

Durban University of Technology

**South African Consumers' Perceptions of and Attitudes towards a Jamaican Restaurant:
Country of Origin Effect**

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Masters in Business Administration

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DECLARATION

This work has not been previously accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

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My deepest thanks you goes to our Heavenly Father, for giving me the wisdom, strength, courage and perseverance to complete this dissertation. I would gratefully like to express my sincere thanks and gratitude to my supervisor, Dr L. M. Lekhanya, for his guidance, time and motivation. Tender gratitude also to my wife Jabulisile for her constant emotional support, patience and encouragement. To my children Thudzelani and Tsireledzo, I salute them for being my inspiration and for their presence in my life.

ABSTRACT

This study is aimed to explore the perceptions and attitudes of South African towards products or services of foreign origin, in particular a Jamaican restaurant in Pretoria. The study objectives were to explore that perceptions and attitudes of South Africans toward products and services of foreign origin, investigating the various factors influencing the consumer buyer behaviour towards products including foreign products and services, and to make recommendations regarding the marketing of foreign products and services. A literature review was conducted which detailed the factors influencing consumer buyer behaviour and the various components of the country of origin effect that has consequences on the marketing of products of foreign origin.

The study was a quantitative study where a sample of 231 participants between 18 and 65 years of age were selected using availability sampling at a shopping mall in Pretoria. Questionnaires were given to selected participants who completed and returned the completed questionnaire to the researcher. All the selected participants completely filled the questionnaires. The data from the questionnaires was collated using Microsoft Excel spreadsheets. The data was then presented as pie and bar charts generated from the frequency tables. Data was analysed using simple descriptive statistics, interpreting the meaning of the data and discussing the data in line with the findings of the literature review.

The results showed that the participants' responses displayed significant phenomena that relates to the perceptions and attitudes of citizens towards foreign products and services. The results demonstrated that many of the participants displayed a significant degree of animosity against foreign products, with ethnocentrism and patriotism. There was also a display of a degree of protectionism of the local industry from the influx of foreign products and services. A significant number of participants also stated that foreign goods must be regulated through higher taxation to protect the local manufacturing industry and prevent further unemployment. However, the results also showed that a significant number of participants do not display animosity towards foreign goods, and neither do they feel bound by ethnocentrism and patriotism, hence they perceive that buying foreign goods is an option. Participants also noted that they consider the country of origin of the products so as to determine the perceived quality, price and utility, often from the perceived country image.

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Keywords: Animosity, attitude, brand, consumer behaviour, country of manufacture, country of origin, country image, ethnocentrism, loyalty, patriotism, perception, purchase intentions.

CHAPTER 1

OVERVIEW OF THE STUDY

1.1 Introductions

In the restaurant business, both the traditional and franchises, is very popular and growing at a rapid phase in Pretoria Central Business District. The demand for restaurant food continues to grow in the City of Tshwane Metropolitan Municipality. This is opening up business opportunities for the entrepreneurs in the city to open restaurants. Observations indicate that the number of restaurants in the city has increased particularly in the last five years. For those intending to open restaurants in the city in the near future, this dissertation can, among other things, provide vital information for decision making. The South African fast food restaurant market generally has grown rapidly over the past couple of years and has been dominated by franchises such as Wimpy, McDonalds, Chicken Liken, Kentucky Fried Chicken (KFC), Steers, etc. Fast food restaurants are very popular in South Africa due to their accessibility, affordability and convenience.

This dissertation makes a contribution to the research projects on the restaurants businesses in South Africa by taking an African diaspora perspective. Traditionally, restaurants are analysed from the economics perspective, in particular, the size of profits to be made from opening a new restaurant. The country of origin theory in the analysis of restaurants for example, is basically about how the image consumers' associates with products from certain countries tend to make them purchase products from such countries as against other countries. One key measure here concerns the profits or economic gains that such countries enjoy in lieu of the image they have set for themselves. As a general example, South African motor vehicle consumers would say they want to buy Toyota cars because of the image the brand has created in the country.

This study intends to make a contribution to this perspective of consumer behaviour by considering the Country of Origin debate from an African Diaspora perspective. What image does the country/name Jamaica connote in the mind-set of the South African population in terms of the country's music, dress, and food? But what do they think about eating from Jamaican restaurants? Would they be interested in seeing a Jamaican food/restaurant image in Pretoria as an addition to what is already on offer?

1.2 Background to the study

There are not enough restaurants in Pretoria where customers are offered quality food or cuisine at an affordable price from the African diaspora regions which cover countries such as Haiti, Cuba, Trinidad and Tobago, St Vincent, Barbados and above all, Jamaica. Based on the observation of the researcher on the high popularity of Jamaican music and other cultural products among the youth of Pretoria, this study seeks to explore how Jamaican restaurants could come into the bigger picture. African diaspora philosophy and Pan-Africanism are all concepts that can be introduced to ordinary consumers in South Africa's administrative capital.

The researcher would like to find out the nature of the void or otherwise which exists in terms of consumer preference for foreign food items, in particular in terms of Jamaican restaurants. Literature has an exhaustive list of variables regarding the offerings from the African diaspora are brought into the picture. The theory on the factors which influence consumer patronage of products attribute consumer behaviour to a number of variables such as the country of origin effect, consumer ethnocentrism and animosity, consumer perceptions, product valuation and purchase intentions, and product quality, among others. This study on the country of origin effect in Pretoria draws from the relevant literature to make findings in a new area which intends to enrich the concepts on the topic and generate recommendations of the study.

1.3 Problem Statement

Establishing foreign food restaurants in a different country like South Africa may be challenging, and requires an understanding of the factors that influence customers' buyer behaviour for foods originating in the Africa diaspora. There is need to gain an understanding of the extent to which product attributes influence consumers' buying behaviour towards Jamaican food restaurants. The study also endeavours to explore the feasibility of establishing profitable Jamaican restaurants in Pretoria.

1.4 Aim of the study

The aim of the study is to explore the perceptions and attitudes of South African consumers on a Jamaican Restaurant in Pretoria.

1.5 Objectives of the study

The objectives of this study are:

- To explore the perceptions and attitudes of South African consumers on a Jamaican restaurant in Pretoria.
- To explain how socio-cultural, demographic and country of origin effect influence the consumer buyer behaviour of South Africans on a Jamaican restaurant in Pretoria.
- To make recommendations regarding the feasibility of successfully running a Jamaican restaurant in Pretoria.
- To explore the feasibility of establishing profitable Jamaican restaurant in Pretoria.

1.6 Research questions

The study will attempt to address the following questions:

- What are the perceptions and attitudes of South African consumers on a Jamaican restaurant in Pretoria?
- How do socio-cultural, demographic and country of origin effect influence the consumer buyer behaviour of South Africans on a Jamaican restaurant in Pretoria?
- What recommendations can be made regarding the feasibility of successfully running a Jamaican restaurant in Pretoria?

1.7 Significance of the study

With the world slowly becoming a real global village with the help of factors such as easy international travel, increasing migration, multicultural societies and the information explosion that the internet provides, the understanding of the factors influencing the attitudes and perceptions of other cultures and exotic commodities is increasingly important.

This study will provide an understanding of the factors influencing local consumers' buyer behaviour towards foreign food restaurants and the country of origin effect, providing recommendations to the feasibility of setting up such foreign food restaurants. The results of the study may also be used to understand the trends in buyer behaviour of other products and services that originate from the diaspora and are available in South Africa.

1.8 Format of the study

The contents of the chapters of the dissertation will be as follows:

Chapter One: Introduction

Chapter One introduces the area of study and the study context. The problem statement, background to the aim of the study, and objectives of the study were outlined. The research questions and significance of the study were also outlined.

Chapter Two: Literature Review

Chapter Two contains a review of the relevant literature and gives a theoretical framework for the research on the subject of study.

Chapter Three: Research Methodology and Research Design

This chapter will outline how the study was conducted. The chapter also contain a detailed outline of the study design, research methodology, research philosophy, sampling strategy, data collection and data analysis. The limitations and assumptions of the study are outlined. The ethical considerations for the study are also described.

Chapter Four: Results, Discussion and Interpretation of Findings

Chapter Four reports the findings of the research, explains the findings of the study in accordance with the objectives of the study, and further draws interpretation of the meaning of the results.

Chapter Five: Conclusions and Recommendations

Chapter Five provides conclusions drawn from the literature review and the primary study and will also present recommendations of the study regarding with the research objectives.

1.9 Conclusion

The aim of the study is to explore the perceptions and attitudes of South African consumers on a Jamaican Restaurant in Pretoria. This study also provide an understanding of the factors influencing local consumers' buyer behaviour towards foreign food restaurants and the country of origin effect, providing recommendations to the feasibility of setting up such foreign food restaurants. Chapter two that follows explores the literature relevant to the study in order to have a greater understanding of what is already known on the subject of study.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Chapter one has presented the background and context of the study, the problem statement, the aim and objectives of the study. The research questions and significance of the study were also discussed. This chapter deals with the literature review on the factors influencing consumer buying behaviour and country of origin effect. The researcher by researching consumer behaviour, it is not simple as many people may think and understanding consumer behaviour is critical for marketers as it can assist them to develop effective marketing strategies and improve their revenue. Gajjar (2013: 10) defines consumer behaviour as the selection, purchase and consumption of goods and services for the satisfaction of consumer's wants. Consumer behavioural studies attempt to investigate and understand the personal and psychological factors that may influence consumer purchasing process. It also influences the consumption process of the consumer at large (Srivastava 2013: 786).

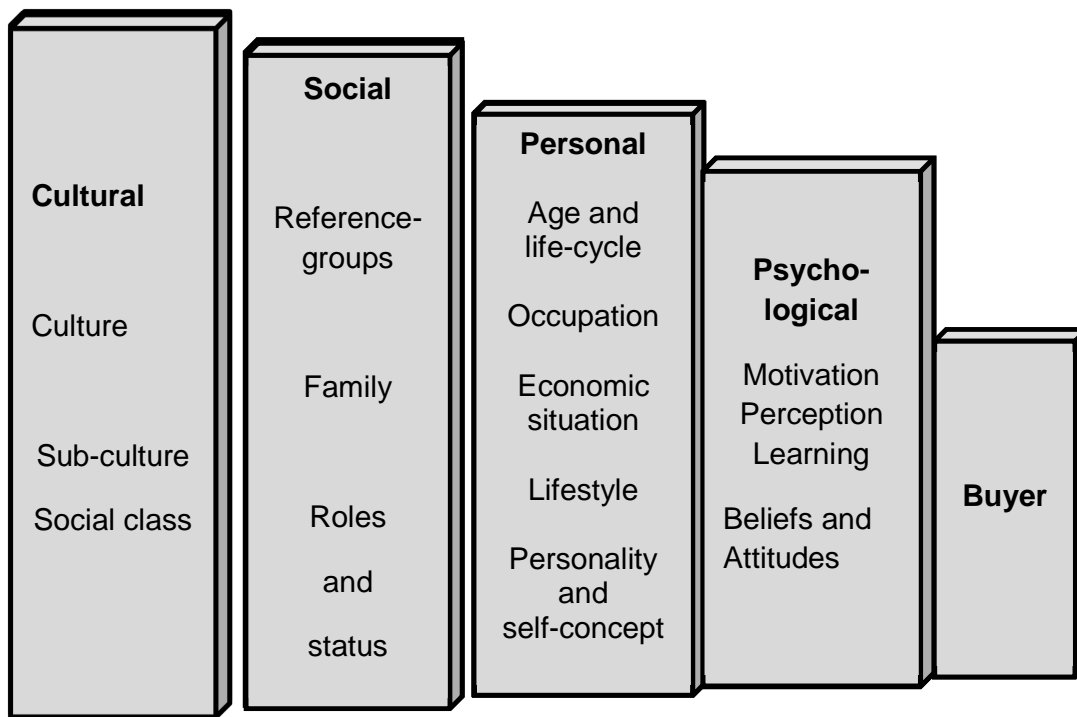
Haghshenas *et al.* 2013: 17 state that consumer behaviour plays an important role on the individual's decision whether to buy or not to buy, why and how to buy a product. Shar and Malal (2012: 152) state that South African consumers, just like Sub-Sahara Africa and global consumers, are influenced by series of issues when making purchasing decision, some of which are unique to this region. In consumer behaviour analysis, marketers also consider factors such factors as where the consumers buy their products, what they buy, how often they buy then, and the conditions under which purchase is made. It is important for the researcher to understand consumer habits as they are the powerful force that affects the development and growth of businesses.

Consumer behaviour involves different processes. Gajjar (2013: 11) explains consumer behaviour processes involving the initial stage where a consumer identify commodities or products he would like to consume, in this case, selecting the commodities or products, that promise superior value to the consumer. The next stage involves the consumer's estimation of the available budget which can be spent. Finally, the consumer takes a decision of what to consume after analysing prevailing prices of products (Gajjar 2013: 11). On the other hand, there are also other factors that influence consumer behaviour, including cultural, social, personal and psychological. The factors or characteristics of consumer behaviour are discussed as follows:

2.2 FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR

There are many uncontrollable factors and characteristics affecting consumer behaviour. These factors influence individuals to try to find what products they would like to purchase. After evaluating what to purchase, the consumer selects only products that they decide to buy. Consumer behaviour is influenced by four main factors; cultural, social, personal, and psychological. It is critical for marketers to understand the influence of these factors in order to develop proper marketing strategies that appeal to the target market. Figure 2.1 below illustrates the factors that influence consumer buyer behaviour.

Figure 2.1 Model of factors influencing consumer buying behaviour:



Source: Kotler and Armstrong (1994:137)

2.2.1 Cultural Factors

2.2.1.1 Culture

Culture is defined as “the ideas, customs, and social behaviour of a particular people or society” (Oxford Dictionary, 2005: 391). Culture is a concept that is very important for understanding consumer buying behaviour and therefore needs to be closely examined (Durmaz, Oruc, and Celik 2011: 109). The researcher envisage that the definition of the Oxford

Dictionary and that of Durmaz has a big impact in the marketing in the consumer behaviour of any product

According to Purwanto (2013: 71), the influence of culture on consumer behaviour is through the family and friends and this builds in into a mind-set that influence a decision of a person including their buying decision. Culture is different from one society to the other or one country to another, with different norms, values, traditions, beliefs, customs, and behaviours (Nisar 2014: 139). Nisar (2014: 139) also states that each culture comprises of diverse subcultures such as religions, nationalities, geographic regions, racial groups, and so on. These groups can be used by marketers to segment the market into various small portions. For example, products can be designed by marketers according to the particular cultural groups and adapt the marketing strategy according to the factors inherent to that particular market (Shar and Malal 2012: 152). It is therefore critical that marketers analyses the culture of different, groups, regions or even countries very carefully. All these scholars agree that culture is a diverse and it influence consumer behaviour which the researcher also supports .

2.2.1.2 Sub-culture

Kotler and Amstrong, as cited in Purwanto (2013: 71) define subculture as a culture resultant from another culture, or groups of people with mutual value systems based on mutual life experiences and situation. Subculture is different from culture, but has something in common with one another. Geographical regions, groups, nationalities and religions are essential in the formation of subcultures. Individuals who live very close to each other can have different preferences, which can be based on their subcultures. Individuals who live close to each other can be different on the behalf of their subculture. Therefore, organizations normally make the segments of their products according to the subcultures (Nisar 2014: 138). Marketers are constantly trying to discover “cultural shifts” which might point to new products that consumers might want or have an increased demand for customers or to increased demand (Sarker *et al.* 2013: 43).

2.2.1.3 Social class

Rani (2014: 54) describes social classes as demographic groups more or less homogeneous and ranked against each other according to a form of social hierarchy. Social class is

measured as a combination of various factors such as area of residence, income, education, wealth and other variables. Generally, social classes are divided into lower; middle and upper classes, and these classes have different needs and consumption patterns.

According to Gajjar (2013: 11) every society holds some form of social class which is important to the marketers so that they understand that the buying behaviour of people in a given social class is similar. It is important for marketers to develop communication channels and communication styles determined by the social class (Durmaz, Oruc and Celik 2011: 111).

2.2.2 Social Factors

The Consumer behaviour impacts the buying behaviour of consumers (Gajjar 2013: 11). Consumer behaviour is influenced by social factors such as preference groups, family, social roles and status.

2.2.2.1 Reference groups

Humans are social in nature and belong to different social groups in order to satisfy their social needs (Nagarkoti 2009: 11). Reference groups to which the consumer belongs, and social status, influence the customer's buying behaviour (Sarker *et al.* 2013: 43). A person's behaviour or attitude is directly or indirectly influenced by reference groups when making judgement. According to (Sarker *et al.* 2013: 43), similar beliefs, lifestyles and buying patterns are some of the characteristic shared by people belonging to a particular social class. Membership groups, automatic groups, negative groups and associative groups influence consumer behaviour (Cant 2013: 142). Opinion leaders also play a significant role in consumer behaviour. These opinion leaders influence other people because of their special skills, knowledge or other characteristics that are influential to other consumers (Nagarkoti 2009: 11). Marketers may therefore need to develop strategies to target opinion leaders so that they influence the consumption and purchase of the products in the same social group.

2.2.2.2 Family

Family members form the most influential and crucial reference group in consumer behaviour. According to Nisar (2014: 139), a family has one big boss who is also considered a king, runs

the family and controls the other factors, has the authority to do anything and is followed by other family members. Members of a family such as the wife, husband and children influence each other in buyer behaviour and constitute an important consumer buying organization in society.

According to Perreau (2013: 11), consumer buyer behaviour is generally influenced by perceptions and family habits, and people have a tendency to keep the same learned behaviour that they got from their families. Family denotes a vital economic unit and at the same time it is considered a sub-group of society (Al-Azzam 2014: 83). It is important for marketers to identify the role of family members and their influence on the purchasing of different products and services in the market. Marketers need to develop brands that are family-oriented so that it becomes a habit for family members to consume the product.

2.2.2.3 Roles and statuses

A person belongs to each group that they participate in, such as family, groups, religious groups, organizational groups, and social class throughout his life. These groups can be defined in terms of roles and status of the consumer (Nisar 2014: 139). A role consists of things that a person is expected to do or perform based on his position within a group. Each role carries a status which reflects the general esteem given to it by society. People often select products suitable to their roles and status (Purwanto 2013: 71). For example, a consumer may have lunch in an expensive and upmarket restaurant for the quality of the food, but also for the external signs of social success that the kind of restaurant represents.

2.2.3 Personal Factors

A consumer's decision is influenced by personal characteristics all the time. These characteristics may include consumer's age and life cycle stage, occupation, economic circumstances, life style, personality and their concept of self (Rani 2014: 56). These may explain why our preferences of choices often change as our state of mind or conditions change. Rani (2014: 56) asserts that the decisions and buying behaviour are evidently also influenced by the characteristics of each consumer.

2.2.3.1 Age and Life Cycle Stage

Consumers do not necessarily buy the same products or services at 20 or 70 years. Their lifestyles, values, environment, activities, hobbies and consumer habits change throughout their lifetime. Age and life-cycle have possible influence on the consumer buying behaviour. It is obvious that the consumers change the purchase and consumption of goods and services with the passage of time (Rani 2014: 56-57). Young people would be more interested in buying junk food and as compared to a middle aged or elderly individual who would prefer a decent and healthy meal. Different stages, such as childhood, bachelorhood, a newly married couple, parenthood, etc. are the composition of the family life-cycle and these stages help marketers to develop suitable products for each stage (Jisana 2014: 35). An unmarried man would prefer spending extravagantly on items such as perfumes, bikes, alcohol, music, clothes and parties and so on. On the other hand, an individual who has a family would be more interested and focused in buying something which would benefit his family and make their future secure, e.g. a house, property, life cover, government bonds and company shares.

