THE UNIVERSITY
of ADELAIDE

SUB CRUCE LUMEN

Hearts and Minds: Investigating the Effects of Country of Origin on
Consumer Response to an International Service Crisis

By

Muhammad Irfan Tariq

A thesis submitted to The University of Adelaide Business School in fulfilment of the
requirements for the degree of Doctor of Philosophy (Business)

August 2018

Table of Contents

List of Tables

List of Figures

List of Acronyms

COO ⸺ Country-of-origin

CIC ⸺ Country image cognitive

CIAP ⸺ Country image affective positive

CIAN ⸺ Country image affective positive

CPIC ⸺ Country person image cognitive

CPIAP ⸺ Country person image affective positive

CPIAN ⸺ Country person image affective negative

OT ⸺ Organisational trust

OD ⸺ Organisational distrust

AOM ⸺ Attribution of blame

CC ⸺ Cultural congruence

CF ⸺ Country Familiarity

PI ⸺ Purchase intention

WTP ⸺ Willingness to pay

VIC ⸺Victim

AP ⸺ Apology

DEN ⸺ Denial

INT ⸺ Intentional

ENG ⸺ England

AUS ⸺ Australia

FIN ⸺ Finance

HOS ⸺ Hospital

CFA ⸺ Confirmatory factor analysis

Abstract

This research advances our theoretical understanding of COO effects, and more specifically their cognitive and emotional/affective influences, in an international services organisation crisis context. This is achieved via decomposing the COO construct into cognitive and affective (positive and negative) country and people image i.e. country image cognitive, country image affective positive, country image affective negative, country person image cognitive, country person image affective positive and country person image affective negative (CIC, CIAP, CIAN, CPIC, CPIAP and CPIAN). Specifically, the study investigated the capacity of these distinct dimensions of COO to shape organisational trust and distrust (OT/OD) following a services crisis event in both a developed and emerging economy. The study also examined the extent to which consumer cultural congruence and country familiarity moderate the proposed relationships between COO effects and OT/OD. Lastly, this research contributes to a better understanding of the flow-on effects to subsequent consumer perceptions of attribution of blame for the event and consumer behavioural outcomes (such as future purchase intention and willingness to pay the same price or more post event). The proposed conceptual framework was tested in two divergent geographical and cultural locations (Australia and India). The research is comprised of both qualitative and quantitative methodologies. Qualitative findings provided stimuli for the quantitative stage employing an experimental study design. The final design (quantitative) employed 16 crisis scenarios based on various stimulus used in this study. Structural equation modelling (SEM) and comparison of means testing were used to analyse the data.

The results of this study showed that an organisation's home country and its people image both cognitive and affective (negative and positive), have the ability to significantly influence OT/OD and their subsequent influence on attribution of blame and consumer behavioural outcomes for a crisis event. Comparison of means testing showed that the service organisation with negative country image (China) consistently and significantly faced greater risk as compare to the organisation with positive CI (England). Subsequently, those organisations suffer lower levels of OT and higher levels of OD which, ultimately, leads to higher attribution of blame and diminished purchase intentions. Moreover, attribution of blame was higher for the intentional crisis with denial as response type tested and lower for the victim crisis along with apology as a response type tested. Additionally, for all crisis type tested, between the English and the Chinese service organisations, the organisation from developed country was strongly preferred each time. Additionally, the results of this study suggest that consumers

show more trust towards service providers and their products when they feel a greater level of cultural congruence.

Statement of Declaration

I certify that this work contains no material which has been accepted for the award of any other degree or diploma in my name, in any university or other tertiary institution and, to the best of my knowledge and belief, contains no material previously published or written by another person, except where due reference has been made in the text. In addition, I certify that no part of this work will, in the future, be used in a submission in my name, for any other degree or diploma in any university or other tertiary institution without the prior approval of the University of Adelaide and where applicable, any partner institution responsible for the joint-award of this degree.

I give permission for the digital version of my thesis to be made available on the web, via the University's digital research repository, the Library Search and also through web search engines, unless permission has been granted by the University to restrict access for a period of time.

Muhammad Irfan Tariq

Ph.D Business (Marketing)

August 2018

Acknowledgements

First and Foremost I praise Allah and only Him. I am indebted to Allah for all the bounties He bestowed on me to enable me to successfully finish this thesis.

I would like to express my sincere gratitude and thanks to my outstanding supervisors Professor Roberta Crouch (Co-supervisor) and Professor Pascale Quester (Principal supervisor). I would like to thank both of you for encouraging my research and for allowing me to grow as an independent researcher. Roberta Crouch thank you very much for teaching me the value of self-discipline, persistence and strive for excellence. Also, thanks to Professor Pascale Quester. Despite her many other academic and professional commitments, she showed her commitment and dedication, inspiring me with thoughtful ideas and critical comments on my thesis.

Many thanks must also be extended to the dedicated staff of the Adelaide Business School. Also, I wish to thank to my fellow Ph.D colleagues, especially, Zubair Ali Shahid and Bora Qesja, who provided support through the process of this thesis.

Further thanks must also be extended to Andy Whyte, who helped me immensely by sharing the laborious task of editing.

Last but not the least, special thanks must also be extended to my Mum, Dad, my beloved wife, caring sisters, loving brother and friends, who supported me tirelessly throughout my Ph.D. journey.

Muhammad Irfan Tariq

August 2018

Chapter 1 : INTRODUCTION

This chapter provides a brief overview of the thesis. It outlines the research problem, main objectives and significant contribution to the literature. This chapter also describes the stages and structure of the thesis. A chapter summary is presented at the end.

1.2   Background of the Research Gaps

The concept of country-of-origin (COO) effects gained the strong attention of marketing researchers in the late 1960s. COO effects are consumer biases (both positive and negative) towards foreign products due to perceived differences in the source country's economic, political and cultural factors (Wang & Lamb 1983). Past studies highlight that, with the passage of time, consumers tend to form some impressions of countries and their products or services (Arpan & Sun 2006; Roth & Romeo 1992). These impressions become overall evaluations of country quality or image as they link to the key outputs of a given country (Papadopoulos & Heslop 1989). These overall evaluations can act as a stereotypes or judgements evoked by consumers when they intend to purchase a given product or service, primarily when consumers have little knowledge about a given product or services (Maheswaran 1994).

Products or services from countries that are considered by consumers to have a positive image are generally evaluated more favourably than are identical products or services from countries that are considered by consumers to have a negative or unfavourable image (Heslop et al. 1998; Sharma 2011). Some scholars have proposed that a positive country image serves as a halo for all new products emanating from that country (Han & Terpstra 1988). While the influence of country of origin on perceptions of products has been extensively studied, the influence of COO on the evaluation of organizations that create products and services has not been widely examined.

The COO-based literature is extensive, but largely grounded on consumer assessments of source countries, and their nationals, using purely cognitive measures of country image such as levels of economic development, political systems and standards of living (Li et al. 2014; Wang, CL et al. 2012). While the consumer assessments based on affective aspects of COO effects are largely been ignored in the past literature (Li et al. 2014; Maher & Carter 2011; Maher & Singhapakdi 2017). Affective aspects involves consumer's emotional reactions to other country or its people (Roth & Diamantopoulos 2009). Therefore, this study not only includes these assessments but also quantifies consumers' affective responses to an organisation's home country and local services providers, thereby investigating both affective and cognitive COO influences.

Globalisation has greatly increased the economic outputs related to service products internationally. Researchers have investigated linkages between COO assumptions and perceived risk, country familiarity and motivation to purchase in relation to tangible products without examining whether these relationships for intangible products leaving substantial gaps in our understanding of COO effects consumer assessment of service related products (Carlsson & Nilsson 2017). Concurrently, international brand-related organisational and product-harm crises have become more frequent, often threatening the survival of the organisations involved (Laufer & Wang 2018; Vlad et al. 2006); recent examples include the Volkswagen emission scandal and the death of baby after being given nitrous oxide instead of oxygen at a Sydney hospital in 2016. The influence of COO effects in crisis management context, however, also remain significantly under researched with relatively few examples found in the existing literature (Heslop et al. 2008; Laufer et al. 2009; Maher & Singhapakdi 2017; Nadeau et al. 2008; Peijuan et al. 2009). An organisational crisis can result from both product-harm crisis and product tampering. The former is more common than later (Laufer & Coombs 2006). Product-harm crisis is defined as "discrete, well publicized occurrences wherein products are

found to be defective or dangerous" (Dawar & Pillutla 2000, p. 215). These crises have negative impact on consumers' willingness to purchase the brand in the future and signifies an additional unfavourable outcome (Coombs & Laufer 2018).

Hence, this research aims to investigate how COO effects, and more specifically consumers' cognitive and emotional/affective responses, influence future purchase related behaviours post an organisational crisis in international services context. The present work highlights CI influences, cognitive and affective at both country and person levels, through the influence of country image cognitive (CIC), country image affective positive (CIAP), country image affective negative (CIAN), country person image cognitive (CPIC), country person image affective positive (CPIAP) and country person image affective negative (CPIAN) on consumer behaviour in a crisis management context. Specifically, highlighting the capacity of these distinct dimensions of CI to shape consumer trust and distrust in an organisation, and its services, following a crisis event. The study also recommends the inclusion of the potentially moderating influences of perceived cultural congruence and country familiarity on these relationships (Balabanis & Diamantopoulos 2004; Jiménez 2010; Schaefer 1997; Yong 1995). Additionally, the study also contributes to a better understanding of the flow-on effects to subsequent consumer perceptions of attribution and consumer behaviour outcomes (such as future purchase intention and willingness to pay premium pricing). Lastly, the influence of crisis types and organisations response types post a crisis event are also explored. Addressing these gaps, a new conceptual framework is developed (Figure 2.1.), based on the review of the existing literature, and tested in two divergent geographical and cultural locations (Australia and India). An experimental design was employed and questionnaire was developed based on two crisis types (victim and intentional) with two home countries (England and China). This design involved 16 crisis scenarios based on various stimuli used in this study (developed country + developing country image x victim + intentional crisis with two hypothetical

organisations (to control for the proposed influence of service perceptions) in two services contexts, one organisation from developing and other from developed economy. By doing so, the present study significantly extends relevant and distinct areas of theory respective to COO, crisis management and services research. This thesis concludes with research directions for future researchers to undertake further research by using the agendas emerged in this research.

1.3   Objectives and Contribution of Research

The research provides a significant contribution by investigating the influence of the distinct dimensions of COO effects, both cognitive and affective (positive and negative), in shaping organisational trust and distrust (OT/OD) and how these, in turn, influence consumer attribution of blame and buying behaviour post organisational crisis. Additionally, the study identifies the extent to which cultural congruence and country familiarity may moderate the proposed relationships between COO dimensions and OT/OD. Furthermore, the study also contributes by investigating these questions in the under researched context of an organisational crisis in an international services context. By doing so, the research will make potentially significant contributions to the COO, crisis management and international services marketing disciplines.

Specifically, the research objectives are to:

1. Determine how different aspects of COO both cognitive and affective (CIC, CIAP, CIAN, CPIC, CPIAP and CPIAN) impact organisational trust and distrust.
2. Determine the degree to which positive vs comparatively negative COO dimensions influence OT/OD, attribution of blame and consumer behavioural outcomes.
3. Understand how cultural congruence and country familiarity may moderate the influence of different dimensions of COO effects on OT/OD.
4. Examine the impact of OT/OD on attribution of blame for an organisational crisis.

5. Observe how OT/OD and attribution of blame influence consumer behavioural outcomes.

6. Test these influences in an international services context.

1.4   Research Stages

This research involves a mixed method approach employing qualitative and quantitative research techniques. The qualitative research study provided the relevant stimulus employed in the quantitative study. Therefore, the combination of both qualitative and quantitative studies provided additional perspectives and insights outside the scope of a single technique (Creswell & Clark 2017).

Stage 1: Literature Review

Stage 1 includes the detailed review of the relevant literature from the international marketing, consumer behaviour, crisis management domains and international services, covering both theoretical and empirical sources. Specific attention was given to the COO dimensions, consumer characteristics, organisational trust/distrust, attribution of blame, consumer behavioural intentions and international services as a context. A number of important research gaps in knowledge were identified to develop a novel conceptual framework. During this stage, ethics clearance was obtained from the Human Research Ethics Committee (HREC) of the University of Adelaide to undertake an exploratory and empirical research study.

Stage 2: Exploratory Study

Stage 2 involves exploratory study to determine the research stimuli used in the main empirical study. Three focus groups were conducted in Pakistan and two in Australia as a preliminary study to identify the stimuli used in the empirical study.

Stage 3: Full Scale Data Collection

A web-based quasi-experiment design with survey sampling method was employed for the confirmatory study. The data was collected from two different countries.

Stage 5: Data Analysis and Results

In the last stage, data was analysed to test the proposed relationship illustrated in the conceptual model shown in chapter two. Conclusion and applications of the research were discussed in detail. Lastly, research limitations and future research directions were also described in detail.

1.5   Thesis Outline

This thesis is comprised of seven chapters. Chapter one described the background along with the main research objectives of the study. This chapter also highlights the research stages used and discussed the structure of the research thesis.

Chapter two discusses the review of the relevant theoretical and empirical literature from various disciplines including international marketing, consumer behaviour, consumer psychology, crisis management and international marketing. This chapter also identifies research gaps in the past literature and proposed a conceptual framework based on the existing literature.

Chapter three describes the conceptual framework and research hypotheses. This chapter also discusses the exploratory qualitative study and proposed stimuli for the main empirical study. Additionally, it briefly discusses the stimuli employed in the main study.

Chapter four discusses the main research methodology for empirical research, measures employed for each construct to test the variables used in the conceptual model illustrated in chapter three. Questionnaire design, structure, content were also discussed in this chapter.

Chapter five presents and discusses the scale validation. It describes the results of confirmatory factor analysis used to validate the constructs employed in the conceptual model presented in chapter three.

Chapter six presents and describes how the proposed conceptual framework was tested and the statistical techniques used. Structure Equation Models are discussed including the model specification and result estimation. Lastly, the comparison of means are used to test the COO dimensional differences, change in OT/OD, attribution of blame and consumer's behavioural outcomes across the scenarios used.

Chapter seven provides the summary of the key findings emerged from empirical models and highlights the research contribution towards theory and implications for marketing practitioners yielded by the current research study. Limitation and future research directions are also discussed.

1.6   Chapter Summary

This chapter provides the background of the study, research objectives and contribution of the current study. It also describes the research stages and outlines the structure of the thesis. The next chapter reviews the existing literature deemed relevant to the current study.

Chapter 2 : LITERATURE REVIEW

2.1   Introduction

This chapter provides a review of the relevant literature specific to country-of-origin (COO) effects and their influence on future consumer purchasing behaviour post an organisational crisis in an international services context. Various consumer characteristics such as cultural congruence and country familiarity are discussed as potential moderating influences. In the process of reviewing these theoretical disciplines, critical gaps in our current understanding explicit to any influences are identified and the importance of addressing these through research is elucidated.

2.2   Country image dimensions

During the 1960s, Schooler (1965) showed that *country of origin* (COO) was originally only considered in light of the single 'made in' cue. However, extensive research since then has revealed that the COO construct is multidimensional, stemming from the holistic concept of *country image* (CI), that is, the image of a specific country formed in the mind of an individual consumer. The effects of CI are consumer biases (both positive and negative) towards foreign products and services, and these are shaped by the consumer's specific beliefs, irrespective of how they are informed. This is what Verlegh and Steenkamp (1999, p. 525) described as '… mental representations of a country's people, products, culture and national symbols'. Nagashima (1970) gives a related definition, suggesting that CI is the overall picture of a place in professionals' and consumers' minds, based on the country's reputation and any other COO-related stereotypical assumptions that business professionals and consumers use to appraise products or services from the specific country.

In the past, researchers have also conceptualised CI as dimensions of a country, comprising

both micro (product associations) and macro (political maturity, economic level, and technological capability) dimensions (Essoussi & Merunka 2007; Heslop & Papadopoulos 1993; Pappu et al. 2007). For instance, Essoussi and Merunka (2007) reported a number of macro dimensions of a country, such as the prevailing political and economic conditions, as well as a micro view, such as product associations. Pappu et al. (2007) pointed out that both macro and micro dimensions of a country are significantly interconnected to contribute to a product's brand equity. Likewise, Martin and Eroglu (1993) also described a country's image as all the descriptive and informational beliefs about that country.

In spite of the extensive literature based on COO (Bilkey & Nes 1982; Hastak & Hong 1991; Hong & Wyer 1989; Roth & Diamantopoulos 2009; Zhang 1996), much of it relies only on consumers' cognitive assessment of a country's characteristics to quantify the influences on consumers' attitudes, choices and behaviours. This is done through the appraisal of attributes such as levels of economic development, political systems, levels of education and standards of living, as well as cultural aspects and norms (Martin & Eroglu 1993; Papadopoulos & Heslop 2002; Parameswaran & Pisharodi 1994). Nevertheless, more recent literature shows that countries also induce emotional, or affective, responses, based on a country's symbolic value or emotional significance to a consumer. For example, when products are linked to personal status or are hedonic (Verlegh & Steenkamp 1999), or evoke emotion due to international events, history or the media (Maher & Carter 2011; Oberecker & Diamantopoulos 2011). For instance, Chinese dislike Japanese products and services because of the history of warfare between the two countries (Klein et al. 1998).

Furthermore, CI also works on consumers' minds through various mechanisms according to the consumers' familiarity with the products or services in question. When consumers are unfamiliar with products, or where product/service information is lacking or limited, CI

stimulus helps to inform consumer beliefs regarding expectations of quality, and thus helps them to make product choices. This phenomenon is referred to as a 'halo effect' (Han 1989; Johansson et al. 1985). For instance, a consumer who is not familiar with printing machine technology would perhaps assume that those from Japan will be of superior quality, based on their impression of Japan as a country that produces high-quality electronics. In contrast, those consumers who have personal experience with products from specific locations and/or access to numerous sources of information will use this 'combined' knowledge to assess product quality. In this case, CI beliefs form only one aspect of influence; hence this phenomenon is known as 'summary effects'(Han 1989; Lee & Lee 2009).

The globalisation, or internationalisation, of products and services alike has resulted in the identification of several distinct dimensions of COO that reflect the 'hybrid' nature of today's organisations and what they offer (Chao 1992). This is because most products and services today comprise components from numerous different country locations. These include: country brand image, country product image, country of design image, and country of assembly image. For instance, an American hotel chain may have a call centre in the Philippines and hotels located around the world, staffed by locals and nationals representing many different countries and diverse cultures.

Significantly, research shows that country-based biases also exist about a country's nationals, stemming from perceptions of national cultures and competencies that affect perceptions of their skills, capabilities and character (Heslop et al. 2008). Considered *country person image* (CPI), these assumptions can influence consumers' beliefs in the competency of producers and service providers, with flow-on effects to expectations of product and service quality (Harrison-Walker 1995; Papadopoulos & Heslop 1989; Parameswaran & Pisharodi 1994). In particular, those from less developed countries are generally assumed to have inferior skills and

competencies as a result of lower levels of education and fewer opportunities for skills development. For example, Ouellet (2007) found that consumers in the US perceived services provided by Mexican or Indian providers as inferior compared to the services of their US counterparts. CI is also usually more influential when consumers are considering the purchase of more expensive, higher-involvement products as opposed to simple, low-cost ones (Piron 2000). Finally, as with all other types of extrinsic cues, CI is more powerful the less knowledge consumers have regarding a country, its products and its people (Schaefer 1997).

All COO effects have been found to be country, product and market specific; however, some results can be described as generalisable. First, consumers have a tendency to prefer products and/or services from developed countries to those from less developed ones, in both emerging and developed economies. This is as a result of enhanced consumer trust in the superior quality of such products because of higher levels of industrial advancement and assumptions of better technical expertise (Chao 2001). Such products are also preferred due to more reliable and stringent consumer protection laws (Tse 1999), and heightened levels of status associated with their products and brands (Piron 2000). On the other hand, products or services from less developed countries are expected to be of inferior quality. Hence they are associated with higher levels of perceived risk, unless the country and its people are deemed to possess specific advantages and expertise highly congruent with the category, as in the case of Chinese silk or Persian rugs (Chao 2001; Parameswaran & Pisharodi 1994).

As mentioned above, in the past, greater emphasis has been placed on cognitive assessments of CI than on affective consumer responses, despite the fact that many product and brand perceptions are not based on rational judgements (Aaker et al. 2012; Thakor & Lavack 2003). Consumers' cognitive judgements are based on their processing of information through reasoning and experience. They consider country aspects such as levels of economic

development, standards of living, consumer protection laws, industrialisation and technological advancements (Martin & Eroglu 1993). Verlegh and Steenkamp (1999) argue that cognitive CI assessment is appropriate in COO research involving evaluations of technologically advanced and highly utilitarian products like computers, cameras, automobiles, etc. This is because, when considering such products, the decision-making process is cognitively driven (Bloemer et al. 2009; Holbrook & Hirschman 1982).

However, it is clear from the literature that affective responses towards a country can also play a significant role in consumer product or service evaluations (Heslop et al. 2004; Holbrook & Hirschman 1982; Orbaiz & Papadopoulos 2003). Affective responses reflect consumers' emotions or 'feelings' towards countries and their nationals, rather than their rational judgements. Examples of affective responses include fear, anger, excitement, happiness and fondness (Laroche et al. 2005; Maher & Carter 2011; Oberecker & Diamantopoulos 2011; Rose et al. 2009). For instance, Maher and Carter (2011) found in their study of Kuwaiti consumers' assessments and preferences specific to American products that country-induced feelings such as contempt or admiration were directly and significantly related to consumer purchase behaviour, while the cognitive component was not. Several other studies also recognised that the affective aspect of COO effects is remarkably predominant when consumers or organisations face large-scale environmental changes, such as enhanced competition, product or service crises, and other political and social conflicts (Ang et al. 2004; Vida & Reardon 2008), or for hedonic or status-based products (Verlegh & Steenkamp 1999).

Existing research also shows that affective reactions and cognitive judgements may be congruent or contradictory in nature, and differ in valence (strength) (Lavine et al. 1998; Roth & Diamantopoulos 2009). For example, it is possible that consumers may have positive cognitive beliefs about organisations and the people who run them, based on a positive

cognitive CI, but may still shun them because of negative affective CI or vice versa (Riefler & Diamantopoulos 2007). It is therefore important to distinguish between cognitive and affective aspects of CI because of the evidence that consumers sometimes hold contradictory cognitive attitudes and affective assessments of a particular country simultaneously (Rose et al. 2009). For instance, polls in European countries have indicated that although people prefer the American products or services and business (cognition), yet they dislike US foreign policy (affects) (Ang et al. 2004).

Nevertheless, it is important to note that research studies of both the affective and cognitive aspects of COO effects are still relatively few (Chen et al. 2014; Häubl 1996; Heslop et al. 2004; Holbrook & Hirschman 1982; Laroche et al. 2005; Maher & Carter 2011; Orbaiz & Papadopoulos 2003; Rose et al. 2009; Verlegh 2001). Table 2.1 summarises the findings of these studies, which together examined the affective and cognitive aspect of COO effects. The review of their studies shows that they employed only tangible products to test the influence of CI. These studies also affirm that the affective aspect of COO effects tends to have a stronger impact on consumer decision making related to purchase behaviour than do cognitive aspects (Heslop et al. 2004; Holbrook & Hirschman 1982; Orbaiz & Papadopoulos 2003).

Table 2.1 A review of the affective and cognitive aspects of COO effects

Research study	Survey country	COO	Product(s)	Affective and cognitive consequences
(Häubl 1996)	Germany, France	Germany, Czech Republic	Cars	Cognitive evaluation of a country has a positive influence on the evaluation of a country's industry. Affective evaluation of a country has a positive influence on the evaluation of the model's appearance.
(Verlegh 2001)	Netherlands	Netherlands, Italy, Germany	Tomatoes washing machines	All the cognitive dimensions had a positive influence on both utilitarian and hedonic benefits. Negative feelings have a negative influence on hedonic benefits for both products. Positive feelings have a positive influence on utilitarian benefits for tomatoes.
(Orbaiz & Papadopoulos 2003)	Spain	France, Argentina, Basque country	Products in general	COO has a positive influence on product beliefs but not on purchase intention. Affect has a positive impact on purchase intention.
(Heslop et al. 2004)	Canada	US, Canada, Mexico, Chile, Argentina	Products in general	Country and people description beliefs give a positive towards-country evaluation. Country evaluation has a positive influence on the intention to interact in relationships (immigration, investment).
(Laroche et al. 2005)	US	Japan, Sweden	Products in general	When the affective aspect is greater than the cognitive aspect, COO has a stronger influence on country evaluations (willingness to purchase) than on product beliefs.
(Holbrook & Hirschman 1982)	Belgium	Spain, Denmark	Beer, DVD players	Country cognitions (both components) have an influence on country affect. Socioeconomic status has a positive influence on purchase intention. Positive affect has a positive impact on purchase intention.
(Heslop et al. 2008)	Australia	France	General preference measure	Country people character has an impact on country people evaluation. Country people competence has an impact on product evaluations. Country people evaluations have a positive impact on the preference for French products.
(Maher & Carter 2011)	Kuwait	US	Products in general	Affective country attitudes (i.e. contempt and admiration) were linked to Kuwaitis' intention to buy US products. Warmth and competence are positively associated with admiration, but negatively associated with contempt.
(Li et al. 2014)	China	US, Germany, Japan, South Korea	Automobile, Athletic clothing	Cognitive CI has a positive influence on both rational and experiential purchase. Affective country image has a direct influence only on experiential purchase.

*This table is adopted and updated from (Maher & Carter 2011).

Although the literature confirms that both cognitive and affective CI measures should be included in empirical CI-based research, their impact on consumer trust and distrust remains as yet unknown. This research will therefore empirically test the influence on consumer attitudes and behaviour of the following six elements of COO effects: country image cognitive (CIC), country image affective positive (CIAP), country image affective negative (CIAN), country person image cognitive (CPIC), country person image affective positive (CPIAP) and country person image affective negative (CPIAN). This will enable the researcher to determine their distinctive influences on consumer perceptions in terms of consumer trust/distrust and, ultimately, likely purchasing behaviours.

2.3   Influence of CI on consumer trust versus distrust

The concept of trust is one that has been under investigation across many different disciplines in psychology and business for decades, because it is acknowledged to shape social relations, organisational behaviour and the stability of social institutions and markets. In COO and CI and crisis management research, consumer levels of trust in an organisation, their brand, products or services have often been largely determined according to a form of scale measure with outputs ranging from 'low' to 'high' (De-Blasio & Veale 2009; Lewicki et al. 1998; Michaelis et al. 2008). While such an approach is reasonable in determining whether or not 'trust' is present and at what level, it fails to consider 'distrust' as a distinctively different construct, as opposed to merely an absence of trust.

In their reviews of the theoretical foundations of trust-related research, (Cho 2006; Lewicki et al. 1998) posited that trust and distrust are distinct constructs and act accordingly, as opposed to one being the absence, or the presence of low level, of the other. Rather, they propose that trust is a person's optimistic expectation of another's positive behaviour when they must consider taking some form of action or making a decision that puts them in a vulnerable position (Hosmer

1995; Mayer et al. 1995), with high trust being associated with feelings such as hope, faith and confidence (Lewicki et al. 1998). Conversely, these scholars assert that if found in a similar situation, distrust is an individual's expectation that others involved will not act in the best interests of the other party, and may even engage in 'potentially injurious behaviour' (Lewicki et al. 1998, p. 439). Hence distrust is associated with feelings such as scepticism, cynicism and wariness. Kossinets and Watts (2009) also theorise that trust and distrust are different, arguing that the function of both trust and distrust is to permit rational individuals to manage complexity and uncertainty, but that they function differently.

The literature confirms that consumers feel more affinity with, and trust in, people, products and services from a country associated with positive cognitive CI assessments and affective CI reactions, as opposed to negative ones, and vice versa (Harrison-Walker 1995; Laroche et al. 2005; Oberecker & Diamantopoulos 2011; Parameswaran & Pisharodi 1994; Verlegh & Steenkamp 1999). The literature also notes that distrust has never previously been distinctly quantified with respect to COO or crisis management research. Additionally, cognitive and affective dimensions may differ in both type and valence, and consumers' perceptions of a country may, or may not, be congruent with their opinions and feelings about that country's nationals. Nevertheless, it is important then, that consumers' trust or distrust in organisations and services, based on CI and CPI associations, has received such limited attention in the COO literature. For that reason, this research seeks to bridge that gap by examining the influence of cognitive and affective CI and CPI on trust, distrust and other consumer behavioural outcomes.

In addition to contributing to the COO literature, the findings of this study will also advance our theoretical understanding of the crisis management discipline. Discussion of these contributions follows.

2.4   Organisational crises and COO effects

Organisational crises are becoming increasingly common, both nationally and internationally (Vlad et al. 2006). An organisational crisis may be described as a major negative and unexpected event with potentially negative outcomes for the organisation(s) affected (Fearn-Banks 2002). Such outcomes include reputational damage and consumer rejection of the organisation and the products produced by it. There can also be negative 'spill over' effects to other products deemed to be related to the offending brand, even when no actual relationship may exist. For instance, US–Chinese trade relations became strained as a result of numerous US news stories warning of defective and dangerous Chinese products, including tyres made by Chinese firm Hangzhou Zhongce Rubber. In the long run, consumers started distrusting Chinese products by and large, resulting in decreased sales of Chinese products in the US overall (Laufer et al. 2009; Woellert 2007).

To date, research on COO effects in relation to organisational crises has received only limited attention. The present research therefore investigates the role of COO effects on the attribution of blame (AOB) post an organisational crisis, by investigating the power of these COO cues to shape consumers' trust and distrust and, subsequently, how trust/distrust influences AOB to a brand post an organisational crisis event. This is achieved by measuring the consumers' purchase intentions (PI) and willingness to pay a premium price (WTP). In doing so, this research will also provide theoretical contributions to both the COO and crisis management disciplines.

2.4.1   Attribution of blame for a crisis event

When a product or service related crisis occurs, consumers seek to attribute blame to the associated individuals and/or organisations for the event (Arpan & Sun 2006; Coombs 2004; Coombs & Holladay 1996; De-Blasio & Veale 2009), with degree of attribution assigned

dependent on a number of variables (Weiner 1986). Initially, consumers or organisational stakeholders seek to determine the root cause of the crisis by evaluating the actions of individuals involved to determine their degree of responsibility (Arpan & Sun 2006; Ehrenhaus 1982; Fletcher & Ward 1988; Heider 1958). Hence the core tenet of attribution theories is that the need to undertake a causal analysis is intrinsic to a person's ability to derive meaning and understanding specific to a given situation or condition. However, Wang (2008) suggests that attribution theory has been largely misinterpreted, particularly in marketing-oriented research, and, therefore, misused as a theoretical foundation in relation to causal attribution. For example, in some studies attribution theories were considered to elaborate the influence of causal attribution's various effects, such as customer satisfaction or purchase intentions. In marketing research, the difference between an *attribution* process and an *attributional* process has not always been clearly considered. According to Bierhoff (1989), the attribution process is based on information and beliefs about the actors responsible for perceived causes (attribution) of a behaviour or event perceived by the observer that typically lead to diminished levels of trust in an organisational crisis context (Coombs 2007). In contrast, an attributional process moves forward from the perceived causes (attribution), and motivates a *behavioural* outcome, such as future purchasing intentions for the organisation or its brands (Wang 2008). In support of Wang (2008) and Orth et al. (2012), this research adopts a holistic perspective of attribution in which both processes are in play.

It is therefore expected that an organisation will face a greater risk of high levels of attribution for a crisis event if its home CI and CPI (cognitive and affective) are negative, resulting in higher levels of distrust, as opposed to neutral or higher levels of trust, whereas more positive CI and CPI would be expected to mitigate blame and distrust and enhance inherent trust. Ultimately, higher levels of attribution are expected to have a negative impact on consumers' willingness to purchase the product or service post the crisis, and/or they will be less willing to

pay a premium price. Conversely, the lower or neutral levels of distrust and higher levels of trust felt by consumers if the home CI and CPI of the organisation are positive result in lower attribution for the crisis, sometimes with even positive effects on the willingness to pay. Previous scholars have not empirically tested the degree to which such effects (affective and cognitive) each influence consumer trust or distrust in a brand post an organisational crisis, or the flow-on effects to attribution and consumer purchasing and referral behaviour. The present study addresses these substantial gaps in our current knowledge with respect to the crisis management and COO literature. This will be achieved by exploring the power of these COO cues to shape consumer trust and distrust and, consequently, how trust/distrust influence attribution to a brand post an organisational crisis event. This will be achieved by measuring consumer purchase intentions and willingness to pay a premium price. In doing so, this research will provide theoretical contributions to both the COO and crisis management disciplines.

2.4.2 Crisis types and responses

According to Coombs (2004), there are three categories of organisational crisis based on expected level of attribution assigned to the organisation involved and the severity of the subsequent threat to the organisation (Table 2.2).

Table 2.2 Crisis types and attribution of blame

Crisis type	Level of attribution

Victim cluster
    Natural disaster
    Rumours
    Workplace violence
    Product tampering / malevolence
	Lowest attribution of crisis responsibility

Accidental cluster
    Challenges
    Technical error (accident)
    Technical error (product harm)
	Minimal attribution of crisis responsibility

Intentional cluster
    Human error (accident)
    Human error (recall)
    Organisational misdeed
	Strong attribution of crisis responsibility

The categories shown in Table 2.2 are *victim*, *accidental* and preventable or *intentional*. In case of a victim crisis, the organisation is a co-victim of the event and, as such, the levels of attribution assigned to the organisation are low, and the threat to its reputation and likelihood of stakeholder or consumer backlash are also very low (Coombs & Holladay 2002). Examples of victim-type crises include natural disasters, terrorism, workplace violence and external product tampering. The second crisis type is accidental, which is an unintentional crisis that carries with it generally moderate levels of attribution. Depending on the circumstances, stakeholders and consumers may believe that it could have been foreseen and, therefore, avoided, so some attribution will be allocated, with negative consequences as a result (Coombs 2007). This crisis cluster includes technical errors, product failures and product harm. The third, and most serious, crisis type in terms of reputational threat and severe consumer and stakeholder backlash is a preventable or intentional crisis. In these cases, the crisis was avertible and stems from negligence, misdeed and/or wrongdoing by those in control (Coombs 2004). Consequently, the level of attribution of responsibility is very high and the organisation is held fully responsible and faces severe repercussions.

According to Coombs (2007), crisis response strategies also follow a continuum ranging from the most accommodating, namely an 'apology' (which may include some form of restitution), through to the most aggressive, this being 'attacking the accuser'. Table 2.3 shows reported primary and secondary crisis response strategies.

Table 2.3 Crisis response strategies

Primary crisis response strategies	Secondary crisis response strategies

Deny crisis response strategies
   Attack the accuser
   Denial
   Scapegoat
   Excuse
   Justification
   Compensation
   Apology and restitution
	Bolstering crisis response strategies
	   Reminder
	   Ingratiation
	   Victim

Employing an appropriate crisis response strategy is critical in saving a negative situation, or minimising the likely damage to the organisation and earn continued support for its products and services (Bowen et al. 2017). As seen in Table 2.3, primary responses range in approach, with research showing that the most successful strategies in terms of preventing reputational damage, or recovering from it, are those that acknowledge the appropriate level of culpability, provide evidence of remorse (a form of apology), and offer fitting restitution to victims (Coombs 1995; Coombs & Holladay 2002). This does not equate to accepting blame where it is not warranted, but rather seeks to achieve a measure of control over the situation and meet customers' or the public's expectations. The chosen strategy should aim to: shape attributions of the crises, change perceptions of the organisation in crisis, and reduce the negative outcomes generated by the crisis (Coombs 1995). Hence, response type will exert a moderating influence on the relationship between trust and distrust and post-crisis consumer purchasing behaviours. Specifically, when the organisation responds in line with expectations and makes appropriate

restitution where warranted, consumer reactions should be more favourable (the organisation enjoys a degree of forgiveness) than when it does not, such as when it tries to push blame elsewhere. However, if levels of distrust are high due to negative CI and/or CPI (both cognitive and affective), then levels of attribution are expected to be higher, with less positive reactions to all response types. Conversely, highly positive CI dimensions should provide a halo of 'protection' over attributions of blame, irrespective of the crisis type and the chosen response strategy.

This research will also contribute to the available COO literature, as well as improving our theoretical understanding of the services marketing discipline. Discussion of these contributions follows.

2.5   Services as a context

2.5.1   Service characteristics

Services, unlike products, are heterogeneous, intangible, perishable and inseparable from their usage (Zeithaml et al. 1985). The perishability and intangibility of services make their evaluation difficult until they are used. If services remain unused, they will be unable to be restored for future consumption.

On the contrary, at a time of increased services' demand, customers miss out on the chance to consume them. In addition, services cannot be reused or saved once they are used (for instance, going on a vacation), and services cannot be repaired by the providers if customers are not satisfied with them (for instance, by 'rewinding' the vacation). Hence it has been shown that services are heterogeneous and inseparable from consumption; the quality of interaction between service providers and consumers is what determines the service purchase decision.

Moreover, standardisation of services is more difficult to attain than is the case with products. For instance, a variation of performance quality is expected for a service that demands the presence of customers for its delivery, because there is a time-based interactive relationship between the service provider and the consumer. Performance quality varies with the characters and capabilities of service employees in handling or dealing with consumers (Schwartz 1994). As far as the tangible product context is concerned, a product's competitive advantage can easily be improved upon, for example, through product modification. However, in the services context, this is something beyond just innovative effort, because the performance quality evaluation of services is determined by intangible factors, such as service providers' promptness, personality or demeanour. Hence the variability of service quality standards leads to the perception of greater risks (Balabanis et al. 2002; Gürhan-Canli & Maheswaran 2000; Heslop et al. 1998).

2.5.2 COO research in services

Due to a rapid increase in globalisation, services have gained more importance than tangible products (Boehe 2015; Sharma 2011). COO effects provide overall extrinsic cues to consumers in choosing services but to date, the research on COO effects in the services context is comparatively limited as compared to products (Sharma 2011). Researchers have previously tried to investigate the linkages between COO effects and other attributes, like perceived risk, familiarity and motivation, without distinguishing whether these linkages might have a different result when applied to services versus products. Globalisation has shifted the relative importance of products and services, and this paradigm shift is more prominent in highly industrialised countries than in less industrialised ones.

Ofir and Lehmann (1986) were the first scholars to carry out research on COO effects in the services context. They studied the image of three European countries, based on the perceptions

of American ski show guests. Subsequently, this COO research area has spread across service categories and locations and relative to other attributes. A number of COO studies have explored the relationship of COO with other attributes, such as involvement (Edgett & Cullen 1993), ethnocentrism (Bruning 1997; DeBerry-Spence et al. 2008; Hamin & Elliott 2006; Pecotich et al. 1996; Speece & Pinkaeo 2002; Wetzels et al. 1996), people stereotypes (Harrison-Walker, L. Jean 1995), trust (Shaffer & O'Hara 1995), reputation (Roggeveen et al. 2007), risk (Berentzen et al. 2008), animosity (Lee, D & Ganesh 1999), motivation (Crowther et al. 2009), and familiarity with the country and its services (Lee, D & Ganesh 1999; Pecotich et al. 1996).

Most of the available COO research studies have been performed within a single-country context and particularly in developed countries (e.g. Canada, the US and Germany), while very few studies have accomplished cross-cultural research (DeBerry-Spence et al. 2008; Tate et al. 2009). Various types of services have been investigated, predominantly in the area of the tourism, telecoms, airline and financial industries. Recent investigations have involved the determination of COO effects on the novel phenomenon of hybrid services (e.g. call centre services; (Sharma 2012; Walsh et al. 2012; Zeithaml et al. 1985).

It is observed that only few studies have investigated the difference of COO influence between services and products (Hamin & Elliott 2006; Phau, Chao, Michaelis, et al. 2008). However, within those pragmatic studies, scholars have argued that COO effects vary with respect to service and product attributes. (Phau, Chao, Michaelis, et al. 2008) studied and attempted to compare the COO effects on consumers' trust in service and product evaluation. Their findings revealed that COO effects on consumers' trust in services are stronger than perceived trust in products. Additionally, in connection with perceived risk, it appears that COO effects on service evaluation are greater than those on product evaluation (Berentzen et al. 2008).

Greater perceived risk in connection with service provision depends on the nature of service attributes, such as their intangibility and inseparability from consumption. Consequently, the evaluation of their quality before purchase becomes difficult (Balabanis et al. 2002; Gürhan-Canli & Maheswaran 2000; Heslop et al. 1998; Schwartz 1994). Furthermore, service providers imposed a large number of exit barriers to consumers (Laroche et al. 2004), with fewer alternative service options (Lenartowicz & Roth 2001), leading towards a greater perceived risk than with tangible products. Therefore, to minimise such risk, consumers use further advanced external cue information, such as COO and reputation (Phau et al. 2008; Yeniyurt & Townsend 2003).

Past research also provides strong evidence of another difference in the effects of COO on services versus products, namely that consumers hold stereotypical suppositions about individuals from some countries. Such stereotypes tend to be more influential in services where consumers and service providers are directly connected (Clark et al. 1996; Schwartz 1994). For instance, Harrison-Walker (1995) discovered that country stereotypes primarily decide patients' selection of service providers (ophthalmologists). They conducted a study in the US that revealed that service providers' nationality had a substantial impact on consumers' choices. They also stated that even though the nationality of service providers could not be identified correctly from their names, consumers still used that cue as a basis for evaluation. Indeed most case studies have identified that such stereotypical beliefs are characterised by cultural attributes such as ethnicity, values (religion), language and race (Barna 1994; Caligiuri et al. 2001; Kogut & Singh 1988; Ouellet 2007; Patterson et al. 2006; Shaffer & O'Hara 1995). For example, ethnicity and race can influence medical doctors' beliefs about patients (Wong 2004). Table 2.4 summaries a review of past studies on COO effects in the services context.

Table 2.4 Overview of the literature on COO effects in the services context (1986–2018)

Reference	Services	COO	Sample source	Subjects
(Ofir & Lehmann 1986)	European ski vacations	Switzerland, Austria, France	US	Ski show attendees
(Seringhaus & Botschen 1991)	Export services	Canada, Austria	Canada, Austria	Exporting firms
(Kraft & Chung 1992)	Exporting firms	Japan, US	South Korea	Firm purchasing manager
(Edgett & Cullen 1993)	Educational services	Canada, Scotland	Canada, Scotland	Students
(Shaffer & O'Hara 1995)	Legal services	US	US	Clients of a law firm
(Lascu & Giese 1996)	Retail stores	Mexico, Germany	US	Consumers
(Harrison-Walker, Jean 1995)	Ophthalmologist services	India, US, Japan, Hispanic	US	Students
(Wetzels et al. 1996)	10 different types of services	Domestic vs foreign services Australia	Netherlands	Consumers
(Pecotich et al. 1996)	Airlines	Indonesia, Japan, US	US	Students
(Bruning 1997)	Airlines	Canada, US, Mexico	Canada	Prospective travellers
(Ahmed et al. 2002)	Cruise line	US, Malaysia	Singapore	Cruise liner passengers
(Speece & Pinkaeo 2002)	Insurance & educational services	14 countries	Thailand	Students
(Hoenen et al. 2005)	Airlines	Germany, Singapore	Singapore	Airline travellers
(Hamin & Elliott 2006)	Airlines	Australia, Indonesia	Indonesia	Airline travellers
(Shoham et al. 2006)	Repair services & restaurants	Arab Israelis vs Jewish Israelis UK, US	Israel	Household
(Roggeveen et al. 2007)	Call centre services	Philippines, India	US	Students
(Phau et al. 2008)	Insurance services	Germany, Poland	Poland	Students
(Berentzen et al. 2008)	Banking & airline services	Germany, Switzerland, Poland, Spain, Czech Rep.	Germany	Students
(DeBerry-Spence et al. 2008)	Educational services	US, Ghana, Ivory Coast	Ghana, Ivory Coast	Employers, educators, parents and students
(Mukherjee et al. 2009)	Call centre services	Domestic vs foreign	US	Consumers
(Ahmed et al. 2010)	Airline	Airline service in Lebanon	Lebanon	Airline users
(Gertner 2010)	Tourism & Educational	Spain, Canada, Australia Mexico, Argentina, England	US	Students

Reference	Services	COO	Sample source	Subjects
(Walsh et al. 2012)	Telecom and retail services	Germany, Poland, Turkey	Germany	Consumers
(Sharma 2012)	Financial services	India	US	Consumers
(Kladou et al. 2014)	Five types of tourism services	US, China, Turkey, Greece	France	Students
(Winit et al. 2014)	Two different service categories	Thailand	Thailand	Students
(Gerpott & Bicak 2015)	Telecom services	China vs France	Turkish consumers in Germany	Students
(Xu & Wu 2015)	Twitter services	Germany	US	Internet users
(Bandyopadhyay 2016)	Restaurant services	US	China	Restaurant users
(Diallo & Siqueira 2017)	Retail	US, France	Brazil, Colombia	Retail shoppers
(Magnusson et al. 2018)	Airline	Italy vs India	US	Airline users

2.6   Purchase intentions (PI)

Previous research has revealed that consumers commonly have developed a purchase intention before making an actual purchase (Heslop et al. 2008). Typically, behavioural intention attributes relate to the likelihood that a person will employ a specific behaviour (Heslop et al. 2008), so PI refers to a consumer's willingness to purchase a specific product or services (Hsieh et al. 2004; Lin & Chen 2006). Evidence from the available literature of social psychology refers to PI as the most valuable predictor of consumer's behaviour as it reveals the consumer's self-expression of purchase likelihood, independent of additional related factors that influence the consumer's behaviour and their decision-making process (Kwok et al. 2006). The theory of reasoned action (TRA) elaborates the consumer's intention to purchase products or services (Zhou & Belk 2004). TRA highlights that consumer's attitudes or beliefs about the perceived benefits and ease of use of a brand (product or service) influence their intention to purchase (Crowther et al. 2009; Jiménez & Martín 2014).

Hence if the product or service providers are from a country that has a positive image (CI), then consumers are likely to perceive these product or service providers more favourably than those who are from a country with a negative (CI). Based on the TRA, this positive consumer attitude will result in trust and higher PI towards products or services from such a country (Crowther et al. 2009; Roth & Romeo1992). In contrast, consumers are likely to have distrust towards products or service providers from a country with negative CI because of low expected quality, principally in relation to complex product or service categories (Insch & McBride 2004). Hsieh et al. (2004) also highlighted that a consumer's attitude towards CI could influence brand (product or service) PI. Having studied insurance and catering services in Taiwan, they highlighted that consumers' attitudes (positive or negative) toward COO image could influence their brand PI.

Likewise, Lin and Chen (2006) proposed in their study that CI is meaningfully associated with PI. They studied the automobile sector in China, and discovered that many well-known brands in China belong to joint ventures (JVs) such as Yi Qi Volkswagen (a JV of FAW Group Corporation, Volkswagen AG, Audi AG and Volkswagen Automobile (China) Investment Co., Ltd.) and Shanghai General Motors (a JV of General Motors and the Shanghai Automotive Industry Corporation). Since the Chinese Government restrict imports and imposes high taxation on all automobiles manufactured in other countries, Chinese have to depend primarily on vehicles manufactured by JVs and home-based companies. In comparison to home-country brands, JV brands are anticipated to have fine quality, the latest technology, better designed layouts and superior services. Significantly, JV brands represent symbolic connotations like reputation and status with which consumers would like to be associated (Kwok et al. 2006; Zhou & Belk 2004). Hence a JV foreign partner's COO image may be the source of consumer trust in that brand, and this trust positively influences future PI (Jiménez & Martín 2014). For instance, German automobiles enjoy a positive reputation for high quality all over the world,

which may likely gain consumer's positive trust and purchase intention towards vehicles manufactured by Sino-German JV companies in China.

In a crisis management context, consumers' purchase intentions are influenced by the severity of attribution of blame for the event, and on subsequent levels of trust in the organisation and its products (De-Blasio & Veale 2009). The flow-on effects of both positive and negative CI perceptions are therefore eventually quantified in this critical consumer behavioural variable, which is linked directly with the survival of the organisation post a crisis event. As already discussed, positive CI levels should lead to more positive future purchase intentions, and vice versa.

