


**ETHNOCENTRISM AND ATTITUDE OF JORDANIAN
CONSUMERS TOWARDS FOREIGN PRODUCTS**

By

ABBAS N. ALBARQ

**Theses Submitted to the Centre for Graduate Studies,
Universiti Utara Malaysia, in Fulfillment of the Requirements
for the Degree of Doctor of Philosophy**





Kolej Perniagaan
(College of Business)
Universiti Utara Malaysia

PERAKUAN KERJA TESIS / DISERTASI
(Certification of thesis / dissertation)

Kami, yang bertandatangan, memperakukan bahawa
(We, the undersigned, certify that)

ABBAS NATHIER ABDAL KAREEM AL- BARQ

calon untuk Ijazah **DOKTOR FALSAFAH (Ph.D)**
(candidate for the degree of)

telah mengemukakan tesis / disertasi yang bertajuk:
(has presented his/her thesis / dissertation of the following title):

**"ETHNOCENTRISM AND ATTITUDE OF JORDANIAN CONSUMERS
TOWARDS FOREIGN PRODUCTS"**

seperti yang tercatat di muka surat tajuk dan kulit tesis / disertasi.
(as it appears on the title page and front cover of the thesis / dissertation).

Bahawa tesis/disertasi tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan, sebagaimana yang ditunjukkan oleh calon dalam ujian lisan yang diadakan pada : **15 November 2009**

*That the said thesis/dissertation is acceptable in form and content and displays a satisfactory knowledge of the field of study as demonstrated by the candidate through an oral examination held on: **November 15, 2009***

Pengerusi Viva
(Chairman for Viva)

Prof. Dr. Noor Azizi Ismail

Tandatangan
(Signature)

Pemeriksa Luar
(External Examiner)

Prof. Dr. Osman Mohamad

Tandatangan
(Signature)

Pemeriksa Dalam
(Internal Examiner)

Dr. Sahniza Md. Salleh

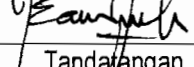
Tandatangan
(Signature)

Tarikh: **November 15, 2009**
(Date)

Pelajar
(Name of Student) : ABBAS NATHIER ABDAL KAREEM AL- BARQ

Tajuk Tesis
(Title of the Thesis) : ETHNOCENTRISM AND ATTITUDE OF JORDANIAN CONSUMERS
TOWARDS FOREIGN PRODUCTS

Program Pengajian
(Programme of Study) : Doktor Falsafah (Ph.D)

Nama Penyelia/Penyelia-penyelia
(Name of Supervisor/Supervisors) : Assoc. Prof. Dr. Nik Kamariah Nik Mat

Tandatangan
(Signature)

PERMISSION TO USE

In presenting this thesis in full fulfillment of the requirements for a postgraduate degree from Universiti Utara Malaysia, I agree that Universiti Library may make it freely available for inspection. I further agree that permission for copying of this thesis in any manner, in whole or in part, for scholarly purpose may be granted by my supervisor or, in his absence, by the Director of the Graduate Studies Center. It is understood that any copying or publication or use of this thesis or part there of for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and Universiti Utara Malaysia for any scholarly use which may be made of any material from my thesis.

Requests for permission to copy or make other use of materials in this thesis, in whole or in part should be addressed to:

Director
Graduate Studies Center
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman, Malaysia

Sincerely,

Abbas Albarq
Matric No. 91154

ABSTRACT

Consumer purchase behaviour toward foreign products has been for many years an area of ongoing interest in fields that span both consumer behavior and international marketing. This thesis, which is based on the concepts of Theory of Reasoned Action (TRA) and ethnocentrism (CET), has the following objectives, (1) measure the level of the consumer ethnocentrism among Jordanian consumer in Amman, (2) determinants that influence consumer behavior towards foreign products, (3) explain the structural interrelationships between the external variables conservatism, interest in travel within TRA model, (4) validate and generate a research model that will be able to demonstrate actual purchase consumer behaviour towards foreign products in Jordan. A questionnaire consisting of names of the variables (interest in foreign travel, conservatism, consumer ethnocentrism, attitude toward foreign product, intention toward foreign product, and actual purchase toward foreign product) was used to collect the data for this study. Phone calls were made to 518 households' respondents in Amman. This was done based on systematic random sampling using the telephone directory of Jordan (Yellow Pages). The survey yielded 382 usable questionnaires, with a response rate of 73.74%. Statistical analysis methods (SPSS) and Structural Equation Modelling (SEM) with AMOS version 7.0 were used to analyse data. The findings indicate that the level of ethnocentrism among Jordanian consumers in Amman is low, (2) all three predictors (*conservatism, attitude toward foreign product, and intention*) are significant factors influencing purchase behavior, (3) all direct relationships were supported, except interest in travel, (4) all indirect effects were supported, except that intention was not found to be a mediator between "ATT" and "ACT", (5) the TRA with external factors can partially explain the research model (interest in travel is not a significant factor affecting attitude), (6) the results showed that our modified model "GM" predicts Jordanian behavior to buy foreign product more effectively than the original TRA model. Using SEM, the Model Generating (MG) confirmed better fit and larger parsimony compared with the hypothesized (SC) and Alternative Model (AM), as shown in the GOF index, CMIN/df = 1.049; GFI = 0.940; RMSEA = 0.011; TLI = 0.999; P-value = 0.259; SMC = 0.77. This study has several valuable implications. Telephone survey used in this study could be considered as a big contribution. Most previous discussions on Jordanian CET were mainly journalistic account in nature or non-academic findings. They are economic experts who proclaimed in different occasion about there vision towards the Jordanian consumer preferences and the impact of these preferences. Our results contribute to the empirical research findings thus supporting narration and previous proclamations made by Jordanian writers. SEM is strongly recommended for better quality model testing and generating with AMOS software. The two external variables were added, which increased the power of the TRA model and helped towards the ongoing efforts of theory-building in this field. This approach should be continued in future research. In view of the low ethnocentrism, positive attitude and high intention toward foreign product among local consumers in Amman which increases the cash flow toward foreign product (high deficit), it would be appropriate to suggest the following recommendations: (i) an increase in import tariff will unambiguously lead to a general increase in price, since, in equilibrium, tariffs

may be imposed to increase the cost of imported goods in relation to domestic production, thereby reducing the volume of imports and keeping the balance of payments in credit, or to protect domestic industry from foreign competition and will improve the demand on the home made products, (ii) launch a national campaign to increase the level and awareness of ethnocentrism among Jordanian consumers to encourage people to buy local and support local products Investigating the purchase behaviour toward foreign products based only on consumer perspective can be a limitation of this study. Future research can investigate such fields as business purchase behaviour or government purchase behaviour, which may have been neglected here.

PUBLICATIONS FROM THIS RESEARCH

The following conferences papers and publications have been produced from the research reported in this thesis:

- Abbas, N.A., & Nik, Kamariah, N.M. (2008). Does a demographic characteristic matter among Jordanian consumer ethnocentrism? *The International Journal of Retailing & Marketing management- IJRM*. 2(2), 36-51.
- Abbas, N.A., & Nik, Kamariah, N.M. (2008). Validity test of CETSCALE in Jordan for consumer ethnocentrism. *The International Journal of Retailing & Marketing management- IJRM*. 2(2), 52-69.
- Abbas, N.A., & Nik, Kamariah, N.M. (2007). *Antecedents of Consumer Ethnocentrism*. ISBN: 978-1-877156-29-9. Proceedings of the Australian and New Zealand Marketing Academy (ANZMAC) Conference 2007- New Zealand
- Abbas, N.A., & Nik, Kamariah, N.M. (2007). *Determining the antecedents of consumer ethnocentrism in Jordan*. ISBN: 978-1-60530-424-3. Proceedings of the International Colloquium on Business and Management, ICBM - Bangkok
- Abbas, N.A., & Nik, Kamariah, N.M. (2007). *International Products and purchase intention in Jordan among Consumer Ethnocentrism*. Proceedings of the International Economic Conference on Trade and Industry, IECTI – Malaysia
- Abbas, N.A., & Nik, Kamariah, N.M. (2007). *Tourism and consumer ethnocentrism: An empirical analysis of Jordanian consumers*. Proceedings of Global Academy of Business and Economic Research, GABER – Thailand
- Abbas, N.A., & Nik, Kamariah, N.M. (2008). *Validity Test of CETSCALE in Jordan for Consumer Ethnocentrism*, ISSN: 1976-8699 Global Marketing Conference at Shanghai, 2008 GMC – China

- Abbas, N.A., & Nik, Kamariah, N.M. (2008) *Determining and Validating Jordanian Consumer Ethnocentrism Antecedents*. Proceedings of the International Conference on Entrepreneurship 2008 (ICE 2008) Malaysia.
- Abbas, N.A., & Nik, Kamariah, N.M. (2008) *Predictor Factors of Consumer Ethnocentrism among Malaysian*. Proceedings of the International Conference on Social Sciences and Humanities 2008 (ICoSSH'08). USM University, Malaysia

ACKNOWLEDGEMENTS

Studying for a PhD is like a long journey in sailing a ship across the ocean. It was necessary to put much of effort, concentration, endurance and patience until the end of your journey; sometimes you do not know when! Even though we intended to cross the ocean, during this long journey anything could happen and may affect your determination. Without help and support from many people around me, it may not be possible to finish my journey; my ship may become a wreck and sink to the bottom of the ocean. I would like to acknowledge these people, who I met as the “Wise Beings”, who not only have the knowledge but also have rendered their assistance to others.

First, I would like to give my sincere thanks to Malaysia, for giving me the opportunity to complete my higher education by opening the door with a very warm hospitality, to enter into one of the prestigious university-UUM, and especially the committee members, Graduate Center and all the lectures and staffs for their unconditional assistance during my study.

I am deeply blessed to have a supervisor like Assoc. Prof. Dr. Nik Kamariah Nik Mat who has utilized her knowledge and experience in helping me pass through the difficulties in my study. Without her help and support it would not have been possible for me to make it within the given period of time I had to complete my PhD.

I encountered many problems and research issues along the way, for example with the SEM and AMOS, and I did not have any self-confidence on whether my work was correct. Not only does she have good experience and knowledge in the field of AMOS but she has also given her kind support and always helps me to survive all the problems encountered. Assoc. Prof. Dr. Nik Kamariah Nik Mat has been willing to help me all the way. She showed great patience and mentoring abilities. It is my greatest honor to be her student. I am extremely grateful to Assoc. Prof. Dr. Nik Kamariah for her great generosity in supporting me in my study.

Many thanks as well to my wife Amal for her love, patients, and sincere encouragement. Thank you for your understanding, your support. She has traveled with me for thousands and thousands of miles without any hesitancy or complains even where I came home and promptly buried my head in my laptop to work on my PhD research, she would be there always to smile and support me.

My mother is always being there whenever I have a problem. She always pushed me to study at this level. Although she is rather old, she still works very hard to take care of everything during my absence to study in Malaysia. There are no words or deeds that can pay back her deeds and support for me. I love you mom!

My dearest father too had given great support since I was young. I remembered one day when I was around six years he gave me a pen, very nice one, (I still remembered that day), and he told me from today I must write something nice for him. I wish that he is still alive to show him what I did with his pen and my research. During my study in high

school, he always bought me many books in order to help me to practice in many different subjects. If he was still alive, I have no doubt that he would support me one way or another towards my PhD undertaking here at UUM.

Sisters & brothers, were always supporting me and sending me a nice email from a long distance have strong effects to push me to complete me PhD. All your love provided my inspiration and was my driving force. Thank you and I love you!

Lastly, to all my friends and people, who help, suggest, and all the others who helps me along the way. There are so many of you here, that writing down the names would be pointless. Thank you so much from the bottom of my heart.