2.2.3.2 Occupation

The occupation of a person plays a significant role on his buying behaviour. An individual's type of occupation has a direct influence on the products and brands he prefers for himself/herself. Nowadays people are more concerned about their image and status in the society as a result of their material prosperity. Gajjar (2013: 12) gives an example of a marketing manager of an organization, because of his status, purchases business suits, whereas a low level worker in the same organization will purchase general work clothes.

2.2.3.3 Economic Circumstances

Consumer's choice of products greatly influences buying behaviour due to by economic situation or circumstances. A consumer will purchase more expensive products if the income and savings are high. On the contrary, a person with low income and unstable or savings will opt for inexpensive products or spend on necessary items (Tamboli 2008: 15). In most instances an individual from low income group won't spend his money on expensive jewellery

and designer clothes instead he will purchase products that are important for his survival such as basic grocery and bus fare.

2.2.3.4 Life Style

Tamboli (2008: 15) describes lifestyle as a particular way of living as expressed in his or her set of activities, interests, and opinions. Lifestyle differs from one person to the other. Lifestyle of people will differ from one person to another. People coming from the same subculture, social class, doing the same job and earning relatively the same salary may lead quite different lifestyles. Some people are brand conscious whereas others are not. An individual's lifestyle is something to do with his style, attitude and opinion, interest, perception, his social relations and immediate surroundings.

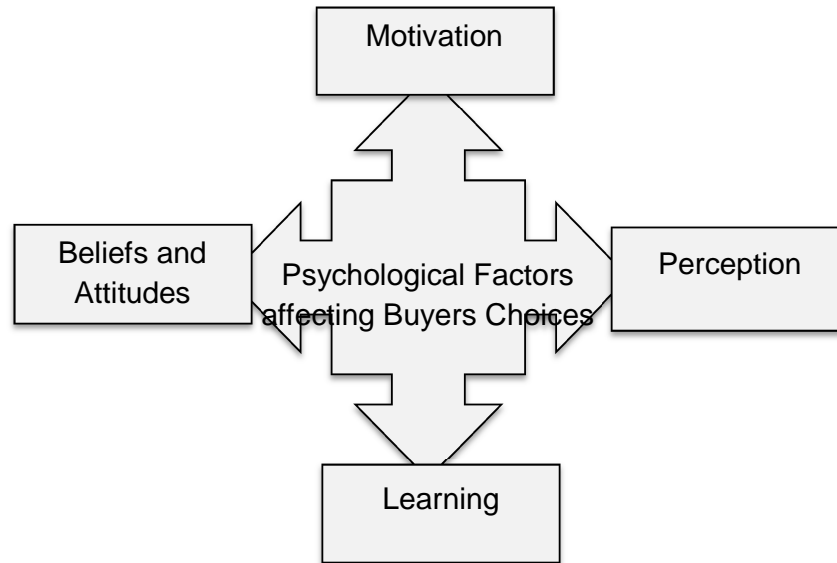
2.2.3.5 Personality and Self-concept

An individual's personality is distinct and it changes from person to person. It also influences his or her buying behaviour. Buying behaviour of each individual is reflected by own characteristic personality traits. Personality can influence the buying behaviour of customers. Jisana (2014: 36) indicates that personality is not what one wears but rather it is the whole composition of characteristics of behaviour of a person in different circumstances or situations. Personality changes, from person to person, time to time and place to place. Therefore, personality can be a useful variable that can analyse consumer buying behaviour.

2.2.4 Psychological factors

Consumer's decision to make a purchase is influenced by five major psychological factors, namely motivation, perception, learning, beliefs and attitudes. Purchasing decisions may often be influenced by other people. According to Durmaz (2014: 195), it is critical for businesses to understand the different factors that influence consumer buying behaviour so that they may leverage on them to effectively market their products and maximise sales. People who are involved in the buying decision and the role each play needs to be known by marketers in order to develop marketing strategies aimed at them (Rani 2014: 58). Figure 2.2 below illustrates the psychological factors that influence consumer-buying behaviour.

Figure 2.2 Model of psychological factors influencing consumer buyer behaviour:



Source: Balakrishnan (2013: 288)

2.2.4.1 Motivation

A person or an individual has many needs and wants. A need builds up internally and becomes motive when it is aroused and a person is motivated to buy a product or service (Du Plessis, Strydom and Jooste 2012: 98). Motives are the driving forces or desires that cause a person to act in a certain way to satisfy specific needs. Needs and wants are driving forces that are sufficiently stimulated to move a person to take action to seek satisfaction.

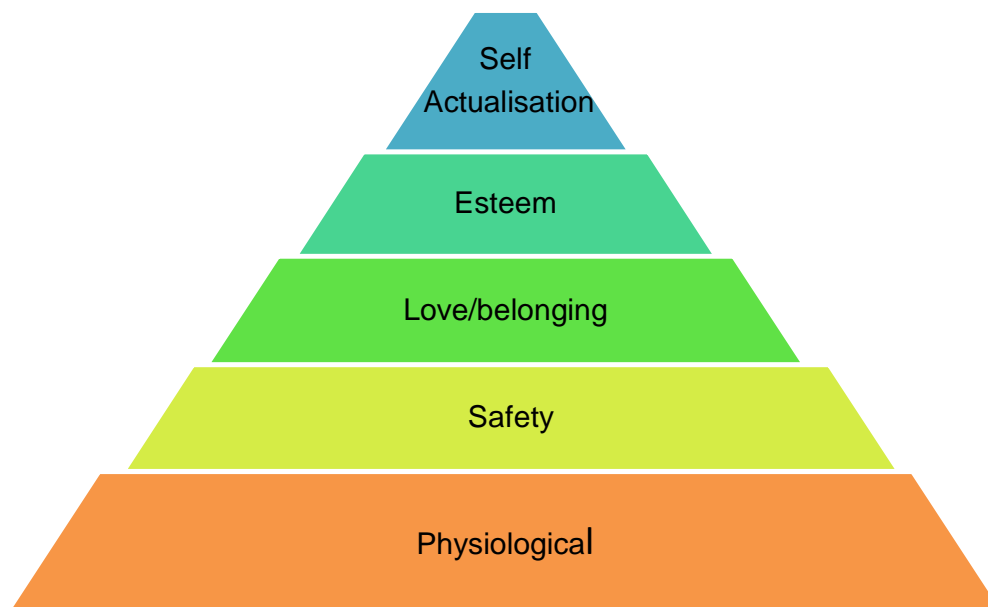
Maslow's hierarchy of needs explains why people are driven by the particular needs at particular times (Lamb *et al.* 2010: 90). The different categories of needs include –

- Physiological needs;
- safety needs;
- social needs;
- esteem needs; and
- The need for self-actualization.

Du Plessis, Strydom and Jooste (2012: 98) indicate that Maslow's hierarchy of needs theory states that the lowest level and most basic human needs are physiological which needs for food, water and shelter are. These needs are essential for survival of an individual and must be met or satisfied. Du Plessis, Strydom and Jooste (2012: 98) also indicate that the highest

among the needs in the level of the Maslow's hierarchy of needs is reflected in the desire or motivation to achieve self-actualisation. An individual is motivated to find self-fulfilment at any given moment. Economic motives and other emotional motives can also influence consumers to purchase as if it is the case with physiological motives. Figure 2.3 below illustrates the model of Maslow's hierarchy of needs.

Figure 2.3 Maslow's Hierarchy of Needs



Source: Du Plessis, Strydom and Jooste (2012: 98)

2.2.4.2 Perceptions

Perceptions involve an individual's observation, selection, organisation and interpretation of information identified by the five senses to create a meaningful picture of the world. Individuals make sense of the world around them and determine how they recognise that they have a consumption problem (Lamb. 2010: 86). Lamb *et al.* (2010: 88) also state that it is important for marketers to recognise the influence of cues or signals on the consumer's perception of products. Marketers need to be better equipped by understanding buyer expectations and formation of perceptions and how perceptions are formed in order to communicate with consumers (Lamb *et al.* 2010: 157).

2.2.4.3 Learning

People learn every day and when they act they also learn. Du Plessis, Strydom and Jooste (2012: 103) define learning as “the result of a combination of motivation, attention, experience and repetition”. Learning is the outcome of information processing and the changes in memory are caused by the short and long-term memory (Boshoff 2010: 186).

2.2.4.4 Beliefs and attitudes

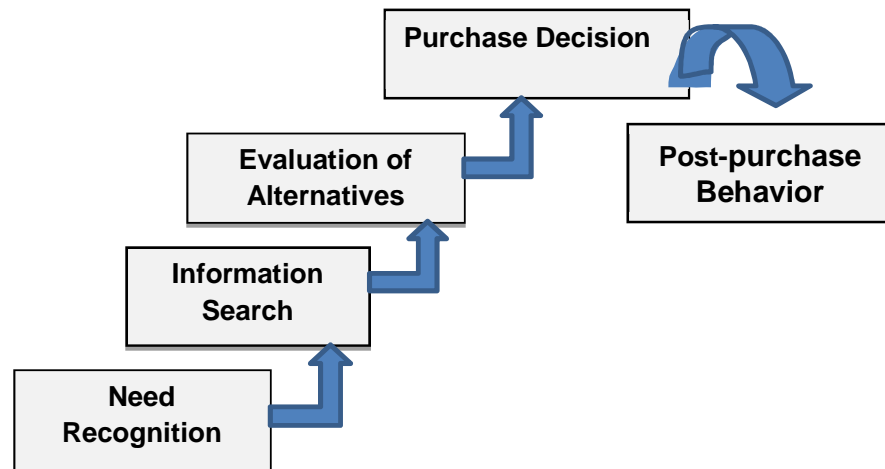
A belief is an organised pattern or a state of mind, a descriptive thought of knowledge that a person holds as true about something in his or her world. Beliefs may be based on own experience, faith or rumour. Lamb *et al.* (2011: 157) assert that people acquire beliefs and attitude through doing and learning, thus influencing their buying behaviour. Du Plessis *et al.* (2011: 194) define attitude as “a learned disposition or a tendency to respond in a consistently favourable or unfavourable manner with respect to a given object, subject”. Du Plessis *et al.* (2011: 194) further state that consumer attitudes towards brands are learned tendencies to evaluate brands in a consistently favourable or unfavourable way. Du Plessis, Strydom and Jooste (2012: 104) suggest that marketers need to cultivate a positive attitude towards a product or brand and must also strive to reinforce the positive attitude held by consumers.

2.3 THE BUYER DECISION PROCESS

This is the stage where the consumer takes the actual decision to use or purchase the product or service. The consumer passes through five stages before purchasing a product or service. The stages of the consumer decision-making process include problem recognition, search for information, the evaluation of alternatives, purchase decisions and evaluation after purchase.

The phases involved in the decision making are explored, as illustrated in figure below.

Figure 2.4 Model of the phases involved in the decision making



Source: Balakrishnan (2013: 302)

2.3.1 Problem / Need Recognition

Problem or need recognition is the most important step in the consumer buying process stages. A consumer often recognises a problem as a need that wants to be satisfied. The need triggers the buying decision of a consumer. Lamb *et al.* (2011: 190) state that needs recognition can be described as an outcome of a disparity between definite and desired needs. Problem recognition may originate from an internal stimulus, when a consumer run out of product or when receive new information about the product or service. In certain instances, external stimuli may arouse a need, such as advertisement or word of mouth referral (Boshoff 2014: 68).

2.3.2 Search for Information

Once a consumer recognises or identified a need for a particular product, he or she may then look for information about how best to satisfy that need. According to Boshoff (2014: 70), the experience of the buyer will determine the information to be collected, depending on a particular need. The information will be collected from the following sources:

- Internal sources – information is stored in the consumer’s memory, such as repair services;
- Personal sources – the consumer may discuss his needs with family, friends and colleagues;

- Marketing sources – potential buyers are prompted by marketers through advertisements, sales personnel, exhibitions and brochures;
- Public sources – independent from marketers, e.g. media reports, word of mouth, and so on; and
- Experimental sources – individual's own experience of the service prior handling of a particular product.

2.3.3 Evaluation of Alternatives

During this stage, consumers evaluate different alternatives available on the market. Cant (2013: 43) states that consumer tries to choose the best option available including benefits of various alternatives, for example, consumer considering buying a vehicle, he evaluates alternatives in terms of certain criteria such as quality, cost, colour and performance. It is important for marketers to influence consumer behaviour at this stage so that they may improve the level of customer attraction and retention.

2.3.4 Purchase Decision

The purchasing decision stage involves customer's response or decision to buy the product or service. Factors influencing the purchase decision including mental process have been evaluated. Joubert (2010: 138) indicates that the most suitable or appropriate choice is the one that comes closest to the evaluation criteria formulated by the consumer. Customer's search activity and effort to obtain data lays the foundation for the evaluation and decision.

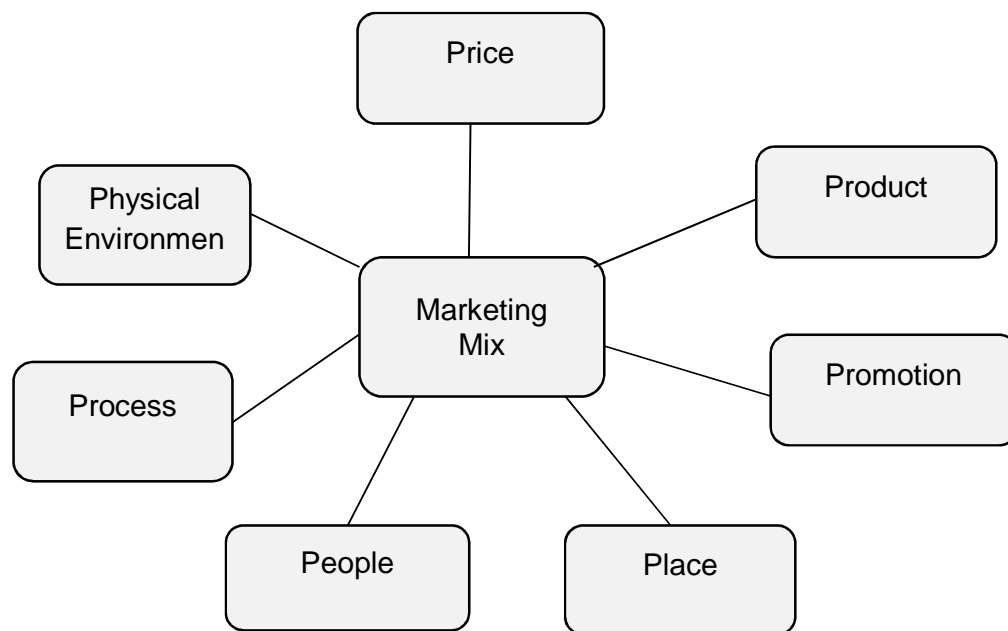
2.3.5 Evaluation after Purchase

This stage involves post-purchase behaviour of consumers. The purchase of the product is followed by post-purchase evaluation. If the product is useful and fulfils the customer's expectations, it may lead to brand loyalty (Cant 2013: 144). If the consumer is dissatisfied he or she may lodge a complaint or tell friends how bad the product or service is; and this may tarnish the brand perception of the company. It is important for marketers to satisfy the needs of the consumers.

2.4 MARKETING MIX

Marketing mix is referred to as a combination of techniques or tactics used by a business to market its goods and services to achieve its objectives. Marketing mix constitutes: product, price, place, promotion, people process and physical evidence. These critical 7 'P's are also called as elements of marketing. Company can use marketing mix variables to influence the consumer's responses.

Figure 2.5 A Model of Marketing Mix Variables



Source: Adapted from Kotler and Armstrong (2012: 89)

2.4.1 Product

Kotler and Armstrong (2012: 51) define product as anything that can be offered for sale to a market to satisfy a need or want. A product can either be an item, service or idea. It may be physical in nature or a service offered by the firm that a consumer is ready to pay. A physical or tangible product may include vehicle, furniture, grocery, etc. and intangible products like services (holiday, cinema, air travel, and so on), are purchased by customers. According to Pitt and Boshoff (2010: 33), there are elements associated with a product or service that the marketer needs to identify and manage such as brand name, product design and features,

packaging, quality, opinions, range, services and warranties, colours and sizes. It is important for marketers to make sure that products and services constantly meet the needs of the consumers.

2.4.2 Price

Price is an amount of money charged for a product or service by a firm or business. It is an important element of the marketing mix as it generates profit for the business. According to Lin (2011: 10635), the price needs to be competitive and must provide a profit. Within this element of marketing mix pricing strategy can be developed to include discounts, offers, terms and conditions of payment and so forth.

2.4.3 Place

This refers to the place where customers buy a product or service. Place can also include all the activities or processes that need to happen before the product reaches the consumer (Cant 2013: 198). Place involves the movement of goods and services from one place to another up until the product is bought by customers. The marketer develops distribution strategy that guides movement of products and services from primary producer to final consumer. The strategy focuses on the delivery of products or services in the right quantities, at the right time and to the right place (Pitt and Boshoff 2010: 34). The distribution channel of the product must be effective and convenient to the customer.

2.4.4 Promotion

Kotler and Armstrong (2012: 52) refer to promotion as activities that communicate to customers the merits of the product or service and persuade them to buy it. The marketer creates an awareness of a product or service with an objective of encouraging customers to purchase the product. Londre (2016: 11) states that promotions' communication element includes personal and non-personal communication activities and the activities that communicate the merit of the overall product includes: personal selling, advertising, sales promotion, collateral materials, direct marketing and public relations.

2.4.5 People

“People” refer to all persons (customers, employees, management, and so on), involved directly or indirectly in the conceptualisation, production and consumption of a product or service. People are important elements of the marketing mix and are responsible for every element of the company’s activities such as sales and marketing strategies. According to Kalaimani (2012: 2), marketers are in a better position to design appropriate products when they understand customers better. There are key areas to be kept under consideration when dealing with intermediaries such as training, development and strong leadership.

2.4.6 Processes

This element of the mix looks at the methods and procedures used to deliver the service to the end customer. The delivery of a product or service is usually done in the presence of the customer and is part of what the customer is paying for. The service process also includes design of activity flows (Shah 2012: 165). The service process is responsible for effective service delivery. Markets need to develop processes to handle customer complaints, customer needs and handling orders to nurture customer loyalty and confidence in the product or service.

2.4.7 Physical environment

Physical evidence refers to the customer’s experience of using a product or service (Lin 2011: 10635) and where the service is being delivered. The customer tends to look for physical clues about the quality of the service because services are intangible in nature. Shah (2012: 165) states that physical evidence also includes staff training, equipment, interior design, sounds and smells. The outlook of the store will distinguish a business from its competitors.

2.5 COUNTRY OF ORIGIN EFFECT THEORIES

2.5.1 Introduction

Reviewing the various empirical literatures, Rezvani *et al.* (2012: 73) came to the conclusion that the country of origin has a great influence so far as the purchase decision and processes are concerned. Factors such as the trust of consumers have concerned many foreign firms,

especially where firms and companies have entered the global trade for this can influence the consumer's tendency to purchase. A great number of researchers have provided strong empirical evidence on country of origin effects as far as product evaluation is concerned (Pharr 2006: 34). Anwar *et al.* (2013: 199) from a marketing point of view, states that companies which are operating globally in highly competitive domestic and foreign markets need understand the consumer's perceptions and needs as far as foreign-made product is concerned.

Different researchers have had different theoretical contributions to the definition of country of origin, with each definition adding something new to the concept, usually depending on the period in which their research was done. Country of origin is defined by Nagashima (1970), and cited in Stoimenova (2013: 6) as "the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country". This picture is obtained by the same type of variables as the products represented by such variables as well as the various national characteristics along with the economic, political, as well as the historical and the various traditions as mentioned and experienced within the country. Essoussi and Merunka (2007) cited in Rezvani *et al.* (2012: 73) define the country of origin as "the country that manufactures, designs or assembles a product or brand that it is associated with". Shirin and Kambiz (2011: 603) differently define country of origin as a country which consumers ascribe the origin of a brand to, regardless of where the product was actually produced.