2.7 Willingness to pay (WTP)

Willingness to pay is defined as the maximum amount of money a customer is prepared to pay for a product or service (Ford et al. 1999; Koschate-Fischer et al. 2012). The reason WTP is included in the research is that it allows the 'monetisation' of the CI effects (Obermiller & Spangenberg 1989) as mediated by attribution and trust/distrust post a crisis. Consumers may be willing to continue to purchase a product post-crisis if there is no perceived risk involved, but they may believe they should pay less for it than before the crisis. Moreover, consumers may be willing to continue to pay the price if positive reactions result from a positive, as opposed to a negative, crisis response strategy. Assessing the price consumers are willing to pay for a product or service post an event will also reveal the degree to which perceptions of the distinct CI dimensions are finally manifested in future profitability (Nebenzahl & Jaffe 1993). Furthermore, price-related consequences of an organisational crisis have been largely ignored in the existing literature, in spite of their importance. In order to bridge this gap, the present research will investigate the influence of positive or negative CI on WTP post a service crisis event.

2.8 Potentially moderating consumer influences

A number of consumer characteristics have been found to moderate CI effects on consumer judgements, none of which have been explored in the current context. These include consumer, cultural congruence with the source country, and country familiarity, animosity towards a country and/or its people (Liefeld 2004; Watson & Wright 1999; Yong 1995). However, animosity is not included in the current study due to the fact that animosity is based on emotional feelings, and affective dimension of COO effects also include emotions. Additionally, items measured animosity are the same as the items measuring negative country emotions and distrust used in this study.

2.8.1 Cultural congruence (CC)

Cultural congruence with a source country is defined as consumers' belief that people in the country of origin of a product or service have a culture (values and lifestyles) similar to their own (Rosinski 2009). The literature demonstrates that consumers' nationality influences country stereotypes (Balabanis et al. 2002; Laroche et al. 2003). In other words, consumers' attributes of cultural orientation or cultural values determine their stereotypes toward other countries. In relation to services evaluation, it is observed that cultural values also influence COO effects (Barna 1994; Caligiuri et al. 2001). Cultural values can be described as 'an inclination to think, feel or act in a way that is culturally determined' (Rosinski 2009, p. 147). There are only few scholars that have built up frameworks for cultural values and drawn the locations of each country, assessing the contiguity between two countries (Hofstede 1980; Schwartz 1994; Schwartz & Sagiv 1995). For instance, Hofstede (1980) suggests four dimensions of cultural values (orientation), namely uncertainty avoidance, power distance, masculinity and individualism–collectivism. Schwartz and Sagiv (1995) introduce a model for values, which consists of self-transcendence, openness to change, self-enhancement and conservatism.

Every culture has its distinctive means of providing services based on perceptions, customs and beliefs in society. On the contrary, consumers hold preference for service providers who share a common cultural background with themselves. This is because such commonality ensures easier communication, as well as helping consumers to make a confident prediction about the services they will get (Barna 1994; Caligiuri et al. 2001; Kogut & Singh 1988), thereby reducing the chances of conflicts and misunderstandings, especially when confronting service failure and recovery (Patterson et al. 2006; Wong 2004). Homophily theory suggests that people having similar socio-cultural and socio-demographic characteristics ('love of the same') prefer to interact with each other (Kossinets & Watts 2009; McPherson et al. 2001), so consumers will experience a greater sense of satisfaction when service providers belong to a similar country or culture.

Past literature has also revealed that consumers tend to favour and trust a product and/or service from their own country, or those with a similar cultural background, over those sourced from countries that are perceived to be culturally distant (Sharma 2011). For example, a study by Schooler (1965) found product bias in the Central American market for the first time. He used two products (juice and fabric) from Guatemala and changed the COO label of those products to Mexico, Costa Rica and El Salvador, and then analysed consumers' evaluation of the newly branded products. The survey subjects rated Mexican products as equal to their own Guatemalan products due to the similar cultures of the two countries, while they rated the products from El Salvador and Costa Rica as comparatively lower in quality due to cultural differences, regional jealousies and differences in economic levels and political orientations (Sharma 2011).

It is therefore expected that consumers' perceptions of cultural closeness with a source country will strengthen the trust in that country's products and services.

2.8.2 Country familiarity (CF)

Country familiarity can be described as the ability of a consumer to recognise a certain country or a brand from that country (Ahmed & d'Astous 2008). This may be as a result of personal experience or exposure to marketing activities. Consumers may also gain knowledge through visiting or other first-hand sources of information. For this reason, country or country product familiarity has been found to diminish COO effects, as consumers rely on their own knowledge to assess quality (Jiménez & Martín 2010; Josiassen & Harzing 2008). Leonidou et al. (1999) argue that low CF results in a less positive attitude towards a source country's products. Contrariwise, these authors also claim that consumers have better recall of products from countries they are familiar with, and this increases their confidence in decision making. Thus, it is anticipated that CF will moderate the influence of COO assumptions on brand trust and distrust, where consumers with high CF may have stronger brand trust in comparison to those with comparatively low CF. Past research has never explored CF in relation to consumer's cognitive and affective reactions to COO cues.

2.9   Summary of the gaps

Despite decades of research respective to COO and crisis management, there is still limited understanding of COO based effects specific to an organisational crisis; therefore, the present study will address these gaps by investigating the influence of CI and CPI on trust, distrust and attribution for an organisational crisis. Moreover, the present study tests the respective power of both the cognitive and affective consumer reactions in this context. Furthermore, previous studies have not empirically tested the relationship between CI, CPI (cognitive and affective) on trust and distrust as distinctive constructs. Additionally, important consumer characteristics such as cultural congruence and country or people familiarity have not been tested previously as moderators to influence the COO effects on trust and distrust.

Furthermore, this study will bring two disciplines (COO and crisis management) together and

investigate the influence of COO effects on consumer attribution of blame and willingness to purchase in the presence of trust and distrust. This study will also investigate the role of these constructs in forming consumer willingness to pay, as none of the previous study tested empirically the influence of COO effects, trust, and distrust on willingness to purchase, willingness to pay. Lastly, few studies have been done on COO effects in services context, but there is no study available on the influence of COO effects on attribution in services context. This study will address this gap by investigating the influence of these construct in international services context. Overall, the present research will provide theoretical contributions to COO literature, crisis management literature and international services literature.

2.9   Towards a conceptual framework

In summary, the literature provides strong support for the constructs and proposed relationships illustrated in Figure 2.1. The model outlined there examines the influence of COO effects on attribution of blame by decomposing them into few dimensions. Specifically, these dimensions will exert significant and distinct influences on consumer trust and distrust post an organisational crisis event, with these having a direct influence on future purchase behaviours. Moreover, trust and distrust will have the capacity to significantly influence consumer attribution of blame for the crisis event.
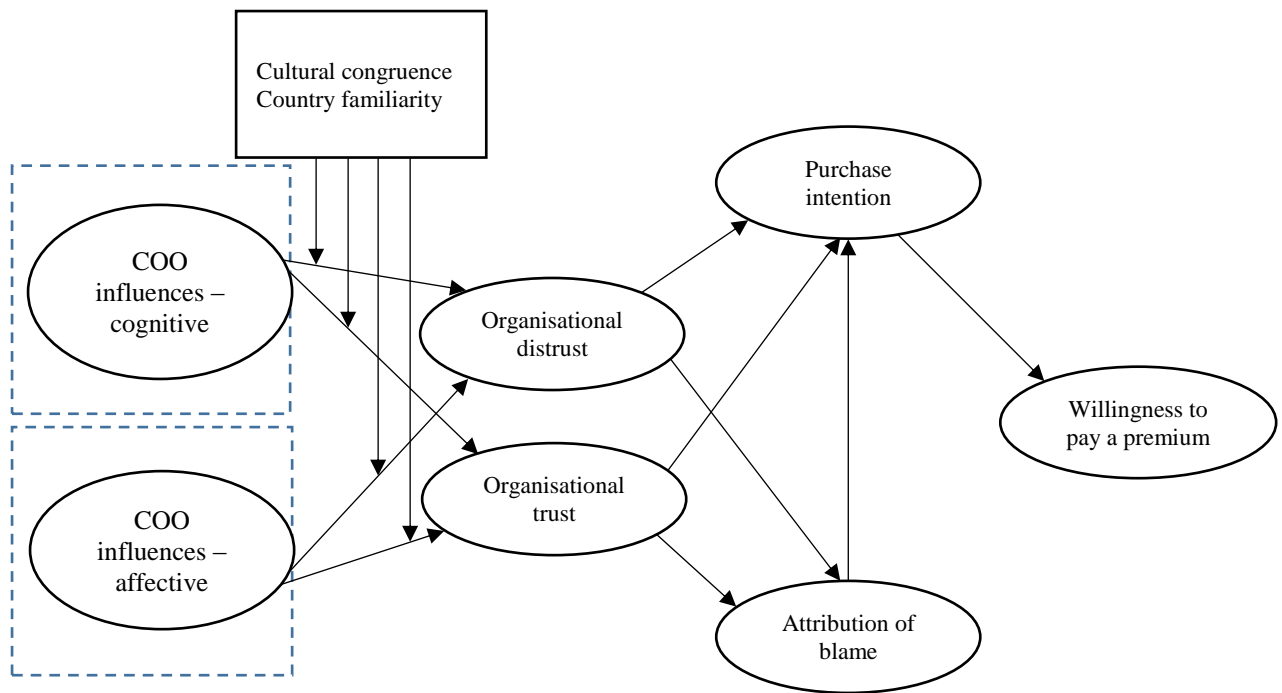
Figure 2.1 Proposed conceptual framework

2.10   Chapter summary

This chapter has provided an extensive literature review, and reveals that studies of COO effects (cognitive and affective) on crisis management in the services context are few, relative to those in the product context. As regards the gaps found in the available literature, it was observed that no single study has focused on the influence of COO effects (both cognitive and affective) on consumer attribution of blame in a crisis situation in relation to services, and none of the previous research focused on country person image (both cognitive and affective) and its subsequent influences on trust/distrust, attribution of blame and other consumer behavioural outcomes. Moreover, the literature review highlighted that various consumer characteristics also moderate the influence of COO effects on a consumer's behavioural outcomes. The literature review also demonstrated the role of COO effects and attribution of blame in capturing willingness to pay premium prices, which has largely been ignored in the previous literature. The next chapter will address the development of a conceptual framework and hypotheses to address these gaps.

Chapter 3 : CONCEPTUAL FRAMEWORK AND DEVELOPMENT OF HYPOTHESES

3.1   Introduction

Chapter 2 provides an extensive literature review of COO effects, crisis management and services theory, and reveals that there have been relatively few studies on COO effects (cognitive and affective) in conjunction with crisis management in the services context. It also highlights various significant knowledge gaps in our present understanding and suggests several research questions that need to be investigated. The chapter also identified specific dimensions of COO effects that are relevant in the case of crisis management, and proposed a conceptual framework showing how these COO dimensions, such as country image cognitive (CIC), country image affective positive (CIAP), country image affective negative (CIAN), country person image cognitive (CPIC), country person image affective positive (CPIAP) and country person image affective negative (CPIAN) may be expected to influence consumer trust/distrust, consumer attribution of blame and consumer behavioural outcomes post an organisational crisis. Moreover, the literature review discussed how various consumer characteristics, such as cultural congruence and familiarity with the country and its people, may moderate the influence of COO effects on a consumer's behavioural outcomes.

This chapter provides the formulation of research hypotheses for empirical testing, based on the proposed cause–effect relationship. The chapter concludes with a discussion of consumers' perceptions of COO effects, drawn from focus group discussions, as preliminary data shaping the contexts and countries, crisis types and responses to be used as stimuli in the main studies.

3.2   Research framework

3.2.1   Examining COO dimensions

To date, much emphasis has been placed on the study of COO effects in relation to tangible products as compared to services (Amit et al. 2015; Sharma 2012). Various distinct COO dimensions, such as country of manufacturing, country of design and country of assembly, have been acknowledged as important predictors of consumers' evaluations of products and services (Essoussi & Merunka 2007). Moreover, in the past, greater emphasis has been placed on cognitive assessments of CI than on affective consumer responses, despite the fact that many product and brand perceptions are not based on rational judgements (Aaker et al. 2012; Thakor & Lavack 2003). However, it is clear from the literature that affective responses towards a country can also play a significant role in consumer product or service evaluations (Heslop et al. 2004; Holbrook & Hirschman 1982; Orbaiz & Papadopoulos 2003). Despite the extensive research that has been conducted into the cognitive aspect of COO effects, relatively little attention has been given to the investigation of affective aspects of COO, especially in the context of services, while no previous research has examined specific and distinct COO dimensions related to services. The present research expands this idea by examining the possible dimensionality of COO, in services evaluations following a crisis event. Specifically, the research proposes six COO based dimensions associated with consumer's behavioural outcomes that may act as significant factors in the evaluation of services after a crisis event. The elements to be investigated are: country image cognitive (CIC), country image affective positive (CIAP), country image affective negative (CIAN), country person image cognitive (CPIC), country person image affective positive (CPIAP) and country person image affective negative (CPIAN).

3.2.2 Testing the influence of consumer characteristics

3.2.2.1 Cultural congruence

Previous studies have highlighted that in addition to COO effects, consumer's decision making is also determined by perceived cultural congruence between customers and service providers (Heslop et al. 1998; Schumann et al. 2010).

The literature demonstrates that consumers' nationality influences consumer country stereotyping (Balabanis et al. 2002; Laroche et al. 2003). In other words, consumers' attributes of cultural orientation or cultural values help to inform stereotypical beliefs toward countries. In relation to services evaluation, it is observed that cultural values also influence the flow on COO effects (Barna 1994; Caligiuri et al. 2001; Chattalas et al. 2008). Specifically, the literature has also revealed that consumers tend to favour and trust products and/or services from their own country, or from ones with a similar cultural background, over those sourced from countries that are perceived to be culturally distant (Chattalas et al. 2008; Schumann et al. 2010).

Consequently, it is expected that consumers' perceptions of cultural closeness with a source country would strengthen the trust in that country's products and services. However, few researchers have investigated the role of cultural congruence in relation to the COO effects. This research therefore seeks to cover this gap by investigating the extent to which cultural congruence moderates the influence of COO dimensions on organisational trust and distrust.

3.2.2.2 Country familiarity

The past literature indicated that levels of familiarity with a product or service moderate COO effects on product and service evaluation (Ahmed & d'Astous 2008). This may be due to personal experience or exposure to marketing activities. Consumers may also gain knowledge

by visiting a country, or other firsthand sources of information. Therefore, country or country product familiarity has been found to diminish COO effects, as consumers rely more on their own knowledge to assess quality (Josiassen & Harzing 2008). Moreover, Leonidou et al. (1999) argues that low country familiarity results in a less positive attitude towards a source country's products. Conversely, these authors also claim that consumers have better recall of products from countries they are familiar with, and this increases their confidence in decision making. Therefore, it is anticipated that country familiarity will moderate the influence of COO assumptions on brand trust and distrust, where consumers with high country familiarity will have stronger brand trust in comparison to those with comparatively low country familiarity. Past research has never explored country familiarity in relation to consumer cognitive and affective reactions to COO cues.

3.2.3 Consumer trust/distrust and their influence on attribution of blame

The past literature indicated that it is generally true that consumers prefer products or services from developed countries over those from less developed economies. This is the result of enhanced consumer trust in their superior quality, due to higher levels of industrial advancements in those countries and assumptions of better technical expertise (Chao 2001). Conversely, products or services from emerging countries are normally expected to be of inferior quality unless a country is deemed to possess specific expertise in relation to the product or service, for example, Chinese silk or Persian rugs (Parameswaran & Pisharodi 1994).

When a product or service crisis takes place, consumers seek to assign blame for such events to the organisations involved. The degree of attribution placed with the organisation will depend on a number of variables (Weiner 1986). Logically, a company's reputation and prior history as a corporate citizen play a vital role in determining the attribution of blame to the

organisation (and its owners/managers) after a crisis event (Coombs 2007; Kelley & Michela 1980). Organisations, or brands, that have a history of behaving badly or have a record of poor corporate citizenships are likely to be blamed more for a crisis, irrespective of the type of event, than those who have a strong and positive reputation. Therefore, we expect that organisations face a greater risk of high attribution of blame for a crisis if their home CI and CPI are negative and there are higher levels of distrust, as opposed to neutral or higher levels of trust. Ultimately, these higher levels of attribution are expected to have a negative impact on consumers' willingness to purchase the product or service following the crisis, and/or they will be less willing to pay a premium price. Conversely, consumers may feel lower or neutral levels of distrust and higher levels of trust if the home CI and CPI of the organisation are positive, resulting in lower attribution for the crisis, even with potentially positive effects on the willingness to pay. Previous researchers have not tested empirically the degree to which COO effects (affective and cognitive) influence consumer trust or distrust in an organisation and their products or services in the aftermath of an organisational crisis, or the flow-on effects to attribution and consumer purchasing and referral behaviour.

The present study addresses these substantial gaps in our current knowledge, as revealed by the crisis management literature, by investigating the power of these COO cues to shape consumer trust and distrust and, consequently, how trust/distrust influence attribution to an organisation following an organisational crisis event. This is achieved by assessing attribution levels and ultimately, measuring consumer purchase intentions and willingness to pay a premium price.

3.2.4   Stimulus used

This research investigates the possibility that the proposed conceptual framework can be generalised across countries to explain the influence of the tested COO dimensions on the level

of trust/distrust and subsequent attribution of blame on service providers belonging to specific countries post a crisis. It also investigates the degree to which attribution of blame differs according to service type and origin. Based on their contrasting levels of economic development and cultural characteristics, two countries in the Asia–Pacific region were chosen for study, namely Australia and India.

3.3   Development of causal model and hypotheses

3.3.1   Proposed model for empirical testing

The purpose of this research is to examine the extent to which COO dimensions (CIC, CIAP, CIAN, CPIC, CPIAP and CPIAN) serve to shape consumer trust/distrust, and their subsequent influence on the attribution of blame, future purchase intentions and willingness to pay more post an organisational crisis. Consumer characteristics such as cultural congruence and country familiarity are incorporated as potential moderators in this research. The research also investigates to what extent attribution of blame varies with COO, crisis and response type.
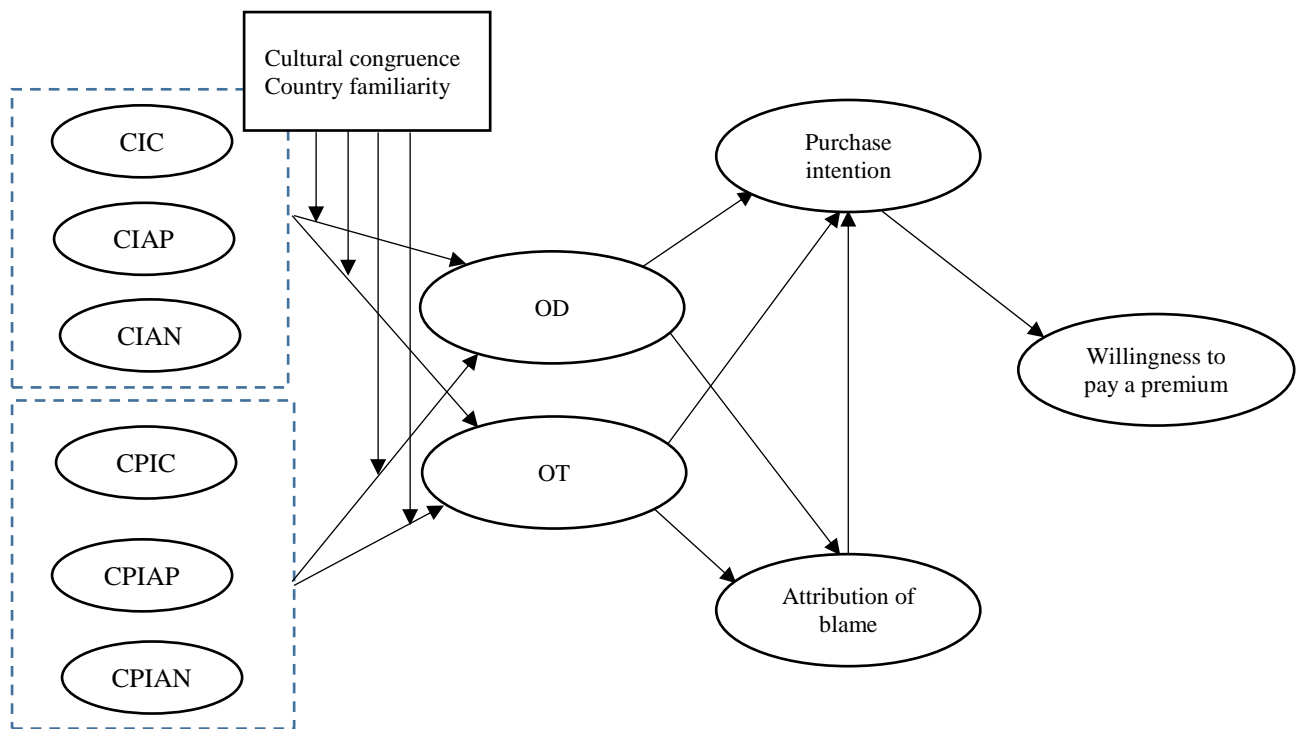
Figure 3.1 Proposed conceptual model

3.3.2 Hypotheses

This research investigates six dimensions of COO effects deemed to be important influences on organisational trust (OT) and distrust (OD), where the more highly, or positively consumers few a country and/or it's nationals, the higher the expected levels of OT and, conversely, the lower the expected levels of OD:

H1a: Country image cognitive will significantly and positively influence organisational trust.

H1b: Country image cognitive will significantly and negatively influence organisational distrust.

H2a: Country image affective positive will significantly and positively influence organisational trust.

H2b: Country image affective positive will significantly and negatively influence organisational distrust.

H3a: Country image affective negative will significantly and negatively influence organisational trust.

H3b: Country image affective negative will significantly and positively influence organisational distrust.

H4a: Country person image cognitive will significantly and positively influence organisational trust.

H4b: Country person image cognitive will significantly and negatively influence organisational distrust.

H5a: Country person image affective positive will significantly and positively influence organisational trust.

H5b: Country person image affective positive will significantly and negatively influence organisational distrust.

H6a: Country person image affective negative will significantly and negatively influence organisational trust.

H6b: Country person image affective negative will significantly and positively influence organisational distrust.

Previous research has shown that consumers have more positive inclinations towards products and services from developed countries than they do towards those from less developed countries (Sharma 2011). Therefore, this research also hypothesises that these dimensions will be more positive for the developed country tested than for the less developed country tested, as follows:

H7a: Organisational trust will significantly and negatively influence attribution of blame.

H7b: Organisational trust will significantly and positively influence purchase intention.

H8a Organisational distrust will significantly and positively influence attribution of blame.

H8b: Organisational distrust will significantly and negatively influence purchase intention.

H9: Attribution of blame will significantly and negatively influence purchase intention.

H10: Purchase intention will significantly and positively influence willingness to pay a price premium.

Consumers show inclinations towards service providers that come from countries culturally similar (congruent) to their home culture, because this minimises the risk and uncertainty that may arise between them. In other words, a perception of cultural congruence with a country should enhance consumers' attitudes toward products or services from that country. Therefore:

H11: The influence of all COO dimensions on organisational trust will be significantly moderated by cultural congruence, where:

   a) Country image cognitive (+)

   b) Country image affective positive (+)

   c) Country image affective negative (–)

   d) Country person image cognitive (+)

   e) Country person image affective positive (+)

   f) Country person image affective negative (–)

H12: The influence of all COO dimensions on organisational distrust will be significantly moderated by cultural congruence, where:

a) Country image cognitive (–)

b) Country image affective positive (–)

c) Country image affective negative (+)

d) Country person image cognitive (–)

e) Country person image affective positive (–)

f) Country person image affective negative (+)

Consumer trust and distrust of service providers could be affected by the level of familiarity with the country and its people (Han 1989; Phau & Suntornnond 2006). The level of familiarity can therefore alter consumers' evaluations.

H13: The influence of all COO dimensions on organisational trust will be significantly moderated by familiarity, where:

a) Country image cognitive (+)

b) Country image affective positive (+)

c) Country image affective negative (–)

d) Country person image cognitive (+)

e) Country person image affective positive (+)

f) Country person image affective negative (–)

H14: The influence of all COO dimensions on organisational distrust will be significantly moderated by familiarity, where:

a) Country image cognitive (–)

b) Country image affective positive (–)

c) Country image affective negative (+)

d) Country person image cognitive (–)

e) Country person image affective positive (–)

f) Country person image affective negative (+)

H15: Attribution of blame will be significantly higher for the Intentional crisis type than for the Victim crisis type, for both Chinese and English companies (all respondents).

H16: Response type will significantly influence attribution of blame in all scenarios where the apology response will elicit lower levels of blame than the denial response.

H17: Response type will significantly influence purchase intention in all scenarios, where the apology response will elicit higher likelihood of future purchases than the denial response.

As established in the literature, levels of attribution generated from a crisis play an important role in shaping consumer behavioural outcomes (Coombs 2007). The levels of attribution varies based on crisis type and post crisis response (Bowen et al. 2017; Coombs 2007).

3.4 Research design

This research used a hypothetico-deductive method, in which the hypotheses were developed from underlying theories. The study comprised three stages. Stage one was a qualitative study using focus group discussions. Focus group discussions were conducted to explore the perceptions of different countries and their people with regard to service providers from international locations and also to gather opinions and reactions to various organisational crisis contexts. Focus group discussion then helped to select the countries, services, crisis types and response types employed as stimuli in this research. The second stage was a comprehensive quantitative study. A quasi-experimental design via online survey was used to produce a number of experimental subjects representative of the individuals used as a target population (Campbell et al. 2008; Cook 2015). Hypothetical organisational crisis scenarios were developed from actual events represented by two international service crisis types (victim and

intentional) × two home countries from the hypothetical organisations involved in the crisis events (England and China) × two service types (health and financial) × two responses (apology and denial). The experiments were then conducted in two culturally and economically divergent countries (India and Australia). The third stage of the research was data analysis, using structural equation modelling (SEM). Path analysis was used in order to test the influence of COO dimensions (CIC, CIAP, CIAN, CPIC, CPIAP, CPIAN) on organisational trust/distrust (OT/OD) and their subsequent influence on the attribution of blame, purchase intention and willingness to pay more. Mean comparison analysis was also used to examine the differences in trust/distrust and attribution of blame in the two home countries tested.

3.5   Preliminary qualitative research

In order to explore the variables and proposed relationships seen in Figure 3.1, a series of consumer focus groups were conducted in Australia and Pakistan, representing two very divergent economies and cultures. Given the number of identified gaps in our current knowledge represented in Figure 3.1, it was deemed appropriate to undertake qualitative research first in two different country locations in order to determine the face validity of the proposed conceptual framework. Respondent feedback was also considered critical in order to obtain indications of suitable stimuli for empirical testing, such as product or service contexts, crisis type examples and countries that could represent positive and negative CI and CPI (both cognitive and affective) dimensions. Qualitative research has been employed similarly for more than 75 years in the social sciences, politics and other contexts that require an understanding of the complicated emotional and cognitive aspects of peoples' needs and behaviours (Hooper 2011). Qualitative research provides explanations, gives relevant experiences and discerns processes through its flexibility, allowing the research process to advance, and producing helpful, rich, detailed data (Brown 2010).

Group discussion allows interaction between the participants, enabling the researcher to gain valuable insights into consumer opinions regarding the area of particular interest (Malhotra et al. 2002). Moreover, focus groups are one of the most useful ways to triangulate information from different sources, and can also lead to a new and unexpected outcome for further investigation (Hussey & Hussey 1997; Näslund 2002). This technique is employed in both structured and unstructured ways so that the participants can openly express their feelings and opinions on each aspect under discussion. One other advantage of using this technique is that it can decrease the researcher's subjective bias in forming inaccurate assumptions about the countries, their people and the selection of services (Morgan 1997).

Therefore, five focus groups were conducted, three in Pakistan and two in Australia, in order to explore whether consumers exhibited both cognitive judgements and emotional reactions to different countries discussed, and to identify favourable and unfavourable country and people image locations. Next, the degree to which their opinions and emotions influenced feelings of trust and distrust was investigated without discussion of an organisational crisis event. The discussion in each group moved to the topic of an organisational 'crisis' and asked respondents were asked if they could recall any such events, and their reactions and opinions specific to them. The discussion then evolved to their beliefs regarding the influence of 'where' and 'who' in terms of COO attributes. Lastly, examples of crisis events that they believed to fit the three types identified in the literature (victim, accident and intentional) were explored and listed.

3.5.1 Sampling

Convenience, non-probability sampling via social media networks in each country was used to recruit eight participants for each group conducted. Non-probability techniques, such as convenience sampling, are commonly employed, and are suitable for exploratory research such as this (Harrison-Walker 2001). Care was taken in selection of the final sample to ensure a

reasonable gender balance and age representation by introducing quotas in the Qualtrics.

This first stage of this study involved three focus groups conducted with Pakistani citizens in Lahore, Pakistan. The ages of the participants were between 20 and 60 years. The second stage of the study involved two focus groups conducted in Adelaide, Australia. The age of the participants was between 20 and 50 years.

Respondents were briefed that the discussions would be focused on different countries, the products and services they provided, and the respondents' personal beliefs and impressions about them. They were also counselled that these discussions were not being held as a forum for racism or any other forms of discrimination, but only in relation to perceptions of quality and trustworthiness from a consumer's perspective. Lastly, they were advised that the discussion would extend to different types of organisational crisis events and the locations where they took place, and the home countries of the organisations involved. Their individual confidentiality was assured, and they were informed that the group discussions would be audiotaped for data analysis.

3.5.2   Focus groups in Pakistan

Three focus groups were conducted in Pakistan, each with eight participants. Each focus group discussion continued for 90 minutes (see discussion guide in Appendix 2.1). The participants included students and professionals in full-time employment. This number of people is still considered manageable and acceptable, due to the heterogeneity of the participants' backgrounds (Brown 1999; Goss & Leinbach 1996). The profiles of the participants are given in Table 3.1.

Table 3.1 Demographic profiles of Pakistan focus group participants

Age range	Focus group 1		Focus group 2		Focus group 3	
	Male	Female	Male	Female	Male	Female
20–30	4	0	2	2	3	2
31–40	1	2	1	1	1	1
41–50	0	1	0	1	1	0
51–60	0	0	1	0	0	0
Total	**5**	**3**	**4**	**4**	**5**	**3**

3.5.2.1 Results and discussion

A brief introduction was given to the participants about the ongoing research and its objectives. Respondents were audiotaped and their responses regarding country image, service providers, common services and crisis types were also recorded on individual scoresheets and on a whiteboard. They were advised to rank the countries and common services in order from high to low, based on their degree of trust and distrust.

Data from three focus groups in Pakistan revealed that the UK, US, Germany, Japan, Canada and Australia all enjoy highly positive cognitive and affective CI dimensions, and are considered very trustworthy countries in terms of product and service providers. Participants believed that these countries have strong regulatory standards, and reliability in terms of quality backed up with strong consumer laws. In agreement with the literature, these results highlight that highly developed countries are believed to be the best providers of products and services (Bilkey & Nes 1982; Dash et al. 2009). The data revealed that for consumers in Pakistan, as in other emerging economies, faith in product safety due to regulations (Tse 1999) is an important contributor to preference, indicating a highly cognitive assessment of product-related CI, as well as affective contributors to trust and distrust such as gratitude and fear. These factors are illustrated in the following sample quotes from participants:

'[…] Most of the top service providers in every field belong to the US, whether it's IT (Apple/ IBM) or education, which includes Harvard, MIT or Stanford.'

'[…] Trust in the USA is more based on their PAK-US collusion against terrorism, especially after the 9/11 attacks. The government also provided technological and financial support to fight against terrorism.'

'[…] The UK is the best in all aspects when it comes to trust. The English people are well mannered and very passionate about their commitments.'

'[…] I have more respect for the UK because of its friendly policies toward Pakistan. And they are less biased towards other nationalities.'

'[…] During our tough time, the UK always helped us to overcome the bad situation. I have a great respect for the UK because I remember the 2005 earthquake, the UK provided a great support in terms of medical and financial aid. Their NGOs worked day and night to help the victims and their aid workers were very passionate towards their duties.'

'[…] I feel more trustworthy if I buy services from the UK because of their strong rules and regulations of doing business. This also makes me satisfied because I know if anything happened wrong I can claim the damages.'

'[…] When it comes to services, I believe that employees who are the real service providers should be trustworthy. That is why I feel English people are more sincere and respectful in terms of providing services, as I have travelled in many countries, but the English people are best among others.'

Further, participants were asked to name countries that elicited feelings of distrust at the country, product and person levels. Respondents named many countries, but reactions to Israel stood out, identifying it as the most distrusted and disliked country, and illustrating strong feelings of animosity amongst this group, even though they had no negative personal experiences with Israel, its products or its people. One participant indicated that the reason

behind his strong feelings of animosity is based on the established conflict between Israel and Palestine and the Palestinians; the outcome of this angst is the comment below:

'[…] I will never use a service from Israel, even if that particular service will not be available anywhere else.'

Participants also mentioned India, North Korea, Bangladesh, China and, surprisingly, their own country of Pakistan. These results reflect the literature, where consumers are more sceptical of products and services from less developed countries – even if it is their home country (Bilkey & Nes 1982; Dash et al. 2009). During these discussions, the second most distrusted country was India, even though India and Pakistan have similar cultural backgrounds. In spite of this area of potential affinity, most of the participants stated that they would not support products or services from India because of the long history of conflict between the two countries. Interestingly, however, some participants were positive when thinking of India, based on their advancement in IT services. After North Korea and Bangladesh, China appeared next on the list of distrusted countries. Chinese products and services are very common in Pakistan, but most of the participants believed that they are of low quality and pose a high risk to consumers because of the lack of consumer protection laws in both China and Pakistan. Hence purchases that are made are based on paying a low price:

'[…] We buy Chinese products and services because of price factor, but if we would have a choice to choose, China will not be our first choice.'

Pakistan also appeared on the list of distrusted countries, interestingly, not because of the current poor economic conditions but rather because of cultural issues related to (again) the perceived lack of adequate consumer protection laws, and because of high levels of local corruption. One of the participants said:

'[…] Pakistan is not considered as a good product provider country and the reason behind is corruption and lack of proper consumer laws.'

These results support the literature by illustrating that on both cognitive and affective levels, developed economies from western or western European countries are believed to be better providers of goods and services and more trustworthy. The results also show that the potentially moderating factors of knowledge and animosity are likely to be significant influences on CI influences on trust and distrust. Moreover, trust and distrust were seen to be considered to be distinct constructs, where there is evidence of the expectation of both positive behaviours (e.g. the UK and US) and negative behaviours (e.g. India and Pakistan). In the case of this emerging economy location, the discussions also highlight the fear and risk believed to be present even in purchasing home-country products and services, again due to a lack of consumer protection laws but also the high levels of corruption, as opposed to countries such as the US and UK, where there is confidence in the existence of such protections and their enforcement (Insch & Miller 2005).

In the last part of the discussion, respondents were prompted to think about several organisational crisis types, starting with a discussion of the Malaysian airline crisis and the AXACT educational scandal in Pakistan**.** In the case of the AXACT scandal, the organisation issued degrees to many candidates around the world without fulfilling the standard procedures. They knowingly showed a fake list of academic advisors to candidates, and didn't actually make contact with those advisors, in order to save money. The following statement highlights the support for the developed economy (the US or UK) and a lack of support for the less developed economy (Malaysia), due to both cognitive and affective CI as well as the influence of country familiarity with the US or UK:

'[…] keeping in mind the recent Malaysian airline crisis which added a fear to the airline users. Although for some people airlines are very important to travel overseas. But I will never travel with the airline which belongs to the less developed country after the Malaysian airline crisis. Yeah, I can forgive if it would be American or UK airline as I have a strong feeling that they provide safe travel and moreover I have studied in America on Fulbright scholarship and that is also one of the reasons why I have some emotional attachment with the America'

When participants were asked about the blame for an event and their potential willingness to forgive the organisations involved, their response was quite straightforward. They confirmed that the source country of the organisation is a very important factor, but also, in agreement with the literature, the importance of past performance and reputation (Coombs & Holladay 2002):

'[…] I will blame more to the organisation who has a history of doing malpractices and I will be more forgiving to the organisation who has a good reputation'

Comments also confirmed the importance of the appropriate acceptance of blame and restitution to injured parties (Coombs 1999):

'[…] I expect that organisation should accept their fault if they did something wrong and they should apologise to the public. They should also compensate the customer claims and provide the alternative benefits'

Lastly, participants were probed regarding their reactions to future purchase intentions and whether or not they believed the product should cost the same, more or less, than after the event. The response from most of the participants was very consistent, and they indicated that if the fault was due to the organisation, they would be inclined to pay less if they were to purchase it in future:

'[…] No chance of paying the same amount as I was paying the same amount before a crisis because I believe that organisation loses their moral and ethical authority to charge the similar amount. I even expect some good offers in terms of pricings from the organisation'

This opinion may be more acute in the developing economy, due to lower income levels and the cost of imported goods and services. In summary, the results of the three groups conducted in Pakistan provide solid support for the literature and the proposed relationships presented in the above Figure 2.1.

3.5.3   Focus groups in Australia

Two focus groups were conducted in Adelaide, Australia, each with eight participants. Each focus group discussion continued for 90 minutes. The participants included university students and professionals in full-time employment. Eight people in each group is still considered manageable and acceptable due to the heterogeneity of the participants' backgrounds (Brown, JB 1999; Goss & Leinbach 1996). The profiles of the participants are given in Table 3.2.

Table 3.2 Demographic profiles of Adelaide focus group participants

Age range	Focus group 1		Focus group 2	
	Male	Female	Male	Female
20–30	1	2	2	1
31–40	1	2	1	1
41–50	1	1	1	2
51–60	0	0	0	0
Total	**3**	**5**	**4**	**4**

3.5.3.1 Results and discussion

Again, in agreement with the literature, Australian participants mentioned that a foreign country's economic development, education, corruption, living standards, consumer protection laws and government policies, as well as their emotional feelings towards the country, were

important factors contributing to trust and distrust in products and providers from that country. Moreover, they stated that peoples' attitudes, their cultural values, their emotional ties with them and perceptions of their behaviour also play significant roles. Consistent with the findings from Pakistan, these respondents also confirmed that feelings of trust and distrust make strong contributions to attribution of blame following a crisis event. Generally, the Australians in the groups considered highly developed countries, such as the UK, US, Japan, Singapore, Australia, Sweden and Switzerland, very positively, with high levels of trust and an expectation of high product and service quality. Conversely, countries like Malaysia, Indonesia, China, Africa, India and other countries in Asia were seen much more negatively, and evoked feelings of distrust and correspondingly poor expectations of product and service quality. The following comments illustrate these findings regarding trust/distrust specific to identified countries and nationals:

'[…] I think the UK is excellent in terms of services, they have excellent service standards, and the reason maybe they have very stable economy'

'[…] well it's that Switzerland always, they have super-efficient services like banking, health, tourism. I am working in the finance sector and we treat Swiss policies as a benchmark to run our business.'

'[…] based on my own experience, I rank the UK on the top of the list in term of products and service providers. Once a couple of years back I went there, people were very lovely and kind when I went to a restaurant, even the train workers when I purchased tickets were so kind and friendly, that's the perception I have about the UK.'

'[…] as a tourist in America I found it's pretty good. But Singapore on the other side is amazing, everything ran on time, people were so lovely and beautiful, their government and their natives really appreciate the tourists'

'[…] for me the Australian service providers are the best because they are doing extremely well in every service such as health, education, tourism.'

These data also convincingly reflect the literature, confirming that consumers evaluate countries and their peoples based on beliefs (cognitive) and feelings (affective) towards a country or its people (Costa et al. 2016; Li et al. 2014; Maher & Carter 2011; Roth & Diamantopoulos 2009). Participants were asked to rank the list of countries based on their distrust (if any) in a country's people, products or services. Their statements were, again, a reflection of the literature, specifying that COO effects play an important role in shaping trust/distrust feelings among consumers (Phau et al. 2008), and that both cognitive and affective dimensions contribute, as the following comments illustrate:

'[…] I feel fear of using things from Indonesia or China whatever, I think they don't have strong cultural norms or may be their government don't have complete control on the institutions in terms of implementing rules and regulations.'

'[…] I don't know much about the poor African nations, I think they can't provide good services such as education, health care. The reason may be because of their economic and political instability.'

'[…] I haven't been to India, but what I heard about is that it is totally chaotic. I can't think of good products and services from a country having such a chaotic situation, mainly due to no government order.'

'[…] Even though China is growing rapidly, but still, I have a strong feeling of fear about using services from China. Once I went there and found good hotel service, but other services especially in public services like transport were not that much good, and even just like going to museum, people were very rude.'

'[…] I won't expect good stuff from North Korea, because it's North Korea, it's a terrible country, ruled by a terrible person.'

'[…] I just feel distrust on the US because of Trump.'

'[…] Despite of fact that France has a very good image, but what I realised based on my own experience is that French people were rude, which made me feel uncomfortable there.'

In the next stage of the discussion, participants were asked their response would be following a service crisis in terms of attribution of blame. Overall, the participants viewed an organisational crisis as a very serious situation, where they expected more attribution of blame in the case of an organisation from an underdeveloped economy as opposed to one from a developed one. They also suggested that they would be more willing to forgive the organisation from the developed country because they are likely to have the means and the desire to overcome the crisis and make amends. These are some example statements:

'[…] considering airlines, I would judge Malaysian airline more harshly than Qantas or Singapore Airlines, as I believe these countries will come up with strong plans to overcome the situation if a crisis happened. The reason for not giving the leverage to Malaysian Airlines is because of the fact that they don't have as high standards as other developed countries'

Lastly, when the participants were asked about future purchase intentions and price, there were mixed reactions. First, in spite of equal attribution of blame, the organisation with the positive CI and CPI associations was preferred, as the following statement illustrates:

'[…] I will blame in the same way – for every organisation, in the case of an airline crisis my attribution of blame be equal for both Malaysian airline and Qantas. But if I have to travel, I will choose Qantas over Malaysian airline because I believe Australians follow safety procedures more seriously than Malaysians.'

With respect to whether or not they would pay the same price as was asked before the crisis, some suggested they would, but others showed serious concern regarding responses to the crisis and future behaviour, as the following example illustrates:

'[…] I won't mind paying the similar amount if the organisation comes up with something solid to overcome the crisis situation. At least the organisation should come forward and take their responsibility if they did something bad and share some plans to avoid the situation next time.'

In summary, the combined results from the five studies in Pakistan and Australia indicate strong support for the constructs and proposed relationships illustrated in Figure 3.1, and specifically, that COO effects will exert significant and distinct influences on consumer trust and distrust post an organisational crisis event. It is further envisaged that positive CI beliefs and judgements will enhance trust and diminish distrust, and that the converse will also apply. In turn, both trust and distrust will influence attribution of blame for the event, with flow-on effects on the post-crisis purchasing behaviours of future purchase intentions, willingness to pay a price premium. High levels of trust will negatively impact attribution of blame and enhance post-crisis purchase behaviours, whereas high levels of distrust will positively influence attribution of blame and negatively impact future purchase behaviours. Lastly, it is expected that there will be several moderating influences, including cultural congruency and country familiarity, as well as the type of response offered by the organisation involved in the crisis event.

3.5.4   Other comments from focus group participants

3.5.4.1 COO of service providers

- 'Every country has some speciality in some services.'

- 'Highly developed countries are our first choice for service selection.'

- 'I believe that U.S and Europeans are providing excellent services.'

- 'I think country relations play an important role in making service choices.'

- 'Well, if I haven't used the service before, UK or Germany will be my first choice.'

3.5.4.2 Service types

- 'Services usage are different in different countries as in Pakistan funeral services are not common.'

- 'The service preference varies with person to person.'

- 'Service choices are mostly based on the economic condition of that country.'

- 'I don't know much about many services as I didn't use them.'

3.5.4.3 Crisis types

- 'Day by day crises happening ratio is increasing.'

- 'Most of the crises happened due to false intentions of the service providers.'

- 'I think some crises are beyond the control as it appeared accidently.'

- 'Service from developing countries is considered more risky.'

- 'Some service providers mislead the consumers and turned into a crisis when they exposed publicly.'

- 'I will surely use the services again from Japan even in the crisis situation as I am working with the Japanese firm for many years. So I know they are the best quality providers.'

The data indicate that the UK is generally considered the most trustworthy country in regard to service providers, while China appeared as the most distrusted country in this regard. Therefore, England and China were chosen as the country stimuli for the quantitative research that followed. As far as services are concerned, health care and education appeared most commonly used in the Credence category, and restaurant (experience) and financial services in the search category. Hence, a health care provider (hospital) and an investment company (financial advisors) were chosen as our service type stimuli. Moreover, based on the focus group discussions, the victim and intentional crisis were chosen as a crisis type along with apology and denial response type.

3.6   Chapter summary

Chapter 2 provided the theoretical foundations of COO effects on consumer behavioural outcomes in a crisis management and services context. This chapter provided the conceptual framework of the COO dimensions based on the relevant literature discussed in Chapter 2. The COO construct was decomposed into six dimensions, namely country image cognitive (CIC),

country image affective positive (CIAP), country image affective negative (CIAN), country person image cognitive (CPIC), country person image affective positive (CPAIP) and country person image affective negative (CPAIN). The effects of each dimension on organisational trust/distrust (OT/OD) and their subsequent influence on the attribution of blame (AOB), purchase intention (PI) and willingness to pay a premium (WTP) were examined. Several hypotheses were proposed based on these relationships and effects, including the potential moderating influences of consumer characteristics. This chapter also described the focus group discussions conducted in two different countries, Pakistan and Australia. The next chapter discusses the research methodology, including the research design and the development of the data collection instrument.

Chapter 4 : RESEARCH METHODOLOGY

4.1   Introduction

This chapter describes the methodology employed to collect data and test the hypotheses presented in this thesis. First, the research design and sampling methods, including a unit of analysis are outlined. A description of the data collection instruments follows, with a focus on the measurement instruments and questionnaire design. This chapter also describes the stimuli used to test the model relationship between COO effects and consumer behavioural outcomes. Crisis scenarios are also discussed, with two hypothetical service organisations from two alternative country images. Important considerations regarding the operationalisation of constructs and measurement scales are also examined. Approaches to data analysis are elaborated along with the questionnaire development process.

4.2   Research design

A quasi-experimental design via online survey was used for this research in order to produce a number of experimental subjects representative of the individuals used as a target population (Campbell et al. 2008; Cook 2015). The quasi-experimental design also enables the respondent to be randomly allocated to various conditions of the predictor variable to determine its influence on the outcome variable (Cook 2015). Moreover, a quasi-experimental design can demonstrate that the impact on the final outcome variable can vary statistically with different exposures (Cook et al. 2002). Furthermore, randomisation helps to increase the internal validity of the research. On average, randomisation tends to constantly divide both observed and unobserved variables, allowing us to suggest that observed changes in the dependent variable are influenced by exposure (Cook 2015), since the aim of this study is not only to confirm the influence of various COO dimensions on organisational trust/distrust and their subsequent influence on attribution of blame and behavioural outcomes in consumers, but to examine more

widely which dimensions play a more significant role in the influence of COO effects on consumer behavioural outcomes post an organisational crisis. To test the relationships among the constructs, suitable analysis was undertaken using structural equation modelling (SEM). SEM is deemed an important analysis to test the hypothesis by using various paths. AMOS and SPSS were used to perform this analysis.

4.3   Sampling methods

Sampling is the process of choosing an adequate number of elements out of the whole population under investigation. The study of the selected elements and an understanding of their characteristics then allow us to generalise such characteristics to the elements of the entire population (Sekaran 2006). There are two types of sampling design, namely probability and non-probability sampling. In probability sampling, there is an equal chance of any element in the population being selected as a sample subject. In non-probability sampling, elements in the whole population do not have equal chances of being selected as a sample subject. The probability sampling design is employed when wider generalisability is a more important factor. When time, cost or various other aspects rather than generalisability become essential considerations, non-probability sampling is employed. A non-probability sampling technique was used in this research, resulting in a convenience sample. A convenience sample refers to elements in the population that are conveniently available to provide the required information.

Even though sufficient sample size determination is a critical issue in any research study, the sample size requirements for SEM-based research studies remain under discussion (Muthén & Muthén 2002), as there is no absolute standard regarding an adequate sample size and no rule of thumb that applies to all situations in SEM (Muthén & Muthén 2002). However, according to Soper (2015), a minimum sample of 100 is required per cell to run a reliable SEM analysis. As this research was conducted in two countries, a minimum sample of 1600 × 2 countries

(India and Australia) = 3200 participants in total were needed.

