

ICCSOR

Journal of Applied and Theoretical Social Sciences

ISSN:2687-5861

JATSS, 2021; 3(3), 222-243-

First Submission:09.07.2021

Revised Submission After Review:09.08.2021

Accepted For Publication:05.09.2021

Available Online Since:30.09.2021

Research Article

The Relationship Between Country of Origin, Willingness to Pay More and Purchase Intention: A Study with Turkish Consumers on Apparel Products¹

Elçin Bayraktar Köse²& Filiz Eroğlu³

Abstract

In our rapidly changing world, consumers are being exposed to an increasing amount of product information day by day, while they are trying to make the best choice in the light of this information. This provides a broad scope for marketers involved in marketing practice or research processes to examine the impact of different product information on consumption behavior. The country-of-origin information is seen as a point in consumers mind that has an impact on the quality perception of the relevant products, purchasing preferences and other issues. Consumers may have tendencies to prefer the products of certain countries or have positive perceptions of that country's product. Although it is a crucial issue for both marketing practitioners and academicians, there is still a lack of literature about the impact of consumers' perceptions towards country of origin of the products on their willingness to pay more and purchase intentions. The aim of the study is to determine the relationship between country of origin (COO), willingness to pay more and purchase intention. Within the scope of the research, the data obtained from 720 consumers were analyzed and then the research model was tested. As a result of the analysis, a significant and positive relationship between the quality perception of the country of origin (COO) and the purchase intention is found. In addition, it was determined that willingness to pay more has an intermediary role in the effect of the quality perception of COO on the purchase intention.

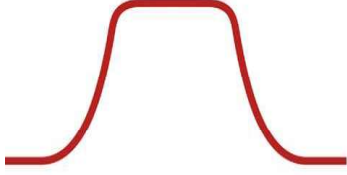
Keywords: Country-of-origin, Quality Perception, Willingness to Pay More, Purchase Intention.

JEL Codes: M10, M30, M31

¹ This manuscript was prepared based on the Ph.D. dissertation titled "The Effect of Country of Origin and Hedonic, Ethnocentric, Fashion-Oriented Consumption on the Willingness to Pay More", which was written by student Elçin Bayraktar Köse under the supervision of its advisor, Asst.Prof.Dr.Filiz Eroğlu, and successfully defended on 14.06.2021.

² Res.Asst. Dr., Çanakkale Onsekiz Mart University, Department of Business Administration (Biga F.E.A.S.),elcnbyrkr@gmail.com, Orcid ID: <https://orcid.org/0000-0003-4405-9920>

³ Asst.Prof.Dr., Çanakkale Onsekiz Mart University, Department of Business Administration (Biga F.E.A.S.),filizeroglu79@gmail.com, Orcid ID: <https://orcid.org/0000-0002-3223-953X>



ICCSOR

Journal of Applied and Theoretical Social Sciences

ISSN:2687-5861

JATSS, 2021; 3(3), 222-243--

İlk Başvuru:09.07.2021

Düzeltilmiş Makalenin Alınışı:09.08.2021

Yayın İçin Kabul Tarihi:05.09.2021

Online Yayın Tarihi:30.09.2021

Araştırma Makalesi

Menşe Ülke, Daha Fazla Ödeme İsteği ve Satın Alma Niyeti Arasındaki İlişki: Türk Tüketicileri ile Hazır Giyim Ürünleri Üzerine Bir Araştırma¹

Elçin Bayraktar Köse²& Filiz Eroğlu³

Öz

Büyük bir hızla değişen dünyamızda tüketiciler gün geçtikçe ürünler hakkında bir taraftan daha fazla bilgiye maruz kalırken bir diğer taraftan bu bilgiler ışığında kendileri için en doğru tercihlerde bulunmaya çalışmaktadır. Bu durum ise pazarlama alanında uygulama veya araştırma süreçlerinde yer alan pazarlamacılara farklı ürün bilgilerinin tüketim davranışları üzerindeki etkisini incelemelerinde geniş bir kapsam sağlamaktadır. Menşe ülke bilgisi de tüketicilerin ilgili ürünlere dair kalite algısı, satın alma tercihleri ve diğer hususlar üzerinde etkiye sahip olan bir nokta olarak görülmektedir. Tüketiciler belirli ülkelerin ürünlerini tercih etme eğiliminde olabilir veya o ülkenin ürününe yönelik olumlu algılara sahip olabilir. Belirli bir ürün için daha fazla ödeme isteğine sahip olunması noktasında tüketicilerde var olması muhtemelen bu tarz pozitif algıların incelenmesi literatürde araştırılması gereken noktalardan birisiyken, bu konuyla ilgili bir boşluk söz konusudur. Çalışmanın amacı tüketicilerin menşe ülke bilgisinden hareketle sahip oldukları kalite algısının onların belirli bir ülke ürününe daha fazla ödeme isteği ve satın alma niyeti üzerindeki etkisini belirlemektir. Araştırma kapsamında online ortamda 720 adet tüketiciden online şekilde elde edilen veriler analize edilmiş ve sonrasında araştırma modeli test edilmiştir. Yapılan analizler sonucunda menşe ülke kalite algısı ile satın alma niyeti arasında anlamlı ve pozitif ilişki olduğu tespit edilmiştir. Ayrıca menşe ülke kalite algısının satın alma niyetine etkisinde daha fazla ödeme isteğinin aracılık rolünün bulunduğu tespit edilmiştir.

Anahtar Kelimeler: Menşe Ülke, Kalite Algısı, Daha Fazla Ödeme İsteği, Satın Alma Niyeti.

JEL Kodlar: M10, M30, M31

¹ Bu çalışma Dr. Öğr. Üyesi Filiz Eroğlu danışmanlığında öğrenci Elçin Bayraktar Köse tarafından hazırlanan ve 14.06.2021 tarihinde savunulan “Menşe Ülke ve Hedonik, Etnosentrik, Moda Yönelimli Tüketicilerin Daha Fazla Ödeme İsteği Üzerindeki Etkisi” başlıklı doktora tezinden yararlanılarak hazırlanmıştır.

² Arş. Gör. Dr., Çanakkale Onsekiz Mart Üniversitesi, İşletme Bölümü (Biga İ.İ.B.F.), elcnbyrkr@gmail.com, Orcid ID: <https://orcid.org/0000-0003-4405-9920>

³ Dr. Öğr. Üyesi, Çanakkale Onsekiz Mart Üniversitesi, İşletme Bölümü, (Biga İ.İ.B.F.), filizeroglu79@gmail.com, Orcid ID: <https://orcid.org/0000-0002-3223-953X>

1. Introduction¹

The century we are in has not only revealed many new production processes, but also new markets and new marketing methods have emerged in parallel with the changes in production. Due to the integrated markets in world trade and the existence of global mobility, consumer knowledge about products and services is sometimes not at the desired level or clarity they want. An example of this situation is that consumers are less aware of a product's genuine origin than they once were. For the last few decades, products could have been produced and designed in a different country, raw materials can be supplied from multiple countries or if the product belongs to a brand of a different country, it may be associated with this relevant country. All these situations made the information obtained with the phrase "made in" in the previous century more difficult to understand, and thus consumers have started to encounter more statements about the origin of the products today. The origin of the products is mostly considered as an information that consumers use to make decision during product evaluation and purchasing processes. Since the 1960s, marketing and consumer behavior researchers have been studying consumers' perceptions and judgments of product origin and the role of this subject on decision-making processes of the consumers is still being investigated.

The country of origin of a product may have a place on the product label in the form of "made-in ...", or it may have different meanings as a country where some of the production processes of the product have been completed or the consumer thinks it is the property of a particular country. In this sense of the consumers, the country-of-origin information affects the consumers' various evaluations of the products. Research on this subject focuses heavily on the effect of consumers' impressions of a specific country on their attitudes and purchasing intentions towards the product of that country (Silva et al., 2014). Consumers mostly evaluate the country-of-origin data as an indicator of a country's product quality and consider this information as an external clue (Matarazzo, 2012: 23). Baughn and Yaprak (1993) stated that this information has an effect on the purchasing intention and purchasing decisions of the consumers. Therefore, country of origin (COO) information is a variable that may have a potential impact on consumers' choices among products of different country origins before or during purchase and also it may affect their willingness to pay more for the relevant products.

