

## **The Relationship Among Country-of-Origin, Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market**

Lamin. A. Elarbah<sup>\*</sup>  
Najma. M. Shebli<sup>\*\*</sup>

### **Abstract**

The aim of this study was to identify the impact one of some factors affecting consumer behavior selection for clothing. This factor was represented in the country of origin. Therefore, the purpose of this study is to investigate the factor of country-of-origin perspective that consumer considers when they buying clothes that made in Turkey and the relationship between perceived product quality and country-of-origin.

To achieve these goals distributed 650 of questionnaires. But we received 564 (87%) questionnaires, the hypotheses which were tested using Pearson Correlation, showed that there is a significant relationship between country-of-origin perspective and buying decision, product quality and country of origin when that consumer selection of clothing.

**Key word:** Country of origin, buying decision, Libyan consumers, and Quality

**Jel Code:** M31

---

<sup>\*</sup> Lecturer, College of Applied Administrative and Financial Sciences Libya, [lamen2000@hotmail.com](mailto:lamen2000@hotmail.com), (orcid: 0000-0002-6041-5326)

<sup>\*\*</sup> Lecturer, Faculty of Economics and Political Science in Tarhona, Libya, (orcid: 0000-0002-7110-5657)

## **Ülke Menşei, Ürün Kalitesi ve Satın alma Kararı İlişkisi: Libya Piyasasında Türk Konfeksiyon Ürünleri Çalışması**

### **Özet**

Bu çalışmanın amacı, giyim için tüketici davranışı seçimini etkileyen bazı faktörlerden birinin etkisini belirlemektir. Bu faktör menşe ülkede temsil edildi. Bu nedenle, bu çalışmanın amacı, Türkiye'de üretilen kıyafetleri alırken tüketicinin menşe ülke perspektifini ve algılanan ürün kalitesi ile menşe ülke arasındaki ilişkiyi incelemektir. Bu hedeflere ulaşmak için 650 anket dağıtılmıştır. Ancak Pearson Korelasyonu kullanılarak test edilen hipotezler olan 564 (% 87) anket alınmış, bu tüketici seçiminde menşe ülke perspektifi ile satın alma kararı, ürün kalitesi ve menşe ülke arasında anlamlı bir ilişki olduğunu göstermiştir.

**Anahtar kelime:** Menşe ülke, satın alma kararı, Libya'lı tüketiciler ve Kalite

**Jel Kodu:** M31

### **1. Introduction**

According to previous studies had reported there are two types of factors which influence on the evaluation of a product; extrinsic product cue is an intangible i.e. nonphysical product attribute such as price, country of origin, brand, and guarantee. Intangible product lineaments can be modified without altering product's physical lineaments. Contrariwise, intrinsic product cue is a tangible product attribute and a part of a physical product 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 this is cue impact on the evaluation of product and consumer purchasing decision and the relationship between country of origin and quality of a product.

There are many different factors influencing consumer behavior the purpose of this research investigates one of the subfactors impact consumer behavior which is the country of origin (COO) numerous authors have focused their attention on the study and analysis on the country of origin concept and how the impact on consumer buying decision. 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 explain and investigation, How does the country of origin impact



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

on the buying decision certain types of products (clothes from Turkey) for Libyan customers. 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, Cude and Swagler, 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.

There are a number of different definitions of Concept of Country of Origin (COO). The country of origin concept stands out as a substantial factor, influencing consumer behavior, attitude to a certain brand or product, and, in turn, shaping his buying preferences. As such, the country of origin is defined as a country where the goods were produced fully or partially by being subject to processing procedures. The laws and regulations of each country determine the criteria shaping the good as originated from this particular country. It should be pointed out that not only countries but also regions, groups of countries, Customs unions and even certain regions of countries. As described by (Nagashima, 1970).