Roth and Romeo (1992: 477) assert that a country-of-origin effect is how consumers consider a product coming from a given country. Different scholars came up with different theoretical contributions to the definition of the concept of country of origin. With these four definitions, all of which were in different time periods of country of origin effect research, one cannot help but make a striking connection between product and place of origin. From the definitions above, it can be summarized that country of origin means a country where goods are produced, or the product comes from.

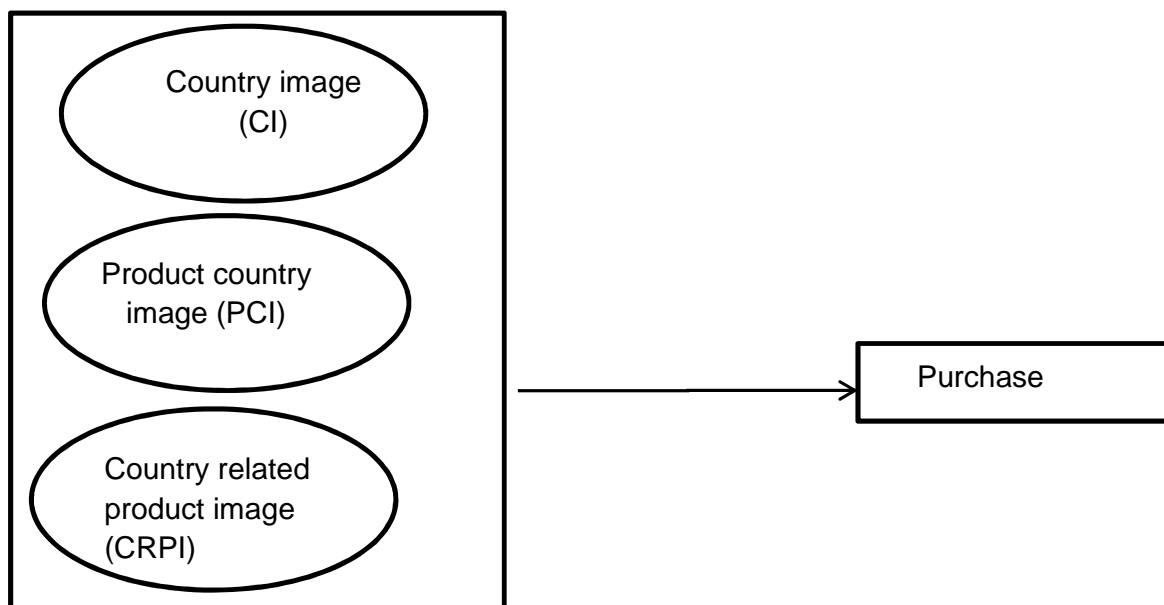
2.5.2 Country of Origin Effects

According to Bilkey and Nes (1982) as cited in Krupka, Ozretic-Dosen and Previsic (2014: 154) country of origin effect remains one of the many basic attributes that has an effect on a consumer's attitude and relationship which potentially influence their approach toward a

product. Melnyk, Klein and Völckner (2012: 21) suggest that almost one-quarter of consumers make purchase decisions on the basis of country of origin information. One of the main attributes which influence consumer's perception of product is that of brand names (Krupka, Ozretic-Dosen and Previsic 2014: 154).

Another extrinsic attribute which influences consumers' perception of the brand itself also triggers a recall of the so associated country with its country of origin (Kinra: 2006) as cited in Krupka, Ozretic-Dosen and Previsic (2014: 154). Investigating the effect of country of origin and country image on Taiwanese college students and universities students, Chen (2014: 15) found that the country of origin does influence buying decision of Taiwanese colleges and universities students. In addition, consumers would like to buy the products from the countries which have great image. If the image of country was not good in the consumers' opinion, consumers might not like to purchase products from that country.

Figure 2.6 Country of Origin Effect Model



Source: Chen (2014: 7)

According to Shi, Wen and Fan (2012: 123), when evaluating products of diverse origin, a complex situation involving a asymmetric information is used. Consumers will more than likely use the reputation of companies from the country of origin as a signal to assist them in their purchase decision-making process.

What this means is that when consumers experience difficulties or problems in understanding all of the relevant information about the true attributes of a product before purchasing it, they can refer to the reputation of the country of origin of the company in order to evaluate products from that country, understood as a signal that summarizes the quality characteristics of the products of the company from an emerging country of origin as well as the behaviour of the firm according to Hamzaoui and Merunka (2006: 145).

Consumers in general lean toward and rely on extrinsic cues to formulate quality judgments when their prior knowledge about the product is wanting, and they wish to avoid detailed information processing. But as to how country of origin leads to quality judgment is the question. Realising that the concept of country-of-origin effect was not quite understood by some scholars, Verlegh and Steenkamp (1999: 521) combined the strengths of a narrative review with that of a quantitative meta-analysis. Verlegh and Steenkamp (1999: 521) discovered that country of origin had a greater effect on perceived quality than on attitude towards the attitude towards the product or purchase intention. They also discovered that differences in the economic development status of a country are an important factor underlying the country-of-origin effect. The country-of-origin effect does not differ between industrial and consumer purchasing, nor is it affected by multi-national production.

2.5.3 Country of Origin Effect and its Consequences

When evaluating products of diverse origins and complex situations involving asymmetric information, consumers can use the reputation of companies from the country of origin as a signal to help them in their purchase decision-making process (Jiménez and Martín 2012: 35). This means that when consumers experience difficulties in understanding all of the relevant information concerning the true attributes of the products prior to the purchase decision-making they can draw on the reputation of the country of origin, especially if they want to know the qualitative aspects of the companies concerned. A proper decision would be made as far as the behaviour of especially emerging countries of origin as well as the firms within the country (Jiménez and Martín 2012: 35).

It can be seen with the reputation a country of origin may have that there might be an acquired animosity which involves discrimination against products on the basis as to the origin of these products. Jiménez and Martín (2012: 35) state that the country of origin effect express itself as an affective or (negative) emotional reaction towards products from certain foreign countries.

Scholars point out the interest in studying the animosity because this variable has important implications for international commerce (Jiménez and Martín 2012: 35). We realise that consumer animosity is in opposition toward a specific country, negatively affecting the intention to buy products imported from that country (Hoffmann *et al.* 2011, cited in (Jiménez and Martín 2012: 35).

2.5.4 Consumer Ethnocentrism and Animosity

According to Verlengh *et al.* (1990) cited in Giraldi, Giraldi and Scaduto (2011: 8821) “country’s stereotypes comprise a series of beliefs regarding its landscape, culture and economy”. These beliefs form an intricate mental structure, which enables consumers to make inferences about products’ attributes, as well as make an initial evaluation of its performance. In this context, these scholars conceptualize country-related stereotypes within the three dimensions of socio-economic structure, culture and geography. The growth of Chinese products as well as the growing popularity thereof has been a phenomenon for social science researchers. Added to that, people see a “cheap” image of Chinese products; this together with their product quality have raised the issue to investigate in detail as to why customers buy Chinese products and what they perceive before buying them (Sarwar *et al.* 2013: 152). In exploring how different perception tools can positively influence consumers purchase decisions and in addition to provide practical insights into how the customers use and perceive different product information in different perspectives which may be alien to their cultural background (Sarwar *et al.* 2013: 152).

2.5.5 Consumer Animosity and its Relationship with Ethnocentrism and Reputation

Consumer purchasing decisions relating to foreign products are mainly influenced by economic, psychological and sociological factors (Torres and Gutiérrez 2013: 1). Analysing data collected from a sample of adult consumers, Dmitrović and Vida (2007: 1) suggest that the importance of country of origin information is a function of consumer ethnocentrism, and that the strength of this relationship is indeed mediated by a product or service type. Moreover, aspects such age and income are significant discriminators of consumers characterised by ethnocentric and polycentric purchase orientation. According to the study conducted by Parts and Vida (2011: 355), the effects of consumer cosmopolitanism on foreign product purchase

behaviour in three major categories of consumer products such as alcohol products, clothes and furniture.

Parts and Vida (2011: 355) confirmed a strong total effect of consumer cosmopolitanism in purchase behaviour and indicated a strong direct effect of this phenomenon on the behavioural outcome. The more cosmopolitan consumers are, the stronger tendency to buy foreign, rather than local products. On the other hand, the direct relationship between cosmopolitanism and consumer knowledge of brand origin was not supported in the study.

By examining the effects of consumer ethnocentrism on purchase intentions towards domestic and foreign products. It was determined that consumers' ethnocentric tendencies play a significant role in predicting purchase intentions towards domestically-produced goods and products from former Yugoslavia and European Union in the Croatian market (Renko, Crnjak Karanović and Matić 2012: 529). Results show that consumer ethnocentric tendencies positively relate to intention to purchase local products and is negatively related to products from former Yugoslavia and European Union (Renko, Crnjak Karanović and Matić 2012: 529).

According to Riefler and Diamantopoulos (2007) cited in Keenan and Pokrywczynski (2010: 3), an explanation of country-of-origin phenomenon usually focuses on the psychological notions of consumer ethnocentrism and animosity. Message receivers have a certain set of feelings or pride that leads them to prefer products and brands from their own country. This concept is known as ethnocentrism. On the contrary, animosity involves consumers actively disliking products from countries which they have negative feelings towards. This is due to historical, political, cultural or other factors. The mention of a product's country of origin may therefore have positive and negative effects on different audiences, depending on whether it triggers ethnocentrism or animosity.

According to the study conducted by Vassella, Fountain and Fountain (2010: 869) recent research has shown that the effect of patriotism on consumer ethnocentrism may differ from country to country. Fraering (2007: 55) found that American business students do not necessarily associate patriotism with the purchasing of domestic products. Balabanis *et al.* (2001: 19) concluded that the relationship between patriotism and consumer ethnocentrism is culturally specific. Therefore, research has revealed both a positive relationship between patriotism and consumer ethnocentrism as well as the relationship varying from culture to culture (Vassella, Fountain and Fountain (2010: 869). According to Munjal (2014: 43), the two

variables being country image and tendency of consumer are what constitute country of origin effects.

Country image which causes perceptual distortions such as halo effect and national stereotypes on one hand, consumer ethnocentrism leads to biases towards domestic product on the other. For a consumer to make rational decision, it is very necessary that he should be free from biases and distortions. A researcher has shown that there are certain moderating variables which neutralize the effects of such biases on consumer behaviour.

Animosity has to do with an emotional feeling where as a result of political, economic and military disturbances between the countries, a foreign country takes on an enemy character in the mind of consumers. Typical examples include-

- an American consumer's resistance to buy 'Made in Pakistan' products after 9/11 attacks; and
- The People's Republic of China has animosity to Japan and New Zealand.

Studies have shown that consumers, who are high on collectivism, tend to maintain their in-group identity and hence is high on ethnocentrism, if the group they belong to is ethnocentric. Some findings show that there is as high correlation between on the one hand, consumer ethnocentrism and animosity and on the other, consumer ethnocentrism (Munjal 2014: 42).

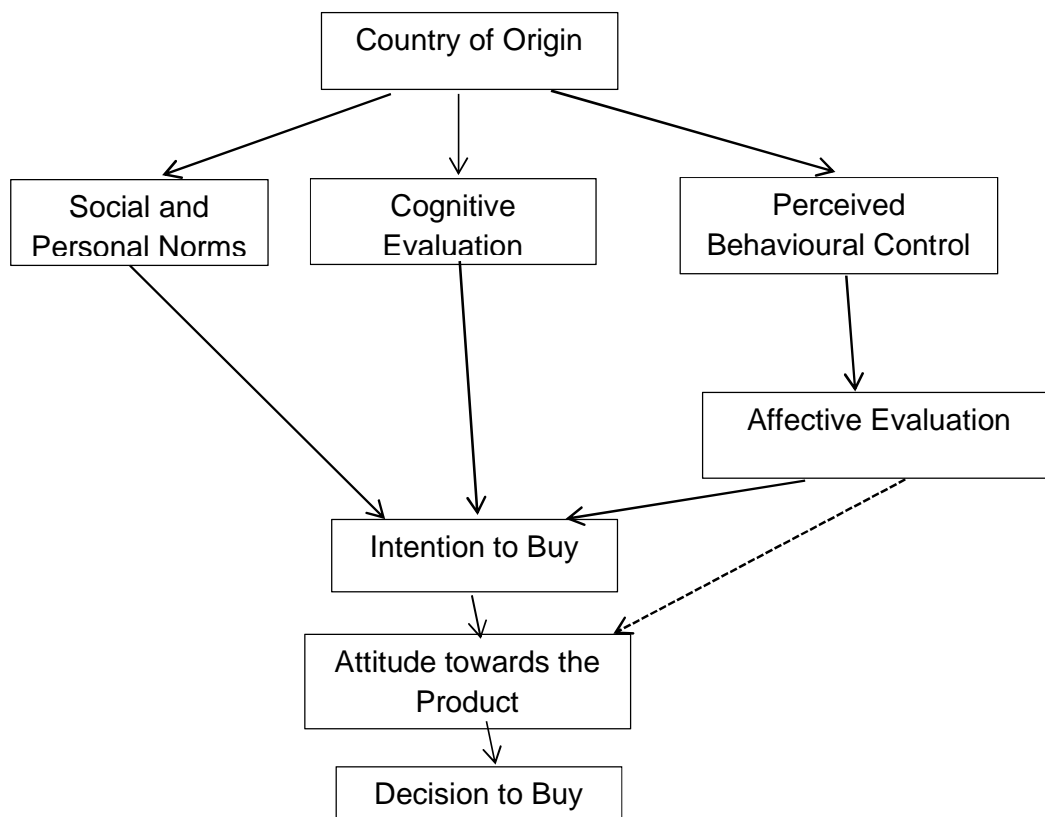
2.5.6 Ethnocentric Patriotism and Healthy Patriotism

Rezvani (2012: 211) defines patriotism as being ready to sacrifice for one's country. Akhter (2007) cited in Rezvani (2012: 211) states that patriotism should not associate with a negative feeling. According to Meier-Pesti and Kirchler (2003) cited in Rezvani (2012: 211) other scholars concluded that patriotism is an emotional feeling that people have about their own country, it does not mean that they ignore other countries. In addition, it is an emotional sense of traditional customs, symbols and values about national attributes and it has a relationship with the coherent reflection of personal benefits as well as all the emotional feelings concerning one's own nation. Even though the people know that the products made in their own country may be of a poor quality, they think about the advantages of their own society and they close their eyes through nationalistic loyalty and believe that the products of their own

country have a higher level of quality than those of other countries. This influences the global market and international production.

Significant correlations were found between purchase intention and ethnocentrism; foreign product knowledge and purchase intention; foreign product knowledge and country of origin effect, and purchase intention and country of origin were found (Bamber, Phadke and Jyothishi 2012: 59). Results from correlation along with the results of two regression analyses indicated two consumer segments in the Indian sample (Bamber, Phadke and Jyothishi 2012: 59). According to Časas and Makauskienė (2013: 136), the country-of-origin image depends on the category of the products, for example, consumers may highly value Japanese electronics, but their assessment of Japanese food may be much lower. They concluded that there may be certain stereotypes concerning the suitability of a country for the production of certain category of goods, and these stereotypes do not depend upon the level of economic, political or social development of the country.

Fig. 2.7 Influence of the COO on Consumer's Decision to buy



Source: Casas and Makauskiene (2013: 136)

In exploring as to how different perception tools can positively influence consumers' purchase decisions, Sawar *et al.* (2013: 152) found that Malaysian consumers are very conscious about the quality and price of Chinese products. In addition, Sawar *et al.* (2013: 152) state that the findings also confirm that price and product quality have positive significant influences on buying Chinese products. In examining country-of-origin image, product knowledge and product involvement, Lin and Chen (2006: 248) found that country-of-origin image, the knowledge of product, including product involvement all have a sign-positive effect on the consumer purchase decision; the country-of-origin image has a significant-positive effect on consumer purchase decisions under different product involvement. Further, Lin and Chen (2006: 248) found that product knowledge has a significant-positive effect on consumer purchase decisions under different product involvement.

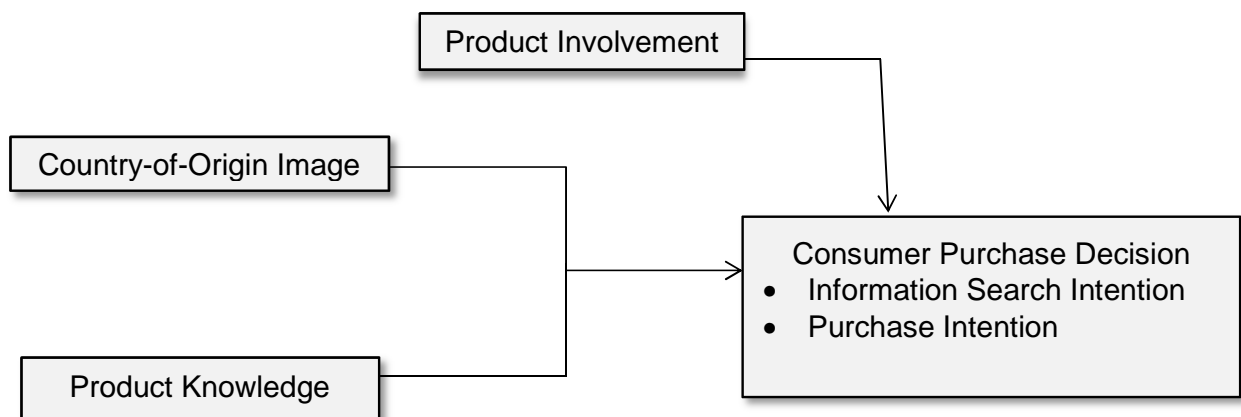
Spillan and Harcar (2012: 34) suggest that consumers are connected by a myriad of products and services from all over the world. This suggestion is due to the advent of ever changing and rapid communication which have given consumers far more knowledge about products. Kalicharan (2014: 897) evaluated the effect of country of origin on the consumers' perception of product quality in developed and emerging economies and found that when consumers were aware or mindful of certain country characteristics, they were more inclined to use country of origin as an external cue in evaluating product quality and guiding their purchasing decision process.

Consumers conferred a higher evaluation of product quality on products produced in developed countries, owing to the technological advances and competitive nature of the markets in these countries when a product from foreign country to enter into another country's market because of the lack of knowledge and information about that product. Further, dishonesty on the part of the sellers and suppliers makes consumers be at difficult decision between goods of high quality, including product from low quality and goods they do not know, but realize that this could also be problematic (Jiménez and San Martín, 2010, as cited in Rezvani *et al.* 2012: 73). On the positive for consumers, Spillan and Harcar (2012: 36) state that by standard, foreign firms aware of their consumers' need to know about the quality and characteristics of their products. By making use of informative messages which have been issued by these firms for the benefit of consumers to decrease the risk and allow them to control and manage the market to avoid the product from the high risk situation.

2.5.7 Country Image

An international study on the topic country image abounds and, as a matter of fact, there is a lot of literature on this topic, which has inevitably resulted in some misunderstandings among researchers about this subject (Laroche *et al.* 2005: 96). Martin and Eroglu (1993: 193) added that country's image, usually refers to the economic, political, technological and social part of each country. In addition, other researchers posit that country's image is all about product characteristics. In some studies country image is representative of the country and its people, and can be shaped by experiencing the products from those countries. Consequently, country image in respect of customer purchase intention is one of the most significant subjects among marketers for supporting their manufactured goods (Wang *et al.* 2012 as cited in Rezvani 2012: 205). Figure 2.8 below illustrates the concept of country of origin and purchasing decision.

