THE JORDANIAN CONSUMERS' PERCEPTIONS OF QUALITY,
PRICE AND RISK OF FOREIGN vs. DOMESTIC PRODUCTS
- AN EMPIRICAL INVESTIGATION

by

HAMAD RASHED GHADIR
BS University of Jordan 1973
MS University of Oregon 1985

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School of Management and Economic Studies
University of Sheffield

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CHAPTER NINE

A COMPARATIVE ANALYSIS OF THE CONSUMERS' PERCEPTIONS OF THE PRICE
OF THE DOMESTIC PRODUCT AND THE PRICE OF FOREIGN PRODUCTS

## 9.1  INTRODUCTION

The role of price on the decision process, was a matter which generated a large body of research from different perspectives. This was indicated in the literature review chapter concerning the role of the price in the product evaluation. In that chapter, the economists' point of view, which mainly considered the price of the product as a reflection of the cost of the product was presented (Dodds 1985). The other point of view which was introduced, was the behaviourest explanation to the role of price in the product evaluation where they assume some kind of relationship to have existed between the product quality and the price, ('Sproles 1977, Gestfield 1982, Bodell et al. 1986 are examples of these kinds of studies). Some of these studies found a positive relationship between price and quality, others found no such relationship to exist and, more than that, some found a negative relationship for some items.

Although the relationship between the price and quality was a matter of consideration for many of the researchers, it was often considered in relation to brands, types of stores, location of stores, or products of different manufacturers, etc., but, very rarely considered in the international sense. Even in the view studies which take the price as a factor in comparing the image of the products of more than one country, price is often considered as one cue of multitudes of the product quality. (Nagashima 1970, 1977).

In the present study, the price of the product of the specified country will be considered as a factor separated from the quality factor, because price is sometimes used to compensate for the consumers' perception of the

inadequate product quality.* (Dornoff et al. 1974). Five variables are chosen to measure the consumers' perception of the product price. Those variables are: low price, acceptable price, underpriced, price expensiveness and the value for money.

In the following sections, the consumers' perception of the domestic product prices will be compared to those of the foreign product prices in general, developed countries, developing countries and to each country of the participating countries.


## 9.2   INTERPRETATION OF THE CLUSTER ANALYSIS RESULTS

In this section the cluster analysis will be used to group the various countries used in this study into groups according to the consumer perception of the prices of the products made in these countries. This will be done to achieve one of the research objectives in regard of the possibility of grouping the countries into developed and developing, using the perception of the prices of their products instead of the traditional criteria (ie GNP or income per capita).

The results of the squared euclidean dissimilarity coefficient is presented in table 9.1. The countries are numbered in the following order: 1. Romania, 2. U.S.A., 3. Egypt, 4. U.K., 5. Japan, 6. Jordan, 7. Russia and 8. Taiwan. The investigations of the table revealed that the most similarity exists between Romania and Egypt, Romania and Jordan, U.S.A. and U.K, Egypt and Jordan, Egypt and Taiwan, Romania and Taiwan, U.K. and Japan, Romania and Russia, Japan and Russia and Egypt and Russia. The

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*Separating price from quality did not imply that price is independent from the product quality. It is only to give more concentrations on the price issue on the comparison of the products of more than one country. However, the relationship between quality and price is an issue which was the focus of many previous studies as mentioned above and which will be discussed in Chapter 11.

TABLE 9.1

THE RESULTS OF THE HIERARCHICAL CLUSTER ANALYSIS FOR
CLUSTERING THE EIGHT COUNTRIES ACCORDING TO THE CONSUMERS'
PERCEPTION OF THE PRICE OF THEIR PRODUCTS

THE SQUARED EUCLIDEAN DISSIMILARITY COEFFICIENT MATRIX

| Case | | 1 Romania | 2 U.S.A. | 3 Egypt | 4 U.K. | 5 Japan | 6 Jordan | 7 Russia |
|------|---|-----------|----------|---------|---------|---------|----------|----------|
| 2 | U.S.A. | 14.5613 | | | | | | |
| 3 | Egypt | .0583 | 15.0722 | | | | | |
| 4 | U.K. | 11.8127 | .1811 | 12.2947 | | | | |
| 5 | Japan | 7.0397 | 1.9162 | 7.3037 | 1.3493 | | | |
| 6 | Jordan | .1797 | 11.8188 | .2896 | 9.3950 | 5.2062 | | |
| 7 | Russia | 1.8477 | 6.1472 | 1.9870 | 4.4441 | 1.8799 | 1.0285 | |
| 8 | Taiwan | 1.2335 | 24.1935 | 1.1372 | 20.6465 | 13.7945 | 2.2204 | 6.0384 |

TABLE 9.2

THE PROCESS OF ESTABLISHING CLUSTERS FROM THE EIGHT
COUNTRIES ACCORDING TO THE HIGHEST SIMILARITY OF THE
PERCEPTION OF THE PRICE ATTRIBUTES OF THEIR PRODUCTS*

The Agglomeration Schedule Using Complete Linkage

| Stage | Clusters Combined | | Coefficient | Stage Cluster 1st Appears | | |
|---|---|---|---|---|---|---|
| | Cluster 1 | Cluster 2 | | Cluster 1 | Cluster 2 | Next Stage |
| 1 | 1 | 3 | .05834 | 0 | 0 | 3 |
| 2 | 2 | 4 | .181074 | 0 | 0 | 6 |
| 3 | 1 | 6 | .289582 | 1 | 0 | 5 |
| 4 | 5 | 7 | 1.879920 | 0 | 0 | 6 |
| 5 | 1 | 8 | 2.220440 | 3 | 0 | 7 |
| 6 | 2 | 5 | 6.147188 | 2 | 4 | 7 |
| 7 | 1 | 2 | 24.193466 | 5 | 6 | 0 |

*Countries are numbered as follows:
(1) Roumania, (2) U.S.A., (3) Egypt, (4) U.K., (5) Japan, (6) Jordan
(7) Russia, (8) Taiwan

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FIGURE 9.1

A DENDOGRAM PRESENTS THE FORMATION OF THE FINAL CLUSTERS OF THE
CONSUMERS' PERCEPTION OF THE PRICE OF THE PRODUCTS OF THE
PARTICIPATING COUNTRIES USING THE COMPLETE LINKAGE METHOD

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CASE           0         5        10        15        20        25
Label    Seq   +---------+---------+---------+---------+---------+

Romania   1    -+
Egypt     3    -+---+
Jordan    6    -+   +-------------------------------------------+
Taiwan    8    -----+                                           I
America   2    -+----------+                                    I
England   4    -+          +-------------------------------------+
Japan     5    ---+--------+
Russia    7    ---+
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265c
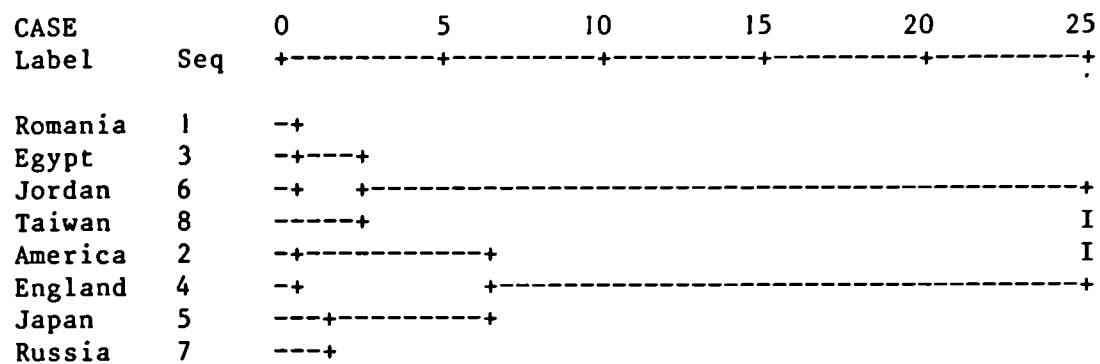
greatest dissimilarity was found between U.S.A. and Taiwan, U.K. and Taiwan, U.S.A. and Egypt, U.S.A. and Romania, Japan and Taiwan and so on.

Table 9.2 confirmed the results of table 9.1. It appears that Romania and Egypt, Romania and Jordan, Romania and Taiwan are grouped together in the early stages of the cluster analysis. At the same time U.S.A. and U.K, Russia and Japan and U.S.A. and Japan are also clustered together in various stages.

Thus, the previous presentation confirmed that the prices of the developing countries product are perceived to be relatively similar with each other. Also the prices of the developed countries products are perceived to be somewhat similar. However, the price of the Russian product which appeared to be somewhat similar to that of the Japanese product on one hand and to that of the Jordanian, Egyptian and Romanian products on the other hand, reflect the situation that was mentioned earlier in the quality chapter. That is, the tendency of the Russian product to be somewhat in between of the developed and developing countries product. This situation is apparent in the dendogram at figure 9.1.

As was the case in the previous chapter, the Jordanian product will be separated from the developing countries group. This is needed to achieve the objective of comparing the prices of the domestic product to that of developing and developed countries. Also Russia will be added to the developing countries for the same purpose.

The use of the cluster analysis in grouping the countries according to the consumers' perception of the prices of the products produced in these countries confirmed the speculations in regard of the stereotyping of the countries according to their level of development. This situation was also confirmed in the quality perception.

## 9.3 DOMESTIC PRODUCT v.s. FOREIGN PRODUCT

In the second part of the questionnaire, the consumers were asked to evaluate the products made in the eight countries used in the study, in five price variables.*

For each country the average ratings of the consumers in each statement of the five semantic statements, were computed. The average ratings for the five price variables were then computed for each country to establish the overall perception of the price of the product of each country.

The countries were then grouped into two groups to be known as foreign or domestic. All countries, except Jordan, were treated as foreign countries.

The overall ratings and the single attribute ratings of the foreign product were then compared to those of the domestic product. The T-test pairs, was performed to test the significance of the differences between the products of the two groups. The results of the T-test are summarized in Table 9.3.

An investigation of Table 9.3 revealed that the Jordanian consumers perceive the domestic product to have a better overall price than the foreign product. The difference is statistically significant at (.000) level of significance. With regard to the rest of the price variables, it was found that the domestic product was perceived to have a lower price, more acceptable price, more underpriced, less expensive and lower value for money, than the foreign products in general.

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*The five price variables were generated from the existing literature (see for example Henthrone 1986, Dodds 1985, Bannister and Saunders 1978, Wheatley et al. 1977 and Chasin and Jaffe 1979). It was confirmed during the pre-test stage that the respondents can reasonably understood the questionnaire format.

TABLE 9.3

A COMPARISON OF THE PRICES OF THE DOMESTIC PRODUCT VS. THAT
OF FOREIGN PRODUCTS*

|  | Jordan mean | Foreign mean | Difference | T-value | Degree of freedom | 2-tail prob. |
|---|---|---|---|---|---|---|
| Overall | 4.0689 | 3.8850 | .1839 | 4.22 | 638 | .000 |
| Low-price | 3.8075 | 3.5182 | .2894 | 4.30 | 638 | .000 |
| Acceptable price | 4.4210 | 3.9914 | .4295 | 6.47 | 638 | .000 |
| Underpriced | 4.1362 | 3.6071 | .5291 | 7.34 | 638 | .000 |
| Inexpensive | 4.0141 | 3.5200 | .4940 | 6.84 | 638 | .000 |
| Value for money | 3.9718 | 4.5875 | -.6157 | -8.51 | 637 | .000 |

* NOTES:
- The scale of measurement consists of seven points, the lowest is one
  and the highest is seven, while four represents the neutral value.
- The higher the score, the better the perception of the product price.

A closer investigation of the above results indicated that, while the domestic product has an advantage in comparison with the foreign products in the overall price and four of the price variables, it has an disadvantage in the value for money variable. This variable might deserve more weight than that assigned to it. It is treated as one variable out of five, giving it the same weight, and this leads to the overall price to be in favour of the domestic product. Consumers might give more weight to this variable than the rest of the variables, but since one did not have enough information about the weight assigned to this variable by the consumers, it was decided to give it a similar weight to those of the other variables. The reason for assuming that this variable might deserve more weight relies on the definition of the variable itself, which reflects the ultimate use of money.

The greatest difference between the domestic product and the foreign product was in regard of the value for money variable, in which the foreign product is seen to have more value for money than the domestic product. (Figure 9.2 displays graphically the comparison between the prices of domestic product and that of foreign countries.)

In comparing these results to the findings of the previous research, it was found that none of the previous research was done in a country with similar circumstances to Jordan, except perhaps Krishnakumar's (1974) thesis about India and China, and Khanna's (1986) about India. However, one could not find in the previous research any attempt to compare the prices of the domestic product to that of foreign countries' in general. All the research was directed toward an individual comparison. However, having pointed that out, it might be useful to try to integrate the research findings to that of previous research on the basis of how the

# Figure 9.2

## A Profile Of The Consumers Perception Of the Price Attributes Of The Domestic product Vs.Foreign products



1 JORDAN   2 FOREIGN
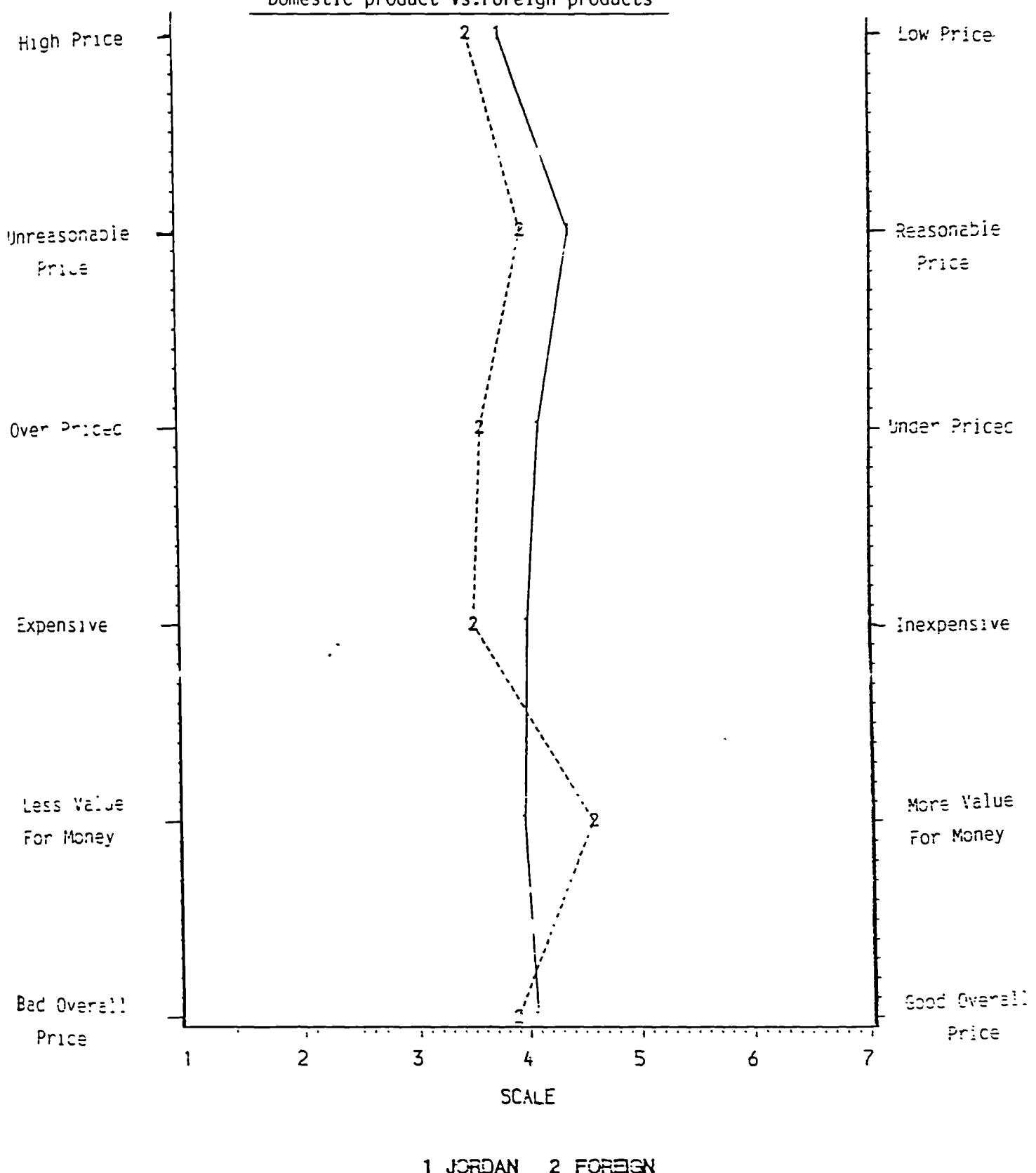
consumers' perceive the prices of their home country's product, in comparison to the products of other countries.

Nagashima (1970) found that Japanese businessmen considered the products made in Japan to be less expensive and more reasonably priced than the products made in the U.S.A., Germany, England and Italy. Similar results were found by Lillis and Narayan (1974) in regard of the Japanese consumers' evaluation of the prices of their domestic product in comparison to the prices of products made in Germany, England and France. Khanna (1986) found the Indian industrial consumers to perceive the product of India to be more competitively priced than the products of Taiwan, South Korea and Japan. These findings in general, are in agreement with the research findings in regard of the better competitive price of the domestic product against those of foreign countries. Although, the comparisons were done between the prices of the domestic product and the prices of each of the other foreign countries.

The research findings are in conflict with the findings of other researchers. For example, Nagashima (1977) found that the American businessmen perceived the American product prices to be higher than their perception of the prices of the Japanese product. They perceive the American product to be more expensive and less reasonably priced than the Japanese product. The same attitude is found in Lillis and Narayana (1974) in regard of the American consumers' attitudes toward the prices of their product in comparison with a list of developed countries. Narayana (1981) found that the U.S. consumers seem to perceive the U.S. products to be more expensive than the Japanese product. Cattin and Jolibert (1979) indicated that the American consumers' perceive their domestic product to be more expensive than the products of France, Germany, Japan and England. Darling and Kraft (1977) found that the Finnish consumers rated their

domestic product to be more expensive and less reasonably priced than the products made in England, Japan and Russia.

It is clear that the literature in regard of the consumers' perception of the prices of their domestic product, is not consistent in this matter. In some cases, especially in the American case, the domestic product is perceived to have higher prices than the competing products, particularly from other developing countries. In other cases the prices of the domestic are perceived to be lower than the prices of some other countries and the competing products are from developed countries.

## 9.4 DOMESTIC PRODUCT vs. DEVELOPED COUNTRIES' PRODUCT

The consumers evaluation of the prices of the products of the U.K., U.S.A., Japan and Russia, are grouped together to represent the perception of the developed countries' prices. The same steps used in calculating the consumers' image of the prices of the foreign countries' product is used here, after removing the developing countries from the analysis at this stage.

The T-test was then performed to test the significance of the differences between the developed countries' product prices as one group and the domestic product prices.

The results of the T-test are summarised in Table 9.4. The first three columns of the table show the mean ratings of the Jordanian product prices, the developed countries' prices, and the difference between the prices of the products of the two groups. The last three columns of the table show the T-value, the degrees of freedom and the significance of the test of the difference.

As indicated in the table, the differences between the prices of the products of the two groups are statistically significant at (.000) level of

TABLE 9.4

A COMPARISON OF THE OVERALL PRICES OF THE DOMESTIC PRODUCT
VS. THAT OF DEVELOPED COUNTRIES*

|  | Jordan mean | Foreign mean | Difference | T-value | Degree of freedom | 2-tail prob. |
|---|---|---|---|---|---|---|
| Overall | 4.0689 | 3.4595 | .6094 | 12.60 | 638 | .000 |
| Low-price | 3.8075 | 2.8792 | .9283 | 12.30 | 638 | .000 |
| Acceptable price | 4.4210 | 3.3725 | 1.0485 | 14.15 | 638 | .000 |
| Underpriced | 4.1362 | 2.9592 | 1.1711 | 14.52 | 636 | .000 |
| Inexpensive | 4.0141 | 2.9339 | 1.0802 | 13.45 | 638 | .000 |
| Value for money | 3.9718 | 5.1277 | -1.560 | -14.05 | 637 | .000 |

* NOTES:
- The scale of measurement consists of seven points, the lowest is one and the highest is seven, while four represents the neutral value.
- The higher the score, the better the perception of the product price.

significance. The positive sign of the T-value for the image of the overall price and the first four price vaiables, indicate that the domestic product had more competitive prices than the prices of the developed countries' product. When it came to the value for money variable, it was found that the developed countries' product had more value for money than that of the domestic product. Actually, the greatest difference between the domestic product and the developed countries' product was found in regard of the value for money variable (figure 9.3 displays the comparison of the domestic product prices to that of developed countries).

In looking at the previous literature, one could not find any study which compared the domestic product to a product of a group of developed countries as one block. However, there are few studies which compared the prices of the domestic product to the price of the various product sources. Very few of these studies were conducted in countries with similar circumstances to those of Jordan. Previous research findings which are consistent with this study's findings such as Khanna (1986) found the Indian industrial consumers to have a more positive attitude toward the competitiveness of the prices of the Indian product in comparison to a group of developed and developing countries. Darling and Kraft (1977) found that the Finnish consumers' perceived the price of the product of Finland to be more reasonable and less expensive than the products made in a group of developed countries which include France, Germany, Sweden and the U.S.A. Bannister and Saunders (1978) found that the U.K. consumers' perceive the U.K. product to have more value for money than the products of Italy, U.S.A., France and Russia. Chasin and Jaffe (1979) found that the American consumers' perceive their own product to have more value for money than the products of the list of Eastern European countries,

# Figure 9.3
## A Profile Of The Consumers Perception Of The Price Attributes Of The
Domestic Product Vs. Developed Countries Product



High Price — Low Price

Unreasonable Price — Reasonable Price

Over Priced — Under Price

Expensive — Inexpensive

Less Value For Money — More Value For Money

Bad Overall Price — Good Overall Price

SCALE
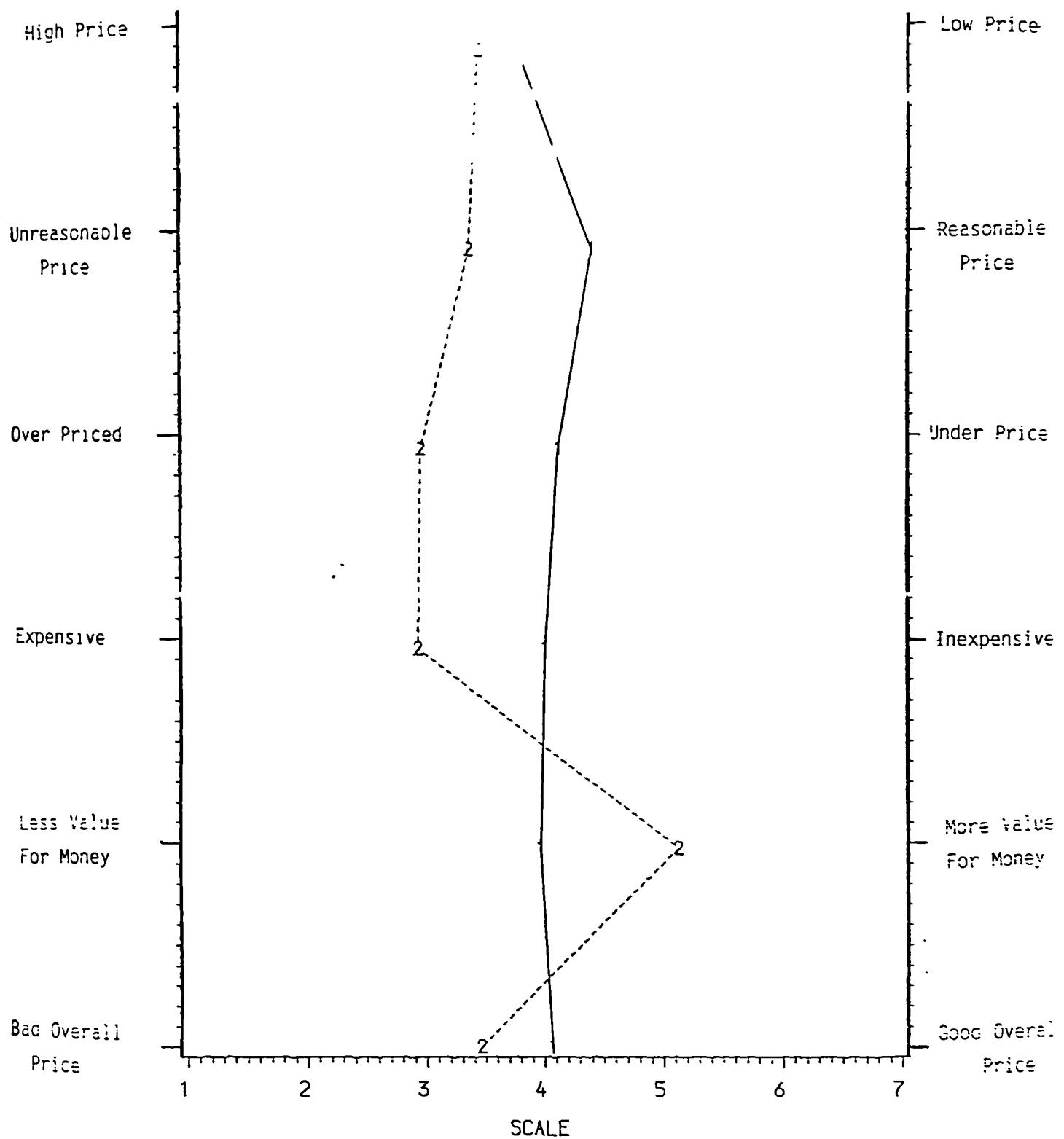
1 JORDAN    2 DEVELOPED

including the U.S.S.R., Czechoslovakia, Hungary, Poland and Romania. In this case, while the Jordanian consumers have an encouraging attitude towards the overall prices of the domestic product, they feel that it has less value for money than the products of developed countries. Cattin and Jolibert (1979) found that the French consumers' perceive the French products to be more reasonably priced and less expensive than the prices of the products made in the U.S.A. and West Germany. Niffenegger et al. (1980) found that the British products are seen, in their home market, as relatively cheap in comparison with their French and American competitors.

In the above references of the findings of the previous research, one noticed a tendancy of the consumers (in most cases) to have more appreciation of their home country product prices. This was the case in the present research findings regarding the prices of the domestic product and that of foreign countries in general and developed countries in particular. However, different results in previous research have been reported. Nagashima (1970, 1977) found that the American businessmen perceive their product to be less reasonably priced and more expensive than the Japanese products. These results were confirmed by Lillis and Narayana (1974) in which they found that the American consumers perceived the American product to be more expensive and less reasonably priced than the products of Japan, England and France. Cattin and Jolibert (1979) found that the French consumers' perceive the prices of the products of France to be more expensive and unreasonably priced than the products of England and Japan. Narayana (1981) found that the American consumers' perceive the American product to be more expensive and unreasonably priced than the Japanese product. The above findings indicated that the

consumers' perception of the domestic product prices in comparison with some other countries, is not consistent and it is more likely to depend on the countries being evaluated.


## 9.5 DOMESTIC PRODUCT vs. DEVELOPING COUNTRIES' PRODUCT

The consumers' perception of the products made in Taiwan, Romania and Egypt are grouped together to stand for the consumers' perception of the prices of the developing countries product and to be compared with the domestic product prices (Figure 9.4)

The T-test pairs were then used to test the significance of differences between the products of the two groups. The results of the T-test are summarized in Table 9.5.

The examination of Table 9.5, indicated that significant differences exist between the prices of the domestic product and that of the developing countries' product in the overall perception of price and in four of the price variables. The difference between the prices of the products of the two groups were statistically significant at (.000) for the low price, acceptable price, underpriced and inexpensive price variables. No significant difference at (.050) was found in the value for money variable.

It was observed that the Jordanian consumers' perceive the prices of the developing countries' product to be more competitive than the domestic product price. This pattern is consistent with the overall price as well as the first four price variables. The domestic product is perceived to have slightly more value for money than the developing countries' product. However, the difference is not large enough to be statistically significant neither at (.050) nor at (.100) level of significance. The

Figure 9.4
A Profile Of The Consumers Perception Of The Price Attributes Of The
Domestic Product Vs. Developing Countries Product

SCALE

1 JORDAN    2 DEVELOPING

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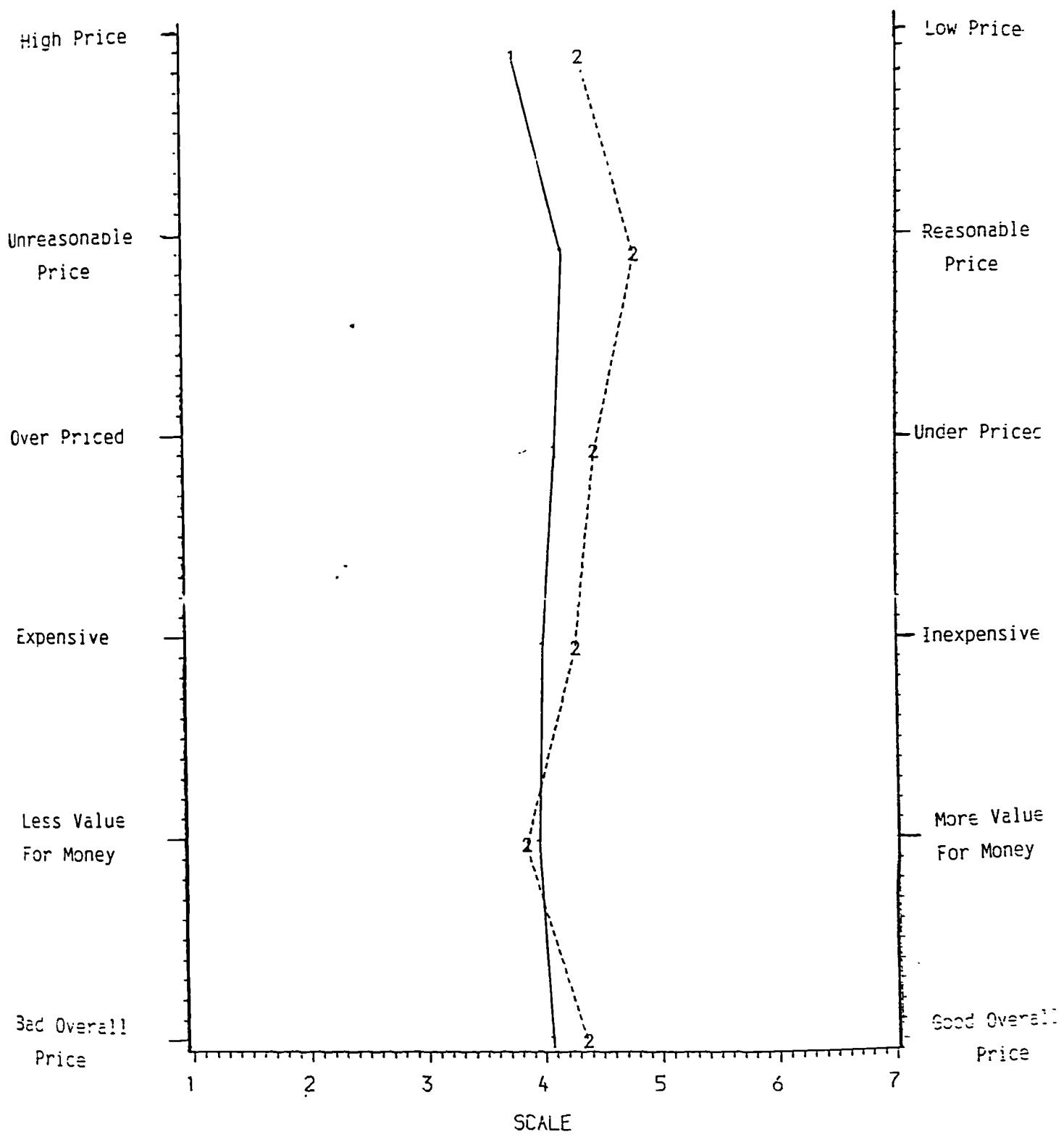
TABLE 9.5

A COMPARISON OF THE OVERALL PRICES OF THE DOMESTIC PRODUCT
TO THAT OF DEVELOPING COUNTRIES*

|  | Jordan mean | Overall mean | Difference | T-value | Degree of freedom | 2-tail prob. |
|---|---|---|---|---|---|---|
| Overall | 4.0689 | 4.3605 | -.2916 | -6.37 | 638 | .000 |
| Low-price | 3.8075 | 4.3743 | -.5668 | -7.78 | 638 | .000 |
| Acceptable price | 4.4210 | 4.8119 | -.3910 | -5.34 | 638 | .000 |
| Underpriced | 4.1362 | 4.4695 | -.3333 | -4.44 | 638 | .000 |
| Inexpensive | 4.0104 | 4.2944 | -2.740 | -3.68 | 637 | .000 |
| Value for money | 3.9718 | 3.8649 | .1068 | 1.45 | 637 | .146 |

* NOTES:
- The scale of measurement consists of seven points, the lowest is one
  and the highest is seven, while four represents the neutral value.
- The higher the score, the better the perception of the product price.

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greatest difference between the products of the two groups was found to be related to the low price, acceptable price.

The above results are in direct conflict with the previous findings in comparing the domestic product prices to those of foreign countries in general and developed countries in particular. The Jordanian product was seen to have better competitive prices than those of foreign product and those of developed countries. However, it was perceived to have lower value for money than the products of the two groups. This might indicate that comparing the domestic product to foreign products in general or to a list of countries which may be classified at the same level of development and generalizing the results to the rest of the countries despite their level of development, might be misleading. As suggested in the above discussion, the products of Jordan were considered to have more competitive prices than the prices of foreign countries and developed countries, it was perceived to have less competitive prices than the products of developing countries. Although one found that the difference between the prices of the domestic product and the developing countries' product to be statistically significant at (.000) level of significance in four price variables to the benefit of the developing countries, one found the same difference at the same level of significance in the same variable to the benefit of the domestic product in comparison with the developed countries. Also, it was found that the domestic product is perceived to have more competitive prices than the foreign product (developed and developing). This might be related to the fact that the difference between the prices of the domestic product and the prices of the developed countries' product are greater than the differences between the domestic product and that of developed countries' product. (Tables 9.3, 9.4 and 9.5).

As far as the researcher can ascertain, none of the previous studies have attempted to measure the image of the prices of the domestic product to that of developing countries' product as a group. However, there has been some research which compared the prices of the domestic product to other countries, including some developing countries. It was found that the domestic product was a product of developed countries in most cases.

The concept of comparing the consumers' evaluation of the prices of the domestic product and the foreign product, was reported by some researchers, many of which were mentioned in the previous section, such as Nagashima's (1970, 1977) studies in which he compared the American and Japanese businessmen's attitudes toward the prices of the products made in the U.S.A and Japan. Nagashima reported that the Japanese businessmen have more appreciation to the prices of their domestic product than the American consumers do. Nagashima's findings were confirmed by Lillis and Narayana (1974).

The above studies are related to the consumers of more developed nations, and to the products of nations relatively similar in their level of development. This might not be relevant to the present case in comparing the Jordanian consumers' attitude toward their domestic product prices in comparison to that of some developing countries. It was thought that it might be useful to refer to some previous work in this area. As indicated in the above, there is a similarity between the Jordanian consumers' attitudes toward the price of the domestic product in comparison to that of the developing countries and, the attitudes of the American consumers toward their domestic product, compared to that of developed countries. On the other hand, the dissimilarity between the consumers of Jordan and Japan attitudes in the same sense, is clear.

Other research findings are reported by Krishnakumar (1974) regarding American, Indian and Chinese consumers, Darling and Kraft (1977) regarding the Finnish consumers, Cattin and Jolibert (1979) regarding the French directors of purchasing in major American and French firms, Niffeneger et al. (1980) r_garding the British retail managers, Chasin and Jaffe (1979) regarding the American industrial buyer, Narayana (1981) in regard of the American and Japanese consumers, Henthorne (1986) in regard of the American consumers and Khanna (1986) in regard of the Indian industrial consumers.

All of the above researchers reported conflicting results in regard of the local consumers' attitudes/perceptions toward the price of the domestic product in comparison with a list of several foreign countries. This might imply that the perception of the domestic product prices are dependent upon the origin of the product they are compared with.

For example, most of the American researchers indicated that the American consumers' perceive the American product prices to be higher than the price of the Japanese products. Khanna (1986) found that the Indian consumers perceive the Japanese product to be the most expensive product among the Indian, Taiwanese and South Korean products. This also supports the results of this research in which it was found the Jordanian product is perceived to be the cheapest in comparison to the developed countries' product and to be the most expensive in comparison to the developing countries' product. It is assumed that the perception of the higher prices of the domestic product in comparison to that of developing countries, is more important than the findings of the lower prices of the domestic product vis-a-viz to that of developed countries. This is because the gap between the domestic product and the developed nations' product, is too wide to convince the consumers about the wisdom of

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competing with it head to head. The real competition is between the domestic product and the product of developing countries. This was demonstrated in the quality chapter as well as in the value for money in the price chapter.

## 9.6  RATINGS OF COUNTRIES IN PRODUCT PRICES

The consumers' responses for the product prices, were aggregated to each country and the overall image of the product price of each country was taken. The results were presented in Table 9.6. Countries were ranked according to the consumers' perception of the competitiveness of the overall prices of each country. Taiwan was found to offer the most competitive prices of the eight countries, followed by Egypt, Romania, Jordan, Russia, Japan, U.K. and U.S.A., in that order.

It is noticed, that the countries are rated exactly inverse to their ratings in the product quality, except that the Egyptian product is perceived to have lower prices than the Romanian product and the U.K. is perceived to have higher prices than the Japanese product. Egyptian products were perceived to have higher quality than those of Romanian products and the Japanese products were perceived to have higher quality than those of the U.K. products.

## 9.7  TESTS OF THE SIGNIFICANCE OF THE DIFFERENCES

This section presents the test of significance for the overall price image between the domestic product and that of each country. For this purpose, the T-test is used. The results of the T-test are summarized in Table 9.7, which shows that the differences between the overall image of the domestic product price and that of each of the participating countries are statistically significant at (.000) level for six countries and at

TABLE 9.6

THE RATINGS OF THE PARTICIPATING COUNTRIES ACCORDING
TO THE CONSUMERS' PERCEPTIONS OF THE OVERALL PRICE
OF THEIR PRODUCTS

| Country | Mean Rating | Rank |
|---------|-------------|------|
| Japan | 3.685 | 6 |
| Russia | 3.856 | 5 |
| Egypt | 4.274 | 2 |
| Taiwan | 4.588 | 1 |
| Romania | 4.220 | 3 |
| U.S.A. | 3.120 | 8 |
| U.K. | 3.177 | 7 |
| Jordan | 4.069 | 4 |

* NOTES:
- The scale of measurement consists of seven points, the lowest is one
  and the highest is seven, while four represents the neutral value.
- The higher the score the better the perception of the country rating.

TABLE 9.7

A COMPARISON OF THE PRICES OF THE DOMESTIC PRODUCT
AND THAT OF EACH OF THE PARTICIPATING COUNTRIES*

| Country | Mean | Diff. | T-value | Deg. of freedom | 2-tail prob. |
|---------|------|-------|---------|-----------------|--------------|
| Japan | 3.6853 | .3836 | 6.68 | 638 | .000 |
| Russia | 3.8562 | .2127 | 3.86 | 638 | .000 |
| Egypt | 4.2737 | -.2049 | -4.36 | 638 | .000 |
| Taiwan | 4.5882 | -.5194 | -9.14 | 639 | .000 |
| Romania | 4.2196 | -.1507 | -2.82 | 638 | .005 |
| U.S.A. | 3.1194 | .9495 | 16.08 | 638 | .000 |
| U.K. | 3.1772 | .8921 | 15.87 | 637 | .000 |

* NOTES:
- The scale of measurement consists of seven points, the lowest is one and the highest is seven, while four represents the neutral value.
- The higher the score, the better the perception of the product price.

(.005) level for the Romanian product. The negative sign of the T-value indicated that the products of Egypt, Taiwan and Romania are perceived to have a more competitive overall price than the domestic product, while the positive sign of the T-value indicated that the domestic product is perceived to have a more favourable overall price than the products of Russia, Japan, the U.K. and the U.S.A. The greatest difference was found between the domestic product and the United States' product, followed closely by the United Kingdom product while the lowest difference was between the price of the domestic product and that of Romania and that of Russia. While the highest differences between the domestic product and the United States is found to be to the benefit of the domestic product, the lowest difference between the domestic product and that of Romania is found to be in favour of the Romanian product.

It is noticed in Table 9.7 that the difference in the prices which are in favour of the domestic product, are greater than the differences in the prices which are against the domestic product. This might explain why the domestic product prices are seen on average to be lower than the prices of the foreign product.

## 9.8 DOMESTIC PRODUCT vs. THE PRODUCT OF EACH OF THE PARTICIPATING COUNTRIES

The comparison on the country level is performed for each price variable as well as for the overall image of the price for each country (figure 9.5). In this section, the analysis of variance is used to test the significance of the differences for each variable. The ANOVA results and the F-test of the significance of the differences are summarized in Table 9.8.

# Figure 9.5

## A Profile Of The Consumers Perception Of The Price Attributes Of The Domstic Product Vs. The Price Attributes Of The Product of Each Of The Participating Countries



1 Jordan   2 Taiwan   3 Romania   4 Egypt
5 Russia   6 Japan    7 UK        8 USA

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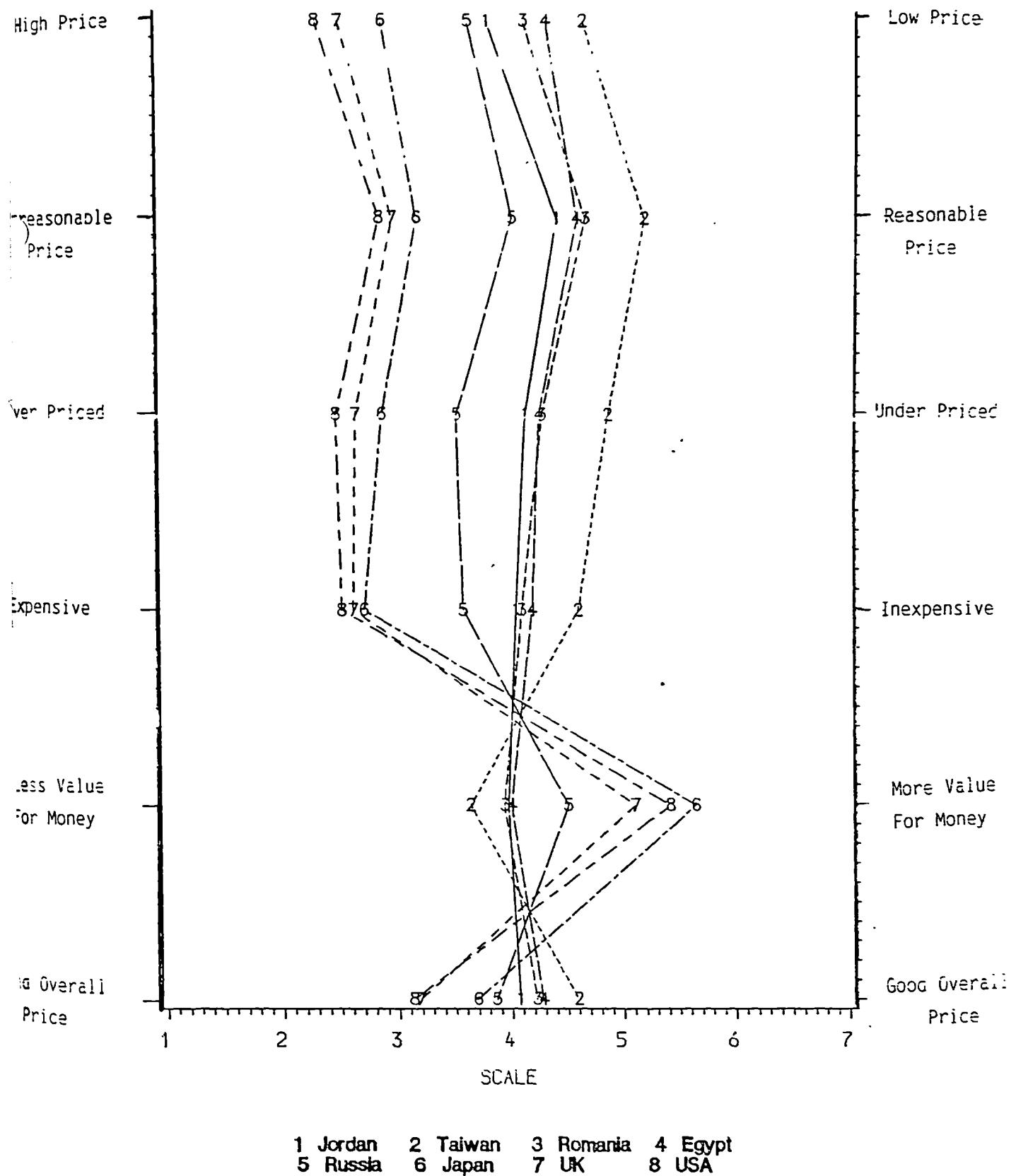
TABLE 9.8

THE ANOVA RESULTS OF THE DIFFERENCES BETWEEN THE DOMESTIC PRODUCT PRICES
AND THE PRODUCT PRICES OF THE PARTICIPATING COUNTRIES
ON EACH OF THE PRICE VARIABLES*

| Variable | Jordan | Taiwan | Romania | Egypt | Russia | Japan | U.K. | U.S.A |
|---|---|---|---|---|---|---|---|---|
| Low-price | 3.807 | 4.656 (.000) | 4.130 (.002) | 4.329 (.000) | 3.636 (.018) | 2.887 (.000) | 2.512 (.000) | 2.320 (.000) |
| Acceptable Price | 4.421 | 5.189 (.000) | 4.672 (.015) | 4.597 (.099) | 4.022 (.000) | 3.182 (.000) | 2.970 (.000) | 2.856 (.000) |
| Underpriced | 4.136 | 4.873 (.000) | 4.285 (.265) | 4.259 (.397 | 3.524 (.000) | 2.868 (.000) | 2.637 (.000) | 2.470 (.000) |
| Inexpensive price | 4.014 | 4.599 (.000) | 4.096 (.630) | 4.187 (.125) | 3.574 (.000) | 2.704 (.000) | 2.610 (.000) | 2.513 (.000) |
| Value for money | 3.972 | 3.635 (.000) | 3.935 (.022) | 4.000 (.107) | 4.509 (.000) | 5.642 (.000) | 5.107 (.000) | 5.414 (.000) |
| Overall | 4.069 | 4.588 (.000) | 4.220 (.005) | 4.274 (.000) | 3.856 (.000) | 3.685 (.000) | 3.177 (.000) | 3.120 (.000) |

*The numbers in brackets indicate significance level

## 9.8.1 JORDAN vs. TAIWAN

The Taiwanese product is perceived to have more competitive prices than the Jordanian product with a level of significance of (.000) in four of the five price variables, as well as in the overall image of the price. It is perceived to have lower prices, more acceptable prices, more underpriced and less expensive than the Jordanian product. On the other hand, the Jordanian product is perceived to have more value for money than the Taiwanese product.

The greatest difference between the products of the two countries, is found to be related to the low price variable, while the lowest difference is found to be related to the value for money variable. The value for money variable is the only variable where the domestic product is perceived to be better than the Taiwanese product.

## 9.8.2 JORDAN vs. ROMANIA

In comparing the prices of the Jordanian product to that of Romania, it was found that the product of Romania is perceived to have a more competitive overall price image than that of the Jordanian product. However, when the comparison between the products of the two countries comes to the variable level, one found that the Romanian product is perceived to have better prices than that of the Jordanian product with a significance level of the difference at (.050) or less in only two variables. Those are in the low price variable, and the price acceptance. The Jordanian product is perceived to have more value for money than the Romanian product with a significance level of the difference at (.022). No significant differences are found in relation to the under price and the inexpensive price variables.

## 9.8.3 JORDAN vs. EGYPT

Table 9.8 revealed that one can find significant differences between the Jordanian product and the Egyptian product in only one variable and the overall image of the price. The difference between the products of the two countries is found to be significant at (.000) for the low price variable and the overall price. The differences in the rest of the variables did not reach (.050) level of significance. However, it is noticed that in all the price variables, except the value for money variable, the Egyptian product achieved a higher score and better perception of its prices than the domestic product. Although the Egyptian product is perceived to have better position than the domestic product, it was found that there are no significant differences between the products of the two countries in four of the price variables. This might indicate that the two products are perceived to be relatively similar in the price levels.

## 9.8.4 JORDAN vs. RUSSIA

The Jordanian product is perceived to have more competitive prices than the Russian product in the entire price variables, except the value for money variable. The difference between the products of the two countries is statistically significant at (.018) for the low price variable and at (.000) for the rest of the variables, including the computed overall price image in which the domestic product is seen to be better than the Russian product.

## 9.8.5 JORDAN vs. JAPAN

The Jordanian product is perceived to have more competitive prices than the Japanese product in all price variables, except in the value for money

variable, in which the Japanese product is perceived to have more value for money. The difference between the products of the two countries, is statisically significant at (.000) level of significance in all of the variables. The Jordanian product is perceived also to be better than the Japanese product in the computed overall price image.

## 9.8.6  JORDAN vs. U.K.

The Jordanian product is perceived to have a better price image in all of the price variables except in the value for money variable, where the U.K. product is perceived to be better. Also, the Jordanian product is found to be better than the Japanese product in the computed overall price image. The difference between the products of the two countries is statistically significant at (.000) level.

## 9.8.7  JORDAN vs. U.S.A.

The Jordanian product is perceived to have more competitive prices than the United States' product in all the price variables and the overall price, except the value for money variable, in which the U.S. product achieved a better score to that of Jordan. The differences between the products of the two countries are statistically significant at (.000) level for all of the price variables.

## 9.9  TESTS OF HYPOTHESES

In this section the hypotheses related to the comparison of the prices of the domestic product with that of the products of foreign origin, will be tested. The same sequence followed in the previous sections with regard to the differences between the prices of the domestic product and that of foreign origin, will be followed in the tests of hypotheses. That is, the

hypotheses in regard of the domestic product prices and the foreign product prices will be tested on four levels. In the first level it will be compared to that of the foreign product in general, followed by the developed countries' product, the developing countries' product and to that of each of the participating countries.

The first hypothesis stated in its null form is "There is no significant difference between the prices of the domestic product and the price of the foreign countries' product, neither in the overall ratings nor in the specific attribute ratings".

The T-test results summarized in Table 9.6, indicated that there are significant differences between the prices of the domestic product and that of foreign countries in all price variables, as well as at the computed overall price. The difference between the products of the two groups is statistically significant at (.000) of significance for the entire price variables. However, the difference is not in the same direction for the entire variables. It was observed that, while the domestic product is perceived to have a more competitive price in the first four variables than that of the foreign product, it was found that it had a lower value for money than the foreign product. Thus, one can conclude that the first hypothesis should be rejected entirely in favour of the alternative hypothesis which stated that "the price of the domestic product is perceived to be more competitive than that of foreign products, but the perceived value for money of the foreign products is perceived to be greater than that of the domestic product .

The second hypothesis stated that "There is no difference between the price of the domestic product and that of the developed countries' product, neither in the overall price nor in the specific attribute".

The T-test results in Table 9.4, showed that the difference in the mean ratings between the products of the two groups is statistically significant at (.000) level of significance in all the variables, as well as at the computed overall price. It was found that while the domestic product was perceived to have a better image in the overall price and the first four price variables, it was found to have a lower value for money. The conclusion in this case, was to reject completely the null hypothesis and to accept the alternative hypothesis which stated that "the domestic product is perceived to have a lower price than the developed countries' product, but it had a lower value for money than that of the developed countries".

Hypothesis three in its null form stated that "There is no significant difference between the domestic product price and the price of the product of developing countries, neither in the overall price nor the specific price attribute".

The T-test of the significance of the differences in Table 9.5, showed that the differences between the products of the two groups are statistically significant at (.000) for the overall price and the entire price variables, except the value for money, where no significant difference is perceived. In all of the variables with significant differences, the developing countries' product is perceived to have more competitive prices than that of the domestic product. Thus one concludes, that since the differences are significant for the overall price and the first four variables, but not for the five variables, the null hypothesis should be rejected for the overall price and the first four variables, and accepted for the value for money variable, in favour of the alternative hypothesis which stated that, "the prices of the developing countries' product are perceived to be more competitive than that of the domestic

TABLE 9.9

RESULTS OF TESTING HYPOTHESIS FOUR CONCERNING THE CONSUMERS'
PERCEPTION OF THE DOMESTIC PRODUCT PRICE VS. THAT OF THE
PARTICIPATING COUNTRIES' PRODUCT (1)

|  | Taiwan | Romania | Egypt | Russia | Japan | U.K. | U.S.A |
|---|---|---|---|---|---|---|---|
| Low Price | Reject * | Reject * | Reject * | Reject ** | Reject ** | Reject ** | Reject ** |
| Acceptable price | =* | =* | Accept | =** | =** | =** | =** |
| Underpriced | =* | Accept | =** | =** | =** | =** | =** |
| Inexpensive price | =* | Accept | = | =** | =** | =** | =** |
| Value for money | =** | Reject ** | = | =* | =* | =* | =* |
| Overall | =* | =* | Reject * | =** | =** | =** | =** |

(1) Hypothesis four stated in its null form "The consumers' perception of
the Jordanian product price is similar to their perception of that of
each of the participating countries' product"

* The domestic product prices are perceived to be less competitive than
the prices of the product of the specified country

** The domestic product prices are perceived to be more competitive than
the price of the specified country

NOTE: The significance level for accpeting or rejecting the hypothesis is
.05 or better

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products, but the products of the two groups are perceived to have relatively similar value for money".

Hypothesis four in its null form stated that "The consumers' perception of the price of the Jordanian product is similar to their perception of that of each of the participating countries' product".

The ANOVA statistical technique is used to test the significance of the differences between the price of the domestic product with that of each country. The results of the test were summarized in Table 9.9.

## 9.10  CONCLUSIONS

In this chapter, the cluster analysis was used to group the eight countries, into homogeneous groups. The results of CA indicated that the eight countries can be possibly grouped, according to the consumers' perception of the prices of their products, into three groups. The first cluster consisted of Taiwan, Romania, Egypt and Jordan. The second cluster consisted of Russia as the only country in this cluster. The third cluster consisted of Japan, U.K. and U.S.A.

As was the case in the quality analysis chapter, the consumers appeared to be somewhat confused in classifying the Russian product prices with either the developing or developed countries product. Thus the results distance the image of the Russian product prices from both groups. This situation did not apply to the Romanian product, a developing socialist country, which was clearly perceived as belonging to the developing countries group. However, for the purpose of this research, Russia was attached to the developed countries and Jordan was detached from the developed countries. The reason for doing that is to facilitate the comparison of the prices of the domestic product to that of each of the developed and developing countries.

The results indicate that the prices of the domestic product are perceived to be more competitive than the prices of the foreign product and the developed countries' product. However, the value for money of the foreign products and the developed countries product is perceived to be higher than that of the domestic products. Exactly the opposite situation was found in regard of the comparison of the domestic product prices to that of developing countries.

This situation again implied that the local producers are better off in dealing with the competitiveness of the domestic product prices according to the source country stage of development, rather than with the imported products as foreign products. It is true that the Jordanian product is perceived to be more competitive than the foreign products in general, however when it comes to the value for money, the foreign products are perceived to have more value for money than the domestic product. It is more likely that the value for money could be considered as the refinement of the overall product quality and the overall product price. Given this assumption, the competitive power of the local producers against the imported product defined under the broad concept "foreign", is clearly weak. However, in segmenting the imported product as that of developed, developing origins, could be of more value to the domestic producers. In such a situation the local producers can empahsise the competitiveness of the domestic product prices in comparison with the developed countries product and the value for money in regard of the developing countries prices.

The consumers image of the high prices of the domestic product in comparison to that of developing countries, is a matter which deserves more attention from the local producers. It implied that despite the relatively high tariffs and shipments costs paid on the imported products from

developing countries, their prices are seen to be significantly lower than the domestic product. This situation might be the result of one or more of the following: high production cost, high profit margins, high taxes paid for the government or misperception of the real prices of the domestic product. However, as is suggested above, the local producers need to reconsider their pricing policy to improve the price image of the domestic product. They also needed to convince the consumers about the fair prices of the domestic product.

The comparison at the country level reveals that the Taiwanese products are perceived to have much lower prices than the domestic products, but the domestic products are perceived to offer more value for money than the Taiwanese product. The Egyptian products are perceived to have relatively similar prices to the domestic product. The Romanian products are perceived to have more competitive prices in two variables, relatively similar prices in another two and offered lower value for money than the domestic products. The products of Russia, Japan, U.S.A. and U.K. are perceived to have higher prices and more value for money than the domestic products.

# CHAPTER TEN

## A COMPARATIVE ANALYSIS OF THE CONSUMERS' PERCEPTION OF THE RISK OF THE DOMESTIC PRODUCT AND THE RISK OF FOREIGN PRODUCTS

## 10.1 INTRODUCTION

The concept of perceived risk was introduced and defined by Bauer (1960) as follows: "Consumer behaviour involves risk in the sense that any action of a consumer will produce consequences which he cannot anticipate with any approximating certainty". The risk investigated in this study is not the objective risk, but the risk that the consumer subjectively perceives as being present or absent in the purchase situation.

As was indicated in the literature review chapter, only very few studies tested the impact of the country of origin on the perceived risk. (Hampton 1977, Hoover et al. 1978, Baumgartner and Jolibert 1978, Nes 1981, Bilkey and Nes 1982 and Tolbert 1985). More than that, even in these very limited studies, the focus was the U.S. consumers' perception of risk. Except the study of Hoover et al. (1978) which compared the United States consumers' perception of the product risk to that of the Mexican consumers, and the study of Baumgartner and Jolibert (1978) which investigated the French consumers' perception of the risk of foreign product.

The concept of perceived risk will be investigated in this chapter in relation to the country of origin impact on product evaluation. Risk will be evaluated through its main components. That is the financial, performance, social, convenience, physical and psychological types of risk.

The perceived risk of the domestic product will be compared to the perceived risk of foreign countries, developed, developing and each of the seven participating countries. A profile for each of the previous categories will be performed to demonstrate the differences between the risk of the Jordanian product and that of each of the participating countries.

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## 10.2 INTERPRETATION OF THE CLUSTER ANALYSIS RESULTS

In this section the cluster analysis will be used to group the eight participating countries in this study into fewer homogeneous groups according to the consumers' perception of the six types of risk attached to the products made in these countries. The aim of this section is to achieve one of the research objectives related to the possibility of grouping the countries into developed and developing using the consumers' perception of the risk associated with the products made in these countries.

Table 10.1 summarized the squared euclidean dissimilarity coefficient among the various countries. The examination of the table revealed that the most similarity in the consumers' percepion of risk appeared to be between the U.K. and Japan, Jordan and Russia, U.S.A. and Japan, Egypt and Jordan, Romania and Taiwan, Romania and Egypt, U.S.A. and Japan and Egypt and Russia. The most dissimilarity exists between U.S.A. and Taiwan, Japan and Taiwan, U.K. and Taiwan, Romania and U.S.A., Romania and Japan, Romania and U.K., U.S.A. and Egypt, Egypt and Japan, U.S.A. and Jordan and so on.

The results presented in Table 10.1 are confirmed by Table 10.2. It appeared from the later table that the U.K. and Japan were the first combined to perform clluster, followed by Jordan and Russia, Romania and Taiwan and U.S.A. and Japan.

From the previous presentation, it is possible to conclude that the perceived risk associated with the products of U.S.A., U.K. and Japan are relatively similar, while the risk associated with the products of Russia, Jordan, Egypt, Romania and Taiwan are somewhat similar. Thus the developed countries group (all except Russia) can be grouped together to perform the developed countries cluster, and the developing countries group and Russia can be also grouped together to perform the other cluster. The situation

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TABLE 10.1

THE RESULTS OF THE HIERARCHICAL CLUSTER ANALYSIS FOR
CLUSTERING THE EIGHT COUNTRIES ACCORDING TO THE CONSUMERS'
PERCEPTION OF THE RISK OF THEIR PRODUCTS

THE SQUARED EUCLIDEAN DISSIMILARITY COEFFICIENT MATRIX

| Case | 1 Romania | 2 U.S.A. | 3 Egypt | 4 U.K. | 5 Japan | 6 Jordan | 7 Russia |
|------|-----------|----------|---------|--------|---------|----------|----------|
| 2 U.S.A.  | 10.4115 |         |        |         |         |        |        |
| 3 Egypt   | .4499   | 6.6672  |        |         |         |        |        |
| 4 U.K.    | 6.7257  | .4700   | 3.8225 |         |         |        |        |
| 5 Japan   | 7.8934  | .2112   | 4.7126 | .0631   |         |        |        |
| 6 Jordan  | 1.2738  | 4.4853  | .2576  | 2.2713  | 2.9451  |        |        |
| 7 Russia  | 1.8251  | 3.5405  | .5139  | 1.5963  | 2.1667  | .1092  |        |
| 8 Taiwan  | .4383   | 14.9825 | 1.6845 | 10.4322 | 11.9050 | 3.1185 | 3.9969 |

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TABLE 10.2

THE PROCESS OF ESTABLISHING CLUSTERS FROM THE EIGHT COUNTRIES
ACCORDING TO THE HIGHEST SIMILARITY OF THE PERCEPTION
OF THE RISK ATRTRIBUTES OF THEIR PRODUCTS:*


The Agglomeration Schedule Using Complete Linkage


| Stage | Clusters Combined | | Coefficient | Stage Cluster 1st Appears | | |
| | Cluster 1 | Cluster 2 | | Cluster 1 | Cluster 2 | Next Stage |
|---|---|---|---|---|---|---|
| 1 | 4 | 5 | .063074 | 0 | 0 | 4 |
| 2 | 6 | 7 | .109215 | 0 | 0 | 5 |
| 3 | 1 | 8 | .438279 | 0 | 0 | 6 |
| 4 | 2 | 4 | .469976 | 0 | 1 | 7 |
| 5 | 3 | 6 | .513892 | 0 | 2 | 6 |
| 6 | 1 | 3 | 3.996876 | 3 | 5 | 7 |
| 7 | 1 | 2 | 14.982548 | 6 | 4 | 0 |


*Countries are numbered as follows:

(1) Romania,   (2) U.S.A.,   (3) Egypt,   (4) U.K.,   (5) Japan,   (6), Jordan,
(7) Russia,    (8) Taiwan    -

of the Russian product in regard of the risk perception is more clearly pushing it toward the developing countries block. Even more clear than in the case of the perception of the quality and the perception of the price, where it was found to be somewhere in between the two groups. This situation is clearly demonstrated in the dendogram at Figure 10.1.

However, despite the consumers' perception of the Russian product risk, as it more related to the developing countries block, it was found to be more suitable for the research purposes to annex it to the developed countries block. At the same time the Jordanian product which received a perceived risk similar to that of the rest of the remaining countries, was detached from this group to be called the domestic product and to be compared viz-a-viz with the two groups, developed and developing.

Thus the using of the cluster analysis to group the countries according to the consumers' perception of the risks associated with the products made in these countries was successful in demonstrating that the stereotypes attached to the countries according to their level of development is also present in the consumers' image of the risk associated to the products made in these countries. The same findings were apparent in the quality and price perceptions.


## 10.3 DOMESTIC PRODUCT vs. FOREIGN PRODUCT

In this section, the consumers' perception of the risk of the products of the seven foreign countries, is grouped together to represent the foreign product risk and to be compared with the risk associated with the domestic product (figure 10.2).

Six types of perceived risk have been identified by previous research (Roelius 1971, Jacoby and Kaplan 1972 and Garner and Garner 1985). These types or components include the following: financial risk, performance

FIGURE 10.1


A DENDOGRAM PRESENTS THE FORMATION OF THE FINAL CLUSTERS OF THE
CONSUMERS' PERCEPTION AS THE RISK ATTRIBUTES OF THE PRODUCTS OF THE
PARTICIPATING COUNTRIES USING COMPLETE LINKAGE METHOD


```
CASE
                        0         5        10        15        20        25
Label      Seq          +---------+---------+---------+---------+---------+

England    4            -+
Japan      5            -+-------------------------------------------------+
America    2            -+                                                 I
Romania    1            -+----------+                                      I
Taiwan     8            -+          +----------------------------------+
Jordan     6            -+          I
Russia     7            -+----------+
Egypt      3            -+
```

Figure 10.2

A Profile Of The Consumers Perception Of The Risk Attributes Of The
Domestic Product Vr.Foreign Products

1 JORDAN   2 FOREIGN
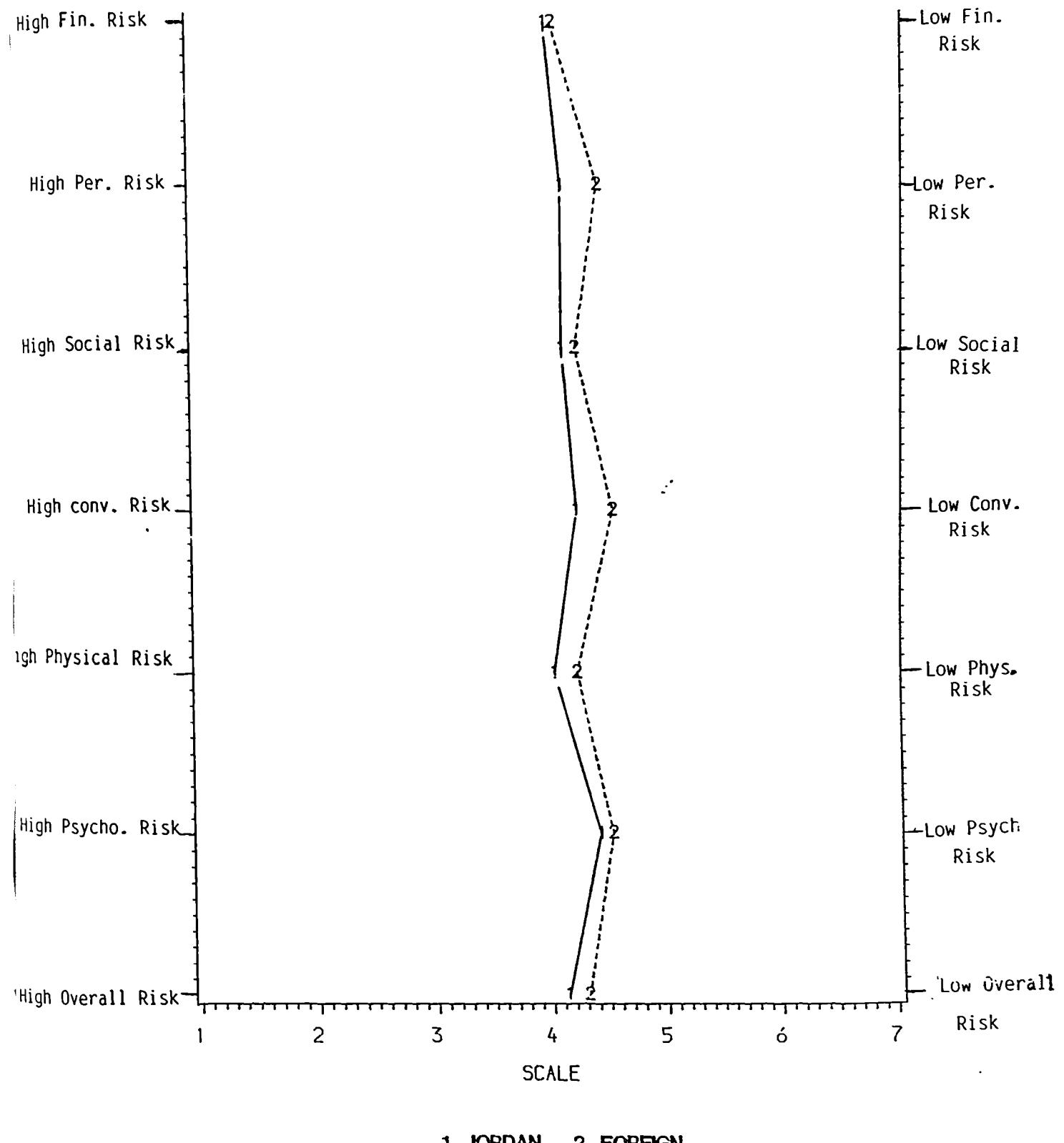
(functional) risk, psychological risk (ego), convenience (time) loss, physical (hazard) loss and social risk.*

These six types will be investigated in this study in both aggregate and separate methods. It will be compared to that of the domestic product on four levels, that of foreign product risk, developed countries' product risk, developing countries' product risk and each of the participating countries' product risk.

At the first level, the consumers' perception of the seven countries, U.K., U.S.A., Japan, Russia, Romania, Taiwan and Egypt, were grouped together.

Table 10.3 summarized the results of the T-test. As one can see in the table, significant differences existed between the domestic produce and foreign product at (.003) or less level of significance in three types of risk, the performance risk, the convenience risk and the physical risk. Also a significant difference was found at (.000) level of significance in regard of the overall risk. No significant differences were found in regard of the following types of risks, financial risk, social risk and pyschological risk. However, the foreign product is perceived to have lower risk in regard of the overall risk as well as the performance, convenience and physical types of risk.