The purpose of the paper is to investigate how the country-of-origin effect on customers buying behavior in Libyan markets, also to examine the relation between country-of-origin and quality of the product. Moreover, to conduct a study analyzing how customer's perceptions toward clothes made in Turkey in the Libyan market. The information that will be discussed and study results could be useful for international companies including Turkish companies that wish to enter the Libyan market and making decisions on strategies.



## **2. Theoretical Framework**

### **Concept of Country of Origin (COO)**

The country of origin concept stands out as a substantial factor, influencing consumer behavior, attitude to a certain brand or product, and, in turn, shaping his buying preferences. As such, the country of origin is defined as a country, where the goods were produced fully or partially by being subject to processing procedures. In another aspect, other researchers consider that COO of one product is the location of headquarters disregarding to where the firm assembled or manufactured products because the country that produced or assembled the products could vary over time or relate to many countries of assembly as a part of outsourcing (Hamzaoui-Essoussi et al., 2011).

As for the marketers, country of origin concept, also referred to as «made-in» effect, emerges as a pertinent tool of shaping consumer's behavior and preferences as for the buying process. This concept holds with the idea that customer's attitude towards this or that product is inadvertently influenced by the way he perceives the country of good's origin. Experts introduce the so-called «country image» factor, which combines the basic associations with the given country in the mind of the consumer. They arise from various beliefs, ideas that are more or less associated with the country. Therefore, every consumer has a particular opinion as to the image of the country, and his buying preferences are shaped accordingly.

The COO is a complicated case in the global market. Some researchers see the COO of one product as the country where products are manufactured or assembled. Nagashima,1970: 69), researchers who investigated the COO phenomena defines COO as “the picture, the reputation, and the stereotype that businessmen and consumers attach to products of a specific country”. (Bilkey & Nes, 1982:88) reported the country-of-origin is usually communicated by ‘Made in’ or ‘Manufactured in’ labels, they defined COO as “bias toward non-domestic products”. Also, COO is the “overall perception consumers form of products from a particular country, based on their prior perceptions of the country’s production and marketing strengths and weaknesses” (Roth & Romeo, 1992:477).

Chinen et al., (2000: 30) suggests that COO effect is concern with the customers perceptions that how they perceives products from a certain country. Ahmed et al, (2002:280) defines country-of-origin as the country that



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

conducts manufacturing or assembling

✓ Relationship country-of-origin and product buying decision

COO effect can be in support of the country or against it and it affects the buying decision making (Elliott and Cameron, 1994: 55). Gurhan-Canli & Maheswaran (2000: 101) point out that there are COO effects on the consumer evaluations of the product and also affect the related decisions to purchase the product or to not. Also, (Baker & Ballington, 2002:158), they have recognized the COO directly affect consumers' perception of product quality, attitudes, behaviors, and purchase intention. Among the other factors, an important factor which influences the customer decision making process is COO (O' Cass and Lim, 2002). Researchers have proven that COO influence the decision making and also product assessment (Solomon, 2004). Those researchers explain that the customer's decision making to buy any product based on the location, where the product was "made in" (Laroche et al., 2005).

There is different reasons that purchasers utilize country of origin of beginning as a wellspring of assessing products. First, because of the rapid growth of globalization, consumers tend to evaluate products based on their country of origin. The second reason is, due to the increasing amount of information about products and their complexity; consumers have to rely on the home country of a product in their purchasing decisions, and last but not the least, because consumers get to know other country's products and they will experience different products from different countries (Ozretic-Dosen, Skare et al. 2007: 132).

Wang et al. (2012) argue this matter in their study where they display that when the country image is influential the COO cue has a direct impacts on purchases intentions, while a cognitive country image to some extent impact purchase intentions indirectly. To sum up, a majority of the previous studies have shown the evaluating products and buying decision impacted by country of origin.

