

Project Dissertation on Perception Marketing Research

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CERTIFICATE

This is to certify that the dissertation report titled “**Perception Marketing Research**” is a bonafide work carried out by **Dr. Rajan Yadav** of EMBA 2017-19 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

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Place:

Date:

DECLARATION

I, **Sameer Negi**, student of **EMBA 2017-19** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report “**Perception Marketing Research**” submitted in partial fulfillment of Degree of Master of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

Place:

Sameer Negi

Date:

ACKNOWLEDGEMENT

I would like to express my sincere gratitude towards my Guide, Dr. Rajan Yadav (Professor, Delhi School of Management, DTU) for her support and valuable guidance throughout the duration of the project. I thank her for the constant encouragement and support at every stage.

I also wish to thank my project Co-Guide, Mrs. Deep Shri for her valuable guidance, without whose help and support this project could not have been completed. I also thank her for her patience for providing me with a goal-oriented approach towards this project.

My sincere gratitude goes out to my colleagues whose participation in the project gave many valuable inputs for its completion.

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ABSTRACT

Brand perception is shaped by several factors, from how a customer is treated by a company to how they feel about its marketing and how their friends and family perceive it. A positive brand perception means people are well disposed towards a brand and more likely to seek it out and choose it over competitors.

Conversely, negative brand perception will not only make people more likely to turn to rival brands, but encourage them to share unfavorable opinions with others, fueling further negative sentiment.

In short, brand perception is inextricably linked with a company's bottom line.

What is self-concept and why does it matter?

Self-concept, or self-perception, is how a consumer perceives themselves. In the marketing world, such insight is important because it allows brands to see how their brand, product or service impacts on this perception.

Consumers are often attracted to certain brands because they reinforce the idea they have of themselves – for example, sophisticated, intelligent, witty or attractive – and allow them to make a statement.

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Chapter 1

Introduction

Realm of creation refers to every nation, where the product was developed or the nation where the product belongs to and with which the brand or the product identifies itself with.

It is usually intimated by the symbol "made in" label. This method dates following to classical Greece where it held a usual manner to brand products with logos, emblems and other symbols from origination. During old times Egyptian stone makers managed to identify their stones. farmers managed to mark their cattle beside the community of origin. The main objective of this was to identify and differentiate the products. Aforementioned origin was not simply specified for identification, though It was likewise an indicator of property because, considering ancient times, countries have been praised for their products such as India for its savours. The French for its wines and perfumes, China for its herbs, the textile capital of Egypt and the pearls of Australia

Each main turning ending-pitch came into the country of origin performance was following the end of world war one, in 1914. Those countries that dissipated the war (Deutschland) were compelled to label their products with manufactured in labels (made in Germany) so that people can recognize and avoid the commodities from war exposed countries. Country of origin remained more like —Beware Sign, preferably than a label or a trademark. But the brand which it brought did not work any bad for the defeated nations because manufactured in labels appeared as an influential medium of marketing in the hand of marketers. Made in Germany graced a sign of high degree well established for its manufacturer and Germany is bringing its legacy even now.



Source: www.goodwp.com

1.1 Variation between the country of origin, the region of origin and the geographical signs

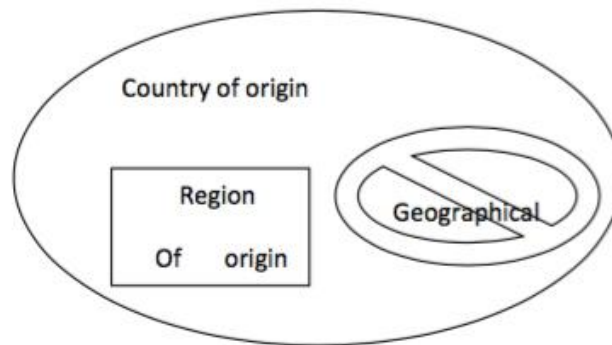
The above three terms are frequently used as synonyms but in certainty, they are more of interrelated. All these terms point towards the location where the product is made, associated, created, the main difference lies in the scope of coverage. Region of origin, the geographical indication can be said to be a part of the country of origin.

The precinct is the area that is situated within one or more countries, which creates an entirely new entity based on society, culture and local traditions. A product that has been marketed using the name of the region of origin and whose features and qualities can be correlated with a particular region.

COO, on the other hand, incorporates the country in its entirety with its political, legal, economic and cultural environment, geographical climate and its people, the various skills that they possess and their competencies.

Geographical indication typically signifies a much petite area which may include a town or region but the main point that needs to be noted in this context is the fact that it is legally protected. It falls under one of the intellectual property rights lists as has been

specified by the WTO. The basic idea behind legal protection is providing a sense of security, assurance of quality to the lot who is buying the merchandise on the basis of made in labels. Another idea is also to maintain a nations heritage and specialty which it has developed or acquired over the centuries from initiatives of piracy and infringement.



Source: Author-Vandana Munjal

1.2 The various terms country of origin (COO), country of manufacture (COM), and country of design (COD)

With the appearance of globalization, businesses are moving production to the invisible cost possible to achieve the economies of scale. With this trend, the production method has been dispersed across countries. Products are assembled in one country, production in some country and the design happens some whence else. So, the term country of origin has been bifurcated into the country of design, country of assembly and country of production.

A few terms that may hold significance to understanding this project

Home Country - It refers to the country in which the consumer extends

Origin Country - It is the nation with which a consumer associates the product with, this does not take into consideration whether really that country is where the product was manufactured or not.

Country of manufacture - It is the country where the production of the product really took place.

Country of design - It is the country where the physical aspect of a product has been given or where a product has been designed.

Country of assembly - It is the country where final assembly of the different parts (whether it was created in the same country or it has been shipped from other countries) product has been done and the final product is prepared.

Country of origin - It is the country where the product has been manufactured or has been assembled or where the product is in its final shape.

we can surmise all certain terms with an example: —IBM processes serve a global web of activities. IBM ThinkPad X31 laptop workstation was designed in the United States via IBM engineers because IBM understood that it was an excellent location in the world to do the basic design work. That case, keyboard, and hard drive were manufactured in Thailand, this display screen and memory were made in South Korea; the built-in wireless card was made in Malaysia, and every microprocessor was manufactured in the united states. In each event, elements were manufactured in optimal station possible. Those components were dispatched to an IBM operation in Mexico wherever the product was gathered before being transferred back to the United States for ultimate sale.

In this case

Country of design is the United States.

Country of manufacture of various parts is Indonesia, Malaysia, and South Korea.

Country of assembly in Mexico.

As products final product is directed back to the United States for final sale, buyers generally tend to associate IBM with the United States. So the country of origin is the United States.

Thus we can hereby analyse the difference between the terms.



Source: www.sajilosupply.com

1.3 Consumer Buying Behaviour

Consumer purchasing behavior refers to the purchasing behavior of the final consumer. It is the study of how individuals, organizations and diverse consumer groups select, buy, use and dispose of goods and services, ideas or experiences to satisfy their desires and demands with a response.

The various environment and marketing stimuli can enter into the consumer consciousness and a set of psychological processes combine with several other consumer characteristics that result in decision processes and purchase decisions. The task of a marketer is to understand what happens in consumer consciousness within the advent of the external marketing stimuli and the decision to purchase.

Consumer acquires cues from his internal environment or the external environment. The consumers then based on their socio-economic as well as their socio-cultural experiences evaluates the various cues. The psychology of the consumers plays a very vital role in the way a consumer evaluates the various options at hand.

The COO effect is a visible product attribute which gives information to the consumer about the country where it was made. It also aids the consumer in forming a perception about the worth and quality of the product. According to the effects of COO a confident reputation of the country can influence the worldwide people's behavior to obtain products and brands that were manufactured in the country. The image of the country also plays an influential role in the selling and distribution of the product in another country. While the consumers decide the products forward with the COO various other attributes such as cost, and durability are also estimated

The biggest consequence of globalization has been the availability of numerous foreign products and services to consumers. Today markets are swamped with products and services of various fellowships from all over the world. The options for consumers are larger than ever. In almost any product classification consumers have now multiple options. Moreover, they now have an opportunity to buy whether local products or products from a country that specializes in a distinct product.



Source: www.insightguides.com

1.4 Country of Origin an extrinsic cue

COO forms the part of the label of the product. By having a piece of knowledge about the COO of a product a customer can evaluate the provisions under which the product might have been offered and not much about the physicality of a product can be obtained out of it.

The concept of country of origin can be followed back to centuries ago. During primitive times whiskey distillers used the actual brand names and completely the 18th century, the concept of brand emerged. during the 19th century, the producers tried to enhance the perceived value of their products through consumer associations with the various different brand names. During the following half of the twentieth-century globalization and internationalization extended at a very rapid velocity. Various economies that were earlier closed now grown their realms and opened up their markets.

With a view to achieving economies of scale and other competitive benefits companies started relocating their plants to optimal locations.

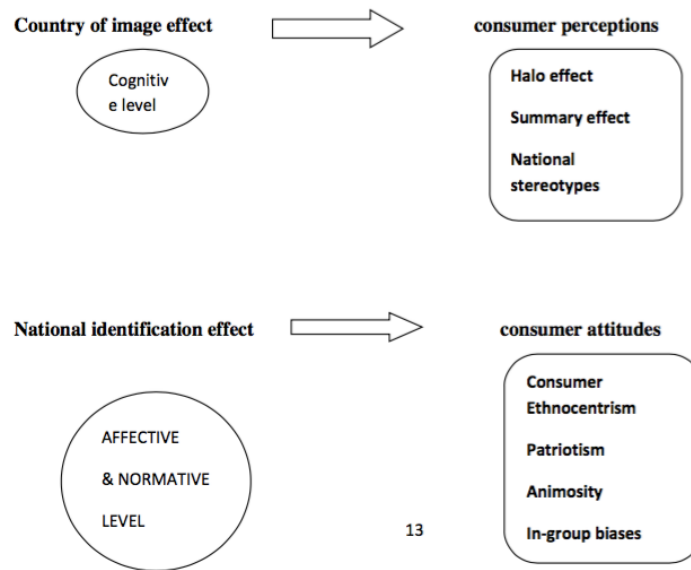
1.5 Location-Specific Advantages

Optimal location applies to those locations where the cost of producing merchandises is minimal and the raw materials are effortlessly accessible, skilled labor and other various competencies required for stability.

Referring to a concept that had been given by Levitt (1983) a global class of consumers can now seem to be emerging that have various similarities in terms of their tastes and preferences. Therefore he emphasized the requirement for standardization rather than differentiation.

This concept as given by Levitt may hold true for certain product types as well as a certain class of customers. Even as globalization is a reality, this concept doesn't hold much significance.

1.6 Country of Origin Effect



Source: Author-Vandana Munjal

Country of Origin implies how the COO information an obvious factor is used by the customers in evaluating and melding their perception, intentions, and attitudes towards product purchase.

There are multiple facets of the country of origin effect. It affects the perception of consumers at one level, beliefs and consumer attitude on the other

A person's cognition is the perception, information, and knowledge that he procures through a blend of direct experiences with the product or in an indirect manner by gathering information from various sources. This information and the resulting perceptions usually turn into beliefs.

