APPENDICES

APPENDIX A

PILOT STUDY - INFORMATION SHEET FOR PARTICIPANTS

UNE
The University of
NEW ENGLAND

Faculty of Economics, Business and Law

School of Marketing and Management

Armidale, NSW 2351 Australia

Telephone: +61 67 73 2965 **Facsimile:** +61 67 73 3914

Electronic Mail: rpappu@metz.une.edu.au

Date:

Dear Student

This survey is part of a research project conducted by a staff member in UNE's School of Marketing and Management. The purpose of this research is to obtain a better understanding of the consumer choice process.

Please answer ALL the questions in the attached questionnaire. Your answers are very important for the proposed research. It will take only a short time (about twelve minutes according to a preliminary test) to answer all the questions. There are no right or wrong answers for the questions. Please return the questionnaire to the person distributing this survey, after answering all the questions.

Please DO NOT write your name on the questionnaire. All answers will be confidential to the researcher. Your name will in no way be connected to any responses you choose to provide.

Your answers to the questions will enable better understanding of the factors influencing consumer choice and the theoretical underpinnings of the concept of brand equity. Results of the study will be published in international marketing journals and a summary of the results upon request, will be available to any of the survey participants interested.

Please participate in the study ONLY if you are aged 18 years or over on the date of receipt of this letter. Your participation in completing this survey is strictly voluntary. You may withdraw your participation at any time. If you have any questions about the study please feel free to contact me at the above telephone number/e-mail address. Ask the person distributing this questionnaire to you any questions that you may have regarding the study.

Thank you in advance for your participation.

Yours sincerely

Ravi Pappu

Note: This research project has been approved by the Human Research Ethics Committee of the University of New England (Approval No: HEO1/251, Valid upto 17/11/2002).

Please retain this sheet for your information. Should you have any complaints concerning the manner in which this research is conducted, please contact the Research Ethics Officer at the following address.

Research Services, University of New England, Armidale, 2351, NSW.
Telephone: (02) 6773 3449, Facsimile (02) 6773 3543, Email: Ethics@metz.une.edu.au.

APPENDIX B
PILOT STUDY – SURVEY QUESTIONNAIRE

COUNTRY IMAGE STUDY

UNE

The University of

NEW ENGLAND

School of Marketing and Management

Faculty of Economics Business and Law

University of New England

Armidale 2351 NSW

Australia

Section One

Thank you for agreeing to participate in the survey. This questionnaire is part of a research project aimed at getting a better understanding of consumer decision-making.

Please answer ALL the questions. For each question, indicate your response by marking a Tick ✓ in one of the boxes provided. There are NO right or wrong answers for any question.

(i)   What **countries** would come to your mind when you think of the product 'Television'? Please write the names of the countries below. You may mention up to six countries.

Countries

1 _____   2 _____   3 _____

4 _____   5 _____   6 _____

❏   Please tick here if no country comes to your mind when you think of **Televisions**

(ii)   What **countries** would come to your mind when you think of the product 'cars'?
Please write the names of the countries below. You may mention up to six countries.

Countries

1 _____   2 _____   3 _____

4 _____   5 _____   6 _____

❏   Please tick here if no country comes to your mind when you think of **cars**

(iii)   What **brand names** would come to your mind when you think of the products 'Televisions'? Please write the names of the brands in the boxes provided below. You may mention up to six brand names.

Brand names

1 _____   2 _____   3 _____

4 _____   5 _____   6 _____

❏   Please tick here if no brand name comes to your mind when you think of **Televisions**

(iv)   What **brand names** would come to your mind when you think of the products **cars**?
Please write the names of the brands in the boxes provided below. You may mention up to six brand names.

Brand names

1 _____   2 _____   3 _____

4 _____   5 _____   6 _____

❏   Please tick here if no brand name comes to your mind when you think of **cars**

Section Two

(v) Please tell us, what you think of the following countries, Japan, Malaysia and China?

Please provide your response on a scale of 1 to 7. Mark against your best choice in the Box provided

For example, how do you rate a country JAPAN on the following attributes?

If you believe JAPAN is a Democratic country mark a tick ✓against 1.

If you believe JAPAN is a Dictatorial country, mark a tick ✓ against 7.

Democratic							Dictatorial
Japan	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
Malaysia	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
China	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7

Capitalist							Communist
Japan	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
Malaysia	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
China	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7

Civilian							Military
Japan	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
Malaysia	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
China	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7

Pro-Western							Anti-Western
Japan	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
Malaysia	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
China	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7

A Free-Market							Not A Free-Market
Japan	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
Malaysia	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
China	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7

Enjoys High Standard of Living			Does Not Enjoy High Standard of Living				
Japan	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
Malaysia	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
China	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7

Has A Highly Developed Economy			Has An Economy that is Not Developed				
Japan	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
Malaysia	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
China	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7

Section Two (Continued)

(v)   Please tell us, what you think of the following countries? Please provide your response on a scale of 1 to 7. Mark against your best choice in the box provided

	A Producer of High Quality Products				A Producer of Low Quality Products		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	A Welfare Oriented Country				Not A Welfare Oriented Country		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	High Labour Costs						Low Labour Costs
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Has Highly Level of Industrialization				Has Low Level of Industrialization		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	High Technological Research				Low Technological Research		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Has High Level of Literacy					Has Low Level of Literacy	
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly Products Are Mass Produced				Mostly Products Are Handcrafted		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

Section Two (Continued)

(vi) Please tell us what you think of products made from the following countries? Please provide your response on the following attributes on a scale of 1 to 7. Mark a Tick ✓, against your best choice.

	Mostly, Unreasonably Priced Products				Mostly, Reasonably Priced Products		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly, Necessary Items					Mostly, Luxury Items	
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly, Light Manufacturing Products				Mostly, Heavy Industry Products		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly, Products with Excellent Quality Workmanship				Mostly, Products without Excellent Quality Workmanship		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly, Technically Advanced Products				Mostly, Technically Backward Products		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly, Inventive Products					Mostly, Imitative Products	
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly Products That Are Distributed Worldwide				Mostly Products That Are Distributed Domestically		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

Section Two (Continued)

(vi)   Please tell us what you think of products made from the following countries? Please provide your response on the following attributes on a scale of 1 to 7. Mark a Tick ✓, against your best choice.

	Mostly, Products Which Provide Pride in Ownership				Mostly, Products Which Do Not provide pride in Ownership		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly, Products with Much Advertising				Mostly, Products with Little Advertising		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly, Products with Recognisable Brand Names				Mostly, Products with Unrecognisable Brand Names		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly Products That Provide Large Choice of Sizes & Models				Mostly Products That Provide Limited choice of Sizes & Models		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly, Products Suitable for Young People				Mostly Products Suitable For Old People		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly, Products Suitable for Men				Mostly, Products Suitable for Women		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly Products that are Reliable				Mostly, Products that are Not Reliable		
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

Section Two (Continued)

(vi)   Please tell us what you think of products made from the following countries? Please provide your response on the following attributes on a scale of 1 to 7. Mark a Tick ✓, against your best choice.