The possible effects of the COO on consumers' willingness to pay more, as an important point in the consumer decision-making process, is an issue that has not been mostly focused on studies carried out in this area. In the literature which often focuses on relations such as the COO - quality perception or COO - purchase intention, the effect of willingness to pay more through the quality perception created by the COO constitutes the main focus of this research. As observed during the pandemic process we have been in for more than a year, based on the assumption that a certain amount of overpayment is reasonable for consumers who believe that a particular country's products are of higher quality, this study explores the effect of COO on willingness to pay more.

In the light of these information, this study, which intends to investigate the impact of the COO's quality perception on willingness to pay more, consists of two parts as conceptual framework and field research. In the conceptual framework section, COO, perception of quality, willingness to pay more and the relationship between these concepts are discussed in the context of the current literature. In the field research section, there is the research process in which the questionnaire, which was created considering the existing literature on the relationship between these concepts, is used as a data collection tool. In this study, where the potential effect of the

¹ This research was carried out in accordance with the decision of Çanakkale Onsekiz Mart University School of Graduate Studies Scientific Research Ethics Committee dated 18/12/2020 and numbered 07/08.

quality perceived by consumers on the basis of different origin information on consumers' willingness to pay more is examined, the results of the research are important in terms of emphasizing the issues that businesses producing products of different origin they want to focus on especially in their price-based strategy, campaign and marketing communication studies. Also, with this study, it is aimed to contribute to the literature on the subject of "willingness to pay more" as a variable that has little place in the country-of-origin studies.

2. Conceptual Framework

The aim of the study is to determine the relationship between country of origin (COO), willingness to pay more and purchase intention. Conceptual information about these variables in the study is given in this section.

2.1. Country of Origin (COO)

In the early 1960s, marketing professionals became interested in the notion of country of origin (COO), with Dichter (1962: 116) being the first to claim that COO information might have a significant impact on product acceptability and success (Roth and Diamantopoulos, 2009: 726). In 1965, Schooler, with her work titled "Product Bias in the Central American Common Market", determined that consumers displayed different attitudes towards products with exactly the same characteristics when the country name was changed. Although Schooler (1965) did not make a definition of the concept of COO in his study, the researchers who came after him discussed this concept under different names based on different views, understandings and arguments (Abraham and Patro, 2014: 311).

In studies examining the place of origin of the products in the context of the country location, origin information has a general and specific use as the concept of COO, which can be considered as "the country where the product is produced" (Thakor and Katsanis; 1997) in the literature and also it is sometimes used as *Country-of-Origin Image*. From the first point of view, this concept is used entirely as a production location indicator, while from the other perspective, it is considered as a result of the perceptual states of the consumers. Nagashima (1970: 68), whose work is described as a pioneering study in country-of-origin studies, defined the country-of-origin image with the following expressions by making one of the first definitions in terms of country-of-origin studies: "...*"made in" image is the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions.*"

In the country-of-origin context after Nagashima (1970), the authors (i.e., Han and Tersprtra, 1988; Hooley et al., 1988; Roth and Romeo, 1992; Martin and Eroğlu, 1993) used the concept of country image (CI). From the point where a country's name conjures up a general image of the country and its products (Hooley et al., 1988), Roth and Romeo (1992) define country image as the general perception of products from a specific country based on previous consumer assessments of the respective country's strengths and shortcomings in manufacturing and marketing. Martin and Eroğlu (1993: 193), on the other hand, claimed that the consumer's perception of a country is shaped by his or her knowledge, experience, exposure, and orientation and they also argued that this image is the sum of a person's descriptive, inferential, and informational ideas about a country.

The concept of COO, which is the most frequently used concept after the concept of country image, is defined by Samiee (1994: 581) as "*the country with which a company is associated*". In addition, this concept has been handled by many authors as the information conveyed by the phrase "*made-in*" on the label of the product about the country where a product

is made (Han and Terpstra, 1988; Johansson et al., 1985; Parameswaran and Yaprak, 1987; Tse and Gorn, 1993; Thakor and Katsanis, 1997; Chattalas et al., 2008). As Peterson and Jolibert (1995: 884) briefly express, the COO can be regarded as an intangible, external product clue, often conveyed with the phrase "*made-in*". Rather than the emphasis on country information carried with the "*made-in*" label, the concept of COO emphasizing the country with which the company, brand or product is *associated* - that is, in a way focused on the perceptual evaluation of consumers - has been defined in the literature by different authors. In this context, Thakor and Kohli (1996: 27) describe the concept as the location, area, or country in which the brand's target customers perceive it while Roth and Romeo (1992) expressed it as a general assessment of the goods produced in a particular country based on the earlier judgements of that country's design, production and marketing strengths and weaknesses.

With the impact of the country-of-origin studies, which are based on the assumption that customers evaluate goods differently depending on where they are produced, the concept of COO has started to be considered as a multi-dimensional structure with multiple elements rather than a single "COO" information. Although the importance of the concept and its structure has been accepted, in the literature there is no agreement on how to conceptualize and utilize the structure (Laroche et al., 2005). The increasing number of collaborations across countries in global production has attracted the attention of many researchers who have started to address different dimensions of countries of origin by including various dimensions of the COO in their designs (Chao, 2001: 69). Studies that treat this concept as a multi-dimensional structure instead of the COO as a general concept indicating a single location in the literature have started to be observed since the early 1990s. The main reason for the focus of the studies to evolve in this direction is the flexibility of realizing different stages of production in different locations such as the production site, design place, assembly place, which are formed with the use of global resources. In these studies, the COO is discussed under different headings according to design, assembly, belonging of components, brand belonging and production locations.

While Tse and Lee (1993) reached the conclusion in their study that separating the COO into sub-dimensions and some other factors can reduce the prejudices about the COO, Chao (1993) considered the COO in two sub-dimensions as country of design (COD) and country of assembly (COA) and tested the effects of these dimensions on consumers' product evaluations. Chao (1993) concluded that these two sub-dimensions have a significant impact in the evaluation of a hybrid product's quality and pricing, as well as consumer perceptions. Tse and Lee (1993), on the other hand, considered the COO of a stereo system in two dimensions as the components used in the product and the country where the product was installed and by asking consumers to evaluate the product in two conditions (both before and after the product experience) they examined the effects of the country-of-origin sub-dimensions on product evaluation.

Ahmed and d'Astous (1995) investigated the impact of country of design, country of assembly and country of brand on individual and organizational customers, concluding that the country-of-origin dimensions are valued differentially by different buyer groups. Insch and McBride (1999) investigated multiple products with three COO components as country of design, country of assembly and country of parts and concluded that American and Mexican consumers' perceptions of the quality of a product are influenced by their country-of-origin knowledge. Hamzaoui and Merunka (2006) advised that the country-of-origin structure should be divided into many different dimensions such as design origin, component origin, assembly origin and production origin, and thus be used in applications.

COO sub-dimensions, which provide different information for consumers and contain more specific definitions, are important in different aspects in evaluating product

characteristics. While some consumers want to know the country of manufacture in order to ensure the safe production of products or to support the local economy and communities, country of parts helps consumers make the right decisions regarding their participation in the overall production process of a country. In addition to this, country of design and country of brand information help consumers to convey the added value of a country known for its product category superiority (Ha-Brookshire and Yoon, 2012: 445).

The importance of the sub-dimensions of country-of-origin information for consumers causes companies to follow different strategies such as whether to share different origin information with their consumers. Products designed in one country, parts sourced from another country and fabricated in another country may belong to a brand operating in a country completely independent of these three or more countries. In such a situation, companies may choose to share their preferred origin information about the country that is perceived most positively for consumers. An example of such a strategy is that a company such as Apple - the consumer electronics brand from the USA - shares its country of design (California) information with consumers as origin information in order to reduce possible negative effects on the assembly origin of its products - most of which are assembled in China (Aichner, 2014).

