تاثیر کشور مبداء بر تصمیم خرید مشتری مورد مطالعه دانشجویان دانشگاه اصفهان

*

.

.

(/ / :   / / :   )

.

)

ANOVA   .   (

.

.

:

Email: bahram1r@yahoo.com   :   *

_____

.[ ]

.

.

.[ ]

.[ ]

.

.

.

.

.

.[ ]

.

[ ]

.

[ ]

[ ]

[ ]

[ ]

[ ]

(   )

[ ]

_____

.[ ]

.

.[ ]

.[ ]

[ ]

.

.

.

.[ ]

.

.[ ]

.

.[ ]

.[ ]

.

[ ]   .[ ]

[ ]

.[ ]

[ ]

.[ ]

.[ ]

.[ ]

:

( )   .   [ ]

                          .
               » (/)   ( )

                      «
                          «   »
  .

                      /

                                      .

                              .   (/)

      .   /   /

/	
/	
/	
/	
/	
/	
/	
/	
/	
/	
/	

.

.

. / /

.

.

/

/ KMO

. /

:( )

		/
		/
		/
		/
		/
	/	
	/	
	/	
/	/	
/		
/		/
/	/	/
/	/	

:
.
.
.
.

/   [ ]
.
/
.   /   /

.   t-test

.   ( )

t   *:( )*

.	(Test Value)			
	T			
/	/	/	/	

t   t

.

.

.

ANOVA

.   ( )   .
                                ( )

.

.

ANOVA _:( )_

			F-value & Significant	
/	/	/	F-Value	
/	/	/	Significant	
/	/	/	F-Value	
/	/	/	Significant	
/	/	/	F-Value	
/	/	/	Significant	

ANOVA

.

.

ANOVA

) ( )

. (

( )

.

.

.

:( )

/	/	/	/	
/	/	/	/	
/	/	/	/	
/	/	/	/	
/	/	/	/	
/	/	/	/	

( )   .

/

)

.   (

[ ]

.

[ ]   [ ] [ ]   [ ]

[ ]

ANOVA

ANOVA

《 》 [ ]

.

.

.

_____

                                  » .(   ) .   .

                .   «

2. Ahmed, S. A. and d'Astous, A. (2008), "Antecedents, Moderators and dimension of country of origin evaluation", International Marketing Review, Vol. 25, No. 1, pp: 75-106.

3. Ahmed, U. Z., Johnson, J. P. and Boon, L. C. (2004), "Does country of origin matter for low-involvement products?", International Marketing Review, Vol. 21, No. 1, pp: 102-120.

4. Bailey, W. and Pineres, S. (1997), "Country of origin attitudes in Mexico: the malinchismo effects", Journal of International Consumer Marketing, Vol. 9, No. 3, pp: 25-41.

5. Baker, M. J. and Michie, J. (1995), "Product country images: perceptions of Asian cars", university of Strathclyde, Department of Marketing, Working Paper Series, No. 95/3.

6. Bilkey, W. J. and Nes, E. (1982), "Country of origin effects on product evaluation", Journal of International business Studies, Vol. 8, No. 1, pp: 89-99.

7. Bluemelhuber, C., Carter, L. L., Lambe, C. J. (2007), "Extending the view of brand alliance effects", International Marketing Review, Vol. 24, No. 4, pp: 424- 443.

8. Bruning, E. R. (1997), "Country of origin, national loyalty and product choice: the case of international air travel", International Marketing Review, Vol. 14, No. 1, pp: 59-74.

9. Chryssochoidis, G., Greece, A., Krystallis, A. and Penagiotis, p. (2007), "Ethnocentric beliefs and country of origin effect", European Journal of Marketing, Vol. 41, No. 11/12, pp: 1518-1544.

10. Dornoff, R., Tankersley, C. and White, G. (1974), "Consumers' perceptions of imports", Akron Business and Economic Review, Vol. 5, summer, pp: 26-39.

11. Hamin and Elliot, G. (2006), "A less-developed country perspective of consumer ethnocentrism and country of origin effects: Indonesian

evidence", Asia Pacific Journal of Marketing & logistics, Vol. 18, No. 2, pp: 79-92.

12. Han, C. M. and Terpstra, V. (1988), "Country of origin effects for uni-national products", Journal of International Business Studies, Vol. 19, summer, pp: 235-255.

13. Haubl, G. (1996), "A cross-international investigation of the effects of country-of-origin and brand name of the evaluation of a new car", International Marketing Review, Vol. 13, No. 5, pp: 76-97.

14. Heslop, L. A. and Wall, M. (1985), "Differences between men and women in the country of origin product images", Administrative Sciences Association of Canada Proceedings, Montreal, Canada, pp: 148-58.