	Mostly, Products Suitable for Upper Class						Mostly, Products Suitable for Lower Class
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly Products that are Expensive						Mostly, Products that are Inexpensive
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly Products that Make Clever Use of Colour						Mostly Products that Do Not Make Clever Use of Colour
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly Products that offer Good Value						Mostly, Products that do not offer Good Value
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly Products that offer Good Outward Appearance						Mostly, Products that do not offer Good Outward Appearance
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly Products that are 'high status'						Mostly, Products that that are not 'high status'
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

	Mostly Products that offer excellent style and fit						Mostly, Products that do not offer excellent style and fit
Japan	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
Malaysia	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7
China	❏ 1	❏ 2	❏ 3	❏ 4	❏ 5	❏ 6	❏ 7

Section Two (Continued)

(vi) Please tell us what you think of products made from the following countries? Please provide your response on the following attributes on a scale of 1 to 7. Mark a Tick ✓, against your best choice.

	Mostly Products that are Dependable						Mostly, Products that are Not Dependable
Japan	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
Malaysia	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7
China	❑ 1	❑ 2	❑ 3	❑ 4	❑ 5	❑ 6	❑ 7

Section Three

The following information is required for the purpose of research only. It will remain strictly confidential. It will NOT be disclosed to any other party.

(i) Are you male or female? Please tick the appropriate box

❑ Female   ❑ Male

(ii) Which age category would you place yourself? Please tick the appropriate box.

❑ 18 - 29 Years   ❑ 30 – 39 Years   ❑ 40 – 49 Years

❑ 50 – 59 Years   ❑ 60 + Years

(iii) Please tell us in which country you were born? Please tick the appropriate box.

❑ Australia

❑ Others (Please write the name of the country)_____

(iv) Please indicate the number of years you have lived in Australia.

❑ Less than 1 year   ❑ 1 - 4 Years   ❑ 5 – 9 Years

❑ 10 – 14 Years   ❑ 15 – 19 Years   ❑ 20 years or more

APPENDIX C

PILOT STUDY

The pilot study designed to provide input for the main study is described here. The pilot study was conducted to purify the two country image scales, as well as to identify the brands associated with the product categories (televisions and cars) to be included in the main study. The details of the research design, sampling plan, questionnaire design, data collection procedure and the results of the pilot study are also included here.

1.   METHOD

Data for the pilot study were collected in September 2001 through a survey using a convenience sample of from undergraduate business students at the University of Adelaide, Australia. All respondents were provided with an information sheet (see Appendix A) in which respondents' rights were clearly explained to them. The instrument used for the collection of data (see Appendix B) included three sections. In section one, through the first four questions, respondents were asked to list the names of the countries and brands (a maximum of six each) that would come their mind when they think of each of the product categories - cars and televisions. Section two of the questionnaire included questions on the two country image scales: Martin and Eroglu (1993) for *macro* country image (refer back to Table 4.4) and Nagashima (1970, 1977) for *micro* country image (refer back to Table 4.6). A Likert-type scale of 1 to 7 was used. Section three of the questionnaire included questions on respondents' demographics. The questionnaires were administered in-class.

2.   DATA ANALYSIS AND RESULTS

This section summarises the results of the pilot study. Respondents' 'product category-country' associations for each of the product categories are discussed first. This is followed by a discussion on consumers' 'brand- product category' associations for the two selected product categories. Results of the exploratory factor analysis conducted to purify the two country image scales are provided next.

2.1   Sample Description

Out of the 197 responses collected, 189 were usable. Only respondents born in Australia or who had lived in Australia for five or more years were considered eligible for inclusion in the study. The sample comprised 45.5% (86) male and 54.5% (103) female respondents. The sample was skewed towards the younger age group, as expected of a

student sample. The majority of respondents (95.2%) were in the 18 to 29 years age group. The 30 to 39 years age group represented of only 3.2% (6) respondents. The 40 to 49 years age group constituted another small percentage (1.6%) of the respondents. The majority of the respondents (94.2%) had lived in Australia for ten years or more. The results of respondents' 'product category-country' associations are presented first.

2.2 'Product Category-Country' Associations

The order in which the respondents listed the countries, was used as the basis for preparing a 'product category-country' association (PCCA) rating for each of the countries. The PCCA rating was computed for all the countries mentioned by the respondents. The countries were then ranked, based on their PCCA rating, in each product category. That is, if Japan was the first country, in the list of the six countries mentioned by the respondent, Japan was given a score of six. If Japan was the second country mentioned, Japan was given a score of five. If Japan was the sixth country mentioned, Japan was given a score of one, and so on. The PCCA rating was computed for each country, by summing the scores of all the respondents for that country, as shown in the tables of ranking (see Tables C1 and C2).

Table C1   'Product category–country' associations for televisions. [1]

Country	1	2	3	4	5	6	PCCA Rating	Rank
USA	123 [a]	26	11	9	0	2 [b]	941 [c]	1
Australia	22	48	33	16	6	1	565	2
UK	4	38	51	11	3	3	460	3
Japan	24	25	14	15	8	4	**390**	**4**
Germany	3	5	1	3	5	3	69	5
China	1	7	1	5	3	1	**67**	**6**
Korea	0	6	6	0	5	1	65	7
Malaysia	1	1	2	1	0	1	**23**	**8**
Singapore	0	0	1	0	0	0	4	9
Denmark	0	0	1	0	0	0	4	10

[1] Note: The PCCA rating for Japan in Table C1 was computed as shown below.

[a] 123 respondents in the product category 'televisions' mentioned Japan as the first country that would come to their mind when they think of 'televisions'.

[b] 2 respondents in the product category 'televisions' mentioned Japan as the sixth country that would come to their mind when they think of 'televisions'.

[c] PCCA rating = (123*6) + (26*5) + (11*4) + (9*3) + (0*2) + (2*1) = 941.

Televisions

USA, Australia, UK, Japan and Germany were the top five countries consumers associated with the product category 'televisions', whereas respondents' associations towards countries such as Malaysia, Korea, Singapore and China were comparatively weak. Compared to Malaysia (ranked 8) and China (ranked 6), a majority of respondents strongly associated Japan (ranked 4) with 'televisions'.

Cars

Japan, USA, Germany, Australia and UK were the top countries respondents associated with the product category 'cars', whereas respondents did not seem to associate the countries Korea, Denmark, Singapore, Malaysia and China with 'cars'. Compared to Malaysia (ranked 8) and China (ranked 7), a majority of respondents strongly associated Japan (ranked 1) with the product category, 'cars'.

Table C2   'Product category–country' associations for cars.[2]

Country	1	2	3	4	5	6	PCCA Rating	Rank
Japan	68	41	20	9	7	0	**734**	1
USA	36	48	29	16	4	2	630	2
Germany	33	28	27	21	6	4	525	3
Australia	31	29	33	12	5	3	512	4
UK	3	5	12	10	8	6	143	5
Korea	2	4	8	7	6	1	98	6
China	1	2[a]	1	1	2	1[b]	**28[c]**	7
Malaysia	0	1	0	0	1	0	7	8
Singapore	0	0	0	0	0	0	0	9
Denmark	0	0	0	0	0	0	0	10

[2] Note: The PCCA rating for China in Table C2 was computed as shown below.

