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THE COUNTRY OF ORIGIN DIMENSIONS

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ABSTRACT

Nowadays, globalization has allowed consumers to reach out to the products from the locations where they have never been able to before. Transportation and telecommunication have made it easier for them to find something they want from somewhere they prefer. This paper, therefore, focuses on consumer behavior and their decision making process towards products' country of origin to understand whether country of origin matters to them and at which level. The purpose of this paper is to synthesize country of origin researches in the last decade. The literature will be focusing on 3 main parts, which are the review on the design of country-of-origin research, the effects of country of origin and the effects of country of origin of automobiles on Thai consumers. The writers have obtained data and information from previous researches on consumer behaviors towards country of origin from different parts around the world to review and use as a guideline for the concept of this literature in the first two parts. However, the last part of this paper focuses more on consumers in Thailand in relation to their decision making process based on the impact of country of origin in automobile industry. From the study, the result has shown that country of origin affects decision making process of consumers regardless of consumers' nationality, especially on products that require high quality perception such as automobile.

Keywords: Country of origin

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Introduction

The theoretical concepts and basis of this study are presented within this chapter. The primary objective is to study about the product's country of origin, and its effects. This study focuses on 6 dimensions of country of origin, comprise of Country of Manufacture (COM), Country of Assembly (COA), Country of Design (COD), Country of Parts (COP), Country of Brand (COB), and Country of Corporation Ownership (COC). The purpose of the study is to obtain a better understanding of how consumers consider the importance of these 6 dimensions of country of origin in relation to product quality assessment, perception of product value, and purchase intention. The review of literature is divided into 3 parts - the first part is the review on the design of country-of-origin research; the second part discusses the effects of country of origin; and finally, the last part elaborates on the effects of country of origin of automobiles on Thai consumers.

The Design of Country-of-Origin Research

Presently, there are several researches on the effects of the product's country of origin. The phrase "Country of Origin," abbreviated as "COO", is a part of information cue. Information cue could either be intrinsic or extrinsic. Intrinsic cues generally indicate physical product characteristics, consist of engine size, performance, durability, quality, test, style, and so on(Srinivasan, Jain & Sikand, 2004; Veale & Quester, 2009). Extrinsic cues are external, such as price, brand name, product type, product complexity, and country of origin(Ahmed &d'Astous, 1996; Michaelis, Woisetschlger, Backhaus, and Ahlert, 2008). On the other hand, individual consumer factors consist of involvement level, involvement type, product familiarity, product importance, etc. (Josiassen, Lukas & Whitwell, 2008; Pharr, 2005; Veale & Quester, 2009).Some researches classify the design of country of origin research into two types, 'single-cue' and 'multi-cue', which will be discussed in the following paragraphs.

The first type of research on the product's country of origin is 'single cue'. The underlying basis is that the product's country of origin is the only independent variable in testing its relationship with dependent variables such as product quality assessment, perception of product value, purchase intention, attitude, perceived risk, and purchase decision. A good and well-known example of this type is the research of Bilkey and Nes (1982) who studied the effects of country of origin on product quality assessment of the buyer. This research elaborated on important issues about characteristics related to the product, included 1) the product's country of origin classified by the countries' economy level or specified country name and 2) types of products, which are consumer goods, industrial goods, hybrid products and specified product name. An example of research about the effects of country of origin that used this single dimensional design having several countries of origin and several types of products is the research of Manraia, Lascu, and Manraia (1998). It studied the effects of country of origin on product quality assessment. There were 21 countries of origin classified into groups of highly-developed countries, newly-industrialized, newly-marketizing, and developing countries. There were 18 types of products classified into groups of consumer packaged/convenience goods, shopping goods, and luxury/expensive goods. The results showed that highly-developed countries ranked top in terms of product quality assessment, followed by newly-industrialized, newly-marketizing, and developing countries, respectively. Therefore, this research showed that consumers assessed the quality of product based on economy level of the country, which was the product's country of origin.

The research of Hanzaee (2008) focused on the effects of country of origin on the evaluation of foreign products in an Islamic Country. There were 5 different countries of origin, namely Japan, Germany, France, South Korea, and China. There were 6 different types of products consisting of automobiles, household appliances, food products, medical products, hygiene products and cosmetics, and computer parts and equipment. The findings showed that consumers' attitudes towards foreign product attributes were significantly different from one another, except for a few of these attributes for which the differences among countries were insignificant. Furthermore, the findings also indicated that Germany was the country, which consumers gave the highest priority when purchasing

products. In the realm of hygiene products and cosmetics, consumers gave the highest priority to France, followed by Germany and Japan. In automobiles, consumers gave the highest priority to Germany, followed by Japan and France. Consequently, this research showed that consumers' attitudes on types of products also rely on country of origin.

