The Impact of Macro Dimension on The Consumer Perspective of The Country of Origin and The Relationship Between Buying Decision and Quality of Product

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Abstract

This study investigated the impact of macro dimension on consumer's perspective of the country of origin in Libya. The researcher reviewed sundry studies conducted over several years and found, there is a significant influence of macro factors on consumer perspective of the country of origin, subsequently guiding their buying decision process. The previous study found the economic factor has a higher impact than other factors but in this empirical study found the political factor had a higher influence.

This research intends to examine the impact of macro dimension on consumer's perspective of the country of origin in Libya toward Turkish clothing by distributed 650 questionnaires in the Arabic languages the questionnaire was sent to 650 persons in Libya. We received 610 questionnaires that were filled out completely and properly (98,1%). but canceled 46 questionnaires of respondents who had indicated that they knew nothing about the country of origin and Turkish clothes and 40 questionnaires did not return. Thus, the number of questionnaire remaining is 564 questionnaires. Due to security circumstance, 650 respondents were surveyed in five cities (Tripoli, Misratah, Aszawiyah, Al Khums, and Zwara).

The current study is one of few similar studies conducted in a developing country, especially Libya. The current study offers empirical insights into the impact macro dimension on consumer's perspective of the country of origin. The findings will

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be significant to the COO research as well as the businesses operating in developing countries such as Libya. The study found Libyan customers have a positive image toward to clothing made in Turkey and they prefer to buy Turkish clothes based on a political factor.

Key word: Country of origin, and macro dimension, buying decision, and quality of product

Jel Code: M 11

Makro Boyutun Menşe Ülkenin Tüketici Perspektifi Üzerindeki Etkisi Ve Satın Alma Kararı Ile Ürün Kalitesi Arasındaki Ilişki

ÖZET

Bu çalışma, makro boyutun Libya'daki menşe ülke perspektifine olan etkisini araştırmıştır. Araştırmacı, birkaç yıl içinde yapılan muhtelif çalışmaları gözden geçirdi ve makro faktörlerin menşe ülkesinin tüketici perspektifi üzerinde önemli bir etkisi olduğunu ve daha sonra satın alma karar sürecini yönlendirdiğini buldu. Önceki çalışma, ekonomik faktörün diğer faktörlerden daha yüksek bir etkiye sahip olduğunu, ancak bu ampirik çalışmada siyasi faktörün daha yüksek bir etkiye sahip olduğunu bulmuştur.

Bu araştırma, makro boyutun Libya'daki menşe ülke perspektifine etkisini, Arapça dillerinde 650 anket dağıtarak Türk giyim üzerine incelemeyi amaçlamaktadır. anket, Libya'daki 650 kişiye gönderildi. Tamamen ve düzgün bir şekilde doldurulmuş 610 anket aldık (98,1%). ancak, menşe ülkesi ve Türk kıyafetleri hakkında hiçbir şey bilmediklerini ve 40 anketin geri dönmediğini belirten katılımcıların 46 anketini iptal etti. Böylece kalan anket sayısı 564 ankettir. Güvenlik durumu nedeniyle, beş şehirde (Trablus, Misratah, Aszawiyah, El Khums ve Zwara) 650 katılımcı incelenmiştir.

Mevcut çalışma, gelişmekte olan bir ülkede, özellikle Libya'da yapılan benzer birkaç çalışmadan biridir. Mevcut çalışma, tüketicinin menşe ülkesi perspektifi üzerindeki etki makro boyutuna ilişkin ampirik bilgiler sunmaktadır. Bulgular, COO araştırmasının yanı sıra Libya gibi gelişmekte olan ülkelerde faaliyet gösteren işletmeler için de önemli olacaktır. Çalışma, Libyalı müşterilerin Türkiye'de yapılan kıyafetlere karşı olumlu bir imajı olduğunu ve Türk kıyafetlerini siyasi bir faktöre dayalı olarak satın almayı tercih ettiklerini tespit etmiştir.

Anahtar kelime: Menşe ülke ve makro boyut, satın alma kararı ve ürünün kalitesi

Jell Kodu: M11

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1. Introduction

According to previous studies had reported there are two types of factors which influence the evaluation of a product. The first type is extrinsic product

cues such as price, country of origin, brand, and guarantee. The second type is intrinsic product cue such as taste, design, packaging, and quality (Agrawal and Kamakura, 1999). Therefore, this research will discuss one of the extrinsic cues which are country of origin and how macro dimension impact on country of origin perspective. Most of the related research has been conducted in developed countries, but not much research was done on developing market including Libya. Therefore, the main purpose of this research is to investigation how macro dimension impact on the country of origin perspective. Before 1914, the country of origin was not the main issue. the concept of country of origin of product dates back to World War I .at those times the winners of the war forced the loser countries such as Germany to put a sign that describes the COO on their products. The reason for this action at that time was to punish some countries including Germany. Since, the Germans had a bad reputation that time the influential countries punished them by making them put 'made in ' label on their products (Cai, et al, 2004).