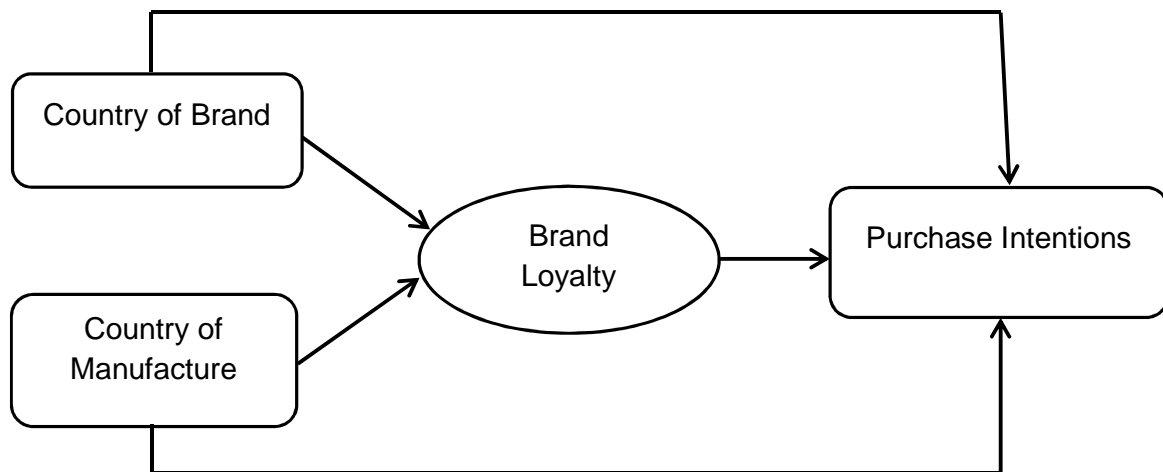
Fig. 2.8 Model of Country image and Purchase Intention



Source: Lin and Chen's (2006: 253)

The country-of-origin effect is known to operate in two ways, namely as a halo effect and as a summary construct. A halo effect occurs when products have positive association with their country of origin. In this case, other goods from the same country benefit from this association and are perceived to be of equally good quality. Kotler, Haider and Rein (1993: 141) describe the country image as the sum of different beliefs and ideas that people think about a country. Figure 2.9 illustrates a conceptual model of country image.

Figure 2.9 A Conceptual Model



Source: Adapted from Shahrokh *et al.* (2014: 44)

Place branding can consequently be seen to pose considerably complex challenges in terms of strategy development and implementation (O'Shaughnessy and Jackson, 2000 as cited in Dinnie 2003: 6). Studying the country of origin image on quality perceptions and brand loyalty, Nagar and Singh (2013: 5) found that the country of origin image has a positive and significant influence on value, usage, class, superiority and service quality. It is, actually, the image of the country which creates greater value of products in the minds of customers. The need is there to strongly enhance the level of performance and service quality for increase in sales of the products. Rodrigo, Khan and McLeay (2011: 2) demonstrated that the match between product country image and consumers' self-image immensely influence consumers' attitudes toward foreign products and purchase intentions.

Thus, when developing a marketing mix and market entry strategies, it is crucial for small and medium enterprises to establish the fit between product-country image and self-image perceptions of the target market particularly in emerging countries. Samiee (1994) cited in Sohail (2005: 2) describes product-country of origin or product-country image as any bias or influence that the country of origin of a product may have on consumer product evaluations, risk perceptions, or purchase intentions. Wang and Lamb (1983: 71) assert that a product's country of origin act as an intangible barrier to enter into new markets as it can generate a negative perception towards imported products.

2.5.8 Country as a Brand

Kotler and Armstrong (2001: 172) define a brand as a name, symbol, design, or some combination which identifies the product of a particular organisation as having a substantial, differentiated advantage. Kapferer (2008: 10) states that a brand is “a set of mental associations, held by the customer, which add to the perceived value of a product or service. These associations should be unique (exclusive), strong (salient), and positive (desirable)”. To many, a brand suggests the wisest and best choice, while others see or perceive a brand as something the customer knows and will react to. Despite the formal definition, the purpose of branding is essential to build the product’s image (Sharma 2014: 162).

Hankinson and Cowking (1993: 10) define a brand as a product or service made distinctive or unique by its positioning relative to the competition and by its personality. From this definition, two concepts stand out, namely positioning and personality. Positioning defines the brand’s point of reference with respect to competition. Personality consists of a unique combination of functional attributes or qualities and symbolic values (Hankinson and Cowking 1993: 10). Functional attributes describe extrinsic, tangible product properties such as hard-wearing, easy to use or portability. Symbolic values describe intrinsic, intangible properties such as friendliness, fun, and care (Gilbert 2003: 327). A customer therefore associates the brand with the product or service attributes whether these are positive or negative.

The application of branding techniques in countries is growing in pace, given the increasingly growing universal competition which countries now face in both their domestic and external markets. Today there are more explanations or reasons as to why nations must manage and control their countries as brands, including the need to attract tourists, investment and talented people and to find markets for their exports. Dinnie (2003: 3) argues that countries should adopt conscious branding if they are to compete effectively on the international stage.

Figure 2.10 Impact of Country of Origin on Brands

		<i>Positive</i>	<i>Negative</i>
Product Feature Dimensions	<i>Important</i>	Favourable Match COO association beneficial	Favourable Mismatch COO association might cause harm, need to disassociate
	<i>Not Important</i>	Unfavourable Match COO association not important, but may be positive; need to purposefully emphasize COO	Unfavourable Mismatch COO not relevant don't emphasize

Source: Sivakumar (2009: 15)

According to Keller (1993: 1) brand equity is defined in terms of different marketing effects that are attributed to the brand. These effects can be used by brand marketers in order to differentiate their products and brands in order to compete in the dynamic markets of today and the future. The country of origin literature offers valuable insights into the effect on consumer behaviour that the place of origin of a product can have. However, it has been traditionally beyond the scope of the country of origin literature to analyse the historical and cultural dimensions of which nations are constituted (Dinnie 2003: 2).

Fetscherin (2010: 466) developed and presented a country brand strength index (CBSI). This is a tool which assesses the strength of a country's brand, and is based on objective secondary data. The results proved that countries with the strongest country brands are those countries in Europe that are smaller and developed. The proposed index leads to results that are similar to the widely-used AnholtGfK Roper Nation Brand Index (NBI) which measures the perceptions of a country brand based on subjective survey data. Based on the NBI, countries that are perceived positively have a stronger country brand (CBSI), whilst those that are perceived negatively have a weak country brand (CBSI). The two indexes are highly and

significantly correlated which indicates that they measure the same phenomena even though they use different approaches, methodologies and data, suggesting that the indexes are complementary and interdependent. Consumers tend to either positively-evaluate products from certain countries or negatively-evaluate products manufactured from specific countries, including their own.

There is a tendency by consumers to either positively evaluating product from certain countries and to negatively evaluate products manufactured from specific countries including their own. On the one hand, evaluating Nigerian consumers' perception of products made abroad, Oyeniyi (2009: 32) found that the Nigerian consumers perceive foreign made products as more reliable, technologically advanced, stylistic and competitively priced compared to products made in Nigeria. On the other hand, Sohail (2003: 1) finds that consumers in Saudi Arabia evaluate products from Japan and the European Union, with more favour, compared to products made in the United States of America, China and India. Meanwhile, evaluating the impact of Brazil's image in the evaluation of the country's fresh fruits found that Brazil's image in general had a positive impact on product evaluation (Giraldi 2012: 19).

2.5.9 Attitude towards foreign countries' products

De Run, Chan and Khalique (2012: 3) suggest that consumers from lesser developed countries prefer to purchase products that are made in developed nations. Conducting an extended research that covered 20 nations, 11 countries of origin and 50 brands, Hsieh (2004), as cited in Alhemoud and Mohiuddin (2011: 2) found brand and national variations in magnitude of country of origin effects. At brand level, country of origin effects appear to be significantly influential on the purchase behaviour of consumers who have a positive attitude toward the brand being investigated or perceive it to be of high quality. At national level, country of origin effects seem to be more significant among countries where there is less availability of international brands. Alhemoud and Mohiuddin (2011: 2) further posits that these findings, not only do they support the notion that consumers in this instance tend to have a stronger preference for products that originate in their own Western countries, but also concurs with the proposition that consumers also tend to have a preference for products from countries in the same geographic region. Having an excellent reputation is as important to countries as it is to corporations when it comes to marketing their products.

Research findings show that consumer evaluation of products or services is influenced by a country's stage of development, that is, consumers hold more negative perceptions of products produced in developing countries (Wang and Lamb, 1983 as cited in Ercan (2010: 3).

2.6 Conclusion

This literature review has explored what is known about the country of origin effect and the elements that influence how consumers select and purchase products from foreign countries. The review has also looked at the following factors that influence the decisions of consumers in a country, of whether or not to purchase foreign goods:

- Social factors
- Cultural factors
- Economic factors
- Psychological factors

The theory of the consumer buyer behaviour was also explored in the approach of identifying the factors that influence the decision to purchase foreign goods and services. Further, the literature review also looks at the role of the country brand and the elements around the country brand that determine the consumer buyer behaviour of citizens towards foreign products and services.

CHAPTER 3

RESEARCH METHODOLOGY AND RESEARCH DESIGN

3.1 Introduction

In chapter two that precedes, the research explores the literature review of what is known about the subject of study, looking at the definitions of the country of origin effect, the factors that influence the consumer buyer behaviour of citizens towards purchasing goods and services of foreign origin. The theories underpinning consumer buyer behaviour were explored, including the role of country image and country brand in the country of origin effect. This chapter outlines how the study was conducted, inclusive of the research methodology, the population and sampling, and how the data was collected and analysed.

3.2 The research design

Saunders, Lewis and Thornhill (2012: 139) describe research design as the overall plan that describes how the whole process of approaching the collection and analysis of research data will be done. Shajahan (2011: 63) define research design as a structured approach to solve research questions using identified methods and processes for acquiring and analysing the required data. Kothari (2011: 37) asserts that a research design possesses all the steps of decision such as the what, the where, the when and how the concerns of the research questions will be addressed. The research design details the research philosophical approach that was employed, the research methodology, the research approach and how the sampling, data collection and data analysis will be approached.

3.3 The research philosophy

The positivist philosophical approach was used in this study. Bhattacharyya (2013: 88) defines the positivist approach as the approach that considers research that is based on facts, and that considers the world phenomena as objective. The choice of positivism was chosen because the research endeavours to explore the problem in an objective way that would be measured quantitatively.

3.4 The research methodology

In this study, an exploratory research was employed. According to Shajahan (2011: 30), an exploratory study is a study that aims to investigate or finding out new insights by investigating the various elements of new phenomena in light of answering the research questions. An exploratory approach was used because the study endeavoured to find out perceptions and attitude of citizens towards a foreign product offering using the country of origin effect.

The explanatory or analytic research approaches were not used because the focus of the research was to find out or investigate.

This study used the quantitative research methodology. Dawson (2010: 14) defines quantitative research as a systematic empirical study in which data in the form of quantities, numbers or volumes is collected and analysed to understand the phenomena. The quantitative data was collected to understand the prevailing perceptions and attitudes of the selected citizens on a Jamaican restaurant.

3.5 Target population

The target population is defined as the population of individuals whose characteristics are being studied (Bhattacharyya 2013: 88). In this research, the target population was the people between eighteen (18) years and 65 years that visited a popular shopping mall in the city of Tshwane on the day of the data collection. The expected target population to pass through a selected gate at the mall on the date and times of the data collection was about about 1500.

3.5.1 Sampling

Non-probability sampling was used to select the participants for the study. Kumar (2011: 154) states that non-probability sampling is a form of selecting a sub-set for studying from a population, called a sample, in a way that the probability of any individual being selected is not known. The technique of sampling that was used in this study is the availability sampling. Dawson (2010: 14) defines availability sampling as based on the selection of the first participants that are selected based on their availability and interest to take part in the study. In this case, 231 participants agreed to be subjects. Probability sampling was not used because

the nature of the study could not identify the whole population. Also, any form of probability sampling would not suffice for this study because any selected could not be guaranteed to agree to take part in the study. The other reason the researcher took availability sampling is that it is easy, convenient and took less time for the researcher.

3.6 Assumptions of the study

The key assumptions of the study were that:

- Many people would be willing to participate in the study so that a large sample would be reached.
- The people who will agree to participate were reasonably literate to fully understand the demands of the questionnaire statements.

3.6.1 Elimination of bias

Shajahan (2011:140) posits bias of any form is a threat to the validity, reliability and the generalisation of the findings of a research. Cognitive bias influences response away from truthful response. Respondents' answer is influenced by what they perceive as the correct answer.

3.6.2 Ethical considerations

According to Saunders, Lewis and Thornhill (2012: 252) research ethics allude to the extent of executing the standards of behaviour that guide the conduct in relation to the rights of all affected in the research. The code of research ethics is inclusive of the principles that any research should ideally abide by to ensure ethical conduct.

The role of observing the ethical standards preserves the rights of the participants to certain aspects that could be violated in the conduct of such research. In this study, the following ethical issues were considered.

- **Consent to participate in the study**

In this study, all participants received a written cover letter expressly communicating that their participation in the study was purely voluntary, and that they were free to withdraw their

participation from the study at any moment and for any reason. A copy of the cover letter informing them of the details of the participation is attached to this dissertation as Appendix A.

- **Confidentiality**

Confidentiality in this study was achieved by the fact that the data that was collected using the questionnaires was kept safe and out of reach of any unauthorised individuals. Further, after the data was collated, the paper questionnaires were safely locked away.

- **Anonymity**

The anonymity of the participants in this study was ascertained by the practice that the collation and analysis of data was done in a manner that makes it difficult for any reader to infer the individual source of a particular opinion or response as no names were used.

- **Confirming no harm to participants**

This study did not bring any potential harm to the participants because it only involved asking for 20 minutes of their time if they could afford it, and the exercise was to complete the questionnaire with no other activity or event that could expose the participants to harm.

3.7 Research instruments

The questionnaire was the selected data collection instrument. Kumar (2011: 174) defines a questionnaire as a structured instrument with statements followed by a selection of pre-determined, finite responses. The statements in the questionnaire were guided by the findings of the literature review on the subject of study. The structure of the questionnaire is based predominantly on a Likert-type scale. The structure of the questionnaire is a scale of five measures for each statement, which measures the extreme ends of the perceptions and attitudes of the participants about a foreign restaurant. Kumar (2011: 184) states that one advantage of a Likert-scale questionnaire is to provide a selection of possible answers using a sliding scale so that the results can be coded (weighted) to allow for quantitative data analysis.

The two Likert scale statement formats used in this study are as follows:

Statement	Likert scale	Likert scale	Likert scale	Weight
	Very Important	Strongly Agree	Almost Always	5
	Important	Agree	Often	4
	Moderately Important	Neither Agree nor Disagree	Sometimes	3
	Slightly Important	Disagree	Rarely	2
	Not Important	Strongly Disagree	Never	1

3.8 Construction of the interview questions

The questionnaire was constructed using the information generated from the review of literature. It contained statements on the demographic data, the exploration of factors influencing the perceptions and attitudes of the participants toward a Jamaican restaurant and also the factors influencing their decisions on the choice of restaurants and food. These statements were presented as Likert scales with five point-responses in a sliding scale. Appendix B shows the full questionnaire.

3.9 Pilot study

Saunders, Lewis and Thornhill (2012: 451) define a pilot test as a smaller research that is done before the actual research in order to test the feasibility of the study. It is also vital for testing validity and reliability of the research instruments before the actual interview took place. Before this research was conducted, five participants were chosen by availability sampling at the shopping mall and subjected to the draft questionnaire. The major findings were that some

of the questions were not easy to interpret as they included significant jargon. The difficult questions were identified and the questionnaires were simplified in line with the recommendations of the pilot participants.

3.10 Administration of the questionnaires

On the planned date of the data collection, questionnaires and cover letters were given to those shoppers who visited the mall through a selected gate. The forms were given to adults that were gauged to be under 65 years of age, although the age was confirmed before they could start the questionnaire. Only those that expressly agreed to take part in the study and stated that they had at least 20 minutes to spare to complete the questionnaire were handed the forms to complete and submit it before proceeding with their journey. The participants completed the questionnaire by ticking the relevant answers by pen, the questionnaires were collected and the completed forms compiled for collation and analysis.

3.11 Data Analysis

Quantitative analysis was used to analyse the data. The analysis started with the collating of data into frequency distributions for each statement in the questionnaire. Statistical Package for the Social Sciences (SPSS) was used to analyse and verify data. Descriptive statistics were used for analysis by creating a presentation of the data using bar charts and pie charts, and then describe the results in terms of proportions and percentages. This data was then interpreted in line with the research questions and in accordance to the findings of the literature review.

3.12 Validity

Validity is a term that looks at the extent to which the data collected is accurately able to answer the research questions. Kumar (2011: 144) mentions four types of validity, which the main ones being construct validity and content validity. Kumar (2011: 156) posits that construct validity relates to the extent to which measurement tool is aligned to collect the data required to solve the problem at hand. In this study, construct validity was assessed by analysing the

results of the pilot study, which showed that the participants were answering questions to the full expectation of the research. Content validity is defined by Dawson (2010: 24) as the extent to which the information sought by the measuring tool is adequate or detailed enough to provide adequate data for analysis. Content validity was also measured during the analysis of pilot study findings, which showed that the questionnaire addressed all the areas of the research in-depth to be able to adequately answer the research questions.

3.13 Reliability

According to Saunders, Lewis and Thornhill (2012: 423) reliability is the extent to which a measuring tool will produce similar results when applied differently. The major types of reliability are the test-retest reliability, inter-rater reliability, parallel forms of reliability and internal consistency reliability (Dawson 2010: 44). Dawson (2010: 44) also states that test-retest reliability is a measure of reliability by applying the same tool to the same group of participants at two different times. In this study, test-retest reliability was intentionally tested by repeating a questionnaire on two of the pilot test participants soon after they had completed the first questionnaire, with the results that the participants gave the same responses.

3.14 Limitations

There were a few limitations of the study, which were as follows:

The population of adults at the shopping mall was too heterogeneous and the lack of a refined target population may dilute the results. It may have been better to study the perceptions and attitudes of a narrower demographic group because the research becomes wider and out of the context of South African consumers' perceptions and attitudes which it is entitled to cover in the first place.

- There was no measure of the extent to which all the participants understood the questionnaire well as it was in English. Although all participants chosen were literate in English, the specific understanding of the demands of the questionnaire statements may have been understood differently.

3.1.5 Conclusion

Exploratory research is done through a literature search, in-depth interviews, focus groups, expert surveys etc. in order to determine the best research design for the future research. The study employed the quantitative methodology and applied an exploratory research approach to gain the insights and understanding of the factors influencing the perceptions and attitudes of participants towards a Jamaican restaurant from a country of origin effect perspective. The research instrument used in this study was a Likert-scale questionnaire which was subjected to participants selected using availability sampling.

Ethical considerations were ascertained, including the express informed consent of the participants and ensuring confidentiality and anonymity. The chapter that follows will present, interpret and discuss the findings of the primary data.

CHAPTER 4

PRESENTATION, INTERPRETATION AND DISCUSSION OF THE FINDINGS

4.1 Introduction

This chapter will present the findings of the primary data. The data that is collated is presented with the aid of charts, interpreted in terms of the meaning of the data using descriptive statistics. The interpretation of the data is also discussed using the findings of the literature review. The discussion is also conducted in line with the research questions.