The largest difference between the domestic product and the foreign product was on the performance risk and the convenience risk. The lowest difference was on the financial risk and the psychological risk.

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*The six types of risk were addressed directly on the questionnaire. This is due to the utilization of the structured direct questioning method employed on this study. However, it was found that this method performed reasonably well during the pre-test stage and the respondents were able to understand the questionnaire easily. It might be more sensible to infer the consumers' perception to the various types of risk through a series of indirect questions. This method will be left for future research.

TABLE 10.3

A COMPARISON OF THE DOMESTIC PRODUCT RISK VS. THAT OF FOREIGN PRODUCT*

|  | Mean Jordan | Mean foreign | Difference | T-value | Deg. of freedom | 2-tail prob. |
|---|---|---|---|---|---|---|
| Overall | 4.1288 | 4.3035 | -.1774 | -4.19 | 638 | .000 |
| Financial | 3.9671 | 4.0283 | -.0611 | -.88 | 638 | .381 |
| Performance | 4.0989 | 4.4111 | -.3122 | -4.47 | 636 | .000 |
| Social | 4.0956 | 4.2111 | -.1155 | -1.60 | 637 | .109 |
| Convenience | 4.2217 | 4.5315 | -.3098 | -4.60 | 635 | .000 |
| Physical | 4.0172 | 4.2164 | -.1992 | -2.94 | 638 | .003 |
| Psychological | 4.4185 | 4.5254 | -.1069 | -1.61 | 637 | .108 |

*NOTE:
- The scale of measurement consists of seven points, the lowest is one and the highest is seven, four is the neutral value.
- The higher the score, the lower the perception of the product risk.

The research findings are in conflict with the findings of the Hampton study (1977), in which he found that products made in the U.S.A. (domestic), were seen to have lower risk than products made abroad. The results were also in conflict with the Nes (1981) findings in which the American product was seen to be less risky than products of foreign countries, less developing countries and moderately developing countries. Similar to Nes' results were generally found in the Tolbert (1985) study, in regard of retail buyers' perception of imported apparel, in which some greater risk was attached to the .imported product than that of the domestic product.

All of the previous studies are related to consumers from developed countries. Unfortunately, one could not find any study in this field related to consumers from developing countries to compare it with the research findings. However, Hoover et al (1978) compared the American consumers' perception of risk to that of the Mexican consumers, with no reference to the source of the product. They reported that significant differences did exist between the consumers of the two countries in regard of the brand loyalty relationship.

The findings of Hoover et al (1978) could be used as a justification for the contradiction between the research findings and all of the previous research, since all of the previous research was done either in the United States or in another developed country (France). Both of which had more established industry, this could help in promoting a consumer confident in their home product. This however, might not be the situation in a developing country such as Jordan. Another important reason referred to by Hoover et al (1978) is related to the characteristics of the consumer itself.

## 10.4 DOMESTIC PRODUCT vs. DEVELOPED COUNTRIES PRODUCT

The consumers' perception of the risk of the product of the four developed countries, Japan, U.K., U.S.A., and Russia, is grouped together to represent the risk associated with the developed countries' product, which will be compared with the risk associated to the domestic product (Figure 10.3).

The overall risk and the six individual types of risk are investigated for the two groups. The results of the T-test are summarised in Table 10.4. The investigation of the table revealed that significant differences are existing between the risk associated with the domestic product and the risk associated with the developed countries' product. The differences are statistically significant at (.000) level of significance for the overall risk as well as the entire types of risk. The developed countries' product is clearly seen to be less risky than the domestic product in all types of risk and, by result in the overall risk.

The greatest differences between the products of the two groups exist in the product performance risk and the convenience risk, while the lowest difference in the risk of the two groups is seen for the financial risk.

The lower difference between the domestic product and the product of the developed countries, although significant at (.000), is probably not the result of more confidence in the domestic product. It might be the result of low confidence in the product of the two groups, since they both achieved the lowest score in this variable in comparison with the rest of the variables. In fact this was the only variable that the domestic product scored slightly lower than (4.000). At the same time it was the only type of risk that the developed countries' product fell below (4.600) in comparison with the rest of the variables.

Figure 10.3

A Profile Of The Consumers Perception Of The Risk Attributes Of The
Domestic Product Vs. Developed Countries Product



SCALE

1 JORDAN   2 DEVELOPED

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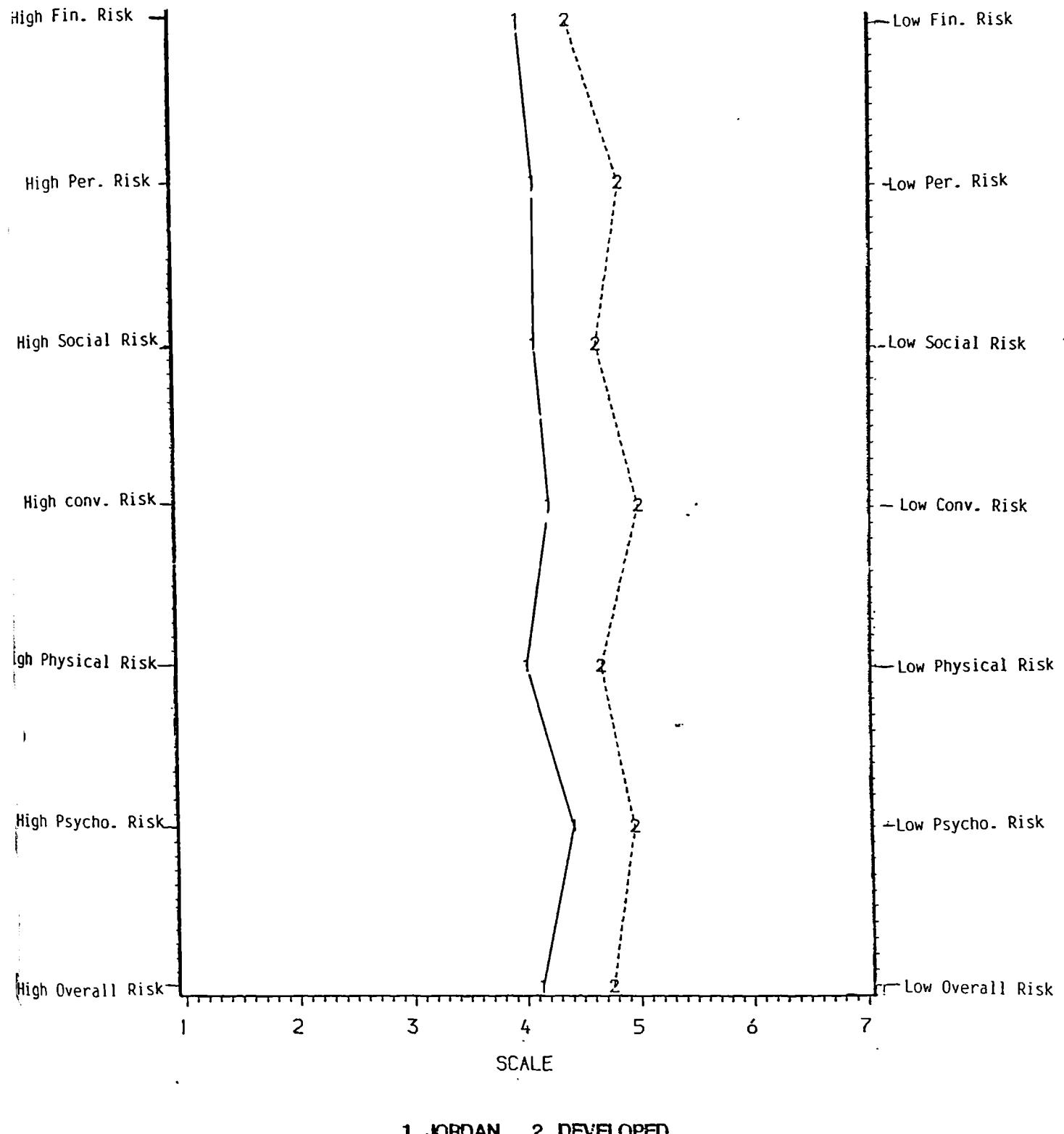
TABLE 10.4

A COMPARISON OF THE OVERALL RISK OF THE DOMESTIC PRODUCT
VS. THAT OF DEVELOPED COUNTRIES*

| | Mean Jordan | Mean developed | Difference | T-value | Deg. of freedom | 2-tail prob. |
|---|---|---|---|---|---|---|
| Overall | 4.1288 | 4.7516 | -.6227 | -11.49 | 638 | .000 |
| Financial | 3.9671 | 4.3988 | -.1317 | -5.04 | 638 | .000 |
| Performance | 4.0989 | 4.8463 | -.7345 | -8.91 | 634 | .000 |
| Social | 4.0956 | 4.6370 | -.5414 | -6.23 | 637 | .000 |
| Convenience | 4.2217 | 5.0013 | -.7814 | -9.96 | 635 | .000 |
| Physical | 4.0175 | 4.6725 | -.6490 | -8.04 | 637 | .000 |
| Psychological | 4.4185 | 4.9523 | -.5338 | -6.83 | 637 | .000 |

*NOTE:
- The scale of measurement consists of seven points, the lowest is one and the highest is seven, four is the neutral value.
- The higher the score, the lower the perception of the product risk.

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The results are in direct conflict with the previous research in this area, although not directed toward the comparison of a developing countries' product with that of a developed countries' product. The findings of Baumgartner and Tolbert (1978) showed that the French consumers have a very strong preference for domestic products. They related that to the values inherent in French culture, notably individualism and nationalism. Also the research findings contradict the results reported by Hampton (1977), which indicate that the U.S. consumers' perceive more risk in the act of buying products made abroad than products made in the U.S.A., even if those products made abroad are made by U.S. firms. Nes (1980) and Tolbert (1985), reported the same results in regard of the U.S. consumers. However, Nes (1980) reported that products made in developing countries were perceived to be more risky and to be of lower quality than products made in industrialized nations. Although this finding is the result of a study done in the industrialized nation, the U.S.A., this result came to be applicable in the present study. That even in the developing country market, the consumers' perceive that industrialized nations' products are less risky than their home product.

## 10.5  DOMESTIC PRODUCT vs. DEVELOPING COUNTRIES PRODUCT

The consumers' perception of the risk attached to products made in developing countries, Taiwan, Romania and Egypt, are grouped together to form the consumers' image of the developing countries' product risk (Figure 10.4).

Table 10.5 showed that there was a significant difference between the risk of the domestic product and that of the developing countries' products in both the overall risk and in all of the six types of risk. The differences are statistically significant at (.000) level of

Figure 10.4

A Profile Of The Consumers Perception Of The Risk Attributes Of The
Domestic Product Vs. Developing Countries Product

| High Fin. Risk | Low Finanace Risk |
| High Per. Risk | Low Per. Risk |
| High Social Risk | Low Social Risk |
| High Conv. Risk | Low Conv. Risk |
| High Physical Risk | Low Physical Risk |
| High Psycho. Risk | Low Psycho. Risk |
| Low Overall Risk | Low Overall Risk |

1    2    3    4    5    6    7

SCALE

1 JORDAN   2 DEVELOPING

294A
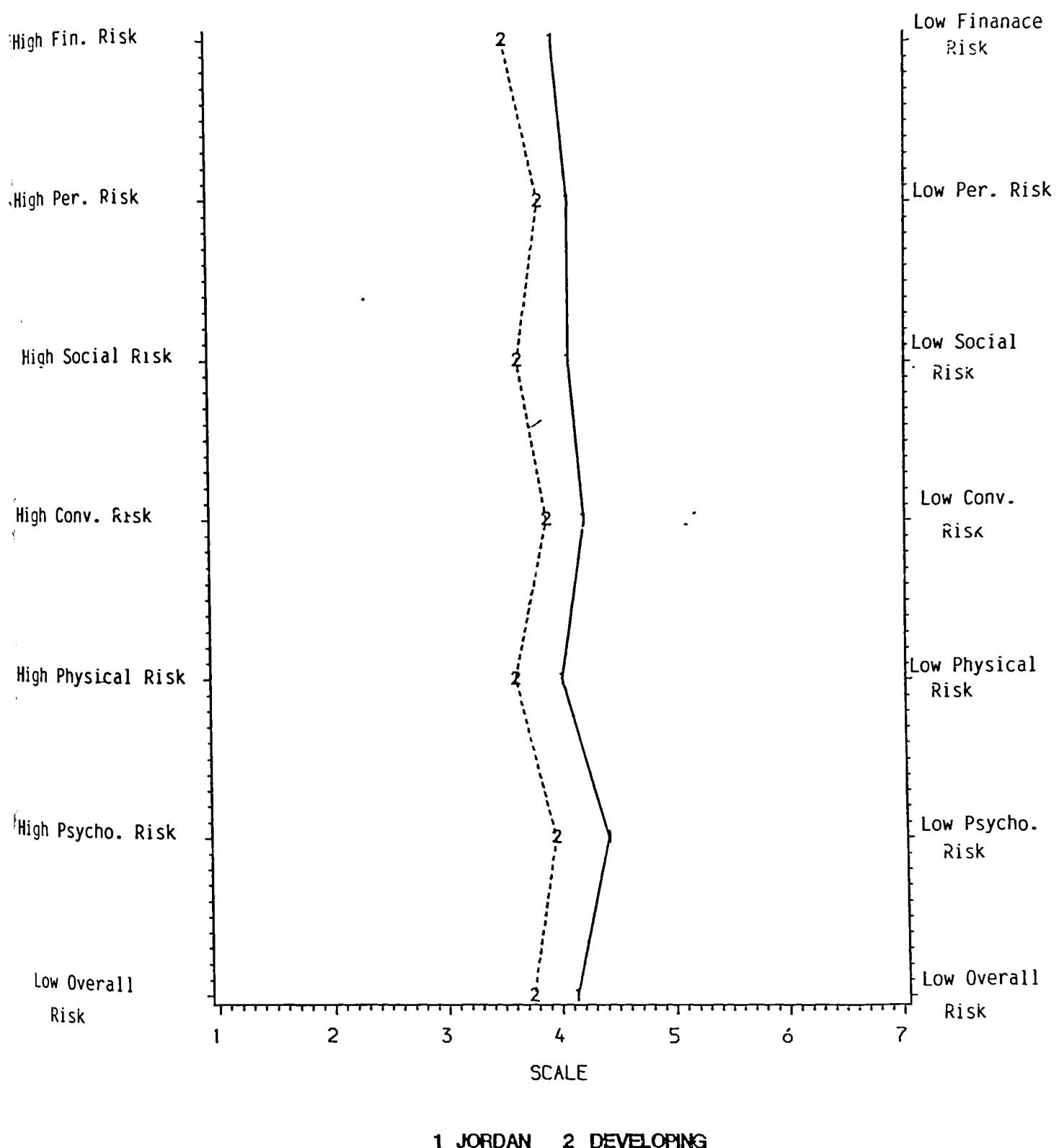
TABLE 10.5

A COMPARISON OF THE RISK OF THE JORDANIAN PRODUCT
VS. THAT OF THE DEVELOPING COUNTRIES*

|  | Mean Jordan | Mean developing | Difference | T-value | Deg. of freedom | 2-tail prob. |
|---|---|---|---|---|---|---|
| Overall | 4.1288 | 3.7483 | .3606 | 9.03 | 638 | .000 |
| Financial | 3.9671 | 3.5329 | .4343 | 6.55 | 638 | .000 |
| Performance | 4.0989 | 3.8412 | .2577 | 3.66 | 636 | .000 |
| Social | 4.0956 | 3.6415 | .4605 | 6.81 | 636 | .000 |
| Convenience | 4.2217 | 3.8944 | .3273 | 4.82 | 635 | .000 |
| Physical | 4.0172 | 3.6060 | .4239 | 6.36 | 636 | .000 |
| Psychological | 4.4184 | 3.9570 | .4754 | 7.07 | 635 | .000 |

*NOTE:
- The scale of measurement consists of seven points, the lowest is one and the highest is seven, four is the neutral value.·
- The higher the score, the lower the perception of the product risk.

significance in all cases. The mean ratings of the two groups, as well as the positive difference between the two means and the positive sign of the T-value, indicate that the domestic product is perceived to be lower in risk than the developed countries as a group. This pattern is consistent in the overall risk and all of the six types of risk.

The lowest difference between the products of the two groups is in regard of the performance (functional) risk and the convenience risk. Both types of risk are related to the product characteristics (intrinsic) cues, more than to the extrinsic cues. This might indicate that the Jordanian consumers lack trust in the capability of the domestic product to achieve what is expected of it in a highly superior manner to that which they expect from the competitive product, produced in other developing countries. The greatest differences are related to the physical risks and social risk. This might indicate that the Jordanian consumers feel more safe, for themselves, for others and the environment, in using the domestic product more than in using the developing countries' product. They may also feel that the domestic product might be more socially accepted either by the family, or friends, or the group they wanted to be associated with, than the product of developing countries' origin.

The results, in regard of the better perception of the risk of the domestic product than that of the developing countries' product, is in agreement with the results of the previous research which showed that the local consumers have a lower perception of their home country more than they do for foreign products. (Hampton 1977, Baumgartner and Jolibert 1978, Nes 1981, Bilkey and Nes 1982, Tolbert 1985).

These results are in conflict with the present research findings, in regard of the comparison of the risk associated with the domestic product,

to that associated with foreign product in general or with that of the developing countries. While the domestic product is perceived to be less risky either in the overall risk or in the specific type of risk in comparison with the product of developing countries, it was found to be more risky in both cases in regard of the foreign countries' product and the developed countries' product. Nes (1980) and Bilkey and Nes (1982) indicated that there are seemingly positive relationships between product evaluations and degree of economic development. The research results might confirm their findings in regard of the degree of risk associated with the products of the countries included in this study. It might also be reasonable to conclude that, when the domestic product is compared with products of countries in a similar degree of development, or at least the consumers' assumed that, then the domestic product might be perceived to be lower in risk than the products of foreign origin. This was the case in the Baumgartner and Jolibert (1978) study where they found the French consumers to prefer the domestic product to that of the U.K., U.S.A. and Germany. All are industrialized countries in an approximately similar stage of development. It was the case also in the Hampton (1977) study in which he found the American consumers' perceived the American product to be less risky than that of Japan, Canada and West Germany, which he assumed to be low risk countries. The perception of the lower risk of the domestic product might be strengthened when the domestic product is compared to a country which is perceived to be lower in the economic development than the home country. This was supported by Hampton's findings in regard of the American consumers' preference of the domestic product to that of other less developing countries, which include Algeria, Pakistan and Turkey, or moderate developing countries which include the Philippines, Hong Kong and Brazil. The first group was classified as high risk coun-

tries while the second group were classified as moderate risk countries. Due to the lack of studies in the developing countries in this regard, the researcher unable to compare the findings of this research with any study of the developing countries' consumer evaluation of their home country product risk in comparison with the product of other countries.

However, the results showed that the Jordanian consumers' perceive the foreign products in general and the product of the developed countries, to be lower in perceived risk than the domestic products, while they perceive the product of the developing countries to have higher perceived risk than that of the domestic product.


## 10.6  RATINGS OF COUNTRIES IN THE OVERALL RISK OF THEIR PRODUCTS

Table 10.6 presents the ratings of the participating countries according to the amounts of risk associated with their products. The investigation of Table 10.6 revealed that the product of Taiwan is perceived to be the most risky, followed by the products of Romania, Egypt, Jordan, Russia, U.K., Japan and the U.S.A., in that order, the first is the highest, while the last is the lowest.

The order of the countries in regard of the degree of perceived risk attached to their products follows the same patterns existing in evaluating the quality of the product to those countries. That is the products of all of the developed countries are perceived to be lower in risk than the domestic product and the products of the entire developing countries, and are perceived to be higher in risk than the domestic product. Also, one can notice that exactly the same order ratings of the quality of the products of those countries, is present in the risk of their products. That is for example, the United States' product was rated the first in overall quality and it is rated again the lowest in risk

TABLE 10.6

THE RATINGS OF THE PARTICIPATING COUNTRIES ACCORDING
TO THE CONSUMERS' PERCEPTIONS OF THE OVERALL
RISK OF THEIR PRODUCTS

| COUNTRY | MEAN RATING | RANK |
|---------|-------------|------|
| Japan   | 5.037       | 2    |
| Russia  | 4.288       | 4    |
| Egypt   | 4.012       | 6    |
| Taiwan  | 3.490       | 8    |
| Romania | 3.744       | 7    |
| U.S.A.  | 5.053       | 1    |
| U.K.    | 4.787       | 3    |
| Jordan  | 4.129       | 5    |

*NOTE:
- The scale of measurement consists of seven points, the lowest is one and
  the highest is seven, while four represent the neutral value.
- The higher the score the better the perception of the country rating.

among the rest of the participating countries. The same is true for the rest of the countries. The only differences were found between the quality ratings and the risk ratings of the products of the participating countries, that is, that all of the countries, except Jordan and Egypt, are given lower ratings in regard of risk than those of quality.

The fact that all countries are ranked the same in the product risk as in the product quality, and that the ratings of most countries decrease in evaluating the risk associated with their products than the ratings of the quality of their products, is worth some more investigation. It is assumed that some kind of positive relationship may exist between the evaluation of the product risk and the product quality. Unfortunately, there is not enough information to answer the reasons of the lower ratings of the product risk than those of the product quality. This will be a matter for investigation in future research.

In trying to integrate the findings of this research to that of previous research, it was found that most of the previous research findings indicated that the domestic products were perceived to be lower in risk with the products of foreign origin. (Hampton 1977, Baumgartner and Jolibert 1978, Nes 1980). The results may seem natural if the two groups were on the same level of development. That is the group that were found to be superior are all industrialized nations, while the group which were found to be inferior are all less industrialized countries. This is consistent with the previous findings, that is when the domestic product was compared to that of developing countries. That, if the domestic products are compared to product from countries with similar levels of development, as it was assumed to be the case in regard of the developing countries, and the case in Baumgartner and Jolibert (1978), and in part of the Hampton (1977) research, then the domestic product might be perceived

to have lower risk than the product of foreign origin. The findings in regard of the higher risk of the domestic product in comparison with the product of more industrialized nations, found no support in the existing literature, except in the comments of Bilkey and Nes (1982).

## 10.7 TESTS OF THE SIGNIFICANCES OF THE DIFFERENCES

Table 10.6 indicated that there are differences in the consumers' ratings of the products of the various countries. The aim, in this section, is to test how much these differences are significant in comparison with the domestic product. The T-test pairs is used to test the significance of the differences between the Jordanian product and that of each of the participating countries. A summary of the results is provided in Table 10.7.

An investigation of Table 10.7 indicated that significant differences are existing between the risk of the domestic product and that of each country. The direction of the T-value sign confirmed that the Japanese, Russian, U.S.A. and U.K. products are perceived to be lower in risk than the Jordanian product and the Egyptian, Taiwanese and Romanian products are higher in risk than the Jordanian product.

The greatest difference in the overall ratings of the product risk is found between the domestic product and the American product in favour of the American product, while the lowest difference is found between the Egyptian product and the domestic product in favour of the domestic product. In general, it is noticed that the difference against the domestic product is greater than the difference in favour of the domestic product. This fact might have contributed to the favourable lower risk of the foreign product in general which include the products of the two groups, developed and developing countries.

TABLE 10.7

A COMPARISON OF THE OVERALL RISK OF THE JORDANIAN PRODUCT
VS. THAT OF EACH OF THE PARTICIPATING COUNTRIES*

|  | Mean | Difference | T-value | Degrees of Freedom | 2-tail prob |
|---|---|---|---|---|---|
| Japan | 5.037 | -.7499 | -12.29 | 638 | .000 |
| Russia | 4.2881 | -.1593 | -2.98 | 638 | .003 |
| Egypt | 4.0116 | .1173 | 2.71 | 638 | .007 |
| Taiwan | 3.4896 | .6393 | 11.09 | 638 | .000 |
| Romania | 3.7437 | .3852 | 7.91 | 638 | .000 |
| U.S.A. | 5.0527 | -.9238 | -13.43 | 638 | .000 |
| U.K. | 4.7867 | -.6578 | -11.37 | 638 | .000 |

*NOTE:
- The mean of the overall risk associated with the Jordanian product is 4.1288.
- The scale of measurement consists of seven points, the lowest is one and the highest is seven, while four is the neutral point.
- The higher the score the lower the perception of the product overall risk.

The risk of the Russian product is seen to be the closest, among the developed countries, to that of the domestic product. This might be somewhat unusual in comparison to the Russian image as one of the two major powers of the world. This might indicate that the technical advancement of the Russian product it not reflected in the consumers' perception of the Russian consumer product. Chasin and Jafe (1979) referred to that by saying that "stereotypes about communism and standardized images about Eastern European countries, undoubtedly are responsible for much of the down scaling tendency and regeneration of halo in attribute ratings".

Although they were referring to the American consumers, the same tendency exists among the Jordanian consumers in the case of comparing the Russian product to that of the other developing countries' product. The same results were reported by Darling and Kraft (1977) in comparing the Russian product to that of the U.K., Finland, France, West Germany, Japan, Sweden and the U.S.A.. They reported that the Russian products are the most poorly rated in all respects concerning quality, suitability and performance.

According to Wang and Lamb (1980), the political orientation of a country, (capitalist, socialist and communist) substantially affects its quality image. Although there is no direct evidence to support or reject that claim in the present research, it is assumed that the poor performance of the Russian product in comparison to the rest of the industrialized countries, could have something to do with Wang and Lamb's suggestion.

## 10.8  DOMESTIC PRODUCT vs. THE PRODUCT OF EACH OF THE PARTICIPATING COUNTRIES

The consumers' perception of the domestic product is compared to each of the participating countries in the overall risk, as well as on all of the six types of risk investigated in this study (Figure 10.5). The ANOVA test will be used to test the significance of the differences for each type of risk. The ANOVA results are summarized in Table 10.8 with the F-test of the significance of the difference.

### 10.8.1  JORDAN vs. TAIWAN

The product of Taiwan is perceived to be more risky than the Jordanian product in the overall risk as well as in all of the six types of risk. The difference is statistically significant at (.000) for the entire variables. The greatest difference between the products of the two countries is related to the social risk, followed- by physical risk. The best ratings for the products of the two countries was in one type of risk, the psychological risk. Also the lowest ratings for the products of the two countries was on the financial risk.

### 10.8.2  JORDAN vs. ROMANIA  --

The Jordanian product is perceived to be lower in risk than the Romanian product in all of the six types of risk, as well as in the over-all risk. The differences in the risk of the products of the two countries are statistically significant at (.000) for the entire variables. The greatest difference between the products of the two countries is related to the physical risk, followed by financial risk. This might indicate that the lowest risk is in regard of the performance of the products of the two countries, while the highest risk is related to the physical hazzards of

# Figure 10.5

## A profile Of The Consumers Perception Of The Risk Attributes Of The Domestic Product Vs. The Risk Attributes Of The Product Of Each Of The Participating Countries



SCALE

| 1 Jordan | 2 Taiwan | 3 Romania | 4 Egypt |
|----------|----------|-----------|---------|
| 5 Russia | 6 Japan | 7 UK | 8 USA |

301A
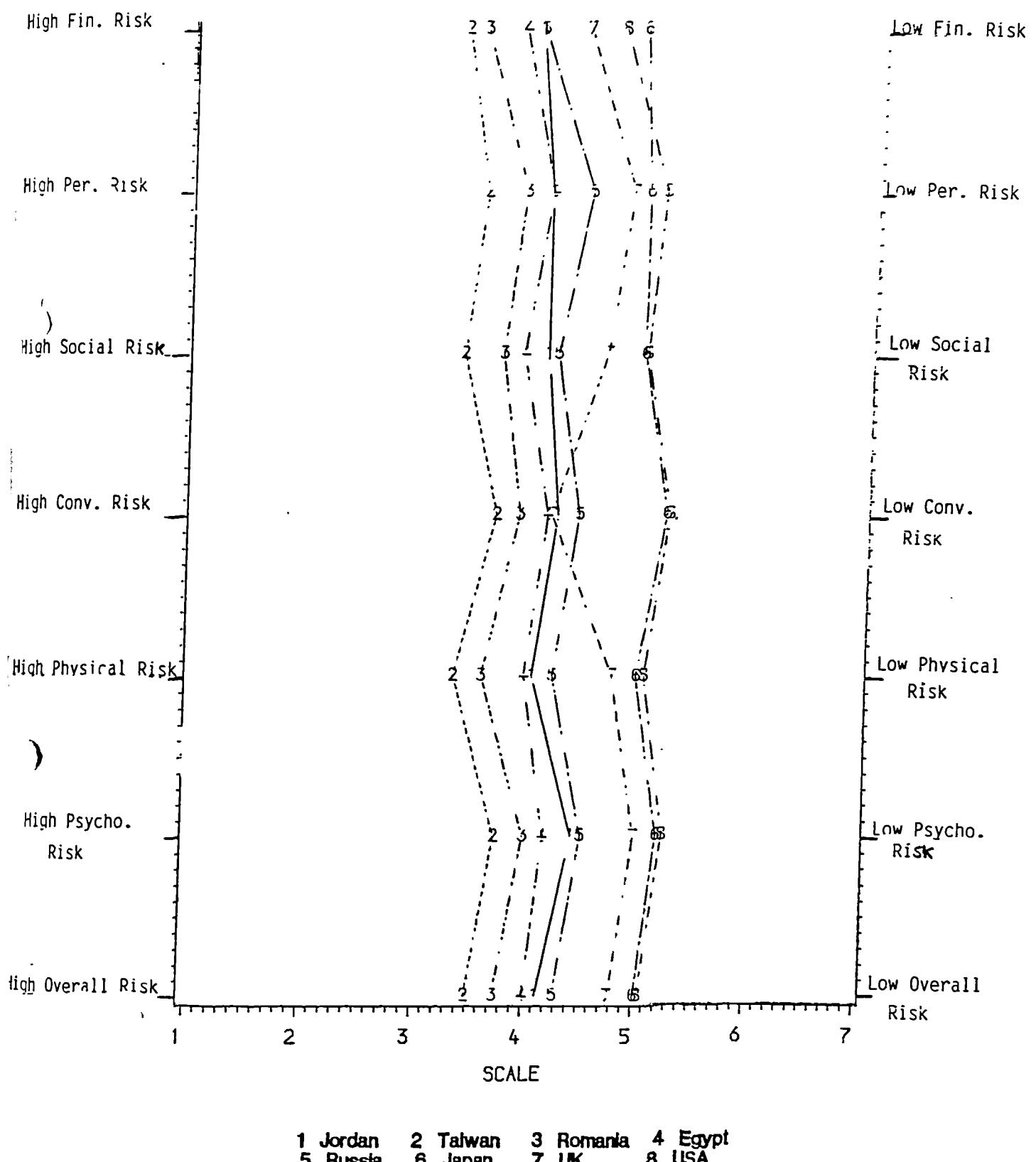
TABLE 10.8

THE ANOVA RESULTS OF THE DIFFERENCES BETWEEN THE RISK OF THE DOMESTIC
PRODUCT AND THAT OF EACH OF THE PARTICIPATING COUNTRIES ON
EACH OF THE RISK VARIABLES*

| Variable | JORDAN | TAIWAN | ROMANIA | EGYPT | RUSSIA | JAPAN | U.K. | U.S.A |
|---|---|---|---|---|---|---|---|---|
| Financial | 3.967 | 3.309 (.000) | 3.475 (.000) | 3.817 (.058) | 3.976 (.859) | 4.906 (.000) | 4.394 (.000) | 4.708 (.000) |
| Performance | 4.099 | 3.523 (.000) | 3.865 (.000) | 4.105 (.365) | 4.461 (.002) | 5.973 (.000) | 4.831 (.000) | 5.125 (.000) |
| Social | 4.096 | 3.344 (.000) | 3.691 (.000) | 3.875 (.001) | 4.183 (.921) | 4.969 (.000) | 4.633 (.000) | 4.891 (.000) |
| Convenience | 4.222 | 3.670 (.000) | 3.877 (.000) | 4.129 (.088) | 4.414 (.136) | 5.209 (.000) | 5.163 (.000) | 5.237 (.000) |
| Physical | 4.017 | 3.312 (.000) | 3.564 (.000) | 3.944 (.098) | 4.205 (.216) | 4.962 (.000) | 4.742 (.000) | 5.035 (.000) |
| Psychological | 4.418 | 3.719 (.000) | 3.978 (.000) | 4.161 (.002) | 4.504 (.573) | 5.189 (.000) | 4.987 (.000) | 5.243 (.000) |
| Overall | 4.1288 | 3.4896 (.000) | 3.7437 (.000) | 4.0116 (.007) | 4.2881 (.003) | 5.037 (.000) | 4.7867 (.000) | 5.0527 (.000) |

*Numbers in brackets indicate significance level

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the products of the two countries. The best ratings of the products of the two countries is in the psychological risk, while the lowest ratings is in the financial risk. It was indicated that there seems to be a tendency in the consumers' ratings that they gave lower scores (higher risk) to the financial risks of the products of all the countries, while they gave higher scores (lower risk) for the psychological type of risk. The possible interpretation of this tendency was that the consumers might be more concerned about the value of their money (financial risk) than the psychological consequences of owning the product of any country.

## 10.8.3 JORDAN vs. EGYPT

The Jordanian product is perceived to be lower in risk than the Egyptian product in the following overall risk at social risk and psychological risk. No significant differences are found in regard of the financial risk, performance risk, convenience risk and physical risk.

The greatest difference was found in regard of the social risk followed by the psychological risk, the financial risk, the convenience risk, the physical risk and the performance risk.

It is noticed that the Egyptian product is perceived to be the lowest in risk among the developing countries, excluding Jordan, and it was the most similar to the Jordan product in both the quality variables and the risk variables. This might be related to the similarity the consumers' perceive in both countries, as they are both Arab countries. This was found to be relevant in the literature related to the source country impact on product evaluation. Wang (1978) indicated that the source country's culture and political climate have an impact on the consumers' evaluation of products. Tongberg (1972) specified that the perceived

similarity with the source country's belief system correlate with the consumers' perception of the foreign product.

## 10.8.4  JORDAN vs. RUSSIA

In only one type of risk is a significant difference found between the Jordanian product and the Russian product, that is in the performance risk, where the difference is found to be significant at (.002) level of significance. The difference is in favour of the Russian product. However, in the overall risk, the difference is found to be significant at (.003) in favour of the Russian product.

The close similarity between the domestic product and the Russian product in five of the risk variables, is somewhat surprising when one considers the low ratings of the domestic product in comparison with the rest of the developed countries (Japan, U.K. and U.S.A.).

## 10.8.5  JORDAN vs. JAPAN

The Japanese product is perceived to have a lower risk than that of the Jordanian product in all of the six types of risk as well as the overall risk. The risk is statistically significant at (.000) level of significance. The highest difference between the products of the two countries was related to the convenience risk, followed by the performance risk.

## 10.8.6  JORDAN vs. U.K.

Significant differences are found between the risk of the Jordanian product and the risk of the U.K. product in all of the six types of risk and the overall risk. The difference between the products of the two countries is statistically significant at (.000) level of significance for

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the entire risk types. The greatest difference between the domestic
product and that of the U.K. product is related to the convenience risk
followed by the physical risk.

## 10.8.7  JORDAN vs. U.S.A.

The American product is perceived to be less risky than the Jordanian
product in all risk types in addition to the overall risk. The difference
is statistically significant at (.000) level of significance. The greatest
differences between the risk of the two countries is found in regard of the
convenience risk followed by the performance risk.

## 10.9  TEST OF HYPOTHESES

The aim in this section is to test the hypothesis related to the
comparison of the risk of the domestic product to the risk of the products
of the countries used in the study. The same methods used in the analysis
will be followed here. That is the risk associated with the domestic
product will be tested to the risk associated to foreign products in
general, developed countries as a group, developing countries as a group,
and finally to the risk of each of the participating countries.

Hypothesis one stated in its null form that "there is no significant
difference between the risk of the domestic product and the risk of the
foreign product, neither in the overall risk nor the specific type of
risks".

The T-test pairs is used to test the first three hypotheses including
this hypothesis. The results of the T-test in Table 10.3 indicated that
the null hypothesis should be rejected for the overall risk, the
performance risk, the convenience risk and the physical risk. It could
not be rejected for the financial risk, the social risk and the

psychological risk. Thus it is concluded that the first hypothesis is partially rejected in favour of the alternative hypothesis, which stated that "the foreign product is perceived to have lower risk than the domestic product". However, it seems to be that the idea of breaking down the overall risk to its components, is more sensible to understand the foreign and domestic risks than the overall risk. This is because in three out of six risk components, one found no significant differences between the products of the two groups. Hampton (1977), suggested that there is considerable merit in the examination of the components of perceived risk, however, he decided to use risk in the global sense.

Hypothesis two stated that "there is no significant difference between the mean ratings of the domestic product risk and the developed countries' product risk, neither in the overall ratings nor in the specific type of risk".

The T-test results in Table 10.4 showed that the differences in the mean ratings between the products of the two groups is statistically significant at (.000) level of significance for both the overall risk and the entire types of risk. The conclusion is to reject hypothesis two entirely in favour of the alternative hypothesis which stated that "the developed countries' product is perceived to have lower risk in both the overall risk and in each type of risk, than the domestic product".

Hypothesis three stated that "there is no significant difference between the risk of the domestic product and the risk of developing countries' product, either in the overall risk nor in the specific type of risk".

The T-test in Table 10.5 showed that the differences between the risk of the products of the two groups are statistically significant at (.000) level of significance for the overall risk, as well as the entire types of risk. So, it is concluded that hypothesis three should be rejected in

TABLE 10.9

RESULTS OF TESTING HYPOTHESIS FOUR CONCERNING THE CONSUMERS'
PERCEPTION OF THE DOMESTIC PRODUCT PRICE VS. THAT OF
THE PARTICIPATING COUNTRIES' PRODUCT

|  | Taiwan | Romania | Egypt | Russia | Japan | U.K. | U.S.A. |
|---|---|---|---|---|---|---|---|
| Financial risk | Reject * | Reject * | Accept | Accept | Reject ** | Reject * | Reject ** |
| Performance risk | =* | =* | = | Reject * | =** | =** | =** |
| Social risk | =* | =* | Reject * | Accept | =** | =** | =** |
| Convenience risk | =* | =* | Accept | Accept | =** | =** | =** |
| Physical risk | =* | =* | Accept | Accept | =** | =** | =** |
| Psychological risk | =* | =* | Reject * | Accept | =** | =** | =** |
| Overall risk | =* | =* | Reject * | Reject * | =** | =** | =** |

(1) Hypotheses four stated in its null form that "The consumers'
perception of the risk, of the Jordanian product, both the overall
risk and the specific type of risk, is perceived to be similar to
that of each of the participating countries"
* The domestic product is less risky
** The domestic product is more risky

Note: The significance level for accpeting or rejecting the hypothesis is
0.5 or better

favour of the alternative hypothesis, which stated that "the risk of the domestic product is perceived to be lower than the risk of the developing countries' product in both the overall risk and the specific type of risk".

Hypothesis four stated in its null form that "the consumers' perception of the risk of the Jordanian product, both the overall risk and the specific type of risk, is perceived to be similar to that of each of the participating countries".

The ANOVA test is used to test the significance of the difference in the mean ratings of the domestic product and each of the participating countries. (Table 10.9 summarizes the results of testing hypothesis 4.)

## 10.10 CONCLUSIONS

The use of the cluster analysis in grouping the countries according to the consumers perceptions of the risk of their products, resulted into two clusters. The first cluster includes U.S.A., U.K. and Japan. This cluster can be easily identified as a developed countries cluster. The second cluster include Egypt, Romania, Taiwan, Jordan and Russia. It is clear that the consumers are grouping the Russian product in regard of its perceived risk with · the developing countries. Although the Russian product was not perceived to be belonging to the developed countries group in the quality and price cases, but it was not directly associated with the developing countries product. However, the high amount of perceived risk of the Russian product distances it from the developed countries and makes it more closer to the developing countries.

The comparison of the perceived risk of the domestic product to that of foreign countries in general, developed and developing countries as two groups, indicated that there are significant differences between the domestic product and each group. These findings indicate that the local

producers should consider the stage of development of the source country of the imported product in formulating their marketing strategies, rather than dealing with the imported product under the general term 'foreign'. This is because foreign products are perceived to be lower in risk than the domestic product. However, when it comes to classifying the countries to developed and developing, the domestic product has an advantage over the devloping countries product. This situation is similar to the research findings in regard of the product quality. This implied that the same suggestion applied to that situation is applicable here. In other words, while the local producers need to seek, at least in the short run, the government protection against the competition with the developed countries product, they are in a good position to compete with the developing countries product. However, the suggested restrictions on the imported product should be for a limited time period, to give the local producers the opportunity to improve the perceived image of the domestic product. That is not to say that the restriction of the developed countries product should be comprehensive. It might be more beneficial for the domestic industry and the Jordanian consumers to allow these products to enter the country in limited quantities. The benefit for the Jordanian industry can be attributed to the advantage of competing with the products of more developed nations which will lead to more effort to improve the domestic product image and to increase its competitive power. In regard of the Jordanian consumers, it should be admitted that their preference for the developed countries product is apparent. These preferences should not be ignored by making the domestic product the only alternative available. However, in allowing the developed countries products to enter in prespecified quantitites and with an increased effort to reduce the amount

of risk associated with the domestic prodcut, the consumers' confidence in the domestic product can be improved.

Among the several methods suggested for reducing perceived risk in the product purchase (Roelius 1971, Shimp and Beardon 1982) three methods might seem possible to be used here. These methods are warranty, money-back guarantee and government testing. By improving the warranty conditions, assuring the consumers would get their money back if the product fails to be completely satisfactory, and providing evidence that the product has been tested and approved by a government testing agency, the local producers might be able to reduce the perceived risk of the domestic product.

The situation of the domestic product in comparison to that of developing countries appeared to be different. The domestic product is perceived to be lower in risk than the developing countries product. This might indicate that if the local producers can maintain and improve their position in comparison with the developing countries products, they can compete with the products of these countries more easily. There will be little need to ask for government protection and to restrict the imported goods from those countries. Furthermore, as it was suggested in the quality chapter, the local producers can enter in bilateral agreements with suppliers of developing countries and they might be able to establish a foreign market for their products with little impact on their domestic market. This suggestion should be taken with caution for the following reasons: (1) the prices of the domestic products are perceived to be higher than the products of developing countries, (2) the results are built on the perception of quality, price and risk which might/might not represent the actual purchase decision. However, emphasising the distinctive position of

the perceived quality and risk of the domestic product will be beneficial in improving its competitive power against the developing countries product.

The financial risk and the physical risk are perceived to be the highest types of risk in the domestic product. This indicated that the local producers should pay more attention to these two types of risk. The risk reduction methods suggested above might be particularly suitable for these types of risk.

CHAPTER ELEVEN

COMBINING THE QUALITY, PRICE AND RISK ATTRIBUTES
OF THE PRODUCTS OF THE VARIOUS COUNTRIES AND TESTING
THE INTER-RELATIONSHIP AMONG THESE CUES

## 11.1  INTRODUCTION

In the previous chapters, the quality, price and risk of the domestic product were compared to the foreign products as separate cues. That is, each of these cues were taken individually. They were compared to both the domestic product and the foreign products in general, then to the developed and developing countries as two groups and finally to each country. The aim in the present chapter is to combine the three cues together and to make the same comparison. This is because it is assumed that those cues are considered, together, to make the final evaluation of the product. Although, it is clear that different weights will be assigned to each of these cues, and those weights might vary from consumer to consumer and from product to product, it is found to be more convenient to assign the same weight for each cue. This is because the real weights assigned to each of these cues are not available.

The overall evaluation of the products of foreign origin and the domestic products, revealed that the foreign product is perceived to have a higher evaluation in the combination of the quality, price and risk cues. The difference between the products of the two groups is tested using the T-test and the difference is found to be statistically significant at (.000) level of significance. Also, the same test is applied to the domestic product in comparison to that of the developed countries' product, the difference is found to be significant at (.000) level of significance. It was found that the developed countries' product was perceived to have a better overall image than the domestic product in the combination of quality, price and risk cues. The comparison of the domestic product to that of developing countries, revealed that the domestic product is perceived to have a better overall image than that of the developing countries' product. The difference between the products of

## TABLE 11.1

TEST OF THE DIFFERENCE BETWEEN THE DOMESTIC PRODUCT AND THE FOREIGN,
DEVELOPED AND DEVELOPING COUNTRIES' PRODUCT IN THE COMBINATION OF
OVERALL QUALITY, PRICE AND RISK

T - TEST
JORDAN VS. FOREIGN

| Variable | Number of Cases | Mean |
|----------|-----------------|--------|
| Jordan | 639 | 4.0345 |
| Foreign | 639 | 4.2195 |

| (Difference) Mean | t value | Deg. of freedom | 2-tail prob. |
|-------------------|---------|-----------------|--------------|
| -.1850 | -6.69 | 638 | .000 |

T - TEST
JORDAN VS. DEVELOPED

| Variable | Number of Cases | Mean |
|----------|-----------------|--------|
| Jordan | 639 | 4.0345 |
| Developed | 639 | 4.4891 |

| (Difference) Mean | t Value | Deg. of Freedom | 2-tail Prob. |
|-------------------|---------|-----------------|--------------|
| -.4546 | -13.55 | 638 | .000 |

T - TEST
JORDAN VS. DEVELOPING

| Variable | Number of Cases | Mean |
|----------|-----------------|--------|
| Jordan | 639 | 4.0345 |
| Developing | 639 | 3.9498 |

| (Difference) Mean | t Value | Deg. of Freedom | 2-tail Prob. |
|-------------------|---------|-----------------|--------------|
| .0847 | 3.05 | 638 | .002 |

the two groups is statistically significant at (.002) level of significance (Table 11.1).

In general, it was noticed that the combination of the three cues together did not significantly change the overall perception of the product quality discussed in the previous chapters. This might indicate that although the domestic product is perceived to have lower prices than the foreign product in general and that of the developed countries and higher prices than that of developing countries, it is still perceived to be lower in the overall image than the foreign and developed countries' product and higher than the developing countries' product.

## 11.2   INTERPRETATION OF THE CLUSTER ANALYSIS RESULTS

The cluster analysis technique is used to group the eight countries into two or three groups to ensure that the classification of the countries into developed and developing is relevant to the consumers' perception of the quality, price and risk of their product. The consumers' perception of the twenty-seven quality price and risk attributes for each country will be used for this purpose.

The squared euclidean dissimilary function is presented in Table 11.2. Countries were labled from (1-8) in the following sequence, 1. Romania, 2. U.S.A., 3. Egypt, 4. England, 5. Japan, 6. Jordan, 7. Russia and 8. Taiwan. The examinations of the matrix in Table 11.2 revealed that the most similarity was found between Romania and Egypt followed by Egypt and Jordan, Japan and U.K., U.K. and U.S.A., Romania and Taiwan, Japan and U.S.A., Romania and Jordan and Taiwan and Egypt. While the largest dissimilarity was found to be between the U.S.A. and Taiwan, Japan and Taiwan, U.S.A. and Romania, U.K. and Taiwan, U.S.A. and Egypt, Romania and Japan, U.S.A. and Jordan and so on. (Table 11.3)

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TABLE 11.2

THE RESULTS OF THE HIERARCHICAL CLUSTER ANALYSIS FOR
CLUSTERING THE EIGHT COUNTRIES ACCORDING TO THE
CONSUMERS' PERCEPTION OF THE COMBINATION OF THE
QUALITY, PRICE AND RISK ATTRIBUTES OF THEIR PRODUCT


THE SQUARED EUCLIDEAN DISSIMILARITY COEFFICIENT MATRIX

| CASE | 1<br>Romania | 2<br>U.S.A. | 3<br>Egypt | 4<br>U.K. | 5<br>Japan | 6<br>Jordan | 7<br>Russia |
|------|---------|--------|--------|---------|---------|---------|---------|
| 2 U.S.A.  | 82.5562  |          |         |         |         |        |         |
| 3 Egypt   | .9410    | 73.2629  |         |         |         |        |         |
| 4 U.K.    | 57.4136  | 2.5748   | 50.0953 |         |         |        |         |
| 5 Japan   | 66.3616  | 2.8134   | 57.5758 | 2.5433  |         |        |         |
| 6 Jordan  | 2.8475   | 63.1340  | 1.1889  | 41.8217 | 49.0543 |        |         |
| 7 Russia  | 13.1294  | 30.4271  | 9.7034  | 16.3333 | 21.1561 | 7.1889 |         |
| 8 Taiwan  | 2.7777   | 110.0936 | 4.7193  | 80.9441 | 89.1680 | 8.7590 | 25.5209 |

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TABLE 11.3


THE PROCESS OF ESTABLISHING CLUSTERS FROM THE EIGHT COUNTRIES
ACCORDING TO THE HIGHEST SIMILARITY OF THE PERCEPTION OF THE
COMBINATION OF THE QUALITY, PRICE AND RISK ATTRIBUTES
OF THEIR PRODUCTS*


The Agglomeration Schedule using Complete Linkage


| Stage | Clusters Combined | | Coefficient | Stage Cluster 1st Appears | | Next Stage |
|---|---|---|---|---|---|---|
| | Cluster 1 | Cluster 2 | | Cluster 1 | Cluster 2 | |
| 1 | 1 | 3 | .940956 | 0 | 0 | 4 |
| 2 | 4 | 5 | 2.543345 | 0 | 0 | 3 |
| 3 | 2 | 4 | 2.813418 | 0 | 2 | 7 |
| 4 | 1 | 6 | 2.847544 | 1 | 0 | 5 |
| 5 | 1 | 8 | 8.758995 | 4 | 0 | 6 |
| 6 | 1 | 7 | 25.520935 | 5 | 0 | 7 |
| 7 | 1 | 2 | 110.093643 | 6 | 3 | 0 |


*The countries are numbered as follows:
(1) Romania, (2) U.S.A., (3) Egypt, (4) U.K., (5) Japan, (6) Jordan
(7) Russia, (8) Taiwan

FIGURE 11.1

A DENDOGRAM PRESENTS THE FORMATION OF THE FINAL CLUSTERS OF THE
CONSUMERS' PERCEPTION OF THE COMBINATION OF QUALITY, PRICE AND RISK
ATTRIBUTES OF THE PRODUCTS OF THE PARTICIPATING COUNTRIES
USING COMPLETE LINKAGE METHOD

```
CASE          0         5        10        15        20        25
Label   Seq   +---------+---------+---------+---------+---------+

Romania  1    -+
Egypt    3    -+-+
Jordan   6    -+ +-------+
Taiwan   8    ---+       +----------------------------------------
Russia   7    -----------+                                       I
England  4    -+                                                 I
Japan    5    -+----------------------------------------------------
America  2    -+
```

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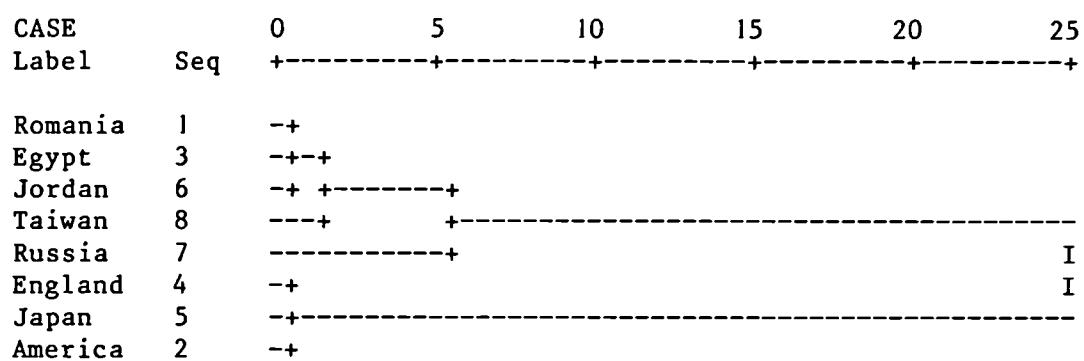
It was confirmed that most similarities exist between the countries which can be categorized as having relatively similar status of industrialization (development). That is the developing countries and the developed countries, with Russia taking a different position, somewhere in the middle, not strongly belonging to any of the two blocks. However, it could be more closer to the developing countries' block, than the developed countries' block.

Thus, as is shown on the dendogram in Figure 11.1, three clusters can be identified.

CLUSTER 1 - includes Jordan, Egypt, Taiwan and Romania which could be named the developing countries block

CLUSTER 2 - with Russia the only country in this group

CLUSTER 3 - includes the U.S.A., U.K. and Japan which could be named the developed countries block.

However, for the purpose of this research, Jordan will be detached from the developing countries group to be known as the domestic and Russia will be attached to the developed countries block to make together the industrialized nations (developed) countries block. In some stages, the seven countries will be added together (all except Jordan) to form the foreign countries block and to be compared with Jordan. In some other cases individual comparison will be made for the product of each country with the Jordanian product.

Thus, again, the use of the cluster analysis supported the research argument in comparing the domestic product to that of each of the developing and developed countries as two blocks.

11.3 THE RATINGS OF THE COUNTRIES IN THE OVERALL COMBINATION OF THE PRODUCT QUALITY, PRICE AND RISK ATTRIBUTES

Table 11.4 presents the mean ratings of the eight countries used in this study and their rank in the computed overall combination of quality,

TABLE 11.4

THE RATINGS OF THE COUNTRIES ON THE OVERALL QUALITY, PRICE AND RISK
COMBINATIONS

| COUNTRY | MEAN | RANK |
|---------|--------|------|
| Japan | 4.7041 | 1 |
| U.S.A. | 4.6050 | 2 |
| U.K. | 4.4244 | 3 |
| Russia | 4.2229 | 4 |
| Egypt | 4.0540 | 5 |
| Jordan | 4.0345 | 6 |
| Romania | 3.9105 | 7 |
| Taiwan | 3.8851 | 8 |

price and risk. In examining this table in comparison with the various countries' ranking in the product quality and risk presented in the preceding chapters, one found that the order of the countries has relatively changed. While the U.S. product was perceived to be the highest among the other countries in product quality as well as the lowest in risk, the Japanese product was perceived to be the highest in the overall evaluation of the combination of the three cues. This might be interpreted that the difference in the perceived prices of the products of the two countries, to the benefit of the Japanese product was too high to be compensated by the difference in the product quality and risk to the benefit of the U.S. product. For the same reason, the Egyptian product was rated slightly higher than the Jordanian product in the overall image of the combination of the three cues, although the Jordanian product was perceived to have a higher quality and lower risk than that of the Egyptian product as indicated in the quality and risk chapter. In regard of the other countries, they kept the same order as in the product quality and risk.

## 11.4   TESTS OF THE SIGNIFICANCE OF THE DIFFERENCES

The T-test was used to test the significance of the differences between the Jordanian product and that of each of the participating countries. The results are summarized in Table 11.5.

The difference between the domestic product and that of each of the participating countries is statistically significant in all cases at (.000) level, except in the Egyptian case, where no significant difference was found. However, the difference was not in the same direction in all the cases, while the products of Russia, U.K., U.S.A. and Japan were perceived to be better in the perceived combination, the domestic product was

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TABLE 11.5

A COMPARISON OF THE COMBINATION OF THE QUALITY, PRICE
AND RISK OF THE JORDANIAN PRODUCT VS. THAT OF EACH COUNTRY*

| COUNTRY | MEAN | Difference | t-value | Deg. of freedom | 2-tail prob. |
|---------|------|-----------|---------|-----------------|--------------|
| Taiwan | 3.8851 | .1495 | 4.24 | 638 | .000 |
| Romania | 3.9105 | .1240 | 3.86 | 638 | .000 |
| Russia | 4.2229 | -.1884 | -5.37 | 638 | .000 |
| Egypt | 4.0540 | -.0195 | -.66 | 638 | .510 |
| U.S.A. | 4.6050 | -.5705 | -14.07 | 638 | .000 |
| U.K. | 4.4244 | -.3899 | -11.13 | 638 | .000 |
| Japan | 4.7041 | -.6696 | -17.00 | 638 | .000 |

*Notes
(1) The scale of measurement consists of 7 points from 1 to 7
(2) The higher the score the better the valuation of the product
(3) The average rating of the domestic product is 4.0345

perceived to be better than that of Romania and Taiwan. The highest difference was found to be between the domestic product and that of Japan, while the lowest difference was found to be between the domestic product and that of Egypt.

## 11.5 THE RELATIONSHIP BETWEEN THE THREE CUES

This section investigates the existence of the relationship between price and quality, price and risk and risk and quality. The aim is to find out the existence of this relationship in the context of the source country presence.

The Spearman rank correlation coefficient* is used to test the significance of the association between each two cues. (Table 11.6)

## 11.5.1 PRICE AND QUALITY

Many studies have attempted to investigate the relationship between price and quality. (Bodell, et al. 1986, Dardis and Geiser 1980, Sutton and Riesz 1979, Wheatley and Chiu 1977, Cox 1979, Geistfeld 1982, Levin and Johnson 1984, Yamada and Ackerman 1984, are just examples.) Conflicting results are found in most of these studies. While some of them support the existence of a positive correlation between the cues (Wheatley and Chiu 1977 for example), others found no such relationship or even a negative relationship (Sutton and Reisz 1979 for example).

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*Although it is assumed that the research data is interval rather than ordinal the Spearman rank correlation coefficient is used throughout this research rather than Pearson correlation coefficient. This is because the Spearman correlation did not need the strong assumption in regard of the normality of the distribution and the normality of the variance required by the Pearson correlation. These assumptions according to Parasuraman (1986) are hard to verify using sample data.

TABLE 11.6

THE RELATIONSHIP BETWEEN THE PRICE AND QUALITY, PRICE AND RISK AND RISK
AND QUALITY*

|  | PRICE/QUALITY Spearman | RISK/QUALITY Spearman | RICE/RISK Spearman |
|---|---|---|---|
| Jordan | .1982 (.000) | .4730 (.000) | .3207 (.000) |
| Japan | .0309 (.218) | .4079 (.000) | .0133 (.368) |
| U.S.A. | -.3014 (.000) | .5311 (.000) | -.2342 (.000) |
| Russia | -.0752 (.029) | .3249 (.000) | .1577 (.000) |
| Romania | -.0859 (.015) | .6098 (.000) | .0325 (.206) |
| Egypt | .0671 (.045) | .5294 (.000) | .2250 (.000) |
| Taiwan | -.2585 (.000) | .7223 (.000) | -.1929 (.000) |
| U.K. | -.2606 (.000) | .3882 (.000) | -.1268 (.001) |

*Numbers in brackets indicate the significance level for the Spearman
correlation coefficient as it produced by the Spssx statistical package

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In all of these studies which used as examples of previous research, and as far as the researcher can ascertain, the relationship between price and quality as it related to the origin of the product, has not yet been investigated.

The relationship between the perceived price of the product and the perceived quality of it are summarized in Table 11.6. In understanding the direction of the relationship, it is worth remembering that the higher the perceived price, the lower the score assigned to it; while the higher the perceived quality, the higher the score. So in this case, the negative correlation can actually be understood as that, the higher the perceived price, the higher the perceived quality, while the positive correlation can be interpreted that the higher the perceived price, the lower the perceived quality.

The investigation of Table 11.6, showed that the relationship between the perceived price and quality is statistically significant at (.050) or less in all cases, except in the case of Japan, where no significant relationship is found. It was also found that the correlation direction was negative in all cases, except in the case of Jordan and Egypt. As mentioned earlier, the consumers' perceive that the higher the price of the products of the U.S.A., Russia, Romania, Taiwan and the United Kingdom, the higher the consumers' perception of their product quality. However, in the case of the Jordanian and Egyptian product the reverse is true, which means that the lower the perception of the product prices, the higher the perception of its quality.

These conflicting results for the same product class (major appliances) for different countries, are somewhat confusing and hard to explain. Although they are partially in agreement with part of the previous literature, which showed a positive correlation between the subject

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perception of price and that of quality on the one hand, they also partially agree with that part of literature which showed a negative correlation between the two cues. (Morris and Bronson 1969, Riesz 1978, Sproles 1977, Yamada and Ackerman 1984, Sutton and Riesz 1979, Bodell 1986.) However, what is surprising, is not the direction of the relationship between the two cues in itself, which one can find some relevance to in the existing literature, but to the differences between the same class of product of different origins. According to the researcher's knowledge, this has not been addressed in any of the previous research. However, the assumption regarding the interpretation of these results is related to how much the consumer is confident about his/her knowledge of the price and the quality of the specific product origin. Once he/she believes in his knowledge, then the price and quality will act independently (no relation) as in the case of Japan, or inversely the case of the Jordanian and Egyptian product (this might be peculiar to the Jordanian consumers' case, due to their own experience with the domestic manufacturers and the nearest country [Egypt], among the participating countries). On the other hand, if consumers are not confident in their evaluation of the quality of the product origin, then they might use price as an indication of the product quality. (Lambert 1970, French, et al 1972).

Finally, these results as well as the preceeding tentative explanation, require more validation either in Jordan or other similar countries, in testing the relationship between the price and quality of the same product to various countries of origin. In future research, it is suggested that this point might be deserving of more attention. This is because it implies that different marketing strategies, particularly in regard to the pricing practices, might need to be implemented by the various producers

according to their origin, in the Jordanian market or in any other market with a similar situation.

## 11.5.2  RISK AND QUALITY

The relationship between the product risk and quality as it relates to the country of origin, will be investigated in this section. The Spearman rank correlation will be used in testing the significance of the correlation between the two cues. The results of the correlation coefficients are summarized in Tab.11..6.Before starting the interpretation of the results, it is worth mentioning that the scores have been converted to represent the positive value in all cases. That is, the higher the score, the lower the perception of risk and the higher the score, the higher the perception of quality. So in this case, the positive correlation indicates that the lower the perceived risk of the product, the higher the perceived quality.

The investigation of the perceived risk and perceived quality relationship is important in formulating a marketing strategy in which one can improve the product quality and at the same time reduce the perceived risk and vice-versa. Several risk relievers strategies were suggested in the marketing literature (example Roselius 1971). If a positive correlation does exist between risk and quality (high quality, low risk) then the various strategies for improving the product quality can be employed to reduce the perceived risk.

An investigation of Table 11.6 showed that the correlation tests confirmed that there is a positive correlation between the risk of the product and its quality. This is consistent on all the levels, either in the developed and developing countries' products, or at the individual

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country level. The correlation coefficients were statistically significant at (.000) level of significance in all the cases.

In referring to the existing literature, one could not find any research which tested the relationship between the product risk and the product quality. So in this case, the research results are somewhat handicapped for not being integrated with the existing research. The main assumption in this case in regard of the unavailability of research in this area, is that it might be assumed that risk and quality are naturally associated, however, this assumption has not been empirically tested before. Since this is the case, the attempt will be made to test the association between each type of risk and quality for each country. It is worth stressing here that both risk and quality measured are as perceived by the consumers, which might differ from the objective risk and quality of the products of the various countries.

Table 11.7 summarized the results of the test. of association. It is clear from the table that significant correlations exist between the overall quality of the product of each country and every single type of risk. The correlation coefficient is positive in all variables and significant at (.004) or better. These results confirmed the research findings in regard of the overall risk and overall quality relationship.

This positive relationship between the perceived overall quality and the different types of risk, is a clear indication of the type of relationship existing between the image about the product quality and the image of its risk. It indicates that product quality and risk are closely related; that is, the higher the consumers' perceive the quality of the product, the lower the risk they associate with it. This conclusion is prevelant in each case tested.

TABLE 11.7

THE RELATIONSHIP BETWEEN THE OVERALL QUALITY AND EACH
OF THE SIX TYPES OF RISK TO EACH OF THE PARTICIPATING COUNTRIES*

|  | FINANCIAL RISK | PERFORMANCE RISK | SOCIAL RISK | CONVENIENCE RISK | PHYSICAL RISK | PSYCHOLOGICAL RISK |
|---|---|---|---|---|---|---|
| U.S.A | .2496 (.000) | .3632 (.000) | .3455 (.000) | .3576 (.000) | .4047 (.000) | .3214 (.000) |
| U.K. | .1360 (.000) | .2041 (.000) | .2568 (.000) | .1852 (.000) | .3192 (.000 | .2860 (.000) |
| Japan | .1820 (.000) | .2593 (.000) | .2664 (.000) | .2780 (.000) | .3110 (.000) | .2124 (.000) |
| Russia | .1386 (.000) | .2062 (.000) | .1708 (.000) | .2577 (.000) | .2061 (.000) | .2585 (.000) |
| Egypt | .3084 (.000) | .4051 (.000) | .3237 (.000) | .4044 (.000) | .3842 (.000) | .4001 (.000) |
| Taiwan | .4659 (.000) | .5189 (.000) | .5357 (.000) | .6146 (.000) | .5421 (.000) | .5747 (.000) |
| Romania | .4659 (.000) | .5189 (.000) | .5357 (.000) | .6146 (.000) | .5421 (.000) | .5747 (.000) |
| Jordan | .3134 (.000) | .3042 (.000) | .2763 (.000) | .2861 (.000) | .3522 (.00) | .2952 (.000) |

*Numbers in brackets indicate the level of significance for the Spearman
correlation coefficient as it produced by the Spssx statistical package

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Unlike the price quality relationship, which was tested in the previous section and in which one found that the relationship was not consistent in all cases; i.e. positive in some cases, negative or not significant in other cases, the relationship between the product quality and risk is consistent among all types of risk and to each country.

This finding is important because marketers can improve the product image, either by improving the consumers' perception of its quality, which will lead to the reduction of the perceived risk, or they can try to reduce the perceived risk which will lead to improve the perception of quality.


11.5.3  PRICE AND RISK

The idea of the consumers' perception of risk in the purchase decision process, is well described in the consumer behaviour literature (Bauer 1960, Cox 1967, Jacoby and Kaplan 1972 are just examples). However, the relationship between price and risk did not receive much attention from the marketing researchers. As far as the researcher can ascertain, the only piece of research available in this matter is an article by Chr. Hjorth-Andersen (1987) entitled "Price as a risk indicator". He stated that "Price may be a quality indicator, however, in the sense of indicating that 'on average' a higher price implies a higher quality and yet not be a risk indicator ..... the problem of price as a risk indicator is related to, but not identical with, the problem of price as a quality indicator".

The Spearman correlations were computed for the price and risk of the various countries and the results were presented in Table 11.6. As can be seen in the table, significant correlations did exist between the perceived price and the perceived quality, except in the case of Japan and Romania, where the correlation is not significant. However, the

correlation sign does not follow in the same direction for all the countries. While a negative correlation exists between the price and risk of the U.S.A., Taiwan and United Kingdom products, a positive correlation exists between the price and risk of the products of Jordan, Russia and Egypt.

The interpretation of the negative correlation is that the higher the consumers' perception of the price of the product, the lower they perceive its risk and vice-versa, while the positive correlation indicates that the lower the consumers' perception of the price of the specific country's product, the higher they perceive the overall risk associated with it. These conflicting results are ambiguous and hard to explain, but it might be a country related perception. It was found that all the products of the developed countries, except Russia, showed a negative correlation (Japan is not significant), while all of the developing countries' products, except Taiwan, showed a positive correlation.

Hjorth-Andersen (1987) concludes that "if consumers are able to identify the commodities where unacceptable brands occur, then price is in fact a rather good risk indicator, in that buying an expensive brand will substantially reduce the risk, but if consumers are not able to identify commodities where unacceptable products occur, use of price as a risk indicator will only reduce a little bit further, an already small probability of buying an unacceptable product".

However, Hjorth-Andersen's study was dealing with objective data from the consumer reports and only for three types of risk: financial risk, performance risk and physical risk for a relatively risky product by defin- ition, since they were classified as unacceptable products by a testing agency. This is completely different from the present study, which deals with primary data (collected directly from the consumers' regarding their

subjective evaluation of the price and risk of the products of various countries), for normal products and for six types of risk. It was found that Hjorth-Andersen's study suitable to refer to because it is the only study one can find in this field. The main findings of his study, as quoted above, indicate that while there is some kind of negative relationship between price and risk (high price, low risk), in some cases (ability to identify the unacceptable product) there is little or no relationship in other cases (inability to identify the unacceptable product). This might seem somewhat similar to the present research findings with regard to the relationship between the price and risk of the products of the various countries which showed some kind of negative correlation; the higher the price the lower the risk (U.S.A., U.K. and Taiwan) or no relation (Japan and Romania) and in some extreme cases positive correlation, the higher the price the higher the risk (Jordan and Egypt).

## 11.6 THE MAIN FACTORS FOR THE PRODUCT IMAGE OF EACH COUNTRY

The sixteen quality variables, the five price variables and the six risk variables were combined together for each country. The multivariate factor analysis was used to identify the constructs that underlie the total variables for each country. The varimax rotation version with Kaiser normalization was used to produce more interpretable factors.

The results of the factor analysis (principal components with varimax rotation) for each country are summarized in Tables 11.8 to 11.15. It is worth mentioning here that the eigenvalue specification is used to determine the number of factors. According to Kim and Mueller (1978) eigenvalue specification is one of the most popular criteria for addressing the number of factors question. It required retaining factors

with eigenvalues greater than 1 when the correlation (not adjusted) matrix is decomposed.