Today's any product when crosses the border of the origin nation will tolerate the sign of that source country. As different countries continue to produce different products for the international market, through time and experience some of the countries have succeeded in producing very well recognized high-quality products around the world. In today's world market countries are well attributed to their specific area. For example, the Swiss are known for their watches, the French for their perfumes, the Germans for cars like Mercedes and the US for its airplanes like Boeing Airliner.

2. Theoretical Framework

✓   Impact of Macro Dimension on Consumer Perspective for the country of origin

According to, (Martin and Eroglu, 1993) found from review previous studies that there were four relevant dimensions for the COO concept which are political, economic, technological, and culture factors.

Economic factors: It is generally recognized by the consumers, that the highest the level of economic development, the better quality of the products produced is Consumers tend to think, that if a country is well developed from the economic perspective, it possesses suitable modern technologies, decent infrastructure, well-skilled working force and more. Therefore, given the availability of those factors, the country may produce goods of a suitable

quality. Consumers, therefore, think that the goods, produced in the well-developed country, will surely come up to their expectations.(Gaedeke 1973, White and Cundiff 1978, Han and Terpstra 1988, and Agrawal and Kamakura, 1999) reported customers hold a positive image for Japan and German products. Up as an example, claiming that Japanese electronics and German automobiles are perceived are ones of the best qualities. On the other hand, one of the widely agreed research findings is consumers' tendencies to give a less favorable rating to products from less developed nations compared to the developed ones. It shall be noted, that the opposite tendency is right as well thus, the least developed the country is, the worse its goods are considered. For instance, many consumers dislike products coming from African countries, since the majority of those countries are perceived as poor and least developed.

Political factors: Consumers may verse products, produced in the country, standing as a political enemy of their native one such as Israeli goods in some Arab country. In case countries happen to find no solution to the on-going conflict, this may well reflect on the consumers' preferences. This issue is especially relevant to the ones patriotic about their country. The opposite is also right if the countries take on effective cooperation, the consumers may prefer the goods from the friendly state. However, in case there is no substitute for the product available in the market, or using this product is of person's special preference, one may disregard political factor and go on buying the goods from an unfriendly state. Also, the issue of upholding human rights, democracy and freedom of expression in a certain country may stand out as one of the most prominent in consumer buying decision-making. The country failing to be democratic, grant basic human rights protection and ensure freedom of media may face the aversion of its products. The consumers may well consider this country as undignified and refuse to buy products of its origin.

Culture factors: there is an important issues related to culture factor such as labor conditions for the employees, therefore if a country fails to grant a proper working environment for its employees, and it becomes clear to the consumer of the goods, he may be unwilling to buy the goods. France is associated with a positive image for design and fashion also known for its traditions, beautiful language, blossoming music and more. Largely media, books, movies, and arts impose those attributes as such. Therefore, those

endorsing certain country's culture may want to buy its products. In some way, this serves as a means of associating oneself with the country, its traditions, style of life and more. It is common knowledge that some women prefer French perfumes since they bring the scent of romance and love to their lives. In addition, religious the most sensitive factor at all, it arises as a stumbling block in the country of origin concept. Some religions' followers are known for maltreating the representatives of other religions. As Alserhan (2010) wrote, "all Danish companies are still stumbling from the cartoons, published in the Danish newspaper several years ago because they were seen by Muslim population as derogatory to an Islamic subject." This incident, in turn, has led to a negative image of Danish products by Muslims, subsequently boycotting Danish products.

Technological factor*: the technological factor is another factor that should be considered when evaluating the COO. The technology factor of a country is to reverse its level of economic; for instance, the more advanced the technological level, the better the ability of the country to produce high-quality products. (Papadopoulos and Heslop, 2000) determined that customers evaluate the COO by using multiple factors that include the level of technologic, the customers' feeling about the people of the country and the customers' desire to be more closely aligned with the country. (Chinen et al, 2000) reported that U.S. customers prefer Japanese product because they believe the Japanese products that a high level of quality than other advanced countries such as Germany, and (Story, 2005) reported that a high-level of technological for any country directly reflected on product perspective by customers, which mean the high level of technologically mean product high-quality vice versa.