2.2. Quality Perception

Perceived quality, defined by Zeithaml (1998: 3) as the consumer's general opinion on the superiority and perfection of a product, is also defined by Keller (2013: 187) as the perceived general quality superiority when compared to the alternatives of a product. What is common in both of these definitions is that perceived quality is subjective evaluation by the consumer. Zeithaml (1998) also mentioned the existence of aspects of changing from person to person and resembling more attitude while emphasizing this issue. While Zeithaml (1998) emphasized this issue, he mentioned that the perceived quality varies from person to person and it is more like an attitude. He also suggests that, for firms competing to sell the same product, extrinsic cues are considered to be the determining factor for perceived quality, since the internal cues cannot be changed without modifying the product.

Understanding the thoughts of consumers about the products of different countries helps to develop multinational strategic marketing policies. In this respect, if the COO is to be employed as a competitive tool, managers need to comprehend the impact of the COO on consumers' perception of quality (Chowdhury, 2010). Elliot and Cameron (1994) state that COO data can be used as a quality indicator, especially when there is no positive information about quality from all other internal or external cues. In addition, consumers can trust country-of-origin information as key criteria for product quality assessment when they have limited time or are unable to search for other product specification information. Thakor and Katsanis (1997: 81), on the other hand, state that quality perceptions are generally used as dependent variables in studies on COO.

Since there are no agreed quality dimensions in the literature (Bilkey and Nes, 1982; Hong and Wyer 1989; Steenkamp, 1990; Tse and Gorn, 1993; Elliott and Cameron, 1994; Josiassen et al., 2013; Carneiro and Faria, 2016; Andehn et al. 2016), different quality dimensions were used when examining the effect of the COO on the perceived quality (Li and Dant, 1998: 95). While some researchers treated quality with different sub-dimensions, such as using a dual distinction like product design quality and perceived production quality (Insch and McBride, 1999), others (Pappu et al., 2006; Chowdhury and Ahmed, 2009; Kim et al., 2017; Kim and Chao, 2018) made quality evaluations on a total perceived quality consisting of a single dimension.

Chowdhury and Ahmed (2009) evaluated three different countries of origin as the source of design, assembly and parts and concluded that this information was used in constructing consumer quality perception. In their work on fashion products, Kim et al. (2017) concluded that a sharp rise in perceived quality is linked to a positive perception of product origin. Again, in a recent study of Kim and Chao (2018), it was concluded that the country-of-origin information has an effect on the perceived quality of the smartphone preferences of Colombian consumers.

2.3. Willingness to Pay More and Purchase Intention

The price which expresses the amount of money we have to sacrifice in order to obtain something we want as consumers (Monroe, 2003: 5) is a variable that is considered as an external clue such as COO, warranty, packaging in consumer preferences and thus an important determinant of preferences. Despite recent major breakthroughs in both academic and applied pricing research in recent years, many businesses continue to make pricing decisions without fully comprehending how customers and competitors could react to different price offers (Breidert et al., 2006). While the developments in the current economic environment also cause many consumers to re-evaluate the amount they want to pay for products and services (Kotler and Keller, 2015: 483), companies that do not have sufficient knowledge of consumers' willingness to pay cannot follow a pricing strategy that is custom-made for their marketing environment, and as a result they face the risk of ignoring valuable resources to increase the profitability of the products they offer to consumers. (Breidert et al., 2006).

While the term "willingness to pay" refers to the greatest amount of money a customer is willing to pay for a product (Ajzen and Driver, 1992; Homburg et al., 2005), it can be said that the amount in question is directly related to the benefit that the consumer intends to receive in return. Pearce (1983) suggests that the money for a product or service in the market are an expression of individual preference and this situation can be interpreted as an indicator of the willingness to pay for the expected benefits of a product to that person. From this point of view, willingness to pay can be considered as a variable that can be examined other than price, since it focuses on the benefit that the consumer thinks of it in the barter transaction between consumers and companies in the market.

Considering the research about the effect of the consumers' attitudes towards the product and their behavior in the axis of the country-of-origin concept - although they have examined many aspects of this phenomenon from different aspects - the results regarding the price of the COO are often-ignored in papers (Drozdzenko and Jensen, 2009). One of the consequences regarding the issue of price is the willingness to pay. Consumers utilize COO to predict product quality and performance, as well as to comprehend the rationale of their purchase behavior, which may have an impact on willingness to pay (Lin and Chen, 2006). For an individual who perceives that the products of country X are of higher quality than country Y, it is possible to pay a higher price for the product of good X than for the product of good Y. Bernard and Zarrouk-Karoui (2014) argue that in parallel with this situation, consumers may be willing to pay more for a product made in a country with which they have compassion and even loyalty.

Price is a brilliant technique to model COO impacts since it illustrates how customers' perceptions of various country products are mirrored in differences in the amount they are willing to pay for products associated with each COO. In this context, it is predicted that consumers in countries with a better image will have higher willingness to pay for their goods (Saridakis and Baltas, 2015). Although there are few studies addressing the subject in this respect, Wall and Heslop (1986), as one of the first studies, found that consumers in Canada were willing to pay more for Canadian items if the quality was comparable to imported

products. Steenkamp et al. (2003) investigated the effects of perceived brand globalism on the probability of brand purchasing in their studies to understand why some consumers prefer local brands over global brands and they mentioned about the existence of higher prestige, higher perception of quality and / or higher probability of purchasing, not because a particular global brand is global, but because it originates from a specific foreign country. According to the authors, consumers of a product with a positive perception of the COO are ready to pay more for the product.

More recent studies in the last decade show that consumers of products from developed countries have positive bias (i.e., willing to pay a higher price) and are willing to pay a certain price, compared to less developed countries (Drozdenko and Jensen, 2009). It is also concluded that a country with a highly appreciated country image has a higher willingness to pay for its product (Diamantopoulos et al., 2011). Koschate-Fischer et al. (2012) found a brand's COO affect consumers' willingness to pay. While reaching this result, they benefited from the equality theory.

The study, which is about the consumers' willingness to pay more among the products that differ according to the countries of origin, is based on the *theory of equality* which is a theory put forward by Adams (1965, as cited in Tanrikulu, 2015:133) and based on the comparison of what people get from an exchange process and what they give in return for this transaction. For an even exchange, consumers want to adjust their inputs according to the output they intend to achieve (Oliver and DeSarbo, 1988). The input mentioned here refers to the contribution that the person must make in the barter process in order to obtain a return, and the expected positive or negative transaction outcomes are referred to as the output (Walster et al., 1973: 3).

When consumers foresee that they will obtain a relatively high benefit from the product they prefer, they may be willing to pay a higher price in return (Koschate-Fischer et al., 2012: 22). It can be said that the theory of equality (Oliver and DeSarbo, 1988), which is used as an alternative method in conceptualizing how the comparisons of customer satisfaction or dissatisfaction work, will be the basis for the formation of the price perception that the consumer will be willing to pay according to the expected product performance before purchasing. In other words, a fair exchange from the consumer point of view means the price to be paid fairly according to the product (Huppertz et al., 1978: 251).

Consumers' quality assessments and intentions to buy a product have been the subject of previous COO studies (Koschate-Fischer et al., 2012:19). Many studies have been carried out in the literature that verify the existence of country-of-origin influence on the purchasing intentions of consumers. While some of these studies were carried out by presenting the same products with different country origin, some of them handled different products by evaluating them from the same origin. In a study conducted for Canadian consumers, they stated that half of the consumers would buy domestic rather than foreign products as long as they are of the same quality, even though they are more expensive (Papadopoulos and Heslop, 1993). In addition, Piron (2000) revealed that there is an effect of COO on the purchase intention for specialty products.

3. Method

Information about the research model and hypotheses, the measures used in the research, sample of the study and data collection process are explained in this section of the study. In addition to these, Ethics Committee Approval was obtained from Çanakkale Onsekiz Mart University School of Graduate Studies Scientific Research Ethics Committee with the decision dated 18/12/2020 and numbered 07/08 for data collection.

3.1. Research Model and Hypotheses

Following the literature review, the research model was developed based on the variables employed in the studies. Figure 1 contains the basic variables of the research model. According to the model, the effect of the quality perception of the COO on the purchase intention is investigated. In addition, the effect of the quality perception of the COO on the willingness to pay more and the effect of the willingness to pay more on the purchase intention is another subject that has been studied.