The examination of Tables 11.8 to 11.15 indicated that six significant factors are extracted for the products of the following countries: Jordan, Russia, Japan, U.K. and U.S.A. Five factors were extracted for the products of Egypt and Romania. Finally, four factors were extracted for the Taiwanese product. The percentage of the explained variance by these factors to each country was as follows: 51.4% for Jordan, 54.1% for Egypt, 54% for Romania, 59.9% for Taiwan, 52.5% for Russia, 55.1% for Japan, 52.4% for the U.K. and 55% for the U.S.A.

Although it can be seen that the percentage of variance explained by these factors was not too high, which might indicate that the factor analysis did not explain much of the variance of the data, it was found that the factors for each of the countries did not exceed six factors nor fall below four factors. At the mean time., a relatively similar percentage of the explained variance was found for the products of the entire countries (no less than 51%, nor higher than 60%).

To give a clearer idea of the factors for each country, it was thought that it might be more sensible to discuss them for every nation individually.

## 11.6.1 THE JORDANIAN PRODUCT (Table 11.8)

The twenty seven quality, price and risk variables, were combined together for the purpose of identifying the main factors of the Jordanian product. Six factors were extracted from the combination of the variables. These six factors explain 51.4% of the variance. The first factor is composed of: spare parts availability, energy saving, brand recognition, variety of sizes, value for money and product appearance.

TABLE 11.8

THE MAIN FACTORS OF THE JORDANIAN PRODUCT

| VARIABLE | | ATTRIBUTE | VARIMAX | COMMUNALITH |
|---|---|---|---|---|
| | | FACTOR 1 | "PRACTICALITY 22.9%" | |
| Quality | 13 | Spare parts availability | .69422 | .51513 |
| " | 3 | Energy saving | .56651 | .50766 |
| " | 15 | Brand recognition | .56599 | .50686 |
| " | 9 | Usage instructions | .56212 | .51267 |
| " | 11 | Variety of sizes | .55633 | .41598 |
| Price | 5 | Value for money | .53236 | .48241 |
| Quality | 7 | Appearance | .51724 | .46717 |
| | | | | |
| | | FACTOR 2 | "INTRI..SIC FACTOR" 8.9% | |
| Quality | 14 | Warranty | .69575 | .50686 |
| " | 12 | Variety of colour | .59165 | .44646 |
| " | 6 | Safety | .57354 | .42542 |
| " | 8 | Dependability | .56465 | .49147 |
| " | 16 | General quality | .54271 | .51813 |
| " | 10 | Ease of cleaning | .53402 | .44071 |
| " | 2 | Performance | .45009 | .37030 |
| | | | | |
| | | FACTOR 3 | "PRICE FACTOR" 6.1% | |
| Price | 3 | Underpriced/Overpriced | .80246 | .68174 |
| " | 4 | Inexpensive/Expensive | .76928 | .65706 |
| " | 1 | Low Price/HighPrice | .71317 | .54260 |
| " | 2 | Acceptable Price/ | | |
| | | Inacceptable Price | .68778 | .64292 |
| | | | | |
| | | FACTOR 4 | "USER RISK" 5.7% | |
| Risk | 3 | Social risk | .75572 | .68157 |
| " | 1 | Financial risk | .68070 | .55439 |
| " | 5 | Physical risk | .64463 | .55614 |
| | | | | |
| | | FACTOR 5 | "PRODUCT RISK" 3.9% | |
| Risk | 4 | Convenience risk | .65752 | .51662 |
| " | 6 | Psychological risk | .63117 | .50273 |
| | | | | |
| | | FACTOR 6 | "RELIABILITY FACTOR" 3.9% | |
| Quality | 5 | Maintenance | .56067 | .48241 |
| " | 4 | Noise level | .54452 | .46284 |
| " | 1 | Durability | .51723 | .47128 |
| Risk | 2 | Performance risk | .49918 | .54831 |

% Variance explained (minimum eigenvalue 1.0) : 51.4

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These variables appeared to explain the practicability dimension of the Jordanian product. Thus this factor, which explains 22.9% of the variance could be reasonably labelled as the product practicability factor.

Factor 2 is clearly an intrinsic factor, since it is composed of variables which mostly relate to the products internal characteristics. These variables include product warranty, variety of colours, safety, dependability, general quality, ease of cleaning and product performance. This factor explains 8.9% of the variance. The third factor explains 6.1% of the variance and is composed of four price variables. Those variables are underpriced, inexpensive price, low price and acceptable price. Thus, this factor might be called the price dimension factor.

Factors 4 and 5 are both risk related factors. However, one noticed that factor 4 is composed with variables that are more related to the user than to the product. These types of risk are social risk, financial risk and physical risk. It is suggested to name this.factor as the user self risk. Factor 5 is composed of convenience (time) and psychological risk. The first variable is clearly a product risk, while the second variable is an "ego" risk. However, to distinguish this factor from the previous one, it is suggested to name it a product risk. Factors 4 and 5 explain 5.7% and 3.9% of the variance in sequence. The combination of the two risk factors explain 9.6% of the variance.

The final factor is composed of need for maintenance, noise level, product durability and performance risk. They all deal with the consumers' level of confidence in the Jordanian product performance. Thus this factor, which explains 3.9% of the variance, might be called the product performance factor.

## 11.6.2 THE EGYPTIAN PRODUCT (Table 11.9)

Five factors were extracted for the Egyptian product explaining 54.1% of the total variance. The first factor is composed mostly of marketing and services attributes. These variables are usage instructions, spare parts availability, variety of sizes, brand recognition, product appearance, energy saving, durability, value for money and need for maintenance. Thus this factor, which explains 30.1% of the variance, could be reasonably labelled as a marketing and services factor. The second factor is comprised of six types of risk. These are; physical, psychological, social, convenience, performance and financial risks. Thus, this factor, which explains 9.1% of the variance, is clearly a risk factor.

Factor 3 is composed mostly of product attributes, which go together to perform the intrinsic characteristics of the product. Those variables are noise level, product dependability, performance, safety, ease of cleaning and variety of colours. So, this factor could be reasonably named as an intrinsic attributes factor. It explains 5.7% of the variance.

Factor 4 consists of four price cues, they are underpriced, inexpensive price, low price and acceptable price. It is clear that this factor, which helps to explain 5.4% of the variance, is a price factor. The fifth factor is composed of two quality cues, that is, the product warranty and the general quality. Since this factor is dealing with two attributes which are designed to measure the relative overall evaluation of the products, it could be named the overall quality.

## 11.6.3 THE ROMANIAN PRODUCT (Table 11.10)

Five significant factors, with an eigenvalue of higher than one, were extracted from the 27 attributes of the Romanian product. These factors

TABLE 11.9

THE MAIN FACTORS OF THE EGYPTIAN PRODUCT

| VARIABLE | | ATTRIBUTE | VARIMAX | COMMUNALITY |
|---|---|---|---|---|
| | | FACTOR 1 | "MARKET NG & SERVICES" 30.1% | |
| Quality | 9 | Usage instructions | .67844 | .54201 |
| " | 13 | Spare parts availability | .66624 | .49461 |
| " | 11 | Variety of sizes | .65826 | .52804 |
| " | 15 | Brand recognition | .64637 | .55978 |
| " | 7 | Appearance | .59322 | .52319 |
| " | 3 | Energy saving | .56022 | .54570 |
| " | 1 | Durability | .53583 | .55269 |
| Price | 5 | Value for money | .52129 | .43007 |
| Qualitty | 5 | Maintenance | .49726 | |
| | | FACTOR 2 | "RISK FACTOR" 9.1% | |
| Risk | 5 | Physical risk | .73678 | .60735 |
| " | 6 | Psychological risk | .71693 | .60567 |
| " | 3 | Social risk | .69282 | .58107 |
| " | 4 | Convenience risk | .66498 | .56677 |
| " | 2 | Performance risk | .60415 | .49089 |
| " | 1 | Financial risk | .59684 | .46647 |
| | | FACTOR 3 | "INTRINSIC FACTOR" 5.7% | |
| Quality | 4 | Noise level | .67961 | .53178 |
| " | 8 | Dependability | .65726 | .55515 |
| " | 2 | Performance | .63437 | .52462 |
| " | 6 | Safety | .59610 | .50887 |
| " | 10 | Ease of cleaning | .54717 | .45967 |
| " | 12 | Variety of colours | .48001 | .43170 |
| | | FACTOR 4 | "PRICE FACTOR" 5.4% | |
| Price | 3 | Und_rpriced/Overpriced | .79079 | .65191 |
| " | 4 | Inexpensive price/ Expensive Price | .73673 | .57857 |
| " | 1 | Low Price/High Price | .63568 | .54887 |
| " | 2 | Acceptable Price/ Inacceptable Price | .63030 | .57389 |
| | | FACTOR 5 | "QUALITY FACTOR" 3.7% | |
| Quality | 14 | Warranty | .73158 | .68192 |
| " | 16 | General quality | .65170 | .62057 |

% Variance explained (minimum eigenvalue 1.0) : 54.1

TABLE 11.10

THE MAIN FACTORS OF THE ROMANIAN PRODUCT

| VARIABLE | | ATTRIBUTE | VARIMAX | COMMUNALITY |
|---|---|---|---|---|
| | | FACTOR 1 | "MARKETING & SERVICES" 32.4% | |
| Quality | 13 | Spare parts availability | .69686 | .57212 |
| " | 9 | Usage instructions | .68613 | .56289 |
| " | 11 | Variety of sizes | .63042 | .51367 |
| " | 3 | Energy saving | .59863 | .49208 |
| " | 15 | Brand recognition | .59560 | .56085 |
| " | 7 | Appearance | .59480 | .51846 |
| " | 1 | Durability | .58442 | .51814 |
| " | 5 | Maintenance | .56653 | .52588 |
| Price | 5 | Value for money | .52061 | .43700 |
| Risk | 6 | Psychological risk | .45826 | .43436 |
| Quality | 8 | Dependability | .44458 | .47074 |
| | | FACTOR 2 | "INTRINSIC FACTOR" 8.4% | |
| Quality | 4 | Noise level | .61780 | .47719 |
| " | 6 | Safety | .60557 | .58970 |
| " | 2 | Performance | .55819 | .55634 |
| " | 10 | Ease of cleaning | .55403 | .48953 |
| | | FACTOR 3 | "RISK FACTOR" 5.0% | |
| Risk | 5 | Physical risk | .68167 | .43436 |
| " | 3 | Social risk | .66384 | .56038 |
| " | 1 | Financial risk | .59288 | .53100 |
| " | 2 | Performance risk | .58129 | .57489 |
| " | 4 | Convenience risk | .55104 | .57063 |
| | | FACTOR 4 | "PRICE FACTOR" 4.4% | |
| Price | 3 | Underpriced | .74097 | .60329 |
| " | 1 | Low price | .70239 | .54041 |
| " | 4 | Inexpensive price | .66161 | .62226 |
| " | 2 | Acceptable price | .60504 | .69097 |
| | | FACTOR 5 | "DUALITY FACTOR" 4.0% | |
| Quality | 16 | General quality | .64211 | .58137 |
| " | 12 | Variety of sizes | .59737 | .52584 |
| " | 14 | Warranty | .57658 | .53451 |

% Variance explained (minimum eigenvalue 1.0) : 54.0

are the marketing and services, intrinsic, product risk, price, and duality factor. It was observed that these factors are the same as those in the case of Egypt, except that the risk factor and the intrinsic factor had changed places in the case of the Romanian product. This, is in addition to the differences in the explained variance in each factor for the two countries.

The examination of Table 11.10 reveals that the first factor, which explains 32.4% of the variance, is dominated by a set of variables which can be grouped as a marketing and services attribute. These variables are spare parts availability, usage instructions, variety of sizes, energy saving, brand recognition, product appearance, durability, need for maintenance, value for money, psychological risk and product dependability. Thus, this factor could reasonably represent the marketing and services dimension. Factor 2 is composed of four quality attributes, including noise level, safety, performance and ease of cleaning. These attributes can be grouped together to explain the intrinisc characteristics of the product. In this case this factor, which contributes 8.4% of the explained variance, suggests its name as an intrinsic attributes factor.

The third factor consists of five types of risk, they are the physical, social, financial, performance and convenience risks. This factor is clearly a risk factor, which explains 5% of the variance. Factor 3 composed of four price variables. These are underpriced, low price, inexpensive price and price acceptance. These variables reflect the consumers' image of the Romanian product prices. Thus, this factor, which explains 4.4% of the variance, might be known as a price dimension factor. The fifth, and final factor is composed of three quality variables, they are general quality, variety of sizes and product warranty. This factor

could be reasonably named as the quality factor. It explains only 4% of the variance.


## 11.6.4  THE TAIWANESE PRODUCT (Table 11.11)

Four factors are extracted from the 27 attributes of the Taiwanese product. The combination of these factors explains 59.9% of the total variance. The first factor is composed of nine variables. These variables are variety of sizes, spare parts availability, usage instructions, brand recognition, appearance, energy saving, variety of colours, value for money and product durability. The main common factor among these attributes is the marketing and services dimension of the product characteristics. Thus, this factor, which explains 42.7% of the variance (more than 70% of the explained variance), is reasonably named the marketing and services dimension factor. The second factor explains only 7.7% of the total variance. This factor consists of product safety, dependability, ease of cleaning, warranty, performance, noise level, general quality and need for maintenance. Most of these attributes are related to the product quality internal characteristics. In this case, it might be reasonable to name this factor as a quality factor.

In factor 3, one found the six types of risk grouped together, these are, social, physical, financial, psychological, convenience and performance risks. This factor, which explains 5% of the variance, is clearly a risk factor.

Factor 4 is composed of price variables including underpriced, inexpensive price, low price and acceptable price. This is clearly a price factor, which explains 4.5% of the variance. It might be worth noticing that, while the loading signs of all the previous variables are positive, here it was found to be negative. This might be explained by

TABLE 11.11

## THE MAIN FACTORS OF THE TAIWANESE PRODUCT

| VARIABLE | | ATTRIBUTE | VARIMAX | COMMUNALITY |
|---|---|---|---|---|
| | | FACTOR 1 | "MARKETING & SERVICES" 42.7% | |
| Quality | 1 | Variety of sizes | .75574 | .55269 |
| " | 13 | Spare parts availability | .71179 | .49461 |
| " | 9 | Usage instructions | .69541 | .54201 |
| " | 15 | Brand recognition | .67103 | .55978 |
| " | 7 | Appearance | .66480 | .52319 |
| " | 3 | Energy saving | .64811 | .54570 |
| " | 12 | Variety of colours | .50167 | .43170 |
| Price | 5 | Value for money | .47281 | .43007 |
| " | 1 | Durability | .46357 | .54887 |
| | | FACTOR 2 | "INTRINSIC FACTOR" 7.7% | |
| Quality | 6 | Safety | .73882 | .59887 |
| " | 8 | Dependability | .72044 | .55515 |
| " | 10 | Ease of cleaning | .64569 | .45967 |
| " | 14 | Warranty | .64000 | .68192 |
| " | 2 | Performance | .63763 | .52462 |
| " | 4 | Noise level | .61668 | .53178 |
| " | 16 | General quality | .59878 | .62057 |
| " | 5 | Maintenance | .53244 | .43783 |
| | | FACTOR 3 | "RISK FACTOR" 5.0% | |
| Risk | 3 | Social risk | .76244 | .58107 |
| " | 5 | Physical risk | .70765 | .60735 |
| " | 1 | Financial risk | .61905 | .46647 |
| " | 6 | Psychological risk | .57734 | .60567 |
| " | 4 | Convenience risk | .54142 | .56677 |
| " | 2 | Performance risk | .52099 | .49089 |
| | | FACTOR 4 | "PRICE FACTOR" 4.5% | |
| Price | 3 | Underpriced | -.80162 | .65191 |
| " | 4 | Inexpensive | -.8154 | .57857 |
| " | 1 | Low price | -.71008 | .54887 |
| " | 2 | Acceptable price | -.63241 | .57389 |

% Variance explained (minimum eigenvalue 1.0) : 59.9

the fact, the Taiwanese product was rated relatively poor in all of the quality and risk variables, but it was rated favourably high in the price variables, except in the value for money. This is why the direction of the price factor is different from the quality and risk variables.

## 11.6.5  THE RUSSIAN PRODUCT (Table 11.12)

Six factors were extracted from the 27 attributes of the Russian product. These factors together explain 52.5% of the variance. The first factor is composed of safety, ease of cleaning, dependability, general quality, performance and value for money. These factors together reflect the consumers' level of confidence in the Russian product and its value. Thus, this factor, which explains 21.8% of the variance, could be called product reliability and value. The second factor is composed of five risk variables. They are physical risk, convenience risk, social risk, performance risk and psychological risk. It is clear that this factor, which explains 10.6% of the variance, is a risk factor.

Factor 3 consists of four quality variables. These are energy saving, durability, usage instructions and need for maintenance. This factor, which explains 6.7% of the variance, could be reasonably called the functionability factor. That is because most of the attributes are related to the product effective functioning. Factor 4 is a price factor. It includes four price variables. They are the expensiveness variable, low price, underpriced and acceptable price, this factor explains 5.6% of the variance. The fifth factor can be identified as a marketing characteristic dimension. It includes the following attributes which go together to form the marketing factor, brand recognition, product appearance, variety of sizes, variety of colours, product warranty and spare parts availability. This factor explains 4% of the variance. The

## TABLE 11.12

### THE MAIN FACTORS OF THE RUSSIAN PRODUCT

| VARIABLE | | ATTRIBUTE | VARIMAX | COMMUNALITY |
|---|---|---|---|---|
| | | FACTOR 1 | "RELIABILITY & VALUE" 21.8% | |
| Quality | 6 | Safety | .71577 | .54628 |
| " | 10 | Ease of cleaning | .64891 | .46772 |
| " | 8 | Dependability | .64686 | .52728 |
| " | 16 | General quality | .61733 | .49420 |
| " | 2 | Performance | .42923 | .48357 |
| Price | 5 | Value for money | .41966 | .55130 |
| | | FACTOR 2 | "RISK FACTOR" 10.6% | |
| Risk | 5 | Physical risk | .73477 | .61971 |
| " | 4 | Convenience risk | .65588 | .53142 |
| " | 3 | Social risk | .65171 | .52395 |
| " | 2 | Performance risk | .61712 | .48200 |
| " | 6 | Psychological risk | .61342 | .47647 |
| | | FACTOR 3 | "SERVICE FACTOR" 6.7% | |
| Quality | 3 | Energy saving | .70672 | .54533 |
| " | 1 | Durability | .66781 | .55179 |
| " | 9 | Usage instructions | .59998 | .40242 |
| " | 5 | Maintenance | .50220 | .43184 |
| | | FACTOR 4 | "PRICE FACTOR" 5.6% | |
| Price | 4 | Inexpensive | .77321 | .65861 |
| " | 1 | Low price | .75442 | .63024 |
| " | 3 | Underpriced | .74127 | .58512 |
| " | 2 | Acceptable price | .66605 | .64650 |
| | | FACTOR 5 | "MARKETING FACTOR" 4.0% | |
| Quality | 15 | Brand recognition | .76563 | .63658 |
| " | 7 | Appearance | .49361 | .52507 |
| " | 11 | Variety of sizes | .48945 | .46563 |
| " | 12 | Variety of colours | .45386 | .59417 |
| " | 14 | Warranty | .41554 | .43766 |
| " | 13 | Spare parts availability | .36173 | .40468 |
| | | FACTOR 6 | "CONVENIENCE FACTOR" 3.8% | |
| Quality | 4 | Noise level | .56181 | .44801 |
| Risk | 1 | Financial risk | .46736 | .50143 |

% Variance explained (minimum eigenvalue 1.0) : 52.5

sixth, and final, factor is composed of noise level and financial risk. This variable might be identified as a convenience factor, it explains only 3.8% of the variance.


## 11.6.6 THE JAPANESE PRODUCT (Table 11.13)

Six significant factors were extracted which accounted for 55.1% of the variance. The first factor can be reasonably identified as dealing with those product attributes which go together to form the product quality dimension. Product appearance, variety of sizes, spare parts availability, brand recognition, energy saving, product durability, need for maintenance and usage instructions are more likely to be grouped under the product quality dimension. Thus, it would be reasonable to call the first factor, which explains 21.9% of the variance, the quality factor. The second factor can be identified as a product reliability dimension of the product quality. The following attributes, which have a significant load on this dimension, are mostly related to the internal product attributes, dependability, safety, variety of colours, ease of cleaning, general quality, product warranty and performance. Thus, it is reasonable to call this factor, which explains 10.4% of the variance, the product reliability factor.

The third factor can likewise be identified as a risk factor. It is composed of five risk variables. Those are the financial risk, social risk, physical risk, performance risk and convenience risk. This factor explains 8.1% of the variance. Factor 4 is clearly a price factor, since it consists of the following four price variables, inexpensive price, low price, underpriced and acceptable price. This factor explains 7.0% of the variance.

## TABLE 11.13

### THE MAIN FACTORS OF THE JAPANESE PRODUCTS

| VARIABLE | | ATTRIBUTE | VARIMAX | COMMUNALITY |
|---|---|---|---|---|
| | | FACTOR 1 | "PRODUCT QUALITY FACTOR" 21.9% | |
| Quality | 7 | Appearance | .70550 | |
| " | 11 | Variety of sizes | .70309 | .34109 |
| " | 13 | Spare parts availability | .64712 | .52865 |
| " | 15 | Brand recognition | .64685 | .51628 |
| " | 3 | Energy saving | .62736 | .50456 |
| " | 1 | Durability | .61993 | .44955 |
| " | 5 | Maintenance | .59964 | .47660 |
| " | 9 | Usage instruction | .59831 | .44067 |
| | | FACTOR 2 | "RELIABILITY FACTOR" 10.4% | |
| Quality | 8 | Dependability | .76585 | .62914 |
| " | 6 | Safety | .72245 | .59586 |
| " | 12 | Variety of colours | .71623 | .54460 |
| " | 10 | Ease of cleaning | .68986 | .51847 |
| " | 16 | General quality | .65795 | .56174 |
| " | 14 | Warranty | .63052 | .43869 |
| " | 2 | Performance | .56902 | .44507 |
| | | FACTOR 3 | "RISK FACTOR" 8.1% | |
| Risk | 1 | Financial risk | .73879 | .61350 |
| " | 3 | Social risk | .71676 | .57535 |
| " | 5 | Physical risk | .59930 | .47420 |
| " | 2 | Performance risk | .51106 | .56612 |
| " | 4 | Convenience risk | .50838 | .53049 |
| | | FACTOR 4 | "PRICE FACTOR" 7.0% | |
| Price | 4 | Inexpensive | .76914 | .66921 |
| " | 1 | Low price | .76885 | .61856 |
| " | 3 | Underpriced | .75602 | .57647 |
| " | 2 | Acceptable price | .65624 | .69200 |
| | | FACTOR 5 | "PSYCHOLOGICAL RISK FACTOR 3.9% | |
| Risk | 6 | Psychological risk | .74081 | .64032 |
| | | FACTOR 6 | "CONVENIENCE & VALUE" 3.8% | |
| Quality | 4 | Noise level | -.61544 | .64441 |
| Price | 5 | Value for money | .49520 | .53108 |

% Variance explained (minimum eigenvalue 1.0) : 55.1

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Factor 5 is a psychological risk factor since this variable was the only attribute in this factor. It explains 3.9% of the variance.

The final factor is a mixture of one quality variable, the noise level and one price variable, value for money. Thus, it is suggested to name this factor as convenience and value. It explains only 3.8% of the variance.


## 11.6.7 THE U.K. PRODUCT (Table 11.14)

The results of the factor analysis showed that six significant factors explaining 52.4% of the variance, can be extracted from the 27 product attributes.

Factor 1, which explains on its own 22% of the variance, is comprised of eight quality attributes. These attributes are product appearance, usage instructions, variety of sizes, need for maintenance, product durability, brand recognition, energy saving and spare parts availability. It is clear that these variables can go together to perform the quality characteristics dimension of the product. Thus, this factor could be identified as the product quality factor.

Factor 2 can be identified as the reliability factor. The variables contributed to high loadings in this factor are the product dependability, ease of cleaning, variety of colours, product safety, performance, noise level and product warranty. These are mostly related to the intrinsic dimension of the product which goes together to reflect the product reliability. Thus, this factor, which explains 8.8% of the variance, could be identified as the product reliability.

The third and fourth factors are risk factors. The third factor consists of those types of risks which go together to perform the user risk. It includes the social, financial and physical types of risk, it is

TABLE 11.14

## THE MAIN FACTORS OF THE U.K. PRODUCT

| VARIABLE | | ATTRIBUTE | VARIMAX | COMMUNALITY |
|---|---|---|---|---|
| | | FACTOR 1 | "PRODUCT QUALITY 22.0% | |
| Quality | 7 | Appearance | .74460 | .57618 |
| " | 9 | Usage instructions | .64799 | .48005 |
| " | 11 | Variety of sizes | .64120 | .46058 |
| " | 5 | Maintenance | .64048 | .47589 |
| " | 1 | Durability | .59399 | .48654 |
| " | 15 | Brand recognition | .59316 | .45744 |
| " | 3 | Energy saving | .56267 | .36968 |
| " | 13 | Spare parts availability | .47475 | .36186 |
| | | FACTOR 2 | "RELIABILITY" 8.8% | |
| Quality | 8 | Dependability | .68084 | .57282 |
| " | 10 | Ease of cleaning | .67654 | .49379 |
| " | 12 | Variety of colours | .66768 | .50067 |
| " | 6 | Safety | .64025 | .50506 |
| " | 2 | Performance | .63075 | .55583 |
| " | 4 | Noise level | .62522 | .51522 |
| " | 14 | Warranty | .56613 | .44830 |
| | | FACTOR 3 | "USER RELATED RISK" 7.5% | |
| Risk | 3 | Social risk | .74949 | .61152 |
| " | 1 | Financial risk | .74086 | .56048 |
| " | 5 | Physical risk | .58942 | .48457 |
| | | FACTOR 4 | "PRODUCT RELATED RISK" 5.6% | |
| Risk | 2 | Performance risk | .73029 | .57514 |
| " | 4 | Convenience risk | .66421 | .53984 |
| " | 6 | Psychological risk | .44764 | .43675 |
| | | FACTOR 5 | "PRICE FACTOR" 4.8% | |
| Price | 3 | Underpriced | .74555 | .58879 |
| " | 2 | Acceptable price | .64367 | .58744 |
| " | 1 | Low price | .53050 | .60741 |
| | | FACTOR 6 | "VALUE FOR MONEY" 3.8% | |
| Quality | 16 | General quality | .62902 | .43675 |
| Price | 4 | Inexpensive | -.61217 | .68535 |
| " | 5 | Value for money | .53642 | .56579 |

% Variance explained (minimum eigenvalue 1.0) : 52.4

proposed to identify this factor as user related risk factor. The fourth factor deals with performance, convenience and psychological types of risk. It is more likely that these types of risk, except perhaps the psychological risk, are product related risks. However, to distinguish this factor from the preceeding one, it could be named as the product risk. The two risk factors explain 13.1% of the variance (7.5% for the user risk, 5.6% for the product risk).

Factor 5 is clearly a price factor. It is composed of underprice, acceptable price and low price. It explains 4.8% of the variance. Finally, factor 6 is composed of general quality, inexpensive and value for money. It is proposed to name this factor, which explains 3.8% of the variance, the value for money factor.

### 11.6.8  THE U.S.A. PRODUCT (Table 11.15)

The examination of Table 11.15 reveals that the 27 attributes of the U.S.A. product can be combined into six significant factors. The combination of these factors explain 55% of the total variance. These six factors are known as the performance factor, risk and reliability, quality presentation, value for money, price and quality factors (Table 11.5 summarizes the results of factor analysis). The first factor is composed of the following variables, product dependability, safety, performance, ease of cleaning, variety of colours and noise level. These six variables can go together to perform the intrinsic dimension of the American product. Thus, the first factor, which explains 26.3% of the variance, could be reasonably labelled as the performance factor.

Factor 2 consists of the six types of risk and the product warranty. The six types of risk are as follows social, psychological, physical, financial, convenience and performance. While the risks variables

# TABLE 11.15

## THE MAIN FACTORS OF THE U.S.A. PRODUCT

| VARIABLE | | ATTRIBUTE | VARIMAX | COMMUNALITY |
|---|---|---|---|---|
| | | FACTOR 1 | "PERFORMANCE FACTOR" 26.3% | |
| Quality | 8 | Dependability | .77632 | .66537 |
| " | 6 | Safety | .76121 | .63879 |
| " | 2 | Performance | .63462 | .58540 |
| " | 10 | Ease of cleaning | .58171 | .53501 |
| " | 12 | Variety of colours | .53090 | .53545 |
| " | 4 | Noise level | .52939 | .42671 |
| | | FACTOR 2 | "RISK AND PRODUCT RELIABILITY" 8.5% | |
| Risk | 3 | Social risk | .75143 | .63850 |
| " | 6 | Psychological risk | .68761 | .85108 |
| " | 5 | Physical risk | .66854 | .59691 |
| " | 1 | Financial risk | .64806 | .47481 |
| " | 4 | Convenience risk | .61557 | .66982 |
| " | 2 | Performance risk | .51019 | .66314 |
| Quality | 14 | Warranty | .40579 | .45168 |
| | | FACTOR 3 | "QUALITY PRESENTATION" 6.3% | |
| Quality | 7 | Appearance | .73367 | .62070 |
| " | 5 | Maintenance | .68129 | .53151 |
| " | 9 | Usage instructions | .63427 | .50598 |
| " | 11 | Variety of sizes | .56945 | .55529 |
| " | 1 | Durability | .51678 | .43583 |
| | | FACTOR 4 | "VALUE FOR MONEY" 5.9% | |
| Price | 5 | Value for money | .64413 | .51173 |
| " | 1 | Low price | -.61682 | .57462 |
| Quality | 15 | Brand recognition | .50733 | .47335 |
| | | FACTOR 5 | "PRICE FACTOR" 4.1% | |
| Price | 3 | Underpriced | .76424 | .66452 |
| " | 2 | Acceptable price | .74890 | .66314 |
| " | 4 | Inexpensive price | .59030 | .66982 |
| | | FACTOR 6 | "QUALITY FACTOR" 3.9% | |
| Quality | 16 | General quality | .67762 | .61260 |
| " | 13 | Spare parts availability | .49377 | .39103 |
| " | 3 | Energy saving | .48297 | .41525 |

% Variance explained (minimum eigenvalue 1.0) : 55.0

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represent the expected hazard of the American product, the warranty can be seen as one of the strategies to reduce that amount of risk. However, it is proposed to name this factor, which explains 8.5% of the variance, the risk and product reliability. Factor 3 is composed of product appearance, need for maintenance, usage instructions, variety of sizes and product durability. These variables are more likely to be grouped together to represent the presentation dimension of the quality of the American product. Thus, this factor, which explains 6.3% of the variance, could be identified as the quality presentation factor.

Factor 4 can be identified as dealing with those attributes which contribute to the value for money of the product. These variables are value for money, low price and brand recognition. This factor which explains 5.9% of the variance could be labelled the value for money factor. The fifth factor is composed of underpriced, acceptable price and inexpensive price. It is clear that this factor, which explains 4.1% of the variance, is a price factor. The sixth factor consists of general quality, spare parts availability and energy saving. It is proposed to call this factor, which explains 3.9% of the variance, the quality factor.

In an effort to integrate the research findings with those of the previous research in this field, it is found that only three studies used factor analysis to group the several product attributes into factors. It is found that the products of three of the countries that had been used in the previous research are used in this research. These countries are the U.S.A., U.K. and Japan. The findings of the preceeding research for these three countries will be used as references in this study. White (1979) used factor analysis in investigating 12 product attributes for the U.S., U.K. and other western European countries. He found that three factors emerged from the use of 17 attributes. These factors were named

product quality, marketing characteristics and product price dimension. In another study, Narayana (1981) used 20 product attributes to investigate the aggregate images of American and Japanese products among the American and Japanese consumers. In using factor analysis, he extracted five factors for the Japanese product and four factors for the American product, which he increased to five for which he called factor labelling consistency.

Henthorne (1986) investigated the American consumers' perception of the U.S. and Japanese automobiles. From eighteen product and demographic attributes, he extracted three significant factors for the perceived American automobile quality.

From these studies, one found that despite the popularity of the factor analysis in the marketing research, it has not been used very often in studying the impact of origin in product evaluation. Also, one found that it is not unfamiliar to find four or five factors from a set of variables not exceeding twenty. It was observed that in all of the above cases, the percentage of the explained variance never exceeded 72.8% (Henthorne's 1986 study) and it falls as low as 41% (Narayana's 1981 study). Thus, the research findings of four to six factors from 27 variables, which explain between 60-52% of the variance, are within the domain of the previous research findings.


## 11.7 CONCLUSIONS

The results of cluster analysis confirmed the findings in the previous chapters in regard of the stereotypes attached to the products of the various countries according to their level of development. The participating countries were grouped into three groups, in which all of the developing countries constitute one cluster, all of the developed

countries, except Russia came in another cluster, Russia by itself established one cluster. This finding is of significant importance, because it implies that the economic development of the country is reflected in the consumers' perception of the quality, price and risk of that country. The practical implication of this finding is that the real competition is among the countries which are perceived to have a relatively similar stage of development. However, when it comes to the Russian product, the only developed communist country used in the study, the classification is not so obvious. In all cases, except perhaps the risk perception, the Russian product is perceived to be somewhat different from the developed and developing countries. However, it seems to be more related to the developing countries block rather than the developed countries. This implied that it might be more beneficial to the Russian producers to position their product in the foreign markets in relation to the products of developing countries and to emphasise the overall advantage of their product over that of the developing countries. In regard of the domestic producers, the implication of this finding is clear, that is the real competition is with the products of developing countries. This is because the gap between the perceived quality, price and risk of the developed countries product and that of the domestic product is too wide to be bridged in the short run.

The findings in this chapter indicated that the combination of the twenty seven quality, price and risk variables did not alter very much the ratings of the countries found in the quality and risk chapters. The only two changes which occurred were that the Japanese product took the place of the U.S. products as the first in aggregate ratings and Egyptian products took the place of the Jordanian product fifth in order of the entire countries and the first in the developing countries. This implies that the

difference between the favourable image of the Japanese and Egyptian prices compared to that of U.S.A. and Jordan was not compensated by the favourable image of the perceived quality and risk of the products of the latter two countries. Thus the countries changed places on the combination of the quality, price and risk cues.

The findings also indicate that some kind of relationship between price and quality, price and risk and risk and quality exist for the products of the various countries. The direction of the relationship with regard of price-quality, price-risk is found to be inconsistent for the entire set of countries. The relationship between price and quality is a matter which received much attention in the previous research (Zeithmal 1988). However, conflicting results were reported in regard of the direction of the relationship. A positive relationship between price and quality was reported in some of this research (examples McConnell 1968, Shapiro 1973). A weak relationship was reported in some other part of the research (Valenzi and Andrews 1971). Sproles (1977) reported negative correlation for 14% of the items investigated. The results of the present research in regard of the price quality relationship which showed a positive correlation for a group of countries, negative correlation for another group and weak correlation for the Japanese product, is a reflection of the status quo of price-quality relationship.

Similar findings related to the use of price as a risk indicator is reported in this research. However, the price-risk relationship did not receive the same attention as price-quality in the previous literature. The only study found in this field was Hjorth-Anderson 1987 in which he reported that the use of price as risk indicator was related to, but not identical to, the price as quality indicator. Contrary to the price-quality and price-risk, the relationship between risk and quality is

found to be consistent for all countries. That, is the higher the consumers' perception of the product quality of the specified country, the lower their perception of its risk and vice-versa.

The use of factor analysis in this research resulted in grouping the twenty seven attributes into four to six factors for the products of each of the participating countries. These factors are mainly related to the three main cues used in the study (quality, price and risk). In most cases the quality variables (whether it related to the extrinsic or intrinsic dimensions) are grouped together, and the same applied for the price and risk variables. It is noted that the explained variance by the factor analysis was relatively low. This might indicate the weak inter-correlation among the twenty seven variables. This situation is expected, because each set of these variables is designed to measure the consumers' perception of one of the three main cues. However, it was indicated in the validity and reliability chapter that the variables, which are intended to measure the individual cue (say quality) were reasonably correlated together. Furthermore, it was explained in this chapter that among the few studies which applied factor analysis, Lillis and Narayana (1981), reported as low as 41% of the explained variance for both the American and Japanese consumers' image of the products of the two countries.

CHAPTER TWELVE

THE JORDANIAN CONSUMERS ATTITUDES TOWARD THE DOMESTIC PRODUCT AND ITS
RELATIONSHIP WITH THEIR PERCEPTION OF ITS QUALITY, PRICE AND RISK

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## 12.1 INTRODUCTION

The aim of this chapter is to identify the consumers' attitudes toward the domestic product and to find out if there is any relationship between their attitudes and their ratings to the various attributes of the domestic product. Moreover, the relationship between the socio-demographic variables and the consumers' attitudes will be investigated.

A total of thirty-one attitude variables were developed during the pilot study. These general variables are a mixture of the consumers' patriotic feelings, their confidence in the domestic product, their attitudes toward the quality control responsibility and their attitude towards the Jordanian firms' management and workers, free trade and some marketing concepts. They were included in this study as a response to the local producers and government agents at the preliminary interviews in the early stages of the data collection. Since this was the first study of this kind to be conducted in Jordan and, because it is fully sponsored by a Jordanian institution, University of Mu'tah, it was found to be more useful to add this part to this study. However, the analysis of the thirty-one attitude variables will be limited to the Jordanian product only.

## 12.2 THE RESULTS OF FACTOR ANALYSIS

Using the factor analysis technique, eight factors were obtained, all with an eigenvalue of more than one, and explaining together 55.7% of the variance. Those factors are: (1) patriotic, (2) quality control, (3) quality-price, (4) foreign product opponents, (5) reasons of buying inferior products, (6) domestic product quality, (7) industrial relations and (8) consumers ability to judge product quality. (Table 12.1, Appendix E, summarises the results of factor analysis).

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## 12.3 TESTS THE SIGNIFICANCE OF THE DIFFERENCES AMONG THE CONSUMERS' ATTITUDES TOWARD THE DOMESTIC PRODUCT

To investigate the significance of the differences among the Jordanian consumers in regard of their response to each of the thirty-one attitude variables, the Kolmogorov-Smirnov test was applied. This test was applied to examine the differences among the consumers where significant or they were the result of chance only. Siegel (1956) suggests that the Kolmogorov-Smirnov test might be, in all cases, more powerful than its alternative, the $X^2$ test.

The results of the Kolmogorov-Smirnov test are summarized in Table 12.2, Appendix E, which indicated that the differences among the Jordanian consumers are significant at (.000) level of significance for the entire attitude variables which confirmed that the consumers are not homogenious on their attitudes toward the thirty-one statements investigated in this study.

The examination of Table 12.3, Appendix E, reveals that the consumers strongly agree with the following statements:

1. Poor management and lack of planning are the main causes of the domestic product low quality

2. Jordanian workers can produce the highest quality products

3. Government must increase the quality control over all products

4. Local producers must increase the quality control over all domestically produced products

5. Import agents must ensure the quality of imported products

6. Unions and management must cooperate to increase productivity

7. Local producers must acquire and apply the most recent technology to improve productivity

8. Domestic firms produce what they can made with little attention to the consumers' needs and wants

9. Local producers should not concentrate on the local market only, they should compete worldwide.

The investigation of the above attitude variables reveals significant worth mentioning points which can be summarized in the following.

1. The consumers have greater confidence in the Jordanian workers, more than in the local firms management. This attitude concerning the Jordanian manpower is consistent with the general good reputation of the Jordanian workers in the local market. However, this good reputation appeared not to be matched with good performance from the management side.

2. The consumers are very much concerned with the product quality issue. They strongly agreed that government, local producers and import agents, should increase the quality control over the products on the domestic market. However, it appeared that the consumers agreed with the role of local producer and import agents to control the quality of the product, more than the government. This might imply that the consumers feel that those with direct contact with the products can do more in improving its quality, than the government.

3. The consumers are very much concerned about the improvement of the Jordanian firms productivity. They agreed that both workers and management must cooperate to increase productivity. They also want local firms to acquire and apply the most recent technology for that purpose.

4. The consumers' agreement with the statement that the domestic firms are not very much concerned about their needs and wants is in some way related to the consumers' lack of confidence in the management of the local firms, and their concern about the domestic product quality.

This implies that the domestic producers must improve their image by identifying and responding to the needs and wants of the Jordanian consumers.

5. The consumers' agreement with the statement related to the needs of the local firms to compete worldwide, might be an indication of the consumers' feelings of the inadequate local market for the success of the domestic firms. This interpretation is also supported by the consumers high agreement (79%) with another statement which stated "if local producers depend on the government protection in the domestic market their chances for success will be very limited".

Also the examination of the same table reveals that the consumers only marginally agreed with the following attitude variables:

1. Purchase domestic product even if it costs more than foreign products

2. Every Jordanians' patriotic duty to buy Jordanian made products

3. Even lower in quality, it is better to buy Jordanian products

4. I might lose my job if the domestic product continues to compete with foreign products

5. Foreign products try to hide their origin

6. It is difficult to determine the origin of the product

7. Buy the highest priced product to guarantee its quality

8. Best products quality are always expensive

9. The most expensive products are those with high production cost and high profit margins

10. Buy inferior product because it is cheap

11. Buy cheap products because one cannot afford to buy high quality products

The investigation of these variables reveals the following:

1. The Jordanian consumers did not strongly support the idea of buying the domestic product in lower quality, or in higher price, and they did not strongly agree that buying the domestic product is the patriotic duty of every Jordanian. This might imply that the local producers should not depend too much on such variables when promoting their products in the domestic market. The reasons behind such attitudes are not known, however, it might be related to the consumers' lack of confidence in the domestic product. If this is the case, it is possible that one can suggest that the image of the domestic product should be improved first, then the use of such variables might be justified.

2. The consumers did not find their jobs to be threatened as the result of the competition between foreign and domestic product. This might be related to the relatively low percentage of workers employed in the Jordanian industry (according to the 1985 statistics only 14% of the total employment were employed in the manufacturing sector, except mining). This might indicate that the association between the purchase of the domestic product and job opportunities might not be successful in improving the domestic product image.

3. The consumers did not appear to be strongly supporting the argument that foreign products try to hide their origins, nor its difficulty to determine the origin of the product. This might be related to the higher image of the foreign products in the domestic market, which actually should motivate the foreign producers (especially of developed countries) to stress the origin of the product.

4. The consumers did not favour the idea of buying the highest priced product to guarantee its quality, nor the concept that best products are always expensive. This appeared to be consistent with the research findings in regard of the price-quality relationship, in which it was

found that there was no relationship between price and quality existing for the products of some countries, negative or positive correlation was found for the other countries.

5. The consumers did not appear to be in favour of buying the inferior product because it was cheap, or buying it because they cannot afford buying high quality product. This might imply that the dependence on the low price of the product will not guarantee its success in the Jordanian market. However, consumers relatively agree with the concept of buying the inferior product because it represents the best value for money. This implied the possibility of trade offs between price and quality.

The examination of the same table reveals that the only two variables which the consumers clearly oppose are: (1) the quality of foreign products is deteriorating and (2) domestic producers are striving to meet the consumers' needs and wants. This confirmed the previous findings in regard of the consumers' confidence on the quality of the foreign product and their dissatisfaction of the marketing efforts of the domestic firms to meet their needs and wants.


12.4  THE RELATIONSHIP BETWEEN THE CONSUMERS' ATTITUDES TOWARD THE DOMESTIC PRODUCT AND THEIR PERCEPTION OF ITS QUALITY ATTRIBUTES

In this section, the existence of a relationship between each of the thirty-one attitude variables and each of the sixteen quality attributes will be investigated. The same combination of variables which resulted from the application of factor analysis presented in Table 12.1, Appendix E, will be used. The results of the Spearman correlation coefficient are presented in Table 12.4, Appendix E.

## 12.4.1 THE RELATIONSHIP BETWEEN THE PATRIOTIC VARIABLES AND THE QUALITY PERCEPTIONS

The first variable is related to "It is a patriotic duty to purchase Jordanian made products". This variable was found to have a significant relationship at ( =.05) or better with eight product attributes. It was observed that the correlation coefficient was in a positive direction. This might indicate that the more the consumers' patriotic feelings, the better his/her perception is of the domestic product.

The second variable is related to the statement of "buy the domestic product even though it is lower in quality". This variable was found to have significant correlations at ( =.05) or better with at least 14 of the sixteen quality attributes. It was found that the correlation direction is positive for all the attributes, which implied that the higher the consumers' agreement with this statement, the better their perception of the domestic product quality attributes.

The third variable is "in buying domestic products, Jordanians help each other". This variable showed a significant correlation ( =.05) or less with six quality attributes. The direction of the correlation was positive for all of the significant attributes.

The fourth variable is concerned with "Higher tariffs on foreign products are needed to protect the domestic product". This variable has a significant positive correlation with ten quality attributes. The positive correlation indicates that the more the consumers agree with this statement the higher they perceived the quality of the domestic product in the specified attribute.

The fifth variable is related to "It is in one's own economic best interest to buy Jordanian made products". It was found that this variable had a significant correlation beyond ( =.05) with eight quality attributes. The correlation was positive for all of the significant

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attributes, which implies that the higher the positive attitudes the consumers have towards this variable, the better they perceive the quality attributes of the domestic product.

The sixth variable is related to "Jordan will be much better off economically if it restricted the imported product". This variable has a significant relationship with seven quality attributes. The positive relationship indicates that the higher the consumers' agreement with this variable, the higher their perception of the quality of the domestic product.

The seventh variable is concerned with the consumers' attitudes toward "purchase domestic product even if it costs more". This variable was found to have a significant correlation with eleven quality attributes. The direction of the correlation was found to be positive for the entire significant variables, which indicates that the higher the consumers' agreement with this variable, the higher they perceive the quality attributes of the domestic product.

The eighth variable is concerned with the consumers' opinion about "the domestic product quality is improving". It was found that this variable had a significant correlation with nine quality attributes. The direction of the correlation was positive for all of the nine significant attributes.

12.4.2 THE RELATIONSHIP BETWEEN THE CONSUMERS' ATTITUDES TOWARDS THE QUALITY CONTROL AND THEIR PERCEPTION OF THE DOMESTIC PRODUCT QUALITY ATTRIBUTES

The first variable is concerned with the consumers' attitudes towards the performance of the Jordanian management firms. This variable was found to have a significant correlation with only one attribute, that of product safety. It is noticed however, that in most cases as well as in the

product safety case, the direction of the relationship was negative. This implies that the more the consumers agree with the statement that poor management and lack of planning are the primary causes of the low quality of the domestic product, the lower they perceive its quality attributes.

The second variable deals with the need for local producers to increase the quality control over all domestic products. It was found that this variable had a significant correlation with four quality attributes. The direction of the relationship was found to be negative for all the significant variables. This indicates that the more the consumers agree with the need for quality control by the local firms, the lower they perceive the quality attributes of the domestic product.

The third variable in this factor is related to the government's need to increase the quality control over all products in the local market. This variable was found to have a significant correlation with seven quality attributes. It is noticed that the direction of the correlation coefficient was not consistent. Although one thinks that these conflicting findings are hard to interpret, it is thought that the variables which showed negative correlations are the variables which the consumers needed the government to control.

The fourth variable is related to the need of the import agents to ensure the quality control of the imported products. This variable has a significant correlation with five quality attributes. In all of these significant variables the direction of the correlation coefficient was positive. This implies that the more the consumers agree with the need for the import agents to increase the quality control over imported products, the higher they perceive the quality of the domestic product attributes.

## 12.4.3 QUALITY-PRICE RELATIONSHIP VARIABLES AND QUALITY PERCEPTION

The first variable is related to the consumers' association of the product quality with high prices. It was found that this variable had a significant correlation with only two quality attributes. The direction of the correlation coefficient was negative for these two variables, as well as most of the non significant attributes. This implies that the higher the consumers agree with this statement "buy the highest priced product to guarantee its quality", the lower they perceive the quality attributes of the domestic product.

The second variable is related to the statement which stated that "the best quality product is always expensive". This variable was found to have a significant correlation with two quality attributes. The direction of the correlation coefficient for these significant attribute as well as most of the non significant attributes was negative. This might indicate that the more the consumers agree with this statement, the lower they perceive the quality attributes of the domestic product.

The third variable is concerned with the consumers' attitudes toward the statement that "domestic firms produce what they can make with little attention to the consumers' needs and wants". It was found that this statement had a significant correlation with seven quality attributes. The negative sign of the correlation coefficient for the seven significant attributes, as well as most of the non significant variables, might indicate that the more the consumers agree with this statement, the lower they perceive the domestic product quality attributes.


## 12.4.4 THE RELATIONSHIP BETWEEN THE CONSUMERS' ATTITUDES TOWARD FOREIGN PRODUCTS AND THEIR PERCEPTION OF THE DOMESTIC PRODUCT QUALITY ATTRIBUTES

The first variable is concerned with the consumers' attitudes towards the statement that "foreign products try to hide their origin". It was

found that this statement had a significant correlation with ten quality attributes. The direction of the correlation coefficients were found to be positive for all of the significant variables. This might indicate that for most quality attributes, the more the consumers agree with the statement that foreign products try to hide their origin, the higher they perceive the quality attributes of the domestic product.

The second variable is related to the "difficulty of determining the origin of the product". This statement was found to have a significant correlation with eleven quality attributes. The correlation coefficient sign was positive for all the significant and non significant attributes. This indicates that the higher the consumers' agreement with the difficulty of determining the origin of the product the higher their perception of the domestic product quality attributes.

The third variable is related to the consumers' attitudes towards the impact of the competition between the domestic product and foreign product on their jobs. This variable was found to have a significant correlation with six quality attributes. The positive sign of the correlation coefficient for the entire variables indicate that the more the consumers feel that their jobs are threatened, the higher their perception of the product quality attributes.

The fourth variable is related to the consumers' attitudes toward the "deterioration of the foreign product quality". It was found that this variable has a significant correlation with only two quality attributes. The sign of the correlation coefficient was positive for the two significant attributes as well as for most of the non significant variables. This indicates that the higher the consumers' agreement with this statement, the higher they perceive the domestic product quality attributes.

## 12.4.5 THE CONSUMERS' EVALUATION OF THE REASONS FOR BUYING INFERIOR PRODUCTS AND THEIR PERCEPTION OF THE DOMESTIC PRODUCT QUALITY ATTRIBUTES

The first variable deals with the consumers' attitudes towards the statement of "buying an inferior product because it is cheap". This variable has a significant correlation at ( =.05) or better with only three attributes. The positive correlation for the three significant attributes might indicate that the more the consumers agree with this statement the higher they perceive the domestic product quality attributes.

The second variable is concerned with "buying the inferior product because it represents the best value for money". It was found that this variable had a significant negative correlation with only two variables. The negative correlation for the two significant attributes indicate that the more the consumers agree with this statement, the lower they rated the domestic product quality attributes.

The third variable deals with the statement of "buying the inferior product because one cannot afford to buy a high quality product". This variable was found to have a significant correlation with six quality attributes. In all of the six significant variables, the direction of the correlation was positive. This implies that the more the consumers agree with this statement, the higher they perceive the domestic product quality attributes.

The fourth variable deals with the consumers' attitudes towards the statement that "the most expensive products are those associated with higher production cost and/or higher profit margin". This variable was found to have a significant correlation with only one attribute. However, it was found that the correlation coefficient was negative for this attribute and for most of the non significant attributes, which indicate that the higher the consumers' agreement with this variable, the lower their perception of the domestic product quality attributes.

12.4.6 THE RELATIONSHIP BETWEEN THE CONSUMERS' ATTITUDES TOWARDS THE LOCAL INDUSTRY CAPABILITIES AND THEIR PERCEPTION OF THE DOMESTIC PRODUCT QUALITY ATTRIBUTES

The first variable is concerned with the consumers' attitudes towards the dependence of the Jordanian firms on the government protection and their chances of success. It was found that this variable had a significant correlation with only two attributes. However, it was noticed that the correlation coefficient sign was negative for the two variables as well as most of the remaining non significant variables. This indicates that the higher the consumers' agreement with this variable, the lower their perception of the domestic product quality attributes.

The second variable deals with the consumers' attitudes towards the statement that "local producers should not concentrate on the local market only, but should compete worldwide". This statement was found to have a significant correlation with six quality attributes. It was found that the direction of the correlation for all of the significant attributes and most of the non significant attributes was negative. This indicates that the more the consumers agree with the statement, the lower they rate the domestic product attributes.

The third variable is concerned with the consumers' efforts to determine the source of the product. This variable had a significant correlation with only two attributes. The positive correlation for these two significant attributes, as well as most of the non significant attributes, indicates that the more the consumers agree with this statement, the higher their perception of the domestic product quality attributes.

The fourth variable deals with the capability of the Jordanian workers to produce high quality products if they were provided with the same tools and facilities as the foreign workers. This variable was found

to have a significant correlation with seven attributes. The direction of the correlation was positive for all of the significant attributes and most of the non significant attributes, which indicates that the more the consumers agree with this variable, the higher they perceive the domestic product quality attributes.

## 12.4.7 THE RELATIONSHIP BETWEEN THE CONSUMERS' ATTITUDES TOWARDS THE MARKETING ORIENTATION OF THE JORDANIAN FIRMS AND THEIR PERCEPTION OF THE DOMESTIC PRODUCT QUALITY ATTRIBUTES

The first variable is related to the consumers' attitudes towards the need of the management and unions' co-operation to increase the productivity. This variable was found to have a significant correlation with three quality attributes they were, product appearance, usage instruction and ease of cleaning. The positive correlation of these three attributes indicate that the more the consumers agreed with this statement the higher they perceived the domestic product quality attributes.

The second variable is concerned with the consumers' attitudes towards the local producers efforts to satisfy their needs and wants. This variable was found to have a significant correlation with twelve quality attributes. It was found that the correlation coefficient was positive for the sixteen quality attributes. This indicates that the more the consumers agreed with this variable, the higher they perceived the domestic product quality attributes.

## 12.4.8 THE RELATIONSHIP BETWEEN THE CONSUMERS' ATTITUDES TOWARDS THEIR ABILITY TO EVALUATE THE PRODUCT QUALITY AS WELL AS THE NEED FOR LOCAL FIRMS TO GET AND APPLY TECHNOLOGY AND THEIR PERCEPTION OF THE DOMESTIC PRODUCT QUALITY ATTRIBUTES

The first variable is concerned with the ability to judge the product quality before using it. This statement was found to have a significant correlation with nine quality attributes. The positive correlation for

the sixteen quality attributes indicates that the more the consumers agree with this statement the higher they perceive the domestic product quality attributes.

The second variable is concerned with the consumers' attitudes towards the need for local producers to acquire and apply the most recent technology. This variable was found to have a significant correlation with seven quality attributes. The correlation coefficient sign was positive for all of these significant attributes, except the need for maintenance where the correlation was negative. This implies that consumers who gave higher ratings to this variable also gave higher ratings for six of the significant attributes, but lower ratings for the need for maintenance.

## 12.4.9 THE RELATIONSHIP BETWEEN THE CONSUMERS' ATTITUDES TOWARDS THE DOMESTIC PRODUCT AND THEIR PERCEPTION OF ITS PRICE VARIABLES

In this section the relationship between the thirty one attitude variables and the perception of the domestic product five price variables, will be investigated. The Spearman correlation will be used here (Table 12.5, Appendix E).

The first variable of the price variables is "low-high price". It was found that this variable had a significant relationship ( =.050) or better with six of the thirty one attitude variables.

The correlation coefficient is positive for all of the six significant statements. This implies that the more the consumers agree with the six significant statements, the more they perceive the domestic product to have lower prices.

The second variable is the "acceptable-not acceptable price". This variable was found to have a significant relationship with seventeen attitude statements. The direction of the correlation was positive for

all of the significant statements except the consumers' attitudes towards buying the inferior product because it represented the best use of money. This implies that the higher the consumers' agreement with the remaining sixteen significant attitude statements, the more they perceive the domestic product to have a more acceptable price, while the higher they agree with the purchase of buying an inferior product because it makes best use of money, the more they perceive the domestic product to have unacceptable price.

The third price variable is concerned with the consumers' perception of the "underpriced-over priced variable" of the domestic product. This variable was found to have a significant correlation with fifteen attitude variables. The direction of the correlation was positive for all of the significant attitude variables except three variables. Those are: foreign products try to hide their origin, buy the inferior product because it is cheap and buy the inferior product because it represents best use of money. This implies that the more the consumers agree with the thirteen positively correlated significant variables, the more they agree with the domestic product underpriced dimension and the more the consumers agree with the three negatively correlated significant variables, the more they agree with the domestic product overpriced dimension.

The fourth variable is related to the consumers' perception of the "expensive-non expensive" price variable of the domestic product. This variable has a significant correlation with nine attitude variables. The correlation coefficient was positive for all of the significant variables except two: buy the highest priced product to guarantee its high quality, buy an inferior product because it is cheap. This might indicate that the higher the consumers agreement with the positively correlated variables, the more they appreciate the inexpensive dimension of the domestic

product, and the more they agree with the negatively correlated two variables, the more they perceive the expensive dimension of the domestic product.

The fifth variable is concerned with the consumers' perception of the domestic product "value for money". This variable was found to have a significant correlation with fourteen attitude variables. The correlation coefficient direction was positive for all of the significant variables except "local producers should not concentrate on the local market only, they should compete worldwide". This indicates that the more the consumers agree with the thirteen significant statements, the higher they perceive the value for money of the domestic product, and the more they agree with the negatively correlated statement, the lower they perceive the value for money of the domestic product.

## 12.4.10 THE RELATIONSHIP BETWEEN THE CONSUMERS' GENERAL ATTITUDES AND THEIR PERCEPTION OF THE DOMESTIC PRODUCT RISK ATTRIBUTES

In this section the relationship between the consumers' attitudes toward the thirty one attitude variables and their perception of each of the six types of risk (financial, performance, social, convenience, physical and psychological) will be investigated. The Spearman correlation coefficient will be used to investigate the relationship between the attitude variables and each of the six types of risk (Table 12.6, Appendix E).

Financial risk. This variable was found to have a significant correlation ( =.050) or better with twelve attitude variables. The relationship was found to be positive for most of the significant variables except for three variables. This might indicate that the more the consumers agree with the positively correlated variables, the more they perceive the low financial risk dimension of the domestic product and the more they agree

with the negatively related variables, the more they agree with the high financial risk of the domestic product.

Performance risk. This type of risk is found to have a significant correlation with thirteen attitude variables. The correlation coefficient was positive for all of those significant variables, which implies that the higher the consumers' agreement with these variables, the more they agree with the low performance risk dimension of the domestic product.

Social risk. It is found that the consumers' perception of the domestic product social risk had a significant correlation ( =.050) or better with fourteen attitude variables. The direction of the correlation coefficient is found to be positive for all the significant variables except one variable (buy the highest priced product to guarantee its quality) which is found to have a negative sign. This might indicate that the higher the consumers' agreement with the fourteen positively correlated variables the more they agree with the low social risk dimension of the domestic product and, the lower their agreement with the negatively correlated variable the higher their agreement with the high social risk dimension of the domestic product.

Convenience risk. This type of risk is found to have significant correlation with fourteen attitude variables. The direction of the correlation is positive for all of these significant variables except one variable (buy an inferior product because it represents the best use of money). This indicates that the more the consumers agree with the thirteen positively correlated variables, the higher they agree with the low dimension of the convenience risk of the domestic product, and the higher they agree with the negatively correlated variable, the more they perceive the domestic product to have a higher convenience risk.

Physical risk. This type of risk is found to be significantly correlated with twelve attitude variables. The correlation coefficient sign is found to be positive for ten of these variables and negative for two of them (buy the highest priced product to guarantee its quality and buy an inferior product because it is cheap). This indicates that the more the consumers agree with the ten positively correlated variables, the higher they perceive the low physical dimension of the domestic product and the more they agree with the two negatively correlated attribute variables, the higher their agreement with the domestic product high physical risk dimension.

Psychological risk. This variable is found to have a significant correlation with eleven attitude variables. The correlation coefficient sign is positive for all of the significant variables, except one (local producers produce what they can make with little attention to my needs and wants). This indicates that the higher the consumers agree with the ten positively correlated variables, the more they perceive the domestic product to have a low psychological risk and, inversely, the more they agree with the negatively correlated variable, the more they perceive the domestic product to have a higher psychological risk.

## 12.4.11 THE RELATIONSHIP BETWEEN THE DEMOGRAPHIC VARIABLES AND THE ATTITUDE VARIABLES

In this section, the relationship between the consumers' socio-demographic variables and their general attitude variables will be examined. The Spearman correlation coefficient is used for this purpose and the results are summarized in Table 12.7, Appendix E..

Sex. The sex of the consumer is found to have a significant correlation ( =.05) or better with eleven attitude variables. Males tend to agree more than females with eight of these variables. On the other hand,

females agreed more than males with the remaining three significant variables.

Age. The age of the consumer is found to have a significant correlation with all of the attitude variables except three variables.

The correlation coefficient was negative for twenty four of the significant variables and positive for four of these variables. This implies that the older the consumers, the higher their negative attitude towards the 24 variables, and the more their positive attitude toward the four positively correlated variables.

Education. The education level of the consumer is found to have a significant correlation with sixteen attitude variables. The correlation coefficient sign was negative for fourteen variables and it was positive for the remaining two variables.

This indicates that the higher the consumers' education level, the lower their agreement with the fourteen negatively correlated variables and the higher their agreement with the two positively correlated variables.

Field of study (major). It was found that the consumers' field of study had a significant correlation with fourteen attitude variables and that the correlation coefficient sign was negative. This implies that consumers with majors on pure sciences, engineering and medicine, have more negative attitudes than consumers with social sciences and humanities majors.

Income. The consumers' income level is found to have a significant correlation with twenty six attitudinal variables. The correlation coefficient sign was negative for all the significant variables except four variables. This indicates that the higher the income level of the consumers, the lower their ratings to the postively correlated attitudinal

variables and the higher their agreement with the negatively correlated attitudinal variables.

The origin importance variable. This variable is concerned with the consumers' evaluation of the origin of the product in the purchase decision. It was found that this variable had a significant correlation with seventeen attitudinal variables. The correlation coefficient direction was negative for fifteen of these variables and positive for two variables. This indicates that consumers who gave high importance to the origin of the product agreed more with the fifteen negatively correlated variables than those who gave lower weight to the origin of the product.

## 12.5 TEST OF HYPOTHESES

The hypotheses related to the relationship between the consumers' response to the attitudinal statements and their rating to the quality, price and risk attributes of the domestic product which are summarized in Tables 12.8 to 12.11 in Appendix E.

## 12.6 CONCLUSIONs

The results of factor analysis indicates that the thirty one attitude variables can be reduced to eight factors, which explain 55.7% of the variance. The factors contain the main elements underlying the entire variables. They were related to the nationalistic feelings, quality control, quality-price trade offs, foreign product opponents, reasons for buying inferior products, domestic product evaluation, industrial relations and consumer ability to judge quality.

The investigation of the consumers' level of agreement with each of the attitudinal variables reveals that the differences among the consumers is

statistically significant. The apparent pattern among the variables which received high agreement, marginal agreement and strong disagreement indicates that: (1) the consumers are more confident on the ability of the Jordanian workers than the local firms management, (2) the quality control issue is of high importance to the Jordanian consumers, (3) the consumers are concerned about the local firms productivity, (4) consumers are not satisfied about the marketing practices of the domestic firms, (5) consumers are not satisfied with the domestic producers concentration on the local market only and their dependence on the government protection, (6) nationalistic variables, the possibility of losing jobs as the result of the competition between domestic and foreign products, difficulty of determining origin of products, buying exepensive products to guarantee their quality and buying inferior products because they are cheap or, lack of enough income, did not receive much support from the consumers and (7) consumers strongly disagree with the statement regarding the deterioration of foreign products.

The implication of the above can be summarized in the following:

1.  The involvement of the Jordanian workers in the promotion of the domestic product might help in improving its image. This can be done by word of mouth, workers participating in the management decisions, national campaign using for example the slogan "produced by Jordanian workers" or any other methods, which stressed the presence of local labour.

2.  The local firms' management need to improve their image in the domestic market. This might possibly be done by disclosing their achievements to the public, establishing an effective public relation department, reducing the dependence on government protection, improving the productivity and communicating this to the consumers, or through any

other means which can improve the consumers image about their managerial capabilities.

3. Government, local producers and importers should give more attention to the quality control issue. Local producers in particular are required to pay more attention to this variable. This is because approximately 93% of the consumers agreed that local producers should increase the quality control over the domestic product. In doing so and communicating this to the consumers, they might be able to improve the image of the domestic product.

4. Local producers should pay more attention to identifying the needs and wants of the consumers and to satisfy those needs and wants. A relatively high percentage (75%) of the respondents agreed with the statement that local producers pay little attention to their needs and wants and a relatively somewhat high percentage 62% disagreed with the statement that local producers are striving to meet my needs and wants.

5. It appeared that the use of nationalistic variables to promote the domestic product might not be a suitable strategy in the present situation. This is due to the low percentage of the consumers who agreed with the statements regarding such variables. This might be the result of the respondents separation between the nationalistic duties and the purchase of the domestic product, or it may be the result of the perceived low quality of the domestic product which cannot be compensated by the nationalistic feelings. It might be more safe not to use these variables in promoting the Jordanian product before improving their image of the domestic product.

It is noticed that whenever there is a relationship between these variables (factor 1) and any of the quality attributes, the relationship is found to be in the positive direction. This is an encouraging signal

for the local producers. It might imply that the nationalistic feelings could be used to promote the domestic product, provided that reasonable improvements are being done to improve the image of the domestic product quality. This is because only about 50% of the respondents agreed with the connection of the nationalistic variables to the purchase of domestic product. However, since this is not a cause effect research, one cannot determine whether the improvement of the nationalistic feelings can affect the perception of domestic product quality or the improvement in the quality can improve the national feelings towards the domestic product. It can be argued that it is a two way relationship. Thus, it might be safer for the local producers to improve the quality image of the domestic product, than to use the nationalistic variables in promoting it.

The trend in regard of the need for the quality control indicates that the more the consumers agree with the local producers and the government to control the quality of the domestic product, the lower they perceive its quality attributes. This might imply that the consumers' feelings about the deterioration of the domestic product quality necessitate the need for both the government and local producers to pay more effort to improve the quality of the domestic product. It might also indicate that the increased efforts to control quality might improve the consumers' image of the domestic product.

In regard of the variables related to "buying higher priced products to guarantee its quality" and "best quality products are always expensive", it is found that whenever a significant relationship exists between these variables and any of the quality attribute variables, it is negative. This might imply that the domestic product is not from those class of products in which the consumers are willing to pay more money for their quality. It might be more reasonable for local producers to offer

the domestic products in low prices in comparison with foreign products and to emphasise this low price, rather than its high quality.

Foreign product opponents, those who see that foreign products hide their origin, or it is difficult to determine the origin of the product, and those who find their jobs to be threatened as the result of competition, have a positive relationship with the ratings of the quality attributes of the domestic product. However, it is worth remebering that only about 50% of the Jordanian consumers agreed with these statements. Nevertheless, it might be useful to stress this point in promoting the domestic product for this segment. A great caution should be taken here for the side effect in which about half of the respondents did not share that view.

In regard of the relationship between the consumers' response to the thirty one attitudinal statements and their ratings to the domestic product price variables, it was found that only six attitude statements have a significant correlation with at least three or more of the five price variables. These statements are: (1) purchase domestic product even if it cost more, (2) in purchasing domestic products, Jordanians help each other, (3) it is the personal individual interest to buy domestic products, (4) it is difficult to determine the origin of the product, (5) Jordanian workers can produce the highest quality products and (6) higher tariffs are needed to protect the domestic product. The direction of the correlation is positive for all of the above variables. This might imply that improving the consumers' attitudes toward the above variables might significantly improve their image of the competitiveness of the domestic product prices.

Eleven attitude variables are found to have significant correlation with four or more of the risk variables. Those are: (1) purchase domestic product even if it cost more, (2) every Jordanians' patriotic duty to buy

Jordanian products, (3) even lower in quality, buy Jordanian products, (4) in purchasing domestic products, Jordanians help each other, (5) it is the personal interest to buy domestic products, (6) Jordan will be much better off if it restricted the imported product, (7) it is difficult to determine the origin of the product, (8) Jordanian workers can produce the highest quality product, (9) the quality of domestic product is improving, (10) higher tariffs are needed to protect domestic product and (11) unions and management should cooperate to improve productivity. The positive correlation between all of the above statements and the consumers' perception of the domestic product risks, might imply that improving the consumers' attitudes toward the above statements might reduce the amount of perceived risk in the domestic product.

In regard of the socio-demographic variables relationship with the thirty one attitude statements, it was found that age, income and education are the highly correlated variables with the attitude statements. Sex was the least correlated variable. However, the pattern of the relationship indicates that males, older, higher educated with pure science majors and higher income are the least to agree with most of the attitude statements. Great caution should be taken in promoting the domestic product using any of these statements. This is because the above segments which seemingly oppose the statements are the most powerful segments in the domestic market.