Speaking from an effective standpoint a consumer has some mental bonds and emotions with a country. These mental bonds are so strong that they affect the product evaluation process and create biases in the minds of the consumer.

Speaking from a normative attitude a consumer feels obliged by his duties and trusts towards others nation and society. These responsibilities and sense of duty help in developing a positive attitude for a project. Seldom these normative feelings are so strong

that the information about the country of origin acts as a direct incentive and creates a purchase, skipping all other processes of evaluation in between

Country of origin information affects consumer perceptions, their beliefs, and their attitudes. But there are also certain other consumer characteristics such as product knowledge, level of involvement, gender, age, etc which acts as an arbitrator for this effect. This all can be encompassed in the country of origin effect.



German Cars

Source www.carsbase.com

Many different factors namely brand image, brand associations, communication messages, brand personality influence the thinking of customers about the brand's quality. A company invests in various marketing activities and branding in order to help its customers in making decisions to purchase a product by providing them with cues about the quality, value and the credibility of a product, or service.

One of the determinants that have a major influence on consumer perception towards a brand is the location where it is made - the country of origin effect. The country of origin effect basically has an effect on the perception of quality about the products and this effect changes based on product classes and level of quality on the production country.



1.7 Influencers of the COO effect

Source: www.researchleap.com

The totality of the various challenges many Asian corporations have to handle when they go to globalize is the continuing perception that Asian labels fall into an inferior category.

Several types of research in international marketing prove that connections with countries lead to prejudice among the customers and the level of bias depends on how the customer views the thought of a country. Japanese robots, Colombian coffee, Italian fashion, Singaporean performance, Belgian chocolates, French wine these are a few examples of country communities. Around in our inmost thoughts, these services and products have created an association with certain different realms due to their legacy, culture or lifestyle which provides them a perception of remaining premium.

For example, the leading US-based ice cream brand Haagen - Dazs originated by Jewish polish immigrants in America deliberately gave a Scandinavian calling name to the brand in order to reflect an atmosphere of the old world traditions and craftsmanship.

There are multiple factors that add to the country image

Each level of the country's economy: Various of the countries that are connected with a certain country of origin impact are ahead of countries which are massively industrialized.

The degree to which a country is technologically ahead: the steeper the level of technological improvement of a country, the more unmistakably inclined is the country of origin effect.

The sort of government commanding in the country: The victory of economics and as a result, the business economy in and around the globe has happened in perceptions that are inherent and seldom even negative about these countries that do not support capitalism. One of the relevant aspects is the character of a government and its corporate governance - what level of bureaucracy, transparency, corruption or efficiency prevails in a country's politics

1.8 Change in heritage of Country.

Whatever are the changes in the country of origin influence when a change in the ethnic claim of the brand happens? Land Rover and Jaguar were taken over by TATA an India based conglomerate in 2008. China-based corporation Lenovo bought the Personal machine business of IBM. Kraft bought off Vegemite estimated to be an Australian icon in the year 1935.

These acquisitions are a clear threat to the numerous cultural links within the brands and the nations that produced them incipiently. The legacy of many brands is following their shapes as the ownership changes across the boundaries of the nation.

But how is the brand really influenced by the shift in heritage? The country of origin has a very strong reputation during the birth and succeeding childhood on a brand. Once the picture of the country of origin has been implanted into the personality of the brand, composing its identification and influencing the perceptions of its customers, it seems to leave a footprint on the brand for good reasons. If the control of a country is leveraged in the brand structure at the very origin of the brand story it assists to be very effective for the brand. As the brand starts to mature, it incorporates various other elements that provide to its identity - the business records of the company, reliability, management characters, etc all are the various factors that help in modifying the image of the brand in later years.

The nation of origin, since, is probably a very strong brand element that should be and can be used to gain an ambitious advantage in the realm of global marketing. The critical decision of whether or not a brand should be connected with its country of origin must be examined keeping in mind many facts carefully.

Confident associations may as well control the perception of people to carry towards a brand and may prove to be very relevant in efforts to create universal brands that bode well with global consumers. Those brand marketers that are on the lookout to take their brands global should very carefully analyze and consider the various risks and rewards in leveraging the country of origin effect. If before-mentioned associations with the country of origin implement positive reinforcement to a brands total value proposition it can very well change the ability of a marketer to develop his brand globally to a great degree.

Chapter-2

Literature Review

“**Han and Tapestry (1988)** in their research paper “Country of origin effects for Uni-national and Bi-National products” reveals five facets of country image. The following being technical advancement, economy serviceability, prestige, and workmanship. Various researches have been conducted on the developed country in this context.”

“**Othman Ghazali, Ibrahim and Yahya (2008)** in their study “Products and country of origin effects: The Malaysian consumers’ Perception” discovered that Malaysian consumers are more acceptive towards products from developed countries and associate a favourable view towards these countries. This study also reveals that an average Malaysian consumer doesn't worry about the country of origin while making purchase decisions.”

“**Scott S. Liu, Keith F. Johnson (2005)** did an experiment to test that country stereotypes can be activated just by the presence of (COO) information and may affect the decisions made by the customers even if they do not wish to base their judgments on the country of origin. These results are conclusive of the fact that the country of origin effect had a say in the evaluations of the product even without the participants even knowing about it or their intention or control.”

Susan B. Hester and Mary Yuen (1987) in their research “The Influence of Country of Origin on Consumer Attitude and Buying Behavior in the United States and Canada” tested the hypothesis that the attitudes of the consumer are very accurately reflected in the behavior of consumers in the context of the five hundred and thirty-eight purchase of apparel products. Surveys and various polls have tried to calculate the attitudes of consumers towards various imported versus domestic apparels in the United States of America and came to the conclusion that the consumers of America are affected by an apparel’s COO, usually prefer American made apparels and find it to be of high quality.”

“**Wicker (1969)** studied thirty-one papers encompassing a wide array of subject populations, verbal attitude measures, overt behavior measures, and attitude objects. He concluded “that collectively these studies suggest that it is considerably more prone that attitudes will not be related or only very slightly related to overt behaviors rather would be more related to actions.”

Peng and Zou (2007) “found out that when foreign products and domestic products are similar on their features and attributes, domestic made products get a more positive evaluation than their foreign counterparts and a more favorable brand of origin attracts more positivity as compared to a less favorable brand of origin. How the consumers perceive the image of a country to be and the price at which the product is available is among the key variables that determine the image of the brand. A more positive country of manufacture image generally leads to a better brand image. The high origin image of a country enables a company to maintain its high-quality brand image until the brand ultimately reaches the stationary value point.”

Schooler(1971) revealed that socio-economic discrepancies among countries consisting of the differences in technological capabilities and quality of the product between a developing country as compared to a developed country give rise to COO effect.

Nagashima (1971) revealed that many consumers have a sort of relative preference for products originating from their own countries or they may have a preference to avoid certain other products that have originated from certain other countries due to their country image stereotypes.

Supanvanji and Amine (2000) “have concluded that branded products with a negative country of origin image do not lose its advantage when compared to the branded product with a favourable country of origin image. The notion of branded commodities having a favoured country of origin image can overcome the disadvantage of not being the branded product. “

Veale et.al (2006) “studied the effect of COO as an extrinsic cue. This research was conducted on consumers from Australia to understand how they evaluate their products based on the country of origin in context to wine and cheese. This variable of Country of origin was compared across France, Chile and the united states of America where France

is the specialist in two product categories, the United States of America being a country that in industrialized and Chile being perceived as being of poor quality in these two categories.”

Bilkey and Nes (1982) “in their paper were very critical of the various studies saying that in all of them the country of origin was taken as a single cue, which is resulting in an overestimation of the effects on the country of origin. This paper is one of the most respected papers in this context. This offered a large area of research in this field.”

Aiello et al (2009) “conducted a study in three European countries France Germany and Italy to see the effects of COO across various product categories comprising of convenience good, shopping goods and luxury goods. With the emergence of multinationals, the concept of country of origin has now been classified into the country of packaging, country of design, and country of manufacture country of the brand and country of assembly. This study helps to conclude that the concept of COO is closely related to the country of design and the country of manufacture. Every country has its own specialty ‘Italy associates with design’ France with prestige and Germany with the workmanship.”

Darius K-S Chan, Kent B.Monroe, Wai - Kwan Li (1994) “in their research paper examined the effects of three external factors information about the price, the origin country and the brand on the intention to buy a product. The results indicated that the above factors affected the perceived quality in a similar way. the variables price and the expected price have a direct effect on the perceived value as well as liking towards a particular product whereas the country of origin a piece of information about the brand has no notable direct effect on the two factors. Moreover, a cognitive-affective model of buying intentions is more explanatory as compared to the cognitive model of buying intentions.”

Wai - kwan Li, Kwok Leung, Robert S. Wyer (1993) “in their research noted that the COO information is used to make an idea about the quality of the product. The marketing managers must keep into consideration whether the buyer’s evaluation of a product is

influenced by the knowledge that the people have about the country in which it is being made when the products under consideration were technologically rich. the informants used the knowledge about the country of origin to get an idea about the quality of the product which suggests that the coo information played a signalling role”

Chapter-3

Research Methodology

3.1 Objectives of the study

1. To estimate the perception of users on the country of origin impact on product preference.
2. To examine the effects of country of origin on consumer perception towards automobile brands.
3. To propose a structure for the Indian automobile industry.

3.2 Research

Design

“The analysis type used to create the given report is of quantitative characteristics in order to present data that can be quantifiable. The survey helps us to understand wherewith the country of origin has an influence on consumer perceptions and their buying habits towards numerous brands. The research design is of a descriptive nature. So research is used when the researcher wants to make a more realistic estimation of the audience at hand. It embraces those who actually are taking part in the study. To recognize how, when, where, what of the participants.”

3.3 Sources of data:-

➤ Primary data

- Primitive data was obtained with the cooperation of the questionnaire which was individually administered to respondents being well essentially filled including the help of communications with the numerous respondents.
- Then the responses of the various respondents were analyzed.
- By Observation

➤ Secondary data

Concerning a deeper analytical overview, secondary data obtained from multiple sources before-mentioned as books, research papers, journal articles, and web sources.

3.3 Sampling Methodology-

This is a unique method of selecting members or respondents (e.g., people, organizations) from a sample that dispenses a fair significance of interest so that by interpreting the acknowledgments of the sample, we may logically globalize our verdicts back to the group of which they were picked.

- Sampling units- Certain units or individuals that existed requires to fill the questionnaires are
- Sample Size- Each questionnaire comprised offered to 120 respondents from these respondents, 114 sent in their responses. Further, after rejecting inadequate and incorrect responses the responses of 103 members were recognized for the research which involved most of the people from the Delhi NCR area.
- Sampling Area- The area of study was mainly Noida and Delhi, NCR(Gurugram)
- Sampling technique- The sampling technique applied for this analysis was convenience sampling. It holds a non-probability sampling method wherein whosoever is conveniently found to fill up the questionnaire, is advanced through the researcher. This approach is advantageous for the researcher.

3.4 Data collection method

These data collection method performed to complete this report was through a survey. An application was prepared and circulated to be filled out by the sampling units.

