CUSTOMER SATISFACTION TOWARDS CROSS BORDER PRODUCTS -
AN EMPIRICAL STUDY

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ABSTRACT

Country image is viewed as the overall perception of consumers from a particular country, based on their prior perception of the country’s production and marketing strengths and weaknesses and this image affect customer attitudes like customer loyalty. Paper explains about the liking of the customer towards other country product. Nowadays most of the people are very crazy about other country product. So this paper clearly explains about the satisfaction of the product and the service provided to them.

KEYWORDS: Country Image, Customer Loyalty, customer satisfaction.

INTRODUCTION

“Country image” refers to the consumers’ perceptions of products from a particular country, based on their prior perceptions of the country’s production and marketing strengths and weaknesses.

In evaluating a product, different information cues about a product are deemed important and are utilized. Consumers are thought to make inferences about the value of product information cues as a quality indicator and then combine judgments of all the cues available in order to obtain an overall product evaluation. All product evaluations consequently conclude with customer loyalty. Loyalty leads to certain advantages, such as reduced marketing costs, more new customers, and greater trade leverage. In increasingly competitive markets, being able to build consumer loyalty is seen as the key factor in winning market share and developing a sustainable competitive advantage. However, there is no research about country image effect on customer loyalty in the past research. This research is important to addresses this deficiency by investigating how country image influences country loyalty model in a structural frame.

CONSUMER

The consumer is the one who pays to consume the goods and services produced. As such, consumers play a vital role in the economic system of a nation. In the absence of their effective demand, the producers would lack a key motivation to produce, which is to sell to consumers. Typically when business people and economists talk of consumers they are talking
about person as consumer, an aggregated commodity item with little individuality other than that expressed in the buy/not-buy decision. However there is a trend in marketing to individualize the concept. Instead of generating broad demographic profiles and psycho-graphic profiles of market segments, marketers have started to engage in personalized marketing, permission marketing, and mass customization. There is increasing backlash from the public over use of the label "consumer" rather than "customer", with many finding it offensive and derogatory

WHY CUSTOMER SATISFACTION MATTERS

Customer satisfaction matters. It matters not only to the customer, but even more so to the business because it directly impacts a company's bottom line profits. Furthermore, it is one of the most important components of a company's positive brand image. The reason why customer satisfaction directly affects bottom line profitability is quite simple: it costs far less to retain a happy client than it does to find a new client. Businesses that have been successful retaining the business of their loyal clients have shown over time to consistently increase profits from their installed client base. The impact of customer loyalty is impossible to overlook. This white paper will examine not only the significance of customer satisfaction, but also some of the factors that businesses need to consider in order to accurately define, measure, and integrate this concept into practice.

OBJECTIVES OF THE STUDY

1. To test the following hypothesis

   - H1. Country image will have positive effect on perceived quality.
   - H2. Country image will have positive effect on customer expectation.
H3. Country image will have positive effect on perceived value.

H4. Country image will have positive effect on customer satisfaction.

H5. Country image will have positive effect on customer loyalty.

H6. Country image will have positive effect on word of mouth

2. To know the satisfaction level of the customer towards quality of the other country product

3. To know the satisfaction level of the customer towards service of the other country product

4. To offer suggestion to the policy makers

TOOLS USED FOR ANALYSIS

1. Factor analysis

2. Percentage analysis

THE TRADITIONAL MODEL

“Market to the masses. Sell to those who come. Service the problems that follow.”

Despite its simplicity, this traditional model has effectively laid the foundation for many sales organizations and succeeded. In fact, you would be hard pressed to find a successful sales organization without these entities marketing, sales, and customer service in place. Indeed it would be naïve to assume that any "model" or "tradition" holds the secret to success, but the basics hold incredible value. Businesses were able to effectively earn profits and maintain positive reputations for many years following this model. Referred to many as the "marketing revolution" of the 1970s, a sudden shift toward customer-oriented marketing became the newest "trend" in business and it has held its ground since: Business starts with the customer.

Find out what the customer wants, then produce it, then sell it. Customer-oriented business philosophy, or any of its many synonymous monikers (customer-focus, customer-centrism, relationship marketing) has since gained near ubiquitous acceptance, but surprisingly, most companies are not practicing some of the most fundamental tenets of this school of thought.

