Testing a Model of Consumer Purchase Receptivity Toward Foreign Products

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A model assessing consumers' receptivity to purchasing foreign products is presented and tested. The model includes consumer characteristics, global orientation traits, attitudes toward specific countries and country-of-origin (COO) perceptions to predict receptivity toward purchasing consumer electronic products from four countries. Results from a survey of 200 consumers in the U.S. indicate that attitudes toward foreign countries, COO perceptions and consumer purchase receptivity are related to global orientation traits, although these relationships vary by the countries tested. Multiple regression analyses show that country-of-origin is the best predictor of consumer receptivity to purchase of consumer electronic products for each of the four countries.

Keywords: Receptivity, Foreign Products, Globalization, Country of Origin

INTRODUCTION

The past several decades have been characterized by ever-increasing globalization, driving richer interconnectedness and interdependence among countries and economies. This has led to the emergence of a global consumer culture, where brands have become a common connection point and consumers around the world share consumption values regardless of the countries in which they reside (Akaka & Alden 2010; Alden, Steenkamp and Batra, 1999). However, recent political and trade tensions have brought pressure against the globalization (Smialek, Tankersley, and Ewing, 2019) and currently many consumers seem to be of two minds regarding globalization. They may believe globalization is good for their country, but in some advanced economies, consumers are unsure if globalization is good for them personally (Stokes, 2014). Consumers' experiences or characteristics, such as political orientation and global orientation traits are important drivers of their perspectives on the more personal impact of globalization (Klein, 2002; Klein, Ettenson and Morris, 1998). These same characteristics and traits might also impact their receptivity toward products and brands from countries other than their own. A number

of studies have shown that the home country of consumers affects their evaluation of products from different countries (e.g., Peterson and Jolibert, 1995). However, more research is needed to better understand how different consumer characteristics and traits might affect their receptivity to purchasing foreign products and brands.

LITERATURE REVIEW

The concept of consumer receptivity toward foreign products was introduced by Ryans (1969) in the context of global or common advertising appeals. Ryans argued there were three different types of consumers relative to their response to such appeals: those who display an overall interest in the culture of countries outside of their own; those whose interest in other countries is growing but, who have low awareness of the world outside their national borders; and those who lack of interest in or have little appreciation for anything foreign and are characterized by a strong sense of nationalism. Central to Ryans' categorization was the idea that characteristics of a consumer will either make them more or less receptive towards foreign products and advertisements, though he did not offer a measure of receptivity.

There has been scant research offering a more specific definition, conceptual models or empirical findings regarding the construct of consumer receptivity towards foreign products. Belch and Belch (1993) developed a model that identified various factors as drivers of consumer receptivity to foreign products including personal characteristics such as demographics, lifestyle and social class; cultural factors including interest in and experiences with foreign cultures; global orientation traits such as ethnocentrism, patriotism and xenophobia; attitudinal measures including attitudes toward specific countries such as perceptions of country image; and perceptions of products from foreign countries or country-of-origin. However, the specific construct of consumer receptivity was not clearly delineated nor was their model tested empirically.

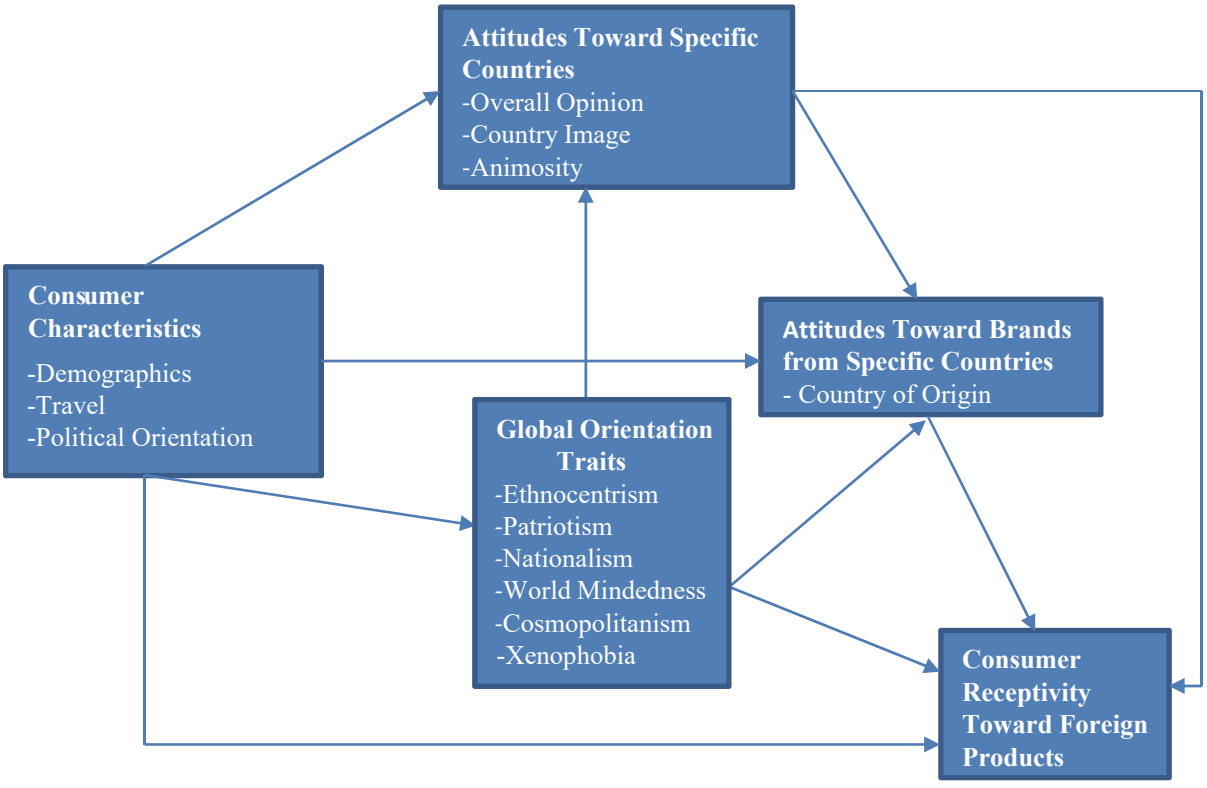
Subsequent research has more precisely defined the construct of receptivity to foreign products and investigated it empirically. These studies indicate that personal characteristics and consumer traits related to an individual's global orientation, feelings and attitudes toward a country such as animosity, product country image, opinion of a country, and country-of-origin perceptions may affect receptivity. Orabiz and Papadopoulos (2003) focused specifically on receptivity to buying, and examined attitudes toward domestic versus foreign products. They found that familiarity with and beliefs about products based on their country of origin, affective feelings toward the country of origin, and ethnocentric tendencies impacted receptivity to buying foreign products. Carter (2014) delineated receptivity to foreign products in terms of stages of consumer purchasing. The four stages included evaluation, attitude formation, intention or willingness to buy, and actual purchase of a foreign product. His study found that country-of-origin image, ethnocentrism, and animosity were all related to the purchasing process of foreign goods. In another study, Carter and Maher (2015) considered this same four stage conceptualization of the consumer purchase process for foreign products and proposed a model based on an extensive review of research related to foreign product evaluation and foreign product purchase. This model proposed product evaluations, attitudes, price, consumer animosity toward a country, and consumer ethnocentrism as factors related to consumer purchase intentions and purchase of foreign products. However, the model was not tested empirically.

