

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

In a global marketplace, target consumers are exposed to and are selecting from a massive range of domestic versus foreign products and brands than ever before. This situation is attributable to the decreasing of trade barriers, the development of communication and transportation technologies, increased global competition, coupled with the increased standards of living and improved lifestyles of consumers around the globe. Accordingly, there is a growing need for marketing practitioners to understand the dynamics that affect consumers' evaluations of imported products over domestic ones in cross-national and cross-cultural settings (Kaynak & Kara 2002; Knight 1999, Kucukemiroglu 1999).

The recent trend of economic power has changed. Though advanced economies were the foremost engines of global economic growth over the last 50 years, nowadays developing and transition economies offer the next great opportunities (Hill 2007; Klein et al. 2006). Hence, there is a need for global managers to establish a comprehensive understanding about attitudes of consumers in developing and transition economies toward imported products (Klein et al. 2006). As consumers are essentially decision makers and have a remarkable impact on product selection (Sibble 2003), this study was therefore designed to investigate the effect of COO image on Uzbek consumer's attitude and purchase intention toward apparel products in the context of a developing

country – Uzbekistan and compared differences and similarities with two main apparel exporter countries – South Korea and Turkey. For this, the following main research question was centered:

How does country of origin image affect on Uzbek consumers` attitude and purchase intention on apparel products?

According to the findings, it is found out that COO image influence the Uzbek consumers` attitude and purchase intention differently for different country of origins. Results revealed that COO has positive influence on Uzbek consumers` attitude toward South Korean and Turkish apparel products and H1a, H1b is supported. But COO image showed that there is no influence on Uzbek consumers` attitude toward Uzbek apparel products and H1c is rejected.

In addition, the results showed that attitude of Uzbek consumers influence their purchase intention, then H2a, H2b and H2c is supported. From this findings we can conclude that COO image of South Korea and Turkey has positive impact on Uzbek consumers` attitude and this positive attitude influence their purchase intention to choose apparel products from South Korea and Turkey. And Uzbek consumers have negative attitude toward Uzbek apparel products, And It influence Uzbek consumers to prefer imported apparel products than domestic one. But the price of Uzbek apparel products are cheaper than imported apparel products, this then influence Uzbek consumers` attitude to have purchase intention on Uzbek apparel products also.

5.2. Managerial implications

Managerial implications for both foreign and domestic companies can be drawn from the findings.

5.2.1. Implications for foreign companies.

The results of the study should assist multinational companies who are already exporting or intending to invest for apparel products in Uzbekistan by further identifying the target consumers' characteristics, perceptions, attitudes and preferences for imported apparel. Consumers' positive or negative attitude towards imported apparel attributes can be used to develop a marketing strategy (Wang & Heitmeyer 2006). The findings suggested that COO image is important factor for Uzbek consumers. Uzbek consumes still prefer imported apparel products from Turkey and South Korea comparing to domestic one. So it is highly advised that companies from foreign countries possessing a favourable country of origin preference (such as South Korea and Turkey) may emphasis on the phrase 'made in ...' on their apparel products. Furthermore, positive country of origin also allows those companies to adopt premium pricing, exclusive distribution, and country of origin advertisements that reinforce the advantage of country of origin (Mohamad et al. 2000).

And For investors who is intending to enter Uzbek market, it is recommended to produce high quality products with strong brand name. The results showed that quality is one of the important factor that, uzbek consumers care on apparel products.

5.2.2. Implications for domestic companies and joint ventures

For Uzbek companies, they should improve their apparel products to be more attractive and fashionable for consumers and to emphasise more on brand name. Also, the government should pay attention to support domestic companies and joint ventures to improve their brand. In addition Uzbek apparel companies and joint ventures are recommended to keep certain price setting strategy. Because the results revealed that even though Uzbek consumers less interested in Uzbek apparel products, but they still have purchase intention because of cheaper price comparing to imported apparel products.

5.3. Limitations and future research directions

This study focused on to investigate the influence of COO image toward Uzbek consumers` attitude and the effect of attitude toward purchase intention on apparel products from South Korea, Turkey and Uzbekistan. However, the study is limited by several factors that should be addressed in future research.

