

EFFECT OF COUNTRY OF ORIGIN AND INVOLVEMENT
ON CONSUMERS' ATTITUDES TOWARD APPAREL
AND PURCHASE INTENTIONS

By

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CHAPTER I

INTRODUCTION

Until 1970, the United States with its vast resources was able to export more goods than it imported. Now the United States is experiencing one of the largest trade deficits in the world. The trade imbalance has been associated with virtually all major trading partners and virtually all major product categories (U. S. Department of Commerce, 1986).

Heavy import penetration is a reality in the U. S. textile and apparel industry. Serrin (1984) notes that imported goods comprise 35 to 40 percent of the market for textile and apparel products in the United States. In addition, the market share held by imported goods in some product categories is as high as 50 percent. It has been recognized that the apparel industry is losing its competitive edge in the world market.

The U. S. government has enacted legislation to protect the textile and apparel industry. Multi-fiber agreements have been amended, and quotas increased in several product categories from several countries. Heavier controls have been placed on the three largest suppliers (Hong Kong, Korea, and Taiwan) of textile and apparel products to the United States.

Most economists, opposing heavy Government protection, believe that free trade provides the best economic benefit to consumers.

Politicians emphasize the importance of keeping good political relationships between countries. Heavy protection against imports is perceived as a detriment in building and maintaining relationships with other countries.

Dickerson and Hester (1984) state that "the consumer is both a consumer and a world citizen whose choices have economic, political and social implications within this country and the broader world" (p. 25). Several researchers have recognized the importance to the world economy of identifying consumer choice patterns when choosing between imported and domestic apparel (Atkins & Jenkins, 1986; Davis, Kern, & Sternquist, 1986; Dickerson, 1982a, 1982b; Dickerson, 1986; Dickerson & Hester, 1984; Douglas & Boeckman, 1986; Gipson & Francis, 1986; Hester, 1986).

Several studies have focused on consumer beliefs, attitudes and purchase intentions toward imported apparel. Generally, findings suggest that country of origin information affects product quality perceptions and purchase intentions (Dickerson, 1982b, 1986). Expressed consumer attitudes, purchase intentions, and actual purchase behavior with regard to imported apparel appear to be inconsistent. Although respondents in previous studies have indicated definite preferences for U.S.-made apparel, sales of imported apparel--particularly women's sweaters, blouses and men's shirts--have continued to increase in the U. S. market.

Researchers have conducted surveys to find out the influence of country of origin on apparel purchase behavior at point of purchase. Consumers were questioned immediately following apparel purchases made in different types of stores. Findings suggest that country of origin

is not an important criterion influencing the decision to buy certain apparel categories--i.e. sweaters (Gipson & Francis, 1986), shirts (Hester, 1986), and blouses (Atkins & Jenkins, 1986).

Some research findings (Dickerson, 1982a, 1986; Douglas & Boeckman, 1986) have encouraged U. S. manufacturers to support a public campaign which could induce consumers to purchase U.S.-made apparel over imported apparel; thus the Crafted With Pride Council created a major television advertising campaign in the fall of 1985.

Several researchers have found that the Crafted With Pride campaign does not influence consumers' purchase behavior at the time of purchase, even though the campaign may increase consumers' concern for the domestic industry (Davis, Kern & Sternquist, 1986; Hester, 1986). Hester (1986) concluded that "at the point of purchase numerous other variables take precedence over the garment's country of origin" (p. 121).

Knowledge of consumer attitudes toward imported versus domestic-made apparel does not generally allow for a prediction of actual behavior. Mowen (1987) explained that consumers' actual behavior could be predicted using attitudes about a product only under conditions of high involvement with the product. Zaichkowsky (1985) found that high involvement consumers tended to perceive more product attribute differences than did low involvement consumers. Knowledge of consumers' attitudes toward imported apparel from consumers indicating a high level of involvement with apparel is important. Involvement with apparel might help explain the use of country of origin information in making purchase decisions and product evaluations. Consumer involvement with clothing has not been measured in studies focusing on the influence of country of origin information in apparel purchasing situations.

This research will focus on consumers' attitudes toward imported apparel from selected countries and the influence of clothing involvement on consumers' attitudes toward imported apparel from selected countries. Since imports are increasing from various countries and quota policies are different by country, consumers' attitudes toward imported apparel should be studied in relation to exporting country. Most research seeking to discover the influence of country of origin information on apparel evaluations and purchase intentions has not considered specific country of origin. The country of origin cue has generally been defined as domestically made (U.S.A.) or imported. Few studies have indicated specific countries when referring to imports.

Significance of the Problem

Differences in consumers' attitudes toward apparel from selected countries may reflect the selected countries' competitive strengths and weaknesses in the U. S. market. More specifically, favorable attitudes toward a certain foreign country's apparel may be related to the level of its penetration in the U. S. market. Consumers may have more favorable attitudes toward apparel from a country that has strongly penetrated the U. S. market. This may explain why imported apparel has been successful in the U. S. market.

If research findings indicate definite differences in consumers' attitudes toward imported versus U. S. made apparel, the findings will be encouraging to U. S. manufacturers and campaigners. Consumers' involvement, such as seeking country of origin information at the time of purchase, could be increased by skillfully arousing emotions with public campaigns.

If there are differences in consumers' attitudes toward apparel based on country of origin between consumers who are more involved with apparel and consumers who are less involved with apparel, the findings will support the proposition that a consumer's involvement influences the importance of certain product cues. Consumer attitude differences related to level of involvement with apparel may support the proposition that consumers' actual behavior could be predicted using attitudes about a product only under conditions of high involvement with the product.

Information on the number of consumers who are more involved with apparel (expressed by a percentage) will be helpful for market segmentation by apparel manufacturers. Also, consumers' expressed attitudes toward apparel from selected foreign countries will be useful for foreign manufacturers in developing product positioning strategies for the U. S. market.

Purpose and Objectives

The purpose of this study was to examine the influence of country of origin on consumers' attitudes toward apparel. The specific objectives of the study were:

1. To determine consumers' attitudes toward apparel, given country of origin information.
2. To determine if consumers' attitudes toward apparel differ based on country of origin information.
3. To determine the relationship between the levels of clothing involvement and consumers' attitudes toward apparel from three different countries.

4. To determine the relationship between consumers' purchasing intentions and consumers' attitudes toward apparel from three different countries.

5. To determine if the importance consumers place on purchasing U.S.-produced apparel is related to consumers' attitudes toward apparel from three different countries.

Hypotheses

The following null hypotheses were tested:

H₁: There will be no difference in consumers' attitudes and intent to purchase toward apparel from the United States, Hong Kong and Sri-Lanka.

H₂: There will be no correlation between consumers' clothing involvement levels and attitudes toward apparel for each of the three different countries.

H₃: There will be no correlation between consumer attitudes toward apparel and purchasing intentions for each of the three countries.

H₄: There will be no correlation between consumers' attitudes toward apparel and importance of purchasing U.S.-produced apparel for each of the three countries.

Assumption

It is assumed that a student sample represents U. S. consumers. Gaedeke (1973) suggested that college students "represent a rapidly expanding market segment" (p. 14). Gaedeke (1973) explains further that "about a third of total consumer spending power is accounted for by families where the head has had at least some exposure to college" (p. 14).

Limitations

Findings of this research will apply only to U. S. consumers. Findings will be applicable only for the selected countries (the United States, Hong Kong, and Sri-Lanka) and might differ if European or other North American countries were used. Also, the sample will have a higher education level and a more limited age range than the population as a whole due to using a college student sample.

Calder, Phillips, and Tybout (1981) argue that student samples are appropriate when the researcher seeks to build theory. Actual results are not generalized to the population but theories are used to generalize findings.

Variables

The variables investigated in the study include country of origin, consumer involvement, consumer attitudes toward apparel, purchase intentions, and importance of purchasing U. S.-produced apparel. The two foreign countries selected for this study were chosen primarily on the basis of actual export levels or expected export growth to the United States within the next five years (Williams, 1982). Hong Kong was considered as the heavy exporter, while Sri-Lanka was considered as the fast-growing exporting country in the United States.

Definition of Terms

Attitudes. Fishbein (1967) defined attitudes as "learned pre-dispositions to respond to an object or class of objects in a favorable or unfavorable way" (p. 257).

Involvement. Zaichkowsky (1985) defined involvement as "a person's perceived relevance of the object based on inherent needs, values, and interests" (p. 342).

Purchasing Intention. Fishbein and Ajzen (1975) defined behavioral intention as "a person's intention to perform various behaviors" (p. 12). Thus, purchasing intention is defined as "a person's intention to" purchase apparel.

CHAPTER II

REVIEW OF LITERATURE

International Trade

U. S. International Trade

The United States had a positive trade balance of two billion dollars in 1970 (Henneberry & Ward, 1985). The U. S. has increased its trade deficit every year since 1970: the U. S. trade deficit reached 106 billion dollars in 1984 and 145 billion dollars was estimated in 1986 (Henneberry & Ward, 1985; US Congress Annual Report, Jan., 1987). The trade deficit has now become one of the most important issues in the U. S. economic environment.

The U. S. trade deficit has increased significantly from 1980 because of the strong foreign exchange value of the U. S. dollar and the very slow growth of the annual GNP in developing countries (US Congress Annual Report, Jan., 1987). According to Henneberry and Ward (1985), the large appreciation of the U. S. dollar between 1980 and 1985 has increased the U. S. consumers' demand for less expensive foreign goods, and has decreased demands from foreign buyers--especially those from developing countries--for the more expensive U. S. products. The share of U. S. products purchased by developing countries has shrunk from 41 percent of all U. S. merchandise exports in 1981 to 34 percent in 1985 (US Congress Annual Report, Jan., 1987). Recent changes in the

dollar's exchange value may alter this trend, but accurate assessment of these changes is beyond the scope of this paper.