In addition, the research of Chinen, Enomoto, and Costley (2000) studied about the country of origin effect on product evaluation. There were three countries of origin, including Japan, United States of America, and Mexico. The product was automobiles, identified by their model such as Toyota (Corolla, Camry, and Avalon). The findings revealed that country of origin influenced consumers' product evaluation. Regarding the researches that studied only one country of origin and had various types of products, the study of Sohail (2005) showed that products made in Germany had been highly rated for their quality, and that Malaysian consumers generally gave the highest priority to.

Chinen and Sun (2011) studied the effects of country of manufacture (COM) of Chinese brand automobiles on US consumers' attitude by focusing on Chinese brand automobiles made in nine countries, which are China, Japan, Mexico, Canada, South Korea, Germany, Russia, India, and the United States of America. These countries were categorized into groups, most advanced countries and advanced countries, and the participants were U.S. consumers in Sacramento, California. The findings showed that US consumers were rational buyers who concentrated on the perceived product quality rather than emotional factors such as ethnocentrism and ethnicity. They were, therefore, more receptive to the Chinese brand automobiles, which were made in the most advanced countries (Japan, Germany, andthe United States of America) than those made in advanced countries (South Korea and China). In addition, the findings indicated that Chinese automakers gained the most benefit from quality image improvements by producing automobiles in advanced countries, such as South Korea and China, than in the most advanced countries.

Rosenbloom and Haefner (2009) conducted a research on the relationship between country of origin and global brand trust in 22 product categories, comprises of high involvement, durable goods (refrigerators, washing machines), and low involvement, fast moving consumer goods (chocolate bars, yogurt, disposable batteries). Respondents were from the United States of America, Nepal, India, Poland, the Czech Republic, and Bulgaria. The findings indicated that global brand might have a regional level component, which brand trust has uncovered for the first time.

The second type of research on the product's country of origin is 'multi cue', which is a research that sets the country of origin and other information cue (price, brand name, product type, product complexity, involvement level, involvement type, product familiarity, product importance, etc.) to be independent variables, moderator variables, or mediating variables. The objective is to determine the relationships between these variables and the dependent variables such as perception of product quality/reliability, perceived value, perceived risk, product quality evaluation, purchase intention, purchase decision-making, attitude, brand equity, brand image, and so on (Pharr, 2005). Chao (1993) studied the effects of country of origin dimensions (Country of Assembly and Country of Design) and price, on evaluation of product design and quality in newly industrialized countries (NICs) consisted of Taiwan, Thailand, Mexico, the United States of America, and Japan. The product used in this research was television. Ahmed and d'Astous (1996) had also studied the effects of country of origin (Country of Assembly and Country of Design) and brand name on consumer evaluation of quality and purchase value of products. Other examples of studies on country of origin and other variables from extrinsic cues and intrinsic cues are detailed in the following paragraphs.

An instance of research on country of origin and extrinsic cue (price and packaging) is that of Schnettler, Ruiz, Sepulveda, and Sepulveda (2008) focusing on the importance of the country of origin in developing countries, which were Argentina and Brazil. The study focused on the effects of country of origin, price and packaging on purchase decisions in food consumption products, which were beef and rice. The consumers involved in this study were from the cities of Temuco and Talca in the South of Chile. The findings indicated that the most important factor when

consumers decided to purchase beef was country of origin, followed by price and packaging. The findings indicated that neither country of origin, price, nor packaging is a dominant factor, which can influence consumers' purchase decisions on different products.

Chu, Chang, Chen, and Wang (2010) examined the effects of country of origin on extrinsic cue (brand image) and evaluation mode. The research design used was a 2(COO)×2(brand)×2(evaluation mode) experimental design. The research focused on favorable and unfavorable countries (Taiwan and China), while brand names were categorized into strong and weak brands (Sony and Asus), and evaluation mode were joint evaluation mode and separate evaluation mode. The products were laptop computer and consumers were Taiwanese students. The findings showed that products made in favorable countries were rated higher in joint evaluation mode than in separate evaluation mode. Conversely, products made in unfavorable countries were better evaluated in separate evaluation mode than in joint evaluation mode.

