

THE POSITIVE EMOTION ELICITATION PROCESS OF CHINESE
CONSUMERS TOWARD A U.S. APPAREL BRAND:
A COGNITIVE APPRAISAL PERSPECTIVE

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TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	1
Background	1
Chinese Market	1
Emotion in Consumer Research.....	3
Cognitive Appraisal Theory.....	4
Consumer Global Orientation	4
Problem Statement	5
Purpose and Research Questions	6
Research Objectives	7
Definitions of Terms	8
Contributions.....	9
Limitations	10
Outline of Work	11
II. REVIEW OF LITERATURE AND DEVELOPMENT OF HYPOTHESES.....	12
Review of Literature	12
Chinese Economy and Apparel Market	13
Chinese Consumer Behavior Toward Foreign Brands	14
Emotion in Consumer Behavior.....	17
Cognitive Appraisal Theory.....	20
Cognitive Appraisal Theory in Consumer Research	24
Consumer Global Orientation as an Antecedent of the Emotion Elicitation Process.....	28
Purchase Intention as a Consequence of Emotion	31
Proposed Conceptual Model	32
Development of Hypotheses	34
Consumer Global Orientation and Appraisal of a Brand.....	34
Appraisal and Emotion	40
Emotion and Purchase Intention	45
III. METHODOLOGY	46
Data Collection	46

Chapter	Page
Survey Instrument Development	49
Exposure to Global Media	50
Exposure to Mass Migration.....	51
Cultural Openness.....	52
Relevance.....	53
Congruence	54
Emotion.....	58
Purchase Intention.....	58
Data Analysis	58
IV. FINDINGS.....	61
Preliminary Data Analysis	61
Measurement Model Test	62
Structural Model Test	65
Consumer Global Orientation (CGO) → Appraisal	65
Appraisal → Positive Emotion	67
Positive Emotion → Purchase Intention.....	68
V. CONCLUSION.....	69
Summary and Discussion of Major Findings.....	69
Theoretical Implications	73
Managerial Implications	75
Limitations and Future Studies	76
REFERENCES	79
APPENDICES	92
APPENDIX A: Institutional Review Board (IRB) Approval Letter	93
APPENDIX B: Cover Letter and a Questionnaire (English)	95
APPENDIX C: Cover Letter and a Questionnaire (Chinese)	103
APPENDIX D: Covariance Matrix for Variables.....	111
APPENDIX E: Results of Preliminary Data analysis and the First Measurement Model Test	117

LIST OF TABLES

Table	Page
1. Summary of Previous Studies Related to Chinese Consumer Preference for Foreign Brands/products	16
2. Major Appraisal Dimensions and Supporting Studies.....	22
3. Respondents' Characteristics	48
4. A Summary of Research Constructs and Measurement Items.....	56
5. The Results of the Measurement Model Test	63
6. The Results of Discriminant Validity	64
7. The Results of the Structural Model Test	66

LIST OF FIGURES

Figure	Page
1. A Cognitive Appraisal Model	21
2. A Comparison of the Cognitive Appraisal Model and the SOR Model	25
3. The Conceptual Model of Chinese Consumers' Positive Emotion Elicitation Process Toward a U.S. Apparel Brand	33
4. The Results of the Structural Model Test	66

CHAPTER I

INTRODUCTION

Background

Chinese Market

U.S. businesses need to be interested in China, but why? China is a key export market for U.S. businesses. Since China joined the World Trade Organization (WTO) at the end of 2001, U.S. exports to China have grown five times faster, and China has become the fourth largest export market for U.S. farmers, ranchers, manufacturers, and service providers. Although U.S. exports to China increased by an impressive 21% in 2005 (U.S. Department of Commerce [USDC], 2006, November 9), the U.S. trade deficit with China remained at over US\$201 billion that same year (USDC, 2007a). In particular, the U.S. trade deficit with China in the apparel industry has become larger over time. In 2006, the trade deficit reached about US\$12 billion in non-knit items and US\$8 billion in knit items (USDC, 2007b).

Many studies have reported that Chinese consumers prefer foreign branded products (e.g., Hsiao, 1996; Schütte & Ciarlante, 1998; Smith & Wylie, 2004). However, these studies have been limited in explaining *why* Chinese consumers prefer these products. Most studies have reported only the phenomenon of Chinese consumers'

foreign brand preference, not the reasons (e.g., McEwen, Fang, Zhang, & Burkholder, 2006; Smith & Wylie, 2004; Kotabe & Jiang, 2006). In addition, many previous studies have intuitively interpreted the cause (e.g., symbolic value) of Chinese consumer preference without empirical evidence (e.g., Wei, 1997; Schütte & Ciarlante, 1998). Furthermore, studies that empirically provided explanatory factors of Chinese consumer preference have focused on the values of individuals, such as individualism and materialism (e.g., Xiao, 2005; Kim, Forsythe, Gu, & Moon, 2002). Although an understanding of individual values is useful to understanding the Chinese consumer belief system, it is difficult for marketers to distinguish consumers using these types of internal characteristics. More accessible causes of Chinese consumer preference for foreign products need to be researched.

As stated earlier, the U.S trade deficit with China in the apparel industry has increased over time even though Chinese consumer preference is for foreign brands. Furthermore, in the Chinese apparel and textile industry, U.S. companies claim only 6% of the imported apparel market, compared to 46% for France and 38% for Italy (Zhang, Dickson, & Lennon, 2002). These facts denote that one solution to reducing the U.S. trade deficit with China is for U.S. apparel companies to export more branded products to China. To do this, U.S. companies must seek answers to the following questions: How do Chinese consumers evaluate U.S. brands? What factors influence Chinese consumers' evaluations of U.S. branded apparel products? What evaluation processes induce Chinese consumers to purchase U.S. branded apparel? An attempt to address to these questions is a starting point for this study.

Emotion in Consumer Research

Emotion plays an important role in understanding consumer behavior in that emotions, compared to reason-based evaluative assessment of the stimuli, provide judgmental responses that are (1) more consistent across individuals and (2) more predictive of the number and valence of people's thoughts (Pham, Cohen, Pracejus, & Hughes, 2001). In psychology literature, the effect of individuals' emotions on behavior has been widely discussed (e.g., Izard, 1977; Zajonc, 1980; Zajonc & Markus; 1982). More specifically, since the introduction of hedonic consumption to consumer behavior research by Holbrook and Hirschman (1982) and Hirschman and Holbrook (1982), marketing and consumer scholars have intensively researched the relationship between consumer emotion and behavior. Along with hedonic consumption, the stimulus-organism-response (SOR) framework, which stemmed from Mehrabian and Russell's (1974) work, has been utilized extensively to examine the relationship between consumer emotion in retailing settings and purchase behaviors (e.g., Babin & Darden, 1996; Dawson, Bloch, & Ridgway, 1990; Hui & Bateson, 1991; Sherman, Mathur, & Smith, 1997). The introduction of emotion to consumer research provided a new perspective on understanding consumers. This new perspective views emotion as a key motivator for consumption, clearly a departure from the traditional view that regarded consumers as rational and cognitive decision makers and neglected emotions in consumer behavior (Holbrook & Hirschman, 1982). Despite the seminal contributions of previous consumer emotion studies, these studies have focused on consumers' emotions as consequences of stimuli, such as an events, situations, or products, and have not concentrated on the process of *how* consumer emotions are elicited.

Cognitive Appraisal Theory

Cognitive appraisal theory (or appraisal theory) concentrates on an individual's emotional elicitation process and provides a fundamental explanation for the process that an individual goes through to feel emotions. According to cognitive appraisal theorists, individuals appraise (evaluate) a stimulus, such as an event, situation, or object, and through this appraisal process, negative or positive emotion is elicited (e.g., Lazarus, 1991; Ortony, Clore, & Collins, 1988; Roseman, 1991; Smith & Ellsworth, 1985). Based on this premise, the cognitive appraisal theory explains the phenomenon that people have different emotional responses at the same event because individuals evaluate and interpret the same stimuli differently. Eventually, this elicited emotion increases or decreases the purchase intention of the consumer. A detailed explanation of the theory and the emotion elicitation process is presented in Chapter II.

Consumer Global Orientation

Globalization theorists study the processes and consequences of cross-national transmission of media forms, symbols, lifestyles, and attitudes (Crane, 2002). Although previous research has suggested several factors that act as forces in transforming the nature of a society under globalization (e.g., Levitt, 1983, Appadurai, 1990), empirical support in consumer behavior research has been limited. Recently, Alden, Steenkamp, and Batra (2006) revealed that environmental factors, such as exposure to global mass media and mass migration, increase consumers' preferences for global products.

In addition to environmental factors, consumer behavior scholars have viewed a personal trait as a factor influencing consumers' foreign product consumption. This trait

has been referred to as cultural openness (Sharma, Shimp, & Shin, 1995), global openness (Suh & Kwon, 2002), and global mind-set (Rhinesmith, 1993). Sharma et al. (1995), for example, revealed that consumers who are more open to other cultures, people, and artifacts are more likely to purchase foreign products. This personal trait is distinguished from environmental factors, such as media and mass migration, in that it refers to a personal trait regarding a different part of the world.

Problem Statement

Based on a review of the literature related to Chinese consumers, consumer emotion, the appraisal theory, and consumer global orientation, several limitations of previous studies have been identified. First, consumer emotion research has built on the theory of hedonic consumption and the S-O-R framework. However, these approaches have failed to examine the emotion elicitation process. Understanding this process is important because we can establish more proper marketing strategies when we understand how consumer emotions are elicited. The cognitive appraisal theory is a pertinent framework for understanding the consumer emotion process because this theory explains the causes of the elicitation of emotion. However, very few consumer studies have attempted to explain the emotion elicitation process utilizing the cognitive appraisal theory framework in studying consumer behavior.

In addition, incorporating antecedents of the emotional process into the cognitive appraisal theory has not been fully tested, even in psychology literature. Therefore, an understanding of antecedents in the emotion elicitation process in consumer research is extremely rare (Johnson & Stewart, 2004). Furthermore, an understanding of the

antecedents of the consumer emotion elicitation process toward foreign brands is even more limited. However, comprehending the antecedents of the consumer emotion elicitation process is extremely important for marketers. By identifying the factors (antecedents) that can be manipulated, marketers can implement proper marketing strategies. In the context of a global economy, though, research has not provided much empirical support of possible antecedents that influence the consumer emotion elicitation process toward foreign brands and products.

Finally, despite the importance of the Chinese market, previous studies on Chinese consumers have not comprehensively examined *why* Chinese consumer preference for foreign products is formed. Previous studies on the Chinese consumer have focused primarily on the relationship between Chinese cultural values and consumption. However, the information that has been gathered is not sufficient for apparel firms to develop appropriate strategies to target Chinese consumers. Values are internal beliefs, and it is almost impossible to assess which consumers have a particular value, such as individualism. Research on more identifiable variables for why Chinese consumers prefer foreign products is needed.

Purpose and Research Questions

To understand Chinese consumer purchase behavior, this study focuses on consumer emotion toward a U.S. apparel brand. To address the voids of previous research, this research aims to examine the Chinese consumer emotion elicitation process toward a U.S. apparel brand, incorporating the antecedents and a consequence of the process. Research questions related to this purpose follow.

First, do the three factors of consumer global orientation (exposure to global mass media, exposure to mass migration, and cultural openness) independently influence Chinese consumer appraisal of a U.S. apparel brand, and for each factor that does influence appraisal, how and to what extent does it do so?

Second, does Chinese consumer appraisal of a U.S. apparel brand affect consumer emotional response? How and to what extent does each appraisal dimension impact or elicit consumer emotion?

Third, do consumers' elicited emotions influence consumers' purchase intentions of a U.S. apparel brand? How and to what extent do consumers' emotions affect purchase intentions?

Research Objectives

To achieve the research goal, the following objectives are specified. First, this study will investigate whether the three factors of consumer global orientation independently affect Chinese consumer appraisal of a U.S. apparel brand and to what extent each of these antecedents affects appraisal. For example, this study will assess how and to what extent exposure to global mass media influences consumers' appraisals of a U.S. apparel brand.

Second, this study will examine the effects of appraisal on consumer emotion. Based on the cognitive appraisal theory, this study expects that consumers' varying appraisals of a U.S. apparel brand induce different emotional responses toward the brand. For instance, if consumers evaluate that a U.S. apparel brand is what they want, positive emotions toward the brand are elicited.

Finally, this study will inspect the elicited emotions related to consumers' purchase intentions toward a U.S. apparel brand. For example, it is anticipated that consumers' positive emotions toward a U.S. apparel brand enhance their purchase intentions of that product.

Definition of Terms

Appraisal: Personal evaluation of stimuli such as events, situations, and objects.

Relevance: One of the dimensions of the appraisal process this study has chosen to explore. Relevance is defined as the extent to which an individual cares about the information that is available in the environment.

Congruence: One of the dimensions of the appraisal process this study has chosen to explore. Congruence is defined as the degree to which a stimulus is consistent with the desires of the individual.

Consumer Global Orientation (CGO): A set of three domains that determines a consumer's orientation toward globalization. Exposure to global mass media, exposure to mass migration, and cultural openness are included in this study.

Exposure to Global Mass Media: Experience with mass media containing material on foreign people, cultures, and products.

Exposure to Mass Migration: Cross-cultural interactions; direct interaction, such as travel abroad, and indirect interaction, such as contact with foreigners and others who have lived abroad.

Cultural Openness: A personal trait measuring the degree to which a person is interested in the values and artifacts of other countries and has the desire to interact with people from those countries.

Contributions

This study is expected to make several contributions. Academically, the study is expected to provide consumer emotion research with a stronger theoretical framework to explain the emotional process. The research is based on the cognitive appraisal theory, with specified antecedents and a consequence. Several marketing researchers have previously suggested that future research in consumption emotions must address the determination of the antecedents of emotions (Bagozzi, Gopinath, & Nyer, 1999; Nyer, 1997; Richins, 1997; Westbrook, 1987). In consumer research, incorporating antecedents with cognitive appraisal theory has not been attempted (Johnson & Stewart, 2004). Therefore, this study addresses a void of previous research and contributes to the literature on consumer emotion research by providing a theoretical framework for a fuller understanding of the comprehensive emotional process.

Second, this study will enrich understanding of Chinese consumer preference for foreign brands by providing empirical evidence. Previous studies on Chinese consumers have not fully examined the factors that influence Chinese consumer preference for foreign brands. This study will provide empirical evidence on the effects of exposure to global mass media, exposure to mass migration, and cultural openness on Chinese consumer purchase intention toward a U.S. apparel brand, taking into account the emotion elicitation process.

Finally, findings of this study will provide U.S. apparel firm managers with more definitive information on Chinese consumers than previous studies have. Previous studies have focused primarily on Chinese cultural values as causes for preference of foreign brands and products. However, information considering only consumer values is limited in effectiveness for determining marketing strategies because consumers' values are not easily identifiable to marketers. This study, therefore, includes exposure to global mass media and exposure to mass migration, factors that are easier to identify when accessing consumers with these characteristics. For example, if consumers who have more exposure to global mass media are more likely to have purchase intentions, U.S. apparel firms can enhance their advertising in global mass media to increase sales.

Limitations

This study is confined in a couple of contexts. First, this study adopts two appraisal dimensions (i.e., relevance and congruence) to examine the Chinese consumer emotion elicitation process toward a U.S. apparel brand. Studies in consumer research adopt different appraisal dimensions from different cognitive appraisal theorists because a decisive set of appraisal dimensions has not been fully acknowledged in psychology or consumer research. As an initial attempt, therefore, this study focuses on relevance and congruence as the appraisal dimensions.

Second, this study focuses on only positive emotion in examining the Chinese consumer emotion elicitation process. Research incorporating negative emotion or ambivalent emotion would provide valuable additional information revealing the relationship between these emotions and Chinese consumer behavior.

Third, while consumer emotion constructs may vary at different apparel brands and categories, this study focuses on a U.S. apparel brand as a stimulus of consumer emotion. This is only an initial application of cognitive appraisal theory in an apparel study.

Finally, this study examines Chinese consumers residing in Shanghai, Beijing, and Guangzhou, the most modernized cities in China. The study of consumers in different locations, such as those in other countries and in less developed cities, may generate other findings than those determined from this study.

Outline of Work

This study consists of five chapters. Chapter I provides an introduction to the problem, acknowledges the problem by citing previous literature, states the purpose of the study, discusses the potential contributions of the findings, identifies research questions, defines terms used in the study, and states limitations in the research design. Chapter II offers an overview of the existing literature regarding each construct: cognitive appraisal theory, CGO, purchase intention, and Chinese consumer behavior. This chapter also presents a proposed conceptual model for this study and development of hypotheses to be tested. Chapter III describes the research methods used for the study by discussing data collection, survey instrument development, and the statistical method. Chapter IV presents the results of the data analysis. Chapter V presents the findings, implications, limitations, and suggestions for future research.

CHAPTER II

REVIEW OF LITERATURE AND DEVELOPMENT OF HYPOTHESES

This chapter consists of three sections. The first section reviews the literature related to the behavior of Chinese apparel consumers, consumer emotion, antecedents of the emotion elicitation process, and a consequence of emotion. The second section introduces a proposed conceptual model based on the theoretical framework discussed in the literature review. The third section explains development of the hypotheses that provide causal-effect relationships in the conceptual model.

Review of Literature

This section addresses (1) the Chinese economy and Chinese consumer behavior toward foreign brands and products; (2) emotion studies in the consumer behavior discipline, including mainstream consumer emotion studies and contributions and limitations of these studies; (3) an introduction to cognitive appraisal theory, including its theoretical background and selected appraisal dimensions; (4) cognitive appraisal theory in consumer research, including advantages of the theory's application to consumer research; (5) consumer global orientation, a set of antecedents of the consumer emotional process; and (6) purchase intention, a consequence of the consumer emotional process.

Chinese Economy and Apparel Market

Since China's introduction of economic reform and its open policy of the late 1970s, the Chinese economy has experienced rapid growth over the past two decades. After an average 9% annual growth rate for more than 20 years, Chinese gross domestic product (GDP) reached 18.31 trillion renminbi (the Chinese currency unit), which is equivalent to US\$2.25 trillion, in 2005 (The National Bureau of Statistics of China [NBS], 2006), ranking China sixth in the world in GDP (The World Bank, 2006). In addition, China has more economic growth potential than most other countries. The World Bank (2000) estimated that China's GDP growth potential from 1965 to 1999 was more than double the world's growth potential. This report also estimated that if China lived up to its potential, it could become the biggest economic entity in the world by 2020, with its GDP making up 22.2% of the world's total, higher than the 20% of the U.S.

With this continual economic growth, Chinese income has increased. According to the NBS, per capita annual disposable income of urban households reached 10,493 renminbi (about US\$1,280) in 2005, a real increase of 9.6% year-on-year (NBS, 2006). In addition, according to McKinsey Quarterly (Grant, 2006), in 2004 about 36 million urban Chinese households had a disposable income of at least 25,000 renminbi (about US\$3,000) a year. By 2009, the number of households in this category could almost triple to 105 million. Given the country's economic growth, more and more consumers are able and willing to buy additional goods and services, increasing the size of the consumer market.

Boosted by strong economic growth and increased income, Chinese consumers' demands for clothing are ever increasing. The following outlook of the Chinese apparel market is based on the industry report of the China National Commercial Information Centre and Li & Fung Research Centre (2006). Fuelled by economic growth, China registered a rapid growth of 18.3% from 2004 to 2005 in total retail sales of clothing, with the sales value reaching 201.8 billion renminbi (about US\$24.8 billion). Per capita annual expenditure on clothing in urban households rose from 500 renminbi (about US\$61) in 2000 to 801 renminbi (about US\$98) in 2005. According to the report, as income continues to grow and channel penetration goes up, the mid- to high-end market is expected to expand faster, and sales in the second and third tier cities will be boosted as well.