Finally, the consumers who gave higher importance to the origin of the product tend to agree more with most of the significant seventeen statements. This implied that in using any of these statements in promoting the domestic product one should realise that they might be more appealing to that segment which gave higher weight to the product origin.

# CHAPTER THIRTEEN

## ANALYSIS OF THE ASSOCIATION BETWEEN THE DEMOGRAPHIC VARIABLES AND THE CONSUMERS' PERCEPTION OF THE QUALITY, PRICE AND RISK ATTRIBUTES

## 13.1  INTRODUCTION

The existence of significant differences in the consumers' perception of the quality, price and risk among the various countries was demonstratd in the previous chapters. The aim, in this chapter, is to investigate if there is any association between all or any of the consumers' demographic variables and their perception of the product quality, price and risk. Five demographic variables were chosen for the final study, they are sex, age, education level, field of study and income. In addition to those five demographic variables, the importance consumers' associated to the origin of the product was added, to see if there are any differences in product evaluation between those who think it is important and those who do not.

Although the problem might appear to be a straight forward problem, it turned out to be very complex when one considered the number of demographic variables, the product variables and the number of countries. On the other hand, a variable might prove to be successful in predicting the consumers' perception for a certain country, but not for another one. Also, it might be found that a certain variable is useful in predicting the consumers' evaluation of a set of variables for a certain country, but not for the rest of variables of the same country.

In attacking this problem, two statistical techniques were used. The multivariate discriminant analysis and the Chi-square test. The MDA is used to find out which of the six socio-demographic variables is more successful in discriminating among the consumers with regard to their perception of foreign and domestic products. The $X^2$ test is used to test the differences among the subvariables of each demographic variable for each quality, price and risk attribute. This analysis was applied for each country.

## 13.2 THE RESULTS OF THE DISCRIMINANT ANALYSIS

Table 13.1 summarizes the percentage of the correct classification of the discriminant function for the six socio-demographic variables as is presented on the conclusion matrix output.* (The original classification for the sexof the consumer and the origin importance variables for the eight countries will be presented as examples for the DA printout in appendix G). Also, in Table 13.1, the proportional chance criterion using the following formula is presented (Morrison 1969 and Churchill 1987).

$$Cpro = X^2 + (1-X)^2$$

The purpose of applying the above formula is to compare the discriminant analysis classification to what was expected to be the result of chance classifications. It is often suggested that the discriminant function will always be higher than expected because it capitalized on chance relationships (Kachigan 1986). This increased the need for the validation of the discriminant results.

Several validation methods are suggested in the literature (example Crask and Perreault 1977) including hold-out method (split sample), Monte Carlo simulations, Montgomery method, Jacknife and the U-method. None of these methods are used in this analysis for the following reasons:

1. None of the demographic variables achieved a high discriminant score which promised to be worth the additional efforts of validating its results.

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*The main purpose of using discriminant analysis in this research is to find out if the consumers can be grouped according to their socio-demographic variables as it related to their perception of the quality, price and risk of the products of the participating countries. Thus, when it was found that the classification tables did not appear to be encouraging, the DA was not pursued any more.

TABLE 13.1

SUMMARY OF DISCRIMINANT ANALYSIS RES LTS : PERCENT OF GROUPED CASES
CORRECTLY CLASSIFIED

| Variable<br>Country | Sex | Age | Education | Major | Income | Origin<br>Importance |
|---|---|---|---|---|---|---|
| Jordan | 60.00 | 48.50 | 40.35 | 44.44 | 33.56 | 63.46 |
| Egypt | 60.43 | 43.25 | 39.39 | 44.78 | 37.42 | 58.13 |
| Taiwan | 60.08 | 52.51 | 39.28 | 42.74 | 39.00 | 62.13 |
| Romania | 62.14 | 50.33 | 36.11 | 41.47 | 34.01 | 60.53 |
| Russia | 66.03 | 44.34 | 39.29 | 44.81 | 32.93 | 62.50 |
| Japan | 62.31 | 53.59 | 45.37 | 43.56 | 39.33 | 62.78 |
| U.K. | 64.94 | 47.87 | 37.87 | 40.93 | 30.24 | 64.25 |
| U.S.A. | 65.29 | 49.46 | 41.27 | 44.83 | 36.24 | 63.38 |
| Chance<br>Classification | 55% | 28% | 18% | 18% | 34% | 55% |

2.  The discriminant technique is applied eight times for the same
    demographic variables (once for each of the eight countries) and as is
    shown in Table 13.1, very little difference occurred in each variable
    for the eight countries.

3.  The assigned disk limit, paper printout and computing time restrict the
    researcher from performing the discriminant analysis more than once for
    each country. This might be regarded as a major problem when one
    considers that with each try, one needs to do eight runs for six
    demographic variables, combined with twenty-seven quality, price and
    risk attributes.

    However, as is indicated in Table 13.1, the discriminant
classification is higher than what was expected to be the result of chance
classification only. There was little difference to grant that any of the
demographic variables are fairly strong to discriminate among the consumers.

    In looking at Table 13.1, one found that the sex of the consumer was
the lowest for the Egyptian, Jordanian and Taiwanese products and the
highest for the Russian, American and U.K. products, while the Romanian
and Japanese were in between. The lowest discriminant classification was
60%, while the highest was 66.03%. These are to be compared with the 55%
chance classification.

    Age was the highest in predicting the consumers' percepton of the
Japanese product 53.59% followed by the Taiwanese product 52.51%, the
Romanian product 50.33% and the American product 49.46%. The lowest
prediction power of the age of the consumer was in regard of the Egyptian
product 43.25% and the Russian product 44.34%. The Jordanian product and
the U.K. product scored 48.50% and 47.87% respectively. The computed
chance classification was 28%.

Income as a predictor variable scored 39.33% at its best, for the Japanese product and the lowest was 30.24% for the U.K. product, while the rest of the countries are somewhere in between these two extremes. Only 18% are expected to be classified correctly by chance.

Education classified the consumers in a range as high as 45.37% for the Japanese product and as low as 36.11 for the Romanian product, while the rest of the countries came somewhere in between. Chance classification indicated that 18% of the respondents are expected to be classified by correctly chance.

Field of study (major) is clearly no better than the preceeding variables in predicting the consumers' image of the products of the various countries. While it is expected that 34% of the respondents can be assigned to groups by chance, it is found that the best prediction of this variable is 44.83% (U.S.A.) and the lowest is 40.93% (U.K.).

The respondents were described according to the customer reliance on the source country as a factor in evaluating the quality, price and risk of the product. It was also found that this variable was not much better than the five demographic variables. It classified at its best 64.25% of the respondents and it went as low as 58.13%. The computed chance classification indicated that 55% of the respondents could be expected to be assigned to groups by chance.


13.3 THE RESULTS OF THE CHI-SQUARED ANALYSIS

Since none of the above variables, though scored higher than chance expectations, are sufficiently strong to be used with confidence as a discriminating variable among the Jordanian consumers in regard of their perception of the products of the various countries, it was decided to investigate each of the twenty-seven quality, price and risk variables to

see which, if any, have an association with the six predicting variables. The Chi-square analysis recommended for the nominal data (Siegel 1956) is used for this purpose.

The results for each of the six demographic variables for the eight countries are summarized in Tables 13.2-13.7. To facilitate the interpretations of the results, each of the demographic variables were considered separately, taken for the eight countries together.

Sex. The sex of the respondents was found to be of little use in predicting the consumers' perception of the products of the eight countries for most of the twenty-seven variables. This was found to be significantly relevant in only one variable "need for maintenance" for the Jordanian product (Table 13.2). Females rated the Jordanian product higher than males on this variable (Table 13.8, Appendix F).

The sex of the respondents was useful in predicting the consumers' perception for eight of the twenty-seven attributes of the Egyptian product. In three of these variables, ease of cleaning, price acceptance and physical risk, males gave the Egyptian product higher ratings* than females In the remaining five variables, energy saving, variety of sizes, variety of colours, financial risk and brand recognition, females gave the Egyptian product higher ratings than males (Table 13.8, Appendix F).

The sex of the respondent was found to be a useful predictor for five variables of the Taiwanese product. Females rated the Taiwanese product higher than males in four of these variables, need for maintenance, variety of sizes, product warranty and performance risk, while males rated

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*Higher ratings indicate lower risk. This is because the more positive the consumers' attitudes toward the risk attribute, the higher the score assigned for that attribute.

TABLE 13.2

THE CHI-SQUARED RESULTS OF THE DIFFERENCES AMONG CONSUMERS
WITH   REGARD  TO  THEIR  SEX

| Attribute | JORDAN | EQYPT | TAIWAN | ROMANIA | RUSSIA | JAPAN | U.K. | U.S.A. |
|---|---|---|---|---|---|---|---|---|
| Durability | N | N | N | N | N | N | Y* | N |
| Performance | N | N | N | N | N | N | N | N |
| Energy saving | N | Y* | N | N | N | N | N | Y* |
| Noise level | N | N | N | N | Y*** | Y*** | Y*** | N |
| Maintenance | Y* | N | Y* | N | N | N | N | N |
| Safety | N | N | N | N | N | N | N | N |
| Appearance | N | N | N | N | N | N | N | N |
| Dependability | N | N | N | N | N | Y* | N | N |
| Usage instruction | N | N | N | N | N | N | N | N |
| Ease of cleaning | N | Y*** | N | Y*** | Y* | N | N | Y*** |
| Variety of sizes | N | Y* | N | N | N | N | N | Y* |
| Var. of colours | N | Y* | N | N | N | Y* | Y* | N |
| Spare parts avail. | N | N | N | N | N | N | N | N |
| Warranty | N | N | Y* | N | N | N | N | Y* |
| Brand recognition | N | Y* | N | N | N | N | N | N |
| General quality | N | N | N | N | N | N | N | N |
| Low price | N | N | N | Y** | Y* | N | N | N |
| Price acceptance | N | Y** | N | N | N | N | N | Y* |
| Underpriced | N | N | N | N | N | Y*** | N | N. |
| Expensive price | N | N | Y** | N | Y*** | N | N | N |
| Value for money | N | N | N | N | N | Y*** | N | Y*** |
| Financial risk | N | Y*** | N | N | Y*** | Y*** | Y*** | N |
| Performance risk | N | N | Y** | N | N | Y* | N | N |
| Social risk | N | N | N | N | N | Y* | Y** | N |
| Convenience risk | N | N | N | N | N | N | N | Y** |
| Physical risk | N | Y* | N | N | N | Y* | N | N |
| Psychological risk | N | N | N | N | N | N | N | Y* |

N = No  (sex is not relevant)
Y = Yes (sex is relevant)
* Significant at  =.05
** Significant at  =.01
*** Significant at  =.009

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the Taiwanese product higher than females in the price expensiveness variables.

In only two variables it was found that the sex of the respondent was relevant for the Romanian product. These were the ease of cleaning and the low price variables. Males gave the Romanian product better ratings than females in both variables.

In regard of the Russian product, it was found that the sex of the respondents was a useful predictor for five attributes. Males gave higher ratings for the Russian product, in all of the five attributes. This might indicate that the Russian product is more appealing to males then females.

Sex was found to be a useful predictor for nine of the variables of the Japanese product. Males perceived the Japanese product to be less noisy, have more variety of colours, lower financial, social and physical risk than females thought, while females gave more favourable ratings to the Japanese product dependability, underpriced variable, value for money and performance risk than males did.

The sex of the respondent was found to be relevant for five variables of the U.K. product. Females rated the U.K. product more favourable than males in regard of product durability and underpriced variables, while males rated the U.K. product more favourable in noise level, variety of colours and low price variables than females did.

Finally, in regard of the U.S. product, sex was found to be useful in predicting the consumers' image of eight attributes. Males perceived the American product to be more energy saving, easier to clean, have better warranty conditions, more acceptable prices, more value for money and lower convenience and psychological risks than females did. Females perceived the American product to have lower prices than males did.

This might indicate that the American product is more appealing to males than females.

To conclude this discussion of the findings in regard of the sex variable, it was noticed that:

1. The sex of the respondent was only relevant to a few attributes among the list of attributes used in this study.

2. These attributes are not consistent among the various countries in most cases.

3. There was no consistency for any of the genders (male, female) in any of the various countries. Thus, while it was found that one of the genders might have some significant preference for a specified attribute of the product of one country, it may be found that the other gender has some preference for another attributes of the same country.

4. These findings might seem to support the results of the discriminant analysis presented in the previous section in regard of the weakness of the respondents' sex in predicting the consumers' image of the product attributes of the various countries.

Age. Table 13.3 presents the results of the Chi-square test for the degree of association between the age of the respondent and each of the product quality, price and risk attributes for the eight countries.

Age of the respondent was found to be a useful predictor variable for all of the Jordanian product attributes, except the product safety and the low price variables. Table 13.9 (Appendix F) reveals that the younger consumers (30 or less) rated the Jordanian product lower than the older consumers (31 and over) in only one attribute, the product durability. In the remaining 24 significant attributes, the older consumers' rated the Jordanian product lower than the younger consumers. It was noticed that

TABLE 13.3

THE CHI-SQUARED RESULTS OF THE DIFFERENCES AMONG THE CONSUMERS
WITH REGARD TO THEIR AGE

| Attribute | JORDAN | EGYPT | TAIWAN | ROMANIA | RUSSIA | JAPAN | U.K. | U.S.A |
|---|---|---|---|---|---|---|---|---|
| Durability | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | N |
| Performance | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Energy saving | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Noise level | Y*** | N | Y*** | Y** | Y*** | Y*** | Y*** | Y*** |
| Maintenance | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y** |
| Safety | N | N | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Appearance | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y** |
| Dependability | Y** | Y** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Usage instructions | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Ease of cleaning | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Variety of size | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Var. of colour | Y*** | Y*** | Y*** | Y* | Y*** | Y*** | Y*** | Y*** |
| Spare parts avail. | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Warranty | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Brand recognition | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| General quality | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Low price | N | N | Y*** | Y*** | Y*** | Y*** | Y*** | N |
| Price acceptance | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Underpriced | Y*** | Y** | Y*** | Y*** | N | Y*** | Y*** | Y*** |
| Expensive price | Y*** | N | Y*** | Y*** | Y* | N | Y*** | Y* |
| Value for money | Y*** | N | Y*** | Y*** | Y | Y*** | Y*** | Y*** |
| Financial risk | Y*** | Y*** | Y*** | Y** | Y*** | Y*** | Y*** | Y*** |
| Performance risk | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Social risk | Y*** | N | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Convenience risk | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y | Y*** |
| Physical risk | Y*** | Y** | Y*** | Y* | Y*** | Y*** | Y*** | Y*** |
| Psychological risk | Y*** | Y*** | Y*** | Y*** | Y* | Y*** | Y*** | Y** |

N = No  (sex is not relevant)
Y = Yes (sex is relevant)
* significant at .05
** significant at .01
*** significant at .009

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in sixteen variables, the older consumers (51 and over) gave the lowest ratings among all the categories, while the (31-50) category gave the lowest ratings in only eight cases. This might indicate that the Jordanian product is more appealing to the younger consumers (the largest and fast growing category), than the older consumers. This is a promising point if the younger consumers, the least experienced shoppers, can keep the same attitude in the future.

With regard to the Egyptian product, age was found to be a useful predictor for twenty-two out of the twenty-seven attributes. In all of these significant attributes, except the price acceptance and the over-underpriced variables, the older consumers (51 and over) gave a lower rating to the Egyptian product than the other three younger categories. In the case of price acceptance and over-underpriced variables, the (31-40) category gave the lowest ratings (the most dissatisfied with the Egyptian product prices). However, as was the case with the Jordanian product, the younger consumer categories, seemed to be more satisfied with the Egyptian product attributes than the older consumers. It is worth mentioning again that, although this segment (51 and over) might be the most effective in the purchasing decision at the present time, it is the smallest segment in the Jordanian population. According to the public statistical department estimations for 1987, about 50% of the Jordanian population were less than 15 years old and only 4% of the population exceeded 60 years of age (Al-Zoubi 1988).

In respect of the Taiwanese product, the age of the respondent is found to be relevant in all of the 27 product attributes. In all cases, except four, the older citizens (41 and over) gave lower ratings to the Taiwanese product attributes than the younger categories (40 or less). The younger categories rated the Taiwanese product lower than the older citizen did in

four price variables, but they (the younger) rated it higher in the value for money variables. However, it was found that the older citizens are less satisfied with the products of the three preceeding countries, Jordan, Egypt and Taiwan. This might reflect either the tendency of the younger repondents to over-rate the products of these countries, or that the older citizens tend to down-grade the products of these countries. However, it is encouraging to find that the younger generation have more appreciation of the products of the three countries than the diminishing older generation. It is strongly recommended to hold and encourage this positive evaluation, though it is necessary to remember, that in a community such as Jordan with an extended family style, the older citizens might have more impact in the purchasing decision than the younger consumers. This might be especially important in the case of a major purchase decision, like appliances. (Hawkins, et al. 1983).

The age of the respondents was found to be relevant for the entire product attributes of the Romanian product. Low rating was given by the older citizens (51 and over) for all the quality and risk attributes, as well as the value for money variable. However, the younger citizens (30 or less) gave lower ratings to three of the price variables, including the high-low price, price acceptance, and price expensiveness variables, while the (31-40) age category gave the lowest ratings to the underpriced-over priced variable. Again, it appears that the Romanian product is generally more appealing to younger rather than older consumers.

Age was found to have a significant association with twenty-six attributes of the Russian product, quality, price and risk variables. In all the attributes, the younger consumers (30 and less, 31-40) gave lower ratings to the Russian product than the older consumers did, except in only four cases, where the older citizens down-graded the Russian product (Table

13.9). It was noticed that the (31-40) category were the most dissatisfied with the Russian product.

With regard to the Japanese product, it was found that age is significantly associated with all of the attributes, except the price expensiveness variable. In seventeen attributes, the younger consumers (31 or less) down-graded the Japanese product more than the other three categories. In another two attributes, the older segment (51 an over) shared the younger consumers' point of view in their low ratings of the Japanese product. The two older segment (41-50 and 51 and over) agreed in giving low ratings to the Japanese product, low price, acceptable price and under-over priced variables. The 51 and over category significantly rated the Japanese product, ease of cleaning, more than the other segments. While the 31-40 gave lower ratings to the spare parts availability of the Japanese product, the 51 and over did not share the other segments' higher ratings of the brand recognition variables of the Japanese product. Although it is clear that there is wide disagreement among the different age categories in rating the Japanese product attributes, it is observed that the most dissatisfied segment is the younger category (30 or less). This segment is, as was mentioned earlier, the largest, and will be the most effective segment in the future. They deserve more attention to improve their image about the Japanese product.

Age was found to be significantly related to all the attributes of the U.K. product. The youngest segment (30 or less) gave the lowest ratings for thirteen attributes of the U.K. product. They shared the same low ratings with the (50 and over) segment for one more attribute, and with the (31-40) category for another three attributes. Thus, in total, the youngest group gave lower ratings for seventeen attributes. The (30-41)

segment rated the U.K. product lower than the other segments in one variable, that is the variety of sizes attribute. The (41-50) segment shared the (51 and over) low ratings of the U.K. product appearance, and the brand recognition variables. The (41-50) were also dissatisfied with the spare parts availability of the U.K. product. The older citizens segment (51 and over) rated the U.K. product lower than the other segments in two quality attributes, the noise level and the usage instructions variable and in all of the price variables, except the value for money variable.

It is clear that the most dissatisfied segment of the U.K. product attributes are the younger generation, those 30 and under and, to some extent, those between 31-40. This segment will be the candidates of future buyers and they need more effort to improve their image.

Finally, age was found to be significantly associated with all of the American product attributes except the product durability and the low price variables. It was found that the younger consumer segment (30 or less) appeared to give the American product the lowest ratings in ten attributes, they were also shared with the next younger segment (31-40) for giving the lowest ratings for another seven attributes. The (31-40) segment also rated the American product the lowest in four more attributes. Thus, the (40 years of age and less) were together less satisfied with at least twenty one attributes of the American product. The (41-50) segment were most dissatisfied with the brand recognition variables of the American product and they shared with the (51 and over) segment their dissatisfaction of the American product price variables including price acceptance, under-over priced and price expensiveness variables.

As indicated earlier, the most dissatisfied segments with the American product of the Jordanian consumers in regard of their age, are those who

are aged 40 years or less. Why this situation exists needs more investigation and it will be referred for future research. However, it was observed that the younger consumers were more satisfied than the older consumers about the Jordanian, Egyptian, Taiwanese and Romanian products' attributes, while the older consumers were found to be, in general, more satisfied with the Russian, Japanese, U.K. and U.S.A. products' attributes.

Education. Table 13.4 summarizes the results of the Chi-squared test for the association between education level and the image of each of the twenty-seven attributes for the products of the eight countries.

Education was found to be a useful predictor for all the attributes of the Jordanian product (Table 13.4). It was found that the most dissatisfied segment were those with higher education (Master and Ph.D. degree holders) followed by those with a University first degree. The less educated segments, those with an elementary education and those with High School education or less, were found to be the most satisfied about the Jordanian product prices (Table 13.10, Appendix F).

From the above findings, one can say that the Jordanian product is not perceived to be for the higher educated people and, even those with less education are not satisfied with the product prices. This neccesitates the need for local manufacturers to improve the domestic product attributes to make it more appealing to the more educated segment and to reconsider the prices of the locally produced product to meet the expectation of the lower educated segment.

In the case of the Egyptian product, education was found to be a useful predictor for at least twenty-five attributes out of the twenty-seven variables (Table 13.4). In looking at Table 13.10, Appendix F, again one found that the most dissatisfied segment among the Jordanian consumers in regard of their education level are those with higher education

TABLE 13.4

THE CHI-SQUARED RESULTS OF THE DIFFERENCES AMONG THE CONSUMERS
WITH REGARD TO THEIR EDUCATION

| Attribute | JORDAN | EGYPT | TAIWAN | ROMANIA | RUSSIA | JAPAN | U.K. | U.S.A |
|---|---|---|---|---|---|---|---|---|
| Durability | Y*** | Y*** | Y*** | Y*** | Y*** | N | Y*** | Y*** |
| Performance | Y*** | Y*** | Y*** | Y*** | Y** | Y*** | Y*** | Y*** |
| Energy saving | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Noise level | Y*** | Y* | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Maintenance | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Safety | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Appearance | Y*** | Y*** | Y*** | Y*** | Y*** | N | Y*** | N |
| Dependability | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Usage instructions | Y*** | Y*** | Y*** | Y*** | Y** | Y*** | Y*** | Y*** |
| Ease of cleaning | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Variety of size | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Var. of colour | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Spare parts avail. | Y*** | Y*** | Y*** | Y*** | Y*** | Y** | N | Y* |
| Warranty | Y*** | N | Y*** | Y* | Y* | Y* | Y*** | Y*** |
| Brand recognition | Y*** | Y*** | Y*** | Y*** | Y* | Y* | N | Y* |
| General quality | Y*** | Y*** | Y*** | N | N | Y** | Y*** | Y* |
| Low price | Y*** | Y*** | Y*** | Y*** | Y*** | Y** | N | Y*** |
| Price acceptance | Y*** | N | Y*** | N | N | Y* | Y*** | Y*** |
| Underpriced | Y*** | Y** | Y*** | Y*** | N | Y** | Y*** | Y* |
| Expensive price | Y*** | Y*** | Y*** | Y*** | Y*** | Y** | N | Y*** |
| Value for money | Y*** | Y*** | Y*** | Y*** | Y*** | N | Y*** | Y*** |
| Financial risk | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Performance risk | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Social risk | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Convenience risk | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Physical risk | Y*** | Y*** | Y*** | N | Y*** | Y*** | Y*** | Y** |
| Psychological risk | Y*** | Y*** | Y*** | Y*** | N | N | Y*** | Y*** |

N = No  (sex is not relevant)
Y = Yes (sex is relevant)
* significant at .05
** significant at .01
*** significant at .009

(University first degree and above). The College degree holders are the most dissatisfied with the Egyptian product prices and they were joined by the lower educated consumers in the dissatisfaction of the Egyptian product low price variables. After all, it was observed that in general the Egyptian product was facing the same situation as in the case of the Jordanian product. Both are lower than the expectations of the more educated consumers.

Education was found to be significantly related with all of the Taiwanese product attributes (Table 13.4). The examinations of Table 13.10 appendix F, reveals that the most unsatisfied segment of the consumers were those with a higher education (Master's and Ph.D's). They rated the product of Taiwan the lowest in at least seventeen variables and they joined the lowest educated segment (elementary or less) in six more variables, while the middle educated consumers' (College or some University) rated the product of Taiwan the lowest in at least three attributes. The High School graduates also joined the college segment in downgrading the Taiwanese product in one more attribute. Thus, while most of the segments showed some kind of dissatisfaction in one or more attributes, it is clear that the most dissatisfied segment is the highest educated segment. The fact that both the higher educated segment and the lower educated segment joined together in downgrading the Taiwanese product in six different attributes, needs more explanation. These attributes are the variety of sizes and colours, financial, social, convenience and psychological risks. Although there is not enough information to explain this in current research, it is assumed that each segments have different motivations in rating the Taiwanese product attributes.

With regard to the Romanian product, it was found that education was a useful predictor for twenty-four attributes (Table 13.4). In examining

Table 13.10, Appendix F, one found that segment 5 (the Master's and Ph.D's) are the most dissatisfied category. They gave lower ratings for at least twenty-one attributes. Segment 3 (the College and some University category) gave lower ratings for two price variables. Segment 4 (the University first degree holders) gave low ratings to one attribute, that is the low price variable. The less educated consumer, those with elementary education or less, shared with the most educated segment their low ratings for two variables, those of product dependability and the ease of cleaning variables. Thus, it is clear that the most dissatisfied segment are those consumers with a higher education. This might suggest the need for the Romanian producers to meet the needs and wants of this segment in an effort to improve their image about the Romanian product. Although this segment might appear to be relatively small in comparison with the other segments, their impact in the market place might be greater than their size. They usually represent the high income segment and expectedly, they play the role of reference groups. (Hawkins, et al. 1983).

Education was found to be a useful predictor for twenty-three attributes of the twenty-seven Russian product attributes (Table 13.4). It was found that all segments showed some kind of dissatisfaction with one or more attributes of the Russian product. The fifth group segment gave the lowest ratings for five attributes and they shared the second segment (High School or less) in downgrading three more attributes. At the same time, group five and four agreed in giving lower ratings for an additional four more variables, while group three (College and some University) joined group five in downgrading one variable. Also, group three gave lower ratings for five variables and joined group four (University graduates) in downgrading an additional one variable. Group

one, the least educated consumers, rated the physical risk of the Russian product as the highest and they join group five in rating the financial risk as the highest. Thus, although all segments showed some kind of dissatisfaction with one or more attributes, it is clear that among the five segments, the most educated consumers are the most dissatisfied with the Russian product. This might indicate the need for the Russian consumers to increase their efforts to improve their product image to this segment.

In regard of the Japanese product, age was found to have a statistically significant association with twenty-three attributes (Table 13.4). The examination of Table 13.10, Appendix F, revealed that segment 1, (the lowest educated category), gave the lowest ratings for six attributes and they agreed with segment 2 for another attribute, segment 3 for two more attributes, and segment 4 for an additional two attributes. Thus, segment 1 in total gave lower ratings for eleven variables. Segment 3 gave lower ratings for six attributes and joined segment 2 in giving low ratings for two more attributes, segment 4 in giving low ratings for one more attribute. Thus, in total, segment 3 gave low ratings for nine variables of the Japanese product. Segment 2 gave the lowest ratings for six attributes. It is clear that the consumers with lower to middle education (College or some University or less) were the most dissatisfied about the Japanese product.

Education is found to be relevant for twenty-four attributes of the U.K. product (Table 13.4). In an effort to find the source of difference among the Jordanian consumers, it was found that segment 3 was the most dissatisfied with the U.K. product. It gave the lowest ratings for eight variables and they joined with segment 2 in downgrading an additional two variables, also they joined segment 1 in downgrading two variables and

segment 4 in giving lower ratings for one more variable. The other segments downgraded one or more variables, but significantly less than group 3. Thus, this group, which represents the middle educated people (College and some University, but less than the first degree) are the segment which require more attention from the U.K. producers.

In respect of the U.S. product, education was found to be relevant for all of the U.S. product attributes except the product appearance attribute (Table 13.4). In examining Table 13.10, Appendix F, it was found that the most dissatisfied segment was the third segment, those with College or some University education. They rated the American product the lowest in almost all of the quality and risk attributes, in addition to value for money. The fifth segment was found to be dissatisfied of the American product prices. However, it might be reasonable for the United States producers to reconsider their product image for the middle educated category (College or some University).

In conclusion, it was found that, while the highest educated segments were the most dissatisfied with the Jordanian, Egyptian, Taiwanese, Romanian and to some extent the Russian products, the middle and the low educated segments were found to be the most dissatisfied with the Japanese, U.K. and American products.

Field of Study. In an effort to explore whether there are any differences among the middle to higher educated consumers, according to their field of study (humanities, social sciences, pure sciences, engineering and medicine), it was decided to add another variable for this study. That is the major, (field of study), this variable was added as a result of the feed back from the respondents to the pilot study.

The results of the Chi-squared test for this variable are summarized in Table 13.5. It was found that the field of study proved to be of very

TABLE 13.5

THE CHI-SQUARED RESULTS OF THE DIFFERENCES AMONG THE CONSUMERS
WITH REGARD TO THEIR FIELD OF STUDY

| Attribute | JORDAN | EGYPT | TAIWAN | ROMANIA | RUSSIA | JAPAN | U.K. | U.S.A |
|---|---|---|---|---|---|---|---|---|
| Durability | N | N | Y* | N | Y** | Y* | N | N |
| Performance | N | N | N | N | Y* | N | Y*** | N |
| Energy saving | N | N | N | N | N | Y*** | N | N |
| Noise level | N | N | N | N | N | N | Y* | Y*** |
| Maintenance | N | N | Y** | N | N | N | N | N |
| Safety | N | N | N | N | Y** | N | N | Y* |
| Appearance | N | N | Y** | N | N | N | N | N |
| Dependability | N | N | Y* | N | Y* | N | N | N |
| Usage instructions | N | N | N | N | N | N | N | N |
| Ease of cleaning | N | N | N | N | N | N | N | N |
| Variety of size | N | N | N | N | N | N | N | N |
| Var. of colour | N | N | N | N | N | N | N | N |
| Spare parts avail. | N | N | N | Y* | Y* | Y* | N | N |
| Warranty | N | N | N | N | N | N | N | N |
| Brand recognition | N | N | N | N | Y* | N | N | Y* |
| General quality | N | N | N | N | N | N | N | N |
| Low price | N | N | Y*** | N | Y* | N | N | N |
| Price acceptance | Y* | N | N | N | N | N | N | N |
| Underpriced | N | N | N | N | N | N | N | N |
| Expensive price | N | N | N | N | N | N | Y* | N |
| Value for money | Y* | N | Y*** | Y*** | Y*** | N | N | N |
| Financial risk | N | N | Y* | N | N | Y* | Y*** | N |
| Performance risk | N | Y* | N | N | N | N | N | N |
| Social risk | N | N | N | N | N | N | N | N |
| Convenience risk | N | N | Y* | N | Y** | N | N | N |
| Physical risk | N | N | N | N | N | N | N | N |
| Psychological risk | Y*** | N | N | N | N | N | N | N |

N = No    (field of study is not relevant)
Y = Yes   (field of study is relevant)
* significant at .05
** significant at .01
*** significant at .009 or better

little importance as a predictor for most of the attributes to the products of the eight countries. Table 13.5 indicated that it was relevant for only three variables of the Jordanian product, those were the price acceptances, value for money and psychological risk variables. It was found that the pure sciences and the medicine majors, were the most dissatisfied segments for these three attributes. The field of study was found to be a useful predictor for only one variable, performance risk, of the Egyptian product (Table 13.5). It was found that the medical majors were the most dissatisfied segment of this type of risk.

With regard to the Taiwanese product, field of study was found to be a useful predictor for eight variables. (Table 13.5) segments 3 to 5 (pure sciences, engineering and medicines) were the most dissatisfied segments about the Taiwanese product attributes. Segment 1 rated the Taiwanese product the lowest in the low price variable.

Consumers' field of study was found to be relevant toonly two attributes of the Romanian product, (the spare parts availability and the value for money) (Table 13.5). Segment 5, the medicine majors, were found to be the least satisfied with these two attributes.

In respect of the Russian product, the consumers' major was found to be significantly related to nine attributes of the Russian product (Table 13.5). Categories 1 to 3 (pure sciences, social sciences and humanities) were found to be the most dissatisfied segments among the Jordanian consumers in regard of the Russian product attributes (Table 13.11, Appendix F).

For the Japanese product, the field of study was found to be relevant for only 4 attributes product durability, energy saving, spare parts availability and financial risk. Segments 3 and below were found to be the ones most dissatisfied about these attributes. However, segment 5

(medicine) perceived higher financial risk in the Japanese product than the other segments, while segment 4 (engineering) also gave a lower rating for the Japanese product brand recognition.

Field of study was found to be statistically relevant for four attributes of the U.K. product (Table 13.5), those are the product performance, noise level, price expensiveness and financial risk. The most dissatisfied segments were found to be segments 1 and 2 which include consumers of humanities and social sciences majors. However, segment 4, engineering majors, was found to give the lowest ratings for the U.K. product price expensiveness (Table 13.11, Appendix F).

In regard of the U.S. product, it was found that the consumers' field of study is only relevant to three attributes, these were the noise level, safety and brand recognition attributes (Table 13.5). These variables were found to be the least appealing for the humanities and social sciences majors (Table 13.11, Appendix F).

In conclusion, the field of study was found to be a poor predictor for most of the twenty-seven product attributes of the eight countries. This might indicate that the differences among the educated segment of the Jordanian consumers according to their major (field of study), are too small to be significant in evaluating the product quality, price and risk attributes of the various countries.

Monthly income. The consumers' income was found to be a useful predictor for all of the twenty-seven attributes of the Jordanian product (Table 13.6). It was found that the most dissatisfied segments were the fifth, sixth and seventh categories, which include segments with income of more than 400 J.D. (Jordanian dinars). It was observed that in general and for most of the quality and risk variables, the higher the income the lower the ratings of the Jordanian product attributes. However, in regard

# TABLE 13.6

## THE CHI-SQUARED RESULTS OF THE DIFFERENCES AMONG THE CONSUMERS WITH REGARD TO THEIR INCOME LEVEL

| Attribute | JORDAN | EGYPT | TAIWAN | ROMANIA | RUSSIA | JAPAN | U.K. | U.S.A |
|---|---|---|---|---|---|---|---|---|
| Durability | Y*** | Y*** | Y*** | Y*** | Y** | Y*** | Y*** | N |
| Performance | Y*** | Y*** | Y*** | Y*** | Y* | Y*** | Y*** | Y*** |
| Energy saving | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y* | Y*** |
| Noise level | Y* | N | Y*** | Y*** | Y** | Y*** | Y*** | Y*** |
| Maintenance | Y*** | Y*** | Y*** | Y***· | Y*** | Y*** | Y* | N |
| Safety | Y* | N | Y*** | Y*** | Y*** | Y*** | Y*** | Y* |
| Appearance | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y* |
| Dependability | Y**** | Y** | Y*** | Y*** | Y*** | Y*** | Y*** | Y* |
| Usage instructions | Y*** | Y*** | Y*** | Y*** | Y* | Y*** | Y*** | Y*** |
| Ease of cleaning | Y*** | Y*** | Y*** | Y** | Y*** | Y*** | Y*** | Y*** |
| Variety of size | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Var. of colour | Y*** | Y* | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Spare parts avail. | Y*** | Y*** | Y***· | Y***· | Y*** | Y*** | Y*** | Y*** |
| Warranty | Y*** | N | Y*** | Y*** | Y*** | Y*** | Y* | Y*** |
| Brand recognition | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y** | N |
| General quality | Y*** | N | Y*** | Y*** | Y* | Y*** | Y*** | Y*** |
| Low price | Y*** | N | Y*** | Y*** | N | Y* | Y*** | N |
| Price acceptance | Y*** | Y* | Y** | N | N | Y*** | Y*** | Y*** |
| Underpriced | Y*** | N | Y*** | N | Y* | Y*** | Y*** | N |
| Expensive price | Y*** | N | Y*** | Y** | N | Y*** | Y*** | Y*** |
| Value for money | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | N |
| Financial risk | Y* | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Performance risk | Y*** | Y*** | Y*** | Y*** | Y** | Y** | Y*** | Y*** |
| Social risk | Y*** | Y* | Y*** | Y*** | Y*** | Y*** | Y*** | Y*** |
| Convenience risk | Y*** | Y*** | Y*** | Y*** | N | Y** | Y*** | Y*** |
| Physical risk | Y*** | Y*** | Y*** | Y* | Y*** | Y*** | Y*** | Y*** |
| Psychological risk | Y*** | Y*** | Y*** | Y*** | N | N | Y*** | Y*** |

N = No    (income level is not relevant)
Y = Yes   (income level is relevant)
* significant at .05
** significant at .01
*** significant at .009 or better

of the domestic product prices, the relatively middle income consumers, groups 3 and 4, which includes those of more than 200 to 400 J.D. categories, showed some kind of dissatisfaction with the Jordanian product prices (Table 13.12, Appendix F).

In regard of the Egyptian product, it was found that the consumers' income was relevant in rating at least twenty variables (Table 13.6). The examination of Table 13.12, Appendix F, indicated that, as was the case with the Jordanian product, the most dissatisfied segments were those with higher incomes, especially segment 6 with an income level of (more than 500 but not more than 600 J.D.). Also categories 4 and 7 agreed on giving low ratings for the Egyptian product prices acceptance.

Income level was found to be significantly relevant for all the attributes of the Taiwanese product (Table 13.6). In looking at Table 13.12, Appendix F, one can find that segments 5 to 7 are the most dissatisfied segments about the Taiwanese product quality and risk attributes. However, it was found that the low income segments, 200 J.D. or less, were the most dissatisfied segments for the Taiwanese product prices, although they perceived it to have more value for money than the other segments.

Table 13.6 reveals that the consumers' income was found to be a useful predictor for all the Romanian product attributes, except perhaps two of the price variables, (price acceptance and under-over priced variables). It was found that segments 7, 6 and to some extent 5, are the most dissatisfied segments about the quality and risk attributes of the Romanian product. In regard of the price attributes, it was found that the first two categories (both low income) are the most dissatisfied about the Romanian product prices, but they again gave higher ratings for the value for money variable.

In respect of the Russian product, the consumers' income was found to be a useful predictor for twenty-three attributes (Table 13.6). The examination of Table 13.12, Appendix F, indicates that the various income segments showed some kind of dissatisfaction with one or more different attributes. However, it was noticed that segments 2 and 3, those with an income level of more than 100 J.D. but not more than 300 J.D., were the most dissatisfied segments with the Russian product attributes. Also segments 5 to 7 gave lower ratings for at least twelve attributes, in which they agree in some of them with the low to middle income.

Income was found to have significannt relationship with all the Japanese product attributes except the psychological risk (Table 13.6). It was found that segments 1 and 2, those with an income level of 200 J.D. or less are the most dissatisfied segments with the Japanese product quality and risk, while segment 4, those with an income of 300-400 J.D. were the most dissatisfied with the Japanese product prices (Table 13.12, Appendix F).

With regard to the U.K. product, it was found that income can be used as a useful predictor for the entire U.K. product attributes (Table 13.6). The examination of Table 13.12, Appendix F, reveals that groups 1 and 2 and to some extent 3 were the least satisfied about the U.K. product quality and risk, while groups 4 to 5 were the least satisfied with the U.K. product prices.

Consumers' income was found to be a useful predictor for at least twenty-one attributes of the U.S. (Table 13.6). It was found that groups 1 and 2 were the most dissatisfied segments about the U.S. product quality and risks (Table 13.12, Appendix F). Segments 5 to 7 were the most dissatisfied about the U.S. prices.

In conclusion, income was found to be relevant for most of the attributes of the products of the eight countries. However, while segments 5 and above were found to be the most dissatisfied segments about the product attributes of Jordan, Romania, Egypt and Taiwan, it was found that groups 1 to 3 were the segments which gave lower ratings for the Russian, Japanese, U.K. and U.S. product attributes. Also, it was observed that in general the groups who gave higher ratings (more appreciation) to the quality attributes of a specified country, also gave a positive rating to the risk attributes, but low ratings (negative appreciation) to the price attributes, except the value for money, which goes in the same direction as the quality and risk variables.

## 13.4  THE IMPORTANCE OF THE ORIGIN OF THE PRODUCT ON ITS EVALUATION

To identify the importance of the source country on product evaluation, consumers were asked to state whether they think that the product origin was important in product evaluation.* At this stage the existence of any differences between the two groups will be identified, (those who thought that product origin was important and those who did not).

The results of the Chi-squared test are summarized in Table 13.7.  It was found that the importance of the product origin has little relevance in distinguishing among the consumers for most of the attributes for the products of the eight countries.

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*This variable is used as a classification variable in addition to the socio-demographic variables.  The purpose of using this variable was to find out if there were any differences between the consumers who gave more weight to the product origin on evaluating the product quality, price and risk, and those who did not.

TABLE 13.7

THE CHI-SQUARED RESULTS OF THE PRODUCT ORIGIN IMPORTANCE
ON THE PRODUCT EVALUATION

| Attribute | JORDAN | TAIWAN | EGYPT | ROMANIA | RUSSIA | JAPAN | U.K. | U.S.A |
|---|---|---|---|---|---|---|---|---|
| Durability | N | N | N | N | N | N | Y* | N |
| Performance | N | Y** | N | N | N | Y*** | N | N |
| Energy saving | N | Y*** | N | N | Y* | Y*** | N | N |
| Noise level | Y* | Y*** | Y*** | Y* | Y** | Y*** | N | Y* |
| Maintenance | Y** | Y** | N | Y*** | N | Y*** | N | N |
| Safety | N | Y* | N | N | N | N | N | N |
| Appearance | N | Y*** | Y* | N | Y*** | N | Y** | N |
| Dependability | N | N | N | N | N | Y*** | N | Y |
| Usage instructions | Y** | Y*** | N | N | N | N | Y*** | Y** |
| Ease of cleaning | Y** | Y* | Y*** | N | N | Y* | N | N |
| Variety of size | N | Y*** | N | N | N | Y*** | N | Y* |
| Var. of colour | N | Y* | N | N | Y*** | Y*** | N | Y** |
| Spare parts avail. | N | Y*** | N | N | N | Y*** | N | Y* |
| Warranty | N | N | N | N | Y** | Y** | N | N |
| Brand recognition | N | Y* | Y* | N | N | Y*** | Y* | N |
| General quality | Y*** | N | N | N | N | Y** | N | N |
| Low price | N | Y* | Y* | N | N | Y** | N | N |
| Price acceptance | Y*** | N | Y* | Y* | Y** | Y*** | Y*** | Y*** |
| Underpriced | Y* | N | N | N | N | Y** | N | Y* |
| Expensive price | Y* | N | N | N | N | Y* | N | N |
| Value for money | N | N | N | N | N | N | Y*** | Y* |
| Financial risk | Y* | Y* | N | N | Y** | N | Y** | N |
| Performance risk | N | N | N | N | N | Y*** | Y*** | N |
| Social risk | Y* | N | N | N | N | N | N | Y*** |
| Convenience risk | Y* | Y*** | N | N | N | Y*** | N | N |
| Physical risk | N | Y** | N | N | N | Y*** | Y* | Y** |
| Psychological risk | Y*** | N | Y*** | N | N | N | Y* | Y*** |

N = Not important
Y = Important
* signigficant at .05
** = significant at .01
*** significant at .009 or better

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Consumers' perception of product origin was found to be relevant for twelve of the twenty-seven product attributes of the Jordanian product (Table 13.7). It was found that group 2 (who did not give high importance to the product origin) were the most satisfied with the Jordanian product quality and risk, while group 1 (those who gave more importance to the product origin) gave better ratings to the Jordanian product prices (Table 13.13, Appendix F).

With regard to the Egyptian product, this variable was found to be significantly relevant for seven variables of the Egyptian product quality, price and risk attributes (Table 13.7). In looking at Table 13.13, Appendix F, one found that the most dissatisfied segment about the quality attribute was segment 1, those who gave higher importance to the product origin. Segment 2, who gave lower importance was found to be less satisfied with the product prices and risk attributes.

The importance of the source country was found to be useful in predicting the consumers' image of sixteen attributes of the Taiwanese product attributes (Table 13.7). The examination of Table 13.13, Appendix F, reveals that segment 1, those consumers who gave higher ratings for the product origin, was the most dissatisfied with the Taiwanese product attributes.

In regard of the Romanian product, it was found that the product origin could be useful in predicting the consumers' image of only three attributes (Table 13.7). Segment 2 was found to be the segment which gave lower ratings for these three attributes (Table 13.13, Appendix F).

The importance of origin in product evaluation was found to be relevant for seven attributes of the Russian product (Table 13.7). The examination of Table 13.13, Appendix F showed that the first category, that which gave a higher importance to the product origin, was the most

dissatisfied segment at least in regard of five of the seven relevant attributes.

In respect of the Japanese product, it was found that the importance of the product origin could be used as a useful predictor for at least nineteen attributes of the Japanese product (Table 13.7). The investigation of Table 13.13, Appendix F, reveals that segment 1 might be the most dissatisfied segment with regard to the Japanese product quality and risk attributes while segment 2 was relatively dissatisfied about the Japanese product prices.

The consumers' perception of the source country importance on product evaluation was found to be significantly relevant for ten attributes of the U.K. product quality, price and risk attributes (Table 13.7). It was found that the first category gave lower ratings for six of these attributes, product appearance, usage instructions, brand recognition, value for money, financial risk and psychological risk. On the other hand, the second category gave lower ratings for another four attributes, product durability, price acceptance, performance and physical risk (Table 13.13, Appendix F).

In regard of the U.S. product, it was found that the source of the product is a useful predictor for at least twelve attributes of the American product attributes (Table 13.7). The investigation of Table 13.13, Appendix F, indicates that the first category, those which gave a higher importance to the product origin, was the least satisfied about the American product quality and risk attributes and its value for money, while group 2 was dissatisfied about the American product prices.

In conclusion, the results of this variable were somewhat surprising, in that it did not produce an expected difference between the two groups, those who thought that the product origin was relatively important in

product evaluation and those who did not. The Chi-squared test showed that for most of the variables to the various countries, the differences between the two groups were below the significance level ( =.05). However, it was found that for some variables, although not in a static pattern, there were some differences.

## 13.5 THE SOCIO DEMOGRAPHIC VARIABLES IN RELATED LITERATURE

Heslop and Wall (1985) critized the relevant literature by saying "However, weaknesses revealed by reviewing the literature on this topic include the almost universal use of a typical population. The examples have been drawn most commonly from student populations, who in age, education and shopping experience bear no relationship to the general consumer population they supposedly represent, or else, . the small consumer samples have been selected in a non-random, non-representative basis", Helsop and Wall 1985.

Unfortunately the above fact hindered the efforts in finding only a few studies in the relating literature which reported their findings in regard of the socio-demographic variables.

Schooler (1971) found significant differences between evaluations of respondents less than 35 years of age and respondents 50 years of age and older. The older group evaluated the products of Africa, Asia, North America and West Germany significantly lower than younger respondents did. Females rated foreign products significantly higher than males. Educational level and intensity of bias appear to be inversely related. Specifically, those with some college education or more rated the products of foreign origin significantly higher than those with less education. Income, field of study and the origin importance were not used in

Schooler's study, but he did use three other variables including, race, occupation and residence.

Tongberg (1972) found that significant differences did exist between the younger and older subjects' attitudes regarding foreign Radio sets with the older subjects exhibiting significantly more favourable attitudes. No significant difference between the older and younger subjects in regard of the men's dress and cough syrup. However, he indicated that in both cases, the older consumers rated the foreign products more favourably than did the younger respondents. Subjects having more education exhibiting much greater awareness of where particular brand name products were manufactured.

Dornoff et al (1974) found that no significant differences were indicated between males and females' perceptions of imports. Similarly, there were no significant differences between male and female respondents' quality rankings of countries for different product classes. In regard of age, it was found that significant differences did exist. Specifically, respondents in the 30-50 age category had more negative perceptions of imports. Significant differences were also indicated between education categories. Perception of imports were more favourable as the educational level increased.

Wang (1978) found no significant differences among consumers in regard of their attitudes toward imported products, according to their age. He also found that higher income persons tended to have a more favourable acceptance of foreign products in general than did lower income persons.

Omura (1980) tested four socio-economic variables including number of people in the household, age, education and income. The results indicated that there were no differences on the four socio-economic variables.

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Toh and Heeren (1982) reported that the sex of the respondent did not affect the perceived risks for generics in any consistent way. However, they found that age has a definite and consistent effect on generic grocery products. People between the ages of fifteen and twenty-four perceived the most risk in generics, followed by those between the ages of twenty-five and fifty-four, while those over fifty-four perceived the least amount of risk.

Howard (1983) found that the sex of the respondent was a useful predictor variable in terms of quality ratings for the countries of France, West Germany, Japan and the U.S. Women rated French products, Japanese products and U.S. products higher than men, but they (women) rated West German products lower than men did. In regard of age, it was found that the under 25 age group rated French products significantly higher than either the 25-40 year olds or the over 40 year old group. West German products were rated much higher by the 25-40 year old group than either of the other two groups. The younger age category was associated with higher quality ratings for products from Brazil. The younger, under 25, age group gave domestic goods a significantly higher rating than the older age groups. Education was not found to be associated with the ratings of product quality in six of the nine countries studied. However, in regard of West Germany, Japan and Brazil, education appeared to be associated with quality ratings. In general, it was found that the higher the respondents educational level the higher his/her rating of products from West Germany and Japan. No consistent normative relationship was found between the respondents' educational level and their rating for the quality of Brazilian products.

With regard to income, (Howard 1983) reported that the respondents' income level was found to be significantly associated with quality ratings

of products from France, Brazil and England. The relationship between ratings of French products and income level appeared to be fairly linear but monotonically decreasing, as income raises, the rating of French products decreases. The same basic relationship appeared in the Brazil/income matrix. However in the England/income matrix there was no consistent relationship between income and quality ratings of English products.

Heslop and Wall (1985) reported that in assessing the overall quality of consumer goods from various countries women gave somewhat higher ratings to every country, than did men, except for three out of thirteen countries. In another study by Wall and Heslop (1986) they found that women in general and French-speaking women in particular were more positive about Canadian made products than were men. Younger consumers tended to be more positive than middle aged and older consumers. Higher incomes and higher educations were most negative toward Canadian products and least likely to buy Canadian products. Those who were middle-aged or young, and those with managerial/professorial occupations were less likely to buy Canadian if quality were equal but prices were higher.

Although none of the previous studies were conducted in Jordan nor in a country which is similar to Jordan, some of these study findings are in agreement with the findings of this research and some contradict it. For example while Toh and Heereen (1982) reported that sex of the consumer was not relevant for the American consumers (relatively similar to the research finding), Heslop and Wall (1985) confirmed its importance in the Canadian market (contrary to our findings). Also, for instance with regard to age, Schooler (1971) and Tongberg (1972) reported some significant differences between older and younger consumers in their

product preferences regarding countries of origin (which agree with the present findings), but Wang (1978) rejected such differences.

## 13.6 CONCLUSIONS

In this chapter the differences among the Jordanian consumers' perception of the quality, price and risk attributes of the products of the eight countries in respect to six selected socio-demographic variables were investigated. Two statistical techniques, the multivariate discriminant analysis and the Chi-squared test, were used for that purpose. The discriminant analysis, though it gave a higher classification than what was expected to be the chance results only, it was not sufficiently high to justify the power of any of the demographic variables in discriminating among the Jordanian consumers. Consequently, the Chi-squared test was employed to identify any significant differences among the consumers in regard to their perception of the various countries products' attributes.

This study's results indicate that neither the sex of the consumer nor his/her field of study were strongly relevant to the perception of the products of the various countries. Age, education and income were found to have a sound association with the consumers' image of the products of the various countries.

In general, it was found that the products of Jordan, Egypt, Taiwan and Romania were more appealing to younger, lower educated and low income consumers. The Russian product was found to be more for older, low to middle educated, and low to middle income consumers. At the same time the products of the U.K., Japan and U.S.A. were found to be more appreciated by older, higher educated and higher income consumers. However, the Japanese product received somewhat more appreciation from the middle income segment

than the U.K. and U.S., while the U.K. and U.S. were rated better by the low educated segment than the Japanese product.

The final variable used in this study was the consumers' ratings of the product origin in evaluating the product quality, price and risk of the various countries. This variable, suprisingly enough, was found to be irrelevant for most of the attributes to each of the participating countries. However, wherever this variable was found to be significant it was noticed that segment 1, those who gave more importance to the product origin, was found to be more appreciative of the Romanian and Russian products. Group 2, those who gave lower importance to the product origin, gave higher ratings to the products of the rest of the countries.

CHAPTER 14

SUMMARY AND CONCLUSIONS

The aim of this chapter is to: (1) summarize the main findings of the present research study, (2) the implications of these findings, (3) the resea_h contribution, (4) the research limitations, and to (5) suggest areas for future research.

## 14.1  SUMMARY OF THE FINDINGS

This research has attempted to investigate the Jordanian consumers perception of the quality, price and risk of the domestic product vis-a-viz that of selected foreign countries. Each of the three cues (quality, price and risk) was measured through selected attributes which together contribute in the formulation of the overall image of that cue. The purpose of this investigation was to find out if the consumers perceive the domestic product to be different from those of foreign, developed, developing and each of the participating countries. It is hoped that this study will aid in a better understanding of the Jordanian consumers perception of the quality, price and risk of their home country as well as the products of developed and developing countries sources. For more depth investigation, the differences among the consumers in regard of their socio-demographic variables and a set of selected attitude variables was investigated. This was done for the purpose of helping both local producers and international marketers in a better understanding of the Jordanian consumers and to formulate an adequate marketing strategy which can meet the consumers needs and wants.

The findings of this study were presented in detail in chapter 8 through to 13. Chapter 8 presented the findings related to the product quality. Chapter 9 was devoted to the findings related to the product price. Chapter 10 dealt with the product risk, while chapter 11 combined the three cues (quality, price and risk) and investigated the

inter-relationship between these cues. Chapter 12 presents the research findings related to the Jordanian consumers' attitudes toward some factors such as nationalistic, domestic firms marketing practices, labour and management, government restriction of imports, quality control and the like. Chapter 13 investigated the relationship between the consumers socio-demographic variables and their perception of the quality price and risk of the domestic product and that of the products of the seven participating countries. The general conclusions which can be derived from these six chapters are summarized in the following sub-sections.

## 14.1.1 FINDINGS ON THE PRODUCT QUALITY

The findings of the research indicated that the domestic product was rated lower than the foreign and developed countries products in all of the quality attributes. However, it was rated higher than the developing countries product in most of the attributes. Consequently, the products of Russia, Japan, U.K. and U.S.A., were rated higher in quality than the domestic product, while the products of Egypt, Taiwan and Romania were rated lower than the domestic product. The Egyptian product was perceived to have relatively similar quality to the domestic product.

## 14.1.2 FINDINGS ON THE PRODUCT PRICE

The domestic product was perceived to have more competitive prices than that of foreign and developed countries products. However, the foreign and developed countries product was perceived to have more value for money than the domestic product. On the other hand, the developing countries product was found to have more competitive prices, but lower value for money than the domestic product. The comparison on a country level revealed that the Jordanian product was perceived to have better price

image but lower value for money than the products of Russia, Japan, U.K. and U.S.A. It was perceived to have less competitive price but higher value for money than the Egyptian, Romanian and Taiwanese products.

## 14.1.3 FINDINGS ON THE PRODUCT PERCEIVED RISK

The comparison of the perceived risk of the Jordanian product to that of foreign countries indicated that the foreign products were perceived to have lower overall risk than the domestic product. However, the difference between the products of the two groups (domestic vs. foreign) was not significant for the financial risk, social risk and psychological risk. The developed countries product was perceived to have lower overall risk as well as on the six types of risk than the domestic product. In comparing the domestic product risk to that of developing countries, it was found that the difference was statistically significant on the overall risk as well as on the six types of risk. The domestic product was perceived to have lower risk than that of the developing countries product. The research findings indicated that at country level the domestic product was found to have higher risk than the Russian, Japanese, U.K. and U.S.A. products, but lower than the products of Egypt, Romania and Taiwan. However, the difference between the domestic product and the Egyptian product was found to be only significant for two types of risk (social and psychological). Also the difference between the perceived risk of the domestic product and that of the Russian product was only significant for one type of risk (performance risk).

## 14.1.4 FINDINGS ON THE COMBINATION OF THE QUALITY, PRICE AND RISK CUES

The research findings in chapter 11 indicated that the participating countries can be grouped into three groups according to the consumers

perception of the quality, price and risk of their products. These three groups can be identified as developed (capitalistic) developing and Russia. The same groups were identified in the analysis of the quality cue and price cue chapters. However, the Russian product was seen to be more related to the developing countries product with regard to the perceived risk. Also the findings in chapter 11 indicated that the combination of the three cues did not significantly alter the ratings of the countries presented in the quality and risk chapters. The only two changes occurred were that the Japanese and the American product changed places and the same for the Jordanian and the Egyptian products.

The investigation of the relationship between the price and quality, price and risk, quality and risk indicated that there wasa certain relationship between the three cues for the various countries. However, while the relationship between quality and risk was consistent for the product of the entireset of countries under investigation, the higher the perception of the quality of the product the lower the perception of its risk. The relationship between price and quality, price and risk was not consistent. In regard of the price-quality relationship, it was found that a positive relationship (the higher the perception of the product price, the higher the perception of its quality) was existing for the products of U.K., U.S.A., Russia, Taiwan and Romania. A negative relationship was existing for the Jordanian and Egyptian product, and no significant relationship between price and quality was found in the case of the Japanese product. The findings of the research also indicated that there was a negative correlation between price and risk (the higher the price the lower the risk) for the products of U.S.A., Taiwan and U.K., a positive relationship for the products of Jordan, Egypt and Russia and no relationship for the products of Japan and Romania.

The use of factor analysis in chapter 11 was successful in grouping the twenty seven attributes into four to six factors for the products of the eight countries. However, despite the relatively low percentage of the explained variance by these factors, it was found that in most cases the attributes which were grouped together were related to one dimension of that product (ie. intrinsic cues, extrinsic cues, product reliability, price, risk).

## 14.1.5 FINDINGS ON THE JORDANIAN CONSUMERS' ATTITUDES

Chapter 12 concentrated on the Jordanian consumers' attitudes toward thirty one selected attitudinal statements. It was found that these statements can be placed into eight factors: (1) patriotic feelings, (2) quality control, (3) quality-price, (4) foreign competition, (5) reasons for buying inferior products, (6) domestic product evaluation, (7) industrial relations and (8) the consumers' ability to judge product quality. The findings indicated that consumers strongly agree with the: ability of the Jordanian workers to produce high quality products, the need for government, local producers and import agents to increase the quality control over all products on the local market, the need for labour unions and domestic firms cooperation to improve quality, the need for local producers to pay more attention to the consumers needs and wants, the need for local producers not to concentrate on the local market only and to compete world wide.

Consumers did not show strong agreement with the: (1) need to purchase domestic product either if it cost more or was lower in quality, (2) it is patriotic duty to buy domestic products, (3) the possibility of job loss as the result of the competition between domestic product and foreign products, (4) the difficulty of determining the origin of the product, or

that foreign products try to hide their origins, (5) buy the highest priced products, or that best products are always expensive, (6) buy inferior products because it is cheap or buy cheap products because one cannot afford to buy high quality products or the most expensive products are those with high production cost, high profit margins. The only two statements which were strongly rejected by the consumers were related to the deterioration of foreign product quality and the increasing efforts by local producers to satisfy the consumers.

With regard to the relationship between the consumers agreement/disagreement with the thirty on attitude statements and their perception of the domestic product quality attributes, it was found that a significant positive correlation existed between the quality attributes and twenty three attitudinal statements. A significant negative correlation was apparent between the remaining eight attitudinal statements of the domestic product quality attributes (Table 12.4, Appendix E). It is found that the variables which had a significant positive relationship with the consumers' perception of the domestic product quality attributes were related to the: (1) patriotic duties, (2) job security, difficulty of determining the origin of the product, (3) confidence on local workers, (4) the need to protect domestic product from foreign competition, the need for government and import agents to control quality. On the other hand, it was found that the variables which showed negative relationship with the consumers' perception of the domestic product quality were related to the: (1) lack of confidence in the local firms management, (2) the need for local firms to control quality, (3) the marketing practices of local firms, (4) the consumers' reasoning for buying inferior products.

A significant relationship was found between the price variables and some of the attitudinal statements (Table 12.5, Appendix E). A positive relationship was found between the low-high price and six statements. The acceptable-unacceptable price variable was found to have a significant positive correlation with sixteen statements and a negative correlation with one statement which was related to the purchase of the domestic product because it represented the best use of money. The under-over priced variable was found to have a positive significant correlation with twelve statements and a negative correlation with three statements. The price expensiveness variable was found to have a positive correlation with seven attitude statements and a negative correlation with two statements. The value for money variable was found to have a significant relationship with twelve attitudinal statements and negative correlation with one statement. (See Chapter 12)

With regard to the relationship between the perceived risk of the domestic product and the consumers response to the attitude statements, it was found that the financial risk has a positive relationship with ten statements and a negative correlation with two statements. In general the statements which showed positive correlation were related to the patriotic feelings, difficulty of determining the origin of the product, confidence on local workers (Table 12.6 Appendix E). The performance risk has a positive relationship with thirteen statements. Each of the social risk and the convenience risks were found to have a positive significant relationship with thirteen statements and a negative correlation with one statement. The physical risk was found to have a positive correlation with ten statements and a negative correlation with two statements. The psychological risk was found to have a positive relationship with ten statements and a negative correlation with one

statement (Table 12.6, Appendix E). In general the statements which showed positive relationship with the domestic product risk were related to the patriotic feelings, difficulty of determining the origin of the product, confidence on local workers, while the negatively correlated statements were related to the reasons for buying the cheap products, the local producers marketing practices, buying the highest priced products to guarantee its quality.

The final part of chapter 12 dealt with the relationship between the consumers socio-demographics and their response to the attitude statements. It was found that age and income were the most relevant variables which showed a significant correlation with more than twenty five statements. In general it was found that males, young, less educated, social and human science majors, low income and those who gave more weight to the importance of the origin of the product in purchase decision tended to agree more with the attitude statements. (Table 12.7, Appendix E)

## 14.1.6 FINDINGS ON THE RELATIONSHIP BETWEEN THE CONSUMERS DEMOGRAPHIC VARIABLES AND THEIR PERCEPTION OF THE PRODUCTS OF THE VARIOUS COUNTRIES

Chapter 13 discussed the relationship between the consumers demographics and their ratings to the product attributes of the various countries. The discriminant analysis results showed that none of the demographic variables were strong enough to discriminate among the consumers in regard to their perception of the products of the eight countries. It was found that the sex of the consumers, their field of study, and the weight they gave to the origin of the product on the decision process were of little relevance to the consumers' perception of the quality, price and risk of the participating countries. However, it was found that the consumers age, education and income were relatively related to the consumers' evaluation of the attributes of the products of the various countries. Young, lower

education and income gave higher ratings to the Jordanian, Egyptian, Taiwanese and Romanian products. Older, higher educated and higher income gave higher ratings to the products of Russia, Japan, U.K. and U.S.A.


14.2 THE IMPLICATIONS OF THE RESEARCH FINDINGS

14.2.1 GENERAL IMPLICATIONS

1.  The economic stage of development of the products' country of origin is clearly reflected in the consumers' subjective evaluation of the products of that country. Although the individual comparison between each two countries indicated that significant differences existing between these countries, the multivariate cluster analysis confirmed that the developed countries, except Russia, could be clustered in one group and the same for developing countries. This might imply that there is actual competition among the countries which are perceived to be in a similar stage of development. Bearing this in mind, it is clear that while the developed countries product had a high quality, low risk and high value for money competitive advantages, the products of developing countries, appeared to have only a competitive price advantage.

2.  The favourite image of the home country product, strongly supported in developed countries markets, might not be applicable in the developing countries markets. However, it appeared that the domestic product might have a better position when it was compared with products of countries in a similar or lower stage of development to the home country.

3.  The treatment of all of the imported products as foreign might not be helpful for the domestic producers to formulate an adequate marketing strategy. The segmentation of the imported products according to their source countries stage of development and formulating a specific marketing strategy for each segment might be more beneficial. In the

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present case, for example, it might be possible to stress the price advantage in comparison with the developed countries product and the quality advantage relative to the developing countries product. An alternative method might be to produce a high quality brand to compete with the developed country brands and to produce another brand at a lower cost to compete with the developing countries brands.

4. The investigation of perceived risk through its components might be more beneficial than the investigation of the overall risk. This is because, while it is found that the differences between the domestic product and each of the participating countries, were statistically significant for the overall risk, it was found that for some risk components, it was not significant. Consequently identifying the weak risk components might be more helpful in applying the suitable kind of risk relievers. For instance, in the present case the financial risk and the physical risk appeared to be the highest types of risk in the domestic product. As is suggested in chapter 10, these two types of risk might be improved by offering better warranties, providing a neutral test certificate (ie. government testing agencies) and assuring the consumers that they can take their money back within a specified period of time if the products fail to perform as expected.

5. The consistent relationship between the perceived quality and perceived risk, in which it showed that the higher the perception of the quality of the product the lower the perception of its risk has an important implication. It implied that in improving the perception of the product quality, one can improve the perception of the product risk and visa versa (Figure 14.1 demonstrates the positioning of the products of the various countries according to the consumers perceptions of the quality and risk of the products of the various

FIGURE 14.1

A MAP PORTRAYING JORDANIAN CONSUMERS' PERCEPTION OF PRODUCTS OF VARIOUS COUNTRIES OF ORIGIN TAKING ACCOUNT OF QUALITY AND RISK ATTRIBUTES

| Quality | Risk | |
| --- | --- | --- |
| | High | Low |
| High | | ✳ USA<br>✳ Japan<br>✳ UK<br><br>✳ Russia |
| Low | Romania✳<br>Taiwan✳ | ✳ Jordan<br>✳ Egypt |
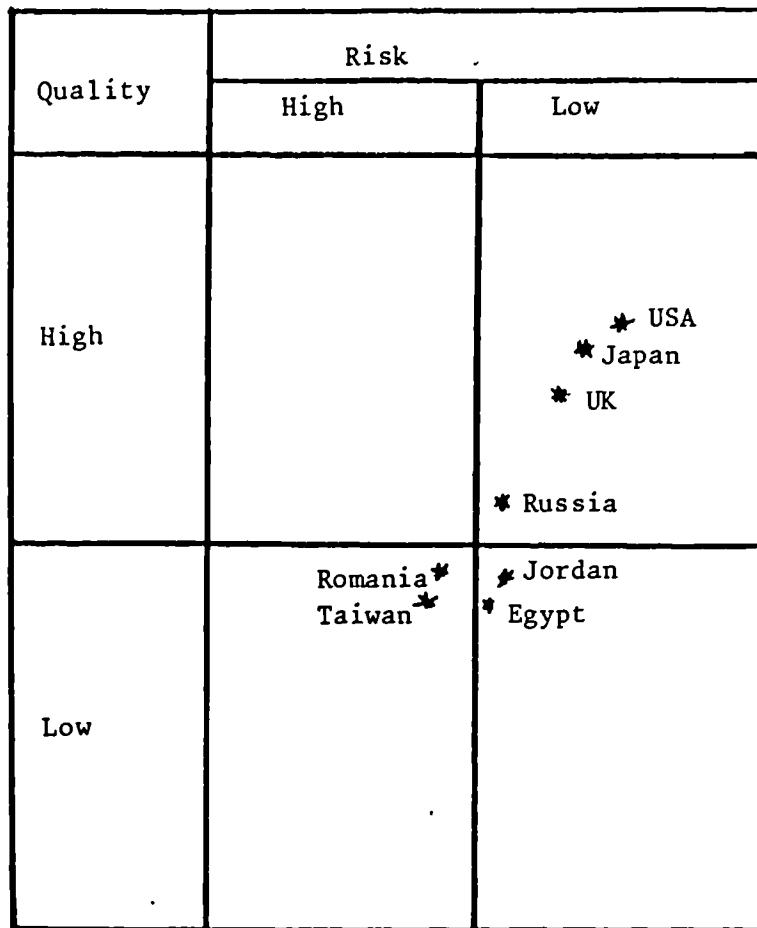
FIGURE 14.2

A MAP PORTRAYING JORDANIAN CONSUMERS' PERCEPTION OF PRODUCTS OF PRODUCTS OF VARIOUS COUNTRIES OF ORIGIN TAKING ACCOUNT OF QUALITY AND PRICE ATTRIBUTES

| Quality | Price | |
| --- | --- | --- |
| | High | Low |
| High | USA ✳<br>   ✳ Japan<br>UK ✳<br><br>Russia ✳ | |
| Low | | ✳ Jordan<br>✳ Egypt<br>✳ Romania<br>✳ Taiwan |
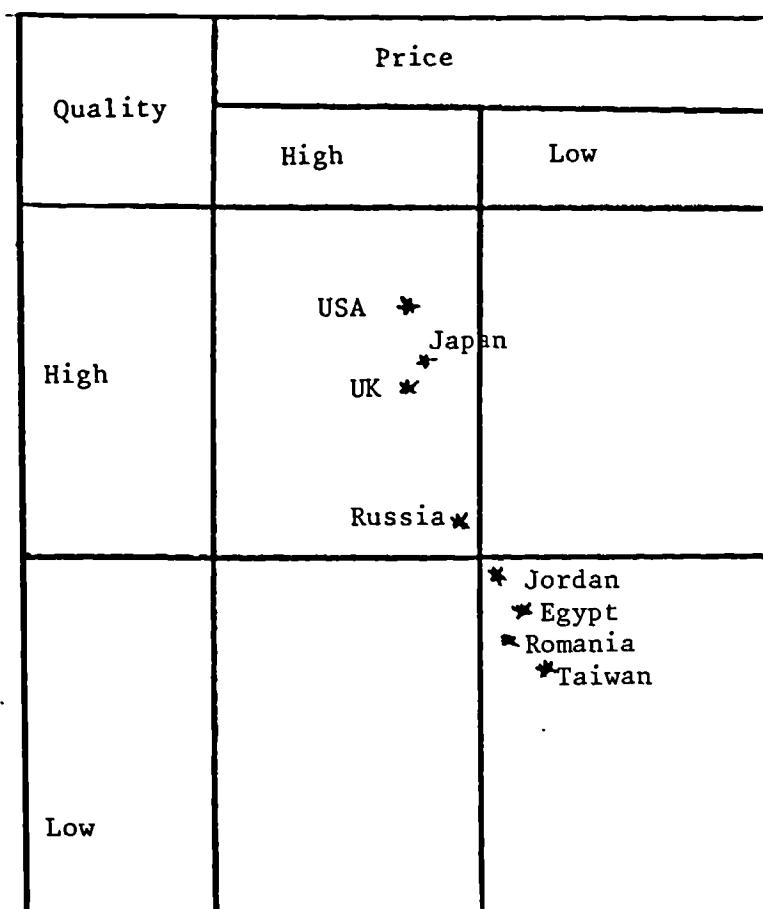
countries).* On the other hand the inconsistent relationship between price and quality, price and risk, implied that price should be taken with great caution. This is because price, whether high or low, might have a negative impact on the product quality and risk (Figures 14.2 and 14.3 present the positioning of the participating countries product according to the consumers' perception of the quality-price, and risk-price of these products).