✓ Country of Origin as Signal of Quality

Consumers prefer using extrinsic cues such as the country of origin where they have little knowledge of the product prior to purchase. Studies of (White and Cundidd, 1978: 82) show there is a strong link between country of origin and perceptions of quality. Also, they said the country of origin can be an



alternative indicator of quality, especially where all other "intrinsic" or "extrinsic cues" such as (brand name, technical features, or price) do not give a more positive indication of quality. So, the COO can serve as a surrogate indicator of product quality. Quality as an alternative of a country's production has an important impact on customers' evaluations of products (Broniarczyk and Alba, 1994: 216).

As well as, Thakor and Katsanis (1997:80). Pointed out that certain country-specific factors, such as quality of raw material, experience gained through hundreds of years of manufacturing, and the level of internal competition, have a significant impact on customer perception of product quality. According to (Baker & Ballington, 2002), they have recognized the COO directly affect consumers' perception of product quality, attitudes, behaviors, and purchase intention.

Also, (Laroche, et al, 2005:99) reported Country of Origin has a direct impact on the consumers' perception of product quality. As, (Narka, 2006) stressed, country of origin information constitutes a product trait that is external to the product itself. It serves as a surrogate for product quality, performance, dependability, distinction and another product attribute that can't be straightforwardly assessed.

### **3. The Research Aims**

The aims of this paper are discovering and understand the relationship between countries of origin (COO) and evaluate of product and buying decision. Also, discover the relationship between country of origin and quality of the product from the point of view Libyan customer toward clothes made in Turkey.

### **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 about the relationship between country of origin and buying decision and the relation between consumer's perceptions of quality and country of origin. 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 questionnaire designed to five scales Likert style such as strongly agree, agree, neither, disagree and strongly disagree. Küçük (2016: 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".

### 5. The Research Model

There are three variables in the model that are the perspective of the country of origin, buying decision and quality of the product. The relationship between COO and buying decision and the relation between COO and quality of product variables in this research it will be examined. As shown in (figure 1).

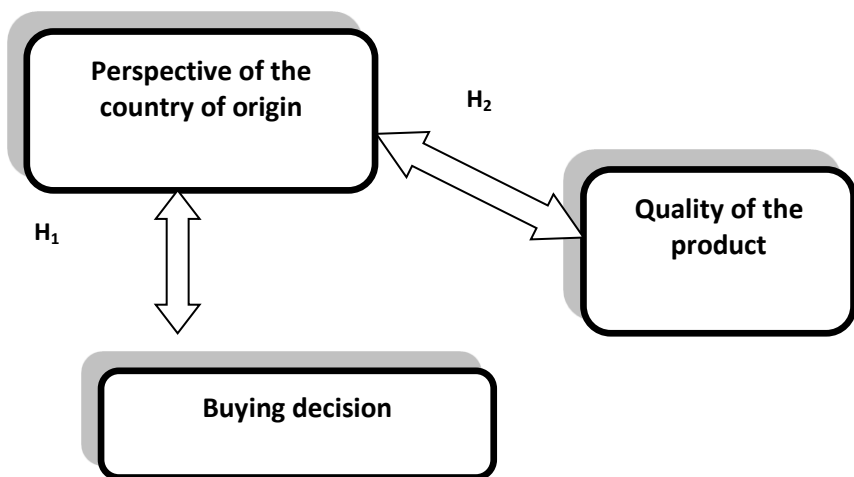


Figure 1. Model of Study

### 6. Research Hypothesis

In recent years, there has been an increasing interest in the country of origin and how is the country of origin impact on buying decision. Therefore, there



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

are a lot of studies explained the relationship between the country of origin and buying decision making and scientists have demonstrated that.

(Elliott and Cameron, 1994: 55) reported that COO "COO effect can be in support of the country or against it and it affects the buying decision making". In addition, (Gurhan and Maheswaran, 2000: 101) reported that the country of origin is the range to which the industrialization place effects the consumer's valuation of the product and also effects on decisions making to buy the product or do not. Studies explained that consumers in the whole of the world use COO as a factor in product evaluation and buying decision making (Supanvanij and Amine, 2000). The country of origin can be seen as a competitive advantage and it seems to be one factor in the buying decision process (Baker and Ballington, 2002) Through the other factors, an important factor which impacts the customer decision-making process is COO (O' Cass and Lim, 2002). Country of origin influences the decision making and also product assessment (Solomon, 2004 and Küçük, 2019). Veale & Quester (2009) explains in his papers the customer use both intrinsic and extrinsic informational product cues as the basis to make the buying decision. The country of origin of a product is an extrinsic cue which is known to impact customer's perceptions.