✓ **Quality of Product and Buying Decision**

There are various studies associating product quality with buying decision and they founded the quality has a positive direct impact on the buying decision. Therefore, product quality is a factor to support evaluating products and buying decisions. (Kotler and Armstrong 2004:283) defined product quality is one of the most important positioning tools. Quality has a direct impact on the performance of products and services and has a close relationship with customer's buying decision. Also, (Beneke et al, 2013) examined the effect of product quality on buying decision of other household goods the results showed that product quality has a positive effect on buying

decisions. In addition, Marketers who do not pay attention to the quality of the products or services offered would lose as consumers become disloyal, As a result, the sales of products or services will tend to decline. Therefore, when marketers pay attention to quality, consumers will be happy to decide to buy a product or service. (Amron,2017).

3. The Research Aims

The aims of this paper is discovering and understand the impact of macro dimension on the consumer perspective of the country of origin and understanding the relationship between evaluating products and buying decision and quality of the product.

4. The Scope and Methodology

The scope of this study is the Libyan citizens that over 18 years in the Libyan market. In this paper, a questionnaire was conducted to obtain information by questionnaire was sent the questionnaire to 650 persons. But we received 564 questionnaires that were filled out completely. Due to security circumstance, questionnaires distributed in five cities, (Tripoli, Misratah, Aszawiyah, Al Khums, and Zwara). , the questionnaire designed to five scales Likert style such as strongly agree, agree, neither, disagree and strongly disagree. Küçük (2016, pp 81) has reported the Likert scale is. "A measure based on the preference of one of the alternates containing the order to determine the importance of the statements, judgments or beliefs of a subject"

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5. The Research Model

There are four variables in the model that are the perspective of the country of origin, buying decision, quality of the product and macro Dimension**.** The Impact of Macro Dimension on Consumer Perspective for the country of origin and the relationship between COO and buying decision and the relation between evaluating products and buying decision and quality of product variables in this research it will be examined. As shown in (figure 1).
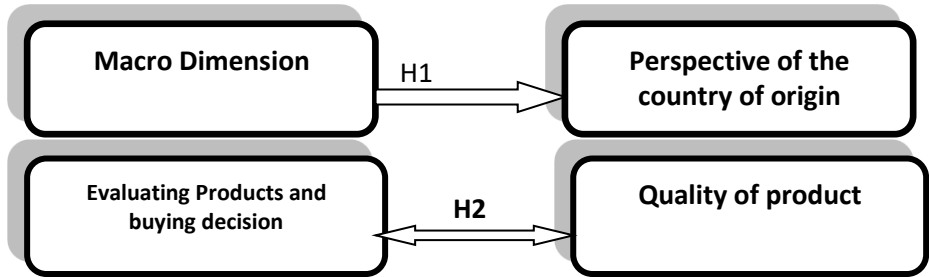
Figure1. Model of Study

6. Research Hypothesis

According, (Martin and Eroglu, 1993) found from review previous studies that there were four macro dimensions (political, economic, technological, and culture factors) impact on the country of origin perspective accordingly impact on decision buying

Economic factors: It is generally recognized by the consumers, that the highest the level of economic development, the better quality of the products produced is Consumers tend to think, that if a country is well developed from the economic perspective, it possesses suitable modern technologies, decent infrastructure, well-skilled working force and more. Therefore, given the availability of those factors, the country may produce goods of a suitable quality. Well thus, the least developed the country is, the worse its goods are considered. For instance, many consumers dislike products coming from African countries, since the majority of those countries are perceived as poor and least developed. (Kaynak et al, 2000) found that products made in developed countries were perceived to be associated with good quality, etc., while products originating from the developing counties were perceived to be less quality.

Ozretic-Dosen et al., (2007) reported that many sources of literature on the effects of country of origin indicate a tendency to evaluate products from developed countries more highly than those from less-developed countries.

Political factors: Consumers may verse products, produced in the country, standing as a political enemy of their native one such as Israeli goods

in some Arab country. In case countries happen to find no solution to the on-going conflict, this may well reflect on the consumers' preferences. This issue is especially relevant to the ones patriotic about their country. The opposite is also right if the countries take on effective cooperation, the consumers may prefer the goods from the friendly state. (Krishnakumar, 1974) found that Indian students rated British products higher than did Taiwanese students and attributed the difference to the former colonial ties with Britain.