U. S. Textile and Apparel Industry

The volume of textile and apparel imports has increased noticeably in the U. S. market since 1970. U. S. textile imports increased from 1.1 billion dollars in 1970 to 4.5 billion dollars in 1985--an increase of approximately 300 percent in 14 years. Textile imports increased over 120 percent from 1970 to 1980 and 81 percent from 1980 to 1984 (U. S. Department of Commerce, 1986).

The volume of apparel imports has increased even more severely. The volume of U. S. apparel imports increased from 1.3 billion dollars in 1970 to 13.5 billion dollars in 1984--an increase of over 900 percent in 14 years. Apparel imports increased over 400 percent from 1970 to 1980 and approximately 110 percent from 1980 to 1984 (U. S. Department of Commerce, 1986). Between 1980 and 1984, imported apparel increased its market share significantly in several apparel categories. For example, women's imported sweaters have captured approximately two-thirds of the domestic market (Howell, Noellert, Frangedaki, Moore & Wolff, 1985).

Even though imports are not the only factor affecting the decline of the domestic textile and apparel industry, imports have certainly adversely affected the U. S. textile and apparel industry. The trade deficits in the U. S. textile and apparel industries have continuously increased. The textile-apparel trade deficit was 14.9 billion dollars in 1984 (U. S. Department of Commerce, 1986); and it was an estimated 20.9 billion dollars in 1986 (U. S. Department of Commerce, 1986). A

large number of U. S. textile and apparel factories were closed between 1979 and 1984 (Howell et al., 1985). In 1982, average unemployment in the textile industry was 14.8 percent, while that of the apparel industry was 15.4 percent (U. S. Department of Commerce, 1983b, 1983a). Between 1980 and 1985, the employment rate decreased 3.1 percent annually in the apparel sector, and approximately two or three percent annually in the textiles sector (U. S. Department of Commerce, 1987a, 1987b).

Most U. S. apparel imports are from developing Asian countries such as Hong Kong, Taiwan, Korea, and China (U. S. Department of Commerce, 1987a). These countries have a lower wage rate advantage over the United States. In order to compete with developing countries, the U. S. has attempted to decrease production costs. Some large U. S. industries have adopted high technology and some have established foreign manufacturing facilities to take advantage of the "807" tariff provisions (Howell et al., 1985; "Apparel's Last Stand," 1979; U. S. Department of Commerce, 1987a). Under the 807 tariff provision, the U. S. manufacturer can reduce manufacturing costs by sending cut garments to low wage countries for the sewing and finishing operations. Finished garments are then shipped back to the United States. Using that procedure, duty is paid on only the value added by the foreign labor (Dickerson & Barry, 1980).

Automation has increased U. S. industries' productivity (Howell et al., 1985; U. S. Department of Commerce, 1987a). However, since automation needs large amounts of capital, automation in this industry seems to be limited to the bigger companies with large financial supports ("Apparel's Last Stand," 1979; U. S. Department of Commerce, 1987a).

Automation may change this industry's structure significantly, resulting in mergers of small companies which can not afford capital for high technology equipment and computerized systems.

U. S. Government Protection

The textile and apparel industries have fought for U. S. government protection to control the level of imports. Since the Carter Administration announced a new program to help the U. S. textile and apparel industry in a 1979 White Paper, the U. S. government protection policy for the domestic industry has been significantly tightened. In 1981, quotas were established on imports from five countries; in 1982 under the Reagan Administration, 38 quotas were added on imports from eight countries. In 1983 and 1984, 220 new quotas with 23 countries were established (U. S. House of Representatives, 1984). Under the Multi-Fiber Arrangement (MFA), the U. S. has negotiated bilateral agreements with most of the major foreign suppliers, particularly with Hong Kong, Taiwan, and Korea (U. S. Department of Commerce, 1983b, 1987b).

U. S. trade policy has been criticized for several reasons. Economically, imported apparel has benefited consumers by offering lower prices and by keeping the prices of domestic products lower (U. S. Department of Commerce, 1983a). Moreover, several economists believe that the import restrictions on apparel make the U. S. consumer spend more dollars on clothing. According to a report from the General Accounting Office ("Apparel," 1974), bilateral agreements cost U. S. consumers approximately 350 million dollars more for goods from Japan, Hong Kong, Korea, and Taiwan. Morkre and Tarr (1980) concluded that consumer welfare benefits from removal of all import restraints on

apparel could be up to 1.9 billion dollars in the first year; and 3.9 billion dollars in the second year. Also, the International Business and Economic Research Corporation suggests that stronger legislation may create more jobs in the textile sector, but may also create job losses in the retail sector ("Apparel," 1987).

Politically, several researchers and politicians have recognized that strong government protection may damage relationships with other countries. Dickerson and Hester (1984) state that

Imposing trade barriers usually results in retaliation by other countries, as happened with the 1983 embargoes of the "Peoples' Republic of China in response to the unilateral controls imposed on textile imports. (p. 24)

The U. S. President (U. S. Congress Annual Report, Jan., 1987) stated that

The overall strategy is to reduce international imbalances in a manner consistent with sustainable economic growth, in the United States, in other industrial countries, and in the developing countries, rather than by moving toward protectionism that would injure all countries. (p. 98)

Textile and Apparel Industry in Other Countries

Because the apparel and textile industry is highly labor intensive and low in capital intensity, developing countries that have a large number of unskilled or less skilled workers are more easily able to enter this industry as a step to becoming industrialized nations. After World War II, Japan was the leading exporter of low-priced textiles and apparel in the world market. By the 1960s, Hong Kong, South Korea, and Taiwan began to threaten Japan's position as the leading low priced textile and apparel exporter in the world. Currently these three countries are considered as the world leaders of textile and apparel exports (Howell et al., 1985). Since 1976, new producing countries,

such as the Philippines, Thailand and Sri-Lanka have entered the world market ("Profiles of Exporting Nations," 1984; Williams, 1982). This shift has been due mostly to the low cost of labor in developing countries.

The importance of the Orient in the apparel industry has been recognized. Barry and Dickerson (1982) state that

Fashion leadership, once centered in France, has shifted to some extent to Italy and the United States. Perhaps the natural progression will be the development of the Orient as a leader of fashion in the textile and apparel industries. (p. 90)

Japan. Japan is now considered to be one of the most important nations in textile and apparel production in the world. Barry and Dickerson (1982) describe the Japanese textile and apparel industry's developmental stages as follows: "factory workers started by adapting the easily understood styles and then changing those not easily understood. They eventually began to innovate slightly, and now have become designers" (p. 91). One goal of the Japanese industry is to achieve status as a world fashion center. Japanese consumers are fashion-sensitive and have the ability to discriminate quality (Barry & Dickerson, 1982; Kitahara, 1984).

Hong Kong. Hong Kong's apparel industry has grown to be the world's largest due to the abundance of skilled labor and finances (Barry & Dickerson, 1982). Hong Kong has established many branch factories in neighboring countries--mostly less developed and low-wage countries such as Singapore, Philippines, Thailand, Malaysia and Sri-Lanka (Barry & Dickerson, 1982). In Hong Kong, quota shares can be bought by or sold to other countries legally; Hong Kong is thus

providing a variety of marketing services and conveniences to its customers. Success in the textiles and apparel industry is important for Hong Kong's economy (Barry & Dickerson, 1982; Howell et al., 1985).

Taiwan. Taiwan has introduced high technology and capital intensive equipment to the textile and apparel industry. Barry and Dickerson (1982) state that "Taiwan's innovative design centers, centralized laboratories, and computer cutting operations, along with the establishment of technical schools, are stimulating further development of the textile and apparel industries" (p. 92). Taiwan can supply small quantity orders and fashion items to U. S. retailers (Barry & Dickerson, 1982).

South Korea. The South Korean apparel industry grew quickly during the 1960s and the early 1970s (Shin, 1982). Like the other more developed countries, the Korean apparel industry now has problems with increasing wage rates and high production costs (Shin, 1982). The Korean apparel industry also has heavy quota restrictions from its customer countries. In order to survive these problems Korean industries are changing their consumer markets from low-end to medium and high-end markets.

The Korean apparel industry might have some problems in the near future due to the large size of its factories. "South Korean factories are large, sometimes two miles long and one mile wide. These factories need very large orders to keep them operating" (Barry & Dickerson, 1982, p. 93).

New Developing Countries. Several researchers suggest that while current large textile and apparel product suppliers in the U. S. market (specially Hong Kong, Taiwan, and Korea) are under heavy quota

restrictions, several less developed countries such as the Philippines, Singapore, Thailand, Indonesia, and Sri-Lanka may have opportunities to grow as important suppliers, particularly in low-end products (Barry & Dickerson, 1982; Howell et al., 1985; Williams, 1982). Those countries do not yet have large amounts of capital to invest in high technology, but they have abundant labor and few or no-quota restrictions. Many developed countries and more developing countries in Asia are now taking advantage of their labor and no-quota restrictions (Barry & Dickerson, 1982; Howell et al., 1985).

Williams (1982) evaluated 12 less developed countries in terms of their ability to expand in textile and apparel production and exporting. Among the 12 countries, researchers should take notice of Sri-Lanka as a country having the highest potential for increasing exports during the next five years. Sri-Lanka showed the most rapid growth rate of any exporting country during 1976-1980; their world exports increased 20 times, from six million dollars to 131 million dollars (Williams, 1982). Also, according to Williams (1982), Sri-Lanka's government is eager to support its textile and apparel industry for the nation's industrialization. The government support will increase Sri-Lanka's productivity more rapidly.

Consumer Behavior

Consumer Beliefs, Attitudes and Behaviors

Early consumer behavior researchers (Lavidge & Steiner, 1961) proposed that beliefs about an object occurred first. Next, consumers developed attitudes toward the object. Finally, consumers translated

attitudes into actual purchases. This pattern of behavior has been called the "standard learning hierarchy" (Ray, 1973, p. 152).