In this study we focus specifically on *receptivity toward purchase of a foreign product*, viewing consumer traits, product attitudes and evaluations, as well as perceptions of a country as antecedents to this construct. We build on previous receptivity research by putting a greater focus on consumer characteristics and traits in order to explore their potential impact on receptivity to purchase while retaining key variables associated with willingness to purchase that have emerged from previous research in this domain (e.g., Orabiz and Papadopoulos, 2003). To do so, we build on a model of consumer receptivity to foreign products proposed by Belch and Belch (1993). The model is modified to include key variables relevant to the purchase of foreign products including consumer characteristics, global orientation traits, feelings and attitudes toward a country, and perceptions of country-of-origin.

Demographic variables retained included age (Carpenter and Yoon, 2011), gender (Lakshmi, Niharika and Lahari, 2017) and education (Dubois and Laurent, 1993) based on their validated impact on consumer decision-making and purchase. Personal characteristics shown to influence consumer behavior, including the amount of travel (Nijssen and Douglas 2008) and political orientation (Knobloch, 2012), were added to the model. Consumer traits retained included ethnocentrism (He and Wang, 2015), patriotism (Rybina et al, 2010) and xenophobia (Harun and Shah, 2013), given their empirically validated correlation to a consumer's preferences for, and purchase of foreign products. Animosity toward foreign countries (Carter, 2014) was added to the model given research showing its relationship to consumer receptivity. Finally, global orientation traits including nationalism (Ryans, 1969; Shimp and Sharma, 1987), world mindedness (Nijssen and Douglas, 2008), and cosmopolitanism (Saran and Kalliney, 2012) were added to explore their potential relationship to consumer receptivity of foreign products. Attitudes toward specific countries (Glen and Qui, 2018), including overall opinion, product country image as well as country-of-origin product perceptions (Verlegh and Steenkamp, 1999) were retained given their validated connection to consumer purchasing behavior. Several variables were deleted from the original model due to a lack of empirical evidence of a validated relationship to attitudes and receptivity. These included social mobility, social class, interest in a foreign country, experience with foreign cultures, and consumer innovative proneness.

The revised version of the model of consumer receptivity toward purchase of foreign products based on the literature review is shown in Figure 1. The model includes personal characteristics (demographics, travel, and political orientation), as well as global orientation traits (ethnocentrism, patriotism, nationalism, world mindedness, cosmopolitanism, and xenophobia), and draws a connection to consumers' attitudes toward specific countries (opinions, country image and animosity), attitudes toward brands from specific countries (country of origin) and connects these variables with consumer receptivity to purchase of foreign products.

FIGURE 1
MODEL OF CONSUMER RECEPTIVITY



RESEARCH OBJECTIVES AND METHOD

To test the proposed model, an online survey was used which gathered information for each of the variables in the model using consumer electronics (CE) as the product category for four countries – South Korea, China, the United States and Germany. Consumer electronics was chosen as the product category as nearly all consumers own some type of CE device such as a computer, tablet, smartphone or television and are thus familiar with and have opinions regarding these products (Pew Research, 2017). The four countries were selected based on their reputations for technological innovation and manufacturing capabilities for high tech products such as consumer electronics. Three of the four countries also have well-known CE companies located there: LG and Samsung are based in South Korea; Lenovo, TCL, Hisense, and Xiaomi in China; Apple, Dell and Hewlett Packard in the U.S. While Germany does not have the same number of well-known consumer electronic companies as the other three, the country does have companies with strong reputations in similar industries including Blaupunkt, Braun, Siemens and Bosch. German companies also have a very strong reputation for engineering and technological innovation.

Additionally, the four countries were chosen to represent nations that differ in terms of stages of economic development and overall reputation. The United States and Germany have strong and well-established economies while South Korea is growing in economic stature and China is making a transition from a country best known for low cost manufacturing of products for export, to a country that is developing products that can compete in the global market (Conick, 2019; Whitler, 2019).

Measures

Demographic variables measured included age, gender, level of education, and household income. To measure travel, survey participants were asked to indicate the number of business and leisure trips taken, both within the US as well as abroad, per year. Political orientation (PO) was measured through the statement 'I would rate my political orientation as…', and a seven-point scale was given ranging from extremely liberal to extremely conservative.