Also, Wang (1978), found that although the U.S. consumers perceived the USSR's degree of economic development to be higher than it actually was, they gave very low evaluations of its products. This may be explained by Wang's 'political climate' variable. Lewis (2002), reported that the political background of a particular country has been proven to be one of the factors that consumers usually use to evaluate that country, and consequently, it affects consumers' perception about the products that come from that country.

Culture factors: The issue of the same culture, language, and religion in a certain country may stand out as one of the most prominent in consumer buying decision-making. Also, the country's culture, traditions, art attributes contribute hugely to its image as a producer. Therefore, the cultural factor is another factor that should be considered when evaluating country of origin, the culture of any country having a positive or negative role in evaluating a product COO. For instance, France is associated with a positive image for design and fashion. Also, the country is also known for its traditions, beautiful language. Therefore, those accept certain country's culture may want to buy its products. In addition, religious the most sensitive factor at all, it arises as a stumbling block in the country of origin concept.

Some religions' followers are known for maltreating the representatives of other religions. As Alserhan (2010) wrote, "all Danish companies are still stumbling from the cartoons, published in the Danish newspaper several years ago because they were seen by Muslim population as derogatory to an Islamic subject." This incident, in turn, has led to boycotting Danish products by Muslims.

Technological factor: technological factor is another factor that should be considered when evaluating the COO. The technology factor of a country is to reverse its level of economic; for instance, the more advanced the technological level, the better the ability of the country to produce high-quality

products. Story (2005) reported that a high-level of technological for any country directly reflected on product perspective by customers, which mean the high level of technologically mean product high-quality vice versa. So the first hypothesis of this study is:

H$_1$: There is the significant impact of macro dimension on consumer perspective for the country of origin.

There are various studies associating product quality with buying decision and they founded the quality has a positive direct impact on the buying decision. Therefore, product quality is a factor to support evaluating products and buying decisions. (Kotler and Armstrong 2004:283) defined product quality is one of the most important positioning tools. Quality has a direct impact on the performance of products and services and has a close relationship with customer's buying decision. Also, (Beneke et al, 2013) examined the effect of product quality on buying decision of other household goods the results showed that product quality has a positive effect on buying decisions. In addition, Marketers who do not pay attention to the quality of the products or services offered would lose as consumers become disloyal, As a result, the sales of products or services will tend to decline. Therefore, when marketers pay attention to quality, consumers will be happy to decide to buy a product or service. (Amron, 2017). So the second hypothesis of this study is:

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H2: There is relationship between evaluating products and buying decision and quality of product

7. Data Analysis

✓ **Analysis Demographic Data**

The demographic information of the respondents of the study can play a vital role because the respondents represent the consumer behavior in Libya. The analysis demographic data of the questionnaire respondents are summarized,

Demographics of the samples, demographics of the samples are categorized into seven categories; Nationality, Gender, Age, Marital Status, Education level, Occupation, and Income. A total of 564 Libyans participated in this survey, from which 254 (45 %) were females and 310 (55 %) were males. The largest age group represented by respondents consisted of 29-39-year-olds while the smallest age cluster represented by respondents consisted of

over 61 years.

While the majority of respondents were from married (299-53%) and the smallest group (29-5.1) of respondent was from widowed. Also, most respondents had already Bachelors degree from the University (281-49.8%). Whilst, the smallest group (20-3.5%) of participants had not to go to school. the majority part of the respondents was a worker as an employee (353 persons- 62.6%) while 34(6%) persons were students. From a sample containing 564 respondents, 195 persons (34.6%) earned the highest income which is between 500 to 999 LYD. While the smallest group of respondents (58-10.3%) earned more than 2000LYD. this variety in demographics data gives more credibility to this study.

    ✓   **Factor Analysis and Findings**

This analysis is done to reduce a large number of variables into a smaller number of factors. Factor analyses were performed in the study as its all criteria required were full filled by the study. All the variables were recorded on a 5-point Likert scale with 1 being strongly disagreed and 5 being strongly agreed. Table 1 showed the statistics related to the exploratory the impact of macro dimension on consumer perspective for the country of origin factor and factor loads represented by the participants.