3.5 Tools for analysis-

Data were analyzed with the help of SPSS

1. One Sample Statistic
2. One way anova
3. Pie charts and bar graphs

Chapter-4

DATA ANALYSIS AND INTERPRETATION

The statistics examination was performed in SPSS adopting the variable and data obtained through the sampling filled by 104 respondent that continue doing the e-commerce or m-commerce applications.

4.1 Sample description

“This study consists of demographic features for determining the specimen. In the place, the age of the respondents was divided within four age assortments from 20 years 33 years of age. Of the data, it was discovered out that the preponderance of respondents was on that in the age assortment of 20-23 and 24-27 years of age. 47 respondents were present at both the level. This study was carried among diverse gender in which preponderance was male i.e. 73 people were male and only 31 were female. 59 Respondents were producing less than a year’s experience, 1-2 years of qualified people are 22, 2-5 years of operation knowledge is shared by 15 respondents & more than 5 years of operating exposure are 9 respondents which are working. The yearly income of the respondents varies from below 5 lac to above 15 lacs in which 26% respondents are in the income range of below 5 lacs, it means that they are at the starting of their career level. Only 9.6% of respondents fall in the range of annual income of 5 lacs to 7.5 lacs. 19.2% of the respondents fall in the range of 7.5lacs to 10 lacs. With 31.7% of respondents, the majority are having more than Rs 15 lacs as their collective yearly income.”

GENDER		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	31	29.8	29.8	29.8
	Male	73	70.2	70.2	100.0
	Total	103	100.0	100.0	

Table 4.1 Gender

29.8

% of the total respondents were females and the majority of respondents were male i.e 70.2%. the total number of respondents are 104, Female-31 and Male 73.

		Working Experience			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a Year (1)	59	56.7	56.7	56.7
	1-2 Years (2)	22	21.2	21.2	77.9
	2-5 Years (3)	14	13.5	13.5	91.3
	More than 5 years (4)	9	8.7	8.7	100.0
	Total	103	100.0	100.0	

Table 4.2 Working Experience

Largest of the respondents do not have high working practice as only 9 respondents have more than 5 years of experience. 56.7 percent of the respondents are having the work participation of less than 1 year which suggest that there are at the initial stage of their career or they will start their careers in the near eventuality.

		AGE			
Years		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-23	46	44.2	44.2	44.2
	24-27	49	47.1	47.1	91.3
	28-31	7	6.7	6.7	98.1
	32 and above	2	1.9	1.9	100.0
	Total	103	100.0	100.0	

Table 4.3 Age

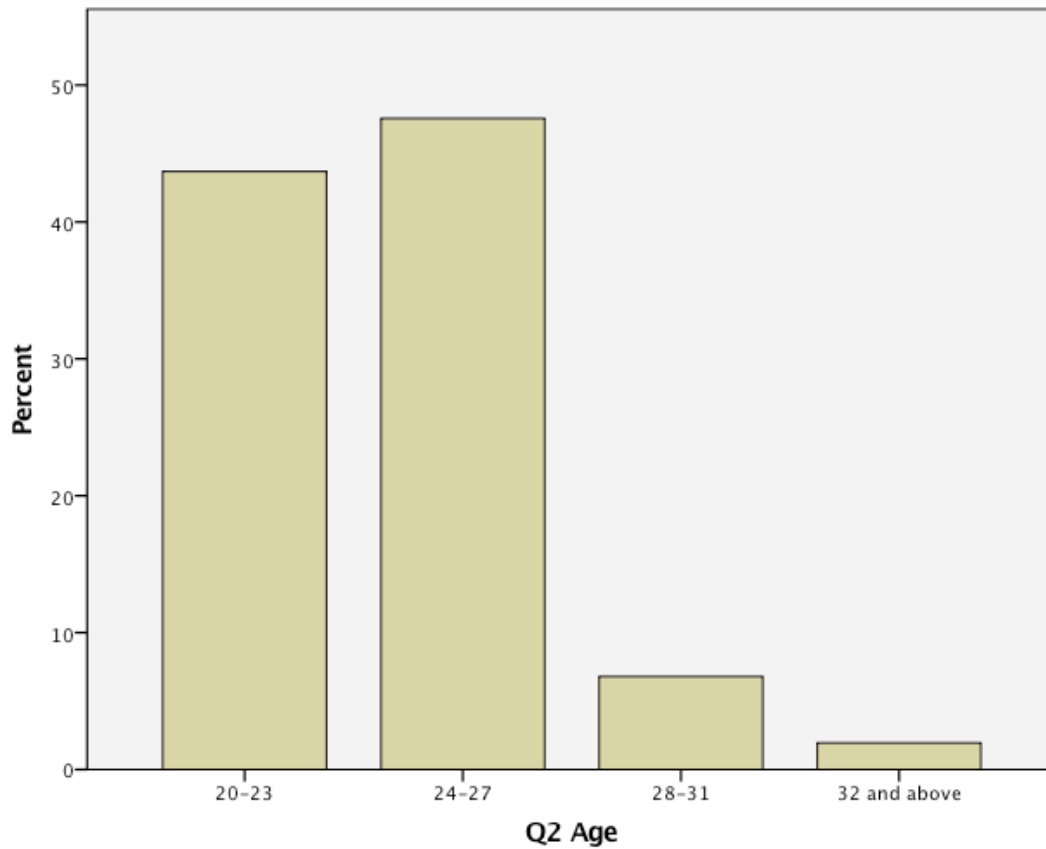


Figure 4.1

The age demographic factor was divided into 4 groups, where as 47.1 percent of the respondents are 24-27 age group. In the group 20-23 years of age, 44.2 percent of the respondents fall.

		Annual Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 5 lakhs	27	26.0	26.0	26.0
	5 to 7.5 lakhs	10	9.6	9.6	35.6
	<u>7.5 to 10 lakhs</u>	20	19.2	19.2	54.8
	10 to 15 lakhs	14	13.5	13.5	68.3
	More than 15 lakhs	32	31.7	31.7	100.0
	Total	103	100.0	100.0	

Table 4.4 Annual Income

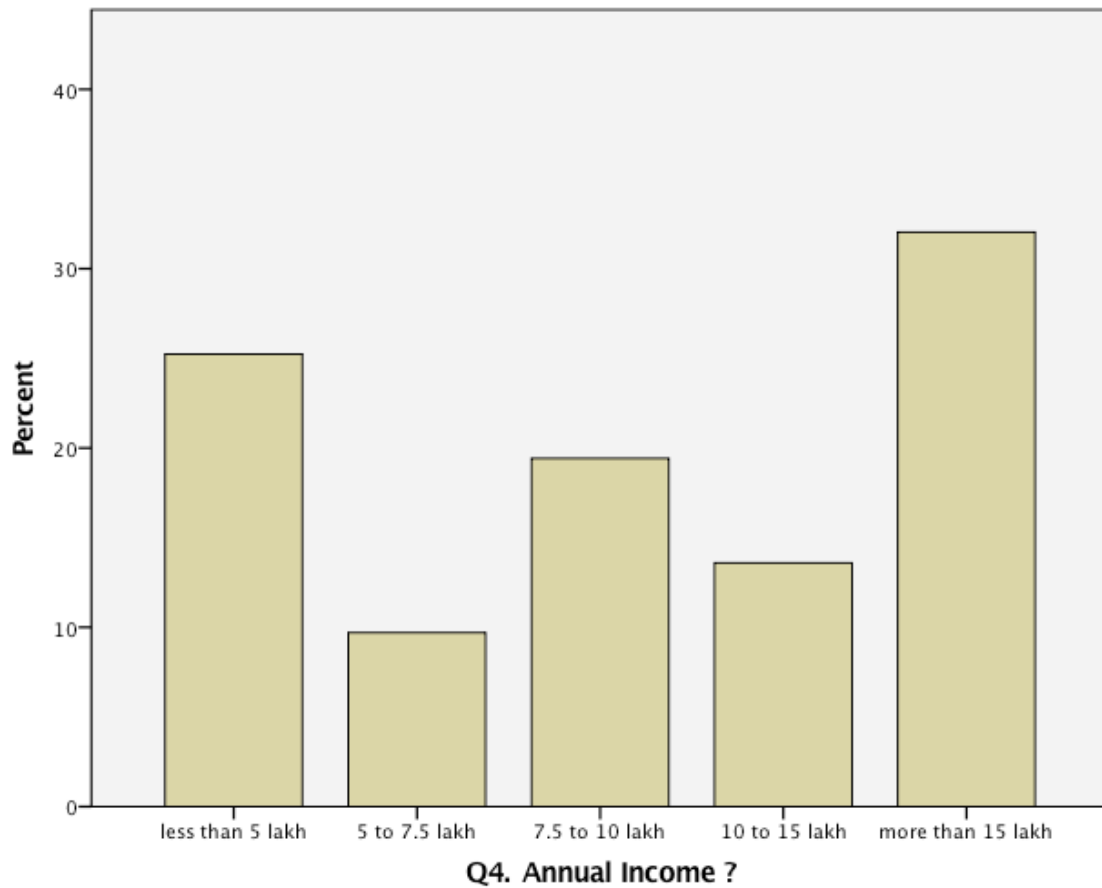


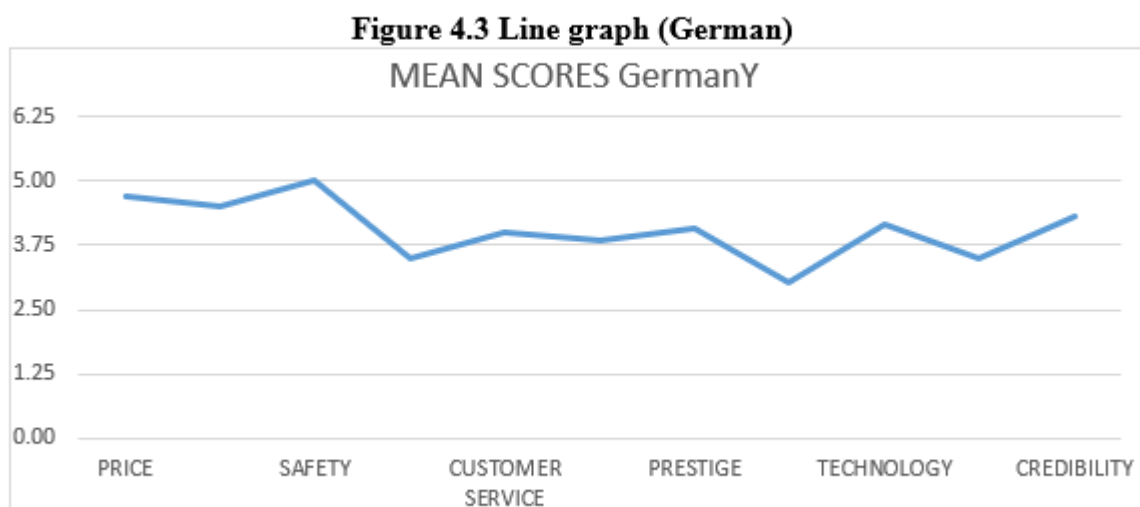
Figure 4.2

Maximum of the respondents have a yearly collective family income of higher than 15 lakh which suggests that they have high disposable earnings which imply that they have the interest to buy high relationship goods such as automobiles and luxuriate in shopping goods.