The research of Han (2010) studied the country of origin and extrinsic cue (brand name and price expectation). The objective of this research was to determine the effects of country of origin, brand name, and price expectation on product evaluation and willingness to pay. The countries of origin selected for the study were France, the United States of America, and China. The key products were two luxurious handbag brands, Louis Vuitton and Coach. Consumers were Taiwanese. The results showed that country of origin had more influence on product evaluation than brand name. For price expectation, Taiwanese consumers were willing to pay higher price for products with well-known country of origin (The United States of America and France), and also expecting greater price discounts for the less well-known country of origin such as China.

Saffu and Scott (2009) conducted a research on the effects of country of origin and extrinsic cue (high and low product involvement) on quality perceptions. The countries of origin in this research were the United States of America, Australia, Italy, and Brazilwhile the products were personal computers and shoes. Consumers were from Malaysia and Papua New Guinea. The findings indicated that country of origin influenced consumers' preferences differently in the case of high and low product involvements.

An example of researches on country of origin and extrinsic cue (product familiarity and product involvement) is that of Josiassen, Lukas, and Whitwell (2008). The research studied the effects of country of origin image, moderated by product familiarity and product involvement, on the evaluation of four different product classes. Participants are Australian consumers. The results showed that product familiarity and product involvement had significant and negative influences on the effect of country of origin image on behavioral intentions. Product involvement had significant and negative influence on the effect of country of origin image on quality perception, but product familiarity did not.

Henderson and Hoque (2010) studied the effects of country of origin and extrinsic cue (ethnicity and high- and low- product involvement) on product evaluation and purchase evaluation. The results revealed that the impact of ethnicity was more pronounced for high-involvement products.

Cumberland, Solgaard, and Nikodemska-Wolowik (2010) studied the effects of ethnocentrism and country of origin on product quality assessments and buying intentions toward foreign manufactured products. The products used in the study were designed furniture and fashion clothes from Denmark. The respondents were Polish consumers. The results indicated that consumer ethnocentrism was presented, as more than one-fifth of the consumers were highly ethnocentric, and ethnocentrism had no direct effect on either the evaluation of product quality or buying intention for the products from Denmark.

Thorelli, Lim, and Ye (1989) studied the effects of country of origin and extrinsic cues (retail store image, warranty) on overall attitude, perceived quality, and purchase intention. The participants were graduate students at a Midwestern University. The findings showed that country of origin and warranty had significant effects on the perceived product quality, overall attitude, and purchase intention.

Ou (2007) examined the influence of country of origin and extrinsic cues (demographic and cultural factors) on the attitudes of consumers from Taiwan,

China, and Thailand, toward product attributes, pre-purchase, and purchase decision of different American-made passenger vehicles. The findings showed that different demographic, cultural, country of origin effects on product attributes, and pre-purchase feedback variables had either positive or negative differences or relationships on purchase decisions in Taiwan, China, and Thailand. The demographic variables also had positive or negative relationships or differences associated with culture, country of origin effects on product attributes, and pre-purchase feedback variables in Taiwan, China, and Thailand. In contrast, the diffusion of information variables had no relationship or differences associated with the purchase decision and demographic variables.

The research of Veale and Quester (2009) was to investigate the influence of extrinsic cues, which were price and country of origin, on consumers' evaluation of product quality, using 3 (COO) x 3 (price) x 3 (fat content) when intrinsic cues were experienced through sensory (taste) perception. The test product was Brie cheese. The results showed that country of origin and price had substantial influence on consumers' evaluation of product quality. However, price was found to be the most important attribute contributing to perception of product quality.

In summary, the researches on country of origin as single cue are studies that focused on investigating the effects of country of origin on consumers' quality assessment. The researches with country of origin as multi-dimensional type also led to similar findings. The difference between single-cue and multi-cue is that researches used country of origin as single-cue had greater effect sizes than those used country of origin as multi-cue. The reason is that multi-cue type studies additionally investigated on other variables that could influence consumer behaviors regarding product consumption (Peterson & Jolibert, 1995; Verlegh & Steenkamp, 1999). In contrast, fora research that uses the multi cue design, the researcher has to study country of origin and other factors from informational cues as they influence consumer behavior.