Table 1. Macro Dimension Factor Analysis

Factors and Variables	Factor Loads	Eigen value	Variance Explanati	Cronbach's alpha	Mean	KMO
Macro dimension factor	====	6,066	70,383	0.902	3,220	0,861
When you buy products; you always seek to products that come from the country that has the good democratic system of government.	0,782	====	====	====	3,070	====
When you buy products; you always seek to products that come from a country that has well a civilian government.	0,805	====	====	====	3,140	====
When you buy products, you always seek to products that come from a country that an economically well-developed.	0,694	====	====	====	3,620	====
When you buy products; you always seek to products that come from a country that has a stable economic environment.	0,730	====	====	====	3,510	====
When you purchase products, always seek the products that come from the countries has a high level of technology in the industry	0,552	====	====	====	3,78	====
When you buy products; you always seek to products that come from the country that has similar customs and traditions.	0,605	====	====	====	3,240	====
When you buy products; you always seek to products that come from the country that has similar language.	0,719	====	====	====	2,800	====
When you buy products; you always seek to products that come from the country that has similar religion.	0,644	====	====	====	3,120	====
You prefer buying Turkish clothes because Turkey has a high level of economic.	0,553	====	====	====	3,450	====
You prefer buying Turkish clothes because Turkey has the similar customs and traditions	0,598	====	====	====	3,160	====
You prefer buying Turkish clothes because Turkey has a well democratic system of government	0,770	====	====	====	2,960	====
You prefer buying Turkish clothes because Turkey has a well civilian government	0,776	====	====	====	3,000	====
You prefer buying Turkish clothes because Turkey has the similar religion	0,575	====	====	====	3.040	====

Through the results obtained from SPSS, Show us that value of Cronbach Alpha was 0,902 Also, a factor that could be extracted from the data with Eigenvalues of 6,066 and factor loadings over 0,40 for all of the factors, which came in their content from the impact of macro dimension on consumer perspective for the country of origin. Also, the total mean for this axis was 3.222 that indicating, the participants agree on questions of the axis. As well, the above table describes the average variance extracted (AVE), which is used to measure convergent validity. The AVE = is acceptable, which is higher than 0.5; in other words, the construct explains over 50% of the variance of its items. In addition, the table shows that KMO is over 0,50, it was 0.863 which are described as "Meritorious" and considered acceptable for factor analysis.

Table 2. Perspective of the country of origin factor analysis

Factors and Variables	Factor Loads	Eigen value	Variance Explanation rate (%)	Cronbach's alpha	Mean	KMO
Country of Origin factors	===	2,484	64,679	0,750	3.533	0,711
Seeking country of origin information is less important for inexpensive goods than for expensive goods	0,742	===	===	===	3,450	===
you look for country-of-origin information to choose the best product available	0,793	===	===	===	3.30	===
If a country has a good reputation in one product category, this will have a positive influence on the reputation of other products from the same country.	0,674	===	===	===	3,520	===
Country of origin more important than price as an indicator of product quality	0,886	===	===	===	3,620	===
country of origin more important than design as an indicator of product quality	0,866	===	===	===	3,510	===
Country of origin more important than packaging as an indicator of product quality.	0,824	===	===	===	3,770	===
Country of origin more important than raw materials as an indicator of product quality.	0,558	===	===	===	3,240	===
I always seek out information about new products through the country of origin	0,830	===	===	===	3,850	===

Table 2 shows us the analysis of the reliability scale was acceptable. Where the study showed an overall Cronbach Alpha was 0,750. Also, the above table provides the mean value which was *M* = 3,533 Eigenvalues it was found 2,484 and factor loadings related to this dimension (consists of 8 questions) was above 0,40. Therefore, the result of analysis these dimension scales are reliable and valid. Thus, it was decided that it could be used in scientific research and analysis. As can be seen in the above table, Kaiser-Meyer-Olkin (KMO) sample adequacy was higher than 0.80 which indicates that the adequacy of the sample and significant factors from the study data can be obtained. According to KMO analysis was 0.711 which mean it's acceptable.

In addition, we can see the average variance extracted (AVE), which is used to measure convergent validity, AVE = 64,679 is acceptable, which is greater than 0,5; in other words, the construct explains over 50% of the variance of its items and factor loads were above 0.40, the scale was also found to be reliable. So that the scale is reliable and valid; it was decided that it could be used in scientific research and analysis.

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Table 3. has showed evaluating the product and buying decision factors
Through table 3 and the results obtained from SPSS show us the KMO was found to be above 0.80. According to   Küçük, (2016, pp 279), the KMO value in question ranges from 0 to 1.so if the value was over 0.60 indicates good value and if was over 0,80 is considered very good or excellent, the KMO was 0.758 which mean it's acceptable value. Also, we can see the mean value was M = 3.409 which scored higher than 3.00 which means That the level of evaluation of the sample members of the study of the variables of the country of origin and the decision to buy the degree of (high) From the point of view of participants. The above table shows us the average variance extracted (AVE), which is used to measure convergent validity.AVE = 50.910 is acceptable, which is greater than 0,5; in other words, the construct explains over 50% of the variance of its items. Eigenvalue was 2.707 and factor loads were above 0.40, the scale was also found to be reliable. So that the scale is reliable and valid; it was decided that it could be used in scientific research and analysis.