In the Chinese apparel market, foreign products from France, Germany, Italy, Japan, the U.S., and Korea have dominated the high-end fashion scene (China National Commercial Information Centre and Li & Fung Research Centre, 2006). According to the report, in 2005 international premium brands had optimistic increases in their sales; e.g., Giorgio Armani had a sales growth of 24% and Ermenegildo Zegna had a growth of 41%. As a result, these brands plan to expand their geographical coverage beyond Beijing and Shanghai, which were their first stops in China, by opening four to six new stores in 2007.

Chinese Consumer Behavior Toward Foreign Brands

Chinese consumers, generally, are known to prefer foreign branded apparel products over domestic ones (e.g., Schütte & Ciarlante, 1998; Smith & Wylie, 2004;

Kotabe & Jiang, 2006). The young Chinese generation, in particular, prefers foreign branded clothing. For example, McEwen et al. (2006) revealed that around 30% of respondents aged 18 to 24 purchased foreign branded clothing in 2005; the figures are about 20% and 10% for those aged 25-29 and 30-39, respectively. Smith and Wylie (2004) provided another example of Chinese preferences. These researchers surveyed college students in Beijing and Shanghai and found that the students perceived foreign brands, such as Nike, to be the most savvy, whereas 51% of respondents stated China does not have any savvy domestic brands.

The phenomenon of the Chinese consumer preference for foreign brands or products can be interpreted using three reasons summarized from previous studies (see Table 1 for a summary of previous studies related to Chinese consumer preference toward foreign brands/products). First, foreign brands from developed countries carry symbolic values such as success, glitter, empowerment, and new/international life for most Chinese (e.g., McEwen et al., 2006; Wei, 1997; Willis, 2006). Consumers in developing countries prefer foreign branded products to domestic ones because foreign brands are associated not only with images of high quality, but also with social and symbolic value. Batra, Ramaswamy, Alden, and Steenkamp (2000) noted that the desirability of foreign branded products in developing countries is driven primarily by symbolic motives, such as defining and communicating social distinctions, particularly status. As in many other developing countries, Chinese consumers are well disposed toward using foreign branded products for social expression (Wei, 1997; Wong & Zaichkowsky, 1999). Second, Chinese consumers perceive the quality of a product from a more developed country to be better (e.g., Ahmed & d'Astous, 1999; Lane, St-Maurice,

Table 1. Summary of Previous Studies Related to Chinese Consumer Preference for Foreign Brands/products

Explanatory variable	Apparel studies	Other studies
Symbolic value	Kwan ,Yeung, & Au (2003) Wong & Zaichkowsky (1999)	Kotabe & Jiang (2006) McEwen et al. (2006) Schütte & Ciarlante (1998) Smith & Wylie (2004) Wei (1997) Willis (2006) <i>Zhou & Hui (2003)</i>
Country-of-origin	<i>Ahmed & d'Astous (1999)</i>	<i>Lane, St-Maurice, & Dyckerhoff (2006)</i> <i>Li, Fu, & Murray (1997)</i> <i>Kwok, Uncles, & Huang (2006)</i> <i>Balestrini, & Gamble (2006)</i>
Values/belief (Cultural value, acculturation, or animosity)	Shen, Dickson, Lennon, Montalto, & Zhang (2005)	<i>Xiao (2005)</i> <i>Wang, Chen, Chan, & Zheng (2000)</i> Gong, Li, & Li (2004) <i>Klein, Ettenson, & Morris (1998)</i>

Note: Italic indicates studies which empirically tested the relationship between explanatory variables and Chinese consumer preference for foreign brands/products.

& Dyckerhoff, 2006). For example, Chinese consumers perceived a T-shirt to be of higher quality when the country of origin was a highly developed country, such as the U.S., rather than a developing country, such as China or Brazil (Ahmed & d'Astous, 1999). In China, a foreign brand typically means a brand from a highly developed country, such as the U.S. or a European country, and this foreign brand product is positioned at the high-end market. In this market environment, Chinese consumers perceive that the quality of foreign products is better than that of domestic products. Third, Chinese consumers' values are changing. Chinese consumers, particularly those in the younger generation, have become increasingly individualistic and materialistic as a result of economic growth and modernization (e.g., Xiao, 2005; Gong, Li, & Li, 2004; Kotabe &

Jiang, 2006). With more individualistic and materialistic consumers in China, the cultural gap between China and other cultures lessens, and Chinese consumers are more likely to be familiar with foreign cultures and products. Xiao (2005) found that consumers who are more individualistic and materialistic tended to buy more foreign brands and products.

However, previous studies of the Chinese consumer have not provided empirical evidence of consumer preference for foreign brands. Most studies only reported the phenomenon of Chinese preference (e.g., McEwen et al., 2006; Smith & Wylie, 2004; Kotabe & Jiang, 2006) or intuitively interpreted the cause of Chinese consumer preference with symbolic values (e.g., Wei, 1997; Wong & Zaichkowsky 1999). Furthermore, studies that empirically revealed the relationship between Chinese consumers' values and preferences for foreign brands have a limitation. Because value is an internal belief system, it is difficult to distinguish who is individualistic and materialistic without a survey instrument or a personal interview. To address these limitations of previous studies, this study systematically proposes a model that explains Chinese consumers' purchasing behaviors toward foreign brands. In particular, this study proposes that Chinese consumers' emotional responses toward foreign brands are integral in explaining their purchasing behaviors. The following section presents an overview of emotion studies that have been conducted.

Emotion in Consumer Behavior

Emotion plays an important role in the understanding of consumer behavior. When exposed to specific stimuli, consumers feel emotions. These elicited emotions then

influence consumer behaviors such as interest, choice, purchase intention, and decision making (O'Shaughnessy & O'Shaughnessy, 2003).

Since Holbrook and Hirschman (1982) and Hirschman and Holbrook (1982) introduced the role of emotion in consumption, termed hedonic consumption, tremendous research has been conducted regarding emotion (Hirschman & Stern, 1999). In hedonic consumption, emotion is a key motivator for consumption, clearly a departure from the traditional view in which consumers are viewed as rational and cognitive decision makers and emotions are neglected (Holbrook & Hirschman, 1982). Following the seminal introduction of emotion relating to consumption, various areas of consumer emotion research emerged: emotional responses to advertising (e.g., Baumgartner, Sujan, & Padgett, 1997; Burke & Edell, 1986; Edell & Burke, 1987; Holbrook & Batra, 1987), the effects of emotional response on consumer behavior (e.g., Gardner, 1985; Isen, 2001), measurement of emotion (e.g., Mano & Oliver, 1993; Westbrook & Oliver, 1991), and emotion and decision making (e.g., Inman & Zeelenberg, 2002; Shiv & Fedorikhin, 1999).

In addition to hedonic consumption research, the Stimulus-Organism-Response (SOR) framework, which stemmed from Mehrabian and Russell's (1974) work, has elicited additional consumer emotion research. First, environmental psychologists Mehrabian and Russell (1974) proposed that a person's affective response to the environment determines his/her approach to or avoidance of the environment. The researchers identified three dimensions of affective response: pleasantness, arousal, and dominance. Later, Donovan and Rossiter (1982) cast these three dimensions onto the SOR framework. Based on this SOR framework, a great deal of research has examined

how retail environment cues (S) elicit consumer emotion (O) and how elicited consumer emotion impacts shopping behavior (R) in a retailing area. For example, in a crowded retailing environment (S), consumers tend to feel negative (O), and this negative feeling increases the consumers' desire to leave (R) (Eroglu & Machleit, 1990). Like Eroglu and Machleit (1990), many scholars have provided empirical support, with a variety of findings, based on the SOR framework: positive affect and consumer staying time and interaction with employees (Babin & Darden, 1995; Dawson et al., 1990; Hui & Bateson, 1991; Sherman et al., 1997), positive affect and consumer decision-making styles (Babin, Darden, & Griffin, 1992), positive affect and store image (Darden & Babin, 1994), positive affect and merchandise and service quality perceptions (Baker, Grewal, & Parasuraman, 1994), and positive affect and the desire to affiliate (Dubé, Chebat, & Morin, 1995).

Although these two research streams, hedonic consumption and the SOR framework, have shed light on understanding the effect of emotion on consumer behavior, they have two significant limitations. First, the process of *how* these stimuli affect consumer emotion remains unclear (Chebat & Michon, 2003; Sherman et al., 1997). The focus of previous research has been on the elicited emotion itself as a response of stimuli, not on the *process of* how consumer emotion arises. Second, researchers have assumed that every consumer feels the same emotion toward a specific stimulus. Therefore, previous research cannot explain *why* some consumers feel differently toward the same stimulus. As an example, Sherman et al. (1997) pointed out that some of the results in Donovan, Rossiter, Marcolyn, and Nesdale's (1994) study were inconsistent and failed to replicate their prior finding that arousal was significant in

a pleasant environment. Such inconsistent results could be explained by examining whether some consumers feel differently in a particular environment. Therefore, this study will center on the consumer emotional process, which has not been researched in consumer behavior. To do so, this study adopts cognitive appraisal theory.

Cognitive Appraisal Theory

Unlike previous emotion research in consumer behavior that focused on the relationship between stimuli and emotion, cognitive appraisal theory (from now on appraisal theory) concentrates on the *process* that occurs when people feel emotion from stimuli. Namely, the theory provides a fundamental explanation of the process of emotional response. According to cognitive appraisal theorists, people appraise (evaluate) a stimulus such as an event, situation, or object, and through this appraisal, certain emotions, negative or positive, are elicited (e.g., Lazarus, 1991; Ortony et al., 1988; Roseman, 1991; Smith & Ellsworth, 1985). For example, when a romantic relationship ends, a person may feel sadness by the appraisal that something desired has been lost and cannot be recovered (Roseman, 1984). Based on this premise, the cognitive appraisal theory explains the phenomenon that people have different emotional responses at the same event because individuals evaluate and interpret the same stimuli differently. Figure 1 illustrates the general cognitive appraisal model.

Appraisal, the essence of the appraisal theory, refers to an individual's evaluation of stimuli (e.g., Lazarus, 1991; Ortony et al., 1988; Roseman, 1991; Smith & Ellsworth, 1985). Although several cognitive appraisal theorists have proposed different appraisal dimensions (see Table 2 for detailed dimensions), two key dimensions reflect fundamental

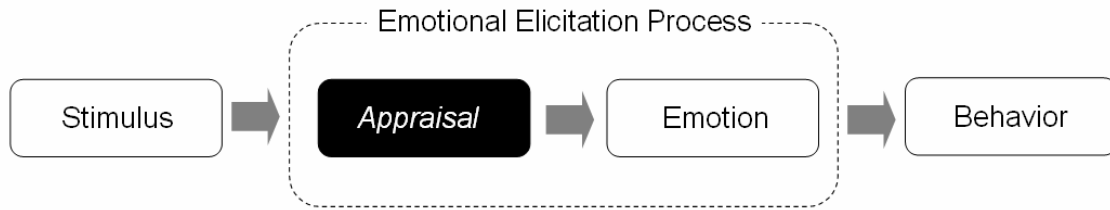


Figure 1. A Cognitive Appraisal Model.

appraisals across the various theorists. These two dimensions, which are particularly important at the stage of emotion formation, are relevance and congruence (Lazarus, 1991; Bagozzi et al., 1999; Bee, 2005). *Relevance* refers to the extent to which an individual cares about the information that is available in the environment. If the information is not important to an individual, emotional response is less likely to occur. Relevance is interchangeable with involvement, which is commonly used in consumer research, in that both concepts refer to the extent to which people respond to stimuli such as events, situations, or objects (Darley & Lim, 1992; Nyer, 1997). *Congruence or incongruence* is the degree to which a situation is consistent with the desires of the individual. Incongruence occurs when a situation hinders what a person desires, leading to negative emotions. When a situation is consistent with personal desires, it is congruent, which is likely to result in positive emotions. For example, Smith, Haynes, Lazarus, and Pope (1993) surveyed college students on eight given statements including one statement about an exam. In the study, if a college student thought the exam was important, the student was regarded as a person with high relevance, whereas if a student thought the exam was not important, the student was regarded as a person with low relevance. Similarly, if a student received a high grade, it was evaluated as high congruence because

Table 2. Major Appraisal Dimensions and Supporting Studies

Appraisal dimension	Definition of appraisal dimension	Conceptual and empirical studies
Relevance	The extent to which the stimuli are important	Frijda (1993); Frijda, Kuipers, & Schure (1989); Lazarus (1991); Scherer (1982); Scherer (1988)
Congruence	The extent to which the stimuli meet expectations or approximate the desired state	Clore & Ortony (2000); Lazarus (1991); Ortony et al. (1988); Roseman (1984); Roseman & Smith (2001); Roseman, Spindel, & Jose (1990); Scherer (1982); Scherer & Ceschi (1997); Smith & Ellsworth (1985); Smith & Ellsworth (1987); Smith et al. (1993)
Agency	The existence of a person (self or other) or object that is responsible for or in control of the situation	Lazarus (1991); Ortony et al. (1988); Roseman (1984); Smith & Ellsworth (1985); Smith et al. (1993); Tesser (1990); Weiner (1985)
Certainty	The degree to which the outcome is known or certain	Frijda et al. (1989); Ortony et al. (1988); Roseman (1984); Roseman, Wiest, & Swartz (1994); Scherer (1982); Smith and Ellsworth (1985); Tesser (1990)
Normative/ moral comparability	Evaluation of morality and the probable evaluation of the situation by significant others	Ellsworth & Smith (1988); Lazarus (1991); Manstead & Tetlock (1989); Roseman et al. (1990); Roseman, Antoniou, & Jose (1996); Scherer (2001); Scherer & Ceschi (1997); Smith & Ellsworth (1985); Smith & Ellsworth (1987)

all students want a high grade. If a student received a low grade, it was evaluated as incongruence. With the given statements, Smith et al. (1993) revealed that college students elicited positive emotions about a statement in which relevance was high (the exam was important) and congruence was high (a high grade). The study also found that the college students elicited negative emotions about a statement in which relevance was high (the exam was important) and incongruence was high (a low grade). Because the study gave statements of high relevance to the students, the effect of low relevance on the emotional process was not evaluated. However, it is expected that respondents would be less likely to elicit either positive or negative emotions with low relevance. For example, when the exam is not important to the student, he/she is less likely to care about the result of the exam. Based on the findings of previous studies and on theorists' commonality, this study will examine the consumer emotional process with appraisal dimensions of relevance and congruence.

Expanding the relationship between appraisal and emotional response, cognitive appraisal theorists have posited several factors, such culture, belief, personality, and experiences, as antecedents of appraisal (e.g., Lazarus, 1991; Ortony et al., 1988; Mesquita & Ellsworth, 2001). Because appraisal is a personal evaluation process, personal characteristics and culture that influence a person's values should affect an individual's evaluation and interpretation of an event, situation, or product. For example, Roseman , Dhawan, Rettek, Naidu, & Thapa (1995) revealed that Indian respondents, compared to American respondents, feel lower overall intensity for both sadness and anger. Bagozzi, Wong, and Yi (1999) reported that interdependent cultures (Eastern) are better able to process conflicting emotions as compared to independent cultures

(Western). Although the effect of culture on appraisal dimensions has not been revealed empirically in previous studies, cognitive appraisal theorists view cultural differences as differential emphasis on the appraisal dimensions, resulting in different emotions across cultures (Mesquita & Ellsworth, 2001). In addition, other proposed antecedents, such as personal belief, personality, and experiences, have not been examined empirically. Hence, many researchers suggest study on the antecedents of the appraisal process (Mesquita & Ellsworth, 2001; Johnson & Stewart, 2004; Bagozzi et al., 1999). In the following section, the application of the cognitive appraisal theory to consumer research is discussed.

Cognitive Appraisal Theory in Consumer Research

The cognitive appraisal theory is a pertinent framework for understanding consumption emotion. It provides an insight into *how* and *why* consumers feel different emotions at the same events, situations, and products. With an understanding of the process of emotional response, it is possible to predict consumer emotion and to manipulate the factors that elicit positive or negative emotions. With the advent of the cognitive appraisal theory, marketing scholars have maintained the usefulness of the theory to explain consumer emotional response toward advertising, products, and retailing environments (Bagozzi et al., 1999; O'Shaughnessy & O'Shaughnessy, 2003; Ruth, Brunel, & Otnes, 2002). Recently, some marketing scholars have relied on appraisal theory to explain consumers' emotional responses and behaviors toward advertisements, retailing settings, and products (Laroche, Teng, Michon, & Chebat, 2005; Bagozzi et al., 1999; Chebat & Michon, 2003; Spangenberg, Crowley, & Henderson, 1996;

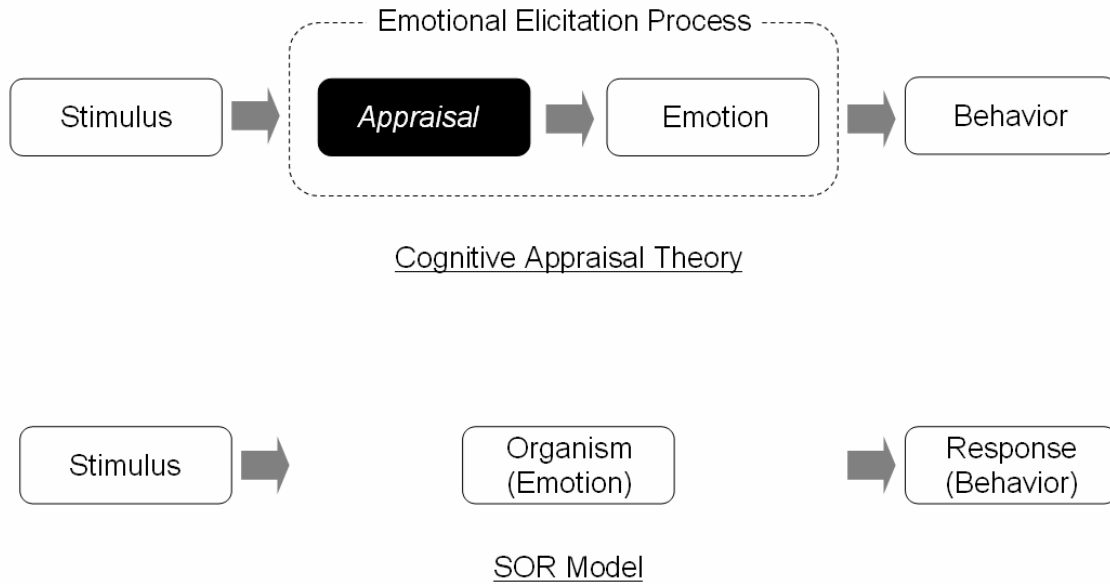


Figure 2. A Comparison of the Cognitive Appraisal Model and the SOR Model.

Ruth et al., 2002; Nyer, 1997). Figure 2 compares the cognitive appraisal model with the SOR model as the SOR model was used predominantly in previous consumer emotion research.

Based on previous consumer behavior research, this study identified the advantages of the cognitive appraisal approach. First, the appraisal theory provides understanding of the consumer emotion elicitation mechanism by offering a cause-and-effect relationship between appraisals and consumer emotions, whereas previous emotion studies in consumer research have focused on emotion itself as a consequence of stimuli. For example, based on the cognitive appraisal theory, Nyer (1997) confirmed empirically that consumers' emotional responses occur through the appraisal of a product. He revealed that college students elicited higher levels of joy/satisfaction about a computer when they thought computer performance was important to them (high relevance) and the perceived performance of a computer was high (high congruence). As shown in Nyer's

(1997) study, the cognitive appraisal theory enables researchers to understand comprehensively the consumer emotion elicitation mechanism: why and how consumers elicit a certain emotion toward a stimulus.