First, as we mentioned previously, this study centers on effects of COO image toward attitude and purchase intention. The effects of COO can be differentiated by other factors also, for instance, consumers` knowledge, belief and product evaluation and etc. Then, for further research it is advised investigate the role of these factors.

Second, COO image toward purchase intention was not analysed in this study. But many researches mention that COO image has influence on purchase intention indirectly. So Future studies can investigate if there is positive

correlation between COO image and purchase intention as a mediating variable as it has mentioned many research theories.

Third, Future studies also might measure changes in Uzbek consumers' attitudes over time and examine why these changes occur on apparel products. In addition, future research can investigate the relationships between consumers' attitudes and demographic variables toward apparel products.

Fourth, for future studies researchers might investigate and compare consumers' attitudes towards domestic and foreign apparel retailers in other countries to identify similarities and differences in consumer behaviour across countries. Also, Future studies should incorporate additional products and multiple product categories to examine differences in consumer attitudes between products.

Fifth, only three main apparel importer countries has compared in this study, However, there are many imported apparel products from many countries such as European Union, USA or China. It would be desirable to conduct further research with variety of county of origins.

Sixth, the use of an online survey is another limitation of this study. Survey is completed by sending the link to the respondents through social networks such as Facebook, Twitter and Odnoklassniki. Mosty respondents are friends, classmates, coursemates of the investigator. Investigator could not connect to many people from different parts of Uzbekistan because of time was

limited. For future researches it is highly advised to appreciate those factors while doing the research.

And finally, This research includes small sample size and it is better to enlarge the sample size for further research. Larger sample size would allow a more detailed analysis.



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Appendix 1. Questionnaire (ENG)

Hello!

Thank you for your participation, your responses are valuable to us.

Participation in the survey is **voluntary**, but we value your participation, as your answers are important to us. All the answers that you give are **anonymous** and will therefore not be traced back to you. This is achieved as the information you provide is coded when inserted into the analysis program.

The purpose of the survey is to learn consumer attitude and purchase intention toward apparel products made in South Korea, Turkey and Uzbekistan.

The survey is part of our master thesis and consists of IV parts with connected statements that we wish that you will consider and answer as accurately and as thoughtful as possible. It is also appreciated if you could answer the questionnaire as completely, in order to get the most accurate results possible.

Goodluck!

Bakhtiyor Bekmurodov

Student of Marketing Management Program, Atma Jaya University, Yogyakarta

Questionnaire

Topic: The Effect of County of Origin image on Uzbek consumer`s attitude and purchase intention toward apparel products.

Objective: To use in Master Thesis of Marketing Management program.

Part I: Demographic profile

Instruction: Please, mark \surd in the blank () in the following questions which match to your information.

1. **What`s your gender?** () Male () Female
2. **How old are you?** () 21-25 years () 26-30 years
() 31-35 years () 36-40 years () 41-45 years
3. **How much your income per month?**
() 300\$-500\$ () 500\$- 1000\$
() 1000\$- 1500\$ () 1500\$-2000\$
4. **On the average, how many times do you go shopping for clothing each month?**
 - a. less than once a month
 - b. once a month
 - c. twice a month
 - d. three times a month
 - e. over three times a month
5. **From which country do you like to buy products more?**
 - A. South Korea () yes () No
 - B. Turkey () yes () No

C. Uzbekistan () yes () No

6. **Do you easily access to internet?** () yes () No

Part II: Country of Origin Image and Product Evaluation

Direction: Please mark \surd in the following questions which match to your opinion.

Assessment scale: SD= Strongly disagree D= Disagree

N= neutral A = Agree SA = Strongly agree

No	Questions	SD	D	N	A	SA
1	When buying expensive apparel products, I always seek to find out what country the product was made in.					
2	I feel that it is important to look for country of origin information when deciding which product to buy.					
3	To make sure that I buy the highest quality product or brand, I look to see what country the product made in.					
4	If I have little experience with a product, I search for country of origin information about the product to help me make a more informed decision.					
5	I refuse to purchase a product without knowing its country of origin.					
6	When purchasing a product, I believe country of origin will determine the technological sophistication of the product.					
7	When I am buying a new product, the country of origin is the first piece of information I consider.					

Part III. Attitude toward the product.