Table 3. Evaluating The Product And Buying Decision Factors

Factors and Variables	Factor Loads	Eigen value	Variance Explanation rate	Cronbach's alpha	Mean	KMO
Evaluating the product and buying decision Factors	====	2.707	50.910	0.609	3.409	0.758
I rely on experienced friends for information about new products prior to make up my mind about whether or not to buy	0,669	====	====	====	3.80	====
I decided to evaluate and buy a new product based on opinions of family members who have already tried them	0,724	====	====	====	3,760	====
I always ask friends about their experience with the new product before I evaluate it and buy that product	0,606	====	====	====	3,80	====
You feel that it is important to look for a country of origin information when deciding which product to buy	0,574	====	====	====	3,780	====
If you have a little experience with a product, you search for country of origin information about the product to help you making a more informed decision	0,803	====	====	====	3,240	====
You refuse to purchase a product without knowing its country of origin	0,830	====	====	====	2,80	====
When you are buying a new product, the country of origin is the first piece of information that you consider	0,852	====	====	====	3,120	====
Consumers are not willing to pay a higher price for a product without knowing its COO.	0,645	====	====	====	2.960	====

The Croanbach Alpha, according to Küçük (2016: 27-32) the Croanbach Alpha value is 1,00 > α ≥ 0,80 the scale is a reliable measure at a high level. In this axis, the Croanbach Alpha value was 0,609. According to the results, the scale is reliable, which indicates that the scale is reliable and valid; it was decided that it could be used in scientific researches and analysis.

Table 4 has showed Quality of product factor analysis

Table 4 Quality of Product Factor Analysis

Factors and Variables	Factor Loads	Eigenvalue	Variance Explanation rate	Cronbach's alpha	Mean	KMO
Quality of product factor	===	3,660	52,280	0,845	3,106	0,812
Do you think there are the strong relationship between country of origin and quality	0,775	===	===	===	3,08	===
A product's country of origin does not determine the quality of the product.	0.671	===	===	===	3,140	===
To make sure that I buy the highest quality product, you look to see what country the product was made in	0,582	===	===	===	2,820	===
Generally products from developed countries are of high quality	0,656	===	===	===	3,130	===
Generally, products from developing countries such as Turkey are of a lesser quality.	0,765	===	===	===	3,450	===
You trust clothes that come from Turkey because has high quality.	0,793	===	===	===	3,170	===
Products made in Turkey are generally of a lower quality than similar products from other countries	0,790	===	===	===	2.960	===

Table 4 shows us the analysis of the reliability scale was acceptable. Where the study showed an overall Cronbach Alpha was 0.845. Also, the above table provides the mean value which was *M* = 3,106, Eigenvalues it was found 3,660 and factor loadings related to this dimension (consists of 7 questions) was above 0,40. Therefore, the result of analysis these dimension scales are reliable and valid. Thus, it was decided that it could be used in scientific

research and analysis. As can be seen in the above table, Kaiser-Meyer-Olkin (KMO) sample adequacy was higher than 0.80 which indicates that the adequacy of the sample and significant factors from the study data can be obtained. According to KMO analysis was 0,812 which mean it's acceptable.

In addition, we can see the average variance extracted (AVE), which is used to measure convergent validity, AVE =52,280 is acceptable, which is greater than 0,5; in other words, the construct explains over 50% of the variance of its items and factor loads were above 0.40, the scale was also found to be reliable. So that the scale is reliable and valid; it was decided that it could be used in scientific research and analysis (Kücük, 2016: 227-232).

✓ Pearson Correlations Analysis

Correlation: is the analysis tool that shows the relationship between the two variables in proportion to the level and direction of the relationship. Correlation, the correlation of scales is interpreted as follows, r > 0,80 the scale is very strong relationship, 0,60 < r < 0,80 the correlation of the scale strong relationship, 0,40 < r < 0,60 the scale indicter there are relationship between variables ,0,20 < r < 0,40 scale is a weak relationship and r < 0,20 there is no relationship (Küçük, 2016: 249-250). Thus, Pearson correlation is used in this study to find the relationship between the some different variables.