However, since the mid-1960s consumer researchers recognize that in many purchasing situations consumers do not follow the pattern of the standard learning hierarchy. One alternative pattern is the low involvement purchasing strategy. In this case, beliefs are formed and behavior follows, and attitudes toward a product are not formed. Krugman (1965) proposed that consumers are forced to develop ideas (beliefs) about products or to remember products by repeated advertising; therefore, consumers may automatically select products using a low-involvement purchasing strategy. Consumers eventually form attitudes toward products. Ray (1973) called this pattern the "Low-involvement hierarchy" (p. 152) which is a cognitive-conative-affective relationship.

Ray (1973) called a conative-affective-cognitive relationship the "Dissonance-Attribution hierarchy" (p. 152). In this relationship, behavior occurs first. Next, consumers develop attitudes toward the object and then consumers develop beliefs about the object.

Most recently, Mowen (1987) explained why there are several patterns of consumer behavior in the purchasing situation. Mowen states that

When the consumer is highly involved in a particular purchase decision, he or she will tend to engage in extended problem-solving activities and move through the standard learning hierarchy of belief formation leading to attitude formation leading to behavior....The flow of events is quite different when the consumer is in a low-involvement decision situation....the consumer moves through a routine or limited decision process in which only one or two alternatives are considered in a superficial manner. As a result, a limited number of beliefs are formed about the product alternatives. Furthermore because the consumer does not evaluate the alternatives closely, attitudes tend not to be formed. Attitudes tend to occur only after the product or service is bought. (pp. 211-212)

Consumer Involvement in the Purchasing Process

Involvement has been defined several ways by several researchers. Bowen and Chaffee (1982) defined involvement as "a direct outgrowth of the potential benefits or rewards the product holds for the consumer" (p. 615). Houston and Rothschild (1978) defined involvement as "situational involvement - the ability of a situation to elicit from individuals concern for their behavior in that situation" (p. 184). Antil (1984) defined involvement as "the level of perceived personal importance and/or interest evoked by a stimulus (or stimuli) within a specific situation" (p. 204). Zaichkowsky (1985) states that involvement is "a person's perceived relevance of the object based on inherent needs, values, and interests" (p. 342).

Mowen (1987) determined the factors influencing the degree of consumer involvement in purchase decisions to be: product risk factors, consumer factors, and situational factors. Antil (1984) emphasizes the consumer factors as ones that influence consumer involvement most. Antil (1984) states that "since it is the individual's interpretation of the stimulus that determines the level of involvement, people will vary in the level of involvement they associate with a given stimulus" (p. 204).

Several researchers suggest that consumers behave differently in the purchasing situation because of their level of involvement. Petty and Cacioppo (1981) state that

in high involvement situations, the persuasive message under consideration has a high degree of personal relevance to the recipient, whereas in low involvement situations, the personal relevance of the message is rather trivial. (p. 20)

Polegato and Wall (1980) examined behavior differences between 406 female university students categorized as fashion leaders or fashion

followers. Fashion leaders who had more personal interest in clothing exhibited extended problem-solving activities; fashion leaders sought more information about fashion using a variety of sources than fashion followers.

Consumer Beliefs, Attitudes, and Purchase

Intentions Toward U.S.-Made Versus

Imported Apparel

Several researchers have been interested in consumer attitudes toward imported apparel since the level of import penetration has increased in the U. S. market. Researchers question the possibility of controlling the level of import penetration in the U. S. market with consumers' cooperation. Some research findings suggest that volume of imports could be reduced in the U. S. market with consumers' cooperation.

According to Dickerson (1982a), most U. S. consumers seem to be aware that the United States imports more apparel than it exports; and want to protect the U. S. apparel and textile industry by passing stronger laws that limit the influx of imported apparel. Dickerson (1982b) examined the U. S. consumers' purchasing behavior and attitudes toward imported versus domestically made-apparel by surveying 408 consumers in 10 areas of the Eastern United States. Dickerson (1982b) found that the majority of respondents were concerned about the U. S. apparel and textile industry and its workers, and expressed that this concern influenced their purchasing behaviors. In addition, this concern seems to be affecting the consumers' evaluation of quality for imported apparel. Dickerson (1982b) found relationships between consumer attitudes and some of the demographic variables. The consumers most

concerned over the imported apparel issue were from the middle socio-economic class.

Several consumer behavior researchers have included country of origin as an important apparel attribute in addition to other attributes such as price, quality, store type, etc., in consumer attitude research. Dickerson (1986) examined the importance of country of origin information in apparel evaluation relative to other clothing attributes: price, quality, care, and style. Dickerson found that consumers' evaluation of apparel could be affected most significantly by country of origin information.

Consumer Purchase Behavior for Apparel

Gipson and Francis (1986) surveyed sweater purchasers immediately following the purchase in order to investigate the awareness of country of origin and the importance of country of origin at the time of purchase. Department store and discount store customers were sampled. Gipson and Francis (1986) found that criteria such as fit, color, and coordinates with wardrobe affected consumers' sweater purchase decision more than country of origin information. Most female purchasers were not aware of the origins of the sweaters they purchased. Age and occupation were related to the awareness of the apparel items' country of origin.

Atkins and Jenkins (1986) examined women consumers' preference and evaluation of imported versus domestic-made blouses. Similar to the Gipson and Francis' (1986) findings, the study results indicate that knowledge of the imported or domestic status is not an important criterion in selection of blouses. This information is neglected by most women consumers during the apparel selection process. Also, findings

suggest that women consumers perceive imported blouses are of better quality.

Beliefs, Attitudes, and Purchase Intentions
Versus Actual Purchasing Behavior
for Apparel

It has been found that expressed consumer beliefs, attitudes, and purchase intentions are not consistent with actual purchase behavior regarding imported apparel. LaPiere (1967) states that "it is simple enough to prove that there is no necessary correlation between speech and action, between response to words and to the realities they symbolize" (p. 27).

The differences in the findings from two kinds of research may be due to the differences in research methods. Those consumer studies that focused on attitudes relied on respondents' recall or other abstract stimuli. LaPiere (1967) states that "people's symbolic reaction in symbolic social situations tend to be prejudiced compared to people's actual reaction in a real social situation" (p. 27). Since recall or other abstract stimuli may create a symbolic situation, it is possible that respondents' answers toward imported apparel were influenced by consumers' prejudice.

On the other hand, in consumer purchase behavior studies, specific products were presented or shopping mall intercept interviews were conducted. The apparel items presented were sweaters and blouses which had penetrated the U. S. market successfully. Bannister and Saunders (1978) suggest that product availability affects consumers' perceptions of foreign-made products.

The Impact of the Crafted With Pride Council
Campaign on Consumer Behavior

Several research findings have suggested that increasing public attention regarding country of origin in apparel is needed in order to protect the U. S. apparel industry from imports. As the U. S. textile and apparel industry has begun to promote domestic products, several researchers are focusing on the impact of the public campaign on consumer behavior.

Douglas and Boeckman (1986) conducted an experimental study to investigate the effects of public advertising on consumer beliefs and attitudes toward U.S.-made and foreign-made apparel. Findings indicate that the television campaign could affect beliefs and attitudes. The study findings show that exposure to a videotaped advertisement creates stronger beliefs and more favorable attitudes toward U.S.-made apparel. It was also found that sex was related to variances in beliefs and attitudes.

After the Crafted With Pride campaign had been on television, Hester (1986) examined the effect of the public campaign on consumers' attitudes toward domestic versus imported clothing and their awareness of the country of origin from consumers who had purchased clothing just before the interview. Research findings indicate that the campaign could affect consumers' beliefs about the domestic apparel industry; however, consumers' purchasing preference may not be affected by their beliefs. Hester (1986) concludes that

Raising the level of concern of apparel consumers may be a step in the right direction, but until this concern is translated into awareness at the time of purchase, domestically produced garments will have no advantage over imported apparel. (p. 121)

Davis, Kern, and Sternquist (1986) investigated the influence of three cues--country of origin, store image, and "Buy American" campaign--on consumer perceptions of garment quality, expected price and garment selection. Findings show that the campaign may not influence consumers to select domestic apparel more often. It was found that consumers rely on retailer's prestige more so than the campaign data. Research by Hester (1986) supports this finding and points out that "at the point of purchase numerous other variables take precedent over the garment's country of origin" (p. 121).

National Stereotypes

U. S. Superiority

The effects of the country of origin information on consumers' evaluation of products from different countries has been an important research subject among marketing researchers as international trade has increased. One of the earliest studies in this area was conducted by Reirson (1966) and examined students' attitudes toward 1) products in general from 10 countries (U.S.A., Canada, Japan and developed European countries); 2) three classes of products (mechanical, food, and fashion merchandise) from seven countries and; 3) a variety of specific products from four foreign countries. Findings suggested that U. S. consumers believe that the United States is producing the best quality products in every aspect. According to study results, American products were ranked first while Japanese products were ranked last in every category. The findings indicate that consumers had strong prejudices toward foreign countries and those prejudices influence the evaluation of product quality from those countries.

Nagashima (1970) examined international consumers' attitudes toward products (no product category mentioned) from selected countries: United States, Japan, England, Germany, Italy, and France. American businessmen and Japanese businessmen were selected for comparison. Nagashima (1970) found that country of origin information generates a stereotyped national image toward products of a specific country, and the national image for a country can be different based on consumers' cultural background.

Schooler (1971) examined consumer attitudes toward products (cotton cloth, a black desk pen, and a goblet) from the United States, Western Europe, and Asia. Findings show that consumers perceive products made in the United States as superior compared to products made in Western Europe and Asia. Gaedeke (1973) compared consumers' perception of products (food, electronic items, and textiles) made in the United States and developing countries and found results similar to Schooler (1971). Findings show that the U. S. consumers perceive products made in the United States as superior compared to products made in developing countries. Gaedeke (1973) pointed out that "the point spread between the United States and the top ranking developing country is greater than the point spread between the highest and lowest ranking developing country" (p. 15).