Direction: For each of the following statements, please mark \surd that indicates your attitude when shopping apparel products from **VU** = very unlikely, **U**=unlikely, **N**=Neutral, **L**-likely, **VL**= very likely

- **How do you think about apparel products made in Turkey, South Korea and Uzbekistan?**

No	Turkish apparel	VU	U	N	L	VL
1	Good fit					
2	Durability					
3	Ease of care					
4	Good price					
5	Comfort					
6	Quality					
7	Choice of colour					
8	Attractiveness					
9	Fashionableness					
10	Brand name					
11	Choice of styles					

No	Korean apparel	VU	U	N	L	VL
1	Good fit					
2	Durability					
3	Ease of care					
4	Good price					
5	Comfort					
6	Quality					
7	Choice of colour					
8	Attractiveness					
9	Fashionableness					
10	Brand name					
11	Choice of styles					

No	Uzbek apparel	VU	U	N	L	VL
1	Good fit					
2	Durability					
3	Ease of care					
4	Good price					
5	Comfort					
6	Quality					
7	Choice of colour					
8	Attractiveness					
9	Fashionableness					
10	Brand name					
11	Choice of styles					

Part IV. Purchase Intention.

Direction: Please mark \surd in the following questions that match your opinion.

Assessment scale; SD = Strongly disagree D= Disagree N =Neutral A = Agree SA = Strongly agree

A. South Korea

Questions	SD	D	N	A	SA
1.I am willing to buy South Korean apparel products in the future.					
2. I will buy South Korean apparel products if I go to shopping again					
3.I m willing to recommend my friends to buy South Korean apparel products.					

B. Turkey

Questions	SD	D	N	A	SA
1.I am willing to buy Turkish apparel products in the future.					
2.I will buy Turkish apparel products if I go to shopping again					
3.I m willing to recommend my friends to buy South Turkish apparel products.					

C. Uzbekistan

Questions	SD	D	N	A	SA
1.I am willing to buy Uzbek apparel products in the future.					
2.I will buy Uzbek apparel products if I go to shopping again					
3.I m willing to recommend my friends to buy Uzbek apparel products.					

Thank you very much

Appendix 2. Questionnaire (UZB)

Salom!

So`rovnomada qatnashayotganingizdan minnatdormiz. Sizning javobingiz biz uchun judayam qadrli. So`rovda qatnashish **majburiy emas**. Lekin sizning javobingiz biz uchun muhim. Siz bergan har bir javob bizga **yashirin tarzda** keladi va sizning hech shaxsiy malumotni kimga tegishliligini bilish imkonsiz.

So`rovnomamizning maqsadi Janubiy Koreya, Turkiya va O`zbekiston kiyim kechaklari haqida istemolchilar istak va hohishlarini o`rganishdan iborat.

Bu so`rovnoma to`rt qismdan iborat bo`lib, magistrlik diplom ishi uchun qo`llaniladi. Umid qilamizki savollarga to`liq javob berasiz.

Omad!

Baxtiyor Bekmurodov

Jogjagartadagi Atma Jaya Universiteti, Bozor Boshqaruvi fakultetining Xalqaro Biznes yo`nalishi talabasi.

So`rovnoma

Ish Mavzusi: Maxsulot ishlab chiqarilgan davlatning O`zbek iste`molchilarining hulq va sotib olish istagiga bo`lgan ta`siri.

Ish maqsadi: Magistrlik diplom ishiga ishlatish uchun

Bo`lim I: Shaxsiy malumotnoma

Yo`nalish: iltimos, o`zingizga mos bo`lgan variantni shu belgi $\sqrt{\quad}$ bilan belgilang.

1. **Jinsingiz nima?** Erkak Ayol

2. **Yoshingiz nechada?**

21-25 yosh 26-30 yosh 31-35 yosh

36-40 yosh 41-45 yosh

3. **Bir oyda o`rtacha qancha ishlab topasiz?**

300\$-500\$ 500\$- 1000\$

1000\$- 1500\$ 1500\$-2000\$

4. **Bir oyda o`rtacha necha marta kiyim kechak hari qilishga borasiz?**

A) bir oyda bir martadan kam **B)** bir oyda bir marta

C) bir oyda ikki marta **D)** bir oyda 3 marta

E) 1 oyda uch martadan ko`proq

5. **Odatda qaysi davlatda ishlab chiqarilgan maxsulotlarni hari qilishni yoqtirasiz?**

A. Janubiy koreya Ha Yo`q

B. Turkiya Ha Yo`q

C. O`zbekiston Ha Yo`q

6. **Internetga oson ulanismi?** Ha Yo`q

Bo`lim II: ishlab chiqargan davlat va maxsulot evaluatsiyasi

Yo`nalish: iltimos, o`zingizga mos bo`lgan variantni shu belgi $\sqrt{\quad}$ bilan belgilang.