German Automobile Brands

One-Sample Statistics			
German	Mean	Std. Deviation	Std. Error Mean
PRICE	4.70	1.242	.122
QUALITY	4.50	1.188	.117
SAFETY	5.00	.836	.082
BARNDIMAGE	3.50	1.074	.106
CUSTOMERSERVIVE	4.00	.968	.095
DURABILY	3.86	.841	.083
PRESTIGE	4.08	.737	.073
FEATURES	3.01	.747	.074
TECHNOLOGY	4.16	.590	.058
LONGEVITY	3.50	.888	.087
CREDIBILITY	4.32	.645	.064

Table 4.5 German automobiles One-Sample statistics



The Respondents have individually rated German automobile brands high on safety and credibility. They also perceive German brands to be high on prestige and technology. German brands like Audi, BMW place very highly on their prestige grade. Also, brands like Skoda and Volkswagen are supposed to be a tad premium than another brand in the same class. In terms of customer assistance satisfaction brands like Skoda and Volkswagen are perceived to be valuable.

Japanese Automobile Brands

One-Sample Statistics			
JAPAN	Mean	Std. Deviation	Std. Error Mean
PRICE	3.00	.999	.098
QUALITY	3.83	1.133	.112
SAFETY	3.09	1.049	.103
BRANDIMAGE	4.12	.963	.095
CUSTOMERSERVICE	4.18	.668	.066
DURABILITY	3.21	1.242	.122
PRESTIGE	3.42	.869	.086
FEATURES	2.50	.987	.097
TECHNOLOGY	4.17	1.030	.101
LONGEVITY	3.88	1.114	.110
CREDIBILITY	3.58	.774	.076

Table 4.6 Japanese automobiles One-Sample statistics

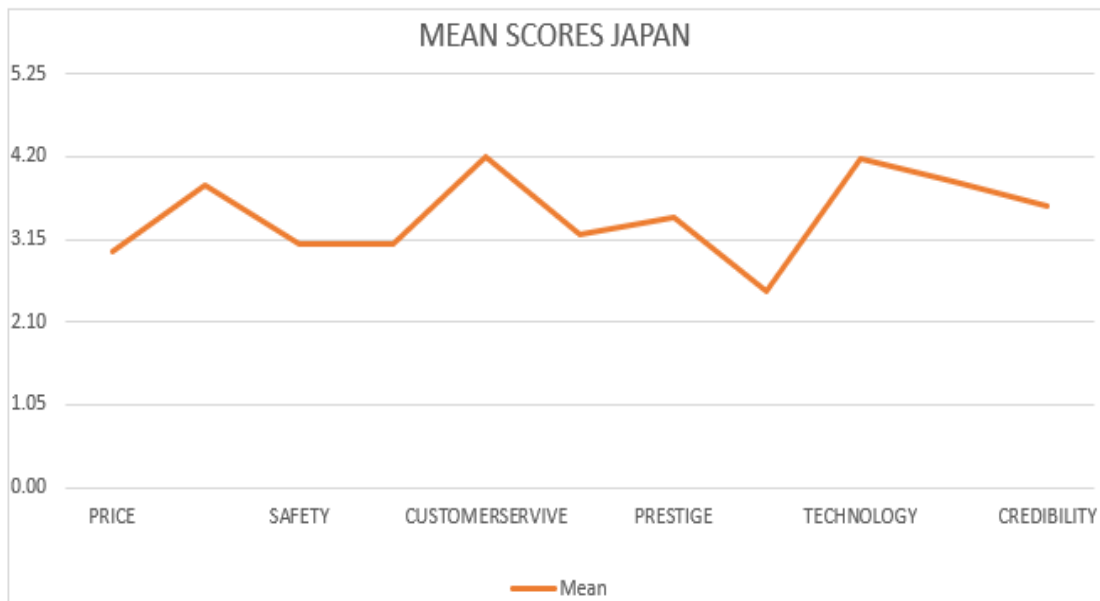


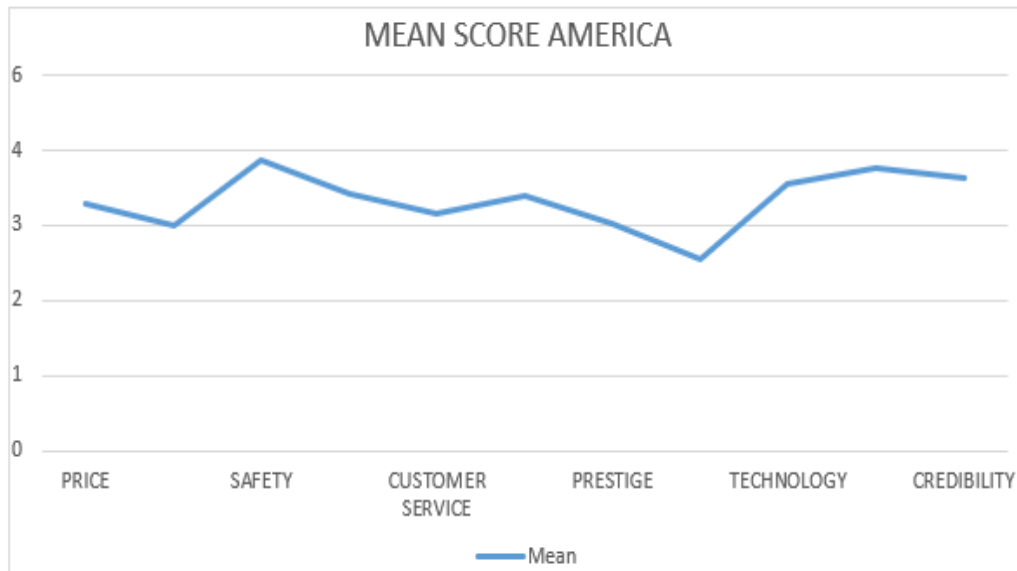
Figure 4.4 Line graph (Japan)

Japanese brands rate high on quality, durability, and technology. Japanese brands like Toyota are recognized by consumers to be very long enduring as well as durable. It may not be dressed in terms of characteristics, but the technology employed in its engines decipher into a very refined and durable engine. Technology in Honda cars are also seen to be highly advanced as they are able to implement best in quality mileage in their cars like Honda amaze and their petrol engines have fame of being exceptionally level.

American Automobile Brands

Table 4.7 American automobiles One-Sample statistics

Figure 4.5 Line graph(American)



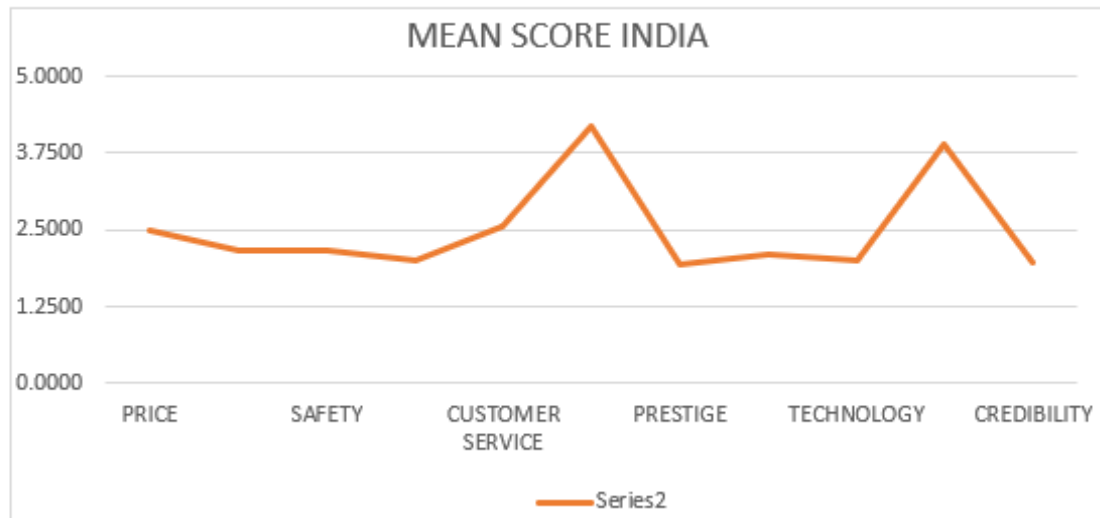
Users don't regard American brands to belong on features though people are quite persuaded with the safety of American car companies. American cars are also observed to be quite technologically exceptional when it comes to their engine and overall American labels have high trustworthiness. Respondents comprehend the customer service to be at an ordinary grade Consumers are even satisfied with the overall continuation of American car companies.

Indian Automobile Brands

One-Sample Statistics			
Indian	Mean	Std. Deviation	Std. Error Mean
PRICE	3.6408	.63946	.06301
QUALITY	2.1748	.86803	.08553
SAFETY	2.1650	.78086	.07694
BARNDIMAGE	2.0194	.75382	.07428
CUSTOMERSER VIVE	2.5534	.60599	.05971
DURABILY	4.1845	.58991	.05813
PRESTIGE	1.9417	.63901	.06296
FEATURES	2.1165	.74493	.07340
TECHNOLOGY	2.0000	.68599	.06759
LONGEVITY	3.8932	.77854	.07671
CREDIBILITY	1.9612	.67042	.06606

Table 4.8 Indian automobiles One-Sample statistics

Figure 4.6 Line graph (Indian)



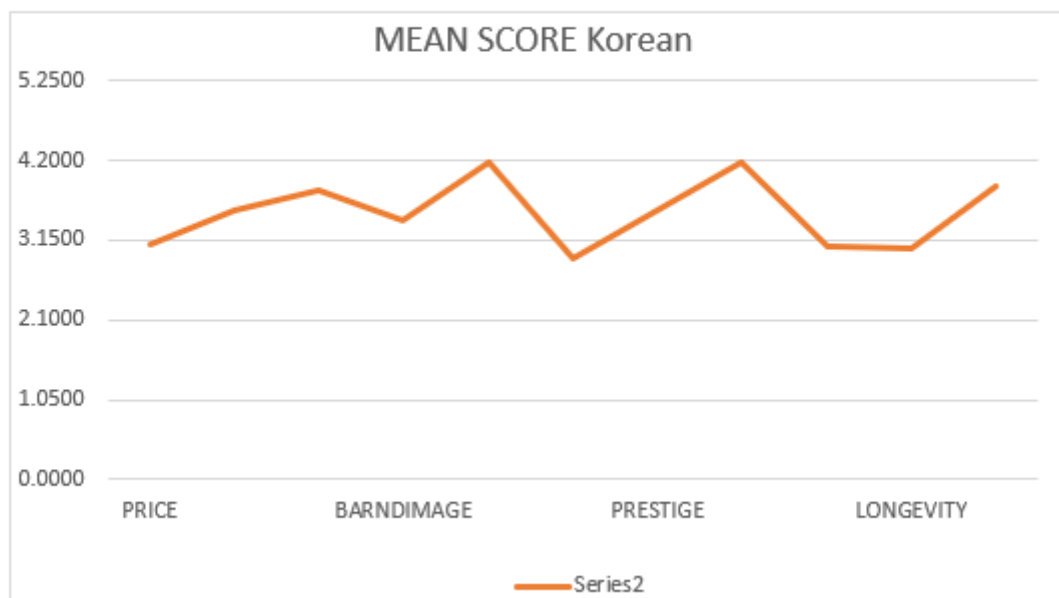
Customer perception concerning Indian brands is considerably low. People are perceived to be quite contemptible and lag following on safety. Indian car companies have been scrutinized for their safety as they don't yet conform to basic safety norms that are common in other countries. In malice of these representations, they are observed to be very enduring and long lasting due to which Indian brands are fancied when the purpose of the application is especially on rough grounds.