6. The developed countries product is better targeted to the older, higher educated and higher income segment of the consumers, while the developing countries product is better targeted to the younger, lower educated and lower income segments. This is because both segments showed more preference to the products of one of the two groups.

## 14.2.2 IMPLICATIONS FOR THE JORDANIAN INDUSTRY

1. The domestic product is perceived to be relatively similar to that of developing countries. This implied that the actual competition is between the domestic product and the products of developing countries origin. Both the Jordanian product and the developing countries products are perceived to have low quality, high risk and low prices. However,the domestic product is perceived to be relatively higher in quality, lower in risk and higher in price than the products of

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*Figures 14.4, 14.2, 14.3 were developed using the average ratings of each of the participating countries on each of the three main cues (quality, price and risk). The average score of "4" was considered neutral on a scale of seven, below four was treated as low quality, high price and high risk, above four was treated as high quality, low price and low risk.

FIGURE 14.3
A MAP PORTRAYING JORDANIAN CONSUMERS' PERECPTION OF PRODUCTS OF VARIOUS COUNTRIES OF ORIGIN TAKING ACCOUNT OF PRICE AND RISK ATTRIBUTES

| PRICE | Risk | |
|---|---|---|
| | High | Low |
| High | | ✘ USA<br>✘ UK<br>✘ Japan<br>✘ Russia |
| Low | Romania ✘<br>Taiwan ✘ | ✘ Jordan<br>✘ Egypt |
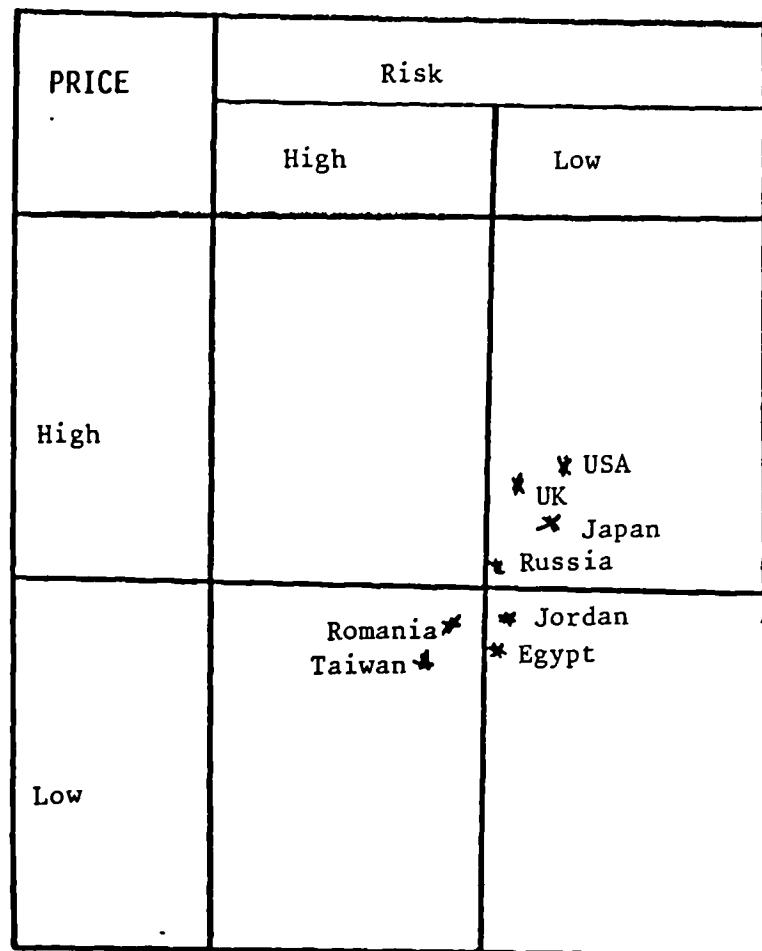
developing countries. Although, the local producers are needed to improve the domestic product quality and risk to meet the consumers expectations, they still can emphasise their better image in these two cues in comparison with the developing countries product. The main disadvantage of the domestic product in competing with the developing countries product is the consumers' perception of the domestic product prices. The fact that the domestic product is perceived to have higher prices than its competitors of developing countries, necessitates the need for the local producers to reconsider their pricing policies.

2. The big gap between the domestic product and the developed countries product in both the quality and risk to the benefit of developed countries, might imply that the domestic producers will not be able to compete successfully with those products at least in the short run. The need for some sort of protection against the products of these countries might be unavoidable. However, it should be noticed that the consumers are not in favour of such protection. They prefer that the domestic product be more dependent on itself rather than on government protection. Bearing this in mind, it might be suggested that partial protection, or a protection for a specified period, preferably a short period, might be more suitable.

3. The use of the patriotic variables (motives) in promoting the domestic product should be handled with caution. This is because consumers did not show acceptable agreement with most of these variables. However, it was noticed that whenever there was a relationship between these variables and the consumers' perception of the quality and risk attributes, the relationship was positive. This might imply that if the local producers can improve the nationalistic feeling toward the domestic product, they can also improve the consumers' perception of

the Jordanian product. The only possible way for doing this is by improving the image of the domestic product to justify the connection between the patriotic feeling and the purchase of the domestic product.

4. The wide agreement among the Jordanian consumers on the need for quality control reflected the consumers' concern on this issue. This implied the need for the Jordanian firms to pay more attention to the methods in which they can improve the quality image of the domestic product, improved product warranty, effective follow-up service, flexible return policy, and providing a test certificate of the product conformity to the pre-specified standards, are among the several suggested methods for improving the quality image (Wiener 1985, Archibald et al 1983).

5. The consumers agreement with the statements related to the local producers concentration on the production task with little attention to the consumers needs and wants, implied that local producers should pay more attention to the marketing management aspects. According to Kotler (1988) the following are the main core concepts of the marketing management: needs, wants and demands, products, utility, value and satisfaction, exchange and relationships, markets, and marketing and marketers. The Jordanian producers need to pay more attention to these concepts to improve the domestic product image.

6. The consumers' concern about the need for better relations between the labour and management to improve the Jordanian firms efficiency implied that both labour unions and management should take action toward that objective. The need for the management to take action in that direction is more urgent. This is because it appeared that the consumers had more confidence in the capability of the Jordanian workers more than that of domestic produce s.

7. The domestic product is more appealing to the younger, low educated and low income segments of the consumers. This implied that while the domestic producer should make more effort to improve the other segments perception of the domestic product, their actual customers are the segments which showed more appreciation to the domestic product attributes.

## 14.2.3 IMPLICATIONS FOR THE JORDANIAN GOVERNMENT

1. The consumers are not strongly supporting the idea of imposing higher tariffs on foreign products nor the notion of restricting the free trade to protect the domestic product. This implied that the government should be very cautious in taking any of these measures for any reason. However, as it was mentioned before, it might be necessary to take some measures to protect the domestic product at least from the competition with the developed countries product. It is suggested to keep these measures to the minimum, and to communicate the reasons for such measures to the consumers, along with the assurance that it will be for a short period.

2. The Jordanian government should take a more active role in controlling the quality of all products on the domestic market. This is due to the wide agreement among the consumer for such role of the government.

3. The government should encourage the local producers not to concentrate on the local market only, but to compete world wide. This can be done through reducing the range of protection for local producers in the domestic market and giving them more incentives for export. This is because most of the Jordanian consumers shared this view.

4. The high confidence in the Jordanian work force, might indicate that the government should regulate the use of foreign workers in the

domestic industries. According to the 1987 statistics the estimation of foreign workers were around 123,000. This was approximately 18% of the total employment in Jordan. The percentage may become higher when one considers the number of illegal foreign workers (those who enter the country as tourists but they stayed in the country after the expiration of their visas and engaged in work).

## 14.3  CONTRIBUTION OF THE RESEARCH

Several contributions to the existent knowledge are made in this research. These contributions are theoretical, methodological and practical.

## 14.3.1  THEORETICAL CONTRIBUTION

1. Extending the understanding of the consumers perception of foreign and domestic products by testing this phenomenon in a new environment which has never been tested before. As was explained in the literature review chapter, most of the research in this area was conducted either in the United States or in other developed countries, with little research being undertaken in developing countries. As far as the researcher can ascertain, this problem has never been investigated in Jordan or any other country similar to Jordan.

2. This research is the first which combined the three main cues, quality price and risk and to test the inter-relationships among these cues. This allowed the researcher to come up with more comprehensive conclusions in this regard.

3. The diversification of the countries employed in this study in relation to their economic development, geographic location, culture, political and economical systems, degree of similarity with the test country,

contribute to the addition of a new dimension to the existing research in this area.

4. The research framework which incorporate the process of country cue evaluations utilizing the three main cues investigated in this study is the first attempt in this respect. Thus the framework provides the basis for systematic investigation of the main variables that should be considered in the examination of the country cue impact on product evaluation.

5. This research is one of the very few studies in this area which contributes to the overwhelming demand on the marketing literature to report the validity and reliability of the research data.

## 14.3.2 THE METHODOLOGICAL CONTRIBUTION

1. The research utilized cluster analysis and discriminate analysis, which had not been used before in investigating the concept of domestic and foreign products. The cluster analysis proved to be successful in grouping the countries into three groups according to the consumers' perception of the quality, price and risk attributes of the products of these countries. The discriminant analysis results confirmed that none of the socio-demographic variables are strong enough to discriminate among the consumers.

2. One of the suggested methods to overcome the sampling problems in developing countries is the use of municipal records. As far as the researcher can ascertain, this method has not been used before. In this research, the researcher was successful in using these records to develop a random sample and to locate the targeted respondents. This is an important contribution, because developing a random sample is a difficult task in developing countries. This is because the

traditional sampling frames of the consumers available in developed
countries like consumer panels, telephone directories and lists of
registered voters are either not available or inadequate. More than
that, especially in the case of Jordan, houses are not numbered,
streets are either unnamed or the signs of the streets are not well
displayed, and in most cases the names of the streets are not known by
the citizens. In addition to that the home mail delivery is either
not available or inefficient. To solve these problems and to develop
a random sample which gives equal chance for every unit of the
population to be represented is not an easy task. However, in this
research (as it was explained in chapter 5) the researcher used the
municipalities records as sampling frames and volunteer students for
the questionnaire delivery.


## 14.3.3 THE PRACTICAL CONTRIBUTION

The practical contribution of this study relate to its importance to
the Jordanian industry, international marketers, Jordanian consumers and
public policy.

1. The Jordanian industry will benefit from the findings of this
   research. These benefits can be summarized in that they know the
   position of the domestic product in comparison to that of developed and
   developing countries, the consumers' attitudes toward the domestic
   product and its relationship with the image of that product. (Chapters
   eight to eleven discussed the consumers' perception of the quality,
   price, and risk of domestic and foreign products. The implications of
   the findings were discussed in detail in those chapters and summarised
   in section 14.2.2 of this chapter. The consumers' attitudes toward the
   domestic product and its relationship to their perception of its

quality, price and risk as well as their socio-demographic variables were presented in chapters twelve and thirteen. Also a summary of the implications of these findings is summarized in section 14.2.2)

2. International marketers will find this study relevant in understanding the Jordanian consumers' perceptions of foreign products in comparison to the domestic product. As was indicated in chapter one and chapter three, the concept of the consumers' perception of foreign and domestic product was mostly investigated in developed countries' markets. This implied that only little is known about this concept in developing countries' markets. In investigating the Jordanian consumers' perception of foreign and domestic products, this research has added a new dimension to the existing knowledge about this concept.

3. The public policy and the Jordanian consumers. In the absence of a comprehensive study for the Jordanian consumers, the great pressure from the domestic manufacturers for more protection and the governments willingness to improve the national economy, the Jordanian legislator arrived at several measures which led to the restriction of the import of several products and to the increase of the domestic product prices. All these led to a wide spread complaint from the Jordanian citizens which turned to a sort of disturbance and unrest. It is hoped that the government and the regulatory body will benefit from the results of the study and might find some other methods to incorporate the consumers desires in any future regulations. (Chapter 12 presents more about the implications of this research for the Jordanian industry and the Jordanian government.)

## 14.3.4  LIMITATIONS OF THE RESEARCH

The main limitations of this research are related to: (1) the product investigated, (2) the countries used in the study, (3) the data collection instruments, (4) the respondents.

1. The product investigated. The product selected for investigation is the major gas and electrical home appliances, product class. The main disadvantage of selecting such a class of product is that it is too general to make specific inference to a specified product, or it is too specific to make general inferences to all products produced by a specified country. However, all three types of products (general, product class and specific product) were used in the previous research and each type has its advantages and disadvantages. The reasons for choosing the appliances product class were given in the Chapter 5. Another limitation related to the product is concerned with the use of intangible product instead of tangible product. It can be argued that by using intangible products one cannot be sure what the respondents have in mind when such evaluations were given (Nes 1981). However, the use of tangible product was impossible given the wide area covered by the research, the type of product used in the investigation and the time and money allowed for the research.

2. Countries used in the study. Although the countries used in this study were important trade partners to Jordan and they were relatively hetro-genious in their economic developments, political and economic systems, and culture, they still represent a small percentage of the total countries engaged in international trade. This limitation should be taken into consideration in generalizing the findings of the study to the other countries not involved in this study. On the other hand and

due to the space limitations,the comparison among the participating
countries, except in comparison with Jordan, was kept to the minimum.

3. The study was constrained to the final consumer perception of the
product attributes of the domestic product viz-a-viz that of the rest
of the countries. The industrial consumer was not included in the
study. It might be possible that both types of consumers had different
views in regard of the research issue. However, it was not possible
to include the two types of consumers in this study given the space
and time limitations allowed for this research.

4. The data collection instrument used in this research is the
questionnaire. This method has its typical disadvantages which related
to its bias toward the educated segment of the consumers. It might be
argued that in a developing country like Jordan with a relatively high
level of illiteracy, this method might not be the most suitable one.
However, it was found that the best alternative method, possibly the
direct interview, was not possible for this research. This was due to
the wide area covered in the study (the whole country), the length of
the questionnaire which needs at least 30 minutes to complete, the
relatively large sample (1,000 respondents) and the lack of trained
interviewers.

## 14.5 AREAS FOR FURTHER RESEARCH

Since this is the first research which addressed the consumers'
perception of foreign and domestic product in Jordan, there are many
issues which cannot be covered in this research and deserve further
research in future. The suggested areas for further study are as follows:

1. The validation of the current research findings. It is important that part of the future research be directed toward the replication of the findings of this research. It is suggested that the future research used the same type of product class, specific product or general product, for the same countries or other countries. The use of tangible product might be interesting.

2. Future research might seek to investigate the industrial consumer perception of foreign product vs. domestic product. This is to see if the industrial buyer holds the same image as the final consumer. The investigation of the industrial buyer might include import agents, retailers, wholesalers or government procurement departments.

3. Further research is also needed to incorporate the cultural dimensions of the participating countries. The purpose of this investigation could be to find out the impact of the consumers' perception of the cultural differences between the home country and the foreign countries and to see its impact on product evaluation. Another interesting area in this regard is to investigate the differences among the foreign countries themselves as it relates to the cultural differences.

4. Further research is needed to explain the causes of the differences among the consumers in regard of their perception of the domestic product and foreign products. The current research demonstrated that some of the socio-demographic variables are relevant in this regard, but none of them were strong enough to discriminate among the consumers. However, personality variables, such as dogmatism, and consumers psychographics might be more relevant in this regard. Future research needs to solve this issue.

5. The investigation of the public policy decision makers, might be an interesting issue (as it related to foreign and domestic product) for future research. It is of high importance to see whether the governmental institutions (ministry of industry and trade, finance ministry and the ministry of planning) are sharing the same views as the consumers.

6. Future research might seek to investigate the weight given for each of the quality, price and risk on the consumers purchase decision. Also, it might be of interest for future researchers to find out the weight given for each attribute of the three main cues.

7. The investigation of the consumers' perception to the services (ie. insurance, hotels, banking) offered by foreign and domestic institutions, deserve more attention from future researchers as well.

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# APPENDIX A

The Cover Letter in Both the English and Arabic Languages

Dear Sir/Madam,

May I introduce myself. My name is Hamad Rashed Ghadir. I am one of the Ph.D. students who is sponsored by Mu'tah University. At the present time, I am studying at the University of Sheffield in the United Kingdom. My field of study is related to the consumer behaviour, in particular it is related to the Jordanian consumers' perception of domestic vs. foreign products (especially consumer goods).

By filling out the attached questionnaire, you will be giving me the information I need to conduct this research. I would like to assure that you do not need to write your name and the responses on the questionnaire will be held in the strictest confidence and will only be used for the research. The answers you will give will be analysed as a part of group totals and in aggregates.

Since this study will cover the various regions of the Kingdom and due to the difficulties in distributing the questionnaire through mail service, volunteer students from Mu'tah University will deliver this questionnaire. The same student will call again within two days to pick up the questionnaire. I hope that you fill the questionnaire during this period. If for any reason you could not fill in the questionnaire during that period, please arrange with the student for the suitable time that he/she can call again to collect the questionnaire.

Please remember that in filling out this questionnaire you are doing me a highly appreciated favour which I hope it will assist me in performing a good research with great advantage to the public interest.

If you need any more information/help in filling out this questionnaire, you can contact the person who delivered the questionnaire (who will leave his/her name and address with you) or you can contact me at the following address:
    Hamad Ghadir
    Mu'tah University
    Administrative Sciences Department
    Mu'tah - Karak
Or you can contact me by telephone as follows:
    Weekdays (Saturday through Wednesday)
    654000 extension 482
    51285 extension 482
    Thursday and Friday
    953242

Yours sincerely,



HAMAD GHADIR


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سيدى / سيدتــــي : -

أرجو أن اقدم نفسي اليكم • اسمي حمد راشد الغدير أحد مبعوثي جامعة مؤتة لنيل درجة الدكتوراه •

أدرس حالياً في جامعة شيفلد / بريطانيا • موضوع دراستي يتعلق بدراسة المستهلك وبالتحديد فـــي

مجال تصورات المستهلك الاردني للسلعة الاجنبية مقارنة بالسلعة المحلية وبالتخصيص السلع الاستهلاكية •

ان تعبئة هذا الاستبيان ستزودني بالمعلومات التي أريدها في هذا المجال لتنفيذ البحث •

أرجو أن أؤوكد الى انك لا تحتاج لذكر اسمك عند تعبئة الاستبيان وان المعلومات التي تقدمها ستعامـل

بسرية تامة ولن تستخدم الا لأغراض البحث وستعامل الاجابات بشكل اجمالي وعلى اساس مجموع الاجابــات •

كون هذه الدراسة ستغطي مختلف مناطق المملكة ونظراً للصعوبات التي تواجهني لارسال الاستبيان عن

طريق البريد فسيقوم عدد من طلبة جامعة مؤتة وبشكل تطوعي مشكورين على ذلك بتوزيع الاستبيان فـــــــي

مناطق تواجدهم • سيقوم نفس الطالب / الطالبة الذي سلم اليك الاستبيان بأسترجاعه خلال فترة يوميــــن

أرجو أن نتمكن خلال هذه الفترة من تعبئة الاستبيان كاملاً واعطائه اياه واذا كان ذلك غير ممكن لسبب مــن

الاسباب فأنني أرجو ان تتفق مع نفس الطالب على الموعد المناسب الذي يمكن ان تسلمه له •

سيدى / سيدتــــي : -

أرجو أن تتذكروا بأن تعبئة هذا الاستبيان هو مساعدة قيمة لأحد أبناء هذا البلد سأقدرها بكل العرفان

راجياً أن اتمكن بعون الله سبحانه وتعالى من انجاز بحث علمي يكون له جدوى للمصلحة العامة •

في حالة احتياجكم لاية معلومات تساعد في تعبئة هذا الاستبيان فأنه يمكن ان يتم ذلك بالاتصال الشخصي

مع الشخص الذي وزع الاستبيان والذي سيترك اسمه وعنوانه لديكم او الاتصال بي في اي وقت على عنوان جامعة

مؤتة التالي : -

جامعة مؤتة

دائرة العلوم الادارية

حمد راشد الغدير

أو هاتفياً

| | | |
|---|---|---|
| ٦٥٤٠٠٠ | مشترك فرعي | ٢٨٢ـ عمان |
| ٥١٢٨٥ | مشترك فرعي | ٢٨٢ـ الكرك |
| ٩٥٢٢٤٢ | يومي الخميس والجمعة ـ الرصيفة | |

مع بالغ شكرى وتقديرى ،،،،،،،،

حمـد راشـد الغديــــ

MU'TAH — KARAK — JORDAN

Tel. 351284 - 6 — 371472 - 3

P.O.Box 7 — Tlx 63003 Jo.

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مؤته ـ الكرك ـ الأردن

تلفون : ٦ ـ ٣٥١٢٨٤ / ٢ ـ ٣٧١٤٧٢

ص.ب ٧ تلكس ٦٣٠٠٣ جو

APPENDIX B

The Instructions in Both the English and Arabic Languages

## INSTRUCTIONS

Please read the following instructions carefully before you start
responding to the questionnaire. It is hoped that these instructions will
help in filling out the questionnaire more easily and minimize the amount
of time needed for responding to the questionnaire.

You will find in the first part of this questionnaire a series of
adjectives or short phrases which describe some of the variables which you
may consider in comparing two products (in this case the major house-hold
appliances, like refrigerators, ovens etc.) produced in the following
countries: Japan, U.S.A., U.K., Jordan, Taiwan, Egypt, Romania and Russia.
The adjective or phrase in the left hand side is opposite in the meaning to
the adjective or phrase on the right hand side. In this case the more
closer your tick to the statement, the more you tend to agree with it. You
will find a scale of seven between each two opposite in meaning statements.

You may think about them as follows:
The right hand statement
      - strongly agree (strongly disagree with the left hand statement)
      - agree          (disagree with the left hand statement)
      - somewhat agree (somewhat disagree with the left hand statement)
      - neutral        (not in favour of any of the statements)
The left hand statement
      - somewhat agree (somewhat disagree with the right hand statement)
      - agree          (disagree with the right hand statement)
      - strongly agree (strongly disagree with the right hand statement)

Please remember that each time you read the statement you need to check the
appropriate space for each country by checking the mark " ". Since your
selection to one space implies your disagreement with the other spaces,
there is not need to mark on these spaces.

I would like to remind you that there is no correct nor specific answer for
the questions of this questionnaire. All I am after is your opinion and
your first impression when you read the statement together with the
specific country.

The second part of the questionnaire is related to the consumers' attitudes
towards a set of issues. These will be used to explain the consumers'
response to the first part.

The third part consists of a set of questions related to the socio-
demographic variables. They will be used to classify, interpret and
analysed the consumers' responses to the first and second parts of the
questionnaire.

## THE ARABIC TRANSLATION OF THE INSTRUCTIONS

<div dir="rtl">

الـــــتـــــعـــــلــيــمـــــات

أرجو قراءة المعلومات التالية جيداً وقبل البدء بتعبئة الاستبيان حيث انها ستساعد كثيراً في تعبئة الاستبيان بالطريقة الصحيحة وبسهولة مع توفير الوقت الذى يمكن ان يستغرقه ذلك .

في الجزء الأول من هذا الاستبيان ستجد مجموعة من العبارات القصيرة او الكلمات التي تصف بعـــض العناصر التي تؤخذ بعين الاعتبار عند مقارنة سلعة بسلعة اخرى ، ( في هذه الحالة ستكون الادوات المنزلية المعمرة مثل الثلاجات وافران الغاز ـ ـ ـ الخ )

من منتجات عدة دول من العالم هي اليابان ، الولايات المتحدة الامريكيه ، بريطانيا ، الأردن تايوان ، مصر ، رومانيا وروسيا ، سنجد بجانب كل عبارة أو كلمة مقياس من سبعة درجات يمكن ان تعتبره يمثل درجـــة موافقتك مع العبارة او الكلمة وعلى الشكل التــــــــالـــــــــي :-

العبارة التي على اليمين .

ـ أوافق تماماً

ـ أوافق

ـ أوافق بعض الشىء

ـ محايد "لا أوافق ، لا اعترض " .

العبارة التي على اليسار .

ـ أوافق بعض الشىء

ـ أوافق .

ـ أوافق تماماً .

أرجو أن تتذكر أنه في كل مرة تقرأ فيها العبارة أو الكلمة فأنك تحتاج لاختيار الرقم الذى يتفق وتصورك لمنتج هذا البلد وتضع اشارة "/" في الخانة المخصصة لهذا الرقم ولا داعي لمس الخانات المخصصة للارقام الأخرى اذا ان اختيارك للرقم الذى يتفق ورأيك يعني عدم موافقتك مع الأرقام الاخرى .

أرجو أن أذكر بأنه ليست هناك اجابة واحدة محددة صحيحة لأسئلة هذا الاستبيان وكل ما يهمني هو رأيك وانطباعك الاولي عندما تقرأ العبارة او الكلمة وربطها مع الدولة المنتجة .

الـــجــزء الـثـــاني فيتضمـــن : أسئلة عامة حول اتجاهات المستهلكين وتستخدم في محاولة لتفسير الاجابات على الجزء الاول ويستخدم بها عدة نماذج من الاسئلة .

الـــجزء الثالث من الاستبيان يتضمن أسئلة عن معلومات عامة تتعلق بالنواحي الاقتصادية والاجتماعية للمستجوب وستستخدم في تصنيف وفرز وتحليل الاجابات .

</div>

APPENDIX C

The Questionnaire

THE QUESTIONNAIRE

PRODUCT: Major appliances (like washing machines, refrigerators and ovens).
On the following pages you will find a series of adjectives or short
phrases which could be considered in evaluating the above products produced
in the countries following each statement. Please tick with "  " on the
appropriate space as is explained on the instruction sheet.

---

DURABLE                                                            . NOT DURABLE
Made in U.K.        /...../...../...../...../...../...../...../.....
Made in Romania     /...../...../...../...../...../...../...../.....
Made in Taiwan      /...../...../...../...../...../...../...../.....
Made in Jordan      /...../...../...../...../...../...../...../.....
Made in U.S.A.      /...../...../...../...../...../...../...../.....
Made in Egypt       /...../...../...../...../...../...../...../.....
Made in Russia      /...../...../...../...../...../...../...../.....
Made in Japan       /...../...../...../...../...../...../...../.....


POOR PERFORMANCE                                               GOOD PERFORMANCE
Made in Romania     /...../...../...../...../...../...../...../.....
Made in Taiwan      /...../...../...../...../.../.../...../...../.....
Made in Jordan      /...../...../...../...../...../...../...../.....
Made in U.S.A.      /...../...../...../...../...../...../...../.....
Made in Egypt       /...../...../...../...../...../...../...../.....
Made in Russia      /...../...../...../...../...../...../...../.....
Made in Japan       /...../...../...../...../...../...../...../.....
Made in U.K.        /...../...../...../...../...../...../...../.....


SAVE ENERGY                                                    WASTE ENERGY
Made in Taiwan      /...../...../...../...../...../...../...../.....
Made in Jordan      /...../...../...../...../...../...../...../.....
Made in U.S.A.      /...../...../...../...../...../...../...../.....
Made in Egypt       /...../...../...../...../...../...../...../.....
Made in Russia      /...../...../...../...../...../...../...../.....
Made in Japan       /...../...../...../...../...../...../...../.....
Made in U.K.        /...../...../...../...../...../...../...../.....
Made in Romania     /...../...../...../...../...../...../...../.....

```
NOISY                                                                        NOT NOISY
Made in Jordan       /...../...../...../...../...../...../.....
Made in U.S.A.       /...../...../...../...../...../...../.....
Made in Egypt        /...../...../...../...../...../...../.....
Made in Russia       /...../...../...../...../...../...../.....
Made in Japan        /...../...../...../...../...../...../.....
Made in U.K.         /...../...../...../...../...../...../.....
Made in Romania      /...../...../...../...../...../...../.....
Made in Taiwan       /...../...../...../...../...../...../.....


EASY TO MAINTAIN                                                       HARD TO MAINTAIN
Made in U.S.A.       /...../...../...../...../...../...../.....
Made in Egypt        /...../...../...../...../...../...../.....
Made in Russia       /...../...../...../...../...../...../.....
Made in Japan        /...../...../...../...../...../...../.....
Made in U.K.         /...../...../...../...../...../...../.....
Made in Romania      /...../...../...../...../...../...../.....
Made in Taiwan       /...../...../...../...../...../...../.....
Made in Jordan       /...../...../...../...../...../...../.....


LESS SAFE                                                                        SAFE
Made in Egypt        /...../...../...../...../...../...../.....
Made in Russia       /...../...../...../...../...../...../.....
Made in Japan        /...../...../...../...../...../...../.....
Made in U.K.         /...../...../...../...../...../...../.....
Made in Romania      /...../...../...../...../..:../...../.....
Made in Taiwan       /...../...../...../...../...../...../.....
Made in Jordan       /...../...../...../...../...../...../.....
Made in U.S.A.       /...../...../...../...../...../...../.....


GOOD APPEARANCE                                                         BAD APPEARANCE
Made in Russia       /...../...../...../...../...../...../.....
Made in Japan        /...../...../...../...../...../...../.....
Made in U.K.         /...../...../...../...../...../...../.....
Made in Romania      /...../...../...../...../...../...../.....
Made in Taiwan       /...../...../...../...../...../...../.....
Made in Jordan       /...../...../...../...../...../...../.....
Made in U.S.A.       /...../...../...../...../...../...../.....
Made in Egypt        /...../...../...../...../...../...../.....
```

LESS DEPENDABLE                                                              DEPENDABLE
Made in Japan      /...../...../...../...../...../...../.....
Made in U.K.       /...../...../...../...../...../...../.....
Made in Romania    /...../...../...../...../...../...../.....
Made in Taiwan     /...../...../...../...../...../...../.....
Made in Jordan     /...../...../...../...../...../...../.....
Made in U.S.A.     /...../...../...../...../...../...../.....
Made in Egypt      /...../...../...../...../...../...../.....
Made in Russia     /...../...../...../...../...../...../.....


CLEAR USAGE INFORMATION                         UNCLEAR USAGE INFORMATION
Made in U.K.       /...../...../...../...../...../...../.....
Made in Romania    /...../...../...../...../...../...../.....
Made in Taiwan     /...../...../...../...../...../...../.....
Made in Jordan     /...../...../...../...../...../...../.....
Made in U.S.A.     /...../...../...../...../...../...../.....
Made in Egypt      /...../...../...../...../...../...../.....
Made in Russia     /...../...../...../...../...../...../.....
Made in Japan      /...../...../...../...../...../...../.....


HARD TO CLEAN                                              EASY TO CLEAN
Made in Romania    /...../...../...../...../...../...../.....
Made in Taiwan     /...../...../...../...../...../...../.....
Made in Jordan     /...../...../...../...../...../...../.....
Made in U.S.A.     /...../...../...../...../...../...../.....
Made in Egypt      /...../...../...../...../.....·../...../.....
Made in Russia     /...../...../...../...../...../...../.....
Made in Japan      /...../...../...../...../...../...../.....
Made in U.K.       /...../...../...../...../...../...../.....


WIDE RANGE OF SIZES                              NARROW RANGE OF SIZES
Made in Taiwan     /...../...../...../...../...../...../.....
Made in Jordan     /...../...../...../...../...../...../.....
Made in U.S.A.     /...../...../...../...../...../...../.....
Made in Egypt      /...../...../...../...../...../...../.....
Made in Russia     /...../...../...../...../...../...../.....
Made in Japan      /...../...../...../...../...../...../.....
Made in U.K.       /...../...../...../...../...../...../.....
Made in Romania    /...../...../...../...../...../...../.....

```
LESS VARIETY OF COLOURS                                          MORE  VARIETY
Made in Jordan          /...../...../...../...../...../...../.....
Made in U.S.A.          /...../...../...../...../...../...../.....
Made in Egypt           /...../...../...../...../...../...../.....
Made in Russia          /...../...../...../...../...../...../.....
Made in Japan           /...../...../...../...../...../...../.....
Made in U.K.            /...../...../...../...../...../...../.....
Made in Romania         /...../...../...../...../...../...../.....
Made in Taiwan          /...../...../...../...../...../...../.....


SPARE PARTS AVAILABLE                                            NOT  AVAILABLE
Made in U.S.A.          /...../...../...../...../...../...../.....
Made in Egypt           /...../...../...../...../...../...../.....
Made in Russia          /...../...../...../...../...../...../.....
Made in Japan           /...../...../...../...../...../...../.....
Made in U.K.            /...../...../...../...../...../...../.....
Made in Romania         /...../...../...../...../...../...../.....
Made in Taiwan          /...../...../...../...../...../...../.....
Made in Jordan          /...../...../...../...../...../...../.....


GOOD WARRANTY                                                    BAD WARRANTY
Made in Egypt           /...../...../...../...../...../...../.....
Made in Russia          /...../...../...../...../...../...../.....
Made in Japan           /...../...../...../...../...../...../.....
Made in U.K.            /...../...../...../...../...../...../.....
Made in Romania         /...../...../...../...../.../...../...../.....
Made in Taiwan          /...../...../...../...../...../...../.....
Made in Jordan          /...../...../...../...../...../...../.....
Made in U.S.A.          /...../...../...../...../...../..--./.....


WELL KNOWN BRANDS                                               UNKNOWN BRANDS
Made in Russia          /...../...../...../...../...../...../.....
Made in Japan           /...../...../...../...../...../...../.....
Made in U.K.            /...../...../...../...../...../...../.....
Made in Romania         /...../...../...../...../...../...../.....
Made in Taiwan          /...../...../...../...../...../...../.....
Made in Jordan          /...../...../...../...../...../...../.....
Made in U.S.A.          /...../...../...../...../...../...../.....
Made in Egypt           /...../...../...../...../...../...../.....
```

```
LOW GENERAL QUALITY                                    HIGH GENERAL QUALITY
Made in Japan        /...../...../...../...../...../...../...../.....
Made in U.K.         /...../...../...../...../...../...../...../.....
Made in Romania      /...../...../...../...../...../...../...../.....
Made in Taiwan       /...../...../...../...../...../...../...../.....
Made in Jordan       /...../...../...../...../...../...../...../.....
Made in U.S.A.       /...../...../...../...../...../...../...../.....
Made in Egypt        /...../...../...../...../...../...../...../.....
Made in Russia       /...../...../...../...../...../...../...../.....
```

The following statements are related to your evaluation of the prices of
the appliances produced by the countries connected with this study.
Please respond to these statements in the same manner used in previous
section.

```
HIGH PRICE                                                      LOW PRICE
Made in U.K.         /...../...../...../...../...../...../...../.....
Made in Romania      /...../...../...../...../...../...../...../.....
Made in Taiwan       /...../...../...../...../...../...../...../.....
Made in Jordan       /...../...../...../...../...../...../...../.....
Made in U.S.A.       /...../...../...../...../...../...../...../.....
Made in Egypt        /...../...../...../...../...../...../...../.....
Made in Russia       /...../...../...../...../.--.../...../...../.....
Made in Japan        /...../...../...../...../...../...../...../.....


ACCEPTABLE PRICE                                      UNACCEPTABLE PRICE
Made in Romania      /...../...../...../...../...../...../...../.....
Made in Taiwan       /...../...../...../...../...../...../...../.....
Made in Jordan       /...../...../...../...../...../...../...../.....
Made in U.S.A.       /...../...../...../...../...../...../...../.....
Made in Egypt        /...../...../...../...../...../...../...../.....
Made in Russia       /...../...../...../...../...../...../...../.....
Made in Japan        /...../...../...../...../...../...../...../.....
Made in U.K.         /...../...../...../...../...../...../...../.....


OVER PRICED                                              UNDER PRICED
Made in Taiwan       /...../...../...../...../...../...../...../.....
Made in Jordan       /...../...../...../...../...../...../...../.....
Made in U.S.A.       /...../...../...../...../...../...../...../.....
Made in Egypt        /...../...../...../...../...../...../...../.....
Made in Russia       /...../...../...../...../...../...../...../.....
Made in Japan        /...../...../...../...../...../...../...../.....
Made in U.K.         /...../...../...../...../...../...../...../.....
Made in Romania      /...../...../...../...../...../...../...../.....
```

```
EXPENSIVE                                                           NOT EXPENSIVE
Made in Jordan       /...../....../...../...../...../...../...../.....
Made in U.S.A.       /...../...../...../...../...../...../...../.....
Made in Egypt        /...../...../...../...../...../...../...../.....
Made in Russia       /...../...../...../...../...../...../...../.....
Made in Japan        /...../...../...../...../...../...../...../.....
Made in U.K.         /...../...../...../...../...../...../...../.....
Made in Romania      /...../...../...../...../...../...../...../.....
Made in Taiwan       /...../...../...../...../...../...../...../.....


MORE VALUE FOR MONEY                                         LESS VALUE FOR MONEY
Made in U.S.A.       /...../...../...../...../...../...../...../.....
Made in Egypt        /...../...../...../...../...../...../...../.....
Made in Russia       /...../...../...../...../...../...../...../.....
Made in Japan        /...../...../...../...../...../...../...../.....
Made in U.K.         /...../...../...../...../...../...../...../.....
Made in Romania      /...../...../...../...../...../...../...../.....
Made in Taiwan       /...../...../...../...../...../...../...../.....
Made in Jordan       /...../...../...../...../...../...../...../.....
```

When considering a purchase of a major home appliance, there may be a
certain amount of risk associated with this product. Please indicate the
amount of risk associated with the appliances produced by the countries
used in this study. According to the types of risk which will be given  on
the following:

```
HIGH FINANCIAL RISK                                          LOW FINANCIAL RISK
Made in Egypt        /...../...../...../...../...../...../...../.....
Made in Russia       /...../...../...../...../...../...../...../.....
Made in Japan        /...../...../...../...../...../...../...../.....
Made in U.K.         /...../...../...../...../...../...../...../.....
Made in Romania      /...../...../...../...../...../...../...../.....
Made in Taiwan       /...../...../...../...../...../...../...../.....
Made in Jordan       /...../...../...../...../...../...../...../.....
Made in U.S.A.       /...../...../...../...../...../...../...../.....
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```
LOW PERFORMANCE RISK                                    HIGH PERFORMANCE RISK
Made in Russia      /...../...../...../...../...../...../.....
Made in Japan       /...../...../...../...../...../...../.....
Made in U.K.        /...../...../...../...../...../...../.....
Made in Romania     /...../...../...../...../...../...../.....
Made in Taiwan      /...../...../...../...../...../...../.....
Made in Jordan      /...../...../...../...../...../...../.....
Made in U.S.A.      /...../...../...../...../...../...../.....
Made in Egypt       /...../...../...../...../...../...../.....


HIGH SOCIAL RISK                                        LOW SOCIAL RISK
Made in Japan       /...../...../...../...../...../...../.....
Made in U.K.        /...../...../...../...../...../...../.....
Made in Romania     /...../...../...../...../...../...../.....
Made in Taiwan      /...../...../...../...../...../...../.....
Made in Jordan      /...../...../...../...../...../...../.....
Made in U.S.A.      /...../...../...../...../...../...../.....
Made in Egypt       /...../...../...../...../...../...../.....
Made in Russia      /...../...../...../...../...../...../.....


LOW CONVENIENCE RISK                                    HIGH CONVENIENCE RISK
Made in U.K.        /...../...../...../...../...../...../.....
Made in Romania     /...../...../...../...../...../...../.....
Made in Taiwan      /...../...../...../...../...../...../.....
Made in Jordan      /...../...../...../...../...../...../.....
Made in U.S.A.      /...../...../...../...../...../...../.....
Made in Egypt       /...../...../...../...../...../...../.....
Made in Russia      /...../...../...../...../...../...../.....
Made in Japan       /...../...../...../...../...../...../.....


HIGH PHYSICAL RISK                                      LOW PHYSICAL RISK
Made in Romania     /...../...../...../...../...../...../.....
Made in Taiwan      /...../...../...../...../...../...../.....
Made in Jordan      /...../...../...../...../...../...../.....
Made in U.S.A.      /...../...../...../...../...../...../.....
Made in Egypt       /...../...../...../...../...../...../.....
Made in Russia      /...../...../...../...../...../...../.....
Made in Japan       /...../...../...../...../...../...../.....
Made in U.K.        /...../...../...../...../...../...../.....
```

```
LOW PSYCHOLOGICAL RISK                              HIGH PSYCHOLOGICAL RISK
Made in Taiwan        /...../...../...../...../...../...../.....
Made in Jordan        /...../...../...../...../...../...../.....
Made in U.S.A.        /...../...../...../...../...../...../.....
Made in Egypt         /...../...../...../...../...../...../.....
Made in Russia        /...../...../...../...../...../...../.....
Made in Japan         /...../...../...../...../...../...../.....
Made in U.K.          /...../...../...../...../...../...../.....
Made in Romania       /...../...../...../...../...../...../.....
```

Please indicate your degree of agreement or disagreement with the following statements by ticking "✓" on appropriate sp

| | 7 Strongly agree | 6 Somewhat agree | 5 Agree | 4 Neither agree nor disagree | 3 Somewhat disagree | 2 Disagree | 1 Strongl disagre |
|---|---|---|---|---|---|---|---|
| 1. I would purchase the Jordanian made products, even if they cost more than foreign products. | | | | | | | |
| 2. I feel it is every Jordanian's patriotic duty to purchase Jordanian made products. | | | | | | | |
| 3. Even if the Jordanian made products are somewhat lower in quality than foreign products, it is still better to purchase the Jordanian products. | | | | | | | |
| 4. Jordanians should help support other Jordanians by purchasing domestically produced products. | | | | | | | |
| 5. It is one's own economic best interest to buy Jordanian made products. | | | | | | | |
| 6. If the intense competition between imported and domestic products continues, I am afraid that I may lose my job. | | | | | | | |
| 7. Jordan could be much better off economically if it would greatly restrict the number of foreign products allowed into this country. | | | | | | | |
| 8. When shopping I often made an effort to determine in which country a product was made. | | | | | | | |
| 9. I feel that many foreign products try to hide their origins, so they will not prescribe as foreign. | | | | | | | |
| 10. When shopping it is often very difficult to determine in which country a product has actually been produced. | | | | | | | |
| 11. Poor management and lack of planning are the primary causes of the domestic product low quality and the failure of domestic firms. | | | | | | | |
| 12. Given the same tools and facilities as foreign workers, Jordanian workers can produce the highest quality products. | | | | | | | |
| 13. The quality of the domestic product is increasing. | | | | | | | |
| 14. The quality of the foreign product is deteriorating. | | | | | | | |
| 15. Higher tariffs are needed to protect domestic products. | | | | | | | |
| 16. The Government must increase the quality control over all products in the domestic market. | | | | | | | |
| 17. Local manufacturers must increase the quality control over all domestically produced products. | | | | | | | |
| 18. Import agents must ensure the quality of the imported product. | | | | | | | |
| 19. Unions and management must cooperate to increase productivity. | | | | | | | |
| 20. Local manufacturers must acquire and apply the most recent technology. | | | | | | | |
| 21. Domestic firms produce what they can make with little intentions to my needs and wants. | | | | | | | |
| 22. Local producers should not concentrate in the local market only, they should compete world wide. | | | | | | | |
| 23. If Jordanian firms depend on government protection their chances for success will be very limited. | | | | | | | |
| 24. I feel that the domestic producers are striving to satisfy my needs and wants. | | | | | | | |
| 25. In general consumers are not able to judge the quality of the product before purchasing and trying it. | | | | | | | |
| 26. I always try to buy the highest priced product to guarantee that I am buying the best quality product. | | | | | | | |
| 27. I feel that the best quality product is always expensive. | | | | | | | |
| 28. I feel that the most expensive products are those that had the highest production cost and/or the highest profit margins. | | | | | | | |
| 29. Sometimes I buy an inferior product because it is cheap. | | | | | | | |
| 30. Sometimes I buy an inferior product because it represents the best use of money. | | | | | | | |
| 31. Sometimes I buy a cheap product because I cannot afford to buy a high quality product. | | | | | | | |

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Do you consider the origin of the product "source country" is important in evaluating the product quality?
   (1) Yes    (2) No

Background information
   Sex
   (1) Male   (2) Female

   Age
   (1) 30 or less    (2) 31-40    (3) 41-50    (4) 51 and over

   Education level
   (1) Elementary or less    (2) Secondary    (3) College or some University
   (4) University graduates    (5) Master or Ph.D.

   Field of study
   (1) Human Sciences    (2) Social Sciences    (3) Natural Sciences
   (4) Engineering    (5) Medicine

   Monthly income (in Jordanian dinars)
   (1) 100 or less    (2) 101-200    (3) 201-300    (4) 301-400
   (5) 401-500    (6) 501-600    (7) 601 and over

Please make sure that you have answered all the questions.  Thank you very much, you have helped me a great deal and I hope that I can repay you for all your efforts.

السلعـــة : الادوات المنزلية المعمرة ( مثل الغسالات ، الثلاجات ، أفران الغاز ، )

سأذكر في الصفحات التالية بعض الاعتبارات التي تدخل في تقييم هذه السلع التي تنتجها الدول المذكورة

بعد كل عبارة او صيغة ، والمطلوب وضع "✓" تحت الرقم الذى يتفق وتصورك كوكما ذكر بالتعليمـــات .

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| لا تعمر طويلاً | | | | | | | | ١ـ تعمــــر طويـــلاً |
| | | | | | | | | انتاج بريطانيا |
| | | | | | | | | انتاج رومانيـا |
| | | | | | | | | انتاج تايوان |
| | | | | | | | | انتاج الاردن |
| | | | | | | | | انتاج أمريكا |
| | | | | | | | | انتاج مصر |
| | | | | | | | | انتاج روسيا |
| | | | | | | | | انتاج اليابان |
| كفاءة عاليـة | | | | | | | | ٢ـ كفاءة متدنية |
| | | | | | | | | انتاج رومانيـا |
| | | | | | | | | انتاج تايوان |
| | | | | | | | | انتاج الاردن |
| | | | | | | | | انتاج أمريكا |
| | | | | | | | | انتاج مصـر |
| | | | | | | | | انتاج روسيا |
| | | | | | | | | انتاج اليابان |
| | | | | | | | | انتاج بريطانيا |
| لا توفر طاقـة | | | | | | | | ٣ـ توفر طـاقـــــة |
| | | | | | | | | انتاج تايوان |
| | | | | | | | | انتاج الاردن |
| | | | | | | | | انتاج امريكا |
| | | | | | | | | انتاج مصر |
| | | | | | | | | انتاج روسيا |
| | | | | | | | | انتاج اليابان |
| | | | | | | | | انتاج بريطانيا |
| | | | | | | | | انتاج رومانيا |
| صوت غير مزعج | | | | | | | | ٤ ـ صوت مزعــــج |
| | | | | | | | | انتاج الاردن |

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| تحتاج الى صيانة كثيرا | | | | | | | | انتاج أمريكا |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | = مصر |
| | | | | | | | | = روسيا |
| | | | | | | | | = اليابان |
| | | | | | | | | = بريطانيا |
| | | | | | | | | = رومانيا |
| | | | | | | | | = تايوان |
| | | | | | | | | **لاتحتاج الى صيانة كثيرة** |
| | | | | | | | | انتاج أمريكا |
| | | | | | | | | = مصر |
| | | | | | | | | = روسيا |
| | | | | | | | | = اليابان |
| | | | | | | | | = بريطانيا |
| | | | | | | | | = رومانيا |
| | | | | | | | | = تايوان |
| أكثر أمانا | | | | | | | | = الاردن |
| | | | | | | | | **أقل أمانا** |
| | | | | | | | | انتاج مصر |
| | | | | | | | | = روسيا |
| | | | | | | | | = اليابان |
| | | | | | | | | = بريطانيا |
| | | | | | | | | = رومانيا |
| | | | | | | | | = تايوان |
| | | | | | | | | = الاردن |
| مظهر سيئ | | | | | | | | = أمريكا |
| | | | | | | | | **مظهر جيد** |
| | | | | | | | | انتاج روسيا |
| | | | | | | | | = اليابان |
| | | | | | | | | = بريطانيا |
| | | | | | | | | = رومانيا |
| | | | | | | | | = تايوان |
| | | | | | | | | = الاردن |
| | | | | | | | | = أمريكا |
| يعتمد عليها كثيراً | | | | | | | | = مصر |
| | | | | | | | | **لايعتمد عليها كثيرا** |
| | | | | | | | | انتاج اليابان |
| | | | | | | | | = بريطانيا |
| | | | | | | | | = رومانيا |
| | | | | | | | | = تايوان |
| | | | | | | | | = الاردن |
| | | | | | | | | = أمريكا |
| | | | | | | | | = مصر |
| تعليمات غير واضحة للاستعمال | | | | | | | | = روسيا |
| | | | | | | | | **تعليمات واضحة للاستعمال** |
| | | | | | | | | انتاج بريطانيا |
| | | | | | | | | = رومانيا |
| | | | | | | | | = تايوان |
| | | | | | | | | = الاردن |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | | = أمريكــــا |
| | | | | | | | = مصــــر |
| | | | | | | | = روسيــــا |
| | | | | | | | = اليابــــان |
| ســـلة التنظيــف | | | | | | | صعبــــة التنظيـــف |
| | | | | | | | انتاج رومانيــــاً : |
| | | | | | | | = تايـــــوان |
| | | | | | | | = الاردن |
| | | | | | | | أمـــريكـــا |
| | | | | | | | = مصـــر |
| | | | | | | | = روسيـــا |
| | | | | | | | = اليابان |
| | | | | | | | = بريــطانيــا |
| تشكيلة محدودة من الاحجا | | | | | | | تشكيلة مختلفة من الاحجـام |
| | | | | | | | انتاج تايـــــوان |
| | | | | | | | = الاردن |
| | | | | | | | = أمريكـــا |
| | | | | | | | = مصـــر |
| | | | | | | | = روسيا |
| | | | | | | | = اليابان |
| | | | | | | | = بريطانيــا |
| | | | | | | | = رومانيــا |
| تشكيلة كبيرة من الالوان | | | | | | | تشكيلة قليلة من الالـــوان |
| | | | | | | | انتاج الاردن |
| | | | | | | | = أمريكــا |
| | | | | | | | = مصـــر |
| | | | | | | | = روسيــا |
| | | | | | | | = اليابان |
| | | | | | | | بريطانيـا |
| | | | | | | | =رومانيــا |
| | | | | | | | = تايـــــوان |
| قطع الغيار غير متوفرة | | | | | | | قطع الغيار متوفرة |
| | | | | | | | انتاج أمـــريكــا |
| | | | | | | | = مصـــــر |
| | | | | | | | = روسيـــا |
| | | | | | | | = اليابان |
| | | | | | | | = بريطانيـــا |
| | | | | | | | = رومانيـــا |
| | | | | | | | = تايـــــوان |
| | | | | | | | =الاردن |
| فترة كفالة طويلـــة | | | | | | | فترة كفـالة قصيــرة |
| | | | | | | | انتاج مصـــر |
| | | | | | | | = روسيــــا |
| | | | | | | | = اليابــــان |
| | | | | | | | = بريطانيــا |
| | | | | | | | = رومانيا |
| | | | | | | | = تايـــــوان |
| | | | | | | | =الاردن |

| علامات تجارية غير معروفة | | | | | | | | علامات تجارية معروفة |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | انتاج امريكا |
| | | | | | | | | علامات تجارية معروفة |
| | | | | | | | | انتاج روسيــا |
| | | | | | | | | = اليابــــان |
| | | | | | | | | = بريطانيـا |
| | | | | | | | | = رومانيــا |
| | | | | | | | | = تايـــوان |
| | | | | | | | | = الاردن |
| | | | | | | | | = أمريكا |
| | | | | | | | | = مصــــر |
| جودة عالية بشكل عام | | | | | | | | جودة متدنية بشكل عام |
| | | | | | | | | انتاج اليابــان |
| | | | | | | | | = بريطانيا |
| | | | | | | | | = رومانيــا |
| | | | | | | | | = تايـــوان |
| | | | | | | | | = الاردن |
| | | | | | | | | = أمريكــا |
| | | | | | | | | = مصـــر |
| | | | | | | | | = روسيـــا |

العبارات التالية معلقة بتقييم تصوراتك لمستوى أسعار منتجات الدول المعنية بالدراسة ، يرجى الاجابة عليها وبنفس الطريقة السابقـة .

| متدنية السعر | | | | | | | | مرتفعة السعــر |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | انتاج بريطانيـا |
| | | | | | | | | = رومانيــا |
| | | | | | | | | = تايـــوان |
| | | | | | | | | = الاردن |
| | | | | | | | | = أمريكــا |
| | | | | | | | | = مصـــر |
| | | | | | | | | = روسيـــا |
| | | | | | | | | = اليابــان |
| اسعار غير مقبولة | | | | | | | | اسعار مقبولة |
| | | | | | | | | انتاج رومانيــا |
| | | | | | | | | = تايـــوان |
| | | | | | | | | = الاردن |
| | | | | | | | | = أمريكــا |
| | | | | | | | | = مصـــر |
| | | | | | | | | = روسيـــا |
| | | | | | | | | = اليابــان |
| | | | | | | | | = بريطانيـا |
| اسعار معتدلــة | | | | | | | | اسعار مبالغ بهـا |
| | | | | | | | | انتاج تايـوان |
| | | | | | | | | = الاردن |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | انتاج أمريكــا |
| | | | | | | | | = مصـــر |
| | | | | | | | | = روسيـــا |
| | | | | | | | | = اليابـــان |
| | | | | | | | | = بريطانيـــا |
| | | | | | | | | = رومانيـــا |

**رخيصة الثمـــن** ← **غالية الثمـــن**

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | انتاج الاردن |
| | | | | | | | | = أمريكـــا |
| | | | | | | | | = مصـــر |
| | | | | | | | | = روسيـــا |
| | | | | | | | | = اليابان |
| | | | | | | | | = بريطانيـا |
| | | | | | | | | = رومانيـــا |
| | | | | | | | | = تايـــوان |

**لا تساوى الثمن المدفوع بها** ← **تساوى الثمن المدفوع بها**

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | انتاج أمريكـــا |
| | | | | | | | | = مصـــر |
| | | | | | | | | = روسيـــا |
| | | | | | | | | = اليابان |
| | | | | | | | | = بريطانيـا |
| | | | | | | | | = رومانيـا |
| | | | | | | | | = تايوان |
| | | | | | | | | = الاردن |

عند التفكير بشراء أية سلعة فأن هناك درجة معنية من الخطورة في شراء هذه السلعة والمطلوب تقديرك لدرجة الخطورة المتعلقة بمنتجات الدول المعنية بهذه الدراسة وحسب نوع الخطورة التي سيتم ذكرها تالياً .

**اخطار مالية متدنية** ← **أخطار مالية عاليــــة**

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | انتاج مصـــر |
| | | | | | | | | = روسيا |
| | | | | | | | | = اليابان |
| | | | | | | | | = بريطانيـا |
| | | | | | | | | = رومانيــا |
| | | | | | | | | = تايـــوان |
| | | | | | | | | = الاردن |
| | | | | | | | | = امريكـــا |

| الاخطار الناتجة عن امكانية عدم تحقيقها للغاية المشتراه من اجلها منخفضة . | | | | | | | | الاخطار الناتجة عن امكانية عدم تحقيقها للغاية المشتراه من اجلها عالية |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | انتاج روسيـا |
| | | | | | | | | = اليابـان |
| | | | | | | | | = بريطانيـا |
| | | | | | | | | = رومانيـا |
| | | | | | | | | = تايوان |
| | | | | | | | | = الاردن |
| | | | | | | | | = امريكـا |
| | | | | | | | | = مصر |
| اخطار اجتماعية عاليـة | | | | | | | | اخطار اجتماعية متدنية |
| | | | | | | | | انتاج اليابـان |
| | | | | | | | | = بريطانيا |
| | | | | | | | | = رومانيا |
| | | | | | | | | = تايوان |
| | | | | | | | | = الاردن |
| | | | | | | | | = امريكـا |
| | | | | | | | | = مصـر |
| | | | | | | | | = روسيـا |
| الاخطار الناتجة عن امكانية صعوبة الاستخدام متدنية | | | | | | | | الاخطار الناتجة عن امكانية صعوبة الاستخدام مرتفعة . |
| | | | | | | | | انتاج بريطانيـا |
| | | | | | | | | = رومانيـا |
| | | | | | | | | = تايوان |
| | | | | | | | | = الاردن |
| | | | | | | | | = امريكـا |
| | | | | | | | | = مصـر |
| | | | | | | | | = روسيـا |
| | | | | | | | | = اليابان |
| أخطار جسمية عاليـة | | | | | | | | أخطار جسمية متدنية. |
| | | | | | | | | انتاج رومانيـا |
| | | | | | | | | = تايـوان |
| | | | | | | | | = الاردن |
| | | | | | | | | = امريكا |
| | | | | | | | | = مصـر |
| | | | | | | | | = روسيا |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | | انتاج اليابان |
| | | | | | | | انتاج بريطانيا |
| أخطار نفسية عالية . | | | | | | | أخطار نفسية متدنية |
| | | | | | | | انتاج تايوان |
| | | | | | | | = الاردن |
| | | | | | | | = امريكـا |
| | | | | | | | = مصــر |
| | | | | | | | = روسيـا |
| | | | | | | | = اليابـان |
| | | | | | | | = بريطانيـا |
| | | | | | | | = رومانيـا |

أرجو أن تبين درجة موافقتك أو عدم موافقتك مع العبارات التالية بوضع / في الخانة التي تتفق ودرجة موافقتك

| ١ لا أوافق تماما | ٢ لا أوافق | ٣ لا أوافق بعض الشيء | ٤ لا أوافق ولا أعترض | ٥ أوافق بعض الشيء | ٦ أوافق | ٧ أوافق تماما | |
|---|---|---|---|---|---|---|---|
| | | | | | | | اشتري السلعة الاردنية حتى وان كلفت اكثر من السلعة الاجنبية . |
| | | | | | | | اعتقد انه واجب وطني على كل اردني لشراء السلعة المحلية . |
| | | | | | | | اعتقد انه حتى وان كانت السلعة المحلية اقل جودة نسبياً من السلعة المستوردة فأنه افضل للاردني شراء السلعة المحلية . |
| | | | | | | | عند شراء السلعة المحلية فان الاردني ساعد اردني آخـر . |
| | | | | | | | انه من المصلحة الاقتصادية الذاتية ان يشتري الاردني السلعة المنتجة محلياً . |
| | | | | | | | أنا استمر التنافس بين السلعة المنتجة محلياً والمستوردة فأنني أخشى ان افقد عملي في يوم ما . |
| | | | | | | | ستكون الاردن افضل كثيراً من الناحية الاقتصادية لو تم تحديد عدد السلعة الاجنبية في البلد . |
| | | | | | | | عندما اقوم بعملية الشراء فأنني احاول معرفة منشأ السلعة قبل شرائها . |
| | | | | | | | اعتقد ان كثيرا من السلع الاجنبية تحاول عدم ابراز مكان الصنع (المنشأ) حتى لا توصف بأنها سلع اجنبية . |
| | | | | | | | يصعب في كثير من الاحيان معرفة المنشأ الحقيقي للسلعة . |
| | | | | | | | الادارة غير السليمة ونقص التخطيط لدى المنتجين المحليين هي من اهم اسباب فشل بعض المنشآت . |
| | | | | | | | لو توفر للعامل الاردني نفس الامكانيات المتوفرة للصناعة الاجنبية لتمكن هذا العامل من انتاج سلعة بجودة عالية تضاهي السلع المستوردة . |

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| ١ لا أوافق تماما | ٢ لا اوافق | ٣ لا أوافق بعـض الشــي، | ٤ لا أوافق ولا أعترض | ٥ أوافــق بعـض الشــي، | ٦ أوافـق | ٧ أوافـق تماما | |
|---|---|---|---|---|---|---|---|
| | | | | | | | جودة السلعة المحلية بشكل عام في تحسـن . |
| | | | | | | | جودة السلعة الاجنبية بشكل عام في تراجع. |
| | | | | | | | الرسـوم العالية على السـلع المستوردة ضرورية لحماية السلعة المحلية . |
| | | | | | | | يجب ان تشدد الدولة من اجراءات الرقابة على جودة كافة السلع. |
| | | | | | | | يجب ان تشدد الشركات المحليـة المنتجة على جودة المنتجات المحلية . |
| | | | | | | | على المستوردين المحليين رقابـة جودة السلعة المستوردة قبل توزيعها |
| | | | | | | | على الادارة والعمال في الشركات المحلية ان تتعاون لزيادة الانتاجية. |
| | | | | | | | على المنتجين المحليين ان يسعو للحصول وتطبيق احدث العمليـات التكنولوجية . |
| | | | | | | | يحاول المنتج المحلي ان يبيع مـا يستطيع انتاجه دون الاهتمام بحاجة المستهلك . |
| | | | | | | | على المنتج المحلي ان لا يركز على السوق المحلي فحسب بل يحاول التصدير والمنافسة باسواق خارجية . |
| | | | | | ● | | في حالة اعتماد المنتج المحلي على دعم الدولة فقط فان نصيبه في البقاء والتوسع سيكون ضئيلا . |
| | | | | | | | انني المس دائما ان المنتجين المحليين يحاولون دائماً تلبية احتياجات واشباع رغباتي . |
| | | | | | | | المستهلكين بشكل عام غير قادرين على الحكم على جودة السلعة قبل شرائها وتجربتها . |
| | ● | | | | | | احاول دائماً شراء السلعة غالية الثمن حتي اضمن انها من جودة عالية. |
| | | | | | | | السلعة الغالية هي السلعة ذات الجودة العالية. |
| | | | | | | | السلعة الغالية هي السلعة التي تكون تكاليفها مرتفعة وارباحها عالية . |
| | | | | | | | بعض الاحيان اشترى السلعة التي اعتقد انها متدنية الجودة لان سعرها رخيص |
| | | | | | | | احيانا اشترى السلعة متدنية الجودة لانها تمثل الاستخدام الافضل للنقود . |

| ١<br>لا أوافق<br>تمامـــا | ٢<br>لا أوافـق | ٣<br>لا أوافق<br>بعـض<br>الشـــي، | ٤<br>لا أوافق<br>ولا أعترض | ٥<br>أوافــق<br>بعـض<br>الشـي، | ٦<br>أوافــق | ٧<br>أوافـق<br>تمامـــا | |
|---|---|---|---|---|---|---|---|
| | | | | | | | ارغب بشراء السلعة الغاليـــــة،<br>ولكني أشترى السلعة الرخيصــة<br>لـعدم توفـــر الدخل الكافــــي • |

* هل تعتقد ان منشأ البضاعة " البلد الذى صنعت فيه " مهم عند تقييم جودة السلعة ؟

نعم ( ) ، لا ( )

معلومات عامــــة :

الجنس : ذكر ( ) انثى ( )

العمر :

(١) ٣٠ او اقل

(٢) ٢١ ـ ٤٠

(٣) ٤١ ـ ٥٠

(٤) ٥١ فما فوق

المستوى العلمـــــــي :

(١) ابتدائي او اقل

(٢) ثانونـــــــي

(٣) كلية مجتمع او بعض التعليم الجامعي دون الدرجة الجامعية الاولى

(٤) الدرجة العلمية الاولى

(٥) ماجستير او دكتوراه

الحقل الدراسي:

(١) علوم انسانية

(٢) علوم اجتماعية

(٣) علوم طبيعية

(٤) هندسة

(٥) طب

الدخل الشهـــــــرى :

(١) ١٠٠ دينار او اقل

(٢) ١٠١ ـ ٢٠٠ دينار

(٣) ٢٠١ ـ ٣٠٠ دينار

(٤) ٣٠١ ـ ٤٠٠ دينار

(٥) ٤٠١ ـ ٥٠٠ دينار

(٦) ٥٠١ ـ ٦٠٠ دينار

(٧) ٦٠١ دينار فما فوق

* أرجو التأكد من انك اجبت على جميع الاسئلة • اشكرك جدا لقد ساعدتني كثيرا ، وارجو ان اكون قادرا على رد ولو جزء يسير من مساعدتك القيمة وجهدك الذى بذلته •

APPENDIX D

THE VALIDITY AND RELIABILITY TABLES

TABLE 7.21

THE SPEARMAN CORRELATION COEFFICIENT AMONG THE JORDANIAN PRODUCT QUALITY VARIABLES

| | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Q15 | Q16 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Q1 | | | | | | | | | | | | | | | | |
| Q2 | .3065 ** | | | | | | | | | | | | | | | |
| Q3 | .3897 ** | .1846 ** | | | | | | | | | | | | | | |
| Q4 | .2394 ** | .2294 ** | .1801 | | | | | | | | | | | | | |
| Q5 | .3335 ** | .2703 ** | .3226 ** | .1980 | | | | | | | | | | | | |
| Q6 | .1729 ** | .3178 ** | .2349 ** | .2367 ** | .2712 | | | | | | | | | | | |
| Q7 | .2911 ** | .2753 ** | .4307 ** | .1901 ** | .2664 ** | .1621 | | | | | | | | | | |
| Q8 | .2578 ** | .3655 ** | .2510 ** | .3029 ** | .2132 ** | .3765 ** | .2803 | | | | | | | | | |
| Q9 | .2106 ** | .2022 ** | .3345 * | .1000 ** | .2198 ** | .1296 ** | .4346 ** | .2040 | | | | | | | | |
| Q10 | .1893 ** | .2642 ** | .2372 ** | .2087 ** | .1530 ** | .2302 ** | .3784 ** | .3460 ** | .2610 | | | | | | | |
| Q11 | .2742 ** | .1843 ** | .2796 ** | .1511 ** | .2357 ** | .1549 * | .2892 ** | .1639 ** | .2449 ** | .1409 | | | | | | |
| Q12 | .2464 ** | .1886 ** | .2176 ** | .2142 ** | .2080 ** | .2517 ** | .1652 * | .2899 ** | .1129 ** | .2263 ** | .1848 | | | | | |
| Q13 | .1547 ** | .1626 ** | .3421 * | .0987 ** | .2114 ** | .0869 ** | .2932 ** | .1508 ** | .3488 ** | .1471 ** | .3201 ** | .0846 | | | | |
| Q14 | .2208 ** | .2206 * | .1181 ** | .1810 * | .2076 ** | .2923 ** | .1847 * | .3287 ** | .1082 ** | .2212 ** | .1620 * | .3483 * | .0956 | | | |
| Q15 | .2099 ** | .2419 ** | .3442 * | .1675 * | .1975 ** | .1492 ** | .3900 ** | .1862 ** | .3299 ** | .2381 ** | .3165 * | .1108 ** | .3942 * | .1304 | | |
| Q16 | .3154 ** | .2892 ** | .2778 ** | .2625 ** | .2406 ** | .2941 ** | .2116 ** | .3022 ** | .2142 ** | .2370 ** | .1831 ** | .3609 ** | .1634 ** | .3949 ** | .2287 | |