According to above studies suggests that country of origin is the most important factors impact on evaluation product and buying decision making. Therefore, the first hypothesis of this study is:

**H<sub>1</sub>:** There is a relationship between the customer perspective of the country of origin and their making buying decision.

Previous studies have reported indicate that the country of origin has a great effect on the quality perceptions of a product. (White and Cundidd, 1978: 82) show there is a strong link between country of origin and perceptions of quality. as well, they said the country of origin can be an alternative indicator of quality, especially where all other "intrinsic" or "extrinsic cues" such as (brand name, technical features, or price) do not give a more positive indication of quality. So, the COO can serve as a surrogate indicator of product quality. Quality as an alternative of a country's production has an important impact on customers' evaluations of products (Broniarczyk and Alba, 1994: 216). As well as, Thakor and Katsanis (1997: 80). Pointed out that certain country-specific factors, such as quality of raw material, experience gained





through hundreds of years of manufacturing, and the level of internal competition, have a significant impact on customer perception of product quality.

According to (Baker & Ballington, 2002), they have recognized the COO directly affect consumers' perception of product quality, attitudes, behaviors, and purchase intention. Also, (Laroche, et al, 2005: 99, Küçük, 2019) reported Country of Origin has a direct impact on the consumers' perception of product quality. Nowadays, more companies are competing on the global market - these companies manufacture their products worldwide and the location where they manufacture the products might affect the perception of the consumer on the quality of the product (Alsughayir, et,al, 2012), also (Parkvithee & Miranda, 2012), they argued that people care about which country products come from and where they are made and consider these factors when evaluating the quality of products.

This enhances the notion that information about the country of origin may indeed act as an alternative of quality, particularly where all other "intrinsic" or "extrinsic cues" (such as brand name, technical features, or price) do not give a more positive indication of quality. Thus, the second hypothesis of this study is:

101

**H<sub>2</sub>:** There is the relationship between country of origin and quality on consumers' perception.

## **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



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

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. Naming the factors, the two factors represent different variables. The first factor is the relationship customer country of origin and product buying decision factor as it has all the variables that reflect this factor. The second factor is the customer perspective of COO and quality of a product. Table 1 showed the statistics related to the exploratory the relationship customer country of origin and product buying decision factor and factor loads represented by the participants.



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

Table 1. The Factor Analysis The Relationship Customer Country of Origin and Product Buying Decision

Factors and Variables	Factor Loads	Eigen value	Variance Explanation rate (%)	Cronbach's alpha	Mean	KMO
The relationship customer country of origin and product buying decision	====	3,935	68,643	0,832	3,62	0,822
7-You feel that it is important to look for a country of origin information when deciding which product to buy	0,416	====	====	====	3,78	====
8-If you have little experience with a product, I search for country-of-origin information about the product to help me make a more informed decision .	0,701	====	====	====	3,24	====
9-You refuse to purchase a product without knowing its country of origin.	0,765	====	====	====	2,80	====
10-When you are buying a new product, the country of origin is the first piece of information that you consider.	0,743	====	====	====	3,12	====
11-To seek COO information for inexpensive products is not as important as it is for expensive products	0,564	====	====	====	3,45	====
12-When thinking about clothes, Turkey as the country comes to my mind immediately	0,692	====	====	====	3,16	====
13-Consumers are not willing to pay a higher price for a product without knowing its COO.	0,753	====	====	====	2,96	====



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

14- You look for country-of-origin information to choose the best product available	0,686	====	====	====	3,30	===
15- 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.	0,544	====	===	====	3,52	===