Thank you very much indeed,

TABLE OF CONTENTS

PERMISSION TO USE	I
ABSTRACT	II
PUBLICATION FROM THIS RESEARCH	IV
ACKNOWLEDGEMENTS	VI
TABLE OF CONTENTS	VIII
LIST OF TABLES	XV
LIST OF FIGURES	XII
GLOSSARY OF TERMS	XXI
LIST OF ABBREVIATIONS	XXVI

CHAPTER 1: INTRODUCTION

1.1	PREAMBLE	1
1.2	BACKGROUND OF THE STUDY	1
1.3	PROBLEM STATEMENT	8
1.4	RESEARCH JUSTIFICATION	11
1.5	RESEARCH OBJECTIVES	14
1.6	RESEARCH QUESTIONS	15
1.7	SIGNIFICANCE OF THE STUDY	16
	1.7.1 Practitioner Level	16
	1.7.2 Academic Level	17
1.8	SCOPE OF THE STUDY	28
1.9	STRUCTURE OF THE RESEARCH	19
1.10	SUMMARY	20

CHAPTER 2: OVERVIEW OF JORDAN

2.1	PREAMBLE	22
2.2	GEOGRAPHIC AREA OF RESEARCH	22
2.3	DEMOGRAPHIC CHARACTERISTICS	24
2.4	THE ECONOMY OF JORDAN	25
	2.4.1 Foreign Grants	27
	2.4.2 Exports and Imports	27
	2.4.3 Trade Balance	28
	2.4.4 Industrial Sector in Jordan	28
2.5	SUMMARY	29

CHAPTER 3: LITERATURE REVIEW

3.1	PREAMBLE	30
3.2	CONSUMER PURCHASE BEHAVIOR	30
3.3	CONSUMER PURCHASE BEHAVIOR TOWARD FOREIGN PRODUCTS	32
3.4	UNDERPINNING THEORY OF PURCHASING BEHAVIOUR	49
	3.4.1 Theory of Reasoned Action (TRA)	49
	3.4.2 Rational for using TRA theory	54
	3.4.3 Intentions among Theory of Reasoned Action	55
	3.4.3.1 Intention toward Foreign Products	59
	3.4.4 Attitude among Theory of Reasoned Action	61
	3.4.4.1 Attitude toward Foreign Products	64
	3.4.5 Subjective Norm among Theory of Reasoned Action	71
	3.4.6 Attitudes and Subjective Norms	73
	3.4.7 External Variables to TRA Theory	74
	3.4.8 TRA Theory Extension	88
3.5	ETHNOCENTRISM CONSTRUCT	79

3.5.1	Consumer Ethnocentrism	80
3.5.2	Sources of Ethnocentrism	83
3.5.3	Antecedents of Consumer Ethnocentrism	83
3.5.3.1	Socio-Psychological Antecedents	84
3.5.3.2	Economic Environment Antecedents	87
3.5.3.3	Political Environment Antecedents	87
3.5.3.4	Demographic Antecedents	88
3.5.4	Measurement of Ethnocentrism	90
3.5.5	Consumer Ethnocentrism and Country-of-Origin	92
3.5.6	Marketing Strategies and Ethnocentrism	93
3.6	SUMMARY	95

CHAPTER 4: DEVELOPMENT OF THEORETICAL FRAMEWORK AND HYPOTHESES

4.1	PREAMBLE	96
4.2	FRAMEWORK DEVELOPMENT & HYPOTHESIZED MODEL	96
4.2.1	Theories Derivation (TRA & CET)	96
4.2.2	External Variables (Conservatism & interest in travel)	100
4.3	INTERRELATIONSHIP AMONG RESEARCH VARIABLES	103
4.3.1	Consumer Ethnocentrism Predictor	103
4.3.2	Attitude toward Foreign Products Predictor	106
4.3.3	Intention toward Foreign Products Predictor	110
4.3.4	Actual Purchase toward Foreign Products Predictor	113
4.4	RESEARCH HYPOTHESES	115
4.5	OPERATIONAL DEFINITIONS OF VARIABLES	119
4.6	SUMMARY	119

CHAPTER 5: RESEARCH METHODOLOGY

5.1	PREAMBLE	121
5.2	RESEARCHES TYPES	121
5.3	RESEARCH PROCESS	121
5.4	RESEARCH DESIGN	123
5.5	POPULATION, SAMPLE FRAME, SAMPLE SIZE, & DATA COLLECTION METHOD	123
5.5.1	Population	123
5.5.2	Sample Frame	124
5.5.3	Sample Size	124
5.5.4	Data Collection Method	126
5.6	QUESTIONNAIRE DESIGN	129
5.6.1	Questionnaire Scale	130
5.6.2	Questionnaire Language	132
5.6.3	Questionnaire Measurement Items	133
5.6.3.1	Demographic variables	133
5.6.3.2	Instruments Variables	134
5.7	DATA EDITING & CODING	137
5.8	DATA ANALYSIS PROCEDURE	137
5.8.1	Data Screening	138
5.8.1.1	Missing Data	138
5.8.1.2	Descriptive Statistics	138
5.8.1.3	Assessment of outlier (Mahalanobis Distance)	138
5.8.1.4	Response Bias	139
5.8.2	Assessment of Normality	139
5.8.2.1	Univariate Normality	139
5.8.2.2	Multivariate Normality Tests	140
5.8.3	Homoscedasticity Test	140
5.8.4	Multicollinearity	141
5.8.5	Exploratory Factor Analysis (EFA)	141

5.8.6	Reliability	141
5.9	VALIDITY TEST	142
5.9.1	Construct validity	143
5.9.2	Convergent validity	143
5.9.3	Discriminant validity	144
5.10	STRUCTURAL EQUATION MODELLING (SEM)	145
5.10.1	Definition, Characteristic and Component of SEM	147
5.10.1.1	Model Specification	152
5.10.1.2	Direct and Indirect Affect	154
5.10.1.3	Sample Size Requirements for (SEM)	154
5.10.2	Confirmatory Factor Analysis (CFA)	155
5.10.3	Evaluating Goodness of Fit Criteria	156
5.10.3.1	Absolute Fit Index (AFI)	157
5.10.3.2	Incremental Fit Index (IFI)	157
5.10.3.3	Parsimonious Fit Index (PFI)	158
5.11	PILOT STUDY	160
5.11.1	Data Collection of Pilot Study	160
5.11.2	Descriptive Statistics of the Pilot Study	161
5.11.3	Factor Analysis of Pilot Study	162
5.11.4	Correlation Analysis of Pilot Study	168
5.11.5	Reliability Test of Pilot Study	170
5.12	SUMMARY	170

CHAPTER 6: RESULTS AND HYPOTHESES TESTING

6.1	PREAMBLE	172
6.2	OVERALL RESPONSE RATE	172
6.3	CHARACTERISTICS OF RESPONDENTS	173
6.4	DATA SCREENING	175
6.4.1	Missing Data	175

6.4.2	Treatment of Outlier (<i>Mahalanobis Distance</i>)	175
6.4.3	Response Bias	176
6.4.4	Descriptive e Statistics for All Items and Constructs	178
6.4.5	Computing Variables	179
6.4.6	Assessment of Normality	181
	6.4.6.1 Univariate Normality	181
	6.4.6.2 Multivariate Normality Test	184
6.4.7	Homosecedasticity	184
6.4.8	Multicollinearity	184
6.5	EXPLORATORY FACTOR ANALYSIS	185
6.6	RELIABILITY TEST	192
6.7	VALIDITY TEST	193
	6.7.1 Correlation of Constructs	193
	6.7.2 Test of Convergent Validity	195
	6.7.3 Discriminant validity	198
6.8	CONFIRMATORY FACTOR ANALYSIS (<i>CFA</i>)	200
6.9	HYPOTHESIZED MODEL ANALYSIS (<i>SC</i>)	202
	6.9.1 Hypothesized Model (Goodness-Of-Fit indices)	202
	6.9.2 Mediating Effect (Hypothesized Model)	204
	6.9.3 Hypothesis Testing (Hypothesized Model)	206
6.10	ALTERNATIVE MODEL ANALYSIS (<i>AM</i>)	207
	6.10.1 Alternative Model (Goodness-Of-Fit indices)	207
	6.10.2 Alternative Model Hypothesis Testing	209
6.11	MODEL GENERATING (<i>MG</i>)	209
	6.11.1 Model Generating (Goodness-Of-Fit indices)	209
	6.11.2 Mediating Effect of Model Generating	212
	6.11.3 Hypothesis Testing of Model Generating	213
6.12	SUMMARY	229

CHAPTER 7: DISCUSSION AND CONCLUSION

7.1	PREAMBLE	221
7.2	DISCUSSION OF FINDINGS	221
	7.2.1 First Objective	221
	7.2.2 Second Objective	225
	7.2.3 Third Objective	233
	7.2.4 Fourth Objective	248
7.3	RESEARCH CONTRIBUTIONS	252
7.4	RESEARCH IMPLICATIONS	255
	7.4.1 Practitioners implications	255
	7.4.1.1 Government level	255
	7.4.1.2 Marketer & Business Level	258
	7.4.2 Academic Implications	261
7.5	PROBLEMS & HINDRANCES	262
7.6	LIMITATIONS OF THE STUDY	262
7.7	AVENUES FOR FUTURE RESEARCH	263
7.8	CONCLUSION	265

REFERENCES	301
-------------------	-----

APPENDIXES

APPENDIX A	: SURVEY QUESTIONNAIRE (English Version)	301
APPENDIX B	: SURVEY QUESTIONNAIRE (Arabic Version)	307
APPENDIX C	: DESCRIPTIVE STATISTICS	313
APPENDIX D	: DISTRIBUTION GRAPG OF EXO. & ENDO.	332

LIST OF TABLES

		Page
Table 1-1:	Jordan Trade with the World, 2003-2008	4
Table 3-1:	Literature findings on consumers' purchase behavior toward foreign products among MDCs	35
Table 3-2:	Literature findings on consumers' purchase behavior toward foreign products among LDCs	37
Table 3-3:	Previous studies using TRA in different place and different area of interesting	53
Table 3-4:	Literature findings on previous studies predicting purchase intention toward foreign products	59
Table 3-5:	Inversed Ranking of Countries in order of having Highest Product Quality	66
Table 3-6:	Australian Attitudes towards Australian made products	67
Table 3-7:	literature summary on consumers' attitudes toward foreign products	69
Table 3-8:	Previous studies using TRA suggested additional external variables	75
Table 3-9:	Summery of studies suggesting modification to TRA	77
Table 3-10:	Literature Related to Consumers' Ethnocentrism Antecedents	88
Table 3-11:	Comparison of Consumer Ethnocentric Tendencies across Countries using CETSCALE Measurement	92
Table 4-1:	Operational Definitions of Variables	119
Table 5-1:	Determining of sample size through the confidence Interval and margin of error (Accuracy)	125
Table 5-2:	Table for determining sample size from a given population	125
Table 5-3:	Seven Point Numerical Scale	131

Table 5-4:	Instrument "Cronbach Alpha" by the original studies	135
Table 5-5:	Items to measure conservatism	135
Table 5-6:	Items to measure interest in foreign travel	135
Table 5-7:	Items to measure consumer ethnocentrism	136
Table 5-8:	Items to measure attitude	136
Table 5-9:	Items to measure intention	136
Table 5-10:	Items to measure actual purchase	137
Table 5-11:	Statistical Techniques with Minimum Sample Size Requirements	155
Table 5-12:	Summary of Goodness of Fit Indicators fit level	159
Table 5-13:	Demographic Data of Pilot Study	161
Table 5-14:	Factor Analysis (EFA) result for Pilot Study, (Conservatism & interest in foreign travel)	163
Table 5-15:	Factor Analysis (EFA) result for Pilot Study, (Ethnocentrism & attitude)	165
Table 5-16:	Factor Analysis (EFA) result for Pilot Study, (Intention & actual purchase)	167
Table 5-17:	Correlation Analysis of Pilot Study	169
Table 5-18:	Reliability Test of Pilot Study	170
Table 6-1:	Summary of Response Rate	173
Table 6-2:	Analysing results of demographic variables	174
Table 6-3:	List of Deleted Cases after the Application of Mahalanobis distance	176
Table 6-4:	Group Statistics of Conservatism	177
Table 6-5:	Independent Samples <i>t</i> -Test (Conservatism)	177
Table 6-6:	Group Statistics of Gender	178