Improvements in the Image of Foreign Products

From the middle of the 1970s, it appears that U. S. products have begun to develop less favorable images in several product categories. Dornoff, Tankersley, and White (1974) conducted a study similar to Reirson's (1966) study of attitudes toward products from the U. S. and

several foreign countries. Findings showed U. S. consumers evaluated some of the foreign products more favorably than consumers in Reirson's (1966) study. Age and education were found to be significantly related to consumer attitudes toward specific countries. For example, middle age consumers and consumers with high school education showed more negative attitudes toward imports, especially for Japanese products. The study results suggest that U. S. consumers have become familiar with products from selected foreign countries and have begun to use country of origin information discriminately based on product category.

This trend of favorable attitudes toward foreign products has been found among foreign subjects. In 1977, Nagashima replicated a study of consumers' attitudes toward products from several foreign countries. In the most current study, Japanese businessmen evaluated foreign countries' products differently when compared to the 1970 data. Dornoff, Tankersley, and White (1974) had similar results, especially for electronic items and mechanical products.

Bannister and Saunders (1978) examined United Kingdom (U.K.) consumers' attitudes toward domestic products as well as foreign products. Selected foreign countries were considered to be highly active in the U. K. market. Bannister and Saunders (1978) reported similar results to those of the Nagashima (1977) study for U. K. consumers. United Kingdom consumers rated products from West Germany, the United Kingdom, and Japan higher than products from the United States. Bannister and Saunders (1978) also found age and sex to be significantly related to consumers' attitudes toward specific countries. For instance, for German products, male consumers had more favorable attitudes than female consumers; for Japanese products, younger consumer groups showed more favorable attitudes than older age groups.

The trend of less favorable consumer attitudes toward U. S. products was found not only from foreign consumer groups but also from the U. S. consumer groups. Czepiec (1984) replicated the Reirson (1966) study in order to determine consumers' attitude changes toward products from selected countries. According to Czepiec's (1984) findings, U. S. consumers considered U.S.-made automobiles and mechanical products inferior to those made in Japan and Germany. Festervand, Lumpkin, and Lundstrom (1984) reported similar findings based on a sample of U. S. consumers.

Summary

Researchers have examined the influence of country of origin on consumers' attitudes toward products from different countries. The product categories studied have varied widely, from durable hardware products and automobiles to food and fashion merchandise. Results from previously reviewed studies (Czepiec, 1984; Dornoff, Tankersley, & White, 1974; Festervand, Lumpkin, & Lundstrom, 1984) suggest that U. S. consumers are still influenced by country of origin in their evaluation of products from different countries. Generally, U. S. consumers evaluate all product categories from the United States positively, while U. S. consumers evaluate products from foreign countries as favorable or unfavorable based on specific product categories.

CHAPTER III

METHODOLOGY

The purpose of the study was to examine the influence of country of origin on consumers' attitudes toward apparel. The procedures used are discussed in the following sections: Research Design, Sample, Instrument, Collection of Data, and Analysis of Data.

Research Design

The design of this study was an analytical descriptive study. According to Kerlinger (1973), survey research is analytical in nature and is used to obtain information that describes the nature and extent of opinion and attitudes of individuals toward the specific situation.

Sample

Participants in the study were students at Oklahoma State University enrolled in either a marketing course, "Marketing Principles" (Sections 03 and 04), or a clothing, textiles and merchandising course, "Clothing in an Ecological Framework" during the Spring 1988 semester. Both courses are upper division courses and the researcher obtained permission from the class instructors to conduct the survey. College students were chosen because they represent a present market segment in the United States. A complete profile of the sample is presented in Table I.

TABLE I
SAMPLE CHARACTERISTICS

Characteristic	Frequency	%
<u>Sex</u>		
Male	31	22.0
Female	110	78.0
<u>Age</u>		
19-24 years	132	93.6
25-29 years	6	4.2
30-39 years	3	2.1
<u>Race</u>		
American Indian	2	1.4
Asian	1	0.7
Black	6	4.3
Hispanic	2	1.4
White	130	92.2
<u>Classification</u>		
Sophomore	16	11.3
Junior	77	54.6
Senior	48	34.0
<u>College</u>		
Agriculture	2	1.4
Arts and Science	11	7.8
Business	38	27.0
Education	2	1.4
Engineering, Architecture, and Technology	2	1.4
Home Economics	86	61.0
<u>Major</u>		
Clothing, Textiles & Merchandising	51	36.2
Non-Clothing, Textiles & Merchandising	90	63.8
<u>Living Situation</u>		
Apartment	66	116.8
House	34	24.1
Parent's Home	3	2.1
Residence Hall	17	12.1
Sorority/Fraternity House	20	14.2
Other	1 ^a	0.7
<u>Home Town</u>		
Metropolitan	52	36.9
Urban	40	28.4
Rural	49	34.8
Total	141	100.0

^aTrailer House

Instrument

A self-administered questionnaire was used for data collection (Appendix A). The questionnaire included previously used scales as well as items developed by the researcher. The questionnaire was designed to measure clothing involvement, attitudes toward apparel from three different countries, purchase intentions, country preference for apparel purchases, importance of purchasing U.S.-made apparel, and selected demographic characteristics. Scales and questions used to measure these variables are discussed subsequently.

Apparel Involvement

The apparel involvement scale, a semantic differential scale originally named the Personal Involvement Inventory, was developed by Zaichkowsky (1985). This scale consisted of 20 bi-polar items rated on a seven-point scale. Scores on this scale may range from a low of 20 to a high of 140. Ten items were reverse scored as specified by Zaichkowsky (1985). This scale was tested for internal reliability and validity by Zaichkowsky (1985). Cronbach alpha coefficients ranged from .97 to .99 and an "average test-retest correlation of 0.90" was reported (Zaichkowsky, 1985, p. 349). For this administration, the apparel involvement scale had a reliability coefficient (Cronbach's alpha) of .95 (Table II).

Attitudes Toward Apparel from Three Different Countries

Attitudes toward apparel from three different countries were measured for five product attributes: durability, value for money,

TABLE II
INSTRUMENT CHARACTERISTICS

Variable	N	Number of Items	Possible Range	Range Used	Mean	SD	Coefficient Alpha
Apparel Involvement	141	20	20-140	77-140	122.76	14.35	.95
Attitudes/United States	141	5	5-35	12-35	27.32	4.62	.74
Attitudes/Hong Kong	141	5	5-35	11-34	22.35	4.90	.74
Attitudes/Sri-Lanka	141	5	5-35	5-32	19.20	4.75	.79
Purchase Intentions/ United States	140	1	1-7	2-7	6.03	1.16	-
Purchase Intentions/ Hong Kong	141	1	1-7	1-7	4.11	1.55	-
Purchase Intentions/ Sri-Lanka	141	1	1-7	1-7	3.32	1.52	-
Importance of Purchasing United States Apparel	141	1	1-7	1-7	4.67	1.73	-

appearance, availability and standard of workmanship. The original attributes and a semantic differential scale were adapted from a scale developed by Bannister and Saunders (1978). Due to the nature of apparel products, the attribute "durability" was substituted for one of the original attributes, "reliability." Bi-polar items were rated on a seven-point scale. Scores on this summed scale could range from a low of 5 to a high of 35. Two items were reverse scored.

Reliability coefficients (Cronbach's alpha) were calculated for the scales measuring consumer attitudes toward apparel. Reliability coefficients were .74 for the scale measuring attitudes toward apparel from the United States, .74 for Hong Kong, and .79 for Sri-Lanka (Table II).

Purchasing Intentions

Consumers' intent to purchase apparel from selected countries was measured using a seven-point scale, where 7 represented "not likely to purchase" and 1 represented "likely to purchase." The scale was reverse scored so that a higher score represented a higher likelihood of purchase.

Country preference for apparel purchases was measured by asking consumers' to check the country from which they would be most likely to purchase apparel. Consumers were forced to choose one country from among the three selected countries.

Importance of Purchasing U.S.-Made Apparel

One question was designed to measure consumers' perception of the importance of purchasing U.S.-made apparel. A seven-point scale ranging

from 1 (not important) to 7 (very important) was utilized. The question and response pattern for this question were adapted from Dickerson's (1982a) study.

Demographics

Eight demographic characteristics were measured to aid in describing the sample: sex, age, race, classification, college, major, living situation, and hometown type. Items from previous studies as well as researcher constructed items were used.

Collection of Data

A pilot test was conducted in order to identify potential problems with the data collection procedures or instrument. Following refinement of the instrument data were collected from the selected sample.

Pilot Test

Prior to administering the questionnaire, the instrument was pilot-tested with 16 students enrolled in a clothing, textiles and merchandising course, Pre-Work Seminar, during the 1988 spring semester. Pilot-test data were analyzed using frequencies and percentages. Pilot questionnaires were scrutinized to identify needed revisions.

Three respondents indicated that they did not know where Sri-Lanka was. After discussion it was decided that lack of country recognition would not adversely affect the results of the study.

Two changes were made to the demographic section of the questionnaire. Residence hall replaced the term dormitory as a choice for the question "What best describes your living situation?" A question

eliciting students' major was added based on the recommendation of the statistician.

Administration

Data were collected from students enrolled in either a marketing class (sections 03 and 04) or from students enrolled in a clothing textiles and merchandising class during a regularly scheduled class session. Questionnaires were distributed in the two marketing classes on March 25, 1988 and in the clothing, textiles and merchandising class on March 23, 1988. One hundred fifty-seven students participated in the study.