Second, based on an understanding of the emotion elicitation mechanism, researchers and practitioners can identify causal factors of consumers' emotions and manipulate these factors to increase consumers' positive emotions and decrease their negative emotions. For example, Folkes, Koletsky, and Graham (1987) manipulated several conditions in a fictitious marketplace vignette to examine their casual connections to anger. In the conditions where responsibility and control for negative service outcomes were attributed to the service provider (other-agency) rather than to the consumer (self-agency), respondents reported a higher likelihood of anger. That is, consumer anger is more likely when the blame is on service providers rather than on consumers themselves. From this finding, retailers can implement one strategy to reduce consumers' negative emotions: improving associates' service quality to decrease consumer anger toward service provided by the retailer. In a like manner, researchers and marketing practitioners can establish proper marketing strategies based on an understanding of the consumer emotion elicitation process.

Third, the cognitive appraisal theory is a more proper consumer emotion framework for studies on cross-cultural issues and for studies with cultural variability than are other frameworks, such as the SOR framework. In the cognitive appraisal theory, placing the emphasis on individuals' appraisals allows for antecedents of the individuals' appraisals, such as culture and individual experiences and beliefs (Mesquita & Leu, 2007). That is, by employing the cognitive appraisal theory, researchers can examine the causal-

effect relationships between antecedents and consumers' appraisals. By examining these relationships, researchers can use the emotion elicitation process to identify varying explanatory factors influencing consumers' behaviors. In contrast, the SOR model evaluates the relationship between a stimulus and a consumer's emotion. Because the SOR model does not incorporate the stage of an individual's appraisal, it is unable to examine the antecedents that influence the appraisal. For example, in using the SOR model, researchers can examine if consumers' emotions differ by gender, but the model cannot reveal the effect of gender on emotions. The cognitive appraisal theory, which incorporates individuals' appraisals, allows researchers to evaluate the effect of antecedents on consumer appraisals. Hence, the cognitive appraisal theory is a pertinent framework to examine the entire consumer emotion elicitation process in a variety of contexts, such as different cultures and different individual characteristics.

Lastly, the appraisal theory may account for most emotions (Bagozzi et al., 1999; Ruth et al., 2002), whereas the SOR framework explains only two emotional dimensions: pleasure and arousal. The appraisal theory explicates many more emotional dimensions, such as anger, regret, and joy, than do previous approaches to emotion. Additional appraisal dimensions are more likely to offer a detailed understanding of individuals' emotions (Reisenzein & Hofmann, 1993).

In psychology, the cognitive appraisal theory has been well established and has provided fundamental understanding of the emotion elicitation mechanism. Based on this understanding, cognitive appraisal theorists have suggested a variety of antecedents for an individual's appraisal, such as culture and individual beliefs and experiences, and an individual's behavior as a consequence of elicited emotion. However, psychology

literature employing the cognitive appraisal theory has focused mainly on examining the relationship between appraisal and emotion, and has rarely investigated antecedents of appraisal and the consequence of emotion. Furthermore, cognitive appraisal theory has just recently begun to be applied to consumer emotion research. At this initial stage of application, the cognitive appraisal theory has not been comprehensively applied to investigate consumer emotions, and incorporation of antecedents of consumers' appraisals is extremely rare (Johnson & Stewart, 2004). To fully adopt the cognitive appraisal theory, therefore, this study posits feasible antecedents of the consumer emotion elicitation process toward foreign brands in a global economy context. These antecedents are discussed in the following section.

Consumer Global Orientation as an Antecedent of the Emotion Elicitation Process

Globalization theorists study the processes and consequences of cross-national transmission of media forms, symbols, lifestyles, and attitudes (Crane, 2002). Some researchers argue that large numbers of people around the world are substituting globally diffused consumer images, symbols, and preferences that flow primarily from the West (Zhou & Belk, 2004) for those of their traditional, local cultures (Holton, 2000; Pieterse, 1995). Other researchers stress the continued desire of many consumers to maintain local culture and to reject influences perceived as global (Ger & Belk, 1996).

To address this controversial issue, Alden et al. (2006) tested consumer preference for globalized, localized, or hybridized alternatives with potential antecedents and consequences of such preferences. They introduced a new construct referred to as global consumption orientation (GCO), a set of consumer attitudes toward global

consumption that consists of four domains: lifestyle, entertainment, furnishings, and clothing. The researchers included environmental factors such as exposure to global mass media and exposure to mass migration as antecedents of GCO and empirically supported the effects of these two environmental factors on GCO. Originally, these two factors were introduced as global flows by Appadurai (1990), a sociologist, who identified five global flows: mediascapes (i.e., flows of image and communication), ethnoscapes (i.e., flows of mass migration), technoscapes (i.e., flows of technology and know-how), finanscapes (i.e., flows of capital and money), and ideoscapes (i.e., flows of political ideas and ideologies). According to Appadurai (1990), global flows are transforming the nature of society and muting the effects of divisions and barriers between cultures. Among the five global flows, Alden et al. (2006) viewed mediascapes (global mass media) and ethnoscapes (mass migration) as influential factors on consumer attitudes toward global consumption. Mediascapes, flows of image and communication, are the most far-reaching flows in terms of influencing consumers and of being influenced by marketers. Ethnoscapes, flows of tourists, migrants, and foreign students, are also shaping beliefs and result from direct exposure of members of one culture to members of another culture. Alden et al. (2006) revealed that mediascapes (global mass media) and ethnoscapes (mass migration) increase GCO, finally causing individuals to form positive attitudes toward global brands.

In other consumer research, the effect of global mass media on consumer preference has been supported as well. For example, South Korean consumers who are more exposed to U.S. television wear more jeans and have a preference for rock-and-roll music (Kang & Morgan, 1988). Samiee, Shimp, and Sharma (2005) suggested that

exposure to mass migration, such as international travel, increases consumers' positive attitudes toward foreign brands and products.

Along with environmental factors, personal traits have been regarded as a factor influencing consumer consumption of foreign brands and products. Studies in consumer behavior have used different terms to refer to these consumer traits: cultural openness (Sharma et al., 1995), global openness (Suh & Kwon, 2002), and global mind-set (Rhinesmith, 1993). Cultural openness, conceptualized by Sharma et al. (1995), is a social-psychological factor referring to individual differences in terms of openness toward the people, values, and artifacts of other cultures. The researchers revealed that culturally open consumers are less likely to be ethnocentric and are more likely to purchase foreign products. Global openness (Suh & Kwon, 2002) and global mind-set (Rhinesmith, 1993), though similar to cultural openness, have some distinctive attributes. Global openness is self-evaluation of the individual's globalization level, but the measurement is not clearly defined in the previous studies. Global mind-set refers to the extent to which an individual is aware of diversity across cultures, whereas cultural openness measures the extent to which an individual is interested in other cultures, people, and products. This study will adopt cultural openness as the consumer trait because the interest of the study is in how the personal trait of interest in foreign cultures, people, and products influences an individual's purchase behavior.

This study proposes exposure to global mass media, exposure to mass migration, and cultural openness as antecedents of the consumer emotional process toward a foreign brand. This set of three antecedents is named consumer global orientation (CGO). CGO in this study is a different notion than GCO in Alden et al.'s (2006) study. CGO refers to

a set of factors influencing consumers' responses toward a foreign brand, whereas GCO refers to a set of attitudinal responses (a consequence of factors such as exposure to mass media) to the global diffusion on consumption choice.

In most previous studies on consumer behavior toward foreign brands or products, transitional values such as materialism, cultural values (individualism and collectivism), and consumption values have been investigated as antecedents of consumer behavior (e.g., Xiao, 2005; Alden et al., 2006; Watchravesringkan, 2005). These transitional values are viewed as consequences of globalization and modernization. On the other hand, cultural openness is distinctive from transitional values in that it refers to an individual's trait, apart from the effects of globalization and modernization. Hence, cultural openness, especially, is included in this study to examine how a personal trait influences personal consumption behavior in a global context. This study is interested in which factor in CGO, an environmental factor (i.e., exposure to global media or exposure to mass migration) or a personal factor (i.e., cultural openness), will be a more powerful indicator of consumer behavior toward a foreign brand. With these antecedents, this study views purchase intention as a consequence of consumer emotional response. Discussion of this construct follows.

Purchase Intention as a Consequence of Emotion

In psychology literature, the effect of an individual's emotions on behavior has been discussed for a long time. For example, Zajonc (1980) and Zajonc and Markus (1982) suggested that an individual can take an action based on an emotion. More specifically, marketing and consumer behavior scholars have provided substantial

empirical support on the effect of consumers' emotions on a variety of behaviors over a long period, e.g., excitement and repatronage intention (Kim & Jin, 2001); pleasantness, purchase intention, and expenditure (Sherman et al., 1997); emotion, complaining behavior, and word-of-mouth (Westbrook, 1987); and negative feelings increasing a consumer's desire to leave (Eroglu & Machleit, 1990).

Consumers' purchase intentions play an important role in inducing consumer decision-making because purchase intentions directly influence consumers' actual purchases (Foxall, Goldsmith, & Brown, 1998). Much consumer emotion research has given attention to the relationship between emotion and purchase intention and provided empirical evidence of the relationship. For example, utilizing the SOR framework, Sherman et al. (1997) revealed that consumers who feel arousal or pleasantness at a retailing environment are more likely to show purchasing intention and spend more money. Therefore, this study views consumer purchase intention as a consequence of consumer emotion. Based on the review of literature, a conceptual model is proposed. This proposed model is discussed in detail in the following section.

Proposed Conceptual Model

This study employs the cognitive appraisal theory as a theoretical framework. Existing appraisal research focuses only on the relationship between appraisal and emotion, even when appraisal theorists have suggested potential antecedents of appraisal. This study proposes a conceptual model including antecedents of consumer appraisal and a consequence of consumer emotion. Figure 3 presents the proposed conceptual model and causally explains the emotion elicitation process.

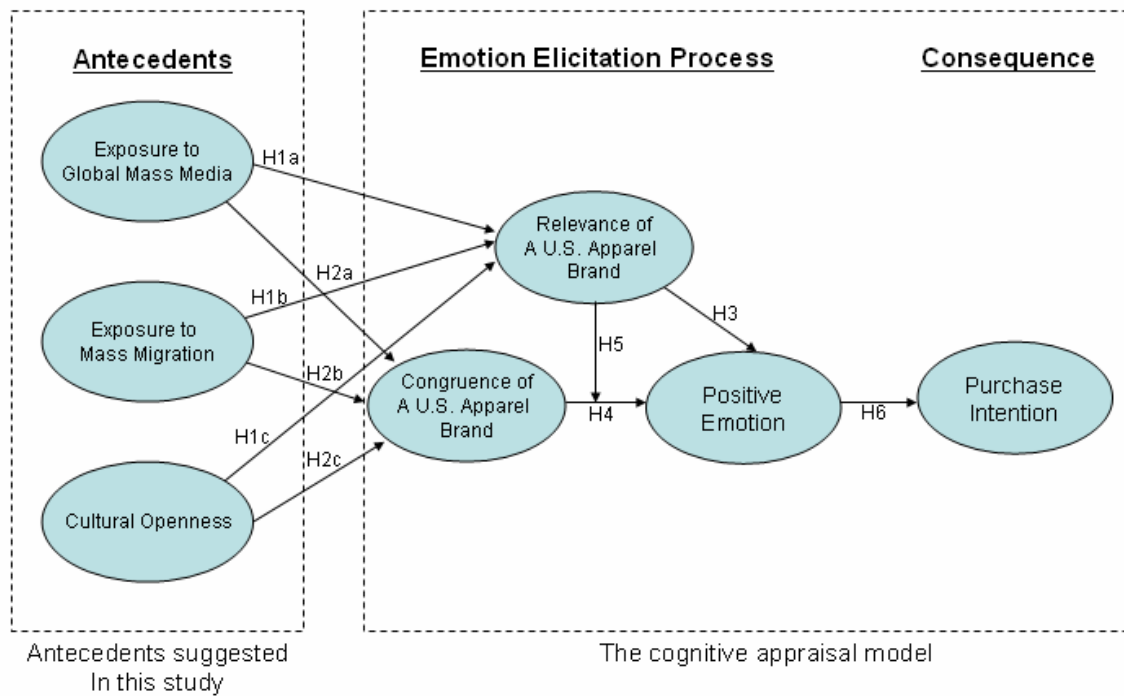


Figure 3. The Proposed Model for the Chinese Consumer Positive Emotion Elicitation Process Toward a U.S. Apparel Brand.

As shown in Figure 3, the proposed conceptual model consists of three causal paths (CGO → appraisal dimensions, appraisal dimensions → emotion, and emotion → purchase intention). The first path indicates the relationship between Consumer Global Orientation (CGO) and two dimensions of appraisal. This study proposes that three domains of CGO (i.e., exposure to global mass media, exposure to mass migration, and cultural openness) act as antecedents to influence Chinese consumers' appraisals of a U.S. apparel brand. The second path includes two appraisal dimensions, relevance and congruence, and their impact on positive emotion. This study includes seven brand judgmental categories (brand reputation, brand image, country of brand origin, brand popularity, brand credibility, brand prestige, and brand uniqueness) in examining Chinese

consumers' appraisals of a U.S. apparel brand. This study proposes that through the appraisal of a U.S. apparel brand, Chinese consumers form emotions toward the brand. The interest of this study is consumers' positive emotions because previous studies have reported that, in China, foreign brands are more likely to be associated with positive aspects, such as high quality and prestige (e.g., Ahmed & d'Astous, 1999; McEwen et al., 2006; Wei, 1997). The third path shows consumers' emotions toward a U.S. apparel brand and their relationship to purchasing intentions. This study expects that elicited positive emotions directly influence Chinese consumers' purchasing intentions of a U.S. apparel brand.

The basic premise of this study is that CGO affects consumer purchasing intention through the positive emotion elicitation process. Based on the proposed conceptual model, this study developed ten hypotheses to be tested. These hypotheses and the rationales of their development are discussed next.

Development of Hypotheses

The primary objectives of this research are to understand how the global orientation of Chinese consumers impacts their appraisals of a U.S. apparel brand, how their appraisals influence their emotions, and how the elicited emotions influence their purchase intentions of the U.S. apparel brand. To achieve these research goals, the following hypotheses are developed based on the conceptual model and on the relevant literature regarding the components in the model.

Consumer Global Orientation and Appraisal of a Brand

This study anticipates that three CGO antecedents (i.e., exposure to global mass

media, exposure to mass migration, and cultural openness) independently influence consumers' appraisals of a U.S. apparel brand in terms of relevance and congruence.

Consumer global orientation and relevance

This study posits that CGO influences consumers' appraisals of a brand through consumers' increased knowledge. Each element of CGO enhances consumer knowledge about foreign brands, including U.S. apparel brands, and this enhanced knowledge increases the relevance of a U.S. brand to consumers. The following sequentially discusses how each element of CGO influences consumer relevance of a U.S. apparel brand.

Exposure to global mass media enhances consumers' knowledge about foreign brands. Global mass media, such as MTV, global magazines, movies, and TV programs, is one of most powerful global flows, carrying information of foreign brands and products (e.g., Appadurai, 1990; Alden et al., 2006; Weber, 2001, 2002). The impact of mass media on consumers' knowledge has been confirmed generally to explain young consumers' characteristics. Wee (1999) maintained that consuming a variety of mass media has made the younger generation very well informed of brands and products, unlike the older generation. This notion has been confirmed in young Chinese consumers. Weber (2001) revealed that youth in Shanghai gained information on foreign brands and products through the global mass media. The youth also used the media strategically to achieve a range of individual objectives, such as searching for information on products and purchasing products. Therefore, it is reasonable to consider that consumers who are more exposed to global mass media containing foreign brand information are more likely

to be knowledgeable about foreign brands.

Along with global mass media, mass migration enhances consumers' knowledge about foreign brands. Mass migration refers to cross-cultural interactions, direct (i.e., travel to outside cultures and living abroad) or indirect (i.e., social contact with people from other countries) (Alden et al., 2006; Appadurai, 1990). Several previous studies have confirmed the influence of exposure to mass migration on consumers' knowledge about foreign brands and products. Direct interactions of mass migration have been more frequently studied. For example, Schellinck (1989) and Wall, Liefeld, & Heslop (1991) revealed that consumers with more experiences of international travel showed a higher awareness of foreign brands. Similarly, Samiee et al. (2005) evidenced that consumers who engaged in international experiences, such as traveling to other countries and developing foreign language expertise, possessed greater knowledge of foreign brands and products than did those who had no international experiences. Hence, this study posits that exposure to mass migration increases consumers' knowledge about foreign brands.

Lastly, higher cultural openness increases consumers' knowledge about foreign brands. Cultural openness refers to a personal trait by which a person is open to people, values, and artifacts of other cultures (Sharma et al., 1995). Higher scores of cultural openness indicate that those people are interested in learning about cultures and in interacting with people from other countries. Although no previous study has examined the relationship of cultural openness and consumers' knowledge about foreign brands, it is a reasonable expectation that consumers with high cultural openness are more knowledgeable about foreign brands. The underlying reasoning of this expectation is that

consumers with higher cultural openness are more likely to be knowledgeable about foreign brands because they have more interest in foreign products than individuals with lower cultural openness. Therefore, this study posits that the three factors in CGO independently improve consumers' knowledge about foreign products.

Consumers who are more knowledgeable about a foreign brand are more likely to consider a foreign brand important; that is, more knowledgeable consumers have increased relevance toward a foreign brand. Keller (2003) insisted that if consumers recognize a brand and have some knowledge about it, they do not have to engage in a lot of additional thought or processing of information to make product decisions. The reason for this lack of engagement is that consumers use a brand as a proxy variable, and make their assumptions about product characteristics and quality based on what they already know about the brand (Cordell, 1997; Keller, 2003). Therefore, as consumers know more about foreign brands, their importance (i.e., relevance) of the brands increases in their purchase decisions.

In sum, the three factors of CGO play independent roles in increasing consumers' knowledge of a foreign brand, consumers who more knowledgeable of the foreign brand consider judgmental categories of a brand more important, and finally, consumers use the information of the brand as a guide for product decisions. Therefore, this study posits that each of the factors included in CGO will increase consumers' relevance of a foreign brand. Thus, the following hypotheses are proposed:

H1a: Exposure to global mass media will increase relevance of a U.S. brand.

H1b: Exposure to mass migration will increase relevance of a U.S. brand.

H1c: Cultural openness will increase relevance of a U.S. brand.

Consumer global orientation and congruence

This section explains how CGO influences consumers' *congruence* of a brand through consumers' positive evaluations of a foreign brand. Each element of CGO leads consumers to evaluate foreign brands, including U.S. apparel brands, positively and positive evaluations increase the congruence of a U.S. brand to consumers. The following sequentially discusses how each element of CGO influences consumer congruence of a U.S. apparel brand.

Exposure to global mass media and exposure to mass migration increase familiarity of foreign brands to consumers (Wu, 2005). Consumers who are more familiar with foreign brands more positively evaluate foreign brands. The exposure effect is a widely accepted psychological phenomenon. This effect states that people express liking for stimuli when they are repeatedly exposed to the stimuli because of familiarity with the stimuli (e.g., Fang, Singh, & Ahluwalia, 2007; Winkelman & Cacioppo, 2001; Zajonc, 1968). This effect, especially regarding preference judgments, explains that people evaluate familiar stimuli more positively, inducing preference (Winkelman & Cacioppo, 2001). This effect has also been confirmed in consumer literature. For example, Graeff (1997) revealed that consumers who are more familiar with a product are more likely to prefer that product.