Customer satisfaction is in the eye of the customer. To properly measure satisfaction and to be able to effectively leverage this information to enhance profits and branding, it is imperative that customer analysis be conducted in a manner that yields an accurate profile of each individual customer. This includes correctly defining, then accurately measuring customer satisfaction. While there is no single universal method of doing so, there are certain best practices that are essential to follow when aligning a business with its customers. Once an organization is able to gauge customer satisfaction, the opportunities for making profitable decisions are endless.
STEP ONE: DEFINING CUSTOMER SATISFACTION

BEST PRACTICES

1. **WORK BACKWARDS.** Determine what data will help you make decisions first, then create the questions that will accurately yield that data.

2. **BE SPECIFIC.** Try not to use the word satisfaction if you can help it; determine what dimensions of satisfaction are meaningful to your organization and customers.

3. **BE COMPLETE.** If there are multiple dimensions, measure them separately. You can always aggregate data later.

TRANSFORMING CUSTOMER SATISFACTION DATA INTO BUSINESS VALUE

As mentioned previously, measurements and data are little more than subjective insights unless they are part of an actual business plan for action. Successful companies recognize this fact and do not survey simply to get a feel for "how we're doing." Rather, the customer satisfaction survey is an integral component of one or many processes that directly impact a company's bottom line. Satisfaction survey data can establish valuable benchmarks for production, pricing, and many other critical business processes that affect profitability, performance, and a company's brand / corporate image.

Recall the aforementioned 80/20 rule. With this in mind, a company may be able to greatly increase profits by focusing efforts on installed base marketing cross sells, upsells, renewals. Using customer satisfaction surveys to pinpoint the likes and dislikes of a company's "top 20" customer base can reveal valuable insight. By having a robust database of customer analysis data, a sales organization can, for instance, determine the best strategies for maximizing marketing and sales results. For example, if a company's "best" customers show significant
affinity for a certain product, or if they are from a certain geographic area, an organization can ramp up marketing efforts for that product or that territory. Accordingly, this organization can also determine which products should be discontinued or what territories should receive less advertising budgets. In either case, customer satisfaction data enables businesses to make informed decisions that can greatly increase profits.

Customer satisfaction surveys can provide extremely useful data to sales executives, who offer little more than a company profile and company information when making calls and visits. When a sales organization can effectively implement a complete customer satisfaction program, the resulting analysis can be an excellent tool for "warming" a cold call, or sending relevant sales materials and messaging to prospects. By analyzing buying trends and establishing associations between different data points, a sales force can approach their leads tactically. For example, if a company discovers a significant correlation between customer satisfaction data and a specific industry vertical, a sales manager can focus more call time and lead generation resources toward that industry segment.

Customer satisfaction surveys are also invaluable to the effective budgeting for production and development of products. It enables a business to avoid spending time and resources fixing trivial mistakes or developing unnecessary enhancements. Most product managers recognize the value of customer feedback when gathering requirements. The challenge, again, is effectively collecting accurate and sufficient response data. Using the proper methodology in managing customer satisfaction feedback is essential to provide product developers with accurate information to continuously produce quality products that customers want.

CUSTOMER SATISFACTION SURVEY BEST PRACTICES AND TIPS

Here are a few customer satisfaction facts that businesses should consider:

- Increasing loyalty and customer retention by just 5% can increase profits by 75%
- Most dissatisfied customers will eventually tell 9 other people about their problem.
- Only 4% of dissatisfied customers actually complain to the company.
- Satisfied customers, on the other hand, tell 5 to 6 other people about their positive experience.

Managing dissatisfaction, then, is a critical consideration in planning a customer satisfaction and retention marketing program.

BEST PRACTICES IN CUSTOMER SATISFACTION MANAGEMENT

1. **RESPOND IN REAL-TIME.** Use automated notifications to alert appropriate managers of potential problems. Triggered alerts in real-time can help prevent a problem from elevating.
2. **RESPOND PERSONALLY.** Maintain a robust database of customer knowledge and transactional history in order to provide personalized follow-up. No customer wants to explain his or her problem more than once.