Korean Automobile Brands

One-Sample Statistics			
Korean	Mean	Std. Deviation	Std. Error Mean
PRICE	3.0874	.71547	.07050
QUALITY	3.5340	.75167	.07406
SAFETY	3.8058	.74173	.07308
BARNDIMAGE	3.4175	.85777	.08452
CUSTOMERSERVICE	4.1845	.96759	.09534
DURABILITY	2.9126	1.25328	.12349
PRESTIGE	3.5340	.75167	.07406
FEATURES	4.9000	.74659	.07356
TECHNOLOGY	3.9000	1.27437	.12557
LONGEVITY	3.0388	1.25184	.12335
CREDIBILITY	3.8544	1.11503	.10987

Table 4.9 Korean automobiles One-Sample statistics

Figure 4.7 Line graph (Korean)

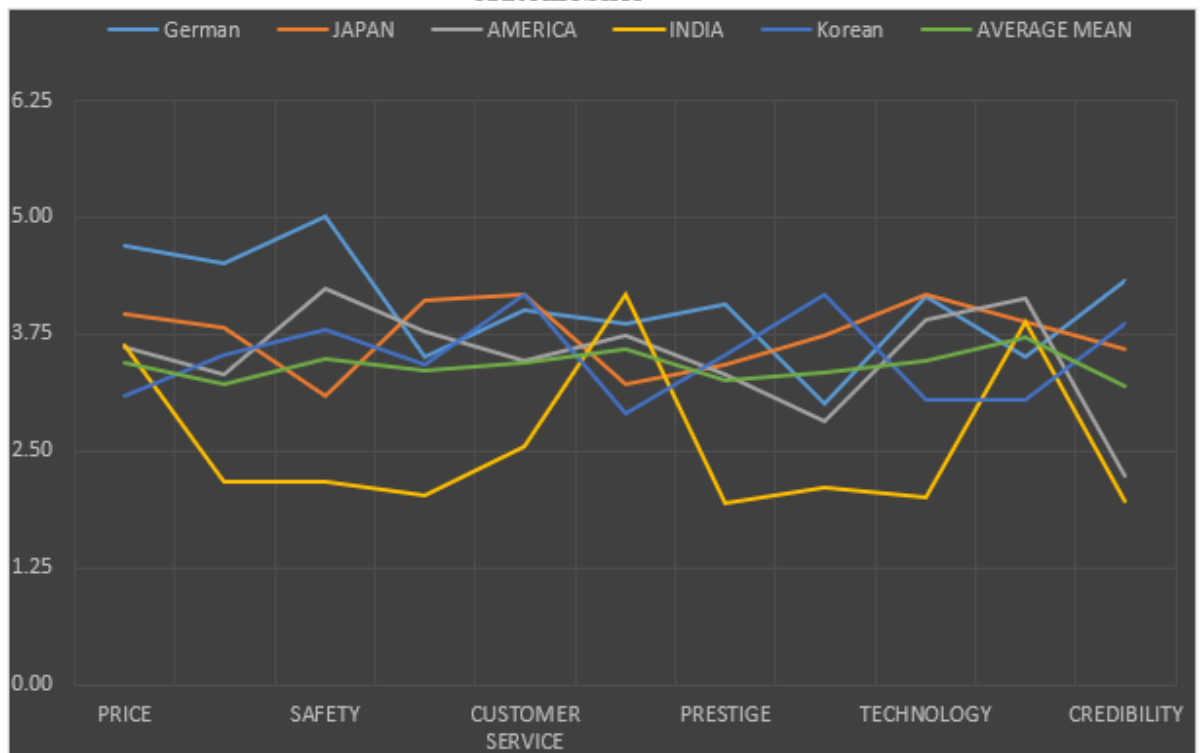


Korean stigmas are regarded to be high on characteristics for e.g. hyundai is favored over other brands essentially because of its features that it seems over and above other organizations in the same group. That is also observed to be technologically superior in terms of the locomotives it uses in its carriers.

PARAMETERS	German	JAPAN	AMERICA	INDIA	Korean	AVERAGE MEAN
PRICE	4.7	3.96	3.61	3.6408	3.0874	3.8
QUALITY	4.5	3.83	3.31	2.1748	3.534	3.47
SAFETY	5	3.09	4.24	2.165	3.8058	3.66
BARNDIMAGE	3.5	4.12	3.78	2.0194	3.4175	3.37
CUSTOMERSERVIVE	4	4.18	3.48	2.5534	4.1845	3.68
DURABILY	3.86	3.21	3.74	4.1845	2.9126	3.58
PRESTIGE	4.08	3.42	3.33	1.9417	3.534	3.26
FEATURES	3.01	3.75	2.82	2.1165	4.1748	3.17
TECHNOLOGY	4.16	4.17	3.9	2	3.0583	3.46
LONGEVITY	3.5	3.88	4.14	3.8932	3.0388	3.69
CREDIBILITY	4.32	3.58	2.23	1.9612	3.8544	3.19

Table 4.10 Mean Comparison between various COO w.r.t Automobiles

Figure 4.8 Line graph difference in Mean scores of various COOs regarding Automobiles



If you see, Table 4.10 and figure 4.8 proceeds on to show that their sway is no clear winner that falls over in all parameters, there is a bit of intertwingling among the various line that designates how consumers rank diverse country of origin as a trademark for automobile divisions on the various above specified parameters. Aforementioned intertwingling shows that every brand has any strong communities when it comes to consumer associations and some not so strong.

Those companies have then placed themselves on those connections that are strong, collectively and controlled to form a particular association or say a definite USP for each Country of origin which helps the consumer to form positive associations with their labels.

Those Indian automobile industry straggles behind when it arrives at using their country of origin to their success by generating strong convinced associations with India as a country of origin.

Others have a few powerful associations when it comes to durability and endurance but there lives a negative perception between the Indian consumers concerning their level of customer service and other determinants such as credibility and prestige which governs the effect of any strong relationships.

CrossTab between Annual Income and Quality perception

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q4. Annual Income? * Q.Does the country of origin have a considerable impact while making purchase decisions for high involvement goods say (automobiles)	103	100.0%	0	0.0%	103	100.0%

Table 4.11 Annual Income and Quality perception Case summary

Q4. Annual Income? * Does the country of origin affect your perception about the quality of a product? Crosstabulation				
Count				
		Does the country of origin affect your perception about the quality of a product?		Total
		Yes	No	
Q4. Annual Income?	less than 5 <u>lakh</u>	16	10	26
	5 to 7.5 lakh	10	0	10
	7.5 to 10 <u>lakh</u>	14	6	20
	10 to 15 <u>lakh</u>	11	3	14
	more than 15 <u>lakh</u>	27	6	33
Total		78	25	103

Table 4.12 Crosstab between Annual Income and COO effect on Quality perception

Essentially can be seen, personalities who belong to a bigger salary group are more particular about the homeland of origin and they correlate the quality of the goods with the country of birth. They are also likely to pay high-priced for a product based on their country of origin, for example, Swiss watches, German vehicles, Italian raiment.

On the opposite hand, personalities with relatively lower seasonal incomes care more about affordability as resembled the country of origin and their understanding about essence is not that concerned by the country of origin of a particular product or label.

Crosstab between Annual Income and High involvement goods

Q4. Annual Income? * Q. Does the country of origin have a considerable impact while making purchase decisions for high involvement goods say (automobiles)		Crosstabulation		
Count		Q. Does the country of origin have a considerable impact while making purchase decisions for high involvement goods say (automobiles)		Total
		Yes	No	
Q4. Annual Income?	less than 5 lakhs	16	10	26
	5 to 7.5 lakh	7	3	10
	7.5 to 10 lakhs	15	5	20
	10 to 15 lakhs	11	3	14
	more than 15 lakhs	22	11	33
Total		71	32	103

Table 4.13 Annual Income and High involvement goods case summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q4. Annual Income? * Does the country of origin affect your perception about the quality of a product?	103	100.0%	0	0.0%	103	100.0%

Table 4.14 Crosstab (Annual Income and purchase decision regarding High involvement goods)

- A great involvement possession exists when a consumer has to obtain a product or service that is expensive and rare, or that poses the risk of vital emotional values if a mistake is made. During a consumer interest in a complex or involving buying process, his actions are typically complex than they are in a less involving situation.
- the consumer with higher annual incomes says more than 10 lakhs per annum base their choices regarding purchase high embroilment goods such as machines, cars, etc. on the country of origin of the goods. People are more likely to have a positive shopping intention towards a special product based on their country of origin. For e.g. an inclination towards German cars, Italian furnishings for their apartments.
- On specific other hand forms with approximately lower annual incomes while selecting over a high association good such as an automobile make their choice based on factors linked to affordability such as the operating cost of the car. availability of easy EMI's with low interest, cost of improvements, durability and persistence of the car, the resale price of a car, etc.

CrossTab between Annual Income and Shopping goods

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent

Table 4.15 Annual Income and Shopping goods case summary

Q4. Annual Income? * Does the country of origin affect your purchase decision in the case of shopping goods say (perfumes, apparels) Crosstabulation				
Count		Does the country of origin affect your purchase decision in the case of shopping goods say (perfumes and apparels)		Total
		Yes	No	
Q4. Annual Income?	less than 5 lakhs	15	11	26
	5 to 7.5 lakh	4	6	10
	7.5 to 10 lakhs	12	8	20
	10 to 15 lakhs	5	9	14
	more than 15 lakhs	22	11	33
Total		58	45	103

Table 4.16 Crosstab (Annual Income and purchase decision regarding Shopping goods)

- Procuring is that action of analysis and choice of some goods or co-operation of retailers including the purpose to purchase at that point. The collection & obtaining is a consequence of a number of welfares based upon their appropriateness, status, value, fashion and so on... Representatives comprise furniture's, attire, electric items & devices, etc. Most of the purchasing goods are long-lasting. Some common features: Frequently durable Generally high price in contrast with convenience goods. The ratio is the main factor in making purchase decisions. Procurement is commonly pre-planned by the user.
- People with greater annual earnings are particular about the country of origin while acquiring shopping goods such as fragrances apparels etc. They favor brands with a country of origin that has a specialization in a particular product like Italian suites french wine and aromas.
- People with relatively lower wages do have the country of origin as one of the parameters while buying shopping goods but with the contraction in income the relevant effect of this factor goes on reducing and other factors such as value for capital, deals, and discounts govern that of the country of origin

Crosstab between Annual Income and Convenience goods

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q4. Annual Income? * Q. Does the country of origin affect your purchase decision in the case of convenience goods?	103	100.0%	0	0.0%	103	100.0%

Table 4.17 Annual Income and Convenience goods case summary

Q4. Annual Income? * Q. Does the country of origin affect your purchase decision in the case of convenience goods? Crosstabulation					
Count		Q. Does the country of origin affect your purchase decision in the case of convenience goods?			Total
		Yes	No	22	
Q4. Annual Income?	less than 5 lakhs	6	19	1	26
	5 to 7.5 lakh	3	7	0	10
	7.5 to 10 lakhs	2	18	0	20
	10 to 15 lakhs	0	14	0	14
	more than 15 lakhs	2	31	0	33
Total		13	89	1	103

Table 4.18 Crosstab (Annual Income and purchase decision regarding Convenience goods)

The substances and commodities which are obtained often, punctually and by minimum purchasing efforts are service goods. Those incorporate confectionery, ice-cream, cold spirits, fags, journals, drugs, etc. the stores which retain the aid gains are called convenience stores. Usually, service goods are non-durable.