In line with these purposes, the research hypotheses are as follows:

H₁: COO quality perception has a positive effect on willingness to pay more.

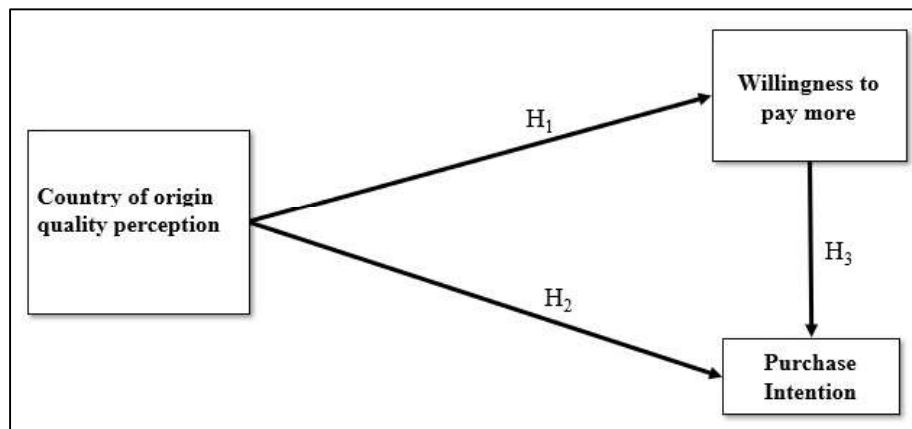
H₂: COO quality perception has a positive effect on purchase intention.

H₃: Willingness to pay more has a positive effect on purchase intention.

H₄: Willingness to pay more mediates the relationship between country-of-origin quality perception and purchase intention.

In line with these hypotheses, the model of the study is as follows:

Figure 1. Research Model



3.2. Measures

Studies on the effect of COO indicate that the quality perception of a country or a product is associated with COO (Steenkamp, 1990; Verlegh and Steenkamp, 1999; Phau and Chao, 2008; Chowdhury, 2010: 260). Researchers have developed scales focused on how consumers perceive countries so consumers are expected to rate the countries according to their perceptions regarding the country's development, technological or cultural level. (Dinnie, 2004; Şentürk, 2018). It is seen that these scales are used effectively, especially in studies conducted in the technological product group. Since the product group in this study is apparel, it is preferred to measure the quality perception of the consumers for the product based on the COO information. Consumers' quality perceptions of related products based on their COO information were measured using the perceived quality scale developed by Dodds et al. (1991).

It is seen that the willingness of consumers to pay is responded by expressions such as "willingness to pay more" and "willingness to pay a price premium" in the literature (Mutlu and Yılmaz, 2017; Kucher et al., 2019). In most of the studies using such a structure as a dependent variable, scales related to "willingness to pay more" are encountered. In order to measure willingness to pay more, the first three items of the willingness to pay scale developed by Netemeyer et al. (2004) is used in this study.

Subjective judgments have an impact on a customer's buying intent as the attitude of the consumer towards a product (Ahmed et al., 2004). COO also affects perceived product quality, the attitudes and behaviors of the consumers and consequently the purchase intention (Baughn and Yaprak, 1993; Kalicharan, 2014). When purchasing actions of consumers cannot be examined, purchasing intention, which is used as the strongest determinant of this behavior, has been measured with different scales in many different studies. The purchase intention scale which was adapted by Hakan Yılmaz (2020) from the work of Alexandris et al. (2007) in his doctoral thesis, is used in this study.

3.3. The Sample of the Study and Data Collection

The universe of this study, in which the relationship between COO, willingness to pay more and purchase intention is investigated, consists of consumers over the age of 18 and living in Turkey who purchase ready-made apparel products. Turkish consumers generally start to make their own expenses when they reach nearly the age of 18, it was decided to use the disproportionate quota sampling method, one of the non-random sampling methods, to conduct the main research of the study.

The questionnaire form developed for the study consists of two groups of questions. In the first group, there are 11 questions to measure the quality perception of the COO, willingness to pay more and purchase intention. The second group in the questionnaire form consists of 4 questions about the demographic characteristics of the consumers participating in the research. The first group of questions was measured with a 5-point Likert scale (1- Strongly Disagree, 2- Disagree, 3- Undecided, 4- Agree, 5-Strongly Agree) while the second group of questions consists of multiple-choice questions.

The scales were developed after a thorough review of the literature and scales related to the variables to be used in the study were determined. In the formation of the questionnaire, the expressions in the scale used by Dodds et al. (1991) for the quality perception of the COO, the expressions used by Netemeyer et al. (2004) for the willingness to pay more, and the expressions in the scale used by Alexandris et.al (2007) for the purchase intention were used. Reliability analyzes were made on the data obtained with the help of package programs and the questionnaire was finalized as a result of the pre-test study. Data collection was carried out between the dates of 10/02/2021 -05/03/2021. As a result of the survey application, 720 complete questionnaire forms were collected.

IBM SPSS Statistics 25 program is used for the basic analyzes in the study and LISREL 8.8 software program -one of the structural equation modeling programs- is used to test the research model and the mediation effect. Although the structural equation model (SEM) is a statistical approach used to test the cause-effect (causal) relationships between measured and latent variables, it is also a tool used to investigate the functionality of theoretical models in most of the disciplines of social sciences research.

4. Findings

In this part of the study, demographic characteristics of the survey participants, validity and reliability analyzes, and analysis for testing study hypotheses are given. These analyzes carried out during the research process are listed below in order. In the following sections, there are results obtained regarding the hypotheses in line with the analysis made.

4.1. Findings Regarding Demographic Characteristics of Participants

The data of 720 participants in total were included in this study. It can be said that especially gender and age variables are equally distributed in all groups and the other two

variables, income and education level, are proportionally distributed to make comparisons between groups. When a total of 720 people were examined in the study, the gender distribution of the individuals included in the study was 50.3% for women and 49.7% for men, while 33.3% of the participants were in the 18-25 age range, 33.5% were between the ages of 26-45 and 33.2% of them are in the 46-65 age range. Income and education levels of the participants are observed at similar rates within the frame of six groups.

4.2. Validity and Reliability Analyses of the Scales

Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were conducted to test the validity of the scales in the research. The Cronbach Alpha (α) coefficient, which is presented as a reliability criterion in many studies in the literature, was used in the study. In the decision phase regarding the reliability of the scales, it was taken into consideration that the relevant coefficient was above the threshold value of 0.70 (Hair et al., 2013: 123). Finally, the values of the composite reliability (CR) for the construct validity of the measurement model, the variance inflation factor (VIF) to investigate the case of collinearity, the average variance extracted (AVE) for the convergence validity for dimension were examined. Evaluations were made on the basis of these values by accepting as threshold values for the CR value to be greater than 0,70 for the VIF value and greater than 0,50 for the AVE value. These coefficients are also included in the subtitles of the relevant variable.

EFA results show that all the factor loadings are between 0,773 and 0,888. Also total variance explained by the factor are ranged from %69,192 to %77,109. KMO values changing from 0,731 to 0,884 indicate that the sampling is adequate. The results obtained are given in Table 1.