Ishlash yo`li: **JN**= Judayam noto`g`ri **N**= Noto`g`ri

B= Betaraf **T** = To`g`ri **JT** = Judayam to`g`ri

No	Savollar	JN	N	B	T	JT
1	Men qachonki qimmat kiyim kechak sotib olsam, albatta qayerda ishlab chiqarilganligiga qarayman					
2	Men kiyim kechak harid qilishda maxsulot qayerdanligini bilish judayam muhim deb hisoblayman					
3	Eng sifatli maxsulot harid qilish uchun, uning qayerda ishlab chiqarilganligiga qarash judayam muhim					
4	Men maxsulot haqida avvaldan tanish bo`lsam ham, uni qayerda ishlab chiqarilganligi bilan qiziqaman					
5	Maxsulotning qayerda ishlab chiqarilganli nomalum bo`lsa men u maxsulotni harid qilmayman					
6	Men ishonamanki, maxsulotning qayerdanligi uning qanday texnologiya asosida ishlanganligini bilsa bo`ladi					
7	Yangi narsa harid qilishda, uning qayerda ishlab chiqarilganligi, men uchun eng birinchi omil hisoblanadi					

Bo`lim III. Hulqning maxsulotdagi ta`siri.

Yo`nalish : iltimos quyidagi savollarga o`z munosabitingizni bildiring **UN**=umuman noto`gri, **X**=xato, **B**=betaraf, **T-to`g`ri**, **UM**= Umuman to`g`ri

J.Koreya, Turkiya va O`zbekistonda ishlab chiqariladigan kiyim kechaklar haqida nima deb o`ylaysiz?

No	J.Koreya kiyim kechaklari	UN	X	B	T	JT
1	Yaxshi ketadi					
2	Ishonchli					
3	Tozalash oson					
4	Narxi arzon					
5	Kiyishga qulay					
6	Sifatli					
7	Rang barang					
8	O`ziga tortuvchi					
9	Zamonaviy					
10	Mashhur brand					
11	Tanlash imkoniyati bor					

No	Turkiya kiyim kechaklari	UN	X	B	T	JT
1	Yaxshi ketadi					
2	Ishonchli					
3	Tozalash oson					
4	Narxi arzon					
5	Kiyishga qulay					
6	Sifatli					
7	Rang barang					
8	O`ziga tortuvchi					
9	Zamonaviy					
10	Mashhur brand					
11	Tanlash imkoniyati bor					

No	O`zbek kiyim kechaklari	UN	X	B	T	JT
1	Yaxshi ketadi					
2	ishonchli					
3	Tozalash oson					
4	Narxi arzon					
5	Kiyishga qulay					
6	Sifatli					
7	Rang barang					
8	O`ziga tortuvchi					
9	zamonaviy					
10	Mashhur brand					
11	Tanlash imkoniyati bor					

Bo`lim IV. Harid qilish hohishi.**Yo`nalish:** Iltimos o`zingizga mos keladigan variantni belgilang.**Ishlash yo`li:** JN= Judayam noto`g`ri N= Noto`g`ri B= Betaraf T = To`g`ri JT = Judayam to`g`ri**A. JANUBIY KOREYA**

Savollar	JN	N	B	T	JT
1.Men kelajakda J.Koreyada ishlab chiqarilgan kiyim kechaklarni xarid qilmoqchiman.					
2.Men yana nimadir kiyim harid qilsam, albatta J. Koreya maxsulotlarini tanlayman					
3.Men do`stlarimga J.Koreyada ishlab chiqarilgan kiyim kechaklarini tavsiya qilaman					