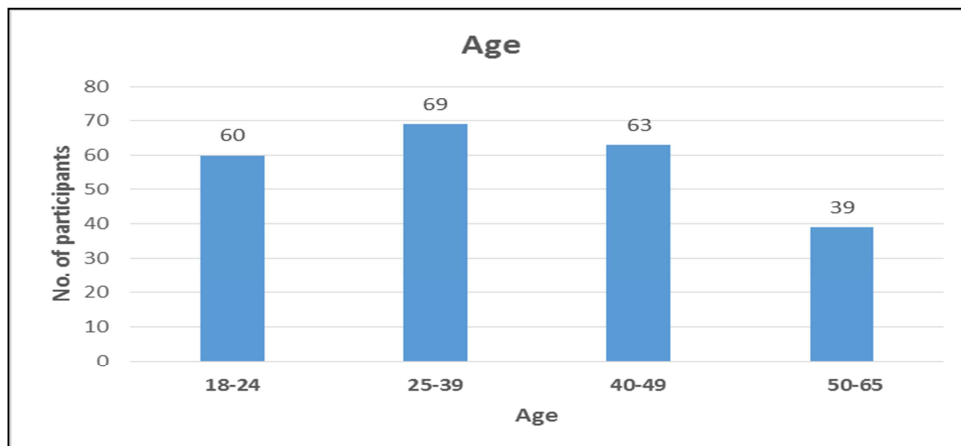
4.2 Response Rate

There was a 100% questionnaire completion for all the participants that had agreed to complete questionnaires did complete them. All 231 participants fully completed the questionnaire. In order to achieve this successful response rate, the researcher had to make sure they fill in since they were taken by availability sampling. They were thus willing to take their time and complete the questionnaire and the researcher therefore substantiate that availability sampling was the best type of sampling in this regard.

4.3 Presentation, Interpretation and Discussion of Findings

4.3.1 Profile of participants as per age group

Figure 4.1: Profile of participants as per age group



From Figure 4.1 above, it can be shown that the participants were of wide age distribution. A total of 57.1% (n=132) were between that ages of 25 and 49, with 60 participants (n=26%) ranging between 18 and 24 years. A further 39 participants (16.9%) were older, with ages between 50 and 65 years of age. This distribution of ages implies that there was involvement of most adult age groups in the study, which reduced selection bias that could have resulted from selecting a narrower age range.

4.3.2 Profile of participants as per Gender

Figure 4.2: Profile of participants as per Gender

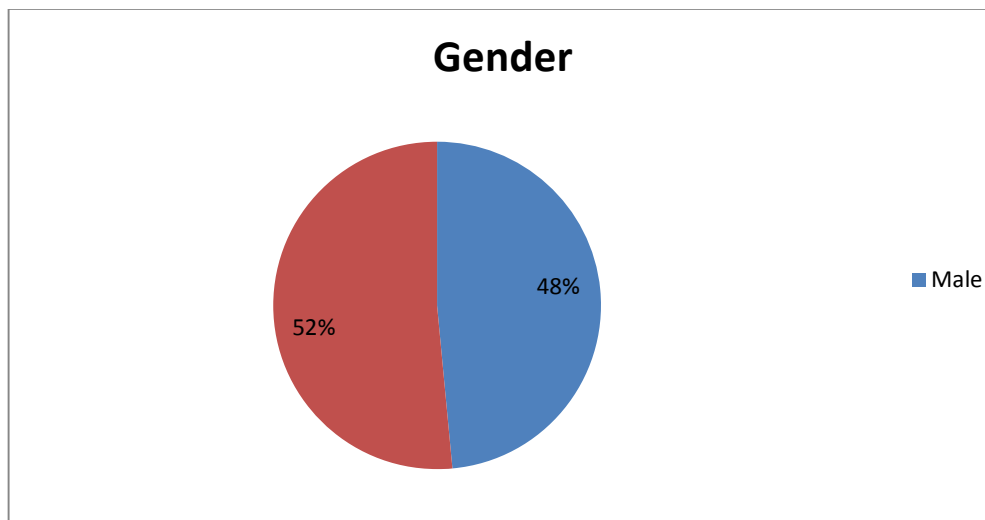


Figure 4.2 above, the distribution by gender shows that most participants (52%, n=119) were female, with 48% (n=112), being male. Although this is not exactly the true representation of the gender distribution in the general population, there are possible factors that were responsible for this. More females than males may have been more available and willing to participate in the study. Another probable reason could be that the shopping mall may have had generally more female shoppers than male. However, the distribution in Figure 4.2, allows the research to eliminate selection bias based on gender as the numbers are comparable.

4.3.3: Profile of participants as per race

Figure 4.3: Profile of participants as per race

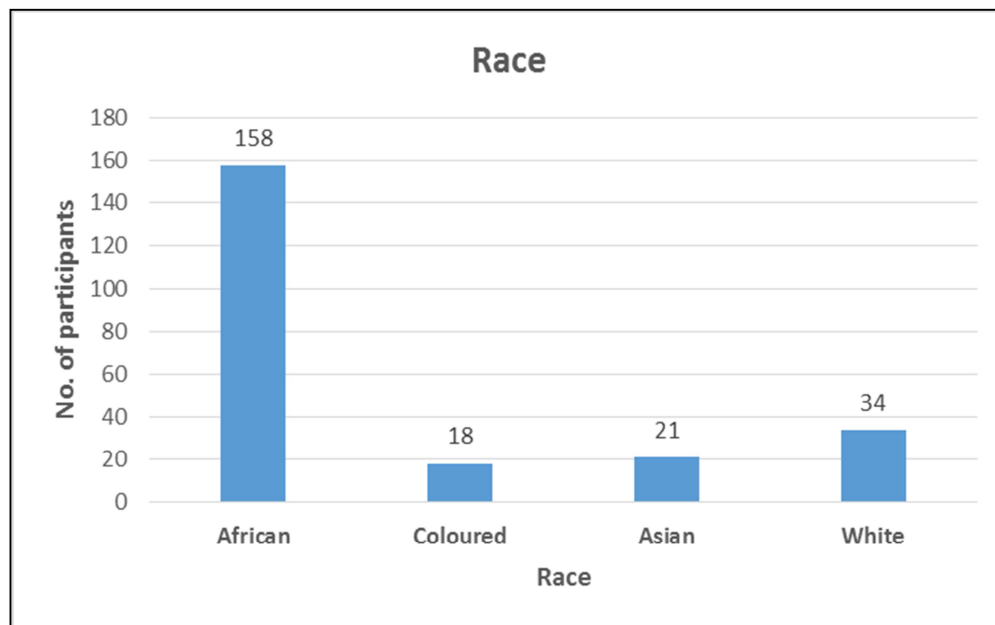


Figure 4.3 above illustrates that by far most of the participants (68.4%, $n=158$), were black Africans, with 34 participants (14.7%), being white and 21 participants (9.1%), being Asian. Only 18 participants (7.8%) were coloured. This distribution reflects that typical population in the city of Pretoria, but may well be related to the market that is attracted by the shopping mall where the study was done. This typical racial distribution also reduces selection bias because the results of the study will have proportional representation by race. The Chi Square goodness of fit test shows that the observed frequencies are significantly different from the expected frequencies. The p value is less than 0.0000.

4.3.4 Country of origin of a product influences purchase decision

Figure 4.4: Country of origin of a product influences purchase decision

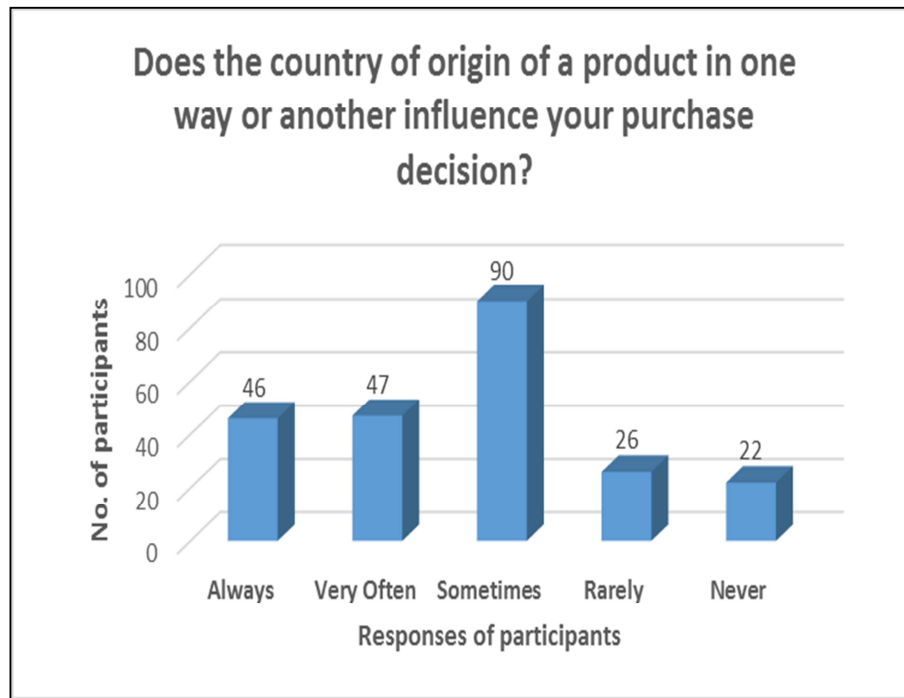


Figure 4.4 above shows that a total of 93 participants (40.3%) either always, or very often, have their purchase decisions influenced by the country of origin of a product. Another 90 participants (40%) agreed that sometimes they consider the country of origin of a product sometimes influences their decisions to purchase. There were 48 participants (20.8%) who either rarely or never have their purchase decisions influenced by the country of origin of a product. Overall, the results in Figure 4.4 can be interpreted as that the purchase decision of the participants was to a significant extent influenced by the country of origin of the product. This agrees with Stupart and Shipley (2012: 441), who assert that a number of factors in consumer buyer behaviour such as country image, influence how a country's products are judged. The Chi Square goodness of fit test ($X^2=63.04$ with a p value less than 0.0000) shows that the observed frequencies are significantly different from the expected frequencies. This suggests that country of origin of a product influences purchase decision.

4.3.5 Buying products (including food) from a Jamaican company

Figure 4.5: Buying products (including food) from a Jamaican company



Figure 4.5 illustrates that 104 participants (45%) stated that they sometimes consider buying products, including food, from a Jamaican company. Another 84 participants (36.4%) stated they rarely or never considered buying products from a Jamaican company. However, 43 participants (18.6%) stated that they either always or very often consider purchasing products, including food, from a Jamaican company. The results in Figure 4.5 illustrate that on average the participants were split between those who consider buying Jamaican products, as those that rarely or never consider purchasing the same. These results reflect the posits of Stoimenova (2013: 217) who states that citizens' perceptions and attitudes towards foreign products is dependent on a number of factors, especially the perception of the quality of the product based on the country image. The Chi Square goodness of fit test ($X^2=101.1$; p value less than 0.0000) shows that the observed frequencies are significantly different from the expected frequencies.

4.3.6 Product's quality is dependent on country of origin of that product

Figure 4.6: Product's quality is dependent on country of origin of that product

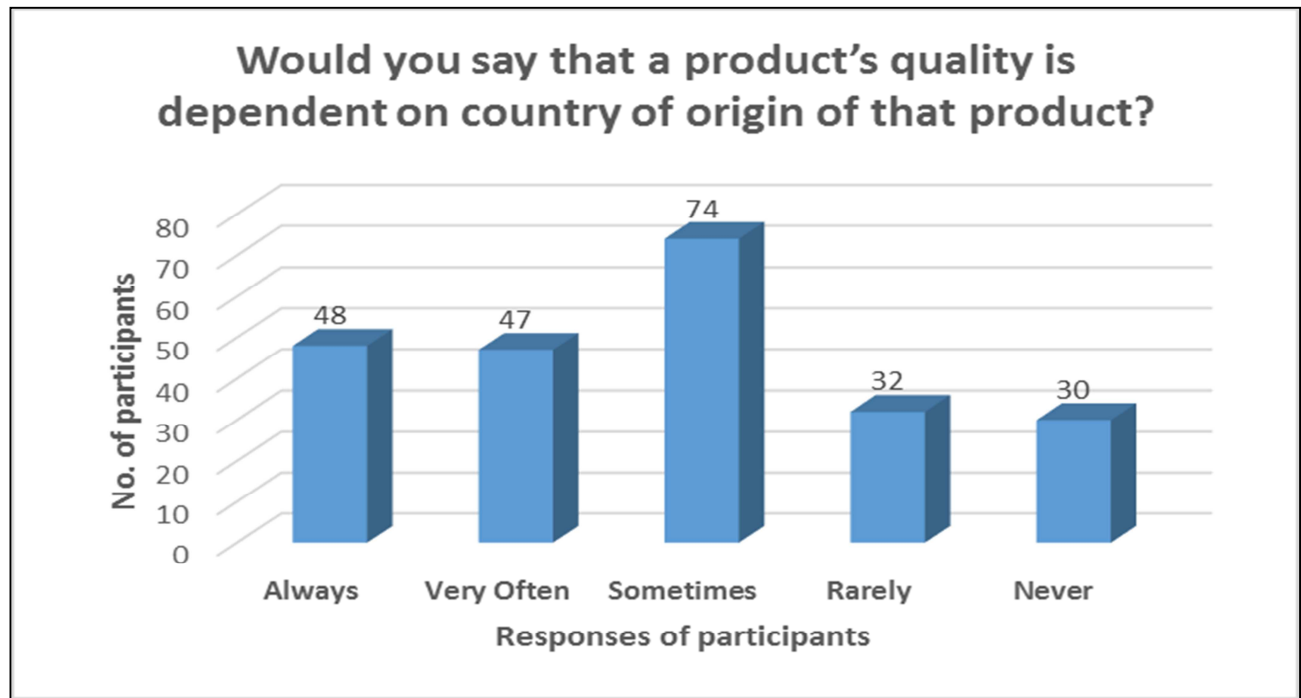


Figure 4.6 below shows the perceptions of participants regarding the quality of a product in relation to its country of origin. A total of 95 participants (41.1%) stated that they either always or very often perceive the quality of a product as depended on the country of origin. Another 74 participants (32%) agreed that they sometimes perceive the quality of a product by regarding its country of origin. The rest of the participants (26.8%, n=62) stated that they rarely or never consider the country of origin when perceiving or judging the quality of a product. The results in Figure 4.6 show that, in summary, most people apply a degree of consideration of country of origin in judging the quality of a product. This analysis is in line with the country of origin effect, with Spillan and Harcar (2013: 278) stating how the country image influences how the national products are perceived internationally. Spillan and Harcar (2013: 278) adds that the world, for examples, perceives electronic and mechanical product made in Japan and Germany as being of high quality because of the record that the countries have coined over the last half century. The Chi Square goodness of fit test shows that the observed frequencies are significantly different from the expected frequencies. $X^2 = 29.5$ and the p value is less than 0.0000. The results suggest that people perceive product's quality as dependent on country of origin of that product.

4.3.7 Listening to reggae music

Figure 4.7: Listening to reggae music

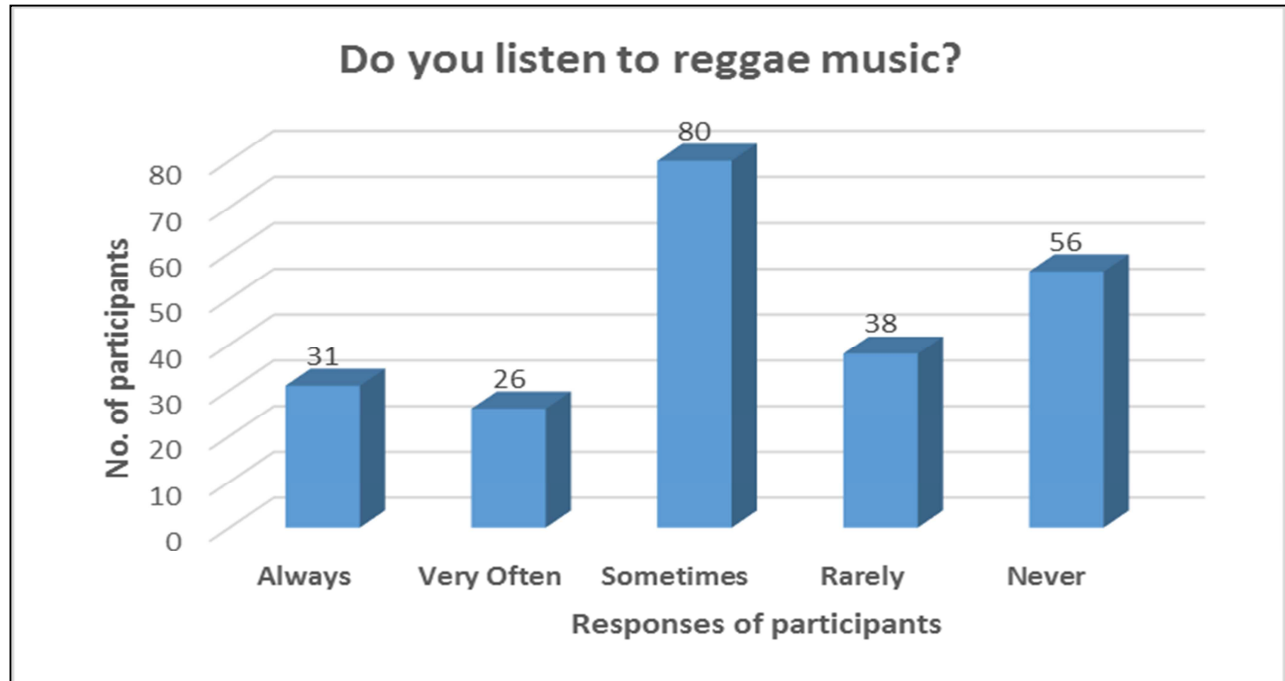


Figure 4.7 above shows the responses of participants to whether they listen to reggae music, their signature music in Jamaica known internationally. This was studied in order to understand the participants' perception and attitude towards the artistic products of Jamaica, which is their unique music. The results in Figure 4.7 illustrate that a significant 94 participants (40.7%) either rarely or never listened to reggae music. Another 80 participants (34.6%) of the participants stated that they sometimes listen to reggae music. The rest of the participants (24.7%, $n=57$) stated that they either always or very often listened to reggae music. The results in Figure 4.7 suggest that reggae music does not get significantly consumed by the majority of the participants. Sohail (2003: 3) states that attitudes and perceptions towards other peoples' cultures and norms often influence how the country of origin effect impacts on the consumption of these practices. The Chi Square goodness of fit test shows that the observed frequencies are significantly different from the expected frequencies. The $X^2=41.87$ and p value is less than 0.0000.