Table 1. EFA Results of The Scales

Quality Perception (COO) Scale		Willingness to Pay More (WTP) Scale		Purchase Intention (PI) Scale		
Factor loadings	This product is durable	0,859	I would like to pay more for this product instead of a product from a different country.	0,886	When purchasing a product, I can consider this product as an option	0,888
	This product is of good quality	0,857	I would like to pay much more for this origin product than for any other origin product.	0,875	I can consider purchasing this product	0,873
	This product is reliable	0,850	I can pay a little more for this product instead of a product originating in another country.	0,873	If I want to buy a product, I can choose this products	0,873
	This product is a healthy product	0,816				
	This product is of high workmanship	0,773				
Total Variance Explained	%69,192		%77,090		%77,109	
KMO Sampling Adequacy	0,884		0,732		0,731	
Bartlett Test Statistic	1895,297		933,09		935,083	
Eigenvalue	3,460		2,313		2,313	

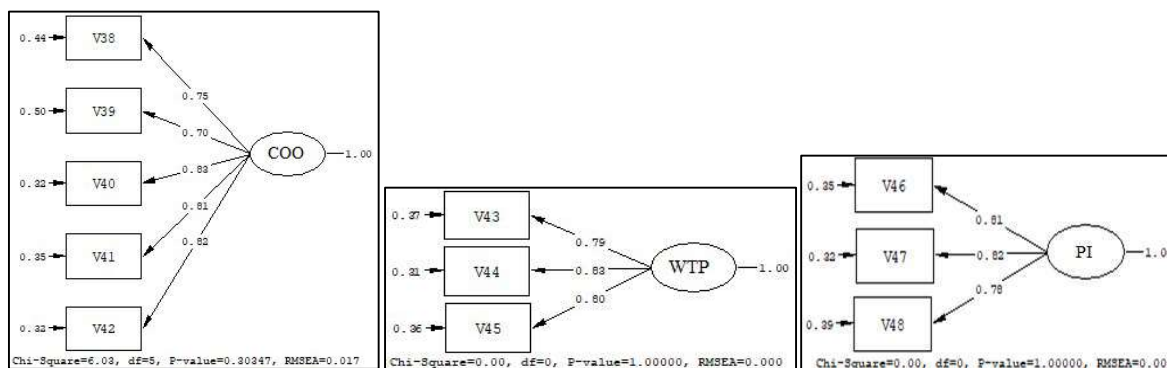
Whether the statements in the scales verified the scale was examined by CFA, and the fit measures are given in Table 2. The measurement models have been found suitable according to Table 4. In other words, it was determined that the scales provide internal consistency.

Table 2. Model Fit Measures of The Scales

Model	χ^2/fd	RMSEA	SRMR	NNFI	NFI	CFI	IFI	GFI
Measurement Model COO	1,206	0,017	0,0099	1,00	1,00	1,00	1,00	1,00
Measurement Model WTP	0,00	0,000	0,00	1,00	1,00	1,00	1,00	1,00
Measurement Model PI	0,00	0,000	0,00	1,00	1,00	1,00	1,00	1,00
Theoretical Value	$\leq 5^*$	$\leq 0.05^*$	$\leq 0.05^*$	$\geq 0.95^*$	$\geq 0.95^*$	$\geq 0.95^*$	$\geq 0.95^*$	$\geq 0.95^*$

CFA path diagrams are shown in Table 3. In the validation of the scales, the smallest t statistic for all paths between the latent variables and the observed variables in the measurement models were found to be 20,79; 23,49; 22,85 for COO (Country of Origin), WTP (Willingness to Pay More) and PI (Purchase Intention) scales respectively and all paths were found to be statistically significant.

Table 3. CFA Path Graphs of The Scales



For the construct validity of the measures, CR values; for reliability, CA (Cronbach's Alpha) values; for presence of multiple correlations between the expressions, VIF values; for convergent validity for the size of the scales, AVE values were checked. The results are shown on the Table 4.

Table 4. The Other Validity and Reliability Values of the Measures

Measures	CR	CA	max. VIF	AVE
Quality perception (COO) Scale	0,888	0,887	2,462	0,614
Willingness to pay (WTP) Scale	0,858	0,851	2,182	0,651
Purchase intention (PI) Scale	0,845	0,841	2,205	0,646
Acceptable values	>0,70	>0,70	<5	>0,50

As can be seen on the Table 4 above, internal consistency is verified by CR and CA values for all the scales. VIF values show that there is no multiple correlation between the expressions in the scales and AVE results disclose discriminant validity is established at the construct level for all the scales.

4.3 Regression Analysis and Hypothesis Tests

A three-step regression analysis proposed by Baron and Kenny (1986: 1177) was conducted to determine the mediating effect of willingness to pay more on the effect of quality perception of the COO on purchase intention. In this case, at the first stage, it is necessary to perform a regression analysis between the independent variable (quality perception of COO) and the variable whose mediation effect is examined (willingness to pay more) and determine whether there is a significant effect. In the second stage, again, the cause-and-effect relationship between the independent variable (origin country quality perception) and the dependent variable (purchase intention) should be investigated. In the third stage, a regression analysis - in which the independent variable (quality perception of COO) is controlled- between the mediator variable (willingness to pay more) and the dependent variable (purchase intention) is required. As a result of these analyzes, it is necessary to look at whether the effect of the independent variable (quality perception of COO) on the dependent variable (purchase intention) completely disappears in order to reveal whether there is a mediating effect. In this case, if there is a decrease in the effect and the relationship continues to be significant, it is

possible to talk about the "partial mediation effect", and if the effect disappears completely, it is possible to talk about the "full mediation effect".

In the study, the effect of the consumer's perception of quality for the product originating from the COO on willingness to pay more for the product and the purchase intention was examined using the structural equation method. The following hypotheses were tested with the structural equation model (SEM).

H₁: COO quality perception has a positive effect on willingness to pay more.

H₂: COO quality perception has a positive effect on purchase intention.

H₃: Willingness to pay more has a positive effect on purchase intention.

H₄: Willingness to pay more mediates the relationship between country-of-origin quality perception and purchase intention.

The model fit measures obtained for testing the research hypotheses are given in Table 5. All the fit measures in Table 5 show that there is a good fit or even a perfect fit between the covariance structure that the structural equation model tries to measure and the covariance structure that actually exists.

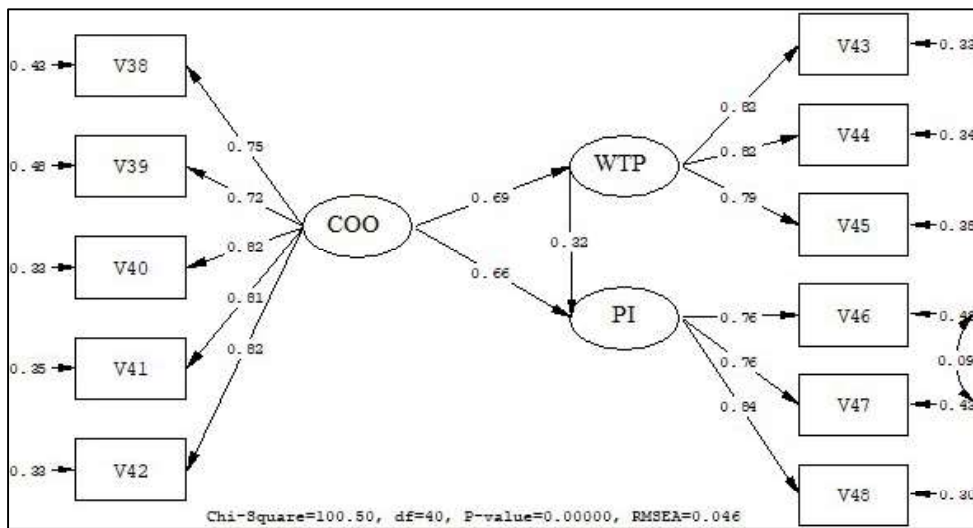
Table 5. Measures of fit for the structural model

Model	χ^2/df	RMSEA	SRMR	NNFI	NFI	CFI	IFI	GFI
Measurement Model	2,51	0,046	0.028	0,99	0,99	0,99	0,99	0,98
Theoretical Value	$\leq 3^*$	$\leq 0.05^*$	$\leq 0.05^*$	$\geq 0.95^*$	$\geq 0.95^*$	$\geq 0.95^*$	$\geq 0.95^*$	$\geq 0.95^*$

**Good fit. **Acceptable fit*

The internal consistency of the scales in the structural equation modeling was examined in the previous section of the CFA. It is predicted that it will give similar results in the structural equation model. However, since CR values are used in calculating error terms, they are calculated again in SEM. It was determined that all CR values were higher than 0,70. Therefore, reliability was provided for internal consistency. Factor loads from the convergence validities were examined and it was determined that all loads were greater than the necessary and sufficient condition 0,70. Another convergence coefficient AVE value was determined to be higher than the critical value 0,50. AVE and CR values for the COO dimension were calculated as 0,616 and 0.889, respectively. AVE and CR values for WTP dimension were calculated as 0,656 and 0,851, respectively. Finally, AVE and CR values for PI dimension were calculated as 0,620 and 0,830, respectively. The square roots of the AVE values are determined to be greater than the threshold value as 0,70. The values were calculated as 0,784 for COO dimension, 0,810 for WTP dimension and 0,787 for PI dimension. Whether there are multiple correlations between the observed variables was decided by looking at the VIF values. These values must be less than 5. The highest VIF value was calculated as 2.462. Therefore, there is no multi-linearity problem among the observed variables. The structural equation model in which the hypotheses are tested is given in Figure 5. Figure 5 reflects the standard solution.