According to, Küçük (2016: 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. Through table1 and the results obtained from SPSS show us the KMO was found to be above 0.80 (0,822) which mean its acceptable value. Also, we can see the mean value was  $M = 3,620$  which scored higher than 3.00 which means That the level of evaluation of the sample members of the study of the variables of COO 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.  $AVE = 68,643$  is acceptable, which is greater than 0,5; in other words, the construct explains over 50% of the variance of its items. Eigenvalue was 3,395 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. In this axis, the Croanbach Alpha value was 0,832. According to this results, the scale is highly reliable, it was decided that it could be used in scientific researches and analysis.

Table 2 shows us the analysis of the reliability scale was acceptable. Where the study showed an overall Cronbach Alpha was 0.886. Also, the above table provides the mean value which was  $M = 3,262$ , Eigenvalues it was found 5.223 and factor loadings related to this dimension (consists of 11 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.



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

Table 2. Quality of Product Factor Analysis

Factors and Variables	Factor Loads	Eigen value	Variance Explanatio	Cronbach's alpha	Mean	KMO
Quality of product factor analysis	===	5,223	71,384	<b>0,886</b>	3,262	0,871
16- Do you think there are the strong relationship between country of origin and quality	<b>0,806</b>	===	===	===	<b>3,080</b>	===
17- A product's country of origin does not determine the quality of the product.	<b>0,817</b>	===	===	===	<b>3,140</b>	===
18- Country of origin more important than price as an indicator of product quality	<b>0,739</b>	===	===	===	<b>3,620</b>	===
19- country of origin more mportant than design as an ndicator of product quality	<b>0,772</b>	===	===	===	<b>3,510</b>	===
20- Country of origin more important than raw materials as an indicator of product quality.	<b>0,603</b>	===	===	===	<b>3,770</b>	===
21- Country of origin more important than packaging as an indicator of product quality.	<b>0,615</b>	===	===	===	<b>3,240</b>	===
22- To make sure that you buy the highest quality product, you look to see what country the product was made in	<b>0,720</b>	===	===	===	<b>2,820</b>	===
23- Generally, products from developed countries are of high quality	<b>0,645</b>	===	===	===	<b>3,130</b>	===



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

Table 2. Quality of Product Factor Analysis (Cont.)

Factors and Variables	Factor Loads	Eigen value	Variance Explanatio	Cronbach' s alpha	Mean	KMO
24- Generally, products from developing countries such as Turkey are of a lesser quality.	0,537	===	===	===	3,450	===
25- You trust clothes that come from Turkey because has high quality.	0,560	===	===	===	3,170	===
26- Products made in Turkey are generally of a lower quality than similar products from other countries	0,697	===	===	===	2,960	===

106

As can be seen in the above table KMO analysis was 0.871 which mean it's acceptable. In addition, we can see the average variance extracted (AVE), which is used to measure convergent validity, AVE =71,384 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.

✓ 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.



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

Table 3. Explain The Correlation Relationship Between The Relationship Customer Country of Origin And Product Buying Decision

		Customer perspective of COO	Evaluating the product and buying decision
<b>Customer perspective of COO</b>	Pearson Correlation	1	.564**
	Sig. (2-tailed)	-	.000
	N	564	564
<b>Evaluating the product and buying decision</b>	Pearson Correlation	.564**	1
	Sig. (2-tailed)	.000	-
	N	564	564

The results of Table 3 showed that the values of the Pearson Correlation between customer perspective and evaluating the product and buying decision was at positive indicators at ( $P = .000 < .01$ ) significance level. The result of testing the relationship between the customer perspective of the country of origin and evaluating the product and making buying decision the Pearson Correlation value was 0,564 which indicate positive correlation at a level of significance ( $P = .000 < .01$ ). Which mean there is a good relationship between the customer perspectives of COO and making a buying decision, consequently, this result contributes to the acceptance of the first hypothesis ( $H_1$ ).