This study posits that the positive evaluation of familiar brands indicates increases in congruence because congruence refers to consumers' evaluations of the extent to which an object is consistent with what they want or desire. Although previous studies have not directly examined the relationship between exposures to global mass media and mass migration and congruence of foreign brands, many studies have confirmed the

impact of exposures to global mass media and mass migration on preference of foreign brands, suggesting increases in congruence. For example, Tsai (1970) and Kang and Morgan (1988) found that Asian consumers with a high consumption of U.S. television programs showed preferences for U.S. clothing and music. Likewise, Wei and Pan (1999) revealed that exposure to global mass media transformed Eastern consumers' attitudes toward foreign products and eventually caused these consumers to increase acceptance of foreign products. Recently, Alden et al. (2006) provided empirical support for the concept that consumers who have more exposure to global mass media and mass migration more often prefer foreign products.

Along with exposure to global mass media and mass migration, the third element of CGO, cultural openness, is related to increasing preference for foreign brands in ethnocentrism literature (Sharma et al., 1995; Suh & Kwon, 2002). These studies evidenced that consumers who are more open to other cultures show less ethnocentrism, resulting in increases in preferences for foreign brands. In addition, it is reasonably expected that consumers with higher cultural openness have the potential to be more familiar with foreign brands because they have more interest in foreign products than individuals with lower cultural openness.

The above discussion clearly shows that each factor of CGO independently increases consumers' preferences for foreign brands. When a consumer's evaluation of an object meets the consumer's wants or desires (congruence), the consumer's preference for that object increases (Grubb & Stern, 1971; Lee, 2004). Hence, consumer preference is regarded as the outcome of congruence between consumer and product. Incorporating the exposure effect, this study views that each factor of CGO leads consumers to be

more familiar with foreign brands. Then, consumers who are more familiar with foreign brands evaluate foreign brands more positively, indicating increases in consumer congruence with foreign brands. Therefore, the following hypotheses are proposed:

H2a: Exposure to global mass media will increase congruence of a U.S. brand.

H2b: Exposure to mass migration will increase congruence of a U.S. brand.

H2c: Cultural openness will increase congruence of a U.S. brand.

Appraisal and Emotion

This study expects that both appraisal dimensions, relevance and congruence, independently increase positive emotion. This study concentrates only on consumer positive emotion because positive emotion is thought to be more involved in the Chinese consumer emotion elicitation process toward a U.S. apparel brand, in contrast to negative emotion. Previous studies on Chinese consumers have reported that Chinese consumers prefer foreign brands over domestic brands (e.g., McEwen et al., 2006; Smith & Wylie, 2004; Kotabe & Jiang, 2006), and in developing countries, foreign brands and products from developed countries convey positive symbolic values to consumers (e.g., Batra et al., 2000; McEwen et al., 2006; Wei, 1997). Therefore, this study judges that positive emotion is a proper construct to examine Chinese consumers' emotions toward a U.S. apparel brand.

Relevance indicates the extent to which an event, situation, or object is personally important to an individual (e.g., Smith & Lazarus, 1993; Lazarus, 1991). In psychology literature, it is widely confirmed that the more individuals consider a given event, situation, or object *important* to them, the more the individuals are likely to exhibit either

positive or negative emotions. For example, an individual who regards an exam as important is more likely to feel emotions toward either outcome: the individual passes the exam and he/she feels positive emotions such as happiness, or the individual fails the exam and he/she feels negative emotions such as sadness (Smith et al., 1993).

Relevance is conceptually identical with involvement in consumer research (Darley & Lim 1992; Nyer, 1997) in that both relevance and involvement refer to the degree of significance of an event, situation, or object to an individual. In accordance with psychology research, consumer research has also suggested that consumers with high involvement experience stronger emotional responses (Swinyard, 1993, Peter, Olson, & Grunert, 1999). Hansen (2005) provided empirical support for this relationship by revealing that consumers buying food for a dinner party (high-involved) feel more positive emotions, such as pleasure, toward high quality food products than do consumers buying food for an everyday breakfast. Although the relationship between relevance and positive emotion has not been examined with Chinese people in psychology or consumer research, cognitive appraisal literature has maintained the universality of the appraisal mechanism (Scherer, 1997). That is, if an individual appraises that a situation is fair, he/she elicits positive emotions, such as joy, no matter the country in which the individual lives (Scherer, 1997). Therefore, the findings of previous studies stating that consumers with high relevance are more likely to elicit positive emotion are expected to be repeated with Chinese consumers. That is, this study posits that when Chinese consumers consider the judgmental categories of a U.S. brand more important, they are more likely to elicit positive emotions. Based on this rationale, the following hypothesis related to relevance and emotion is posited:

H3: Consumers' high relevance of a U.S. brand will increase positive emotions toward the brand.

Congruence, the second appraisal dimension, refers to the extent to which an event, situation, or object is consistent with an individual's desire (e.g., Smith & Lazarus, 1993; Lazarus, 1991). In cognitive appraisal literature, the effect of congruence on individuals' emotions has been widely accepted (e.g., Frijda, 1986; Griner & Smith, 2000; Smith et al. 1993; Smith & Lazarus, 1993). That is, when a stimulus meets what an individual wants or desires (congruence), he/she is likely to elicit positive emotions. Conversely, when a stimulus does not meet what an individual wants or desires (incongruence), negative emotions occur. For example, Smith et al. (1993) confirmed that a given condition, a college student wins an honor award (a congruent condition because every student wants to win the award when he/she applies for it), is associated with his/her positive emotions, such as happiness.

In consumer emotion research, only a few studies have applied the cognitive appraisal theory to consumer behavior and provided empirical evidence for the relationship between congruence and consumers' positive emotions. Nyer (1997) revealed that consumers who evaluated that a given computer had high performance (high congruence because it is a reasonable assumption that all consumers want high performance of a computer) felt a higher level of positive emotions, such as joy and satisfaction, at the computer. Bee (2005) evidenced that when consumers evaluate that attributes of a hotel meet what they want, they are more likely to feel optimism and confidence in selecting the hotel.

Because of the early stage of application of the cognitive appraisal theory to consumer behavior, no study has been conducted to examine the effect of congruence on positive emotion in the Chinese context. However, the relationship between congruence and consumers' positive responses has been generally convinced in consumer behavior research. That is, consumers prefer products that meet more of their wants or desires (Grubb & Stern, 1971; Lee, 2004). This notion suggests that congruence is strongly related to consumers' positive emotions. In addition, cognitive appraisal theorists have maintained the universality of the appraisal mechanism, which acknowledges that the effect of appraisal on individuals' emotions is almost identical across countries (Scherer, 1997). Based on these rationales, this study expects that the relationship between congruence and consumers' positive emotions revealed in previous studies will be confirmed as well with Chinese consumers. Therefore, if Chinese consumers evaluate that a U.S. apparel brand meets their wants or desires for apparel (i.e., congruent), they are more likely to feel positive emotions toward the U.S. apparel brand. Hence, the following hypothesis is developed.

H4: Consumers' high congruence toward a U.S. brand will increase positive emotions toward the brand.

Cognitive appraisal theory suggests an interaction effect of relevance and congruence on individuals' emotions, as well as their independent effect. According to the cognitive appraisal theory, if the information is not important to an individual (i.e., low relevance), he/she is less likely to elicit emotions. That is, the level of an individual's elicited emotions differ by the level of relevance. Several psychologists have evidenced

this interaction effect. For example, Darley & Lim (1992) revealed that when individuals consider public service provided by a state more important, they elicit strong emotions, positive or negative, toward the public service. However, in the research, individuals' emotions are much lessened when they consider the public service not important to them.

Consistent with findings in psychology, findings in consumer emotion research have also confirmed the combined effect of relevance and congruence on consumers' emotions. Nyer (1997) classified subjects into a high congruence group and a low congruence group to examine the interaction effect of relevance and congruence. He revealed that, under conditions of high goal congruence, subjects in the high relevance group experienced significantly higher levels of joy/satisfaction than subjects in the low relevance group, and under conditions of low congruence, subjects in the high relevance group and in the low relevance group did not experience significantly different levels of emotions. Bee (2005) provides another evidence of the interaction effect on consumers' emotions. He found that consumers' worries in selecting a hotel differ by their relevance level; when consumers consider attributes of a hotel important (i.e., high relevance) and the information on a hotel does not meet what they want (i.e., incongruence), they feel strong worry. However, when they consider attributes of a hotel less important (i.e., low relevance) with an incongruent condition, consumers' worries are significantly reduced. Based on these findings, this study expects an interaction effect of relevance and congruence on Chinese consumers' emotions. That is, the combined condition of relevance and congruence will affect Chinese consumers' positive emotions toward a U.S. apparel brand. Hence, following hypothesis is proposed.

H5: The interaction effect of relevance and congruence of a U.S. brand will increase positive emotions toward the brand.

Emotions and Purchase Intention

Within a consumption emotion domain, the direct effects of emotion on purchase intention have been widely confirmed in marketing and consumer behavior literature (e.g., Sherman et al., 1997; Milliman, 1982; Wang, 2006). Alpert and Alpert (1990) and Spies, Hesse, and Loesch (1997) revealed that when consumers felt positive emotions during shopping, they were more likely to have intentions to buy. Recently, with cognitive appraisal theory as its backbone, retailing literature has shown that positive emotions evoked by consumer perceptions of shopping mall environments and product quality enhanced consumer purchase intentions (e.g., Laroche et al., 2005). This positive relationship was also confirmed in on-line shopping behavior. Park, Lennon, and Stoel (2005) found that elicited positive emotion from an on-line product presentation tended to lead to higher apparel purchase intention. Therefore, this study expects that the relationship between consumers' emotions and purchase intentions will be confirmed in the Chinese market as well. Therefore, this study posits that consumers' positive emotions positively correlate with consumers' purchase intentions, and the following hypothesis is proposed.

H6: Consumers' positive emotions toward a U.S. brand will increase purchase intentions of the brand.

CHAPTER III

METHODOLOGY

This chapter presents the methods used in this study. First, the data collection procedures and the respondents' characteristics are discussed. Second, the survey instrument development and pre-test procedure are explained. Finally, statistical data analyses to test the proposed hypotheses are addressed.

Data Collection

This study aims to examine the Chinese consumer emotion elicitation process toward a U.S. apparel brand. To this end, a series of mall intercept surveys were conducted targeting shopping mall visitors in three major cities, Shanghai, Beijing, and Guangzhou, of China during July, 2007. Levi's was chosen as the U.S. apparel brand for consumer appraisal in this study. A jean brand is appropriate to conduct this study because jeans are a symbol of Western culture and the most representative of U.S. apparel (Wu, 2005). Among the many U.S. jean brands, Levi's has been identified as the most well known foreign brand among Chinese people in previous studies (Wu, 2005). Therefore, Levi's was selected for Chinese consumer appraisal in this study.

Regarding research sites, Shanghai, Beijing, and Guangzhou were selected because they are the most modernized cities in China. In addition, each of the cities has

strong economic development, and residents have a great deal of purchasing power. Because of this purchasing power of residents in the cities, foreign apparel firms target these individuals and already operate many stores in these locations (China National Commercial Information Centre and Li & Fung Research Centre, 2006). Therefore, residents in these cities are more exposed to foreign apparel brands than residents in other parts of China. Thus, this study targeted shopping mall visitors in Shanghai, Beijing, and Guangzhou to examine Chinese consumers' emotions toward a U.S. apparel brand. To attain evenly distributed data of Chinese consumers, at least two shopping malls, one from a high-end level and the other from a moderate level, in each city were selected for administering the survey.

The surveys were conducted simultaneously in the three cities. Because characteristics of respondents in a mall intercept can vary by day of the week and time of day, the data were collected on Monday, Wednesday, and Saturday over a two-week period during all mall business hours (i.e., 10:00 a.m. to 8:00 p.m.) to avoid sampling bias. Prior to administration of the survey, Chinese interviewers were trained by a Chinese colleague, a professor at Dongwha University in China. Interviewers obtained permission from each shopping mall to administer the survey. At the front of each mall, Chinese interviewers approached shoppers and asked for their voluntary participation in the survey of a foreign apparel brand. Participants were informed that the information obtained from this survey was only for research purposes, and that any information they provided would be voluntary and anonymous. Upon consent, participants were asked to complete self-administrated questionnaires. Each interview took approximately 15 minutes and the questionnaires were collected on the spot. T-shirts, with a retail price of

Table 3. Respondents' Characteristics

Profile		Frequency	%	
Research sites	Shanghai	High-end shopping mall	118	15.8
		Moderate-priced shopping mall	130	17.4
	Beijing	High-end shopping mall	122	16.3
		Moderate-priced shopping mall	126	16.9
	Guangzhou	High-end shopping mall	155	20.7
		Moderate-priced shopping mall	96	12.9
Total		747	100	
Gender	Female		378	50.6
	Male		369	49.4
	Total		747	100
Age	18-20		105	14.5
	21-25		327	45.3
	26-30		220	30.4
	31-35		70	9.7
	36 or above		1	0.1
	Total		723	100
Monthly household income	US\$500 or under		167	22.6
	US\$501-US\$1,000		259	35.0
	US\$1,001-US\$2,000		217	29.4
	US\$2,001 or above		96	13.0
	Total		739	100
Monthly clothing expenditures	US\$50 or under		205	30.5
	US\$51-US\$100		209	31.0
	US\$101-US\$200		174	25.8
	US\$201-US\$300		58	8.6
	US\$301-US\$500		23	3.4
	US\$501 or above		5	0.7
Total		674	100	

US\$4, were given to respondents as an incentive.

Initially, a total of 758 questionnaires were collected. Questionnaires that were incomplete or insincere were excluded prior to data analysis. To identify insincere responses, a researcher checked specific items on each questionnaire. For example, if a

respondent answered two similar questions oppositely (e.g., I would like to learn more about other countries and I would like to know more about foreign cultures and customs), the questionnaire was regarded as insincere. After excluding 11 questionnaires, 747 usable data sets were obtained for data analysis. Of the 747 data sets, 248 were collected in Shanghai, 248 were collected in Beijing, and 251 were collected in Guangzhou. Of the 747 respondents, females accounted for 50.6% and males for 49.4%. The mean age of respondents was 20.89, and the range was 18 to 36 years old. Monthly household income reported most frequently was in the US\$501 to US\$2,000 range. Details of the respondents' characteristics are presented in Table 3.

Survey Instrument Development

A questionnaire was initially developed in English and then translated into Chinese by an individual fluent in both English and Chinese. The questionnaire was then back-translated into English by another bilingual native Chinese unfamiliar with the survey instrument to ensure translation equivalence.

The questionnaire consisted of eight main sections that measure the seven constructs in the proposed research model plus demographics: (1) exposure to global mass media, (2) exposure to mass migration, (3) cultural openness, (4) relevance, (5) congruence, (6) positive emotion, (7) purchase intention, and (8) demographic information. Because Levi's was selected for Chinese consumers' appraisals in this study, the questionnaire started with one screening question: how well do you know about Levi's? Because this survey included questions to assess Levi's, only consumers who at

least knew the Levi's brand name were asked to fill out the questionnaire. If mall visitors had not heard about Levi's, they were not asked to fill out the questionnaire.

Before the actual survey in China, this study conducted a pre-test with 50 Chinese college students at Oklahoma State University during June 2007. To accurately reflect Chinese perception toward U.S. branded apparel, only Chinese students who had been residing in the U.S. less than one year were included. Along with the individual survey, a focus group interview with five Chinese students was conducted. In the focus group interview, after Chinese students completed the questionnaire, parts of the questionnaire that needed to be revised were discussed with the students. Based on the discussion with this focus group and an analysis of the survey, several questions were elaborated and a few words were retranslated to Chinese.

The following section illustrates the procedures of scale development and the contents of the scales. All items for the seven components (except demographic information) are described in Table 4. The English version of the questionnaire is attached as Appendix B and the Chinese version is attached as Appendix C.

Exposure to Global Mass Media

The exposure to global mass media construct measured how frequently consumers are exposed to mass media containing information such as foreign people, cultures, and products. Steenkamp and Van Trijp (1991) developed the original scale based on Appadurai's (1990) notion of global flows. Later, Alden et al. (2006) used the scale to examine the relationship with consumer preferences of global products. The original scale consists of four items with reliability coefficient of .78 (Steenkamp & Van Trijp,

1991). The items are as follows: “How often do you watch fictional or non-fictional television programs that are about people who live in other countries of the world?” “How often do you read features, reports, or stories in magazines that are about people who live in other countries?” “How often do you see movies in a theater or rent one for home with fictional or non-fictional stories about people who live in other countries?” and “How often do you watch television programs that are produced in other countries and shown in your country?”

This study adopted the scale from the Alden et al. (2006) study, extending the original questions. The original questions were limited to information about people in other countries, and this study included additional information about cultures and products in other countries because global mass media contain information about all of these topics and this study is interested in the effect of exposure to global mass media. In addition, this study added one item about people to the original four. The added item was related to Internet usage because many globalization studies have identified the Internet as the most powerful and newest means of transmitting information from one country to another (de Mooij, 2005). The five items were evaluated in the same manner as the original scale, a seven-point Likert scale in which “never” equals 1 and “very often” equals 7.

Exposure to Mass Migration

The exposure to mass migration construct measured how frequently consumers were exposed to cross-cultural interactions, directly or indirectly. In Appadurai’s (1990) study, mass migration referred to three types of cross-cultural interactions: 1) traveling to

outside cultures, 2) having social contacts with people who have been abroad for some time, and 3) having social contacts with foreigners. Based on Appadurai's work (1990), Alden et al. (2006) developed four items, with reliability coefficient of .60, to measure exposure to mass migration: "How often have you traveled to other countries?" "What is the longest period of time you have lived, worked, vacationed, or studied in another country?" "What is the longest period of time another member of your immediate family lived, worked, vacationed, or studied in another country?" "I enjoy meeting people who are from other countries."

This study revised Alden et al.'s (2006) items to evaluate the likelihood of exposure to mass migration, rather than asking the actual period during which respondents were exposed to mass migration. Respondents were asked how likely six items were close to them: "I enjoy meeting people from other countries." "I often travel to other countries." "I often choose to vacation in a foreign country." "I often meet people from other countries." "I often talk to people who have lived in other countries." "Compared to others, my living experience in a foreign country is considerable." These six items were evaluated on a seven-point Likert scale in which "highly unlikely" equals 1 and "highly likely" equals 7.

Cultural Openness

Cultural openness measured the extent to which people are open to foreign cultures, people, and artifacts (Sharma et al., 1995). Sharma et al. (1995) initially developed seven items for cultural openness and reported a reliability coefficient of .74. The questions were as follows: "I would like to have opportunities to meet people from

other countries.” “I am very interested in trying food from different countries.” “We should have respect for traditions, cultures, and ways of life of other nations.” “I would like to learn more about other countries.” “I have strong desire for overseas travel.” “I would like to know more about foreign cultures and customs.” “I have a strong desire to meet and interact with people from foreign countries.” This study employed the original seven items to measure Chinese consumers’ characteristic of being open to the foreign world. One question was revised slightly from “I am very interested in trying food from different countries” to “I am very interested in trying other products (e.g., food or clothing) from different countries.” The items were evaluated on a seven-point Likert scale in which “strongly disagree” equals 1 and “strongly agree” equals 7.