[a] 2 respondents in the product category 'cars' mentioned China as the second country that would come to their mind when they think of 'cars'.

[b] 1 respondent in the product category 'cars' mentioned China as the sixth country that would come to their mind when they think of 'cars'.

[c] PCCA rating = $(1*6) + (2*5) + (1*4) + (1*3) + (2*2) + (1*1) = 28$.

Thus, Japan, China and Malaysia were selected as the countries for the main study. The objective was to provide respondents with a choice of countries, so that they could differentiate the countries, on the selected criteria of 'product category-country' associations and 'country image.' Respondents strongly associated Japan with both 'cars'

and 'televisions', compared to Malaysia and China (see Figure C1). The difference in the PCCA rating between Japan and these two countries (Malaysia, China) seems significant. It was concluded that respondents perceive significant differences between the countries in terms of their association with the selected product categories.

Figure C1 'Product category–country' associations.
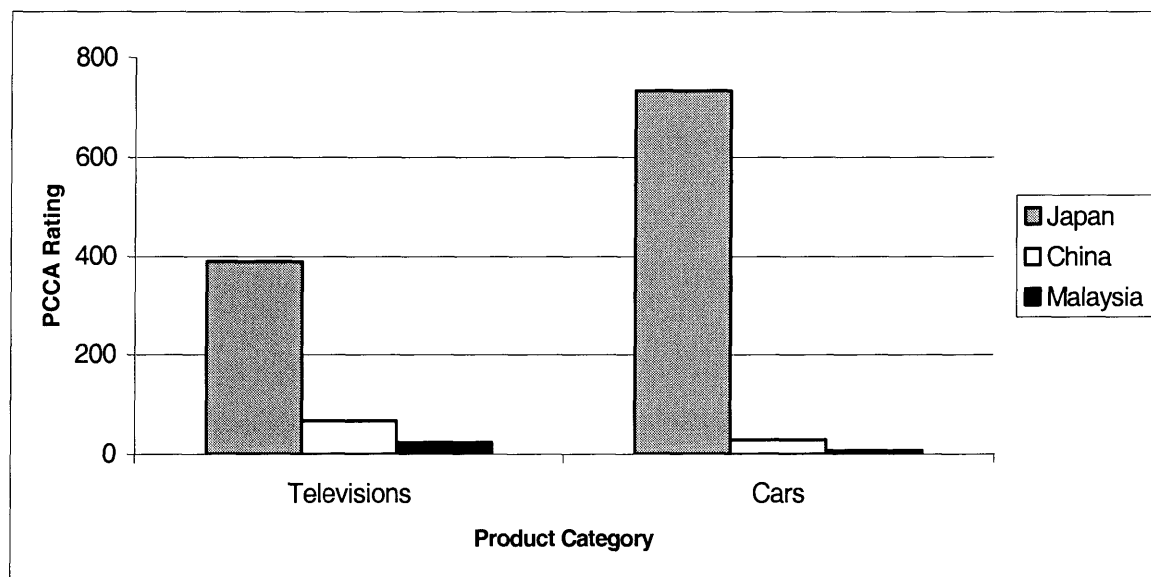
2.3 'Product Category – Brand' Associations

A 'product category-brand' associations (PCBA) rating was prepared for each of the brands. The PCBA rating was computed similar to the PCCA rating, for all the brands mentioned by the respondents, in each product category.

Televisions

The details of respondents' 'product category-brand' associations are shown in Tables C3 and C4. Sony, Panasonic, NEC and Sharp were the top five brands respondents associated with 'televisions', whereas respondents' associations towards brands such as Toshiba and Hitachi were comparatively weak. Compared to Toshiba (ranked 6) and Hitachi (ranked 7), a majority of respondents strongly associated Sony (ranked 1) with 'televisions'.

Cars

The details of respondents' 'product category-brand' associations for the product category 'cars' are included in Table C4. Holden, Ford, Toyota and BMW were the top

five brands respondents strongly associated with 'cars', whereas respondents' associations towards brands such as Mitsubishi and Suzuki were comparatively weak. Compared to Mitsubishi (ranked 5) and Suzuki (ranked 8), a majority of the respondents strongly associated Toyota (ranked 3) with 'cars'.

Table C3   'Product category–brand' associations – televisions.

Brand	1	2	3	4	5	6	PCBA Rating	Rank
Sony	71	28	17	7	1	3	**660**	**1**
Panasonic	29	52	25	9	3	2	569	2
NEC	5	8	8	4	3	1	121	3
Sharp	7	5	4	4	3	2	103	4
Samsung	4	3	6	8	4	1	96	5
Toshiba	1	4	0	1	1	1	**32**	**6**
Hitachi	0	0	1	0	0	0	**4**	**7**

Table C4   'Product category–brand' associations – cars.

Brand	1	2	3	4	5	6	PCBA Rating	Rank
Holden	50	46	16	13	3	5	644	1
Ford	29	42	24	18	5	5	549	2
Toyota	22	19	17	20	13	5	**386**	**3**
BMW	18	9	13	13	16	10	286	4
Mitsubishi	9	9	17	13	9	6	**230**	**5**
Mazda	6	2	9	5	0	6	103	6
Honda	7	2	1	4	5	3	81	7
Suzuki	0	0	2	1	1	0	**13**	**8**
Proton	0	1	0	0	1	1	8	9

Thus, Sony, Toshiba and Hitachi were selected as brand names for the television product category, whereas Toyota, Mitsubishi and Suzuki were selected as the brand names for the car product category, for inclusion in the main study. Respondents perceived significant differences between the brands in each product category.

2.4   Results of the Exploratory Factor Analysis

Macro Country Image

Exploratory factor analysis was used for purifying the two country image scales selected. Scale items with low communality values (0.4) were dropped. The *macro* country image was measured using the 14 items obtained from Martin and Eroglu (1993) (refer back to Table 4.4). A principal component factor analysis was conducted with these 14

variables, employing a Promax rotation, for each of the three countries, Japan, Malaysia and China. Variables (2, 4 and 14 – refer back to Table 4.4), which had unacceptably low communalities, were dropped. This resulted in a three-factor solution, across the three countries. The results are summarised in Tables C5 and C6.

Table C5   Results of factor analysis for *macro* country image scale items.

Country	Japan			Malaysia			China		
Variables	F1	F2	F3	F1	F2	F3	F1	F2	F3
F1. Production									
7. Highly developed economy	0.71			0.57			0.72		
8. Producer of high quality products	0.66			0.54			0.64		
11. High level of industrialization	0.75			0.72			0.77		
12. High level of technological research	0.72			0.76			0.84		
13. High level of literacy	0.74			0.77			0.64		
F2. Political									
1. Democratic		0.90			0.58			0.83	
3. Civilian non-military government		0.58			0.59			0.80	
5. Free-market system		0.57			0.87			0.75	
F3. People									
6. High standard of living			0.56			0.57			0.56
9. Welfare system			0.89			0.87			0.74
10. High labour costs			0.72			0.63			0.70
Eigenvalues	4.3	1.5	1.0	4.4	1.5	1.1	4.7	1.4	1.0
Variance extracted %	35.9	12.1	8.6	36.6	12.9	9.4	39.1	12.2	8.4
Total Variance extracted %	56.6			57.9			59.7		
Cronbach's Alpha Coefficient	0.73	0.72	0.62	0.80	0.71	0.63	0.80	0.80	0.62

Extraction method: Principal component analysis. Rotation: Promax.

