

COUNTRY OF ORIGIN INFLUENCES AND CONSUMER DECISION MAKING - A STUDY OF INDIAN MARKET

SANJEEV KUMAR GARG & PARDEEP KUMAR JAIN

*Department of Management and Humanities, Sant Longowal Institute of Engineering and
Technology (Deemed University), Longowal, Sangrur, Punjab, India*

ABSTRACT

The relationship between country of origin of a product and its impact on consumer decision making is a much researched for long in the various parts of the world. It is very critical to examine what does an Indian consumer think about his/her preferences for products originating from different parts of the globe. Does it really matter for him whether the product is made in India, China or USA for instance ? The Country of Origin significance gets evolved in the mind of the consumer from his/her experience, exposure and information about the product and from the references of others. The present research is aimed at investigating such preferences of Indian Consumers. The statistical analysis shows that Indians in general try to know the Country of Origin of product though they don't change their decision drastically if the product is not made in a country of their choice. This can be concluded from the study that the country of origin of a product has a significant influence on the quality perceptions of a product. It is further observed that consumer's perceptions of various countries are definitely linked to quality of product, and if they try to be product specific, they try to be country specific as well.

KEYWORDS : Country of Origin, Consumer Behavior, Consumer Preferences and Purchase Decision

Received: Oct 12, 2015; **Accepted:** Oct 19, 2015; **Published:** Oct 24, 2015; **Paper Id.:** IJSMMRDDEC20151