Country of origin of a brand does not play many roles in making the call whether to buy or not to buy a product or even urging customers across various socio-economic levels to buy an appropriate brand.

The aggregate impact of country of origin in case of convenience goods is considerably less and only small strata of the society are to an extent if at all take the country of origin into consideration while buying convenience goods.

ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
price (ger)	Between Groups	2.318	1	2.318	1.510	.222
	Within Groups	155.041	101	1.535		
	Total	157.359	102			
quality (ger)	Between Groups	6.559	1	6.559	4.825	.030
	Within Groups	137.305	101	1.359		
	Total	143.864	102			
Safety (ger)	Between Groups	1.710	1	1.710	2.480	.118
	Within Groups	69.649	101	.690		
	Total	71.359	102			
Brand image (ger)	Between Groups	.020	1	.020	.017	.897
	Within Groups	117.728	101	1.166		
	Total	117.748	102			
Customer service (ger)	Between Groups	.366	1	.366	.388	.535
	Within Groups	95.149	101	.942		
	Total	95.515	102			
Prestige (ger)	Between Groups	.008	1	.008	.014	.906
	Within Groups	55.371	101	.548		
	Total	55.379	102			
Feature (ger)	Between Groups	.465	1	.465	.834	.363
	Within Groups	55.702	100	.557		
	Total	56.167	101			
technology (ger)	Between Groups	.220	1	.220	.630	.429
	Within Groups	35.294	101	.349		
	Total	35.515	102			
Longevity (ger)	Between Groups	.434	1	.434	.548	.461
	Within Groups	79.993	101	.792		
	Total	80.427	102			
Credibility (ger)	Between Groups	.000	1	.000	.001	.982
	Within Groups	42.427	101	.420		
	Total	42.427	102			

Table 4.19 Anova between Gender and German automobile brands

HYPOTHESIS 1

Ho: There is no significant difference between the way men and women perceive the performance of German automobiles on the various parameters.

H₁: There is a significant difference between the way men and women perceive the performance of German automobiles on the various parameters.

Factors like:

1. **PRICE:** The significance value is .222 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
2. **QUALITY:** The significance value is .030 and thus the null hypothesis is rejected. We can say that there is a significant difference in the opinion of Men and Women.
3. **SAFETY:** The significance value is .118 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
4. **BRAND IMAGE:** The significance value is .897 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
5. **CUSTOMER SERVICE:** The significance value is .535 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
6. **DURABILITY:** The significance value is .223 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
7. **PRESTIGE:** The significance value is .906 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
8. **FEATURES:** The significance value is .363 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
9. **TECHNOLOGY:** The significance value is .429 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
10. **LONGEVITY:** The significance value is .461 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
11. **CREDIBILITY:** The significance value is .982 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
price (Jap)	Between Groups	.149	1	.149	.148	.701
	Within Groups	101.696	101	1.007		
	Total	101.845	102			
quality (Jap)	Between Groups	.969	1	.969	.754	.387
	Within Groups	129.885	101	1.286		
	Total	130.854	102			
Safety (Jap)	Between Groups	2.077	1	2.077	1.905	.171
	Within Groups	110.137	101	1.090		
	Total	112.214	102			
Brand image (Jap)	Between Groups	.120	1	.120	.128	.721
	Within Groups	94.482	101	.935		
	Total	94.602	102			
Customer service (Jap)	Between Groups	.004	1	.004	.008	.928
	Within Groups	45.491	101	.450		
	Total	45.495	102			
durability (Jap)	Between Groups	3.430	1	3.430	2.251	.137
	Within Groups	153.871	101	1.523		
	Total	157.301	102			
Prestige (Jap)	Between Groups	.717	1	.717	.949	.332
	Within Groups	76.332	101	.756		
	Total	77.049	102			
Feature (Jap)	Between Groups	2.376	1	2.376	2.472	.119
	Within Groups	97.061	101	.961		
	Total	99.437	102			
technology (Jap)	Between Groups	.058	1	.058	.054	.817
	Within Groups	108.137	101	1.071		
	Total	108.194	102			
Longevity (Jap)	Between Groups	.263	1	.263	.210	.647
	Within Groups	126.339	101	1.251		
	Total	126.602	102			
Credibility (Jap)	Between Groups	.760	1	.760	1.273	.262
	Within Groups	60.289	101	.597		
	Total	61.049	102			

Table 4.20 Anova between Gender and Japanese automobile brands

HYPOTHESIS 2

Ho: There is no significant difference between the way men and women perceive the performance of Japanese automobiles on the various parameters.

H₁: There is a significant difference between the way men and women perceive the performance of Japanese automobiles on the various parameters.

Factors like:

1. **PRICE:** The significance value is .701 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
2. **QUALITY:** The significance value is .387 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
3. **SAFETY:** The significance value is .171 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
4. **BRAND IMAGE:** The significance value is .721 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
5. **CUSTOMER SERVICE:** The significance value is .928 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
6. **DURABILITY:** The significance value is .137 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
7. **PRESTIGE:** The significance value is .332 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
8. **FEATURES:** The significance value is .119 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
9. **TECHNOLOGY:** The significance value is .817 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
10. **LONGEVITY:** The significance value is .647 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
11. **CREDIBILITY:** The significance value is .262 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
price (Amer)	Between Groups	.753	1	.753	.829	.365
	Within Groups	91.713	101	.908		
	Total	92.466	102			
quality (Amer)	Between Groups	.018	1	.018	.012	.912
	Within Groups	150.040	101	1.486		
	Total	150.058	102			
Safety (Amer)	Between Groups	.294	1	.294	.409	.524
	Within Groups	72.638	101	.719		
	Total	72.932	102			
Brand image (Amer)	Between Groups	.039	1	.039	.036	.850
	Within Groups	109.825	101	1.087		
	Total	109.864	102			
Customer service (Amer)	Between Groups	2.101	1	2.101	2.807	.097
	Within Groups	75.588	101	.748		
	Total	77.689	102			
durability (Amer)	Between Groups	.035	1	.035	.040	.841
	Within Groups	87.887	101	.870		
	Total	87.922	102			
Prestige (Amer)	Between Groups	.221	1	.221	.244	.623
	Within Groups	89.641	99	.905		
	Total	89.861	100			
Feature (Amer)	Between Groups	.240	1	.240	.473	.493
	Within Groups	51.255	101	.507		
	Total	51.495	102			
Technology (Amer)	Between Groups	.186	1	.186	.212	.646
	Within Groups	88.843	101	.880		
	Total	89.029	102			
Longevity (Amer)	Between Groups	1.057	1	1.057	3.047	.084
	Within Groups	35.040	101	.347		
	Total	36.097	102			
Credibility (Amer)	Between Groups	.069	1	.069	.083	.774
	Within Groups	84.339	101	.835		
	Total	84.408	102			

Table 4.21 Anova between Gender and American automobile brands

HYPOTHESIS 3

Ho: There is no significant difference between the way men and women perceive the performance of American automobiles on the various parameters.

H₁: There is a significant difference between the way men and women perceive the performance of American automobiles on the various parameters.

Factors like:

1. **PRICE:** The significance value is .365 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
2. **QUALITY:** The significance value is .912 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
3. **SAFETY:** The significance value is .524 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
4. **BRAND IMAGE:** The significance value is .850 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
5. **CUSTOMER SERVICE:** The significance value is .097 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
6. **DURABILITY:** The significance value is .841 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
7. **PRESTIGE:** The significance value is .623 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
8. **FEATURES:** The significance value is .493 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
9. **TECHNOLOGY:** The significance value is .646 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
10. **LONGEVITY:** The significance value is .084 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
11. **CREDIBILITY:** The significance value is .774 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
price (Indian)	Between Groups	.060	1	.060	.144	.705
	Within Groups	41.649	101	.412		
	Total	41.709	102			
quality (Indian)	Between Groups	.592	1	.592	.784	.378
	Within Groups	76.262	101	.755		
	Total	76.854	102			
Safety (Indian)	Between Groups	3.040	1	3.040	5.191	.025
	Within Groups	59.154	101	.586		
	Total	62.194	102			
Brand image (Indian)	Between Groups	.533	1	.533	.937	.335
	Within Groups	57.428	101	.569		
	Total	57.961	102			
Customer service (Indian)	Between Groups	.214	1	.214	.581	.448
	Within Groups	37.242	101	.369		
	Total	37.456	102			
durability (Indian)	Between Groups	.076	1	.076	.216	.643
	Within Groups	35.419	101	.351		
	Total	35.495	102			
Prestige (Indian)	Between Groups	1.066	1	1.066	2.652	.107
	Within Groups	40.585	101	.402		
	Total	41.650	102			
Feature (Indian)	Between Groups	.120	1	.120	.214	.644
	Within Groups	56.482	101	.559		
	Total	56.602	102			
technology (Indian)	Between Groups	.046	1	.046	.097	.756
	Within Groups	47.954	101	.475		
	Total	48.000	102			
Longevity (Indian)	Between Groups	.246	1	.246	.404	.526
	Within Groups	61.579	101	.610		
	Total	61.825	102			
Credibility (Indian)	Between Groups	.029	1	.029	.064	.800
	Within Groups	45.815	101	.454		
	Total	45.845	102			

Table 4.22 Anova between Gender and Indian automobile brands

HYPOTHESIS 4

Ho: There is no significant difference between the way men and women perceive the performance of Indian automobiles on the various parameters.

H₁: There is a significant difference between the way men and women perceive the performance of Indian automobiles on the various parameters.