Variables (7, 8, 11, 12 and 13), all of which were related to the strength of the country as a producer of goods loaded onto the first factor. This factor was named 'production'. Variables (6, 9 and 10), all of which refer to the standard of living of the

people of the country loaded onto the second factor. This factor was named 'people'. Variables (1, 3 and 5), all of which refer to the political nature of the country loaded onto the third factor. This factor was named 'political'.

A second order factor analysis was conducted using the three factors identified earlier as variables. The purpose of the second order factor analysis was to look for a higher order country image. This resulted in a single-factor solution for all three countries (see Table C6). This indicates that these three factors are dimensions of the *macro* country image.

Table C6   Results of second-order factor analysis for *macro* country image.[3]

Variable	Country		
	Japan	**Malaysia**	**China**
Production	0.77	0.86	0.82
People	0.82	0.81	0.85
Political	0.80	0.62	0.78
Variance extracted %	63.30	62.30	66.60

[3] Note: Extraction method: Principal component analysis.

The figures shown in this Table are factor loadings.

Micro Country Image

The *micro* country image was measured using 22 items. From Nagashima's (1970; 1977) (refer back to Table 4.6) 20-item scale, 18 items were adopted. Two items (5 & 9 in Table 4.6, 'common-exclusive', 'mass produced – handmade'), which were considered obsolete, based on expert opinion, were dropped. Four items ('products offer good value', 'high status', 'excellent style and finish', and 'dependable'), which measure quality of products, are added.

A principal component factor analysis was conducted with these 22 items. The variables with low communalities (variables 17, 18 & 19 in Table 4.6) were dropped. Based on scree tests, only one factor largely relating to product quality was retained. This factor accounted for a reasonable amount of total variation (Japan 48%; Malaysia 45%; China 47%), and provided good Cronbach's α coefficients (Japan 0.90; Malaysia 0.89; China 0.90) for all the countries. Hence, the new *micro* country image scale consisted of one dimension. The results of the three separate factor analyses are summarised in Table C7.

Table C7   Results of factor analysis for *micro* country image scale items.[4]

Variable	Country		
	Japan	**Malaysia**	**China**
1. Excellent quality workmanship	0.71	0.67	0.59
2. Technically advanced	0.52	0.70	0.63
3. Innovative	0.47	0.68	0.69
4. Proud to own	0.70	0.58	0.70
5. Supported by advertising	0.73	0.68	0.68
6. Recognised brand names	0.63	0.69	0.77
7. Reliable	0.65	0.72	0.69
8. Expensive	0.79	0.73	0.77
9. High status	0.78	0.72	0.76
10. Excellent finish	0.78	0.69	0.77
11. Dependable	0.75	0.58	0.66
12. Upmarket	0.76	0.62	0.66
Cronbach's Alpha Coefficient	0.90	0.89	0.90
Variance extracted %	48.00	45.00	49.00

[4] Note: Extraction method: Principal component analysis.

The figures shown in this Table are factor loadings.

APPENDIX D

MALL INTERCEPT SURVEY - INFORMATION SHEET FOR PARTICIPANTS

UNE The University of NEW ENGLAND	**Faculty of Economics, Business and Law** School of Marketing and Management Armidale, NSW 2351 Australia **Telephone:** +61 67 73 2965 **Facsimile:** +61 67 73 3914 **Electronic Mail:** rpappu@metz.une.edu.au

Ref: PhD Research Project – Mall Survey

This survey is part of a research project conducted by me as a PhD student at the School of Marketing and Management at the University of New England, under the supervision of Professor R.W.Cooksey (Telephone: +61 67 73 2563, Facsimile: +61 67 73 3914, and Email: rcooksey@metz.une.edu.au). This survey is being conducted with 675 people randomly selected from this mall. The results of the study will form part of my PhD thesis.

The purpose of the survey is to obtain a better understanding of the factors influencing consumer decision-making. Results of this study will be published in international marketing journals and a summary of the results upon request will be available to any of the participants interested.

To thank the people participating in this survey, $200 will be donated to a Charity in Australia. All the participants who return a completed questionnaire are eligible to nominate their preferred Charity. All the completed survey questionnaires will go in to a draw. The donation will be made to the Charity nominated by the winning entry.

1. Please answer ALL the questions in the enclosed questionnaire. Your answers are very important for our research.

2. Please return the questionnaire after answering all the questions to the person distributing the surveys.

3. It will take about nine minutes (according to a preliminary test) to answer all the questions in the questionnaire.

4. Please note that there are NO right or wrong answers for any of the questions.

5. Please complete the survey only if you are aged 18 years or above.

Your participation in completing this survey is strictly voluntary. You may withdraw your participation at any time. All answers will be confidential to the researcher and his supervisor. Your name will in no way be connected to any responses you choose to provide. The data will be destroyed after five years.

If you have any questions please ask the person distributing the surveys. If you have any more questions about the study, please feel free to contact me at the above telephone number/e-mail address. Thank you very much in advance for your participation.

Yours sincerely

Ravi Pappu

Note: This research project has been approved by the Human Research Ethics Committee of the University of New England (Approval No: HEO1/251, Valid upto 17/11/2002).

Please retain this sheet for your information. Should you have any complaints concerning the manner in which this research is conducted, please contact the Research Ethics Officer at the following address. Research Services, University of New England, Armidale, 2351, NSW.

Telephone: (02) 6773 3449, Facsimile (02) 6773 3543, Email: Ethics@metz.une.edu.au.

APPENDIX E

MALL INTERCEPT SURVEY – QUESTIONNAIRE

1. The mall survey questionnaire has six different versions (See Table below). Three different versions were available in each product category. The country of origin of the brands (in section 2 on brand equity) was different in each of the questionnaires, in a given product category.

2. 'Product category' was either Cars or Televisions

3. 'Country of Origin' was either Japan or Malaysia or China

Table E1   Different versions of the mall intercept survey questionnaire.

Version	Product Category	Country of Origin of the Brand
1	Cars	Japan
2	Cars	Malaysia
3	Cars	China
4	Televisions	Japan
5	Televisions	Malaysia
6	Televisions	China

UNE

The University of

NEW ENGLAND

AN EXPLORATORY STUDY ON

CONSUMER DECISION MAKING

This survey is part of a PhD research project aimed at obtaining a better understanding of consumer decision-making. Results of this research will be included in a PhD thesis.

To thank respondents who participate in the survey, $200 will be donated to a Charity.

All respondents who return a completed questionnaire are eligible to nominate their preferred Charity. A draw will be conducted to select a winner. The donation will be made to the Charity nominated by the winning entry.

Please write the name of your preferred Charity here below.

_____

There are six sections in this questionnaire. Please answer ALL the questions.

There are NO right or wrong answers for any question.