**SATISFACTION MEASUREMENT: AFFECTIVE MEASURES OF CUSTOMER SATISFACTION**

A consumer's attitude (liking/disliking) towards a product can result from any product information or experience whether perceived or real. Again, it is meaningful to measure attitudes towards a product or service that a consumer has never used, but not satisfaction.

**SATISFACTION MEASUREMENT: COGNITIVE MEASURES OF CUSTOMER SATISFACTION**

A cognitive element is defined as an appraisal or conclusion that the product was useful (or not useful), fit the situation (or did not fit), exceeded the requirements of the problem/situation (or did not exceed). Cognitive responses are specific to the situation for which the product was purchased and specific to the consumer's intended use of the product, regardless if that use is correct or incorrect.
SATISFACTION MEASUREMENT: EXPECTATIONS MEASURES

Many different approaches to measuring satisfaction exist in the consumer behavior literature. Leonard Berry in 2002 expanded previous research to refine ten dimensions of satisfaction, including: Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Inter-departmental Teamwork, Front line Service Behaviors, Commitment to the Customer and Innovation. Berry's dimensions are often used to develop an evaluative set of satisfaction measurement questions that focus on each of the dimensions of customer satisfaction in a service environment.
A diagnostic approach to satisfaction measurement is to examine the gap between the customer's expectation of performance and their perceived experience of performance. This "satisfaction gap" involves measuring both perception of performance and expectation of performance along specific product or service attributes dimensions.

Customer satisfaction is largely a reflection of the expectations and experiences that the customer has with a product or service. However expectations also reflect that influences the evaluation of the product or service. When we make major purchases, we research the product or service and gain information from the advertising, salespersons, and word-of-mouth from friends and associates. This information influences our expectations and ability to evaluate quality, value, and the ability of the product or service to meet our needs.

**TYPES OF CUSTOMER EXPECTATIONS THAT INFLUENCE SATISFACTION**

Customer performance expectations for attributes, features and benefits of products and services may be identified as both explicit and implicit expectation questions.

**EXPLICIT EXPECTATIONS** are mental targets for product performance, such as well identified performance standards. For example, if expectations for a color printer were for 11 pages per minute and high quality color printing, but the product actually delivered 3 pages per minute and good quality color printing, then the cognitive evaluation comparing product performance and expectations would be 11 PPM — 3 PPM + High — Good, with each item weighted by their associated importance.

**IMPLICIT EXPECTATIONS** represent the norms of performance that reflect accepted standards established by business in general, other companies, industries, and even cultures.

**STATIC PERFORMANCE EXPECTATIONS** address how performance and quality for a specific application are defined. Each system's performance measures are unique, though general expectations relate to quality of outcome and may include those researched by Berry, or others such as: accessibility, customization, dependability, timeliness, and accuracy, tangible cues which augment the application, options, cutting edge technology, flexibility, and user friendly interfaces. Static performance expectations are the visible part of the iceberg; they are the performance we see and often erroneously assume are all that exist.

**DYNAMIC PERFORMANCE EXPECTATIONS** are about how the product or service evolves over time and includes the changes in support and product or service enhancement needed to meet future business or use environments. Dynamic performance expectations may help to "static" performance expectations as new uses, integrations, or system requirements develop.

**TECHNOLOGICAL EXPECTATIONS** focus on the evolving state of the product category. For example, mobile phones are continually evolving. Mobile service providers, in an effort to deal with the desire to switch to new technology phones, market rate plans with high cancellation penalties. The availability of low profile phones with email, camera, MP3, email, and blue tooth technology changes technology expectations as well as the static and dynamic performance
expectations of the product. These highly involving products enhance perceptions of status, ego, self-image, and can even invoke fear when the product is not available.

INTERPERSONAL EXPECTATIONS involve the relationship between the customer and the product or service provider. Person to person relationships are increasingly important, especially where products require support for proper use and functioning. Expectations for interpersonal support include technical knowledge and ability to solve the problem, ability to communicate, time to problem resolution, courtesy, patience, enthusiasm, helpfulness, understood my situation and problem, communication skills, and customer perceptions regarding professionalism of conduct, often including image, appearance.