Table 6-7:	Independent Samples <i>t</i> -Test (Gender)	178
Table 6-8:	Descriptive statistics for all items (<i>n</i> =382)	180
Table 6-9:	Distributional Characteristics Testing for Normality	182
Table 6-10:	Testing for multicollinearity based on assessment of Tolerance and VIF values	185
Table 6-11:	Factor Analysis Result for actual data, (CON & FT)	187
Table 6-12:	Factor Analysis Result for actual data, (CET & ATT)	189
Table 6-13:	Factor Analysis Result for actual data, (ACT & INT)	191
Table 6-14:	Reliability Levels of Instruments – Cronbach Alpha	192
Table 6-15:	Correlations of Constructs	194
Table 6-16:	Convergent Validity Test	196
Table 6-17:	Discriminant Validity Test	199
Table 6-18:	Confirmatory Factor Analysis	201
Table 6-19:	Hypothesized Model (Goodness-Of-Fit indices)	204
Table 6-20:	Direct, Indirect, and Total Effects Test	205
Table 6-21:	Regression Wight for Hypotheses Testing Result (SC)	206
Table 6-22:	Alternative Model (Goodness-Of-Fit indices)	207
Table 6-23:	Regression Wight for Hypotheses Testing Result	209
Table 6-24:	Model Generating (Goodness-Of-Fit indices)	210
Table 6-25:	Direct, Indirect, and Total Effects of Model Generating	212
Table 6-26:	Hypotheses Testing Result of Model Generating	214
Table 6-27:	Comparison between Hypothesized, AM and MG	216
Table 6-28:	Summary of the direct relationships' Model Generating	219

Table 6-29:	Summary of the indirect relationships' Model Generating	220
Table 7-1:	Comparison between Models	250

LIST OF FIGURES

	Page
Figure 1-1: Research Structure of Thesis	21
Figure 2-1: Jordan Location and Population density of Amman	23
Figure 3-1: Reasoned Action Theory Model, (<i>TRA</i>)	50
Figure 3-2: Model of Planned Behavior Theory Model, (<i>TPB</i>)	78
Figure 3-3: Concept of Consumer Ethnocentrism	82
Figure 3-4: Summary of Categories of antecedents of consumer ethnocentrism	90
Figure 4-1: Original TRA theory model (<i>Azjen & Fishbein, 1975</i>)	99
Figure 4-2: First Derived Model from TRA theory model.	99
Figure 4-3: Study Framework (Hypothesized Model)	101
Figure 4-4: Conceptual relationship between (conservatism and interest in foreign travel) and consumer ethnocentrism	104
Figure 4-5: Conceptual relationship between (consumer ethnocentrism, interest in foreign travel, and conservatism) and attitude toward foreign products	106
Figure 4-6: Conceptual relationship between (consumer ethnocentrism and attitude toward foreign product) and intention toward foreign products	110
Figure 4-7: Conceptual relationship between (intentions toward foreign product and attitude toward foreign product) and actual purchase toward foreign products	113
Figure 4-8: Hypothesized Research Model (Direct Relationship)	116
Figure 4-9: Structural Diagram	118
Figure 5-1: Hypothesized Model Specification	153
Figure 5-2: A SEM model with direct and indirect relationship	154

Figure 6-1: Hypothesized Models (SC) with Standardized Estimates	203
Figure 6-2: Alternative Models (AM) with Standardized Estimates	208
Figure 6-3: Model Generating with Standardized Estimates	211
Figure 6-4: Hypothesized Strucaral Model result of Model Generating	218

GLOSSARY OF TERMS

1. **Attitude toward Behavior** It is previous attitude of a person toward performing that behavior. People think about their decisions and the possible outcomes of their actions before making any decision to be involved or not involved in a given behavior.
2. **Behavioral Beliefs** It is the likely outcomes of the behavior and the evaluations of these outcomes. These beliefs produce a favorable or unfavorable attitude toward the behavior.
3. **Conservatism** Those that “show a tendency to cherish traditions and social institutions that have survived the test of time and to introduce changes only occasionally, reluctantly and gradually.
4. **Content Validity** An aspect of validity assessing the correspondence between the individual items and the concept through ratings by expert judges, and pre-tests with multiple sub-populations or other means.
5. **Reliability** An aspect of reliability measuring the internal consistency of a set of measures rather than the reliability of a single variable.

6. **Construct Validity** An aspect of validity testing how well the results obtained from the use of the measure fit the theories around which the test was designed. In other words, construct validity testified that the instrument did tap the concept as theorized.
7. **Consumers Ethnocentrism** Consumer's preference for domestically produced products, or conversely, as a bias against imported products
8. **Convergent Validity** It is synonymous with criterion validity and with correlational analysis, and is one way of establishing construct validity.
9. **Discriminant Validity** It is another way of testing construct validity. A measure has discriminant validity when it has a low correlation with measures of dissimilar concepts. In other words, discriminant validity reflects the extent to which the constructs in a model are different.
10. **Independent Variable** A variable that influences the dependent or criterion variable and accounts for (or explains) its variance.
11. **Interest in Foreign travel** Attitudes towards traveling and exposure to foreign countries

12. **Endogenous Latent Construct** A latent, multi-item equivalent to a dependent variable. It is a construct that is affected by other constructs in the model.
13. **Exogenous Latent Construct** A latent, multi-item equivalent of an independent variable. It is a construct that is not affected by any other construct in the model.
14. **Parsimony (Measure of Parsimony)** A model high in parsimony (simplicity) is a model with relatively few parameters and relatively many degrees of freedom. On the other hand, a model with many parameters and few degrees of freedom is said to be complex or lacking in parsimony.
15. **Methods** The various means or techniques or procedures used to gather and analyze data related to some research question or hypothesis.
16. **Methodology** The strategy, plan of action, process or design lying behind the choice and use of particular methods and linking the choice and use of methods to the desired outcomes.
17. **Multicollinearity** When the independent variables are highly correlated this is referred to as multicollinearity.
18. **Normative Beliefs** The perceived behavioral expectations of such important referent individuals or groups as the person's spouse, family, friends, and teacher,

doctor, supervisor, and co-workers, depending on the population and behavior studied. These beliefs result in perceived social pressure or subjective norm.

19. **Pilot Study** The study conducts to detect weaknesses in design and instrumentation and to provide proxy data for selection.

20. **Population** The entire group of people that the researcher wishes to investigate.

21. **Questionnaire** A pre-formulated written set of questions to which respondents record their answers, usually within rather closely defined alternatives.

22. **Square Multiple Correlation** It is used to measure the construct reliability. The square multiple correlation (SMC) is referred to an item reliability coefficient. It is the correlation between a single indicator variable and the construct it measures. In other words, SMC is the proportion of its variance that is accounted for by its predictors.

23. **Structural Equation Modeling** A multivariate technique combines aspects of multiple regression (examining dependence relationships) and factor analysis (representing unmeasured concepts-factors with multiple variables) to estimate a series of interrelated dependence relationships simultaneously.

24. **Subjective Norm** The social pressure exerted on the person or the decision maker to perform the behaviors. It refers to an individual's perception about what other people think of his or her behaviors in question.

25. **Theoretical Framework** It is a conceptual model of how the researcher theories or makes logical sense of the relationships among the several factors that have been identified as important to the problem. The theoretical framework may be referred to as a conceptual framework or as the research model.

26. **Validity** The extent to which the data collected truly reflects the phenomenon being studied.

LIST OF ABBREVIATIONS

• AGFI	Adjusted Goodness-Of-Fit Index
• AM	Alternative Model
• AMOS	Analysis of Moment Structures
• ATT	Attitude toward Foreign Product
• CET	Consumer Ethnocentrism
• CFI	Comparative Fit Index
• CON	Conservatism
• DF	Degree of Freedom
• FT	Foreign Travel
• JOD	Jordanian Dinner
• INT	Intention to purchase foreign product
• GATT	General Agreement on Tariffs and Trade
• GDP	Gross Domestic Product
• GFI	Goodness- of- Fit Index
• LDC	Less Developed Country
• ML	Maximum likelihood
• MG	Model Generating
• N	Population
• n	Sample Size
• NFI	Normed Fit Index
• RMSEA	Root Mean Square Error of Approximation
• SMC	Squared Multiple Correlations
• SEM	Structural Equation Modeling
• SN	Subjective Norms
• TRA	Theory of Reasoned Action
• TPB	Theory of Planed Behavior
• WTO	World Trade Organization

CHAPTER 1

INTRODUCTION

1.1 PREAMBLE

This chapter begins with a discussion about the background of this study. It then presents the research problem, objectives, and solutions to a few key questions. The chapter will then outline the research significance, underlying theories and scope of the study. Finally, it will conclude with a presentation of the research structure used to meet the main objectives.

1.2 BACKGROUND OF THE STUDY

Over the past two decades, global trade has increased rapidly due to growing economic opportunities brought about by a reduction in tariffs and other trade barriers (Reardon, Miller, Vidam, & Kim, 2004). Despite this growth, many host countries (importers) such as Jordan, continue to face a significant challenge due to a high "leakage" of cash flow in the trade of imported products.

Deregulation and free trade opportunities have created a new environment for Jordan's economy (Al Faniq, 2008). It has helped transform Jordan's commercial policy after many years of protective measures, such as enclosure and high customs duties, and has opened up its local market to a much greater degree.

This has been the result of Jordan's active efforts in establishing trade treaties with several countries to encourage investment and improve its economy through trade agreements.

The contents of
the thesis is for
internal user
only

REFERENCES

- Acharya, C., & Elliott, G. (2003) Consumer Ethnocentrism, Perceived Product Quality and Choice: An Empirical Investigation. *Journal of International Consumer Marketing*, 15(4), 87-115.
- Adorno, T.W., Frenkel-Brunswik, D. J., Levinson, R., & Sanford, N. (1950). *The Authoritarian Personality*. New York: Harper & Row.
- Ahmed, S., & d'Astous, A. (1994). Comparison of country of origin effects on household and organizational buyers' product perceptions. *European Journal of Marketing*, 29(3), 35-51.
- Ahmed, S. A., & d'Astous, A. (2003). Product-country images in the context of NAFTA: A Canada-Mexico study. *Journal of Global Marketing*, 17(1), 23-29.
- Ahmed, S. A., & d'Astous, A. (1996). Cross-national evaluation of Made-In Concept using Multiple Cues, *European Journal of Marketing*, 27(7), .39-52.
- Ahmed, Z., Johnson J., Yang, G. (2002). Does country of origin matter for low-involvement products? *International Marketing Review*, 21(1), 102-120.
- Ajzen, I. & Fishbein, M. (1975). Attitude-behavior relations: a theoretical analysis and review of empirical research, *Psychological Bulletin*, 84(5), 888-918.
- Ajzen, I. (1988). *Attitude, personality & behaviour*. Milton Keynes, UK: Open University Press.
- Ajzen, I. (1991). The theory of planned behaviour. *Organizational Behaviour and Human Decision Journal*, 5(2), 179-211.
- Ajzen, I. (2002). Perceived behavioural control, self-efficacy, locus of control, and the theory of planned behaviour. *Journal of Applied Social Psychology*, 32(3), 1-20.