Please return the completed questionnaire to the person who handed it to you.

Section One

(vi) **What countries of (Product category) come to your mind when you think of (Product category)? Please write the name/s of the countries below. You may mention up to six countries.**

Countries

1 _____ 2 _____ 3 _____

4 _____ 5 _____ 6 _____

❏ Please tick here if no country comes to your mind when you think of (Product category)

(vii) **What brands of (Product category) would come to your mind when you think of (Product category)? Please write the name of the brands below. You may mention up to six brands.**

1 _____ 2 _____ 3 _____

4 _____ 5 _____ 6 _____

❏ Please tick here if no brand comes to your mind when you think of (Product category)

Section Two

Please tell us what you think of the following brands of (Product category) made in (Country of origin).

Several statements about three different brands of (Product category) made in (Country of origin) are given below. Please indicate how much you agree with EACH statement.

There are NO Right or Wrong answers. We are only interested in what you think.

Please provide your response on a scale of 1 to 11. Put a CIRCLE around 11 if you 'Strongly Agree' with the statement and Put a CIRCLE around 1 if you 'Strongly Disagree' with the statement.

Please answer ALL the 17 questions in this section.

For EACH question please evaluate ALL three brands.

1. **I would describe the following brand of (Product category) as 'Down-to-earth'**

		Strongly Disagree									Strongly Agree
Brand of (product	Brand1	1	2	3	4	5	6	7	8	9	10	11
category)	Brand2	1	2	3	4	5	6	7	8	9	10	11
Made in (Country)	Brand3	1	2	3	4	5	6	7	8	9	10	11

2. **I would describe the following brand of (Product category) as 'Daring'**

		Strongly Disagree									Strongly Agree
Brand of (product	Brand1	1	2	3	4	5	6	7	8	9	10	11
category)	Brand2	1	2	3	4	5	6	7	8	9	10	11
Made in (Country)	Brand3	1	2	3	4	5	6	7	8	9	10	11

3. **I would describe the following brand of (Product category) as 'Reliable'**

		Strongly Disagree									Strongly Agree
Brand of (product	Brand1	1	2	3	4	5	6	7	8	9	10	11
category)	Brand2	1	2	3	4	5	6	7	8	9	10	11
Made in (Country)	Brand3	1	2	3	4	5	6	7	8	9	10	11

4. **I would describe the following brand of (Product category) as 'Up-market'**

		Strongly Disagree									Strongly Agree
Brand of (product	Brand1	1	2	3	4	5	6	7	8	9	10	11
category)	Brand2	1	2	3	4	5	6	7	8	9	10	11
Made in (Country)	Brand3	1	2	3	4	5	6	7	8	9	10	11

Section Two (Continued)

5. I would describe the following brand of (**Product category**) as 'Tough'

		Strongly Disagree								Strongly Agree		
Brand of (product category) Made in (Country)	Brand1	1	2	3	4	5	6	7	8	9	10	11
	Brand2	1	2	3	4	5	6	7	8	9	10	11
	Brand3	1	2	3	4	5	6	7	8	9	10	11

6. I 'like' the company, which makes the following brand of (**Product category**).

		Strongly Disagree								Strongly Agree		
Brand of (product category) Made in (Country)	Brand1	1	2	3	4	5	6	7	8	9	10	11
	Brand2	1	2	3	4	5	6	7	8	9	10	11
	Brand3	1	2	3	4	5	6	7	8	9	10	11

7. I would feel proud to buy (**Product category**) made by the following brand.

		Strongly Disagree								Strongly Agree		
Brand of (product category) Made in (Country)	Brand1	1	2	3	4	5	6	7	8	9	10	11
	Brand2	1	2	3	4	5	6	7	8	9	10	11
	Brand3	1	2	3	4	5	6	7	8	9	10	11

8. I 'trust' the company, which makes the following brand of (**Product category**).

		Strongly Disagree								Strongly Agree		
Brand of (product category) Made in (Country)	Brand1	1	2	3	4	5	6	7	8	9	10	11
	Brand2	1	2	3	4	5	6	7	8	9	10	11
	Brand3	1	2	3	4	5	6	7	8	9	10	11

9. (**Product category**) from the following brand would be of very good 'quality.'

		Strongly Disagree								Strongly Agree		
Brand of (product category) Made in (Country)	Brand1	1	2	3	4	5	6	7	8	9	10	11
	Brand2	1	2	3	4	5	6	7	8	9	10	11
	Brand3	1	2	3	4	5	6	7	8	9	10	11

10. (**Product category**) from the following brand would be my preferred choice.

		Strongly Disagree								Strongly Agree		
Brand of (product category) Made in (Country)	Brand1	1	2	3	4	5	6	7	8	9	10	11
	Brand2	1	2	3	4	5	6	7	8	9	10	11
	Brand3	1	2	3	4	5	6	7	8	9	10	11

11. (**Product category**) from the following brand offer consistent quality.

		Strongly Disagree								Strongly Agree		
Brand of (product category) Made in (Country)	Brand1	1	2	3	4	5	6	7	8	9	10	11
	Brand2	1	2	3	4	5	6	7	8	9	10	11
	Brand3	1	2	3	4	5	6	7	8	9	10	11

Section Two (Continued)

12. (**Product category**) from the following brand are very durable.

		Strongly Disagree								Strongly Agree		
Brand of (product	Brand1	1	2	3	4	5	6	7	8	9	10	11
category)	Brand2	1	2	3	4	5	6	7	8	9	10	11
Made in (Country)	Brand3	1	2	3	4	5	6	7	8	9	10	11

13. (**Product category**) from the following brand are very reliable.

		Strongly Disagree								Strongly Agree		
Brand of (product	Brand1	1	2	3	4	5	6	7	8	9	10	11
category)	Brand2	1	2	3	4	5	6	7	8	9	10	11
Made in (Country)	Brand3	1	2	3	4	5	6	7	8	9	10	11

14. (**Product category**) from the following brand offer excellent features

		Strongly Disagree								Strongly Agree		
Brand of (product	Brand1	1	2	3	4	5	6	7	8	9	10	11
category)	Brand2	1	2	3	4	5	6	7	8	9	10	11
Made in (Country)	Brand3	1	2	3	4	5	6	7	8	9	10	11

15. I feel loyal to the following brand of (**Product category**).

		Strongly Disagree								Strongly Agree		
Brand of (product	Brand1	1	2	3	4	5	6	7	8	9	10	11
category)	Brand2	1	2	3	4	5	6	7	8	9	10	11
Made in (Country)	Brand3	1	2	3	4	5	6	7	8	9	10	11

16. The following brand of (**Product category**) would likely to be my first choice.

		Strongly Disagree								Strongly Agree		
Brand of (product	Brand1	1	2	3	4	5	6	7	8	9	10	11
category)	Brand2	1	2	3	4	5	6	7	8	9	10	11
Made in (Country)	Brand3	1	2	3	4	5	6	7	8	9	10	11

17. Please mark a tick ✓ against the brands of (**Product category**), which you were aware.

❏ Brand1　　　　❏ Brand2　　　　❏ Brand3

Section Three

Please tell us what you think of the countries, Japan, Malaysia, and China. Several statements are given below about these three countries. Please indicate how much you agree/disagree with EACH statement.