Figure 2. Structural equation path graph and correlations



According to the structural model results obtained in Figure 2:

- A statistically significant correlation of $\beta = 0,69$ units in the same direction was determined between the perception of quality of the COO and willingness to pay more for the product. According to this correlation, while consumers' perception of quality towards the country-of-origin increases, their willingness to pay more for the product also increases ($t = 16,59$ $p < 0,001$). Hence H_1 was supported.

- A statistically significant relationship of $\beta = 0,66$ units in the same direction between the quality perception of the COO and the purchase intention was determined. According to this relationship, while consumers' perception of quality towards the country-of-origin increases, the purchase intention also increases ($t = 13,89$ $p < 0,001$). Hence H_2 was supported.

- It has been determined that there is a statistically significant correlation of $\beta = 0,32$ units in the same direction between willingness to pay more and purchase intention of consumers. According to this correlation, while willingness to pay more for the product increases, purchase intention also increases ($t = 7,44$, $p < 0,001$). Hence H_3 was supported. The variance (R^2) values and SEM results explained by each path are given in Table 6.

Table 6. Structural equation model and statistics

Variables	Items	Standard loads	t-values	R ²	CR	AVE
Quality Perception (COO)	V38	0,75	23,02	0,38	0,889	0,616
	V39	0,72	21,61	0,52		
	V40	0,82	26,04	0,67		
	V41	0,81	25,52	0,65		
	V42	0,82	26,04	0,67		
Willingness to pay more (WTP)	V43	0,82		0,67	0,851	0,656
	V44	0,82	22,05	0,66		
	V45	0,79	22,33	0,62		
Purchase intention (PI)	V46	0,76		0,57	0,830	0,620
	V47	0,76	22,77	0,57		
	V48	0,84	22,01	0,70		
Hypotheses				Results		
$H_1: COO \rightarrow WTP$		0,69	16,59	<i>Supported</i>		
$H_2: COO \rightarrow PI$		0,66	13,89	<i>Supported</i>		
$H_3: WTP \rightarrow PI$		0,32	7,44	<i>Supported</i>		

The structural regression results that can be written as a result of the structural equation model are obtained as given below. 84% of the variance in the purchase intention of consumers is explained by willingness to pay more and the quality perception of the COO.

$$WTP = 0.69 * COO, \text{ Errorvar.} = 0.53, R^2 = 0.47$$

$$PI = 0.31 * WTP + 0.64 * COO, \text{ Errorvar.} = 0.15, R^2 = 0.84$$

The fourth hypothesis of the research is whether willingness to pay more has a mediation effect. To test the fourth hypothesis, the structural pathway or direct effect between COO and PI must be tested. In addition, the path between the three latent variables must be tested. These paths have been tested in Figure 3 and found significant. In this case, the path between COO and PI must be examined. If the relation coefficient of this path is greater than the relation of $\beta = 0,66$ units in Figure 2 and a significant relationship is obtained, then mediation will be in question. When the fit measures for the research model were examined, the structural model's fit was found to be good and of perfect size. Fit measures are given in Table 7.

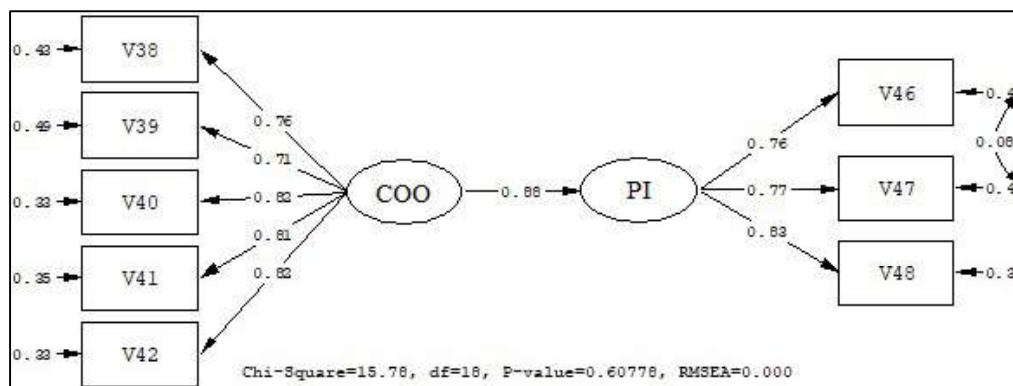
Table 1 Fit measures for the model between COO and PI

Model	χ^2/df	RMSEA	SRMR	NNFI	NFI	CFI	IFI	GFI
Measurement Model	0,877	0,000	0.011	1,00	1,00	1,00	1,00	0,99
Theoretical Value	$\leq 3^*$	$\leq 0.05^*$	$\leq 0.05^*$	$\geq 0.95^*$	$\geq 0.95^*$	$\geq 0.95^*$	$\geq 0.95^*$	$\geq 0.95^*$

*Good fit. **Acceptable fit

In this model, where direct effect from COO to PI is investigated, CR = 0,889 for the COO scale, and the AVE value was calculated as 0,617. For PI scale, CR = 0,830 and AVE value was calculated as 0,620. The model in which the direct relationship is tested is given in Figure 3. Figure 3 reflects the standard solution.

Figure 3. The path diagram of the relationship between COO and PI



According to Figure 3, when the origin of the product is known, the relation of $\beta = 0,88$ unit obtained in the relationship between the quality perception and the purchase intention was found to be statistically significant ($t = 19.82$ $p < 0.001$). The significant relationship of $\beta = 0,88$ units calculated between two latent variables was determined is greater than the relationship obtained in Figure 2 ($\beta = 0.88 > \beta' = 0.66$). Considering the steps in the study of Zhao et al. (2010), consumers' willingness to pay more has a partial (integrative) mediating effect between the quality perception originating from the COO and purchasing intention. However, after determining the intermediary effect, it is necessary to look at the VAF (Variance Accounted For) value of the effect of intermediation. If $VAF > 0,80$ in a study there is full mediating effect; if $0,20 \leq VAF \leq 0,80$ there is a partial mediating effect. If the VAF is $< 0,20$, there is no

intermediary effect. In this sense; when Figure 2 and Figure 3 taken together, the VAF value is obtained as 0,201 and it can be said that there is a partial intermediary effect according to the VAF value. Hence H₄ was supported.

5. Conclusion and Recommendations

In the study, the effect of quality perception originating from the COO on the willingness to pay more, and secondarily on the purchase intention was investigated and it was tried to reveal whether the willingness to pay more has a mediating role in the context of this relationship. The subject of consumers' willingness to pay more for the origin of a particular country, which is the main focus of the study, expresses an area that has not been emphasized much in the literature. However, in studies focusing on purchase intention or quality perception, while consumers may perceive a product of a particular country more positively than a product of another country, it is not possible to mention that this is a definite determinant of willingness to pay more. Based on the idea that the willingness to pay more can provide more reliable results in determining the COO effect than the purchase intention or quality evaluations, the fact that "willingness to pay more" is included in the model constitutes a point that distinguishes this study from other studies in the field.