The samples used in this research were gender balanced, and an individual consumer (male or female) aged between 21 and 70 years old was defined as a unit of analysis. The respondents were required to be internet users, and a citizen of their country. The internet users are the individuals most likely to make use of the global services in question. Also, the individual was required to be a citizen of their country. A web-based professional survey panel named Qualtrics was used to recruit online respondents for each country, because they would be required to complete an online survey. A sample of 3200 people in total was recruited from Australia and India, with a sample of 100 recruited for each scenario. The reason behind recruiting the respondents from these two countries was to obtain responses from both a developed and a developing country. The respondents were required to be internet users.

4.4   Data collection instruments

The data were collected through an online survey, as this is faster, easier and cheaper for researchers (Evans & Mathur 2005). An online survey is also advantageous for minimising the response bias caused by the presence of interviewer (Shaughnessy & Zechmeister 1985). However, inaccurate responses or low response rates are the limitations. The web-based Qualtrics software used to conduct the survey enables the researcher to modify the questionnaire, in particular by providing survey templates. Filtration of multiple responses from the same participant is done through a protection system provided by the software. Respondents were accessed through electronic invitations (emails); all they had to do was to go to the link and ensure participation in the survey. They were well informed about the purpose and nature of the research, and the confidentiality of their responses was guaranteed. They were invited to raise any queries they might have, and to ask for further information if they wanted to do so.

4.5   Ethical statement

Because this research included human subjects, the first page of the questionnaire contained a statement of consent to participate in the research survey, in order to satisfy the ethical standards required by the Research Ethics Committee of the University of Adelaide. This included a brief description of the research, the full identity of the researcher, an assurance of privacy, a clear statement to participants that they could opt out of the survey at any time without consequence, and the contact details of the Research Ethics Committee of the University of Adelaide, to enable any complaint about the current research to be made. (See Appendix 1)

4.6   Crisis Scenarios and Manipulation Checks

As mentioned previously in chapter 3, in support of the COO literature, participants in the focus groups identified England as a country with a strong positive CI and China as having a correspondingly negative one. The names of the hypothetical organisations were determined to further stress any stereotypical CI. Therefore, the English organisations were named 'Hansen Private Hospital' for healthcare service and 'Hastings Investment's' for financial service. While the Chinese organisations were named 'Beijing Orient Hospital' for healthcare service and 'Beijing Capital Investments' for financial service. Survey treatment cells one to sixteen tested respondent's perceptions towards English health and financial services, where each treatment represented one of the two crisis types along with one of the two response types, whilst treatments seventeen to thirty-two tested the same two types of crisis along with two response types where service providers were from China. To avoid respondent fatigue each respondent completed a questionnaire specific to only one crisis treatment. Table 4.1 presents the country, crisis types, response types, service types, in the two country locations and crisis scenario combinations used in each of the scenario treatments. Appendix 3 provides an illustration of each of the crisis scenarios tested in the study.

Table 4.1 Survey scenario treatments

Treatment	COO	Service type	Crisis type	Response type	Location
1	England	Health	Intentional	Denial	Australia
2	England	Health	Intentional	Apology	Australia
3	England	Health	Victim	Denial	Australia
4	England	Health	Victim	Apology	Australia
5	England	Health	Intentional	Denial	India
6	England	Health	Intentional	Apology	India
7	England	Health	Victim	Denial	India
8	England	Health	Victim	Apology	India
9	England	Financial	Intentional	Denial	Australia
10	England	Financial	Intentional	Apology	Australia
11	England	Financial	Victim	Denial	Australia
12	England	Financial	Victim	Apology	Australia
13	England	Financial	Intentional	Denial	India
14	England	Financial	Intentional	Apology	India
15	England	Financial	Victim	Denial	India
16	England	Financial	Victim	Apology	India
17	China	Health	Intentional	Denial	Australia
18	China	Health	Intentional	Apology	Australia
19	China	Health	Victim	Denial	Australia
20	China	Health	Victim	Apology	Australia
21	China	Health	Intentional	Denial	India
22	China	Health	Intentional	Apology	India
23	China	Health	Victim	Denial	India
24	China	Health	Victim	Apology	India
25	China	Financial	Intentional	Denial	Australia
26	China	Financial	Intentional	Apology	Australia
27	China	Financial	Victim	Denial	Australia
28	China	Financial	Victim	Apology	Australia
29	China	Financial	Intentional	Denial	India
30	China	Financial	Intentional	Apology	India
31	China	Financial	Victim	Denial	India
32	China	Financial	Victim	Apology	India

4.7   Questionnaire Design

Using an experimental design the online questionnaire (see Appendix 4, 5, 6 ,7) was designed

to collect data based on two hypothetical organisational crises (victim and intentional)

developed from real events with two home countries (England and China). Moreover, two

response types (apology and denial) were used to observe the change in the attribution levels

in consumers. This design involved 16 crisis scenarios based on stimuli used in this study

(developed country + developing country image) × (victim + intentional crisis) × (apology + denial response) with two hypothetical organisations (one from the developing economy and the other from the developed one to control for the proposed influence of service perceptions) in two services contexts (table 4.1).

4.7.1 Measurement scales

All scales used in this research were nine-point Likert scales. The Likert scale question is comparatively easy to construct and administer via survey, and easily understood by participants (Hair et al. 2008). All of the well-established measures used in this research had been previously employed in the Likert format (Lee 2005; Maher & Carter 2011; Richins 1997; Wang et al. 2012). However, a pre-test of the measures was performed to know the reliability of the scales employed in this research. A sample of 50 respondents were used which deemed sufficient for the pre-test.

Formats based on seven or more points are usually employed in already well developed measures to secure a significant level of scale variance, which is especially important when conducting SEM (Noar 2003). Moreover, scales that extend beyond seven points provide some advantages for statistical analysis or significant scale variance (Noar 2003). Hence all variables in this research were measured employing a nine-point Likert scale ranging from (1) strongly disagree to (9) strongly agree. This wide range from 1 to 9 also gives the respondent wide scope to express their opinions about the questions asked in the items (Hair et al. 2008).

4.7.2 Questionnaire format and content

The survey questionnaire was designed to reveal consumers' perceptions about two different countries and their people, and services offered by these countries in the aftermath of an organisational-crisis event. Two qualifying questions were used in the questionnaire: first, the

respondent's age (must be over 21 years old), and secondly, their nationality (must be Australian or Indian by birth). Gender was also determined in order for the Qualtrics software to determine the required 50/50 gender split quota. Participants were provided with complete instructions throughout the questionnaire to ensure that they had a high level of understanding (Hair et al. 2008). This is significantly important for online research surveys because these are self-administered and give no chance for participants to ask any questions or clarify the requisites of the research survey (Hair et al. 2008).

4.7.3   Structure of questionnaire

The questionnaire comprised eight 'blocks' that were seamless to respondents as they moved through the survey (Appendix 4.1). The first block consisted of a brief outline of the research project and a summary of the entire survey content. Participants were instructed that questions related to a country image, its people and a service-related incident described in the questionnaire. They were also advised that participation was entirely voluntary, and their anonymity was assured. Moreover, a forced response logic was employed in all questions in the online questionnaire, to ensure that respondents did not skip over any items resulting in missing data. Several page breaks were also used to limit the number of questions per screen.

The second block consisted of a brief introduction about the hypothetical organisation used in the crisis scenario. The purpose of adding this block was to control measure specific to the manipulations used in the crisis scenarios, allowing for comparisons of the level of trust and distrust in the organisation and its people both before and after exposure to crisis stimuli. Participants were asked to indicate their trust/distrust in the organisation (OT/OD) and their willingness to purchase prior to being asked COO based questions or being exposed to a crisis incident. Hence, their opinion was based on only the limited information (where it was located and the nationality of staff) that was provided about the hypothetical service organisation.

Block three consisted of questions related to the consumers' cognitive and affective (positive and negative emotional) reactions associated with the specified country. The country image cognitive (CIC) scale was measured by adapting and modifying approached used by Wang et al. (2012) and Martin and Eroglu (1993). Both the country image affective positive (CIAP) and the country image affective negative (CIAN) were measured by adapting five items from Richins (1997).

The fourth block consisted of questions related to country person cognitive and affective (positive and negative) images. Country person image cognitive (CPIC) was measured by adapting 11items from Maher and Carter (2011). The country person image affective positive (CPIAP) was measured by taking three items from Maher and Carter (2011), and country person image affective negative (CPIAN) was measured by adopting four items from Maher and Carter (2011).

The fifth block illustrated one of the sixteen crisis scenarios, which was formatted to look like a newspaper clipping (Appendix 3). Participants were instructed to first read the newspaper clipping and then move to the next block of the questionnaire and indicate their levels of trust, distrust and attribution of blame on the organisation post the crisis event.

The sixth block contained questions related to trust/distrust, attribution of blame, purchase intention and willingness to pay more. Trust was measured by adapting five items from Lewicki et al. (1998). Similarly, distrust was measured by adapting five items from Lewicki et al. (1998). Attribution of blame and purchase intention were measured by adapting a scale from Lee (2005), while willingness to pay more was measured by adapting a scale from Anselmsson et al. (2014).

The seventh block consisted of items measuring potential moderators, adopted from the cultural

congruence scale of Sousa and Bradley (2008) and the country familiarity scale from Johnson and Russo (1984). Lastly, the eighth block collected data measuring the respondent's demographics.

4.8   Operationalisation of constructs

4.8.1   Country image cognitive (CIC)

To measure country image cognitive (CIC), a nine-point Likert scale was adopted from work by Martin and Eroglu (1993), Wang et al. (2012). Participants were required to choose response levels from 1 to 9 that best showed their personal perceptions about the cognitive image of the country specified; the higher the overall score of the items, the more positive was the country cognitive image. Table 4.2 shows the items used to assess country cognitive image.

Table 4.2 Scale for country image cognitive

Scale (References)	Item	Measure
		I think (country) is/has
Items 1,2,3,4 and 5 from Wang et al. (2012), and items 6 to 9 from Martin and Eroglu (1993)	CI_Cognitive1	Affluent (wealthy)
	CI_Cognitive2	Developed
	CI_Cognitive3	Industrialised
	CI_Cognitive4	High living standards
	CI_Cognitive5	Technically advanced
	CI_Cognitive6	Economically free
	CI_Cognitive7	Modern products
	CI_Cognitive8	High-quality services
	CI_Cognitive9	Home to well-known international brands

4.8.2   Country image affective positive (CIAP)

Country image affective positive was measured by adapting a nine-point Likert scale from Richins (1997). The participants were asked to indicate their level of disagreement and agreement with the items, based on this scale; the higher the overall score of the items, the more positive the country affective image. Table 4.3 shows the items used to assess country affective image positive.

Table 4.3 Scale for country image affective positive

Scale (References)	Item	Measure
		When I think of (country), I feel:
Richins (1997)	CI_Affect_Pos1	Happy
	CI_Affect_Pos2	Excited
	CI_Affect_Pos3	Enthusiastic
	CI_Affect_Pos4	Warmth
	CI_Affect_Pos5	Love

4.8.3   Country image affective negative (CIAN)

Country image affective negative was measured by adapting a nine-point Likert scale from Richins (1997). The participants were asked to indicate their levels of disagreement and agreement with the items, based on this scale; the higher the overall score of the items, the more negative the country affective image. Table 4.4 shows the items used to assess country affective image negative.

Table 4.4 Scale for country image affective negative

Scale (References)	Item	Measure
		When I think of (country), I feel:
Richins (1997)	CI_Affect_Neg1	Worried
	CI_Affect_Neg2	Irritated
	CI_Affect_Neg3	Angry
	CI_Affect_Neg4	Afraid
	CI_Affect_Neg5	Ashamed

4.8.4   Country person cognitive image (CPIC)

To measure country person cognitive image, a nine-point Likert scale was adopted from Maher and Carter (2011); Wang et al. (2012). The participants were again asked to indicate their level of disagreement and agreement with the items, based on this scale; the higher the overall score of the items, the more positive the country person cognitive image. Table 4.5 shows the items used to assess country person cognitive image.

Table 4.5 Scale for country person cognitive image

Scale (References)	Item	Measure
		I think people form (country) are:
Maher and Carter (2011); Wang et al. (2012)	CPI_Cognitive1	Friendly
	CPI_Cognitive2	Well-intentioned
	CPI_Cognitive3	Good-natured
	CPI_Cognitive4	Trustworthy
	CPI_Cognitive5	Sincere
	CPI_Cognitive6	Competent
	CPI_Cognitive7	Efficient
	CPI_Cognitive8	Intelligent
	CPI_Cognitive9	Capable
	CPI_Cognitive10	Confident
	CPI_Cognitive11	Skilled

4.8.5   Country person image affective positive (CPIAP)

To measure country person image affective positive, a nine-point Likert scale was adopted

from Maher and Carter (2011). The participants were asked to indicate their level of

disagreement and agreement with the items, based on this scale; the higher the overall score of

the items, the more positive the country person affective image. Table 4.6 shows the items used

to assess country person affective image positive.

Table 4.6 Scale for country person image affective positive

Scale (References)	Item	Measure
Maher and Carter (2011)		*When I think of people from (country), I feel:*
	CPI_Affect_Pos 1	Admiration
	CPI_Affect_Pos 2	Respect
	CPI_Affect_Pos 3	Inspired (by them)

4.8.6   Country person image affective negative (CPIAN)

To measure country person image affective negative, a nine-point Likert scale was adopted

from Maher and Carter (2011) The participants were asked to indicate their level of

disagreement and agreement with the items, based on this scale. Table 4.7 shows the items used

to assess country person affective image negative.

Table 4.7 Scale for country person image affective negative

Scale (References)	Item	Measure
		When I think of people from (country), I feel:
Maher and Carter (2011)	CPI_Affect_Neg1	Resentment
	CPI_Affect_Neg2	Contempt
	CPI_Affect_Neg3	Angry
	CPI_Affect_Neg4	Hate

4.8.7 Organisational distrust (OD)

Levels of organisational distrust were measured by using a nine-point Likert scale based on the criteria proposed by Lewicki et al. (1998) and later used by Cho (2006). The participants were required to indicate a number between 1 and 9 to show their levels of distrust in the organisation; the higher the overall score, the higher the level of distrust in the organisation post the crisis. Table 4.8 shows the items used to assess organisational distrust.

Table 4.8 Scale for organisational distrust

Scale (References)	Item	Measure
		I have / feel:
(Lewicki et al. 1998)	Org_Distrust1	Sceptical of (organisation)
	Org_Distrust2	The need to be wary of (organisation)
	Org_Distrust3	Degree of distrust in (organisation)

4.8.8 Organisational trust (OT)

The levels of trust in the organisation were measured by using a nine-point Likert scale based on the criteria proposed by Lewicki, McAllister and Bies (1998) and later used by Cho (2006). The participants were asked to choose a number between 1 and 9 to indicate their disagreement or agreement with each item; the higher the overall score, the higher the level of trust retained

by the organisation post the crisis. Table 4.9 shows the items used to assess organisational trust.

Table 4.9 Scale for organisational trust

Scale (References)	Item	Measure
		I have / feel:
Lewicki et al. (1998)	Org_Trust1	Expectations of good behaviour from (organisation)
	Org_Trust2	Faith in (organisation)
	Org_Trust3	Confidence in (organisation)
	Org_Trust4	(Organisation) will be responsive to customer needs
	Org_Trust5	Confidence in the services that (organisation) will provide

4.8.9 Attribution of blame (AOB)

This research used a two-item Likert scale adopted from (Lee 2005) to measure the extent to which participants attributed to the organisation the responsibility for the crisis presented in the scenario. The participants were again asked to indicate their level of disagreement or agreement with the items by choosing a number between 1 and 9; the higher the overall score, the higher the level of blame attributed to the organisation. Table 4.10 shows the items used to assess attribution of blame.

Table 4.10 Scale for attribution of blame

Scale (References)	Item	Measure
		Please indicate your level of agreement or disagreement with the following statements:
(Lee 2005)	Att_Blame1	(Organisation) should bear responsibility for the incident.
	Att_Blame2	(Organisation) should be blamed for the incident.

	Att_Blame3	(Organisation) is also a victim in this situation.
	Att_Blame4	(Organisation) is not to blame.

4.8.10 Purchase intention (PI)

This research used a single-item Likert scale adopted from Lee (2005) to the measure the consumer's purchase intention (Rossiter 2002). The participants were again asked to indicate their level of disagreement or agreement with the items by choosing a number between 1 and 9; the higher the overall score, the higher the likelihood of their purchase. Table 4.11 shows the items used to assess purchase intention.

Table 4.11 Scale for purchase intention

Scale (References)	Item	Measure
		Please indicate your level of agreement or disagreement with the following statement:
(Lee 2005)	Purchase_Int1	I will still consider (organisation) when I use services.

4.8.11 Willingness to pay more (WTP)

The scale for willingness to pay more was modified from that used by Netemeyer et al. (2004). Previous research has adopted and validated this scale (Anselmsson et al. 2014). A single item with three options is used in the present research. Participants were asked to select from a nine-point Likert scale for three given options (lower price, same price and higher price) to show their preference for WTP. Table 4.12 shows the items used to assess willingness to pay more.

Table 4.12 Scale for willingness to pay more

Scale (References)	Item	Measure
		Thinking about if/when you were to use the (service) of (service organisation), would you expect to pay:
(Netemeyer et al. 2004)	WTP1	I am willing to pay a higher price for (services)

4.8.12 Country Familiarity

The country familiarity scales used in this research were obtained from a self-reported measure of participants' knowledge of the two countries, their peoples and the services from each country. Respondents were asked to answer using a nine-item bipolar semiotic scale ('very low' to 'very high'). An overall familiarity measure for each country will be obtained by averaging these item scores (Table 4.13). Such a measure has been previously used in the familiarity research to date (Johnson & Russo 1984). Table 4.13 shows the items used to assess familiarity.

Table 4.13 Scale for Country familiarity

Scale (Reference)	Item	Measure
		Please indicate your preference based on 'very low' to 'very high' for the following statements:
(Johnson & Russo 1984)	Famil_1	My knowledge about (country name) as a country is...
	Famil_2	My familiarity with (country) products and services is...
	Famil_3	My knowledge of (country people) is...

4.8.13 Cultural congruence

To measure cultural congruence, a nine-point Likert scale was adopted from Sousa and Bradley (2008). The participants were asked to indicate their levels of disagreement and agreement with the items, based on this scale. Table 4.14 shows the items used to assess

cultural congruence.

Table 4.14 Scale for cultural congruence

Scale (References)	Item	Measure
		I think (country) is similar to (home country) in terms of:
(Sousa & Bradley 2008)	Cultur_cong1	General lifestyle
	Cultur_cong2	Values
	Cultur_cong3	Norms
	Cultur_cong4	People
	Cultur_cong5	As country overall

4.9   Data analysis strategy

After conducting a preliminary statistical analysis on the collected data, more advanced techniques were employed to examine the conceptual model and test the research hypotheses. Accordingly, SEM was used. Hair et al. (2010) defined SEM as a family of statistical models used to investigate relationships among variables. These variables can be observed or unobserved (latent variables). SEM incorporates a combination of two techniques, namely factor analysis and multiple regression analysis.

SEM was considered useful for the present study for three reasons. First, it deals with latent constructs, that is, unobserved variables that consist of different observed variables or indicators. Thus, unmeasured theoretical concepts can be represented in the model under examination. More importantly, in accordance with the objectives of this research, it allows the testing of a theoretical model against empirical data (Brown & Moore 2012). Finally, SEM provides statistical estimates of the relationships among constructs that are free from

measurement error. Thus, SEM was deemed more beneficial for use in this research than conventional techniques such as multiple regression analysis.

4.10   Chapter summary

This chapter discussed the process and steps employed to collect data for this research thesis. This chapter also provided details of the sample size, sampling procedure and data collection instrument. A web-based quasi-experimental design was used to investigate the causal relationships among the constructs. Two culturally and economically divergent countries were used to collect data. Moreover, this chapter also provided the justification for the measures used in the questionnaire to collect data. The next chapter will discuss the analysis of the empirical data collected from the aggregate survey.

Chapter 5 : SCALE VALIDATION AND RELIABILITY

5.1   Introduction

This chapter explains the methods used to establish the validity and reliability of the scale measure used in this research and employed in hypothesis testing. Data were analysed through structural equation modelling (SEM) by using the IBM® SPSS® (version 22.0) statistical analysis and IBM® SPSS® Amos™ (version 22.0) SEM software packages. The first part of the chapter also describes the demographic profile of the participants surveyed. In the following section, the results of a confirmatory factor analysis, conducted to verify the factor structure of the constructs employed in this study, are presented. Data from two countries (Australia and India) are aggregated and factor models for country image cognitive (CIC), country image affective positive (CIAP), country image affective negative (CIAN), country person image cognitive (CPIC), country person image affective positive (CPIAP), country person image affective negative (CPIAN), organisational trust (OT) and distrust (OD), attribution of blame (AOB), cultural congruence and country familiarity are presented along with the scale reliability.

5.2   Demographic profile of respondents

In total, 3326 respondents from two countries (Australia and India) completed the online survey and provided usable data, comprising 1664 participants from Australia and 1662 from India (Table 5.1). The sample was determined based on age, gender and country of birth. The gender proportion was balanced (50/50) in both countries. In the survey, participants could select their year of birth; however, in order to provide a clearer and simpler distribution, the age was divided into four categories, namely 21–30, 31–40, 41–50 and 51–60 years.

Table 5.1 Demographic profile, based on age, gender and frequency of consumption

Variable	Aggregate sample		Australia		India	
Age	*Freq*	*%*	*Freq*	*%*	*Freq*	*%*
21–30	1539	46.2	567	33.9	972	58.7
31–40	1060	31.9	658	39.5	402	24.3
41–50	515	15.5	310	18.5	205	12.4
51–60	212	6.4	136	8.1	76	4.6
Gender						
Male	1663	50.0	832	50.0	831	50.0
Female	1663	50.0	832	50.0	831	50.0
Total	3326	100	1664	100	1662	100

5.3 Scale validation (confirmatory factor analysis)

In order to evaluate the extent to which observed variables represent an underlying latent variable, the construct validity of the scales used in the study was examined through a confirmatory factor analysis (CFA) (Byrne 2016). The strategies involved in conducting a CFA include model generation, model comparison and the strictly confirmatory strategy (MacCallum 1995). The strictly confirmatory strategy consists in examining the fit indices of an initially specified model. If the model shows a fit that is not acceptable, no further analysis is conducted. Similar to the strictly confirmatory strategy, model generation involves the analysis of the fit of an initially constructed model, but the approach differs when the model doesn't fit the data well. In that case, the fit of the model is improved using modification indices. The model comparison strategy consists in the use of multiple initially specified models to determine the one that best fits the data. These models are constructed on the basis of conflicting theoretical backgrounds (Byrne 2016; MacCallum 1995). In this study, the model generation strategy will be used to conduct the confirmatory factor analysis, as the strictly confirmatory approach is too rigid. Modification indices will be used to improve the model, but only when these modifications are meaningful and justifiable.

All scales can be structured in five different models: the single-factor model, *N*-orthogonal factors model, *N*-correlated factors model, nested factor model and hierarchical factor model (Hair et al. 2010). The single-factor model is the simplest and occurs when all observed variables load onto a single factor. The *N*-orthogonal factor model and the *N*-correlated factor model occur when the observed variables load onto more than one factor, which are not correlated (*N*-orthogonal) or correlated (*N*-correlated). When there are first- and second-order factors in the model, then the model is hierarchical, while the nested model is used to determine whether the observed variables load onto a single or multiple factors (Darmawan & Keeves 2006; Hair et al. 2010).

5.3.1 Model specification for confirmatory factor analysis (CFA)

The first step of CFA is the specification of the model that is going to be analysed by showing the observed–latent variable relationship. When drawing diagrams in Amos 22, latent variables are represented by ellipses while observed variables are represented by rectangles (Byrne 2016). The relationship between an observed variable (item) and the latent variable is indicated by a single-headed arrow from the ellipse to the rectangle. One item and the variance of the associated scale are assigned values of 1 in order to enable the measurement models to be tested. Amos 22 assigns these two fixed values automatically. There are several requirements related to the use of structural equation modelling (SEM) when designing a measurement model. These requirements include the minimum number of items required to analyse a scale, the unidimensionality of the scale and the need for the measurement model to be a congeneric one (Hair et al. 2010). A minimum of three items per scale is essential for a CFA, to ensure that enough information is obtained from the sample covariance in order to identify the model.

5.3.2   Model assessment for CFA

The strength of the regression paths from the latent variable to the observed variables is a good measure of how well the observed variables represent the latent one. For this reason, researchers have tackled the issue of determining an appropriate cut off value above which the factor loadings are considered appropriate (Byrne 2016). This study used the cut off values proposed by Tabachnick and Fidell (2006), where any loadings of 0.32 and above are considered acceptable for the measurement model to be interpretable.

5.3.2.1 Fit statistics

CMIN represents the likelihood ratio statistic, which is differently expressed as a χ^2 (chi-squared) statistic, the most basic statistic used to determine the model fit with the data. This statistic is equal to $(N-1)F_{min}$ (sample size minus 1, multiplied by the minimum fit function) and is distributed as a central χ^2 statistic with degree of freedom equal to $\frac{1}{2}p(p+1) - t$ ($p =$ number of observed variables, $t =$ number of parameters to be estimated) (Bollen 1989; Byrne 2016). The χ^2 test simultaneously tests the extent to which the factor loadings, variances and covariances, and error variances for the model being studied are valid (H_0) (Bollen 1989; Byrne 2016). However, a well-known limitation of this statistic leading to problems of fit is its sensitivity to sample size and its basis on the central χ^2 distribution, which assumes that the null hypothesis (H_0: the model perfectly fits the population) is correct. The χ^2 statistic can be large not only when the model does not fit well but also when the sample is large (Byrne 2016; Jöreskog & Sörbom 1993). However, large samples are critical to obtain precise parameter estimates (MacCallum et al. 1996), making the findings obtained from the statistic unrealistic in most empirical SEM research. As this study utilised a large sample and findings of a large χ^2 relative to the number of degrees of freedom (DF) are more common (indicating a need to modify the model for a better fit), the value of χ^2/DF was used instead of the χ^2 statistic

(Jöreskog & Sörbom 1993). Generally, the smaller the value of χ^2/DF, the better the model fits the data, although there is no clear cut off value for a model to be accepted (Kline 2015). As a single statistic represents only a specific aspect of a fit, several fit indices need to be checked when analysing the fit of a model (Kline 2015), particularly ones that take a more pragmatic approach to the evaluation process (Gerbing & Anderson 1993; Hu & Bentler 1995). Such indices are identified as absolute and comparative fit indices (Hu & Bentler 1995).

The goodness of fit index (GFI) is an absolute fit index that compares the hypothesised model with no model at all (Hu & Bentler 1995). It measures the 'relative amount of variance and covariance in S (the variance and covariance matrix of the sample data) that is explained by the variance and covariance matrix for the hypothesised model' (Byrne 2016, p. 77). The values of GFI range from 0 to 1, where those closer to 1 indicate a better fit.

Comparative indices of fit are established on the basis of a comparison of a hypothesised model with some standard (Byrne 2016). The comparative fit index (CFI) has been the criterion of choice since (Bentler 1990) revised the normed fit index (NFI) to take sample size intro account. The CFI measures the improvement in the fit of the proposed model over the fit of a baseline model (the independence or null model) (Kline 2015). Its values range between 0 and 1, where a higher value indicates a better model (Byrne 2016; Hair et al. 2010). A value of 0.9 or more represents a well-fitting model, while values ranging from 0.8 to 0.89 represent a moderately fitting model (Bentler 1992). For the purpose of this study, a model with a CFI value of 0.85 or more is considered acceptable. The Tucker–Lewis index (TLI) is another incremental fit index, which differs from the CFI in that it is not normed, thus allowing its values to range below 0 or above 1 (Hair et al. 2010). Higher TLI values indicate a better model (Byrne 2016; Hair et al. 2010). In this study, values close to or equal to 0.9 are considered acceptable. The final fit index that is used to examine the model fit in this study is the root

mean squared error of approximation (RMSEA).

The RMSEA is one of the most informative statistics in structural equation modeling, as it takes into account the error of approximation in the population (Byrne 2016). By asking the question of how well the model with unknown but optimal parameter values would fit the population covariance matrix if it were available, it measures the discrepancy and expresses it in terms of degrees of freedom (Browne & Cudeck 1993). As a result, it is quite sensitive to the complexity of the model. Values less than 0.06 indicate a good fit (Hu & Bentler 1999), while values ranging from 0.06 to 0.08 indicate reasonable errors of approximation in the population (Browne & Cudeck 1993). Values from 0.08 to 0.1 indicate a mediocre fit, while anything above 0.1 indicates a poor fit (MacCallum et al. 1996). It is to be noted that when the sample size is small, the RMSEA is inclined to over-reject true population models (Byrne 2016). While the above criteria are subjective, they are still more realistic than a requirement of RMSEA being equal to 0 and indicating an exact fit (Browne & Cudeck 1993; MacCallum et al. 1996).

To summarise, for the purpose of this study, multiple fit indices were used to examine the fit of the proposed model including the χ^2/DF ratio, the comparative fit index (CFI), the Tucker–Lewis index (TLI), the goodness of fit index (GFI) and the root mean squared error of approximation (RMSEA). Table 5.2 shows a summary of the fit indices used and the acceptable cut off scores.

Table 5.2 Fit indices for examining CFA model fit

Index	Acceptable cut off scores for model fit
χ^2/DF	The smaller the value, the better the fit of the model with the data
CFI	Close to, or 0.90, indicates a good fit (max of 1); 0.8–0.9 indicates a moderate fit
TLI	Close to, or 0.90, indicates a good fit
GFI	Close to, or 0.90, indicates a good fit (max of 1); 0.8–0.9 indicates a moderate fit
RMSEA	0–0.06 represents a good fit; 0.06–0.08 reasonable fit; 0.08–0.1 mediocre fit

The first model tested was organisational distrust (OD) used as a control variable before the scenario was presented. The model was generated using the aggregated sample.

5.4   Measures employed in CFA

5.4.1   Organisational distrust (OD, control)

A three-item OD model was tested for health and financial services before experiment by providing limited information about the service organisation to control the manipulations. The model tested proposes that OD is a one-factor structure. As this model contained only three items, it is considered to be a just-identifiable model. Therefore, in order to suitably identify the model, an equality constraint was employed on the first and third item. Moreover, for completeness the CFA model OD was also tested with the post stimuli data and worked equally well (see Appendix 8). The final model, indicating the required modifications, is represented in Figure 5.1.
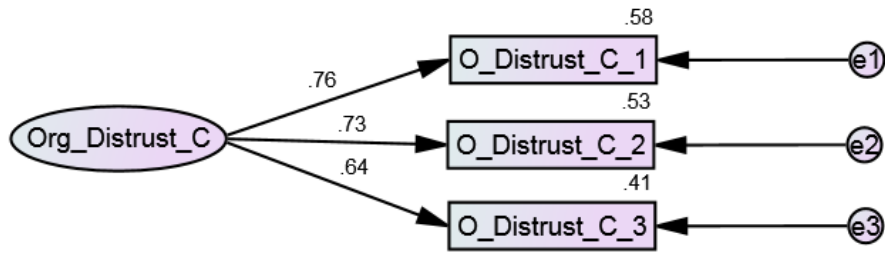
Figure 5.1 One-factor CFA model of organisational distrust (control)

The factor loadings for OD were all above 0.30 (Table 5.3), allowing the model to be interpreted.

Table 5.3 Factor loadings for the one-factor model of organisational distrust (control)

Item	L	Cα	VE
O_Distrust_C_1 'Skeptical of (organisation)'	0.76		0.58
O_Distrust_C_2 'The need to be wary of (organisation)'	0.73	0.753	0.53
O_Distrust_C_3 'Degree of distrust in (organisation)'	0.64		0.41

L = loading, Cα = Cronbach's alpha, VE = variance extracted

An analysis of the fit indices (Table 5.4) revealed a good fit of the measure with the data. A CFI of 1.000 and likewise high GFI and TL, coupled with an RMSEA of 0.00, reflect a strong goodness of fit between the one-factor model and the sample data. Moreover, a Cronbach's alpha (Cα) of 0.753 suggests that the scale is reliable.

Table 5.4 Fit indices for the one-factor model of organisational distrust (control)

χ^2/DF	P	GFI	CFI	TLI	RMSEA
.023	0.0627	1.000	1.000	1.000	0.000

5.4.2   Organisational trust (OT, Control)

A five-item OT model was tested for health and financial services before experiment by providing limited information about the service organisation to control the manipulations. Moreover, for completeness the CFA model OD was also tested with the post stimuli data and worked equally well (see Appendix 9). The final model, indicating the required modifications, is represented in Figure 5.2. The model tested postulates that OT is a one-factor structure.
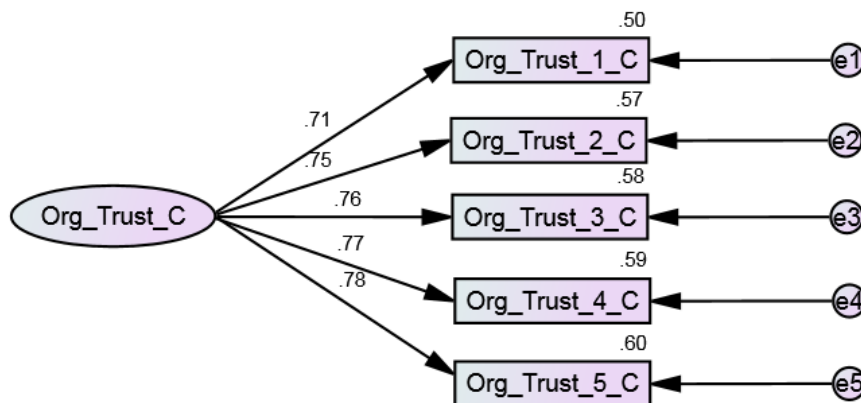
Figure 5.2 One-factor CFA model of organisational trust

The factor loadings for OT were all above 0.30 (Table 5.5), allowing the model to be interpreted.

Table 5.5 Factor loadings for the one-factor model of organisational trust

Item	L	Cα	VE
Org_Trust_1 *'Expectation of good behaviour from (organisation)'*	0.81		0.66
Org_Trust_2 *'Faith in (organisation)'*	0.88		0.78
Org_Trust_3 *'Confidence in (organisation)'*	0.91	0.911	0.83
Org_Trust_4 *'The (organisation) will be responsive to customer needs'*	0.81		0.65
Org_Trust_5 *'Confidence in the services that (organisation) would provide'*	0.70		0.48

L = loading, Cα = Cronbach's alpha, VE = variance extracted

An analysis of the fit indices (Table 5.6) revealed a good fit of the measure with the data. A CFI of 0.999 and likewise high GFI and TLI, coupled with an RMSEA of 0.030, reflect a strong goodness of fit between the one-factor model and the sample data. Moreover, a Cα of 0.911 suggests that the scale is reliable.

Table 5.6 Fit indices for the one-factor model of organisational trust

χ^2/DF	P	GFI	CFI	TLI	RMSEA
4.07	0.001	0.998	0.999	0.997	0.030

5.4.3 Country image cognitive (CIC)

A nine-item CIC model was tested for health and financial services. Findings revealed the presence of a larger correlated error between items 1, 2, 3 and 4. The final model, indicating the required modifications, is represented in Figure 5.3. The model tested proposes that CIC is a one-factor structure.
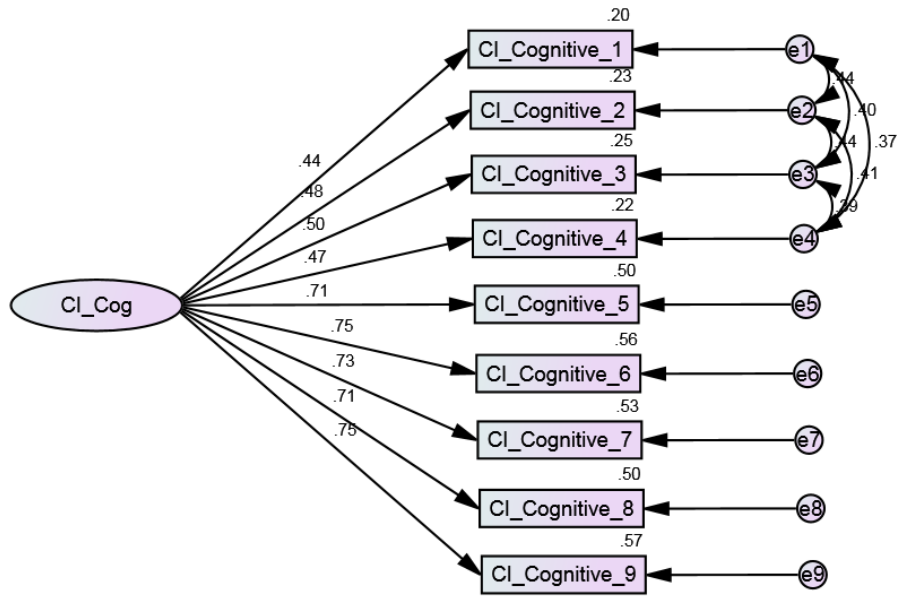
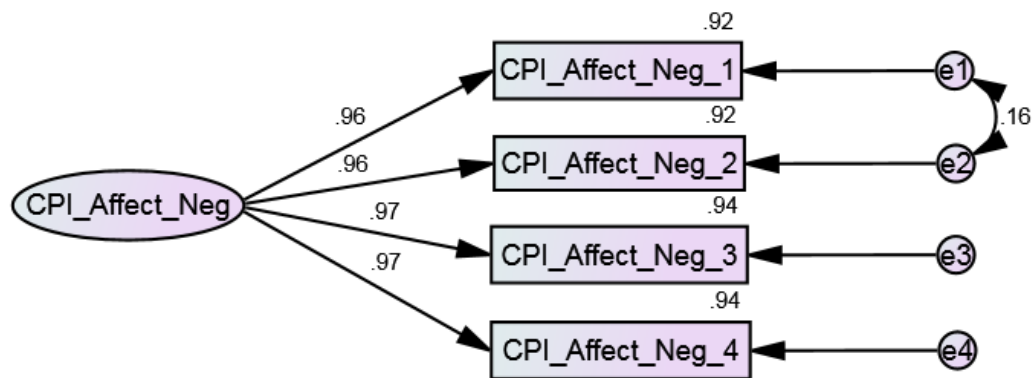Figure 5.3 One-factor CFA model of country image cognitive

The factor loadings for CIC were all above 0.30 (Table 5.7), allowing the model to be interpreted.

Table 5.7 Factor loadings for the one-factor model of country image cognitive

Item	L	Cα	VE
CI_Cognitive_1 *'Affluent'*	0.44		0.20
CI_Cognitive_2 *'Developed'*	0.48		0.23
CI_Cognitive_3 *'Industrialised'*	0.50		0.25
CI_Cognitive_4 *'High Living Standards'*	0.47		0.22
CI_Cognitive_5 *'Technically advances*	0.71	0.872	0.50
CI_Cognitive_6 *'Economically free'*	0.75		0.56
CI_Cognitive_7 *Modern products'*	0.73		0.53
CI_Cognitive_8 *'High quality services'*	0.71		0.50
CI_Cognitive_9 *'Home to well-known international brands'*	0.75		0.57

L = loading, Cα = Cronbach's alpha, VE = variance extracted

An analysis of the fit indices (Table 5.8) revealed a good fit of the measure with the data. A CFI of 0.997 and likewise high GFI and TLI, coupled with an RMSEA of 0.019, reflect a strong goodness of fit between the one-factor model and the sample data. Moreover, a Cα of 0.872 suggests that the scale is reliable.

Table 5.8 Fit indices for the one-factor model of country image cognitive

χ^2/DF	P	GFI	CFI	TLI	RMSEA
2.16	0.002	0.997	0.0997	0.996	0.019

5.4.4 Country image affective positive (CIAP)

A five-item CIAP model was tested for health and financial services. The final model,

indicating the required modifications, is represented in Figure 5.4. The model tested postulates that CIAP is a one-factor structure.
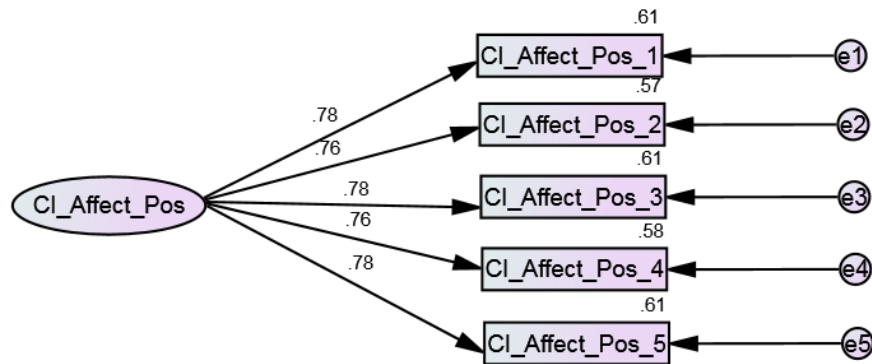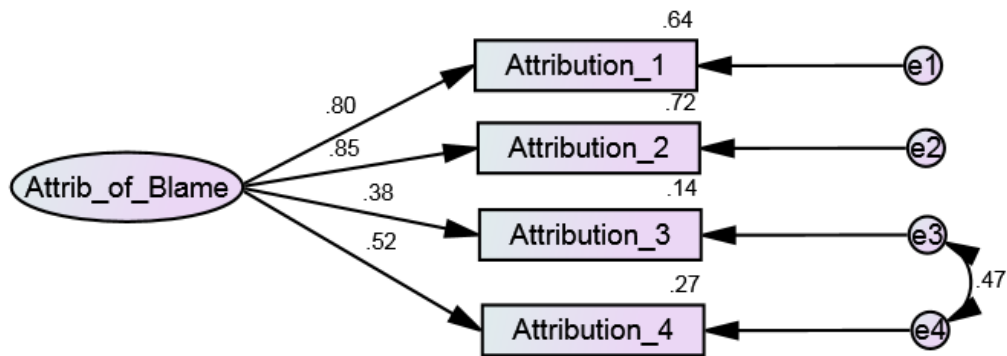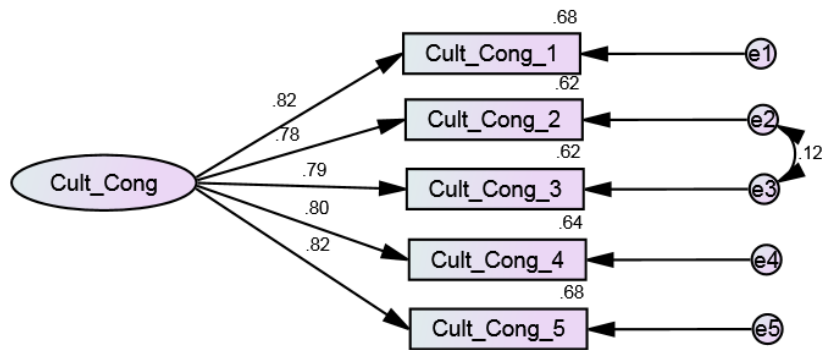

Figure 5.4 One-factor CFA model of country image affective positive

The factor loadings for CIAP were all above 0.30 (Table 5.9), allowing the model to be interpreted.

Table 5.9 Factor loadings for the one-factor model of country image affective positive

Item	L	Cα	VE
CI_Affect_Pos_1 *'Happy'*	0.78		0.61
CI_Affect_Pos_2 *'Excited'*	0.76		0.57
CI_Affect_Pos_3 *'Enthusiastic'*	0.78	0.880	0.61
CI_Affect_Pos_4 *'Warmth'*	0.76		0.58
CI_Affect_Pos_5 *'Love'*	0.78		0.61

L = loading, Cα = Cronbach's alpha, VE = variance extracted

An analysis of the fit indices (Table 5.10) revealed a good fit of the measure with the data. A CFI of 0.999 and likewise high GFI and TLI, coupled with an RMSEA of 0.021, reflect a strong goodness of fit between the one-factor model and the sample data. Moreover, a Cα of 0.880

suggests that the scale is reliable.

Table 5.10 Fit indices for the one-factor model of country image affective positive

χ^2/DF	P	GFI	CFI	TLI	RMSEA
2.40	0.034	0.997	0.999	0.999	0.021

5.4.5 Country image affective negative (CIAN)

A five-item CIAN model was tested for health and financial services. The final model, indicating the required modifications, is represented in Figure 5.5. The model tested postulates that CIAN is a one-factor structure.
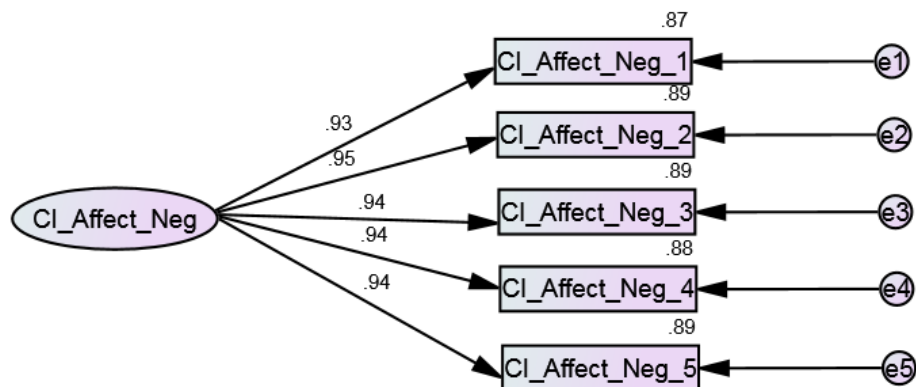
Figure 5.5 One-factor CFA model of country image affective negative

The factor loadings for CIAN were all above 0.30 (Table 5.11), allowing the model to be interpreted.

Table 5.11 Factor loadings for the one-factor model of country image affective negative

Item	*L*	*Cα*	*VE*
CI_Affect_Neg_1 *'Worried'*	0.93		0.87
CI_Affect_Neg_2 *'Irritated'*	0.95		0.89
CI_Affect_Neg_3 *'Angry'*	0.94	0.975	0.89
CI_Affect_Neg_4 *'Afraid'*	0.94		0.88
CI_Affect_Neg_5 *'Ashamed'*	0.94		0.89

L = loading, Cα = Cronbach's alpha, VE = variance extracted

An analysis of the fit indices (Table 5.12) revealed a good fit of the measure with the data. A CFI of 0.999 and likewise high GFI and TLI, coupled with an RMSEA of 0.032, reflect a strong goodness of fit between the one-factor model and the sample data. Moreover, a Cα of 0.975 suggests that the scale is reliable.

Table 5.12 Fit indices for the one-factor model of country image affective negative

χ^2/DF	P	GFI	CFI	TLI	RMSEA
4.47	0.000	0.997	0.999	0.999	0.032

5.4.6 Country person image cognitive (CPIC)

An 11-item CPIC model was tested for health and financial services. Findings revealed the presence of a larger correlated error between items 6 and 7. The final model, indicating the required modifications, is represented in Figure 5.6. The model tested proposes that CPIC is a one-factor structure.
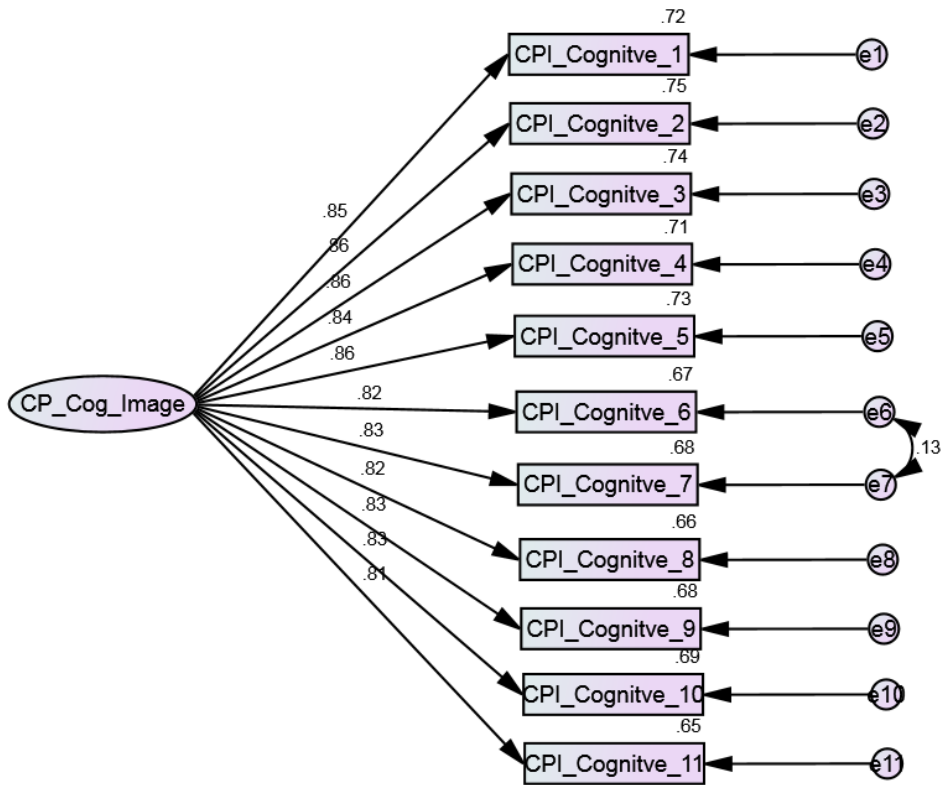
Figure 5.6 One-factor CFA model of country person image cognitive

The factor loadings for CPIC were all above 0.30 (Table 5.13), allowing the model to be interpreted.