- Ajzen, I. (2006, March 4). Construction of a standard questionnaire for the theory of planned behaviour. Retrieved October 3, 2007, from <http://people.umass.edu/ajzen/pdf/tpb.measurement.pdf>
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behaviour*. Englewood Cliffs, NJ: Prentice Hall.
- Alden, D., Benedict, J., Steenkamp, S., & Batra, R. (2006). Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences. *International Journal of Research in Marketing*, 23(2), 227–239.
- Altintas, F., & Tokol, S. (2007). Cultural openness and consumer ethnocentrism: an empirical analysis of Turkish consumers. *Journal of Marketing Intelligence & Planning*, 25(4), 308-325.
- Al Faniq, A. (2007, June 24). "Jordan Trade Balance Challenges & Foreign Grants" *Alrai*, p.14.
- Al Faniq, A. (2008, September 12). "Jordan Trade Balance Challenges & Foreign Grants" *Alrai*, p.11.
- Al Faniq, A. (2009, May 4) "Jordanian consumer is stubborn" *Alrai*, p.9.
- Al-hammad, A.A. (1988). A study of the Saudi Arabian market for selected imported manufactured goods – an economic, cultural and attitudinal analysis with particular references to UK suppliers (Unpublished PhD thesis). UK: University of Bradford.
- Al Rai (n.d) Retrieved April 12, 2009, from http://alrai.com/index.php?section_id=71
- Al Rai (n.d) Retrieved February 25, 2008, from <http://alrai.com/frame.php?type=LINK&link=http://exchange.jo>
- Al Rai (n.d) Retrieved March 30, 2007, from www.alraimedia.com/Alrai/ArticlePrint.aspx?id=141167

- Al Sulaiti, K., & Baker, J. (1998). Country of origin effects: a literature review. *Journal of Marketing Intelligence & Planning*, 16(3), 150-199
- Anderson, J.C., & Gerbing, D.W. (1988). Structural equation modelling in practice: A review and recommended two-step approach. *Journal of Psychological Bulletin*, 103(3), 411-23.
- Anderson, W.T., & Cunningham, W.H. (1972). Gauging foreign product promotion. *Journal of Advertising Research*, 4(3), 29-34.
- Ang, S.H., Jung, K., Kau, A.K., Leong, S.M., Pornpitakpan, C., Tan, S.J. (2004). Animosity towards economic giants: what the little guys think. *Journal of Consumer Marketing*, 21(2), 190-207.
- Arbuckle, J.L. (2005), *Amos 6.0 User's Guide*, Chicago, IL: SPSS Inc.
- Arbuckle, J.L. (1999). *Amos 4.0 user's guide*, Chicago, IL: Amos Development Corporation.
- Au, M., & Sha, Q. (2003). Location and sourcing impacts on the country of origin effects on Chinese consumers: A case in Guangzhu. *Journal of International Marketing and Marketing Research*, 28(2), 69.
- Bagozzi, R.P. (1981). Attitudes, intentions and behaviour: A test of some key hypotheses. *Journal of Marketing Research*, 3(19), 562-84.
- Bagozzi, R.P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(2), 74-94.
- Bagozzi, R.P. (1992). Structural equation models in marketing research. Neal, W.D. (Ed.), *First Annual Advanced Research Techniques Forum*, Chicago, IL: *Journal of American Marketing Association*, 19(4) 335-379.
- Bagozzi, R.P. (1994). ACR fellow speech. *Advances in consumer research*. Eds. C. Allen, and D. John. Provo, UT: *Association for Consumer Research*, 21(5), 8-11.

- Bagozzi, R.P. & Pratibha A. Dabholkar (1994). Consumer Recycling Goals and their Effect on Decisions to Recycle: A Means-End Chain Analysis. *Journal of Psychology and Marketing*, 11(3), 313-341.
- Bailey, W., & Pineres, S. (1997). Country of origin attitudes in Mexico: The Malinchismo effect. *Journal of International Consumer Marketing*, 9(3), 25-41.
- Baker, M., & Michie, J. (1995). *Product country images: Perceptions of Asian cars*, University of Strathclyde, Department of Marketing, working Paper Series No. 95/3.
- Balabanis, G., & Diamantopoulos, A. (2004). Domestic country bias, country-of-origin effects, and consumer ethnocentrism: A multidimensional unfolding approach. *Journal of the Academy of Marketing Science*, 32(1), 80-95.
- Balabanis, G., Diamantopoulos, A., Mueller, D., & Melewar, C. (2001). The impact of nationalism, patriotism and internationalism on consumer ethnocentric tendencies. *Journal of International Business Studies*, 32(1), 157-75.
- Balabanis, G., Mueller, R., & Melewar, T. (2002). The relationship between consumer ethnocentrism and human values. *Journal of Global Marketing*, 15(3), 4-7.
- Balestrini, P., & Gamble, P. (2007). Country-of-origin effects on Chinese wine consumers. *British Food Journal*, 108(5), 396-412.
- Bannister, J.P., & Saunders, J.A. (1978). UK consumers' attitudes towards imports: The measurement of national stereotype image. *European Journal of Marketing*, 6(12), 562-70.
- Bang, H., Ellinger, E., Hadimarcou, J., & Traichal, A. (2000). Consumer concern, knowledge, belief and attitude toward renewable energy: an application of the reasoned action theory. *Journal of consumer research*, 17(6) 449-68.
- Barnabas, A. A., & Jonathan, U. E. (1999). Attitudes of developing countries towards "country-of-origin" products in an era of multiple brands. *Journal of International Consumer Marketing*, 11(4), 97-116.

- Baumgartner, G., & Jolibert, D. (1977). The perception of foreign products in France. Hunt, H.K. (Ed.), *Advances in Consumer Research*, Ann Arbor, MI: *Association for Consumer Research*, 5(2), 603–605.
- Baumgartner, G., Hans, J., & Steenkamp, J. (1996). Exploratory consumer buying behaviour: Conceptualization and measurement. *International Journal of Research in Marketing*, 13(1), 121–137.
- Bentler, P. M., & Speckart, G. (1981). Attitudes cause behaviour: A structural equation analysis. *Journal of Personality and Social Psychology*, 40(2), 226–238.
- Bentler, P.M. (1990), Comparative fit indices in structural models, *Psychological Bulletin*, 107(2), pp. 38–46.
- Bentler, P.M., & Speckart, G. (1979). Models of attitude-behaviour relations. *Psychological Review*, 86(5), 452–64.
- Benny, G.S. (2008). Does Indonesian Consumer a Nationalist? A Study in Jakarta of the Consumer Perception of Shoes under the construct of Nationalism, Worldmindedness, "Made In" Label and Brands. *Journal of consumer research*, 19(4) 79-93.
- Bergmann, G., & Uwe, U. (2002). *Telephone interview Protocol*. San Diego: Halstead
- Berkowitz, L. (1962). *Aggression: A social psychological analysis*. New York, NY: McGraw-Hill.
- Berry, J.W. (1980). Introduction to methodology. *Handbook of Cross-Cultural Psychology Methodology*. Editor Harry C. Triandis, and John W. Berry, Boston: Allyn and Bacon, Inc.
- Bernabéu, R., Brugarolas, M., Carrasco, M., & Díaz, M. (2008). Wine origin and organic elaboration, is differentiating strategies in traditional producing countries, *British Food Journal*, 110(2), 174 – 188.

- Bhaskaran, M., & Sukumaran, C. (2006). Contextual and methodological issues in COO studies, *Marketing Intelligence & Planning*, 25(1), 66-81
- Bilkey, W.J. & Nes, E. (1982): "Country-of-origin effects on product evaluations. *Journal of International Business Studies*, 13(1), 89-99.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer behaviour*. New York: Harcourt College Publishers.
- Bollen, K.A. (1989). *Structural equations with latent variables*. New York, NY: John Wiley & Sons.
- Boone, K., Vermeir, I., Blackler, F., & Verbeke, W. (2007). Determinants of Halal meat consumption in France. *British Food Journal*, 109(5), 367-386
- Booth, K. (1979). *Strategy and ethnocentrism*. Croom-Helm, London: Random House II.
- Bowman, C. H., & Fishbein, M. (1978). Understanding public reaction to energy proposals: An application of the Fishbein model. *Journal of Applied Social Psychology*, 8(3), 319-340.
- Brislin, R.W., Lonner, W.J., & Thorndike, R.M. (1973). *Cross cultural research methods*. New York, NY: John Wiley & Sons.
- Brodowsky, G.H. (1998). The effects of country of design and country of assembly on evaluative beliefs about automobiles and attitudes toward buying them: A comparison between low and high ethnocentric consumers. *Journal of International Consumer Marketing*, 10(3), 85-113.
- Brown, S., & Stayman, D. (1992). Antecedents and consequences of attitude toward the ad.: A meta-analysis. *Journal of Consumer Research*, 19(1), 34-51.
- Bruning, E.R. (1997). Country of origin, national loyalty and product choice: The case of international air travel. *International Marketing Review*, 14(1), 59-63.

- Burke, E. (1987). *Reflections on the revolution in France*. New York: Prometheus Books, No. 80.
- Burnkrant, R., & Page, T. (1988). The structure and antecedents of the normative and attitudinal components of Fishbein's theory of reasoned action. *Journal of Experimental Social Psychology*, 24(4), 66–87.
- Bush, V., & Ingram, I. (1996). Adapting to diverse customers: A training matrix for international marketers. *Industrial Marketing Management*, 25(2), 373–383.
- Byrne, B.M. (2006). *Structural equation modelling with EQS: Basic concepts, applications and programming*. (2nd ed.), Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc.
- Byrne, B.M. (2001). *Structural equation modelling with AMOS: Basic concepts, applications and programming*. Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc.
- Caruana, A. (1996). The effects of dogmatism and social class variables on consumer ethnocentrism in Malta. *Marketing Intelligence & Planning*, 14(4), 24-39.
- Cameron, R. & Elliott, R. (1998). The Country of Origin Effect and Consumer Attitudes to 'Buy Local' Campaigns: Australian Evidence. *Australasian Marketing Journal*, 6(2), 39-50.
- Candan, B., Aydın, K., & Yamamoto, G. (2008). A research on maturing consumer ethnocentrism of young Turkish customers purchasing behaviours, *Serbian Journal of Management*, 3(1), 39-60.
- Chai, Y., Cude, B., & Swagler, R. (2004). Country-of-origin effects on consumers' willingness to buy foreign products: An experiment in consumer decision making. *Journal of Consumer Interests Annual*, 50(1), 98–105.
- Chang, M.K., (1998). Predicting unethical behaviour: A Comparison of the theory of reasoned action and the theory of planned behaviour. *Journal of Business Ethics*, 17(3), 1825–1834.

- Charng, H., Piliavin, J., & Callero, P. (1988). Role identity and reasoned action in the prediction of repeated behaviour. *Social Psychology Quarterly Journal*, 51(3), 303-317.
- Chao, P. (1998). Impact of country-of-origin dimensions on product quality and design quality perceptions. *Journal of Business Research*, 42(1), 1-6.
- Chao, P. (2001). The moderating effects of country of assembly, country of parts, and country of design on hybrid product evaluation. *Journal of Advertising*, 30(4), 61-67.
- Chakrabarty, L., & Conrad, J. (2007). Consumer ethnocentrism, purchase intentions and moderating effects of involvement and quality perception, *ANZMAC conference*, No. 4, p. 9.
- Charng, H., Piliavin, J., & Callero, P. (1998). Role identity and reasoned action in the prediction of repeated behavior. *Social psychology Quarterly Journal*, 51(3), 303-317
- Chinen, K., Enomoto C.E., & Costley D.L. (2000). The country-of-origin effect on Toyotas made in Japan, the USA and Mexico. *The Journal of Brand Management*, 8(2), 139-148.
- Choo, H., Chung, E., & Pysarchik, T. (2004). Antecedents to new food product purchasing behavior among innovator groups in India. *European Journal of Marketing*, 38(5), 608-625.
- Choong, H. (1998) The theory of reasoned action applied to brand loyalty. *Journal of products & brand management*, 7(1), 51-61.
- Chryssochoidis, N., Krystallis, V., & Perreas, H. (2008). Ethnocentric beliefs and country-of-origin (COO) effect Impact of country, product and product attributes on Greek consumers' evaluation of food products. *European Journal of Marketing*, 41(12), 1518-1544.