The questionnaire was administered by the same person in each course. Students were told that the survey was designed to learn more about Oklahoma consumers and their attitudes toward apparel. The voluntary nature of the study was explained and students were insured of confidentiality. In addition, students were urged to answer all the questions.

The presentation order of the three countries (Hong Kong, United States, Sri-Lanka) on the scale measuring attitudes toward apparel and purchasing intentions was controlled in order to avoid biased results. Six versions of the questionnaire were constructed. All possible ordering combinations were represented in the questionnaires. Participants received one of the six versions of the questionnaire distributed randomly.

Analysis of Data

Of the 157 questionnaires received, a total of 141 questionnaires

were analyzed. Sixteen questionnaires were not analyzed due to missing data. The Statistical Analysis System (SAS) was used for analysis of the data.

Means were calculated for apparel involvement, attitudes toward apparel from three different countries, purchasing intentions and importance of purchasing U.S.-made apparel. Frequencies and percentages were calculated for apparel involvement, country preference and demographic characteristics.

Hypotheses were tested using Analysis of Variance and Pearson product-moment correlation analysis. A probability level of $p < .05$ was selected for rejecting the null hypotheses.

Apparel Involvement

An overall apparel involvement score was calculated by summing the 20 apparel involvement items. The highest possible score was 140 and the lowest possible score was 20. The mean and standard deviation were computed for apparel involvement.

Frequencies and percentages were calculated to determine the distribution of apparel involvement scores. The distribution derived from the data was used to classify respondents into either low, medium, or high involvement groups. Respondents' scoring in the first quartile of the distribution were defined as the low involvement group; respondents' scoring in the middle 50 percent of the distribution were defined as the medium involvement group; respondents' scoring in the top quartile of the distribution were defined as the high involvement group. This categorization scheme was suggested by Zaichkowsky (1985).

Table III presents the distribution of apparel involvement scores. Low involvement consumers, those in the lower quartile of the distribution, had scores ranging from 77 to 115; medium involvement consumers, those falling in the middle 50 percent of the distribution, had scores ranging from 116 to 134; high scorers, those in the upper quartile of the distribution had scores ranging from 135 to 140. The distribution derived from the present data is quite different from that found by Zaichkowsky (1985). Zaichkowsky had scores ranging from 26 to 69 for the low involvement group, from 70 to 110 for the medium involvement group, and from 111 to 140 for the high involvement group. Appendix B presents the distribution of clothing involvement scores as a whole.

Attitudes Toward Apparel from Three Different Countries

An overall score for attitudes toward apparel was calculated for each of the three countries. Scores for each of the five product attributes were added to yield a summary score. Scores could range from a low of 5 to a high of 35. Means and standard deviations were computed for the overall attitude toward apparel score for each country. In addition, means and standard deviations for each of the five individual attributes (i.e. durability, appearance, etc.) were calculated for each country. The possible range of scores for each attribute was from 1 (least favorable attitude) to 7 (most favorable attitude).

Likelihood of Purchase

Means and standard deviations were computed for purchasing intentions for apparel from three different countries. Scores ranged from 1 (not likely to purchase) to 7 (likely to purchase).

TABLE III
DISTRIBUTION OF APPAREL INVOLVEMENT
(N=141)

Involvement Scores	Frequency	%	Cumulative Frequency	Cumulative Percent
77-115	34	24.1	34	24.1
116-134	72	51.1	106	75.2
135-140	35	24.8	141	100.0

Country Preference

Frequencies were tabulated for three countries for preference of apparel from three different countries. Apparel from three different countries was ranked by frequency counts.

Importance of Purchasing U.S.-Made Apparel

A mean and standard deviation were computed for importance of purchasing U.S.-made apparel. Scores ranged from 1 (not important) to 7 (very important). Frequency counts and percentages were calculated in order to determine the distribution of scores for this item.

Demographics

Frequency counts and percentages were calculated for demographics in order to determine the characteristics of the sample.

Hypotheses

For Hypothesis 1, Analysis of Variance was utilized to determine whether there were significant differences in consumers' attitudes and intent to purchase toward apparel from the United States, Hong Kong, and Sri-Lanka. Analysis of variance was followed by the Duncan's multiple range test and the Tukey post hoc test to determine where the significant differences occurred.

For Hypothesis 2, Pearson product-moment correlation analysis was used to determine the relationship between apparel involvement and attitudes toward apparel from three different countries.

Hypothesis 3 was tested using Pearson product-moment correlation analysis. Consumers' purchasing intentions were correlated with

consumers' attitudes toward apparel from three different countries.

Hypothesis 4 was also tested using Pearson product-moment correlation analysis. Consumers' perceptions of the importance of purchasing U.S.-made apparel was compared to consumers' attitudes toward apparel from three different countries.

CHAPTER IV

FINDINGS AND DISCUSSION

The purpose of the study was to examine the influence of country of origin on consumers' attitudes toward apparel. In this chapter, respondents are described and the data analyses are reported and interpreted. Each hypothesis is discussed separately.

Description of the Sample

Questionnaires were distributed to 157 Oklahoma State University students enrolled in a marketing principles class or a clothing, textiles and merchandising class during March 1988. A total of 141 (89.8%) usable questionnaires were analyzed. Sixteen questionnaires had missing information.

Table I contains a summary of the characteristics of the 141 respondents who completed the questionnaire. The majority of respondents were females (78.0%), and were between 19 and 24 years of age (93.6%). Over 90 percent of the respondents were white (92.2%). Almost 89 percent were juniors or seniors and more than half (61%) of the respondents were enrolled in the College of Home Economics. More than one-third of the respondents were clothing, textiles and merchandising majors while two-thirds were not. Almost half of the respondents lived in an apartment. The subjects were almost evenly distributed across the three hometown type categories: metropolitan (36.9%), urban (28.4%), or rural (34.8%).

Hypotheses

Four hypotheses were tested as described in Chapter III. Results of the hypothesis tests are reported in this section.

Hypothesis 1

The first null hypothesis that there will be no difference in consumers' attitudes and intent to purchase toward apparel from the United States, Hong Kong, and Sri-Lanka was rejected. The analysis of variance (ANOVA) results testing differences in mean scores for attitudes toward apparel by country are presented in Table IV. Respondents showed significantly different attitudes toward apparel from Hong Kong, Sri-Lanka and the United States on all five individual product attributes. The one exception was for the attribute durability. There was no difference in the attitudes toward apparel from Hong Kong and Sri-Lanka. However, both were significantly different from apparel from the United States. Table V presents the ANOVA results testing differences in mean scores for purchasing intentions for apparel by country. Purchasing intentions for apparel from Hong Kong, Sri-Lanka and the United States were significantly different.

Table II reports the means and standard deviations for consumers' attitudes toward apparel from three countries. The overall mean score for the United States was highest ($\bar{M}=27.32$), followed by Hong Kong ($\bar{M}=22.35$) and then Sri-Lanka ($\bar{M}=19.20$). Means and standard deviations for each of the five attributes of apparel from three countries are presented in Table VI.

Respondents rated apparel from the United States highest on each of the five product attributes. The highest score for apparel from the

TABLE IV
ANALYSIS OF VARIANCE FOR CONSUMERS' ATTITUDES TOWARD APPAREL BY COUNTRY
(N=141)

Attitudes Toward Apparel	Country			F	Significance of F
	United States	Hong Kong	Sri-Lanka		
Durability	5.53	<u>4.08</u>	<u>3.79^a</u>	66.34*	0.0001
Value for Money	5.02	4.16	3.77	32.89*	0.0001
Appearance	5.53	4.47	3.93	51.11*	0.0001
Availability	5.92	5.50	3.95	79.18*	0.0001
Workmanship	5.33	4.15	3.77	51.19*	0.0001
Overall Attitude	27.32	22.35	19.20	104.34*	0.0001

Note. Scores could range from a low of 1 to a high of 7.

^aBased on Duncan's multiple-range test and a Tukey post hoc test underlined means were not significantly different.

*p < .05

TABLE V
ANALYSIS OF VARIANCE FOR CONSUMERS' PURCHASING INTENTIONS
TOWARD APPAREL BY COUNTRY
(N=141)

Variable	United States	Hong Kong	Sri-Lanka	F	Significance of F
Intent to Purchase	6.03 ^a	4.11	3.32	134.77*	0.0001

Note. Scores could range from a low of 1 to a high of 7.

^aN for the United States was 140 due to a missing value.

*p < .05

TABLE VI
 MEAN SCORES FOR ATTITUDES TOWARD APPAREL FROM HONG KONG,
 UNITED STATES AND SRI-LANKA BY EACH ATTRIBUTE
 (N=141)

Attributes	Country	Mean	Standard Deviation	Range
Durability	United States	5.52	1.10	2-7
	Hong Kong	4.08	1.65	1-7
	Sri-Lanka	3.78	1.27	1-7
Value for Money	United States	5.02	1.35	2-7
	Hong Kong	4.16	1.39	1-7
	Sri-Lanka	3.77	1.22	1-7
Appearance	United States	5.52	1.44	1-7
	Hong Kong	4.47	1.31	1-7
	Sri-Lanka	3.93	1.29	1-7
Availability	United States	5.91	1.38	2-7
	Hong Kong	5.50	1.40	1-7
	Sri-Lanka	3.95	1.37	1-7
Workmanship	United States	5.33	1.29	1-7
	Hong Kong	4.15	1.48	1-7
	Sri-Lanka	3.77	1.29	1-7

Note. Scores could range from a low of 1 to a high of 7.

United States was for availability ($\bar{M}=5.91$), while the lowest score was for value for money ($\bar{M}=5.02$) (Table VI).