Factors like:

1. “PRICE: The significance value is .705 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.”
2. “QUALITY: The significance value is .378 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.”
3. “SAFETY: The significance value is .025 and thus rejects the null hypothesis. We can say that there is a significant difference in the opinion of Men and Women.”
4. “BRAND IMAGE: The significance value is .335 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.”
5. CUSTOMER SERVICE: The significance value is .448 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
6. DURABILITY: The significance value is .643 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
7. PRESTIGE: The significance value is .107 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
8. FEATURES: The significance value is .644 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
9. TECHNOLOGY: The significance value is .756 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
10. LONGEVITY: The significance value is .526 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
11. CREDIBILITY: The significance value is .800 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
price (Korean)	Between Groups	.339	1	.339	.659	.419
	Within Groups	51.875	101	.514		
	Total	52.214	102			
quality (Korean)	Between Groups	1.982	1	1.982	3.597	.061
	Within Groups	55.649	101	.551		
	Total	57.631	102			
Safety (Korean)	Between Groups	.421	1	.421	.763	.384
	Within Groups	55.696	101	.551		
	Total	56.117	102			
Brand image (Korean)	Between Groups	.717	1	.717	.974	.326
	Within Groups	74.332	101	.736		
	Total	75.049	102			
Customer Service (Korean)	Between Groups	.846	1	.846	.903	.344
	Within Groups	94.649	101	.937		
	Total	95.495	102			
Durability (Korean)	Between Groups	.339	1	.339	.214	.645
	Within Groups	159.875	101	1.583		
	Total	160.214	102			
Prestige (Korean)	Between Groups	.957	1	.957	1.705	.195
	Within Groups	56.674	101	.561		
	Total	57.631	102			
Feature (Korean)	Between Groups	2.653	1	2.653	4.944	.028
	Within Groups	54.201	101	.537		
	Total	56.854	102			
Technology (Korean)	Between Groups	2.137	1	2.137	1.320	.253
	Within Groups	163.513	101	1.619		
	Total	165.650	102			
Longevity (Korean)	Between Groups	2.395	1	2.395	1.536	.218
	Within Groups	157.450	101	1.559		
	Total	159.845	102			
Credibility (Korean)	Between Groups	.102	1	.102	.081	.776
	Within Groups	126.714	101	1.255		
	Total	126.816	102			

Table 4.23 Anova between Gender and Korean automobile brands

HYPOTHESIS 5

Ho: There is no significant difference between the way men and women perceive the performance of Korean automobiles on the various parameters.

H₁: There is a significant difference between the way men and women perceive the performance of Korean automobiles on the various parameters.

Factors like:

1. **PRICE:** The significance value is .491 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
2. **QUALITY:** The significance value is .061 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
3. **SAFETY:** The significance value is .384 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
4. **BRAND IMAGE:** The significance value is .326 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
5. **CUSTOMER SERVICE:** The significance value is .344 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
6. **DURABILITY:** The significance value is .645 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
7. **PRESTIGE:** The significance value is .195 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
8. **FEATURES:** The significance value is .028 and thus rejects the null hypothesis. We can say that there is a significant difference in the opinion of Men and Women.
9. **TECHNOLOGY:** The significance value is .253 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
10. **LONGEVITY:** The significance value is .218 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.
11. **CREDIBILITY:** The significance value is .776 and thus we fail to reject the null hypothesis. We can say that there is no significant difference in the opinion of Men and Women.

Bar Graphs

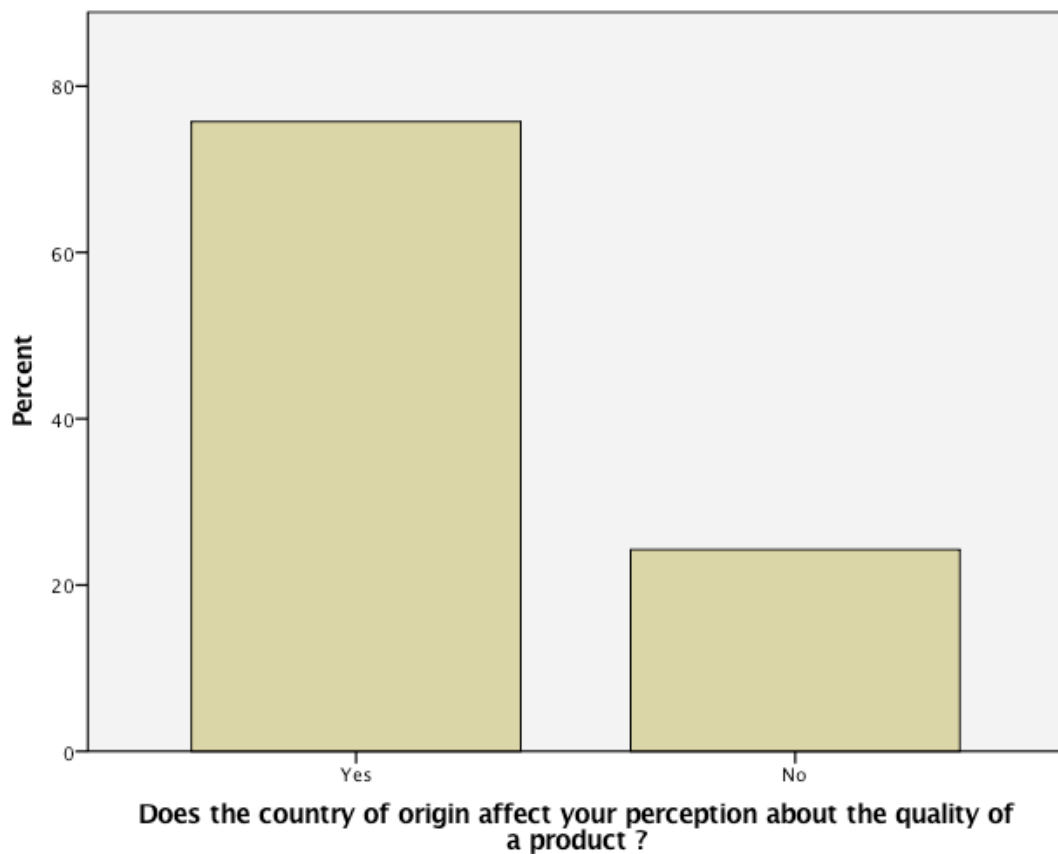


Figure 4.9 Bar graph COO effect on Quality perception

More than 70 percent of the respondents confirm that their perception about the quality of a product is affected by the brand's country of origin.

Country of origin is a very strong factor when it comes to leading a consumers' perception of a brand.

The consumer has remarkable mental associations and emotions with a country. These mental impressions are so strong that they influence the product evaluation process and create prejudices in the minds of the consumer. Moreover, people have a positive view of the

quality of a product or brand which is from a country that concentrates in a particular product category.

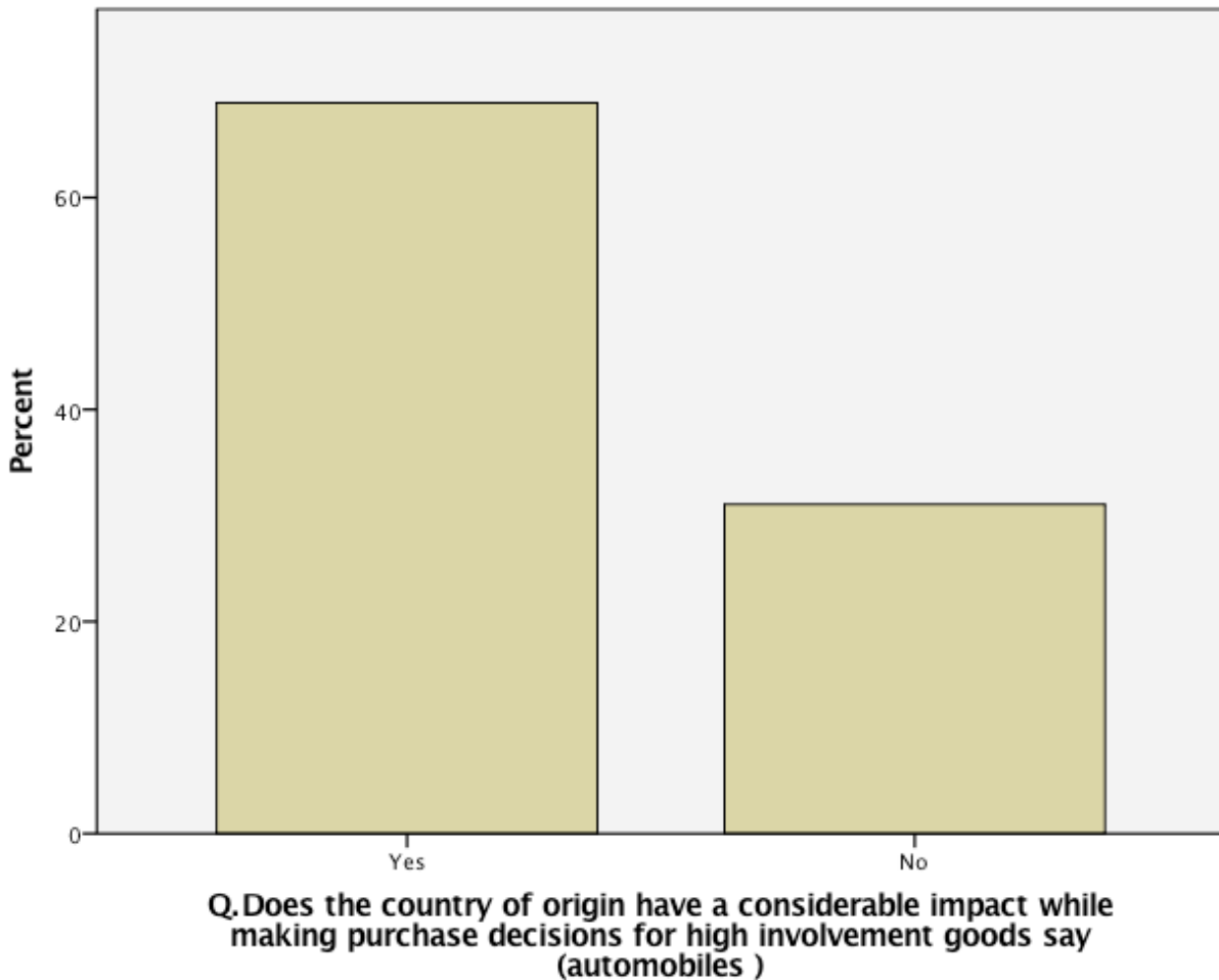


Figure 4.10 Bar graph COO effect on the purchase of High Involvement goods

Some great engagement possession endures when a consumer has to purchase a commodity and service that is thoughtless, or this poses the peril of meaningful emotional consequences if a slip is made. While consumer concerns in a complicated or including obtaining means, his actions are typically diverse than all are in a less involving condition.

More than 60 percent of the total respondents voted that country of origin plays an important role while making purchase decisions about high involvement goods. Since the level of commitment both emotional and financial is more in a recommendation to high involvement goods, the country of origin acts as a positive conviction of the quality, workmanship as well as other important traits of the product. For example, a person in the view for durable cars would be positively bolstered to buy the car if the car that

matches his specifications is also Japanese as consumers associate Japanese cars with durability.



Figure 4.11 Bar graph COO effect on the purchase of Shopping goods

Purchasing is the pursuance of research and passage of the welfares or services from retailers with the intention to procure at that time. The selection & purchasing is a result of a ratio of products based upon their appropriateness, status, amount, fashion and so on.. Examples are movables, apparels, electric items & instruments, etc. Maximum of the buying assets is powerful. Fascinating common features: Ordinarily durable Regularly high value in conflict with preference goods. Association is the principal factor in delegating purchase decisions. Shopping is usually pre-planned by the user.