A number of validated scales were used to measure the various consumer traits in the proposed model. For the global orientation traits, Shimp and Sharma's 1987 CETSCALE on Consumer Ethnocentrism, Kosterman and Feshbach (1989) Patriotism and Nationalism scales, Nijssen and Douglas' (2008) World-mindedness scale, Saran and Kalliny's (2012) Cosmopolitanism scale, and Van Der Veer et al.'s (2011) Xenophobia scale were used. For a consumer's attitudes toward a specific country, Lala, Chakraborty, and Allred's (2008) Country Image scale as well as Hoffman, Mai and Smirnova's (2011) Animosity scale were used. Pisharodi and Parameswaran's (1992) COO scale was used to measure perceptions of country-of-origin for products from specific countries. Finally, two items were used to measure consumer purchase receptivity: willingness to purchase a CE brand from the country and intention to purchase a CE brand from the country for the next CE purchase.

Sample and Survey Procedure

Pre-testing of the survey was conducted through Amazon's Mechanical Turk (mTurk). The final survey was sent to a Qualtrics panel of 200 consumers living in the U.S. Participant quotas were set for age, political orientation, and geographic area. Geographic areas were filtered based on designated market areas (DMAs) to include areas where residents have historically been considered as leaning liberal, conservative, or moderate in their political orientation. The DMAs included in the sample were Baltimore, Boston, Charlotte, Colorado Springs, Detroit, Evansville, Jacksonville, Minneapolis, New York, Oklahoma City, Omaha, Philadelphia, Portland, Rapid City, San Francisco/Oakland/San Jose, Seattle/Tacoma, Shreveport, Topeka, Tulsa, and Washington D.C. For political orientation, 40 percent of participants self-designated as liberal, 40 percent conservative, and the remaining 20 percent moderate. In regard to age, 50 consumers between the ages of 18 and 34, 60 between the ages of 35 and 54, 50 between the ages of 55 and 65, and 40 above the age of 65 were surveyed.

RESULTS

Model Test for South Korea

To test the model of consumer receptivity toward the purchase of foreign products, the relationships among the various components of the model were examined for each of the four countries beginning with South Korea. As shown in Table 1, consumer characteristics (demographic variables) correlate with some attitudinal measures; there is a positive correlation between income and product country image, and a negative correlation of age with animosity.

The other consumer characteristics (travel and political orientation) correlate with attitudes and receptivity. Traveling in the U.S. for vacations relates positively to overall opinions toward South Korea. There are also positive correlations between traveling abroad and in the U.S. for vacations and the country image of South Korea. Significant positive correlations exist between business travel/vacations taken abroad and animosity. This was unexpected, as it suggests that an increase in travel to other countries is associated with increased animosity towards South Korea. Traveling for vacations, as well as within the U.S. for business, is positively correlated with country-of-origin perceptions while political orientation is negatively correlated with this measure. Personal characteristics of demographics or travel are not correlated with receptivity. Political orientation is negatively correlated with receptivity, indicating that as conservatism increases, consumers have more negative perceptions of products from South Korea and are less receptive toward purchasing consumer electronics brands from the country.

TABLE 1
ATTITUDES AND RECEPTIVITY CORRELATIONS WITH DEMOGRAPHICS, TRAVEL, AND POLITICAL ORIENTATION FOR SOUTH KOREA

	Overall Opinion	Country Image	Animosity	Country-of- Origin	Receptivity Toward Purchase
Demographics					
Age	.08	.10	-.35**	-.01	.02
Income	.07	.14*	-.01	.14	.08
Education	.13	.11	-.06	.08	.06
Travel					
Travel Abroad Business	.07	.02	.34**	.12	.12
Travel Abroad Vacation	.10	.14*	.30**	23	.08
Travel U.S. Business	.13	.10	.23**	.16*	.09
Travel U.S. Vacation	.17*	.24**	-.02	.23**	.13
Political Orientation	-.10	-.12	.01	-.14*	-.17*

**. P < 0.01 level; *. P < 0.05 level.

The second model test for South Korea involves an examination of the relationships of the various global orientation traits with the attitudinal, country-of-origin and receptivity measures. The correlations among these measures are shown in Table 2. As can be seen in this table, patriotism, world-mindedness and cosmopolitanism are positively correlated with overall opinions toward and country image of South Korea. Ethnocentrism is positively correlated with country image for South Korea but not with opinions of the country. The positive relationship between South Korea's country image and the ethnocentrism and patriotism traits are surprising as it was expected that these relationships might be negative. Ethnocentrism, nationalism, world-mindedness, and xenophobia are all positively correlated with animosity. Although the correlations between animosity with ethnocentrism, nationalism and xenophobia

were expected, the positive correlation with world-mindedness was not. Patriotism, world-mindedness and cosmopolitanism positively correlate with country-of-origin perceptions for South Korea. It should be noted that world-mindedness shows a significant positive relationship with all of the attitudinal measures, while cosmopolitanism is positively related to all but one (animosity). Only two of the global orientation traits, cosmopolitanism and world-mindedness, positively correlate with consumer receptivity toward purchase of brands from South Korea. Consumers who have higher levels of receptivity toward purchase of CE brands from South Korea are more cosmopolitan and world-minded.