The Effects of Country of Origin Dimensions

The dimensions of country of origins and their effects are provided in this section. Country of origin can be classified into several dimensions. The first one is Country of Manufacture (COM), which is the country where the product was finally made and has a label of "made in" (Hamzaoui&Merunka, 2006; Jung & Kau, 2006; Ulgado, 2002). The second one is Country of Assembly (COA), which is the country where the majority of the product's assembly occurred (Insch& McBride, 2004;Chandrasen & Paliwoda, 2009). The third dimension is Country of Parts (COP), which is the country where majority of the materials used for the product were from and/or the component parts were made (Insch & McBride, 2004). The fourth one is Country of Design (COD), which is the country where the product was conceived and engineered (Insch & McBride, 2004). The fifth one is Country of Brand (COB), which is the country with which the brand of the product is associated (Thakor, 1996). The last one is Country of Corporation Ownership (COC), which is the country where the firm ownership is located (Jung & Kau, 2006; Li et al., 2000). Others are such as country in which the e-commerce infrastructure is based (COE) (Ulgado, 2002). However, the country of origin's six main dimensions, COM, COA, COP, COD, COB, and COC, support the researches as discussed in the following paragraphs.

Chao (1993) studied the country of assembly (COA), country of design (COD), and another extrinsic cue, price. The design of the research was based on multi country with one type of product. The objective was to investigate the influences of COA, COD, and price on the assessment of the product quality and its design. The participants were in newly industrialized countries (NICs) consisting of Taiwan, Thailand, Mexico, the United States of America, and Japan. The product used in the research was television. The findings indicated that consumers' assessment of product design and quality were influenced by price, COD, and COA. COD, specifically, interacted with price significantly in influencing the ratings of product quality.

Lee and Shaninger (1995) conducted a research on the effects of country of production/assembly (COP/A) moderated by price, product types, and characteristics of product (high technology and luxury products of

global brand) on perception of product value and purchase.

The research of Ahmed and d'Astous (1996) showed the same findings. The design of the research was based on multi country with multi product. The objective was to investigate the influences of COA, COD, brand name, price, and satisfaction assurance on the consumer assessment of the product quality and purchase. The research was conducted in two different time periods using two different formats. The countries of origin were four countries including Canada, Mexico, Japan, and Italy; and there were three products used in the research including automobile, video-cassette recorder (VCR), and shoes; while the participants were Canadian consumers. The findings revealed that the combined effects of COA and COD had a stronger impact than brand name on the assessment of quality and purchase value of those three products. In addition, COD, COA, brand name, and satisfaction assurance had direct effects on the assessment of quality and purchase value. Nevertheless, price had a direct effect on purchase value but an indirect effect on the assessment of quality.

Furthermore, country of design (COD) and country of assembly (COA) have an effect on purchase value depending on differences of country characteristics and product types. This empirical evidence was found in the research of Chetty, Dzever, and Quester (1999). The design of the research was based on multi country with multi product. The objective was to investigate the influences of COA and COD on industrial purchase decision-making in New Zealand. The study was based on 17 countries categorized by economic levels, including developed countries (Japan, France, the United States of America, Sweden, Germany, the United Kingdom, and Norway), newly industrialized countries (South Korea, Singapore, Taiwan, and Hong Kong), and newly industrializing countries (Brazil, Mexico, India, Russia, Thailand, and Philippines). The products used in the research were machines and component parts. The results showed that both COD and COA were important elements of choice for purchasing managers. Also, COA was considered more important than COD in newly industrialized countries.

In addition, country of design (COD) and country of assembly (COA) have an effect on beliefs about and attitudes toward purchasing product relying on differences of country characteristics and product type as well as other extrinsic cues such as ethnocentrism. The research of Brodowsky (1998), which concentrated on COD, COA, and ethnocentrism, was the proof. The design of the research was based on multi country with one product. The research was a combination of COD and COA, and two countries used in the research were Japan and the United States of America. Consumer participants were divided into two groups consisting of high ethnocentric and low ethnocentric groups from the United States of America. The objective was to investigate the effect of the combination between COA and COD on consumers' evaluative beliefs about and the attitudes toward purchasing automobiles. The findings showed that the effect of the combination of COD and COA on beliefs about and attitudes toward purchasing automobiles depended on the level of consumer ethnocentrism.

The findings about ethnocentrism were supported by the research of Chandrasen and Paliwoda (2009), which focused on country of assembly (COA) and other extrinsic cues (brand name and ethnocentrism) studied from one country. The objective was to investigate the effects of COA and brand name on the assessment of product quality. Consumers classified along ethnocentric lines were Thai consumers and the product was automobiles. The results showed that COA and brand name had an effect on perceived product quality of automobiles depending on consumer ethnocentrism.