NOTES    * significant at .01 : ** significant at .001

TABLE 7.22

THE SPEARMAN CORRELATION COEFFICIENTS AMONG
THE JORDANIAN PRODUCT RISK VARIABLES

|      | Ri1           | Ri2           | Ri3           | Ri4           | Ri5           | Ri6 |
|------|---------------|---------------|---------------|---------------|---------------|-----|
| Ri1  |               |               |               |               |               |     |
| Ri2  | .2061 **      |               |               |               |               |     |
| Ri3  | .3809 **      | .2467 **      |               |               |               |     |
| Ri4  | .2198 **      | .3539 **      | .2561 **      |               |               |     |
| Ri5  | .3931 **      | .2529 **      | .4410 **      | .2392 **      |               |     |
| Ri6  | .1969 **      | .2780 **      | .2524 **      | .4000 **      | .3048 **      |     |

NOTES
* significant at .01
** significant at .001

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TABLE 7.23

THE SPEARMAN CORRELATION COEFFICIENTS AMONG
THE JORDANIAN PRODUCT PRICE VARIABLES

|       | Pr1           | Pr2           | Pr3          | Pr4    | Pr5 |
|-------|---------------|---------------|--------------|--------|-----|
| Pr1   |               |               |              |        |     |
| Pr2   | .2346 **      |               |              |        |     |
| Pr3   | .3896 **      | .4416 **      |              |        |     |
| Pr4   | .4611 **      | .2999 **      | .4944 **     |        |     |
| Pr5   | .0750 **      | .3049 **      | .1388 *      | .1078  |     |

NOTES
* significant at .01
** significant at .001

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TABLE 7.24

THE SPEARMAN CORRELATION COEFFICIENTS AMONG THE EGYPTIAN PRODUCT QUALITY VARIABLES

| | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Q15 | Q16 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Q1 | | | | | | | | | | | | | | | | |
| Q2 | .3915** | | | | | | | | | | | | | | | |
| Q3 | .4282** | .2410** | | | | | | | | | | | | | | |
| Q4 | .2669** | .3150** | .2422** | | | | | | | | | | | | | |
| Q5 | .4358** | .3540** | .3554** | .1430** | | | | | | | | | | | | |
| Q6 | .3006** | .3863** | .2367** | .3383** | .2968** | | | | | | | | | | | |
| Q7 | .4426** | .3237** | .4412** | .1292** | .3661** | .3151** | | | | | | | | | | |
| Q8 | .3650** | .3852** | .3316** | .3753** | .2939** | .4226** | .3327** | | | | | | | | | |
| Q9 | .3916** | .2475** | .3738** | .1627** | .3396** | .1830** | .4412** | .2456** | | | | | | | | |
| Q10 | .2948** | .3269** | .3600** | .3337** | .2481** | .3422** | .3103** | .4345** | .2663** | | | | | | | |
| Q11 | .4184** | .2441** | .4263** | .1841** | .3313** | .1831** | .4485** | .2245** | .4120** | .2608** | | | | | | |
| Q12 | .2999** | .3217** | .2586** | .2873** | .2883** | .3372** | .2622** | .3922** | .2607** | .3782** | .3159** | | | | | |
| Q13 | .3019** | .2479** | .3453** | .1694** | .4010** | .2181** | .3436** | .2512** | .3645** | .2920** | .3906** | .3376** | | | | |
| Q14 | .2396** | .2203** | .1738* | .2028** | .2171** | .3951** | .2192** | .3735** | .0895** | .2704** | .1478** | .3469** | .1838** | | | |
| Q15 | .3974** | .3058** | .3695** | .1648** | .3547** | .2320** | .2592** | .2762** | .3995** | .2962** | .4487** | .3103** | .4098** | .2204** | | |
| Q16 | .2970** | .2575** | .2427** | .2216** | .2461** | .3227** | .3148** | .3204** | .2535** | .3358** | .3051** | .3199** | .2848** | .3329** | .3489** | |

NOTES    * significant at .01 ; ** significant at .001

## TABLE 7.25

## THE SPEARMAN CORRELATION COEFFICIENT AMONG THE EGYPTIAN
## PRODUCT RISK VARIABLES

|      | Ri 1         | Ri2          | Ri3          | Ri4          | Ri5          | Ri6 |
|------|--------------|--------------|--------------|--------------|--------------|-----|
| Ri 1 |              |              |              |              |              |     |
| Ri2  | .3120 **     |              |              |              |              |     |
| Ri3  | .3953 **     | .2599 **     |              |              |              |     |
| Ri4  | .2984 **     | .4930 **     | .3672 **     |              |              |     |
| Ri5  | .3643 **     | .3650 **     | .4745 **     | .4055 **     |              |     |
| Ri6  | .3255 **     | .3702 **     | .3838 **     | .4563 **     | .4570 **     |     |

NOTES
* significant at .01
** significant at .001

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TABLE 7.26

THE SPEARMAN CORRELATION COEFFICIENTS AMONG THE EGYPTIAN
PRODUCT PRICE VARIABLES

|      | Pr1           | Pr2         | Pr3        | Pr4    | Pr5 |
|------|---------------|-------------|------------|--------|-----|
| Pr1  |               |             |            |        |     |
| Pr2  | .1485 **      |             |            |        |     |
| Pr3  | .3647 **      | .2463 **    |            |        |     |
| Pr4  | .3778 **      | .1843 **    | .4421 **   |        |     |
| Pr5  | −.1223 **     | .2558 **    | .0289      | −.0697 |     |

NOTES
* significant at .01
** significant at .001

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## TABLE 7.27

### THE SPEARMAN CORRELATION COEFFICIENTS AMONG THE TAIWANESE PRODUCT QUALITY VARIABLES

| | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Q15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Q1 | | | | | | | | | | | | | | | |
| Q2 | .5183** | | | | | | | | | | | | | | |
| Q3 | .5052** | .4523** | | | | | | | | | | | | | |
| Q4 | .4383** | .4835** | .4095 | | | | | | | | | | | | |
| Q5 | .5764** | .5417** | .4731** | .4118 | | | | | | | | | | | |
| Q6 | .4967** | .5250** | .5590** | .4892** | .5374 | | | | | | | | | | |
| Q7 | .5384** | .4670** | .3963** | .4462** | .5610** | .4818 | | | | | | | | | |
| Q8 | .4668** | .5385** | .4449** | .5020** | .5356** | .6016** | .4529 | | | | | | | | |
| Q9 | .4423** | .4080** | .5385** | .3851** | .5069** | .4137** | .5821** | .4493 | | | | | | | |
| Q10 | .3966** | .5174** | .4479** | .4333** | .4059** | .5272** | .4876** | .5992** | .4714 | | | | | | |
| Q11 | .4246** | .4304** | .5662** | .3600** | .4310** | .3569** | .5687** | .3728** | .5577** | .4253 | | | | | |
| Q12 | .3204** | .4224** | .4449** | .4456** | .3885** | .4165** | .4585** | .4470** | .4625** | .4389** | .4787 | | | | |
| Q13 | .4550** | .4252** | .5257** | .3994** | .4732** | .3618** | .5256** | .4354** | .5476** | .3808** | .5764** | .4669 | | | |
| Q14 | .4167** | .4772** | .3437** | .4358** | .4571** | .5056** | .3783** | .5411** | .3828** | .4229** | .3042** | .4362** | .3765 | | |
| Q15 | .4988** | .4559** | .4795** | .3638** | .4814** | .4224** | .5637** | .4139** | .5369** | .4340** | .5021** | .3838** | .6066** | .4030 | |
| Q16 | .4428** | .4576** | .3858** | .3741** | .4612** | .5228** | .4497** | .5622** | .3205** | .4531** | .3053** | .3591** | .3455** | .4797** | .4347** |

NOTES   * significant at .01 : ** significant at .001

TABLE 7.28

THE SPEARMAN CORRELATION COEFFICIENTS
AMONG THE TAIWANESE PRODUCT RISK VARIABLES

|      | Ri1          | Ri2          | Ri3          | Ri4          | Ri5          | Ri6   |
|------|--------------|--------------|--------------|--------------|--------------|-------|
| Ri1  |              |              |              |              |              |       |
| Ri2  | .3063 **     |              |              |              |              |       |
| Ri3  | .4886 **     | .4192 **     |              |              |              |       |
| Ri4  | .3501 **     | .5182 **     | .4974 **     |              |              |       |
| Ri5  | .5082 **     | .4121 **     | .5633 **     | .4585 **     |              |       |
| Ri6  | .3660 **     | .4846 **     | .4686 **     | .5787 **     | .4508 **     |       |

NOTES
* significant at .01
** significant at .001

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TABLE 7.29

THE SPEARMAN CORRELATION COEFFICIENT
AMONG THE TAIWANESE PRODUCT PRICE VARIABLES

|      | Pr1    | Pr2    | Pr3    | Pr4    | Pr5 |
|------|--------|--------|--------|--------|-----|
| Pr1  |        |        |        |        |     |
| Pr2  | .3416  |        |        |        |     |
|      | **     |        |        |        |     |
| Pr3  | .5098  | .4570  |        |        |     |
|      | **     | **     |        |        |     |
| Pr4  | .5064  | .3690  | .5737  |        |     |
|      | **     | **     | **     |        |     |
| Pr5  | -.3877 | -.0530 | -.1846 | -.2912 |     |
|      | **     |        | **     | **     |     |

NOTES
* significant at .01
** significant at .001

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TABLE 7.30

THE SPEARMAN CORRELATION COEFFICIENTS AMONG THE RUSSIAN PRODUCT QUALITY VAIABLES

| | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Q15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Q1 | | | | | | | | | | | | | | | |
| Q2 | .3413 ** | | | | | | | | | | | | | | |
| Q3 | .4109 ** | .2830 ** | | | | | | | | | | | | | |
| Q4 | .1142 * | .2736 ** | .1359 ** | | | | | | | | | | | | |
| Q5 | .4090 ** | .2884 ** | .4374 ** | .0945 ** | | | | | | | | | | | |
| Q6 | .2309 ** | .3084 ** | .2315 ** | .2615 ** | .3047 ** | | | | | | | | | | |
| Q7 | .3291 ** | .2037 ** | .3508 ** | .1515 ** | .3454 ** | .2471 ** | | | | | | | | | |
| Q8 | .2740 ** | .3994 ** | .2509 ** | .2859 ** | .3447 ** | .4294 ** | .2148 ** | | | | | | | | |
| Q9 | .3042 ** | .1919 ** | .3454 ** | .1360 ** | .3056 ** | .1791 ** | .3162 ** | .1870 ** | | | | | | | |
| Q10 | .2357 ** | .2760 ** | .2126 ** | .2248 ** | .2443 ** | .3628 ** | .2124 ** | .3730 ** | .2246 ** | | | | | | |
| Q11 | .3472 ** | .2692 ** | .3600 ** | .1700 ** | .3568 ** | .2498 ** | .3947 ** | .2094 ** | .3701 ** | .2095 ** | | | | | |
| Q12 | .2027 ** | .3320 ** | .1234, ** | .2877 ** | .1470 ** | .2816 ** | .2484 ** | .3376 ** | .1179 ** | .3201 ** | .3191 ** | | | | |
| Q13 | .2835 ** | .1432 ** | .2427 ** | .1087 * | .2469 ** | .2148 ** | .2470 ** | .2272 ** | .2887 ** | .1882 ** | .2964 ** | .1947 ** | | | |
| Q14 | .2125 ** | .2111 ** | .1793 ** | .2347 ** | .2313 ** | .2976 ** | .2604 ** | .3188 ** | .2094 ** | .2673 ** | .2113 ** | .3496 ** | .2464 ** | | |
| Q15 | .2623 ** | .1216 * | .1929 ** | .1304 ** | .2247 ** | .1328 ** | .3570 ** | .1559 ** | .2763 ** | .1477 ** | .3176 ** | .2350 ** | .3166 ** | .2445 ** | |
| Q16 | .2412 ** | .2567 ** | .2579 ** | .2310 ** | .2361 ** | .3717 ** | .2243 ** | .3795 ** | .1864 ** | .2904 ** | .2328 ** | .2622 ** | .3039 ** | .3018 ** | .2114 ** |

NOTES - * significant at .01 : ** significant at .001

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TABLE 7.31

THE SPEARMAN CORRELATION COEFFICIENTS
AMONG THE RUSSIAN PRODUCT RISK VARIABLES

|      | Ri1 | Ri2 | Ri3 | Ri4 | Ri5 | Ri6 |
|------|------|------|------|------|------|------|
| Ri1 |      |      |      |      |      |      |
| Ri2 | .1120 * |      |      |      |      |      |
| Ri3 | .3672 ** | .1538 ** |      |      |      |      |
| Ri4 | .1224 * | .3862 ** | .2547 ** |      |      |      |
| Ri5 | .2794 ** | .2149 ** | .4231 ** | .2497 ** |      |      |
| Ri6 | .1638 ** | .2821 ** | .3032 ** | .3762 ** | .2729 ** |      |

NOTES
* significant at .01
** significant at .001

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TABLE 7.32

THE SPEARMAN CORRELATION COEFFICIENTS
AMONG THE RUSSIAN PRODUCT PRICE VARIABLES

|      | Pr1 | Pr2 | Pr3 | Pr4 | Pr5 |
|------|------|------|------|------|------|
| Pr1 |      |      |      |      |      |
| Pr2 | .2400 ** |      |      |      |      |
| Pr3 | .4259 ** | .2841 ** |      |      |      |
| Pr4 | .4714 ** | .3077 ** | .4523 ** |      |      |
| Pr5 | -.2133 ** | .1413 ** | -.0697 | -.1162 * |      |

NOTES
\* significant at .01
\*\* significant at .001

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## TABLE 7.33

### THE SPEARMAN CORRELATION COEFFICIENTS AMONG THE ROMANIAN PRODUCT QUALITY VARIABLES

| | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Q15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Q1 | | | | | | | | | | | | | | | |
| Q2 | .3831 ** | | | | | | | | | | | | | | |
| Q3 | .4606 ** | .3111 ** | | | | | | | | | | | | | |
| Q4 | .3042 ** | .3382 ** | .2409 ** | | | | | | | | | | | | |
| Q5 | .4595 ** | .3694 ** | .4385 ** | .3022 ** | | | | | | | | | | | |
| Q6 | .3153 ** | .3772 ** | .2989 ** | .3724 ** | .3677 ** | | | | | | | | | | |
| Q7 | .3819 ** | .3626 ** | .4004 ** | .2605 ** | .4421 ** | .3525 ** | | | | | | | | | |
| Q8 | .3401 ** | .3907 ** | .3967 ** | .3516 ** | .3418 ** | .4880 ** | .3364 ** | | | | | | | | |
| Q9 | .4830 ** | .3846 ** | .4533 ** | .2365 ** | .4290 ** | .3337 ** | .5289 ** | .3604 ** | | | | | | | |
| Q10 | .3504 ** | .3705 ** | .2681 ** | .3258 ** | .2738 ** | .3711 ** | .3014 ** | .4217 ** | .3118 ** | | | | | | |
| Q11 | .4507 ** | .3424 ** | .4092 ** | .2690 ** | .4117 ** | .2316 ** | .4933 ** | .2882 ** | .4674 ** | .2711 ** | | | | | |
| Q12 | .2659 ** | .3080 ** | .2883 ** | .3058 ** | .2468 ** | .3662 ** | .3344 ** | .4142 ** | .3383 ** | .3578 ** | .3383 ** | | | | |
| Q13 | .3840 ** | .2958 ** | .3979 ** | .2331 ** | .4233 ** | .3018 ** | .4160 ** | .3418 ** | .2503 ** | .2749 ** | .4588 ** | .3057 ** | | | |
| Q14 | .2568 ** | .2247 ** | .2785 ** | .3122 ** | .2796 ** | .4367 ** | .2496 ** | .3740 ** | .2763 ** | .3752 ** | .2561 ** | .4103 ** | .3088 ** | | |
| Q15 | .3560 ** | .2749 ** | .3754 ** | .2159 ** | .3205 ** | .2991 ** | .4550 ** | .3141 ** | .4495 ** | .2509 ** | .4577 ** | .2685 ** | .4791 ** | .3161 ** | |
| Q16 | .3161 ** | .3029 ** | .2845 ** | .2878 ** | .2779 ** | .4120 ** | .3321 ** | .4004 ** | .3089 ** | .3644 ** | .3239 ** | .3877 ** | .2784 ** | .4164 ** | .3857 ** |

NOTES - * significant at .01 : ** significant at .001

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TABLE 7.34

THE SPEARMAN CORRELATION COEFFICIENTS AMONG
THE ROMANIAN PRODUCT RISK VARIABLES

|      | Ri1          | Ri2          | Ri3          | Ri4          | Ri5          | Ri6 |
|------|--------------|--------------|--------------|--------------|--------------|-----|
| Ri1  |              |              |              |              |              |     |
| Ri2  | .2013 **     |              |              |              |              |     |
| Ri3  | .4497 **     | .2531 **     |              |              |              |     |
| Ri4  | .1974 **     | .4810 **     | .3149 **     |              |              |     |
| Ri5  | .3367 **     | .2965 **     | .4317 **     | .3146 **     |              |     |
| Ri6  | .2029 **     | .3748 **     | .2762 **     | .4340 **     | .2930 **     |     |

NOTES
* significant at .01
** significant at .001

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TABLE 7.35

THE SPEARMAN CORRELATION COEFFICIENTS AMONG
THE ROMANIAN PRODUCT PRICE VARIABLES

|      | Pr1 | Pr2 | Pr3 | Pr4 | Pr5 |
|------|------|------|------|------|------|
| Pr1  |      |      |      |      |      |
| Pr2  | .1932 ** |      |      |      |      |
| Pr3  | .4597 ** | .2046 ** |      |      |      |
| Pr4  | .4050 ** | .1649 ** | .4594 ** |      |      |
| Pr5  | -.1953 ** | .1387 ** | -.0736 | -.1924 ** |      |

NOTES
* significant at .01
** significant at .001

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TABLE 7.36

THE SPEARMAN CORRELATION COEFFICIENTS AMONG THE U.K. PRODUCT QUALITY VARIABLES

| | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Q15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Q1 | | | | | | | | | | | | | | | |
| Q2 | .3878 ** | | | | | | | | | | | | | | |
| Q3 | .3162 ** | .1913 ** | | | | | | | | | | | | | |
| Q4 | .2493 ** | .3406 ** | .1848 ** | | | | | | | | | | | | |
| Q5 | .3887 ** | .2339 ** | .3334 ** | .2441 ** | | | | | | | | | | | |
| Q6 | .2992 * | .4081 ** | .25989 ** | .3876 ** | .3529 ** | | | | | | | | | | |
| Q7 | .3495 ** | .2049 ** | .3063 ** | .1710 ** | .4497 ** | .2926 ** | | | | | | | | | |
| Q8 | .2892 ** | .3819 ** | .1803 ** | .3669 ** | .3555 ** | .4807 ** | .2977 ** | | | | | | | | |
| Q9 | .4057 ** | .2554 ** | .2904 ** | .1978 ** | .4264 ** | .2781 ** | .4764 ** | .3509 ** | | | | | | | |
| Q10 | .2010 ** | .3698 ** | .2298 ** | .2909 ** | .2953 ** | .3619 ** | .2594 ** | .4239 ** | .2082 ** | | | | | | |
| Q11 | .3471 ** | .2921 ** | .3155 ** | .1948 ** | .4026 ** | .2875 ** | .4569 ** | .3519 ** | .4548 ** | .2815 ** | | | | | |
| Q12 | .1503 ** | .2652 ** | .1423 ** | .3013 ** | .2631 ** | .3613 ** | .2147 ** | .3673 ** | .2545 ** | .4109 ** | .2541 ** | | | | |
| Q13 | .2996 ** | .1757 ** | .2293 ** | .2143 ** | .2826 ** | .2509 ** | .3115 ** | .2330 ** | .3484 ** | .2341 ** | .3660 ** | .1834 ** | | | |
| Q14 | .1848 ** | .2520 ** | .1380 ** | .2510 ** | .2100 ** | .3474 ** | .1680 ** | .3558 ** | .2002 ** | .2781 ** | .1891 ** | .3331 ** | .2461 ** | | |
| Q15 | .2657 ** | .1943 ** | .2576 ** | .2158 ** | .3634 ** | .2663 ** | .4189 ** | .3125 ** | .3569 ** | .2428 ** | .3602 ** | .2279 ** | .3562 ** | .2505 ** | |
| Q16 | .2428 ** | .2332 ** | .2106 ** | .2597 ** | .2385 ** | .3130 ** | .2694 ** | .3697 ** | .2402 ** | .3009 ** | .2860 ** | .2415 ** | .2633 ** | .2375 ** | .2905 ** |

NOTES − * significant at .01 : ** significant at .001

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TABLE 7.37

THE SPEARMAN CORRELATION COEFFICIENTS AMONG
THE U.K. PRODUCT RISK VARIABLES

|       | Ri1           | Ri2           | Ri3           | Ri4           | Ri5           | Ri6 |
|-------|---------------|---------------|---------------|---------------|---------------|-----|
| Ri1   |               |               |               |               |               |     |
| Ri2   | .1227 *       |               |               |               |               |     |
| Ri3   | .4166 **      | .1525 **      |               |               |               |     |
| Ri4   | .0871 **      | .3068 **      | .1983         |               |               |     |
| Ri5   | .2702 **      | .1787 **      | .4525 **      | .2491 **      |               |     |
| Ri6   | .1617 **      | .2422 **      | .3137 **      | .3482 **      | .3130 **      |     |

NOTES
* significant at .01
** significant at .001

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TABLE 7.38

THE SPEARMAN CORRELATION COEFFICEINT AMONG
THE U.K. PRODUCT PRICE VARIABLES

|       | Pr1    | Pr2    | Pr3    | Pr4    | Pr5 |
|-------|--------|--------|--------|--------|-----|
| Pr1   |        |        |        |        |     |
| Pr2   | .2383  |        |        |        |     |
|       | **     |        |        |        |     |
| Pr3   | .3481  | .3298  |        |        |     |
|       | **     | **     |        |        |     |
| Pr4   | .4324  | .2408  | .4161  |        |     |
|       | **     | **     | **     |        |     |
| Pr5   | -.2799 | -.0091 | -.1012 | -.2847 |     |
|       |        |        | *      | *      |     |

NOTES
* significant at .01
** significant at .001

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TABLE 7.39

THE SPEARMAN CORRELATION COEFFICIENTS AMONG THE U.S. PRODUCT QUALITY VARIABLES

| | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Q15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Q1 | | | | | | | | | | | | | | | |
| Q2 | .3397 ** | | | | | | | | | | | | | | |
| Q3 | .2772 ** | .1405 ** | | | | | | | | | | | | | |
| Q4 | .2573 ** | .2739 ** | .2170 ** | | | | | | | | | | | | |
| Q5 | .3942 ** | .3046 ** | .2795 ** | .2194 ** | | | | | | | | | | | |
| Q6 | .2616 ** | .3722 ** | .1816 ** | .3601 ** | .2737 ** | | | | | | | | | | |
| Q7 | .3759 ** | .2479 ** | .2104 ** | .2639 ** | .3199 ** | .2448 ** | | | | | | | | | |
| Q8 | .3217 ** | .3709 ** | .1744 ** | .3421 ** | .2862 ** | .4137 ** | .2886 ** | | | | | | | | |
| Q9 | .2992 ** | .2004 ** | .2465 ** | .2565 ** | .3553 ** | .2727 ** | .3093 ** | .2791 ** | | | | | | | |
| Q10 | .2881 ** | .4392 ** | .2633 ** | .2448 ** | .2903 ** | .4005 ** | .2695 ** | .4289 ** | .2238 ** | | | | | | |
| Q11 | .2488 ** | .2231 ** | .2561 ** | .2595 ** | .2834 ** | .2119 ** | .3813 ** | .1959 ** | .3531 ** | .3019 ** | | | | | |
| Q12 | .2682 ** | .3165 ** | .2394 ** | .3255 ** | .2460 ** | .3548 ** | .3357 ** | .4235 ** | .2555 ** | .4017 ** | .2889 ** | | | | |
| Q13 | .1782 ** | .1677 ** | .1664 ** | .1380 ** | .2688 ** | .1078 ** | .2169 ** | .1695 ** | .2467 ** | .1905 ** | .2534 ** | .1761 | | | |
| Q14 | .2135 ** | .1990 ** | .1673 ** | .2471 ** | .1917 ** | .3321 ** | .2099 ** | .2772 ** | .1509 ** | .3112 ** | .1772 ** | .3564 ** | .1537 | | |
| Q15 | .3569 ** | .2699 ** | .1188 * | .2599 ** | .3224 ** | .3084 ** | .3693 ** | .3406 ** | .2725 ** | .3135 ** | .3146 ** | .2513 ** | .2801 ** | .1581 | |
| Q16 | .2282 ** | .3068 ** | .1618 ** | .2454 ** | .2667 ** | .2828 ** | .2088 ** | .3625 ** | .2157 ** | .2882 ** | .2147 ** | .3454 ** | .1755 ** | .2143 ** | .3108 ** |

NOTES - * significant at .01 ; ** significant at .001

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TABLE 7.40

THE SPEARMAN CORRELATION COEFFICIENTS AMONG THE
U.S. PRODUCT RISK VARIABLES

|      | Ri1 | Ri2 | Ri3 | Ri4 | Ri5 | Ri6 |
|------|------|------|------|------|------|------|
| Ri1 |      |      |      |      |      |      |
| Ri2 | .1830 ** |      |      |      |      |      |
| Ri3 | .4380 ** | .2578 ** |      |      |      |      |
| Ri4 | .1973 ** | .3870 ** | .2942 ** |      |      |      |
| Ri5 | .3753 ** | .3440 ** | .5172 ** | .4034 ** |      |      |
| Ri6 | .2201 ** | .3481 ** | .3861 ** | .4268 ** | .4006 ** |      |

NOTES
* significant at .01
** significant at .001

TABLE 7.41

THE SPEARMAN CORRELATION COEFFICIENTS AMONG THE
U.S. PRODUCT PRICE VARIABLES

|      | Pr1    | Pr2    | Pr3    | Pr4    | Pr5 |
|------|--------|--------|--------|--------|-----|
| Pr1  |        |        |        |        |     |
| Pr2  | .2419  |        |        |        |     |
|      | **     |        |        |        |     |
| Pr3  | .4154  | .3774  |        |        |     |
|      | **     | **     |        |        |     |
| Pr4  | .4428  | .2811  | .3796  |        |     |
|      | **     | **     | **     |        |     |
| Pr5  | -.3477 | -.0609 | -.1977 | -.2584 |     |
|      | **     |        | **     | **     |     |

NOTES
* significant at .01
** significant at .001

TABLE 7.42

THE SPEARMAN CORRELATION COEFFICIENTS AMONG THE JAPANESE PRODUCT QUALITY VARIABLES

| | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Q15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Q1 | | | | | | | | | | | | | | | |
| Q2 | .3037** | | | | | | | | | | | | | | |
| Q3 | .3436** | .2477** | | | | | | | | | | | | | |
| Q4 | .1196* | .2873** | .1562** | | | | | | | | | | | | |
| Q5 | .3282** | .2782** | .3434** | .1363** | | | | | | | | | | | |
| Q6 | .2554** | .4298** | .2764** | .3502** | .3533** | | | | | | | | | | |
| Q7 | .2667** | .1702** | .2874** | .1645** | .3023** | .2842** | | | | | | | | | |
| Q8 | .3040** | .2109** | .4054** | .2174** | .3869** | .2878** | .2654** | | | | | | | | |
| Q9 | .2566** | .3794** | .2030** | .3231** | .3514** | .4913** | .2113** | .2176** | | | | | | | |
| Q10 | .1572** | .3237** | .2776** | .3099** | .2726** | .3842** | .2872** | .4058** | .1642** | | | | | | |
| Q11 | .3035** | .1957** | .3168** | .1844** | .4183** | .2722** | .3951** | .2873** | .3281** | .2448** | | | | | |
| Q12 | .1088* | .3105** | .2114** | .2880** | .2663** | .3837** | .2717** | .3802** | .2124** | .4010** | .2847** | | | | |
| Q13 | .3035** | .1902** | .3754** | .2000** | .3541** | .2648** | .3672** | .2544** | .3700** | .2562** | .4290** | .2767** | | | |
| Q14 | .1749* | .3060** | .1811** | .2571** | .2918** | .3877** | .1840** | .3648* | .1214* | .3553** | .2280** | .3653** | .2118** | | |
| Q15 | .3528** | .2000** | .3988** | .1266** | .3831** | .2651** | .4412** | .2872** | .2973** | .2285** | .4457** | .2690** | .4706** | .2179** | |
| Q16 | .2740** | .3256** | .2563** | .2177** | .3120** | .4093** | .3019** | .4276** | .1918** | .3891** | .3264** | .4221** | .3255** | .3411** | .3577** |

NOTES — * significant at .01 ; ** significant at .001

TABLE 7.43

THE SPEARMAN CORRELATION COEFFICIENTS AMONG THE
JAPANESE PRODUCTS RISK VARIABLES

| | Ri1 | Ri2 | Ri3 | Ri4 | Ri5 | Ri6 |
|------|------|------|------|------|------|------|
| Ri1 | | | | | | |
| Ri2 | .2042 ** | | | | | |
| Ri3 | .3957 ** | .2037 ** | | | | |
| Ri4 | .1531 ** | .3229 ** | .2899 ** | | | |
| Ri5 | .3089 ** | .1882 ** | .4632 ** | .3039 ** | | |
| Ri6 | .0706 | .2572 ** | .2460 ** | .3619 ** | .2511 ** | |

NOTES
* significant at .01
** significant at .001

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TABLE 7.44

THE SPEARMAN CORRELATION COEFFICIENTS AMONG
THE JAPANESE PRODUCT PRICE VARIABLES

|      | Pr1 | Pr2 | Pr3 | Pr4 | Pr5 |
|------|------|------|------|------|------|
| Pr1  |      |      |      |      |      |
| Pr2  | .3489 ** |      |      |      |      |
| Pr3  | .4342 ** | .3934 ** |      |      |      |
| Pr4  | .4822 ** | .3252 ** | .4918 ** |      |      |
| Pr5  | -.1322 ** | .0889 | -.1026 * | -.1282 ** |      |

NOTES
* significant at .01
** significant at .001

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TABLE 7.45

THE ALPHA COEFFICIENTS TEST OF THE RELIABILITY OF THE DATA CONCERNING
THE QUALITY, PRICE AND RISK VARIABLES FOR THE PRODUCT OF JORDAN

| ITEM | VARIABLE | CORRECTED ITEM TOTAL CORRELATION | SQUARED MULTIPLE CORRELATION | ALPHA IF ITEM DELETED |
|------|----------|------|------|------|
| Q1 | Durability | .4302 | .3030 | .8582 |
| Q2 | Performance | .3986 | .2630 | .8590 |
| Q3 | Energy Saving | .5277 | .3970 | .8556 |
| Q4 | Noise Level | .3975 | .2453 | .8590 |
| Q5 | Need for Maintenance | .3887 | .2613 | .8592 |
| Q6 | Safety | .3805 | .2681 | .8595 |
| Q7 | Appearance | .4985 | .3949 | .8560 |
| Q8 | Dependability | .4985 | .3430 | .8562 |
| Q9 | Usage Instructions | .4648 | .3230 | .8570 |
| Q10 | Ease of Cleaning | .3945 | .2360 | .8591 |
| Q11 | Variety of Sizes | .3880 | .2454 | .8593 |
| Q12 | Variety of Colours | .3431 | .2464 | .8608 |
| Q13 | Spare Parts Availability | .3817 | .3004 | .8595 |
| Q14 | Warranty | .3843 | .3100 | .8594 |
| Q15 | Brand Recognition | .4750 | .3396 | .8567 |
| Q16 | General Quality | .4860 | .3895 | .8564 |
| Pr1 | Low Price | .2352 | .3320 | .8637 |
| Pr2 | Price Acceptance | .3090 | .4131 | .8617 |
| Pr3 | Under Priced | .2862 | .4639 | .8625 |
| Pr4 | Price Expensiveness | .2396 | .4163 | .8637 |
| Pr5 | Value for Money | .5145 | .3497 | .8557 |
| Ri1 | Financial Risk | .4302 | .2981 | .8581 |
| Ri2 | Performance Risk | .4115 | .2783 | .8586 |
| Ri3 | Social Risk | .4197 | .3683 | .8583 |
| Ri4 | Convenience Risk | .4059 | .3111 | .8587 |
| Ri5 | Physical Risk | .4669 | .3669 | .8570 |
| Ri6 | Psychological Risk | .4121 | .2949 | .8586 |

Estimated Reliability of Scale = .8592
Unbiased Estimate of Reliability = .8601

TABLE 7.46

THE ALPHA COEFFICIENTS TEST OF THE RELIABILITY OF THE DATA CONCERNING
THE QUALITY, PRICE AND RISK VARIABLES FOR THE PRODUCT OF EGYPT

| ITEM | VARIABLE | CORRECTED ITEM TOTAL CORRELATION | SQUARED MULTIPLE CORRELATION | ALPHA IF ITEM DELETED |
|------|----------|------------------|------------------|------------------|
| Q1 | Durability | .6108 | .5032 | .8885 |
| Q2 | Performance | .5402 | .4136 | .8899 |
| Q3 | Energy Saving | .5817 | .4398 | .8890 |
| Q4 | Noise Level | .4682 | .3335 | .8914 |
| Q5 | Need for Maintenance | .4950 | .3618 | .8908 |
| Q6 | Safety | .4627 | .3758 | .8915 |
| Q7 | Appearance | .5560 | .4583 | .8896 |
| Q8 | Dependability | .5581 | .4425 | .8894 |
| Q9 | Usage Instructions | .5366 | .4107 | .8898 |
| Q10 | Ease of Cleaning | .5607 | .3943 | .8894 |
| Q11 | Variety of Sizes | .5808 | .4798 | .8889 |
| Q12 | Variety of Colours | .5377 | -.3986 | .8898 |
| Q13 | Spare Parts Availability | .5048 | .4075 | .8905 |
| Q14 | Warranty | .4511 | .3409 | .8917 |
| Q15 | Brand Recognition | .5191 | .4120 | .8902 |
| Q16 | General Quality | .5144 | .3792 | .8904 |
| Pr1 | Low Price | -.0121 | .3222 | .9008 |
| Pr2 | Price Acceptance | .1483 | .2438 | .8978 |
| Pr3 | Under Priced | .0980 | .3588 | .8985 |
| Pr4 | Price Expensiveness | .0426 | .3319 | .8995 |
| Pr5 | Value for Money | .5632 | .4146 | .8894 |
| Ri1 | Financial Risk | .4687 | .3628 | .8913 |
| Ri2 | Performance Risk | .5471 | .4601 | .8896 |
| Ri3 | Social Risk | .4725 | .4175 | .8913 |
| Ri4 | Convenience Risk | .5702 | .4515 | .8891 |
| Ri5 | Physical Risk | .5471 | .4679 | .8896 |
| Ri6 | Psychological Risk | .5398 | .4488 | .8897 |

Estimated Reliability of Scale = .8909
Unbiased Estimate of Reliability = .8916

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TABLE 7.47

THE ALPHA COEFFICIENTS TEST OF THE RELIABILITY OF THE DATA CONCERNING
THE QUALITY, PRICE AND RISK VARIABLES FOR THE PRODUCT OF TAIWAN

| ITEM | VARIABLE | CORRECTED ITEM TOTAL CORRELATION | SQUARED MULTIPLE CORRELATION | ALPHA IF ITEM DELETED |
|------|----------|----------------------------------|------------------------------|-----------------------|
| Q1 | Durability | .6595 | .5805 | .9070 |
| Q2 | Performance | .6689 | .5505 | .9069 |
| Q3 | Energy Saving | .6631 | .5330 | .9066 |
| Q4 | Noise Level | .6353 | .4782 | .9074 |
| Q5 | Need for Maintenance | .6865 | .5900 | .9064 |
| Q6 | Safety | .6597 | .5697 | .9070 |
| Q7 | Appearance | .7052 | .6093 | .9060 |
| Q8 | Dependability | .6978 | .6354 | .9062 |
| Q9 | Usage Instructions | .6951 | .5927 | .9061 |
| Q10 | Ease of Cleaning | .6595 | .5436 | .9069 |
| Q11 | Variety of Sizes | .6466 | .5613 | .9068 |
| Q12 | Variety of Colours | .6461 | .5236 | .9070 |
| Q13 | Spare Parts Availability | .6865 | .6151 | .9061 |
| Q14 | Warranty | .6001 | .4998 | .9080 |
| Q15 | Brand Recognition | .6787 | .5906 | .9064 |
| Q16 | General Quality | .6046 | .5080 | .9079 |
| Pr1 | Low Price | -.3078 | .4445 | .9225 |
| Pr2 | Price Acceptance | -.1742 | .3353 | .9201 |
| Pr3 | Under Priced | -.2539 | .5220 | .9217 |
| Pr4 | Price Expensiveness | -.3391 | .5582 | .9230 |
| Pr5 | Value for Money | .5313 | .4292 | .9092 |
| Ri1 | Financial Risk | .5309 | .4371 | .9092 |
| Ri2 | Performance Risk | .5646 | .4415 | .9086 |
| Ri3 | Social Risk | .5792 | .5086 | .9085 |
| Ri4 | Convenience Risk | .6692 | .5756 | .9066 |
| Ri5 | Physical Risk | .5912 | .4843 | .9082 |
| Ri6 | Psychological Risk | .6231 | .5074 | .9075 |

Estimated Reliability of Scale = .9009
Unbiased Estimate of Reliability = .9015

TABLE 7.48

THE ALPHA COEFFICIENTS TEST OF THE RELIABILITY OF THE DATA CONCERNING
THE QUALITY, PRICE AND RISK VARIABLES FOR THE PRODUCT OF ROMANIA

| ITEM | VARIABLE | CORRECTED ITEM TOTAL CORRELATION | SQUARED MULTIPLE CORRELATION | ALPHA IF ITEM DELETED |
|------|----------|------|------|------|
| Q1 | Durability | .5692 | .4467 | .8851 |
| Q2 | Performance | .5790 | .4182 | .8848 |
| Q3 | Energy Saving | .5956 | .4598 | .8845 |
| Q4 | Noise Level | .4851 | .3211 | .8869 |
| Q5 | Need for Maintenance | .5999 | .4924 | .8843 |
| Q6 | Safety | .5881 | .4670 | .8847 |
| Q7 | Appearance | .5930 | .4799 | .8844 |
| Q8 | Dependability | .5868 | .4419 | .8848 |
| Q9 | Usage Instructions | .6096 | .4920 | .8839 |
| Q10 | Ease of Cleaning | .5503 | .3745 | .8853 |
| Q11 | Variety of Sizes | .5586 | .4632 | .8851 |
| Q12 | Variety of Colours | .5453 | .3866 | .8855 |
| Q13 | Spare Parts Availability | .5804 | .4852 | .8846 |
| Q14 | Warranty | .5113 | .3784 | .8863 |
| Q15 | Brand Recognition | .5606 | .4569 | .8851 |
| Q16 | General Quality | .5498 | .4078 | .8854 |
| Pr1 | Low Price | -.1584 | .3329 | .9003 |
| Pr2 | Price Acceptance | .0457 | .2208 | .8960 |
| Pr3 | Under Priced | -.0128 | .3596 | .8970 |
| Pr4 | Price Expensiveness | -.1708 | .3477 | .9002 |
| Pr5 | Value for Money | .5525 | .3998 | .8854 |
| Ri1 | Financial Risk | .4005 | .3094 | .8887 |
| Ri2 | Performance Risk | .5328 | .4025 | .8859 |
| Ri3 | Social Risk | .4808 | .3710 | .8870 |
| Ri4 | Convenience Risk | .5481 | .4383 | .8854 |
| Ri5 | Physical Risk | .4545 | .3302 | .8876 |
| Ri6 | Psychological Risk | .5397 | .3471 | .8856 |

Estimated Reliability of Scale = .8864
Unbiased Estimate of Reliability = .8872

TABLE 7.49

THE ALPHA COEFFICIENTS TEST OF THE RELIABILITY OF THE DATA CONCERNING
THE QUALITY, PRICE AND RISK VARIABLES FOR THE PRODUCT OF RUSSIA

| ITEM | VARIABLE | CORRECTED ITEM TOTAL CORRELATION | SQUARED MULTIPLE CORRELATION | ALPHA IF ITEM DELETED |
|------|----------|-------------------------------|------------------------------|----------------------|
| Q1 | Durability | .4626 | .3822 | .8236 |
| Q2 | Performance | .4008 | .2931 | .8256 |
| Q3 | Energy Saving | .4499 | .3261 | .8239 |
| Q4 | Noise Level | .3802 | .2453 | .8264 |
| Q5 | Need for Maintenance | .4695 | .3469 | .8232 |
| Q6 | Safety | .4089 | .3290 | .8253 |
| Q7 | Appearance | .4178 | .3839 | .8249 |
| Q8 | Dependability | .5155 | .3971 | .8215 |
| Q9 | Usage Instructions | .3768 | .2492 | .8265 |
| Q10 | Ease of Cleaning | .4233 | .2847 | .8247 |
| Q11 | Variety of Sizes | .3770 | .3359 | .8264 |
| Q12 | Variety of Colours | .3954 | .3593 | .8256 |
| Q13 | Spare Parts Availability | .3741 | .3032 | .8266 |
| Q14 | Warranty | .4648 | .3111 | .8231 |
| Q15 | Brand Recognition | .3497 | .2966 | .8275 |
| Q16 | General Quality | .4959 | .3569 | .8221 |
| Pr1 | Low Price | -.0448 | .4174 | .8425 |
| Pr2 | Price Acceptance | .1318 | .3160 | .8358 |
| Pr3 | Under Priced | .1273 | .03816 | .8354 |
| Pr4 | Price Expensiveness | .1197 | .4591 | .8361 |
| Pr5 | Value for Money | .4021 | .3015 | .8257 |
| Ri1 | Financial Risk | .3163 | .2861 | .8287 |
| Ri2 | Performance Risk | .3871 | .3252 | .8261 |
| Ri3 | Social Risk | .3615 | .3452 | .8270 |
| Ri4 | Convenience Risk | .3872 | .3218 | .8261 |
| Ri5 | Physical Risk | .4089 | .4216 | .8253 |
| Ri6 | Psychological Risk | .4501 | .3489 | .8239 |

Estimated Reliability of Scale = .8230
Unbiased Estimate of Reliability = .8242

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TABLE 7.50

THE ALPHA COEFFICIENTS TEST OF THE RELIABILITY OF THE DATA CONCERNING
THE QUALITY, PRICE AND RISK VARIABLES FOR THE PRODUCT OF JAPAN

| ITEM | VARIABLE | CORRECTED ITEM TOTAL CORRELATION | SQUARED MULTIPLE CORRELATION | ALPHA IF ITEM DELETED |
|------|----------|------------------------------|------------------------------|----------------------|
| Q1 | Durability | .3516 | .3402 | .8156 |
| Q2 | Performance | .4538 | .3640 | .8114 |
| Q3 | Energy Saving | .4207 | .3157 | .8131 |
| Q4 | Noise Level | .3656 | .2989 | .8149 |
| Q5 | Need for Maintenance | .4763 | .3939 | .8113 |
| Q6 | Safety | .5219 | .4893 | .8094 |
| Q7 | Appearance | .4123 | .4166 | .8135 |
| Q8 | Dependability | .5346 | .5093 | .8086 |
| Q9 | Usage Ins ructions | .3342 | .2946 | .8162 |
| Q10 | Ease of Cleaning | .4604 | .3837 | .8114 |
| Q11 | Variety of Sizes | .4183 | .4234 | .8133 |
| Q12 | Variety of Colours | .4852 | .4026 | .8100 |
| Q13 | Spare Parts Availability | .4758 | .4406 | .8113 |
| Q14 | Warranty | .4380 | .3148 | .8122 |
| Q15 | Brand Recognition | .4338 | .4149 | .8127 |
| Q16 | General Quality | .4466 | .3733 | .8115 |
| Pr1 | Low Price | .0353 | .3874 | .8129 |
| Pr2 | Price Acceptance | .0585 | .3792 | .8293 |
| Pr3 | Under Priced | .0904 | .3446 | .8262 |
| Pr4 | Price Expensiveness | .0764 | .4466 | .8268 |
| Pr5 | Value for Money | .3452 | .3011 | .8158 |
| Ri1 | Financial Risk | .2847 | .3310 | .8186 |
| Ri2 | Performance Risk | .2843 | .2764 | .8183 |
| Ri3 | Social Risk | .3756 | .4105 | .8145 |
| Ri4 | Convenience Risk | .4034 | .3328 | .8135 |
| Ri5 | Physical Risk | .3583 | .3407 | .8152 |
| Ri6 | Psychological Risk | .2794 | .2530 | .8185 |

Estimated Reliability of Scale = .7585
Unbiased Estimate of Reliability = .7600

TABLE 7.51

THE ALPHA COEF ICIENTS TEST OF THE RELIABILITY OF THE DATA CONCERNING
THE QUALITY, PRICE AND RISK VARIABLES FOR THE PRODUCT OF U.K.

| ITEM | VARIABLE | CORRECTED ITEM TOTAL CORRELATION | SQUARED MULTIPLE CORRELATION | ALPHA IF ITEM DELETED |
|------|----------|----------------------------------|------------------------------|-----------------------|
| Q1 | Durability | .3957 | .3392 | .7511 |
| Q2 | Performance | .3437 | .2619 | .7534 |
| Q3 | Energy Saving | .3326 | .1948 | .7545 |
| Q4 | Noise Level | .4133 | .2642 | .7494 |
| Q5 | Need for Maintenance | .4501 | .3370 | .7483 |
| Q6 | Safety | .3989 | .2644 | .7509 |
| Q7 | Appearance | .3938 | .3847 | .7517 |
| Q8 | Dependability | .4481 | .3321 | .7484 |
| Q9 | Usage Instructions | .4118 | .3606 | .7500 |
| Q10 | Ease of Cleaning | .4667 | .3041 | .7458 |
| Q11 | Variety of Sizes | .3986 | .3156 | .7511 |
| Q12 | Variety of Colours | .3852 | .2619 | .7511 |
| Q13 | Spare Parts Availability | .4380 | .2950 | .7487 |
| Q14 | Warranty | .4236 | .2524 | .7495 |
| Q15 | Brand Recognition | .4329 | .3344 | .7494 |
| Q16 | General Quality | .3954 | .2602 | .7502 |
| Pr1 | Low Price | -.1844 | .3178 | .7836 |
| Pr2 | Price Acceptance | -.1915 | .2251 | .7845 |
| Pr3 | Under Priced | -.1224 | .2572 | .7788 |
| Pr4 | Price Expensiveness | -.1u80 | .3400 | .7823 |
| Pr5 | Value for Money | .2780 | .2844 | .7573 |
| Ri1 | Financial Risk | .2125 | .2329 | .7615 |
| Ri2 | Performance Risk | .2418 | .1903 | .7595 |
| Ri3 | Social Risk | .3409 | .3369 | .7537 |
| Ri4 | Convenience Risk | .2522 | .1702 | .7588 |
| Ri5 | Physical Risk | .4124 | .3283 | .7492 |
| Ri6 | Psychological Risk | .3601 | .2299 | .7527 |

Estimated Reliability of Scale = .6976
Unbiased Estimate of Reliability = .6961

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TABLE 7.52

THE ALPHA COEFFICIENTS TEST OF THE RELIABILITY OF THE DATA CONCERNING
THE QUALITY, PRICE ANᴅ RISK VARIAB ES FOR THE PRODUCT OF U.S.A.

| ITEM | VARIABLE | CORRECTED ITEM TOTAL CORRELATION | SQUARED MULTIPLE CORRELATION | ALPHA IF ITEM DELETED |
|------|----------|------|------|------|
| Q1 | Durability | .4301 | .3174 | .7965 |
| Q2 | Performance | .5037 | .4089 | .7925 |
| Q3 | Energy Saving | .3374 | .2036 | .7994 |
| Q4 | Noise Level | .4541 | .3450 | .7941 |
| Q5 | Need for Maintenance | .4532 | .3805 | .7954 |
| Q6 | Safety | .4872 | .4375 | .7935 |
| Q7 | Appearance | .4428 | .4266 | .7955 |
| Q8 | Dependability | .5447 | .5082 | .7911 |
| Q9 | Usage Instructions | .5046 | .3756 | .7931 |
| Q10 | Ease of Cleaning | .5329 | .4220 | .7909 |
| Q11 | Variety of Sizes | .4020 | .3999 | .7970 |
| Q12 | Variety of Colours | .5250 | .4112 | .7808 |
| Q13 | Spare Parts Availability | .3698 | .2557 | .7981 |
| Q14 | Warranty | .4263 | .3167 | .7953 |
| Q15 | Brand Recognition | .3769 | .3789 | .7979 |
| Q16 | General Quality | .3406 | .3676 | .7993 |
| Pr1 | Low Price | -.1883 | .3702 | .8223 |
| Pr2 | Price Acceptance | -.2520 | .3626 | .8274 |
| Pr3 | Under Priced | -.2074 | .3897 | .8221 |
| Pr4 | Price Expensiveness | -.2498 | .4414 | .8275 |
| Pr5 | Value for Money | .2910 | .3303 | .8015 |
| Ri1 | Financial Risk | .3654 | .2848 | .7981 |
| Ri2 | Performance Risk | .4148 | .3760 | .7957 |
| Ri3 | Social Risk | .5133 | .4802 | .7908 |
| Ri4 | Convenience Risk | .4879 | .3863 | .7927 |
| Ri5 | Physical Risk | .5562 | .4976 | .7890 |
| Ri6 | Psychological Risk | .4250 | .3832 | .7956 |

Estimated Reliability of Scale = .6957
Unbiased Estimate of Reliability = .6977

TABLE 7.53

THE ALPHA COE.FICIENTS TEST OF THE RELIABILITY OF THE DATA
CONCERNING THE GENERAL ATTITUDE VARIABLES

| ITEM | VARIABLE | CORRECTED ITEM TOTAL CORRELATION | SQUARED MULTIPLE CORRELATION | ALPHA IF ITEM DELETED |
|------|----------|----------------------------------|------------------------------|------------------------|
| V1 | Purchase the domestic product even if it cost more | .3607 | .3776 | .7575 |
| V2 | Every Jordanian patriotic duty to buy Jordanian products | .5548 | .5494 | .7461 |
| V3 | Even lower in quality it is better to buy Jordanian products | .5463 | .5192 | .7472 |
| V4 | In purchasing domestic products, Jordanian's help each other | .5647 | .5625 | .7486 |
| V5 | it is the personal individual interest to buy domestic products | .5645 | .5163 | .7461 |
| V6 | I might lose my job if the domestic products continue to compete with foreign products | .4183 | .3376 | .7546 |
| V7 | Jordan will be much better off if it restricts imports | .5113 | .5065 | .7507 |
| V8 | I often try to determine the origin of the product | .2280 | .2598 | .7646 |
| V9 | Foreign products try to hide their origin | .2614 | .2790 | .7632 |
| V10 | It is difficult to determine the origin of the product | .3287 | .2954 | .7597 |
| V11 | Poor management and lack of planning are the main causes of the domestic product low quality | .1693 | .3397 | .7669 |
| V12 | Jordanian workers can product the highest quality product | .3862 | .3562 | .7573 |
| V13 | The quality of the domestic product is increasing | .5011 | .5216 | .7505 |
| V14 | The quality of the foreign product is decreasing | .0631 | .2630 | .7737 |
| V15 | Higher tariffs are needed to protect the domestic product | .4505 | .4124 | .7531 |
| V16 | Government must increase the quality control over all products on the local market | .2911 | .3772 | .7624 |
| V17 | Local producers must increase the quality control over domestic products | .2245 | .3415 | .7648 |
| V128 | Import agents must ensure the quality of imports | .2301 | .2496 | .7648 |
| V19 | Unions and management must co-operate to increase productivity | .2302 | .1713 | .7647 |
| V20 | Local manufacturers must acquire and apply the most recent technology | .3752 | .4348 | .7585 |
| V21 | Domestic firms produce what they can with little attention to my needs and wants | -.0044 | .1004 | .7757 |
| V22 | Local producers should not concentrate on the domestic market only | .1879 | .2795 | .7663 |
| V23 | Government protection will not be enough for the success of local industry | .1431 | .2374 | .7685 |
| V24 | Domestic producers are striving to meet my needs and wants | .3355 | .2927 | .7592 |
| V25 | Consumers are not able to judge the product before they buy and try it | .1967 | .1527 | .7663 |
| V26 | Buy the highest price product to guarantee its quality | .0188 | .4167 | .7/63 |
| V27 | Best products quality are always expensive | -.0535 | .4261 | .7794 |
| V28 | The most expensive products are those with high production cost and high profit margins | .1674 | .1991 | .7681 |
| V29 | Buy inferior product because it is cheap | .1658 | .2579 | .7681 |
| V30 | Buy inferior product because it represents best value for money | -.0773 | .2819 | .7823 |
| V31 | Buy cheap products because one cannot afford buying high quality product | .2537 | .2902 | .7639 |

Estimated Reliability of Scale  = .7137
Unbiased Estimate of Reliability = .7158

APPENDIX   E


THE  TABLES  RELATED  TO  CHAPTER  12

TABLE 12.1

FACTOR ANALYSIS RESULTS WITH VARIMAX ROTATION*

| VARIABLES | Factor 1 | Factor 2 | Factor 3 | Factor 4 | Factor 5 | Factor 6 | Factor 7 | Factor 8 | Communality |
|---|---|---|---|---|---|---|---|---|---|
| 1 Purchase domestic product even if it cost more | .81247 | .03841 | -.06432 | -.01508 | .02258 | .09676 | .00107 | .04001 | .53021 |
| 2 Every Jordanian patriotic duty to buy Jordanian products | .77534 | .02222 | .05706 | .17844 | .10211 | -.03111 | -.03105 | -.11260 | .67742 |
| 3 Even lower in quality it's better to buy Jordanian products | .74317 | .18352 | -.17334 | .05381 | -.01123 | .11540 | .04619 | .06851 | .66177 |
| 4 In purchasing domestic products Jordanians help each other | .64306 | .07687 | .01726 | .07403 | -.13666 | -.16558 | .12886 | .21203 | .63920 |
| 5 It's the personal invididual interest to buy domestic products | .63610 | .20781 | -.19066 | .13747 | -.00733 | .23152 | .09657 | .10570 | .57722 |
| 6 I might lose my job if the domestic product continues to compete with foreign products | .58457 | .22599 | -.25017 | .10882 | -.03429 | -.05193 | .29237 | .17313 | .50615 |
| 7 Jordan will be much better off if it restricted the imported products | .56757 | -.15416 | .29045 | .25716 | .01852 | -.01610 | -.16583 | -.07565 | .58654 |
| 8 I often try to determine the origin of the product | .54021 | -.04682 | -.34664 | .13789 | .05932 | .18859 | .27187 | .25416 | .55751 |

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TABLE 12.1 (continued)

| VARIABLES | Factor 1 | Factor 2 | Factor 3 | Factor 4 | Factor 5 | Factor 6 | Factor 7 | Factor 8 | Communality |
|---|---|---|---|---|---|---|---|---|---|
| 9 Foreign products try to hide their origin | .04902 | .67511 | .13944 | .09978 | -.22494 | .20572 | -.06148 | -.04299 | .62772 |
| 10 It is difficult to determine the origin of the product | .09659 | .67219 | -.13411 | .03058 | .02156 | .15821 | -.04820 | -.07159 | .58422 |
| 11 Poor management and lack of planning are the main causes of the domestic product low quality | .23385 | .65122 | .01134 | -.12406 | -.08852 | -.05571 | .19364 | .18669 | .58612 |
| 12 Jordanian workers can produce the highest quality product | .08290 | .48827 | -.03271 | -.02525 | .05587 | .07033 | .38006 | -.08379 | .46201 |
| 13 The quality of the domestic product is increasing | -.07659 | -.10576 | .76082 | -.7577 | .12747 | .17936 | -.03466 | .08926 | .61078 |
| 14 The quality of the foreign product is decreasing | -.12579 | -.05283 | .73306 | .07552 | .22757 | -.06071 | -.07481 | -.02496 | .50923 |
| 15 Higher tariffs are needed to protect the domestic product | -.04279 | .27890 | .41089 | -.17342 | -.04294 | -.09981 | .18174 | .00609 | .52286 |
| 16 Government must increase the quality control over all products in the local market | .09525 | -.01193 | .05719 | .77798 | .06405 | .03596 | -.03344 | -.05892 | .57758 |
| 17 Local producers must increase the quality control over the domestic products | .13104 | .13236 | -.07444 | .62716 | -.06901 | -.09883 | .09790 | .35573 | .51303 |
| 18 Import agents must ensure the quality of imported product | .33393 | .01336 | .00798 | .56292 | .12211 | -.09029 | .23116 | .03180 | .40652 |

TABLE 12.1 (continued)

| VARIABLES | Factor 1 | Factor 2 | Factor 3 | Factor 4 | Factor 5 | Factor 6 | Factor 7 | Factor 8 | Communality |
|---|---|---|---|---|---|---|---|---|---|
| 19 Unions and management must cooperate to increase productivity | .27170 | -.23320 | .16920 | .39386 | -.13463 | -.12591 | -.11069 | -.38864 | .49667 |
| 20 Local manufacturers must acquire and apply the most recent technology | .02975 | -.06341 | .13203 | .11110 | -.71414 | -.06836 | .15525 | -.02854 | .55403 |
| 21 Domestic firms produce what they can with little attention to my needs and wants | -.14541 | .01269 | .19569 | -.12818 | .66495 | .06454 | -.08588 | -.22704 | .32339 |
| 22 Local producers should not concentrate in the local market only | .18110 | .10218 | -.35242 | .00242 | .47973 | .17294 | -.13824 | .33643 | .52764 |
| 23 Government protection will not be enough for the success of local industry | .06204 | -.19585 | .09229 | .12653 | .47850 | .00930 | .03963 | .32004 | .64526 |
| 24 Domestic producers are striving to meet my needs & wants | -.00352 | .09037 | .03817 | -.02817 | .00879 | .79429 | .02940 | -.05464 | .57854 |
| 25 Consumers are not able to judge the product before they buy and try it | .14324 | .11748 | .13654 | -.32924 | -.06013 | .52154 | .26723 | .13871 | .59705 |
| 26 Buy the highest price product to guarantee its quality | .01574 | .41734 | -.12700 | .09517 | .23574 | .50417 | -.18496 | .11806 | .65919 |

TABLE 12.1 (continued)

| VARIABLES | Factor 1 | Factor 2 | Factor 3 | Factor 4 | Factor 5 | Factor 6 | Factor 7 | Factor 8 | Communality |
|---|---|---|---|---|---|---|---|---|---|
| 27 Best products quality are always expensive | .38746 | .18398 | -.13821 | -.05555 | -.07615 | .41145 | .28229 | .03265 | .62339 |
| 28 The most expensive products are those with high production cost and high profit margins | .03468 | .23136 | -.00299 | .05410 | .02757 | .09701 | .65316 | -.04711 | .39978 |
| 29 Buy inferior products because it is cheap | .30439 | -.32352 | .03010 | .35216 | .07976 | -.02510 | .49313 | .07832 | .57427 |
| 30 Buy inferior product because it represents best value for money | .16182 | -.10859 | .18448 | .07887 | -.04583 | .00749 | -.11409 | .70968 | .58128 |
| 31 Buy cheap products because one cannot afford buying high quality product | .24831 | .37006 | -.26021 | -.01292 | .02771 | .07735 | .30234 | .43519 | .55978 |
| Percentage of explained variance | 18.4 | 10.0 | 6.5 | 5.3 | 4.5 | 4.0 | 3.7 | 3.2 | |
| Cumulative explained variance | 19.4 | 28.4 | 35.0 | 40.3 | 44.8 | 48.8 | 52.5 | 55.7 | |

Factor 1 Patriotic, Factor 2 Quality Control, Factor 3 Quality-Price Trade Offs, Factor 4 Foreign Product Opponents
Factor 5 Reasons for Buying Inferior Product, Factor 6 Domestic Product Evaluation, Factor 7 Industrial Relations, Factor 8
Consumers Ability to Judge Quality - * = Variables with Loadings of .50 or less in any of the eight factors are omitted

TABLE 12.2

THE TEST OF THE DIFFERENCES IN THE CONSUMERS ATTITUDES
(THE KOLMOGOROV-SMIRNOV GOODNESS OF FIT TEST)

| VARIABLE | Mean | s.d | K-SZ | Significance |
|---|---|---|---|---|
| 1 Purchase domestic product even if it cost more | 4.19 | 1.88 | 3.605 | .000 |
| 2 Every Jordanian patriotic duty to buy Jordanian products | 4.87 | 1.88 | .3851 | .000 |
| 3 Even lower in quality it's better to buy Jordanian products | 4.44 | 1.77 | 3.288 | .000 |
| 4 In purchasing domestic products Jordanians help each other | 5.30 | 1.55 | 4.482 | .000 |
| 5 It's the personal invididual interest to buy domestic products | 5.17 | 1.71 | 5.130 | .000 |
| 6 I might lose my job if the domestic product continues to compete with foreign products | 4.37 | 1.83 | 2.871 | .000 |
| 7 Jordan will be much better off if it restricted the imported products | 5.29 | 1.55 | 4.666 | .000 |
| 8 I often try to determine the origin of the product | 5.55 | 1.53 | 5.243 | .000 |
| 9 Foreign products try to hide their origin | 4.26 | 1.80 | 3.307 | .000 |
| 10 It is difficult to determine the origin of the product | 4.77 | 1.67 | 3.829 | .000 |
| 11 Poor management and lack of planning are the main causes of the domestic product low quality | 5.85 | 1.32 | 6.010 | .000 |
| 12 Jordanian workers can produce the highest quality product | 5.70 | 1.49 | 5.701 | .000 |
| 13 The quality of the domestic product is increasing | 5.00 | 1.62 | 4.856 | .000 |

TABLE 12.2 (continued)

| VARIABLE | Mean | s.d | K-SZ | Significance |
|---|---|---|---|---|
| 14 The quality of the foreign product is decreasing | 3.79 | 1.80 | 3.787 | .000 |
| 15 Higher tariffs are needed to protect the domestic product | 5.18 | 1.66 | 4.688 | .000 |
| 16 Government must increase the quality control over all products in the local market | 6.087 | 1.25 | 7.114 | .000 |
| 17 Local producers must increase the quality control over the domestic products | 6.27 | 1.08 | 8.045 | .000 |
| 18 Import agents must ensure the quality of imported product | 6.09 | 1.08 | 6.174 | .000 |
| 19 Unions and management must cooperate to increase productivity | 6.02 | 1.12 | 5.770 | .000 |
| 20 Local manufacturers must acquire and apply the mosl recent technology | 5.87 | 1.33 | 6.606 | .000 |
| 21 Domestic firms produce what they can with little attention to my needs and wants | 5.40 | 1.57 | 5.424 | .000 |
| 22 Local producers should not concentrate in the local market only | 5.65 | 1.44 | 6.059 | .000 |
| 23 Government protection will not be enough for the success of local industry | 5.34 | 1.57 | 5.649 | .000 |
| 24 Domestic producers are striving to meet my needs & wants | 4.11 | 1.76 | 4.181 | .000 |
| 25 Consumers are not able to judge the product before they buy and try it | 4.74 | 1.68 | 4.773 | .000 |
| 26 Buy the highest price product to guarantee its quality | 4.25 | 1.87 | 4.272 | .000 |

TABLE 12.2 (continued)

| VARIABLE | Mean | s.d | K-SZ | Significance |
|---|---|---|---|---|
| 27 Best products quality are always expensive | 4.03 | 1.79 | 4.178 | .000 |
| 28 The most expensive products are those with high production cost and high profit margins | 4.21 | 1.74 | 3.222 | .000 |
| 29 Buy inferior products because it is cheap | 3.99 | 1.73 | 4.557 | .000 |
| 30 Buy inferior product because it represents best value for money | 4.34 | 1.87 | 4.849 | .000 |
| 31 Buy cheap products because one cannot afford buying high quality product | 4.41 | 1.96 | 4.193 | .000 |

TABLE 12.3

THE PERCENTAGE DISTRIBUTION OF THE CONSUMERS AGREEMENT
WITH THE ATTITUDE STATEMENTS

| VARIABLE | Disagree | Neutral | Agree |
|---|---|---|---|
| 1 Purchase domestic product even if it cost more | 34.80 | 14.30 | 50.90 |
| 2 Every Jordanian patriotic duty to buy Jordanian products | 28.3 | 15.2 | 56.5 |
| 3 Even lower in quality it's better to buy Jordanian products | 32.3 | 17.2 | 50.6 |
| 4 In purchasing domestic products Jordanians help each other | 14.2 | 14.7 | 71.1 |
| 5 It's the personal invididual interest to buy domestic products | 20.3 | 14.6 | 65.1 |
| 6 I might lose my job if the domestic product continues to compete with foreign products | 30.9 | 21.0 | 48.1 |
| 7 Jordan will be much better off if it restricted the imported products | 14.5 | 16.6 | 68.9 |
| 8 I often try to determine the origin of the product | 10.4 | 11.6 | 78.2 |
| 9 Foreign products try to hide their origin | 33.5 | 19.2 | 47.3 |
| 10 It is difficult to determine the origin of the product | 24.8 | 15.9 | 59.3 |
| 11 Poor management and lack of planning are the main causes of the domestic product low quality | 5.2 | 11.3 | 83.5 |
| 12 Jordanian workers can produce the highest quality product | 9.0 | 9.3 | 81.7 |
| 13 The quality of the domestic product is increasing | 20.9 | 10.7 | 68.6 |

TABLE 12.3 (continued)

| VARIABLE | Disagree | Neutral | Agree |
|---|---|---|---|
| 14 The quality of the foreign product is decreasing | 74.1 | 11.9 | 14.0 |
| 15 Higher tariffs are needed to protect the domestic product | 16.8 | 15.7 | 67.4 |
| 16 Government must increase the quality control over all products in the local market | 5.1 | 5.4 | 89.5 |
| 17 Local producers must increase the quality control over the domestic products | 3.4 | 4.2 | 92.6 |
| 18 Import agents must ensure the quality of imported product | 3.3 | 5.5 | 91.2 |
| 19 Unions and management must cooperate to increase productivity | 2.7 | 7.4 | 89.9 |
| 20 Local manufacturers must acquire and apply the most recent technology | 4.6 | 13.3 | 82.1 |
| 21 Domestic firms produce what they can with little attention to my needs and wants | 12.1 | 13.3 | 74.6 |
| 22 Local producers should not concentrate in the local market only | 8.7 | 10.2 | 81.1 |
| 23 Government protectiou will not be enough for the success of local industry | 12.5 | 15.7 | 78.8 |
| 24 Domestic producers are striving to meet my needs & wants | 62.0 | 14.8 | 23.2 |
| 25 Consumers are not able to judge the product before they buy and try it | 23.6 | 13.7 | 62.7 |
| 26 Buy the highest price product to guarantee its quality | 35.5 | 13.0 | 51.6 |
| 27 Best products quality are always expensive | 37.3 | 16.6 | 46.1 |

TABLE 12.3 (continued)

| VARIABLE | Disagree | Neutral | Agree |
|---|---|---|---|
| 28 The most expensive products are those with high production cost and high profit margins | 34.7 | 19.9 | 45.3 |
| 29 Buy inferior products because it is cheap | 39.0 | 15.0 | 46.0 |
| 30 Buy inferior product because it represents best value for money | 20.7 | 13.7 | 65.5 |
| 31 Buy cheap products because one cannot afford buying high quality product | 30.8 | 14.5 | 54.7 |

## TABLE 12.4

### THE RELATIONSHIP BETWEEN THE CONSUMERS RESPONSE TO THE ATTITUDE VARIABLES AND THEIR PERCEPTION OF THE DOMESTIC PRODUCT QUALITY ATTRIBUTES*

| ATTITUDE VARIABLES | Du_ab ility | Perfor mance | Energy Saving | Noise Level | Maint nance | Safety | Appea rance | Depend ability | Usage Inst. | Ease of Clean. | Variety of size of col. | Variety Avail | Spare Part | Warr anty | Brand Recog | General Quality |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 Purchase domestic product even if it cost more | .1790 *** | .1173 *** | .1017 *** | .0189 | .2205 *** | .0568 | .1033 *** | .1010 *** | .0958 *** | .0570 | .0732 | .0540 | .0698 * | .0416 | .1009 *** | .1162 *** |
| 2 Every Jordanian patriotic duty to buy Jordanian products | .1235 | .0305 | .1169 *** | .0614 | .0501 | -.0122 | .1382 *** | .1291 *** | .1711 *** | .1415 *** | .0192 | .0295 | .1660 *** | .0275 | .0640 | .0787 * |
| 3 Even lower in quality it's better to buy Jordanian products | .1967 *** | .1011 *** | .1857 *** | .0726 ** | .0827 ** | .0461 | .1790 *** | .1308 *** | .1608 *** | .1583 *** | .0766 * | .0992 *** | .1077 *** | .0262 | .1161 *** | .1095 *** |
| 4 In purchasing domestic products Jordanians help each other | .0666 * | .0162 | .1705 *** | -.0060 | .0253 ** | -.0283 | .1531 *** | .0508 | .2074 *** | .1844 *** | .0226 | .0002 | .1823 *** | -.0344 | .0653 | .0266 |
| 5 It's the personal invididual interest to buy domestic products | .0451 | -.0002 | .1705 | .0433 | .0070 | -.0283 | .1829 | .0762 | .2051 | .1626 | .0809 | .0013 | .2118 | -.0203 | .0895 | .0084 |
| 6 I might lose my job if the domestic product continues to compete with foreign products | .0627 | .0284 | .1330 *** | -.0550 | .0555 | -.0028 | .0729 * | -.0203 | .1468 *** | .0803 * | .0943 ** | .0483 | .1120 *** | -.0301 | .0596 | -.0094 |
| 7 Jordan will be much better off if it restricted the imported products | .0457 | .0530 | .1072 *** | -.0039 | .0275 | -.0282 | .1294 *** | .0738 * | .1777 *** | .2199 *** | .0209 | .0084 | .1574 *** | .0105 | .0667 * | -.0084 |
| 8 I often try to determine the origin of the product | -.0634 | -.0443 | .0124 | .0253 | -.0093 | -.0368 | .0613 | .0822 * | .0579 | .0349 | .0146 | .0385 | .1564 *** | -.0221 | .0594 | -.0188 |

TABLE 12.4 (continued)

| ATTITUDE VARIABLES | Durability | Performance | Energy Saving | Noise Level | Maintenance | Safety | Appearance | Dependability | Usage Inst. | Ease of Clean. | Variety of size of col. | Variety of col. | Spare Part | Warranty | Brand Recog | General Quality |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 9 Foreign products try to hide their origin | .1046 *** | .0950 *** | .1211 *** | .0760 * | .1575 *** | .0069 | .1209 *** | .0590 | .0387 | .0742 * | .1221 *** | .0748 * | .0601 | -.0102 | .1419 *** | .0158 |
| 10 It is difficult to determine the origin of the product | .0943 *** | .0937 *** | .1485 *** | .0918 ** | .0570 | .0284 | .0768 * | .1007 *** | .1451 *** | .1527 *** | .0010 | .0481 | .1311 *** | .0314 | .0707 * | .0723 ** |
| 11 Poor management and lack of planning are the main causes of the domestic product low quality | .0599 | -.0401 | -.0474 | -.0163 | -.0235 | -.0739 * | .0084 | .0377 | .0539 | -.0230 | -.0160 | -.0161 | .0182 | .0038 | -.0025 | -.0127 |
| 12 Jordanian workers can produce the highest quality product | .0017 | -.0047 | .1316 *** | .0067 | -.0122 | -.0336 | .1848 *** | .0917 ** | .2110 *** | .1867 *** | .0308 | -.0374 | .1191 *** | -.0058 | .1177 *** | .0426 |
| 13 The quality of the domestic product is increasing | .1253 *** | .0076 | .2349 *** | .0381 | .0643 | -.0213 | .2320 *** | .0786 * | .2499 *** | .2091 *** | .0941 | .000 | .2096 *** | .0103 | .1744 *** | .0590 |
| 14 The quality of the foreign product is decreasing | .1106 *** | .0305 | .0215 | .0432 | -.0693 * | -.0446 | .0483 | -.0333 | -.0563 | -.0098 | .0547 | .0586 | -.0298 | .0309 | .0561 | .1354 |
| 15 Higher tariffs are needed to protect the domestic product | .0844 * | .0674 * | .1384 *** | -.0104 | .0186 | .0434 | .0817 * | .1075 *** | .2024 *** | .1223 *** | .0097 | .0318 | .0999 *** | -.0167 | .767 * | .0973 ** |
| 16 Government must increase the quality control over all products in the local market | .1012 *** | .0495 | .0519 | -.0476 | -.0852 * | .0476 | .0868 * | .0838 * | .1639 *** | .1147 ** | -.0284 | .0134 | .0168 *** | .0212 | .0606 *** | -.0103 |
| 17 Local producers must increase the quality control over the domestic products | -.1136 *** | -.0616 | -.0010 | -.0074 *** | -.0950 *** | -.0161 | .0747 * | -.1029 | .0520 | .0056 | -.0238 | -.0064 | .1203 | -.0026 | .0564 ** | -.0287 |

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TABLE 12.4 (Continued)

| ATTITUDE VARIABLES | Durability | Performance | Energy Saving | Noise Level | Maintenance | Safety | Appearance | Dependability Inst. | Usage Clean. | Ease of Clean. | Variety of size of col. | Variety of col. Part | Spare Part | Warranty | Brand Recog | General Quality |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 18 Import agents must ensure the quality of imported product | -.0128 | -.0187 | -.00376 | .0018 | -.0584 | -.0077 | .1224 *** | .0209 | .1207 *** | .0925 * | .0054 | .0229 | .1062 *** | .0002 | .1191 *** | -.0510 |
| 19 Unions and management must cooperate to increase productivity | -.0380 | -.0424 | .0454 | -.0282 | -.0519 | -.0321 | .0984 | .0101 | .1469 *** | .1118 *** | .0112 | .0195 | .0636 | .0179 | .0431 | -.0063 |
| 20 Local manufacturers must acquire and apply the most recent technology | -.0435 | -.0251 | .0957 *** | -.0152 | -.0711 | .0209 | .1060 *** | .0236 | .1319 *** | .1339 *** | .0357 | -.0059 | .1516 *** | .0103 | .0892 ** | -.0340 |
| 21 Domestic firms produce what they can with little attention to my needs and wants | -.1048 *** | -.0188 | -.0889 ** | -.0170 | -.1104 *** | -.0846 * | -.0373 | -.0552 | -.0548 | -.0185 | -.1370 | .0071 | -.0253 | .0006 | -.0723 * | -.0821 |
| 22 Local producers should not concentrate in the local market only | -.1563 *** | -.0595 | -.0727 * | -.0335 | -.1136 *** | -.0132 | .0184 | -.0136 | .0510 | .0467 | -.0931 ** | -.0970 *** | -.016 | -.0056 | -.0055 | -.1514 *** |
| 23 Government protection will not be enough for the success of local industry | -.1311 *** | -.0377 | -.1102 *** | .0071 | -.0531 | -.0359 | -.0407 | -.0568 | -.0562 | .0198 | -.0608 | .0126 | -.0241 | -.0060 | -.0230 | -.0814 |
| 24 Domestic producers are striving to meet my needs & wants | -.0970 *** | .0897 ** | .1058 *** | .1186 *** | .0737 * | .0311 | .1676 *** | .0877 ** | .1529 *** | .1260 *** | .0375 | .0306 | .0944 ** | .0293 | .1235 *** | .0749 * |
| 25 Consumers are not able to judge the product before they buy and try it | .0464 | .0106 | .1405 *** | .0562 | .0293 | .0925 ** | .0651 * | .1101 *** | .0832 ** | .0803 * | .0315 | .0233 | .0889 ** | .1003 *** | .0780 * | .0501 |
| 26 Buy the highest price product to guarantee its quality | .0764 * | -.0066 | -.0302 | -.0521 | .0188 | .0265 | .0121 | .0251 | -.0452 | -.1411 *** | -.0042 | .0373 | -.0445 | .0010 | .0120 | -.0251 |

TABLE 12.4 (continued)

| ATTITUDE VARIABLES | Durability | Performance | Energy Saving | Noise Level | Maintenance | Safety | Appearance | Dependability | Usage Inst. | Ease of Clean. | Variety of size of col. | Variety of col. | Spare Part | Warranty | Brand Recog | General Quality |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 27 Best products quality are always expensive | .0653 * | -.0029 * | -.0370 | -.0204 | .0327 | -.0024 | .0307 | -.0242 | -.0203 * | .1142 | .0428 * | .0050 | -.0364 | -.0398 | .0340 | .0387 |
| 28 The most expensive products are those with high production cost and high profit margins | -.0865 * | .0047 | .0600 | -.0352 | .0327 | -.0024 | .0268 | -.0201 | -.0145 | -.0077 | .0142 | .0532 | .0517 | -.0228 | .0200 | .0319 |
| 29 Buy inferior products because it is cheap | -.0819 * | .1011 ** | .0156 | -.0351 | .0457 | .0175 * | -.0670 | -.0025 | -.0132 | -.0212 | .0650 * | -.0209 | .0593 | .0079 | .0446 | .0042 |
| 30 Buy inferior product because it represents best value for money | .0163 | .0071 | -.0492 | -.0271 | -.0063 | .0234 | .0127 | -.0136 | -.0588 | -.0857 * | .0074 * | -.0047 | -.0912 ** | -.0151 | -.0181 | .0042 |
| 31 Buy cheap products because one cannot afford buying high quality product | .0030 | .0210 | .1136 *** | .0289 | .0389 | .0582 *** | .1184 *** | .0606 | .0973 *** | .01562 *** | .0478 | .0105 | .1184 *** | .0053 | .0806 * | .0505 |

The Spearman rank correlation coefficient is used to test the significance of the association.