Table5. Explain the correlation relation between macro dimension and consumer perspective of the country of origin

		Customer perspective of COO	Macro dimension
Customer perspective of COO	Pearson Correlation	1	.621[**]
	Sig. (2-tailed)	-	.000
	N	564	564
Macro dimension	Pearson Correlation	.621[**]	1
	Sig. (2-tailed)	.000	-
	N	564	564

Table 5 shows that the Pearson correlation coefficient between the macro dimension and consumer perspective of the country of origin is 0,636 and is

significant at the level (P = .000 < .01). This means that the relationship between the macro dimension and consumer perspective of the country of origin is significant and positive. This supports the third hypothesis (H3) in this study.

Table 6 Explain the correlation relation between evaluating the product and buying decision and quality of the product.

		evaluating the product and buying decision	quality of the product
evaluating the product and buying decision	Pearson Correlation	1 -	.642^{**} .000 564
	Sig. (2-tailed)		
	N	564	
quality of the product	Pearson Correlation	.642^{**}	1 -
	Sig. (2-tailed)	.000	564
	N	564	

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Table 5 shows that the Pearson correlation coefficient between the evaluating the product and buying decision and quality of the product is 0,642 and is significant at the level (P = .000 < .01). This means that the relationship between the evaluating the product and buying decision and quality of the product is significant and positive. This supports the third hypothesis (H4) in this study.

✓ **Hypothesis Testing**

Table 6 Show testing hypotheses by one sample test (t-test)

Model	Test Value = 0			95% Confidence Interval of the Difference	
	T	Df	Sig. (2-tailed)	Lower	Upper
Customer perspective of country of origin and the macro dimension (H1).	85.271	563	.000	21.24	22.24
Evaluating the product and buying decision and quality of the product(H2)	96.450	563	.000	41.03	42.74

The result of testing hypothesis: In addition Table show the value of statistical significance was (p-value = 0.00), it is the lowest than standard scales (p = 0.0> 0.05) this means that there is a significant statistical effect at the level of (p = 0.0> 0.05). According to the above results, the null hypothesis was rejected and the alternative hypothesis H3 (There is a relationship between the macro dimension and impact on the consumer perspective of the country of origin) accepted. As well, table 6 show the value of statistical significance was (p-value = 0.00), it is the lowest than standard scales (p = 0.0> 0.05) this means that there is a significant statistical effect at the level of (p = 0.0> 0.05). According to the above results, the null hypothesis H0 was rejected and the alternative hypothesis H2 (There is a significant relationship between evaluating and making the buying decision and quality of the product) accepted.

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8. Result

The impact of macro dimension on the consumer perspective of the country of origin has been studied over the years. In this study as well, the researcher investigated how macro dimension impact on the consumer perspective of the Country of origin.

(1)The present study has reached up to the following results; the majority of the study sample is male and young, with a good level of education, and with an acceptable income.

(2) The Made in Turkey has a positive impact on the Libyan consumer therefore they like to buy clothes made in Turkey based on the political, social, economic, and technology factors respectively.

(3)Where results showed the political components play an as important role in customer making a decision to buy or not for Libyan customers, while technology components have a low impact.

(4) Also the results showed there is a significant relationship between quality of product and evaluating and making buying decision

9. Discussion

Demographics of the samples, demographics of the samples are categorized into seven categories; Nationality, Gender, Age, Marital Status, Education level, Occupation, and Income. A total of 564 Libyans participated in this survey, from which 254 (45 %) were females and 310 (55 %) were males. The largest age group represented by respondents consisted of 29-39-year-olds while the smallest age cluster represented by respondents consisted of over 61 years. While the majority of respondents were from married (299-53%) and the smallest group (29-5.1) of respondent was from widowed. Also, most respondents had already Bachelors degree from the University (281-49.8%). Whilst, the smallest group (20-3.5%) of participants had not to go to school.

The majority part of the respondents was a worker as an employee (353 persons- 62.6%) while 34(6%) persons were students. From a sample containing 564 respondents, 195 persons (34.6%) earned the highest income which is between 500 to 999 LYD. While the smallest group of respondents (58-10.3%) earned more than 2000LYD. this variety in demographics data gives more credibility to this study.

The hypothesis discussed by the study is there is the significant impact of macro dimension on consumer perspective for the country of origin. The macro dimension scale consists of four-dimensional; economic, political, Social and technological. Through the results of the questionnaire we conducted, the participants' perceptions about the significant impact of macro dimension on consumer perspective for the country of origin were different. The majority of the respondents around 423 (79,8 %) of respondents believe there is a significant impact of macro dimension on consumer perspective for the

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country of origin, while 63 (10.9) believe there is no impact whilst the other respondents prefer to remain neutral. According to economic factors, the majority of the respondents 264 (46.4%) prefer clothes made in Turkey based on it is economically well-developed and has a stable economic environment.