There are 11 questions in this section, please answer ALL the questions. These questions are NOT aimed at testing your knowledge. We are only interested in knowing what you think of each country. For each question evaluate all THREE countries.

There are NO right or wrong answers for any question. We are only interested in knowing how you perceive a country.

Please provide your response on a scale of 1 to 11. Put a CIRCLE around 11 if you 'Strongly Agree' with the statement and Put a CIRCLE around 1 if you 'Strongly Disagree' with the statement.

1. **This country has a high level of technological research**

	Strongly Disagree										Strongly Agree
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

2. **This country is a producer of high quality products**

	Strongly Disagree										Strongly Agree
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

3. **People in this country enjoy a high standard of living**

	Strongly Disagree										Strongly Agree
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

4. **Labour costs are high in this country**

	Strongly Disagree										Strongly Agree
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

5. **This country has a welfare system**

	Strongly Disagree										Strongly Agree
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

Section Three (Continued)

6. **This country has a high level of industrialization**

	Strongly Disagree									Strongly Agree	
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

7. **This country has a civilian non-military government**

	Strongly Disagree									Strongly Agree	
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

8. **This country has a highly developed economy**

	Strongly Disagree									Strongly Agree	
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

9. **More people in this country are literate**

	Strongly Disagree									Strongly Agree	
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

10. **This country has a free-market system**

	Strongly Disagree									Strongly Agree	
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

11. **This is a democratic country**

	Strongly Disagree									Strongly Agree	
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

Please tell us what you think of products from the countries, Japan, Malaysia, and China. Several statements are given below about products from these countries. Please tell us how far you agree/disagree with EACH statement.

There are 12 questions in this section. Please answer ALL the questions. These questions are NOT aimed at testing your knowledge. We are only interested in knowing what you think. For each question evaluate all THREE countries.

There are NO right or wrong answers for any question. We are only interested in knowing how you perceive products from different countries.

Please provide your response on a scale of 1 to 11. Put a CIRCLE around 11 if you 'Strongly Agree' with the statement and Put a CIRCLE around 1 if you 'Strongly Disagree' with the statement.

1. Products from this country have excellent quality workmanship

	Strongly Disagree										Strongly Agree
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

2. Products from this country are technically advanced

	Strongly Disagree										Strongly Agree
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

3. Products from this country are innovative

	Strongly Disagree										Strongly Agree
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

4. I feel proud to own products from this country

	Strongly Disagree										Strongly Agree
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

5. Products from this country are supported by lot of advertising

	Strongly Disagree										Strongly Agree
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

Section Four (Continued)

6. **Products from this country have recognisable brand names**

	Strongly Disagree									Strongly Agree	
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

7. **Products from this country are reliable**

	Strongly Disagree									Strongly Agree	
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

8. **Products from this country are expensive**

	Strongly Disagree									Strongly Agree	
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

9. **Products from this country are 'high status' products**

	Strongly Disagree									Strongly Agree	
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

10. **Products from this country have excellent finish**

	Strongly Disagree									Strongly Agree	
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

11. **Products from this country are dependable**

	Strongly Disagree									Strongly Agree	
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

12. **This country offers products that are 'upmarket'**

	Strongly Disagree									Strongly Agree	
Japan	1	2	3	4	5	6	7	8	9	10	11
Malaysia	1	2	3	4	5	6	7	8	9	10	11
China	1	2	3	4	5	6	7	8	9	10	11

Section Five

The following information is required for the purpose of the study only. It will remain strictly confidential. It will NOT be disclosed to any other party. Please answer ALL the questions.

1. Have you either used/owned (Product category) from the following countries? Please tick ✓ the appropriate box.

China | ❏ Yes | ❏ No   Japan | ❏ Yes | ❏ No   Malaysia | ❏ Yes | ❏ No

2. Have you either used/owned any other products from the following countries? Please tick ✓ the appropriate box.

China | ❏ Yes | ❏ No   Japan | ❏ Yes | ❏ No   Malaysia | ❏ Yes | ❏ No

3. Have you either used/owned any of the following brands of (Product category)? Please tick ✓ the appropriate box.

Brand1 | ❏ Yes | ❏ No   Brand2 | ❏ Yes | ❏ No   Brand3 | ❏ Yes | ❏ No

4. Are you male or female? Please tick ✓ the appropriate box

| ❏ Female | ❏ Male |

5. Which age category would you place yourself? Please tick ✓ the appropriate box.

❏ 18 - 29 Years	❏ 30 – 39 Years	❏ 40 – 49 Years
❏ 50 – 59 Years	❏ 60 + Years	

6. Please tell us in which country you were born? Please tick ✓ the appropriate box.

❏ Australia   ❏ If others, _____ Please write the name of the country

7. Please indicate the number of years you have lived in Australia. Please tick ✓ the appropriate box

❏ Less than 1 year	❏ 1 - 4 Years	❏ 5 – 9 Years
❏ 10 – 14 Years	❏ 15 – 19 Years	❏ 20 years or more

8. In your opinion, how much do you know about various types of (Product category)? The purpose of this question is NOT to test you. Whichever of the answers below you tick is equally valuable. Please tick the appropriate box.

❏ I know a lot about them	❏ I have an average knowledge about them
❏ I don't know very much about them	❏ I know very little/nothing about them

Thank you for participation! Please enter your name and contact phone number here ONLY if you want to be informed of whether your entry for a donation to a Charity won.

Your Name: _____ Phone number:_____

APPENDIX F

CONFIRMATORY FACTOR ANALYSIS-CORRELATION MATRICES OF CONSUMER-BASED BRAND EQUITY MEASURES[1]

Table F1   Correlation matrix - Cars (Toyota).

Variables	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13
X1	1.00												
X2	0.16	1.00											
X3	0.18	0.57	1.00										
X4	0.35	0.55	0.59	1.00									
X5	0.27	0.60	0.61	0.79	1.00								
X6	0.25	0.57	0.63	0.71	0.75	1.00							
X7	0.29	0.63	0.66	0.71	0.75	0.81	1.00						
X8	0.29	0.60	0.71	0.71	0.70	0.79	0.85	1.00					
X9	0.29	0.61	0.72	0.65	0.67	0.75	0.81	0.84	1.00				
X10	0.32	0.61	0.70	0.69	0.69	0.76	0.83	0.86	0.89	1.00			
X11	0.23	0.64	0.67	0.67	0.67	0.71	0.80	0.78	0.76	0.80	1.00		
X12	0.25	0.52	0.51	0.66	0.66	0.65	0.60	0.61	0.63	0.62	0.59	1.00	
X13	0.29	0.56	0.53	0.68	0.64	0.64	0.65	0.68	0.65	0.67	0.62	0.77	1.00
Mean	2.04	6.05	6.75	6.85	6.46	6.71	7.21	7.32	7.22	7.41	7.16	5.66	6.30
Standard Deviation	0.85	2.89	2.83	2.94	3.04	3.06	2.86	2.78	2.74	2.76	2.60	3.35	3.52

Table F2   Correlation matrix - Cars (Mitsubishi).