As a result of the analysis, it is seen that the quality perception originating from the COO positively affects the willingness to pay more, and the quality perception originating from the COO has a positive effect on the purchase intention. It is seen that these findings overlap with other studies in the literature (Diamantopoulos et al., 2011; Drozdenko and Jensen, 2009; Koschate-Fischer et al., 2012). The mediation effect of the willingness to pay more between the COO and the purchase intention has resulted in a partial mediation according to the study findings. This result shows that the COO information has an effect instead of the internal characteristics of the product for the products to be preferred (or to be paid more for the product with its equivalent here). In this respect, businesses may consider the case of highlighting the COO information in the marketing of their brands and products as a marketing activity. Emphasizing this information in cases where the origin of the product is perceived positively by the consumers, otherwise, perhaps making a correct emphasis on the other information of the product without highlighting the information except for the mandatory fields, will provide a competitive advantage to the businesses. Again, it is possible for businesses to follow different strategies with higher prices for products with a positive perception of origin and lower prices for products with a low perception of origin.

This study has several limitations along with the theoretical and practical findings. The first of these is that the study only considers three countries of origin and is carried out only on Turkish consumers. It is possible to encounter different results if the same study is carried out with different country origins and consumers from different countries. Another limitation of the study is related to the data collection method. Only the questionnaire method was used in the study, and more inclusive and generalizable results can be obtained by including qualitative research methods in the following studies (with or without this method).

The findings are important for the marketing and especially the consumer behavior literature in terms of both supporting the previous theoretical researches and guiding the following researches in terms of the mentioned variables. In addition, the results of this study, which scientifically presents the relationship between the COO effect and the willingness to pay more and the purchase intention, are expected to contribute to the relevant enterprises in today's global age, where price strategies have turned into competitive strategies and companies have shifted various parts of their production to different countries, especially for profitability.

References

- Abraham, A. and Patro, S. (2014). "Country-of-origin' effect and consumer decision-making". *Management and Labour Studies*, 39(3), 309-318.
- Ahmed, S. A. and d'Astous, A. (1995). "Comparison of country-of- origin effects on household and organizational buyers' product perceptions". *European Journal of Marketing*, 29(3), 35-51.
- Ahmed, Z. U., Johnson, J. P., Yang, X., Kheng Fatt, C., Sack Teng, H. and Chee Boon, L. (2004). "Does country of origin matter for low-involvement products?". *International Marketing Review*, 21(1), 102-120.
- Aichner, T. (2014). "Country-of-origin marketing: A list of typical strategies with examples". *Journal of Brand Management*, 21(1), 81-93.
- Ajzen, I. and Driver, B.L. (1992). "Application of the theory of planned behavior to leisure choice". *Journal of Leisure Research*, 24, 207- 224.
- Alexandris, K., Tsaousi, E. and James, J. (2007). "'Predicting sponsorship outcomes from attitudinal constructs: the case of a professional basketball event", *Sport Marketing Quarterly*, 16(3), 130-139.
- Andéhn, M., Nordin, F. and Nilsson, M. E. (2016). "Facets of country image and brand equity: Revisiting the role of product categories in country-of-origin effect research". *Journal of Consumer Behaviour*, 15(3), 225-238.
- Baron, R. M. and Kenny, D. A. (1986). Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51(6), 1173- 1182.
- Baughn, C. C. and Yaprak, A. (1993). "Mapping country-of-origin research: Recent developments and emerging avenues". N. Papadopoulos ve L.A. Heslop (ed.) in: *Product Country Images: Impact and Role in International Marketing*. (s. 89-115). International Business Press: New York.
- Bernard, Y. and Zarrouk-Karoui, S. (2014). "Reinforcing willingness to buy and to pay due to consumer affinity towards a foreign country". *International Management Review*, 10(2), 57-67.
- Bilkey, W. J. and Nes, E. (1982). "Country-of-origin effects on product evaluation". *Journal of International Business Studies*, 13, 89-99.
- Breidert, C., Hahsler, M. ve Reutterer, T. (2006). "A review of methods for measuring willingness-to-pay". *Innovative Marketing* , 2(4), 8-32.
- Carneiro, J. ve Faria, F. (2016). "Quest for purposefully designed conceptualization of the country-of-origin image construct". *Journal of Business Research*, 69(10), 4411-4420.
- Chao, P. (1993). "Partitioning country of origin effects: Consumer evaluations of a hybrid product". *Journal of International Business Studies*, 24(2), 291-306.
- Chao, P. (2001). "The moderating effects of country of assembly, country of parts, and country of design on hybrid product evaluations", *Journal of Advertising*, 30(4), 67-81.

- Chattalas, M., Kramer, T. and Takada, H. (2008). "The impact of national stereotypes on the country-of-origin effect: A conceptual framework". *International Marketing Review*, 25(1), 54-74.
- Chowdhury, H. K. (2010). "The cognitive foundations of partitioned country-of-origin: A causal path analysis". *International Journal of Marketing Studies*, 2(2), 258-266.
- Chowdhury, H. K. and Ahmed, J. U. (2009). "An examination of the effects of partitioned country of origin on consumer product quality perceptions". *International Journal of Consumer Studies*, 33, 496-502.
- Diamantopoulos, A., Schlegelmilch, B. and Paliyawadana, D. (2011). "The relationship between country-of-origin image and brand image as drivers of purchase intentions: A test of alternative perspectives". *International Marketing Review*, 28(5), 508-524.
- Dichter, E. (1962). "The world customer". *Harvard Business Review*, 40 (4), 113-122.
- Dinnie, K. (2004). "Country-of-origin 1965-2004: A literature review". *Journal of Customer Behaviour*, 3(2), 165-213.
- Dodds, W. B., Monroe, K. B. and Grewal, D. (1991). "Effects of price, brand, and store information on buyer's product evaluations". *Journal of Marketing Research*, 28, 307-319.
- Drozdhenko, R. and Jensen, M. (2009). "Translating country-of-origin effects into prices". *Journal of Product & Brand Management*, 18(5), 371-378.
- Elliot, G. R. and Cameron, R. C. (1994). "Consumer perception of product quality and the country-of-origin effect". *Journal of International Marketing*, 2(2), 49-62.
- Ha-Brookshire, J. and Yoon, S.-H. (2012). "Country of origin factors influencing US consumers' perceived price for multinational products". *Journal of Consumer Marketing*, 29(6), 445-454.
- Hair, J. F., Black, W.C., Babin, B. J. and Anderson, R. E. (Ed.) (2013). *Multivariate Data Analysis. (Seventh Edition)*, Pearson New International Edition, Pearson: Essex.
- Hamzaoui, L. ve Merunka, D. (2006). "The impact of country of design and country of manufacture on consumer perceptions of bi-national products' quality: An empirical model based on the concept of fit". *Journal of Consumer Marketing*, 23(3), 145-155.
- Han, C. M. and Tersptra, V. (1988). "Country-of-origin effects for uni-national and bi-national products". *Journal of International Business Studies*, 19, 235-256.
- Homburg, C., Koschate, N. and Hoyer, W. D. (2005). "Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay". *Journal of Marketing*, 69(2), 84-96.
- Hong, S.-T. and Wyer, R. S. (1989). "Effects of country-of-origin and product-attribute information on product evaluation: An information processing perspective". *Journal of Consumer Research*, 16(2), 175-187.
- Hooley, G. J., Shipley, D. and Krieger, N. (1988). "A method for modelling consumer perceptions of country of origin". *International Marketing Review*, 5(3), 67-76.