4.3.8 Considering spending a holiday in the island of Jamaica

Figure 4.8: Considering spending a holiday in the island of Jamaica

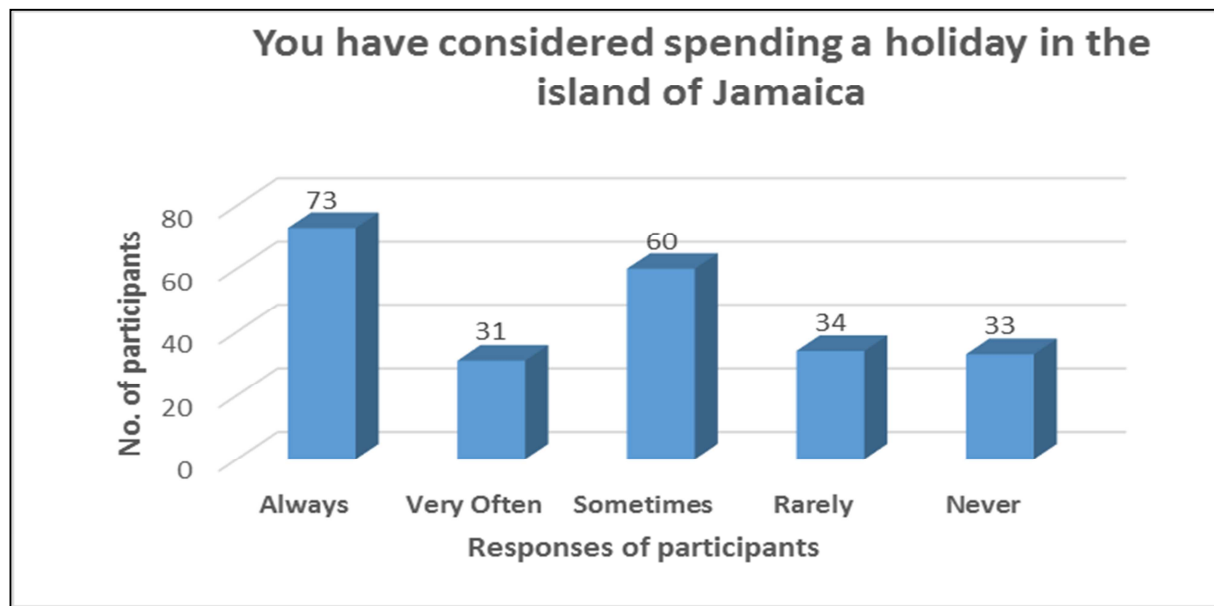


Figure 4.8 shows the responses of participants to whether they would consider spending a holiday in Jamaica. This question endeavours to measure the participants' perceptions about Jamaica as a foreign country, and consuming the service (tourism) of such a foreign service. From the results, it can be shown that 104 participants (45%) stated that they either always or very often considered taking a holiday to Jamaica. Another 60 participants (26%) agreed that sometimes they consider taking a holiday to the island, with 67 participants (29%) stating that they either rarely or never considered visiting the island of Jamaica. The results shown in Figure 4.8 illustrate that most participants gave a degree of consideration to have a holiday in Jamaica.

This may reflect the perception that the participant have of Jamaica as a tropical island that they have probably read about or seen on television as having beautiful scenery and warm beaches. Furthermore ,the majority of the key informants were women, therefore the researcher substantiate that, most of the holiday travellers in South Africa could compose the women as the major tourism profile in Jamaican beaches as it is considered with beaches for sunbathing as it is portrayed in television and pictures about the Caribbean beaches .Again,the researcher envisage that the average Tshwane inhabitants are likely to be outgoing in their personalities and also as South Africans in general as they are portrayed as pleasure seeking tourists who love to explore tourism destinations they are familiar with as they associate with

the local brands .The perception is that there is more offering in the country of origin (Jamaica)than what the local restaurant is offering now In other words, the Jamaican restaurant is giving a foretaste not all the composite offering which the customers feel they are deprived of. In this case, Jamaica as a country is regarded as offering a high quality of service in tourism. Smith and Spencer (2011: 93), states that there are positive perceptions on a country image if the service or product provided is available in the country and some services are found in the foreign country. The Chi Square goodness of fit test shows that the observed frequencies are significantly different from the expected frequencies. The X^2 value = 32.39 and p value is less than 0.0000. Therefore is not by chance that most participants would consider a holiday to Jamaica.

4.3.9 Looking around the restaurant to see if the ambience is good for eating

Figure 4.9 Looking around the restaurant to see if the ambience is good for eating

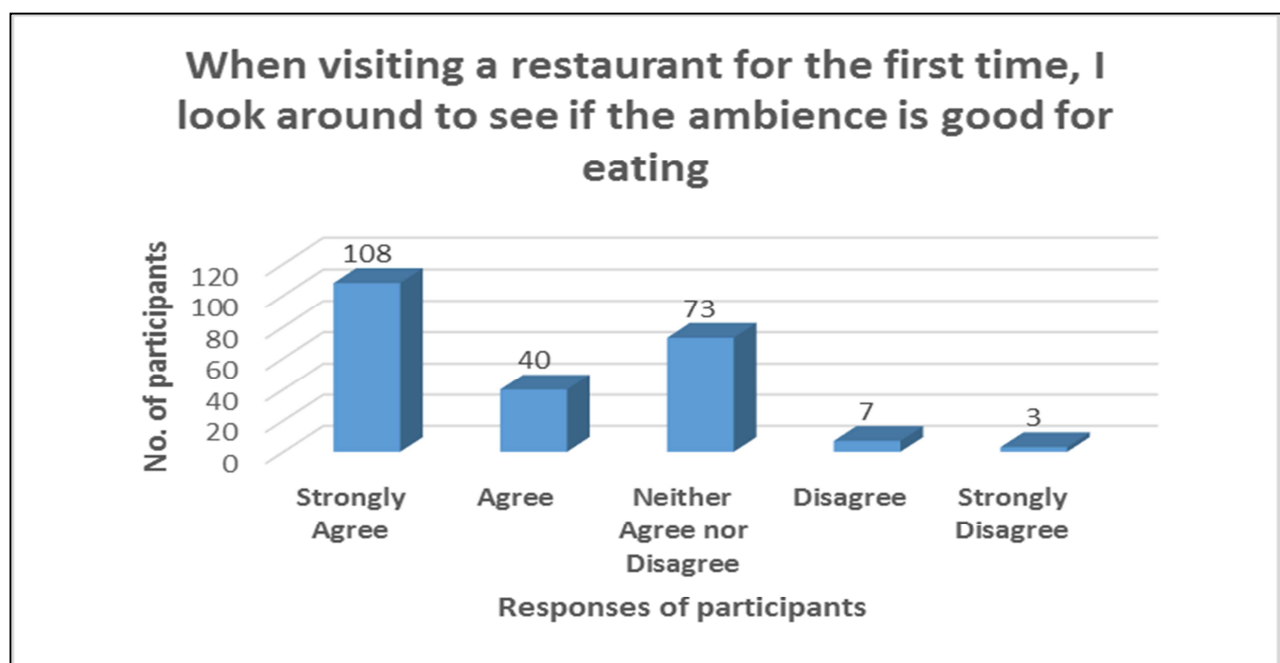


Figure 4.9 above looks at the participants' expectation of a restaurant when they visit for the first time. Spillan and Harcar (2012: 325), state that the appeal of a service environment is one of the dimensions of service quality. The results show that most participants (64.1%, n=148) either agreed or strongly agreed that they check the ambience of a restaurant when visiting one for the first time. Another 73 participants (31.6%) neither agreed nor disagreed that they

checked the surrounding environment and its appeal for eating. Lastly, about 10 participants (4.3%) either disagreed or strongly disagreed that they check for the ambience first if they are at a restaurant. The results demonstrate the importance of the ambience to customers. The Chi Square goodness of fit test shows that the observed frequencies are significantly different from the expected frequencies. The Chi Square value ($\chi^2 = 175.35$) and p value is less than 0.0000.

4.3.10 Considering safety, nutrition and flavour when eating at a restaurant

Figure 4.10: Considering safety, nutrition and flavour when eating at a restaurant

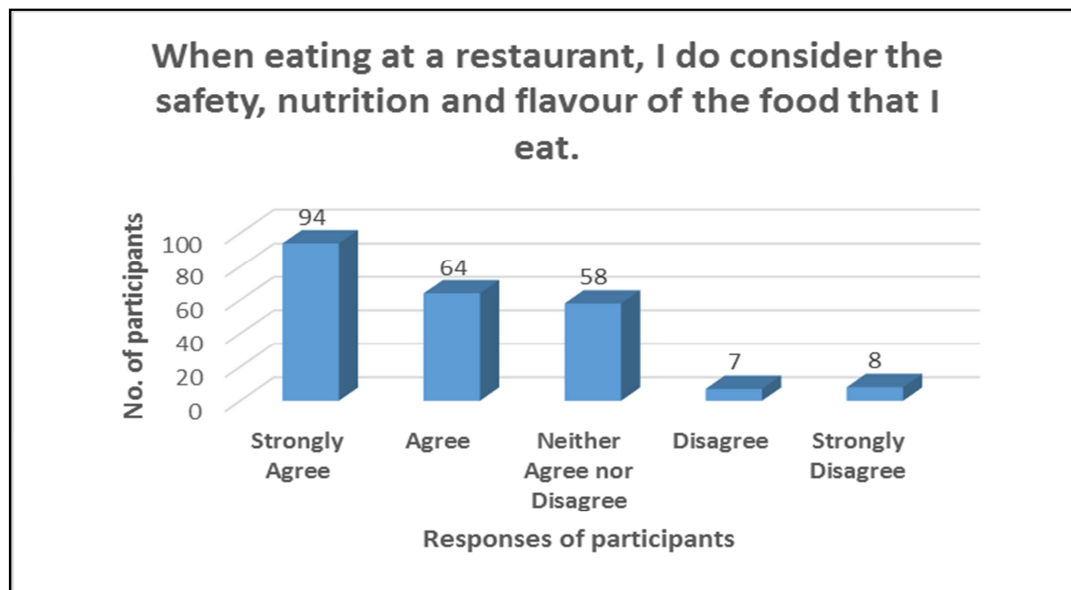


Figure 4.10 illustrates the results of the participants' consideration of safety, nutrition and flavor of the food. Sumaedi and Yarmen (2014: 235), state that nutrition and flavor are part of the quality of food service provision. From Figure 4.10 above, it can be demonstrated that most participants (68.4%, $n=158$), either strongly agreed or agreed that they consider safety, nutrition and flavour when they seek food at a restaurant. Another 58 participants (25.1%) neither agreed nor disagree with the statement that they consider the safety, nutrition and flavor of food at the restaurant. Fifteen (15) participants (6.5%) either disagreed or strongly disagreed with the statement that they consider the safety, nutrition and flavor of food when they are at a restaurant. The results show the role and consideration that are placed on safety, nutrition and flavor. The Chi Square goodness of fit test shows that the observed frequencies

are significantly different from the expected frequencies. The Chi Square ($X^2 = 175.35$) and p value is less than 0.0000.

4.3.11 Considering the country of origin when buying a product

Figure 4.11: Considering the country of origin when buying a product

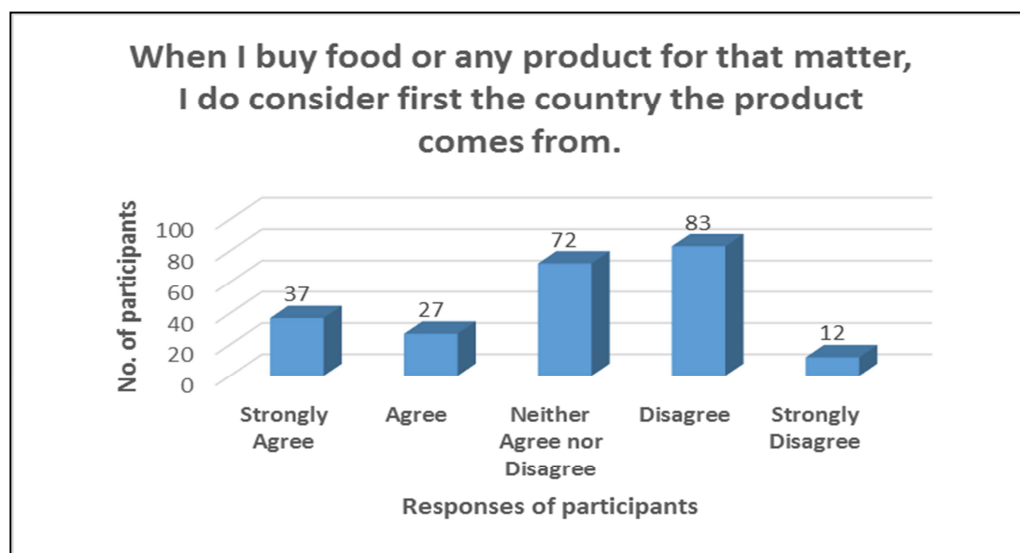


Figure 4.11 above illustrates the participants' consideration of the country of origin before the food purchase decision. The results show that 95 participants (41.1%) either disagreed or strongly disagreed that they consider the country of origin before they buy food or any other product. Another 72 participants (31.2%) neither agreed nor disagreed that they consider the country of origin when buying food or other product. Sixty-four participants (27.7%), either agreed or strongly agreed that they consider the country of origin of food or other product before making a purchase. The results show that there is some variation between the participants with regard to this consideration. Thimangu (2012: 89), alludes to the issue that there are varying perceptions that citizens share on products of foreign origin, with perceived quality and country image. The Chi Square goodness of fit test shows that the observed frequencies are significantly different from the expected frequencies. The p value is less than 0.0000.

4.3.12 Consider eating at a Jamaican Restaurant

Figure 4.12: Consider eating at a Jamaican Restaurant

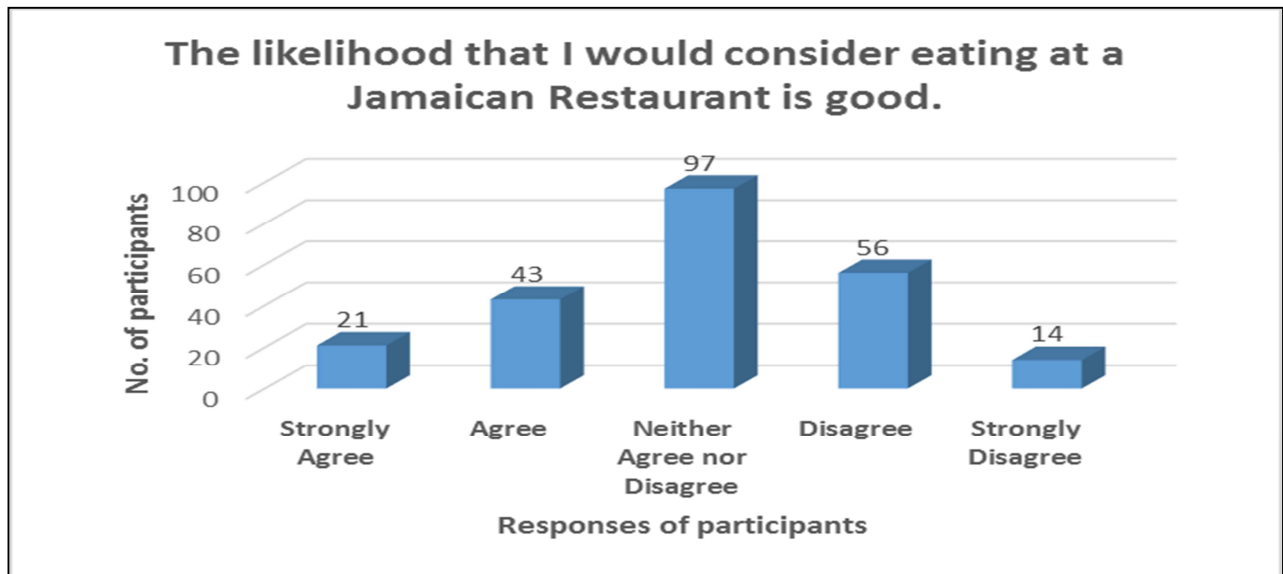


Figure 4.12 above illustrates how the participants considered the likelihood of considering eating in a Jamaican restaurant. This statement was meant to check the attitude that participants place on a foreign food service. The results show that 64 participants (27.7%) either agreed or strongly agreed that they would consider eating at a Jamaican restaurant, with another 97 participants (42%) neither agreeing nor disagreeing that they would consider eating at a Jamaican restaurant. Another 70 participants (30.3%) either disagreed or strongly disagreed that they would consider eating at a Jamaican restaurant. These results show that there is little pattern in considering eating at a Jamaican restaurant. This may mean that there are individual reasons guiding the preference for foreign products. The Chi Square goodness of fit test shows that the observed frequencies are significantly different from the expected frequencies. The p value is less than 0.0000.

4.3.13 Consider the price and the quality of the food

Figure 4.13: Consider the price and the quality of the food

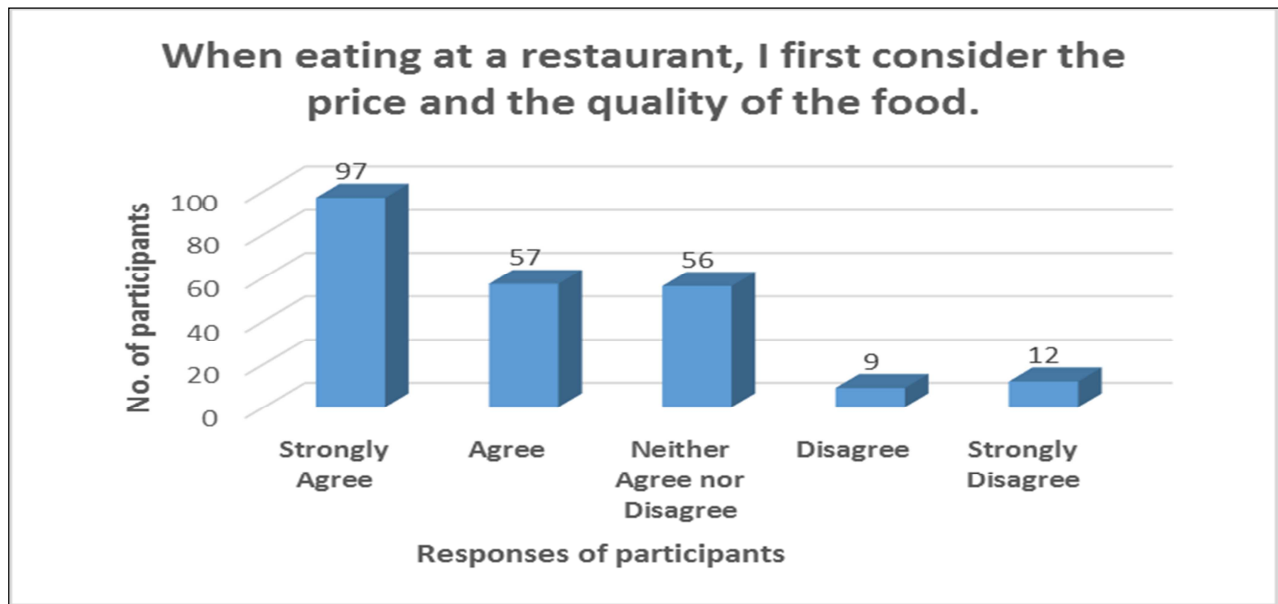


Figure 4.13 above illustrates the results of the participants' responses on whether they first considered the price and quality of the food. The results show that most participants (66.7%, $n=154$) either agreed or strongly agreed that they first consider the price and quality of the food first. Fifty-six participants (24.2%) neither agreed nor disagreed that they first considered the price and quality of the food. Another 21 participants (9.1%) either disagreed or strongly disagreed that they first considered price and quality of the food. These results show that most clients (66.7%) first consider the price and quality of the food at a restaurant. This is in line with the assertions of Thimangu (2012: 90) that price and quality of food is a consideration of the quality of service provision. The Chi Square goodness of fit test ($X^2=117.74$ and p value less than 0.0000) shows that the observed frequencies are significantly different from the expected frequencies.