TABLE 2
CORRELATIONS OF GLOBAL ORIENTATION TRAITS WITH ATTITUDES AND RECEPTIVITY FOR SOUTH KOREA

	Opinion	Country Image	Animosity	Country-of-Origin	Receptivity Toward Purchase
Ethnocentrism	.06	.14*	.37**	.12	0
Patriotism	.21**	.28**	.05	.25**	.12
Nationalism	.03	.13	.36**	.12	.04
Cosmopolitanism	.30**	.35**	-.07	.41**	.38**
World-mindedness	.39**	.50**	.19**	.41**	.33**
Xenophobia	-.01	-.05	.37**	-.01	-.08

**. P < 0.01 level; *. P < 0.05 level.

The next receptivity model test for South Korea examined the relationships among the various attitudinal measures, country-of-origin and receptivity. As can be seen in Table 3, overall opinion toward and country image for South Korea, as well as country-of-origin have significant positive correlations with consumer receptivity. These results show that as opinions toward South Korea become more positive, CE brands from the country are viewed more favorably and consumer receptivity toward them increases. Table 3 also shows that animosity is negatively correlated with the attitudinal variable country image, indicating that animosity toward South Korea moves in the opposite direction of image of the country and overall opinions. However, animosity shows no relationship to country-of-origin or receptivity to purchase of CE brands from South Korea.

TABLE 3
CORRELATIONS BETWEEN ATTITUDES ANS RECEPTIVITY FOR SOUTH KOREA

	Overall Opinion	Country Image	Animosity	Country-of-Origin	Receptivity Toward Purchase
Overall Opinion	---	.76**	-.28**	.60**	.55**
Country Image	.76 **	---	-.18**	.72**	.56**
Animosity	-.28**	-.18**	---	-.06	-.075
Country of Origin	.60**	.72**	-.06	---	.74**

**. P < 0.01 level; *. P < 0.05 level.

The final test of the receptivity model for South Korea involved a series of multiple regression analyses to determine how well the various components of the model explained variation in consumer receptivity toward purchase of CE products from the country. Table 4 shows the results of the regression

analyses and the explained variance (R^2) as additional variables are added to the model. The variable that is the best predictor of receptivity to purchase of products from South Korea is country-of-origin, which explains 56 percent of the variance in the receptivity measure. Adding additional variables to the model increases the amount of explained variance only slightly, with the exception of the cosmopolitanism and world-mindedness traits. The addition of the combined measured of these global orientation traits increases the R^2 value to .67 and the Beta coefficient for this variable is significant along with that for country-of-origin. The inclusion of the other components of the model in the regression analysis did not improve the explanatory power of the model. The regression results show that country-of-origin perceptions of CE brands from South Korea is the most important variable for predicting receptivity to them while consumers' level cosmopolitanism/world-mindedness also add explanatory power relative to consumer receptivity toward purchase.

TABLE 4
RESULTS OF MULTIPLE REGRESSION ANALYSES FOR SOUTH KOREA

		Beta Coefficients						
R	**R^2**	Country-of-Origin	Cosmopolitanism/ World mindedness	Political Orientation	Country Image	Age	Income	Education
.74	.55	.71**	.07					
.74	.56	.71**	.07	-.04				
.75	.56	.70**	.06	-.04	.02			
.75	.56	.70**	.07	-.05	.02	.03		
.75	.56	.71**	.06	-.05	.02	.01	-.03	
.82	.67	.80**	.11*	.04	-.01	-.04	.01	-.07

**. $P < 0.01$ level; *. $P < 0.05$ level.

Model Test for China

The next test of the receptivity model was for China. Table 5 shows the correlations for the demographic variables, travel and political orientation with the attitudinal, country-of-origin and receptivity measures for China. The demographic characteristic of age is negatively correlated with the overall opinion toward China, country-of-origin, and consumer receptivity to purchase, indicating that younger consumers have more positive opinions toward China as a country and Chinese brands than do older consumers. Younger consumers also show higher receptivity toward purchase of CE products from China.

Relationships between other consumer characteristics with attitudes and receptivity vary. Amount of vacation travel in the U.S. is positively correlated with country image for China, while traveling abroad and within the U.S. for vacations, as well as traveling abroad for business, are positively correlated with animosity, which was not expected. Travel, as indicated by the number of business trips globally and vacations taken abroad, is positively correlated with country-of-origin. Only the amount traveled abroad on business is positively correlated with receptivity toward purchase of CE brands from China. There are also negative correlations between political orientation with opinions toward China, country image, country-of-origin, and receptivity toward purchase. This suggests that as political orientation becomes more conservative, consumers' attitudes toward China, as well as perceptions of CE products made there, become more negative as does their receptivity toward purchase of them.

TABLE 5
ATTITUDES AND RECEPTIVITY CORRELATIONS WITH DEMOGRAPHICS, TRAVEL, AND POLITICAL ORIENTATION FOR CHINA

	Opinion	Country Image	Animosity	Country-of-Origin	Receptivity Toward Purchase
Demographics					
Age	-.20**	-.05	.01	-.29**	-.26**
Income	.01	.12	.05	.05	.03
Education	.04	.08	-.06	.07	.00
Travel					
Travel Abroad Business	.10	.03	.17*	.18**	.16*
Travel Abroad Vacation	.05	.12	.21*	.23**	.12
Travel U.S. Business	.07	.08	.17*	.15*	.07
Travel U.S. Vacation	.03	.17*	.07	.07	-.04
Political Orientation	-.15*	-.19**	.03	-.17*	-.14*

**. $P < 0.01$ level; *. $P < 0.05$ level.

The second receptivity model test for China examined the relationship of the various global orientation traits with the attitudinal, country-of-origin and receptivity measures. As can be seen in Table 6, a number of the global orientation traits are significantly correlated with the attitudinal, country-of-origin and receptivity measures for China. Cosmopolitanism and world-mindedness are positively correlated with overall opinions toward China as well as the country image of China. Patriotism and xenophobia are correlated with country image, but the relationships move in opposite directions. This indicates that consumers who hold favorable images of China have higher levels of patriotism, cosmopolitanism and world-mindedness, and are less xenophobic. Ethnocentrism, nationalism, and xenophobia positively correlate with animosity toward China, indicating that increases in these traits are associated with more negative feelings toward China. All of the global orientation traits except xenophobia positively correlate with country-of-origin perceptions. However, only nationalism, cosmopolitanism and world-mindedness show positive correlations with consumer receptivity toward purchase. Although the relationships between country-of-origin and receptivity with cosmopolitanism and world-mindedness were expected, the positive correlations with ethnocentrism, patriotism, and nationalism were not.

