

# Cross-National Comparisons of Country-of-Origin Influence on Product and Service Evaluations

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## **Abstract**

The influence of country-of-origin (COO) on various facets of consumer behavior such as attitudes, perceptions, evaluations, behavioral intentions, and actual purchases of imported products, is widely explored in research. However, a consensus on the nature and extent of the COO effect and its occurrence across countries and for both, products and services categories remain elusive. Consequently, there is a lack of a comprehensive conceptual model and an understanding of cross-national differences of how consumers evaluate products and services to guide future research. This study presents a conceptual model derived from a thorough review of existing literature that is being applied across three countries while contrasting a product and service category, aiming to encompass both direct effects and cross-national comparisons of numerous focal variables. Through a web-based investigation involving consumers in three culturally and socio-economically diverse countries (China, Germany, and the USA), with a focus on both a product (Wine) and a service (Airlines), our findings lend support to the majority of our hypotheses. The outcomes underscore the significance of adopting a holistic approach to comprehend the multifaceted consumer motivations influencing their perceptions and behaviors toward imported products.

**Subject Areas:** *Cross-cultural and International Marketing*

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