4.3.14 South African should always buy South African-made goods

Figure 4.14: South African should always buy South African-made goods

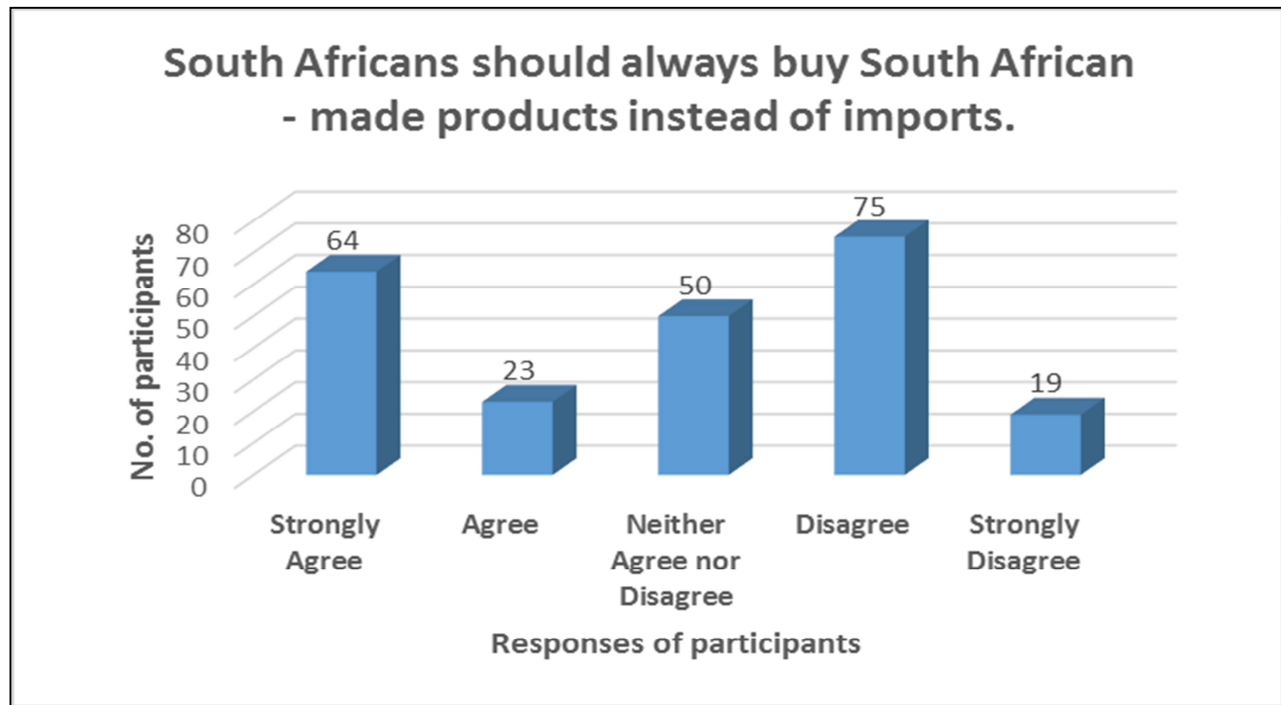
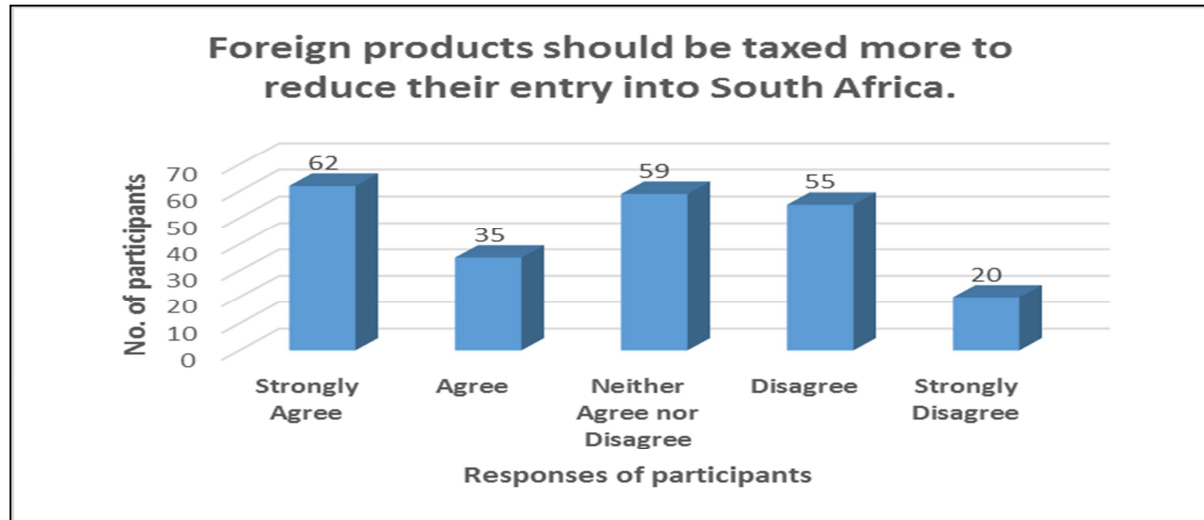


Figure 4.14 above measures the participants' perceptions on whether South African citizens should always buy local products. This statement begs to examine the participants' view of whether citizens should buy foreign products. The results show that 87 participants (37.7%) either agreed or strongly agreed that South Africans should always buy local products.

Fifty participants (21.6%) neither agreed nor disagreed that South Africans should always buy local products, and another 94 participants (40.7%) either disagreed or strongly disagreed that South African citizens should always buy local products. Overall, the majority of those who stated a decision disagreed with the statement. This may relate to the country of origin effect that products from some countries may be perceived with more quality than South African products, therefore having a market among South Africans. The Chi Square goodness of fit test shows that the observed frequencies are significantly different from the expected frequencies. The p value is less than 0.0000.

4.3.15 Foreign products should be taxed more to reduce their entry into South Africa

Figure 4.15: Foreign products should be taxed more to reduce their entry into South Africa



In Figure 4.15 above endeavours to measure the participants' perception of whether foreign products should be taxed at a higher rate in order to reduce imported goods. The results show that 95 participants (41.1%) either agreed or strongly agreed that products of foreign origin should be taxed at a higher rate in order to reduce the quantities of imports, with 59 participants (25.5%) neither agreed nor disagreed that foreign products reaching South Africa should be more highly taxed in order to reduce the influx of foreign products in the country. Another 75 participants (32.5%) either disagreed or strongly disagreed that products of foreign origin should be taxed at a higher rate in order to reduce the influx of the products. A significant percentage of the strongly agreed, which could be a scenario related to the animosity that the participants exhibit toward foreign goods. The Chi Square goodness of fit test shows that the observed frequencies are significantly different from the expected frequencies. The Chi Square value (χ^2) 28.20 and p value is less than 0.0000.

4.3.16 There should be very little trading or purchasing of goods from other countries unless out of dire need or necessity

Figure 4.16 There should be very little trading or purchasing of goods from other countries unless out of dire need or necessity

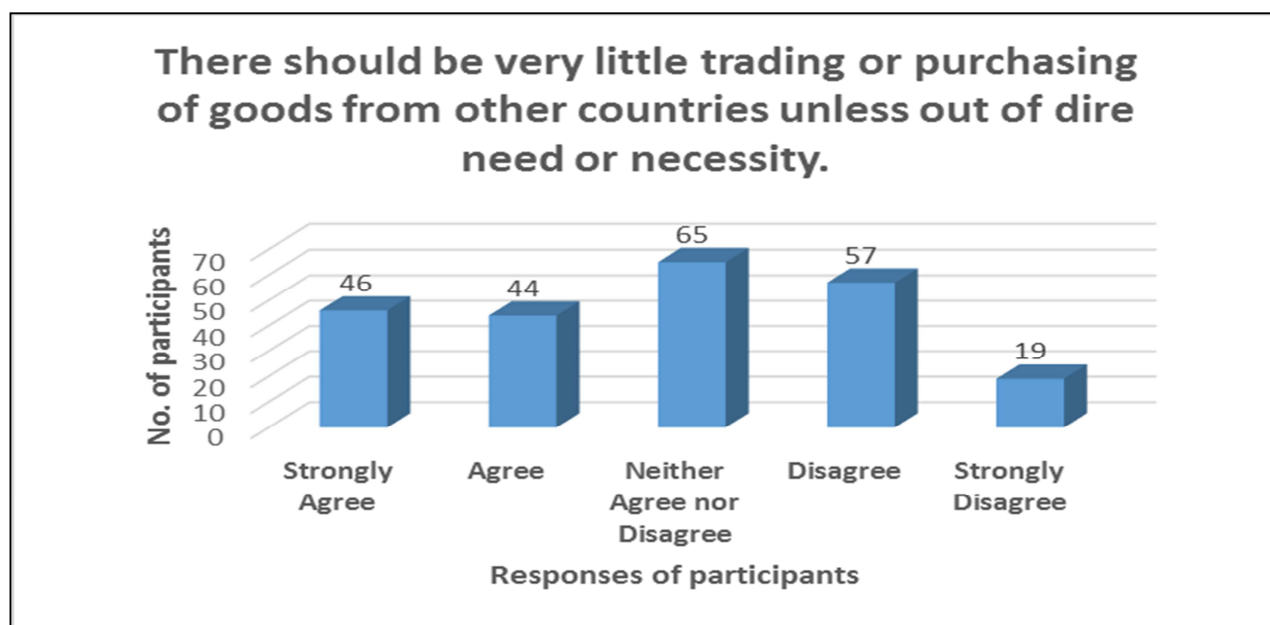


Figure 4.16 above shows the results of the statement seeking the perception of the participants regarding the trading or purchasing of products of foreign origin. The results show that 90 participants (40%) either agreed or strongly agreed that there should be very little trading or purchasing of goods from other country unless it is very necessary. Another 65 participants (28.1%) neither agreed nor disagreed that there should be little trading of foreign odds, with 76 participants (32.9%) either disagreeing or strongly disagreeing that there should be very little trading or purchases of goods from other countries. These results show that a higher percentage were those who agreed, which is in line with Thakkar andThatte (2014: 188) that citizens have a tendency for having animosity against products of foreign origin for various reasons, including the negative impact on local industry and the perception of the quality of the foreign goods. For example, Thakkar andThatte (2014:188) also state that developing countries consider the goods that China dumps in their countries as poor quality. The Chi Square goodness of fit test shows that the observed frequencies are significantly different from the expected frequencies. The Chi Square value ($X^2=$) 26.29 and p value is less than 0.0000.

4.3.17 Buying foreign-made products, instead of domestic products is unpatriotic

Figure 4.17 Buying foreign-made products, instead of domestic products is unpatriotic

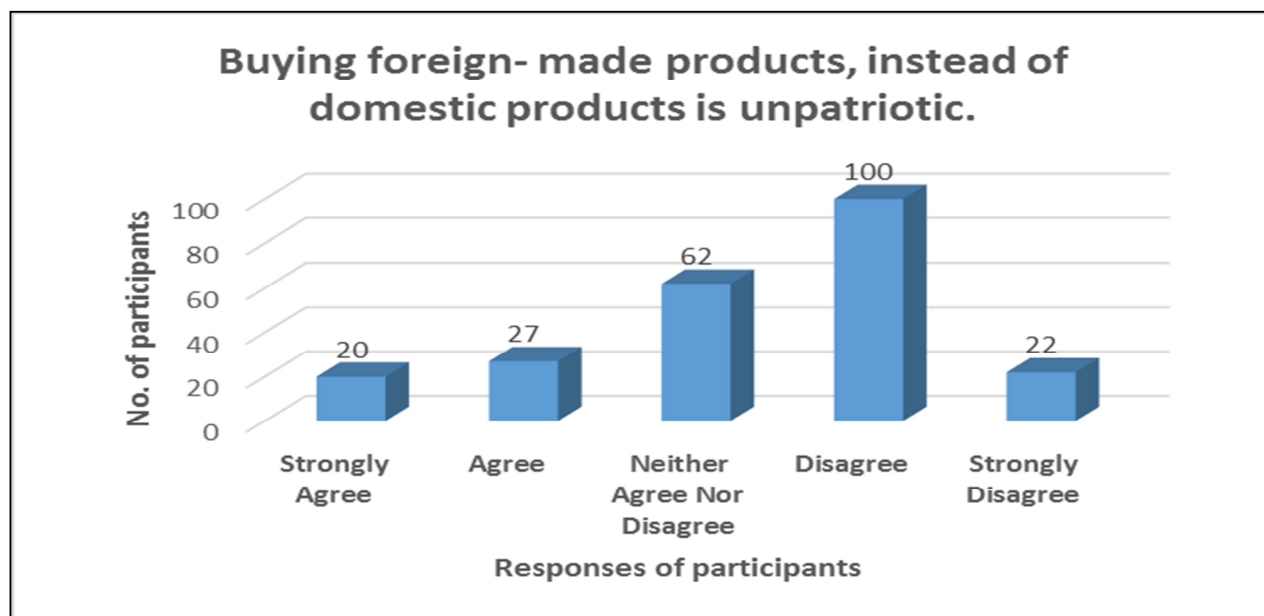


Figure 4.17 endeavoured to measure the participants' perception of patriotism or lack thereof by citizens who purchase products of foreign origin. The results show that most participants (52.8%) either disagreed or strongly disagreed that citizens buying products of foreign origin are unpatriotic. Another 62 participants (26.8%) neither agreed nor disagreed that it is unpatriotic for citizens to buy goods made in other countries. Some 37 participants (20.3%) either agreed or strongly agreed that it was patriotic for citizens to purchase products of foreign origin. The results show that most participants do not consider the purchase of foreign products as being unpatriotic. This may be the case because there are products that are foreign but perceived to be of higher quality and lower cost than locally made products. Thakkar and Thatte (2014:188) state that foreign products are demanded if the country image regarding that product is in the affirmative. The Chi Square goodness of fit test shows that the observed frequencies are significantly different from the expected frequencies. The Chi Square value ($X^2=$) 103.57 and p value is less than 0.0000.

4.3.18 South African consumers that purchase products made in foreign countries are responsible for putting their fellow South Africans out of work

Figure 4.18 South African consumers that purchase products made in foreign countries are responsible for putting their fellow South Africans out of work

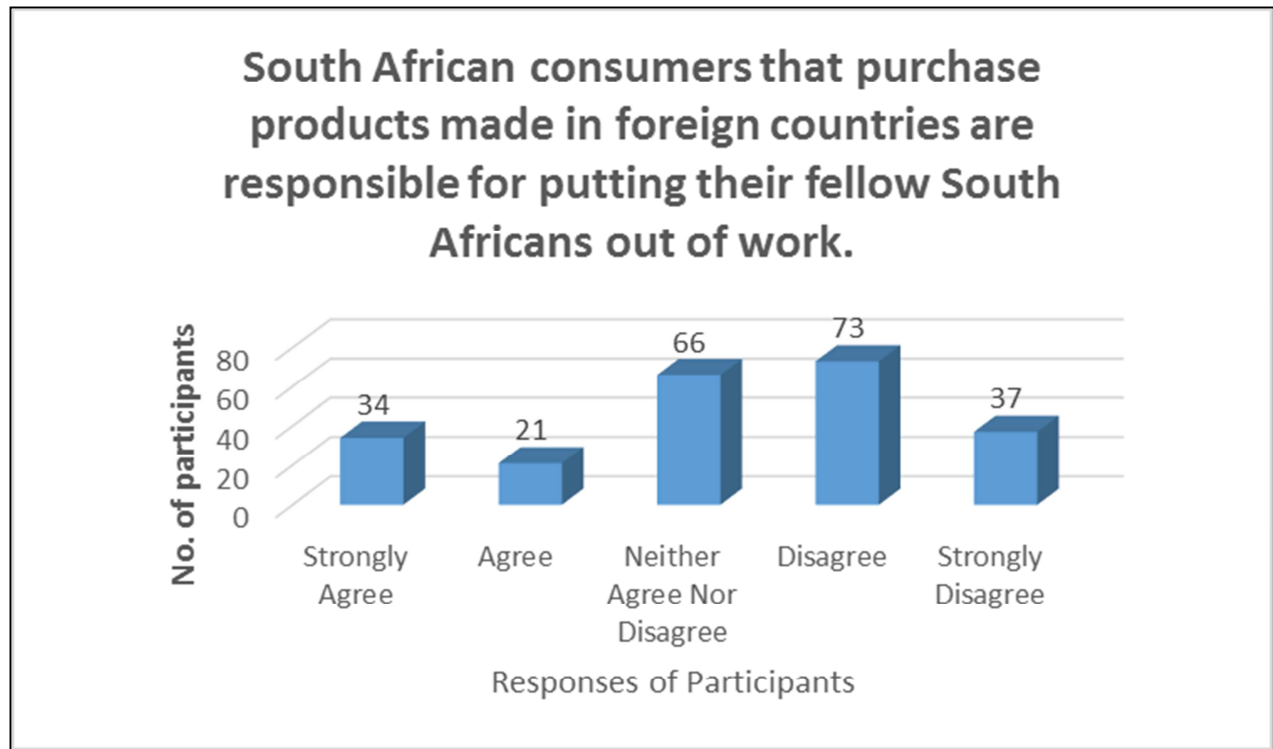


Figure 4.18 shows the results of the statement on whether the purchase foreign products is perceived as responsible for the unemployment of South Africans. This scenario is based on the theory that importing finished products reduces South Africa's need to produce, therefore reducing employment in the manufacturing sector. The results in Figure 4.18 show a large portion of the participants (47.6%, n=110) either disagreed or strongly disagreed that the purchase of foreign products increased local unemployment, with another 66 (28.6%) participants neither agreeing nor disagreeing with the statement. Fifty-five participants (23.8%) either agreed or disagreed that the purchase of foreign products leads to increased unemployment in the country. A greater number disagreed than those who agreed with the statement, meaning that an average participants did not perceive the purchase of foreign products as resulting in more South African citizens being unemployed. The Chi Square goodness of fit test shows that the observed frequencies are significantly different from the expected frequencies. The Chi Square value ($\chi^2=$) 43.43 and p value is less than 0.0000.

4.4 Conclusion

This chapter presented the results of the primary study using charts from collated frequency distribution tables. Microsoft Excel was used to create the charts. The interpretation of the data was performed by comparing the frequencies of each response and making a judgement of the most prevalent result. A Chi Square Goodness of fit test was also conducted to test the significance of the observed frequencies and expected frequencies. The discussion of the findings was done for each variable analysed to understand the meaning in line with the findings of the literature review. Conclusions to the meaning of each variable were made. The chapter that follows discusses the conclusions and recommendations of the study, entailing a condensation of the literature findings and primary data findings to conclude the study and generate recommendations of the study in line with the research questions.

CHAPTER 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter makes conclusions of the study. The conclusions of the literature review and the conclusions of the primary research are outlined. The overall conclusions of the study are discussed in line with the research questions and research objectives. The overall recommendations of the study are discussed. Recommendations for further research into the research problem are outlined. This chapter brings an end to the research process.

5.2 Conclusions to Findings of the Literature Review

In the literature review, it was noted that there are factors that influence the consumer buyer behaviour that are responsible of the purchase decision-making process. The factors which influenced the purchase decision we identified as, first, the cultural factors including sub-culture and social class. Social factors influencing the purchase decisions were identified as family, reference groups, and roles and responsibilities of individuals. Personal factors responsible for consumer buyer decisions were identified as the age, life cycle stage, occupation, economic circumstances, lifestyle, and personality of individuals. Psychological factors influencing purchase decisions were identified as the motivation, perceptions, beliefs, attitudes and learning. These components of consumer buyer behaviour play a role in purchase decision-making through a process of evaluating the product (or service) information, considering alternatives, and making a considered purchase decision.

A marketing mix approach was also used to understand the purchase decisions of consumers, including their decisions to buy products of foreign origin. The price of a product is one of the considerations that consumers make. They make comparisons between prices of a product and its alternative, and tend to purchase the cheaper product of the same quality and quantity. Lower price for the desired product influences the selection of a product to be consumed. The product itself is considered in the purchase decision. Characteristics of the product such as its perceived quality, its utility, consumer's experience with the product, and whether it is a need or a want are considered in the purchase decision. The place or distribution of the product or service influences the consumption of a product.

Consumers tend to purchase products or services that are in their circle of reach and proximity, and less of the products that have to come from far, such as from other countries that will take time and cost to be delivered. Promotion also influences decisions on purchasing by consumers. Deals that reduce prices or that give added value during the purchasing will entice consumers to buy more. Advertising and other promotional activities or messaging also influence consumers to buy a certain product as it is usually presented as something that will satisfy their specific needs and bring utility.

The country of origin effect was discussed in the literature review. It was noted that there are various negative and positive consequences to the marketing of products of foreign origin. Consumer ethnocentrism was described as the natural need for the consumers to prefer the consumption of their local products and services before considering products of foreign origin. This may be related to the knowledge, experience and trust that they have in the local products that they have used over time. Animosity is another consequence of the country of origin effect. Animosity reflects the citizens of the country's resistance to the products of another country for reasons relating to the perception of that country.