TABLE 6
ATTITUDES AND RECEPTIVITY CORRELATIONS WITH CONSUMER TRAITS FOR CHINA

	Opinion	Country Image	Animosity	Country-of-Origin	Receptivity Toward Purchase
Ethnocentrism	.05	.10	.32**	.21**	.12
Patriotism	.03	.16*	.12	.18*	.11
Nationalism	.07	.04	.35**	.25**	.20**
Cosmopolitanism	.36**	.37**	-.05	.25**	.21**
World-mindedness	.45**	.30**	.02	.42**	.44**
Xenophobia	-.01	-.16*	.32**	.05	.01

**. P < 0.01 level; *. P < 0.05 level.

The next receptivity model test for China examined the relationships among the various attitudinal measures, country-of-origin and receptivity. As shown in Table 7, overall opinion, country image, and country-of-origin and receptivity, all have highly positive correlations with one another, while animosity is negatively correlated only with the opinions measure. These findings indicate that as consumers' image of China becomes more positive, they also have more favorable perceptions of the country-of-origin, as well as are more be more receptive toward purchase of Chinese CE brands.

TABLE 7
CORRELATIONS BETWEEN ATTITUDES AND RECEPTIVITY FOR CHINA

	Opinion	Country Image	Animosity	Country-of-Origin	Receptivity Toward Purchase
Opinion	---	.70**	-.23**	.58**	.57**
Country Image	.70**	---	-.13	.69**	.56**
Animosity	-.23**	-.13	---	-.09	-.07
Country of Origin	.58**	.69**	-.09	---	.81**

**. P < 0.01 level; *. P < 0.05 level.

The final test of the receptivity model for China involved using a series of multiple regression analyses to determine how well the various components of the model explained variation in consumer purchase receptivity to CE products from this country. Table 8 shows the results of the regression analyses, and the explained variance (R^2) as additional variables are added to the model. As was the case with South Korea, the variable that is the best predictor of receptivity toward purchase of brands from China is country-of-origin, which explains 67 percent of the variance in the receptivity measure. Adding additional variables to the model does not increase the amount of explained variance. While the cosmopolitanism and world mindedness trait does have a significant Beta coefficient when included, it does not increase the R^2 value for the model.

TABLE 8
REGRESSION ANALYSIS FOR CHINA

		Beta Coefficient						
R	**R^2**	Country of Origin	Cosmo/World mindedness	Political Orientation	Country Image	Age	Income	Education
.82	.67	.79**	.07					
.82	.67	.81**	.09	.04				
.82	.67	.81**	.09	.04	-.01			
.82	.67	.81**	.09	.04	-.01	-.04		
.82	.67	.80**	.10*	.05	.00	-.04	-.02	
.82	.67	.80**	.11*	.04	-.01	-.04	.01	-.07

**. P < 0.01 level; *. P < 0.05 level.

Model Test for Germany

The next country for which the receptivity model was tested is Germany. Table 9 shows the correlations between consumer characteristics (demographics, travel, and political orientation) and the attitudinal and receptivity variables. There are only a few significant correlations among the demographic variables and these components of the model. Income and opinions of Germany are positively correlated, while age is negatively correlated with animosity, and education has a small but significant positive correlation with receptivity. The consumer characteristics related to travel, both domestic and abroad, are positively correlated with the attitudinal measures, country-of-origin and receptivity. The amount traveled for vacation within the U.S. is positively correlated with overall opinions toward and the country image of Germany. Vacation travel is positively correlated with overall opinions toward Germany.

Traveling abroad and in the U.S. for business, as well as for vacations is positively correlated with animosity. This indicates that travelling globally for business or vacation is related to an increase in a consumer's animosity towards Germany, which was not expected. Traveling abroad for vacation is the only travel measure positively correlated with country-of-origin perceptions toward Germany. Traveling abroad for business and leisure positively correlate with receptivity, indicating that an increase in global travel is related to an increase in receptivity toward purchase of CE brands from Germany. Table 9 also shows that political orientation is negatively correlated with country image, country-of-origin, and receptivity. This indicates that consumers who are more conservative have a negative image of Germany, as well as a more negative view of consumer electronic brands from the country, and lower receptivity toward the purchase of these brands.

TABLE 9
ATTITUDES AND RECEPTIVITY CORRELATIONS WITH DEMOGRAPHICS, TRAVEL, AND POLITICAL ORIENTATION FOR GERMANY

	Opinion	Country Image	Animosity	Country-of-Origin	Receptivity Toward Purchase
Demographics					
Age	.06	-.05	-.17*	-.09	-.10
Income	.21**	.12	-.06	.10	.10
Education	.11	.08	-.08	.07	.14*
Travel					
Travel Abroad Business	-.15*	.03	.31**	.11	.17*
Travel Abroad Vacation	-.01	.12	.22**	.21**	.15*
Travel U.S. Business	-.05	.08	.27**	.09	.06
Travel U.S. Vacation	.14*	.17*	-.11	.13	.13
Political Orientation	-.09	-.19**	.10	-.20**	-.28**

**. $P < 0.01$ level; *. $P < 0.05$ level.

The second receptivity model test for Germany examined the relationship of the global orientation traits with the attitudinal, country-of-origin and receptivity measures. As can be seen in Table 10, patriotism, cosmopolitanism, and world-mindedness are positively correlated with both overall opinions and country image for Germany. Xenophobia is negatively correlated with overall opinions and country image. Interestingly, as consumers become more patriotic, they have more positive overall opinions and perceptions of Germany. Ethnocentrism, nationalism and xenophobia positively correlate with animosity, indicating negative feelings toward Germany increase as consumers exhibit more of these traits. However, animosity toward Germany decreases as consumers become more cosmopolitan in their global orientation. Positive correlations exist between cosmopolitanism, world-mindedness, and ethnocentrism with country-of-origin perceptions for Germany. The correlation between country-of-origin and ethnocentrism is surprising, as it would be assumed that increased ethnocentrism would lead to a more negative view of brands from Germany. Finally, as was the case with opinions, country image, and country-of-origin, both cosmopolitanism and world-mindedness show significant positive correlations to receptivity toward purchase of CE brands from Germany.