15. Hong, S.-T and Wyer, R. S. Jr (1989), "Effects of country-of-origin and product-attribute information on product evaluation: an information-processing perspective", Journal of Consumer Research, Vol. 16, September, pp: 175-87.

16. Johansson, J. K. and Nebenzhal, I. D. (1986), "Multinational production: effect on brand value", Journal of International Business Studies, Vol. 17, No. 3, pp: 101-26.

17. Karunaratna, A. R. and Quester, P. G. (2007), "Influence of cognition on Product component country of origin evaluation", Asia Pacific Journal of Marketing & Logistics, Vol. 19, No. 4, 2007, pp: 349-362.

18. Kaynak, E., Kara, A. and Nakip, M. (1995), "Life-styles, household decision-making, ethnocentrism and country-of-origin perceptions of Azerbaijani consumers", in Kaynak, E. and Eren, T. (Eds), Innovation, Technology and Information Management for Global Development and Competitiveness Proceedings, Istanbul, pp: 356-368.

19. Kaynak, E., Kucukemiroglu, O. and Hyder, A. S. (2000), "Consumers' country-of-origin (coo) perceptions of imported products in a homogeneous less-developed country", European Journal of Marketing, Vol. 34, Nos. 9/10, pp: 1221-1241.

20. Khachaturian, J. L. and morganosky, M. A. (1990), "Quality perceptions by country of origin", International Journal of Retail & Distribution Management, Vol. 18, No. 5, pp: 21-30.

21. Kim, Y. (2006), "Do South Korean companies need to obscure their country-of-origin image? A case of Samsung", corporate communications: An International Journal, Vol. 11, No. 2, pp: 126-137.

22. Laroche, M. and Mourali, M. (2005), "The influence of country of origin image structure on consumer evaluation of foreign products", International Marketing Review, Vol. 24, No. 3, pp: 271-296.

23. Lascu, D-N. and Babb, H. W. (1995), "Market preferences in Poland: importance of product country-of-origin", Innovation, in Kaynak, E. and Eren, T. (Eds), Technology and Information Management for Global Development and Competitiveness Proceedings, Istanbul, pp: 216-222.

24. Liefeld, J. P. (1993), "Consumer use of Country-of-origin information in product evaluations: evidence from experiments", In Papadopoulos, N. and Heslop, L. A. (Eds), Product Country Image: Impact and Role in International Marketing, Haworth, New York, NY, pp: 117-156.

25. Nagashima, A. (1970), "A comparison of Japanese and US attitudes toward foreign products", Journal of Marketing, Vol. 34, pp: 68-74.

26. Nunnally, J. C. (1967), Psychometric Theory, McGraw-Hill Book Company, New York, NY.

27. Ozsomer, A. and Cavusgil, S. (1991), "Country-of-origin effects on product evaluations: a sequel to Bilkey and Nes review", in Gilly et al. (Eds), AMA Educators processings, Vol. 2, Chicago, pp: 269-77.

28. Papadopoulous, N. and Heslop, L. A. (2003), "Country equity and product- country image, in Jain S. C. (Ed) Handbook of research in international Marketing Edward Elgar, Cheltenham, pp: 402-33.

29. Pecotich, A. and Ward, S. (2007), "Global branding, country of origin and expertise", International marketing Review, Vol. 24, No. 3, pp: 271-296.

30. Pharr, J. M. (2006), "Synthesizing country of origin research from last decade: is the concept still salient in the era of global brands?", Journal of marketing Practice & Theory, Vol. 13, No. 4, pp: 34-45.

31. Roth, M. S. and Romeo, J. B. (1992), "Matching product category and country image perceptions: a framework for managing country-of-origin effects", Journal of International Business Studies, Vol. 23, No. 3, pp: 477-497.

32. Sharma, S., Shimp, T and Shin, J. (1995), "Consumer ethnocentrism: a test of antecedents and moderators", Journal of the Academy of marketing Science, Vol. 23, No. 1, pp: 26-37.

33. Smith, W. R. (1993), "Country-of-origin bias: a regional labeling solution", International Marketing Review, Vol. 10, No. 6, pp: 4-12.

34. Tse, A., Kwan, C., Yee, C., Wah, k. and Ming, l. (1996), "The impact of country of origin on the behavior of Hong Kong consumers", Journal of International Marketing & marketing research, Vol. 21, No. 1, pp: 29-44.

35. Wall, M., Heslop, L. and Hofstra, G. (1989), "Male and female viewpoints of countries as products of consumer goods", Journal of International Consumer Marketing, Vol. 1, No. 1, pp: 1-25.