以下各方面的表現呢？請根據你/妳本人以往的有關經驗作答。

Are you satisfied with the performance about the product of Kelon on the following aspects?

**Please refer to your past relevant experience to answer the following questions.**

i. 該品牌產品的操作簡易程度

The ease of use of the product

非常容易	1	2	3	4	5	6	7	非常困難
Very simple								Very complicated

ii. 該品牌產品的特殊功能是否足夠，例如：自動恆溫

The sufficiency of the special functions (e.g. thermostatic system) of the product

完全沒有	1	2	3	4	5	6	7	非常充足
None								Sufficient

iii. 該品牌產品的各項表現，例如：冷凍程度，寧靜程度

The performance (e.g. cold, silence) of the product

非常不滿意	1	2	3	4	5	6	7	非常滿意
Very Unsatisfactory								Very Satisfactory

iv. 該品牌產品的耐用程度

The durability of the product

不耐用	1	2	3	4	5	6	7	十分耐用
Non-durable								Durable

v. 該品牌對顧客的服務，例如：售後服務

The service (e.g. after sale service) of the product

完全沒有	1	2	3	4	5	6	7	非常充足
None								Enough

4. a) 你認為『美的冷氣』的價錢是：

What do you think about the price of “Midea Air-conditioner”?

平	1	2	3	4	5	6	7	貴
Cheap								Expensive

b) 你認為『科龍冷氣』的價錢是：

What do you think about the price of “Kelon Air-conditioner”?

平	1	2	3	4	5	6	7	貴
Cheap								Expensive

5. a) 以價錢相對於品質而言，你/妳認為『美的冷氣』是否物有所值？

According to the price and quality, do you think the “Midea Air-conditioner” is worthwhile for you to buy?

物非所值	1	2	3	4	5	6	7	物超所值
Not worthwhile								Very worthwhile

b) 以價錢相對於品質而言，你/妳認為『科龍冷氣』是否物有所值？

According to the price and quality, do you think the “Kelon Air-conditioner” is worthwhile for you to buy?

物非所值	1	2	3	4	5	6	7	物超所值
Not worthwhile								Very worthwhile

6. a) 你會傾向購買『美的冷氣』的程度？

What is your preference for purchasing “Midea Air-conditioner”?

絕不會選	1	2	3	4	5	6	7	必然之選
Least preferable								Most preferable

b) 你會傾向購買『科龍冷氣』的程度？

What is your preference for purchasing “Kelon Air-conditioner”?

絕不會選	1	2	3	4	5	6	7	必然之選
Least preferable								Most preferable

**第二部份：國家形象**

**Part 2: Country image**

2. 你認為中國的國家形象是怎樣呢？

What do you think about Chinese country image?

a)	經濟已完全發展 Economically Developed	1	2	3	4	5	6	7	經濟未完全發展 Economically Underdeveloped
b)	民主系統 Democratic System	1	2	3	4	5	6	7	獨裁系統 Dictatorial System
c)	產品是 大規模生產的 Mass-produced products	1	2	3	4	5	6	7	產品是 人手做的 Handcrafted products
d)	文明政府 Civilian government	1	2	3	4	5	6	7	軍事政府 Military government
e)	顯著的工業化 Predominantly industrialized	1	2	3	4	5	6	7	非顯著工業化 Predominantly non-industrialized
f)	工人的薪金高 High labour cost	1	2	3	4	5	6	7	工人的薪金低 Low labour cost
g)	文盲率高 High literacy rates	1	2	3	4	5	6	7	文盲率低 Low literacy rates
h)	自由市場 Free market system	1	2	3	4	5	6	7	中央計劃市場 Centrally planned system
i)	完善的福利系統 Existence of welfare system	1	2	3	4	5	6	7	缺乏完善的福利系統 Lack of welfare system
j)	穩定的經濟環境 Stable economic environment	1	2	3	4	5	6	7	不穩定的經濟環境 Unstable economic environment

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of Selected Brands of Air Conditioner Marketed in Hong Kong

k)	農產品之出口商 Exporter of agricultural products	1	2	3	4	5	6	7	農產品之入口商 Importer of agricultural products
l)	生產高質數產品 Production of high-quality products	1	2	3	4	5	6	7	生產低質數產品 Production of low-quality products
m)	生活水平高 High Standard of living	1	2	3	4	5	6	7	生活水平低 Low standard of living
n)	科技/科學研究多 High level of technological research	1	2	3	4	5	6	7	科技/科學研究少 Low level of technological research

**第三部份：對中國產品的看法**

**Part 3: Product perception**

1. 你/妳本人是否滿意中國所生產的冷氣機？請你/妳以 1 至 7 為標準 (1 代表完全不同意, 7 代表完全同意), 圈出適當的數字以反映你的意見

Are you satisfied with the air-conditioner of China? **Please indicate your opinion below.**

- a. 該國家有先進的生產技術

The country's production process is technically advanced

完全不同意

1   2   3   4   5   6   7

完全同意

Totally disagree

Totally agree

- g. 該國家時常推出革新的冷氣機

The country's air-conditioner is innovative

完全不同意

1   2   3   4   5   6   7

完全同意

Totally disagree

Totally agree

- h. 該國家冷氣機有高的質素

The air-conditioner has high quality

完全不同意

1   2   3   4   5   6   7

完全同意

Totally disagree

Totally agree

i. 該國家的冷氣機可靠，例如：故障較少

The country's air-conditioner is reliable (e.g. Less fault)

完全不同意	1	2	3	4	5	6	7	完全同意
Totally disagree								Totally agree

j. 該國家冷氣機的性能良好，例如：寧靜程度

The air-conditioner's performance is good (e.g. silence)

完全不同意	1	2	3	4	5	6	7	完全同意
Totally disagree								Totally agree

k. 該國家的公司為顧客提供完善服務，例如：售後服務

The service (e.g. after sale service) of this country is satisfactory

完全不同意	1	2	3	4	5	6	7	完全同意
Totally disagree								Totally agree

**第四部份：個人資料：**

**Part 4: Personal information:**

性別：	男	女	
Gender:	Male	Female	
婚姻狀況：	未婚	已婚	喪偶 / 離婚
Marital status:	Single	Married	Widow/ Divorce
每月收入：	5000 以下		教育水平：
	5001-10000		小學或以下
	10001-15000		Primary school
	15001-20000		中一至中五
	20001-25000		Secondary 1 to 5
	25001-30000		中六至中七
	30001-35000		Secondary 6 to 7
	35001-40000		大專或大學
	40001-45000		Tertiary or Postgraduate
	45001-50000		
	50000 以上		
職業：			
Occupation:	_____		