For each of these types of expectations that when fulfilled result in customer satisfaction (or when not delivered, result in dissatisfaction and complaining behaviour), the perceived quality and value are critical and directly influence intention to repurchase and loyalty.

SATISFACTION MEASUREMENT: PERCEIVED QUALITY MEASURES

Perceived quality is often measured through three measures: overall quality, perceived reliability, and the extent to which a product or service meets the customer's needs. Customer perceptions of quality are the single greatest predictor of customer satisfaction.

SATISFACTION MEASUREMENT: PERCEIVED VALUE MEASURES

Perceived value may conceptually refer to the overall price divided by quality or the overall quality divided by price. Perceived value is measured in many ways including overall evaluation of value, expectations of price that would be paid, and more rigorous methodologies including the Van Westendorp pricing analysis, and conjoint analysis (other Qualtrics white papers and tutorials are available on these topics).

The consumer behavior literature shows that price is a primary indicator of quality when other attributes and benefits are relatively unknown. However when repeat purchases are made in some product categories, price may be reduced in importance.

SATISFACTION MEASUREMENT: CUSTOMER LOYALTY MEASURES

Customer loyalty reflects the likelihood of repurchasing products or services. Customer satisfaction is a major predictor of repurchase, but is strongly influenced by explicit performance evaluations of product performance, quality, and value.

MODELS OF EXPECTATIONS AND CUSTOMER SATISFACTION

Expectations are beliefs (likelihood or probability) that a product or service (with certain attributes, features or characteristics) will produce certain outcomes (benefits-values). These expectations are based on previous affective, cognitive and behavioral experiences. Expectations are seen as related to satisfaction and can be measured in the following ways:
1. Importance - Value of the product/service fulfilling the expectation;

2. Overall Affect - Satisfaction Expectations: The (liking/disliking) of the product/service;

3. Fulfillment of Expectations: the expected level of performance vs. the desired expectations. This is "Predictive Fulfillment" and is a respondent specific index of the performance level necessary to satisfy.

4. Expected Value from Use: Satisfaction is often determined by the frequency of use. If a product/service is not used as often as expected, the result may not be as satisfying as anticipated. For example, a Harley Davidson motorcycle that sits in the garage, an unused year subscription to the local fitness center/gym or a little used season pass to the local ski resort or amusement park may produce more dissatisfaction with the decision to purchase than with the actual product/service.

WHEN TO CONDUCT CUSTOMER SATISFACTION SURVEYS

The best timing for measuring customer satisfaction and building customer satisfaction surveys depends on the kind of product or service provided, the kinds of customers served, how many customers are served, the longevity and frequency of customer/supplier interactions, and what you intend to do with the results.

Three very different approaches both produce meaningful and useful findings:

- **POST PURCHASE EVALUATION** — Satisfaction feedback is obtained from the individual customer at the time of product or service delivery (or shortly afterwards). This type of satisfaction survey is typically used as part of a CRM (Customer Relationship Management System) and focuses on having a long term relationship with the individual customer.

- **PERIODIC SATISFACTION SURVEYS** — Satisfaction feedback from groups of customers at periodic intervals to provide an occasional snapshot of customer experiences and expectations.

- **CONTINUOUS SATISFACTION TRACKING** — Satisfaction feedback is obtained from the individual customer at the time of product or service delivery (or shortly afterwards). Satisfaction tracking surveys are often part of a management initiative to assure quality is at high levels over time.

Satisfaction surveys are developed to provide an understanding of customers' expectations and satisfaction. Satisfaction surveys typically require multiple questions that address different dimensions of the satisfaction concept. Satisfaction measurement includes measures of overall satisfaction, satisfaction with individual product and service attributes, and satisfaction with the benefits of purchase. Satisfaction measurement is like peeling away layers of an onion - each layer reveals yet another deeper layer, closer to the core.
All three methods of conducting satisfaction surveys are helpful methods to obtain customer feedback for assessing overall accomplishments, degree of success, and areas for improvement.

BUILDING A CUSTOMER SATISFACTION SURVEY

Customer satisfaction surveys often include multiple measures of satisfaction, including:

- Overall measures of customer satisfaction
- Affective measures of customer satisfaction
- Cognitive measures of customer satisfaction
- Behavioral measures of customer satisfaction
- Expectancy value measures of customer satisfaction

General Measures that are part of a customer satisfaction analysis usually involve product fulfillment and will often include product use scenarios where and how is the product used?