From table 4 we can be seen Pearson Correlation value was 0,636 when testing the relationship between the customer perspective of the country of origin and quality of the product which is a sign of a strong relationship between them at a level of significance at the level of ( $P = .000 < .01$ ). Therefore, the country of origin can serve as a surrogate indicator of product quality.



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

Table 4. The Correlation Relation Between The Customer Perspective of The COO and Quality of The Product.

		Customer perspective of COO	Quality of product
Customer perspective of COO	Pearson Correlation	1	.636**
	Sig. (2-tailed)	-	.000
	N	564	564
Quality of product	Pearson Correlation	.636**	1
	Sig. (2-tailed)	.000	-
	N	564	564

A result, the second hypothesis ( $H_2$ ): which states that “There is a relationship between the customer perspective of the country of origin and quality of the product” has been accepted.

108

✓ Hypothesis Testing

Table 5 Show testing hypotheses by one sample test (t-test)

Table 5. Hypothesis Test

Model	Test Value = 0			95% Confidence Interval of the Difference	
	T	Df	Sig. (2-tailed)	Lower	Upper
Customer perspective of COO and Evaluating the product and buying decision ( $H_1$ ).	89.207	563	.000	18.79	19.63
Customer perspective of country of origin and quality of the product ( $H_2$ ).	85.271	563	.000	21.24	22.24





**The result of testing the first hypothesis:** From above table we can see the value of statistical significance was ( $p\text{-value} = 0.00$ ), 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 accepted the alternative hypothesis H1 (There is the relationship between customer perception of the country of origin of products and their making buying decision making).

**The result of testing the second hypothesis:** Also, table 10 show the value of statistical significance was ( $p\text{-value} = 0.00$ ), 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 H2 (There is a relationship between the customer perspective of the country of origin and quality of the product) accepted.

## 8. 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.

In recent years, there has been an increasing interest in the country of origin and how is the country of origin impact on buying decision. Therefore, there are a lot of studies explained the relationship customer country of origin and product buying decision. By analyzing the results of the questionnaire most of the respondents believed the COO is important information when they are



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

deciding to buy products. So, the results showed, the around 255 (45,2%) of respondents agree and 113 (20%) of respondents strongly agree and around 41 (7,3%) strongly disagree and 109 (19,3%) disagree; they believed the COO is not important information when they are deciding to buy products. On the other hand, there was 46 (8.2%) respondent who remained neutral to this question. but the majority of the respondents 368 (65,2%) they have believed the COO is important information when they are deciding to buy products and they used COO to help them to buy product particularly when they have a little experience with this product. In addition, the more than fifty percent of respondent 317 (56,2%) do not buy products without knowing its country of origin.

As a result of the SPSS analysis, the KMO was 0,822 high than 0.80. This value indicates that is very good. Also, the mean value was  $M = 3,620$ , which scored higher than 3.00 that is mean that the level of evaluation of the sample members for the relationship between COO and the decision to buy the product was a high degree that from point of view of participant's. in additional,  $AVE = 68,643$  is acceptable, Eigenvalue was 3,395 and factor loads were above 0.40, the scale was also found to be reliable and the Croanbach Alpha value was 0,832.in the study, the Pearson correlation coefficient between the customer perspective of COO and evaluating the product and buying decision was 0,564 which indicate positive correlation at a level of significance ( $P = .000 < .01$ ) Which mean there is a good relationship between the customer perspectives of COO and making a buying decision, consequently, this result contributes to the acceptance of the first hypothesis.

According to t-test results the 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 ( $p = 0.0 > 0.05$ ). Therefore, the null hypothesis was rejected and accepts the alternative hypothesis (There is a significant relationship between customer perception of the country of origin of products and their making buying decision making).