Table 5.13 Factor loadings for the one-factor model of country person image cognitive

Item	L	CA	VE
CPI_Cognitive_1 *'Friendly'*	0.85		0.72
CPI_Cognitive_2 *'Well-intentioned'*	0.86		0.75
CPI_Cognitive_3 *'Good-natured'*	0.86		0.74
CPI_Cognitive_4 *'Trustworthy'*	0.84		0.71
CPI_Cognitive_5 *'Sincere'*	0.86		0.73
CPI_Cognitive_6 *'Competent'*	0.82	0.962	0.67
CPI_Cognitive_7 *'Efficient'*	0.83		0.68
CPI_Cognitive_8 *'Intelligent'*	0.82		0.66
CPI_Cognitive_9 *'Capable'*	0.83		0.68
CPI_Cognitive_10 *'Confident'*	0.83		0.69
CPI_Cognitive_11 *'Skilled'*	0.81		0.65

L = loading, Cα = Cronbach's alpha, VE = variance extracted

An analysis of the fit indices (Table 5.14) revealed a good fit of the measure with the data. A CFI of 0.991 and likewise high GFI and TLI, coupled with an RMSEA of 0.045, reflect a strong goodness of fit between the one-factor model and the sample data. Moreover, a Cα of 0.962 suggests that the scale is reliable.

Table 5.14 Fit indices for the one-factor model of country person image cognitive

χ^2/DF	P	GFI	CFI	TLI	RMSEA
7.79	0.000	0.980	0.991	0.989	0.045

5.4.7 Country person image affective positive (CPIAP)

A three-item CPIAP model was tested for health and financial services. The model tested proposes that CPIAP is a one-factor structure. As this model contained only three items, it is considered to be a just-identifiable model. Therefore, in order to suitably identify the model, an equally constraint was placed on the first and third item. The final model, indicating the required modifications, is represented in Figure 5.7.
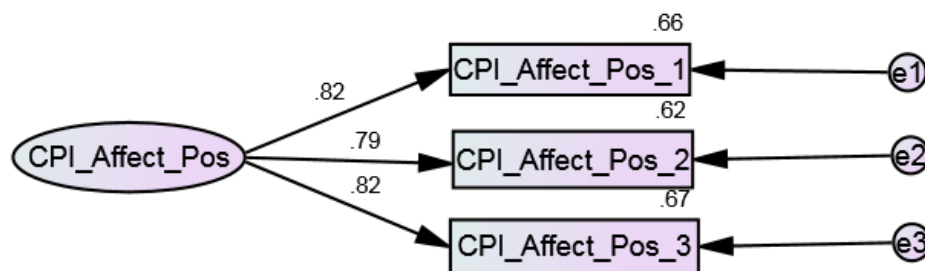
Figure 5.7 One-factor CFA model of country person image affective positive

The factor loadings for CPIAP were all above 0.30 (Table 5.15), allowing the model to be interpreted.

Table 5.15 Factor loadings for the one-factor model of country person image affective positive

Item	L	Cα	VE
CPI_Affect_Pos_1 *'Admiration'*	0.82		0.66
CPI_Affect_Pos_2 *'Respect'*	0.79	0.849	0.62
CPI_Affect_Pos_3 *'Inspired (by them)'*	0.82		0.67

L = loading, Cα = Cronbach's alpha, VE = variance extracted

An analysis of the fit indices (Table 5.16) revealed a good fit of the measure with the data. A CFI of 1.000 and likewise high GFI and TLI, coupled with an RMSEA of 0.000, reflect a very

strong goodness of fit between the one-factor model and the sample data. Moreover, a Cα of 0.849 suggests that the scale is reliable.

Table 5.16 Fit indices for the one-factor model of country person image affective positive

χ^2/DF	P	GFI	CFI	TLI	RMSEA
0.230	0.880	1.000	1.000	1.000	0.000

5.4.8 Country person image affective negative (CPIAN)

A four-item CPIAN model was tested for health and financial services. Findings revealed the presence of a larger correlated error between items 1 and 2. The final model, indicating the required modifications, is represented in Figure 5.8. The model tested proposes that the CPIAN is a one-factor structure.

Figure 5.8 One-factor CFA model of country person image affective negative

The factor loadings for CPIAN were all above 0.30 (Table 5.17), allowing the model to be interpreted.

Table 5.17 Factor loadings for the one-factor model of country person image affective negative

Item	L	Cα	VE
CPI_Affect_Neg_1 *'Resentment'*	0.96		0.92
CPI_Affect_Neg_2 *'Contempt'*	0.96	0.982	0.92
CPI_Affect_Neg_3 *'Angry'*	0.97		0.94
CPI_Affect_Neg_4 *'Hate'*	0.97		0.94

L = loading, Cα = Cronbach's alpha, VE = variance extracted

An analysis of the fit indices (Table 5.18) revealed a good fit of the measure with the data. A CFI of 1.000 and likewise high GFI and TLI, coupled with an RMSEA of 0.000, reflect a very strong goodness of fit between the one-factor model and the sample data. Moreover, a Cα of 0.982 suggests that the scale is reliable.

Table 5.18 Fit indices for the one-factor model of country person image affective negative

χ^2/DF	P	GFI	CFI	TLI	RMSEA
0.002	0.960	1.000	1.000	1.000	0.000

5.4.9 Attribution of blame (AOB)

A four-item AOB model was tested for health and financial services. Item four is a reverse coded item which needed to be transformed prior to analysis. Findings revealed the presence of a larger correlated error between items 3 and 4. The final model, indicating the required modifications, is represented in Figure 5.9. The model tested proposes that AOB is a one-factor structure.

Figure 5.9 One-factor CFA model of attribution of blame

The factor loadings for AOB were all above 0.30 (Table 5.19), allowing the model to be interpreted.

Table 5.19 Factor loadings for the one-factor model of attribution of blame

Item	L	Cα	VE
Attribution_1 *'The (organisation) should bear responsibility for the incident'*	0.80		0.64
Attribution _2 *'The (organisation) should be blamed for the incident'*	0.85	0.766	0.72
Attribution _3 *'(Organisation) is also a victim in this situation'*	0.38		0.14
Attribution _4 *'(Organisation) is not to blame'*	0.52		0.27

L = loading, Cα = Cronbach's alpha, VE = variance extracted

An analysis of the fit indices (Table 5.20) revealed a good fit of the measure with the data. A CFI of 0.997 and likewise high GFI and TLI, coupled with an RMSEA of 0.059, reflect a strong goodness of fit between the one-factor model and the sample data. Moreover, a Cα of 0.766 suggests that the scale is reliable.

Table 5.20 Fit indices for the one-factor model of attribution of blame

χ^2/DF	P	GFI	CFI	TLI	RMSEA
12.622	0.000	0.998	0.997	0.983	0.059

5.4.10 Cultural congruence (CC)

A five-item CC model was tested for health and financial services. Findings revealed the presence of a larger correlated error between items 2 and 3. The final model, indicating the required modifications, is represented in Figure 5.10. The model tested proposes that CC is a one-factor structure.

Figure 5.10 One-factor CFA model of cultural congruence

The factor loadings for CC were all above 0.30 (Table 5.21), allowing the model to be interpreted.

Table 5.21 Factor loadings for the one-factor model of cultural congruence

Item	L	CA	VE
Cult_Cong_1 *'General lifestyle*	0.82		0.68
Cult_Cong_2 *'Values*	0.78		0.62
Cult_Cong_3 *'Norms*	0.79	0.903	0.62
Cult_Cong_4 *'People*	0.80		0.64
Cult_Cong_5 *'As country overall'*	0.82		0.68

L = loading, Cα = Cronbach's alpha, VE = variance extracted

An analysis of the fit indices (Table 5.22) revealed a good fit of the measure with the data. A CFI of 0.997 and likewise high GFI and TLI, coupled with an RMSEA of 0.059, reflect a strong goodness of fit between the one-factor model and the sample data. Moreover, a Cα of 0.903 suggests that the scale is reliable.

Table 5.22 Fit indices for the one-factor model of cultural congruence

χ^2/DF	P	GFI	CFI	TLI	RMSEA
12.622	0.000	0.998	0.997	0.983	0.059

5.4.11 Country familiarity (CF)

A three-item CF model was tested for health and financial services. The model tested proposes that CF is a one-factor structure. As this model contained only three items, it is considered to be a just-identifiable model. Therefore, in order to suitably identify the model, an equally constrained was employed on the first and third item. The final model, indicating the required modifications, is represented in Figure 5.11.
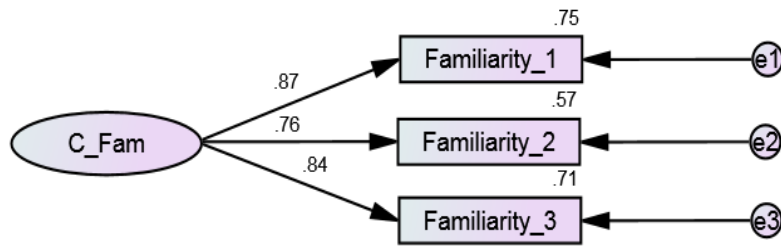
Figure 5.11 One-factor CFA model of country familiarity

Factor loadings for CF were all above 0.30 (Table 5.23), allowing the model to be interpreted.

Table 5.23 Factor loadings for the one-factor model of country familiarity

Items	L	Cα	VE
Familiarity_1 *'My knowledge about (country name) as a country is'*	0.87		0.75
Familiarity _2 *'My familiarity with (country) products and services is'*	0.76	0.862	0.57
Familiarity _3 *'My knowledge of (country people) is'*	0.84		0.71

L = loading, Cα = Cronbach's alpha, VE = variance extracted

An analysis of the fit indices (Table 5.24) revealed a good fit of the measure with the data. A CFI of 1.000 and likewise high GFI and TLI, coupled with an RMSEA of 0.000, reflect a strong goodness of fit between the one-factor model and the sample data. Moreover, a Cα of 0.862 suggests that the scale is reliable.

Table 5.24 Fit indices for the one-factor model of country familiarity

χ^2/DF	P	GFI	CFI	TLI	RMSEA
0.749	0.000	1.000	1.000	1.000	0.000

5.5   Chapter summary

The results of the quantitative research regarding scale validation were described in this chapter, and outlined in various sections. First, a demographic profile of participants, based on age, gender and country of birth, was presented. Reliability and confirmatory factor analyses were then run to investigate the measurement constructs. It was concluded that all scales used were satisfactory, and all were consequently included for the remaining analysis. The next chapter discuss the path models derived through structural equation modelling to address the hypotheses presented in Chapter 3.

Chapter 6 : PATH MODEL ANALYSIS AND HYPOTHESIS TESTING

6.1   Introduction

This chapter explains the path model analysis by means of structural equation modelling (SEM) that was employed for hypothesis testing and the results respective to the stated hypotheses. As this study involves experimental design, the first part explains the overall path model of COO dimensions and their effect on organisational trust and distrust before the experiment. The second part explains the post-experiment results by investigating the influence of organisational trust and distrust on the attribution of blame for the crisis evaluated, future purchase intentions and willingness to pay. A path diagram was used with SEM to describe the hypothesised relationship between the constructs. In the third part, moderation analysis was conducted using interaction terms to investigate the moderating influence of cultural congruence and country familiarity. The fourth part explains the use of the independent sample comparison of means test to find out the mean differences between in each scenario used. The last part discusses the invariance of the measurement instrument, using multigroup analysis. An estimation of the path model is then conducted for Australia and India separately, to test the robustness of the model across different locations by observing any potential differences that may exist.

6.2   Path model analysis by means of SEM

Path model analysis is a SEM approach where each connection of the path diagram indicates a relationship between constructs. It works by evaluating the strength and significance of each path thus also indicating the strength and significance of each relationship between constructs (Hair et al. 2012). A path diagram is a visual representation of the conceptual model and all of the hypothesised relationships between the constructs presented (Hair et al. 2012).

6.3   Evaluating path models

The path model evaluation process follows four steps of SEM, namely model specification, model identification, model estimation and model re-specification (Kline 2011). These steps are described in the following sections.

6.3.1   Model specification

Model specification involves the diagrammatic representation of the relationships proposed during the hypothesis development (Kline 2011). The relationships demonstrated in the model specified in this study are based on theory and reflect the conceptual model initially presented in Chapter 3. The literature was used not only to establish the potential existence of a relationship between constructs, but also to determine the direction of said path. A strong basis in theory is imperative as SEM is a confirmatory technique that evaluates the accuracy of a proposed relationship, rather than proposing a new one (Hair et al. 2012).

6.3.2   Model identification

An identified model is a model in which the number of data points (variables with an observed score) is higher than the number of estimated parameters, and all latent variables have an assigned scale (Kline 2011). In the case where the opposite occurs, the model is considered to be 'unidentified'. In this case, the number of reference points accounting for the model variance is too small for an analysis to be conducted (Kline 2011). The specified model presented in this study met both requirements of model identification.

6.3.3   Model estimation (hypothesis testing)

Model estimation consists in the evaluation of the model's fit with the data and the interpretation of the parameter estimates through a variety of fit indices (Kline 2011). The estimation technique used in this study is maximum likelihood. It is particularly suitable for

this study as it is a very robust technique even when the data are not normally distributed. As discussed in Section 5.3, the fit indices used in this study to assess model fit included the principal goodness of fit index (P), goodness of fit index (GFI), comparative fit index (CFI), Tucker–Lewis index (TLI) and root mean square error approximation (RMSEA). The fit indices and their respective threshold value are outlined in Chapter 5. After determining the fit of the model, parameter estimates are examined to assess each of the proposed relationships individually. The estimates must be statistically significant and, in the direction specified (Hair et al. 2012).

The proposed conceptual model illustrated in chapter 3, was tested in two studies. The study one used the path analysis to find out the influence of COO dimensions on OT/OD before experiment. While study 2 used post experimental stimuli OT/OD and their subsequent influences on attribution of blame, consumer purchase intentions and willingness to pay.

Figure 6.1 shows the identified path model of study one, consisting of the variables representing country image cognitive (CIC), country image affective positive (CIAP), country image affective negative (CIAN), country person image cognitive (CPIC), country person image affective positive (CPIAP), country person image affective negative (CPIAN), organisational trust (OT) and organisational distrust (OD).
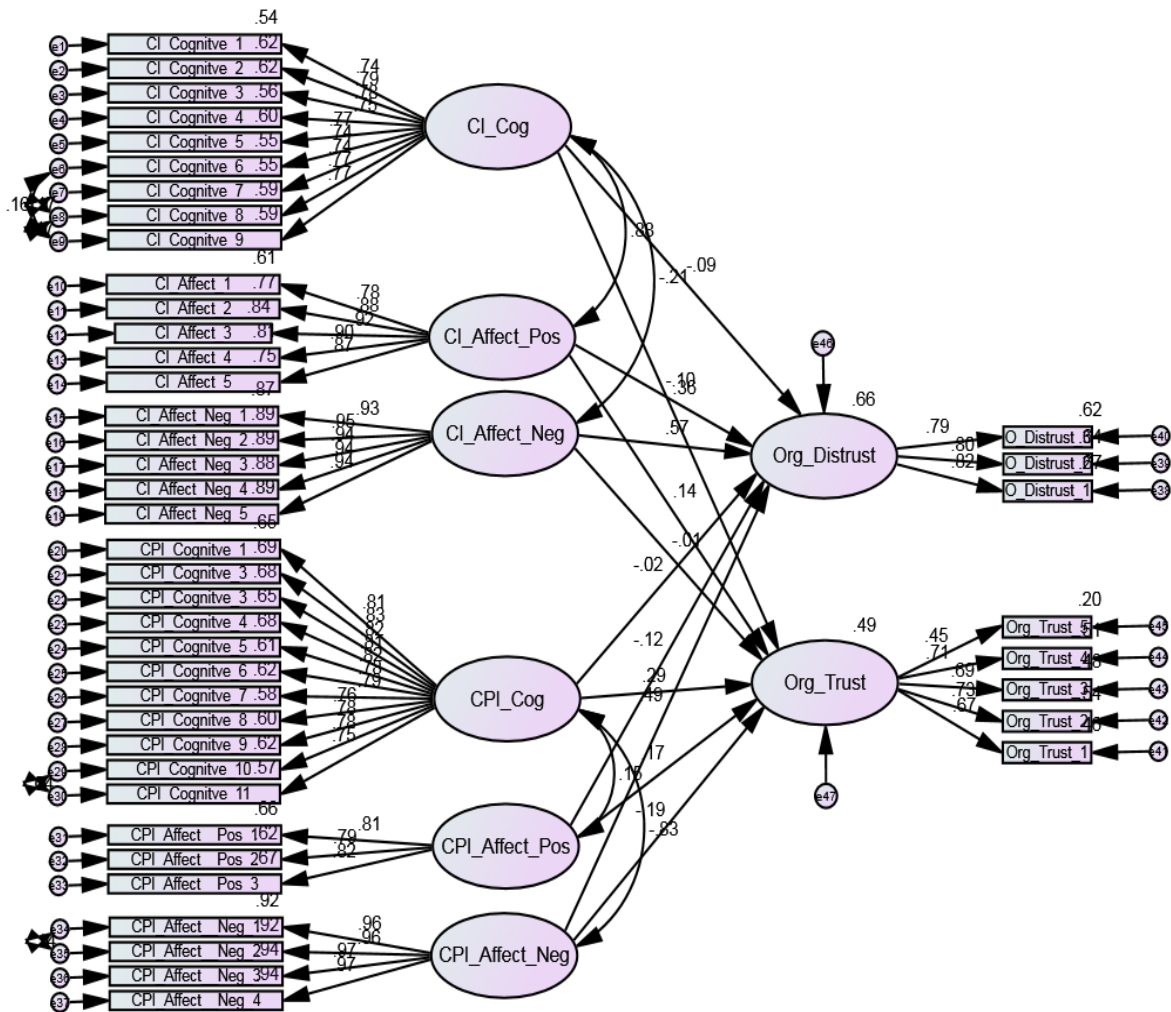
Figure 6.1 Overall path model used in Study 1

Table 6.1 Goodness of fit indices for the identified path model used in Study 1

χ^2/DF	P	GFI	CFI	TLI	RMSEA
22.041	0.000	0.805	0.885	0.875	0.070

Results from the identified path model indicate a good fit with the data (GFI = 0.805, CFI = 0.885, TLI = 0.875, RMSEA = 0.070), with the fit indices attaining the required thresholds (see Table 5.2). It is not common for an identified model to achieve fit (Kline 2011). Although the p-value was lower than 0.05, overall the values obtained were deemed sufficient due to the complexity of the model and the sensitivity of the chi-squared index, χ^2/DF (Byrne 2016; Hair et al. 2012). A model that fits well with the data indicates that the relationships that exist

between constructs or error variables have been accounted for in the model. However, it is still important to observe parameter estimates to check for the possible existence of insignificant paths.

Table 6.2 Parameter estimates for the identified path model used in Study 1

Hypothesis	Path	Estimate	p-value
H1a	Org_Trust ← CI_Cog	0.360	***
H1b	Org_Distrust ← CI_Cog	–0.087	0.024
H2a	Org_Trust ← CI_Affect_Pos	0.138	0.002
H2b	Org_Distrust ← CI_Affect_Pos	–0.098	0.009
H3a	Org_Trust ← CI_Affect_Neg	–0.011	0.550
H3b	Org_Distrust ← CI_Affect_Neg	0.569	***
H4a	Org_Trust ← CPI_Cog	0.287	***
H4b	Org_Distrust ← CPI_Cog	–0.024	0.370
H5a	Org_Trust ← CPI_Affect_Pos	0.167	***
H5b	Org_Distrust ← CPI_Affect_Pos	–0.116	***
H6a	Org_Trust ← CPI_Affect_Neg	–0.194	***
H6b	Org_Distrust ← CPI_Affect_Neg	0.493	***
*** indicates a p-value significantly different from zero at the 0.05 level (two-tailed).			

The regression weights output (Table 6.2) identifies two insignificant paths, namely the path between CIAN and OT, and the path between CPIC and OD. As the model is already parsimonious and has a good fit, no model re-specification was conducted. What follows is a summary of test results against the stated hypotheses 1a to 6b.

H1a Country image cognitive will significantly and positively influence organisational trust.

CIC significantly and positively influenced OT ($\beta = 0.360$, $p < 0.05$). These findings provided strong support for hypothesis H1a.

H1b Country image cognitive will significantly and negatively influence organisational distrust.

CIC significantly and positively influenced OD ($\beta = -0.087$, $p < 0.05$). These findings provided support for hypothesis H1b.

H2a Country positive affective image will significantly and positively influence organisational trust.

CIAP significantly and positively influenced OT ($\beta = 0.138$, $p < 0.05$). These findings provided support for hypothesis H2a.

H2b Country positive affective image will significantly and negatively influence organisational distrust.

CIAP was significant and negatively influenced OD ($\beta = -0.098$, $p < 0.05$). These findings provided support for hypothesis H2b.

H3a Country negative affective image will significantly and negatively influence organisational trust.

With regard to hypothesis 3a, no significant direct effect was found between CIAN and OT, thus the hypothesis was not supported.

H3b Country negative affective image will significantly and positively influence organisational distrust.

CIAN was significant and positively influenced OD ($\beta = 0.569$, $p < 0.05$). These findings provided strong support for hypothesis H3b.

H4a Country person cognitive image will significantly and positively influence organisational trust.

CPIC significantly and positively influenced OT ($\beta = 0.287$, $p < 0.05$). These findings provided strong support for hypothesis H4a.

H4b Country person cognitive image will significantly and negatively influence organisational distrust.

With regard to hypothesis 4b, no significant direct effect was found between CPIC and OD, thus the hypothesis was not supported.

H5a Country person positive affective image will significantly and positively influence organisational trust.

CPIAP significantly and positively influenced OT ($\beta = 0.167$, $p < 0.05$). These findings provided support for hypothesis H5a.

H5b Country person positive affective image will significantly and negatively influence organisational distrust.

CPIAP significantly and negatively influenced OD ($\beta = -0.116$, $p < 0.05$). These findings provided support for hypothesis H5b.

H6a Country person negative affective image will significantly and negatively influence organisational trust.

CPIAN significantly and negatively influenced OT ($\beta = -0.194$, $p < 0.05$). These findings provided support for hypothesis H5b.

H6b Country person negative affective image will significantly and positively influence organisational distrust.

CPIAN significantly and positively influenced OD ($\beta = 0.493$, $p < 0.05$). These findings provided strong support for hypothesis H6b.

Most of the relationships between the constructs appeared significant except the relationships tested in the hypotheses H3a and H4b, which were insignificant. Moreover, the relationship test in the hypotheses H1a, H3b, H4a and H6b are strongly significant with substantial effect size while the other relationships are significant with weaker effect size.

6.4   Path model 2 for overall sample

The standardised loading estimates for the second overall path model are reported in Table 6.4. Figure 6.2 shows the identified path model, consisting of the variables representing organisational trust (OT), organisational distrust (OD), attribution of blame (AOB), purchase intention (PI) and willingness to pay (WTP), post experiment.
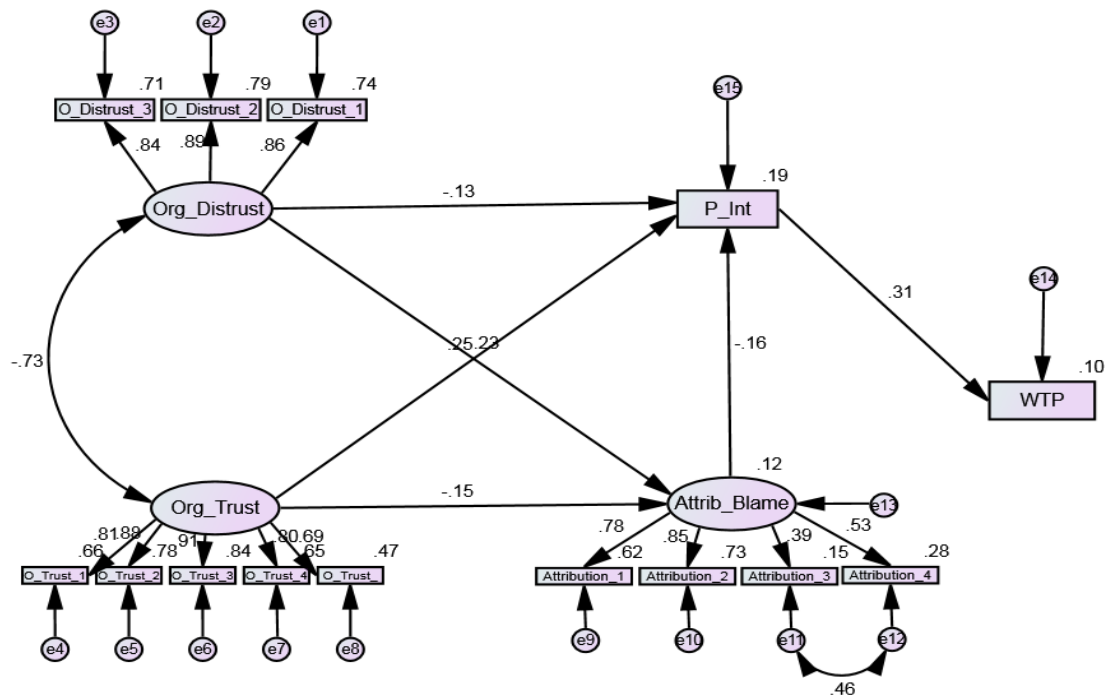
Figure 6.2 Overall path model used in Study 2

Table 6.3 Goodness of fit indices for the identified path model used in Study 2

χ^2/DF	P	GFI	CFI	TLI	RMSEA
7.910	0.000	0.975	0.981	0.975	0.046

Results from the identified path model indicate a good fit with the data (GFI = 0.975, CFI = 0.981, TLI = 0.975, RMSEA = 0.046), with the fit indices attaining the required thresholds (see Table 5.2). It is not common for an identified model to achieve fit (Kline 2011). Although the p-value was lower than 0.05, overall the values obtained were deemed sufficient due to the complexity of the model and the sensitivity of the chi-squared index, χ^2/DF (Byrne 2016; Hair et al. 2012). A model that fits well with the data indicates that the relationships that exist between constructs or error variables have been accounted for in the model. However, it is still important to observe parameter estimates to check for the possible existence of insignificant paths.

Table 6.4 Parameter estimates for the identified path model used in Study 2

Hypothesis	Path	Estimate	*p*-value
H7a	Attrib_Blame ← Org_Trust	–0.146	***
H7b	P_Int ← Org_Trust	0.249	***
H8a	Attrib_Blame ← Org_Distrust	0.227	***
H8b	P_Int ← Org_Distrust	–0.128	***
H9	P_Int ← Attrib_Blame	–0.162	***
H10	WTP ← P_Int	0.313	***
*** indicates a *p*-value significantly different from zero at the 0.05 level (two-tailed)			

The regression weights output (Table 6.4) indicates that all paths are statistically significant. As the model is already parsimonious and has a good fit, no model re-specification was conducted. What follows is a summary of test results against the stated hypotheses 7a to 10.

H7a Organisational trust will significantly and negatively influence attribution of blame.

Results indicate a significant and negative relationship between OT and AOB ($\beta = -0.146$, $p < 0.05$). These findings provided support for hypothesis H7a.

H7b Organisational trust will significantly and positively influence purchase intention.

Results indicate a significant and positive relationship between OT and PI ($\beta = 0.249$, $p < 0.05$). These findings provided strong support for hypothesis H7b.

H8a Organisational distrust will significantly and positively influence attribution of blame.

OD significantly and positively influenced AOB ($\beta = 0.227$, $p < 0.05$). These findings provided strong support for hypothesis H8a.

H8b Organisational distrust will significantly and negatively influence purchase intention.

OD was found to significantly and negatively influence PI ($\beta = -0.128$, $p < 0.05$). These findings provided support for hypothesis H8b.

H9   Attribution of blame will significantly and negatively influence purchase intention.

The relationship between AOB and PI was found to be significant, with AOB negatively influencing PI ($\beta = -0.162$, $p < 0.05$). These findings provided support for hypothesis H9.

H10 Purchase intention will significantly and positively influence willingness to pay.

PI was found to significantly and positively influence WTP ($\beta = 0.313$, $p < 0.05$). These findings provided strong support for hypothesis H10.

All the relationships in the study two are significant. The relationship in the hypotheses H7b, 8a and H10 are substantially stronger with stronger effect size. On the other hand, the remaining relationships are significant with weak effect size.

6.5   Moderation analysis

Moderation in Amos 22 can be observed using the interaction method (Preacher et al. 2007). The purpose of this analysis was to examine the interactional effects of each dimension of COO effects (CIC, CIAP, CIAN, CPIC, CPIAP and CPIAN) on the relationship between cultural congruence (CC) and country familiarity (CF). First of all, the variables were standardised (Preacher et al. 2007), then multiplication terms were obtained using standardised values in SPSS by multiplying the independent variable and interaction or moderating variables. Estimates of the standard error (β values) and p-values were obtained, and decisions were made on the basis of each interactional term as to whether it contributed significantly to the SEM regression equations. What follows is a summary of test results against the remaining hypotheses 11a to 14f, as stated in Section 3.3.2. The detailed results for each interaction are included.

Table 6.5 Moderating effects of cultural congruence between CIC and OT

Paths/Variables		Estimate	p
ZOT_C ←	ZCIC	0.536	***
ZOT_C ←	ZC_Cong	0.268	***
ZOT_C ←	CIC_×_CC	0.023	0.045

Table 6.5 shows that the direct effect of country image cognitive (CIC) on organisational trust (OT) is $\beta = 0.536$ ($p < 0.05$) while that of cultural congruence (CC) on OT is $\beta = 0.268$ ($p < 0.05$), but when we enter the interactional term CIC_×_CC into the model, the direct effect drops to ($\beta = 0.023$, $p < 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of moderating effects. Hence hypothesis H11a is supported.
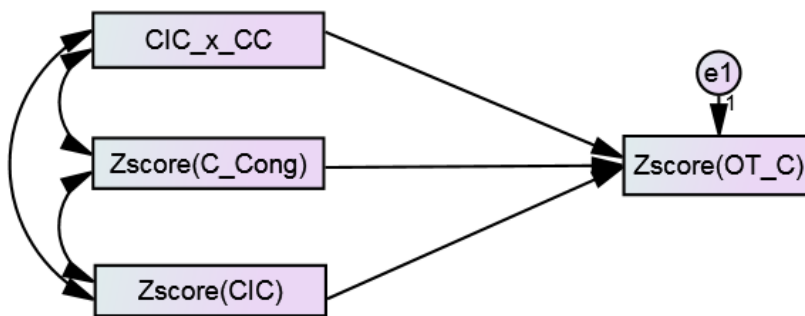

Figure 6.3 Moderating effects of cultural congruence between CIC and OT

Table 6.6 Moderating effects of CC between CIC and OD

Paths/Variables		Estimate	p
ZOD_C ←	ZCIC	−0.690	***
ZOD_C ←	ZC_Cong	−0.123	***
ZOD_C ←	CIC_×_CC	−0.032	0.003

Table 6.6 shows that the direct effect of CIC on organisational distrust (OD) is ($\beta = -0.690$, $p < 0.05$) while that of CC on OD is ($\beta = -0.123$, $p < 0.05$), but when we enter the interactional term CIC_×_CC into the model, the direct effect drops to ($\beta = -0.032$, $p < 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of

moderating effects. Hence hypothesis H12.a is supported.
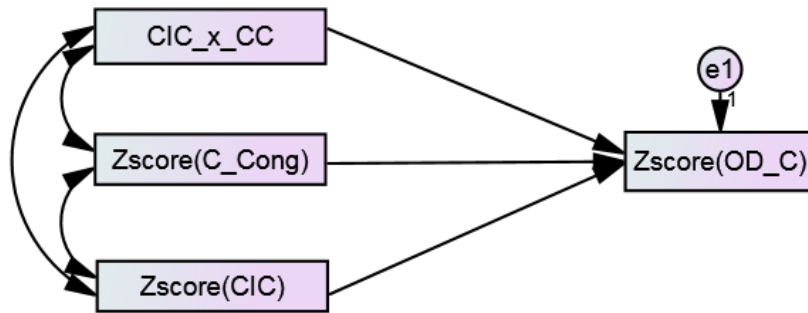
Figure 6.4 Moderating effects of cultural congruence between CIC and OD

Table 6.7 Moderating effects of CC between CIAP and OT

Paths/Variables	Estimate	p
ZOT_C ← ZCIAP	0.540	***
ZOT_C ← ZC_Cong	0.259	***
ZOT_C ← CIAP_×_CC	0.027	0.025

Table 6.7 shows that the direct effect of country image affective positive (CIAP) on OT is (β = 0.540, p < 0.05) while that of CC on OT is (β = 0.259, p < 0.05), but when we enter the interactional term CIAP_×_CC into the model, the direct effect drops to (β = 0.023, p < 0.05), which is significant and indicates that introducing interactional term has revealed the presence of moderating effects. Hence hypothesis H11.b is supported.
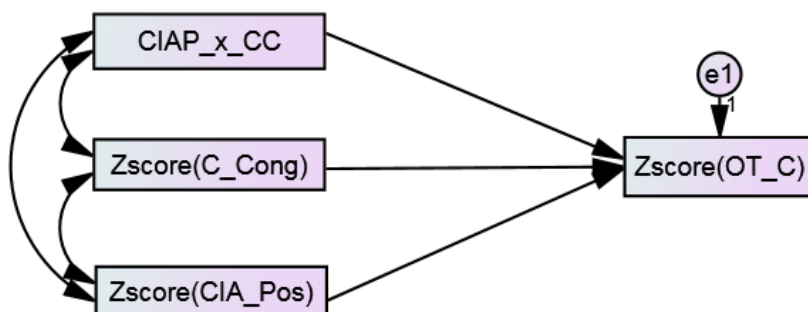

Figure 6.5 Moderating effects of cultural congruence between CIAP and OT

Table 6.8 Moderating effects of CC between CIAP and OD

Paths/Variables		Estimate	p
ZOD_C ←	ZCIAP	−0.773	***
ZOD_C ←	ZC_Cong	−0.050	0.001
ZOD_C ←	CIAP_×_CC	−0.006	0.582

Table 6.8 shows that the direct effect of CIAP on OD is ($\beta = -0.773$, $p < 0.05$) while that of

CC on OD is ($\beta = -0.050$, $p < 0.05$), but when we enter the interactional term CIAP_×_CC into

the model, the direct effect drops to ($\beta = -0.006$, $p > 0.05$), which is insignificant and indicates

that introducing the interactional term has not revealed the presence of moderating effects.

Hence hypothesis H12.b is not supported.
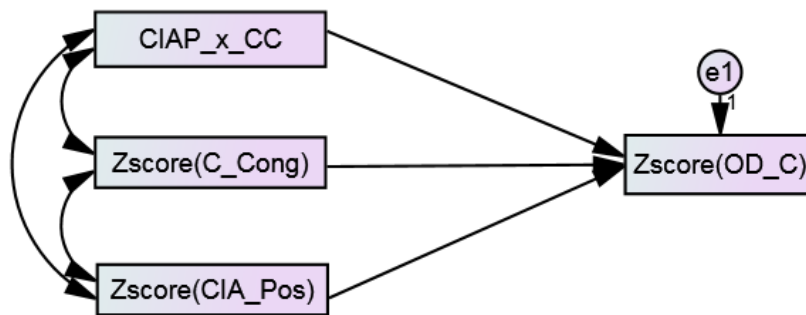
Figure 6.6 Moderating effects of cultural congruence between CIAP and OD

Table 6.9 Moderating effects of CC between CIAN and OT

Paths/Variables		Estimate	p
ZOT_C ←	ZCIAN	−0.472	***
ZOT_C ←	ZC_Cong	0.331	***
ZOT_C ←	CIAN_×_CC	−0.094	***

Table 6.9 shows that the direct effect of country image affective negative (CIAN) on OT is

($\beta = -0.472$, $p < 0.05$) while that of CC on OT is ($\beta = 0.331$, $p < 0.05$), but when we enter the

interactional term CIAN_×_CC into the model, the direct effect drops to ($\beta = -0.094$, $p < 0.05$),

which is significant and indicates that introducing the interactional term has revealed the

presence of moderating effects. Hence hypothesis H11.c is supported.
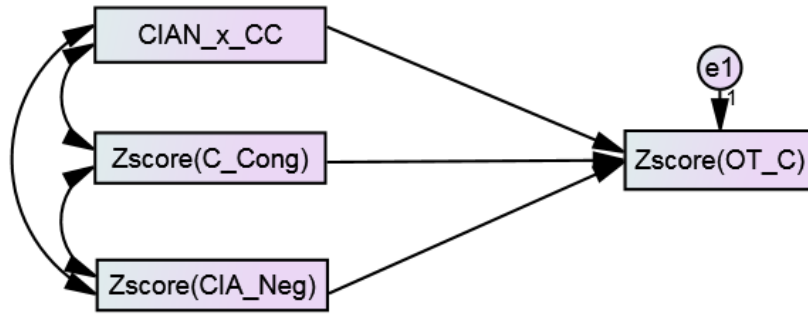
Figure 6.7 Moderating effects of cultural congruence between CIAN and OT

Table 6.10 Moderating effects of CC between CIAN and OD

Paths/Variables	Estimate	p
ZOD_C ← ZCIAN	0.826	***
ZOD_C ← ZC_Cong	–0.044	***
ZOD_C ← CIAN_×_CC	0.093	***

Table 6.10 shows that the direct effect of CIAN on OD is ($\beta = 0.826$, $p < 0.05$) while that of CC on OD is ($\beta = -0.044$, $p < 0.05$), but when we enter the interactional term CIAN_×_CC into the model, the direct effect drops to ($\beta = 0.093$, $p > 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of moderating effects. Hence hypothesis H12.c is supported.
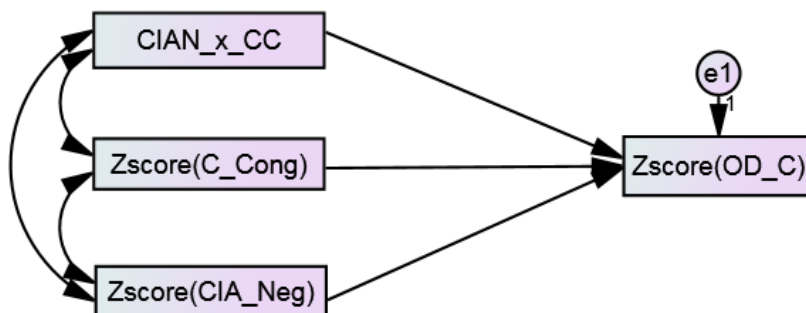

Figure 6.8 Moderating effects of cultural congruence between CIAN and OD

Table 6.11 Moderating effects of CC between CPIC and OT

Paths/Variables	Estimate	p
ZOT_C ← ZCPIC	0.535	***
ZOT_C ← ZC_Cong	0.251	***
ZOT_C ← CPIC_×_CC	0.046	***

Table 6.11 shows that the direct effect of country person image cognitive (CPIC) on OT is ($\beta = 0.535$, $p < 0.05$) while that of CC on OT is ($\beta = 0.251$, $p < 0.05$), but when we enter the interactional term CPIC_×_CC into the model, the direct effect drops to ($\beta = 0.046$, $p < 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of moderating effects. Hence hypothesis H11.d is supported.
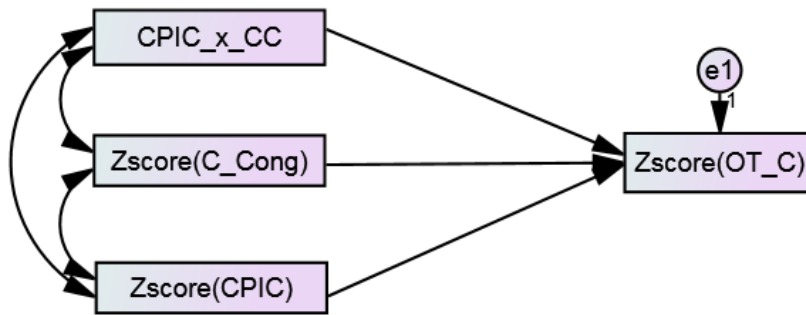

Figure 6.9 Moderating effects of cultural congruence between CPIC and OT

Table 6.12 Moderating effects of CC between CPIC and OD

Paths/Variables	Estimate	p
ZOD_C ← ZCPIC	–0.689	***
ZOD_C ← ZC_Cong	–0.101	***
ZOD_C ← CPIC_×_CC	–0.069	***

Table 6.12 shows that the direct effect of CPIC on OD is ($\beta = -0.689$, $p < 0.05$) while that of CC on OD is ($\beta = -0.101$, $p < 0.05$), but when we enter the interactional term CPIC_×_CC into the model, the direct effect drops to ($\beta = -0.069$, $p < 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of moderating effects. Hence hypothesis H12.d is supported.
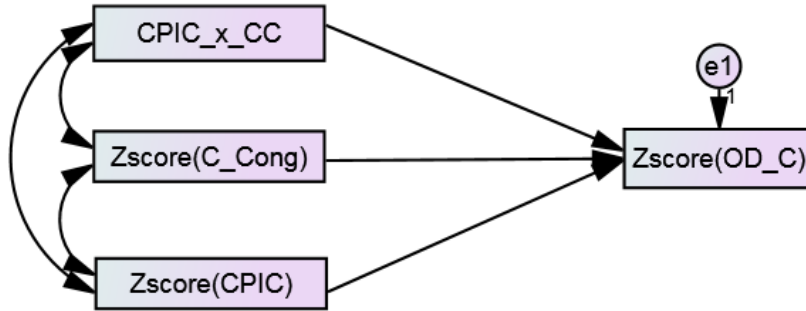
Figure 6.10 Moderating effects of cultural congruence between CPIC and OD

Table 6.13 Moderating effects of CC between CPIAP and OT

Paths/Variables		Estimate	p
ZOT_C ←	ZCPIAP	0.388	***
ZOT_C ←	ZC_Cong	0.431	***
ZOT_C ←	CPIAP_×_CC	0.050	***

Table 6.13 shows that the direct effect of country person image affective positive (CPIAP) on OT is ($\beta = 0.388$, $p < 0.05$) while that of CC on OT is ($\beta = 0.431$, $p < 0.05$), but when we enter the interactional term CPIAP_×_CC into the model, the direct effect drops to ($\beta = 0.050$, $p < 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of moderating effects. Hence hypothesis H11.e is supported.
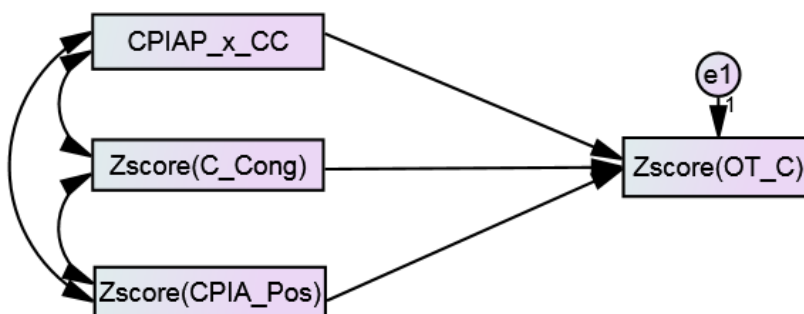

Figure 6.11 Moderating effects of cultural congruence between CPIAP and OT

Table 6.14 Moderating effects of CC between CPIAP and OD

Paths/Variables		Estimate	p
ZOD_C ←	ZCPIAP	−0.522	***
ZOD_C ←	ZC_Cong	−0.320	***
ZOD_C ←	CPIAP_×_CC	−0.086	***

Table 6.14 shows that the direct effect of CPIAP on OD is ($\beta = -0.522$, $p < 0.05$) while that of CC on OD is ($\beta = -0.320$, $p < 0.05$), but when we enter the interactional term CPIAP_×_CC into the model, the direct effect drops to ($\beta = -0.086$, $p > 0.05$), which is significant and indicates that introducing interactional term has revealed the presence of moderating effects. Hence hypothesis H12.e is supported.
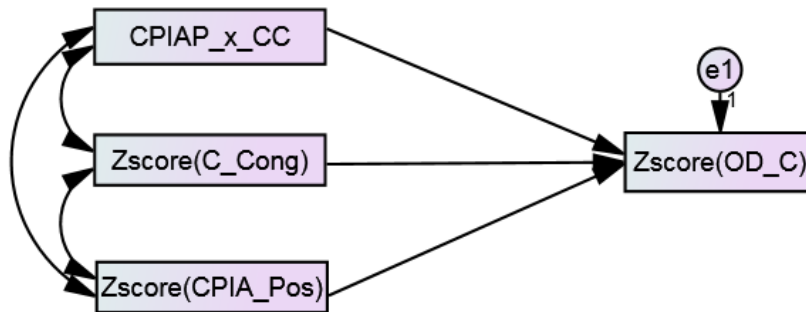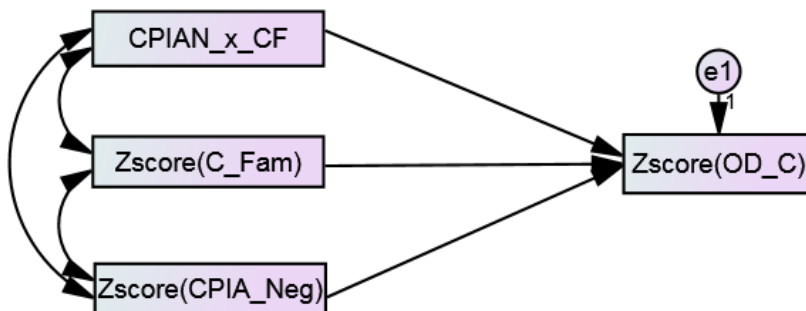

Figure 6.12 Moderating effects of cultural congruence between CPIAP and OD

Table 6.15 Moderating effects of CC between CPIAN and OT

Paths/Variables			Estimate	p
ZOT_C	←	ZCPIAN	–0.542	***
ZOT_C	←	ZC_Cong	0.274	***
ZOT_C	←	CPIAN_×_CC	–0.052	***

Table 6.15 shows that the direct effect of country person image affective negative (CPIAN) on OT is ($\beta = -0.542$, $p < 0.05$) while that of CC on OT is ($\beta = 0.274$, $p < 0.05$), but when we enter the interactional term CPIAN_×_CC into the model, the direct effect drops to ($\beta = -0.052$, $p < 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of moderating effects. Hence hypothesis H11.f is supported.
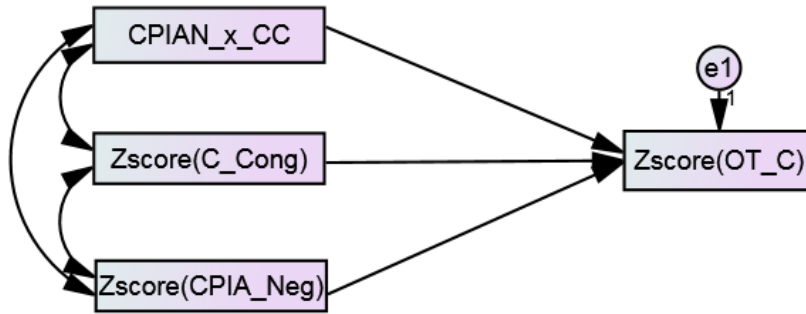
Figure 6.13 Moderating effects of cultural congruence between CPIAN and OT

Table 6.16 Moderating effects of CC between CPIAN and OD

Paths/Variables	Estimate	p
ZOD_C ← ZCPIAN	0.823	***
ZOD_C ← ZC_Cong	−0.038	0.004
ZOD_C ← CPIAN_×_CC	0.055	***