Origins of animosity are related to the perception of poor quality of the foreign product, and the perception that foreign products are dumped into a country which negatively impacts on the country's manufacturing capacity, hence increasing unemployment and reducing national productivity. Animosity is usually shown by national authorities in the form of increasing levies and taxes on foreign goods, and imposing quotas to their imports.

Patriotism is another concept that relates to the country of origin effect. Patriotism relates to the internal motivation of consumers in intentionally choosing to buy locally produced goods and services instead of products of foreign origin. The concept of patriotism is based on the need to increase the economic development of one's country at whatever cost. Country image was also discussed in the literature as influencing the perception of products of foreign origin by consumers. Country of origin relates to how a country's products are perceived, usually in terms of quality, price and utility. Countries may be viewed with different images depending on the product, for example Germany and Japan are viewed with a good country image for quality automobiles. However, some countries have a negative country image for their products, with the example of China, which in developing countries usually dumps what are considered as poor quality garments and products. The attitudes of consumers towards products of foreign origin were also discussed.

The general attitudes towards products of foreign origin relate to ethnocentrism, animosity and patriotism which reflect the consumers' motivation, choice and sacrifice to choose to buy local products because they have experience and knowledge, or that they want to choose to buy local despite the cost. Another source of attitudes of consumers towards products of foreign origin relates to the perception of the country image usually regarding the quality and price of the foreign products.

5.3 Conclusions to Findings of the Primary Research

In the primary study, most participants (a total of 80.3%) agreed that they often or sometimes consider the country of origin of a product or service before making a decision to purchase it. In terms of the quality of product and country of origin, 72.1% of the participants indicated that they perceive quality as dependent on the country of origin of the product. Responses to whether participants listened to reggae music were to have an example of whether local South Africans consume foreign art. More than 75% of the participants stated that they either rarely, never or only sometimes listen to reggae music. Asked whether they would consider spending a holiday on the island of Jamaica, most participants (71%) were in the affirmative, which could be how the country image of Jamaica is perceived as a tourist destination with its sunny beaches.

Considering eating in restaurants, 68.4% agreed that they first consider the safety, nutrition and flavour of the food. This may mean that if restaurants of foreign origin have to compete, they need to demonstrate the presence of safety, nutritious food and good flavour. Asked whether they would consider eating in a Jamaican restaurant, the participants' responses were roughly similar to those who would consider, and those who wouldn't. This may reflect that there is less animosity and ethnocentrism around foreign restaurants among the participants. To the question of whether they considered the country of origin of a product before purchasing it, 41.1% stated that did not, while 27.7% agreed that they considered the product's country of origin before making a purchase decision. The rest (30.2%) were undecided in their responses.

About 41% of the participants disagreed that South Africans should only buy locally made products, with a smaller percentage (37.7%) agreeing that citizens should buy local products. The rest of the participants (21.6%) were undecided. These results reflect that more participants find the need for citizens to also buy foreign products.

On the statement of citizens who buy products of foreign origin are responsible for unemployment in South Africa, 47.6% of the participants disagreed that citizens buying foreign goods, add to unemployment. About 24% agreed that buying foreign products increases unemployment, with another 28.8% neither agreeing nor disagreeing with the statement. In the statement that products of foreign origin must be taxed at a higher rate to reduce the quantities, entering the country, 41.1% of the participants agreed, with 32.5% disagreeing and the rest of the participants were undecided. This result may be related to the animosity against foreign products and the need to protect local production and jobs.

Regarding the statement that there should be little purchase of products of foreign origin unless it was really necessary, 40% of the participants agreed with the statement, with 32.9% disagreeing and a further 26.1% of the participants being undecided. These results again may reflect the concept of ethnocentrism, patriotism. Animosity towards products of foreign origin may also be reflected in the results above. On the statement that citizens that buy products of foreign origin are unpatriotic, most participants (52.8%) disagreed with the statement, with about 20% agreeing that buying foreign products was unpatriotic. The rest of the participants (27%) were undecided. This result shows that most of the participants perceive the purchase of foreign goods as a process that does not touch on patriotism.

5.4 Conclusions of the Study

The literature review and the primary study both found results that relate to the purchasing decision-making process and the role of the country of origin effect in deciding the products and services to be procured. The literature review expounded the findings that animosity, patriotism and ethnocentrism were the negative effects of the country of origin effect, reducing the penetration of products of foreign origin. Further findings were that the country image relating to the perception of the quality, price and utility of their foreign products. In the primary data, it was noted that there was a level of animosity, ethnocentrism and patriotism regarding the decision to purchase products of foreign origin. Further, there was indication that foreign products need to be reduced through higher taxation and some indication that South African citizens should prefer local goods. However, the results also show that there is an indication of acceptance of products and services of foreign products, with many participants not agreeing that buying foreign products equate to lack of patriotism and that purchasing products of foreign origin contributes to increased unemployment in the country.

The results of the primary study and those of the literature review are consistent with each other in context and in theory. Aspects of the country of origin effect that were explored demonstrate that there are various factors that have positive and negative consequences to the marketing of products of foreign origin.

5.5 Recommendations

The recommendations are that before products and services of foreign origin are marketed in a country, there is need to study the potential effects of the country of origin effect that support or negate the profitable entry and uptake of that product. A survey should be conducted within the locality where the foreign product or service to understand the perceptions of the citizens on the purchase of that foreign product or service, looking into the level of ethnocentrism, patriotism and animosity that exists. Further, it is recommended that only those products of foreign origin that come with a good country image and country brand be marketed as these will be more profitably accepted. Ideally, foreign goods marketed should have comparative advantages over local goods in terms of perceived quality, price and utility so that there is significant reduction in animosity towards the products. Promoting the foreign products is also recommended as this increases knowledge on the product and their capabilities, increasing the number of first time buyers of the product. The right pricing for foreign products is important because it should be able to lure buyers away from what they traditionally consuming, increasing the market share of the new product.

5.6 Recommendations for Further Research

Although the study as generated an understanding into the perceptions and attitudes of citizens on purchase decisions regarding products of foreign origin, there is to have a more in-depth exploration into the narrower areas of the elements constituting the country of origin effect. Examples are an exploration into the factors that influence animosity or patriotism so that it is understood how to consider them when marketing foreign goods and services. Further, there is a need to understand how a foreign country's image and brand are formed in the minds of citizens, and how this can be managed by marking and promotional activities to increase the uptake of foreign products and services.

5.7 Conclusions

This study looked into the factors affecting the consumer buyer behaviour and how citizens make their purchase decisions. The cultural, social, psychological and personal factors were explored. The role of consumer behaviour in the evaluation of products, consideration of alternatives and finally selecting a purchase decision were discussed. The role of the marketing mix in determining the purchase decisions was discussed, with the role of price, product, promotion and place being considered by the consumers. The role of the country of origin effect in the marketing of products of foreign origin was discussed. Consequences in the country of origin effects such as the role of animosity, ethnocentrism and patriotism were discussed in terms of how they affect the marketing of products of foreign origin. The role of the country image and the perceived quality, the price and utility of the foreign products in their acceptability by the market was discussed. Recommendations to increase the marketing of foreign goods by utilising the understanding of the country of origin effect were also outlined.

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Annexure A: Cover letter

10 June 2015

Dear Participant

My name is Fhelani Neshehe-Mukhithi. I am currently enrolled in the Master of Business Administration Degree at the Durban University of Technology. As part of the requirements for obtaining my degree, I am required to conduct research and submit a dissertation. The research topic I have selected is **"An Exploratory Study into South African Consumers' Perceptions and Attitudes of a Jamaican Restaurant: Country of Origin Effect"**.

I would appreciate it if you could assist me by participating in the completion of this questionnaire. Completing the questionnaire will take about 15 to 20 minutes of your time and participation is completely voluntary. At any time and for any reason you are free to withdraw from the study. All efforts will be made by the researcher to protect the identity of the participants.

Thank you for your cooperation.

Yours sincerely

Fhelani Neshehe-Mukhithi (Researcher)

Annexure B: Questionnaire

Section 1: Demographic profile of respondents

Please supply the following information by ticking the appropriate box with an "X".

1. How old are you? 18-24 ☐ 25-39 ☐ 40-49 ☐ 50 65+ ☐

2. Gender: Male ☐ Female ☐

3. What is your race? African ☐ Coloured ☐ Asian ☐ White ☐

Section 2: Questions regarding country of origin and purchase intention

Put an "X" on your most appropriate response.

	Ratings	Always	Very often	Some-times	Rarely	Never
	Question	5	4	3	2	1
4	Does the country of origin of a product in one way or another influence your purchase decision?					
5	Would you buy products (including food) from a Jamaican company?					
6	Would you say that a product's quality is dependent on the country of origin of that product?					
7	Do you listen to reggae music?					
8	Have you considered spending a holiday on a Jamaican island?					

Section 3: Statements regarding quality perception, price perception and purchase intention

Put an "X" on your most appropriate response.

	Rating	Strongly agree	Agree	Neither agree nor disagree	Dis-agree	Strong-ly dis-agree
	Statement:	5	4	3	2	1
9	When visiting a restaurant for the first time, I look around to see if the ambience is good for eating.					
10	When eating at a restaurant, I do consider the safety, nutrition and flavour of the food that I eat.					
11	When I buy food, or any product for that matter, I do consider first the country the product comes from.					
12	The likelihood that I would consider eating at a Jamaican restaurant is good.					
13	When eating at a restaurant, I first consider the price and the quality of the food.					

Section 4: Statements regarding ethnocentrism, animosity and purchase intention

Put an "X" on your most appropriate response.

	Rating	Strongly agree	Agree	Neither agree nor disagree	Dis-agree	Strongly disagree
	Statement:	5	4	3	2	1
14	South Africans should always buy South African-made products instead of imports.					
15	Foreign products should be taxed more to reduce their entry into South Africa.					
16	There should be very little trading or purchasing of goods from other countries unless out of dire need or necessity.					
17	Buying foreign-made products instead of domestic products is unpatriotic.					
18	South African consumers that purchase products made in foreign countries are responsible for putting their fellow South Africans out of work.					

Annexure C

Descriptive Tables

	N	Minimum	Maximum	Mean	Std. Deviation
Age	231	1.00	6.00	1.8442	1.19125
Gender	231	1.00	2.00	1.5152	.50086
Race	230	1.00	4.00	1.7739	1.19724
Origin	231	1.00	5.00	2.7013	1.18760
Food	231	1.00	5.00	3.2597	1.09627
Quality	228	1.00	5.00	2.7500	1.26761
Listen	230	1.00	5.00	3.2609	1.30893
Spending	230	1.00	5.00	2.6565	1.41401
Quality	231	1.00	5.00	1.3896	.77722
Atmosphere	229	1.00	5.00	1.7642	.93487
Around	230	1.00	5.00	1.9348	.99348
Safety	231	1.00	5.00	2.0087	1.04670
Matter	231	1.00	5.00	3.0260	1.15315
Likelihood	231	1.00	5.00	2.9957	1.01937
Price	230	1.00	5.00	2.0435	1.12060
Should	231	1.00	5.00	2.8355	1.35735
Taxed	231	1.00	5.00	2.7229	1.31920
Trading	231	1.00	5.00	2.8225	1.24013
Domestic	231	1.00	5.00	3.3333	1.08213
Putting	230	1.00	5.00	3.2435	1.25445
Valid (listwise)	N 209				

Annexure D: Frequencies

: Profile of participants as per race

		Frequency	Valid Percent	Proportion	Expected	(Expected-frequency)^2/Expected	P-value
Valid	African	152	66.1	0.661	99	27.8881804	
	Coloured	22	9.6	0.096	6	45.923913	
	Asian	12	5.2	0.052	4	13.3219451	
	White	44	19.1	0.191	121	48.7831263	
	Total	230	100	1	230	135.917165	
	System	1					0.0000
Total		231					

: Country of origin of a product influences purchase decision

		Frequency	Valid Percent	Proportion	Expected	(Expected-frequency)^2/Expected	P-value
Valid	Always	46	19.9	0.199	46	0.0008658	
	Very Often	47	20.3	0.203	46	0.01385281	
	Sometimes	90	39	0.39	46	41.5246753	
	Rarely	26	11.3	0.113	46	8.83203463	
	Never	22	9.5	0.095	46	12.6761905	
	Total	231	100	1	231	63.047619	
							0.0000

: Buying products (including food) from a Jamaican company

		Frequency	Valid Percent	Proportion	Expected	(Expected-frequency)^2/Expected	P-value
Valid	Always	18	7.8	0.078	46	17.212987	
	Very Often	25	10.8	0.108	46	9.72813853	
	Sometimes	104	45	0.45	46	72.3125541	
	Rarely	47	20.3	0.203	46	0.01385281	
	Never	37	16	0.16	46	1.83203463	
	Total	231	100	1	231	101.099567	
							0.0000

: Product's quality is dependent on country of origin of that product

		Frequen cy	Valid Percent	Proportion	Expected	(Expected- frequency)^2/Expected	P-value
Valid	Always	48	21.1	0.211	46	0.12631579	
	Very Often	47	20.6	0.206	46	0.04298246	
	Sometimes	74	32.5	0.325	46	17.6877193	
	Rarely	32	14	0.14	46	4.05614035	
	Never	27	11.8	0.118	46	7.58684211	
	Total	228	100	1	228	29.5	
Missing	System	3					0.0000061864
Total		231					

: Listening to reggae music

		Frequency	Valid Percent	Proportion	Expected	(Expected-frequency)^2/Expected	P-value
Valid	Always	31	13.5	0.135	46	4.89130435	
	Very Often	26	11.3	0.113	46	8.69565217	
	Sometimes	80	34.8	0.348	46	25.1304348	
	Rarely	38	16.5	0.165	46	1.39130435	
	Never	55	23.9	0.239	46	1.76086957	
	Total	230	100	1	230	41.8695652	
Missing	System	1					0.0000000178
Total		231					

: Considering spending a holiday in the island of Jamaica

		Frequency	Valid Percent	Proportion	Expected	(Expected-frequency)^2/Expected	P-value
Valid	Always	73	31.7	0.317	46	15.8478261	
	Very Often	31	13.5	0.135	46	4.89130435	
	Sometimes	60	26.1	0.261	46	4.26086957	
	Rarely	34	14.8	0.148	46	3.13043478	
	Never	32	13.9	0.139	46	4.26086957	
	Total	230	100	1	230	32.3913043	
Missing	System	1					0.0000015912
Total		231					

: When visiting a restaurant for the first time, I look around to see if the ambience is good for eating

		Frequency	Valid Percent	Proportion	Expected	(Expected-frequency)^2/Expected	P-value
Valid	Always	108	47	0.47	46	83.5652174	
	Very Often	40	17.4	0.174	46	0.7826087	
	Sometimes	73	31.7	0.317	46	15.8478261	
	Rarely	7	3	0.03	46	33.0652174	
	Never	2	0.9	0.009	46	42.0869565	
	Total	230	100	1	230	175.347826	
Missing	System	1					0.0000
Total		231					

: When eating at a restaurant, I do consider the safety, nutrition and flavour of the food that I eat.

		Frequency	Valid Percent	Proportion	Expected	(Expected-frequency)^2/Expected	P-value
Valid	Always	94	40.7	0.407	46	49.4554113	
	Very Often	64	27.7	0.277	46	6.85800866	
	Sometimes	58	25.1	0.251	46	3.01385281	
	Rarely	7	3	0.03	46	33.2606061	
	Never	8	3.5	0.035	46	31.5852814	
	Total	231	100	1	231	124.17316	
							0.0000

: When I buy food or any product for that matter, I do consider first the country the product comes from.

		Frequency	Valid Percent	Proportion	Expected	(Expected- frequency)^2/Expected	P-value
Valid	Always	37	16	0.16	46	1.83203463	
	Very Often	27	11.7	0.117	46	7.97922078	
	Sometimes	72	31.2	0.312	46	14.4077922	
	Rarely	83	35.9	0.359	46	29.3125541	
	Never	12	5.2	0.052	46	25.3168831	
	Total	231	100	1	231	78.8484848	
							0.0000

: Likelihood that I would consider eating at a Jamaican Restaurant is good

		Frequency	Valid Percent	Proportion	Expected	(Expected-frequency)^2/Expected	P-value
Valid	Always	21	9.1	0.091	46	13.7454545	
	Very Often	43	18.6	0.186	46	0.22164502	
	Sometimes	97	42	0.42	46	55.8580087	
	Rarely	56	24.2	0.242	46	2.07878788	
	Never	14	6.1	0.061	46	22.4424242	
	Total	231	100	1	231	94.3463203	
							0.0000

: When eating at a restaurant, I first consider the price and the quality of the food.

		Frequency	Valid Percent		Expected		
Valid	Always	97	42.2	0.422	46	56.5434783	
	Very Often	57	24.8	0.248	46	2.63043478	
	Sometimes	56	24.3	0.243	46	2.17391304	
	Rarely	9	3.9	0.039	46	29.7608696	
	Never	11	4.8	0.048	46	26.6304348	
	Total	230	100	1	230	117.73913	
Missing	System	1					0.0000
Total		231					

: South Africans should always buy South African-made products instead of imports.

		Frequency	Valid Percent		Expected		
Valid	Always	64	27.7	0.277	46	6.85800866	
	Very Often	23	10	0.1	46	11.6502165	
	Sometimes	50	21.6	0.216	46	0.31255411	
	Rarely	75	32.5	0.325	46	17.9532468	
	Never	19	8.2	0.082	46	16.0138528	
	Total	231	100	1	231	52.7878788	
							0.0000000001

: Foreign products should be taxed more to reduce their entry into South Africa.

		Frequency	Valid Percent		Expected		
Valid	Always	62	26.8	0.268	46	5.4034632	
	Very Often	35	15.2	0.152	46	2.71515152	
	Sometimes	59	25.5	0.255	46	3.54632035	
	Rarely	55	23.8	0.238	46	1.67619048	
	Never	20	8.7	0.087	46	14.8580087	
	Total	231	100	1	231	28.1991342	
							0.0000113658

: There should be very little trading or purchasing of goods from other countries unless out of dire need or necessity.

		Frequency	Valid Percent		Expected		
Valid	Always	46	19.9	0.199	46	0.0008658	
	Very Often	44	19	0.19	46	0.1047619	
	Sometimes	65	28.1	0.281	46	7.65021645	
	Rarely	57	24.7	0.247	46	2.52467532	
	Never	19	8.2	0.082	46	16.0138528	
	Total	231	100	1	231	26.2943723	
							0.0000276007

: Buying foreign- made products, instead of domestic products is unpatriotic

		Frequency	Valid Percent	Proportion	Expected	(Expected- frequency)^2/Expected	P-value
Valid	Always	20	8.7	0.087	46	14.8580087	
	Very Often	27	11.7	0.117	46	7.97922078	
	Sometimes	62	26.8	0.268	46	5.4034632	
	Rarely	100	43.3	0.433	46	62.6502165	
	Never	22	9.5	0.095	46	12.6761905	
	Total	231	100	1	231	103.5671	
							0.0000

: South African consumers that purchase products made in foreign countries are responsible for putting their fellow South Africans out of work.

		Frequency	Valid Percent	Proportion	Expected	(Expected-frequency)^2/Expected	P-value
Valid	Always	34	14.8	0.148	46	3.13043478	
	Very Often	21	9.1	0.091	46	13.5869565	
	Sometimes	66	28.7	0.287	46	8.69565217	
	Rarely	73	31.7	0.317	46	15.8478261	
	Never	36	15.7	0.157	46	2.17391304	
	Total	230	100	1	230	43.4347826	
Missing	System	1					0.0000000084
Total		231					