TABLE 10
ATTITUDES AND RECEPTIVITY CORRELATIONS WITH CONSUMER TRAITS FOR GERMANY

	Opinion	Country Image	Animosity	Country-of-Origin	Receptivity Toward Purchase
Ethnocentrism	.04	.10	.30**	.16*	.00
Patriotism	.21**	.16*	.02	.13	-.05
Nationalism	-.10	.04	.47**	.12	.02
Cosmopolitanism	.37**	.37**	-.19**	.33**	.37**
World-mindedness	.35**	.30**	.08	.33**	.27**
Xenophobia	-.17*	-.16*	.45**	-.02	-.10

**. P < 0.01 level; *. P < 0.05 level.

The next receptivity model test for Germany examined the relationships among the various attitudinal measures, country-of-origin and receptivity. As shown in Table 11, the country image of Germany is positively correlated with overall opinion, country-of-origin and receptivity, and negatively correlated with animosity. These findings indicate that as the attitudes and feelings toward Germany become more positive, consumers will also have more favorable perceptions of country-of-origin and also be more receptive toward purchase of brands from Germany.

TABLE 11
CORRELATIONS BETWEEN ATTITUDES AND RECEPTIVITY FOR GERMANY

	Overall Opinion	Country Image	Animosity	Country-of-Origin	Receptivity Toward Purchase
Overall Opinion	---	.76**	-.32**	.64**	.51**
Country Image	.76**	---	-.17*	.77**	.56**
Animosity	-.32**	-.17*	---	-.09	-.07
Country of Origin	.64**	.77**	-.09	---	.75**

**. P < 0.01 level; *. P < 0.05 level.

The final test of the receptivity model for Germany used a series of multiple regression analyses to determine how well the various components of the model explain variation in consumer receptivity toward purchase of CE brands from Germany. Table 12 shows the results of the regression analyses and the explained variance (R^2) as additional variables are added to the model. As was found in the regression analyses for South Korea and China, the variable that is the best predictor of receptivity to consumer products from Germany is country-of-origin, which explains 57 percent of the variance in this dependent measure. Adding additional variables to the model increases the amount of explained variance only slightly, until the cosmopolitanism/world-mindedness traits measure is included. The addition of this global orientation trait increases the R^2 value to .67 and the Beta coefficient for this variable is significant along with that for country-of-origin. As more independent variables are added to the regression analysis, there is a slight increase in the explanatory power of the model. However, country-of-origin is once again the only independent variable that has a significant Beta coefficient for each analysis. The combined cosmopolitan/world mindedness trait does have a significant beta coefficient in two of the

analyses: when included only with country-of-origin, and when country-of-origin, political orientation and country image are included in the model. Germany is the first country where the political orientation (PO) variable has a significant Beta coefficient when added to the regression model. All of the other independent variables were not significant in predicting receptivity for Germany. These results indicate again that country-of-origin is the most important model variable in explaining receptivity toward purchase of CE brands from Germany while cosmopolitanism/world-mindedness and political orientation also have some influence.

TABLE 12
REGRESSION ANALYSES FOR GERMANY

		Beta Coefficients						
R	**R^2**	Country of Origin	Cosmo/World mindedness	Political Orientation	Country Image	Age	Income	Education
.76	.57	.71**	.10*					
.77	.59	.71**	.08	-.11*				
.77	.59	.75**	.08	-.11*	-.06			
.77	.59	.75**	.08	-.10*	-.05	-.02		
.78	.61	.74**	.10*	-.08	-.04	-.02	.01	
.79	.62	.77**	.09	-.07	-.04	-.03	-.01	.04

**. $P < 0.01$ level; *. $P < 0.05$ level.

Model Test for the U.S.

The final country for which the receptivity model was tested was the U.S. Table 13 shows the correlations between the demographic, travel and political orientation variables and the attitudinal, country-of-origin, and receptivity measures for the U.S. The attitudinal and receptivity measures for the U.S. had varying correlations with the antecedent variables. Both age and income have a positive correlation with overall opinion toward the U.S. Income was positively correlated with country image, country-of-origin and receptivity. Age was negatively correlated with animosity, which indicates that feelings toward the U.S. become more favorable as age increases.

Table 13 also shows that there are significant correlations between the attitudinal and receptivity measures and several of the consumer characteristics related to travel. The amount traveled in the U.S. for vacation is positively correlated with overall opinions toward the U.S. and country image. Traveling in the U.S. for business as well as traveling abroad for business and vacations is positively correlated with animosity. Traveling in the U.S. for vacations is not related to animosity but is significantly positively correlated to other parts of the model, including country-of-origin and receptivity. Political orientation is only correlated with animosity. Those who view themselves as conservative do not feel as much animosity towards the U.S. as those who are more liberal.

TABLE 13
ATTITUDES AND RECEPTIVITY CORRELATIONS WITH DEMOGRAPHICS, TRAVEL, AND POLITICAL ORIENTATION FOR U.S.