Hamzaoui and Merunka (2006) studied the effects of country of design (COD) and country of manufacture (COM) on perceived product quality. The design of the research was based on multi country with multi product. The countries used in this research were the United Stated of America and Mexico, and the products were divided into two groups, products with status symbols (automobiles) and private goods (television sets). Participants were consumers in Tunisia, and the concept of the study was product fit. The findings revealed that COM and COD had an effect on the product assessments, and the concept

of fit of both COM and COD depended on product category. Besides, consumers from emerging countries were more sensitive to COD for products with status symbols (automobiles) than COM for more private goods (television sets), and COM and COM/product fit were more important.

Iyer and Kalita (1997) studied the effects of country of manufacture (COM) and country of brand (COB) on consumer assessments of product quality, product value and willingness-to-buy. The design of the research was based on multi country. The results showed that the effects of COM and COB on consumer assessments of product quality, product value, and willingness-to-buy depended on the differences of the countries' economic levels.

Similarly, the research of Srinivasan, Jain and Sikand (2004) was to investigate the effects of country of manufacture (COM), country of brand (COB), intrinsic cue (quality), and other extrinsic cues (including price and consumer characteristics such as ethnocentrism, product familiarity, and demographics like gender) on attitude, product category specific image toward a product alternative studied. The product used in the research was an economy car and stereo system from the United States of America, Japan, Mexico, and Malaysia. The participants were consumers in the United States of America. The results showed that intrinsic quality had more influence on product assessments and purchase likelihood than COM and COB. However, COB, COM, quality, and price had effects on product assessments, whereas gender did not have any influence on product assessment and purchase likelihood. The findings were different from the research of Jung and Kau (2006), which revealed that COM had an effect on product assessment depending on brand and ethnocentrism.

Fetscherin and Toncar (2010) studied the effects of country of manufacture (COM) and country of brand (COB) on brand personality perceptions. The design of the research was based on multi country with one product. The products used were automobiles from China, India, and the United States of America while the consumers were from the United States of America. The findings showed that COM had more influence on brand personality perceptions than COB.

Ulgado(2002) studied the effects of country of brand (COB), country of manufacture (COM), country in which e-commerce infrastructure is based on (COE), and other extrinsic cues, including brand equity, business-to-business experience and familiarity with e-commerce. The design of the research was based on multi country with e-commerce products. The countries used in the research included the United States of America, France, South Korea, and Philippines, categorized by the level of development of e-commerce infrastructure. The products were categorized into three groups, including printed matters (books, magazines, and newspapers), computer-related products and travel services, and consumer and market environments such as business buyers vs. consumer buyers. The objective was to investigate the effects of all variables on consumer perception and behavior. The findings indicated that the strength of brand equity, which included COB effects and other intrinsic cues such as product attributes, could diminish the impact of COM. In addition, COE was positively related to the level of development of e-commerce infrastructure, and the effects of COE were lower than those of COB. Furthermore, business-to-business experience and familiarity with e-commerce had an effect on business-to-consumer community and the industrial buying situation. The effects of COE on consumer perception and behavior depended on the differences of business type and product category.

The research of Chao (1998) concentrated on country of assembly (COA), country of design (COD), and country of parts (COP). The design of the research was based on multi country with multi product. The focused countries were the United States of America and Mexico, whereas the product was a hybrid type, stereo television. The participants were consumers in the United States of America. The results showed that COA and COP had influence on the product quality perception, while COD had influence on design quality perception of the hybrid product. The research was partially supported by the findings of Insch and McBride (2004)in that COA and COP had influence on product quality perception, but COD did not have any influence on product quality perception, which is in conflict with the research of Chao (1998).

Insch and McBride (2004) studied the effects of country of assembly (COA), country of parts (COP), country of design (COD), and another extrinsic cue, warranty, on the perceptions of product quality. The design of the research was based on multi country with multi product. The countries used in the research were the United States of America and Mexico, while the products were television, athletic shoes, and mountain bike. The findings revealed that COA, COP, and COD affected perception of product quality depending on various products; with COP having the most influence on perception of product quality.

Chao (2001) studied the effects of country of assembly (COA), country of parts (COP), and country of design (COD), moderating of two country of origin levels (COA moderated by COD, COP moderated by COA, and COD moderated by COP), on attitudes and purchase intentions. The respondents were from the United States of America and Mexico, while the products used in the study were two hybrid products, televisions and stereos. The results showed that respondents' attitudes were more positive when the product was assembled and the parts were made in the United States of America rather than in Mexico. Purchase intention also showed similar result. The results also showed partial support to the congruity principle.