Variables	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13
X1	1.00												
X2	0.10	1.00											
X3	0.16	0.60	1.00										
X4	0.20	0.59	0.63	1.00									
X5	0.17	0.61	0.61	0.78	1.00								
X6	0.11	0.62	0.64	0.73	0.70	1.00							
X7	0.15	0.66	0.69	0.73	0.69	0.83	1.00						
X8	0.16	0.64	0.67	0.73	0.67	0.77	0.86	1.00					
X9	0.17	0.63	0.67	0.67	0.68	0.74	0.80	0.83	1.00				
X10	0.17	0.63	0.64	0.70	0.66	0.75	0.81	0.83	0.85	1.00			
X11	0.15	0.67	0.64	0.66	0.67	0.68	0.78	0.78	0.74	0.74	1.00		
X12	0.10	0.54	0.52	0.66	0.63	0.65	0.60	0.61	0.65	0.62	0.53	1.00	
X13	0.15	0.56	0.51	0.67	0.66	0.64	0.59	0.61	0.64	0.65	0.55	0.79	1.00
Mean	1.72	5.80	5.90	6.15	5.87	6.05	6.38	6.40	6.16	6.36	6.75	4.95	5.35
Standard Deviation	0.75	2.76	2.53	2.85	2.94	2.91	2.71	2.61	2.54	2.58	2.54	3.05	3.11

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[1] Note: The measurement model was estimated based on a covariance matrix.

Table F3   Correlation matrix - Cars (Suzuki).

Variables	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13
X1	1.00												
X2	-0.02	1.00											
X3	0.07	0.52	1.00										
X4	0.14	0.52	0.61	1.00									
X5	0.15	0.57	0.60	0.77	1.00								
X6	0.10	0.60	0.60	0.68	0.70	1.00							
X7	0.11	0.53	0.62	0.71	0.73	0.76	1.00						
X8	0.09	0.54	0.60	0.66	0.65	0.69	0.78	1.00					
X9	0.08	0.55	0.69	0.64	0.62	0.68	0.76	0.81	1.00				
X10	0.07	0.57	0.61	0.63	0.63	0.68	0.77	0.77	0.78	1.00			
X11	0.09	0.53	0.50	0.60	0.61	0.64	0.72	0.71	0.69	0.66	1.00		
X12	0.13	0.50	0.48	0.55	0.55	0.58	0.53	0.58	0.61	0.54	0.46	1.00	
X13	0.16	0.59	0.44	0.57	0.62	0.57	0.56	0.56	0.63	0.58	0.52	0.68	1.00
Mean	1.11	4.84	4.99	5.08	4.66	5.02	5.23	5.53	5.31	5.47	5.76	3.99	4.03
Standard Deviation	0.67	2.60	2.40	2.68	2.79	2.62	2.48	2.47	2.43	2.41	2.38	2.54	2.69

Table F4   Correlation matrix - Televisions (Sony).

Variables	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13
X1	1.00												
X2	0.28	1.00											
X3	0.17	0.64	1.00										
X4	0.16	0.65	0.55	1.00									
X5	0.24	0.57	0.57	0.67	1.00								
X6	0.16	0.58	0.61	0.77	0.72	1.00							
X7	0.20	0.71	0.59	0.74	0.68	0.79	1.00						
X8	0.21	0.67	0.59	0.70	0.66	0.75	0.80	1.00					
X9	0.17	0.62	0.62	0.69	0.65	0.78	0.82	0.82	1.00				
X10	0.20	0.66	0.62	0.73	0.68	0.77	0.81	0.84	0.91	1.00			
X11	0.29	0.64	0.51	0.70	0.66	0.67	0.76	0.79	0.76	0.80	1.00		
X12	0.23	0.48	0.48	0.57	0.59	0.61	0.56	0.52	0.57	0.58	0.57	1.00	
X13	0.30	0.65	0.55	0.70	0.69	0.70	0.75	0.73	0.70	0.74	0.71	0.63	1.00
Mean	2.46	8.23	6.92	8.22	7.52	8.00	8.38	8.28	7.92	8.20	8.40	6.68	8.24
Standard Deviation	0.71	2.55	2.73	2.68	3.13	2.84	2.39	2.47	2.50	2.35	2.38	3.43	3.01

Table F5   Correlation matrix - Televisions (Toshiba).

Variables	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13
X1	1.00												
X2	0.17	1.00											
X3	0.14	0.62	1.00										
X4	0.23	0.57	0.46	1.00									
X5	0.22	0.53	0.57	0.59	1.00								
X6	0.18	0.59	0.56	0.65	0.63	1.00							
X7	0.28	0.71	0.60	0.63	0.63	0.76	1.00						
X8	0.20	0.59	0.53	0.57	0.62	0.64	0.79	1.00					
X9	0.19	0.59	0.58	0.58	0.58	0.69	0.73	0.72	1.00				
X10	0.20	0.61	0.59	0.61	0.61	0.67	0.75	0.76	0.89	1.00			
X11	0.26	0.58	0.50	0.54	0.55	0.60	0.73	0.70	0.69	0.72	1.00		
X12	0.20	0.50	0.50	0.46	0.58	0.52	0.52	0.48	0.48	0.52	0.48	1.00	
X13	0.27	0.52	0.45	0.52	0.61	0.52	0.56	0.55	0.51	0.57	0.51	0.74	1.00
Mean	1.16	6.01	5.51	5.78	5.59	5.87	6.27	6.22	6.21	6.24	6.67	4.66	5.20
Standard Deviation	0.85	2.53	2.39	2.64	2.79	2.62	2.47	2.43	2.37	2.31	2.37	2.76	2.82

Table F6   Correlation matrix - Televisions (Hitachi).

Variables	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13
X1	1.00												
X2	0.11	1.00											
X3	0.10	0.60	1.00										
X4	0.14	0.58	0.49	1.00									
X5	0.11	0.52	0.55	0.60	1.00								
X6	0.16	0.56	0.50	0.68	0.65	1.00							
X7	0.16	0.67	0.53	0.63	0.68	0.74	1.00						
X8	0.19	0.51	0.47	0.59	0.62	0.66	0.76	1.00					
X9	0.12	0.57	0.52	0.59	0.63	0.66	0.72	0.80	1.00				
X10	0.12	0.61	0.55	0.62	0.65	0.65	0.76	0.81	0.87	1.00			
X11	0.10	0.57	0.46	0.49	0.55	0.53	0.71	0.68	0.65	0.68	1.00		
X12	0.11	0.51	0.47	0.48	0.59	0.50	0.50	0.46	0.47	0.52	0.43	1.00	
X13	0.10	0.55	0.43	0.53	0.58	0.53	0.57	0.55	0.56	0.60	0.46	0.73	1.00
Mean	0.87	5.74	5.38	5.51	5.27	5.48	5.95	5.95	5.87	5.99	6.40	4.44	4.87
Standard Deviation	0.79	2.49	2.29	2.42	2.55	2.43	2.31	2.28	2.30	2.22	2.25	2.52	2.65

APPENDIX G

FACTOR ANALYSIS - CORRELATION MATRICES OF COUNTRY IMAGE MEASURES

Table G1 Correlation matrix – *Macro* country image (Japan).