	Opinion	Country Image	Animosity	Country-of-Origin	Receptivity Toward Purchase
Demographics					
Age	.15*	.04	-.34**	.03	.03
Income	.20**	.16*	-.04	.20**	.18*
Education	.04	.06	.12	-.01	.00
Travel					
Travel Abroad Business	.02	.05	.29**	-.01	.00
Travel Abroad Vacation	.09	.10	.28**	.10	.09
Travel U.S. Business	.10	.12	.17*	.10	.08
Travel U.S. Vacation	.17*	.17*	.03	.19**	.19**
Political Orientation	.04	.02	-.24**	-.02	.02

**. P < 0.01 level; *. P < 0.05 level.

The second receptivity model test for the U.S. examined the relationship of the various global orientation traits with the attitudinal, country-of origin and receptivity measures. As shown in Table 14, nearly all of the global orientation traits, except xenophobia, are correlated with the attitudinal, country-of-origin and receptivity measures. Ethnocentrism, patriotism, nationalism and world mindedness are positively correlated with overall opinions of the U.S. The image of the U.S. has a strong positive correlation to every global trait but xenophobia. Ethnocentrism and patriotism are negatively correlated with animosity whereas cosmopolitanism is positively correlated with it. We see a similar pattern with country-of-origin perceptions and receptivity. There are significant relationships between the level of ethnocentrism, patriotism, nationalism, cosmopolitanism, and world-mindedness traits held by consumers, and their image of the U.S., as well as their country-of –origin perceptions and receptivity toward the purchase of CE brands from the U.S.

TABLE 14
CORRELATION OF GLOBAL ORIENTATION TRAITS WITH ATTITUDES AND RECEPTIVITY FOR U.S.

	Opinion	Country Image	Animosity	Country-of-Origin	Receptivity Toward Purchase
Ethnocentrism	.54**	.45**	-.20**	.53**	.49**
Patriotism	.60**	.45**	-.44**	.51**	.41**
Nationalism	.44**	.43**	-.13	.46**	.43**
Cosmopolitanism	.12	.20**	.25**	.16*	.15*
World-mindedness	.31**	.40**	.00	.43**	.36**
Xenophobia	.14	.09	.02	.10	.09

**. P < 0.01 level; *. P < 0.05 level.

The next part of the receptivity model test for the U.S. examined the relationships among the various attitudinal measures, country-of-origin and receptivity. As can be seen in Table 15, overall opinion toward the U.S., country image, country-of-origin perceptions, and receptivity all show strong positive correlations with one another. Animosity is negatively correlated with the other two attitude measures, as well as country-of-origin and receptivity. These findings indicate that as consumers' attitudes and feelings toward the U.S. become more positive, they will also have more favorable perceptions of CE brands from the U.S. and will be more receptive toward purchasing them.

TABLE 15
CORRELATIONS BETWEEN ATTITUDES AND RECEPTIVITY FOR THE U.S.

	Overall Opinion	Country Image	Animosity	Country-of-Origin	Receptivity Toward Purchase
Overall Opinion	---	.80**	-.31**	.70**	.62*
Country Image	.80**	---	-.20**	.77**	.68**
Animosity	-.31**	-.20**	---	-.16*	-.17*
Country of Origin	.70**	.77**	-.16*	---	.81**
Receptivity toward Purchase	.62**	.68**	-.17*	.81**	---

**. P < 0.01 level; *. P < 0.05 level.

As with the previous countries tested, the examination of the U.S. concluded with a series of multiple regression analysis which were used to determine how well the various components of the model explained variation in consumer receptivity toward purchase of CE brands from this country. The results of the regression analyses are shown in Table 16, and the explained variance (R^2) as additional variables are added to the model. As was the case with the other three countries, the variable that is the best predictor of receptivity to consumer products from the U.S. is country-of-origin, which explains 66 percent of the variance in this dependent measure. Adding additional variables to the regression model result in a very small increase in the R^2 value. However, it is interesting to note that the results for the regression analyses are different for the U.S. versus the other three countries as the cosmopolitanism/world-mindedness does not have a significant Beta coefficient when added to the model while the regression coefficient for country image is significant when added to the model.

TABLE 16
REGRESSION ANALYSES FOR THE U.S.

		Beta Coefficients						
R	**R^2**	COO	Cosmo/World mindedness	Political orientation	Country image	Age	Income	Education
.81	.66	.81**	.02					
.82	.67	.77**	.01	.02				
.82	.68	.68**	-.01	.01	.12*			
.82	.68	.68**	.00	.00	.12*	.03		
.83	.68	.67**	.00	.01	.13*	.04	.01	
.82	.67	.67**	.00	.02	.13*	.04	.01	-.01

**. P < 0.01 level; *. P < 0.05 level.

CONCLUSIONS AND IMPLICATIONS

This study leveraged the model proposed by Belch and Belch (1993) to examine consumer receptivity to purchase of foreign brands. Correlation and regression analyses were conducted to test relationships between the variables in the model for four countries. The result show that each country has different relationships among global orientation traits, measures of attitudes towards the countries, and consumer receptivity toward the purchase of electronic brands.

First, we examined the correlations between the attitude and receptivity measures with the antecedent variables. An interesting finding is the negative correlation between animosity and age towards South Korea, Germany, and the U.S., as for these countries, as animosity is lower among older consumers. A surprising finding was the strong positive correlations between animosity and traveling globally for vacations as well as for business within the U.S.

Another interesting set of findings relate to the positive correlations that opinion, country image, and country-of-origin have relative to traveling within the U.S. for vacation. Although the positive relationship was expected when it came to the U.S., it was unexpected to see these positive relationships for the South Korea, China, and Germany. This relationship was particularly persistent for South Korea: as overall opinion, country image and country-of-origin perceptions were all more positive when the consumer traveled more within the U.S. for vacation.