Table 6.16 shows that the direct effect of CPIAN on OD is ($\beta = 0.823$, $p < 0.05$) while that of CC on OD is ($\beta = -0.038$, $p < 0.05$), but when we enter the interactional term CPIAN_×_CC into the model, the direct effect drops to ($\beta = 0.055$, $p > 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of moderating effects. Hence hypothesis H12.f is supported.
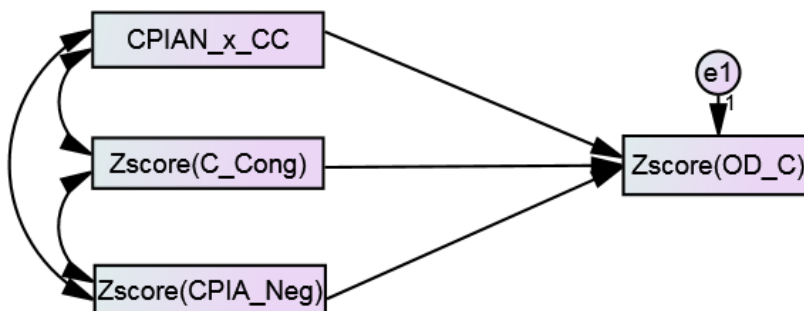
Figure 6.14 Moderating effects of cultural congruence between CPIAN and OD

Table 6.17 Moderating effects of CF between CIC and OT

Paths/Variables	Estimate	p
ZOT_C ← ZCIC	0.722	***
ZOT_C ← ZC_Fam	0.083	***

Paths/Variables	Estimate	*p*
ZOT_C ← CIC_×_CF	0.014	***

Table 6.17 shows that the direct effect of country image cognitive (CIC) on OT is ($\beta = 0.722$, $p < 0.05$) while that of country familiarity (CF) on OT is ($\beta = 0.083$, $p < 0.05$), but when we enter the interactional term CIC_×_CF into the model, the direct effect drops to ($\beta = 0.014$, $p < 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of moderating effects. Hence hypothesis H13.a is supported.
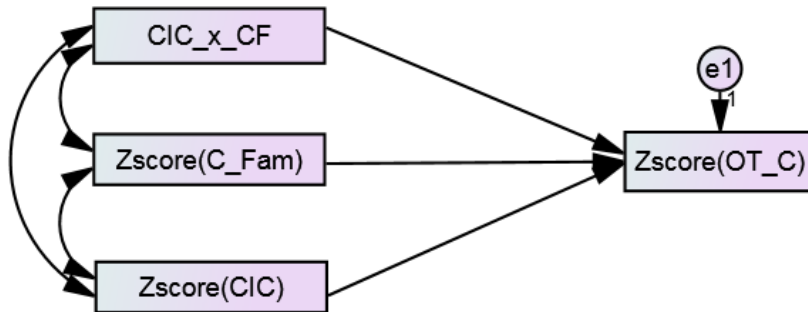
Figure 6.15 Moderating effects of country familiarity between CIC and OT

Table 6.18 Moderating effects of CF between CIC and OD

Paths/Variables	Estimate	*p*
ZOD_C ← ZCIC	–0.794	***
ZOD_C ← ZC_Fam	–0.95	***
ZOD_C ← CIC_×_CF	–0.022	***

Table 6.18 shows that the direct effect of CIC on OD is ($\beta = -0.794$, $p < 0.05$) while that of CF on OD is ($\beta = -0.95$, $p < 0.05$), but when we enter the interactional term CIC_×_CF into the model, the direct effect drops to ($\beta = -0.022$, $p < 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of moderating effects. Hence hypothesis H14.a is supported.
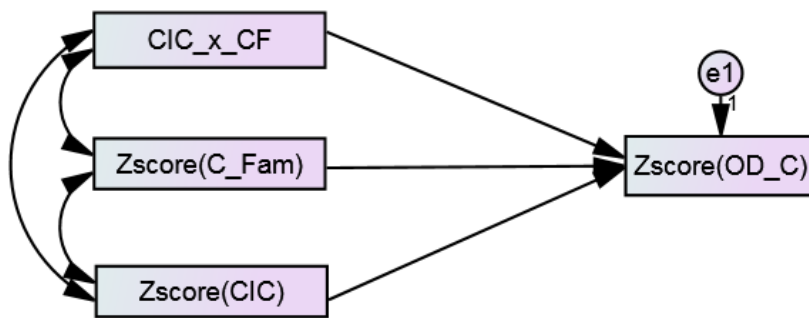
Figure 6.16 Moderating effects of country familiarity between CIC and OD

Table 6.19 Moderating effects of CF between CIAP and OT

Paths/Variables	Estimate	p
ZOT_C ← ZCIAP	0.540	***
ZOT_C ← ZC_Fam	0.259	***
ZOT_C ← CIAP_×_CF	0.023	0.036

Table 6.19 shows that the direct effect of country image affective positive (CIAP) on OT is ($\beta = 0.540$, $p < 0.05$) while that of CF on OT is ($\beta = 0.259$, $p < 0.05$), but when we enter the interactional term CIAP_×_CF into the model, the direct effect drops to ($\beta = 0.023$, $p < 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of moderating effects. Hence hypothesis H13.b is supported.
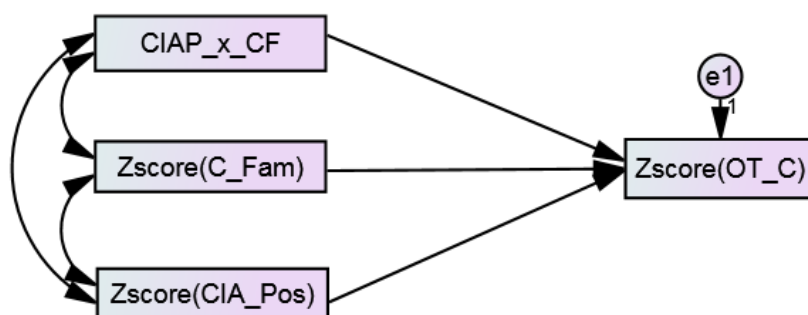
Figure 6.17 Moderating effects of country familiarity between CIAP and OT

Table 6.20 Moderating effects of CF between CIAP and OD

Paths/Variables	Estimate	p
ZOD_C ← ZCIAP	−0.825	***

Paths/Variables	Estimate	p
ZOD_C ← ZC_Fam	−0.109	0.001
ZOD_C ← CIAP_×_CF	−0.025	0.013

Table 6.20 shows that the direct effect of CIAP on OD is ($\beta = -0.825$, $p < 0.05$) while that of

CF on OD is ($\beta = -0.109$, $p < 0.05$), but when we enter the interactional term CIAP_×_CF into

the model, the direct effect drops to ($\beta = -0.025$, $p < 0.05$), which is significant and indicates

that introducing the interactional term has revealed the presence of moderating effects. Hence

hypothesis H14.b is supported.
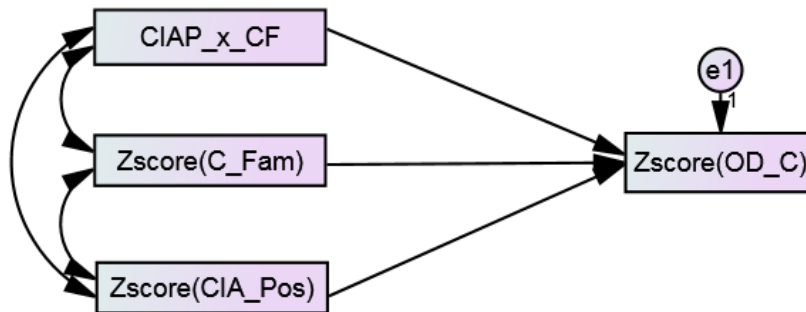
Figure 6.18 Moderating effects of country familiarity between CIAP and OD

Table 6.21 Moderating effects of CF between CIAN and OT

Paths/Variables	Estimate	p
ZOT_C ← ZCIAN	−0.687	***
ZOT_C ← ZC_Fam	0.120	***
ZOT_C ← CIAN_×_CF	−0.007	0.566

Table 6.21 shows that the direct effect of country image affective negative (CIAN) on OT is (β

$= -0.687$, $p < 0.05$) while that of CF on OT is ($\beta = 0.120$, $p < 0.05$), but when we enter the

interactional term CIAN_×_CF into the model, the direct effect drops to ($\beta = -0.007$,

$p > 0.05$), which is insignificant and indicates that introducing the interactional term has not

revealed the presence of moderating effects. Hence hypothesis H13.c is not supported.
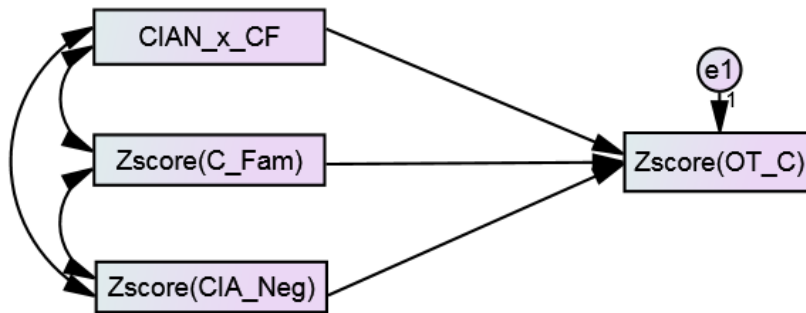
Figure 6.19 Moderating effects of country familiarity between CIAN and OT

Table 6.22 Moderating effects of CF between CIAN and OD

Paths/Variables			Estimate	*p*
ZOD_C	←	ZCIAN	0.852	***
ZOD_C	←	ZC_Fam	−0.065	***
ZOD_C	←	CIAN_×_CF	−0.023	0.016

Table 6.22 shows that the direct effect of CIAN on OD is ($\beta = 0.852$, $p < 0.05$) while that of

CF on OD is ($\beta = -0.065$, $p < 0.05$), but when we enter the interactional term CIAN_×_CF into

the model, the direct effect drops to ($\beta = -0.023$, $p < 0.05$), which is significant and indicates

that introducing the interactional term has revealed the presence of moderating effects. Hence

hypothesis H14.c is supported.
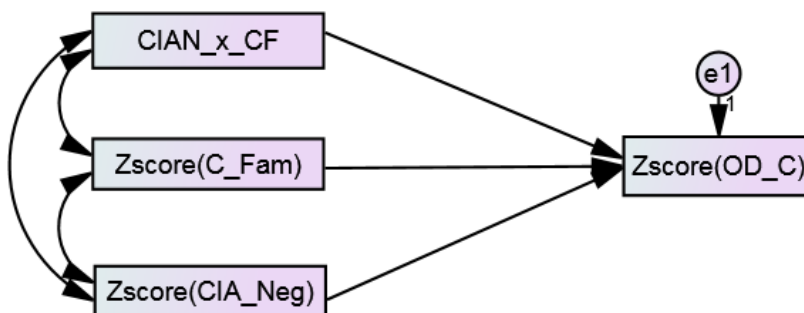
Figure 6.20 Moderating effects of country familiarity between CIAN and OD

Table 6.23 Moderating effects of CF between CPIC and OT

Paths/Variables	Estimate	p
ZOT_C ← ZCPIC	0.717	***
ZOT_C ← ZC_Fam	0.059	***
ZOT_C ← CPIC_×_CF	0.038	0.002

Table 6.23 shows that the direct effect of country person image cognitive (CPIC) on OT is ($\beta = 0.717$, $p < 0.05$) while that of CF on OT is ($\beta = 0.059$, $p < 0.05$), but when we enter the interactional term CPIC_×_CF into the model, the direct effect drops to ($\beta = 0.038$, $p < 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of moderating effects. Hence hypothesis H13.d is supported.
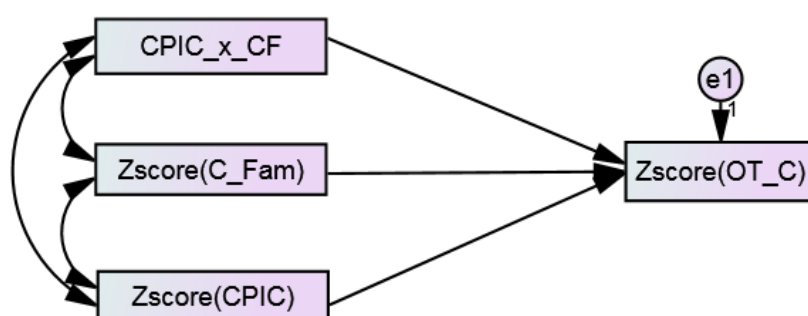
Figure 6.21 Moderating effects of country familiarity between CPIC and OT

Table 6.24 Moderating effects of CF between CPIC and OD

Paths/Variables	Estimate	p
ZOD_C ← ZCPIC	–0.689	***
ZOD_C ← ZC_Fam	–0.101	***
ZOD_C ← CPIC_×_CF	–0.004	0.757

Table 6.24 shows that the direct effect of CPIC on OD is ($\beta = -0.689$, $p < 0.05$) while that of CF on OD is ($\beta = -0.101$, $p < 0.05$), but when we enter the interactional term CPIC_×_CF into the model, the direct effect drops to ($\beta = -0.004$, $p > 0.05$), which is insignificant and indicates that introducing the interactional term has not revealed the presence of moderating effects. Hence hypothesis H14.d is unsupported.
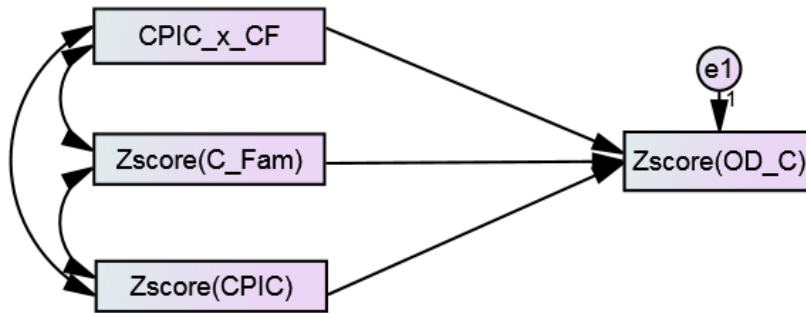
Figure 6.22 Moderating effects of country familiarity between CPIC and OD

Table 6.25 Moderating effects of CF between CPIAP and OT

Paths/Variables			Estimate	p
ZOT_C	←	ZCPIAP	0.388	***
ZOT_C	←	ZC_Fam	0.431	***
ZOT_C	←	CPIAP_×_CF	0.050	***

Table 6.25 shows that the direct effect of country person image affective positive (CPIAP) on OT is ($\beta = 0.388$, $p < 0.05$) while that of CF on OT is ($\beta = 0.431$, $p < 0.05$), but when we enter the interactional term CPIAP_×_CF into the model, the direct effect drops to ($\beta = 0.050$, $p < 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of moderating effects. Hence hypothesis H13.e is supported.
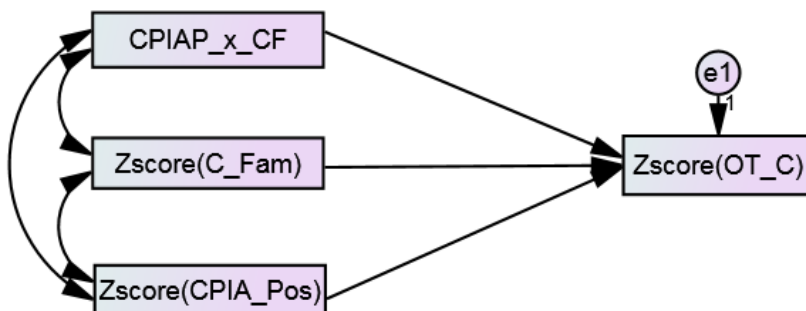
Figure 6.23 Moderating effects of country familiarity between CPIAP and OT

Table 6.26 Moderating effects of CFbetween CPIAP and OD

Paths/Variables			Estimate	p
ZOD_C	←	ZCPIAP	–0.717	***
ZOD_C	←	ZC_Fam	–0.066	***

Paths/Variables	Estimate	p
ZOD_C ← CPIAP_×_CF	−0.003	0.798

Table 6.26 shows that the direct effect of CPIAP on OD is ($\beta = -0.717$, $p < 0.05$) while that of CF on OD is ($\beta = -0.066$, $p < 0.05$), but when we enter the interactional term CPIAP_×_CF into the model, the direct effect drops to ($\beta = -0.003$, $p > 0.05$), which is insignificant and indicates that introducing the interactional term has not revealed the presence of moderating effects. Hence hypothesis H14.e is unsupported.
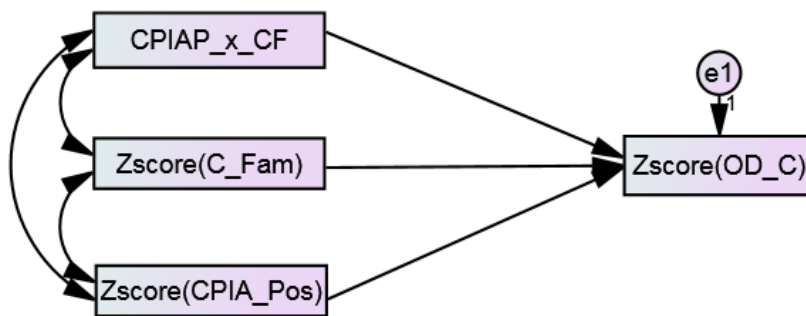
Figure 6.24 Moderating effects of country familiarity between CPIAP and OD

Table 6.27 Moderating effects of CF between CPIAN and OT

Paths/Variables	Estimate	p
ZOT_C ← ZCPIAN	−0.727	***
ZOT_C ← ZC_Fam	0.101	***
ZOT_C ← CPIAN_×_CF	−0.024	0.042

Table 6.27 shows that the direct effect of country person image affective negative on OT is ($\beta = -0.727$, $p < 0.05$) while that of CF on OT is ($\beta = 0.101$, $p < 0.05$), but when we enter the interactional term CPIAN_×_CF into the model, the direct effect drops to ($\beta = -0.024$, $p < 0.05$), which is significant and indicates that introducing the interactional term has revealed the presence of moderating effects. Hence hypothesis H13.f is supported.
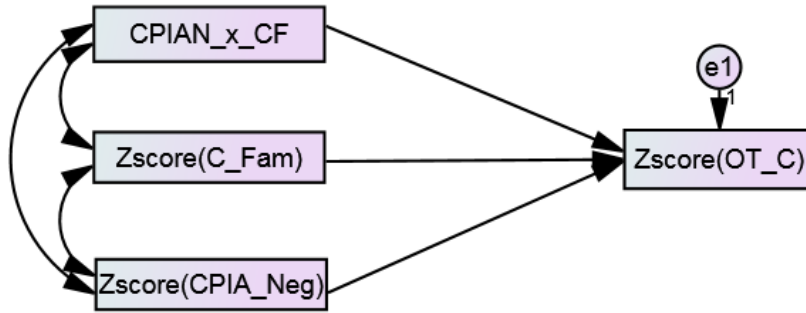
Figure 6.25 Moderating effects of country familiarity between CPIAN and OT

Table 6.28 Moderating effects of CF between CPIAN and OD

Paths/Variables	Estimate	p
ZOD_C ← ZCPIAN	0.860	***
ZOD_C ← ZC_Fam	0.084	***
ZOD_C ← CPIAN_×_CF	0.027	0.003

Table 6.28 shows that the direct effect of CPIAN on OD is ($\beta = 0.860$, $p < 0.05$) while that of

CF on OD is ($\beta = 0.084$, $p < 0.05$), but when we enter the interactional term CPIAN_×_CF into

the model, the direct effect drops to ($\beta = 0.027$, $p > 0.05$), which is significant and indicates

that introducing interactional term has revealed the presence of moderating effects. Hence

hypothesis H14.f is supported.

Figure 6.26 Moderating effects of country familiarity between CPIAN and OD

Most of the relationships appeared significant in the moderation analysis. The effect size

between the constructs are stronger where cultural congruence is used as a moderator. On the

other hand, the effect size between the constructs are weaker where country familiarity is used as a moderator.

6.6   Independent sample test (Mann–Whitney *U* mean rank comparison)

This research provides some clarity about the attribution of blame assigned to countries and their people, and about the influence of response type on attribution of blame and purchase intention. The results of the Mann–Whitney *U* mean rank independent sample comparison revealed a consistent pattern of the relative importance of COO effects employed in all scenarios and their impacts on attribution of blame and purchase intention. Table 6.29 shows the mean rank comparison of the relative importance of the six COO dimensions (CIC, CIAP, CIAN, CPIC, CPIAP and CPIAN), organisational trust/distrust (OT/OD), attribution of blame (AOB), purchase intention (PI) and willingness to pay a premium (WTP) for each scenario use

Table 6.29 Mean rank comparison for scenarios between constructs for Australian and Indian samples

Treatment	CIC	CIAP	CIAN	CPIC	CPIAP	CPIAN	OT	OD	AOB	PI	WTP
Aus Eng Fin Int Ap Asymp. Sig. (2-tailed)	158.00 .000	157.87 .000	53.00 .000	158.00 .000	153.03 .000	53.00 .000	154.83 .000	57.23 .000	110.86 .000	125.48 .000	127.79 .000
Aus Eng Fin Int Den Asymp. Sig. (2-tailed)	157.00 .000	157.45 .000	53.63 .000	158.56 .000	155.37 .000	53.21 .000	152.55 .000	60.23 .000	105.61 .004	122.26 .000	120.77 .000
Aus Eng Fin Vic Ap Asymp. Sig. (2-tailed)	156.48 .000	156.86 .000	52.00 .000	157.00 .000	150.62 .000	52.00 .000	149.47 .000	50.71 .000	72.18 .000	145.19 .000	135.96 .000
Aus Eng Fin Vic Den Asymp. Sig. (2-tailed)	155.53 .000	155.27 .000	53.04 .000	156.00 .000	150.9 .000	53.04 .000	147.63 .000	54.33 .000	77.73 .162	142.74 .000	130.50 .000
Ind Eng Fin Int Ap Asymp. Sig. (2-tailed)	153.00 .000	151.34 .000	52.53 .000	146.65 .000	149.41 .000	52.50 .000	144.36 .000	56.11 .000	98.54 .000	138.41 .000	103.76 .000
Ind Eng Fin Int Den Asymp. Sig. (2-tailed)	156.04 .000	156.23 .000	52.77 .000	151.98 .000	153.68 .000	52.51 .000	146.28 .000	61.70 .000	105.78 .000	141.35 .000	100.05 .000
Ind Eng Fin Vic Ap Asymp. Sig. (2-tailed)	152.51 .000	152.13 .000	52.55 .000	146.73 .000	147.65 .000	52.50 .000	143.68 .000	53.10 .000	61.80 .000	137.43 .000	115.53. .000
Ind Eng Fin Vic Den Asymp. Sig. (2-tailed)	158.82 .000	159.47 .000	52.58 .000	153.45 .000	154.31 .000	52.50 .000	146.89 .000	55.66 .000	68.91 .000	143.74 .000	110.14 .000
Aus Eng Hos Int Ap Asymp. Sig. (2-tailed)	156.90 .000	155.06 .000	52.00 .000	151.82 .000	153.43 .000	52.00 .000	148.02 .000	58.25 .000	118.89 .000	147.82 .000	125.90 .000
Aus Eng Hos Int Den Asymp. Sig. (2-tailed)	158.00 .000	157.35 .000	53.00 .000	156.34 .000	156.10 .000	53.00 .000	156.70 .000	60.36 .000	125.21 .000	126.51 .000	116.03 .000

Treatment	CIC	CIAP	CIAN	CPIC	CPIAP	CPIAN	OT	OD	AOB	PI	WTP
Aus Eng Hos Vic Ap Asymp. Sig. (2-tailed)	155.00 .000	153.90 .000	53.05 .000	153.08 .000	147.33 .000	53.41 .000	151.76 .000	52.38 .000	76.01 .000	139.00 .000	130.19 .000
Aus Eng Hos Vic Den Asymp. Sig. (2-tailed)	157.89 .000	155.74 .000	54.07 .000	153.79 .000	152.68 .000	53.08 .000	152.09 .000	56.28 .000	80.25 .000	142.88 .000	123.01 .000
Ind Eng Hos Int Ap Asymp. Sig. (2-tailed)	154.86 .000	154.60 .000	53.46 .000	152.67 .000	155.47 .000	52.50 .000	152.92 .000	54.06 .000	94.96 .000	133.00 .000	106.24 .000
Ind Eng Hos Int Den Asymp. Sig. (2-tailed)	155.52 .000	156.50 .000	52.50 .000	154.58 .000	155.77 .000	52.50 .000	156.25 .000	54.68 .000	96.25 .000	132.53 .000	100.05 .000
Ind Eng Hos Vic Ap Asymp. Sig. (2-tailed)	155.89 .000	157.97 .000	52.00 .000	155.86 .000	155.12 .000	52.00 .000	151.01 .000	50.47 .000	70.42 .000	147.80 .000	98.49 .000
Ind Eng Hos Vic Den Asymp. Sig. (2-tailed)	152.64 .000	151.73 .000	53.35 .000	151.88 .000	152.07 .000	52.50 .000	144.49 .000	52.56 .000	73.95 .000	139.51 .000	97.60 .000
Treatment	**CIC**	**CIAP**	**CIAN**	**CPIC**	**CPIAP**	**CPIAN**	**OT**	**OD**	**AOB**	**PI**	**WTP**
Aus China Fin Int Ap Asymp. Sig. (2-tailed)	53.00 .000	53.13 .000	158.00 .000	53.00 .000	57.97 .000	158.00 .000	56.17 .000	153.77 .000	128.14 .000	60.52 .000	112.10 .000
Aus China Fin Int Den Asymp. Sig. (2-tailed)	54.01 .000	53.55 .000	158.92 .000	53.54 .000	55.63 .000	158.11 .000	57.45 .000	157.77 .000	133.39 .004	50.94 .000	112.57 .000
Aus China Fin Vic Ap Asymp. Sig. (2-tailed)	53.51 .000	53.13 .000	156.00 .000	53.05 .000	59.26 .000	156.00 .000	60.39 .000	140.55 .000	102.54 .000	80.59 .000	120.49 .000
Aus China Fin Vic Den Asymp. Sig. (2-tailed)	52.48 .000	52.74 .000	157.00 .000	52.00 .000	57.12 .000	53.04 .000	58.51 .000	146.47 .000	112.38 .162	72.40 .000	121.77 .000
Ind China Fin Int Ap Asymp. Sig. (2-tailed)	51.14 .000	53.22 .000	154.97 .000	58.05 .000	55.21 .000	155.00 .000	60.41 .000	151.29 .000	128.18 .000	76.53 .000	85.31 .000
Ind China Fin Int Den Asymp. Sig. (2-tailed)	52.96 .000	52.77 .000	156.23 .000	57.02 .000	55.32 .000	156.49 .000	62.72 .000	147.30 .000	130.22 .000	60.65 .000	87.32 .000

Ind China Fin Vic Ap Asymp. Sig. (2-tailed)	50.51 .000	50.89 .000	154.45 .000	56.51 .000	55.54 .000	154.50 .000	59.68 .000	139.32 .000	110.83 .000	70.17 .000	94.74 .000
Ind China Fin Vic Den Asymp. Sig. (2-tailed)	54.66 .000	54.03 .000	157.93 .000	59.88 .000	59.04 .000	158.00 .000	66.25 .000	146.18 .000	118.05 .000	65.32 .000	90.31 .000
Aus China Hos Int Ap Asymp. Sig. (2-tailed)	53.10 .000	54.90 .000	52.00 .000	58.02 .000	56.50 .000	156.00 .000	61.80 .000	149.87 .000	135.13 .000	62.00 .000	100.25 .000
Aus China Hos Int Den Asymp. Sig. (2-tailed)	53.00 .000	53.65 .000	158.00 .000	54.66 .000	54.90 .000	158.00 .000	54.30 .000	150.64 .000	140.79 .000	50.51 .000	98.83 .000
Aus China Hos Vic Ap Asymp. Sig. (2-tailed)	51.50 .000	52.64 .000	156.50 .000	53.48 .000	59.39 .000	156.50 .000	54.84 .000	147.88 .000	115.81 .000	60.97 .000	101.32 .000
Aus China Hos Vic Den Asymp. Sig. (2-tailed)	53.11 .000	55.26 .000	158.05 .000	57.21 .000	58.32 .000	158.13 .000	58.91 .000	146.72 .000	120.75 .000	53.12 .000	100.99 .000
Ind China Hos Int Ap Asymp. Sig. (2-tailed)	52.65 .000	52.91 .000	155.03 .000	54.86 .000	52.03 .000	156.00 .000	54.60 .000	154.43 .000	122.08 .000	64.71 .000	82.74 .000
Ind China Hos Int Den Asymp. Sig. (2-tailed)	53.48 .000	52.50 .000	156.50 .000	54.42 .000	53.23 .000	156.50 .000	52.75 .000	154.32 .000	128.85 .000	58.47 .000	74.53 .000
Ind China Hos Vic Ap Asymp. Sig. (2-tailed)	52.61 .000	52.53 .000	155.50 .000	52.74 .000	53.38 .000	155.50 .000	57.44 .000	149.09 .000	110.35 .000	71.63 .000	90.71 .000
Ind China Hos Vic Den Asymp. Sig. (2-tailed)	51.89 .000	52.82 .000	154.13 .000	52.66 .000	52.48 .000	155.00 .000	60.28 .000	147.63 .000	113.55 .000	65.41 .000	82.54 .000

Table 6.29 highlights that the mean rank score of AOB is lower for those crisis scenarios where England is used as a COO. In contrast, the mean rank score of AOB is higher for those crisis scenarios where China is used as a COO. Moreover, this mean rank comparison reveals that the AOB is higher for the intentional crisis type than for the victim crisis type, for both Chinese and English companies. These results also show that AOB is higher where a denial response was used and lower where an apology response was used, in all crisis scenarios. This table also suggests that the likelihood of future purchase intention (PI) is higher toward those companies who used the apology response type, and lower for those who used the denial response type post a crisis situation. These results therefore support the following hypotheses:

H15 AOB will be significantly higher for the intentional crisis type than for the victim crisis type, for both Chinese and English companies. (Strongly Supported)

H16 Response type will significantly influence AOB in all scenarios where the apology response will elicit lower levels of blame than the denial response. (Strongly Supported)

H17 Response type will significantly influence PI in all scenarios where the apology response will elicit higher likelihood of future purchases than the denial response. (Strongly Supported)

6.7   Path model invariance

In order to test the robustness of the model across different locations and cultural backgrounds by observing any possible differences that may occur, estimations of the path models were conducted separately for Australia and India.

Table 6.30 Countries: Value classification

Country	n
Australia	1664
India	1662

The models indicating the path estimates for the two groups are presented in Figure 6.3 and 6.4. The fit of the model along with an analysis of significant paths is also explored.
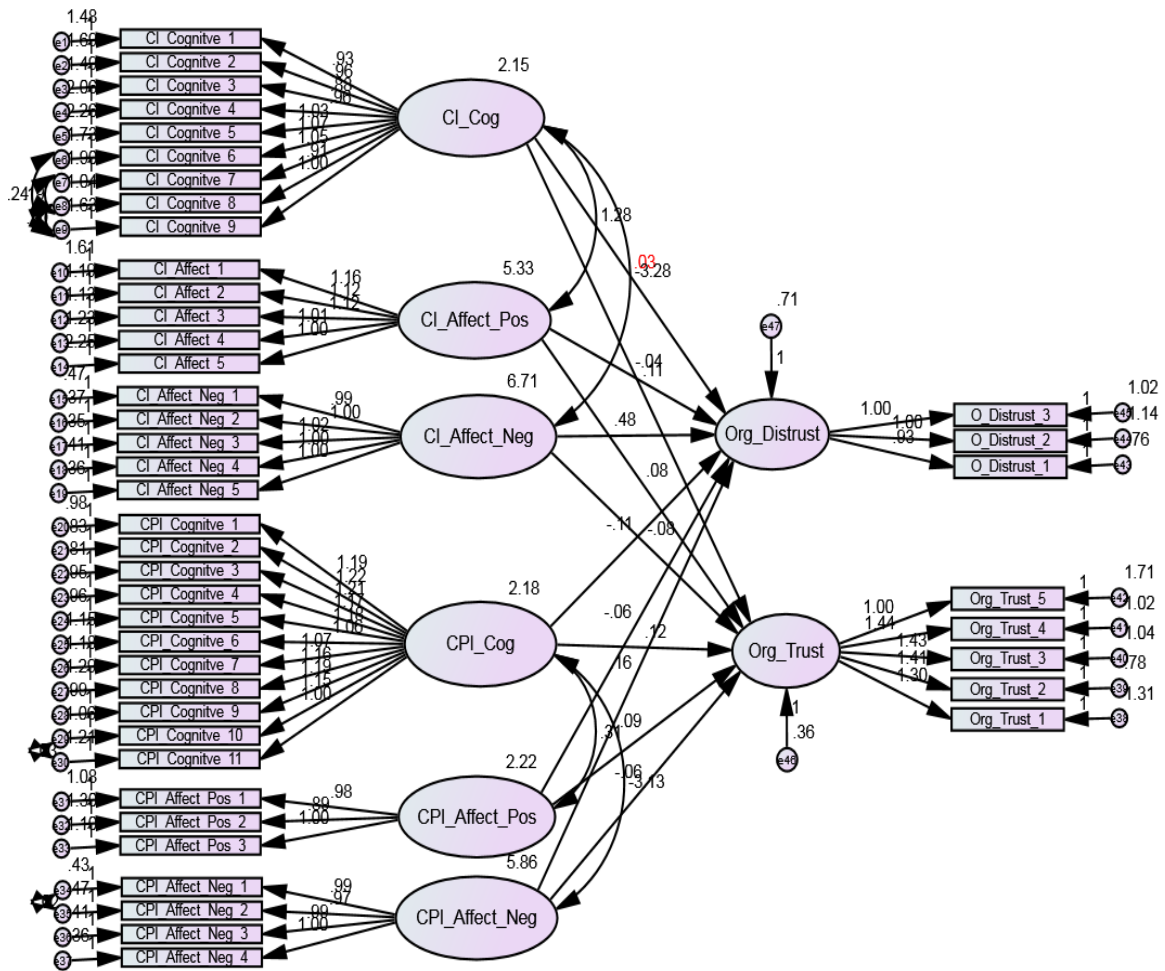
Figure 6.27 Path model for Australia

Table 6.31 Goodness of fit indices for the identified path model for Australia

χ^2/DF	P	GFI	CFI	TLI	RMSEA
12.21	0.000	0.891	0.897	0.890	0.082

Results from the identified path model (Table 6.31) indicate a moderate to good fit with the data (CFI = 0.897, GFI = 0.891, TLI = 0.890, RMSEA = 0.082), with the fit indices reaching their respective threshold as mentioned in table 5.1.

The regression weights output (see Table 6.33 below) highlights one insignificant path for

Australia, namely between country image cognitive (CIC) and organisational distrust (OD).

All remaining paths were significant at the 5% level.
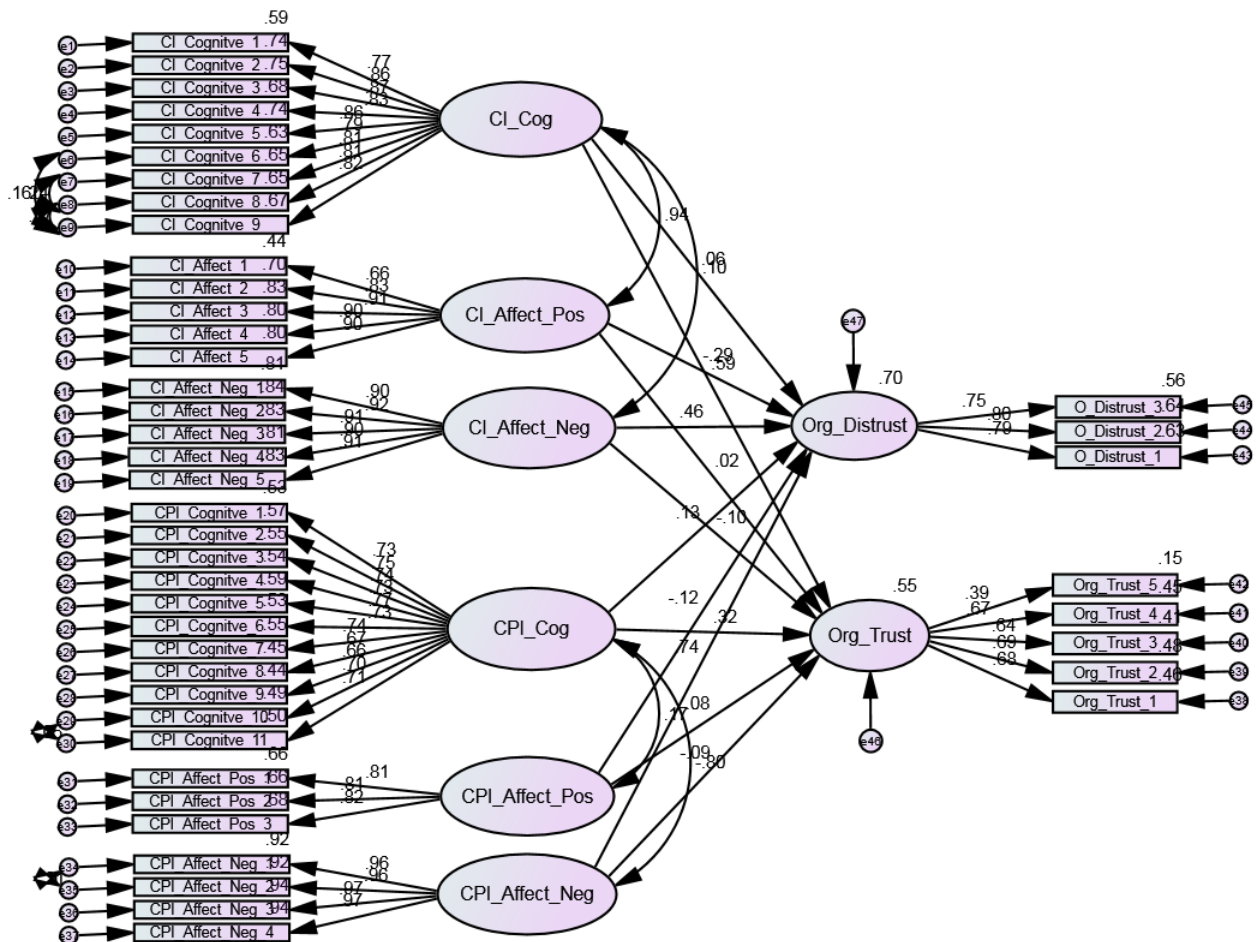
Figure 6.28 Path model for India

Table 6.32 Goodness of fit indices for the identified path model for India

χ²/DF	P	GFI	CFI	TLI	RMSEA
11.971	0.000	0.866	0.848	0.856	0.081

Results from the identified path model (Table 6.32) indicate a moderate to good fit with the data (CFI = 0.848, GFI = 0.866, TLI = 0.856, RMSEA = 0.081), with the fit indices reaching their respective threshold as mentioned in table 5.1.

The regression weights output (see Table 6.33 below) highlights two insignificant paths for India, namely the one between country image cognitive (CIC) and organisational distrust (OD),

and that between country image affective positive (CIAP) and OT. All remaining paths were significant at the 5% level. Moreover, it is also observed that the CFI difference between the constrained and unconstrained model is more than 0.01, thus implying the equality constraint is unreasonable. As a result the two groups (Australia and India) differ from each other.

Table 6.33 Parameter estimates for the identified path models for Australia and India

Path	Australia		India	
	Estimate	*p*-value	Estimate	*p*-value
Org_Distrust ← CI_Cog	0.033	0.633	0.057	0.472
Org_Trust ← CI_Cog	0.198	0.028	0.590	***
Org_Trust ← CI_Affect_Pos	0.226	***	0.022	0.812
Org_Trust ← CI_Affect_Neg	–0.243	0.003	–0.104	***
Org_Trust ← CPI_Affect_Pos	0.166	***	0.078	0.002
Org_Trust ← CPI_Affect_Neg	–0.169	***	–0.092	0.027
Org_Distrust ← CI_Affect_Pos	–0.064	0.042	–0.289	***
Org_Distrust ← CPI_Cog	–0.108	0.006	0.128	***
Org_Trust ← CPI_Cog	0.226	***	0.323	***
Org_Distrust ← CPI_Affect_Pos	–0.062	***	–0.118	***
Org_Distrust ← CI_Affect_Neg	0.790	***	0.463	***
Org_Distrust ← CPI_Affect_Neg	0.250	***	0.743	***

An examination of the individual relationships when contrasting Australia and India (Table 6.33) revealed that several relationships differed significantly between the two groups. The relationship between CIC and OT is stronger for Indians (0.590, $p = 0.05$) than Australian participants (0.198, $p = 0.05$). In fact the relationship was more significantly stronger in the Indian sample than Australian sample. The same pattern was observed for the relationship between CIAP and OD. The relationship was significantly stronger for the Indian respondents (–0.289), while for the Australian it was less strongly significant (–0.064, $p = 0.042$). Similarly, the relationship between CPIAN and OD is stronger for Indians (0.743) than Australian participants (0.250). Furthermore, the relationship between CPIC and OT is significantly stronger in the Indian sample (0.323) than Australian participants (0.226). Similarly, the

relationship between CPIAP and OD is substantially stronger in the Indian sample (–0.118) as compare to the Australian participants (–0.062).

In contrast, the relationship between CIAN and OD is stronger for Australians (0.790) than Indian participants (0.463). Similarly, the relationship between CIAN and OT is stronger for Australians (–0.243) than Indian participants (–0.104). The same pattern was observed for the relationship between CPIAP and OT. The relationship was significantly stronger for Australians (0.166), while for the Australians it was less strongly significant (0.078, $p = 0.002$). Additionally, the relationship between CIAP and OT is significant for Australians (0.226) while it is insignificant for Indian sample (0.226, $p = 0.812$), the relationship between CPIC and OD is significant for Australian sample (–0.108) but insignificant for Indian sample (–0.128, $p = 0.625$).

Table 6.34 Summary of the results for hypothesised relationships

Hypotheses	WS
H1a: Country image cognitive will significantly and positively influence organisational trust.	**SS**
H1b: Country image cognitive will significantly and negatively influence organisational distrust.	**S**
H2a: Country image affective positive will significantly and positively influence organisational trust.	**S**
H2b: Country image affective positive will significantly and negatively influence organisational distrust.	**S**
H3a: Country image affective negative will significantly and negatively influence organisational trust.	**NS**
H3b: Country image affective negative will significantly and positively influence organisational distrust.	**SS**
H4a: Country person image cognitive will significantly and positively influence organisational trust.	**SS**
H4b: Country person image cognitive will significantly and negatively influence organisational distrust.	**NS**
H5a: Country person image affective positive will significantly and positively influence organisational trust.	**S**
H5b: Country person image affective positive will significantly and negatively influence organisational distrust.	**S**
H6a: Country person image affective negative will significantly and negatively influence organisational trust.	**S**
H6b: Country person image affective negative will significantly and positively influence organisational distrust.	**SS**
H7a: Organisational trust will significantly and negatively influence attribution of blame.	**S**
H7b: Organisational trust will significantly and positively influence purchase intention.	**SS**
H8a: Organisational distrust will significantly and positively influence attribution of blame.	**SS**
H8b: Organisational distrust will significantly and negatively influence purchase intention.	**S**
H9: Attribution of blame will significantly and negatively influence purchase intention.	**S**
H10: Purchase intention will significantly and positively influence willingness to pay more.	**SS**

H11: The influence of all COO dimensions on organisational trust will be significantly moderated by cultural congruence, where:
    a) CIC (+)
    b) CIAP (+)
    c) CIAN (−)
    d) CPIC (+)
    e) CPIAP (+)
    f) CPIAN (−)
	
	S
	S
	S
	S
	S
	S

H12: The influence of all COO dimensions on organisational distrust will be significantly moderated by cultural congruence, where:
    a) CIC (−)
    b) CIAP (−)
    c) CIAN (+)
	
	S
	NS
	S

d) CPIC (−)	**S**
e) CPIAP (−)	**S**
f) CPIAN (+)	**S**
H13: The influence of all COO dimensions on organisational trust will be significantly moderated by country familiarity, where:	
a) CIC (+)	**S**
b) CIAP (+)	**S**
c) CIAN (−)	**NS**
d) CPIC (+)	**S**
e) CPIAP (+)	**S**
f) CPIAN (−)	**S**
H14: The influence of all COO dimensions on organisational distrust will be significantly moderated by familiarity, where:	
a) CIC (−)	**S**
b) CIAP (−)	**S**
c) CIAN (+)	**S**
d) CPIC (−)	**NS**
e) CPIAP (−)	**NS**
f) CPIAN (+)	**S**
H15: Attribution of blame will be significantly higher for the intentional crisis type than for the victim crisis type, for both Chinese and English companies	**SS**
H16: Response type will significantly influence attribution of blame in all scenarios where the apology response type will elicit lower levels of blame than the denial response type.	**SS**
H17: Response type will significantly influence purchase intention in all scenarios where the apology response type will elicit higher likelihood of future purchases than the denial response type.	**SS**

SS = Strongly supported   S = Supported   NS = Not supported   WS = Whole sample

6.8   Chapter summary

This chapter first described the steps involved in conducting a path model analysis, and then presented a path model analysis capturing the hypothesised relationships of interest in this research. The impacts of COO dimensions, the roles of cultural congruence and country familiarity as moderators, and the influence of organisational trust and distrust on attribution of blame, purchase intention and willingness to pay were all investigated. The specified models achieved good model fits, and goodness-of-fit indices and individual paths were presented. The findings indicated either partial or full support for most of the hypothesised relationships.

In the last section, a multigroup analysis was conducted in order to explore the invariance of

the measurement constructs between countries. Partial invariance at least was established, thus allowing a cross-country comparison. The next chapter discusses these results and presents conclusions.

Chapter 7 : DISCUSSION AND CONCLUSIONS

7.1   Introduction

In this chapter, an overview of the research is presented and is followed by a discussion of the main research findings and hypotheses testing. The conceptual model illustrated in chapter 3 (Figure 3.1), was tested, and support was found for most of the stated hypotheses. The discussion of these outcomes includes the relative importance of COO dimensions (CIC, CIAP, CIAN, CPIC, CPIAP, and CPIAN) and their subsequent influences on organisational trust/distrust, attribution of blame for the crisis event, with flow on effects on consumer behavioural intentions. The chapter also includes a discussion of the findings respective to the moderating influences of tested consumer characteristics, (cultural congruence and country familiarity) and the differences in outcomes respective to positive COO dimensions versus comparatively negative ones. The influences of crisis types and organisational responses are also investigated. Importantly, this chapter also considers the contributions made by the research relevant to theory across the three domains of COO, CM and international services, along with the managerial implications of these new insights. Lastly, limitations of the research, future research directions and a chapter summary are provided.

7.2   Overview of the Research

The primary focus of this research was to quantify the effect of the proposed distinct dimensions of COO that were expected to influence organisational trust/distrust, attribution of blame, consumer future purchase intentions and their willingness to pay for a service post an international service crisis event. Furthermore, this research also focused on determining the role of different crisis and response types in the previously unexplored context. Additionally, mean comparison testing was used to determine the differences between COO dimensions, OT/OD, attribution of blame, purchase intention and willingness to pay across the crisis

scenarios tested between two employed stimuli countries (England and China) and between the home countries of the two sample groups (Australia and India). The research also investigates the moderating role of cultural congruence and country familiarity on the influence of COO dimensions (CIC, CIAP, CIAN, CPIC, CPIAP, and CPIAN) on OT/OD.

The data was analysed via structure equation modelling to measure and test the proposed relationships illustrated in Figure 3.1. Comparison of means testing was used to determine significant differences across the experimental stimuli. This research used cross-sectional online surveys conducted in two countries that varied substantially based on the level of economic development and cultural background: India and Australia.