The research of Li, Murray, and Scott (2000) was to investigate the effects of country of assembly (COA), country of design (COD), country of corporation ownership (COC), and another extrinsic cue, warranty, on the assessment of product quality. The countries focused in the research were the United States of America, Taiwan, Japan, and Mexico. The product used was color television and the participants were consumers in Australia. The four manipulated factors were COC ("GIW, a U.S. Corporation" versus "GIW, a Taiwan Corporation"), COD (Designed in Japan" versus "Designed in Taiwan"), COA ("Assembled in U.S." versus "Assembled in Mexico"), and warranty ("Full Warranty" versus "Limited Warranty"). The results showed that COD had more influence on the assessment of a product's functional and symbolic qualities than COC and COA. Nevertheless, warranty had a stronger influence than other country of origin factors (COD, COC, and COA).

Pharr (2005) presented a holistic model of country-of-origin (COO) influence based on a narrative review of empirical studies of country-of-origin assessments conducted from 1995-2005. The research focused on several dimensions of country of origin including COM, COA, COP, COD, COB, and COC and their effects on product quality assessments and purchase intentions. The moderators were grouped into product-based and individual-based categories. The findings showed that the effects of COO assessments were based directly on holistic brand constructs such as brand image, brand equity or perceived value, rather than on purchase intentions.

Sinrungtam (2013) presented the effects of the dimensions of country of origin on product quality assessments, perceptions of product value, and purchase intentions. The research focused on six dimensions of country of origin including COM, COA, COP, COD, COB, and COC and their effects on product quality assessments, perceptions of product value, and purchase intentions. The respondents were from people in Bangkok and Metropolitan Area (BMA), who purchased eco cars within six months. The findings showed that country of corporate ownership (COC), country of manufacture (COM), country of parts (COP), and country of brand (COB) had an effect on product quality assessment of eco cars. Further, the study finds that COP and COM had an effect on perception of product value of eco cars. Thus, COP and COM had effect on purchase intention of eco cars. On the other hand, country of assembly (COA) and country of design (COD) did not have any effect on product quality assessment, perception of product value, or purchase intention of eco cars.

In all researches mentioned here, the research design was multi-cue, which was the study of the effects of country of origin and other information cues, with multi-country (including several countries or several groups of countries categorized by economic levels) and either multi-product (either product group or representative of product group with specific product name) or one product. Generally, the reviewed researches focused on one, two, three, or six dimensions of country of origin. The findings of these researches

show that country of origin and other information cues have influences on consumer behavior and the differences of product types and consumer characteristics. In conclusion, the effects of the various countries of origin dimensions rely on dependent variables. The researches indicate that, COC, COM, COP and COB have an effect on the assessment of product quality (Sinrungtam, 2013; Pharr, 2005).The COA, COD, COM, and COB have an effect on the assessment of product quality (Ahmed &d'Astous, 1996; Chao, 1993; Iyer&Kalita, 1997; Jung &Kau, 2006; Srinivasan et al., 2004; Li, Murray, & Scott, 2000;Pharr, 2005). The COC also has an effect on the assessment of product quality (Li et al., 2000) while COM, COA, and COP have an effect on the perception of product quality (Chandrasen&Paliwoda,2009;Chao,1998;Inschand McBride, 2004;Hamzaoui&Merunka, 2006). COM and COA have an effect on perceptions of product value and purchase intention (Sinrungtam, 2013; Pharr, 2005). COD has an effect on the perception of product quality (Insch& McBride, 2004; Hamzaoui&Merunka, 2006) while both COD and COA have effects on the assessment of design (Chao, 1993), evaluative belief about, attitudes toward buying (Brodowsky, 1998), purchase decision making (Chetty, Dzever& Quester, 1999), and purchase value (Ahmed &d'Astous, 1996). Furthermore, COM and COB have effects on product value and willingness-to-buy (Iyer&Kalita, 1997; Pharr, 2005), purchase likelihood (Srinivasan et al., 2004), and brand personality perceptions (Fetscherin&Toncar, 2010). COE, COB, and COM have effects on consumer perception and behavior of e-commerce (COE) (Ulgado, 2002) while COD has an effect on design quality perception (Chao, 1998).

In summary, this study can be used to create the new model that focuses on the relationship between country of origin as an independent variable, which includes COM, COA, COP, COB, COD COC and COE, and perception of value as intermediate variable that influences consumers' decision making process. This model can be applied to e-commerce business model, which would allow sellers to make the right decision in choosing goods and services that match with consumers' needs and wants. However, this model is only applicable to certain groups of products such as low involvement goods and services but not high involvement ones.

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