B. TURKIYA

Savollar	JN	N	B	T	JT
1.Men kelajakda Turkiyada ishlab chiqarilgan kiyim kechaklarni xarid qilmoqchiman.					
2.Men yana nimadir kiyim harid qilsam, albatta Turkiya maxsulotlarini tanlayman					
3.Men do`stlarimga J.Koreyada ishlab chiqarilgan kiyim kechaklarini tavsiya qilaman					

C. O`ZBEKISTON

Savollar	JN	N	B	T	JT
1.Men kelajakda O`zbekistonda ishlab chiqarilgan kiyim kechaklarni xarid qilmoqchiman.					
2.Men yana nimadir kiyim harid qilsam, albatta O`zbekiston maxsulotlarini tanlayman					
3.Men do`stlarimga O`zbekistonda ishlab chiqarilgan kiyim kechaklarini tavsiya qilaman					

Appendix 3. Reliability and validity

COO IMAGE

Case Processing Summary

		N	%
Cases	Valid	203	100.0
	Excluded ^a	0	.0
	Total	203	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.797	.798	7

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
COOI_PE1	21.14	12.727	.495	.304	.777
COOI_PE2	21.12	13.194	.471	.270	.781
COOI_PE3	21.36	12.193	.584	.416	.761
COOI_PE4	21.69	10.599	.624	.532	.753
COOI_PE5	21.70	12.724	.401	.221	.795
COOI_PE6	21.32	12.981	.452	.277	.784
COOI_PE7	21.51	11.251	.692	.540	.738

Attitude (South Korea)

Case Processing Summary

		N	%
Cases	Valid	203	100.0
	Excluded ^a	0	.0
	Total	203	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.911	10

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Att_sk1	34.96	22.365	.641	.730	.896
Att_sk2	34.78	22.787	.844	.857	.882
Att_sk3	34.86	22.743	.854	.896	.881
Att_sk5	34.89	23.028	.825	.797	.883
Att_sk6	34.81	23.282	.869	.890	.882
Att_sk7	34.93	22.990	.771	.827	.886
Att_sk8	35.10	23.060	.681	.668	.892
Att_sk9	34.96	24.528	.575	.434	.898
Att_sk10	35.61	26.526	.184	.446	.926
Att_sk11	35.13	24.736	.540	.697	.900

ATTITUDE (TURKEY)

Case Processing Summary

		N	%
Cases	Valid	203	100.0
	Excluded ^a	0	.0
	Total	203	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.881	.902	11

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Att_tur1	38.17	26.002	.701	.668	.865
Att_tur2	38.13	25.997	.763	.885	.863
Att_tur3	38.27	25.830	.678	.865	.866
Att_tur4	39.16	26.252	.334	.369	.899
Att_tur5	38.30	25.172	.730	.577	.862
Att_tur6	38.03	26.702	.642	.709	.869
Att_tur7	38.23	25.899	.583	.834	.872
Att_tur8	38.32	25.654	.685	.805	.865
Att_tur9	38.15	26.443	.761	.715	.864
Att_tur10	39.00	25.767	.452	.378	.885
Att_tur11	38.28	27.112	.608	.500	.871

ATTITUDE (UZBEKISTAN)**Case Processing Summary**

		N	%
Cases	Valid	203	100.0
	Excluded ^a	0	.0
	Total	203	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.874	.881	11

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Att_uzb1	32.58	29.225	.650	.705	.858
Att_uzb2	32.84	29.549	.644	.781	.858
Att_uzb3	32.88	29.534	.614	.764	.860
Att_uzb4	32.14	31.110	.432	.367	.872
Att_uzb5	32.62	28.979	.705	.675	.854
Att_uzb6	33.00	29.302	.679	.641	.856
Att_uzb7	32.39	29.923	.666	.713	.858
Att_uzb8	32.57	29.742	.656	.763	.858
Att_uzb9	32.62	29.970	.596	.661	.862
Att_uzb10	32.70	30.734	.321	.357	.887
Att_uzb11	32.24	30.370	.533	.638	.866

Purchase Intention (South Korea)

Case Processing Summary

		N	%
Cases	Valid	203	100.0
	Excluded ^a	0	.0
	Total	203	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.939	.942	3