Relevance

Relevance measures the extent to which people think a stimulus is important to them. Cognitive appraisal literature uses one question to measure the overall relevance of a situation (e.g., Lazarus 1991; Scherer 1982): “How *important* was what was happening in this situation to you?” For the appraisal of an object, Bee (2005) detailed the one question to evaluate each specified category of the object using questions such as “how important is product quality in deciding to purchase a company’s products?” Following the previous studies, this study applied the one question to seven evaluative categories of a brand, developing seven questions for relevance of a brand. Based on brand literature, this study developed seven evaluative categories of Levi’s. Brand credibility and uniqueness were adopted from Keller (2003), who maintained that these two characteristics are particularly important in consumers’ brand evaluations. Brand

reputation, popularity, and prestige were developed based on foreign brand studies insisting well-known foreign brands from economically developed countries carry symbolic values, such as success, glitter, empowerment, and new/international life (e.g., McEwen et al., 2006; Wei, 1997; Willis, 2006). Country of brand origin was also included for relevance of Levi's because under a global economy, country of origin has been examined as a crucial factor influencing a consumer's judgment in many previous studies (e.g., Sharma et al., 1995; Ahmed & d'Astous, 1999). Lastly, brand image was incorporated because brand image is a consumer's general perception of a brand and it strongly affects consumer preference and buying behavior (Solomon & Rabolt, 2005). Hence, seven questions for relevance were developed: "How important is the *brand reputation* of Levi's to you?" "How important is the *brand image* of Levi's to you?" "How important is the *brand origin (country)* of Levi's to you?" "How important is the *brand popularity* of Levi's to you?" "How important is the *brand credibility* of Levi's to you?" "How important is the *brand prestige* of Levi's to you?" "How important is the *brand uniqueness* of Levi's to you?" The items were evaluated on a seven-point Likert scale in which "not at all" equals 1 and "extremely important" equals 7.

Congruence

Congruence measures the extent to which people think a stimulus is what they want. Cognitive appraisal literature uses one question to measure overall congruence of a situation (e.g., Lazarus 1991; Scherer 1982): "To what extent were these *desirable* elements present in the situation?" The procedure used for developing relevance items was also used for developing congruence items. This study applied the one question to

the seven evaluative categories of a brand, developing seven questions for congruence such as the following: “To what extent does the *brand reputation* of Levi’s meet what you desire in an apparel brand?” “To what extent does the *brand image* of Levi’s meet what you desire in an apparel brand?” “To what extent does the *brand origin (country)* of Levi’s meet what you desire in an apparel brand?” “To what extent does the *brand popularity* of Levi’s meet what you desire in an apparel brand?” “To what extent does the *brand credibility* of Levi’s meet what you desire in an apparel brand?” “To what extent does the *brand prestige* of Levi’s meet what you desire in an apparel brand?” “To what extent does the *brand uniqueness* of Levi’s meet what you desire in an apparel brand?” The items were evaluated on a seven-point Likert scale in which “least meet” equals 1 and “highly meet” equals 7.

Emotion

To investigate Chinese consumers’ emotions, this study employed the Consumption Emotion Set (CES) developed by Richins (1997). CES has advantages over any other emotion measurement in that CES covers most emotional reactions in consumption, with 17 descriptors, and achieves satisfactory reliability, with Cronbach alpha ranging .72 to .91 (Bagozzi et al., 1999; Richins, 1997). Along with these advantages, CES has been used widely to measure consumer emotion (e.g., Wang, 2006, Wee, 2005). Among the 17 descriptors in CES, which measure positive and negative emotions, this study adopted only the following seven positive emotion descriptors because positive emotion is the interest of this study: romantic love, love, peacefulness, contentment, optimism, joy, and excitement. Each positive emotion descriptor in CES

Table 4. A Summary of Research Constructs and Measurement Items

Construct (number of items)	Location in questionnaire	Items
CGO		
Exposure to global mass media (5)	Part II -5	<p>How often do you watch domestic TV programs containing foreign information?</p> <p>How often do you read magazines containing foreign information (e.g., Vogue, Times)?</p> <p>How often do you see domestic or foreign movies containing foreign information?</p> <p>How often do you watch TV programs produced in other countries?</p> <p>How often do you access Internet sites containing foreign information (e.g., Internet shopping mall selling foreign products)?</p>
Exposure to mass migration (6)	Part II -6	<p>I enjoy meeting people from other countries.</p> <p>I often travel to other countries.</p> <p>I often choose to vacation in a foreign country.</p> <p>I often meet people from other countries.</p> <p>I often talk to people who have lived in other countries.</p> <p>Compare to others. My living experience in a foreign country is considerable.</p>
Cultural openness (7)	Part II -7	<p>I would like to have opportunities to meet people from other countries.</p> <p>I am very interested in trying other products (e.g., food or clothing) from different countries.</p> <p>We should have a respect for traditions, cultures, and ways of life of other nations.</p> <p>I would like to learn more about other countries.</p> <p>I have a strong desire for overseas travel.</p> <p>I would like to know more about foreign cultures and customs.</p> <p>I have a strong desire to meet and interact with people from foreign countries.</p>

Construct (number of items)	Location in questionnaire	Items																				
Appraisal																						
Relevance (7)	Part I -5	How important is brand reputation of Levi's to you? How important is brand image of Levi's to you? How important is brand origin (country) of Levi's to you? How important is brand popularity of Levi's to you? How important is brand credibility of Levi's to you? How important is brand prestige of Levi's to you? How important is brand uniqueness of Levi's to you?																				
Congruence (7)	Part I -6	To what extent does brand reputation of Levi's meet what you desire in an apparel brand? To what extent does brand image of Levi's meet what you desire in an apparel brand? To what extent does brand origin (country) of Levi's meet what you desire in an apparel brand? To what extent does brand popularity of Levi's meet what you desire in an apparel brand? To what extent does brand credibility of Levi's meet what you desire in an apparel brand? To what extent does brand prestige of Levi's meet what you desire in an apparel brand? To what extent does brand uniqueness of Levi's meet what you desire in an apparel brand?																				
Positive emotion (19)	Part I -7	To what extent do you experience each of the following emotions when you think of Levi's? <table border="0"> <tr> <td>sexy</td> <td>romantic</td> <td>passionate</td> <td>love</td> </tr> <tr> <td>sentimental</td> <td>warm hearted</td> <td>calm</td> <td>peaceful</td> </tr> <tr> <td>content</td> <td>fulfilled</td> <td>optimistic</td> <td>encouraged</td> </tr> <tr> <td>hopeful</td> <td>happy</td> <td>pleased</td> <td>joyful</td> </tr> <tr> <td>excited</td> <td>thrilled</td> <td>enthusiastic</td> <td></td> </tr> </table>	sexy	romantic	passionate	love	sentimental	warm hearted	calm	peaceful	content	fulfilled	optimistic	encouraged	hopeful	happy	pleased	joyful	excited	thrilled	enthusiastic	
sexy	romantic	passionate	love																			
sentimental	warm hearted	calm	peaceful																			
content	fulfilled	optimistic	encouraged																			
hopeful	happy	pleased	joyful																			
excited	thrilled	enthusiastic																				
Purchase intention (4)	Part I -8	I would definitely intend to buy Levi's jeans. I would absolutely consider buying Levi's jeans. I would definitely expect to buy Levi's jeans. I would absolutely plan to buy the Levi's jeans.																				

consists of two or three items: e.g., sexy, romantic, and passionate for romantic love; calm and peaceful for peacefulness; and happy, pleased, and joyful for joy. Hence, the measure for emotion consisted of 19 items pertaining to seven positive emotions. To evaluate consumers' emotions toward Levi's, respondents were asked to what extent they feel each of 19 emotion items when they think of Levi's. The items were assessed on a seven-point Likert scale where "not at all" equals 1 and "very strongly" equals 7.

Purchase Intention

To measure purchase intention, this study employed the four items in Mathur (1998). Mathur's (1998) purchase intention measurement provided very high reliability coefficients of .96-.97 in the original study. Since then, the scale has been widely reproduced in other studies with high reliability coefficients (e.g., Teng & Laroche, 2007; Yi, 1993). An example of the measurement is, "I would definitely buy Levi's jeans." The items were evaluated on a seven-point Likert scale in which "strongly disagree" equals 1 and "strongly agree" equals 7.

Data Analysis

Three steps of statistical data analysis were conducted sequentially. First, confirmatory factor analysis (CFA) was conducted as a preliminary data analysis to verify the positive emotions construct. Second, following two-step modeling recommended by Anderson and Gerbing (1988), a measurement model was first tested using CFA to confirm the measurement reliability and validity. Lastly, to test the

proposed hypotheses, a structural model test was conducted. The structural equation modeling program, Lisrel 8.80, was used for the analyses.

To assess the overall fit of the models, several model fit indexes were used. The first index was the chi-square test statistic, which represents the deviation of the covariance matrix reproduced by the estimated model from the sample covariance matrix. A chi-square value that is statistically not significant is considered an indicator of good model fit. However, the chi-square statistic is highly sensitive to sample size, so models that fit the data reasonably well are often rejected due to moderate to large samples (Bentler & Bonett, 1980; Gerbing & Anderson, 1992). For this reason, two additional criteria that are least affected by sample size (Fan, Thompson, & Wang, 1999) were largely used to assess model fit. One is the root mean square error of approximation (RMSEA), which is an estimate of the discrepancy per degree of freedom between the original and the reproduced covariance matrices. Values of RMSEA between 0 and .05 can be interpreted as reflecting a close fit, whereas values of about .08 or less reflect a reasonable fit (Browne & Cudeck, 1993). The other criterion is the comparative fit index (CFI). CFI represents the relative improvement in fit of the hypothesized model over the null model, in which all observed variables are specified as uncorrelated. A value of .90 or higher has been suggested as indicating adequate fit (Bentler & Bonett, 1980). Finally, standardized root mean square residual (SRMR) was used to assess model fit. SRMR is the overall difference between the predicted and observed variances and covariances in the model, based on standardized residuals. A value of the SRMR less than .10 is generally considered favorable (Kline, 2005).

To test an interaction effect of the two latent variables, relevance and congruence, in the structural model, the two-step estimation method advocated by Ping (1995) was employed. In the first step of Ping's method, the model is analyzed without the product indicators for an interaction effect; that is, only the main effects in the structural model are estimated. Researchers record parameter estimates from this analysis and calculate the values of parameters of the measurement model for the product indicators, using the equations provided by Ping (1995). The equations are given below.

Factor loading for the interaction effect (XZ):

$$\lambda_{X:Z} = (\lambda_{X1} + \lambda_{X2})(\lambda_{Z1} + \lambda_{Z2})$$

Error variance for the interaction effect (XZ):

$$\begin{aligned} \theta_{\varepsilon X:Z} &= (\lambda_{X1} + \lambda_{X2})^2 \text{Var}(X)(\theta_{\varepsilon Z1} + \theta_{\varepsilon Z2}) \\ &+ (\lambda_{Z1} + \lambda_{Z2})^2 \text{Var}(Z)(\theta_{\varepsilon X1} + \theta_{\varepsilon X2}) + (\theta_{\varepsilon X1} + \theta_{\varepsilon X2})(\theta_{\varepsilon Z1} + \theta_{\varepsilon Z2}) \end{aligned}$$

These calculated values are then specified as fixed parameters in the second step where all variables, product (an interaction effect) and nonproduct (main effects), are analyzed. The results of data analysis are described in the next section.

CHAPTER IV

FINDINGS

This chapter presents the results of the preliminary data analysis first, and then the results of the measurement model test incorporating the results of the preliminary data analysis. Finally, the results of the proposed hypotheses tests are presented.

Preliminary Data Analysis

Prior to final data analysis, the CFA was conducted on the positive emotion items to determine the structure of emotion toward Levi's. Based on Richins (1997), 19 positive emotion items were specified under seven positive emotion constructs for the analysis. The overall fit statistics ($\chi^2 = 897.16$ ($df = 131$), p -value = .00; RMSEA = .06; 90% Confidence Interval (CI) for RMSEA = .06-.07; CFI = .98; SRMR = .06) indicated an acceptable level of fit. Factor loadings of the items ranged from .66-.89 and were statistically significant at $p < .01$. Internal consistency was also proved with construct reliability (CR) of over .70 and average variance extracted (AVE) of over .50. Details of the results are shown in Appendix E-1. Hence, it was confirmed that the positive emotion consisted of seven emotion constructs: romantic love, love, peacefulness, contentment, optimism, joy, and excitement. For the next step, measurement model test, items on an

emotion construct were averaged. For example, three items measuring romantic love and two items measuring peacefulness were averaged respectively. The averages were used as indicators of the positive emotion for the measurement model test.

Measurement Model Test

The measurement model was estimated using CFA to test reliability and validity of the research instrument. The CFA result of seven constructs indicated an acceptable fit ($\chi^2 = 3989.91$ ($df = 839$), p -value = .00; RMSEA = .06; 90% CI for RMSEA = .06-.07; CFI = .95; SRMR = .07). However, convergent validity of the measurement model was not acceptable because the AVE of two constructs (relevance and emotion) failed to exceed the recommended level of .5 (Fornell & Larcker, 1981) (See Appendix E-2 for details of the results). Hence, the measurement model was modified by removing the item with the lowest loading from each of the two constructs. The item of brand origin was deleted from relevance and the item of peacefulness was removed from emotion. For congruence, the same item of brand origin that was removed from relevance was also deleted because the structure of relevance and congruence should be identical.

The revised measurement model was then tested using CFA. The CFA result of the revised seven constructs indicated an acceptable fit ($\chi^2 = 3337.24$ ($df = 719$), p -value = .00; RMSEA = .06; 90% CI for RMSEA = .059-.064; CFI = .96; SRMR = .07). Table 5 summarizes the results of CFA for the seven constructs. Convergent validity was also provided. All factor loadings were statistically significant at $p < .01$ and in the .50-.84 range, providing construct validity for the measurement. Internal consistency was also verified through construct reliability (CR) and average variance extracted (AVE).

Table 5. The Results of the Measurement Model Test

					n=747	
Latent	Indicator	CSS (t-Value)	SMC	CR	AVE	
Exposure to global mass media	EGMM1	.73 (23.77)	.54	.86	.55	
	EGMM2	.74 (25.02)	.54			
	EGMM3	.79 (24.72)	.62			
	EGMM4	.75 (25.37)	.56			
	EGMM5	.70 (23.05)	.48			
Exposure to mass migration	EMM1	.50 (14.80)	.25	.88	.56	
	EMM2	.83 (31.12)	.69			
	EMM3	.83 (31.69)	.69			
	EMM4	.73 (26.84)	.53			
	EMM5	.77 (30.97)	.59			
	EMM6	.78 (27.70)	.61			
Cultural openness	CO1	.69 (24.54)	.47	.89	.55	
	CO2	.68 (23.30)	.46			
	CO3	.76 (20.30)	.58			
	CO4	.84 (24.87)	.71			
	CO5	.76 (25.09)	.58			
	CO6	.81 (24.56)	.65			
	CO7	.63 (21.42)	.39			
Relevance of a U.S. apparel brand	R1	.81 (23.84)	.66	.86	.51	
	R2	.83 (26.11)	.69			
	R4	.65 (18.28)	.42			
	R5	.70 (15.73)	.49			
	R6	.70 (18.09)	.49			
	R7	.58 (12.90)	.34			
Congruence of a U.S. apparel brand	C1	.78 (23.56)	.61	.89	.57	
	C2	.78 (24.49)	.61			
	C4	.74 (22.22)	.55			
	C5	.78 (20.68)	.60			
	C6	.78 (23.01)	.61			
	C7	.65 (17.99)	.43			
Emotion	E1	.64 (16.68)	.41	.86	.51	
	E2	.74 (22.74)	.55			
	E4	.60 (15.70)	.36			
	E5	.75 (22.29)	.57			
	E6	.80 (24.33)	.65			
	E7	.71 (20.93)	.51			
	Purchase Intention	PI1	.80 (29.62)			.64
PI2		.82 (29.15)	.68			
PI3		.77 (24.06)	.59			
PI4		.69 (20.14)	.48			

CSS: Completely Standardized Solution; SMR: Squared Multiple Correlations

CR: Construct Reliability = (square of the summation of the factor loadings)/{(square of the summation of the factor loadings) + (summation of error variances)}

AVE: Average Variance Extracted = (summation of the square of the factor loadings)/{(summation of the square of the factor loadings) + (summation of error variances)}

Notes: R3, C3, and E3 with low factor loadings were deleted based on the first measurement model test; all t-value are significant at $p < .01$.

Model fit indexes: $\chi^2 = 3337.24$ ($df = 719$), p -value = .00; RMSEA = .06; 90% CI for RMSEA = .059-.064; CFI = .96; SRMR = .07.

Structural multiple correlations (SMC), which indicate item reliability, ranged .25-.71. Several SMCs showed low estimates, but CR for this model ranged .85-.89 and AVE ranged .51-.60, exceeding the recommended levels of .70 for CR and of .5 for AVE (Fornell & Larcker, 1981). Therefore, convergent validity of this measurement model is acceptable.

To confirm the distinctiveness of different constructs, discriminant validity was examined because correlations of constructs were all significant, ranging .15-.73. The results of discriminant validity are shown in Table 6. To provide evidence of discriminant

Table 6. The Results of Discriminant Validity

Pairs of constructs	Average of AVE	ϕ^2	ϕ
Exposure to global mass media - Exposure to mass migration	.56	.19	.44
Exposure to global mass media - Cultural openness	.55	.29	.54
Exposure to global mass media - Relevance	.53	.10	.32
Exposure to global mass media - Congruence	.56	.13	.36
Exposure to global mass media - Positive emotion	.53	.09	.30
Exposure to global mass media - Purchase intention	.58	.18	.42
Exposure to mass migration - Cultural openness	.56	.08	.29
Exposure to mass migration - Relevance	.54	.01	.12
Exposure to mass migration - Congruence	.57	.02	.15
Exposure to mass migration - Positive emotion	.54	.08	.29
Exposure to mass migration - Purchase intention	.58	.08	.28
Cultural openness - Relevance	.53	.11	.33
Cultural openness - Congruence	.56	.14	.38
Cultural openness - Positive emotion	.53	.06	.25
Cultural openness - Purchase intention	.58	.18	.42
Relevance - Congruence	.54	.53	.73
Relevance - Positive emotion	.51	.18	.43
Relevance - Purchase intention	.56	.20	.45
Congruence - Positive emotion	.54	.28	.53
Congruence - Purchase intention	.59	.25	.50
Positive emotion - Purchase intention	.56	.21	.46

Average of AVE is computed as (AVE of the first construct + AVE of the second construct)/2

ϕ (phi): Correlation between constructs

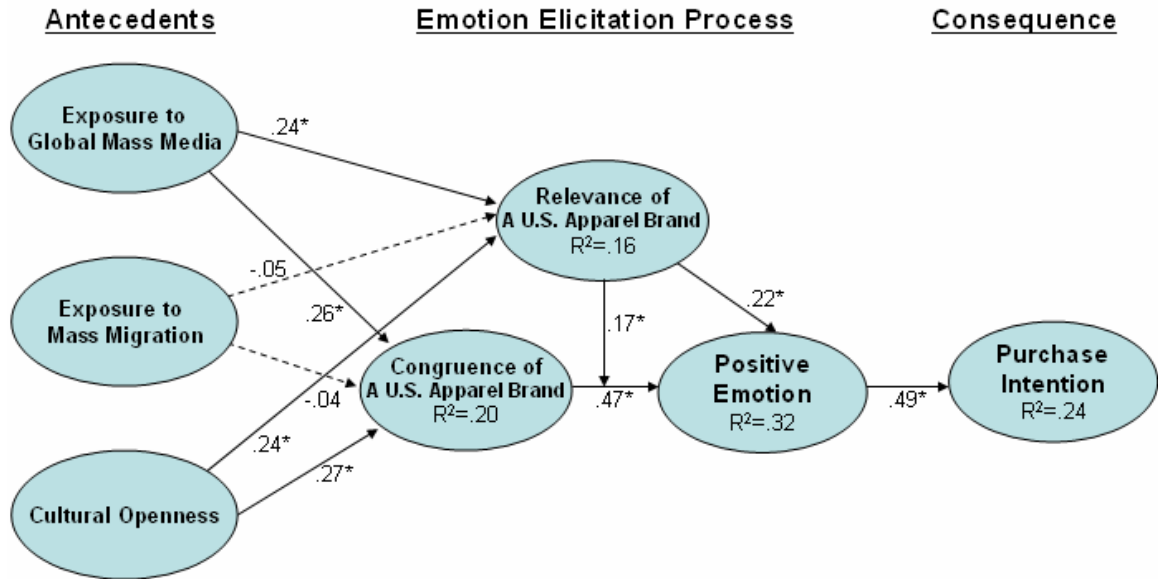
validity, the average of AVEs for two constructs is to be greater than the square of the correlation between them (ϕ^2) (Fornell & Larcker, 1981). As shown in Table 6, averages of AVEs of each paired constructs were all greater than the squares of the correlation between them, indicating the measurement model has adequate discriminant validity. As the measurement model proved to be reliable and valid, the structural model test followed.