**All these indicators and previous study support the first hypothesis.**

The second hypothesis discussed by the study is the relationship between the country of origin and the quality of the product from the point of view of the Libyan consumer toward clothes made in Turkey. The data analysis result showed that the majority of the respondents believe there is a highly



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

significant relation between COO and quality. Where 468 (82.9%) of 564 of respondents they believe there is a strong relationship between coo and quality factor. Although some respondents believe that the country of origin of the product does not specify the quality of the product, but this group constitutes a small percentage of respondents.

On the overall, results showed that the country of origin has a significant relationship and positive with the quality. With regard to the relationship between clothes made in Turkey and quality, The significant majority of 564 respondents, 450 (79,8%) of them confirm that clothes made in Turkey have a high-quality. Otherwise, 63 (11,1%) believe that the clothes made in Turkey have low quality. Also, the majority of the respondents in this survey research reported that the products made in Turkey have high quality than similar products from other countries.

Based on SPSS results, the reliability scale was acceptable. Where the study showed an overall Cronbach Alpha was 0.886. Also, the mean value is  $M = 3,262$ , Eigenvalues it was found 5.223 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 0.871 which mean it's acceptable. In addition, the average variance extracted (AVE) =71,384 is acceptable. as well, Pearson correlation value was 0,636 when testing the relationship between the customer perspective of the country of origin and quality of the product which is a sign of a strong relationship between them at a level of significance at the level of ( $P = .000 < .01$ ). Therefore, the country of origin can serve as a surrogate indicator of product quality. Also, ( $p$ -value = 0.00), this means that there is a significant statistical effect at the level of ( $p = 0.0 > 0.05$ ).

111

**According to the above results, the null hypothesis was rejected and accepted alternative hypothesis (There is a significant relationship between the customer perspective of the country of origin and quality of the product).**

## **9. Result**

The main aim of our study was to investigate if the country of origin perspective (Made in Turkey) has an impact on Libyan customers. The present study has reached up to the following results:



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

- ✓ The majority of the study sample is male and young, with a good level of education, and with an acceptable income.
- ✓ There is a significant relationship between customer perception of the country of origin and making buying decision.
- ✓ The Made in Turkey has a positive impact on the Libyan consumer buying decision
- ✓ The country of origin as a quality evidence has a strong effect on participants and they give it the highest priority when they want to buy products.
- ✓ Through the statistical processing and correlation coefficient test, and testing the hypothesis of the study, All hypotheses were accepted

### **10. Suggestions**

According to the results obtained in this study, some recommendations can be made that can help the companies to take advantage of the impacts of the country of origin on the trends of customers towards its products in Libyan market. The researcher has proposed the following recommendations:

- ✓ The impact of the country of origin of the product on customer attitudes is one of the main factors influence the Libyan customers on his evaluating for products and making the buying decision or not. Therefore, the international companies including Turkish companies that wish to enter the Libyan market should take this factor into their consideration.
- ✓ The international companies including Turkish companies have to set a comprehensive strategy for raising the quality of their products. That is because quality has a high relationship with the country of origin perspective