Respondents showed medium attitudes toward apparel from Hong Kong. Respondents consistently rated apparel from Hong Kong neutrally on all five attributes comprising attitudes toward apparel from Hong Kong. For apparel from Hong Kong, the highest score was for availability ($\bar{M}=5.50$), while the lowest score was for durability ($\bar{M}=4.08$) (Table VI). Apparel from Sri-Lanka received the least favorable ratings on all five attributes among three selected countries. Apparel from Sri-Lanka received the highest score for availability ($\bar{M}=3.95$) and the lowest scores for workmanship ($\bar{M}=3.77$) and value for money ($\bar{M}=3.77$) (Table VI).

Gaedeke (1973) and Reirson (1966) both reported that U. S. consumers consistently ranked U. S. products in first position. In contrast, Bannister and Saunders (1978) reported that consumers in the United Kingdom perceived U.S.-made products as below average in terms of five product attributes: reliability, value for money, appearance, availability, and workmanship. Nagashima (1970) found that both Japanese businessmen and U. S. businessmen did not consider U. S. products as having the best value for money compared to products from Japan, England, and Germany.

The present study results may have been due to stereotyped images of products from the three countries or prior experience with apparel from the three countries. Previous research (Czepiec, 1984; Dornoff, Tankersley, & White, 1974; Festerand, Lumpkin, & Lundstrom, 1984; Gaedeke, 1973; Hampton, 1977; Nagashima, 1970; Reirson, 1966, Schooler, 1971) suggested that U. S. consumers have stereotyped images of foreign

products based on country of origin information. These stereotyped images may influence U. S. consumer attitudes toward products from foreign countries. The reasons for the differences in attitudes toward apparel from the three countries could not be explained with the current data.

Results of the study suggest that U. S. consumers may have more favorable attitudes toward U.S.-produced apparel. Bilkey (1982) states that "studies reporting U. S. consumer attitudes toward U. S. products usually placed U. S. products in first place . . . " (p. 90). Data from this research support Bilkey's statement.

Hypothesis 2

The second null hypothesis was that there will be no correlation between consumers' clothing involvement and attitudes toward apparel for each of the three different countries. Pearson product-moment correlation coefficients were used to analyze the data. Table VII presents the results of the correlation analysis. Analysis indicated no significant correlation between apparel involvement and attitudes toward apparel from Hong Kong and Sri-Lanka. However, a significant positive correlation between apparel involvement and attitudes toward apparel from the United States was found. The higher the apparel involvement level, the more favorable attitudes were toward apparel made in the United States. Therefore, the second null hypothesis was partially rejected.

Theoretically, Howard and Sheth (1969) suggested that consumers who are highly involved with a product perceive more product attribute differences, recognize the importance of products more and commit

TABLE VII
RELATIONSHIP OF APPAREL INVOLVEMENT LEVELS
AND ATTITUDES TOWARD APPAREL

Apparel Attitudes by Country	Involvement	
	Correlation Coefficient	Calculated p Value
Hong Kong	0.13228	0.1179
United States	0.21748	0.0096*
Sri-Lanka	0.02587	0.7608

*p < .05

more for brand choice than consumers who are less involved with a product.

The Crafted With Pride Council launched a nation-wide TV campaign in August 1985 to promote U.S.-produced apparel and to increase consumer awareness about the impact of imports on the domestic textile and apparel industry. According to the follow-up tracking study conducted by the Crafted With Pride Council, the campaign seems to influence consumers' purchasing behavior for apparel (Crafted With Pride, 1986).

Considering the characteristics of the high involvement consumers which have been mentioned above, consumers who could be classified as the high involvement group in this study may have been affected by the Crafted With Pride TV campaign more than consumers who were classified as the low involvement group in the present research.

Generalizations of the results are limited. Respondents in this study have higher interest in apparel compared to the total U. S. consumer population. Respondents' mean score for apparel involvement was 122.76 (Table II), much higher than the true theoretical mean score of 80 suggested by Zaichkowsky (1985, p. 350). College students have often been reported to have a greater interest in apparel than other groups.

Hypothesis 3

The third null hypothesis was that there will be no correlation between consumer attitudes toward apparel and purchasing intentions for each of the three countries. Pearson product-moment correlation coefficients were used to analyze the data. The correlation results are presented in Table VIII.

TABLE VIII
RELATIONSHIP OF PURCHASING INTENTION AND
ATTITUDES TOWARD APPAREL BY COUNTRY

Apparel Attitudes by Country	Purchasing Intention	
	Correlation Coefficient	Calculated P Value
Hong Kong	0.55541	0.0001*
United States	0.53898	0.0001*
Sri-Lanka	0.62138	0.0001*

*p < .05

Consumers' attitudes were directly related to purchasing intentions for apparel from Hong Kong, Sri-Lanka and the United States. The more favorable the attitude toward apparel from a country, the higher the purchasing intention for apparel from the country. The third null hypothesis was rejected.

The highest apparel purchasing intention scores were received by the United States, while Sri-Lanka received the lowest apparel purchasing intention scores. Hong Kong received neutral apparel purchasing intention scores. Mean scores for the United States, Hong Kong and Sri-Lanka were 6.03, 4.11, and 3.32 respectively. Table II presents the means and standard deviations for purchasing intentions toward apparel from three countries.

Positive relationships were found between consumers' attitudes toward apparel and purchasing intentions for apparel from Hong Kong, Sri-Lanka and the United States.- Lavidge and Steiner (1961) suggest that consumers' attitudes toward products could lead to direct product purchasing intentions.

Consumers' attitudes and purchasing intentions toward apparel from Hong Kong, Sri-Lanka and the United States were reflected in consumers' preference for apparel from those three countries. One hundred thirty-two (94%) respondents' chose apparel from the United States; only seven respondents preferred apparel from Sri-Lanka. Frequency counts and rankings are presented in Table IX.

Consumers' actual purchasing choices may be determined by a variety of factors other than attitudes and purchasing intentions toward products based on country of origin information. This research measured consumers' attitudes and purchasing intentions toward apparel without

TABLE IX
APPAREL PREFERENCE RANKINGS
(N=141)

Country	Frequency	% ^a	Rankings
United States	132	93.6	1
Hong Kong	7	4.7	2
Sri-Lanka	2	1.4	3

^aTotal does not equal 100 percent due to rounding.

consideration of other factors (i.e. price differential, store types, brand names) that could influence consumers' actual apparel purchasing decision. Thus, these findings may have limited generalizability.

Hypothesis 4

The fourth null hypothesis was that there will be no correlation between consumers' attitudes toward apparel and importance of purchasing U.S.-produced apparel for each of the three countries.

Pearson product-moment correlation analysis indicated no significant relationship between attitudes toward apparel from Hong Kong and the importance of purchasing U.S.-produced apparel. However, correlation analyses indicated a significant positive relationship between attitudes toward apparel from the United States and importance of purchasing U.S.-produced apparel. The more positive the attitude towards U.S.-made apparel, the more important it was to purchase U.S.-made apparel. A significant negative correlation was found between attitudes toward apparel from Sri-Lanka and the importance of purchasing U.S.-produced apparel. The more positive the attitude toward apparel from Sri-Lanka the less important it was to purchase U.S.-made apparel. Table X presents the results of the correlation analysis. Thus, the fourth null hypothesis was not rejected for Hong Kong but was rejected for Sri-Lanka and the United States.

The mean score and standard deviation for perceived importance of purchasing apparel made in the United States are reported in Table II. In addition, frequency counts and percentages are presented in Table XI. Approximately two-thirds (64.5%) of the respondents had a score greater than four, roughly one-fourth (23.4%) had a score less than four, and 12 percent chose four as their response.

TABLE X
 RELATIONSHIP OF IMPORTANCE OF PURCHASING
 U.S.-PRODUCED APPAREL AND ATTITUDES
 TOWARD APPAREL BY COUNTRY

Apparel Attitudes By Country	Importance of Purchasing U.S. - Produced Apparel	
	Correlation Coefficient	Calculated p Value
Hong Kong	-0.04873	0.5661
United States	0.31113	0.0002*
Sri-Lanka	-0.19426	0.0210*

*p < .05

TABLE XI
DISTRIBUTION OF SCORES FOR IMPORTANCE
OF BUYING U.S.-MADE APPAREL
(N=141)

Level of Importance	Frequency	%
1 (Not important at all)	11	7.8
2	10	7.1
3	12	8.5
4	17	12.1
5	38	27.0
6	37	26.2
7 (Very important)	16	11.3

Findings of this research parallel those of Dickerson's study (1982b). Dickerson found that a majority of consumers showed strongly favorable attitudes toward U.S.-produced apparel and strong beliefs on buying U.S.-produced apparel. Findings of the research also parallel Shimp and Sharma's (1984) findings. Consumers' attitudes toward foreign-made products had a negative correlation with consumers' "ethnocentric tendencies."

Analyses Subsequent to Hypotheses Testing

In this section, other findings are reported under the following headings: consumers' attitudes and purchasing intentions toward apparel from three different countries by demographic variables, and consumers' attitudes and purchasing intentions toward apparel by version of questionnaire and section variables.

Consumers' Attitudes and Purchasing Intentions Toward Apparel by Demographic Variables

Analysis of variance was utilized to determine whether there were significant differences in consumers' attitudes and purchasing intentions toward apparel from Hong Kong, Sri-Lanka and the United States by using the demographic variables of sex, hometown and major as independent variables. There were no significant differences in consumers' attitudes toward apparel from Hong Kong, Sri-Lanka and the United States based on consumers' sex, hometown, or major (Table XII). Consumers' purchasing intentions for apparel from Hong Kong, Sri-Lanka and the United States were not significantly different based on consumers' sex,

TABLE XII
ANALYSIS OF VARIANCE FOR CONSUMER ATTITUDES TOWARD APPAREL
BY SEX, HOMETOWN, AND MAJOR
(N=141)

Country	Sex		F	Signifi- cance of F	Hometown			F	Signifi- cance of F	Major		F	Signifi- cance of F
	Male (N=31)	Female (N=110)			Metro- politan (N=52)	Urban (N=40)	Rural (N=49)			CTM (N=51)	Non-CTM (N=90)		
United States	26.81	27.18	0.20	0.66	26.21	28.23	27.76	2.09	0.13	27.43	27.26	0.67	0.41
Hong Kong	22.23	22.39			22.46	23.85	21.02			23.02	21.98		
Sri-Lanka	18.26	19.46			19.60	19.00	18.94			19.78	19.21		

hometown, or major (Table XIII). No significant interactions were found between consumers' attitudes or purchasing intentions toward apparel and the three demographic variables.