Structural Model Test

To test the hypotheses of the research model, structural model test was conducted. The overall fit statistics of the structural model indicated an acceptable level of fit ($\chi^2 = 3956.96$ ($df = 764$), p -value = .00; RMSEA = .07; 90% CI for RMSEA = .06-.07; CFI = .95; SRMR = .12). Although SRMR slightly surpassed the generally favored level of .10 (Kline, 2005), RMSEA and CFI satisfied the recommended levels. Among the 10 hypotheses proposed, eight hypotheses were supported and two hypotheses (exposure to mass migration \rightarrow relevance and congruence) were not supported. Figure 4 and Table 6 present the results of the structural model test. Additionally, R^2 values for the endogenous variables are presented in Figure 4 to show how much variance was accounted for by this research model.

Consumer Global Orientation (CGO) \rightarrow Appraisal

Testing the effect of CGO on *relevance* pertains to three hypotheses. The effects of exposure to mass media and cultural openness on relevance were significant ($\gamma=.24$ for both), supporting H1a and H1c. However, the influence of exposure to mass migration on relevance was not significant ($\gamma=-.05$), failing to support H1b. That is, frequent exposure



$\chi^2 = 3956.96$ ($df = 764$), p -value = .00; RMSEA = .07; 90% CI for RMSEA = .06-.07; CFI = .95; SRMR = .12

* $p < .01$; Numbers on paths indicate structural coefficients.

Figure 4. The Results of the Structural Model Test

Table 6. The Results of the Structural Model Test

			n=747
Hypothesis	Path	Coefficient (t-Value)	Results
Hypothesis 1			
H1a	Exposure to global mass media → Relevance	.24 (4.26)	Supported
H1b	Exposure to mass migration → Relevance	-.05 (-1.24)	Rejected
H1c	Cultural openness → Relevance	.24 (4.66)	Supported
Hypothesis 2			
H2a	Exposure to global mass media → Congruence	.26 (4.89)	Supported
H2b	Exposure to mass migration → Congruence	-.04 (-0.82)	Rejected
H2c	Cultural openness → Congruence	.27 (5.48)	Supported
Hypothesis 3	Relevance → Positive emotion	.22 (5.06)	Supported
Hypothesis 4	Congruence → Positive emotion	.47 (9.75)	Supported
Hypothesis 5	Interaction of relevance and congruence → Positive emotion	.17 (3.94)	Supported
Hypothesis 6	Positive emotion → Purchase intention	.49 (10.71)	Supported

$\chi^2 = 3956.96$ ($df = 764$), p -value = .00; RMSEA = .07; 90% CI for RMSEA = .06-.07; CFI = .95; SRMR = .12 * $p < .01$

to mass media, which contains information of foreign people, cultures, and products, increased relevance of the Levi's brand. Similarly, high cultural openness of consumers caused high relevance of the Levi's brand. However, frequent exposure to mass migration did not increase relevance of the Levi's brand.

Testing the effect of CGO on *congruence* also consisted of three hypotheses. The effects of exposure to mass media and cultural openness on congruence were significant ($\gamma=.26$ and $\gamma=.27$, respectively), supporting H2a and H2c. However, the influence of exposure to mass migration on congruence was not significant ($\gamma=-.04$), failing to support H2b. That is, frequent exposure to mass media, which contains information on foreign people, cultures, and products, increased congruence of the Levi's brand. Similarly, high cultural openness of consumers caused high congruence of the Levi's brand. However, the level of exposure to mass migration did not impact congruence of the Levi's brand.

The relationship between CGO and appraisal has not been tested in previous research. At first, the results of the effect of CGO on appraisal revealed that the level of exposure to global mass media and consumers' cultural openness played important roles in improving consumers' appraisals toward a U.S. apparel brand, whereas the level of exposure to mass migration did not affect consumers' appraisals.

Appraisal → Positive Emotion

The influence of relevance on positive emotion was significant ($\beta=.22$), supporting H3. That is, greater relevance of the Levis' brand caused increased positive emotion toward the brand. This result is consistent with the results in previous studies (e.g., Hansen, 2005). The effect of congruence on positive emotion was also significant

($\beta=.47$), so H4 was accepted. That is, the more congruent the Levi's brand is, the higher the positive emotion that is elicited toward the brand. This finding also corresponds to prior studies (e.g., Bee, 2005; Nyer, 1997). The interaction effect of relevance and congruence on positive emotion was significant as well ($\beta=.17$), supporting H5. That is, under the condition of high relevance, greater congruence increased positive emotion, and under the condition of low relevance, congruence did not increase the emotion as much as under high relevance. These findings are consistent with the findings of Nyer (1997), revealing that the interaction effect of relevance and congruence on positive emotion was statistically significant.

Positive Emotion → Purchase Intention

The effect of positive emotion on purchase intention was found to be significant ($\beta=.49$), so H6 was supported. That is, the more the positive the emotion toward Levi's, the higher the purchase intention of the brand. This finding is parallel to the findings in previous studies (e.g., Alpert & Alpert, 1990; Spies et al., 1997; Laroche et al., 2005; Park et al., 2005). Based on these results of the hypotheses tests, conclusions and implications are discussed on the next section.

CHAPTER V

CONCLUSION

This chapter presents the conclusion of this study. First, the summary and discussion of major findings are explained. Second, the theoretical implications of this study are discussed. Third, managerial implications are addressed. Finally, the limitations of this study and recommendations for future research are suggested.

Summary and Discussion of Major Findings

Despite the importance of China as a key export market for U.S businesses, the U.S. apparel industry has held a significant trade deficit with China for a long time. To reduce the trade deficit with China, U.S. apparel firms need to establish pertinent market strategies based on an understanding of Chinese consumers. To this end, this study aimed to examine the Chinese consumer emotion elicitation process toward a U.S. apparel brand. As a systematic approach, this study proposed a conceptual model employing the cognitive appraisal theory. This study posited that consumer global orientation (CGO) influences Chinese consumers' appraisals (relevance and congruence) of a U.S. apparel brand (Levi's), and through the appraisals, Chinese consumers elicit positive emotions toward the brand, resulting in purchase intentions of the brand. Data were collected using mall intercept surveys at shopping malls in Shanghai, Beijing and Guangzhou.

Among the ten hypotheses in the research model, eight hypotheses were statistically significant. Of three antecedents of the consumer emotion elicitation process, two variables (i.e., exposure to global mass media and cultural openness) positively increased Chinese consumers' appraisals of the U.S. apparel brand in a similar degree (exposure to global mass media \rightarrow relevance ($\gamma=.24$) and congruence ($\gamma=.26$); cultural openness \rightarrow relevance ($\gamma=.24$) and congruence ($\gamma=.27$). These results attest that as Chinese consumers are more exposed to mass media containing information on foreign cultures, people, and products, their relevance of a brand increases in evaluating apparel products. Consumers with high consumption of global mass media become knowledgeable about foreign brands. Consumers knowledgeable about foreign brands are more likely to consider a brand as an important evaluative criterion. This finding supports Cordell (1997) and Keller (2003), maintaining that knowledgeable consumers often use a brand as a proxy to evaluate a product, and the importance of a brand increases to them.

Along with relevance, Chinese consumers' congruence was also increased by two antecedents. That is, exposure to global mass media and cultural openness positively affect to what extent a U.S. brand meets what they desire in an apparel brand. Consumers with high consumption of global mass media are more familiar with a foreign brand. Similarly, consumers with high cultural openness become more familiar with a foreign brand because of their interest in foreign cultures, people, and products. Familiarity leads people to evaluate objects positively (e.g., Fang et al., 2007; Zajonc, 1968). Therefore, Chinese consumers with high exposure to global mass media and high cultural openness are more likely to perceive that a foreign brand meets their desires in apparel products. In previous studies, exposure to global mass media and cultural openness increased

consumers' positive attitudes and preferences of a foreign brand (e.g., Alden et al., 2006; Sharma et al., 1995). However, the studies failed to provide reasons for consumers' positive attitudes and preferences toward a foreign brand. The findings that exposure to global mass media and cultural openness increase consumers' congruence provides an elaborated explanation as to why the antecedents increase consumers' positive attitudes and preferences toward a foreign brand.

Unlike these two antecedents (i.e., exposure to global mass media and cultural openness), the effects of exposure to mass migration on relevance and congruence were found to be insignificant. These findings are inconsistent with previous studies, which revealed that mass migration positively influences consumers' attitudes or perceptions of a foreign brand (e.g., Alden et al., 2006; Samiee et al., 2005; Schellinck, 1989). The insignificant relationship between exposure to mass migration and appraisal in this study might be attributed to the fact that this study applied the measurement of exposure to mass migration to a global apparel brand, rather than to general global brands. The study from which this measurement of exposure to mass migration was adopted (Alden et al., 2006) evidenced that exposure to mass migration affects positive attitude toward general global brands. This study, however, examined the effect of exposure to mass migration on a specific global apparel brand (Levi's). Perhaps because of the application of the measurement to a different context that was inconsistent with Alden et al. (2006), this study found an insignificant result. If the measurement of exposure to mass migration were applied to the context of general global apparel brands, a significant relationship between exposure to mass migration and consumers' appraisals might be discovered.

The relationships between appraisal dimensions (i.e., relevance and congruence) and positive emotion were all supported: relevance \rightarrow positive emotion ($\beta=.22$), congruence \rightarrow positive emotion ($\beta=.47$), and the interaction of relevance and congruence \rightarrow positive emotion ($\beta=.17$). That is, the more important consumers consider a foreign brand, the more positive emotions consumers felt toward the brand. Similarly, the more consumers think a foreign brand meets their desires for an apparel product, the more consumers felt positive emotions toward the brand. These findings of the relationships between appraisal and emotion are consistent with previous studies employing the cognitive appraisal theory (e.g., Swinyard, 1993; Peter et al., 1999; Nyer, 1997). The findings also support the fundamental notion of the cognitive appraisal theory that people's emotions are elicited through individual appraisals of stimuli.

Another finding of this study is that the interaction effect of relevance and congruence on positive emotion was supported. That is, if consumers consider a situation or object important (high relevance), their positive emotions differ greatly depending on congruence. However, if consumers consider a situation or object not important (low relevance), their positive emotions do not much differ under either congruent or incongruent conditions. For example, if Chinese consumers consider judgmental categories of Levi's important (high relevance), their positive emotions greatly increase when Levi's is congruent to them and their positive emotions greatly decrease when Levi's is incongruent to them. However, if Chinese consumers do not consider the judgmental categories of Levi's important (low relevance), great gaps of positive emotions are not expected between when Levi's is congruent and incongruent. This finding on the interaction effect of appraisal dimensions corresponds to the findings in

Nyer (1997) and Bee (2006), adding more empirical evidence of the interaction appraisal dimensions to the few previous studies on the relationship among appraisal dimensions.

Finally, this study confirmed that positive emotions increased Chinese consumers' purchase intentions of Levi's ($\beta = .49$). That is, Chinese consumers' positive emotions play an important role in forming their purchase intentions of a U.S. apparel brand. Previous studies have revealed the effect of positive emotion on purchase intention in the U.S. market (e.g., Alpert & Alpert, 1990; Spies et al., 1997). The finding in this study confirmed this effect with Chinese apparel consumers.

Theoretical Implications

This study is an initial attempt to systematically understand the emotion elicitation process of Chinese consumers toward a foreign brand by employing the cognitive appraisal theory. Hence, this study makes several contributions to previous studies. First, this study enriches the understanding of Chinese consumer preferences for foreign brands by providing empirical evidence. Previous studies on Chinese consumers have been mainly limited to reporting the phenomenon of Chinese preference for foreign brands (e.g., McEwen et al., 2006; Smith & Wylie, 2004; Kotabe & Jiang, 2006). Beyond this limitation, this study examined one mechanism of Chinese consumers' preferences for a U.S. apparel brand. This study found out that Chinese consumers' positive emotions toward a U.S. apparel brand are formed through their appraisals of the brand. In addition, the effects of three antecedents (i.e., exposure to global mass media, exposure to mass migration, and cultural openness) on Chinese consumers' appraisals were investigated.

This systematic approach and the findings in this study are expected to provide strong explanations of Chinese consumers' preferences for foreign brands.

Second, this study approaches consumer emotion research with a stronger theoretical framework to explain the emotion elicitation process. Previous consumer emotion research has primarily used the SOR model, concentrating on the relationship between stimuli and consumers' emotions. However, the SOR framework fails to explain why people elicit different emotions toward the same stimuli. This study, employing the cognitive appraisal theory, is able to explain how the same stimuli elicit different emotions. In addition, the SOR framework includes only two emotions: pleasure and arousal. This study covered a variety of positive emotions to examine the consumer emotion elicitation process in a theoretical framework. Hence, this study is expected to contribute to consumer emotion research by providing an in-depth theoretical framework.

A third contribution of this study is an application of the cognitive appraisal theory to an apparel brand. To our knowledge, this study applied the cognitive appraisal theory to apparel research for the first time. This first application of cognitive appraisal theory to apparel provides apparel research with a new approach to examine consumer emotion toward apparel brands or products. In addition, this study used an object (an apparel brand) as the consumer emotion stimulus, whereas existing cognitive appraisal literature has mainly focused on situations as consumer emotion stimuli. The findings of this study confirmed that consumers' elicited emotions toward an object are also based on their appraisals. These findings enrich the few previous studies that examined an object as the emotional stimulus based on the cognitive appraisal theory, by providing empirical support.

The final contribution of this study is the incorporation of antecedents into the emotion elicitation process. Cognitive appraisal theorists have conceptually suggested a variety of antecedents of the emotional process, such as individual experiences and culture. However, none of the previous studies in either psychology or consumer emotion has revealed the causal-effect relationship of antecedents and the emotional process. This study proposed three antecedents (i.e., exposure to global mass media, exposure to mass migration, and cultural openness), and empirically tested which antecedents affect the consumer emotion elicitation process toward a U.S. apparel brand and how they affect the process.

Managerial Implications

The findings of this study provide meaningful implications for marketers. This study revealed that exposure to global mass media positively affects Chinese consumers' appraisals of a U.S. apparel brand. This finding indicates the importance of global mass media in forming Chinese consumers' positive evaluations of U.S. apparel brands. Hence, U.S. apparel firms seeking marketing opportunities in China ought to enhance their advertising via global mass media (e.g., Vogue, MTV). One study revealed that Chinese consumers who received more exposure to popular magazines and outdoor advertisements were more likely to accept conspicuous consumption and the Western lifestyle (Wei & Pan, 1999). Therefore, U.S. apparel firms' advertising in popular Chinese fashion magazines and on outdoor advertisements, such as outdoor TV screens or billboards at fashion streets, would be effective ways for Chinese consumers to form positive evaluations on a U.S. apparel brand.

Second, cultural openness was also found to be a factor influencing Chinese consumers' appraisals of a U.S. apparel brand. An individual's cultural openness is not easily identified by others because it is a personal trait. Hence, if U.S. apparel firms plan to enter the Chinese market, one way to forecast the firm's success in China could be to conduct research on target consumers and to identify how target consumers are open to foreign cultures, people, and products.

Third, this study identified that the interaction effect of relevance (i.e., the extent to which Chinese consumers consider a foreign brand important) and congruence (i.e., the extent to which a foreign brand meets what Chinese consumers want or desire for apparel products) influences Chinese consumers to elicit positive emotions toward a U.S. apparel brand. That is, U.S. apparel firms need to identify which judgmental categories of their brands, such as brand prestige and uniqueness, are more important (relevant) to their target Chinese consumers. Then, U.S. apparel firms need to focus on these important judgmental categories to enhance congruence (i.e., the extent to which a foreign brand meets what Chinese consumers want or desire for apparel products). That is, U.S. apparel firms need to implant the belief in Chinese consumers that a U.S. apparel brand will satisfy the specific desires they have for an apparel brand (congruence) to lead Chinese consumers' positive emotions toward a U.S. apparel brand.

Limitations and Future Studies

This study has several limitations. First, this study adopted only two appraisal dimensions (i.e., relevance and congruence) to examine the Chinese consumer emotion elicitation process toward a U.S. apparel brand. Cognitive appraisal theorists have

suggested different appraisal dimensions for different situations. Expanding this initial study, future studies could examine other appraisal dimensions related to apparel brands.

Second, this study focused on only positive emotion in examining the Chinese consumer emotion elicitation process in relation to antecedents and a consequence. However, research on Chinese negative emotion or ambivalent emotion toward a foreign apparel brand would also provide valuable information of how such Chinese consumer emotions are formed and how those emotions affect purchase decisions on foreign apparel brands. In addition, this study analyzed positive emotion as one construct. Future research can be directed on the relationship between detailed positive emotions, such as romantic love, joy, and excitement, and purchase intention. Findings from this approach would be more helpful for U.S. apparel firms to establish advertising strategies. For example, if romantic love is important in increasing purchase intention, U.S apparel firms need to convey the image of romantic love through advertisements in China.

Third, this study used only one U.S. jean brand to examine Chinese consumers' positive emotions. In this study, six positive emotions (i.e., romantic love, love, contentment, optimism, joy, and excitement) were identified as positive emotion constructs. However, consumers' elicited positive emotions may vary at different apparel brands and categories. For example, if an elegant formal apparel brand is used as an object of consumer emotion, excitement could be excluded from the consumer emotion construct. Hence, to enrich understanding of Chinese apparel consumers' emotion constructs toward a U.S. apparel band, research on different apparel categories and brands is suggested for the future.

Forth, this study examined Chinese consumers residing in Shanghai, Beijing, and Guangzhou in China. This restriction of the research sites may limit generalization of the findings. To improve its external validity, the proposed model should be tested with consumers in other countries and compared with other cultures.

Finally, this study ascribed the reason for the insignificant relationship between exposure to mass migration and congruence to applying the measurement for mass migration to a specific apparel brand. This means that if the relationship were examined in the context of general global brands, the causal-effect of exposure to mass migration on congruence might be found to be significant. Therefore, further studies are recommended to confirm and to explore the effect of exposure to mass migration on consumer perception, attitude, or preference toward foreign brands.