- Clarke, I., Shankarmahesh, M.N., & Ford, J.B. (2000). *Consumer ethnocentrism, materialism and values: a four country study*. San Antonio, TX: AMA Winter Educators' Conference Proceedings.
- Cook, J. & Fairweather, R. (2007). Intentions of New Zealanders to purchase lamb or beef made using nanotechnology. *British Food Journal*, 109(9), 675-688
- Cordell, V.V. (1992). Effects of consumer preferences for foreign sourced products. *Journal of International Business Studies*, 23(4), 251-270.
- Crotty, M. (1998). New ways to reach non-recycling: An extension of the model of reasoned action to recycling behaviours. *Advances in Consumer Research*, 22, 251-256.
- D'Amore, L. (1988). Tourism –The world's peace industry. *Journal of Travel Research*, 27(1), 35-40.
- d'Astous A., & Ahmed, S. (1998). The importance of country images in the formation of consumer product perceptions. *Journal of International Marketing Review*, 16(2), 108-125.
- Damen, H., & Steenbekkers, J. (2007). Consumer behaviour and knowledge related to freezing and defrosting meat at home An exploratory study. *British Food Journal*, 109(7), 511-518
- Danaher, P.J., & Haddrell, V. (1996). A comparison of question scales used for measuring customer satisfaction. *International Journal of Service Industry Management*, 7(4), 6-28.
- Danziger, W. L., Botwinick, J. (1980). Age and sex differences in sensitivity and response bias in a weight discrimination task. *Journal of Gerontology*, 35(4), 388-394
- Darlington, R.B. (2004, April 9). Factor analysis. Retrieved October 3, 2006, from <http://comp9.psych.cornell.edu/Darlington/factor.htm>

- Davidson, Y., Monika, S., & John, B. (2003). The importance of origin as a quality attribute for beef: results from a Scottish consumer survey, *International Journal of Consumer Studies*, 27(2) 91–98
- Davies, C. (2008). The Application of the Theory of Reasoned Action and Planned Behavior to Prevention Science in Counseling Psychology. *Journal of Counselling Psychologist*, 36(5), 777-806
- Department of Statistical (n.d.). Retrieved August 12, 2008, from http://www.dos.gov.jo/sdb_ec/sdb_ec_e/index.htm
- Department of Statistical (n.d.). Retrieved September 18, 2007, from http://www.dos.gov.jo/sdb_ec/sdb_ec_e/index.htm
- Department of Statistical (n.d.). Retrieved April 23, 2006, from http://www.dos.gov.jo/sdb_ec/sdb_ec_e/index.htm
- Devine, P.G. (1989). Stereotypes and prejudice: Their automatic and controlled components. *Journal of Personality and Social Psychology*, 56(2), 5–18.
- Dictionary of Business and Management (2006). (n.d) Retrieved August 7, 2007, from <http://www.encyclopedia.com>>.
- Dillard, L., & Pfau, M. (2002). The persuasion handbook: developments in theory and practice. [Electronic version]. New York: Prometheus Books/Listening Library. Retrieved May 17, 2008, from <http://www.ibima.org/pub/journals/CIBIMA/volume4/v4n17.pdf>
- Dornoff, R.J., Tankersley, C.B., & White, G.P. (1974). Consumers' perceptions of imports. *Akron Business and Economic Review*, 5(2), 26–9.
- Douglas, S.P., & Nijssen, E.J. (2003). On the use of 'borrowed' scales in cross-national research: A cautionary note. *International Marketing Review*, 20(6), 621–42.

- Douglas, S.P., Susan, P., & Samuel, C. (1997). The changing dynamic of consumer behavior: Implications for cross-cultural research. *International Journal of Research in Marketing*, 2(1), 379–95.
- D'Silva, B., Stephen, D., Modi, S., & Bulsara, B. (2008). Indian Consumer Ethnocentric Tendencies and the Innovative Marketing Challenges of Foreign Brands - An Empirical Study. The 5th international on innovation and management (ICIM) in Maastricht, The Netherlands, p.21
- Durvasula, S., Andrews, C., & Netemeyer, R. (1997). A cross-cultural comparison of consumer ethnocentrism in the United States and Russia. *Journal of International Consumer Marketing*, 9(4), 73–84.
- Eagly, A.H. (1978). Sex differences in influenceability. *Psychological Bulletin*, 85(1), 86–116.
- Eagly, A.H., & Chaiken, S. (1993). *The Psychology of Attitudes*. Fort Worth, TX: Harcourt Brace Jovanovich.
- Eagly, A.H. & Chaiken, S. (1995). *Attitude strength, attitude structure and resistance to change*. In Petty, R.E. and Krosnick, J.A. (Eds), *Attitude Strength: Antecedents and Consequences*, Mahwah, NJ: Lawrence Erlbaum Associates, 413–432.
- Easley, R.W., Madden, C.S., & Dunn, M.G. (1994). A review and extension of the role of replication. In Achrol, R. and Mitchell, A. (Eds), *Enhancing Knowledge Development in Marketing*, Chicago, IL: *American Marketing Association*, 5(7), 205-214.
- Elliott, R., & Cameron, R. C. (1994). Consumer perception of product quality and the country-of-origin effect. *Journal of International Marketing*, 2(2), 49–62.
- Elliott, R., Jobber, D., & Sharp, J. (1995). Using the theory of reasoned action to understand organizational behaviour: The role of belief salience. *British Journal of Social Psychology*, 34(2), 161–172.
- Epstein, L. G., (1980). Decision Making and the Temporal Resolution of Uncertainty. *International Economic Review*, 21(4), 269-283

- Essoussi, L., & Merunka, D. (2007). Consumers' product evaluations in emerging markets Does country of design, country of manufacture, or brand image matter. *Journal of International Marketing Review*, 24(4), 409-426
- Etzel, M.J., & Walker, B.J. (1974). Advertising strategy for foreign products. *Journal of Advertising Research*, 14(3), 41-44.
- Ettenson, R., & Klien, J. (2005). The fallout from French nuclear testing in the South Pacific: A longitudinal study of consumer boycotts. *International Marketing Review* 22(2), 199-224
- Farjoun, M., & Lai, L. (1997). Similarity judgements in strategy formulation: Role, process and implications. *Strategic Management Journal*, 18(4), 255-73.
- Ferguson, G.A. (1981). *Statistical analysis in PhD education*. (5th ed.), New York: McGraw-Hill.
- Festervand, T., Lumpkin, J., & Lundstrom, W. (1985). Consumers' perceptions of imports: An update and extension. *Akron Business and Economic Review*, 16, 31-36.
- Fink, A. (1995). *The survey handbook*. London: Sage Publications.
- Fishbein, M. (1963). An investigation of the relationships between beliefs about an object and the attitude toward that object. *Journal of Human Relations*, 16(2), 233-240.
- Fishbein, M.A. (1967a). *Attitude and the prediction of behaviour*. In M. A. Fishbein (Ed.), *Readings in attitude theory and measurement*, New York: Wiley, pp. 477-492.
- Fishbein, M. A. (1967b). *Behaviour theory approach to the relation between beliefs about an object and the attitude toward the object*. In M. Fishbein (Ed.), *Readings in attitude theory and measurement* New York: John Wiley. pp. 389-400.

- Fishbein, M. and Ajzen, I. (1975). *Belief, attitude, intention and behaviour: An introduction to theory and research*. Reading, MA: Addison-Wesley.
- Fisher, A.B. (1984). Coke's brand-loyalty lesson. *Fortune*, 5, pp. 44–46.
- Forbes, H.D. (1985). *Nationalism, ethnocentrism and personality*. Chicago: University of Chicago Press.
- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(3), 39–50.
- Francis, J., Eccles, M., Johnston, M., Walker, A., Grimshaw, J., & Foy, R. (2004). Constructing questionnaires based on the theory of planned behaviour: A manual for health service researchers. Retrieved October 1, 2006, from <http://www.rebeqi.org/ViewFile.aspx?itemID=212#search=%22Theory%20of%20Planned%20Behaviour%20Questionnaires%3A%20Manual%20for%20Researchers%22>
- Fredericks, A., & Dossett, D. (1983). Attitude–behaviour relations: A comparison of the Fishbein–Ajzen and Bentler–Speckart models. *Journal of Personality and Social Psychology*, 45(1), 501–12.
- Freud, S. (1955). *Group psychology and the analysis of the ego*. Hagarth, London. Standard ed. II-H5, 101–02.
- Gaedeke, R. (1973). Consumer attitudes toward products made in developing countries. *Journal of Retailing*, 49(2), 13–24.
- Gaski, F.M (1984). The index of consumer sentiment toward marketing. *Journal of Marketing Assessment*, 50(3), 71–81.
- Gay, L.R. (1987). *Educational research: Competences for analysis and application*. (3rd ed.), New York: Macmillam Publishing Company.

- George, J. (2004). The theory of planned behavior and Internet purchasing. *Journal of Internet Research*, 14(3), 198–212
- Ghadir, H. (1990). *The Jordanian consumers' perceptions of quality, price, and risk of foreign vs. domestic products: Empirical investigation* (Unpublished PhD thesis). University of Sheffield, Sheffield.
- Ghozali, H. I., & Fuad, J., & Seti, M. (2005). Structural equation modelling-teori, konsep, dan aplikasi dengan program LISREL 8.54. Semarang, Indonesia: Badan Penerbit University Diponegoro.
- Ghazali, M., Othman, S., Zahiruddin, I., Yahya, A., & Ibrahim, S. (2008). Products and Country of Origin Effects: The Malaysian. *International Review of Business Research Papers*, 4(2), 91-102
- Good, L.K., & Huddleston, P. (1995). Ethnocentrism of Polish and Russian consumers: Are feelings and intentions related? *International Marketing Review*, 12(5), 35–48.
- Green, K., Hale, J., & Rubin, D. (1997). A test of the theory of resonant action in the context of condom use and AIDS. *Journal of Communication*, 10(4), 21-33
- Gudum, A., & Kavas, A. (1996). Turkish industrial purchasing managers' perceptions of foreign and national industrial suppliers. *European Journal of Marketing*, 30(8), 10–21.
- Guy, B.S., & Patton, W.E. (1996). Managing the effects of culture shock and sojourner adjustment on the expatriate industrial sales-force. *Industrial Marketing Management Journal*, 25(4), 385–393.
- Hair, J., Black, W., Babin, B., Anderson, R., & Tatham, R. (2006). *Multivariate data analysis*, (6th ed.), New Jersey: Upper Saddle River, Pearson Education, Inc.
- Hair, J., Anderson, R., Tatham, R. L., & Black, W. C. (2002). *Multivariate data analysis* (6th ed.), NJ: Upper Saddle River, Prentice Hall.

- Hair, J., Anderson, R., Tatham, R. L., & Black, W. C. (1995). *Multivariate data analysis with readings*. Englewood Cliffs: Prentice-Hall.
- Hair, J., Anderson, R., Tatham, R.L., & Black, W.C. (1998). *Multivariate data analysis*, (5th ed.), NJ: Upper Saddle River, Prentice-Hall.
- Hamin, C., & Elliott, G. (2006). A less-developed country perspective of consumer ethnocentrism and “country of origin” effects: Indonesian evidence. *Asia Pacific Journal of Marketing and Logistics*, 18(2), 79–92.
- Han, C.M. (1988). The role of consumer patriotism in the choice of domestic versus foreign products. *Journal of Advertising Research*, 3(1), 25–32.
- Han, C.M., & Terpstra, V. (1988). Country of origin effects for uni-national and bi-national products. *Journal of International Business Studies*, 19(4), 235–55.
- Hansen, T., Jenden, J., & Solgaard, H. (2003). Consumer online grocery buying intention: A TRA VERSUS A TPB APPROACH. *Copenhagen Business School Journal of Consumer Research-Denmark Library*, 43(2), 201-254.
- Hawkins, D.I., Best, R.J., & Coney, K.A. (2001). *Consumer behaviour: Building marketing strategy*. (8th ed.), Irwin McGraw-Hill.
- Hayduk, L.A. (1987). *Structural equation modelling with LISREL: Essentials and advances*. Maryland: Baltimore, The Johns Hopkins University Press. Herbig G.H. pp. 497, 736
- Herche, J. (1992). A note on the predictive validity of the CETSCALE. *Journal of the Academy of Marketing Science*, 20(3), 261–264.
- Hoffmann R. (2000). Country of origin in a consumer perception perspective of fresh meat. *Journal of British Food Journal*, 102(3), 211-229.
- Holmes-Smith, P. (2000). *Introduction to structural equation modelling*. Paper presented at the ACSPRI 2000 Conference.