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PI_sk1	7.59	3.511	.876	.768	.916
PI_sk2	7.79	2.937	.888	.789	.903
PI_sk3	7.65	3.161	.871	.759	.913

Purchase Intention (Turkey)

Case Processing Summary

		N	%
Cases	Valid	203	100.0
	Excluded ^a	0	.0
	Total	203	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.901	.901	3

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PI_turk1	7.23	2.988	.730	.540	.920
PI_turk2	7.34	2.701	.861	.768	.807
PI_turk3	7.29	2.888	.823	.733	.842

Purchase Intention (Uzbekistan)

Case Processing Summary

		N	%
Cases	Valid	203	100.0
	Excluded ^a	0	.0
	Total	203	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.859	.861	3

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PI_uzb1	5.40	2.271	.717	.515	.820
PI_uzb2	5.75	2.563	.732	.541	.808
PI_uzb3	5.67	2.283	.758	.577	.778

Appendix 4. Simple linear regression analysis

Part I. COO image toward attitude

1. COO image toward attitude on South Korean apparel products

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.230 ^a	.053	.048	.52386	1.700

a. Predictors: (Constant), COOI

b. Dependent Variable: att_sk

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.075	1	3.075	11.205	.001 ^a
	Residual	55.161	201	.274		
	Total	58.236	202			

a. Predictors: (Constant), COOI

b. Dependent Variable: att_sk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.121	.232		13.440	.000
	COOI	.215	.064	.230	3.347	.001

a. Dependent Variable: att_sk

2. COO image toward attitude on Turkish apparel products

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.135 ^a	.018	.013	.69332	2.114

a. Predictors: (Constant), COOI

b. Dependent Variable: Att_tur

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.798	1	1.798	3.741	.055 ^a
	Residual	96.619	201	.481		
	Total	98.417	202			

a. Predictors: (Constant), COOI

b. Dependent Variable: Att_tur

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.688	.307		15.252	.000
	COOI	.165	.085	.135	1.934	.055

a. Dependent Variable: Att_tur

3. COO image toward Attitude on Uzbek apparel products

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.079 ^a	.006	.001	.74616	2.171

a. Predictors: (Constant), COOI

b. Dependent Variable: Att_uzb

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.699	1	.699	1.256	.264 ^a
	Residual	111.908	201	.557		
	Total	112.607	202			

a. Predictors: (Constant), COOI

b. Dependent Variable: Att_uzb

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.848	.331		14.655	.000
	COOI	-.103	.092	-.079	-1.121	.264

a. Dependent Variable: Att_uzb

PART II. ATTITUDE TOWARD PURCHASE INTENTION

1. Uzbek consumers attitude toward purchase intention on South Korean apparel products

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.634 ^a	.401	.398	.68371	1.898

a. Predictors: (Constant), att_sk

b. Dependent Variable: PI_sk

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.009	1	63.009	134.790	.000 ^a
	Residual	93.960	201	.467		
	Total	156.969	202			

a. Predictors: (Constant), att_sk

b. Dependent Variable: PI_sk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.208	.352		-.591	.555
	att_sk	1.040	.090	.634	11.610	.000

a. Dependent Variable: PI_sk

2. Uzbek consumers attitude toward purchase intention on Turkish apparel products

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.664 ^a	.441	.438	.61856	1.579

a. Predictors: (Constant), Att_tur

b. Dependent Variable: PI_tur

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.637	1	60.637	158.479	.000 ^a
	Residual	76.906	201	.383		
	Total	137.544	202			

a. Predictors: (Constant), Att_tur

b. Dependent Variable: PI_tur

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.499	.332		-1.503	.134
	Att_tur	.785	.062	.664	12.589	.000

a. Dependent Variable: PI_tur

3. Uzbek consumers attitude toward purchase intention on Uzbek apparel products

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.630 ^a	.397	.394	.57929	2.102

a. Predictors: (Constant), Att_uzb

b. Dependent Variable: PI_uzb

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.444	1	44.444	132.439	.000 ^a
	Residual	67.452	201	.336		
	Total	111.896	202			

a. Predictors: (Constant), Att_uzb

b. Dependent Variable: PI_uzb

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.013	.248		-.052	.959
	Att_uzb	.628	.055	.630	11.508	.000

a. Dependent Variable: PI_uzb