- Huppertz, J. W., Arenson, S. J. and Evans, R. H. (1978). "An application of equity theory to buyer-seller exchange situations". *Journal of Marketing Research*, 15 (2), 250-260.
- Insch, G. S. and McBride J. B. (1999). "Decomposing the country-of-origin construct". *Journal of International Consumer Marketing*, 10(4), 69-91.
- Johansson, J. K., Douglas, S. and Nonaka, I. (1985). "Assessing the impact of country of origin on product evaluations: A new methodological perspective". *Journal of Marketing Research*, 22(4), 388-396.
- Josiassen, A., Lukas, B. A., Whitwell, G. J. and Assaf, A. G. (2013). "The halo model of origin images: Conceptualisation and initial empirical test". *Journal of Consumer Behaviour*, 12(4), 253-266.
- Kalicharan, H. D. (2014). "The effect and influence of country-of-origin on consumers' perception of product quality and purchasing intentions". *International Business and Economics Research Journal*, 13(5), 897-902.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity (4 Ed., Global Edition)*. Pearson: U.K.
- Kim, N., Chun, E. and Ko, E. (2017). "Country of origin effects on brand image, brand evaluation, and purchase intention: A closer look at Seoul, New York, and Paris fashion collection". *International Marketing Review*, 34(2), 254-271.
- Kim, R. B. and Chao, Y. (2018). "The effect of country of origin on consumer-based brand equity (CBBE) of Colombian consumers: An empirical investigation of Samsung vs. Huawei brands". *Journal of International Studies*, 11(3), 70-81.
- Koschate-Fischer, N., Diamantopoulos, A. and Oldenkotte, K. (2012). "Are consumers really willing to pay more for a favorable country image? A study of country-of-origin effects on willingness to pay". *Journal of International Marketing*, 20(1), 19-41.
- Kotler, P. and Keller, K. L. (Ed.). (2015). *Marketing Management (15 Ed., Global Edition)*. Pearson: U.S.A.
- Kucher, A., H., M., Kucher, L., and Raszka, B. (2019). "Factors Forming the Consumers' Willingness to Pay a Price Premium for Ecological Goods in Ukraine". *International Journal of Environmental Research and Public Health*, 16(5), 859.
- Laroche, M., Papadopoulos, N. Heslop, L. and Murali, M. (2005). "The influence of country image structure on consumer evaluations of foreign products". *International Marketing Review*, 22(1), 96-115.
- Li, Z. G. and Dant R. P. (1998). "Dimensions of product quality and country of origin effects research". *Journal Of International Consumer Marketing*. 10(1/2), 93-114.
- Lin, L.-Y. and Chen, C.-S. (2006). "The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: An empirical study of insurance and catering services in Taiwan". *Journal of Consumer Marketing*, 23(5), 248-265.
- Martin, I. M. and Eroğlu, S. (1993). "Measuring a multi-dimensional construct: Country image". *Journal of Business Research*, 28, 191-210.

- Matarazzo, M. (2012). "Country of origin effect: research evolution, basic constructs and firm implications". G. Bertoli and R. Resciniti (ed.). içinde: *International Marketing and the Country of Origin Effect: The Global Impact of 'Made in Italy'*. (s. 23- 42). Edward Elgar Publishing Limited: Cheltenham: UK.
- Monroe, K. B. (2003). *Pricing: Making Profitable Decisions (3. Ed.)*. McGraw-Hill/Irwin, Boston.
- Mutlu, H. M. and Yılmaz, C. (2017). Antecedents of willingness to pay a price premium. *20th International Scientific Conference "Economic and Social Development"*, 27-28 Nisan 2017, Prag. 307-313.
- Nagashima, A. (1970). "A comparison of Japanese and U. S. attitudes toward foreign products". *Journal of Marketing*, 34(1), 68-74.
- Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yağcı, M., Dean, D., Ricks, J. ve Wirth, F. (2004). "Developing and validating measures of facets of customer-based brand equity". *Journal of Business Research*, 57, 209-224.
- Oliver, R. L. and DeSarbo, W. S. (1988). "Response determinants in satisfaction judgments". *The Journal of Consumer Research*, 14(4), 495-507.
- Papadopoulos, N. and Heslop, L. A. (Ed.). (1993). *Product country images: impact and role in international marketing*. International Business Press: New York.
- Pappu, R., Quester, P. G. and Cooksey, R. W. (2006). "Consumer-based brand equity and country- of-origin relationships: Some empirical evidence". *European Journal of Marketing*, 40 (5/6), 696-717.
- Parameswaran, R. and Yaprak, A. (1987). "A Cross-National Comparison of Consumer Research Measures". *Journal of International Business Studies*, 18, 35-49.
- Pearce, D.W. (1983). *Cost-Benefit Analysis (2. Ed)*. The Macmillan Press Ltd.: London.
- Peterson, R. A. and Jolibert, A. J. P. (1995). "A meta-analysis of country-of-origin effects". *Journal of International Business Studies*, 26(4), 883-900.
- Phau, I. and Chao, P. (2008). "Country-of-origin: State of the art review for international marketing strategy and practice". *International Marketing Review*, 25(4), 1-4.
- Piron, F. (2000). "Consumers' perceptions of the country-of-origin effect on purchasing intentions of (in)conspicuous products". *Journal of Consumer Marketing*, 17(4), 308-321.
- Roth, K. P. and Diamantopoulos, A. (2009). "Advancing the country image construct". *Journal of Business Research*, 62, 726-740.
- Roth, M. S. and Romeo, J. B. (1992). "Matching product category and country image perceptions: A framework for managing country-of-origin effects". *Journal of International Business Studies*, 23(3), 477- 497.
- Samiee, S. (1994). "Customer evaluation of products in a global market". *Journal of International Business Studies*, 25(3), 579- 604.
- Saridakis, C. and George, B. (2015). "Modeling Country-Of-Origin Effects in the Car Market: Implications for Pricing". K. Kubacki (ed.). içinde: *Ideas in Marketing: Finding the New and Polishing the Old*. (s. 534-541). Springer: Cham.

- Schooler, R. D. (1965). "Product bias in the central american common market". *Journal of Marketing Research*, 2(4), 394-397.
- Şentürk, T. (2018). "Ülke imajı arařtırmalarında ölçek seçimi ve kullanımı". *Selçuk Üniversitesi Sosyal Bilimler Meslek Yüksekokulu Dergisi*, 21(1), 78-91.
- Silva, C. A. P. F., Monico, L. S. M., Porfírio, J. A. F. and Almeida, M. R. A. (2014). "From the country of origin effect to the origin of the brand-an approach from the viewpoint of the literature review". SGEM2014 Conference on Political Sciences, Law, Finance, Economics and Tourism. STEF92 Technology, 295-302.
- Steenkamp, J.B. (1990). "Conceptual model of the quality perception process". *Journal of Business Research*, 21, 309-333.
- Steenkamp, J.-B., Batra, R. and Alden, D. L. (2003). "How perceived brand globalness creates brand value". *Journal of International Business Studies*, 34, 53-65.
- Tanrıkulu, C. (2015). "Eşitlik Teorisi". M. İ. Yağcı and S. Çabuk (ed.). içinde: *Pazarlama Teorileri*. (s. 131-146). MediaCat : İstanbul.
- Thakor, M. V. and Kohli, C. S. (1996). "Brand origin: Conceptualization and review". *Journal of Consumer Marketing*, 13(3), 27-42.
- Thakor; M.V. and Katsanis, L. P. (1997). "A model of brand and country effects on quality dimensions". *Journal of International Consumer Marketing*, 9(3), 79-100.
- Tse, D. K. and Gorn, G. J. (1993). "An experiment on the salience of country-of-origin in the era of global brands". *Journal of International Marketing*, 1(1), 57-76.
- Tse, D. K. and Lee, W.-N. (1993). "Removing negative country images: Effects of decomposition, branding, and product experience". *Journal of International Marketing*, 1(4), 25-48.
- Verlegh, P. W.J. and Steenkamp, J.B. (1999). "A review and meta-analysis of country-of-origin research". *Journal of Economic Psychology*, 20, 521-546.
- Wall, M. and Heslop, L. A. (1986). "Consumer attitudes toward Canadian-made versus imported products". *Journal of the Academy of Marketing Science*, 14(2), 27-36.
- Walster, E., Berscheid, E. and Walster, G. W. (1973). "New directions in equity search". *Journal of Personality and Social Psychology*, 25(2), 151-176.
- Yılmaz, H. (2020). Spor pazarlamasında tüketicilerin taraftar kimliklerinin sponsor markalara yönelik tercihlerine etkisi: Farklı ilgilenim düzeylerindeki ürün gruplarında deneysel bir arařtırma. Yayınlanmamış Doktora Tezi. İstanbul Üniversitesi: İstanbul.
- Zeithaml, V. A. (1988). "Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence". *Journal of Marketing*, 52, 2-22.
- Zhao, X., Lynch, J.G. and Chen, Q. (2010). "Reconsidering Baron and Kenny: Myths and truths about mediation analysis". *Journal of Consumer Research Inc.*, 37 (2), 197-206.