- Homer, P., & Kahle, L.R. (1988). A structural equation test of the value-attitude-behaviour hierarchy. *Journal of Personality and Social Psychology*, 54(4), 638–646.
- Hooley, G., Shipley, D., & Krieger, N. (1988). A method for modelling consumer perceptions of country of origin. *International Marketing Review*, 5(3), 67–76.
- Howard, D.G. (1989). Understanding how American consumers formulate their attitudes about foreign products. *Journal of International Consumer Marketing*, 2(2), 7–24.
- Hui, C.H. (1982). *Measurement in cross-cultural psychology: a review and comparison of strategies for empirical research* (Unpublished manuscript). University of Illinois, Urbana, IL.
- Hui, K., & Zhou, D. (2003). Country of origin manufacture effects for known brands. *European Journal of Marketing*, 37(1), 133-153
- Hulland, J., Todino, H.S., Jr., & Lecraw, D.J. (1996). Country-of-origin effects on sellers' price premiums in competitive Philippine markets. *Journal of International Marketing*, 4(1), 57–79.
- Hult, M., Keillor, D., & Lafferty, A. (1999). A cross-national assessment of social desirability bias and consumer ethnocentrism. *Journal of Global Marketing*, 12(4) 29–43.
- Hunt, S., Sparkman, R., & Wilcox, J. (1982). The pre-test in survey research: Issues and preliminary findings. *Journal of marketing research*, 19(2), 269–273.
- Hussein, R. (1997). Jordanian consumers' attitudes towards products of foreign origin vs. domestic products. *Journal of International Marketing and Marketing Research*, 22(3), 157–63.
- Hussey, J. & Hussey, R. (1997). *Business research: A practical guide for undergraduate and postgraduate students*. Hampshire: Basingstoke, Macmillan Press Ltd.

- James, P. (2002). Moderating the role of attitude ambivalence within the theory of planned behaviour. *British Journal of Social Psychology*, 42(2), 75-94.
- Javalgi, R.G., Khare, V., & Gross, A.C. (2005). An application of the consumer ethnocentrism model to French consumers. *International Business Review*, 14, 325-44.
- Jin, L., & Chansarkar, K. (2006). Brand origin in an emerging market: Perceptions of Indian consumers. *Asia Pacific Journal of Marketing and Logistics*, 18(4), 283-302.
- Johansson, J.K., Ronkainen, I.A., & Czinkota, M.R. (1994). Negative country-of-origin effects: The case of the new Russia. *Journal of International Business Studies*, 25(1), 157-176.
- Jordan Times News, Jordan (n.d) Retrieved January 23, 2006, from <http://www.jordantimes.com/?pdf&date=2006-01-23>
- Jordan Times News, Jordan (n.d) Retrieved October 14, 2007, from <http://www.jordantimes.com/?section=13>
- Jordan Times News, Jordan (n.d) Retrieved August 07, 2008, from <http://www.jordantimes.com/?news=8471>
- Jordan Times News, Jordan (n.d) Retrieved March 30, 2009, from <http://www.jordantimes.com/?news=8>
- Jordan Government Online information (n.d) Retrieved August 21, 2006, from <http://www.nationalagenda.jo/Portals/0/EnglishBooklet.pdf>
- Jordan Government Online information (n.d) Retrieved May 17, 2007, from <http://www.nationalagenda.jo/default.aspx>
- Jordan Government Online information (n.d) Retrieved February 28, 2008, from <http://www.nationalagenda.jo/tabid/53/default.aspx?Location=1>

- Jordan Government Online information (n.d) Retrieved January 2, 2009, from <http://www.nationalagenda.jo/tabid/67/default.aspx>
- Jöreskog, K.G., & Sorbom, D. (1982). *LISREL — user's guide*. Uppsala, Sweden: University of Uppsala.
- Jöreskog, K.G., & Sorbom, D. (1986). *LISREL — user's guide*. Uppsala, Sweden: University of Uppsala.
- Jöreskog, K.G., & Sorbom, D. (1993). *LISREL VII: Analysis of linear structural relationships by maximum like hood and least square methods*, scientific software, Inc., Mooresville, IN.
- Julien, H. (1996). A content analysis of the recent information needs and used literature. *Library & Information Science Research*, 18(4), 53–65.
- Kaynak, E., & Cavusgil, S. (1983). Consumer attitudes towards products of foreign origin: Do they vary across product classes? *International Journal of Advertising*, 2, 147–157.
- Kaynak, E., & Kara, A. (2000). Consumer perceptions of foreign products. An analysis of product-country images and ethnocentrism. *European Journal of marketing*, 36(7), 928-349
- Kaynak, E., Kucukemiroglu, M., & Hyder, L. (2000) Consumers' country-of-origin (COO) perceptions of imported products in a homogenous less-developed country. *Journal of European Journal of Marketing*, 34(9), 1221-1241.
- Kelly, C., & Breinlinger, S. (1995). Attitudes, intentions and behaviour: A study of women's participation in collective action. *Journal of Applied Social Psychology*, 25, 1430–1445.
- Kim, M.S., & Hunter, J. E. (1993). Attitude-behaviour relation: A meta analysis of attitudinal relevance and topic. *Journal of communication*, 43(4), 101–142.

- Kim, M.S., & Pysarchik, T. (2000). Predicting purchase intentions for uni-national and bi-national products, *International Journal of Retail & Distribution Management*, 28(6), 280 - 291
- Kinnear, F.N., Thomas C., & Taylor, J. R. (1996). *Marketing research: An applied approach*, (5th ed.), NY: McGraw-Hill, Inc.
- Kinra, N. (2006). The effect of country-of-origin on foreign brand names in the Indian market. *Marketing Intelligence & Planning*, 24(1), 15–30.
- Klein, J.G., Ettenson, R., & Krishnan, G. (2006). Extending the construct of consumer ethnocentrism: When foreign products are preferred. *International Marketing Review*, 23(3), 304–321.
- Klein, J.G. (2002). Us versus them, or us versus everyone? Delineating consumer aversion to foreign goods. *Journal of International Business Studies*, 33(2), 345–363.
- Klein, J.G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. *Journal of Marketing*, 62(1), 89–101.
- Klein, J.G., & Ettenson, R. (1999). Consumer animosity and consumer ethnocentrism: An analysis of unique antecedents. *Journal of International Consumer Marketing*, 11(4), 5-9.
- Knight A. (1999). Consumer preferences for foreign and domestic products. *Journal of consumer marketing*, 16(2) 151-162
- Kotler, P., & Armstrong, G. (2009). *Marketing Essentials*, New York: Prentice Hall
- Kotabe, M., & Helsen, K. (1998). *Global Marketing Management*, Wiley, New York, NY.

- Krishnakumar, P. (1974). *An exploratory study of influence of country of origin on the product images of persons from selected countries*. (Unpublished PhD thesis). University of Florida. USA
- Lahke, R.R., & Mohanty, R.P. (1994). Total quality management: Concepts, evolution and acceptability in developing economies. *International Journal of Quality and Reliability Management*, 11(9), 9–33.
- Laroche, K., Papadopoulos, J., Heslop, M., & Murali, C. (2005). The influence of country image structure on consumer evaluations of foreign products, *International Marketing Review*, 22(1), 96-115
- Leckenby, D. (1976). Review of communications & media: Constructing a cross-discipline. *Journal of Advertising*, 5(2), 37–38.
- Lee, C., & Green, T. (1991). Cross-cultural examination of the Fishbein behavioural intention model. *Journal of International Business Studies*, 21(2), 289–305.
- Lee, L.Y., & Bory, A. (2008). The effect of country of origin and ethnocentrism on attitudes: a cross-cultural investigation, *International Journal of Services and Standards*, 4(3), 303-321.
- Lee, C., & Littrell, G. (2005). Global e-tailing: US consumers' intention to shop for cultural products on the internet. *International Journal of Retail & Distribution Management*, 33(2), 133-147
- Levin, R.A., Jasper, J., Mittelstaedt, J., & Gaeth, G. (1993). Attitudes towards 'buy America first' and preferences for American and Japanese cars: A different role for country-of-origin information. McAlister et al. (Eds), *Advances in Consumer Research*, 20, 625–629.
- Levine, R.A., & Campbell, D.T. (1972). *Ethnocentrism: Theories of conflict, ethnic attitudes, and group Behaviour*. NY:Wiley, New York..
- Lewis, A., Webley, P., Winnet, A. & Mackenzie, C. (1998). *Morals and markets: Some theoretical and policy implications of ethical investing*. London: Taylor-Gooby, P. (Ed.), Macmillan.

- Litvin, S.W., Crofts, J. C., & Hefner, F. L. (2004). Cross-cultural tourist behaviour: A replication and extension involving Hofstede's uncertainty avoidance dimension. *International Journal of Tourism Research*, 6(1), 29-37.
- Litvin, S.W. (1998). Tourism: The world's peace industry? *Journal of Travel Research*, 37(1), 63-66.
- Lindquist J.D., Vida I., Plank R.E., & Fairhurst A. (2001). The modified CETSCALE: Validity tests in the Czech Republic, Hungary and Poland. *International Business Review*, 10(4). 505-516.
- Lin, O., & Chen, G. (2006). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan, *Journal of Consumer Marketing*, 23(5), 248-265
- Liu, H., Murphy, J., & Li, F. (2005). *Consumer Ethnocentrism and Chinese Attitudes towards Store Signs In Foreign and Local Brand Names*. ANZMAC Conference, Marketing in international and Cross-Cultural Environments, No. 5, 78-85
- Luck, D. J. & Rubin, R. S. (1987). *Marketing research Analysis*. (7th ed.), New Jersey: Prentice-Hall international.
- Luque-Martinez, T., Ibanez-Zapata, J-A. & Barrio-Garcia, S. (2000). Consumer ethnocentrism measurement an assessment of the reliability and validity of the CETSCALE in Spain. *European Journal of Marketing*, 34(11), 1353-1373.
- MacLean, S., & Gray, K. (1998). Structural equation modelling in market research. *Journal of the Australian Market Research Society*, 4(3), 111-119
- Mailloux, S. (2000). *Making comparisons: First contact ethnocentrism and cross-cultural communication*. Post Nationalist American Studies. Ed. John Carlos, Rowe. Berkeley: University of California Press, pp. 110-128.
- Malhotra, N.K., (1998). Self concept and product choice: An integrated perspective. *Journal of Economic Psychology*, 9(1), 1-28.

- Malhotra, N.K., & McCort, D. (2001). A cross-cultural comparison of behavioural intention models: Theoretical consideration and an empirical investigation. *International Marketing Review*, 18(3) 235–269.
- Malhotra, N.K., & Stanton, S.C. (2004). *Validating Inter-Object Interaction in Object-Oriented Designs*. In: 4th IASTED International Conference on Modeling, Simulation and Optimization, Kauai, Hawaii, USA.
- Marin, G., & Marin, B. (1991). *Research with Hispanic populations: Applied social research series*. No. 23, CA: Beverly Hills, Sage Publications.
- Marks, D. (1996). Health psychology in context. *Journal of health psychology*, 1(7), 7-21
- Mayer, K. J. (1999). *Exploring the role of service process and its effect on guest encounter satisfaction* (Doctoral Dissertation, Graduate College, University of Nevada, Las Vegas, 1999). Ann Arbor, MI: UMI Dissertation Services.
- McCarty, J.A., Shrum, L.J. (1993). The role of personal values and demographics in predicting television viewing behaviour: Implications for theory and application. *Journal of Advertising*, 22(4), 77–101.
- McGorry, S.Y. (2000). Measurement in a cross-cultural environment: Survey translation issues. *Qualitative Market Research: an international Journal*, 3(4), 74–81.
- McLain, S., & Sternquist, B. (1991). Ethnocentric consumers: Do they buy American? *Journal of International Consumer Marketing*, 4(1), 39–57.
- Michaelis, M., Woisetschläger, D.M., Backhaus, C., & Ahlert, D. (2008). The effects of country of origin and corporate reputation on initial trust: An experimental evaluation of the perception of Polish consumers, *International Marketing Review*, 25(4), 29-37.
- Mihalyi, L.J. (1984). Ethnocentrism vs. nationalism: Origin and fundamental aspects of a major problem for the future. *Humboldt Journal of Social Relations*, 12(1), 95–113.