There is no clear consensus as to whether Indian purchasers are country of origin centric while making purchases regarding shopping goods. It varies based on products. people are slightly more concerned about the country of origin with regards to specific product categories as correlated to others. for e.g. they are more affected by the country of origin of the brand of fragrances they purchase or the wine they buy.

The income or social class also has a very imperative role in this case as people with higher incomes or higher social class are more particular about the country of origin of the brands they indulge in as compared to those pertaining to lesser classes as factors concerning affordability become more dominant as the social class and income declines

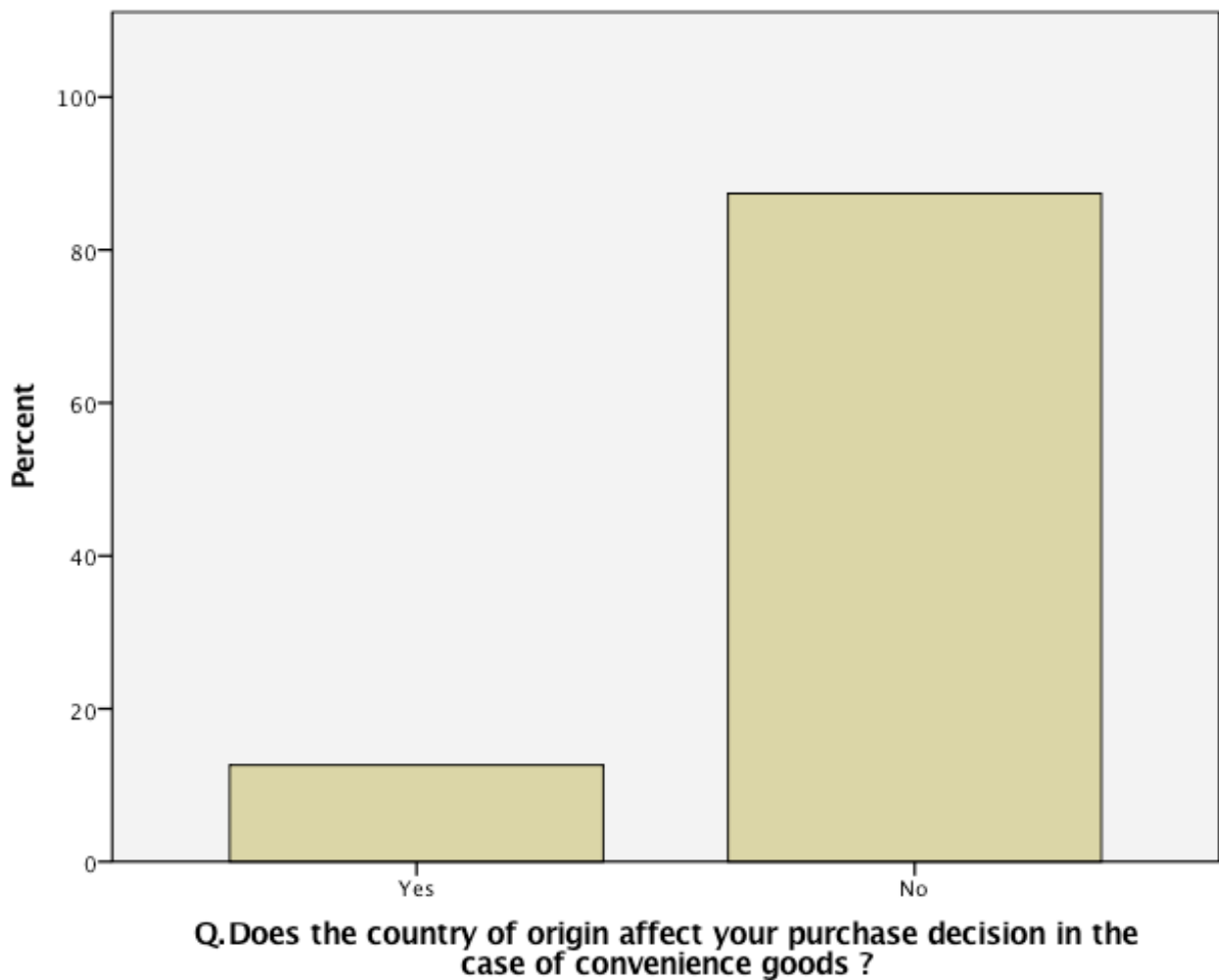


Figure 4.12 Bar graph COO effect on the purchase of Convenience goods

Some objects which are ordered periodically, punctually and with petty shopping stresses are convenience goods. These incorporate confectionery, ice-cream, cold beverages, tobaccos, magazines, antibiotics, etc. the workshops which retain the service goods are designated as convenience stores or departmental stores. Usually, convenience goods are non-durable.

People usually don't see the country of origin to be of any importance while purchasing convenience goods, it being a mostly routine activity with more inclination towards what is conveniently available than the country of origin of the brand. A very small segment of people specially relating to the higher

social classes who are particular about everything they use to bother about the country of origin of convenience goods that too very selectively for e.g. they may prefer only European ice creams but for the rest of the population such goods involve very less involvement from their side and the brand that makes the list is the brand that is readily available.

Chapter-5

Conclusions and Suggestions

Conclusion

This research is of relevance to corporations and global marketing handlers doing commerce with India and also for COO article. The main focus of the study proposed is to explain the extent of country-of-origin cues on Indians shopping the purpose of a low engagement as well as high embroilment outcomes. This study also moves on to show how Indian customers embrace various automobile designs based on their country of origin. This provides the perception of buyers concerning various aspects of an automobile when seen from a nation of the entrance point of view. Those several distinguished results of this analysis reveal that COO hypotheses influence consumers' choices conversely in the case of high- and low-involvement products. Ultimate research should incorporate different product cues such as brand, product models, and price collectively with country-of-origin cues to examine the aggregate effect on customer attitude and purchase purpose of a product." Watson and Wright (2000) stated that conducting country-of-origin studies in different countries and cultures will give different outcomes". From a foreign marketing manager's standpoint, possessing a high grade of inclination for foreign-made or domestic products are of importance. Accordingly, the study can improve marketing managers to specifically resource their expenditure ingenuity. To deliver what drives consumers to buy and their desire to purchase.

The Automobile Sector

The research regarding consumer perception about automobile brands reflects how the various automobile manufacturers like German car makers and Japanese car makers have been successful in positioning their brands with regards to the specialty of their particular countries. For example, German brands are associated with excellent workmanship and safety which is reflected in the analysis as respondents have particularly ranked the three parameters like safety credibility and prestige highly which are associated with workmanship and safety.

Japan is known for its technological advancement and Japanese car makers have successfully been able to position themselves to reflect Japanese values and points of strength and thus Japanese cars are seen as a benchmark for technology and longevity.

Suggestions

Indian Automobile sector

(Generic Branding of Indian automobiles by forming positive associations with India as the country of Origin)

Indian car brands lag very low in terms of some of the essential factors that people look up to while purchasing cars such as credibility and prestige which is especially low in case of Indian car manufacturers which holds Indian automobile industry at a disability with respect to its German, Korean and Japanese counterparts.

But the Indian consumers have placed Indian cars surprisingly well when it comes to durability.

So marketing communications should be directed towards showcasing the durability and sturdiness of Indian cars while also trying to improve the prestige and trustworthiness at an acceptable level so that even though prestige and credibility are not something that sells Indian cars but at least it should not act as a roadblock.

Indian car businesses should use marketing intelligence and other required design revisions in a way that they are able to associate durability with the Indian car production consortium. This will enable the Indian car industry to use the Indian country of origin to their advantage. This will work as a generic marketing venture for the entire Indian automobile industry. Consumers will associate durability and sturdiness with the Indian made cars and consumers looking for all terrain and durable cars at entry and mid-level would keep Indian car brands in their list of options which would give Indian cars a fair fight where its characteristics would be compared next to other brands and it would not succumb because of the negative perception Indian consumer has regarding the prestige and credibility of Indian car manufacturers.

One other fault that they have to correct in order to first drive out the negative discernment is to do away with unacceptable standards of customer service. Indian car brands should take remedial measures and improve their overall level of customer service.

Faults like these can act as serious obstacles while trying to position the entire Indian car delivering the industry as a manufacturer of trustworthy, durable and sturdy vehicles...

In absence of negative reinforcements the Indian carmakers can use this relationship with the aforementioned factors to their advantage and can make its way into the option pool of many future customers that would have been earlier demotivated because of lack of a distinct USP to act as positive reinforcement and presence of many negative reinforcements such as bad service lack of credibility and prestige.

High Involvement, Low Involvement, and shopping goods

This study also goes on to designate that country of origin plays a discrete role in purchase decisions regarding high engagement and shopping goods which implies that brands should focus on highlighting the positive aspects of being connected with a particular country of origin and should subtly and distinctively correlate itself with its particular country of origin

They should invest in marketing activities that help them formulate strong associations with their respective country of origins as it would help them take advantage of the definite halo effect resulting because of the COO effect.

In case of convenience goods country of origin is not a crucial factor and plays very little or no role in influencing a consumer towards a particular brand of convenience products so marketing expenditure in highlighting the country of origin should be redirected towards certain other aspects of the brand or product that may result in higher ROIs'.

As the country of origin does not have a much assertive role in purchase decisions regarding convenience goods and other low association goods, manufacturers of such products are not obliged to stick to the country of origin for manufacturing and other pursuits as country of manufacture is not an important parameter when it comes to buying utility goods and they can invest in attaining cost economies such as outsourcing in order

to access cheaper labour and resources and accomplishing economies of scale as well as various cost diminishing techniques.

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Appendix

Questionnaire

Section-A

Q1. Gender

- Male
- Female

Q2. Age _____

- 20-23
- 24-27
- 28-32
- above 32

Q3. How many years of working experience?

- Less than a year
- 1 - 2 years
- 2 - 5 years
- More than 5 Years

Q4. Annual Income?

- less than 5 lakhs
- 5-7.5 lacs
- 7.5-10 lacs
- 10-15 lacs
- More than 15 lacs

Section-B

Q5. Do you currently own a car?

- Yes
- No

Q6. How many cars do you have?

- 1

- less than 3
- more than 3

Section-C

Q7. Does the country of origin have a considerable impact on your purchase decision regarding high involvement goods say (automobiles)?

- Yes
- No

Q8. Does the country of origin affect your purchase decision in the case of shopping goods say(perfumes, apparels)?

- Yes
- No

Q9. Does the country of origin affect your purchase decision in the case of convenience goods?

- Yes
- No

Q10. Does the country of origin affect your perception about the quality of a product?

- Yes
- No

Q11. How would you rank the various country of origins based on the parameters listed below on a scale of 1 to 5

(1 being the lowest and 5 being the highest)

	German	Japanese	American	Indian	Korean
Price					
Quality					
Safety					
Brand Image					
Customer Service					
Durability					
Prestige					
Feature					
Technology					
Longevity					
Credibility					