*** = significant at .009+, ** = significant at .01, * = significant at .05

TABLE 12.5

THE RELATIONSHIP BETWEEN THE CONSUMERS RESPONSE TO THE ATTITUDE VARIABLES AND THEIR PERCEPTION
TO THE DOMESTIC PRODUCT PRICE ATTRIBUTES*

| ATTITUDE VARIABLES | Low-High Price | Acceptable-Unacceptable Price | Under-Over Price | Expensive-Inexpensive Price | Value for Money |
|---|---|---|---|---|---|
| 1 Purchase domestic product even if it cost more | .0812 * | .0995 *** | .0230 | -.0032 | .0806 * |
| 2 Every Jordanian patriotic duty to buy Jordanian products | .0257 *** | .1656 *** | .1067 *** | .0391 | .0579 |
| 3 Even lower in quality it's better to buy Jordanian products | .0459 | .0909 ** | .0518 | -.0619 | .0906 *** |
| 4 In purchasing domestic products Jordanians help each other | .0374 | .1479 *** | .1035 *** | .0778 * | .0718 * |
| 5 It's the personal invididual interest to buy domestic products | .0458 | .1516 *** | .0829 ** | .0788 * | .0741 * |
| 6 I might lose my job if the domestic product continues to compete with foreign products | .0009 | .0299 | .0038 | -.0491 | .0050 |
| 7 Jordan will be much better off if it restricted the imported products | .0416 | .1710 *** | .0787 * | .0143 | .0544 |
| 8 I often try to determine the origin of the product | .0378 | .0606 | .0278 | .0384 | .0248 |

TABLE 12.5 (continued)

| ATTITUDE VARIABLES | Low-High Price | Acceptable-Unacceptable Price | Under-Over Price | Expensive-Inexpensive Price | Value for Money |
|---|---|---|---|---|---|
| 9 Foreign products try to hide their origin | .0108 | -.0339 | -.0825 * | -.0167 | .0965 *** |
| 10 It is difficult to determine the origin of the product | .0842 * | .1423 *** | .1076 *** | .1305 *** | .1040 *** |
| 11 Poor management and lack of planning are the main causes of the domestic product low quality | .0792 * | -.0026 | .0227 | .0641 * | -.0355 |
| 12 Jordanian workers can produce the highest quality product | .0738 * | .1689 *** | .1467 *** | .1276 *** | .0731 * |
| 13 The quality of the domestic product is increasing | -.0271 | .2073 *** | .0294 | -.0036 | .1436 *** |
| 14 The quality of the foreign product is decreasing | .0481 | .0281 | .0511 | .0169 | .0948 ** |
| 15 Higher tariffs are needed to protect the domestic product | .0050 | .1319 *** | .0825 * | .0359 | .0848 * |
| 16 Government must increase the quality control over all products in the local market | .0714 * | .0747 * | .0381 * | .0779 * | .0365 |
| 17 Local producers must increase the quality control over the domestic products | -.0015 | .0485 | .0214 | -.0377 | -.0378 |

TABLE 12.5 (continued).

| ATTITUDE VARIABLES | Low-High Price | Acceptable-Unacceptable Price | Under-Over Price | Expensive-Inexpensive Price | Value for Money |
|---|---|---|---|---|---|
| 18 Import agents must ensure the quality of imported product | -.0483 | .0399 | .0193 | -.0505 | .0704 * |
| 19 Unions and management must cooperate to increase productivity | .0248 | .1309 *** | .1151 *** | .0550 | .0416 |
| 20 Local manufacturers must acquire and apply the most recent technology | .0597 | .1508 *** | .1053 *** | .0114 | .0159 |
| 21 Domestic firms produce what they can with little attention to my needs and wants | .0165 | -.0125 | .0193 | -.0203 | -.0427 |
| 22 Local producers should not concentrate in the local market only | .0112 | .1018 *** | .0622 | -.0018 | -.0892 ** |
| 23 Government protection will not be enough for the success of local industry | .0357 | .0012 | .0270 | -.0356 | .0141 |
| 24 Domestic producers are striving to meet my needs & wants | .0041 | .0961 ** | .0777 * | .0158 | .0532 |
| 25 Consumers are not able to judge the product before they buy and try it | .0450 | .0867 ** | .1049 *** | .0630 | .0419 |

TABLE 12.5 (contuinued)

| ATTITUDE VARIABLES | Low-High Price | Acceptable-Unacceptable Price | Under-Over Price | Expensive-Inexpensive Price | Value for Money |
|---|---|---|---|---|---|
| 26 Buy the highest price product to guarantee its quality | .0906 ** | .0435 | .0209 | -.0641 * | .0612 |
| 27 Best products quality are always expensive | -.0088 | -.0232 | -.0123 | -.0503 | .0512 |
| 28 The most expensive products are those with high production cost and high profit margins | .0103 | .0447 | -.0198 | -.0264 * | .0679 |
| 29 Buy inferior products because it is cheap | -.0086 | -.0491 | -.1002 *** | -.0956 *** | .0388 |
| 30 Buy inferior product because it represents best value for money | .225 | -.0812 * | -.0736 * | -.0173 | .0121 |
| 31 Buy cheap products because one cannot afford buying high quality product | .0147 | .0604 | -.0101 | .0778 * | .0774 * |

The Spearman correlation coefficient is used to test the significance of the association

*** = significant at .009+, ** = significant at .01, * = significant at .05

TABLE 12.6

THE RELATIONSHIP BETWEEN THE CONSUMERS RESPONSE TO THE ATTITUDE VARIABLES AND THEIR PERCEPTION
OF THE DOMESTIC PRODUCT RISK ATTIBUTES

| ATTITUDE VARIABLES | Financial Risk | Performance Risk | Social Risk | Convenience Risk | Physical Risk | Psychological Risk |
|---|---|---|---|---|---|---|
| 1 Purchase domestic product even if it cost more | .0661 * | .1887 *** | .0511 *** | .0977 *** | .0483 | .1155 *** |
| 2 Every Jordanian patriotic duty to buy Jordanian products | .0895 ** | .0577 | .0796 * | .1174 *** | .0212 | .0854 * |
| 3 Even lower in quality it's better to buy Jordanian products | .0805 * | .1490 *** | .1524 *** | .1149 *** | .0906 ** | .1523 *** |
| 4 In purchasing domestic products Jordanians help each other | .1367 *** | .1413 *** | .1189 *** | .1526 *** | .0759 * | .1458 *** |
| 5 It's the personal invididual interest to buy domestic products | .1318 *** | .1447 *** | .1721 *** | .1343 *** | .1099 *** | .1287 *** |
| 6 I might lose my job if the domestic product continues to compete with foreign products | .0403 | .0549 | .0360 | .0061 | -.0172 | .0454 |
| 7 Jordan will be much better off if it restricted the imported products | .0519 | .0897 ** | .0727 * | .0984 *** | .0764 * | .0996 *** |
| 8 I often try to determine the origin of the product | .0070 | .0326 | .0554 | .0525 | .0508 | .0252 |
| 9 Foreign products try to hide their origin | .0132 | .0066 | -.0103 | -.0066 | .0608 | -.0180 |

TABLE 12.6 (continued)

| ATTITUDE VARIABLES | Financial Risk | Performance Risk | Social Risk | Convenience Risk | Physical Risk | Psychological Risk |
|---|---|---|---|---|---|---|
| 10 It is difficult to determine the origin of the product | .1245 *** | .0728 * | .0730 * | .0856 * | .1262 *** | .0190 |
| 11 Poor management and lack of planning are the main causes of the domestic product low quality | .0310 | .0022 | .0201 | .0324 *** | .1003 | -.0198 |
| 12 Jordanian workers can produce the highest quality product | .0642 * | .1266 *** | .1138 *** | .1087 *** | .0676 * | .0511 |
| 13 The quality of the domestic product is increasing | .0799 * | .1623 *** | .1191 *** | .1490 *** | .0432 | .1671 *** |
| 14 The quality of the foreign product is decreasing | .0555 | .0226 | .0632 * | .0271 | -.0055 | .0307 |
| 15 Higher tariffs are needed to protect the domestic product | .0602 | .1878 *** | .1087 *** | .1321 *** | .0851 * | .1755 *** |
| 16 Government must increase the quality control over all products in the local market | .0581 | .0395 | .0790 * | .1004 *** | .0407 | .0516 |
| 17 Local producers must increase the quality control over the domestic products | .0247 | -.0124 | .0280 | .0469 | .0273 | .0463 |

TABLE 12.6 (continued)

| ATTITUDE VARIABLES | Financial Risk | Performance Risk | Social Risk | Convenience Risk | Physical Risk | Psychological Risk |
|---|---|---|---|---|---|---|
| 18 Import agents must ensure the quality of imported product | .0628 | .0895 * | .0626 | .1465 *** | .0880 * | .0362 |
| 19 Unions and management must cooperate to increase productivity | .1033 *** | .0683 * | .0773 * | .0618 | .1269 *** | .0753 * |
| 20 Local manufacturers must acquire and apply the most recent technology | .0251 | .0577 | .0817 * | .0540 | .0499 | .0541 |
| 21 Domestic firms produce what they can with little attention to my needs and wants | .0086 | -.0479 | .0071 | -.0002 | -.0035 | -.0684 * |
| 22 Local producers should not concentrate in the local market only | .0199 | -.0359 | -.0380 | -.0114 | -.0081 | .0056 |
| 23 Government protection will not be enough for the success of local industry | -.0233 | .0105 | -.0204 | .0549 | .0022 | .0198 |
| 24 Domestic producers are striving to meet my needs & wants | -.0220 | .0892 * | .0312 | .0999 *** | .0111 | .0736 * |

TABLE 12.6 (continued)

| ATTITUDE VARIABLES | Financial Risk | Performance Risk | Social Risk | Convenience Risk | Physical Risk | Psychological Risk |
|---|---|---|---|---|---|---|
| 25 Consumers are not able to judge the product before they buy and try it | .0590 | .0769 * | .0432 | .0297 | .0477 | .0419 |
| 26 Buy the highest price product to guarantee its quality | -.0258 | .0265 | -.0827 * | -.0552 | -.0632 * | -.0525 |
| 27 Best products quality are always expensive | .0049 | .0586 | -.0312 | .0291 | -.0571 | -.0326 |
| 28 The most expensive products are those with high production cost and high profit margins | .0333 | .0102 | -.0315 | -.0460 | -.0362 | -.0286 |
| 29 Buy inferior products because it is cheap | -.1238 *** | .0063 | -.0357 | -.0204 | -.0710 * | -.0378 |
| 30 Buy inferior product because it represents best value for money | -.0773 * | -.0485 | -.0497, | -.0884 ** | .0141 | -.0386 |
| 31 Buy cheap products because one cannot afford buying high quality product | .0807 * | .0293 | .0065 | .0295 | .0621 | .0476 |

The Spearman rank correlation coefficient is used to test the significance of the association

*** = significant at .009+, ** = significant at .01, * = significant at .05

TABLE 12.7

THE RELATIONSHIP BETWEEN THE CONSUMERS RESPONSE TO THE ATTITUDE VARIABLES AND THE
SOCIO-DEMOGRAPHIC VARIABLES AS WELL AS THE IMrORTANCE OF THE PRODUCT ORIGIN*

| ATTITUDE VARIABLES | Origin Importance | Sex | Age | Education | Major | Income |
|---|---|---|---|---|---|---|
| 1 Purchase domestic product even if it cost more | .0741 * | -.1208 *** | -.1441 *** | -.1806 *** | -.0052 | -.2146 *** |
| 2 Every Jordanian patriotic duty to buy Jordanian products | -.1208 *** | .0358 | -.2817 *** | -.1369 *** | -.1078 * | -.2782 *** |
| 3 Even lower in quality it's better to buy Jordanian products | -.0308 | -.0280 | -.2072 *** | -.1748 *** | -.1148 * | -.2691 *** |
| 4 In purchasing domestic products Jordanians help each other | -.0804 * | .0521 | -.3219 *** | -.1110 *** | .0764 | -.3306 *** |
| 5 It's the personal invididual interest to buy domestic products | -.1378 *** | .0611 | -.3666 *** | -.1547 *** | -.1785 *** | -.3752 *** |
| 6 I might lose my job if the domestic product continues to compete with foreign products | -.0200 | .0400 | -.2099 *** | -.1751 *** | -.1082 * | -.2325 *** |
| 7 Jordan will be much better off if it restricted the imported products | -.0321 | .0534 | -.3428 *** | -.1416 *** | -.0917 | -.3293 *** |
| 8 I often try to determine the origin of the product | -.1870 *** | -.0776 * | -.1382 *** | -.0190 | -.0972 * | -.1213 *** |
| 9 Foreign products try to hide their origin | .0317 | -.0379 | -.1060 *** | -.1928 *** | -.1027 * | -.1444 *** |
| 10 It is difficult to determine the origin of the product | -.0214 | .0724 * | -.2733 *** | -.1419 *** | -.0778 | -.2120 *** |
| 11 Poor management and lack of planning are the main causes of the domestic product low quality | -.0951 *** | .0702 * | -.0926 ** | .0604 | -.0024 | -.0737 * |
| 12 Jordanian workers can produce the highest quality product | -.0685 * | .0483 | -.2917 *** | -.0615 | -.2293 *** | -.3210 *** |
| 13 The quality of the domestic product is increasing | -.0851 * | .0694 * | -.3982 *** | -.1106 *** | -.3645 *** | -.4496 *** |

TABLE 12.7 (continued)

| ATTITUDE VARIABLES | Origin Importance | Sex | Age | Education | Major | Income |
|---|---|---|---|---|---|---|
| 14 The quality of the foreign product is decreasing | .1045 *** | -.0235 | -.0142 | -.0439 | -.0267 | .0221 |
| 15 Higher tariffs are needed to protect the domestic product | -.0083 | .0090 | -.2752 *** | -.0809 * | -.1165 * | -.2431 *** |
| 16 Government must increase the quality control over all products in the local market | -.1328 *** | .0625 | -.1893 *** | .0347 | -.1273 ** | -.1945 *** |
| 17 Local producers must increase the quality control over the domestic products | -.1270 *** | .0329 | -.1712 *** | -.0185 | -.0950 | -.1432 *** |
| 18 Import agents must ensure the quality of imported product | -.0591 | .0487 | -.2070 *** | -.0395 | -.0893 | -.1829 *** |
| 19 Unions and management must cooperate to increase productivity | -.0447 | .0467 | -.1238 *** | .0408 | -.0277 | -.0978 * |
| 20 Local manufacturers must acquire and apply the most recent technology | -.1478 *** | .0253 | -.2566 *** | .0166 | -.1637 *** | -.2848 *** |
| 21 Domestic firms produce what they can with little attention to my needs and wants | -.0688 * | -.1273 *** | .0737 * | .0514 | .0287 | -.0817 * |
| 22 Local producers should not concentrate in the local market only | -.1381 *** | -.0679 * | -.0885 ** | .1169 *** | .0136 | -.0402 |
| 23 Government protection will not be enough for the success of local industry | -.0886 ** | -.1054 *** | -.0134 | .1145 *** | .0063 | -.0256 |
| 24 Domestic producers are striving to meet my needs & wants | -.0446 | .0297 | -.1893 *** | -.1822 *** | -.1457 *** | -.2051 *** |
| 25 Consumers are not able to judge the product before they buy and try it | -.0189 | .0326 | -.0668 * | -.0089 | -.0053 | -.0916 ** |
| 26 Buy the highest price product to guarantee its quality | -.0058 | -.1167 *** | .1483 *** | .0599 | .0257 | -.1341 *** |
| 27 Best products quality are always expensive | -.0383 | -.0333 | .1173 *** | .0557 | .0898 | -.1582 *** |

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TABLE 12.7 (continued)

| ATTITUDE VARIABLES | Origin Importance | Sex | Age | Education | Major | Income |
|---|---|---|---|---|---|---|
| 28 The most expensive products are those with high production cost and high profit margins | -.0717 * | -.0009 | -.0752 * | -.0359 | .0491 | -.0209 |
| 29 Buy inferior products because it is cheap | .0152 | -.0632 | .0571 | -.0992 *** | -.0198 | -.0160 |
| 30 Buy inferior product because it represents best value for money | .0449 | -.0778 * | .2082 *** | -.0440 | .1064 * | .1017 *** |
| 31 Buy cheap products because one cannot afford buying high quality product | -.0663 * | -.0262 | -.1290 *** | -.01139 *** | -.0158 | -.2105 *** |

The Spearman rank correlation coefficient is used to test the significance of the association
*** = significant at .009+, ** = significant at .01, * = significant .05

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TABLE 12.8

RESULTS OF TESTING THE HYPOTHESES RELATED TO THE RELATIONSHIP BETWEEN THE CONSUMERS ATTITUDES TOWARD THE DOMESTIC PRODUCT AND THEIR PERCEPTION OF ITS QUALITY ATTRIBUTES*

| ATTITUDE VARIABLES | Durab ility | Perform ance | Energy Saving | Noise level | Mainten ance | Safety | Appear ance | Depend ability Inst. | Usage Inst. | Ease of clean. | Variety of sizes of col. | Variety of col. | Spare parts avail. | Warr anty recog. | Brand recog. | General quality |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 Purchase domestic product even if it cost more | Reject | Reject | Reject | Accept | Reject | Accept | Reject | Reject | Reject | Accept | Reject | Accept | Reject | Accept | Reject | Reject |
| 2 Every Jordanian patriotic duty to buy Jordanian products | Reject | Accept | Reject | Accept | Accept | Accept | Reject | Reject | Reject | Reject | Accept | Accept | Reject | Accept | Accept | Reject |
| 3 Even lower in quality it's better to buy Jordanian products | Reject | Accept | Reject | Accept | Accept | Accept | Reject | Reject | Reject | Recject | Accept | Reject | Accept | Reject | Reject | Reject |
| 4 In purchasing domestic products Jordanians help each other | Reject | Reject | Reject | Reject | Reject | Accept | Reject | Reject | Reject | Reject | Reject | Reject | Reject | Accept | Reject | Reject |
| 5 It's the personal invidiual interest to buy domestic products | Reject | Accept | Reject | Accept | Accept | Accept | Reject | Accept | Accept | Reject | Accept | Accept | Reject | Accept | Accept | Accept |
| 6 I might lose my job if the domestic product continues to compete with foreign products | Accept | Accept | Reject | Accept | Accept | Accept | Reject | Reject | Reject | Reject | Reject | Reject | Reject | Accept | Reject | Accept |
| 7 Jordan will be much better off if it restricted the imported products | Accept | Accept | Reject | Accept | Accept | Accept | Reject | Reject | Reject | Reject | Reject | Accept | Reject | Accept | Accept | Accept |
| 8 I often try to determine the origin of the product | Accept | Accept | Reject | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Reject | Accept | Reject | Accept |

TABLE 12.8 (continued)

| ATTITUDE VARIABLES | Durability | Performance | Energy Saving | Noise level | Maintenance | Safety | Appearance | Dependability Inst. | Usage clean. | Ease of Variety of sizes | Variety of col. | Spare parts avail. | Warranty | Brand recog. | General quality |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 9 Foreign products try to hide their origin | Reject | Reject | Reject | Reject | Reject | Accept | Reject | Accept | Accept | Reject | Accept | Accept | Accept | Accept | Accept |
| 10 It is difficult to determine the origin of the product | Reject | Reject | Reject | Reject | Accept | Accept | Accept | Accept | Reject | Reject | Reject | Reject | Accept | Accept | Accept |
| 11 Poor management and lack of planning are the main causes of the domestic product low quality | Reject | Reject | Reject | Reject | Accept | Accept | Reject | Reject | Reject | Reject | Accept | Reject | Accept | Reject | Reject |
| 12 Jordanian workers can produce the highest quality product | Accept | Accept | Accept | Accept | Reject | Reject | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept |
| 13 The quality of the domestic product is increasing | Accept | Accept | Reject | Accept | Accept | Accept | Reject | Reject | Reject | Reject | Accept | Reject | Accept | Accept | Accept |
| 14 The quality of the foreign product is decreasing | Reject | Accept | Reject | Accept | Accept | Accept | Reject | Reject | Reject | Reject | Reject | Accept | Accept | Accept | Accept |
| 15 Higher tariffs are needed to protect the domestic product | Reject | Accept | Reject | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Reject | Reject |
| 16 Government must increase the quality control over all products in the local market | Reject | Reject | Reject | Accept | Accept | Accept | Reject | Reject | Reject | Reject | Accept | Accept | Reject | Accept | Reject |
| 17 Local producers must increase the quality control over the domestic products | Reject | Accept | Accept | Accept | Reject | Accept | Reject | Reject | Reject | Reject | Accept | Accept | Accept | Accept | Accept |
| 18 Import agents must ensure the quality of imported product | Accept | Accept | Accept | Accept | Accept | Accept | Reject | Accept | Reject | Accept | Accept | Accept | Reject | Accept | Reject |

TABLE 12.8 (continued)

| ATTITUDE VARIABLES | Durability | Performance | Energy Saving | Noise level | Maintenance | Safety | Appearance | Dependability | Usage Inst. | Ease of clean. | Variety of sizes avail. | Variety of col. | Spare parts avail. | Warranty | Brand recog. | General qualit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 19 Unions and management must cooperate to increase productivity | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Reject | Accept | Accept | Accept | Accept | Accept | Accept | Accept |
| 20 Local manufacturers must acquire and apply the most recent technology | Accept | Accept | Reject | Accept | Reject | Accept | Reject | Reject | Reject | Reject | Accept | Accept | Accept | Accept | Reject | Accept |
| 21 Domestic firms produce what they can with little attention to my needs and wants | Reject | Accept | Reject | Accept | Reject | Accept | Reject | Accept | Accept | Reject | Accept | Accept | Accept | Reject | Accept | Reject |
| 22 Local producers should not concentrate in the local market only | Reject | Accept | Reject | Accept | Reject | Reject | Accept | Accept | Accept | Accept | Reject | Reject | Accept | Accept | Accept | Reject |
| 23 Government protection will not be enough for the success of local industry | Reject | Accept | Reject | Accept | Reject | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Reject | Reject |
| 24 Domestic producers are striving to meet my needs & wants | Reject | Reject | Reject | Reject | Accept | Accept | Accept | Reject | Reject | Reject | Accept | Accept | Accept | Accept | Reject | Reject |
| 25 Consumers are not able to judge the product before they buy and try it | Accept | Accept | Reject | Accept | Accept | Reject | Reject | Reject | Reject | Reject | Accept | Accept | Reject | Reject | Reject | Reject |
| 26 Buy the highest price product to guarantee its quality | Reject | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Reject | Accept | Accept | Accept | Accept | Accept | Accept |
| 27 Best products quality are always expensive | Reject | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Reject | Accept | Accept | Accept | Accept | Accept | Accept |

TABLE 12.8 (continued)

| ATTITUDE VARIABLES | Durability | Performance | Energy Saving level | Noise level | Maintenance | Safety | Appearance | Dependability | Usage Inst. | Ease of clean. | Variety of sizes | Variety of col. | Spare parts avail. | Warranty | Brand recog. | General quality |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 28 The most expensive products are those with high production cost and high profit margins | Reject | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept |
| 29 Buy inferior products because it is cheap | Reject | Reject | Accept | Accept | Accept | Accept | Reject | Accept | Accept | Accept | Reject | Reject | Accept | Accept | Accept | Accept |
| 30 Buy inferior product because it represents best value for money | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Accept | Reject | Accept | Accept | Reject | Accept | Accept | Accept |
| 31 Buy cheap products because one cannot afford buying high quality product | Reject | Accept | Reject | Accept | Accept | Accept | Reject | Accept | Reject | Reject | Accept | Accept | Reject | Accept | Reject | Accept |

The null hypotheses assumed the non existence of the relationship between the attitude variables and the product image variables - The Spearman correlation coefficien used to test the significance of the association - The hypotheses is rejected if the relationship fails to be significant at ( = .05)

TABLE 12.9

RESULTS OF TESTING THE HYPOTHESES RELATED TO THE RELATIONSHIP BETWEEN THE CONSUMERS'
ATTITUDES TOWARDS THE DOMESTIC PRODUCT AND THEIR PERCEPTION OF ITS PRICE ATTRIBUTES*

| ATTITUDE VARIABLES | Low-High Price | Acceptable-Unacceptable Price | Under-Over Price | Expensive-Inexpensive Price | Value for Money |
|---|---|---|---|---|---|
| 1 Purchase domestic product even if it cost more | Reject | Reject | Accept | Accept | Reject |
| 2 Every Jordanian patriotic duty to buy Jordanian products | Accept | Reject | Reject | Accept | Accept |
| 3 Even lower in quality it's better to buy Jordanian products | Accept | Reject | Accept | Reject | Reject |
| 4 In purchasing domestic products Jordanians help each other | Accept | Reject | Reject | Accept | Reject |
| 5 It's the personal invididual interest to buy domestic products | Accept | Reject | Reject | Reject | Reject |
| 6 I might lose my job if the domestic product continues to compete with foreign products | Accept | Accept | Accept | Accept | Accept |
| 7 Jordan will be much better off if it restricted the imported products | Accept | Reject | Reject | Accept | Accept |
| 8 I often try to determine the origin of the product | Accept | Accept | Accept | Accept | Accept |

TABLE 12.9 (continued)

| ATTITUDE VARIABLES | Low-High Price | Acceptable-Unacceptable Price | Under-Over Price | Expensive-Inexpensive Price | Value for Money |
|---|---|---|---|---|---|
| 9 Foreign products try to hide their origin | Accept | Accept | Reject | Accept | Reject |
| 10 It is difficult to determine the origin of the product | Reject | Reject | Reject | Reject | Reject |
| 11 Poor management and lack of planning are the main causes of the domestic product low quality | Reject | Accept | Reject | Reject | Reject |
| 12 Jordanian workers can produce the highest quality product | Reject | Reject | Reject | Reject | Reject |
| 13 The quality of the domestic product is increasing | Accept | Reject | Reject | Reject | Reject |
| 14 The quality of the foreign product is decreasing | Accept | Accept | Accept | Accept | Reject |
| 15 Higher tariffs are needed to protect the domestic product | Accept | Reject | Reject | Accept | Reject |
| 16 Government must increase the quality control over all products in the local market | Reject | Reject | Reject | Accept | Accept |
| 17 Local producers must increase the quality control over the domestic products | Accept | Accept | Accept | Accept | Accept |

TABLE 12.9 (continued)

| ATTITUDE VARIABLES | Low-High Price | Acceptable-Unacceptable Price | Under-Over Price | Expensive-Inexpensive Price | Value for Money |
|---|---|---|---|---|---|
| 18 Import agents must ensure the quality of imported product | Accept | Accept | Accept | Accept | Reject |
| 19 Unions and management must cooperate to increase productivity | Accept | Reject | Reject | Accept | Accept |
| 20 Local manufacturers must acquire and apply the most recent technology | Accept | Reject | Reject | Accept | Accept |
| 21 Domestic firms produce what they can with little attention to my needs and wants | Accept | Accept | Accept | Accept | Accept |
| 22 Local producers should not concentrate in the local market only | Accept | Reject | Accept | Accept | Reject |
| 23 Government protection will not be enough for the success of local industry | Accept | Accept | Accept | Accept | Accept |
| 24 Domestic producers are striving to meet my needs & wants | Accept | Reject | Reject | Accept | Accept |
| 25 Consumers are not able to judge the product before they buy and try it | Accept | Reject | Reject | Accept | Accept |

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TABLE 12.9 (continued)

| ATTITUDE VARIABLES | Low-High Price | Acceptable-Unacceptable Price | Under-Over Price | Expensive-Inexpensive Price | Value for Money |
|---|---|---|---|---|---|
| 26 Buy the highest price product to guarantee its quality | Reject | Accept | Accept | Accept | Accept |
| 27 Best products quality are always expensive | Accept | Accept | Accept | Accept | Accept |
| 28 The most expensive products are those with high production cost and high profit margins | Accept | Accept | Accept | Reject | Reject |
| 29 Buy inferior products because it is cheap | Accept | Accept | Reject | Reject | Accept |
| 30 Buy inferior product because it represents best value for money | Accept | Reject | Reject | Accept | Accept |
| 31 Buy cheap products because one cannot afford buying high quality product | Accept | Reject | Accept | Reject | Reject |

NOTES – The null hypotheses assumed the non-existence of the relationship between the attitude variables and the price attribute – The Spearman rank correlation coefficient is used to test the significance of the association – The hypotheses is rejected if the relationship fails to be significant at ( = .05)

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TABLE 12.10

RESULTS OF TESTING THE HYPOTHESES RELATED TO THE RELATIONSHIP BETWEEN THE CONSUMERS' ATTITUDES
TOWARDS THE DOMESTIC PRODUCTS AND THEIR PERCEPTION OF ITS RISK ATTRIBUTES*

| | Financial Risk | Performance Risk | Social Risk | Convenience Risk | Physical Risk | Psychological Risk |
|---|---|---|---|---|---|---|
| 1 Purchase domestic product even if it cost more | Reject | Reject | Accept | Reject | Accept | Reject |
| 2 Every Jordanian patriotic duty to buy Jordanian products | Reject | Accept | Reject | Reject | Reject | Reject |
| 3 Even lower in quality it's better to buy Jordanian products | Reject | Reject | Reject | Reject | Reject | Reject |
| 4 In purchasing domestic products Jordanians help each other | Reject | Reject | Reject | Reject | Reject | Reject |
| 5 It's the personal invididual interest to buy domestic products | Reject | Reject | Reject | Reject | Reject | Reject |
| 6 I might lose my job if the domestic product continues to compete with foreign products | Accept | Accept | Accept | Accept | Accept | Accept |
| 7 Jordan will be much better off if it restricted the imported products | Accept | Reject | Reject | Reject | Reject | Reject |
| 8 I often try to determine the origin of the product | Accept | Accept | Accept | Accept | Accept | Accept |

TABLE 12.10 (continued)

| | Financial Risk | Performance Risk | Social Risk | Convenience Risk | Physical Risk | Psychological Risk |
|---|---|---|---|---|---|---|
| 9 Foreign products try to hide their origin | Accept | Accept | Accept | Accept | Accept | Accept |
| 10 It is difficult to determine the origin of the product | Reject | Accept | Reject | Reject | Reject | Accept |
| 11 Poor management and lack of planning are the main causes of the domestic product low quality | Reject | Reject | Reject | Reject | Accept | |
| 12 Jordanian workers can produce the highest quality product | Accept | Accept | Accept | Accept | Reject | Accept |
| 13 The quality of the domestic product is increasing | Reject | Reject | Reject | Reject | Accept | Reject |
| 14 The quality of the foreign product is decreasing | Accept | Accept | Accept | Accept | Accept | Accept |
| 15 Higher tariffs are needed to protect the domestic product | Accept | Reject | Reject | Reject | Reject | Reject |
| 16 Government must increase the quality control over all products in the local market | Accept | Accept | Reject | Reject | Accept | Accept |
| 17 Local producers must increase the quality control over the domestic products | Accept | Accept | Accept | Accept | Accept | Accept |
| 18 Import agents must ensure the quality of imported product | Accept | Reject | Accept | Reject | Reject | Accept |

TABLE 12.10 (continued)

| | Financial Risk | Performance Risk | Social Risk | Convenience Risk | Physical Risk | Psychological Risk |
|---|---|---|---|---|---|---|
| 19 Unions and management must cooperate to increase productivity | Reject | Reject | Reject | Accept | Reject | Reject |
| 20 Local manufacturers must acquire and apply the most recent technology | Accept | Accept | Reject | Accept | Accept | Accept |
| 21 Domestic firms produce what they can with little attention to my needs and wants | Accept | Accept | Accept | Accept | Accept | Reject |
| 22 Local producers should not concentrate in the local market only | Accept | Accept | Accept | Accept | Accept | Accept |
| 23 Government protection will not be enough for the success of local industry | Accept | Accept | Accept | Accept | Accept | Accept |
| 24 Domestic producers are striving to meet my needs & wants | Accept | Reject | Accept | Reject | Accept | Reject |
| 25 Consumers are not able to judge the product before they buy and try it | Accept | Reject | Accept | Accept | Accept | Accept |
| 26 Buy the highest price product to guarantee its quality | Accept | Accept | Reject | Accept | Accept | Accept |

TABLE 12.10 (continued)

| | Financial Risk | Performance Risk | Social Risk | Convenience Risk | Physical Risk | Psychological Risk |
|---|---|---|---|---|---|---|
| 27 Best products quality are always expensive | Accept | Accept | Accept | Accept | Accept | Accept |
| 28 The most expensive products are those with high production cost and high profit margins | Accept | Accept | Accept | Accept | Reject | Accept |
| 29 Buy inferior products because it is cheap | Reject | Accept | Accept | Accept | Accept | Accept |
| 30 Buy inferior product because it represents best value for money | Reject | Accept | Accept | Reject | Accept | Accept |
| 31 Buy cheap products because one cannot afford buying high quality product | Reject | Accept | Accept | Accept | Accept | Accept |

NOTES - The null hypotheses assumed the non-existence of the relationship betweenthe attitude variables and the risk attributes - The Spearman correlation coefficient is used to test the significance of the association - The hypothesis is rejected ifthe relationhip fails to be significant at ( = .05)

TABLE 12.11

RESULTS OF TESTING THE HYPOTHESES RELATED TO THE RELATIONSHIP BETWEEN
THE CONSUMERS' ATTITUDES TOWARD THE DOMESTIC PRODUCT AND THEIR
SOCIO-DEMOGRAPHIC VARIABLES*

| ATTITUDE VARIABLES | Origin Importance | Sex | Age | Education | Major | Income |
|---|---|---|---|---|---|---|
| 1 Purchase domestic product even if it cost more | Reject | Reject | Reject | Reject | Accept | Reject |
| 2 Every Jordanian patriotic duty to buy Jordanian products | Reject | Accept | Reject | Reject | Reject | Reject |
| 3 Even lower in quality it's better to buy Jordanian products | Accept | Accept | Reject | Reject | Reject | Reject |
| 4 In purchasing domestic products Jordanians help each other | Reject | Accept | Reject | Reject | Accept | Reject |
| 5 It's the personal invididual interest to buy domestic products | Reject | Accept | Reject | Reject | Reject | Reject |
| 6 I might lose my job if the domestic product continues to compete with foreign products | Accept | Accept | Reject | Reject | Reject | Reject |
| 7 Jordan will be much better off if it restricted the imported products | Accept | Accept | Reject | Reject | Accept | Reject |
| 8 I often try to determine the origin of the product | Reject | Reject | Reject | Accept | Reject | Reject |
| 9 Foreign products try to hide their origin | Accept | Accept | Reject | Reject | Reject | Reject |
| 10 It is difficult to determine the origin of the product | Accept | Reject | Reject | Reject | Accept | Reject |
| 11 Poor management and lack of planning are the main causes of the domestic product low quality | Reject | Reject | Reject | Accept | Accept | Reject |
| 12 Jordanian workers can produce the highest quality product | Reject | Accept | Reject | Accept | Reject | Reject |

TABLE 12.11 (continued)

| ATTITUDE VARIABLES | Origin Importance | Sex | Age | Education | Major | Income |
|---|---|---|---|---|---|---|
| 13 The quality of the domestic product is increasing | Reject | Reject | Reject | Reject | Reject | Reject |
| 14 The quality of the foreign product is decreasing | Reject | Accept | Accept | Accept | Accept | Accept |
| 15 Higher tariffs are needed to protect the domestic product | Accept | Accept | Reject | Reject | Reject | Reject |
| 16 Government must increase the quality control over all products in the local market | Reject | Accept | Reject | Accept | Reject | Reject |
| 17 Local producers must increase the quality control over the domestic products | Reject | Accept | Reject | Reject | Reject | Reject |
| 18 Import agents must ensure the quality of imported product | Accept | Accept | Reject | Accept | Accept | Reject |
| 19 Unions and management must cooperate to increase productivity | Accept | Accept | Reject | Accept | Accept | Reject |
| 20 Local manufacturers must acquire and apply the most recent technology | Reject | Accept | Reject | Accept | Reject | Reject |
| 21 Domestic firms produce what they can with little attention to my needs and wants | Reject | Reject | Reject | Accept | Accept | Reject |
| 22 Local producers should not concentrate in the local market only | Reject | Reject | Reject | Reject | Accept | Accept |
| 23 Government protection will not be enough for the success of local industry | Reject | Reject | Accept | Reject | Accept | Accept |
| 24 Domestic producers are striving to meet my needs & wants | Accept | Accept | Reject | Reject | Reject | Reject |
| 25 Consumers are not able to judge the product before they buy and try it | Accept | Accept | Accept | Accept | Accept | Reject |
| 26 Buy the highest price product to guarantee its quality | Accept | Reject | Reject | Accept | Accept | Reject |
| 27 Best products quality are always expensive | Accept | Accept | Reject | Accept | Accept | Reject |

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TABLE 12.11 (continued)

| ATTITUDE VARIABLES | Origin Importance | Sex | Age | Education | Major | Income |
|---|---|---|---|---|---|---|
| 28 The most expensive products are those with high production cost and high profit margins | Reject | Accept | Reject | Accept | Accept | Accept |
| 29 Buy inferior products because it is cheap | Accept | Accept | Accept | Reject | Accept | Accept |
| 30 Buy inferior product because it represents best value for money | Accept | Reject | Reject | Accept | Reject | Reject |
| 31 Buy cheap products because one cannot afford buying high quality product | Accept | Accept | Reject | Reject | Accept | Reject |

NOTES - The Spearman correlation coefficient is used to test the relationship among the variables
 - The hypothesis is rejected if the relationship is found to be significant at (.05) or better
 - The null hypotheses assumed the non-significant relationship

APPENDIX F



THE MEAN RATINGS OF THE QUALITY, PRICE AND RISK
ATTRIBUTES FOR THE EIGHT COUNTRIES ACCORDING TO EACH
OF THE SIX SOCIO-DEMOGRAPHIC VARIABLES

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TABLE 13.8

THE MEAN RATINGS OF THE PRODUCT ATTRIBUTES ACCORDING TO THE CONSUMERS SEX*

| ATTRIBUTE | JORDAN | | EGYPT | | TAIWAN | | ROMANIA | | RUSSIA | | JAPAN | | U.K. | | U.S.A. | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 |
| Durability | 4.03 | 3.91 | 3.93 | 3.93 | 3.25 | 3.58 | 3.70 | 3.77 | 4.68 | 4.91 | 5.79 | 5.94 | 5.67 | 5.77 | 6.19 | 6.10 |
| Performance | 3.91 | 3.71 | 3.82 | 3.73 | 3.01 | 3.30 | 3.69 | 3.51 | 4.60 | 4.61 | 5.63 | 5.50 | 5.39 | 5.43 | 5.93 | 5.76 |
| Energy saving | 4.13 | 4.06 | 3.91 | 3.95 | 3.63 | 3.77 | 3.72 | 3.85 | 4.82 | 4.66 | 5.79 | 5.67 | 5.24 | 5.41 | 5.48 | 5.48 |
| Noise level | 3.57 | 3.57 | 3.75 | 3.53 | 3.18 | 3.24 | 3.65 | 3.43 | 4.43 | 4.39 | 5.26 | 5.00 | 5.18 | 4.91 | 5.71 | 5.21 |
| Maintenance | 3.69 | 3.79 | 3.79 | 3.70 | 3.56 | 3.56 | 3.72 | 3.71 | 4.64 | 4.60 | 5.79 | 5.56 | 5.49 | 5.43 | 6.07 | 5.71 |
| Safety | 3.71 | 3.70 | 3.42 | 3.49 | 3.22 | 3.26 | 3.67 | 3.61 | 4.40 | 4.61 | 5.63 | 5.50 | 5.51 | 5.43 | 5.86 | 5.77 |
| Appearance | 4.25 | 4.23 | 3.99 | 4.09 | 3.50 | 3.78 | 3.65 | 3.93 | 4.54 | 4.98 | 5.89 | 5.74 | 5.58 | 5.63 | 6.03 | 5.88 |
| Dependability | 3.80 | 3.74 | 3.83 | 3.76 | 3.13 | 3.30 | 3.73 | 3.70 | 4.48 | 4.83 | 5.69 | 5.67 | 5.55 | 5.29 | 5.83 | 5.76 |
| Usage instructions | 4.42 | 4.47 | 4.17 | 4.09 | 3.46 | 3.89 | 3.82 | 3.97 | 4.63 | 4.59 | 5.63 | 5.66 | 5.51 | 5.59 | 5.96 | 5.79 |
| Ease of cleaning | 4.03 | 3.73 | 3.86 | 3.75 | 3.27 | 3.43 | 3.59 | 3.42 | 4.40 | 4.20 | 5.59 | 5.47 | 5.33 | 5.32 | 5.70 | 5.36 |
| Variety of size | 3.88 | 3.94 | 3.98 | 4.13 | 3.81 | 4.06 | 3.86 | 3.91 | 4.71 | 4.78 | 5.87 | 5.91 | 5.44 | 5.84 | 5.97 | 5.79 |
| Variety of colour | 3.70 | 3.31 | 3.78 | 3.89 | 3.64 | 3.54 | 3.55 | 3.53 | 4.39 | 4.31 | 5.59 | 5.38 | 5.48 | 5.13 | 5.65 | 5.52 |
| Spare parts avail. | 3.31 | 3.38 | 3.84 | 4.01 | 3.55 | 3.75 | 3.69 | 3.80 | 4.46 | 4.48 | 5.87 | 5.38 | 5.29 | 5.56 | 5.71 | 5.75 |
| Warranty | 3.76 | 3.63 | 3.35 | 3.36 | 3.03 | 3.36 | 3.33 | 3.43 | 4.18 | 4.15 | 5.53 | 5.20 | 5.26 | 5.09 | 5.64 | 5.16 |
| Brand recognition | 4.17 | 4.06 | 3.84 | 3.89 | 3.57 | 3.84 | 3.67 | 3.89 | 4.34 | 4.52 | 5.83 | 5.82 | 5.57 | 5.69 | 5.93 | 5.79 |
| General quality | 3.80 | 3.89 | 3.79 | 3.88 | 3.47 | 3.44 | 3.74 | 3.65 | 4.49 | 4.52 | 5.61 | 5.28 | 5.23 | 5.00 | 5.57 | 5.41 |
| Low price | 3.81 | 3.76 | 4.31 | 4.43 | 4.89 | 4.45 | 4.29 | 3.95 | 3.80 | 3.48 | 2.97 | 2.97 | 2.47 | 2.27 | 2.10 | 2.19 |
| Price acceptance | 4.40 | 4.30 | 4.61 | 4.53 | 5.24 | 5.03 | 4.70 | 4.70 | 4.03 | 3.89 | 3.37 | 3.55 | 2.65 | 2.97 | 2.52 | 3.01 |
| Underpriced | 4.07 | 4.23 | 4.33 | 4.18 | 5.08 | 4.66 | 4.29 | 4.46 | 3.72 | 3.53 | 2.95 | 3.14 | 2.44 | 2.49 | 2.26 | 2.36 |
| Expensive price | 3.94 | 3.90 | 4.17 | 4.28 | 4.89 | 4.49 | 4.21 | 3.96 | 3.75 | 3.44 | 2.93 | 2.97 | 2.58 | 2.36 | 2.38 | 2.53 |
| Value for money | 4.07 | 4.05 | 3.92 | 3.89 | 3.45 | 3.60 | 3.88 | 3.96 | 4.53 | 4.62 | 5.41 | 5.75 | 5.21 | 5.23 | 5.62 | 5.49 |
| Financial risk | 3.98 | 4.04 | 3.78 | 3.85 | 3.13 | 3.27 | 3.45 | 3.37 | 4.24 | 3.75 | 4.85 | 4.29 | 4.76 | 4.10 | 5.01 | 4.77 |
| Performance risk | 4.14 | 4.25 | 4.01 | 4.13 | 3.30 | 3.40 | 3.81 | 3.81 | 4.30 | 4.42 | 4.93 | 4.62 | 5.03 | 4.91 | 5.38 | 5.11 |
| Social risk | 4.08 | 4.18 | 3.80 | 3.76 | 3.06 | 3.27 | 3.70 | 3.60 | 4.24 | 4.2 | 5.16 | 5.28 | 5.11 | 4.89 | 5.45 | 5.01 |
| Convenience risk | 4.27 | 4.13 | 4.07 | 4.07 | 3.51 | 3.49 | 3.87 | 3.73 | 4.38 | 4.49 | 5.25 | 4.62 | 5.30 | 4.45 | 5.21 | 5.45 |
| Physical risk | 4.18 | 4.06 | 3.93 | 3.89 | 3.16 | 3.26 | 3.53 | 3.56 | 4.37 | 4.31 | 4.99 | 4.69 | 4.87 | 4.88 | 5.23 | 5.06 |
| Psychological risk | 4.43 | 4.34 | 4.07 | 4.05 | 3.48 | 3.71 | 3.87 | 3.88 | 4.51 | 4.55 | 5.14 | 4.99 | 5.11 | 4.90 | 5.48 | 5.13 |

*NOTES -
(a) Sex categories   1 male 2 female
(b) The scale of measurement consists of seven points, the higher the ratings the better the perception

TABLE 13.9

THE MEAN RATINGS OF THE PRODUCT ATTRIBUTES ACCORDING TO THE CONSUMERS AGE*

| ATTRIBUTE | JORDAN | | | | EGYPT | | | | TAIWAN | | | | ROMANIA | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |
| Durability | 3.94 | 4.06 | 4.04 | 4.02 | 4.26 | 4.10 | 3.87 | 3.41 | 3.99 | 3.28 | 3.23 | 2.55 | 4.16 | 3.56 | 3.64 | 3.22 |
| Performance | 3.89 | 3.93 | 3.91 | 3.71 | 4.02 | 3.96 | 3.91 | 3.34 | 3.87 | 3.15 | 2.79 | 2.09 | 4.16 | 3.58 | 3.37 | 3.05 |
| Energy Saving | 4.44 | 4.26 | 3.75 | 3.81 | 3.37 | 3.94 | 3.77 | 3.40 | 4.57 | 4.25 | 3.01 | 2.47 | 4.27 | 3.65 | 3.51 | 3.16 |
| Noise Level | 3.61 | 3.22 | 4.09 | 3.38 | 3.81 | 3.59 | 3.88 | 3.45 | 3.90 | 3.23 | 2.80 | 2.37 | 3.89 | 3.47 | 3.63 | 3.11 |
| Maintenance | 3.83 | 3.71 | 3.76 | 5.53 | 4.09 | 3.87 | 3.65 | 3.34 | 3.97 | 3.57 | 2.93 | 2.38 | 4.19 | 3.62 | 3.40 | 3.29 |
| Safety | 3.75 | 3.41 | 3.79 | 3.79 | 3.51 | 3.31 | 3.69 | 3.26 | 3.83 | 3.38 | 2.92 | 2.39 | 4.12 | 3.60 | 3.54 | 3.03 |
| Appearance | 4.57 | 4.22 | 4.22 | 3.82 | 4.41 | 4.29 | 3.82 | 3.41 | 4.12 | 4.08 | 2.00 | 4.42 | 4.34 | 3.79 | 3.38 | 3.07 |
| Dependability | 3.78 | 3.79 | 4.00 | 3.68 | 4.06 | 3.79 | 3.74 | 3.50 | 4.43 | 3.42 | 2.83 | 2.31 | 4.14 | 3.75 | 3.51 | 3.21 |
| Usage instructions | 4.96 | 4.45 | 4.14 | 3.89 | 4.58 | 4.30 | 4.15 | 3.43 | 3.78 | 4.08 | 2.93 | 2.49 | 4.31 | 3.86 | 3.78 | 3.17 |
| Ease of cleaning | 4.09 | 4.13 | 3.83 | 3.70 | 4.21 | 3.86 | 3.75 | 3.36 | 4.45 | 3.89 | 2.82 | 2.36 | 3.89 | 3.65 | 3.41 | 3.04 |
| Variety of sizes | 3.89 | 4.26 | 3.88 | 3.74 | 4.35 | 4.44 | 3.94 | 3.43 | 3.97 | 3.89 | 2.93 | 2.53 | 3.37 | 3.89 | 3.60 | 3.32 |
| Variety of colours | 3.63 | 3.16 | 3.67 | 3.65 | 3.87 | 3.78 | 3.62 | 3.32 | 4.85 | 4.68 | 3.08 | 2.65 | 3.90 | 3.37 | 3.45 | 3.18 |
| Spare parts avail. | 4.64 | 4.85 | 4.26 | 3.66 | 4.22 | 4.22 | 3.75 | 3.38 | 4.35 | 4.15 | 3.04 | 2.52 | 4.19 | 3.72 | 3.64 | 3.10 |
| Warranty | 3.50 | 4.06 | 3.77 | 3.82 | 3.33 | 3.40 | 3.54 | 3.24 | 3.76 | 3.11 | 2.73 | 2.50 | 3.72 | 3.15 | 3.19 | 3.03 |
| Brand recognition | 4.37 | 4.43 | 3.94 | 3.82 | 4.34 | 4.00 | 3.60 | 3.27 | 4.53 | 3.75 | 3.07 | 2.76 | 4.21 | 3.62 | 3.71 | 3.11 |
| General quality | 3.77 | 3.82 | 3.89 | 3.88 | 4.07 | 3.81 | 3.91 | 3.45 | 4.00 | 3.61 | 3.12 | 2.80 | 4.11 | 3.58 | 3.71 | 3.25 |
| Low price | 3.80 | 4.01 | 3.67 | 3.77 | 4.25 | 4.41 | 4.41 | 4.45 | 4.10 | 4.85 | 5.07 | 5.44 | 3.86 | 4.28 | 4.45 | 4.47 |
| Price acceptance | 4.68 | 4.43 | 4.29 | 3.93 | 4.65 | 4.44 | 4.60 | 4.63 | 4.91 | 4.83 | 5.25 | 5.75 | 4.60 | 4.75 | 4.90 | 4.71 |
| Underpriced | 4.40 | 3.90 | 3.71 | 3.83 | 4.26 | 4.17 | 4.41 | 4.32 | 4.28 | 4.80 | 5.29 | 5.62 | 4.23 | 4.10 | 4.68 | 4.42 |
| Expensive price | 4.10 | 4.26 | 3.71 | 3.80 | 4.13 | 4.14 | 4.34 | 4.29 | 4.39 | 4.62 | 4.96 | 5.39 | 3.86 | 4.29 | 4.15 | 4.46 |
| Value for money | 4.18 | 4.13 | 4.13 | 3.86 | 4.19 | 3.84 | 3.90 | 3.57 | 4.80 | 3.81 | 3.22 | 2.91 | 4.21 | 4.00 | 3.79 | 3.38 |
| Financial risk | 4.08 | 4.15 | 3.89 | 3.95 | 4.04 | 3.53 | 4.03 | 3.49 | 4.35 | 3.38 | 2.94 | 2.59 | 3.56 | 3.45 | 3.26 | 3.80 |
| Performance risk | 4.34 | 4.29 | 4.13 | 3.88 | 4.54 | 3.99 | 3.82 | 3.50 | 4.28 | 3.51 | 2.92 | 2.47 | 4.22 | 3.78 | 3.56 | 3.80 |
| Social risk | 4.19 | 4.23 | 4.15 | 3.96 | 3.98 | 3.66 | 4.00 | 3.49 | 4.07 | 3.25 | 2.80 | 2.51 | 4.00 | 3.56 | 3.60 | 3.39 |
| Convenience risk | 4.40 | 4.29 | 4.20 | 3.95 | 4.44 | 4.04 | 4.09 | 3.55 | 4.21 | 3.66 | 2.80 | 2.55 | 4.21 | 4.00 | 3.79 | 3.38 |
| Physical risk | 4.25 | 4.31 | 4.32 | 3.80 | 4.29 | 3.94 | 3.98 | 3.40 | 4.11 | 3.34 | 2.92 | 2.47 | 4.11 | 3.99 | 3.75 | 3.37 |
| Psychological risk | 4.74 | 4.53 | 4.16 | 4.03 | 4.43 | 4.17 | 4.02 | 3.46 | 4.33 | 3.80 | 3.01 | 2.67 | 3.80 | 3.67 | 3.75 | 3.34 |

*NOTES-
(a)  Age categories - 1 20-30, 2 31-40, 3 41-50, 4 50+
(b)  The scale of measurement consists of seven points.  The higher the ratings, the better the perception

| ATTRIBUTE | RUSSIA 1 | 2 | 3 | 4 | JAPAN 1 | 2 | 3 | 4 | U.K. 1 | 2 | 3 | 4 | U.S.A. 1 | 2 | 3 | 4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Durability | 4.82 | 4.81 | 4.72 | 4.68 | 5.74 | 6.01 | 5.95 | 5.82 | 5.63 | 5.93 | 5.71 | 5.68 | 5.92 | 6.23 | 6.30 | 6.35 |
| Performance | 4.63 | 4.58 | 4.63 | 4.64 | 5.36 | 5.58 | 5.81 | 5.83 | 5.16 | 5.59 | 5.68 | 5.48 | 5.42 | 5.85 | 6.34 | 6.25 |
| Energy saving | 4.86 | 4.75 | 4.65 | 4.59 | 5.70 | 5.77 | 5.69 | 5.94 | 4.96 | 5.60 | 5.48 | 5.60 | 5.09 | 4.85 | 6.05 | 6.01 |
| Noise level | 4.43 | 3.80 | 4.80 | 4.49 | 4.84 | 5.07 | 5.45 | 5.59 | 5.15 | 4.96 | 5.44 | 5.33 | 5.10 | 5.18 | 5.94 | 6.19 |
| Maintenance | 4.78 | 4.28 | 4.67 | 4.60 | 5.66 | 5.74 | 5.81 | 5.71 | 5.78 | 5.50 | 5.61 | 5.43 | 5.68 | 5.72 | 6.36 | 6.17 |
| Safety | 4.44 | 4.39 | 4.59 | 4.47 | 5.51 | 5.58 | 5.70 | 5.66 | 5.46 | 5.54 | 5.57 | 5.60 | 5.49 | 5.71 | 6.22 | 6.18 |
| Appearance | 4.88 | 4.36 | 4.86 | 4.49 | 5.88 | 6.01 | 5.77 | 5.78 | 5.34 | 5.69 | 5.54 | 5.54 | 5.78 | 5.79 | 6.22 | 6.23 |
| Dependability | 4.70 | 4.42 | 4.72 | 4.52 | 5.53 | 5.81 | 5.72 | 5.85 | 5.70 | 5.50 | 5.62 | 5.47 | 5.54 | 5.79 | 5.96 | 6.16 |
| Usage instructions | 4.54 | 4.61 | 4.78 | 4.63 | 5.51 | 5.88 | 5.80 | 5.51 | 5.41 | 5.69 | 5.46 | 5.46 | 5.54 | 5.41 | 6.21 | 6.20 |
| Ease of cleaning | 4.17 | 4.36 | 4.60 | 4.39 | 5.49 | 5.51 | 5.89 | 5.51 | 5.17 | 5.46 | 5.50 | 5.37 | 5.05 | 5.60 | 6.07 | 6.13 |
| Variety of sizes | 4.93 | 4.30 | 4.79 | 4.67 | 5.89 | 5.96 | 5.96 | 5.77 | 5.70 | 5.35 | 5.75 | 5.42 | 5.59 | 5.57 | 6.21 | 6.30 |
| Variety of colours | 4.30 | 3.92 | 4.65 | 4.51 | 5.36 | 5.59 | 5.64 | 5.62 | 5.10 | 5.22 | 5.55 | 5.65 | 5.05 | 5.32 | 6.01 | 6.14 |
| Spare parts avail. | 4.46 | 4.12 | 4.83 | 4.41 | 5.86 | 5.06 | 5.74 | 5.81 | 5.38 | 5.48 | 5.30 | 5.47 | 5.56 | 5.48 | 5.96 | 6.00 |
| Warranty | 3.99 | 3.77 | 4.59 | 4.38 | 5.22 | 5.39 | 5.45 | 5.73 | 4.89 | 5.37 | 5.40 | 5.40 | 4.87 | 5.68 | 5.82 | 6.13 |
| Brand recognition | 4.47 | 4.03 | 4.58 | 4.38 | 5.88 | 5.90 | 5.85 | 5.68 | 5.66 | 5.88 | 5.53 | 5.50 | 5.64 | 5.23 | 5.08 | 6.16 |
| General quality | 4.60 | 4.22 | 4.68 | 4.39 | 5.44 | 5.62 | 5.58 | 5.49 | 5.07 | 5.07 | 5.40 | 5.17 | 5.26 | 5.68 | 5.94 | 5.81 |
| Low price | 3.60 | 3.78 | 3.63 | 3.78 | 3.41 | 3.23 | 2.45 | 2.50 | 2.70 | 2.47 | 2.37 | 1.96 | 2.17 | 2.91 | 1.96 | 1.76 |
| Price acceptance | 4.22 | 4.11 | 3.80 | 3.65 | 4.13 | 4.12 | 2.73 | 2.40 | 3.32 | 3.25 | 2.43 | 1.99 | 3.20 | 3.09 | 2.07 | 2.10 |
| Underpriced | 3.68 | 3.66 | 3.47 | 3.70 | 3.56 | 3.27 | 2.44 | 2.40 | 2.98 | 2.46 | 2.15 | 1.94 | 2.68 | 2.43 | 1.88 | 1.94 |
| Expensive price | 3.54 | 3.84 | 3.65 | 3.61 | 3.22 | 3.01 | 2.66 | 2.65 | 2.80 | 2.53 | 2.28 | 2.28 | 2.75 | 2.84 | 2.06 | 1.98 |
| Value for money | 4.43 | 4.62 | 4.47 | 4.50 | 4.56 | 5.03 | 5.48 | 4.08 | 4.98 | 5.54 | 5.27 | 5.34 | 5.22 | 5.13 | 5.46 | 5.81 |
| Financial risk | 3.80 | 4.46 | 4.36 | 4.00 | 4.65 | 5.23 | 5.27 | 5.45 | 4.34 | 4.34 | 4.74 | 5.16 | 4.15 | 4.73 | 6.08 | 6.01 |
| Performance risk | 4.36 | 4.22 | 4.35 | 4.3 | 4.73 | 4.62 | 5.37 | 5.43 | 4.73 | 4.98 | 5.05 | 5.23 | 4.77 | 4.85 | 5.94 | 5.81 |
| Social risk | 4.20 | 4.05 | 4.37 | 4.29 | 4.32 | 4.62 | 5.63 | 5.33 | 4.35 | 4.41 | 5.03 | 5.24 | 4.85 | 5.04 | 5.74 | 5.94 |
| Convenience risk | 4.52 | 4.22 | 4.51 | 4.25 | 4.92 | 5.32 | 5.65 | 5.26 | 5.04 | 5.18 | 5.37 | 5.22 | 5.49 | 5.31 | 5.54 | 5.83 |
| Physical risk | 4.26 | 4.28 | 4.62 | 4.30 | 4.43 | 4.65 | 5.65 | 5.23 | 4.49 | 4.88 | 5.01 | 5.31 | 4.46 | 5.26 | 5.85 | 5.89 |
| Psychological risk | 4.52 | 4.58 | 4.70 | 4.39 | 4.84 | 5.-8 | 5.21 | 5.23 | 4.88 | 5.40 | 4.99 | 5.18 | 4.97 | 5.07 | 5.56 | 6.02 |