COMMON INGREDIENTS OF A CUSTOMER SATISFACTION SURVEY

PRODUCT USE

- Frequency of product use
- Primary use location
- Primary precipitating events or situations for product use or need
- Usage rates and trends

PRODUCT FAMILIARITY

- Degree of actual product use familiarity
- Knowledge (read product information, read product label, etc.)
- Knowledge and Involvement with product and the purchase process
- Awareness of other brands
- Reasons for original product purchase (selection reasons)
- Primary benefits sought from the product
PRODUCT EVALUATION

- Attribute evaluation matrix: (quality, price, trust, importance, performance, value)
- Perceived benefit associations matrix
- Importance, performance
- Identification of primary benefits sought
- Comparison to other brands (better, worse)
- What is the best thing about the brand, what could be done better

MESSAGE AND PACKAGE EVALUATION

- Packaging size, design
- Advertising Promise, message fulfillment evaluation

VALUE ANALYSIS

- Expectation of price
- Expectation of relative price (full price, on sale)
- Current price paid

SATISFACTION MEASUREMENTS
- Overall Satisfaction
- Reasons for Satisfaction Evaluation
- Satisfaction with attributes, features, benefits
- Satisfaction with use
- Expected and Ideal Satisfaction-Performance Measures
- Likelihood of recommending
- Likelihood of repurchasing

**RESEARCH METHODOLOGY**

In the light of stated knowledge in the theoretical background, the article hypotheses are presented as shown below.

H1. Country image will have positive effect on perceived quality.

H2. Country image will have positive effect on customer expectation.

H3. Country image will have positive effect on perceived value.

H4. Country image will have positive effect on customer satisfaction.

H5. Country image will have positive effect on customer loyalty.

H6. Country image will have positive effect on word of mouth
TABLE 1 CONFIRMATORY FACTOR ANALYSIS RESULTS

<table>
<thead>
<tr>
<th>Constructs</th>
<th>items</th>
<th>(MLE)</th>
<th>sd</th>
<th>t</th>
<th>Construct Reliability</th>
<th>Average Var. Extracted</th>
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<tr>
<td>Country Image</td>
<td>Image Reputation</td>
<td>.871</td>
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<td></td>
<td>Acceptability</td>
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<td>.043</td>
<td>21.34</td>
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<td></td>
<td>Citizens Characteristic</td>
<td>.802</td>
<td>.087</td>
<td>9.21</td>
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<td></td>
<td>General Prices</td>
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<td>.198</td>
<td>4.88</td>
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<td></td>
<td>Country Reliability</td>
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<td>12.61</td>
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<td></td>
<td>Professionalism</td>
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<td>.094</td>
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<td></td>
<td>Atmosphere</td>
<td>.882</td>
<td>.051</td>
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<td></td>
<td>Relationship</td>
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<td>0.098</td>
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<td>Convenient service</td>
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<td>.74</td>
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<td>honesty</td>
<td>.823</td>
<td>.079</td>
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<td>Perceived quality</td>
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<td>8.39</td>
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<tr>
<td>Workers Required Skill</td>
<td>.904</td>
<td>.041</td>
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<tr>
<td>Work. Known. and Experience</td>
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<td>.089</td>
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<td>Friendless</td>
<td>.986</td>
<td>.205</td>
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<td>Safety</td>
<td>.913</td>
<td>.109</td>
<td>8.37</td>
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<td>Understanding</td>
<td>.887</td>
<td>.032</td>
<td>27.71</td>
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<td>Customer Needs</td>
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<td>.097</td>
<td>8.75</td>
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<td>Listening To Customer</td>
<td>.962</td>
<td>.054</td>
<td>17.62</td>
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<tr>
<td>Fast and Effect. Service</td>
<td>.817</td>
<td>.089</td>
<td>9.17</td>
<td></td>
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<td></td>
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<tr>
<td>Word of mouth</td>
<td>Intent to Recommend</td>
<td>.932</td>
<td>.088</td>
<td>10.59</td>
<td>.987</td>
<td>.991</td>
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<tr>
<td>Perceived Good value for money</td>
<td>.856</td>
<td>.025</td>
<td>34.24</td>
<td>.983</td>
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All the path coefficients are significantly different from zero with respective t-values greater than 1.96. Country image was found to display a direct positive effect on perceived quality ($t=0.671$, $p<0.05$), customer expectation ($t=0.601$, $p<0.05$), perceived value ($t=0.297$, $p<0.05$), customer satisfaction ($t=0.214$, $p<0.05$), customer loyalty ($t=0.513$, $p<0.05$) and word of mouth ($t=0.199$, $p<0.05$). Perceived quality effects perceived value ($t=0.327$, $p<0.05$) and customer satisfaction ($t=0.513$, $p<0.05$) directly. Customer expectation was shown to have a positive direct effect on perceived quality ($t=0.452$, $p<0.05$), perceived value ($t=0.109$, $p<0.05$) and customer satisfaction ($t=0.236$, $p<0.05$). Perceived value was found to have a direct positive effect on customer satisfaction ($t=0.450$, $p<0.05$), word of mouth ($t=0.376$, $p<0.05$) and customer loyalty ($t=0.231$, $p<0.05$). As it can be seen from Figure 3 and Table 2, customer satisfaction effects word of mouth ($t=0.478$, $p<0.05$) and customer loyalty ($t=0.651$, $p<0.05$). Customer loyalty was found to display a direct positive effect on word of mouth ($t=0.832$, $p<0.05$).
### TABLE 2 THE ESTIMATED PATH COEFFICIENT OF THE STRUCTURAL EQUATION MODEL