Political factors the majority of the respondents 350(62%) prefer to buy clothes that come from countries which have a good democratic system and civilian government such as Turkey. while 150 (26%) of participants disagree with this point. whilst there is a small group 64(12%) of respondents who remained neutral. Social factors more than half of the respondents 278(49%) prefer to buy clothes that come from Turkey because it has the same religion and similar customs and traditions. while 270 (48%) of participants disagree with this point. whilst there is a small group 16(3%) of respondents who remained neutral. Technology factors, among 564 participants 263 (46.6%) agree and 88(15.6%) strongly agree, they are prefer buying clothes that come from countries have a high level of technology in industry sector like Turkey.

Whilst, around 124 (21.9%) disagree with this point, whilst, 89 (15,8%) of respondents who remained neutral. According to the above, the results indicated that Libyan customer like to buy clothes made in Turkey based on the political, social, economic, and technology factors respectively. Where results showed the political components play an as important role in customer making a decision to buy or not for Libyan customers .While technology components have a low impact.

Based on SPSS results, the reliability scale was acceptable. Where the study showed an overall Cronbach Alpha was 0.861. Also, the mean value is M = 3,220, Eigenvalues it was found 6.066 and factor loadings related to this dimension was above 0,40. Therefore, the result of analysis these dimension scales are reliable and valid. Thus, it was decided that it could be used in scientific research and analysis. Furthermore, the KMO analysis was 0.861 which mean it's acceptable. In addition, the average variance extracted (AVE) =70,383 is acceptable.

as well, Pearson correlation value was 0,621 when testing the correlation between the customer perspective of the country of origin and macro dimension which is a sign of a strong correlation between them at a level of significance at the level of (P = .000 < .01). Therefore, the macro dimension has an impact on the country of origin. Also, (p-value = 0.00), this

means that there is a significant statistical effect at the level of (p = 0.0> 0.05).

According to the above results, the null hypothesis was rejected and accepted alternative hypothesis (there is the significant impact of macro dimension on consumer perspective for the country of origin).

There are various studies associating product quality with buying decision and they founded the quality has a positive direct impact on the buying decision. Therefore, product quality is a factor to support evaluating products and buying decisions.

Kotler and Armstrong (2004:283) defined product quality is one of the most important positioning tools. Quality has a direct impact on the performance of products and services and has a close relationship with customer's buying decision.

Also, Beneke et al. (2013) examined the effect of product quality on buying decision of other household goods the results showed that product quality has a positive effect on buying decisions. In addition, Marketers who do not pay attention to the quality of the products or services offered would lose as consumers become disloyal, As a result, the sales of products or services will tend to decline. Therefore, when marketers pay attention to quality, consumers will be happy to decide to buy a product or service. Amron (2017).

By analyzing the results of the questionnaire most of the respondents believed the quality of the product is an important feature when they are evaluating and deciding to buy products. So, the results showed, the around 299 (53, 0%) of respondents agree and 95 (17 %) of respondents strongly agree and around 45(8%) strongly disagree and 75(13 %) disagree; they believed the quality of the product is not important feature when they are evaluating and deciding to buy products. On the other hand, there was 50 (9 %) respondent who remained neutral to this question.

Based on SPSS results, the reliability scale was acceptable. Where the study showed an overall Cronbach Alpha was 0.750. Also, the mean value is M = 3,533, Eigenvalues it was found 2,484 and factor loadings related to this dimension was above 0,40. Therefore, the result of analysis these dimension scales are reliable and valid. Thus, it was decided that it could be used in scientific research and analysis. Furthermore, the KMO analysis was 0.711which mean it's acceptable. In addition, the average variance extracted (AVE) =64,679 is acceptable.

As well, Pearson correlation value was 0,642. When testing the

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relationship between evaluating and making the buying decision and quality of the product which is a sign of a strong relationship between them at a level of significance at the level of (P = .000 < .01). Also, (p-value = 0.00), this means that there is a significant statistical effect at the level of (p = 0.0> 0.05).

According to the above results, the null hypothesis was rejected and accepted alternative hypothesis (there is a significant relationship between evaluating and making the buying decision and quality of the product).

10. Suggestions

According to the results obtained in this study, the researcher has proposed the following recommendation; there is a significant impact of macro dimension on the consumer perspective of the country of origin. Therefore, the international companies including Turkish companies that wish to enter the Libyan market should take this factor into their consideration.

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