7.3 Summary of the conceptual and managerial findings

7.3.1 Influence of CIC and CPIC on OT and OD

Results of the hypothesis testing showed support for most of the stated hypotheses with significant effects varying from weak to strong. Importantly, results indicated that the cognitive image of a country (CIC), and its people (CPIC), positively influence organisational trust and negatively influence organisational distrust (see table 6.2). In particular, CIC and CPIC influence organisational trust, comparatively, more strongly and positively than their negative influence organisational distrust. These results represent an important contribution to COO and CM theory. As expected, more positive COO scores were achieved by the service provider from England as compared to China for both services (health and financial), and the effects of this flowed through to generally higher levels of trust and lower levels of distrust. These results further illustrate the potential advantages that can be leveraged by countries with positive COO associations (Heslop & Papadopoulos 1993; Sharma 2011), based on cognitive assessments such as levels of economic development, levels of education and lower levels of corruption (Maher & Carter 2011; Sharma 2011). Such enhanced consumer trust is based on assumptions of their ability to produce higher levels of intrinsic product and service quality due to higher

levels of industrial advancement and better technical expertise (Chao 2001). Conversely, products or services from less developed or emerging countries are normally expected to be of inferior quality, and so less trustworthy, unless a country is deemed to possess specific expertise respective to the product or service, for example, Chinese silk or Persian rugs (Parameswaran & Pisharodi 1994). The COO literature also indicates that the cognitive image of a country, and its people is likely to reflect consumer opinions regarding the skills and integrity of the nationals from that country as well as the products and services they offer (Sharma 2011). Hence, the results of this research will help managers and marketing practitioners dealing in international markets, to exploit opportunities to reinforce cognitive home country associations when positive, especially in a crisis situation. Conversely, results indicate an organisation would benefit from distancing themselves from their home COO if the cognitive image of a country or its people is negative, given that trust and distrust are the major contributors that shape consumer buying behaviour post a crisis event.

7.3.2 Influence of CIAP, CIAN, CPIAP and CPIAN on OT and OD

In the past, research has relied heavily on cognitive country image measures alone to evaluate consumer opinions about the foreign product and services, while the country's affective image remained largely under researched, particularly in an international services or crisis context. However, more recent studies show that countries also induce emotional, or affective responses based on symbolic value or emotional significance (Chen et al. 2014; Costa et al. 2016). Hence, this research also tested the affective images (positive and negative) associated with a country, and its people, to evaluate influences on consumer attitudes towards foreign services. This was done via decomposing the possible affective responses into country image affective positive (CIAP), country image affective negative (CIAN), country person image affective positive (CPIAP), and country person image affective negative (CPIAN) respectively.

Overall, analysis revealed that the positive affective image of a country and its people also favourably influence organisational trust and negatively influence organisational distrust. While, the negative affective image of a country and its people negatively influence organisational trust and positively influence organisational distrust. These new findings also represent significant contributions of our understanding of COO effects generally, and in the areas of international services and crisis management. Specifically, these findings provide significant theoretical contributions by revealing that CIAN and CPIAN have a comparatively stronger, positive influence on OD as opposed to a negative influence on OT (see Table 6.2). Therefore, the combined findings of this research provide significant contributions by filling substantial gaps in the existing COO literature, where the influence of affective country image on OT was quite ambiguous (Jiménez & Martín 2010), and highlight the strong and significant influence of affective dimensions of COO effects (CIAN, CIAP, CPIAP, and CPIAN) on OT/OD. Moreover, all other relationships were also significant except the relationship between CIAN and OT along with the relationship between CPIC and OD which were insignificant. This new knowledge can help managers to reinforce positive emotional feelings of consumers and stakeholders respective to the home country of an organisation or its people and use these positive feelings to strengthen consumer trust and mitigate consumer distrust, especially in a crisis situation. However, practitioners must also be aware that negative feelings are likely to heighten distrust and work to develop strategies that can overcome or diminish any negative consumer reactions that these feelings could evoke.

7.3.3 Influence of OT and OD on attribution of blame

Furthermore, the findings of this research substantially contribute to COO theory by highlighting that OT and OD are, indeed, different constructs and generate different influences on the attribution of blame for a crisis event and consumer buying behaviour. Previously, OT and OD were seen as opposite ends of the same single continuum and considered low OT to be

OD (Cho 2006; Lewicki et al. 1998). This study also breaks new ground with respect to the existing CM literature by testing distrust as a previously unexplored, but important, construct with respect to attribution for a crisis event. The empirical findings of this research provide strong support to this proposition and found substantial and significant differences in the comparative influences of OT/OD, informed by COO effects on the attribution of blame and consumer purchase intentions. These findings represent important contributions to existing CM theory. Specifically, OD has a stronger and significant influence on the attribution of blame than OT. While OT has a stronger direct effect on purchase intention and weaker influence on attribution of blame than OD, post a crisis. This leads to the supposition that consumers apportion more attribution of blame when services are from the country evoking more feelings of distrust due to a comparatively negative COO. On the other hand, consumers show more intention to purchase services, even after a crisis, when they are delivered from a country eliciting more trustworthy feelings due to a more positive COO (cognitive and affective).

As expected, analysis shows significant differences in the levels of trust/distrust and attribution of blame toward organisation from a developed country (England) when compared to a less developed country (China). Specifically, comparison of means testing showed that trust levels for the organisation from the developed country (England) are substantially and significantly higher with lower attribution of blame than those for the less developed country (China). Conversely, generally the levels of distrust for the organisation from less developed country (China) are substantially and significantly higher with higher attribution of blame than those from the developed country (England).

7.3.4 Influence of crises and response types on attribution of blame, PI and WTP

When examining the differences in attribution for the victim and intentional crises scenarios for both England and China, testing revealed another important CI based influence. Consumers apportioned significant different levels of attribution between the two crisis types tested (victim

versus intentional) when the English service organisations were involved. However, when the Chinese service organisations were involved, consumer apportioned similarly high levels of attribution irrespective of the two crisis types. This highlights that the more positive CI dimensions for England enhanced the sensitivity to obvious differences in responsibility between the crisis types. The effect is relatively lower levels of attribution for the English organisation when the crisis is 'victim' versus 'intentional'. But in the case of Chinese service organisations, it appears that the consumers are more likely to imagine the same level of 'wrong doing' for both crisis events, as opposed to apportioning less blame for the 'victim' scenario. This distinction by the consumers again highlights the possible advantage of positive organisation home CI in a crisis situation. As established in the literature, managers' responses after a crisis event also played a key role in generating attribution of blame and shaping consumer behavioural outcomes. Consumers apportioned higher attribution for a denial response versus an apology response for both English and Chinese companies. However, consumers apportioned relatively higher attribution for Chinese organisations even they apologised despite they were the victims in the crisis. This indicates that consumers are more 'forgiving' of organisations from England versus China when the managers take responsibility and commit to taking more restitutive actions. These patterns were different in Australian and Indian respondents. The Australian respondents showed more attribution for both Chinese and English organisation involved in the crisis then Indian respondents.

Similarly, important findings are seen in the varying levels of post crisis purchase intentions across experimental treatments and between countries. In the main, English service organisations enjoyed comparatively, and significantly, higher purchase intentions as compared to the Chinese service organisation. In support of the existing CM literature, consumers show higher levels of purchase intentions in response to the victim crisis type along

with an apology as a response type, as compared to the intentional crisis type with denial as a post-crisis response type, tested for both English and Chinese organisations.

Lastly, results illustrate respondents from Australia versus India show diverse opinions with respect to their willingness to pay for the same service post-crisis event. Australians appear more likely to paying an even higher price to both the English and Chinese service organisations, if they apologise and pledge to take corrective action to avoid such incidents in future. On the other hand, Indians respondents showed less interest in paying more to English organisations post-crisis event even when they apologise. While they also indicate they would expect to pay less to Chinese organisations after a crisis event, irrespective of crisis and response types tested. This might be possible due to the low purchasing power and personal disposable income of most people living in India. These findings may help managers to develop appropriate pricing strategies post a crisis. For Australians, it appears that irrespective of COO influences, pre-crisis prices can be maintained if full responsibility is accepted by the organisation, they apologise and restitutive behaviour is exhibited by the organisations. Conversely, managers have to reduce their prices for consumers in some markets i.e. India, irrespective of crisis (intentional or victim) and response type (denial or apology) after a crisis event.

In conclusion, this study has provided very valuable and meaningful insights specific to previously unexamined aspects of COO, services and crisis management disciplines. In doing so, this research has provided empirical evidence that that an organisation's home country and its people image both cognitive and affective (negative and positive) has the ability to significantly influence OT/OD and their subsequent influence on attribution of blame and consumer behavioural outcomes for a crisis event. The organisation with negative home CI face greater risk as compared to the organisation with positive home CI after a crisis event. Subsequently, the organisations suffer lower levels of OT and higher levels of OD which

ultimately leads to higher attribution blame and diminished purchase intentions. Moreover, attribution of blame was higher for the intentional crisis with denial as response type tested and lower for the victim crisis along with apology as a response type tested. Additionally, for all crisis type tested, between the English and the Chinese service organisations, the organisation from developed country strongly preferred each time. Therefore, the significant effects of the tested COO dimensions on OT/OD and their subsequent influence on attribution of blame and consumer behavioural intentions were seen in most of the hypotheses tested.

7.3.5 Moderating role of CC and CF on the influence of COO dimensions on OT/OD

The literature has already established that consumers' nationality influences country stereotypes and assumptions (Balabanis et al. 2002; Laroche Frsc et al. 2003). In other words, consumers' cultural orientation or cultural values determine their assumptions regarding other countries, their people, product and services. Therefore, it is expected that consumers' perceptions of cultural closeness and familiarity with a source country would strengthen their trust in products and services sourced from these countries and vice versa. However, in the past, the moderating role of a cultural congruence and familiarity between COO dimensions and OT/OD has not been examined. While this study provides important contribution to the COO theory by investigating the moderating role of cultural congruence and country familiarity on the influence of COO dimensions on OT/OD. The results of this research suggest that cultural congruence plays a more significant moderating role on the influence of COO dimensions on OT/OD as opposed to country familiarity. In particular, these findings suggest that consumers show more trust towards service providers and their products when they feel greater level of cultural congruence when compare to familiarity.

The research has achieved the objectives listed in chapter one and, in doing so, has addressed the important identified gaps in the previously available literature hence providing a significant body of knowledge related to both COO and CM disciplines. Findings have also provided a

strong theoretical foundation for the future research studies in COO, CM and international services. The study provides empirical support that COO effects (cognitive and affective) have the power to underpin a potential advantage for organisations from developed countries if involved in a crisis. Moreover, findings also mention the potential risks and challenges associated with businesses from countries that underdeveloped or emerging economies, in the globalised marketplace.

7.4   Limitations and future research

This research had a number of limitations that must be acknowledged considered for a future research agenda.

The use of convenience sampling can limit the ability to generalise results. However respondents were carefully recruited by introducing quotas. Some minor biased are reported. While overall these are not expected to significantly limit results. A sample size of 100 per cell was used to draw comparisons between scenarios tested, which is sufficient to get structural fit. While a small sample size does generate error due to non-representation of the total population (Malhotra et al. 2002).

Moreover, in this research, data was collected only from two countries (India and Australia), which also limit the generalisability of the results. Therefore a care must be taken when applying results to a different locations, as the influence of COO effects have been found to be country and market specific (Chao 1998). Additionally, crisis scenarios employed a hypothetical brand, whereas the past literature suggests that brand equity can also impact consumer's decisions in a crisis event (Coombs 2004).

Additionally, data was analysed through SEM by using AMOS, which limits the ability to add more than one moderator on model simultaneously. As a result moderation analysis was performed by using single moderator at a time by using zscore interaction method.

This research has used a number of COO dimensions previously untested or under researched (CIC, CIAP, CIAN, CPIC, CPIAP and CPIAN); while future research studies could incorporate other dimensions like country service image or country of brand to explore influences on consumer behavioural intentions after a crisis event. It is acknowledged that the effect of an organisations' brand was not included in this study and this is a potentially important influence on consumer behaviour.

Additionally, this research has used only two crisis types scenarios (victim and intentional) and two response types, for research oriented towards CM theory development, this could be extended to include.

In addition, the study has employed only two service types (health and financial), based on search and credence service types, to test the proposed conceptual framework seen in figure 3.1, where new studies could extent research by including an experience category of service. Moreover, stimuli only included service providers from two countries (England and China); hence, there are opportunities to investigate other service providers from different geographical locations with different levels of economic development.

Moreover, only two consumer characteristics were tested as potential moderators (cultural congruence and country familiarity), of the influence of COO dimensions and OT/OD. Future studies could investigate other consumer characteristics such as consumer animosity, consumer ethnocentrism etc. to find their moderating role on the influence of COO dimensions on OT/OD. Additionally, the proposed model Figure 3.1, was tested in an international services context; however, tangible products could be employed as test stimuli going forward.

Since only two countries (India and Australia) were used to recruit respondents to test the proposed conceptual model it could be useful to use other countries with different cultural attributes to allow comparison of results and enhance the generalisability of the findings or disputes them. Lastly, this research used relatively small samples for each treatment tested (100

per cell) due to time and resource restrictions; however, future studies may target larger samples for greater reliability.

7.5   Summary of the Chapter

This chapter provides an overview of the research conducted followed by a discussion of the key findings, contributions to theory and marketing implications for the managers. Limitations of the research were also discussed, and future research directions suggested. In conclusion, this research has provided a significant theoretical contribution to both COO, cervices and CM disciplines, by providing empirical evidence that COO effects (cognitive and affective) has the potential to influence OT/OD and consumer behavioural outcomes post an organisational crisis event. Hence the study has provided managers with a clear understanding of how to develop post-crisis marketing strategies, ultimately to hide or promote COO effects if their organisation is involved in a crisis event.

8. References:

Aaker, JL, Garbinsky, EN & Vohs, KD 2012, 'Cultivating admiration in brands: Warmth, competence, and landing in the "golden quadrant"', *Journal of Consumer Psychology*, vol. 22, no. 2, pp. 191-194.

Ahmed, SA & d'Astous, A 2008, 'Antecedents, moderators and dimensions of country-of-origin evaluations', *International Marketing Review*, vol. 25, no. 1, pp. 75-106.

Ahmed, ZU, Johnson, JP, Pei Ling, C, Wai Fang, T & Kah Hui, A 2002, 'Country-of-origin and brand effects on consumers' evaluations of cruise lines', *International Marketing Review*, vol. 19, no. 3, pp. 279-302.

Ahmed, ZU, Zbib, IJ, Sikander, A & Tanios Farhat, K 2010, 'Predicting consumer behavior based on country of origin (COO) A case study of Lebanese consumers', *EuroMed Journal of Business*, vol. 5, no. 1, pp. 37-56.

Amit, P, Timucin, O & Kumar, MR 2015, 'Foreign or domestic: who provides better customer service?', *Journal of Services marketing*, vol. 29, no. 2, pp. 124-136.

Ang, SH, Jung, K, Kau, AK, Meng, SL, Chanthika, P & Jiuan, TS 2004, 'Animosity towards economic giants: what the little guys think', *Journal of Consumer Marketing*, vol. 21, no. 3, pp. 190-207.

Anselmsson, J, Bondesson, NV & Johansson, U 2014, 'Brand image and customers' willingness to pay a price premium for food brands', *Journal of Product & Brand Management*, vol. 23, no. 2, pp. 90-102.

Arpan, LM & Sun, H 2006, 'The effect of country of origin on judgments of multinational organizations involved in a crisis', *Journal of Promotion Management*, vol. 12, no. 3-4, pp. 189-214.

Balabanis, G & Diamantopoulos, A 2004, 'Domestic Country Bias, Country-of-Origin Effects, and Consumer Ethnocentrism: A Multidensional Unfolding Approach', *Journal of the Academy of Marketing Science*, vol. 32, no. 1, pp. 80 - 96.

Balabanis, G, Mueller, R & Melewar, T 2002, 'The human values' lenses of country of origin images', *International Marketing Review*, vol. 19, no. 6, pp. 582-610.

Bandyopadhyay, S., 2016. Investigating Quality Perceptions of International Services by Chinese Consumers. *Thunderbird International Business Review*, vol. 58, no. 3, pp. 251-260.

Barna, LM 1994, 'Stumbling blocks in intercultural communication', *Intercultural communication: A reader*, vol. 6, pp. 345-353.

Bentler, PM 1990, 'Comparative fit indexes in structural models', *Psychological bulletin*, vol. 107, no. 2, p. 238.

Bentler, PM 1992, 'On the fit of models to covariances and methodology to the Bulletin', *Psychological bulletin*, vol. 112, no. 3, p. 400.

Berentzen, JB, Backhaus, C, Michaelis, M, Blut, M & Ahlert, D 2008, 'Does "made in…" also apply to services? An empirical assessment of the country-of-origin effect in service settings', *Journal of Relationship Marketing*, vol. 7, no. 4, pp. 391-405.

Bierhoff, H-W 1989, *Person perception and attribution*, Springer S-Verlag,Berlin, Germany.

Bilkey, WJ & Nes, E 1982, 'Country-of-origin effects on product evaluations', *Journal of International Business Studies*, vol. 13, no. 1, pp. 89-100.

Bloemer, J, Brijs, K & Kasper, H 2009, 'The CoO-ELM model: A theoretical framework for the cognitive processes underlying country of origin-effects', *European Journal of Marketing*, vol. 43, no. 1/2, pp. 62-89.

Boehe, DM 2015, 'The Internationalization of Service Firms from Emerging Economies: An Internalization Perspective', *Long Range Planning*, vol. 49, no. 5, pp. 559-569.

Bollen, KA 1989, 'Structural equations with latent variables', Wiley, New York.

Bowen, M, Freidank, J, Wannow, S & Cavallone, M 2017a, 'Effect of Perceived Crisis Response on Consumers' Behavioral Intentions During a Company Scandal–An Intercultural Perspective', *Journal of International Management*.

Bowen, M, Freidank, J, Wannow, S & Cavallone, M 2017b, 'Effect of Perceived Crisis Response on Consumers' Behavioral Intentions During a Company Scandal – An Intercultural Perspective', *Journal of International Management*, 2017/12/19/.

Brown, AP 2010, 'Qualitative method and compromise in applied social research', *Qualitative Research*, vol. 10, no. 2, pp. 229-248.

Brown, JB 1999, 'The use of focus groups in clinical research', *Doing qualitative research*, vol. 2, pp. 109-124.

Brown, TA & Moore, MT 2012, 'Confirmatory factor analysis', *Handbook of structural equation modeling*, pp. 361-379.

Browne, MW & Cudeck, R 1993, 'Alternative ways of assessing model fit', *Sage focus editions*, vol. 154, pp. 136-136.

Bruning, ER 1997, 'Country of origin, national loyalty and product choice: the case of international air travel', *International Marketing Review*, vol. 14, no. 1, pp. 59-74.

Byrne, BM 2016, *Structural equation modeling with AMOS: Basic concepts, applications, and programming*, Routledge.

Caligiuri, P, Phillips, J, Lazarova, M, Tarique, I & Burgi, P 2001, 'The theory of met expectations applied to expatriate adjustment: The role of crosscultural training', *International Journal of Human Resource Management*, vol. 12, no. 3, pp. 357-372.

Campbell, M, Gibson, W, Hall, A, Richards, D & Callery, P 2008, 'Online vs. face-to-face discussion in a web-based research methods course for postgraduate nursing students: A quasi-experimental study', *International Journal of Nursing Studies*, vol. 45, no. 5, 2008/05/01/, pp. 750-759.

Carlsson, HJ & Nilsson, J 2017, 'The impact of country-of-origin cues on consumer investment behavior: The moderating influence of financial brand strength and investment management style', *European Journal of Marketing*, vol. 51, no. 2, pp. 349-366.

Chao, P 1992, 'Partitioning country of origin effects: Consumer evaluations of a hybrid product', *Journal of International Business Studies*, no. September & November, pp. 291 - 306.

Chao, P 1998, 'Impact of country-of-origin dimensions on product quality and design quality perceptions', *Journal of Business Research*, vol. 42, no. 1, pp. 1-6.

Chao, P 2001, 'The moderating effects of country of assembly, country of parts, and country of design on hybrid product evaluations', *Journal of Advertising*, vol. 30, no. 4, pp. 67-81.

Chattalas, M, Kramer, T & Takada, H 2008, 'The impact of national stereotypes on the country of origin effect: A conceptual framework', *International Marketing Review*, vol. 25, no. 1, pp. 54-74.

Chen, CY, Mathur, P & Maheswaran, D 2014, 'The effects of country-related affect on product evaluations', *Journal of Consumer Research*, vol. 41, no. 4, pp. 1033-1046.

Cho, J 2006, 'The mechanism of trust and distrust formation and their relational outcomes', *Journal of Retailing*, vol. 82, no. 1, pp. 25-35.

Clark, T, Rajaratnam, D & Smith, T 1996, 'Toward a theory of international services: marketing intangibles in a world of nations', *Journal of International Marketing*, pp. 9-28.

Cook, T, Campbell, DT & Shadish, W 2002, *Experimental and quasi-experimental designs for generalized causal inference*, Houghton Mifflin Boston.

Cook, TD 2015, 'Quasi-Experimental Design', in *Wiley Encyclopedia of Management*, John Wiley & Sons, Ltd.

Coombs, WT 1995, 'Choosing the right words the development of guidelines for the selection of the "appropriate" crisis-response strategies', *Management Communication Quarterly*, vol. 8, no. 4, pp. 447-476.

Coombs, WT 1999, *Ongoing crisis communication: Planning, managing, and responding*, Sage Publications.

Coombs, WT 2004, 'Impact of past crises on current crisis communication insights from Situational Crisis Communication Theory', *Journal of business Communication*, vol. 41, no. 3, pp. 265-289.

Coombs, WT 2007, 'Protecting organization reputations during a crisis: The development and application of situational crisis communication theory', *Corporate reputation review*, vol. 10, no. 3, pp. 163-176.

Coombs, WT 2007a, 'Attribution theory as a guide for post-crisis communication research', *Public Relations Review*, vol. 33, pp. 135 - 139.

Coombs, WT & Holladay, SJ 1996, 'Communication and attributions in a crisis: An experimental study in crisis communication', *Journal of Public Relations Research*, vol. 8, no. 4, pp. 279-295.

Coombs, WT & Holladay, SJ 2002, 'Helping crisis managers protect reputational assets initial tests of the Situational Crisis Communication Theory', *Management Communication Quarterly*, vol. 16, no. 2, pp. 165-186.

Coombs, WT & Laufer, D 2018, 'Global Crisis Management–Current Research and Future Directions', *Journal of International Management*.

Costa, C, Carneiro, J & Goldszmidt, R 2016, 'A contingent approach to country-of-origin effects on foreign products evaluation: Interaction of facets of country image with product classes', *International Business Review*, vol. 25, no. 5, 10//, pp. 1066-1075.

Creswell, JW & Clark, VLP 2017, *Designing and conducting mixed methods research*, Sage publications.

Crowther, F, Ferguson, M & Hann, L 2009, *Developing teacher leaders: How teacher leadership enhances school success*, Corwin Press.

Darmawan, I & Keeves, JP 2006, 'Suppressor variables and multilevel mixture modelling'.

Dash, S, Bruning, E & Acharya, M 2009, 'The effect of power distance and individualism on service quality expectations in banking: A two-country individual-and national-cultural comparison', *International Journal of Bank Marketing*, vol. 27, no. 5, pp. 336-358.

Dawar, N & Pillutla, MM 2000, 'Impact of product-harm crises on brand equity: The moderating role of consumer expectations', *Journal of Marketing Research*, vol. 37, no. 2, pp. 215-226.

De-Blasio, A & Veale, R 2009, 'Why Say Sorry? Influencing Consumer Perceptions Post an Organisational Crisis', *Australiasian Marketing Journal*, vol. 17, no. 2, pp. 75 - 83.

DeBerry-Spence, B, Dadzie, KQ, Ferguson, JL, Dadzie, KQ & Johnston, WJ 2008, 'Country-of-origin effects in service evaluation in emerging markets: some insights from five West African countries', *Journal of Business & Industrial Marketing*, vol. 23, no. 6, pp. 429-437.

Diallo, M.F. and Siqueira Jr, J.R., 2017. How previous positive experiences with store brands affect purchase intention in emerging countries: A comparison between Brazil and Colombia. *International Marketing Review*, vol. 34, no. 4, pp. 536-558.

Edgett, SJ & Cullen, CW 1993, 'Service organization selection: a cross-cultural analysis of the role of involvement', *European Journal of Marketing*, vol. 27, no. 2, pp. 33-45.

Ehrenhaus, P 1982, 'Attribution theory: Implications for intercultural communication', *Communication yearbook*, vol. 6, pp. 721-734.

Essoussi, LH & Merunka, D 2007, 'Consumers' product evaluations in emerging markets: Does country of design, country of manufacture, or brand image matter?', *International Marketing Review*, vol. 24, no. 4, pp. 409-426.

Evans, JR & Mathur, A 2005, 'The value of online surveys', *Internet research*, vol. 15, no. 2, pp. 195-219.

Fearn-Banks, K 2002, *Crisis communications: A Casebook approach*, 2nd edn, Mahwah, NJ: Lawrence Earlbaum Associates.

Fletcher, GJO & Ward, C 1988, 'Attribution theory and processes: A cross-cultural perspective', in *The cross-cultural challenge to social psychology*, Sage Publications, Inc, Thousand Oaks, CA, US, pp. 230-244.

Ford, JB, Joseph, M & Joseph, B 1999, 'Importance-performance analysis as a strategic tool for service marketers: the case of service quality perceptions of business students in New Zealand and the USA', *Journal of Services marketing*, vol. 13, no. 2, pp. 171-186.

Gerbing, DW & Anderson, JC 1993, 'Monte Carlo evaluations of goodness-of-fit indices for structural equation models', *Sage focus editions*, vol. 154, pp. 40-40.

Gerpott, T & Bicak, I 2015, 'Assessment of country-of-origin-related and-neutral elements of mobile communication service offers: An empirical study of consumers with a Turkish migration background in Germany', *Management Science Letters*, vol. 5, no. 4, pp. 337-356.

Gertner, RK 2010, 'Similarities and differences of the effect of country images on tourist and study destinations', *Journal of Travel & Tourism Marketing*, vol. 27, no. 4, pp. 383-395.

Goss, JD & Leinbach, TR 1996, 'Focus groups as alternative research practice: experience with transmigrants in Indonesia', *Area*, pp. 115-123.

Gürhan-Canli, Z & Maheswaran, D 2000, 'Cultural variations in country of origin effects', *Journal of Marketing Research*, vol. 37, no. 3, pp. 309-317.

Hair, JF, Anderson, RE, Babin, BJ & Black, WC 2010, 'Multivariate data analysis: A global perspective (Vol. 7): Pearson Upper Saddle River', NJ.

Hair, JF, Bush, RP, Ortinau, DJ & Miller, K 2008, *Marketing Research*, 2nd edn, McGraw-Hill Australia, Australia.

Hair, JF, Sarstedt, M, Ringle, CM & Mena, JA 2012, 'An assessment of the use of partial least squares structural equation modeling in marketing research', *Journal of the Academy of Marketing Science*, vol. 40, no. 3, pp. 414-433.

Hamin & Elliott, G 2006, 'A less-developed country perspective of consumer ethnocentrism and "country of origin" effects: Indonesian evidence', *Asia pacific journal of marketing and logistics*, vol. 18, no. 2, pp. 79-92.

Han, CM 1989, 'Country image: halo or summary construct?', *Journal of Marketing Research*, vol. 26, no. 2, p. 222.

Han, CM & Terpstra, V 1988, 'Country-of-Origin Effects for Uni-National and Bi-National Products', *Journal of International Business Studies*, vol. 19, no. 2, pp. 235-255.

Harrison-Walker, LJ 1995, 'The relative effects of national stereotype and advertising information on the selection of a service provider: an empirical study', *Journal of Services marketing*, vol. 9, no. 1, pp. 47-59.

Harrison-Walker, LJ 2001, 'The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents', *Journal of service research*, vol. 4, no. 1, pp. 60-75.

Hastak, M & Hong, S 1991, 'Country of origin effects on product quality judgments: An information integration perspective', *Psychology and Marketing*, vol. 8, no. 2, pp. 129 - 143.

Häubl, G 1996, 'A cross-national investigation of the effects of country of origin and brand name on the evaluation of a new car', *International Marketing Review*, vol. 13, no. 5, pp. 76-97.

Heider, F 1958, *The Psychology of Interpersonal Relations*, New York: John Wiley and Sons.

Heslop, LA, Lu, IRR & Cray, D 2008, 'Modeling country image effects through an international crisis', *International Marketing Review*, vol. 25, no. 4, pp. 354-378.

Heslop, LA & Papadopoulos, N 1993, 'But who knows where or when: Reflections on the images of countries and their products', *Product-country images: Impact and role in international marketing*, pp. 39-75.

Heslop, LA, Papadopoulos, N & Bourk, M 1998, 'An interregional and intercultural perspective on subcultural differences in product evaluations', *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, vol. 15, no. 2, pp. 113-127.

Heslop, LA, Papadopoulos, N, Dowdles, M, Wall, M & Compeau, D 2004, 'Who controls the purse strings: a study of consumers' and retail buyers' reactions in an America's FTA environment', *Journal of Business Research*, vol. 57, no. 10, pp. 1177-1188.

Hoenen, A, Karunaratna, A & Quester, P 2005, 'Influence of country of origin effects on services: A study of airlines', in *Australia and New Zealand Marketing Academy Conference (2005: Fremantle, WA)*.

Hofstede, G 1980, 'Motivation, leadership, and organization: do American theories apply abroad?', *Organizational dynamics*, vol. 9, no. 1, pp. 42-63.

Holbrook, MB & Hirschman, EC 1982, 'The experiential aspects of consumption: Consumer fantasies, feelings, and fun', *Journal of Consumer Research*, vol. 9, no. 2, pp. 132-140.

Hong, S & Wyer, RS 1989, 'Effects of contry-of-origin and product attribute information or product evaluation: An information processing perspective', *Journal of Consumer Research*, vol. 16, no. 2, pp. 175 - 187.

Hooper, CS 2011, 'Qualitative in context', *Journal of Advertising Research*, vol. 51, no. 03/02, pp. 163-166.

Hosmer, LT 1995, 'Trust: The connecting link between organizational theory and philosophical ethics', *Academy of Management Review*, vol. 20, pp. 379 - 403.

Hsieh, M-H, Pan, S-L & Setiono, R 2004, 'Product-, corporate-, and country-image dimensions and purchase behavior: A multicountry analysis', *Journal of the Academy of Marketing Science*, vol. 32, no. 3, pp. 251-270.

Hu, L & Bentler, PM 1995, 'Evaluating model fit'.

Hu, Lt & Bentler, PM 1999, 'Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives', *Structural equation modeling: a multidisciplinary journal*, vol. 6, no. 1, pp. 1-55.

Hussey, J & Hussey, R 1997, 'Business research', *Hampshire: Palgrave*.

Insch, GS & McBride, JB 2004, 'The impact of country-of-origin cues on consumer perceptions of product quality: A binational test of the decomposed country-of-origin construct', *Journal of Business Research*, vol. 57, no. 3, pp. 256-265.

Insch, GS & Miller, SR 2005, 'Perception of foreignness: Benefit or liability?', *Journal of Managerial Issues*, pp. 423-438.

Jiménez, N & Martín, SS 2014, 'The mediation of trust in country-of-origin effects across countries', *Cross Cultural Management*, vol. 21, no. 2, pp. 150-171.

Jiménez, NH & martín, SS 2010a, 'The role of country-of-origin, ethnocentrism and animosity in promoting consumer trust. The moderating role of familiarity', *International Business Review*, vol. 19, pp. 34 - 45.

Jiménez, NH & Martín, SS 2010b, 'The role of country-of-origin, ethnocentrism and animosity in promoting consumer trust. The moderating role of familiarity', *International Business Review*, vol. 19, no. 1, pp. 34-45.

Jiménez, NH & San Martín, S 2010, 'The role of country-of-origin, ethnocentrism and animosity in promoting consumer trust. The moderating role of familiarity', *International Business Review*, vol. 19, no. 1, pp. 34-45.

Johansson, JK, Douglas, SP & Nonaka, I 1985, 'Assessing the Impact of Country of Origin on Product Evaluations: A New Methodological Perspective', *Journal of Marketing Research (JMR)*, vol. 22, no. 4, pp. 388-396.

Johnson, EJ & Russo, JE 1984, 'Product familiarity and learning new information', *Journal of Consumer Research*, vol. 11, no. 1, pp. 542-550.

Jöreskog, K & Sörbom, D 1993, 'Structural Equation Modeling with the SIMPLIS Command Language. Scientific Software', *Inc., Chicago*.

Josiassen, A & Harzing, A-W 2008, 'Comment: Descending from the ivory tower: reflections on the relevance and future of country-of-origin research', *European Management Review*, vol. 5, no. 4, pp. 264-270.

Kelley, HH & Michela, JL 1980, 'Attribution theory and research', *Annual review of psychology*, vol. 31, no. 1, pp. 457-501.

Kladou, S, Giannopoulos, AA & Assiouras, I 2014, 'Matching tourism type and destination image perceptions in a country context', *Journal of Place Management and Development*, vol. 7, no. 2, pp. 141-152.

Klein, JG, Ettenson, R & Morris, MD 1998, 'The animosity model of foreign product purchase: An empirical test in the People's Republic of China', *The Journal of Marketing*, pp. 89-100.

Kline, RB 2011, 'Principles and Practice of Structural Equation Modeling, 3rd edn Guilford Press', *New York*.

Kline, RB 2015, *Principles and practice of structural equation modeling*, Guilford publications.

Kogut, B & Singh, H 1988, 'The effect of national culture on the choice of entry mode', *Journal of International Business Studies*, vol. 19, no. 3, pp. 411-432.

Koschate-Fischer, N, Diamantopoulos, A & Oldenkotte, K 2012, 'Are Consumers Really Willing to Pay More for a Favorable Country Image?? A Study of Country-of-Origin Effects on Willingness to Pay', *Journal of International Marketing*, vol. 20, no. 1, pp. 19-41.

Kossinets, G & Watts, DJ 2009, 'Origins of homophily in an evolving social network1', *American journal of sociology*, vol. 115, no. 2, pp. 405-450.

Kraft, FB & Chung, KH 1992, 'Korean importer perceptions of US and Japanese industrial goods exporters', *International Marketing Review*, vol. 9, no. 2.

Kwok, S, Uncles, M & Huang, Y 2006, 'Brand preferences and brand choices among urban Chinese consumers: An investigation of country-of-origin effects', *Asia pacific journal of marketing and logistics*, vol. 18, no. 3, pp. 163-172.

Laroche Frsc, M, Papadopoulos, N, Heslop, L & Bergeron, J 2003, 'Effects of subcultural differences on country and product evaluations', *Journal of Consumer Behaviour*, vol. 2, no. 3, pp. 232-247.

Laroche, M, Papadopoulos, N, Heslop, LA & Bergeron, J 2003, 'Effects of subcultural differences on country and product evaluations', *Journal of Consumer Behaviour*, vol. 2, no. 3, pp. 232-247.

Laroche, M, Papadopoulos, N, Heslop, LA & Mourali, M 2005, 'The influence of country image structure on consumer evaluations of foreign products', *International Marketing Review*, vol. 22, no. 1, pp. 96-115.

Laroche, M, Ueltschy, LC, Abe, S, Cleveland, M & Yannopoulos, PP 2004, 'Service quality perceptions and customer satisfaction: evaluating the role of culture', *Journal of International Marketing*, vol. 12, no. 3, pp. 58-85.

Lascu, D-N & Giese, T 1996, 'Exploring country bias in a retailing environment: implications of retailer country of origin', *Journal of Global Marketing*, vol. 9, no. 1-2, pp. 41-58.

Laufer, D & Coombs, WT 2006, 'How should a company respond to a product harm crisis? The role of corporate reputation and consumer-based cues', *Business Horizons*, vol. 49, no. 5, 9//, pp. 379-385.

Laufer, D, Gillespie, K & Silvera, DH 2009, 'The role of country of manufacture in consumers' attributions of blame in an ambiguous product-harm crisis', *Journal of International Consumer Marketing*, vol. 21, no. 3, pp. 189-201.

Laufer, D & Wang, Y 2018, 'Guilty by association: The risk of crisis contagion', *Business Horizons*, vol. 61, no. 2, pp. 173-179.

Lavine, H, Thomsen, CJ, Zanna, MP & Borgida, E 1998, 'On the Primacy of Affect in the Determination of Attitudes and Behavior: The Moderating Role of Affective-Cognitive Ambivalence', *Journal of Experimental Social Psychology*, vol. 34, no. 4, 7//, pp. 398-421.

Lee, BK 2005a, 'Hong Kong consumers' evaluation in an airline crash: A path model analysis', *Journal of Public Relations Research*, vol. 17, no. 4, pp. 363-391.

Lee, BK 2005b, 'Hong Kong consumers' evaluation in an airline crash: A path model analysis', *Journal of Public Relations Research*, vol. 17, no. 4, pp. 363-391.

Lee, D & Ganesh, G 1999, 'Effects of partitioned country image in the context of brand image and familiarity: A categorization theory perspective', *International Marketing Review*, vol. 16, no. 1, pp. 18-41.

Lee, JK & Lee, W-N 2009, 'Country-of-origin effects on consumer product evaluation and purchase intention: The role of objective versus subjective knowledge', *Journal of International Consumer Marketing*, vol. 21, no. 2, pp. 137-151.

Lenartowicz, T & Roth, K 2001, 'Does subculture within a country matter? A cross-cultural study of motivational domains and business performance in Brazil', *Journal of International Business Studies*, vol. 32, no. 2, pp. 305-325.

Leonidou, LC, Hadjimarcou, J, Kaleka, A & Stamenova, GT 1999, 'Bulgarian consumers' perceptions of products made in Asia Pacific', *International Marketing Review*, vol. 16, no. 2, pp. 126-142.

Lewicki, RJ, McAllister, DJ & Bies, RJ 1998, 'Trust and distrust: New relationships and realities', *Academy of Management Review*, vol. 23, no. 3, pp. 438-458.

Li, D, Lu Wang, C, Jiang, Y, R. Barnes, B & Zhang, H 2014, 'The asymmetric influence of cognitive and affective country image on rational and experiential purchases', *European Journal of Marketing*, vol. 48, no. 11/12, pp. 2153-2175.

Liefeld, JP 2004, 'Consumer knowledge and use of country-of-origin information at the point of purchase', *Journal of Consumer Behaviour*, vol. 4, no. 2, pp. 85 - 96.

Lin, L-Y & Chen, C-S 2006, 'The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan', *Journal of Consumer Marketing*, vol. 23, no. 5, pp. 248-265.

MacCallum, RC 1995, 'Model specification: Procedures, strategies, and related issues'.

MacCallum, RC, Browne, MW & Sugawara, HM 1996, 'Power analysis and determination of sample size for covariance structure modeling', *Psychological methods*, vol. 1, no. 2, p. 130. Magnusson, P., Westjohn, S.A. and Sirianni, N.J., 2018. Beyond country image favorability: How brand positioning via country personality stereotypes enhances brand evaluations. *Journal of International Business Studies*, pp. 1-21.

Maher, AA & Carter, LL 2011, 'The affective and cognitive components of country image: Perceptions of American products in Kuwait', *International Marketing Review*, vol. 28, no. 6, pp. 559-580.

Maher, AA & Singhapakdi, A 2017, 'The effect of the moral failure of a foreign brand on competing brands', *European Journal of Marketing*, vol. 51, no. 5/6, pp. 903-922.

Maheswaran, D 1994, 'Country of origin as a stereotype: Effects of consumer expertise and attribute strength on product evaluations', *Journal of Consumer Research*, pp. 354-365.

Malhotra, N, Hall, J & Shaw, M 2002, *Marketing research: An applied orientation*, Prentice Hall.

Malhotra, N, Hall, J, Shaw, M & Oppenheim, P 2002, 'Marketing Research . French Forest', NSW: Prentice Hall.

Martin, IM & Eroglu, S 1993a, 'Measuring a multi-dimensional construct: Country image', *Journal of Business Research*, vol. 28, no. 3, 1993/11/01, pp. 191-210.

Martin, IM & Eroglu, S 1993b, 'Measuring a Multi-Dimensional Contruct: Country Image', *Journal of Business Research*, vol. 28, pp. 191 - 210.

Mayer, RC, Davis, JH & Schoorman, FD 1995, 'An integrative model of organizational trust', *Academy of Management Review*, vol. 20, no. 33 -51.

McPherson, M, Smith-Lovin, L & Cook, JM 2001, 'Birds of a feather: Homophily in social networks', *Annual review of sociology*, pp. 415-444.

Michaelis, M, Woisetschläger, DM, Backhaus, C & Ahlert, D 2008, 'The effects of country of origin and corporate reputation on initial trust: An experimental evaluation of the perception of Polish consumers', *International Marketing Review*, vol. 25, no. 4, pp. 404-422.

Morgan, DL 1997, *The focus group guidebook*, vol. 1, Sage publications.

Mukherjee, A, Malhotra, N, Sharma, P, Mathur, R & Dhawan, A 2009, 'Exploring customer reactions to offshore call centers: toward a comprehensive conceptual framework', *Journal of Services marketing*, vol. 23, no. 5, pp. 289-300.

Muthén, LK & Muthén, BO 2002, 'How to use a Monte Carlo study to decide on sample size and determine power', *Structural equation modeling*, vol. 9, no. 4, pp. 599-620.

Nadeau, J, Heslop, L, O'Reilly, N & Luk, P 2008, 'Destination in a country image context', *Annals of Tourism Research*, vol. 35, no. 1, pp. 84-106.

Nagashima, A 1970, 'A Comparison of Japanese and U. S. Attitudes toward Foreign Products', *Journal of Marketing*, vol. 34, no. 1, pp. 68-74.

Näslund, D 2002, 'Logistics needs qualitative research-especially action research', *International Journal of Physical Distribution & Logistics Management*, vol. 32, no. 5, pp. 321-338.

Nebenzahl, ID & Jaffe, ED 1993, 'Estimating demand functions from the country-of-origin effect', *Product-Country Images*, pp. 159-178.

Netemeyer, RG, Krishnan, B, Pullig, C, Wang, G, Yagci, M, Dean, D, Ricks, J & Wirth, F 2004, 'Developing and validating measures of facets of customer-based brand equity', *Journal of Business Research*, vol. 57, no. 2, pp. 209-224.

Noar, SM 2003, 'The role of structural equation modeling in scale development', *Structural equation modeling*, vol. 10, no. 4, pp. 622-647.

Oberecker, EM & Diamantopoulos, A 2011, 'Consumers' Emotional Bonds with Foreign Countries: Does Consumer Affinity Affect Behavioral Intentions?', *Journal of International Marketing*, vol. 19, no. 2, pp. 45 - 72.

Obermiller, C & Spangenberg, E 1989, 'Exploring the effects of country of origin labels: an information processing framework', *Advances in Consumer Research*, vol. 16.

Ofir, C & Lehmann, DR 1986, 'Measuring images of foreign products', *Columbia Journal of World Business*, vol. 21, no. 2, pp. 105-108.

Orbaiz, LV & Papadopoulos, N 2003, 'Toward a model of consumer receptivity of foreign and domestic products', *Journal of International Consumer Marketing*, vol. 15, no. 3, pp. 101-126.

Orth, UR, Stöckl, A, Veale, R, Brouard, J, Cavicchi, A, Faraoni, M, Larreina, M, Lecat, B, Olsen, J, Rodriguez-Santos, C, Santini, C & Wilson, D 2012, 'Using attribution theory to explain tourists' attachments to place-based brands', *Journal of Business Research*, vol. 65, no. 9, pp. 1321-1327.

Ouellet, J-F 2007, 'Consumer racism and its effects on domestic cross-ethnic product purchase: An empirical test in the United States, Canada, and France', *Journal of Marketing*, vol. 71, no. 1, pp. 113-128.

Papadopoulos, N & Heslop, LA 1989, 'National Stereotypes and Product Evaluations in a Socialist Country', *International Marketing Review*, vol. 7, no. 1, pp. 32 - 47.

Papadopoulos, N & Heslop, LA 2002, 'Country equity and country branding: Problems and prospects', *Journal of brand management*, vol. 9, no. 4/5, pp. 294 - 314.

Pappu, R, Quester, PG & Cooksey, RW 2007, 'Country image and consumer-based brand equity: relationships and implications for international marketing', *Journal of International Business Studies*, vol. 38, no. 5, 06/28/online, pp. 726-745.

Parameswaran, R & Pisharodi, RM 1994, 'Facets of country of origin image: an empirical assessment', *Journal of Advertising*, vol. 23, no. 1, pp. 43-56.

Patterson, PG, Cowley, E & Prasongsukarn, K 2006, 'Service failure recovery: the moderating impact of individual-level cultural value orientation on perceptions of justice', *International journal of research in marketing*, vol. 23, no. 3, pp. 263-277.

Pecotich, A, Pressley, M & Roth, D 1996, 'The impact of country of origin in the retail service context', *Journal of Retailing and Consumer Services*, vol. 3, no. 4, pp. 213-224.

Peijuan, C, Ting, LP & Pang, A 2009, 'Managing a nation's image during crisis: A study of the Chinese government's image repair efforts in the "Made in China" controversy', *Public Relations Review*, vol. 35, no. 3, pp. 213-218.

Phau, I, Chao, P, Heslop, LA, Lu, IR & Cray, D 2008, 'Modeling country image effects through an international crisis', *International Marketing Review*, vol. 25, no. 4, pp. 354-378.

Phau, I, Chao, P, Michaelis, M, Woisetschläger, DM, Backhaus, C & Ahlert, D 2008, 'The effects of country of origin and corporate reputation on initial trust: An experimental evaluation of the perception of Polish consumers', *International Marketing Review*, vol. 25, no. 4, pp. 404-422.

Phau, I & Suntornnond, V 2006, 'Dimensions of consumer knowledge and its impacts on country of origin effects among Australian consumers: a case of fast-consuming product', *Journal of Consumer Marketing*, vol. 23, no. 1, pp. 34-42.

Piron, F 2000, 'Consumers' Perceptions of the Country-of-Origin Effect on Purchasing Intention of Inconspicuous Products', *Journal of Consumer Research*, vol. 17, no. 4, pp. 308 - 321.

Preacher, KJ, Rucker, DD & Hayes, AF 2007, 'Addressing moderated mediation hypotheses: Theory, methods, and prescriptions', *Multivariate behavioral research*, vol. 42, no. 1, pp. 185-227.

Richins, ML 1997, 'Measuring emotions in the consumption experience', *Journal of Consumer Research*, vol. 24, no. 2, pp. 127-146.

Riefler, P & Diamantopoulos, A 2007, 'Consumer animosity: a literature review and a reconsideration of its measurement', *International Marketing Review*, vol. 24, no. 1, pp. 87-119.

Roggeveen, AL, Bharadwaj, N & Hoyer, WD 2007, 'How call center location impacts expectations of service from reputable versus lesser known firms', *Journal of Retailing*, vol. 83, no. 4, pp. 403-410.

Rose, M, Rose, GM & Shoham, A 2009, 'The impact of consumer animosity on attitudes towards foreign goods: a study of Jewish and Arab Israelis', *Journal of Consumer Marketing*, vol. 26, no. 5, pp. 330-339.

Rosinski 2009, 'FOSTERING INDIVIDUAL AND COLLECTIVE DEVELOPMENT USING THE CULTURAL ORIENTATIONS FRAMEWORK (COFTM) ASSESMENT', *Routledge Companion to International Business Coaching*, p. 145.

Rossiter, JR 2002, 'The C-OAR-SE procedure for scale development in marketing', *International journal of research in marketing*, vol. 19, no. 4, pp. 305-335.

Roth, KP & Diamantopoulos, A 2009, 'Advancing the country image construct', *Journal of Business Research*, vol. 62, no. 7, 7//, pp. 726-740.

Roth, MS & Romeo, JB 1992, 'Matching product catgeory and country image perceptions: A framework for managing country-of-origin effects', *Journal of International Business Studies*, vol. 23, no. 3, pp. 477-497.

Roth, MS & Romeo, JB 1992, 'Matching Product Catgeory and Country Image Perceptions: A Framework for Managing Country-Of-Origin Effects [corrected title: Matching Product Category and Country Image Perceptions: A Framework for Managing Country-Of-Origin Effects]', *Journal of International Business Studies*, vol. 23, no. 3, pp. 477-497.

Schaefer, A 1997, 'Consumer knowledge and country of origin effects', *European Journal of Marketing*, vol. 31, no. 1, pp. 56 - 72.

Schooler, RD 1965, 'Product Bias in the Central American Common Market', *Journal of Marketing Research*, vol. 2, no. 4, pp. 394-397.

Schumann, JH, Wangenheim, Fv, Stringfellow, A, Yang, Z, Praxmarer, S, Jimenez, FR, Blazevic, V, Shannon, RM & Komor, M 2010, 'Drivers of trust in relational service exchange: understanding the importance of cross-cultural differences', *Journal of service research*, vol. 13, no. 4, pp. 453-468.

Schwartz, SH 1994, 'Are there universal aspects in the structure and contents of human values?', *Journal of social issues*, vol. 50, no. 4, pp. 19-45.