Negative correlations were found between political orientation and country image for China and Germany, as well as for country-of-origin and receptivity toward purchasing CE products from South Korea, China and Germany. This suggests that those consumers who identify as conservative have a negative country image for China and Germany, in addition to a more negative assessment of, and reduced receptivity toward purchase of CE brands from South Korea, China and Germany.

We also found overlap in the correlations between the global orientation traits, attitudes and receptivity toward purchase of CE brands for the countries tested. Significant correlations were found between overall opinions and patriotism (for South Korea, Germany, and the U.S.), cosmopolitanism (for South Korea, China, and Germany), and world-mindedness (for South Korea, China, Germany, and the U.S.). Although the correlations between overall opinion toward these countries with cosmopolitanism and world-mindedness were expected, the positive correlation with patriotism for Germany and China was not. U.S. consumers who are more patriotic hold higher opinions of both South Korea and Germany.

Ethnocentrism (for South Korea and U.S.), patriotism (for South Korea, China, Germany, and the U.S.), cosmopolitanism (for South Korea, China, Germany and U.S.), and world mindedness (for South Korea, China, Germany, and U.S.) were all positively correlated with country image. Again, the positive correlations between country image with cosmopolitanism and world-mindedness were expected, although the correlations with ethnocentrism and patriotism were not expected for South Korea, China and Germany. Consumers who are more ethnocentric and patriotic hold a more positive country image of South Korea, China and Germany. The correlations between animosity with ethnocentrism, nationalism, and xenophobia amongst the countries tested was expected. Similarly, the positive correlations amongst the countries between country-of-origin and cosmopolitanism and world-mindedness were expected. However, the strong positive correlation between ethnocentrism (for China, Germany and the U.S.), patriotism (for South Korea, China and the U.S.), and nationalism (for China and the U.S.) with a positive country image were not. This indicates that consumers who are more ethnocentric, patriotic, and nationalistic regard the country-of-origin of China more positively. Consumers who are more ethnocentric regarded Germany's products more positively, and country-of-origin of South Korean electronic goods more favorably.

Patriotic consumers were more receptive to purchase of consumer electronic brands from the U.S. The positive correlations between the global consumer traits of cosmopolitanism and world-mindedness relative to attitudes and consumer receptivity toward purchase are not surprising. However, the positive correlation came between receptivity and nationalism for China is surprising, as those consumers in the U.S. who are more nationalistic are more receptive to purchasing a consumer electronic brands from China which was an unexpected finding.

In summary, and generally consistent with previous literature, the only measure that showed significant relationships with all of the attitudinal measures across all four countries was country-of-origin. Beyond these relationships, consumer global orientation traits and attitudes and receptivity toward purchase of products from foreign countries, are country specific. Interestingly, there are positive correlations among ethnocentrism, patriotism and country image and country-of-origin. In regard to the correlations between the attitude and receptivity measures, the measure that did not have a strong relationship with each of the other variables was animosity, as it only showed overlap in its relationship with overall opinion and country image. All the other attitudinal and receptivity variables had strong positive correlations with one another across the four countries.

For each country, the results of the regression analyses showed that between 56% and 68% of the variation in receptivity to consumer electronics brands was explained by the various components of the model. Country-of-origin was the only variable that was a significant predictor of purchase intent for all four countries, as none of the other variables had significant regression coefficients. This is consistent with previous literature and our findings suggest that country-of-origin is a critical variable in receptivity toward purchase of foreign brands providing external validity to the results. The scale used to test country-of-origin in the survey included the measures of workmanship, reliability, technological advancement, value, prestige, and appeal. Thus, perceptions of products across these attributes appears to be important in determining consumer receptivity toward purchase of brands

Limitations and Future Research

This study focused on a model of consumer receptivity toward the purchase of foreign brands. As noted by Belch and Belch (1993), it is important to recognize that receptivity is likely to be country and product or brand specific as a consumer might hold positive or negative opinions of products from one country but not another. Similarly, a consumer may hold positive or negative opinions regarding certain types of products from a particular country. Thus, a closer look at both the products and countries used in the current study could provide additional value in this line of research. Additionally, consumers may generally have a more positive relationship with technology to begin with, which could impact their responses to the types of brands presented in this research. A recent Qualtrics and Accel survey found that, for Millennials, technology not only develops a better work/life balance, but has also helped interpersonal relationships (Brandon, 2017); however it can also be a very addictive part of their life (Dimock, 2018).

The current research focused solely on American consumers and the survey included perceptions for only four countries, South Korea, China, Germany, and the U.S. Future research might expand the survey participant pool to include consumers from other countries. It would be valuable for future research on consumer receptivity to examine if there are differences in characteristics and global orientation traits that consumers exhibit abroad, as opposed to in the U.S., that are important predictors to purchase receptivity toward foreign brands.

Consumer receptivity to foreign brands is an ever-increasing concern for marketers in the age of globalization. This research examined the relationship of consumer characteristics and traits to consumer's attitudes and receptivity toward purchase. In their original paper, Belch and Belch (1993) noted that the consumer receptivity model could be used to test not only receptivity to products, but also advertisements from abroad. This would be an interesting additional application of the model, as advertising can be very culturally bound. Marketers could then use the model to predict which types of consumers would be more receptive to foreign advertisements, or if a locally-based adaptation of the advertisement would need more effective.

In conclusion, the current research offers some interesting insights into the relationships between consumer characteristics, global orientation traits, attitudes and receptivity toward purchase of foreign brands. Companies no longer need to fear that touting the origin of their brand will have negative repercussions, as this study shows that CE brand from South Korea, China, Germany, and the U.S are all perceived favorably. However, consumer traits should be taken into consideration when executing a marketing plan for different countries, as different relationships were found based on the country being

tested. Consumers' political orientation and level of patriotism may be important variables to consider. Also, their level of cosmopolitanism and world-mindedness should be considered when developing brand and market strategy regarding receptivity toward purchase.

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