Other researchers (Bannister & Saunders, 1978; Dornoff, Tankersley & White, 1974; Festerand, Lumpkin, & Lundstrom, 1984; Schooler, 1971) found that demographic variables such as age, sex, education and race were related to attitudes toward products by country of origin. Findings from this study may have been different due to the homogeneity of the sample.

Consumers' Attitudes and Purchasing Intentions
Toward Apparel by Version of Questionnaire
and Section Variables

Analysis of variance was used to determine whether there were significant differences in consumers' attitudes toward apparel from Hong Kong, Sri-Lanka and the United States based on questionnaire version or class section. There were no significant differences found in consumers' attitudes toward apparel from Hong Kong, Sri-Lanka and the United States based on questionnaire version or class section. The findings are presented in Table XIV. Consumers' purchasing intentions for apparel from Hong Kong, Sri-Lanka and the United States were not significantly different based on questionnaire version or class section (Table XV). No significant interactions were found between consumers' attitudes or purchasing intentions toward apparel and the questionnaire or section variables.

TABLE XIII
ANALYSIS OF VARIANCE FOR PURCHASING INTENTIONS FOR APPAREL
BY SEX, HOMETOWN, AND MAJOR
(N=141)

Country	Sex		F	Signifi- cance of F	Hometown			F	Signifi- cance of F	Major		F	Signifi- cance of F
	Male ^a (N=31)	Female (N=110)			Metro- politan ^b (N=52)	Urban (N=40)	Rural (N=49)			CTM (N=51)	Non-CTM ^c (N=90)		
United States	6.27	5.96	0.21	0.65	5.73	6.20	6.20	1.07	0.34	5.92	6.09	2.49	0.12
Hong Kong	3.97	4.16			4.15	4.23	3.82			4.49	3.90		
Sri-Lanka	3.10	3.38			3.21	3.15	3.57			3.47	3.23		

^aN for United States is 30 due to a missing value.

^bN for United States is 51 due to a missing value.

^cN for United States is 89 due to a missing value.

TABLE XIV
ANALYSIS OF VARIANCE FOR CONSUMER ATTITUDES TOWARD APPAREL
BY QUESTIONNAIRE VERSION AND CLASS SECTION
(N=141)

Country	Version ^a						F	Signifi- cance of F	Section ^b			F	Signifi- cance of F
	1 (N=22)	2 (N=27)	3 (N=23)	4 (N=22)	5 (N=25)	6 (N=22)			1 (N=78)	2 (N=33)	3 (N=30)		
United States	26.77	26.74	26.52	28.32	28.40	27.23	1.97	0.08	27.60	27.03	26.90	0.14	0.87
Hong Kong	22.73	20.73	22.00	21.05	24.52	22.96			22.72	21.49	22.37		
Sri-Lanka	20.27	20.44	17.52	17.36	19.44	19.91			18.87	20.06	19.10		

^aVersion 1 = USxHKxSL, 2 = USxSLxHK, 3 = HKxUSxSL, 4 = HKxSLxUS, 5 = SLxUSxHK, 6 = SLxHKxUS.

^bSection 1 = Clothing, Textiles and Merchandising, 2 = Marketing Principles class, 3 = Marketing Principles class.

TABLE XV
ANALYSIS OF VARIANCE FOR PURCHASING INTENTIONS FOR APPAREL
BY QUESTIONNAIRE VERSION AND CLASS SECTION
(N=141)

Country	Version ^a						Section ^c						
	1 (N=22)	2 (N=27)	3 (N=23)	4 (N=22) ^b	5 (N=25)	6 (N=22)	F	Signifi- cance of F	1 (N=78)	2 (N=33)	3 (N=30) ^d	F	Signifi- cance of F
United States	532	582	6.04	6.43	6.32	6.27	1.26	0.28	6.03	6.03	6.03	0.23	0.79
Hong Kong	4.23	4.15	4.13	3.68	4.24	4.23			4.26	3.85	4.03		
Sri-Lanka	3.36	3.44	3.09	2.86	3.24	3.91			3.30	3.42	3.27		

^aVersion 1 = USxHKxSL, 2 = USxSLxHK, 3 = HKxUSxSL, 4 = HKxSLxUS, 5 = SLxUSxHK, 6 = SLxHKxUS.

^bN for United States is 21 due to a missing value.

^cSection 1 = Clothing, Textiles and Merchandising, 2 = Marketing Principles class, 3 = Marketing Principles class.

^dN for United States is 29 due to a missing value.

CHAPTER V

SUMMARY, IMPLICATIONS AND RECOMMENDATIONS

The research was conducted to examine the influence of country of origin on consumers' attitudes toward apparel. The objectives of the study were 1) to determine consumers' attitudes toward apparel given country of origin information, 2) to determine if consumers' attitudes toward apparel differ based on country of origin information, 3) to determine the relationship between the level of clothing involvement and consumers' attitudes toward apparel from three different countries, 4) to determine the relationship between consumers' purchasing intentions and consumers' attitudes toward apparel from three different countries, and 5) to determine if the importance consumers place on purchasing U.S.-produced apparel is related to consumers' attitudes toward apparel from three different countries.

Summary of Procedures

A questionnaire was used for data collection. The questionnaire included the following variables: apparel involvement, attitudes toward apparel from three different countries, purchasing intentions for apparel from the three countries, country preference for apparel purchases, the importance of purchasing U.S.-made apparel, and demographic characteristics. The apparel involvement scale was developed by Zaichowsky (1985). Items measuring attitudes toward apparel from three

different countries were adapted from Bannister and Saunders' (1978) research. An item measuring the importance of purchasing U.S.-made apparel was adapted from a questionnaire used by Dickerson (1982b). Other questions were developed by the researcher based on a review of the literature.

The instrument was pre-tested with 16 subjects in an upper division clothing, textiles and merchandising class. Pretest responses were evaluated for the purpose of improving the questionnaire.

The data were collected from 157 college students enrolled in either a marketing principles class or a clothing, textiles and merchandising class during the Spring 1988 semester. One hundred forty-one usable questionnaires were analyzed.

Summary of Findings

Respondents' attitudes toward apparel from Hong Kong, Sri-Lanka and the United States were examined on five product attributes: durability, value for money, appearance, availability and workmanship. There were significant differences in consumers' attitudes and intent to purchase toward apparel from the United States, Hong Kong and Sri-Lanka. Respondents rated apparel from the United States quite highly on each of the five attributes. Respondents rated apparel from Hong Kong moderately, while respondents rated apparel from Sri-Lanka poorly on all five attributes. Consistent with attitudes toward apparel from three countries, respondents expressed the highest purchasing intention for apparel from the United States, followed by Hong Kong and then Sri-Lanka. The first null hypothesis was rejected.

Consumers' clothing involvement levels were positively correlated with consumers' attitudes toward apparel from the United States, but were not related to consumers' attitudes toward apparel from Hong Kong and Sri-Lanka. The researcher rejected the second null hypothesis for the United States, but failed to reject the null hypothesis for Hong Kong and Sri-Lanka.

There were positive correlations between consumers' attitudes toward apparel and purchasing intentions for each of the three countries. The more favorable attitudes toward apparel from a country, the higher the purchasing intention for apparel from the country. The researcher rejected the third null hypothesis.

Consumers' perceptions of the importance of purchasing U.S.-produced apparel was positively correlated with consumers' attitudes toward apparel from the United States. And, consumers' perception of the importance of purchasing U.S.-produced apparel was negatively correlated with consumers' attitudes toward apparel from Sri-Lanka, while no relationship was found between the importance consumers placed on purchasing U.S.-produced apparel and attitudes toward apparel from Hong Kong. The researcher rejected the fourth null hypothesis for the United States and Sri-Lanka, but failed to reject the null hypothesis for Hong Kong.

Sex, major and hometown of the respondents were not related to attitudes toward apparel and apparel purchasing intentions for the three countries. Version of the questionnaire and class section did not influence respondents' attitudes and purchasing intentions toward apparel from the three countries.

Implications

These findings should be encouraging to U. S. apparel manufacturers. It seems that U. S. textile and apparel industry efforts (i.e. public campaigns) might have been effective with the high involvement consumers. The U. S. textile and apparel industries' continuous efforts at providing the public information regarding the impact of apparel imports on the U. S. apparel industry and "buying U.S.-made" apparel may also influence the low involvement consumers' attitudes and apparel purchasing intentions toward apparel from the United States.

The findings could be very important for foreign apparel industries. Foreign apparel manufacturers may forecast target consumers' attitudes and purchasing intentions toward their apparel products based on target consumers' perceptions of the importance of purchasing U.S.-produced apparel.

Recommendations for Future Study

The following recommendations for future research are suggested:

1. Conduct a survey with a larger, more representative sample.

The current study results indicated that respondents, college students, tended to be homogeneous in terms of demographic characteristics and have higher interest in apparel compared to U. S. consumers in general.

2. Conduct a study which could help to further clarify factors influencing consumers' attitudes toward apparel from different countries based on country of origin information. Several researchers suggested factors that might influence consumer attitudes toward products based on country of origin information (Bannister & Saunders, 1978; Gaedeke, 1973; Nagashima, 1970). Factors that could influence attitudes toward

apparel based on country of origin information include country factors, (i.e. degree of economic development, political environment, and culture differences), consumer factors (i.e. consumers' beliefs in purchasing U.S.-produced apparel, apparel involvement and patriotism), or a combination of country factors and consumer factors.