Schwartz, SH & Sagiv, L 1995, 'Identifying culture-specifics in the content and structure of values', *Journal of Cross-Cultural Psychology*, vol. 26, no. 1, pp. 92-116.

Sekaran, U 2006, *Research methods for business: A skill building approach*, John Wiley & Sons.

Seringhaus, FR & Botschen, G 1991, 'Cross-national comparison of export promotion services: the views of Canadian and Austrian companies', *Journal of International Business Studies*, pp. 115-133.

Shaffer, TR & O'Hara, BS 1995, 'The Effects of Country of Origin on Trust and Ethical Perceptions of Legal Services', *The Service Industries Journal*, vol. 15, no. 2, 1995/04/01, pp. 162-185.

Sharma, P 2011, 'Country of origin effects in developed and emerging markets: Exploring the contrasting roles of materialism and value consciousness', *Journal of International Business Studies*, vol. 42, no. 2, pp. 285-306.

Sharma, P 2012a, 'Offshore outsourcing of customer services-boon or bane?', *Journal of Services marketing*, vol. 26, no. 5, pp. 352-364.

Sharma, P 2012b, 'Offshore outsourcing of customer services–boon or bane?', *Journal of Services marketing*, vol. 26, no. 5, pp. 352-364.

Shaughnessy, J & Zechmeister, E 1985, *Research methods in psychology*, Alfred A. Knopf.

Shoham, A, Davidow, M, Klein, JG & Ruvio, A 2006, 'Animosity on the home front: The Intifada in Israel and its impact on consumer behavior', *Journal of International Marketing*, vol. 14, no. 3, pp. 92-114.

Soper 2015, 'A-priori sample size calculator for structural equation models.'.

Sousa, CM & Bradley, F 2008, 'Cultural distance and psychic distance: refinements in conceptualisation and measurement', *Journal of Marketing Management*, vol. 24, no. 5-6, pp. 467-488.

Speece, M & Pinkaeo, K 2002, 'Service expectations and consumer ethnocentrism', *Australasian Marketing Journal (AMJ)*, vol. 10, no. 3, pp. 59-75.

Tabachnick, BG & Fidell, LS 2006, 'Using multivariate statistics, 5th', *Needham Height, MA: Allyn & Bacon*.

Tate, WL, Ellram, LM & Brown, SW 2009, 'Offshore outsourcing of services: A stakeholder perspective', *Journal of service research*, vol. 12, no. 1, pp. 56-72.

Thakor, MV & Lavack, AM 2003, 'Effect of perceived brand origin associations on consumer perceptions of quality', *Journal of Product & Brand Management*, vol. 12, no. 6, pp. 394-407.

Tse, ACB 1999, 'Factors affecting consumer perceptions on product safety', *European Journal of Marketing*, vol. 33, no. 9, pp. 911 - 925.

Verlegh, PWJ 2001, *Country-of-origin effects on consumer product evaluations*, PhD disertation, Wageningen University, Wageningen.

Verlegh, PWJ & Steenkamp, JEM 1999, 'A review and meta-analysis of country-of-origin research', *Journal of Economic Psychology*, vol. 20, no. 5, pp. 521-546.

Vida, I & Reardon, J 2008, 'Domestic consumption: rational, affective or normative choice?', *Journal of Consumer Marketing*, vol. 25, no. 1, pp. 34-44.

Vlad, I, Sallot, LM & Reber, BH 2006, 'Rectification Without Assuming Responsibility: Testing the Transgression Flowchart With the Vioxx Recall', *Journal of Public Relations Research*, vol. 18, no. 4, pp. 357-379.

Walsh, G, Gouthier, M, Gremler, DD & Brach, S 2012, 'What the eye does not see, the mind cannot reject: Can call center location explain differences in customer evaluations?', *International Business Review*, vol. 21, no. 5, pp. 957-967.

Wang, C-K & Lamb, C 1983, 'The impact of selected environmental forces upon consumers' willingness to buy foreign products', *Journal of the Academy of Marketing Science*, vol. 11, no. 1-2, 1983/12/01, pp. 71-84.

Wang, CL, Li, D, Barnes, BR & 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.

Wang, J 2008, 'The application of attribution theories in marketing research: A critique', *Review of Business Research*, vol. 8, no. 3, pp. 174-180.

Watson, JJ & Wright, K 1999, 'Consumer Ethnocentrism and Attitutes Towards Domestic and Foreign Products', *European Journal of Marketing*, vol. 34, no. 9/10, pp. 1149 - 1166.

Weiner, B 1986, 'An attributional theory of motivation', *Emotion, New York: Springer-Verlag*.

Wetzels, M, Birgelen, M & Ruyter, K 1996, 'Ain't it much, i fit ain't Dutch?: an application of the consumer ethnocentrism concept to international services in the Netherlands', in *European Marketing Academy, Proceedings,* Budapest University of Economic Sciences Budapest, vol. 2, pp. 1255-1269.

Winit, W, Gregory, G, Cleveland, M & Verlegh, P 2014, 'Global vs local brands: how home country bias and price differences impact brand evaluations', *International Marketing Review*, vol. 31, no. 2, pp. 102-128.

Woellert, L 2007, 'Made in China. Sued here', *Business Week*, vol. 16, no. 9.

Wong, NY 2004, 'The role of culture in the perception of service recovery', *Journal of Business Research*, vol. 57, no. 9, pp. 957-963.

Xu, J & Wu, Y 2015, 'Using Twitter in crisis management for organizations bearing different country-of-origin perceptions', *Journal of Communication Management*, vol. 19, no. 3, pp. 239-253.

Yeniyurt, S & Townsend, JD 2003, 'Does culture explain acceptance of new products in a country? An empirical investigation', *International Marketing Review*, vol. 20, no. 4, pp. 377-396.

Yong, Z 1995, 'Chinese consumers' evaluation of foreign products: the influence of culture, product types and product presentation format', *European Journal of Marketing*, vol. 30, no. 12, pp. 50 - 68.

Zeithaml, VA, Parasuraman, A & Berry, LL 1985, 'Problems and strategies in services marketing', *Journal of Marketing*, vol. 49, no. 2, pp. 33-46.

Zhang, Y 1996, 'Country of origin effect the moderating function of individual difference in information processing', *International Marketing Review*, vol. 14, no. 4, pp. 266 - 287.

Zhou, N & Belk, RW 2004, 'Chinese consumer readings of global and local advertising appeals', *Journal of Advertising*, vol. 33, no. 3, pp. 63-76.

9. Appendices

1 Human Ethics Research Committee Approval for Exploratory and Confirmatory Studies

RESEARCH SERVICES
OFFICE OF RESEARCH ETHICS, COMPLIANCE
AND INTEGRITY
THE UNIVERSITY OF ADELAIDE

LEVEL 4, RUNDLE MALL PLAZA
50 RUNDLE MALL
ADELAIDE SA 5000 AUSTRALIA

TELEPHONE +61 8 8313 5137
FACSIMILE +61 8 8313 3700
EMAIL hrec@adelaide.edu.au

CRICOS Provider Number 00123M

10 March 2017

Associate Professor Crouch
Marketing and Management

Dear Associate Professor Crouch

ETHICS APPROVAL No:	H-2017-029
PROJECT TITLE:	**Investigating country-of-origin influences on brand attribution for an organisational crisis**

The ethics application for the above project has been reviewed by the Low Risk Human Research Ethics Review Group (Faculty of Arts and Faculty of the Professions) and is deemed to meet the requirements of the *National Statement on Ethical Conduct in Human Research (2007)* involving no more than low risk for research participants. You are authorised to commence your research on **10 Mar 2017**.

Ethics approval is granted for three years and is subject to satisfactory annual reporting. The form titled *Annual Report on Project Status* is to be used when reporting annual progress and project completion and can be downloaded at http://www.adelaide.edu.au/research-services/oreci/human/reporting/. Prior to expiry, ethics approval may be extended for a further period.

Participants in the study are to be given a copy of the Information Sheet and the signed Consent Form to retain. It is also a condition of approval that you **immediately report** anything which might warrant review of ethical approval including:

- serious or unexpected adverse effects on participants,
- previously unforeseen events which might affect continued ethical acceptability of the project,
- proposed changes to the protocol; and
- the project is discontinued before the expected date of completion.

Please refer to the following ethics approval document for any additional conditions that may apply to this project.

Yours sincerely

DR JOHN TIBBY
Co-Convenor
Low Risk Human Research Ethics Review Group
(Faculty of Arts and Faculty of the Professions)

DR ANNA OLIJNK
Co-Convenor
Low Risk Human Research Ethics Review Group
(Faculty of Arts and Faculty of the Professions)

Applicant: **Associate Professor R Crouch**

School: **Marketing and Management**

Project Title: **Investigating country-of-origin influences on brand attribution for an organisational crisis**

_____

The University of Adelaide Human Research Ethics Committee
Low Risk Human Research Ethics Review Group (Faculty of Arts and Faculty of the Professions)

ETHICS APPROVAL No: **H-2017-029**   **App. No.: 0000022207**

APPROVED for the period: **10 Mar 2017 to 31 Mar 2020**

Thank you for your response, dated 09.03.17, to the matters raised. It is also noted that this project involves PhD student Muhammad Irfan Tariq.

DR JOHN TIBBY   **DR ANNA OLIJNK**
Co-Convenor   **Co-Convenor**
Low Risk Human Research Ethics Review Group **Low Risk Human Research Ethics Review Group**
(Faculty of Arts and Faculty of the Professions) **(Faculty of Arts and Faculty of the Professions)**

2   Focus Group Discussion Consent Form

1. I have read the Information about the focus group and agree to take part in the following research project:

Title: Investigating country-of-origin influence on brand attribution for an organisational crisis

Ethics Approval No: H - 2017- 029

2. I have had the project, so far as it affects me, fully explained to my satisfaction by the research worker. My consent is given freely.

3.   Although I understand the purpose of the research project it has also been explained that involvement may not be of any benefit to me.

4. I have been informed that, while information gained during the study may be published, I will not be identified and my personal results will not be divulged.

5. I understand that I am free to withdraw from the project at any time.

6. I agree to the interview being audio/video recorded.   Yes ☐   No ☐

7. I am aware that I should keep a copy of this Consent Form, when completed, and the attached Information Sheet.

Participant to complete:

Name: _____ Signature: _____

Date: _____

Researcher/Witness to complete:

I have described the nature of the research
to
_____
                                        (print name of participant)

and in my opinion she/he understood the explanation.

Signature: _____ Position: _____

Date: _____

Personal Details

First Name Only (or Alias):   _____

Occupation: _____

Ethnic Background (e.g. Indonesian, Chinese, Thai etc): _____

2.1 Focus Group Discussion Guide

2 groups in Pakistan

Male over 20 years

Female over 20 years

All participants must be the internet users

Objectives are to explore:

Country of service provider

1. Which countries you trust the most?

2. Rate the countries from 1 to 10 in the order of high trust.

3. Discuss the reasons of trust.

4. Which countries you distrust most?

5. Rate the countries in the order of distrust.

6. Discuss the reason of distrust.

Service Types

7. Which services are most common in the world?

8. Rank the services in the order of your preference.

9. Highlight the country also, where the preferred services should be.

Crisis Types

10. Think about crises in the services and discuss.

11. Which crises are most common in services?

12. Highlight the services in which crises can occur more frequently.

13. Rank the service crises which cannot be tolerable.

3.1 Scenario 1: England +Victim + Apology + Financial

Cyber-criminal hackers paralyse Hastings Investment's computer server, stealing confidential information resulting in substantial losses for clients.

By: Paul Baker

Yesterday, there was an announcement by the Cyber Crime Unit of the London Metropolitan Police department. They stated that Hastings Investments had experienced a mainframe computer hacking incident. Mr. John Hastings, and his sons have owned this private investment firm for 20 years, investing in a wide range of different business sectors on behalf of their customers.

Initial reports indicate the hackers accessed the firm's network for only a few minutes, but it was long enough to access complete client profiles allowing for funds to be siphoned out of their accounts to currently untraceable destinations off shore. As a result, London Metropolitan police have closed the firm preventing further business activities for the foreseeable future.

Corporate investigations have confirmed that Hastings Investments believed it was insured against such client losses by purchasing comprehensive liability insurance with what was believed to be a well-established and reliable insurer.

However, it has been discovered that the insurer will not be able to compensate Hastings Investments on behalf of their clients, leaving the Hastings family personally responsible for client losses.

Today, Mr. Hastings senior, representing the firm, made the following statement: "We are also victims of this despicable criminal act, and I take full responsibility for this devastating event and fully realise the impact this has on our customers and the stress and hardship that it will cause. On behalf of myself, the board of Hastings Investments, and my family I want to offer my heartfelt apology to anyone effected – including our investors and staff. We also want to assure everyone that we will do everything possible repay our investors."

Police have sealed all the firm's computer servers and are currently undertaking a full criminal investigation.

3.2 Scenario 2: England + Victim + Denial + Financial

Cyber-criminal hackers paralyse Hastings Investment's computer server, stealing confidential information resulting in substantial losses for clients.

By: Paul Baker

Yesterday, there was an announcement by the Cyber Crime Unit of the London Metropolitan Police department. They stated that Hastings Investments had experienced a mainframe computer hacking incident. Mr. John Hastings, and his sons have owned this private investment firm for 20 years, investing in a wide range of different business sectors on behalf of their customers.

Initial reports indicate the hackers accessed the firm's network for only a few minutes, but it was long enough to access complete client profiles allowing for funds to be siphoned out of their accounts to currently untraceable destinations off shore. As a result, London Metropolitan police have closed the firm preventing further business activities for the foreseeable future.

Corporate investigations have confirmed that Hastings Investments believed it was insured against such client losses by purchasing comprehensive liability insurance with what was believed to be a well-established and reliable.

However, it has been discovered that the insurer will not be able to compensate Hastings Investments on behalf of their clients, leaving the Hastings family personally responsible for client losses.

Despite this evidence, Hastings Investments denies that customers will suffer financial losses. Today, Mr. Hastings senior, made the following statement: "These reports are totally baseless, our customers' investments are totally safe."

Police have sealed all the firm's computer servers and are currently undertaking a full criminal investigation.

Cyber-criminal hackers paralyse Hastings Investment's computer server, stealing confidential information resulting in substantial losses for clients.

By: Paul Baker

Yesterday, there was an announcement by the Cyber Crime Unit of the London Metropolitan Police department. They stated that Hastings Investments had experienced a mainframe computer hacking incident. Mr. John Hastings, and his sons have owned this private investment firm for 20 years, investing in a wide range of different business sectors on behalf of their customers.

Initial reports indicate the hackers accessed the firm's network for only a few minutes, but it was long enough to access complete client profiles allowing for funds to be siphoned out of their accounts to currently untraceable destinations off shore. As a result, London Metropolitan Police have closed the firm preventing further business activities for the foreseeable future.

Further reports reveal that Hastings Investments has not, for several years, held the appropriate insurance cover necessary to make good customer losses in such circumstances. This is in spite of the legislative requirements in England to hold such insurance.

A senior employee of the firm has come forward and confirmed that the owners knowingly failed to pay for the appropriate insurance against computer 'hacking' and fraud to save themselves money, knowingly putting their customers' funds at risk. Investigations have substantiated this allegation via other reliable sources.

Today, Mr. Hastings senior, representing the firm, made the following statement: "We are also victims of this despicable criminal act, and I take full responsibility for this devastating event and fully realise the impact this has on our customers and the stress and hardship that it will cause. On behalf of myself, the board of Hastings Investments, and my family I want to offer my heartfelt apology to anyone effected – including our investors and staff. We also want to assure everyone that we will do everything possible repay our investors."

Police have sealed all the firm's computer servers and are currently undertaking a full criminal investigation.

Cyber-criminal hackers paralyse Hastings Investment's computer server, stealing confidential information resulting in substantial losses for clients.

By: Paul Baker

Yesterday, there was an announcement by the Cyber Crime Unit of the London Metropolitan Police department. They stated that Hastings Investments had experienced a mainframe computer hacking incident. Mr. John Hastings, and his sons have owned this private investment firm for 20 years, investing in a wide range of different business sectors on behalf of their customers.

Initial reports indicate the hackers accessed the firm's network for only a few minutes, but it was long enough to access complete client profiles allowing for funds to be siphoned out of their accounts to currently untraceable destinations off shore. As a result, London Metropolitan Police have closed the firm preventing further business activities for the foreseeable future.

Further reports reveal that Hastings Investments has not, for several years, held the appropriate insurance cover necessary to make good customer losses in such circumstances. This is in spite of the legislative requirements in England to hold such insurance.

A senior employee of the firm has come forward and confirmed that the owners knowingly failed to pay for the appropriate insurance against computer 'hacking' and fraud to save themselves money, knowingly putting their customers' funds at risk. Investigations have substantiated this allegation via other reliable sources.

Despite this evidence, Hastings Investments denies that customers will suffer financial losses. Today, Mr Hastings senior, made the following statement: "These reports are totally baseless, our customers' investments are totally safe."

Police have sealed all the firm's computer servers and are currently undertaking a full criminal investigation.

Child dies at Hansen Private Hospital after being given nitrous oxide instead of oxygen

By: Paul Baker

Yesterday, the London Metropolitan announced that doctors at the Hansen Private Hospital gave a lethal dose of nitrous oxide, a widely used anaesthetic agent, instead of oxygen to an eight year old boy during a routine medical procedure. The boy died, while another is in critical condition from an identical procedural failure that occurred on the same day, at the same facility.

It is typical in an operating theatre for there to be two distinct 'colour-coded' pipes that dispense these gases. An expert from the Centre for Disease Control confirmed that death would occur quickly if excessive doses of nitrous oxide are given to a patient. A member of the hospital staff has come forward and said this terrible event has happened because the valves controlling the nitrous oxide failed, allowing it to leak into the oxygen supply.

It was revealed that two days ago, the hospital hired an external contractor to install a new machine and gas pipes in the operating theatre where the event took place.

An independent expert examining the equipment confirms that the firm supplying and installing the equipment used substandard parts and failed to undertake the required equipment testing prior to declaring the machine safe for use. This negligence on the contractor's part resulted in the valve failure and leakage of nitrous oxide into the oxygen being supplied to both young patients.

Mr. Rodney Hammond, CEO of Hansen Private Hospital, has made the following statement; "On behalf of all of us at the Hospital, I wish to state that I take full responsibility for these tragic events and want to express my sincere apologies to the families of these children and our community. Most importantly, critical procedural changes have been implemented to confirm that all necessary equipment maintenance and safety checks are completed as required on all equipment to ensure nothing like this ever happens again at our hospital."

Police have sealed the operation theatre where the events took place and are currently progressing with their investigation.

3.6 Scenario 6: England + Victim + Denial + Health

Child dies at Hansen Private Hospital after being given nitrous oxide instead of oxygen

By: Paul Baker

Yesterday, the London Metropolitan Police announced that doctors at the Hansen Private Hospital gave a lethal dose of nitrous oxide, a widely used anaesthetic agent, instead of oxygen to an eight year old boy during a routine medical procedure. The boy died, while another is in critical condition from an identical procedural failure that occurred on the same day, at the same facility.

It is typical in an operating theatre for there to be two distinct 'colour-coded' pipes that dispense these gases. An expert from the Centre for Disease Control confirmed that death would occur quickly if excessive doses of nitrous oxide are given to a patient. A member of the hospital staff has come forward and said this terrible event has happened because the valves controlling the nitrous oxide failed, allowing it to leak into the oxygen supply.

It was revealed that two days ago, the hospital hired an external contractor to install a new machine and gas pipes in the operating theatre where the event took place.

An independent expert examining the equipment confirms that the firm supplying and installing the equipment used substandard parts and failed to undertake the required equipment testing prior to declaring the machine safe for use. This negligence on the contractor's part resulted in the valve failure and leakage of nitrous oxide into the oxygen being supplied to both young patients.

Today, Mr. Rodney Hammond, CEO of Hansen Private Hospital, made the following statement; "We have no reason to believe that these unfortunate incidents were due to the actions of any persons or practices here at Hansen Private Hospital. The allegations that patients have been harmed due to being administered nitrous oxide are totally baseless."

Police have sealed the operation theatre where the events took place and are currently progressing with their investigation.

Child dies at Hansen Private Hospital after being given nitrous oxide instead of oxygen

By: Paul Baker

Yesterday, the London Metropolitan Police announced that doctors at the Hansen Private Hospital gave a lethal dose of nitrous oxide, a widely used anaesthetic agent, instead of oxygen to an eight year old boy during a routine medical procedure. The boy died, while another is in critical condition from an identical procedural failure that occurred on the same day, at the same facility.

It is typical in an operating theatre for there to be two distinct 'colour-coded' pipes that dispense these gases. An expert from the Centre for Disease Control confirmed that death would occur quickly if excessive doses of nitrous oxide are given to a patient. A member of the hospital staff has come forward and said this terrible event has happened because the valves controlling the nitrous oxide failed, allowing it to leak into the oxygen supply.

This hospital staff member has further revealed that these terrible events have taken place due to a history of neglect and poor maintenance of the machines that dispense these gases.

In fact, maintenance staff had warned recently that there was a possibility that nitrous oxide had been leaking into the oxygen supply to patients for some time, but they were not given permission to replace the valves that controlled the flow of these gases. Because of this negligent, cost cutting strategy, the valves did fail and nitrous oxide leaked into the pipe supplying oxygen to both young patients with fatal results.

Mr. Rodney Hammond, CEO of Hansen Private Hospital, has made the following statement; "On behalf of all of us at the Hospital, I wish to state that I take full responsibility for these tragic events and want to express my sincere apologies to the families of these children and our community. Most importantly, critical procedural changes have been implemented to confirm that all necessary equipment maintenance and safety checks are completed as required on all equipment to ensure nothing like this ever happens again at our hospital."

Police have sealed the operation theatre where the events took place and are currently progressing with their investigation.

Child dies at Hansen Private Hospital after being given nitrous oxide instead of oxygen

By: Paul Baker

Yesterday, the London Metropolitan Police announced that doctors at the Hansen Private Hospital gave a lethal dose of nitrous oxide, a widely used anaesthetic agent, instead of oxygen to an eight year old boy during a routine medical procedure. The boy died, while another is in critical condition from an identical procedural failure that occurred on the same day, at the same facility.

It is typical in an operating theatre for there to be two distinct 'colour-coded' pipes that dispense these gases. An expert from the Centre for Disease Control confirmed that death would occur quickly if excessive doses of nitrous oxide are given to a patient. A member of the hospital staff has come forward and said this terrible event has happened because the valves controlling the nitrous oxide failed, allowing it to leak into the oxygen supply.

This hospital staff member has further revealed that these terrible events have taken place due to a history of neglect and poor maintenance of the machines that dispense these gases.

In fact, maintenance staff had warned recently that there was a possibility that nitrous oxide had been leaking into the oxygen supply to patients for some time, but they were not given permission to replace the valves that controlled the flow of these gases. Because of this negligent, cost cutting strategy, the valves did fail and nitrous oxide leaked into the pipe supplying oxygen to both young patients with fatal results.

Today, Mr. Rodney Hammond, CEO of Hansen Private Hospital, made the following statement; "We have no reason to believe that these unfortunate incidents were due to the actions of any persons or practices here at Hansen Private Hospital. The allegations that patients have been harmed due to being administered nitrous oxide are totally baseless."

Police have sealed the operation theatre where the events took place and are currently progressing with their investigation.

3.9 Scenario 9: China + Victim + Apology + Finance

Cyber-criminal hackers paralyse Beijing Capital Investment's computer server, stealing confidential information resulting in substantial losses for clients.

By: Weicong Yang

Yesterday, there was an announcement by the Cyber Crime Unit of the Beijing Police department. They stated that Beijing Capital Investments had experienced a mainframe computer hacking incident. Mr. Boyuan Zhang, and his sons have owned this private investment firm for 20 years, investing in a wide range of different business sectors on behalf of their customers.

Initial reports indicate the hackers accessed the firm's network for only a few minutes, but it was long enough to access complete client profiles allowing for funds to be siphoned out of their accounts to currently untraceable destinations off shore. As a result, Beijing police have closed the firm preventing further business activities for the foreseeable future.

Corporate investigations have confirmed that Beijing Capital Investments believed it was insured against such client losses by purchasing comprehensive liability insurance with what was believed to be a well-established and reliable insurer.

However, it has been discovered that the insurer will not be able to compensate Beijing Capital Investments on behalf of their clients, leaving the Zhang family personally responsible for client losses.

Today, Mr Zhang senior, representing the firm, made the following statement: "We are also victims of this despicable criminal act, and I take full responsibility for this devastating event and fully realise the impact this has on our customers and the stress and hardship that it will cause. On behalf of myself, the board of Beijing Capital Investments, and my family I want to offer my heartfelt apology to anyone effected – including our investors and staff. We also want to assure everyone that we will do everything possible repay our investors."

Police have sealed all the firm's computer servers and are currently undertaking a full criminal investigation.

Cyber-criminal hackers paralyse Beijing Capital Investment's computer server, stealing confidential information resulting in substantial losses for clients.

By: Weicong Yang

Yesterday, there was an announcement by the Cyber Crime Unit of the Beijing Police department. They stated that Beijing Capital Investments had experienced a mainframe computer hacking incident. Mr. Boyuan Zhang, and his sons have owned this private investment firm for 20 years, investing in a wide range of different business sectors on behalf of their customers.

Initial reports indicate the hackers accessed the firm's network for only a few minutes, but it was long enough to access complete client profiles allowing for funds to be siphoned out of their accounts to currently untraceable destinations off shore. As a result, Beijing police have closed the firm preventing further business activities for the foreseeable future.

Corporate investigations have confirmed that Beijing Capital Investments believed it was insured against such client losses by purchasing comprehensive liability insurance with what was believed to be a well-established and reliable.

However, it has been discovered that the insurer will not be able to compensate Beijing Capital Investments on behalf of their clients, leaving the Zhang family personally responsible for client losses.

Despite this evidence, Beijing Capital Investments denies that customers will suffer financial losses. Today, Mr. Zhang senior, made the following statement: "These reports are totally baseless, our customers' investments are totally safe."

Police have sealed all the firm's computer servers and are currently undertaking a full criminal investigation.

Cyber-criminal hackers paralyse Beijing Capital Investment's computer server, stealing confidential information resulting in substantial losses for clients.

By: Weicong Yang

Yesterday, there was an announcement by the Cyber Crime Unit of the Beijing Police department. They stated that Beijing Capital Investments had experienced a mainframe computer hacking incident. Mr. Boyuan Zhang, and his sons have owned this private investment firm for 20 years, investing in a wide range of different business sectors on behalf of their customers.

Initial reports indicate the hackers accessed the firm's network for only a few minutes, but it was long enough to access complete client profiles allowing for funds to be siphoned out of their accounts to currently untraceable destinations off shore. As a result, Beijing police have closed the firm preventing further business activities for the foreseeable future.

Further reports reveal that Beijing Capital Investments has not, for several years, held the appropriate insurance cover necessary to make good customer losses in such circumstances. This is in spite of the legislative requirements in China to hold such insurance.

A senior employee of the firm has come forward and confirmed that the owners knowingly failed to pay for the appropriate insurance against computer 'hacking' and fraud to save themselves money, knowingly putting their customers' funds at risk. Investigations have substantiated this allegation via other reliable sources.

Today, Mr. Zhang senior, representing the firm, made the following statement: "We are also victims of this despicable criminal act, and I take full responsibility for this devastating event and fully realise the impact this has on our customers and the stress and hardship that it will cause. On behalf of myself, the board of Beijing Capital Investments, and my family I want to offer my heartfelt apology to anyone effected – including our investors and staff. We also want to assure everyone that we will do everything possible repay our investors."

Police have sealed all the firm's computer servers and are currently undertaking a full criminal investigation.

Cyber-criminal hackers paralyse Beijing Capital Investment's computer server, stealing confidential information resulting in substantial losses for clients.

By: Weicong Yang

Yesterday, there was an announcement by the Cyber Crime Unit of the Beijing Police department. They stated that Beijing Capital Investments had experienced a mainframe computer hacking incident. Mr. Boyuan Zhang, and his sons have owned this private investment firm for 20 years, investing in a wide range of different business sectors on behalf of their customers.

Initial reports indicate the hackers accessed the firm's network for only a few minutes, but it was long enough to access complete client profiles allowing for funds to be siphoned out of their accounts to currently untraceable destinations off shore. As a result, Beijing police have closed the firm preventing further business activities for the foreseeable future.

Further reports reveal that Beijing Capital Investments has not, for several years, held the appropriate insurance cover necessary to make good customer losses in such circumstances. This is in spite of the legislative requirements in China to hold such insurance.

A senior employee of the firm has come forward and confirmed that the owners knowingly failed to pay for the appropriate insurance against computer 'hacking' and fraud to save themselves money, knowingly putting their customers' funds at risk. Investigations have substantiated this allegation via other reliable sources

Despite this evidence, Beijing Capital Investments denies that customers will suffer financial losses. Today, Mr. Zhang senior, made the following statement: "These reports are totally baseless, our customers' investments are totally safe."
Police have sealed all the firm's computer servers and are currently undertaking a full criminal investigation.

Child dies at Beijing Orient Hospital after being given nitrous oxide instead of oxygen

By: Weicong Yang

Yesterday, the Beijing Police announced that doctors at the Beijing Orient Hospital gave a lethal dose of nitrous oxide, a widely used anaesthetic agent, instead of oxygen to an eight year old boy during a routine medical procedure. The boy died, while another is in critical condition from an identical procedural failure that occurred on the same day, at the same facility.

It is typical in an operating theatre for there to be two distinct 'colour-coded' pipes that dispense these gases. An expert from the Centre for Disease Control confirmed that death would occur quickly if excessive doses of nitrous oxide are given to a patient. A member of the hospital staff has come forward and said this terrible event has happened because the valves controlling the nitrous oxide failed, allowing it to leak into the oxygen supply.

It was revealed that two days ago, the hospital hired an external contractor to install a new machine and gas pipes in the operating theatre where the event took place.

An independent expert examining the equipment confirms that the firm supplying and installing the equipment used substandard parts and failed to undertake the required equipment testing prior to declaring the machine safe for use. This negligence on the contractor's part resulted in the valve failure and leakage of nitrous oxide into the oxygen being supplied to both young patients.

Mr. Muyao Chen, CEO of Beijing Orient Hospital, has made the following statement; "On behalf of all of us at the Hospital, I wish to state that I take full responsibility for these tragic events and want to express my sincere apologies to the families of these children and our community. Most importantly, critical procedural changes have been implemented to confirm that all necessary equipment maintenance and safety checks are completed as required on all equipment to ensure nothing like this ever happens again at our hospital."

Police have sealed the operation theatre where the events took place and are currently progressing with their investigation.

Child dies at Beijing Orient Hospital after being given nitrous oxide instead of oxygen

By: Weicong Yang

Yesterday, the Beijing Police announced that doctors at the Beijing Orient Hospital gave a lethal dose of nitrous oxide, a widely used anaesthetic agent, instead of oxygen to an eight year old boy during a routine medical procedure. The boy died, while another is in critical condition from an identical procedural failure that occurred on the same day, at the same facility.

It is typical in an operating theatre for there to be two distinct 'colour-coded' pipes that dispense these gases. An expert from the Centre for Disease Control confirmed that death would occur quickly if excessive doses of nitrous oxide are given to a patient. A member of the hospital staff has come forward and said this terrible event has happened because the valves controlling the nitrous oxide failed, allowing it to leak into the oxygen supply.

It was revealed that two days ago, the hospital hired an external contractor to install a new machine and gas pipes in the operating theatre where the event took place.

An independent expert examining the equipment confirms that the firm supplying and installing the equipment used substandard parts and failed to undertake the required equipment testing prior to declaring the machine safe for use. This negligence on the contractor's part resulted in the valve failure and leakage of nitrous oxide into the oxygen being supplied to both young patients.

Today, Mr. Muyao Chen, CEO of Beijing Orient Hospital, made the following statement; "We have no reason to believe that these unfortunate incidents were due to the actions of any persons or practices here at Beijing Orient Hospital. The allegations that patients have been harmed due to being administered nitrous oxide are totally baseless."

Police have sealed the operation theatre where the events took place and are currently progressing with their investigation.

3.15 Scenario 15: (China + Intentional + Apology + Health)

Child dies at Beijing Orient Hospital after being given nitrous oxide instead of oxygen

By: Weicong Yang

Yesterday, the Beijing Police announced that doctors at the Beijing Orient Hospital gave a lethal dose of nitrous oxide, a widely used anaesthetic agent, instead of oxygen to an eight year old boy during a routine medical procedure. The boy died, while another is in critical condition from an identical procedural failure that occurred on the same day, at the same facility.

It is typical in an operating theatre for there to be two distinct 'colour-coded' pipes that dispense these gases. An expert from the Centre for Disease Control confirmed that death would occur quickly if excessive doses of nitrous oxide are given to a patient. A member of the hospital staff has come forward and said this terrible event has happened because the valves controlling the nitrous oxide failed, allowing it to leak into the oxygen supply.

This hospital staff member has further revealed that these terrible events have taken place due to a history of neglect and poor maintenance of the machines that dispense these gases.

In fact, maintenance staff had warned recently that there was a possibility that nitrous oxide had been leaking into the oxygen supply to patients for some time, but they were not given permission to replace the valves that controlled the flow of these gases. Because of this negligent, cost cutting strategy, the valves did fail and nitrous oxide leaked into the pipe supplying oxygen to both young patients with fatal results.

Mr. Muyao Chen, CEO of Beijing Orient Hospital, has made the following statement; "On behalf of all of us at the Hospital, I wish to state that I take full responsibility for these tragic events and want to express my sincere apologies to the families of these children and our community. Most importantly, critical procedural changes have been implemented to confirm that all necessary equipment maintenance and safety checks are completed as required on all equipment to ensure nothing like this ever happens again at our hospital."

Police have sealed the operation theatre where the events took place and are currently progressing with their investigation.

3.16 Scenario 16: (China + Intentional + Denial + Health)

Child dies at Beijing Orient Hospital after being given nitrous oxide instead of oxygen

By: Weicong Yang

Yesterday, the Beijing Police announced that doctors at the Beijing Orient Hospital gave a lethal dose of nitrous oxide, a widely used anaesthetic agent, instead of oxygen to an eight year old boy during a routine medical procedure. The boy died, while another is in critical condition from an identical procedural failure that occurred on the same day, at the same facility.

It is typical in an operating theatre for there to be two distinct 'colour-coded' pipes that dispense these gases. An expert from the Centre for Disease Control confirmed that death would occur quickly if excessive doses of nitrous oxide are given to a patient. A member of the hospital staff has come forward and said this terrible event has happened because the valves controlling the nitrous oxide failed, allowing it to leak into the oxygen supply.

This hospital staff member has further revealed that these terrible events have taken place due to a history of neglect and poor maintenance of the machines that dispense these gases.

In fact, maintenance staff had warned recently that there was a possibility that nitrous oxide had been leaking into the oxygen supply to patients for some time, but they were not given permission to replace the valves that controlled the flow of these gases. Because of this negligent, cost cutting strategy, the valves did fail and nitrous oxide leaked into the pipe supplying oxygen to both young patients with fatal results.

Today, Mr. Muyao Chen, CEO of Beijing Orient Hospital, made the following statement; "We have no reason to believe that these unfortunate incidents were due to the actions of any persons or practices here at Beijing Orient Hospital. The allegations that patients have been harmed due to being administered nitrous oxide are totally baseless."

Police have sealed the operation theatre where the events took place and are currently progressing with their investigation.

4   Sample Questionnaire for English Financial Services

Introduction

Hello and Welcome!

Many thanks for agreeing to take our survey!

What follows are a number of questions about England and its people. It doesn't matter if you have never been to England or met any people from there. You will read a 'newspaper clipping' about the Hastings Investments Pty. Ltd. and a service-related incident. We are just interested in knowing your opinions based on the information provided to you in the clipping.

The survey will take about 10 minutes to complete,
and you may opt out at any time.

There is absolutely no risk to you and your confidentiality is assured, as we do not collect any personal details or link any information given to any individual.

This research project will be conducted according to NHMRC National Statement on Ethical Conduct in Human Research (http://www.nhmrc.gov.au/publications/synopses/e72syn.htm). The survey is voluntary and you can choose to opt out of completing the survey at any time.
Your answers will not be linked to you personally and results will only be presented in aggregated data and statistical outputs. The information will be used exclusively for academic purposes and is not part of any commercialisation program.

This research is being conducted by Irfan Tariq of the University of Adelaide in order to gain a better understanding of how consumers perceive foreign service providers. Data will be stored securely by the University of Adelaide for 5 years and will only be accessible by the researcher named.
For further information please contact Irfan Tariq at the University of Adelaide, email: muhammad.tariq@adelaide.edu.au. under the supervision of Assoc Prof Roberta Crouch, email: roberta.crouch@adelaide.edu.au
Should you have any concerns about this survey or any of the information you've been given in relation to it, you can contact the Human Research Ethics Committee's Secretariat at the University of Adelaide, on phone +61 (08) 8313 6028 or by e-mail to hrec@adelaide.edu.au. Ethics approval number (H-2017-029)

By voluntarily participating in the survey, you are providing your consent and confirming that you are aged 18 years or older.

By pressing 'Next' indicated below, you are consenting to taking this survey

Please indicate your gender:

○ Male

○ Female

Which year were you born?

[▼]

Please indicate your country of birth:

○ India

○ Australia

○ Other

Organisation Description - control measures of OT/OD and purchase intention

What you see below is a description of a private investment firm in England. Please read the information provided about this organisation and answer the questions that follow. There are no 'right' or 'wrong' answers, we're only interested in your personal opinions.

"Hastings Investments is an English organisation, located in central London. Mr. John Hastings, and his sons own the firm and they invest their customers' money in a wide range of different business sectors."

Based on the description of Hastings Investments, please indicate your beliefs regarding the following statements and descriptors.

I have / feel ....

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
Faith in Hastings Investments.	○	○	○	○	○	○	○	○	○
Expectations of good behaviour from Hastings Investments.	○	○	○	○	○	○	○	○	○
Skeptical of Hastings Investments.	○	○	○	○	○	○	○	○	○
The need to be wary of Hastings Investments.	○	○	○	○	○	○	○	○	○
Confidence in the investment services that Hastings Investments would provide.	○	○	○	○	○	○	○	○	○
Confidence in Hastings Investments.	○	○	○	○	○	○	○	○	○
Fear that Hastings Investments may act badly.	○	○	○	○	○	○	○	○	○
Distrust in Hastings Investments.	○	○	○	○	○	○	○	○	○
Hastings Investments will be responsive to customer needs.	○	○	○	○	○	○	○	○	○

191

Please indicate how likely, or unlikely, you would be to use Hastings Investments as a service provider.

	Highly unlikely	2	3	4	5	6	7	8	Highly Likely
Likelihood of using Hastings Investments.	○	○	○	○	○	○	○	○	○

Country image block

The following questions relate to your opinions about England, *as a country*, based on your beliefs. Remember, there are no 'right' or 'wrong' answers! We are only interested in your personal opinion!

I think England is / has ...

	Strongly disagree	2	3	4	5	6	7	8	Strongly agree
Economically free	○	○	○	○	○	○	○	○	○
Industrialised	○	○	○	○	○	○	○	○	○
High standards of living	○	○	○	○	○	○	○	○	○
Technically advanced	○	○	○	○	○	○	○	○	○
Affluent (Wealthy)	○	○	○	○	○	○	○	○	○
Developed	○	○	○	○	○	○	○	○	○
Home to well-known international brands	○	○	○	○	○	○	○	○	○
High quality services	○	○	○	○	○	○	○	○	○
Modern products	○	○	○	○	○	○	○	○	○
	Strongly disagree	2	3	4	5	6	7	8	Strongly agree

These questions are about your personal reactions when you think about England, **as a country**. Please indicate your feelings related to the following descriptors.

When I think of England, I feel...

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
… Worried	○	○	○	○	○	○	○	○	○
… Ashamed	○	○	○	○	○	○	○	○	○
… Irritated	○	○	○	○	○	○	○	○	○
… Angry	○	○	○	○	○	○	○	○	○
… Happy	○	○	○	○	○	○	○	○	○
… Afraid	○	○	○	○	○	○	○	○	○
… Warmth	○	○	○	○	○	○	○	○	○
… Excited	○	○	○	○	○	○	○	○	○

192

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
… Enthusiastic	○	○	○	○	○	○	○	○	○
… Love	○	○	○	○	○	○	○	○	○
	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly

Country person block

The following questions relate to your opinions about **people** from England, based on your beliefs. Remember, there are no 'right' or 'wrong' answers! We are only interested in your personal opinion!

I think people from England are / have ...

	Strongly disagree	2	3	4	5	6	7	8	Strongly agree
Efficient	○	○	○	○	○	○	○	○	○
Well intentioned	○	○	○	○	○	○	○	○	○
Capable	○	○	○	○	○	○	○	○	○
Skilled	○	○	○	○	○	○	○	○	○
Competent	○	○	○	○	○	○	○	○	○
Confident	○	○	○	○	○	○	○	○	○
Intelligent	○	○	○	○	○	○	○	○	○
Friendly	○	○	○	○	○	○	○	○	○
Trustworthy	○	○	○	○	○	○	○	○	○
Sincere	○	○	○	○	○	○	○	○	○
Good natured	○	○	○	○	○	○	○	○	○
	Strongly disagree	2	3	4	5	6	7	8	Strongly agree

These questions are about your personal reactions when you think about **people from England**. Please indicate your feelings related to the following descriptors.

When I think of people from England, I feel...

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
… Inspired (by them)	○	○	○	○	○	○	○	○	○
… Resentment	○	○	○	○	○	○	○	○	○
… Angry	○	○	○	○	○	○	○	○	○
… Respect	○	○	○	○	○	○	○	○	○
… Contempt	○	○	○	○	○	○	○	○	○
… Admiration	○	○	○	○	○	○	○	○	○

193

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
… Hate	○	○	○	○	○	○	○	○	○
	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly

Scenarios

Please read the information that follows about an incident involving an organisation from England. Whilst some details such as the name of the organisation have been changed, the incident itself is based on a real event. Please read all the information carefully, then you will be asked some questions reflecting your opinions regarding the incident. It is important that you DO NOT discuss your answers with anyone else. This is because we are really interested in only your personal

opinion.

Cyber-criminal hackers paralyse Hastings Investment's computer server, stealing confidential information resulting in substantial losses for clients.

By: Paul Baker

Yesterday, there was an announcement by the Cyber Crime Unit of the London Metropolitan Police department. They stated that Hastings Investments had experienced a mainframe computer hacking incident. Mr. John Hastings, and his sons have owned this private investment firm for 20 years, investing in a wide range of different business sectors on behalf of their customers.

Initial reports indicate the hackers accessed the firm's network for only a few minutes, but it was long enough to access complete client profiles allowing for funds to be siphoned out of their accounts to currently untraceable destinations off shore. As a result, London Metropolitan police have closed the firm preventing further business activities for the foreseeable future.

Corporate investigations have confirmed that Hastings Investments believed it was insured against such client losses by purchasing comprehensive liability insurance with what was believed to be a well-established and reliable insurer.

However, it has been discovered that the insurer will not be able to compensate Hastings Investments on behalf of their clients, leaving the Hastings family personally responsible for client losses.

Today, Mr. Hastings senior, representing the firm, made the following statement: "We are also victims of this despicable criminal act, and I take full responsibility for this devastating event and fully realise the impact this has on our customers and the stress and hardship that it will cause. On behalf of myself, the board of Hastings Investments, and my family I want to offer my heartfelt apology to anyone effected – including our investors and staff. We also want to assure everyone that we will do everything possible repay our investors."

Police have sealed all the firm's computer servers and are currently undertaking a full criminal investigation.

Victim + Denial

Int. + Apology

Int. + Denial

Distrust/Trust

These statements relate to your beliefs regarding Hastings Investments. Please indicate your level of 'disagreement' or 'agreement' with the following statements.

I have / feel ....

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
Expectations of good behaviour from Hastings Investments.	○	○	○	○	○	○	○	○	○
Skeptical of Hastings Investments.	○	○	○	○	○	○	○	○	○
Fear that Hastings Investments may act badly.	○	○	○	○	○	○	○	○	○
Hastings Investments will be responsive to customer needs.	○	○	○	○	○	○	○	○	○
Confidence in Hastings Investments.	○	○	○	○	○	○	○	○	○
Confidence in the investment services that Hasting Investments provides.	○	○	○	○	○	○	○	○	○
Faith in Hastings Investments.	○	○	○	○	○	○	○	○	○
Distrust in Hastings Investments.	○	○	○	○	○	○	○	○	○
The need to be wary of Hastings Investments.	○	○	○	○	○	○	○	○	○

Attribution/PE/WOM/WTP

These statements also relate to your beliefs regarding Hastings Investments. Please indicate your level of 'disagreement' or 'agreement' with the following statements.

	Strongly disagree	2	3	4	5	6	7	8	Strongly agree
Hastings Investments should bear responsibility for this incident.	○	○	○	○	○	○	○	○	○
Hastings Investments is also a victim in this situation.	○	○	○	○	○	○	○	○	○
Hastings Investments is not to blame.	○	○	○	○	○	○	○	○	○
Hastings Investments should be blamed for the incident.	○	○	○	○	○	○	○	○	○

When thinking about whether or not you would consider using this Hastings Investments in the future, please indicate your 'agreement' or 'disagreement' with the following statements.

196

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
I would still consider purchasing Investments services from Hastings Investments.	○	○	○	○	○	○	○	○	○

Thinking about if/when you were to use the investments services of Hastings Investments, would you expect to pay...

	A lower price	2	3	4	Same price	6	7	8	A higher price
In the event of using the investments services of Hastings Investments ... I would pay	○	○	○	○	○	○	○	○	○

Moderators

Based on your knowledge and familiarity with England, please indicate how strongly you 'agree' or 'disagree' with the following statements.

	Very low	2	3	4	5	6	7	8	Very high
My familiarity with English products and services is...	○	○	○	○	○	○	○	○	○
My knowledge about England as a country is...	○	○	○	○	○	○	○	○	○
My knowledge of English people is...	○	○	○	○	○	○	○	○	○

These questions are about perceptions of cultural similarities between England and Australia. Based solely on your personal beliefs, please indicate how strongly you 'agree' or 'disagree' with the following statements.

I think England is similar to Australia in terms of ...

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
Norms	○	○	○	○	○	○	○	○	○
General lifestyle	○	○	○	○	○	○	○	○	○
People	○	○	○	○	○	○	○	○	○
As county overall	○	○	○	○	○	○	○	○	○
Values	○	○	○	○	○	○	○	○	○

You are almost done! The questions in this last section focus on you (nothing too personal).

Demographics

What is your highest education level?

- ○ High School Graduate
- ○ Vocational Training for Trade Qualification
- ○ Bachelor Degree
- ○ Masters degree or Ph.D
- ○ None of the above

Thank you for your participation!

198

5   Sample Questionnaire for English Health Services

Introduction

Hello and Welcome!

Many thanks for agreeing to take our survey!

What follows are a number of questions about England and its people. It doesn't matter if you have never been to England or met any people from there. You will read a 'newspaper clipping' about the Hansen Private Hospital and a service-related incident. We are just interested in knowing your opinions based on the information provided to you in the clipping.

The survey will take about 10 minutes to complete,
and you may opt out at any time.

There is absolutely no risk to you and your confidentiality is assured, as we do not collect any personal details or link any information given to any individual.

This research project will be conducted according to NHMRC National Statement on Ethical Conduct in Human   Research (http://www.nhmrc.gov.au/publications/synopses/e72syn.htm). The survey is voluntary and you can choose to opt out of completing the survey at any time.
Your answers will not be linked to you personally and results will only be presented in aggregated data and statistical outputs. The information will be used exclusively for academic purposes and is not part of any commercialisation program.

This research is being conducted by Irfan Tariq of the University of Adelaide in order to gain a better understanding of how consumers perceive foreign service providers. Data will be stored securely by the University of Adelaide for 5 years and will only be accessible by the researcher named.
For further information please contact Irfan Tariq at the University of Adelaide, email: muhammad.tariq@adelaide.edu.au.
under the supervision of Assoc Prof Roberta Crouch, email: roberta.crouch@adelaide.edu.au
Should you have any concerns about this survey or any of the information you've been given in relation to it, you can contact the Human Research Ethics Committee's Secretariat at the University of Adelaide, on phone +61 (08) 8313 6028 or by e-mail to hrec@adelaide.edu.au. Ethics approval number (H-2017-029)

By voluntarily participating in the survey, you are providing your consent and confirming that you are aged 18 years or older.