- Miniard, P.W., & Cohen, J.B. (1981). An examination of the Fishbein –Ajzen behavioural intentions model concept and measures. *Journal of Experimental Social Psychology*, 17, 309-399
- Mooij, M. (1997). *Global marketing and advertising, understanding cultural paradoxes*. Thousand Oaks, Sage Publications. Internationalization reader course ID 4140, TU Delft.
- Mooij, M., & Keegan, W. (1991). *Advertising Worldwide*. UK: Prentice Hall International.
- Morgan, R.M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58, 20–38.
- Mowen, J.C. (1995). *Consumer Behaviour* (4th ed.), Englewood Cliffs, New Jersey: Prentice-Hall Inc.
- Mueller, R. D., & Hancock, R. (2001). Captious cues: The use of misleading, deceptive or ambiguous country of- origin cues. In Breivik, A. W. Falkenberg, & K. Gronhaug (2008). *Proceedings of the 30th European Academy of Marketing Conference* (p. 53). Bergen: The Norwegian School of Economics and Business Administration.
- Nagashima, A. (1970). A comparison of Japanese and US attitudes towards foreign products. *Journal of Marketing*, 34(4), 68–74.
- Nagashima, A. (1977). A comparative 'made in' product image survey among Japanese businessmen. *Journal of Marketing*, 41(3), 95–100.
- Narayana, C.L. (1981). Aggregate images of American and Japanese products: Implication on international marketing. *Columbia Journal of World Business*, 16(1), 31–5.
- Netemeyer, G., Durvasula, S., & Lichtenstein, R. (1991). A cross-national assessment of the reliability and validity of the CETSCALE. *Journal of Marketing Research*, 28(2) 320–327.

- Neuman, W.L. (2006). *Social research methods: Qualitative and quantitative approaches*. (6th ed.), Boston: Person Education, Inc.
- Nishina, S. (1990). Japanese consumers: Introducing foreign products/brands into the Japanese market. *Journal of Advertising Research*, Vol. 2, No. 4, pp. 35–45.
- Nijssen, S., Douglas, P., & Nobel, P. (1999) Attitudes toward the Purchase of Foreign Products, *International Marketing Review*, 18(4), 621–42.
- Nijssen, S., & Douglas, P. (2004). Examining the animosity model in a country with a high level of foreign trade. *International Journal of Research in Marketing*, 21(2), 23–38
- Nielsen, J.A., Spence, M.T. (1997). A test of the stability of the CETSCALE, a measure of consumers' ethnocentric tendencies, *Journal of Marketing Theory & Practice*, 5(4), 68-76.
- Nour, M.M. (1985). A quantitative analysis of research articles published in core library journals of 1980. *Library & Information Science Research*, 7(2), 261–273.
- Nor, K., Shanab, A., & Pearson, J. (2008). Internet banking accepting in Malaysia using theory reseand action. *Journal of Information Systems and Technology Management*, 5(1), 3-14.
- Nunnally J.C. (1978). *Psychometric Theory*, (2nd ed.). New York: McGraw-Hill.
- Nunnally, J C., & Bernstein, I. H. (1994). *Psychometric theory*. New York: McGraw-Hill, Inc.
- O'Cass, A., & Lim, K. (2002). Understanding the younger Singaporean consumers' views of western and eastern brands. *Asia Pacific Journal of Marketing and Logistics*, 14(4), 54–79.

- Okechuku, C., & Onyemah, V. (2000). Ethnic Differences in Nigerian Consumer Attitudes toward Foreign and Domestic Products. *Journal of African Business*, 1(2), 7-35.
- Olsen, J.E., Granzin, K.L. & Biswas, A. (1993). Influencing consumers' selection of domestic versus imported products: Implications for marketing based on a model of helping behaviour. *Journal of the Academy of Marketing Science*, 21(4), 307-321.
- Olson, J. C. (1978). Inferential belief formation in the cue utilization process. In Hunt, K. H. (Ed.). *Advances in Consumer Research*, Provo, UT: *Association for Consumer Research*, 5(3), 706-713.
- Olsson, U. H., Troye, S. V., & Howell, R. D. (1999). Theoretic fit and empirical fit: The performance of maximum likelihood versus generalized least squares estimation in structural equation models. *Multivariate Behavioural Research*, 34(1), 31-59.
- Online dictionary definitions. (n.d) Retrieved November 15, 2009, from <http://www.yourdictionary.com/>
- Orth, R., & Firbasove, Z. (2002). Ethnocentrism and consumer evaluation of Czech made yoghurt. *Agric Journal of economy*, 48(3), 175-181
- Pallant, J. (2005), *SPSS survival manual: A step-by-step guide to data analysis using SPSS*. (2nd ed.), Allen & Unwin, Crows Nest, NSW.
- Papadopoulos, N., & Heslop, L. (2002). Country equity and country branding: Problem and prospects. *Journal of Brand Management*, 9(4), 294-314.
- Papadopoulos, N., Haslop, L., & Bamossy, G. (1990). A comparative image analysis of domestic versus imported products. *International Journal of Research in Marketing*, 7(4), 283-94.
- Pappu, R., Quester, P.G., & Cooksey, W.R., (2005). Consumer-based brand equity and country-of-origin relationships. Some empirical evidence, *European Journal of Marketing*, 40(5), 696-717.

- Parasurman, A., Berry, L.L., & Zeithaml, A.V. (1991). Refinement and reassessment of the SERVQUAL scale. *Journal of Retailing*, 67(2), 420–450.
- Park, S. (2000). Relationships among attitudes and subjective norms: testing the theory of reasoned action across cultures. *Journal of Communication Studies*, 51(2), 162-175
- Patry, A. & Pelletier, L. (2001) Extraterrestrial belief and expatriates: an application of theory of reasoned action. *Journal of social psychology*, 26(4), 1-19
- Patterson, P., & Tai, S. K. (1991). Consumer perceptions of country of origin in the Australian apparel industry. *Journal of International Marketing Review*, 2(4), 31–40.
- Peris, S., Newman, K., Bigne, E., & Chansarkar, B. (1993). Aspects of Anglo-Spanish perceptions and product preferences arising from 'country of origin' image. *International Journal of Advertising*, 12(5), 33–40.
- Phau, I., & Suntornnond, V. (2006). Dimensions of consumer knowledge and its impacts on country of origin effects among Australian consumers: a case of fast-consuming product, *Journal of Consumer Marketing*, 29(1) 34-42
- Pinkaeo, K., & Speece, M. (2000). Country image and expectations toward life insurance among Thai consumers. *Journal of Financial Services Marketing*, 5(2), 99–117.
- Piron, F. (2002). International outshopping and ethnocentrism. *European Journal of Marketing*, 36(5), 189.
- Pizam, Abraham (1996). *Does tourism promote peace and understanding between unfriendly nations?* In *Tourism Crime and International Security Issues*, edited by Abraham Pizam and Yoel Mansfeld. Chichester, UK: Wiley, pp. 203–214.
- Randall, D., & Wolff, J. (1994). The times interval in the intention behaviour relationship: Meta-analysis. *British Journal of Social Psychology*, 33(3), 405-418

- Rawwas, M.A., Rajendran, K.N., & Wuehrer, G.A. (1996). The influence of world mindedness and nationalism on consumer evaluation of domestic and foreign products. *International Marketing Review*, 13(2), 20–38.
- Ray, J.J. (1983). A scale to measure conservatism of American public opinion. *Journal of Social Psychology*, 19(3), 293–294.
- Ray, J.J. (1990). Racism, conservatism and social class in Australia: With German, Californian and South African comparisons, *Personality and Individual Differences*, 11(2), 187–9.
- Ray, J.J. (2003, April 4). *Van Hiel's psychology of conservatism*. Article published on the internet only. Retrieved October 17, 2007, from <http://jonjayray.tripod.com/amercons.html>
- Reardon, J., Miller, C., Vidam, I., & Kim, I. (2004). The effects of ethnocentrism and economic development on the formation of brand and ad attitudes in transitional economies. *European Journal of Marketing*, 39(7), 737-754
- Regenstein, J.M., Chaudry, M.M., & Regenstein, C.E. (2003). The kosher and halal food laws. *Comprehensive Reviews in Food Science and Food Safety*, 2(4), 111–127.
- Reiersen, C. (1966). Are foreign products seen as national stereotypes? *Journal of Retailing*, 42(1), 33–40.
- Reimer, A., & Kuehn, R. (2005). Impact of service scope on quality perception. *European Journal of Marketing*, 39(7), 785–808.
- Rietveld, T., & Van, R. (1993). *Statistical techniques for the study of language and language behaviour*. Berlin – New York: Mouton de Gruyter.
- Riefler, P., & Diamantopoulos, A. (2007). Consumer animosity: a literature review and a reconsideration of its measurement. *International Marketing Review*, 24(1), 87-119

- Roscoe, J.T. (1975). *Fundamental research statistics for the behavioural sciences*. (2nd ed.), New York: Holt, Rinehart and Winston.
- Rosenblatt, P.C. (1964). Origins and effects of group ethnocentrism and nationalism. *Journal of Conflict Resolution*, 8(2), 131–46.
- Russell, B., & Russell, A. (2006). Explicit and implicit catalysts of consumer resistance: The effects of animosity, cultural salience and country-of-origin on subsequent choice. *International Journal of Research in Marketing*, 3(1), 1-11
- Ruyter, K., Birgelen, V., & Wetzels, M. (1998). Consumer ethnocentrism in international services marketing. *International Business Review*, 7, 185–202
- Salter, F., and Frank, A. (2004). *Welfare, ethnicity and altruism: New findings and evolutionary theory*. New York: Frank Cass.
- Salter, F., and Frank, A. (2002). *Risky transactions: Trust, kinship and ethnicity*. London: Berghahn.
- Scheaffer, R.L., Mendenhall, W., & Ott, L. (1979). *Elementary survey sampling* (2nd Ed.), Boston, Massachusetts: Duxbury Press.
- Scheaffer, R.L., Mendenhall, W., & Ott, L. (1986). *Elementary survey sampling* (3rd.ed.), Boston, Massachusetts: Duxbury Press.
- Schooler, R. D. (1965). Product bias in the Central American common market. *Journal of Marketing Research*, 2(4), 394–397.
- Schooler, R.D. (1971). Bias phenomena attendant to the marketing of foreign goods in the US. *Journal of International Business Studies*, 1(4), 71–80.
- Schuh, A. (1994). Marketing in East Central Europe: An evolutionary framework for marketing strategy development. Paper presented at Conference on Marketing Strategies for Central and Eastern Europe, Vienna.

- Schweiger, S., Shimp, T., & Shin, J. (1995). Consumer ethnocentrism: A test of antecedents and moderators. *Journal of the Academy of Marketing Science*, 23(1), 36–37.
- Sejwacz, D. Ajzen, I., & Fishbien, M. (1980) *Predicting and understanding weight loss: intentions, behaviours, and outcomes*. In I. Ajzen & M. Fishbein (Eds.) *Understanding attitudes* (pp.101-112). Englewood Cliffs, NJ: Prentice Hall.
- Sekaran, U. (1992). *Research methods for business: A skill-building approach*. (3rd ed.), John Wiley & Sons, Inc.
- Sekaran, U. (2003). *Research methods for business: A skill-building approach*. (4th ed.), John Wiley & Sons, Inc.
- Shankarmahesh, M.N. (2006). Consumer ethnocentrism: An integrative review of its antecedents and consequences. *International Marketing Review*, 23(2), 146–72.
- Sharma, S., Shimp, T.A., & Shin, J. (1995). Consumer ethnocentrism: A test of antecedents and moderators. *Journal of the Academy of Marketing Science*, 23(1), 26–37.
- Sharon, A., & Kelly, D. (1997). The relationship between the theory of planned behaviour, past exercise behaviour and intention in individuals diagnosed with Type 2 Diabetes. *Journal of medical care*, 5(2), 25–32
- Shepherd, G.J., & O'Keefe, D.J. (1984). Separability of attitudinal and normative influences on behavioural intentions in the Fishbein-Ajzen model. *The Journal of Social Psychology*, 122, 287–288.
- Shepherd, G.J. (1999). Social determinants of food choice. *Proceedings of the Nutrition Society*, 58, 807–812.
- Sheppard, B., Hartwick, J., & Warshaw, P. (1988). The Theory of Reasoned Action: A meta-analysis of past research with recommendations for modifications and future research. *Journal of Consumer Research*, 15(3), 325–243.