3. Conduct a study to find out whether consumers' initial attitudes and purchasing intentions toward apparel from different countries based on country of origin information could be changed by other product attributes (i.e. price differences, store types, or brand names). It has been reported that price difference, store type, or brand name are factors that could change consumers' attitudes and purchasing intentions toward imported products (Reirson, 1967; Schooler & Wildt, 1968).

4. Conduct a study to determine whether the public campaign prepared by the Crafted With Pride Council has changed consumers' purchasing behavior regarding imported apparel versus domestic-made in relation to consumers' apparel involvement levels.

5. Conduct a study to determine reasons why consumers have more favorable attitudes and purchasing intentions toward U.S.-made apparel.

6. Investigate the reasons why some consumers place more importance on purchasing U.S.-produced apparel than others. Is patriotism a factor?

7. Conduct a similar study with several foreign consumer groups in order to compare the differences in attitudes toward apparel from different countries.

8. Conduct a similar study including apparel from European and other North American countries.

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APPENDIX A
—
QUESTIONNAIRE
—

March, 1988

Dear Participant:

I am interested in learning more about Oklahoma consumers and their attitudes toward apparel. I hope you will choose to participate in this study.

- ° Participation in this survey is voluntary, however, we do hope you will participate. All of the information will be kept confidential. The questionnaires are not coded in any way and we have no way of knowing who filled out each questionnaire. Your completion of the instrument will indicate your consent to participate in the study.
- ° Do not sign your name anywhere on this material.
- ° Please answer all the questions to the best of your ability. There are no right or wrong answers. Your answers are important to the success of the study.

I appreciate your cooperation in completing this questionnaire.

Sincerely,

Healan P. Lee

Healan P. Lee
Graduate Student

Laura D. Jolly
Laura D. Jolly
Faculty Adviser

Instructions: The purpose of this questionnaire is to measure a person's involvement or interest in apparel products they regularly purchase or have purchased in the past. To respond to this questionnaire judge apparel along a series of descriptive scales according to how YOU perceive apparel. Here is how you are to use this scale:

If you feel that apparel is very closely related to one end of the scale, you should place your check-mark as follows:

Unimportant : X : ____ : ____ : ____ : ____ : ____ : Important
or

Unimportant : ____ : ____ : ____ : ____ : ____ : X : Important

If you feel that apparel is quite closely related to one or the other end of the scale (but not extremely), you should place your check-mark as follows:

Unappealing : ____ : X : ____ : ____ : ____ : ____ : Appealing
or

Unappealing : ____ : ____ : ____ : ____ : ____ : X : Appealing

If you feel that apparel seems only slightly related (but not really neutral) to one end of the scale, you should place your check-mark as follows:

Uninterested : ____ : ____ : X : ____ : ____ : ____ : Interested
or

Uninterested : ____ : ____ : ____ : ____ : X : ____ : Interested

Important

1. Be sure that you check every scale; do not omit any.
2. Never put more than one check mark on a single scale.

Make each item a separate and independent judgment. Work at fairly high speed through this questionnaire. Do not worry or puzzle over individual items. It is your first impressions, the immediate feelings about the items that we want. On the other hand, please do not be careless, because we want your true impressions.

APPAREL

important :__:__:__:__:__:__:__:__:__:__: unimportant
 of no concern :__:__:__:__:__:__:__:__:__:__: of concern to me
 irrelevant :__:__:__:__:__:__:__:__:__:__: relevant
 means a lot to me :__:__:__:__:__:__:__:__:__:__: means nothing to me
 useless :__:__:__:__:__:__:__:__:__:__: useful
 valuable :__:__:__:__:__:__:__:__:__:__: worthless
 trivial :__:__:__:__:__:__:__:__:__:__: fundamental
 beneficial :__:__:__:__:__:__:__:__:__:__: not beneficial
 matters to me :__:__:__:__:__:__:__:__:__:__: doesn't matter
 uninterested :__:__:__:__:__:__:__:__:__:__: interested
 significant :__:__:__:__:__:__:__:__:__:__: insignificant
 vital :__:__:__:__:__:__:__:__:__:__: superfluous
 boring :__:__:__:__:__:__:__:__:__:__: interesting
 unexciting :__:__:__:__:__:__:__:__:__:__: exciting
 appealing :__:__:__:__:__:__:__:__:__:__: unappealing
 mundane :__:__:__:__:__:__:__:__:__:__: fascinating
 essential :__:__:__:__:__:__:__:__:__:__: nonessential
 undesirable :__:__:__:__:__:__:__:__:__:__: desirable
 wanted :__:__:__:__:__:__:__:__:__:__: unwanted
 not needed :__:__:__:__:__:__:__:__:__:__: needed

PLEASE TURN THE PAGE

Ia. For each of the five concepts listed below, please check (✓) the blank representing how you perceive apparel produced in Sri-Lanka.

1. Poor Durability :__:__:__:__:__:__:__:__:__: Good Durability
2. Poor Value for Money :__:__:__:__:__:__:__:__:__: Good Value for Money
3. Good Appearance :__:__:__:__:__:__:__:__:__: Poor Appearance
4. Readily Available :__:__:__:__:__:__:__:__:__: Rarely Available
5. Poor Workmanship:__:__:__:__:__:__:__:__:__:__: Good Workmanship

Ib. How likely are you to purchase apparel made in Sri-Lanka?

Please check (✓) the appropriate blank.

Likely to Purchase :__:__:__:__:__:__:__:__:__: Not Likely to Purchase

PLEASE TURN THE PAGE

IIa. For each of the five concepts listed below, please check (✓) the blank representing how you perceive apparel produced in Hong Kong.

1. Poor Durability :__:__:__:__:__:__:__:__:__: Durability Good
2. Poor Value for Money :__:__:__:__:__:__:__:__:__: for Money Good Value
3. Good Appearance :__:__:__:__:__:__:__:__:__: Appearance Poor
4. Readily Available :__:__:__:__:__:__:__:__:__: Available Rarely
5. Poor Workmanship:__:__:__:__:__:__:__:__:__:__: Workmanship Good

IIb. How likely are you to purchase apparel made in Hong Kong?

Please check (✓) the appropriate blank.

Likely to Purchase :__:__:__:__:__:__:__:__:__: to Purchase Not Likely

PLEASE TURN THE PAGE

IIIa. For each of the five concepts listed below, please check (✓) the blank representing how you perceive apparel produced in the United States.

1. Poor Durability :__:__:__:__:__:__:__:__:__: Good Durability
2. Poor Value for Money :__:__:__:__:__:__:__:__:__: Good Value for Money
3. Good Appearance :__:__:__:__:__:__:__:__:__: Poor Appearance
4. Readily Available :__:__:__:__:__:__:__:__:__: Rarely Available
5. Poor Workmanship:__:__:__:__:__:__:__:__:__:__: Good Workmanship

IIIb. How likely are you to purchase apparel made in the

United States?

Please check (✓) the appropriate blank.

Likely to Purchase :__:__:__:__:__:__:__:__:__: Not Likely to Purchase

PLEASE TURN THE PAGE

- IV. From which country would you be most likely to purchase apparel? Check (✓) one.

	<u>Country</u>	<u>Choice</u>
Apparel	Hong Kong	_____
	Sri-Lanka	_____
	United States	_____

- V. How important is it to you that an apparel item which you are going to buy has been produced in the United States? Please check (✓) the appropriate blank.

Not Important : ____ : ____ : ____ : ____ : ____ : ____ : Very Important

- VI. The following questions are for classification purposes only. Please check (✓) the appropriate blank.

1. What is your sex? Male _____ Female _____

2. What is your age? _____

3. What is your race?

_____ American Indian

_____ Asian

_____ Black

_____ Hispanic

_____ White

_____ Other, please specify _____

4. What is your classification?

_____ freshman

_____ sophomore

_____ junior

_____ senior

_____ graduate

5. What is your college?

- ☐ Agriculture
- ☐ Arts and Science
- ☐ Business
- ☐ Education
- ☐ Engineering, Architecture, and Technology
- ☐ Home Economics
- ☐ Graduate
- ☐ Veterinary Medicine

6. What is your major? _____

7. What best describes your living situation?

- ☐ Apartment
- ☐ House
- ☐ Parent's Home
- ☐ Residence Hall
- ☐ Sorority/Fraternity House
- ☐ Other, please specify _____

8. What best describes your home town?

- ☐ Metropolitan
- ☐ Urban
- ☐ Rural

APPENDIX B

DISTRIBUTION OF APPAREL INVOLVEMENT

DISTRIBUTION OF APPAREL INVOLVEMENT
(N=141)

Involvement Scores	Frequency	%	Involvement Scores	Frequency	%
77	1	0.7	118	3	2.1
80	2	1.4	119	3	2.1
82	1	0.7	120	5	3.5
92	1	0.7	121	3	2.1
94	1	0.7	122	1	0.7
96	1	0.7	123	4	2.8
98	1	0.7	124	6	4.3
99	2	1.4	125	4	2.8
100	5	3.5	126	8	5.7
101	1	0.7	127	6	4.3
106	2	1.4	128	3	2.1
107	2	1.4	130	2	1.4
108	1	0.7	131	2	1.4
109	1	0.7	132	4	2.8
110	2	1.4	133	2	1.4
111	2	1.4	134	6	4.3
112	3	2.1	135	3	2.1
113	1	0.7	136	3	2.1
114	3	2.1	137	5	3.5
115	1	0.7	138	2	1.4
116	7	5.0	139	3	2.1
117	3	2.1	140	19	13.5

VITA

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Master of Science

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