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APPENDICES

APPENDIX A
INSTITUTIONAL REVIEW BOARD (IRB) APPROVAL LETTER

Oklahoma State University Institutional Review Board

Date: Thursday, June 07, 2007
IRB Application No HE0741
Proposal Title: Chinese Consumers' Emotion Elicitation Process Toward a U.S. Branded Apparel Product: A Cognitive Appraisal Perspective
Reviewed and Processed as: Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 6/6/2008

Principal Investigator(s)

Ji Hye Kang
431 HES
Stillwater, OK 74078

Byoungho Jin
431 HES
Stillwater, OK 74078

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval.
2. Submit a request for continuation if the study extends beyond the approval period of one calendar year. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of this research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Beth McTernan in 219 Cordell North (phone: 405-744-5700, beth.mcternan@okstate.edu).

Sincerely,



Sue C. Jacobs, Chair
Institutional Review Board

APPENDIX B

COVER LETTER AND A QUESTIONNAIRE (ENGLISH)



June 4, 2007

Dear Participants,

This survey is to understand factors related to international consumers' clothing purchase. In order to understand differing importance of various consumer variables, your participation is essential. The questionnaire will take 20-25 minutes. The results of this research will only be used for academic purposes, not for commercial purposes.

Your responses will be kept anonymous; data will be combined and analyzed as a whole unit. Your individual responses will be totally unidentifiable in this combined format. None of your information will be matched with your responses in reporting the results of the survey. Demographic information is requested for statistical purposes but will not be used to identify you in any way.

After the survey is completed, the completed questionnaires will be stored confidentially in researcher's locked cabinet for three years and only the researchers can access the questionnaires.

Your participation is absolutely voluntary, and you may choose to stop participating at any time. You may decline to answer any questions you choose; however, since your answers are so critical to this project, we hope you complete all parts of the questionnaire. There are no known risks associated with this project which are greater than those ordinarily encountered in daily life

If you have questions about your rights as a research volunteer, you may contact Dr. Sue C. Jacobs, IRB Chair, 219 Cordell North, Stillwater, OK 74078, 405-744-1676 or irb@okstate.edu.

I would be most happy to answer any questions you might have. Please call, email or write me at the phone numbers and addresses listed below.

Thank you for your assistance.

Sincerely,

Ji Hye Kang
Ph. D. Student
431 HES
Oklahoma State University
Stillwater, OK 74078
Tel: (405) 744-5035
jihk@okstate.edu

Date

Dear Participants,

We are conducting a research study of shoppers in China. Your participation is absolutely voluntary. During the survey you may choose to stop participating at any time. Your responses will be anonymous; data will be combined and analyzed as a whole unit. Your individual responses will be totally unidentifiable in this combined format. There are no known risks associated with this project which are greater than those ordinarily encountered in daily life.

If you have any questions, please contact ByoungHo Jin (405-744-9522, b.jin@okstate.edu). If you have questions regarding your rights as a participant, you may contact Dr. Sue Jacobs, the Institutional Review Board (IRB) Chair at Oklahoma State University at 405-744-1676.

Your participation in the study will be greatly appreciated.

Oklahoma State Univ. Dept. Design, Housing & Merchandising
ByoungHo Jin, Ph.D. Associate Professor, and Ji Hye Kang, Ph. D. Student

[Pre-question] How well do you know about **Levi's jeans**? Please select one.

I have never heard about the brand → **Thank you for your time.**

Please return this form to the researcher.

I have heard only brand name → **Please continue.**

I know the brand and detailed product information such as price, quality, fit, etc.
→ **Please continue.**

Part I. This section is about your thoughts about foreign branded jeans and Levi's jeans

1. How many pairs of denim jeans do you have in your wardrobe? _____

2. Among them, please list the name and number of foreign branded jeans and domestic branded jeans you have.

<u>Name of Foreign Branded Jeans</u>	<u>How many</u>	<u>Name of Domestic Branded Jeans</u>	<u>How many</u>
<i>(If you have one Levi's jean, then put as below)</i>			
Example: Levi's	1		

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

3. Please indicate **how important each attribute is to you** when you choose a jean.

	Least important				Extremely Important			
Well known brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reasonable Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good fit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Latest fashion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to coordinate with other items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Please indicate how likely **Levi's jean** has the following characteristics.

	Most unlikely						Most likely					
Well known brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reasonable Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good fit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Latest fashion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to coordinate with other items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Please indicate **how important each of following Levi's attributes** is to you.

	Not at all				Extremely Important			
Brand reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand origin (country)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand popularity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand credibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand prestige	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Please indicate **to what extent each of following Levis' attributes meets what you desire** in an apparel brand.

	Least meet				Highly meet			
Brand reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand origin (country)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand popularity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand credibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand prestige	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Please indicate to what extent you experience each of the following emotions **when you think of Levi's.**

	Not at all							Very strongly						
sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
romantic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
passionate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
love	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sentimental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
warm hearted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
calm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
peaceful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fulfilled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
								<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
								<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
								<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
								<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
								<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
								<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
								<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
								<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Please indicate your buying intention for **Levi's jeans**

	Strongly disagree						Strongly agree
I would definitely intend to buy Levi's jeans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would absolutely consider buying Levi's jeans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would definitely expect to buy Levi's jeans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would absolutely plan to buy the Levi's jeans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Please circle the number that best reflects your thoughts. Please respond to each line.

My purchasing Levi's jean in the future would be _____.

Bad	-3	-2	-1	0	1	2	3	Good
Foolish	-3	-2	-1	0	1	2	3	Wise
Boring	-3	-2	-1	0	1	2	3	Exciting
Unnecessary	-3	-2	-1	0	1	2	3	Necessary
Worthless	-3	-2	-1	0	1	2	3	Worth money

Most people who are important to me would probably consider my purchasing Levi's jeans to be _____.

Bad	-3	-2	-1	0	1	2	3	Good
Foolish	-3	-2	-1	0	1	2	3	Wise
Boring	-3	-2	-1	0	1	2	3	Exciting
Unnecessary	-3	-2	-1	0	1	2	3	Necessary
Worthless	-3	-2	-1	0	1	2	3	Worth money

10. Please indicate the extent to which you agree or disagree with each of the following.

My decision to buy a Levi's jean would be influenced by

Strongly Disagree

Strongly Agree

Whether owning a Levi's jean would hurt my reputation with the people who are important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whether I feel ashamed when people who are important to me see me owning a Levi's jean.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whether I think a Levi's jean would improve my reputation to the people who are important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Please indicate the extent to which you agree or disagree with each of the following.

Strongly Disagree

Strongly Agree

I feel that most people around me expect me to comply with their decision to buy Levi's jean.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My decision to buy a Levi's jean would be influenced by knowing that many others would also buy Levi's Jean.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The decision to buy a Levi's jean would be influenced by whether wearing the jean would make me fit in with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part II. This section is about your thoughts in your daily life.

1. Please indicate the extent to which you agree or disagree with each of the following.

	Strongly Disagree							Strongly Agree
It is very easy for me to choose a jean among many brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It takes little time to find a jean I want to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is mostly up to me whether I will buy a jean or not.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a great control regarding purchasing a jean.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I admire the lifestyle of people who live in more economically developed countries, such as the US and Western Europe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to follow lifestyle of more economically developed countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lifestyle of more economically developed countries inspires what I want to purchase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Please indicate the extent to which you agree or disagree with each of the following.

	Strongly Disagree							Strongly Agree
I do financial planning for the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I follow a careful financial budget.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I spend every penny very carefully.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very careful with my money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Please indicate the extent to which you agree or disagree with each of the following.

	Strongly Disagree							Strongly Agree
I am informed of fashion clothing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel very knowledgeable about fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Among my circle of friends, I'm one of the "experts" on fashion clothing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compared to most other people, I know more about fashion clothing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When it comes to fashion, I know a lot.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Please indicate how important each item is in your daily life.

	Least Important							Very Important
Sense of belonging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excitement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warm relationship with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self- fulfillment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being well respected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun and enjoyment of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-respect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A sense of accomplishment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Please indicate how often you watch, see or read the following **mass media which contains information of people, culture, or products in other countries.**

<i>How often do you</i>	never						Very often
Watch domestic TV programs containing foreign information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read magazines containing foreign information (e.g., Vogue, Times).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
See domestic or foreign movies containing foreign information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch TV programs produced in other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet sites containing foreign information (e.g., Internet shopping mall selling for foreign products).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Please indicate how likely the following **experiences and thought are close to you.**

	Highly unlikely						Highly likely
I enjoy meeting people from other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often travel to other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often choose to vacation in a foreign country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often meet people from other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often talk to people who have lived in other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compare to others, my living experience in a foreign country is considerable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Please indicate **the extent to which you agree** to following statement.

	Strongly disagree						Strongly agree
I would like to have opportunities to meet people from other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very interested in trying other products (e.g., food, or clothing) from different countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We should have a respect for traditions, cultures, and ways of life of other nations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to learn more about other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a strong desire for overseas travel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to know more about foreign cultures and customs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a strong desire to meet and interact with people from foreign countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part III. This section is about personal information for data analysis
It will not be used to identify the source of responses.

1. What is your gender? _____ Female _____ Male

2. What is your age? _____

3. What is your household's monthly income range?

(Please add all income sources in your household)

- _____ under 2,000 RMB
- _____ 2,001 - 4,000 RMB
- _____ 4,001 - 6,000 RMB
- _____ 6,001 - 8,000 RMB
- _____ 8,001 - 10,000 RMB
- _____ 10,001 - 15,000 RMB
- _____ 15,001 - 20,000 RMB
- _____ Above 20,000 RMB

4. What is your monthly pocket money (i.e., monthly allowance from your parents)?

(If you have separate income by working part-time, please add it to the allowance)

_____ RMB

5. How much do you spend on clothing per month on average? _____ RMB

6. Have you ever lived in a foreign country? _____ Yes _____ No

If yes, how long and which country have you lived (in)?

	Country(s)	Period
e.g.	Korea	1 year(s) 6 month(s)
	_____	_____ year(s) _____ month(s)
	_____	_____ year(s) _____ month(s)
	_____	_____ year(s) _____ month(s)
	_____	_____ year(s) _____ month(s)
	_____	_____ year(s) _____ month(s)

Thank you again for your participation for this survey.

APPENDIX C
COVER LETTER AND QUESTIONNAIRE (CHINESE)

六月四号，二零零七年

这是一个关于了解影响国际消费者购买服装行为因素的调查。您的参与对于我们了解各种消费者变量的不同重要性不可或缺。这项问卷调查将会占用您20-25分钟时间，这项研究所得出的结果也只会用于学术领域，而并非商业行为。

我们将会用一种集体的模式分析与报告数据，而且您所参与的问卷也将会是秘名的。在集体的模式分析里将找不到您的个人信息。在我们最后调查结果报告里也将找不到与您所参与的问卷相匹配的您的个人信息。关于人口统计的信息也只是用于统计的用途，而并非用于识别您的个人信息。

在问卷调查完成后，所有问卷将会安全保存在研究者上锁的文件柜中。保存时间为三年。只有研究者才能接触这些问卷。

您可以按照您的个人意愿来参与我们的调查，您也可以拒绝回答任何您不想回答的问题，但是由于您的回答对于这项研究至关重要，所以我们希望您回答问卷调查上的所有问题。通过数据整合模式，任何人都无法识别您的身份。

如果您对自愿参与者的权利有疑问的话，请联系俄克拉何马州立大学IRB主席Sue C. Jacobs博士。他的地址是219 Cordell North, 斯蒂尔霍特, 俄克拉何马州 74078。他的电话是405-744-1676，电邮是**irb@okstate.edu**。

我将会很乐意回答您关于这项问卷调查的所有问题，请随时致电，发电子邮件或者写信给我，我的电话号码和地址如下。

谢谢您的合作。

此致敬礼

姜志蕙
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日期

亲爱的参与者,

我们正在进行一项关于中国消费者的学术研究调查。您的参与完全是出于自愿的。在参与问卷调查的过程中，您可以随时选择停止。您所完成的问卷调查将会匿名的，您所提供的信息将会和所有的数据整合在一起成为一个完整地单元，完全无法识别。这项研究在日常生活中，通过数据整合模式，任何人都无法识别您的身份。如果您有任何问题，请联系ByoungHo Jin博士 (405-744-9255, b.jin@okstate.edu)。如果您有关于参与者权利的问题，请联系美国俄克拉何马州立大学研究审核委员会主席Sue Jacobs博士，电话号码是 001-405-744-1676。您的参与对我们非常重要，感谢您的配合。

副教授：ByoungHo Jin 博士，学生：Ji Hye Kang
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[前期] 你对李维斯牛仔裤 (Levi's) 有多了解？请做选择。

_____ 我从没听说过这个品牌。 → 感谢您的参与。请交还这份问卷调查。

_____ 我所说过的唯一品牌名。 → 请继续。

_____ 我知道这个品牌和相关的产品信息，例如：价格，质量，合体度。
→ 请继续。

I. 这部分是关于您对国外品牌牛仔裤和李维斯牛仔裤的看法。

1. 在您的衣橱里共有几条全棉牛仔裤？ _____

2. 请列出您所拥有的牛仔裤中的国外品牌：

国外品牌名	数量	国内品牌名	数量
(例如：如果你有李维斯牛仔裤 (Levi's)，请在下面横线上填上李维斯)			
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

3. 请描述当您选择牛仔裤时，以下属性对于您选择的重要程度。(重要性从左到右增强)

	完全 不重要						特别 重要
名牌	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
舒适性	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
价格	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
合体	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
耐穿	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
最新流行	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
质量好	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
容易与其他服装搭配	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. 请描述您对李维斯牛仔裤 (Levi's) 所有属性的看法。(程度从左到右增强)

	完全不重要				特别重要			
名牌	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
舒适性	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
价格	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
合体	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
耐穿	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
最新流行	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
质量好	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
容易与其他服装搭配	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. 请描述以下李维斯牛仔裤 (Levi's) 所有属性对您的重要性。(程度从左到右增强)

	完全不重要				特别重要			
品牌声誉	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
品牌形象	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
品牌原属地 (国家)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
品牌受欢迎度	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
品牌信誉度	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
品牌声望	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
品牌独特性	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. 请描述以下李维斯牛仔裤 (Levi's) 所有属性与您想要的服装品牌属性的符合程度。(程度从左到右增强)

	完全不重要				特别重要			
品牌声誉	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
品牌形象	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
品牌原属地 (国家)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
品牌受欢迎度	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
品牌信誉度	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
品牌声望	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
品牌独特性	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. 请描述当你想起李维斯牛仔裤(Levi's)时,你会产生的感情(罗列在下面)。(强烈程度从左到右增强)

	完全没有				非常强烈					完全没有				非常强烈			
性感	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	乐观	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
浪漫	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	积极向上	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
激情	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	充满希望	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
爱	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	幸福	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
感性	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	满意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
温馨	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	欣喜	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
恬静	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	兴奋	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
平和	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	愉快	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
满意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	热情	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
满足	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. 请描述你对李维斯牛仔裤 (Levi's) 的购买意向。(同意程度由左往右增强)

	完全 不同意							完全 同意
我一定会买李维斯牛仔裤。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我一定会考虑买李维斯牛仔裤。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我非常期待买李维斯牛仔裤。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我计划买李维斯牛仔裤。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. 请在以下每一行圈出反映您想法的数字。

我购买美国品牌牛仔裤的行为将会是_____。

不好	-3	-2	-1	0	1	2	3	好
不明智	-3	-2	-1	0	1	2	3	明智
无聊	-3	-2	-1	0	1	2	3	令人兴奋
不必要	-3	-2	-1	0	1	2	3	很必要
不值这个价钱	-3	-2	-1	0	1	2	3	物有所值

亲朋好友对我买美国品牌牛仔裤的行为会感到_____。

不好	-3	-2	-1	0	1	2	3	好
不明智	-3	-2	-1	0	1	2	3	明智
无聊	-3	-2	-1	0	1	2	3	令人兴奋
不必要	-3	-2	-1	0	1	2	3	很必要
不值这个价钱	-3	-2	-1	0	1	2	3	物有所值

10. 对以下观点, 您的看法如何, 请按同意程度选择。(同意程度由左往右增强)

以下因素对于我购买李维斯牛仔裤 (Levi's) 的决定的影响	完全 不同意							完全 同意
是否拥有李维斯牛仔裤会影响到我亲朋好友中的声誉。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
当亲朋好友看到我穿着李维斯牛仔裤时, 我会觉得难为情。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我认为李维斯牛仔裤会改善我在亲朋好友中的声誉。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. 对以下观点, 您的看法如何, 请按同意程度选择。(同意程度由左往右增强)

	完全 不同意							完全 同意
我觉得在我周围, 大多数人期望我按照他们的意见来决定是否买一件牛仔裤。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
其他人购买美国品牌牛仔裤的行为会影响到我购买美国品牌牛仔裤的决定。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我在作购买美国品牌牛仔裤的决策时, 会考虑到是否拥有它会影响到我与周围人群的融合。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

II. 这是关于您对日常生活的看法的部分

1. 对以下观点，您的看法如何，请按同意程度选择。（同意程度由左往右增强）

	完全不同意							完全同意
对我来说，在众多品牌中选择一条牛仔裤是很容易的。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我用很短的时间就能找到我想要买的牛仔裤。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
是否买一条牛仔裤主要取决于我。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我拥有是否买牛仔裤绝对的控制权。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我崇拜那些发达国家人们的生活方式，比如美国和西欧。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我想模仿发达国家人们的生活方式。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
发达国家人们的生活方式启发了我想要买的东西。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. 对以下观点，您的看法如何，请按同意程度选择。（同意程度由左往右增强）

	完全不同意							完全同意
我对未来有理财计划。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我严格遵守支出预算。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
每一分钱我都花得很小心。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我对我的钱很小心。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. 对以下观点，您的看法如何，请按同意程度选择。（同意程度由左往右增强）

	完全不同意							完全同意
我对流行服饰非常了解。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我感觉我对流行非常有研究。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
在我的朋友圈里，我是关于流行服饰的“专家”。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
比起其他人，我了解更多流行服饰的信息。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
提到流行，我知道很多。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. 请仔细阅读后给以下事物在你日常生活中所占的重要程度打分。（重要性从左到右增强）

	完全不重要							非常重要
归属感	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
兴奋感	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
良好的人际关系	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
自我满足	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
被尊重	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
生活的趣味及享受	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
安全感	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
自尊	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
成就感	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. 请描述您观看或者阅读以下包含国外人文或者产品信息的媒体的频率。

您多久	从来没有	经常
观看本地包含外国信息的电视节目。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
阅读包含外国信息的杂志。(例如：Vogue, 时代)	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
观看外国电影或者包含外国信息的电影。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
观看外国的电视节目。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
包含外国信息的网站。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	

6. 请描述您的以下经历和观点的看法。

	没有可能	很有可能
我喜欢和外国人结识。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
我经常去国外旅游。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
我经常选择去国外度假。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
我经常和外国人见面。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
我经常和曾经住在国外的人交谈。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
和别人相比，我在国外的经历是相当可观的。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	

7. 对以下观点，您的看法如何，请按同意程度选择。(同意程度由左往右增强)

	完全不同意	完全同意
我希望有机会与外国人结识。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
我对国外的其他产品(例如，食品或者衣服)非常感兴趣。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
我们应该尊重其他民族的传统，文化和生活方式。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
我希望能更多地了解其他国家。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
我强烈期望能出国旅游。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
我希望能更多地了解外国的文化和传统。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
我强烈渴望与外国人结识和交往。	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	

III. 这个是关于您个人信息的部分
结果不会用于识别参与者的身份。

1. 性别 _____ 女 _____ 男

2. 年龄 _____

3. 您全家一个月的家庭收入大致为多少?