## References

- Agrawal, J. and Kamakura, W. A. (1999) Country of Origin: A Competitive Advantage? *International Journal of Research in Marketing*, 16, 255-267.
- Ahmed, Z.U., Johnson, J.P., Ling, C. P. Fang, T.W., & Hui, A. K. (2002). Country-Of – Origin And Brand Effects On Consumer’s Evaluation Of Cruise Lines. *International Marketing Reviews*, 19(3), 279-302.
- Alsughayir, A. A., A. N. Albarq And S.R. Ahmed, (2012) “Does Country of Origin Matter on Product Evaluations Among Saudi Consumers’ Perceptions?,” *American Academic & Scholarly Research Journal*, Vol. 4, pp. 1-6.
- Baker, M. J. And Ballington, L. (2002), “Country of Origin as A Source of Competitive Advantage”, *Journal of Strategic Marketing*; Vol. 10, No: 2, pp. 157-168.
- Bilkey, W.J., & Nes, E. (1982). Country –of – Origin Effects on Product Evaluation, *Journal of International Business Studies*, 8(1), 89-99
- Broniarczyk, S. M., & Alba, J. W. (1994). The Importance of The Brand In Brand Extension, *Journal of Marketing Research*, 31(2), 214-228.
- Cai, Y., Cude, B., & Swagler, R. (2004). Country of Origin Effects on Consumer’s Willingness To Buy Foreign Products: An Experiments In Consumer Decision Making, *Consumer Interests Annual*, 50 (1), 98-105.
- Chinen, K., Jun, M., And Hampton, G. M. (2000). “Product Quality, Market Presence, And Buying Behavior: Aggregate Images of Foreign Products In The US”. *Multinational Business Review*, Vol. 8, No. 1, pp. 29-38.
- Elliott, G. R., & Cameron, R. C. (1994). Customer Perception of Product Quality And The Country-of-Origin Effect. *Journal of International Marketing*, Vol. 2, No 2, pp. 49-62.
- Gurah-Canli, Z., & Maheswaran, D. (2000) Cultural Variations in Country of origin Effects. *Journal of Marketing*, 37(3), 96-108.
- Küçük, O. (2016). *Bilimsel Araştırma Yöntemleri*, Ekin Yayınevi, Bursa.
- Küçük, O. (2019). *Perakende Pazarlama Yönetimi*, Son Çağ Yayıncılık, Ankara.
- Laroche, K., Papadopoulos, J., Heslop, M., & Mourali, C. (2005). The Influence



*The Relationship Between Country-of-Origin and Quality of The Product and Buying Decision: A Case Study of The Turkish Clothes on Libyan Market (ss. 93-114) Elarbah and Shebli*

of Country of Image Structure on Consumer Evaluations of Foreign Products, *International Marketing Review*, 22(1), 96-115.

Nagashima, A. (1970), "A Comparison of Japanese and US Attitudes Toward Foreign Products", *Journal of Marketing*, Vol. 34, pp. 68-74.

O'Cass. A & Lim. K (2000) The Influence of Brand Associations on Brand Preference and Purchase Intention, *Journal of International Consumer Marketing* Volume 14, Issue 2.

Ozretic-Dosen, D., & Skare, V. (2007). Assessments of Country of Origin and Brand Cues In Evaluating a Croatian, Western and Eastern European Food Product: *Journal of Business Research*, 60(2), 130-136.

Parkvithee, N., and Miranda, M.J. (2012). The Interaction Effect of Country-of-Origin, Brand Equity and Purchase Involvement on Consumer Purchase Intentions of Clothing Labels, *Asia Pacific Journal of Marketing and Logistics*, 24(1), 7-22.

Roth, M. S. and Romeo, J. B. (1992), "Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects", *Journal of International Business Studies*, Vol.23, No.3, 477-497.

114

Solomon, M. (2004), *Consumer Behaviour: Buying, Having, and Being*, Upper Saddle River, N. J.: Pearson Prentice Hall.

Supanvanij and Amine (2000) Consumer Perception of Country-of-Origin Effect and Brand Effect, *Latin American Business Review* Vol. 1, 2000-Issue 4.

Thakor, V., and Katsanis, P. (1997), "A Model of Brand and Country Effects on Quality Dimensions: Issues And Implications", *Journal of International Consumer Marketing*, Vol. 9, No. 3, pp. 79-100.

Veale, R., Quester.P, (2009) "Tasting Quality: The Roles of Intrinsic and Extrinsic Cues", *Asia Pacific Journal of Marketing and Logistics*, Vol. 21 Iss: 1, pp. 195-207.

Wang, C. L., Li, D., Barnes, B. R., and Ahn, J. (2012), "Country Image, Product Image and Consumer Purchase Intention: Evidence From an Emerging Economy", *International Business Review*, Vol. 21 No. 6, pp. 1041-1051.

White, P.D and Cundiff E.W (1978), "Assessing The Quality of Industrial Products" *Journal of Marketing*, 15 July 1978, pp: 80-85.