Variables	1	2	3	4	5	6	7	8	9	10	11
1	1.00										
2	0.76	1.00									
3	0.56	0.63	1.00								
4	0.37	0.47	0.54	1.00							
5	0.31	0.35	0.39	0.45	1.00						
6	0.59	0.61	0.47	0.43	0.31	1.00					
7	0.31	0.33	0.30	0.38	0.22	0.50	1.00				
8	0.62	0.61	0.58	0.46	0.31	0.64	0.44	1.00			
9	0.48	0.50	0.51	0.47	0.24	0.56	0.43	0.61	1.00		
10	0.34	0.43	0.41	0.40	0.36	0.43	0.47	0.50	0.50	1.00	
11	0.39	0.41	0.40	0.44	0.33	0.50	0.58	0.55	0.53	0.62	1.00
Mean	9.35	9.07	8.45	7.59	6.01	8.90	7.94	9.11	8.73	7.55	7.77
Standard Deviation	1.95	2.08	2.43	2.88	2.87	2.19	2.82	2.21	2.45	2.86	2.87

Table G2 Correlation matrix – *Macro* country image (Malaysia).

Variables	1	2	3	4	5	6	7	8	9	10	11
1	1.00										
2	0.74	1.00									
3	0.53	0.61	1.00								
4	0.36	0.48	0.58	1.00							
5	0.27	0.38	0.49	0.48	1.00						
6	0.52	0.47	0.45	0.27	0.32	1.00					
7	0.25	0.27	0.39	0.30	0.30	0.31	1.00				
8	0.50	0.54	0.61	0.45	0.39	0.56	0.43	1.00			
9	0.38	0.43	0.52	0.39	0.41	0.42	0.38	0.59	1.00		
10	0.29	0.33	0.42	0.28	0.36	0.34	0.44	0.49	0.51	1.00	
11	0.28	0.34	0.39	0.28	0.37	0.35	0.47	0.43	0.44	0.53	1.00
Mean	6.22	5.99	5.40	4.30	4.41	6.57	5.67	6.04	5.88	5.79	5.16
Standard Deviation	2.33	2.47	2.54	2.49	2.42	2.52	2.86	2.51	2.63	2.53	2.72

Table G3   Correlation matrix – *Macro* country image (China).

Variables	1	2	3	4	5	6	7	8	9	10	11
1	1.00										
2	0.70	1.00									
3	0.47	0.61	1.00								
4	0.36	0.48	0.60	1.00							
5	0.27	0.33	0.43	0.42	1.00						
6	0.48	0.40	0.39	0.26	0.25	1.00					
7	0.20	0.24	0.35	0.31	0.30	0.20	1.00				
8	0.49	0.51	0.56	0.40	0.36	0.51	0.34	1.00			
9	0.41	0.43	0.53	0.45	0.38	0.36	0.33	0.53	1.00		
10	0.29	0.29	0.39	0.35	0.29	0.32	0.41	0.40	0.42	1.00	
11	0.23	0.34	0.47	0.50	0.37	0.26	0.42	0.40	0.39	0.49	1.00
Mean	6.15	5.65	4.34	3.35	4.00	6.48	4.12	5.47	5.08	4.33	3.28
Standard Deviation	2.55	2.60	2.56	2.43	2.39	2.77	2.83	2.66	2.68	2.46	2.42

Table G4   Correlation matrix - *Micro* country image (Japan.).

Variables	1	2	3	4	5	6	7	8	9	10	11	12
1	1.00											
2	0.76	1.00										
3	0.65	0.72	1.00									
4	0.47	0.41	0.43	1.00								
5	0.53	0.59	0.53	0.36	1.00							
6	0.62	0.71	0.59	0.35	0.67	1.00						
7	0.76	0.67	0.59	0.56	0.49	0.67	1.00					
8	0.47	0.40	0.38	0.28	0.39	0.44	0.49	1.00				
9	0.59	0.53	0.51	0.55	0.45	0.55	0.67	0.57	1.00			
10	0.69	0.63	0.58	0.52	0.53	0.64	0.76	0.56	0.75	1.00		
11	0.70	0.60	0.54	0.56	0.52	0.60	0.81	0.43	0.68	0.77	1.00	
12	0.65	0.60	0.50	0.53	0.51	0.59	0.72	0.50	0.73	0.71	0.75	1.00
Mean	8.58	9.23	9.02	7.25	8.76	9.20	8.43	8.10	8.01	8.26	8.19	8.34
Standard Deviation	2.29	1.98	2.13	3.16	2.28	2.25	2.40	2.57	2.80	2.46	2.47	2.62

Table G5   Correlation matrix - *Micro* country image (Malaysia).

Variables	1	2	3	4	5	6	7	8	9	10	11	12
1	1.00											
2	0.74	1.00										
3	0.65	0.70	1.00									
4	0.57	0.60	0.52	1.00								
5	0.36	0.45	0.45	0.31	1.00							
6	0.38	0.44	0.43	0.37	0.59	1.00						
7	0.66	0.64	0.57	0.62	0.43	0.49	1.00					
8	0.44	0.45	0.38	0.41	0.39	0.40	0.53	1.00				
9	0.58	0.55	0.52	0.59	0.45	0.51	0.69	0.60	1.00			
10	0.63	0.61	0.56	0.59	0.47	0.50	0.71	0.58	0.68	1.00		
11	0.63	0.63	0.59	0.64	0.39	0.48	0.74	0.52	0.67	0.78	1.00	
12	0.60	0.59	0.57	0.56	0.44	0.48	0.65	0.54	0.72	0.70	0.73	1.00
Mean	5.69	6.15	5.97	4.95	5.51	5.33	5.55	5.14	4.75	5.42	5.44	5.09
Standard Deviation	2.40	2.36	2.39	2.67	2.65	2.75	2.42	2.46	2.44	2.47	2.39	2.53

Table G6   Correlation matrix - *Micro* country image (China).

Variables	1	2	3	4	5	6	7	8	9	10	11	12
1	1.00											
2	0.70	1.00										
3	0.62	0.72	1.00									
4	0.60	0.58	0.46	1.00								
5	0.42	0.52	0.52	0.36	1.00							
6	0.44	0.54	0.51	0.37	0.63	1.00						
7	0.68	0.65	0.57	0.64	0.48	0.54	1.00					
8	0.49	0.49	0.45	0.46	0.46	0.45	0.54	1.00				
9	0.64	0.62	0.56	0.60	0.50	0.53	0.69	0.61	1.00			
10	0.60	0.60	0.54	0.57	0.49	0.53	0.66	0.56	0.67	1.00		
11	0.65	0.62	0.56	0.67	0.44	0.53	0.73	0.50	0.70	0.73	1.00	
12	0.62	0.59	0.55	0.58	0.50	0.56	0.67	0.57	0.74	0.67	0.72	1.00
Mean	5.06	5.66	5.70	4.46	5.39	5.31	5.10	4.52	4.42	4.97	5.08	4.70
Standard Deviation	2.49	2.59	2.69	2.67	2.87	3.10	2.53	2.57	2.65	2.49	2.43	2.68