- Sheeran, P., & Oberall, S. (1998). Do intentions predict condom use? Meta-analysis and examination of six moderator variables. *British journal of Social Psychology*, 37(3), 231-250.
- Shimp, T.A., & Sharma, S. (1984). Consumer ethnocentrism: Construction and validation of the CETSCALE. *Journal of Marketing Research*, 24(3) 280-289.
- Shimp, T.A. (1984). Consumer ethnocentrism: The concept and a preliminary empirical test. In T.C. Kinnear, editor, *Advances in Consumer research*. Provo, UT: *Association for Consumer Research*, 11(2), 285-290.
- Shimp, T.A., & Kavas, A. (1984). The theory of reasoned action applied to coupon usage. *Journal of Consumer Research*, 11(2), 795-809.
- Shimp, T.A., & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE. *Journal of Marketing Research*, 24(1), 280-289.
- Shih, G., & Fang, U. (2004). The use of a decomposed theory of planned behavior to study Internet banking in Taiwan. *Journal of internet research*, 14(3), 213-223
- Sinkovics, R., & Holzmuller, H. (2007). National differences in materialism—using alternative research strategies to explore the construct. *Journal of International Consumer Marketing*, 13(4), 103-134
- Sinkovics, R., & Holzmuller, H. (1998). Assessing measurement equivalence in cross-national consumer Behaviour research: Principles, relevance and application issues in: Balderjahn, I. Mennicken, C. Vernet, E. (Eds.): *New Developments and Approaches in Consumer Behaviour Research*, Macmillan Press, Houndmills and London, S. pp. 269-288.
- Skinner, G.W. (1959). *The nature of loyalties in rural Indonesia* in Skinner, G.W. (Ed.), *Local, Ethnic, and National Loyalties in Village Indonesia*, New Haven, CT: Yale University. 1-11.
- Smith, J.L. (1996). Expectancy, value and attitudinal semantics. *European Journal of Social Psychology*, 26, 501-506.

- Smith, M.F. (1999). Urban versus suburban consumers: A contract in holiday shopping purchase intentions and out-shopping behaviour. *Journal of Consumer Marketing*, 16(1), 58–73.
- Smith, M.F. (1993). Country-of-origin bias: A regional labelling solution. *International Marketing Review*, 10(6), 4–12.
- Sohail, M. (2005). Malaysian Consumers' Evaluation of Products Made in Germany: The Country of Origin Effect. *Asia Pacific Journal of Marketing and Logistics*, 17(1), 89-105
- Sparks, P., & Githrie, C. (1998). Self identify and the theory of planned behaviour: A useful addition or an unhelpful artifice? *Journal of Applied Social Psychology*, 28(2), 1393-1410
- Sparks, P., Shepherd, R., & Frewer, L. (1995). Assessing and structuring attitude toward the use of gene technology in food production: the role of perceived ethical obligation. *Journal of Basic and Applied Social Psychology*, 28(7), 1317-1338
- Speece, M., & Nguyen, D. (2005). Countering negative country-of-origin with low prices: a conjoint study in Vietnam. *Journal of Product & Brand Management*, 14(1), 39–48.
- Spector, P.E. (1992). *Summated rating scale construction: An introduction*. London: Saga Publications.
- Steenkamp, J.B., & Van, H.M. (1991). The use of LISREL in validating marketing constructs. *International Journal of Research in Marketing*, 8(4), 283–99.
- Steiber, S.R., & Kroqinski, W.J. (1990). *Measuring and managing patient satisfaction*. Chicago: American Hospital Publishing.
- Strutton, D., Pelton, L.E., & Lumpkin, J.R. (1994). Internal and external country of origin stereotypes in the global marketplace: Effects and implications for the domestic promotion of US automobiles. *Journal of Global Marketing*, 7(3), 61–77.

- Stutzman, T. M., & Green, S. B. (1982). Factors affecting energy consumption: Two field tests of the Fishbein - Ajzen model. *Journal of Social Psychology, 117*(1), 183-201.
- Suh, T., & Kwon, I. (2002). Globalization and reluctant buyers. *International Marketing Review, 19*(6), 663-669.
- Summers, T., Belleau, B., & Xu, Y. (2006). Predicting purchase intention of a controversial luxury apparel product. *Journal of Fashion Marketing and Management, 10*(4), 405-419.
- Sumner, W.G. (1906). *Folkways: The sociological importance of usages, manners, customs, mores and morals*. NY: New York, Ginn & Co.
- Supphellen & Rittenburg (2001). Consumer ethnocentrism when foreign products are better. *Journal of Psychology and Marketing, 18*(9), 907 - 927
- Tabachnick, B., & Fidell, L. (2001). *Using multivariate statistics*. (4th ed.), New York: HarperCollins.
- Tan, C.T., & Farley, J.U. (1987). The impact of cultural patterns on cognition and intention in Singapore. *Journal of Consumer Research, 13*, 540-544.
- Tarkiainen, A., & Sundqvist, S. (2006). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal, 107*(11), 808-822.
- Teijlingen, E., & V. Hundley (2001). The importance of pilot studies. Social Research Update 35, University of Surrey. Retrieved October 25, 2007, from <http://sru.soc.surrey.ac.uk/SRU8.html>
- Terry, D., Hogg, M., & White, K. (2000) the theory pf planned behaviour: self identity, social identity, and group norms. *British Journal of Social Psychology, 38*(1), 225-244.

- The Jordan Times News, (2006), AT A GLANCE-economy section. Retrieved September 17, 2008, from
<http://www.jordantimes.com/index.php?page=32>
- The Jordan Times News, (2007) AT A GLANCE-economy section. Retrieved September 20, 2008, from
<http://www.jordantimes.com/index.php?pdf>
- Thorelli, H.B., Lim, J.S., & Ye, J. (1989). Relative importance of country-of-origin, warranty on retail store image on product evaluations. *International Marketing Review*, 6(3), 35-46.
- Ticehurst, G.W., & Veal, A.J. (2000). *Business research methods: A managerial approach*. Australia NSW: Pearson Education.
- Torres, N., & Gutierrez, S. (2007). The purchase of foreign products: The role of firm's country-of-origin reputation, consumer ethnocentrism, animosity and trust. *Documento de traba Journal*, 13(4), 1-25.
- Toqan I. (2009, March 31). "Jordan economy & Trade balance of Jordan" *Al ddustour*, p.21.
http://www.addustour.com/ViewTopic.aspx?ac=%5CEconomy%5C2009%5C07%5CEconomy_issue657_day26_id161981.htm
- Triandis, H.C., Leung, K., Villareal, M.J., & Clack, F.L. (1985). All centric versus exocentric tendencies: Convergent and discriminant validation. *Journal of Research in Personality*, 19(1), 395-415.
- Tuten, L., & Urban, J. (1999). Specific responses to unmet expectations: the value of linking Fishbein's theory of reasoned action and Rusbult's investment model. *International Journal of Management*, 16 (4) 484-9.
- UNICEF (2002, March 8). Jordanian Youth Their Lives and Views. Retrieved October 8, 2007, from
http://www.unicef.org/jordan/resources_750.html

- Usunier, J. C. (2002). Product ethnicity, an exploratory approach: Investigating perceptions about country of origin of products. *Decis. Mark.*, 27(8), 35–49.
- Vallerand, R.J., Deshaies, P., Cueurrier, J.P., Pelletier, L.G., & Mongeau, C. (1992). Ajzen and Fishbein's theory of reasoned action as applied to moral behaviour: A confirmatory analysis. *Journal of Personality and Social Psychology*, 62(1), 98–109.
- Var, T., Schlutter, R., Ankomah, P., & Lee, T. H. (1994). Tourism and world peace: The case of Argentina. *Annals of Tourism Research*, 16(3), 431–443.
- Vida, N., Dmitrovic' O., & Obadia, S. (2008). The role of ethnic affiliation in consumer ethnocentrism. *European Journal of Marketing*, 42(4), 327–343.
- Vidich, Arthur J., & Lyman, M. Stanford . (1994). Qualitative methods: Their history in sociology and anthropology. Norman K. Denzin and Yvonna S. Lincoln (Eds.) *Handbook of Qualitative Research*, Sage, 23–59.
- Vockell, E.L., & Asher, J.W. (1995). *Educational research* (2nd ed.) NJ: Prentice Hall.
- Walker, J.L. (1996). Service encounter satisfaction: Conceptualized. *Journal of Services Marketing*, 1(1), 5–14.
- Wall, M., & Heslop, L.A. (1986). Consumer attitudes towards the quality of domestic and imported apparel and footwear. *Journal of the Academy of Marketing Science*, 14(2), 27–36.
- Wang, C.K., & Lamb, C.W. (1983). The impact of selected environmental forces on consumers' willingness to buy foreign products. *Journal of the Academy of Marketing Science*, 11(2), 71–84.
- Wang, C., & Chen, Z. (2004). Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: testing moderating effects. *Journal of Consumer Marketing*, 21(6), 391–400

- Warshaw, P., & Davis, F. (1985). Disentangling behavioural intention and behavioural expectation. *Journal of Experimental Social Psychology*, 21, 213–28.
- Warburton, J., & Terry, D. (2000). Volunteer decision of planned behaviour. *Journal of Basic and applied social psychology*. 2(4), 245-257.
- Watson, G., & Johnson, D. (1972). *Social psychology: Issues and insights*. New York, NY: J.B. Lippincott.
- Wetzels, M., Birgelen, M., & Ruyter, K. (1996). Isn't it much, if it isn't Dutch?: An application of the consumer ethnocentrism concept to international services in the Netherlands. Beracs, J., Bauer, A., and Simon, J., (Eds), *European Marketing Academy, Proceedings*, Budapest University of Economic Sciences, 2(1), 255–269.
- Wilson, G.D., & Patterson, J.R. (1968). A new measurement of conservatism. *British Journal of Social and Clinical Psychology*, 7, 264–269.
- Worchel, S., & Cooper J. (1979). *Understanding social psychology*. Homewood, IL:Dorsey Press..
- World Fact Book. (n.d) Retrieved April 14, 2009, from <https://www.cia.gov/library/publications/the-world-factbook/>
- World Fact Book. (n.d) Retrieved April 17, 2009, from <https://www.cia.gov/library/publications/the-world-factbook/>
- World Fact Book. (n.d) Retrieved May 10, 2009, from <https://www.cia.gov/library/publications/the-world-factbook/>
- World Tourism Organization (1999). *Tourism Market Trends: Middle East*. Madrid, Spain: World Tourism Organization.
- Xu, J., Shim, S., Lotz, S., & Almeida, D. (2004). Ethnic identity, socialization factors and culture-specific consumption behaviour. *Psychology and Marketing*, 21(2), 93–112.

- Xu, Y., Summers, T.A., Belleau, B.D. (2004). "Who buys American alligator? Predicting purchase intention of a controversial product. *Journal of Business Research*, 57(10), 1189–1198.
- Yaprak, A. (1978). Formulating a multinational marketing strategy: a deductive cross-national consumer behaviour model (Unpublished PhD thesis). University of Georgia State University.
- Yagci, M. (2001). Evaluating the effects of country of origin and consumer ethnocentrism: A case of a transplant product. *Journal of International Consumer Marketing*, 13(3), 63–85.
- Yim, W., Garma, R., & Polonisky, M. (2008). Product evaluation and purchase intention: Impact of country-of-origin and experience in living in a foreign country. *Sunway Academic Journal*, 4, 14–26.
- Yu, J.H., & Albaum, G. (2002). Sovereignty change influences on consumer ethnocentrism and product preferences: Hong Kong revisited one year later. *Journal of Business Research*, 55(11), 891.
- Zarkada-Fraser, A. & Fraser, C. (2002). Store patronage prediction for foreign-owned supermarkets. *International Journal of Retail & Distribution Management*, 30(6), 282–99.
- Zikmund, W.G. (2003). Business research methods. (7th ed.), Thomson Learning.