

Abstract

Product information such as its country-of-origin often influences consumers' choices in choosing a product are often influenced by the product information of options, including the information about the country of origin of a product. This research explored explores how the information of a product's country of origin this information affected the magnitude of compromise and attraction effects. The results of the four experiments demonstrate that when a product's country-of-origin denoted a negative image, the compromise and attraction effects decreased. The analysis also revealed asymmetric changes of magnitude in the compromise and attraction effects.

Key words: country-of-origin; compromise effect; attraction effect

H1: ~~The compromise effect will be smaller~~
H1: The compromise effect will be smaller when a product's COO is negative.

A similar moderating effect of COO is expected in the case of the attraction effect. As explained previously, negative COO projects an unfavorable image about the product quality and this negative image may interfere with the process of the information afforded accorded by other product attributes. That is, while the attraction effect usually results from the asymmetric dominance of the focal option, the obvious advantages of the dominating option may become obscured because of by the inconsistencies between COO and consumers' perceptions of the option's advantages on the product attributes. Along with the reduction of unambiguous advantages, consumers' confidence for in the dominating option as the superior one, also decreases. Therefore, the expected increasing increase in the share of choosing the focal option will become weaker weaken when the product's COO is negative.

H2: ~~The attraction effect will be smaller~~
H2: The attraction effect will be smaller

~~when~~ When a product's Product's COO is Is negativeNegative.

PILOT STUDY

We ~~first~~ conducted a pilot study involving 117 college students ~~with the purpose~~ to determine the image favorability of six COOs. The subjects evaluated the products made in six countries, including the United States of America, Germany, Mexico, Korea, China, and Japan, ~~on a~~ A 10-point scale was used, where 1=dislike very much and 10=like very much. The results indicated that the products that the subjects liked the most were from Germany ($\bar{X}=7.7$), followed by the US ($\bar{X}=6.6$), Japan ($\bar{X}=6.1$), Korea ($\bar{X}=3.45$), Mexico ($\bar{X}=3.01$), and with China coming at the end ($\bar{X}=1.92$). Based on ~~this finding~~these findings, we used Germany to represent the positive COO and China to characterize the negative COO.