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
<th>Estimated Value (t-value)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country Image</td>
<td>Perceived Quality</td>
<td>.671 (12.435)</td>
</tr>
<tr>
<td>Country Image</td>
<td>Customer Expectation</td>
<td>.601 (11.142)</td>
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<tr>
<td>Country Image</td>
<td>Perceived Value</td>
<td>.297 (5.908)</td>
</tr>
<tr>
<td>Country Image</td>
<td>Customer Satisfaction</td>
<td>.214 (4.571)</td>
</tr>
<tr>
<td>Country Image</td>
<td>Customer Loyalty</td>
<td>.513 (9.715)</td>
</tr>
<tr>
<td>Country Image</td>
<td>Word of Mouth</td>
<td>.199 (3.163)</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>Perceived Value</td>
<td>.327 (6.334)</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>Customer Satisfaction</td>
<td>.513 (8.519)</td>
</tr>
<tr>
<td>Customer Expectation</td>
<td>Perceived Quality</td>
<td>.452 (7.790)</td>
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<td>Customer Expectation</td>
<td>Perceived Value</td>
<td>.109 (3.117)</td>
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<tr>
<td>Customer Expectation</td>
<td>Customer Satisfaction</td>
<td>.236 (5.143)</td>
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<tr>
<td>Perceived Value</td>
<td>Customer Satisfaction</td>
<td>.450 (6.868)</td>
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<tr>
<td>Perceived Value</td>
<td>Word of Mouth</td>
<td>.376 (5.164)</td>
</tr>
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<td>Perceived Value</td>
<td>Customer Loyalty</td>
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<tr>
<td>Customer Satisfaction</td>
<td>Customer Loyalty</td>
<td>.651 (10.934)</td>
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<td>Customer Satisfaction</td>
<td>Word of Mouth</td>
<td>.478 (7.171)</td>
</tr>
<tr>
<td>Customer Loyalty</td>
<td>Word of Mouth</td>
<td>.832 (15.309)</td>
</tr>
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</table>
TABLE 3 SHOWING DIRECT AND INDIRECT EFFECT ON SALES