TABLE 13.10

THE MEAN RATINGS OF THE PRODUCT ATTRIBUTES ACCORDING
TO THE CONSUMERS EDUCATION LEVEL*

| ATTRIBUTE | JORDAN | | | | | EGYPT | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Durability | 4.20 | 4.31 | 3.90 | 3.92 | 3.64 | 3.89 | 4.25 | 4.11 | 4.08 | 3.11 |
| Performance | 4.01 | 3.90 | 3.87 | 4.00 | 3.42 | 3.69 | 3.93 | 4.09 | 3.98 | 3.05 |
| Energy saving | 4.12 | 4.38 | 4.36 | 4.04 | 3.37 | 3.85 | 4.05 | 4.32 | 4.00 | 3.19 |
| Noise level | 3.94 | 3.70 | 3.53 | 3.74 | 3.03 | 3.74 | 3.83 | 3.90 | 3.72 | 3.07 |
| Maintenance | 3.96 | 3.99 | 3.50 | 3.66 | 3.42 | 3.85 | 4.12 | 3.88 | 3.73 | 3.17 |
| Safety | 2.88 | 3.79 | 3.53 | 3.81 | 3.57 | 3.69 | 3.72 | 3.38 | 3.50 | 2.89 |
| Appearance | 4.11 | 4.33 | 4.58 | 4.34 | 3.60 | 3.74 | 4.21 | 4.41 | 4.04 | 3.44 |
| Dependability | 3.99 | 4.01 | 3.56 | 4.00 | 3.39 | 3.86 | 3.86 | 3.12 | 3.91 | 3.09 |
| Usage instructions | 4.30 | 4.53 | 4.89 | 4.50 | 3.72 | 4.12 | 4.45 | 4.40 | 4.23 | 3.20 |
| Ease of cleaning | 3.90 | 3.96 | 4.19 | 4.13 | 3.43 | 3.65 | 4.08 | 4.07 | 3.88 | 3.31 |
| Variety of sizes | 4.01 | 4.22 | 3.88 | 3.84 | 3.43 | 4.08 | 4.33 | 4.21 | 4.22 | 3.25 |
| Variety of colours | 3.89 | 3.73 | 3.46 | 3.69 | 3.10 | 3.81 | 3.85 | 3.86 | 3.83 | 2.73 |
| Spare parts avail. | 4.07 | 4.49 | 4.70 | 4.42 | 3.62 | 3.75 | 4.30 | 4.21 | 3.98 | 2.96 |
| Warranty | 3.89 | 3.84 | 3.56 | 3.74 | 3.65 | 3.76 | 3.45 | 3.25 | 3.45 | 2.88 |
| Brand recognition | 3.92 | 4.35 | 4.46 | 4.12 | 3.60 | 3.83 | 3.98 | 4.44 | 3.63 | 3.23 |
| General quality | 4.35 | 3.79 | 3.65 | 3.80 | 3.61 | 3.89 | 3.78 | 4.15 | 3.99 | 3.27 |
| Low price | 3.73 | 4.01 | 3.65 | 3.79 | 3.92 | 4.24 | 4.28 | 4.32 | 4.50 | 4.47 |
| Price acceptance | 3.85 | 4.52 | 4.65 | 4.40 | 4.19 | 4.56 | 4.63 | 4.61 | 4.72 | 4.40 |
| Underpriced | 3.66 | 4.29 | 4.26 | 4.22 | 4.15 | 4.32 | 4.31 | 4.15 | 4.42 | 4.28 |
| Expensive price | 3.73 | 4.30 | 3.82 | 3.88 | 4.04 | 4.18 | 4.21 | 4.13 | 4.24 | 4.35 |
| Value for money | 4.26 | 4.21 | 4.21 | 4.16 | 3.60 | 3.96 | 4.04 | 4.03 | 4.09 | 3.29 |
| Financial risk | 4.09 | 4.17 | 3.94 | 4.19 | 3.71 | 3.83 | 3.95 | 4.08 | 4.00 | 3.08 |
| Performance risk | 4.26 | 4.27 | 4.21 | 4.22 | 3.76 | 3.81 | 4.25 | 4.50 | 4.08 | 3.27 |
| Social risk | 4.23 | 4.02 | 4.41 | 4.22 | 3.69 | 3.72 | 3.96 | 4.22 | 3.83 | 3.35 |
| Convenience risk | 4.18 | 4.38 | 4.33 | 4.31 | 3.69 | 3.86 | 3.97 | 4.62 | 4.41 | 3.16 |
| Physical risk | 4.13 | 4.30 | 4.43 | 4.15 | 3.56 | 3.72 | 3.82 | 4.36 | 4.20 | 3.37 |
| Psychological risk | 4.18 | 4.57 | 4.78 | 4.44 | 3.82 | 3.96 | 4.09 | 4.54 | 4.15 | 3.25 |

*NOTES-

(a)   Education categories - 1 Elementary or less, 2 Secondary, 3 College or
      some University, 4 University Graduates, 5 Postgraduates

(b)   The scale of measurements consists of seven points. The higher the
      ratings, the better the perception

TABLE 13.10 (continued)

| ATTRIBUTE | TAIWAN | | | | | ROMANIA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Durability | 3.19 | 3.41 | 4.12 | 3.39 | 2.49 | 3.63 | 4.04 | 4.18 | 3.67 | 2.91 |
| Performance | 2.79 | 3.13 | 3.94 | 3.07 | 2.41 | 3.45 | 4.00 | 3.80 | 3.76 | 2.97 |
| Energy saving | 2.93 | 3.96 | 4.70 | 3.65 | 2.70 | 3.55 | 3.84 | 4.30 | 3.63 | 3.26 |
| Noise level | 2.62 | 3.29 | 3.96 | 3.41 | 2.49 | 3.34 | 3.67 | 3.96 | 3.79 | 2.92 |
| Maintenance | 3.04 | 3.42 | 4.11 | 3.30 | 2.50 | 3.93 | 3.95 | 3.96 | 3.65 | 3.01 |
| Safety | 2.86 | 3.29 | 3.79 | 3.40 | 2.55 | 3.54 | 3.85 | 4.04 | 3.71 | 2.90 |
| Appearance | 3.15 | 3.70 | 3.59 | 3.59 | 2.87 | 3.41 | 4.04 | 4.22 | 3.66 | 3.16 |
| Dependability | 2.70 | 3.32 | 4.42 | 3.28 | 2.37 | 3.50 | 3.78 | 4.14 | 3.70 | 3.34 |
| Usage instructions | 3.03 | 3.64 | 4.76 | 3.42 | 2.86 | 3.60 | 4.22 | 4.43 | 3.62 | 3.12 |
| Ease of cleaning | 2.90 | 3.43 | 4.20 | 3.15 | 2.84 | 3.18 | 3.73 | 3.82 | 3.76 | 3.05 |
| Variety of sizes | 3.08 | 4.19 | 4.88 | 4.83 | 3.10 | 3.49 | 4.21 | 4.46 | 3.79 | 3.21 |
| Variety of colours | 2.97 | 3.84 | 4.54 | 3.65 | 2.74 | 3.39 | 3.75 | 3.78 | 3.57 | 3.07 |
| Spare parts avail. | 3.10 | 3.84 | 4.73 | 3.51 | 2.57 | 3.59 | 3.86 | 4.34 | 3.54 | 3.16 |
| Warranty | 3.04 | 3.13 | 3.74 | 3.26 | 2.34 | 3.20 | 3.44 | 3.62 | 3.5- | 2.86 |
| Brand recognition | 3.30 | 3.68 | 4.86 | 3.32 | 2.97 | 3.66 | 3.97 | 4.38 | 3.37 | 3.21 |
| General quality | 3.20 | 3.57 | 4.09 | 3.41 | 2.90 | 3.70 | 3.97 | 3.83 | 3.74 | 3.19 |
| Low price | 5.16 | 5.08 | 4.90 | 5.34 | 5.51 | 4.60 | 4.02 | 3.64 | 4.37 | 4.70 |
| Price acceptance | 5.15 | 4.77 | 4.42 | 5.24 | 5.30 | 4.41 | 4.24 | 4.02 | 4.50 | 4.64 |
| Underpriced | 5.15 | 4.77 | 4.42 | 5.24 | 2.-6 | 4.41 | 4.24 | 4.02 | 4.50 | 4.64 |
| Expensive price | 4.90 | 4.68 | 4.20 | 4.88 | 5.15 | 4.18 | 4.07 | 3.85 | 4.16 | 4.62 |
| Value for money | 3.25 | 3.67 | 4.19 | 3.45 | 2.81 | 3.59 | 4.11 | 4.30 | 3.90 | 3.27 |
| Financial risk | 2.89 | 3.16 | 3.75 | 3.32 | 2.-6 | 3.46 | 3.48 | 3.61 | 3.48 | 3.06 |
| Performance risk | 3.14 | 3.37 | 4.04 | 3.39 | 2.61 | 3.78 | 3.85 | 4.23 | 3.79 | 3.30 |
| Social risk | 2.84 | 3.29 | 3.73 | 3.20 | 2.46 | 3.68 | 3.86 | 3.76 | 3.73 | 3.22 |
| Convenience risk | 2.86 | 3.72 | 4.18 | 3.58 | 2.91 | 3.55 | 4.07 | 4.18 | 3.76 | 3.32 |
| Physical risk | 3.00 | 3.22 | 3.68 | 3.37 | 2.60 | 3.53 | 3.71 | 3.72 | 3.69 | 3.03 |
| Psychological risk | 2.97 | 3.76 | 4.22 | 3.70 | 2.77 | 3.60 | 4.20 | 4.37 | 3.69 | 3.25 |

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TABLE 13.10 (continued)

| ATTRIBUTE | RUSSIA | | | | | JAPAN | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Durability | 4.78 | 4.77 | 4.81 | 4.81 | 4.53 | 5.87 | 5.81 | 5.81 | 5.85 | 5.89 |
| Performance | 4.71 | 4.53 | 4.73 | 4.57 | 4.55 | 5.31 | 5.66 | 5.49 | 5.63 | 6.01 |
| Energy saving | 4.71 | 4.81 | 4.58 | 4.87 | 4.53 | 5.61 | 5.72 | 5.57 | 5.87 | 5.97 |
| Noise level | 4.49 | 4.29 | 4.55 | 4.40 | 4.35 | 5.25 | 4.86 | 4.78 | 5.48 | 5.76 |
| Maintenance | 4.86 | 4.75 | 4.55 | 4.46 | 4.60 | 5.69 | 5.72 | 5.51 | 5.62 | 6.10 |
| Safety | 4.57 | 4.51 | 4.33 | 4.53 | 4.44 | 5.48 | 5.44 | 5.56 | 5.60 | 6.01 |
| Appearance | 4.74 | 4.86 | 4.80 | 4.56 | 4.43 | 6.01 | 5.76 | 5.81 | 5.73 | 5.97 |
| Dependability | 4.69 | 4.52 | 4.78 | 4.56 | 4.48 | 5.75 | 5.43 | 5.67 | 5.75 | 6.01 |
| Usage instructions | 4.70 | 4.58 | 4.68 | 4.60 | 4.47 | 5.75 | 5.63 | 5.50 | 5.63 | 5.65 |
| Ease of cleaning | 4.41 | 4.49 | 4.18 | 4.47 | 4.07 | 5.58 | 5.45 | 5.31 | 5.48 | 6.11 |
| Variety of sizes | 4.94 | 4.95 | 4.68 | 4.55 | 4.56 | 5.84 | 6.04 | 5.62 | 5.90 | 5.95 |
| Variety of colours | 4.53 | 4.49 | 4.42 | 4.15 | 4.15 | 5.68 | 5.22 | 5.34 | 5.40 | 6.14 |
| Spare parts avail. | 4.60 | 4.47 | 4.49 | 4.41 | 4.39 | 5.80 | 5.88 | 5.77 | 5.75 | 6.17 |
| Warranty | 4.56 | 4.26 | 3.85 | 4.08 | 4.21 | 5.38 | 5.46 | 5.17 | 5.37 | 5.70 |
| Brand recognition | 4.47 | 4.50 | 4.41 | 4.28 | 4.33 | 5.55 | 6.03 | 5.76 | 5.74 | 6.02 |
| General quality | 4.63 | 4.35 | 4.54 | 4.57 | 4.23 | 5.42 | 5.12 | 5.54 | 5.66 | 5.94 |
| Low price | 3.53 | 3.70 | 3.41 | 4.07 | 3.64 | 2.20 | 3.11 | 3.38 | 3.01 | 2.83 |
| Price acceptance | 3.83 | 4.19 | 4.07 | 4.01 | 3.73 | 2.65 | 3.64 | 4.06 | 3.29 | 3.09 |
| Underpriced | 3.56 | 3.60 | 3.77 | 3.75 | 3.53 | 2.24 | 2.91 | 2.86 | 2.76 | 2.90 |
| Expensive price | 3.60 | 3.60 | 3.41 | 3.89 | 3.64 | 2.51 | 2.91 | 3.60 | 2.53 | 2.86 |
| Value for money | 4.69 | 4.60 | 4.50 | 4.76 | 4.32 | 5.42 | 5.66 | 5.33 | 5.55 | 5.81 |
| Financial risk | 4.21 | 3.81 | 3.75 | 4.39 | 4.25 | 4.99 | 4.11 | 4.00 | 4.92 | 5.58 |
| Performance risk | 4.53 | 4.29 | 4.26 | 4.28 | 4.35 | 5.32 | 4.73 | 4.48 | 5.37 | 5.57 |
| Social risk | 4.23 | 4.36 | 3.89 | 4.47 | 4.21 | 5.15 | 4.57 | 4.15 | 5.02 | 5.57 |
| Convenience risk | 4.16 | 4.64 | 4.30 | 4.61 | 4.21 | 5.25 | 5.11 | 5.05 | 5.22 | 5.92 |
| Physical risk | 4.29 | 4.37 | 4.10 | 4.47 | 4.52 | 4.99 | 4.61 | 4.53 | 5.01 | 5.95 |
| Psychological risk | 4.56 | 4.58 | 4.44 | 4.59 | 4.40 | 5.28 | 5.11 | 4.68 | 5.17 | 5.38 |

TABLE 13.10 (continued)

| ATTRIBUTE | U.K. 1 | 2 | 3 | 4 | 5 | U.S.A. 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|---|---|---|---|
| Durability | 5.52 | 5.57 | 5.69 | 5.76 | 5.94 | 6.10 | 6.12 | 5.80 | 6.34 | 6.43 |
| Performance | 5.41 | 5.40 | 5.07 | 5.51 | 5.70 | 5.82 | 5.76 | 5.55 | 5.98 | 6.34 |
| Energy saving | 5.48 | 5.34 | 4.98 | 5.49 | 5.49 | 6.01 | 5.47 | 4.97 | 5.47 | 5.77 |
| Noise level | 5.21 | 4.91 | 4.70 | 5.31 | 5.45 | 5.87 | 5.27 | 4.80 | 5.79 | 6.24 |
| Maintenance | 5.49 | 5.45 | 5.31 | 5.57 | 5.63 | 6.17 | 5.92 | 5.36 | 6.18 | 6.23 |
| Safety | 5.47 | 5.52 | 5.21 | 5.86 | 5.31 | 5.90 | 5.67 | 5.38 | 6.01 | 6.31 |
| Appearance | 5.69 | 5.52 | 5.69 | 5.62 | 5.56 | 6.38 | 5.72 | 5.55 | 6.08 | 6.38 |
| Dependability | 5.51 | 5.42 | 5.44 | 5.51 | 5.48 | 5.99 | 5.77 | 5.15 | 6.03 | 6.40 |
| Usage instructions | 5.40 | 5.46 | 5.70 | 5.58 | 5.65 | 6.10 | 5.78 | 5.42 | 6.09 | 6.24 |
| Ease of cleaning | 5.43 | 5.01 | 5.34 | 5.56 | 5.31 | 5.83 | 5.49 | 4.86 | 5.74 | 6.22 |
| Variety of sizes | 5.56 | 5.61 | 5.53 | 5.52 | 5.66 | 5.99 | 5.79 | 5.42 | 5.96 | 6.49 |
| Variety of colours | 5.36 | 5.13 | 5.25 | 5.53 | 5.58 | 6.05 | 5.32 | 4.92 | 5.70 | 6.24 |
| Spare parts avail. | 5.47 | 5.46 | 5.33 | 5.34 | 5.39 | 5.82 | 5.71 | 5.38 | 5.65 | 6.11 |
| Warranty | 5.29 | 5.31 | 4.98 | 5.23 | 5.22 | 5.70 | 5.49 | 4.83 | 5.60 | 5.96 |
| Brand recognition | 5.44 | 5.73 | 5.62 | 5.67 | 5.52 | 5.78 | 5.88 | 5.64 | 5.93 | 6.13 |
| General quality | 5.37 | 5.10 | 4.99 | 5.25 | 5.15 | 5.58 | 5.48 | 5.18 | 5.46 | 6.20 |
| Low price | 2.41 | 2.58 | 2.69 | 2.28 | 1.96 | 1.87 | 2.14 | 2.53 | 2.07 | 1.99 |
| Price acceptance | 2.37 | 3.07 | 3.11 | 2.59 | 2.61 | 2.21 | 3.34 | 3.10 | 2.31 | 2.15 |
| Underpriced | 2.05 | 2.58 | 2.91 | 2.55 | 2.01 | 2.01 | 2.52 | 2.76 | 2.08 | 1.82 |
| Expensive price | 2.63 | 2.38 | 2.95 | 2.50 | 2.04 | 2.18 | 2.68 | 2.93 | 2.43 | 1.78 |
| Value for money | 4.93 | 5.41 | 5.00 | 5.35 | 5.34 | 6.05 | 5.83 | 4.70 | 5.74 | 5.63 |
| Financial risk | 4.95 | 4.23 | 3.84 | 4.89 | 4.98 | 5.65 | 4.62 | 4.11 | 5.15 | 5.40 |
| Performance risk | 5.15 | 4.77 | 4.65 | 5.27 | 5.04 | 5.45 | 5.08 | 4.55 | 5.63 | 5.82 |
| Social risk | 4.88 | 4.64 | 3.88 | 5.11 | 5.28 | 5.49 | 5.01 | 4.40 | 5.24 | 5.78 |
| Convenience risk | 4.85 | 5.05 | 5.16 | 5.59 | 5.13 | 5.73 | 5.36 | 4.56 | 5.56 | 5.74 |
| Physical risk | 4.92 | 4.83 | 4.37 | 5.14 | 5.13 | 5.62 | 4.91 | 4.47 | 5.43 | 5.77 |
| Psychological risk | 5.29 | 4.81 | 4.84 | 5.40 | 5.04 | 5.82 | 5.22 | 4.59 | 5.63 | 5.92 |

TABLE 13.11

## THE MEAN RATINGS OF THE PRODUCT ATTRIBUTES ACCORDING TO THE C NSUMERS FIELD OF STUDY*

| ATTRIBUTE | JORDAN | | | | | EGYPT | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Durability | 3.84 | 3.78 | 3.64 | 4.13 | 3.82 | 3.54 | 4.54 | 3.66 | 4.02 | 3.69 |
| Performance | 3.64 | 3.97 | 3.55 | 4.02 | 3.71 | 3.50 | 3.91 | 3.77 | 3.84 | 3.59 |
| Energy saving | 4.16 | 4.11 | 3.84 | 3.85 | 3.80 | 3.80 | 4.09 | 4.00 | 4.02 | 3.33 |
| Noise level | 3.84 | 3.64 | 3.19 | 3.54 | 3.08 | 3.43 | 3.98 | 3.29 | 3.70 | 3.41 |
| Maintenance | 3.76 | 3.63 | 3.58 | 3.59 | 3.53 | 3.61 | 3.81 | 3.39 | 3.72 | 3.18 |
| Safety | 3.82 | 3.94 | 3.39 | 3.69 | 3.66 | 3.06 | 3.57 | 3.57 | 3.23 | 3.51 |
| Appearance | 4.36 | 4.51 | 3.90 | 4.26 | 3.87 | 3.89 | 4.43 | 4.00 | 3.53 | 3.85 |
| Dependability | 3.98 | 3.75 | 3.32 | 3.82 | 3.76 | 3.50 | 3.75 | 3.31 | 3.79 | 4.05 |
| Usage instructio-s | 4.47 | 4.52 | 4.39 | 4.31 | 3.89 | 3.54 | 4.25 | 3.97 | 4.21 | 3.54 |
| Ease of cleaning | 3.40 | 4.25 | 3.81 | 3.92 | 4.00 | 3.72 | 3.97 | 3.74 | 3.77 | 3.72 |
| Variety of sizes | 4.00 | 3.81 | 3.42 | 3.56 | 3.68 | 3.59 | 4.22 | 3.77 | 3.86 | 3.79 |
| Variety of colours | 3.44 | 3.21 | 3.58 | 3.51 | 3.82 | 3.24 | 3.73 | 3.31 | 3.44 | 3.51 |
| Spare parts avail. | 4.07 | 4.56 | 3.97 | 4.05 | 3.97 | 3.50 | 4.03 | 3.83 | 3.67 | 3.69 |
| Warranty | 3.78 | 3.63 | 3.35 | 3.54 | 3.84 | 2.98 | 2.33 | 2.94 | 3.05 | 3.54 |
| Brand recognition | 3.91 | 4.43 | 4.23 | 3.77 | 4.00 | 2.56 | 4.03 | 3.46 | 3.28 | 3.61 |
| General quality | 3.89 | 4.00 | 3.67 | 3.77 | 3.47 | 3.56 | 4.12 | 3.69 | 3.70 | 3.72 |
| Low price | 3.49 | 3.90 | 3.68 | 3.85 | 3.87 | 4.09 | 4.54 | 4.60 | 4.21 | 4.61 |
| Price acceptance | 4.39 | 4.40 | 4.29 | 4.67 | 4.08 | 4.26 | 4.73 | 4.43 | 4.58 | 4.51 |
| Underpriced | 4.18 | 4.27 | 4.29 | 4.18 | 4.10 | 4.02 | 4.37 | 4.46 | 4.32 | 4.38 |
| Expensive price | 3.80 | 3.78 | 4.10 | 3.77 | 3.68 | 3.98 | 4.43 | 4.71 | 4.12 | 4.10 |
| Value for money | 3.96 | 4.33 | 3.61 | 4.08 | 3.63 | 3.76 | 4.28 | 3.71 | 3.91 | 3.49 |
| Financial risk | 3.75 | 4.16 | 3.97 | 4.28 | 3.74 | 3.74 | 3.95 | 4.06 | 3.86 | 3.46 |
| Performance risk | 3.60 | 4.60 | 3.64 | 3.38 | 3.89 | 3.63 | 4.37 | 3.89 | 4.28 | 3.44 |
| Social risk | 4.33 | 4.38 | 3.52 | 4.33 | 3.74 | 3.48 | 4.;01 | 3.80 | 3.58 | 3.82 |
| Convenience risk | 3.84 | 4.65 | 4.32 | 4.10 | 3.71 | 3.72 | 4.42 | 3.97 | 4.12 | 4.05 |
| Physical risk | 3.98 | 4.25 | 3.81 | 3.87 | 3.82 | 3.72 | 4.21 | 3.63 | 4.02 | 3.92 |
| Psychological risk | 4.44 | 4.46 | 4.29 | 4.41 | 3.97 | 3.50 | 4.24 | 4.03 | 4.19 | 3.82 |

*NOTES-
(a) Field of Study – 1 Humanities, 2 Social Sciences, 3 Natural Science
    4 Engineering, 5 Medicine
(b) The scale of measurement consists of seven points.  The higher the
    ratings, the better the perception

TABLE 13.11 (continued)

| ATTRIBUTE | TAIWAN | | | | | ROMANIA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Durability | 3.40 | 2.47 | 3.45 | 2.51 | 2.98 | 3.53 | 3.70 | 3.36 | 3.34 | 3.17 |
| Performance | 3.07 | 3.16 | 2.95 | 2.54 | 2.83 | 3.29 | 3.73 | 3.40 | 3.17 | 3.56 |
| Energy saving | 3.75 | 4.24 | 3.60 | 2.98 | 3.02 | 3.71 | 3.89 | 3.83 | 3.74 | 3.42 |
| Noise level | 3.21 | 3.32 | 3.34 | 2.80 | 2.93 | 3.39 | 3.02 | 3.30 | 3.48 | 3.17 |
| Maintenance | 3.19 | 3.65 | 3.24 | 2.56 | 2.79 | 3.45 | 4.01 | 3.39 | 3.46 | 3.33 |
| Safety | 3.24 | 3.54 | 3.29 | 3.58 | 2.90 | 3.41 | 3.97 | 3.39 | 3.26 | 3.42 |
| Appearance | 3.62 | 3.79 | 3.32 | 3.15 | 2.93 | 3.43 | 4.06 | 3.58 | 3.40 | 3.25 |
| Dependability | 3.21 | 3.63 | 2.95 | 2.56 | 2.74 | 3.77 | 3.91 | 3.70 | 3.57 | 3.39 |
| Usage instructions | 3.72 | 3.65 | 3.18 | 3.19 | 3.07 | 3.63 | 4.06 | 3.54 | 3.19 | 3.19 |
| Ease of cleaning | 3.21 | 3.62 | 3.24 | 2.73 | 2.69 | 3.26 | 3.77 | 3.51 | 3.26 | 3.50 |
| Variety of sizes | 4.13 | 4.08 | 3.58 | 2.88 | 3.24 | 3.51 | 4.12 | 3.76 | 3.40 | 3.50 |
| Variety of colours | 3.51 | 4.08 | 3.26 | 3.22 | 3.05 | 3.14 | 3.97 | 3.21 | 2.97 | 3.61 |
| Spare parts avail. | 3.62 | 4.11 | 3.24 | 3.12 | 2.67 | 3.47 | 4.27 | 3.33 | 3.31 | 3.00 |
| Warranty | 3.30 | 3.32 | 2.68 | 2.83 | 2.93 | 3.06 | 3.70 | 3.12 | 3.29 | 3.20 |
| Brand recognition | 3.64 | 3.73 | 3.00 | 3.61 | 3.02 | 3.63 | 3.97 | 3.21 | 3.43 | 2.97 |
| General quality | 3.43 | 3.81 | 3.03 | 2.93 | 2.98 | 3.31 | 3.95 | 3.79 | 3.80 | 3.06 |
| Low price | 4.49 | 4.82 | 5.55 | 5.17 | 5.02 | 4.08 | 4.03 | 4.54 | 4.51 | 4.61 |
| Price acceptance | 5.02 | 5.00 | 5.42 | 5.39 | 5.31 | 4.69 | 4.84 | 4.27 | 4.77 | 4.83 |
| Underpriced | 5.26 | 5.13 | 5.45 | 5.32 | 5.00 | 4.16 | 4.53 | 4.48 | 4.66 | 4.47 |
| Expensive price | 4.94 | 4.63 | 5.13 | 5.17 | 4.95 | 4.26 | 4.19 | 4.18 | 4.37 | 4.14 |
| Value for money | 3.73 | 3.82 | 3.26 | 3.02 | 2.64 | 3.82 | 4.14 | 3.18 | 3.83 | 3.47 |
| Financial risk | 3.57 | 3.48 | 2.95 | 2.95 | 2.71 | 3.12 | 3.55 | 3.09 | 3.40 | 3.28 |
| Performance risk | 3.34 | 3.75 | 3.00 | 3.05 | 2.90 | 3.71 | 3.92 | 3.54 | 3.77 | 3.39 |
| Social risk | 3.24 | 3.40 | 2.71 | 2.85 | 2.67 | 3.22 | 3.95 | 3.27 | 3.40 | 3.42 |
| Convenience risk | 3.07 | 4.00 | 2.92 | 3.51 | 2.95 | 3.73 | 4.14 | 3.79 | 3.40 | 3.33 |
| Physical risk | 3.38 | 3.57 | 3.00 | 2.71 | 2.93 | 3.49 | 3.87 | 3.09 | 3.26 | 3.14 |
| Psychological risk | 3.30 | 3.89 | 3.24 | 3.19 | 3.07 | 3.69 | 4.00 | 3.64 | 3.66 | 3.17 |

TABLE 13.11 (continued)

| ATTRIBUTE | RUSSIA | | | | | JAPAN | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Durability | 4.38 | 4.69 | 4.57 | 4.82 | 4.78 | 5.72 | 6.00 | 5.50 | 5.77 | 5.90 |
| Performance | 4.36 | 4.58 | 4.81 | 4.51 | 4.53 | 5.47 | 5.71 | 5.50 | 5.80 | 5.69 |
| Energy saving | 4.76 | 4.61 | 4.97 | 4.72 | 4.78 | 5.38 | 5.91 | 5.81 | 6.26 | 5.64 |
| Noise level | 3.74 | 4.22 | 4.46 | 4.59 | 4.44 | 4.94 | 4.86 | 5.29 | 5.74 | 5.50 |
| Maintenance | 4.69 | 4.46 | 4.59 | 4.59 | 4.50 | 5.60 | 5.95 | 5.68 | 5.72 | 5.93 |
| Safety | 4.21 | 4.47 | 4.11 | 4.56 | 4.61 | 5.68 | 5.52 | 5.45 | 6.00 | 5.67 |
| Appearance | 4.55 | 4.54 | 4.73 | 4.74 | 4.22 | 5.53 | 5.93 | 5.84 | 6.28 | 5.62 |
| Dependability | 4.52 | 4.47 | 4.32 | 4.51 | 4.67 | 5.66 | 5.76 | 5.66 | 5.95 | 5.71 |
| Usage instructions | 4.17 | 4.52 | 4.49 | 4.77 | 4.56 | 5.55 | 5.59 | 5.58 | 5.77 | 5.24 |
| Ease of cleaning | 4.93 | 4.27 | 4.05 | 4.43 | 4.47 | 5.60 | 5.37 | 5.32 | 6.23 | 5.76 |
| Variety of sizes | 4.48 | 4.93 | 4.65 | 4.72 | 4.56 | 5.83 | 6.10 | 6.00 | 6.13 | 5.64 |
| Variety of colours | 4.07 | 4.27 | 4.43 | 4.26 | 4.11 | 5.30 | 5.56 | 5.50 | 5.92 | 5.55 |
| Spare parts avail. | 4.57 | 4.10 | 4.35 | 4.54 | 4.69 | 5.66 | 5.95 | 5.92 | 5.41 | 5.81 |
| Warranty | 3.67 | 4.05 | 3.97 | 4.28 | 4.54 | 5.34 | 5.34 | 5.00 | 6.13 | 5.40 |
| Brand recognition | 4.05 | 4.63 | 4.73 | 4.03 | 4.44 | 5.87 | 6.08 | 5.71 | 6.10 | 5.59 |
| General quality | 4.24 | 4.47 | 4.38 | 4.54 | 4.36 | 5.70 | 5.88 | 5.39 | 5.69 | 5.45 |
| Low price | 3.48 | 4.08 | 3.78 | 3.79 | 4.00 | 3.74 | 3.17 | 2.45 | 2.77 | 2.76 |
| Price acceptance | 4.02 | 4.12 | 3.95 | 3.59 | 3.86 | 3.47 | 3.61 | 3.24 | 3.36 | 3.38 |
| Underpriced | 3.43 | 3.63 | 3.70 | 3.82 | 3.56 | 3.40 | 3.05 | 2.66 | 3.41 | 3.31 |
| Expensive price | 3.31 | 3.68 | 3.84 | 3.79 | 3.83 | 2.87 | 2.78 | 3.18 | 3.00 | 2.71 |
| Value for money | 4.24 | 4.56 | 4.51 | 4.67 | 4.56 | 5.38 | 5.66 | 5.71 | 5.56 | 5.64 |
| Financial risk | 3.69 | 4.15 | 4.32 | 4.36 | 4.30 | 4.83 | 4.78 | 5.18 | 5.00 | 4.88 |
| Performance risk | 4.05 | 4.22 | 4.51 | 4.56 | 4.28 | 4.89 | 5.36 | 5.24 | 5.23 | 5.64 |
| Social risk | 3.74 | 4.07 | 4.54 | 4.69 | 4.11 | 4.77 | 4.88 | 5.00 | 5.03 | 5.36 |
| Convenience risk | 4.83 | 4.56 | 4.19 | 4.85 | 4.33 | 5.21 | 5.37 | 5.66 | 5.59 | 5.14 |
| Physical risk | 4.05 | 4.30 | 4.38 | 4.49 | 4.31 | 4.66 | 5.10 | 4.84 | 5.00 | 5.19 |
| Psychological risk | 4.24 | 4.52 | 4.43 | 4.74 | 4.31 | 4.96 | 5.25 | 5.29 | 5.28 | 4.90 |

TABLE 13.11 (continued)

| ATTRIBUTE | U.S.A. | | | | | U.K. | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Durability | 6.35 | 6.02 | 6.06 | 6.46 | 6.32 | 5.84 | 5.88 | 5.85 | 5.60 | 5.79 |
| Performance | 5.39 | 5.77 | 5.71 | 6.22 | 6.24 | 5.54 | 5.20 | 5.44 | 5.53 | 7.74 |
| Energy saving | 5.28 | 5.34 | 5.40 | 5.71 | 5.38 | 4.91 | 5.29 | 5.18 | 5.63 | 5.31 |
| Noise level | 5.57 | 4.90 | 5.48 | 5.88 | 6.17 | 5.07 | 5.03 | 5.12 | 5.39 | 5.31 |
| Maintenance | 5.72 | 6.26 | 6.14 | 6.24 | 6.00 | 5.50 | 5.66 | 5.26 | 5.60 | 5.61 |
| Safety | 5.83 | 5.38 | 5.86 | 6.22 | 6.10 | 5.09 | 5.51 | 5.68 | 5.58 | 5.46 |
| Appearance | 5.98 | 6.16 | 6.08 | 6.97 | 6.24 | 5.39 | 5.82 | 5.73 | 5.60 | 5.49 |
| Dependability | 5.50 | 5.67 | 5.91 | 5.85 | 6.00 | 5.48 | 5.64 | 5.06 | 5.55 | 5.20 |
| Usage instructions | 5.67 | 5.77 | 5.80 | 5.34 | 6.00 | 5.70 | 5.66 | 5.03 | 5.97 | 5.36 |
| Ease of cleaning | 5.07 | 5.64 | 5.49 | 6.10 | 5.90 | 5.04 | 5.56 | 4.67 | 5.71 | 5.51 |
| Variety of sizes | 5.80 | 6.11 | 6.20 | 6.37 | 6.15 | 5.75 | 5.67 | 5.50 | 5.63 | 5.23 |
| Variety of colours | 5.37 | 5.02 | 5.43 | 5.88 | 6.07 | 5.23 | 5.62 | 4.91 | 5.82 | 5.46 |
| Spare parts avail. | 5.41 | 5.38 | 5.88 | 6.15 | 5.90 | 5.29 | 5.34 | 5.68 | 5.42 | 5.13 |
| Warranty | 4.96 | 5.25 | 5.49 | 5.78 | 4.91 | 5.29 | 5.03 | 5.03 | 5.53 | 5.18 |
| Brand recognition | 5.81 | 5.93 | 5.83 | 5.90 | 6.00 | 5.64 | 5.84 | 5.59 | 5.45 | 5.41 |
| General quality | 5.52 | 5.56 | 5.54 | 5.41 | 5.63 | 4.95 | 5.29 | 5.38 | 4.97 | 5.05 |
| Low price | 2.04 | 2.43 | 2.46 | 2.12 | 1.88 | 2.43 | 2.11 | 2.62 | 2.05 | 2.74 |
| Price accepted | 2.83 | 2.93 | 2.83 | 2.58 | 2.19 | 3.20 | 3.15 | 2.73 | 2.47 | 2.44 |
| Underpriced | 2.44 | 2.54 | 2.34 | 2.07 | 1.88 | 2.41 | 2.67 | 2.47 | 2.16 | 2.44 |
| Expensive price | 2.56 | 2.67 | 2.43 | 2.00 | 2.07 | 2.68 | 2.25 | 2.68 | 2.16 | 2.36 |
| Value for money | 5.31 | 5.41 | 5.74 | 5.44 | 6.07 | 4.91 | 5.62 | 5.26 | 5.29 | 5.20 |
| Financial risk | 4.87 | 4.90 | 4.46 | 4.90 | 5.07 | 4.45 | 4.46 | 4.73 | 4.92 | 4.64 |
| Performance risk | 5.15 | 5.34 | 5.46 | 5.32 | 5.51 | 5.02 | 5.25 | 5.00 | 5.24 | 4.92 |
| Social risk | 5.07 | 4.80 | 5.06 | 5.58 | 5.44 | 5.04 | 5.33 | 5.06 | 5.03 | 5.15 |
| Convenience risk | 5.15 | 4.95 | 5.51 | 5.56 | 5.54 | 4.34 | 4.61 | 5.00 | 5.47 | 5.15 |
| Physical risk | 4.61 | 4.88 | 5.31 | 5.51 | 5.63 | 4.73 | 4.90 | 4.94 | 5.00 | 4.95 |
| Psychological risk | 5.17 | 5.29 | 5.17 | 5.83 | 5.54 | 4.98 | 5.20 | 5.59 | 5.45 | 4.74 |

## TABLE 13.12

### THE MEAN RATINGS OF THE PRODUCT ATTRIBUTES ACCORDING TO THE CONSUMERS' INCOME*

| ATTRIBUTE | JORDAN | | | | | | | EGYPT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Durability | 4.06 | 4.09 | 4.02 | 4.34 | 3.86 | 3.97 | 3.61 | 4.25 | 4.09 | 3.98 | 3.91 | 3.70 | 3.26 | 3.17 |
| Performance | 3.92 | 3.78 | 4.10 | 3.97 | 3.82 | 3.86 | 3.39 | 4.02 | 4.06 | 3.75 | 3.80 | 3.44 | 3.14 | 3.30 |
| Energy saving | 4.67 | 4.17 | 4.19 | 3.91 | 3.70 | 3.58 | 3.36 | 4.34 | 4.14 | 3.94 | 3.94 | 3.42 | 2.97 | 3.26 |
| Noise level | 3.67 | 3.72 | 3.68 | 3.62 | 3.61 | 3.72 | 3.09 | 3.86 | 3.83 | 4.02 | 3.63 | 3.49 | 2.83 | 3.20 |
| Maintenance | 4.02 | 3.59 | 3.71 | 3.81 | 3.79 | 3.64 | 3.34 | 4.02 | 4.07 | 3.70 | 3.34 | 3.56 | 3.14 | 3.35 |
| Safety | 3.77 | 3.63 | 3.95 | 3.81 | 3.73 | 3.73 | 3.48 | 3.55 | 3.62 | 3.54 | 3.37 | 3.53 | 2.86 | 3.04 |
| Appearance | 4.67 | 4.28 | 4.21 | 4.31 | 4.11 | 3.89 | 3.41 | 4.47 | 4.29 | 4.07 | 3.77 | 3.65 | 3.26 | 3.33 |
| Dependability | 3.92 | 3.86 | 3.87 | 3.75 | 3.61 | 3.67 | 3.43 | 3.95 | 4.08 | 3.79 | 3.57 | 3.56 | 3.06 | 3.56 |
| Usage instructions | 4.81 | 4.83 | 4.50 | 4.25 | 3.91 | 4.11 | 3.16 | 4.66 | 4.57 | 3.95 | 3.77 | 3.79 | 3.09 | 3.39 |
| Ease of cleaning | 4.31 | 3.97 | 4.21 | 3.91 | 3.95 | 3.47 | 3.11 | 4.01 | 4.09 | 3.98 | 3.60 | 3.57 | 3.14 | 3.41 |
| Variety of sizes | 4.08 | 4.06 | 3.87 | 3.53 | 4.02 | 3.78 | 3.41 | 4.24 | 4.43 | 4.19 | 3.94 | 3.53 | 3.77 | 3.15 |
| Variety of colours | 3.73 | 3.43 | 3.66 | 3.53 | 3.68 | 3.69 | 3.41 | 3.81 | 3.93 | 3.91 | 3.54 | 3.39 | 2.91 | 3.02 |
| Spare parts avail. | 4.77 | 4.53 | 4.31 | 4.97 | 4.04 | 3.81 | 3.48 | 4.15 | 4.45 | 3.86 | 3.60 | 3.53 | 3.31 | 2.89 |
| Warranty | 3.81 | 3.83 | 3.60 | 4.09 | 3.70 | 3.67 | 3.36 | 3.47 | 3.48 | 3.47 | 3.31 | 3.26 | 3.31 | 3.04 |
| Brand recognition | 4.46 | 4.19 | 4.14 | 3.81 | 3.86 | 4.11 | 3.43 | 4.41 | 3.96 | 3.82 | 3.57 | 3.58 | 2.94 | 3.26 |
| General quality | 3.87 | 3.92 | 4.00 | 3.62 | 3.86 | 3.56 | 3.50 | 4.00 | 4.16 | 4.00 | 3.51 | 3.44 | 3.43 | 3.11 |
| Low price | 3.59 | 4.10 | 3.68 | 3.19 | 3.73 | 4.31 | 3.86 | 4.01 | 4.44 | 4.39 | 4.46 | 4.44 | 4.51 | 4.61 |
| Price acceptance | 4.43 | 4.64 | 4.56 | 3.69 | 4.04 | 4.08 | 4.89 | 4.77 | 4.56 | 4.61 | 4.17 | 4.79 | 4.80 | 4.20 |
| Underpriced | 4.08 | 4.36 | 4.19 | 3.31 | 3.91 | 4.33 | 3.98 | 4.30 | 4.17 | 4.32 | 4.34 | 4.23 | 4.43 | 4.24 |
| Expensive price | 3.99 | 4.14 | 3.64 | 3.31 | 3.61 | 4.25 | 4.02 | 4.22 | 4.10 | 4.35 | 4.20 | 4.05 | 4.40 | 4.37 |
| Value for money | 4.23 | 4.19 | 4.32 | 3.94 | 4.09 | 3.56 | 3.59 | 4.30 | 3.99 | 4.19 | 3.66 | 3.60 | 3.31 | 3.46 |
| Financial risk | 4.21 | 4.04 | 4.14 | 3.97 | 4.16 | 3.61 | 3.59 | 4.03 | 4.05 | 3.98 | 3.43 | 3.77 | 2.94 | 3.22 |
| Performance risk | 4.39 | 4.31 | 4.29 | 3.31 | 3.91 | 4.06 | 3.77 | 4.28 | 4.56 | 4.16 | 3.51 | 3.44 | 3.06 | 3.33 |
| Social risk | 4.12 | 4.43 | 4.23 | 3.84 | 3.91 | 3.83 | 3.70 | 3.97 | 4.09 | 3.96 | 3.29 | 3.65 | 3.06 | 3.63 |
| Convenience risk | 4.50 | 4.03 | 4.55 | 4.06 | 4.04 | 3.61 | 3.68 | 4.43 | 5.36 | 4.23 | 3.71 | 3.77 | 3.11 | 3.33 |
| Physical risk | 4.29 | 4.26 | 4.27 | 4.16 | 3.89 | 3.75 | 3.59 | 4.15 | 4.18 | 3.98 | 3.49 | 3.84 | 3.06 | 3.65 |
| Psychological risk | 4.88 | 4.57 | 4.55 | 4.19 | 3.79 | 4.08 | 3.43 | 4.33 | 4.45 | 4.19 | 3.74 | 3.86 | 3.14 | 3.26 |

*NOTES-

(a) Income categories – 1 JD 100 or less, 2 JD 101-200, 3 JD 201-300, 4 JD 301-400,
 5 JD 401-500, 6 501-600, 7 601+

(b) The scale of measurement consists of seven points. The higher the ratings the better the perception.

TABLE 13.12 (continued)

| | TAIWAN | | | | | | | ROMANIA | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Durability | 3.94 | 3.69 | 3.45 | 3.25 | 2.34 | 2.33 | 2.53 | 4.25 | 3.88 | 3.75 | 3.72 | 3.26 | 2.64 | 3.17 |
| Performance | 3.86 | 3.27 | 3.10 | 2.69 | 2.32 | 2.31 | 2.20 | 4.05 | 3.78 | 3.78 | 3.56 | 2.95 | 3.07 | 3.98 |
| Energy saving | 4.73 | 4.07 | 3.60 | 3.31 | 2.39 | 2.26 | 2.56 | 4.37 | 3.94 | 3.57 | 3.66 | 3.19 | 2.83 | 3.21 |
| Noise level | 3.84 | 3.45 | 3.06 | 3.06 | 2.77 | 2.33 | 2.44 | 3.99 | 3.81 | 3.53 | 3.50 | 3.24 | 2.90 | 3.09 |
| Maintenance | 3.83 | 3.86 | 3.27 | 3.03 | 2.39 | 2.36 | 2.36 | 4.15 | 4.09 | 3.75 | 3.62 | 3.07 | 2.64 | 3.31 |
| Safety | 3.79 | 3.61 | 3.16 | 2.84 | 2.64 | 2.13 | 2.38 | 4.04 | 3.86 | 3.77 | 3.50 | 3.12 | 2.83 | 3.07 |
| Appearance | 4.42 | 4.11 | 3.25 | 3.41 | 2.59 | 2.20 | 2.71 | 4.18 | 4.06 | 3.52 | 3.50 | 3.21 | 2.90 | 3.29 |
| Dependability | 3.69 | 3.57 | 3.00 | 2.78 | 2.59 | 2.23 | 2.27 | 4.12 | 3.97 | 3.67 | 3.41 | 3.33 | 3.05 | 3.21 |
| Usage instructions | 4.32 | 4.10 | 3.45 | 3.41 | 2.68 | 2.18 | 2.71 | 4.22 | 4.16 | 4.07 | 3.94 | 3.02 | 2.93 | 3.14 |
| Ease of cleaning | 3.73 | 3.84 | 3.27 | 3.22 | 2.36 | 2.34 | 2.47 | 3.86 | 3.77 | 3.55 | 3.94 | 3.26 | 3.59 | 3.00 |
| Variety of sizes | 4.82 | 4.47 | 3.61 | 3.37 | 2.66 | 2.33 | 2.64 | 4.25 | 4.36 | 3.60 | 4.19 | 3.17 | 3.09 | 3.12 |
| Variety of colours | 4.34 | 4.22 | 3.28 | 3.78 | 2.75 | 2.23 | 2.31 | 3.88 | 3.97 | 3.35 | 3.37 | 3.12 | 3.81 | 3.07 |
| Spare parts avail. | 4.50 | 4.22 | 3.39 | 3.22 | 2.36 | 2.15 | 2.36 | 4.20 | 4.09 | 3.70 | 3.34 | 3.31 | 3.81 | 3.09 |
| Warranty | 3.64 | 3.54 | 2.98 | 2.91 | 2.57 | 2.33 | 2.27 | 3.73 | 3.56 | 3.37 | 3.41 | 2.93 | 2.48 | 2.90 |
| Brand recognition | 4.41 | 4.18 | 3.28 | 3.16 | 2.41 | 2.69 | 2.71 | 4.18 | 4.07 | 3.47 | 3.28 | 2.36 | 3.00 | 3.21 |
| General quality | 3.92 | 3.76 | 3.36 | 3.16 | 3.09 | 2.56 | 2.78 | 3.95 | 3.98 | 3.85 | 3.84 | 3.26 | 2.86 | 3.21 |
| Low price | 4.12 | 4.52 | 4.87 | 5.34 | 5.50 | 5.23 | 5.60 | 3.77 | 4.07 | 4.63 | 4.06 | 4.57 | 4.31 | 4.67 |
| Price acceptance | 5.04 | 5.00 | 5.37 | 5.09 | 5.84 | 5.33 | 5.40 | 4.56 | 4.82 | 5.00 | 4.47 | 5.00 | 4.50 | 4.52 |
| Underpriced | 4.48 | 4.65 | 5.09 | 5.28 | 5.70 | 5.26 | 5.56 | 4.23 | 4.21 | 4.52 | 4.16 | 4.55 | 4.57 | 4.57 |
| Expensive price | 4.35 | 4.29 | 5.10 | 5.94 | 5.32 | 5.31 | 5.53 | 3.81 | 3.94 | 4.47 | 4.06 | 4.40 | 4.43 | 4.71 |
| Value for money | 4.10 | 3.87 | 3.57 | 3.22 | 2.86 | 2.72 | 2.49 | 3.54 | 4.18 | 4.05 | 3.28 | 3.43 | 3.33 | 3.26 |
| Financial risk | 3.47 | 3.68 | 3.13 | 2.94 | 2.45 | 2.20 | 2.58 | 4.24 | 4.20 | 3.62 | 3.22 | 3.17 | 2.76 | 3.31 |
| Performance risk | 4.03 | 3.94 | 2.94 | 2.81 | 2.45 | 2.33 | 2.64 | 4.20 | 4.20 | 3.52 | 3.69 | 3.36 | 3.05 | 3.36 |
| Social risk | 3.64 | 3.48 | 3.22 | 3.28 | 2.39 | 1.97 | 2.22 | 3.91 | 4.06 | 3.80 | 3.50 | 3.17 | 2.98 | 3.09 |
| Convenience risk | 4.17 | 4.07 | 3.36 | 2.84 | 2.48 | 2.56 | 2.49 | 4.17 | 4.29 | 3.70 | 3.41 | 3.26 | 2.88 | 3.45 |
| Physical risk | 3.64 | 3.86 | 3.03 | 2.75 | 2.36 | 2.20 | 2.27 | 3.71 | 3.84 | 3.58 | 3.47 | 3.24 | 2.86 | 3.19 |
| Psychological risk | 4.23 | 4.26 | 3.39 | 3.16 | 2.64 | 2.05 | 2.76 | 4.32 | 4.38 | 3.62 | 3.72 | 3.38 | 3.02 | 3.36 |

TABLE 13.12 (continued)

| ATTRIBUTE | RUSSIA | | | | | | | JAPAN | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Durability | 4.96 | 4.57 | 4.87 | 4.77 | 4.88 | 4.55 | 4.56 | 6.01 | 5.47 | 5.89 | 6.13 | 5.88 | 6.07 | 5.78 |
| Performance | 4.63 | 4.68 | 4.58 | 4.60 | 4.72 | 4.42 | 4.-1 | 5.41 | 5.47 | 5.64 | 5.85 | 5.81 | 5.90 | 5.56 |
| Energy saving | 5.14 | 4.48 | 4.64 | 4.80 | 4.60 | 4.65 | 4.49 | 6.00 | 5.35 | 5.82 | 5.90 | 5.70 | 5.90 | 5.98 |
| Noise level | 4.50 | 4.25 | 4.42 | 4.57 | 4.53 | 4.45 | 4.60 | 4.84 | 4.81 | 5.47 | 5.81 | 5.39 | 5.47 | 5.70 |
| Maintenance | 4.85 | 4.42 | 4.71 | 4.57 | 4.46 | 4.52 | 4.65 | 5.66 | 5.45 | 5.97 | 5.81 | 5.51 | 5.67 | 5.96 |
| Safety | 4.44 | 4.46 | 4.36 | 4.50 | 4.58 | 4.42 | 4.58 | 5.63 | 5.28 | 5.50 | 5.90 | 5.51 | 5.70 | 5.87 |
| Appearance | 4.03 | 4.46 | 4.76 | 4.13 | 5.05 | 4.40 | 4.51 | 5.95 | 5.55 | 6.10 | 6.10 | 5.81 | 5.80 | 5.85 |
| Dependability | 4.57 | 4.67 | 4.73 | 4.57 | 4.63 | 4.32 | 4.67 | 5.46 | 5.67 | 5.95 | 5.97 | 5.65 | 5.67 | 5.70 |
| Usage instructions | 4.54 | 4.54 | 4.74 | 4.67 | 4.84 | 4.67 | 4.46 | 5.75 | 5.46 | 5.76 | 6.03 | 5.53 | 5.67 | 5.54 |
| Ease of cleaning | 4.20 | 4.43 | 4.33 | 4.50 | 4.46 | 4.20 | 4.21 | 5.37 | 5.44 | 5.47 | 6.10 | 5.42 | 5.70 | 5.70 |
| Variety of sizes | 5.07 | 4.66 | 4.34 | 4.70 | 4.79 | 4.47 | 4.76 | 5.95 | 5.86 | 6.08 | 6.00 | 5.53 | 5.87 | 6.02 |
| Variety of colours | 4.33 | 4.37 | 4.36 | 4.40 | 4.65 | 4.37 | 4.28 | 5.30 | 5.39 | 5.45 | 5.84 | 5.60 | 5.85 | 5.76 |
| Spare parts avail. | 4.57 | 4.09 | 4.58 | 4.47 | 4.56 | 4.35 | 4.81 | 5.74 | 5.72 | 5.97 | 6.03 | 5.63 | 6.00 | 5.83 |
| Warranty | 4.00 | 4.00 | 4.04 | 4.57 | 4.53 | 4.10 | 4.63 | 5.28 | 5.32 | 5.14 | 5.97 | 5.35 | 5.62 | 5.74 |
| Brand recognition | 4.68 | 4.07 | 4.44 | 4.83 | 4.35 | 4.35 | 4.63 | 6.05 | 5.57 | 5.93 | 5.84 | 5.63 | 5.95 | 5.74 |
| General quality | 4.65 | 4.46 | 4.45 | 4.53 | 4.46 | 4.35 | 4.39 | 5.44 | 5.40 | 5.37 | 5.74 | 5.51 | 5.67 | 5.74 |
| Low price | 3.56 | 3.91 | 3.65 | 4.00 | 3.70 | 3.47 | 3.56 | 3.07 | 3.68 | 2.79 | 2.35 | 2.09 | 2.52 | 2.56 |
| Price acceptance | 4.37 | 4.20 | 4.00 | 3.53 | 3.81 | 3.60 | 3.58 | 4.15 | 3.86 | 3.19 | 2.81 | 2.28 | 2.97 | 2.65 |
| Underpriced | 3.67 | 3.83 | 3.51 | 3.67 | 3.72 | 3.37 | 3.42 | 3.45 | 3.41 | 2.85 | 2.61 | 2.53 | 2.42 | 2.59 |
| Expensive price | 3.69 | 3.60 | 3.53 | 3.97 | 3.86 | 3.57 | 3.44 | 2.93 | 3.32 | 3.06 | 2.32 | 2.39 | 2.62 | 2.72 |
| Value for money | 4.56 | 3.44 | 4.87 | 4.60 | 4.67 | 4.32 | 4.30 | 5.67 | 5.19 | 5.61 | 6.19 | 5.72 | 5.67 | 5.43 |
| Financial risk | 3.89 | 3.91 | 4.44 | 4.00 | 4.30 | 4.32 | 4.35 | 3.93 | 4.44 | 4.76 | 4.74 | 5.37 | 5.55 | 5.28 |
| Performance risk | 4.57 | 4.38 | 4.29 | 4.13 | 4.44 | 4.10 | 4.30 | 4.93 | 4.71 | 5.27 | 5.42 | 5.21 | 5.62 | 5.22 |
| Social risk | 4.35 | 4.02 | 4.62 | 4.17 | 4.37 | 4.12 | 4.26 | 4.40 | 4.46 | 5.02 | 5.32 | 5.42 | 5.15 | 5.41 |
| Convenience risk | 4.71 | 4.40 | 4.20 | 4.47 | 4.33 | 4.15 | 4.42 | 4.40 | 4.99 | 5.26 | 5.84 | 5.44 | 5.30 | 5.70 |
| Physical risk | 4.34 | 4.29 | 4.53 | 4.33 | 4.42 | 4.32 | 4.44 | 4.32 | 4.65 | 5.32 | 5.55 | 5.02 | 5.35 | 5.37 |
| Psychological risk | 4.68 | 4.49 | 4.64 | 4.53 | 4.60 | 4.20 | 4.39 | 5.03 | 5.05 | 5.24 | 5.48 | 5.05 | 4.97 | 5.13 |

TABLE 13.12 (continued)

| ATTRIBUTE | U.K. | | | | | | | U.S.A. | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Durability | 5.57 | 5.83 | 5.54 | 5.67 | 5.73 | 5.92 | 5.77 | 6.19 | 5.93 | 6.03 | 6.55 | 6.30 | 6.10 | 6.49 |
| Perfo.mance | 5.20 | 5.35 | 5.52 | 5.82 | 5.39 | 5.75 | 5.46 | 5.49 | 5.63 | 6.05 | 6.55 | 6.35 | 6.17 | 6.37 |
| Energy saving | 5.19 | 5.08 | 5.27 | 5.58 | 5.61 | 5.58 | 5.33 | 5.32 | 4.89 | 5.67 | 6.14 | 6.00 | 5.83 | 6.09 |
| Noise level | 4.75 | 4.92 | 5.21 | 5.42 | 5.32 | 5.36 | 5.42 | 5.03 | 5.19 | 5.73 | 6.00 | 6.16 | 6.17 | 6.39 |
| Maintenance | 5.27 | 5.78 | 5.31 | 5.54 | 5.45 | 5.53 | 5.49 | 5.68 | 5.72 | 6.23 | 6.38 | 6.37 | 6.02 | 6.12 |
| Safety | 5.60 | 5.41 | 5.49 | 5.58 | 5.48 | 5.39 | 5.37 | 5.44 | 5.60 | 6.00 | 6.48 | 6.21 | 6.17 | 6.28 |
| Appearance | 5.60 | 5.71 | 5.45 | 6.09 | 5.50 | 5.44 | 5.35 | 5.85 | 5.64 | 6.20 | 6.34 | 6.30 | 6.19 | 6.30 |
| Dependability | 5.28 | 5.63 | 5.66 | 5.58 | 5.27 | 5.11 | 5.51 | 5.36 | 5.71 | 6.09 | 6.17 | 6.19 | 6.34 | 6.07 |
| Usage instructions | 5.21 | 5.77 | 5.70 | 5.88 | 5.43 | 5.36 | 5.60 | 5.59 | 5.66 | 6.09 | 6.55 | 6.28 | 6.15 | 6.35 |
| Ease of cleaning | 5.06 | 5.51 | 5.19 | 5.64 | 5.41 | 5.67 | 5.23 | 4.96 | 5.46 | 6.66 | 6.31 | 6.16 | 5.85 | 6.26 |
| Variety of sizes | 5.50 | 5.88 | 5.34 | 5.61 | 5.52 | 5.50 | 5.53 | 5.52 | 5.77 | 5.80 | 6.65 | 6.14 | 6.19 | 6.56 |
| Variety of colours | 5.03 | 5.40 | 5.49 | 5.58 | 5.59 | 5.06 | 5.58 | 4.90 | 5.43 | 5.84 | 8.28 | 6.23 | 6.10 | 6.23 |
| Spare parts avail. | 5.42 | 5.22 | 5.55 | 5.54 | 5.59 | 5.11 | 5.56 | 5.64 | 5.50 | 5.62 | 5.69 | 6.12 | 6.24 | 6.16 |
| Warranty | 4.92 | 5.33 | 5.16 | 5.30 | 5.34 | 5.19 | 5.42 | 5.05 | 5.17 | 5.66 | 6.00 | 6.02 | 6.07 | 6.21 |
| Brand recognition | 5.47 | 5.85 | 5.57 | 5.88 | 5.57 | 5.56 | 5.49 | 5.46 | 5.73 | 5.97 | 6.28 | 6.33 | 6.19 | 6.02 |
| General quality | 5.87 | 5.27 | 5.25 | 5.39 | 5.29 | 5.28 | 4.86 | 4.98 | 5.63 | 5.23 | 6.03 | 5.91 | 6.17 | 6.21 |
| Low price | 2.71 | 2.74 | 2.22 | 2.00 | 2.00 | 2.39 | 1.84 | 2.05 | 2.57 | 2.25 | 1.76 | 1.58 | 2.02 | 1.91 |
| Price acceptance | 3.24 | 3.22 | 2..3 | 1.91 | 2.02 | 2.42 | 2.05 | 3.17 | 2.98 | 2.78 | 2.21 | 2.09 | 1.83 | 2.12 |
| Underpriced | 3.06 | 2.74 | 2.21 | 1.97 | 1.95 | 2.25 | 1.81 | 2.66 | 2.55 | 2.27 | 1.83 | 2.02 | 1.58 | 1.74 |
| Expensive price | 3.07 | 2.74 | 2.28 | 2.30 | 2.00 | 2.19 | 2.05 | 3.05 | 2.60 | 2.80 | 1.93 | 1.79 | 1.49 | 1.60 |
| Value for money | 4.80 | 5.40 | 5.28 | 5.28 | 5.52 | 4.94 | 5.12 | 5.29 | 5.54 | 5.83 | 5.96 | 6.02 | 5.78 | 5.44 |
| Financial risk | 3.98 | 4.39 | 4.73 | 5.00 | 4.91 | 4.81 | 4.84 | 4.21 | 4.57 | 5.28 | 5.90 | 5.74 | 5.66 | 5.39 |
| Performance risk | 4.62 | 4.97 | 5.15 | 5.64 | 5.23 | 4.97 | 5.14 | 5.05 | 4.85 | 5.44 | 5.93 | 5.81 | 6.05 | 5.70 |
| Social risk | 4.25 | 4.39 | 5.19 | 5.48 | 5.27 | 4.97 | 4.91 | 4.41 | 4.87 | 5.34 | 6.00 | 6.00 | 5.98 | 5.67 |
| Convenience risk | 5.16 | 5.29 | 5.94 | 5.24 | 5.50 | 5.25 | 5.09 | 4.96 | 5.13 | 5.66 | 6.14 | 5.95 | 5.66 | 5.81 |
| Physical risk | 4.55 | 4.85 | 4.85 | 5.24 | 5.32 | 5.22 | 4.91 | 4.62 | 4.85 | 5.42 | 5.76 | 5.32 | 5.49 | 5.67 |
| Psychological risk | 4.66 | 5.25 | 4.98 | 5.76 | 5.41 | 5.19 | 4.86 | 5.04 | 4.92 | 5.64 | 5.93 | 5.86 | 5.80 | 5.98 |

TABLE 13.13

THE MEAN RATINGS OF THE PRODUCT ATTRIBUTES ACCORDING TO THE IMPORTANCE OF THE PRODUCT ORIGIN*

| ATTRIBUTE | 1 | JORDAN | EGYPT | TAIWAN | ROMANIA | RUSSIA | JAPAN | U.K. | U.S.A |
|---|---|---|---|---|---|---|---|---|---|
| Durability | 3.91 | 4.17 | 3.95 | 3.45 | 3.72 | 4.75 | 5.83 | 5.71 | 6.16 |
| Performance | 3.80 | 3.97 | 3.82 | 3.17 | 3.70 | 4.82 | 5.53 | 5.42 | 5.98 |
| Ener y saving | 4.11 | 4.10 | 3.96 | 3.92 | 3.52 | 4.76 | 5.83 | 5.20 | 5.89 |
| Noise level | 3.56 | 3.73 | 3.69 | 3.26 | 3.54 | 4.65 | 5.12 | 5.55 | 5.95 |
| Maintenance | 3.56 | 4.07 | 3.74 | 3.07 | 3.66 | 4.78 | 5.69 | 5.61 | 5.95 |
| Safety | 3.68 | 3.73 | 3.44 | 3.39 | 3.40 | 4.56 | 5.59 | 5.45 | 5.90 |
| Appearance | 4.27 | 4.21 | 3.50 | 3.03 | 3.73 | 4.54 | 5.46 | 5.51 | 6.06 |
| Dependability | 3.72 | 4.11 | 3.82 | 3.19 | 3.81 | 4.43 | 5.59 | 5.66 | 6.03 |
| Usage instructions | 4.45 | 4.49 | 3.86 | 3.73 | 3.78 | 4.81 | 5.81 | 5.58 | 6.01 |
| Ease of cleaning | 3.90 | 3.99 | 3.87 | 3.39 | 3.89 | 4.59 | 5.61 | 5.45 | 5.84 |
| Variety of sizes | 3.76 | 3.16 | 4.05 | 3.15 | 3.56 | 4.32 | 5.53 | 5.27 | 5.79 |
| Variety of colours | 3.47 | 3.73 | 3.63 | 3.39 | 3.43 | 4.36 | 5.65 | 5.43 | 6.10 |
| Spare parts avail. | 4.41 | 4.18 | 3.95 | 3.76 | 3.90 | 4.65 | 5.86 | 5.51 | 6.02 |
| Warranty | 3.60 | 3.99 | 3.31 | 3.12 | 3.53 | 4.07 | 5.31 | 5.13 | 5.77 |
| Brand recognition | 4.17 | 4.08 | 3.86 | 3.76 | 3.64 | 4.35 | 5.90 | 5.61 | 5.94 |
| General quality | 3.69 | 4.09 | 3.84 | 3.49 | 3.62 | 4.68 | 5.51 | 5.25 | 5.80 |
| Low price | 3.88 | 3.59 | 4.35 | 4.67 | 4.25 | 3.74 | 2.53 | 2.46 | 2.23 |
| Price acceptance | 4.51 | 3.96 | 4.62 | 4.99 | 4.19 | 4.59 | 2.89 | 2.97 | 2.93 |
| Underpriced | 4.23 | 3.85 | 4.31 | 4.88 | 4.28 | 3.69 | 2.69 | 2.30 | 2.07 |
| Expensive price | 4.03 | 3.75 | 4.23 | 5.11 | 4.37 | 3.55 | 2.65 | 2.51 | 1.86 |
| Value for money | 3.99 | 4.27 | 3.98 | 3.58 | 4.13 | 4.67 | 5.59 | 5.19 | 5.41 |
| Financial risk | 4.01 | 4.07 | 3.83 | 3.30 | 3.34 | 4.17 | 4.81 | 4.46 | 4.79 |
| Performance risk | 4.17 | 4.20 | 3.81 | 3.47 | 3.89 | 4.43 | 5.02 | 4.96 | 5.30 |
| Social risk | 4.13 | 4.12 | 3.78 | 3.25 | 3.70 | 4.25 | 5.18 | 4.70 | 5.60 |
| Convenience risk | 4.27 | 4.22 | 4.11 | 3.70 | 3.67 | 4.36 | 5.02 | 4.91 | 5.67 |
| Physical risk | 4.14 | 4.20 | 3.94 | 3.33 | 3.46 | 4.24 | 5.55 | 5.27 | 5.61 |
| Psychological risk | 4.38 | 4.46 | 3.09 | 3.65 | 3.97 | 4.40 | 5.03 | 4.97 | 5.70 |

*NOTES—
(a) 1  Important, 2  Not Important
(b) The scale of measurement consists of seven points.  The higher the ratings the better the perception.

APPENDIX G


THE RESULTS OF THE DISCRIMINANT ANALYSIS
ALL GROUPS STACKED HISTOGRAM, AND THE CORRECT
CLASSIFICATION PERCENTAGES FOR THE SEX AND THE
CONSUMERS' PERCEPTIONᵤ OF THE ORIGIN IMPORTANCE ON
PRODUCT EVALUATION FOR THE EIGHT COUNTRIES AS
EXAMPLES FOR THE DA PRINTOUT

ALL-GROUPS STACKED HISTOGRAM
CANONICAL DISCRIMINANT FUNCTION

JORDAN (SEX)

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED: 56.0

ALL-GROUPS STACKED HISTOGRAM
CANONICAL DISCRIMINANT FUNCTION

EGYPT ( SEX )

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED: ...

ALL-GROUPS STACKED HISTOGRAM
CANONICAL DISCRIMINANT FUNCTION

TAIWAN ( SEX )

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED: ...

ALL-GROUPS STACKED HISTOGRAM
CANONICAL DISCRIMINANT FUNCTION

ROMANIA (SEX)

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED: ...

ALL-GROUPS STACKED HISTOGRAM
CANONICAL DISCRIMINANT FUNCTION 1

RUSSIA
(SEX)

F
R    32 +
E    24 +
Q    16 +
U     8 +
E
N
C
Y

CLASS
CENTROIDS

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED:

ALL-GROUPS STACKED HISTOGRAM
CANONICAL DISCRIMINANT FUNCTION 1

JAPAN
(SEX)

F
R    32 +
E    24 +
Q    16 +
U     8 +
E
N
C
Y

CLASS
CENTROIDS

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED:

ALL-GROUPS STACKED HISTOGRAM
CANONICAL DISCRIMINANT FUNCTION 1

UK
(SEX)

F
R    32 +
E    24 +
Q    16 +
U     8 +
E
N
C
Y

CLASS
CENTROIDS

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED:   54.94%

ALL-GROUPS STACKED HISTOGRAM
CANONICAL DISCRIMINANT FUNCTION 1

U S A
(SEX)

F
R    32 +
E    24 +
Q    16 +
U     8 +
E
N
C
Y

CLASS
CENTROIDS

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED:   65.25%

ALL-GROUPS STACKED HISTOGRAM

CANONICAL DISCRIMINANT FUNCTION 1

JORDAN
(ORIGIN IMPORTANCE)

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED:

ALL UNGROUPED CASES
ALL-GROUPS STACKED HISTOGRAM

CANONICAL DISCRIMINANT FUNCTION

EGYPT
(ORIGIN IMPORTANCE)

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED:

ALL-GROUPS STACKED HISTOGRAM

CANONICAL DISCRIMINANT FUNCTION 1

TAIWAN
(ORIGIN IMP.)

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED:

ALL UNGROUPED CASES
ALL-GROUPS STACKED HISTOGRAM

CANONICAL DISCRIMINANT FUNCTION 1

ROMANIA
(ORIGIN IMP.)

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED: 60.5%

ALL UNGROUPED CASES
ALL-GROUPS STACKED HISTOGRAM

CANONICAL DISCRIMINANT FUNCTION 1

RUSSIA
(ORIGIN IMP.)

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED: 62.5%

ALL UNGROUPED CASES
ALL-GROUPS STACKED HISTOGRAM

CANONICAL DISCRIMINANT FUNCTION 1

JAPAN
(ORIGIN IMP.)

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED: 67.5%

ALL GROUPS STACKED HISTOGRAM
CANONICAL DISCRIMINANT FUNCTION 1

U K
(ORIGIN IMP.)

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED: 64.2%

ALL UNGROUPED CASES
ALL-GROUPS STACKED HISTOGRAM

CANONICAL DISCRIMINANT FUNCTION 1

U S A
(ORIGIN IMP.)

PERCENT OF "GROUPED" CASES CORRECTLY CLASSIFIED: 59.3%