(请加上您家庭的全部收入)

- _____ 2,000 元以下
- _____ 2,001 - 4,000 元
- _____ 4,001 - 6,000 元
- _____ 6,001 - 8,000 元
- _____ 8,001 - 10,000 元
- _____ 10,001 - 15,000 元
- _____ 15,001 - 20,000 元
- _____ 20,000 元以上

4. 您每个月的零花钱是多少 (例入， 每个月父母给的零花钱)?
(如果你有额外的收入, 请您也加入总额中)

_____ 元

5. 您每月在服装上的平均花费是多少? _____元

6. 您曾经居住在国外吗? _____是 _____否
如果是的话, 您住了多久?

例如 国家 年月

	国家	日期
例如	_____ 韩国 _____	_____ 1 _____ 年 _____ 6 _____ 月
	_____	_____ 年 _____ 月
	_____	_____ 年 _____ 月
	_____	_____ 年 _____ 月
	_____	_____ 年 _____ 月
	_____	_____ 年 _____ 月

再次感谢你的参与!

APPENDIX D
COVARIANCE MATRIX FOR VARIABLES

Appendix D. Covariance Matrix

	R1	R2	R3	R4	R5	R6
R1	2.554					
R2	1.949	2.334				
R3	0.936	1.029	3.523			
R4	1.221	1.220	1.451	2.403		
R5	1.062	1.078	0.679	1.044	1.788	
R6	1.190	1.113	0.980	1.135	1.182	2.104
R7	0.796	0.931	0.836	0.915	0.986	1.072
C1	1.276	1.137	0.718	0.841	0.677	0.806
C2	1.029	1.038	0.689	0.737	0.657	0.715
C3	0.868	0.869	1.380	0.911	0.571	0.758
C4	0.824	0.840	0.717	0.883	0.686	0.780
C5	0.834	0.771	0.537	0.629	0.786	0.757
C6	0.892	0.823	0.638	0.649	0.650	0.913
C7	0.648	0.699	0.501	0.574	0.640	0.731
E1	0.673	0.683	0.544	0.522	0.405	0.566
E2	0.491	0.435	0.602	0.506	0.319	0.416
E3	0.112	0.160	0.614	0.320	0.172	0.138
E4	0.363	0.374	0.504	0.434	0.362	0.385
E5	0.651	0.570	0.478	0.586	0.444	0.571
E6	0.492	0.481	0.437	0.535	0.377	0.471
E7	0.611	0.561	0.645	0.678	0.353	0.509
PI1	0.817	0.821	0.731	0.871	0.652	0.729
PI2	0.750	0.694	0.482	0.557	0.536	0.554
PI3	0.708	0.746	0.628	0.714	0.413	0.604
PI4	0.663	0.682	0.505	0.602	0.495	0.594
EGMM1	0.572	0.589	0.304	0.294	0.479	0.456
EGMM2	0.527	0.460	0.536	0.456	0.435	0.561
EGMM3	0.489	0.425	0.159	0.321	0.410	0.441
EGMM4	0.454	0.423	0.474	0.379	0.364	0.549
EGMM5	0.509	0.477	0.489	0.455	0.307	0.500
EMM1	0.578	0.632	0.312	0.386	0.356	0.511
EMM2	0.208	0.185	0.610	0.148	0.089	0.164
EMM3	0.155	0.145	0.705	0.125	0.061	0.100
EMM4	0.469	0.432	0.355	0.257	0.336	0.331
EMM5	0.305	0.253	0.363	0.229	0.163	0.361
EMM6	0.117	0.025	0.550	0.147	0.012	0.203
C01	0.617	0.513	0.050	0.309	0.402	0.388
C02	0.596	0.610	0.366	0.510	0.357	0.526
C03	0.581	0.542	0.018	0.291	0.358	0.331
C04	0.517	0.437	0.053	0.344	0.399	0.351
C05	0.427	0.428	0.058	0.334	0.299	0.307
C06	0.378	0.401	0.098	0.282	0.394	0.329
C07	0.329	0.320	0.342	0.395	0.241	0.340

	R7	C1	C2	C3	C4	C5
	-----	-----	-----	-----	-----	-----
R7	1.990					
C1	0.719	2.054				
C2	0.616	1.426	1.830			
C3	0.691	1.179	1.164	2.474		
C4	0.643	1.069	1.087	1.136	1.766	
C5	0.579	0.950	0.924	0.883	0.939	1.491
C6	0.603	1.069	0.978	0.939	0.998	1.073
C7	0.963	0.820	0.788	0.823	0.890	0.966
E1	0.506	0.641	0.728	0.717	0.605	0.500
E2	0.319	0.491	0.527	0.636	0.416	0.427
E3	0.103	0.227	0.299	0.474	0.286	0.254
E4	0.271	0.404	0.435	0.560	0.444	0.468
E5	0.298	0.723	0.674	0.556	0.582	0.534
E6	0.371	0.520	0.559	0.507	0.468	0.475
E7	0.469	0.584	0.629	0.631	0.528	0.459
PI1	0.614	0.899	0.771	0.701	0.750	0.656
PI2	0.577	0.760	0.666	0.646	0.704	0.590
PI3	0.691	0.766	0.667	0.719	0.610	0.596
PI4	0.561	0.716	0.651	0.758	0.660	0.669
EGMM1	0.466	0.635	0.529	0.481	0.560	0.416
EGMM2	0.346	0.593	0.468	0.415	0.519	0.390
EGMM3	0.347	0.576	0.443	0.253	0.526	0.401
EGMM4	0.433	0.403	0.390	0.467	0.497	0.405
EGMM5	0.349	0.493	0.473	0.495	0.563	0.355
EMM1	0.482	0.652	0.514	0.415	0.510	0.387
EMM2	0.116	0.229	0.204	0.318	0.200	0.162
EMM3	0.143	0.167	0.119	0.301	0.192	0.093
EMM4	0.236	0.353	0.313	0.326	0.337	0.375
EMM5	0.203	0.281	0.289	0.288	0.272	0.211
EMM6	0.016	0.137	0.113	0.324	0.093	0.078
C01	0.350	0.523	0.440	0.293	0.350	0.440
C02	0.488	0.568	0.471	0.399	0.392	0.436
C03	0.434	0.577	0.459	0.329	0.495	0.473
C04	0.380	0.550	0.477	0.352	0.491	0.479
C05	0.467	0.483	0.395	0.284	0.393	0.368
C06	0.462	0.494	0.434	0.264	0.402	0.405
C07	0.497	0.302	0.242	0.288	0.217	0.247

	C6	C7	R1	R2	R3	R4
	-----	-----	-----	-----	-----	-----
C6	1.662					
C7	0.969	1.802				
R1	0.577	0.598	2.080			
R2	0.456	0.495	1.178	1.771		
R3	0.183	0.284	0.531	1.249	2.461	
R4	0.472	0.531	0.681	1.013	1.311	2.242
R5	0.574	0.546	0.865	1.025	0.776	0.925
R6	0.469	0.538	0.792	0.968	0.881	1.050
R7	0.591	0.581	1.035	0.924	0.582	0.733
PI1	0.662	0.616	0.777	0.618	0.456	0.687
PI2	0.561	0.538	0.551	0.450	0.318	0.514
PI3	0.556	0.648	0.674	0.548	0.350	0.701
PI4	0.549	0.713	0.578	0.494	0.402	0.483
EGMM1	0.462	0.447	0.461	0.188	0.036	0.066
EGMM2	0.450	0.250	0.474	0.320	0.021	0.265
EGMM3	0.451	0.409	0.417	0.174	-0.189	0.132
EGMM4	0.412	0.424	0.494	0.310	0.241	0.263
EGMM5	0.388	0.360	0.532	0.327	0.057	0.153
EMM1	0.480	0.481	0.464	0.243	0.053	0.271
EMM2	0.236	0.128	0.658	0.632	0.422	0.315
EMM3	0.259	0.164	0.610	0.631	0.556	0.387
EMM4	0.424	0.385	0.613	0.547	0.270	0.365
EMM5	0.324	0.314	0.533	0.447	0.306	0.259
EMM6	0.127	0.109	0.618	0.647	0.531	0.236
C01	0.354	0.411	0.328	0.196	0.049	0.377
C02	0.399	0.435	0.471	0.269	0.092	0.341
C03	0.498	0.507	0.274	0.149	-0.098	0.096
C04	0.417	0.457	0.248	0.162	-0.040	0.099
C05	0.366	0.328	0.178	0.100	0.002	0.141
C06	0.346	0.420	0.308	0.182	-0.022	0.081
C07	0.273	0.426	0.336	0.351	0.260	0.386

	E5	E6	E7	PI1	PI2	PI3
E5	2.058					
E6	1.222	1.685				
E7	1.090	1.118	1.997			
PI1	0.750	0.772	0.741	3.269		
PI2	0.593	0.540	0.482	2.065	2.650	
PI3	0.640	0.792	0.741	1.758	1.679	2.778
PI4	0.608	0.630	0.572	1.620	1.518	1.683
EGMM1	0.464	0.443	0.435	0.872	0.789	0.705
EGMM2	0.625	0.441	0.454	0.917	0.844	0.752
EGMM3	0.517	0.342	0.338	0.708	0.694	0.752
EGMM4	0.517	0.438	0.439	0.629	0.666	0.629
EGMM5	0.551	0.249	0.474	0.734	0.653	0.621
EMM1	0.496	0.382	0.385	0.735	0.762	0.679
EMM2	0.474	0.371	0.436	0.698	0.498	0.405
EMM3	0.439	0.369	0.455	0.594	0.506	0.418
EMM4	0.437	0.364	0.358	0.677	0.709	0.556
EMM5	0.505	0.315	0.379	0.668	0.694	0.510
EMM6	0.454	0.300	0.439	0.506	0.421	0.309
C01	0.568	0.421	0.433	0.703	0.729	0.827
C02	0.390	0.388	0.462	0.794	0.834	1.055
C03	0.358	0.224	0.341	0.522	0.622	0.556
C04	0.376	0.263	0.359	0.581	0.590	0.616
C05	0.292	0.241	0.335	0.669	0.692	0.829
C06	0.304	0.316	0.329	0.547	0.538	0.675
C07	0.349	0.432	0.523	0.604	0.510	0.747
	PI4	EGMM1	EGMM2	EGMM3	EGMM4	EGMM5
PI4	2.910					
EGMM1	0.713	3.119				
EGMM2	0.642	1.731	3.044			
EGMM3	0.614	1.664	1.646	2.526		
EGMM4	0.606	1.641	1.566	1.622	2.987	
EGMM5	0.594	1.491	1.632	1.455	1.790	3.223
EMM1	0.756	1.260	1.105	1.209	0.919	1.162
EMM2	0.543	0.805	0.922	0.509	0.971	1.168
EMM3	0.530	0.766	0.804	0.515	0.977	1.065
EMM4	0.729	0.918	1.010	0.932	1.020	1.207
EMM5	0.660	0.856	0.906	0.822	1.031	1.382
EMM6	0.460	0.447	0.657	0.299	0.757	1.039
C01	0.819	0.934	0.864	1.054	0.860	0.780
C02	0.774	0.780	0.870	0.988	0.893	0.921
C03	0.549	0.736	0.622	0.914	0.619	0.598
C04	0.549	0.845	0.728	0.928	0.652	0.619
C05	0.549	0.810	0.720	0.829	0.776	0.699
C06	0.623	0.807	0.694	0.975	0.690	0.675
C07	0.642	0.537	0.569	0.660	0.728	0.796

	EMM1	EMM2	EMM3	EMM4	EMM5	EMM6
	-----	-----	-----	-----	-----	-----
EMM1	3.026					
EMM2	1.179	3.565				
EMM3	1.186	2.830	3.654			
EMM4	1.713	1.973	2.048	3.907		
EMM5	1.647	2.148	2.193	2.908	4.149	
EMM6	0.978	2.502	2.513	2.088	2.533	3.888
C01	1.848	0.484	0.605	1.189	1.104	0.554
C02	1.383	0.689	0.767	0.956	0.998	0.749
C03	0.952	0.164	0.163	0.727	0.552	0.020
C04	1.044	0.325	0.252	0.717	0.557	0.121
C05	1.102	0.356	0.349	0.692	0.561	0.186
C06	1.000	0.273	0.274	0.709	0.522	0.203
C07	1.354	0.523	0.676	0.975	0.948	0.849

	C01	C02	C03	C04	C05	C06	C07
	-----	-----	-----	-----	-----	-----	-----
C01	3.167						
C02	1.789	2.619					
C03	1.286	1.091	2.069				
C04	1.332	1.145	1.502	1.943			
C05	1.388	1.347	1.224	1.352	2.435		
C06	1.148	1.088	1.225	1.386	1.443	1.928	
C07	1.813	1.453	0.880	1.040	1.382	1.216	2.851

APPENDIX E
RESULTS OF PRELIMINARY DATA ANALYSIS
AND THE FIRST MEASUREMENT MODEL TEST

Appendix E-1. The Results of CFA on Positive Emotion

n=747					
Latent	Indicator	CSS (t-Value)	SMC	CR	AVE
Romantic	Sexy	.77 (24.47)	.60	.83	.62
Love	Romantic	.74 (20.39)	.55		
	Passionate	.85 (29.63)	.72		
Love	Love	.80 (27.98)	.63	.75	.51
	Sentimental	.66 (18.32)	.43		
	Warm hearted	.67 (20.98)	.45		
Peacefulness	Calm	.85 (29.70)	.72	.83	.71
	Peaceful	.84 (27.98)	.71		
Contentment	Content	.86 (26.70)	.73	.81	.68
	Fulfilled	.79 (21.28)	.62		
Optimism	Optimistic	.82 (25.19)	.67	.89	.73
	Encouraged	.89 (30.50)	.79		
	Hopeful	.85 (27.01)	.72		
Joy	Happy	.83 (27.51)	.69	.85	.66
	Pleased	.81 (25.16)	.66		
	Joyful	.79 (23.31)	.62		
Excitement	Excited	.82 (23.99)	.66	.85	.65
	Thrilled	.82 (29.39)	.68		
	Enthusiastic	.77 (21.95)	.60		

CSS: Completely Standardized Solution

SMC: Squared Multiple Correlations

CR: Construct Reliability

AVE: Average Variance Extracted

Appendix E-2. The Results of the First Measurement Model Test

n=747					
Latent	Indicator	CSS (t-Value)	SMC	CR	AVE
Exposure to global mass media	EGMM1	.73 (23.78)	.54	.86	.55
	EGMM2	.74 (25.07)	.55		
	EGMM3	.79 (24.82)	.62		
	EGMM4	.75 (25.38)	.56		
	EGMM5	.70 (23.08)	.48		
Exposure to mass migration	EMM1	.50 (14.90)	.25	.88	.56
	EMM2	.83 (31.08)	.69		
	EMM3	.83 (31.75)	.69		
	EMM4	.73 (26.81)	.53		
	EMM5	.76 (30.92)	.58		
	EMM6	.78 (27.63)	.61		
Cultural openness	CO1	.69 (24.51)	.47	.89	.55
	CO2	.68 (23.31)	.46		
	CO3	.77 (20.43)	.59		
	CO4	.84 (24.84)	.71		
	CO5	.76 (25.07)	.58		
	CO6	.81 (24.50)	.65		
	CO7	.63 (21.39)	.39		
Relevance of a U.S. apparel brand	R1	.76 (23.08)	.63	.86	.48
	R2	.82 (25.61)	.67		
	R3	.48 (14.79)	.23		
	R4	.68 (19.73)	.46		
	R5	.70 (15.69)	.49		
	R6	.71 (18.64)	.51		
	R7	.59 (13.33)	.35		
Congruence of a U.S. apparel brand	C1	.78 (23.62)	.61	.89	.55
	C2	.79 (24.90)	.63		
	C3	.65 (21.57)	.42		
	C4	.76 (23.02)	.57		
	C5	.77 (20.18)	.59		
	C6	.77 (22.60)	.59		
	C7	.64(17.66)	.42		
Emotion	E1	.63 (16.56)	.40	.87	.48
	E2	.78 (25.09)	.61		
	E3	.57 (16.92)	.32		
	E4	.63 (17.15)	.40		
	E5	.74 (21.60)	.54		
	E6	.79 (23.90)	.63		
	E7	.69 (19.80)	.47		
Purchase Intention	PI1	.80 (29.60)	.64	.85	.60
	PI2	.82 (29.14)	.68		
	PI3	.77 (24.09)	.59		
	PI4	.69 (20.13)	.48		

CSS: Completely Standardized Solution; SMR: Squared Multiple Correlations
 CR: Construct Reliability; AVE: Average Variance Extracted

Notes: R3, C3, and E3 were with low factor loadings were deleted for the revised measurement model test; all t-value are significant at $p < .01$.
 Model fit indexes: $\chi^2 = 3989.91$ ($df = 839$), p -value = .00; RMSEA = .06; 90% CI for RMSEA = .06-.07; CFI = .95; SRMR = .07).

VITA

Ji Hye Kang

Candidate for the Degree of

Doctor of Philosophy

Thesis: THE POSITIVE EMOTION ELICITATION PROCESS OF CHINESE CONSUMERS TOWARD A U.S. APPAREL BRAND: A COGNITIVE APPRAISAL PERSPECTIVE

Major Field: Human Environmental Sciences

Biographical:

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Education: Received Bachelor of Science degree in Clothing and Textiles from Yonsei University, Seoul, Korea, in February 1993; received Master of Science degree in Fashion Marketing from Yonsei University, Seoul, Korea in February 1995; completed the requirements for the Doctor of Philosophy in Human Environmental Sciences at Oklahoma State University, Stillwater, Oklahoma in December, 2007.

Experience: Employed as a merchandiser at Doosan Corporation, Seoul, Korea in 1996; worked as a consultant for Korean apparel and textile firms at Interfashion Planning, a fashion consulting firm, Seoul, Korea from 1997 to 2001; worked as a researcher at Korean Color and Fashion Trend center, Seoul, Korea from 2001 to 2002; served as a columnist to publish success cases of U.S. retailing for Biznet Times, Seoul, Korea from 2003 to 2005; employed as research assistant and involved in two federally funded projects by Department of Design, Housing and Merchandising, Oklahoma State University from 2003 to present.

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Scope and Method of Study: Despite the importance of China as a key export market for U.S businesses, the U.S. apparel industry has held a significant trade deficit with China for a long time. To reduce the trade deficit with China, U.S. apparel firms need to establish pertinent market strategies based on an understanding of Chinese consumers. To this end, this study aimed to examine the Chinese consumer emotion elicitation process toward a U.S. apparel brand. As a systematic approach, this study proposed a conceptual model employing the cognitive appraisal theory. This study posited that consumer global orientation (CGO) influences Chinese consumers' appraisals (relevance and congruence) of a U.S. apparel brand (Levi's), and through the appraisals, Chinese consumers elicit positive emotions toward the brand, resulting in purchase intentions of the brand. Data were collected using mall intercept surveys at shopping malls in Shanghai, Beijing and Guangzhou.

Findings and Conclusions: Among the proposed ten hypotheses in the research model, eight hypotheses were statistically significant. Of three antecedents of the consumer emotion elicitation process, two variables (exposure to global mass media and cultural openness) positively increased Chinese consumers' appraisals (relevance and congruence) of the U.S. apparel brand in a similar degree. Unlike these two antecedents (exposure to global mass media and cultural openness), the effects of exposure to mass migration on relevance and congruence were found to be insignificant. The independent relationships between appraisal dimensions and positive emotion were all supported. Another finding of this study is that the interaction effect of relevance and congruence on positive emotion was supported. Finally, this study confirmed that positive emotions increased Chinese consumers' purchase intentions of a U.S. apparel brand. Based on these findings, theoretical and managerial implications were discussed.

ADVISER'S APPROVAL: Dr. Byoungho Jin