<table>
<thead>
<tr>
<th>Path</th>
<th>Direct Effect</th>
<th>Indirect Effect</th>
<th>Total Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country Image → Perceived Quality</td>
<td>.671</td>
<td>.271</td>
<td>.942</td>
</tr>
<tr>
<td>Country Image → Customer Expectation</td>
<td>.601</td>
<td>-</td>
<td>.601</td>
</tr>
<tr>
<td>Country Image → Perceived Value</td>
<td>.297</td>
<td>.287</td>
<td>.584</td>
</tr>
<tr>
<td>Country Image → Customer Satisfaction</td>
<td>.214</td>
<td>.340</td>
<td>.554</td>
</tr>
<tr>
<td>Country Image → Customer Loyalty</td>
<td>.513</td>
<td>.345</td>
<td>.858</td>
</tr>
<tr>
<td>Country Image → Word of Mouth</td>
<td>.199</td>
<td>.561</td>
<td>.760</td>
</tr>
</tbody>
</table>

Other constructs’ indirect and total effects weren’t pointed out in Table 3. Because for hypotheses these effects’ value are adequate. As can be seen from Table 3 (total effect column) country image has strong positive effect on perceived quality and customer loyalty, intermediate positive effect on word of mouth, customer expectation, perceived value and customer satisfaction.

H1. Country image will have positive effect on perceived quality (r=0.942, ACCEPTED).
H2. Country image will have positive effect on customer expectation (r=0.601, ACCEPTED).
H3. Country image will have positive effect on perceived value (r=0.584, ACCEPTED).
H4. Country image will have positive effect on customer satisfaction (r=0.554, ACCEPTED).
H5. Country image will have positive effect on customer loyalty (r=0.858, ACCEPTED).
H6. Country image will have positive effect on word of mouth (r=0.760, ACCEPTED).
TABLE 4. SATISFACTION LEVEL TOWARDS THE QUALITY OF THE OTHER COUNTRY PRODUCT

<table>
<thead>
<tr>
<th>Options</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>Not satisfied</td>
<td>35</td>
<td>35</td>
</tr>
</tbody>
</table>

TABLE 5. SATISFACTION LEVEL TOWARDS THE SERVICE OF THE OTHER COUNTRY PRODUCT

<table>
<thead>
<tr>
<th>Options</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>Not satisfied</td>
<td>30</td>
<td>30</td>
</tr>
</tbody>
</table>

FINDINGS

- From the analysis it is observed that 65% of the respondents are satisfied with the quality of the other country product.
- It is observed that 70% of the respondents are satisfied with the service provided by the other country product.
- Country image will have positive effect on perceived quality ($r=0.942$, ACCEPTED).
- Country image will have positive effect on customer expectation ($r=0.601$, ACCEPTED).
- Country image will have positive effect on perceived value ($r=0.584$, ACCEPTED).
- Country image will have positive effect on customer satisfaction ($r=0.554$, ACCEPTED).
- Country image will have positive effect on customer loyalty ($r=0.858$, ACCEPTED).
- Country image will have positive effect on word of mouth ($r=0.760$, ACCEPTED).

SUGGESTIONS

1. Customers are the people who are ruling the current market. So they have to be given due importance by the company.
2. The local market should have the capability to compete with the world market.
LIMITATIONS

1. Time period is one of the biggest limitation

2. The number of people taken for research is very less

CONCLUSION

“Country image” refers to the consumers’ perceptions of products/services from a particular country, based on their prior perceptions of the country’s production and marketing strengths and weaknesses. Country image is thought to serve as a cue from which consumers make inferences about products/services and product/services attributes. In brief, the country image cue triggers a global evaluation of quality, performance, or specific product/service attributes customer satisfaction and customer loyalty. Consumers infer attributes to the product/services based on country stereotype and experiences with products/services from that country. Country image has been observed to operate in two ways. First, consumers simply use the country image cue as an additional variable to form product/service evaluations. Alternatively, the country label may be viewed as a form of halo effect whereby it impacts consumers’ attention and evaluation of other product/service attributes. Second, the country image cue may be conceptualized as a form of country stereotyping which consumers use when other product/service specific information is not easily available. Consumers’ evaluations are based on their assessment of product cues, which may be intrinsic (taste, design, performance) or extrinsic (brand name, country of origin). Buyers often make judgements about product/services quality and purchase value on the basis of extrinsic cues, particularly when it is not easy to assess the intrinsic value of a product/services. Services are intangible and complex construct so it is not easy to evaluate services. Therefore people sometimes use extrinsic cues like country image for services evaluation.

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