By pressing the 'Next' indicated below, you are consenting to taking this survey

Please indicate your gender:

○ Male

○ Female

Which year were you born?

[▼]

Please indicate your country of birth:

○ India

○ Australia

○ Other

Organisation Description - control measures of OT/OD and purchase intention

What you see below is a description of a private investment firm in England. Please read the information provided about this organisation and answer the questions that follow. There are no 'right' or 'wrong' answers, we're only interested in your personal opinions.

"Hastings Investments is an English organisation, located in central London. Mr. John Hastings, and his sons own the firm and they invest their customers' money in a wide range of different business sectors."

Based on the description of Hastings Investments, please indicate your beliefs regarding the following statements and descriptors.

I have / feel ....

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
Faith in Hastings Investments.	○	○	○	○	○	○	○	○	○
Expectations of good behaviour from Hastings Investments.	○	○	○	○	○	○	○	○	○
Skeptical of Hastings Investments.	○	○	○	○	○	○	○	○	○
The need to be wary of Hastings Investments.	○	○	○	○	○	○	○	○	○
Confidence in the investment services that Hastings Investments would provide.	○	○	○	○	○	○	○	○	○
Confidence in Hastings Investments.	○	○	○	○	○	○	○	○	○
Fear that Hastings Investments may act badly.	○	○	○	○	○	○	○	○	○
Distrust in Hastings Investments.	○	○	○	○	○	○	○	○	○
Hastings Investments will be responsive to customer needs.	○	○	○	○	○	○	○	○	○

Please indicate how likely, or unlikely, you would be to use Hansen Private Hospital as a medical services provider.

	Highly unlikely	2	3	4	5	6	7	8	Highly Likely
Likelihood of using Hansen Private Hospital.	○	○	○	○	○	○	○	○	○

Country image block

The following questions relate to your opinions about England, *as a country*, based on your beliefs. Remember, there are no 'right' or 'wrong' answers! We are only interested in your personal opinion!

I think England is / has ...

	Strongly disagree	2	3	4	5	6	7	8	Strongly agree
Technically advanced	○	○	○	○	○	○	○	○	○
High quality services	○	○	○	○	○	○	○	○	○
Developed	○	○	○	○	○	○	○	○	○
Modern products	○	○	○	○	○	○	○	○	○
Economically free	○	○	○	○	○	○	○	○	○
Affluent (Wealthy)	○	○	○	○	○	○	○	○	○
High standards of living	○	○	○	○	○	○	○	○	○
Home to well-known international brands	○	○	○	○	○	○	○	○	○
Industrialised	○	○	○	○	○	○	○	○	○
	Strongly disagree	2	3	4	5	6	7	8	Strongly agree

These questions are about your personal reactions when you think about England, *as a country*. Please indicate your feelings related to the following descriptors.

When I think of England, I feel...

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
… Love	○	○	○	○	○	○	○	○	○
… Enthusiastic	○	○	○	○	○	○	○	○	○
… Irritated	○	○	○	○	○	○	○	○	○
… Happy	○	○	○	○	○	○	○	○	○
… Excited	○	○	○	○	○	○	○	○	○
… Warmth	○	○	○	○	○	○	○	○	○
… Worried	○	○	○	○	○	○	○	○	○
… Ashamed	○	○	○	○	○	○	○	○	○

201

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
… Angry	○	○	○	○	○	○	○	○	○
… Afraid	○	○	○	○	○	○	○	○	○
	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly

Country person block

The following questions relate to your opinions about **people** from England, based on your beliefs. Remember, there are no 'right' or 'wrong' answers! We are only interested in your personal opinion!

I think people from England are / have ...

	Strongly disagree	2	3	4	5	6	7	8	Strongly agree
Intelligent	○	○	○	○	○	○	○	○	○
Efficient	○	○	○	○	○	○	○	○	○
Good natured	○	○	○	○	○	○	○	○	○
Sincere	○	○	○	○	○	○	○	○	○
Competent	○	○	○	○	○	○	○	○	○
Skilled	○	○	○	○	○	○	○	○	○
Confident	○	○	○	○	○	○	○	○	○
Trustworthy	○	○	○	○	○	○	○	○	○
Well intentioned	○	○	○	○	○	○	○	○	○
Friendly	○	○	○	○	○	○	○	○	○
Capable	○	○	○	○	○	○	○	○	○
	Strongly disagree	2	3	4	5	6	7	8	Strongly agree

These questions are about your personal reactions when you think about **people from England**. Please indicate your feelings related to the following descriptors.

When I think of people from England, I feel...

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
… Hate	○	○	○	○	○	○	○	○	○
… Inspired (by them)	○	○	○	○	○	○	○	○	○
… Respect	○	○	○	○	○	○	○	○	○
… Contempt	○	○	○	○	○	○	○	○	○
… Admiration	○	○	○	○	○	○	○	○	○
… Resentment	○	○	○	○	○	○	○	○	○
… Angry	○	○	○	○	○	○	○	○	○

202

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly

Victim + Apology

Please read the information that follows about an incident involving an organisation from England. Whilst some details such as the name of the organisation have been changed, the incident itself is based on a real event. Please read all the information carefully, then you will be asked some questions reflecting your opinions regarding the incident. It is important that you DO NOT discuss your answers with anyone else. This is because we are really interested in only your personal

203

opinion.

Child dies at Hansen Private Hospital after being given nitrous oxide instead of oxygen

By: Paul Baker

Yesterday, the London Metropolitan announced that doctors at the Hansen Private Hospital gave a lethal dose of nitrous oxide, a widely used anaesthetic agent, instead of oxygen to an eight year old boy during a routine medical procedure. The boy died, while another is in critical condition from an identical procedural failure that occurred on the same day, at the same facility.

It is typical in an operating theatre for there to be two distinct 'colour-coded' pipes that dispense these gases. An expert from the Centre for Disease Control confirmed that death would occur quickly if excessive doses of nitrous oxide are given to a patient. A member of the hospital staff has come forward and said this terrible event has happened because the valves controlling the nitrous oxide failed, allowing it to leak into the oxygen supply.

It was revealed that two days ago, the hospital hired an external contractor to install a new machine and gas pipes in the operating theatre where the event took place.

An independent expert examining the equipment confirms that the firm supplying and installing the equipment used substandard parts and failed to undertake the required equipment testing prior to declaring the machine safe for use. This negligence on the contractor's part resulted in the valve failure and leakage of nitrous oxide into the oxygen being supplied to both young patients.

Mr. Rodney Hammond, CEO of Hansen Private Hospital, has made the following statement; "On behalf of all of us at the Hospital, I wish to state that I take full responsibility for these tragic events and want to express my sincere apologies to the families of these children and our community. Most importantly, critical procedural changes have been implemented to confirm that all necessary equipment maintenance and safety checks are completed as required on all equipment to ensure nothing like this ever happens again at our hospital."

Police have sealed the operation theatre where the events took place and are currently progressing with their investigation.

Victim + Denial

204

Int. + Apology

Int. + Denial

Distrust/Trust

These statements relate to your beliefs regarding Hansen Private Hospital. Please indicate your level of 'disagreement' or 'agreement' with the following statements.

I have / feel ....

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
Faith in Hansen Private Hospital.	○	○	○	○	○	○	○	○	○
Fear that Hansen Private Hospital may act badly.	○	○	○	○	○	○	○	○	○
Hansen Private Hospital will be responsive to customer needs.	○	○	○	○	○	○	○	○	○
Skeptical of Hansen Private Hospital.	○	○	○	○	○	○	○	○	○
Expectations of good behaviour from Hansen Private Hospital.	○	○	○	○	○	○	○	○	○
Confidence in Hansen Private Hospital.	○	○	○	○	○	○	○	○	○
The need to be wary of Hansen Private Hospital.	○	○	○	○	○	○	○	○	○
Confidence in the medical services that Hansen Private Hospital provide.	○	○	○	○	○	○	○	○	○
Distrust in Hansen Private Hospital.	○	○	○	○	○	○	○	○	○

(Strongly Disagree | 2 | 3 | 4 | 5 | 6 | 7 | 8 | Strongly Agree — repeated mid-table)

Attribution/PE/WOM/WTP

These statements also relate to your beliefs regarding Hansen Private Hospital. Please indicate your level of 'disagreement' or 'agreement' with the following statements.

	Strongly disagree	2	3	4	5	6	7	8	Strongly agree
Hansen Private Hospital should bear responsibility for this incident.	○	○	○	○	○	○	○	○	○
Hansen Private Hospital should be blamed for the incident.	○	○	○	○	○	○	○	○	○
Hansen Private Hospital is also a victim in this situation.	○	○	○	○	○	○	○	○	○
Hansen Private Hospital is not to blame.	○	○	○	○	○	○	○	○	○

When thinking about whether or not you would consider using this Hansen Private Hospital in the future, please indicate your 'agreement' or 'disagreement' with the following statements.

205

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
I would still consider purchasing medical services from Hansen Private Hospital.	○	○	○	○	○	○	○	○	○

Thinking about if/when you were to use the medical services of Hansen Private Hospital, would you expect to pay...

	A lower price	2	3	4	Same price	6	7	8	A higher price
In the event of using the medical services of Hansen Private Hospital ... I would pay	○	○	○	○	○	○	○	○	○

Moderators

Based on your knowledge and familiarity with England, please indicate how strongly you 'agree' or 'disagree' with the following statements.

	Very low	2	3	4	5	6	7	8	Very high
My familiarity with English products and services is...	○	○	○	○	○	○	○	○	○
My knowledge about England as a country is...	○	○	○	○	○	○	○	○	○
My knowledge of English people is...	○	○	○	○	○	○	○	○	○

These questions are about perceptions of cultural similarities between England and Australia. Based solely on your personal beliefs, please indicate how strongly you 'agree' or 'disagree' with the following statements.

I think England is similar to Australia in terms of ...

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
Norms	○	○	○	○	○	○	○	○	○
General lifestyle	○	○	○	○	○	○	○	○	○
People	○	○	○	○	○	○	○	○	○
As county overall	○	○	○	○	○	○	○	○	○
Values	○	○	○	○	○	○	○	○	○

You are almost done! The questions in this last section focus on you (nothing too personal).

Demographics

What is your highest education level?

○ High School Graduate

○ Vocational Training for Trade Qualification

○ Bachelor Degree

○ Masters degree or Ph.D

○ None of the above

Thank you for your participation!

207

6   Sample Questionnaire for Chinese Financial Services

<u>**Introduction**</u>

Hello and Welcome!

Many thanks for agreeing to take our survey!

What follows are a number of questions about China and its people. It doesn't matter if you have never been to China or met any people from there. You will read a 'newspaper clipping' about the Beijing Capital Investments Pty. Ltd. and a service-related incident. We are just interested in knowing your opinions based on the information provided to you in the clipping.

The survey will take about 10 minutes to complete,
and you may opt out at any time.

There is absolutely no risk to you and your confidentiality is assured, as we do not collect any personal details or link any information given to any individual.

This research project will be conducted according to NHMRC National Statement on Ethical Conduct in Human   Research (http://www.nhmrc.gov.au/publications/synopses/e72syn.htm). The survey is voluntary and you can choose to opt out of completing the survey at any time.

Your answers will not be linked to you personally and results will only be presented in aggregated data and statistical outputs. The information will be used exclusively for academic purposes and is not part of any commercialisation program.

This research is being conducted by Irfan Tariq of the University of Adelaide in order to gain a better understanding of how consumers perceive foreign service providers. Data will be stored securely by the University of Adelaide for 5 years and will only be accessible by the researcher named.

For further information please contact Irfan Tariq at the University of Adelaide, email: muhammad.tariq@adelaide.edu.au. under the supervision of Assoc Prof Roberta Crouch, email: roberta.crouch@adelaide.edu.au

Should you have any concerns about this survey or any of the information you've been given in relation to it, you can contact the Human Research Ethics Committee's Secretariat at the University of Adelaide, on phone +61 (08) 8313 6028 or by e-mail to hrec@adelaide.edu.au. Ethics approval number (H-2017-029)

By voluntarily participating in the survey, you are providing your consent and confirming that you are aged 18 years or older.

By pressing 'Next' indicated below, you are consenting to taking this survey

---

Please indicate your gender:

○ Male

○ Female

Which year were you born?

[▼]

Please indicate you country of birth:

○ India

○ Australia

○ Other

Organisation Description - control measures of OT/OD and purchase intention

What you see below is a description of a private investment firm in China. Please read the information provided about this organisation and answer the questions that follow. There are no 'right' or 'wrong' answers, we're only interested in your personal opinions.

"Beijing Capital Investments is a Chinese organisation, located in central Beijing. Mr. Boyuan Zhang, and his sons own the firm and they invest their customers' money in a wide range of different business sectors."

Based on the description of Beijing Capital Investments, please indicate your beliefs regarding the following statements and descriptors.

I have / feel ....

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
Distrust in Beijing Capital Investments.	○	○	○	○	○	○	○	○	○
Beijing Capital Investments will be responsive to customer needs.	○	○	○	○	○	○	○	○	○
Faith in Beijing Capital Investments.	○	○	○	○	○	○	○	○	○
Skeptical of Beijing Capital Investments.	○	○	○	○	○	○	○	○	○
The need to be wary of Beijing Capital Investments.	○	○	○	○	○	○	○	○	○
Confidence in Beijing Capital Investments.	○	○	○	○	○	○	○	○	○
Expectations of good behaviour from Beijing Capital Investments.	○	○	○	○	○	○	○	○	○
Confidence in the investment services that Beijing Capital Investments would provide.	○	○	○	○	○	○	○	○	○

Please indicate how likely, or unlikely, you would be to use Beijing Capital Investments as a service provider.

	Highly unlikely	2	3	4	5	6	7	8	Highly Likely
Likelihood of using Beijing Capital Investments.	○	○	○	○	○	○	○	○	○

Country image block

The following questions relate to your opinions about China, *as a country*, based on your beliefs. Remember, there are no 'right' or 'wrong' answers! We are only interested in your personal opinion!

I think China is / has ...

	Strongly disagree	2	3	4	5	6	7	8	Strongly agree
High quality services	○	○	○	○	○	○	○	○	○
Developed	○	○	○	○	○	○	○	○	○
Affluent (Wealthy)	○	○	○	○	○	○	○	○	○
Technically advanced	○	○	○	○	○	○	○	○	○
Home to well-known international brands	○	○	○	○	○	○	○	○	○
Industrialised	○	○	○	○	○	○	○	○	○
Modern products	○	○	○	○	○	○	○	○	○

	Strongly disagree	2	3	4	5	6	7	8	Strongly agree
High standards of living	○	○	○	○	○	○	○	○	○
Economically free	○	○	○	○	○	○	○	○	○
	Strongly disagree	2	3	4	5	6	7	8	Strongly agree

These questions are about your personal reactions when you think about China, **as a country**. Please indicate your feelings related to the following descriptors.

When I think of China, I feel...

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
… Warmth	○	○	○	○	○	○	○	○	○
… Excited	○	○	○	○	○	○	○	○	○
… Happy	○	○	○	○	○	○	○	○	○
… Angry	○	○	○	○	○	○	○	○	○
… Ashamed	○	○	○	○	○	○	○	○	○
… Love	○	○	○	○	○	○	○	○	○
… Afraid	○	○	○	○	○	○	○	○	○
… Worried	○	○	○	○	○	○	○	○	○
… Irritated	○	○	○	○	○	○	○	○	○
… Enthusiastic	○	○	○	○	○	○	○	○	○
	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly

Country person block

The following questions relate to your opinions about **people** from China, based on your beliefs. Remember, there are no 'right' or 'wrong' answers! We are only interested in your personal opinion!

I think people from China are / have ...

	Strongly disagree	2	3	4	5	6	7	8	Strongly agree
Capable	○	○	○	○	○	○	○	○	○
Competent	○	○	○	○	○	○	○	○	○
Sincere	○	○	○	○	○	○	○	○	○
Well intentioned	○	○	○	○	○	○	○	○	○
Confident	○	○	○	○	○	○	○	○	○
Skilled	○	○	○	○	○	○	○	○	○
Intelligent	○	○	○	○	○	○	○	○	○
Efficient	○	○	○	○	○	○	○	○	○
Friendly	○	○	○	○	○	○	○	○	○
Good natured	○	○	○	○	○	○	○	○	○
Trustworthy	○	○	○	○	○	○	○	○	○
	Strongly disagree	2	3	4	5	6	7	8	Strongly agree

210

These questions are about your personal reactions when you think about **people from China**. Please indicate your feelings related to the following descriptors.

When I think of people from China, I feel...

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
… Admiration	○	○	○	○	○	○	○	○	○
… Resentment	○	○	○	○	○	○	○	○	○
… Contempt	○	○	○	○	○	○	○	○	○
… Respect	○	○	○	○	○	○	○	○	○
… Angry	○	○	○	○	○	○	○	○	○
… Inspired (by them)	○	○	○	○	○	○	○	○	○
… Hate	○	○	○	○	○	○	○	○	○
	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly

Scenarios

Please read the information that follows about an incident involving an organisation from China. Whilst some details such as the name of the organisation have been changed, the incident itself is based on a real event. Please read all the information carefully, then you will be asked some questions reflecting your opinions regarding the incident. It is important that you DO NOT discuss your answers with

211

anyone else. This is because we are really interested in only your personal opinion.

Cyber-criminal hackers paralyse Beijing Capital Investment's computer server, stealing confidential information resulting in substantial losses for clients.

By: Weicong Yang

Yesterday, there was an announcement by the Cyber Crime Unit of the Beijing Police department. They stated that Beijing Capital Investments had experienced a mainframe computer hacking incident. Mr. Boyuan Zhang, and his sons have owned this private investment firm for 20 years, investing in a wide range of different business sectors on behalf of their customers.

Initial reports indicate the hackers accessed the firm's network for only a few minutes, but it was long enough to access complete client profiles allowing for funds to be siphoned out of their accounts to currently untraceable destinations off shore. As a result, Beijing police have closed the firm preventing further business activities for the foreseeable future.

Corporate investigations have confirmed that Beijing Capital Investments believed it was insured against such client losses by purchasing comprehensive liability insurance with what was believed to be a well-established and reliable insurer.

However, it has been discovered that the insurer will not be able to compensate Beijing Capital Investments on behalf of their clients, leaving the Zhang family personally responsible for client losses.

Today, Mr Zhang senior, representing the firm, made the following statement: "We are also victims of this despicable criminal act, and I take full responsibility for this devastating event and fully realise the impact this has on our customers and the stress and hardship that it will cause. On behalf of myself, the board of Beijing Capital Investments, and my family I want to offer my heartfelt apology to anyone effected – including our investors and staff. We also want to assure everyone that we will do everything possible repay our investors."

Police have sealed all the firm's computer servers and are currently undertaking a full criminal investigation.

Int. + Apology

Int. + Denial

212

Distrust/Trust

Attribution/PE/WOM/WTP

These statements relate to your beliefs regarding Beijing Capital Investments. Please indicate your level of 'disagreement' or 'agreement' with the following statements.

I have / feel ....

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
Confidence in Beijing Capital Investments.	○	○	○	○	○	○	○	○	○
Confidence in the investment services that Beijing Capital Investments provides.	○	○	○	○	○	○	○	○	○
Skeptical of Beijing Capital Investments.	○	○	○	○	○	○	○	○	○
Distrust in Beijing Capital Investments.	○	○	○	○	○	○	○	○	○
Faith in Beijing Capital Investments.	○	○	○	○	○	○	○	○	○
Expectations of good behaviour from Beijing Capital Investments.	○	○	○	○	○	○	○	○	○
Beijing Capital Investments will be responsive to customer needs.	○	○	○	○	○	○	○	○	○
The need to be wary of Beijing Capital Investments.	○	○	○	○	○	○	○	○	○

These statements also relate to your beliefs regarding Beijing Capital Investments. Please indicate your level of 'disagreement' or 'agreement' with the following statements.

	Strongly disagree	2	3	4	5	6	7	8	Strongly agree
Beijing Capital Investments should bear responsibility for this incident.	○	○	○	○	○	○	○	○	○
Beijing Capital Investments is also a victim in this situation.	○	○	○	○	○	○	○	○	○
Beijing Capital Investments is not to blame.	○	○	○	○	○	○	○	○	○
Beijing Capital Investments should be blamed for the incident.	○	○	○	○	○	○	○	○	○

When thinking about whether or not you would consider using this Beijing Capital Investments in the future, please indicate your 'agreement' or 'disagreement' with the following statements.

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
I would still consider purchasing Investments services from Beijing Capital Investments.	○	○	○	○	○	○	○	○	○

Thinking about if/when you were to use the investments services of Beijing Capital Investments, would you expect to pay...

	A lower price	2	3	4	Same price	6	7	8	A higher price
In the event of using the investments services of Beijing Capital Investments ... I would pay	○	○	○	○	○	○	○	○	○

Moderators

213

Based on your knowledge and familiarity with China, please indicate how strongly you 'agree' or 'disagree' with the following statements.

	Very low	2	3	4	5	6	7	8	Very high
My knowledge about China as a country is...	○	○	○	○	○	○	○	○	○
My knowledge of Chinese people is...	○	○	○	○	○	○	○	○	○
My familiarity with Chinese products and services is...	○	○	○	○	○	○	○	○	○

These questions are about perceptions of cultural similarities between China and Australia. Based solely on your personal beliefs, please indicate how strongly you 'agree' or 'disagree' with the following statements.

I think China is similar to Australia in terms of ...

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
General lifestyle	○	○	○	○	○	○	○	○	○
Norms	○	○	○	○	○	○	○	○	○
As county overall	○	○	○	○	○	○	○	○	○
Values	○	○	○	○	○	○	○	○	○
People	○	○	○	○	○	○	○	○	○

You are almost done! The questions in this last section focus on you (nothing too personal).

Demographics

What is your highest education level?

○ High School Graduate

○ Vocational Training for Trade Qualification

○ Bachelor Degree

○ Masters degree or Ph.D

○ None of the above

Thank you for your participation!

7   Sample Questionnaire for Chinese Health Services

Introduction

Hello and Welcome!

Many thanks for agreeing to take our survey!
What follows are a number of questions about China and its people. It doesn't matter if you have never been to China or met any people from there. You will read a 'newspaper clipping' about the Beijing Orient Hospital and a service-related incident. We are just interested in knowing your opinions based on the information provided to you in the clipping.

The survey will take about 10 minutes to complete,
and you may opt out at any time.

There is absolutely no risk to you and your confidentiality is assured, as we do not collect any personal details or link any information given to any individual.

This research project will be conducted according to NHMRC National Statement on Ethical Conduct in Human Research (http://www.nhmrc.gov.au/publications/synopses/e72syn.htm). The survey is voluntary and you can choose to opt out of completing the survey at any time.
Your answers will not be linked to you personally and results will only be presented in aggregated data and statistical outputs. The information will be used exclusively for academic purposes and is not part of any commercialisation program.

This research is being conducted by Irfan Tariq of the University of Adelaide in order to gain a better understanding of how consumers perceive foreign service providers. Data will be stored securely by the University of Adelaide for 5 years and will only be accessible by the researcher named.
For further information please contact Irfan Tariq at the University of Adelaide, email: muhammad.tariq@adelaide.edu.au. under the supervision of Assoc Prof Roberta Crouch, email: roberta.crouch@adelaide.edu.au
Should you have any concerns about this survey or any of the information you've been given in relation to it, you can contact the Human Research Ethics Committee's Secretariat at the University of Adelaide, on phone +61 (08) 8313 6028 or by e-mail to hrec@adelaide.edu.au. Ethics approval number (H-2017-029)

By voluntarily participating in the survey, you are providing your consent and confirming that you are aged 21 years or older.

By pressing 'Next' indicated below, you are consenting to taking this survey

Please indicate your gender:

○ Male

○ Female

215

Which year were you born?

[▼]

Please indicate your country of birth:

○ India

○ Australia

○ Other

Organisation Description - control measures of OT/OD and purchase intention

What you will see below is a description of a private hospital in China. Please read the information provided about this organisation and answer the questions that follow. There are no 'right' or 'wrong' answers, we're only interested in your personal opinions.

"Beijing Orient Hospital is located in Beijing, China. The CEO of the hospital, Mr. Muyao Chen, and his medical staff happen to all be from the China and were trained there. The hospital provides a wide range of medical services, including all types of surgical procedures."

Based on the description of the Beijing Orient Hospital, please indicate your beliefs regarding the following statements and descriptors.

I have / feel ....

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
Skeptical of Beijing Orient Hospital.	○	○	○	○	○	○	○	○	○
Confidence in Beijing Orient Hospital.	○	○	○	○	○	○	○	○	○
Distrust in Beijing Orient Hospital.	○	○	○	○	○	○	○	○	○
Confidence in the services that Beijing Orient Hospital would provide.	○	○	○	○	○	○	○	○	○
The need to be wary of Beijing Orient Hospital.	○	○	○	○	○	○	○	○	○
Faith in Beijing Orient Hospital.	○	○	○	○	○	○	○	○	○
Expectations of good behaviour from the Beijing Orient Hospital.	○	○	○	○	○	○	○	○	○
Beijing Orient Hospital will be responsive to customer needs.	○	○	○	○	○	○	○	○	○

Please indicate how likely, or unlikely, you would be to use Beijing Orient Hospital as a medical services provider.

	Highly unlikely	2	3	4	5	6	7	8	Highly Likely
Likelihood of using Beijing Orient Hospital.	○	○	○	○	○	○	○	○	○

Country image block

The following questions relate to your opinions about China, *as a country*, based on your beliefs. Remember, there are no 'right' or 'wrong' answers! We are only interested in your personal opinion!

I think China is / has ...

	Strongly disagree	2	3	4	5	6	7	8	Strongly agree
High standards of living	○	○	○	○	○	○	○	○	○
Industrialised	○	○	○	○	○	○	○	○	○
Developed	○	○	○	○	○	○	○	○	○
Modern products	○	○	○	○	○	○	○	○	○
Home to well-known international brands	○	○	○	○	○	○	○	○	○
Affluent (Wealthy)	○	○	○	○	○	○	○	○	○
High quality services	○	○	○	○	○	○	○	○	○
Technically advanced	○	○	○	○	○	○	○	○	○
Economically free	○	○	○	○	○	○	○	○	○
	Strongly disagree	2	3	4	5	6	7	8	Strongly agree

These questions are about your personal reactions when you think about China, **as a country**. Please indicate your feelings related to the following descriptors.

When I think of China, I feel...

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
… Worried	○	○	○	○	○	○	○	○	○
… Excited	○	○	○	○	○	○	○	○	○
… Angry	○	○	○	○	○	○	○	○	○
… Warmth	○	○	○	○	○	○	○	○	○
… Enthusiastic	○	○	○	○	○	○	○	○	○
… Irritated	○	○	○	○	○	○	○	○	○
… Afraid	○	○	○	○	○	○	○	○	○

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
… Love	○	○	○	○	○	○	○	○	○
… Ashamed	○	○	○	○	○	○	○	○	○
… Happy	○	○	○	○	○	○	○	○	○
	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly

Country person block

The following questions relate to your opinions about *people* from China, based on your beliefs. Remember, there are no 'right' or 'wrong' answers! We are only interested in your personal opinion!

I think people from China are / have ...

	Strongly disagree	2	3	4	5	6	7	8	Strongly agree
Efficient	○	○	○	○	○	○	○	○	○
Good natured	○	○	○	○	○	○	○	○	○
Friendly	○	○	○	○	○	○	○	○	○
Well intentioned	○	○	○	○	○	○	○	○	○
Trustworthy	○	○	○	○	○	○	○	○	○
Capable	○	○	○	○	○	○	○	○	○
Competent	○	○	○	○	○	○	○	○	○
Confident	○	○	○	○	○	○	○	○	○
Intelligent	○	○	○	○	○	○	○	○	○
Sincere	○	○	○	○	○	○	○	○	○
Skilled	○	○	○	○	○	○	○	○	○
	Strongly disagree	2	3	4	5	6	7	8	Strongly agree

These questions are about your personal reactions when you think about *people from China*. Please indicate your feelings related to the following descriptors.

When I think of people from China, I feel...

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
… Hate	○	○	○	○	○	○	○	○	○
… Admiration	○	○	○	○	○	○	○	○	○
… Angry	○	○	○	○	○	○	○	○	○
… Contempt	○	○	○	○	○	○	○	○	○
… Inspired (by them)	○	○	○	○	○	○	○	○	○
… Resentment	○	○	○	○	○	○	○	○	○

218

	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly
… Respect	○	○	○	○	○	○	○	○	○
	Don't feel this at all	2	3	4	5	6	7	8	Feel this very strongly

Victim + Apology

Please read the information that follows about an incident involving an organisation from China. Whilst some details such as the name of the organisation have been changed, the incident itself is based on a real event. Please read all the information carefully, then you will be asked some questions reflecting your opinions regarding the incident. It is important that you DO NOT discuss your answers with anyone else. This is because we are really interested in only your personal

219

opinion.

Child dies at Beijing Orient Hospital after being given nitrous oxide instead of oxygen

By: Weicong Yang

Yesterday, the Beijing Police announced that doctors at the Beijing Orient Hospital gave a lethal dose of nitrous oxide, a widely used anaesthetic agent, instead of oxygen to an eight year old boy during a routine medical procedure. The boy died, while another is in critical condition from an identical procedural failure that occurred on the same day, at the same facility.

It is typical in an operating theatre for there to be two distinct 'colour-coded' pipes that dispense these gases. An expert from the Centre for Disease Control confirmed that death would occur quickly if excessive doses of nitrous oxide are given to a patient. A member of the hospital staff has come forward and said this terrible event has happened because the valves controlling the nitrous oxide failed, allowing it to leak into the oxygen supply.

It was revealed that two days ago, the hospital hired an external contractor to install a new machine and gas pipes in the operating theatre where the event took place.

An independent expert examining the equipment confirms that the firm supplying and installing the equipment used substandard parts and failed to undertake the required equipment testing prior to declaring the machine safe for use. This negligence on the contractor's part resulted in the valve failure and leakage of nitrous oxide into the oxygen being supplied to both young patients.

Mr. Muyao Chen, CEO of Beijing Orient Hospital, has made the following statement; "On behalf of all of us at the Hospital, I wish to state that I take full responsibility for these tragic events and want to express my sincere apologies to the families of these children and our community. Most importantly, critical procedural changes have been implemented to confirm that all necessary equipment maintenance and safety checks are completed as required on all equipment to ensure nothing like this ever happens again at our hospital."

Police have sealed the operation theatre where the events took place and are currently progressing with their investigation.

Victim + Denial

Intentional + Apology

Intentional + denial

Distrust/Trust

These statements relate to your beliefs regarding Beijing Orient Hospital. Please indicate your level of 'disagreement' or 'agreement' with the following statements.

I have / feel ....

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
Distrust in Beijing Orient Hospital.	○	○	○	○	○	○	○	○	○
Skeptical of Beijing Orient Hospital.	○	○	○	○	○	○	○	○	○
Confidence in the services that Beijing Orient Hospital would provide.	○	○	○	○	○	○	○	○	○
Faith in Beijing Orient Hospital.									
Expectations of good behaviour from the Beijing Orient Hospital.	○	○	○	○	○	○	○	○	○
The need to be wary of Beijing Orient Hospital.	○	○	○	○	○	○	○	○	○
Confidence in Beijing Orient Hospital.	○	○	○	○	○	○	○	○	○
Beijing Orient Hospital will be responsive to customer needs.	○	○	○	○	○	○	○	○	○

Attribution/PE/WTP

These statements also relate to your beliefs regarding Beijing Orient Hospital. Please indicate your level of 'disagreement' or 'agreement' with the following statements.

	Strongly disagree	2	3	4	5	6	7	8	Strongly agree
Beijing Orient Hospital should be blamed for the incident.	○	○	○	○	○	○	○	○	○
Beijing Orient Hospital should bear responsibility for this incident.	○	○	○	○	○	○	○	○	○
Beijing Orient Hospital is not to blame.	○	○	○	○	○	○	○	○	○
Beijing Orient Hospital is also a victim in this situation.	○	○	○	○	○	○	○	○	○

When thinking about whether or not you would consider using this Beijing Orient Hospital in the future, please indicate your 'agreement' or 'disagreement' with the following statements.

221

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
I would still consider purchasing medical services from Beijing Orient Hospital.	○	○	○	○	○	○	○	○	○

Thinking about if/when you were to use the medical services of Beijing Orient Hospital, would you expect to pay...

	A lower price	2	3	4	Same price	6	7	8	A higher price
In the event of using the medical services of Beijing Orient Hospital ... I would pay	○	○	○	○	○	○	○	○	○

Moderators

Based on your knowledge and familiarity with China, please indicate how strongly you 'agree' or 'disagree' with the following statements.

	Very low	2	3	4	5	6	7	8	Very high
My knowledge about China as a country is...	○	○	○	○	○	○	○	○	○
My familiarity with Chinese products and services is...	○	○	○	○	○	○	○	○	○
My knowledge of Chinese people is...	○	○	○	○	○	○	○	○	○

These questions are about perceptions of cultural similarities between China and Australia. Based solely on your personal beliefs, please indicate how strongly you 'agree' or 'disagree' with the following statements.

I think China is similar to Australia in terms of ...

	Strongly Disagree	2	3	4	5	6	7	8	Strongly Agree
Norms	○	○	○	○	○	○	○	○	○
People	○	○	○	○	○	○	○	○	○
As county overall	○	○	○	○	○	○	○	○	○
Values	○	○	○	○	○	○	○	○	○
General lifestyle	○	○	○	○	○	○	○	○	○

You are almost done! The questions in this last section focus on you (nothing too personal).

Demographics   223

What is your highest education level?

- ○ High School Graduate
- ○ Vocational Training for Trade Qualification
- ○ Bachelor Degree
- ○ Masters degree or Ph.D
- ○ None of the above

Thank you for your participation!

223

8 CFA Model for Organisational distrust (OD) (post stimuli)

A three-item OD model was also tested for health and financial services after the experimental stimuli was applied. The model tested proposes that OD is a one-factor structure. As this model contained only three items, it is considered to be a just-identifiable model. Therefore, in order to suitably identify the model, an equally constraint was placed on the first and third item. The final model, indicating the required modifications, is represented in Figure 8.1.
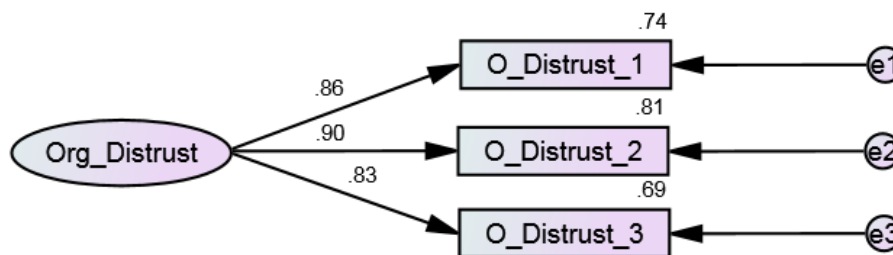

Figure 8.1 One-factor CFA model of organisational distrust

The factor loadings for OD were all above 0.30 (Table 8.1), allowing the model to be interpreted.

Table 8.1 Factor loadings for the one-factor model of organisational distrust

Item	L	CA	VE
O_Distrust_1 *'Skeptical of (organisation)'*	0.86		0.74
O_Distrust_2 *'The need to be wary of (organisation)'*	0.90	0.898	0.81
O_Distrust_3 *'Degree of distrust in (organisation)'*	0.83		0.69

L = loading, Cα = Cronbach's alpha, VE = variance extracted

An analysis of the fit indices (Table 8.2) revealed a good fit of the measure with the data. A CFI of 1.000 and likewise high GFI and TLI, coupled with an RMSEA of 0.00, reflect a strong goodness of fit between the one-factor model and the sample data. Moreover, a Cα of 0.898

suggests that the scale is reliable.

Table 8.2 Fit indices for the one-factor model of organisational distrust

χ^2/DF	P	GFI	CFI	TLI	RMSEA
0.536	0.464	1.000	1.000	1.000	0.000

9 CFA Organisational trust (OT) (post stimuli)

A five-item OT model was also tested for health and financial services after the experimental stimuli was applied. The final model, indicating the required modifications, is represented in Figure 8.2. The model tested postulates that OT is a one-factor structure.
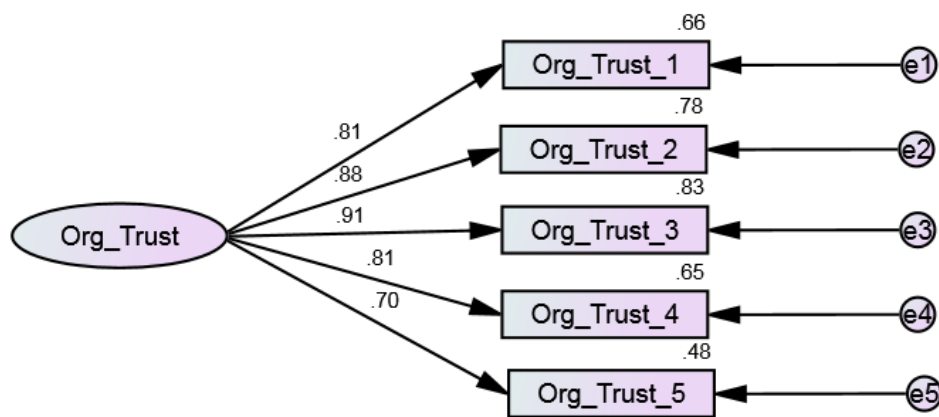

Figure 8.2 One-factor CFA model of organisational trust

The factor loadings for OT were all above 0.30 (Table 8.3), allowing the model to be interpreted.

Table 8.3 Factor loadings for the one-factor model of organisational trust

Item	L	Cα	VE
Org_Trust_1 *'Expectation of good behaviour from (organisation)'*	0.81		0.66
Org_Trust_2 *'Faith in (organisation)'*	0.88		0.78
Org_Trust_3 *'Confidence in (organisation)'*	0.91	0.911	0.83
Org_Trust_4 *'The (organisation) will be responsive to customer needs'*	0.81		0.65
Org_Trust_5 *'Confidence in the services that (organisation) would provide'*	0.70		0.48

L = loading, Cα = Cronbach's alpha, VE = variance extracted

An analysis of the fit indices (Table 8.4) revealed a good fit of the measure with the data. A CFI of 0.999 and likewise high GFI and TLI, coupled with an RMSEA of 0.030, reflect a strong goodness of fit between the one-factor model and the sample data. Moreover, a Cα of 0.911 suggests that the scale is reliable.

Table 8.4 Fit indices for the one-factor model of organisational trust

χ^2/DF	P	GFI	CFI	TLI	RMSEA
4.07	0.001	0.998	0.999	0.997	0.030

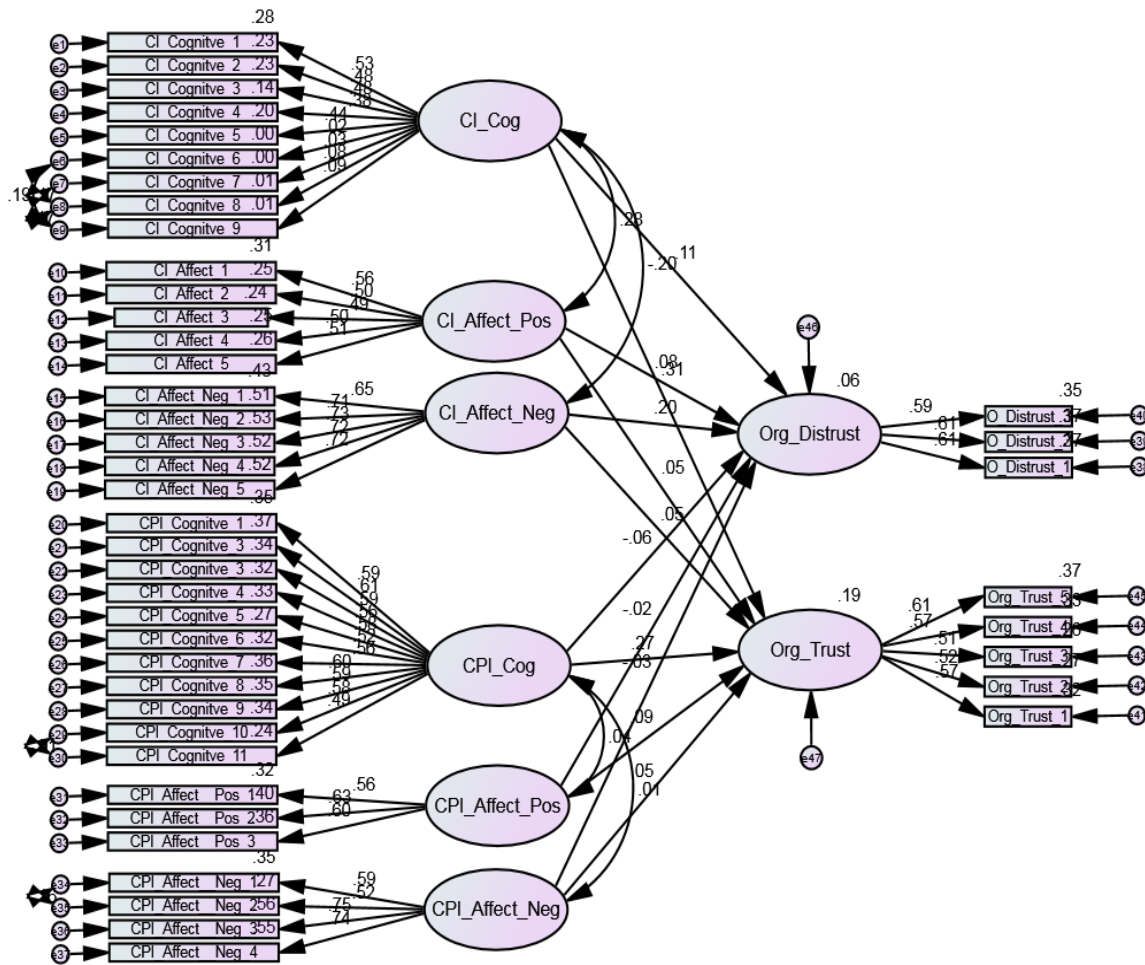# 10 Differences between country-of-origins

Figure 8.3 Path model for England (Study 1)

Table 8.5 Goodness of fit indices for the identified path model for England (Study 1)

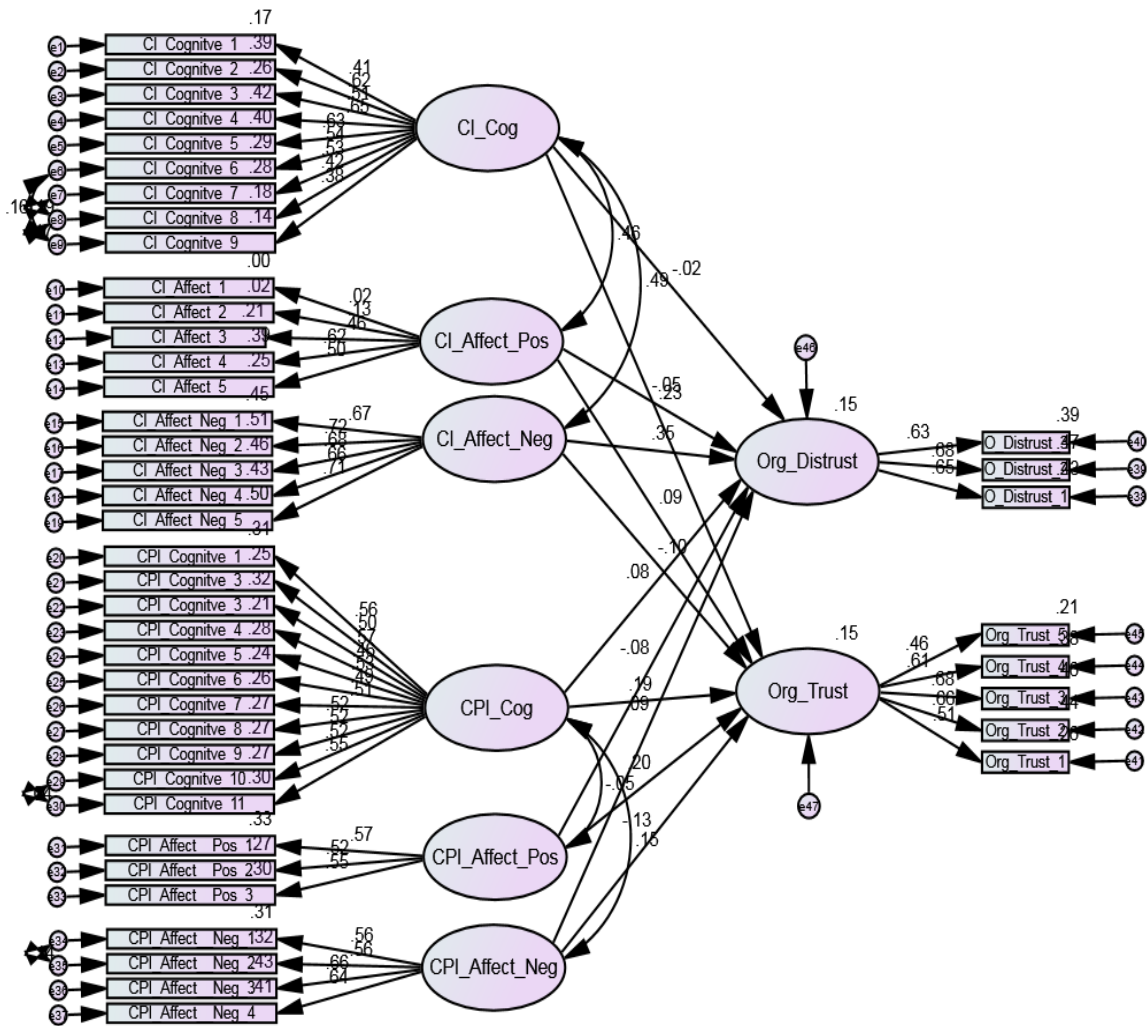| χ²/DF	P	GFI	CFI	TLI	RMSEA
2.549	0.000	0.899	0.938	0.892	0.030

Figure 8.4 Path model for China (Study 1)

Table 8.6 Goodness of fit indices for the identified path model for China (Study 1)

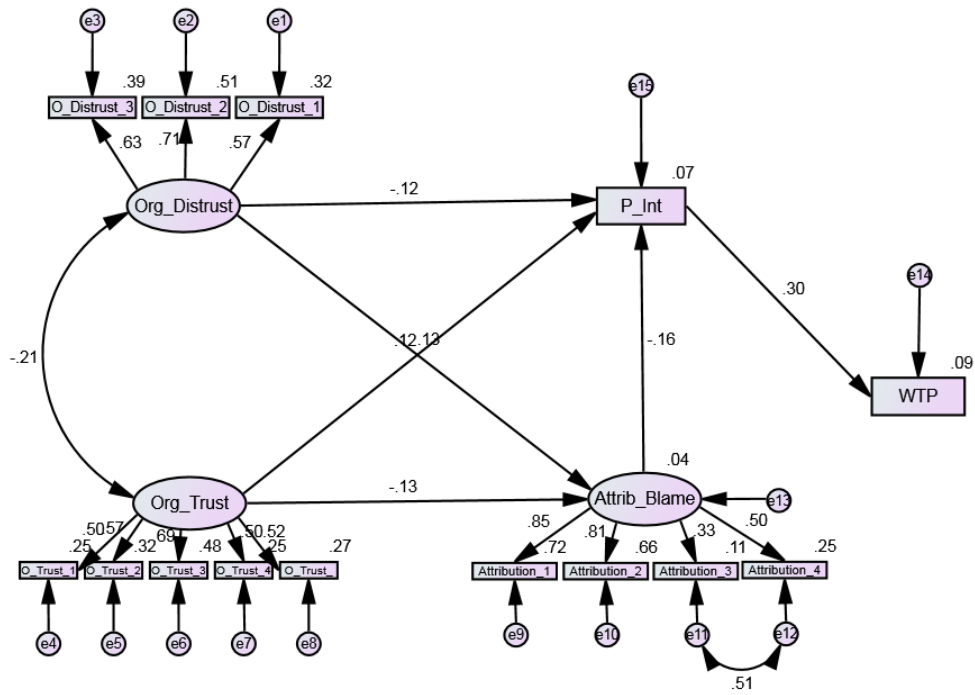| χ²/DF	P	GFI	CFI	TLI	RMSEA
3.380	0.000	0.858	0.913	0.848	0.038

Figure 8.5 Path model for England (Study 2)

Table 8.7 Goodness of fit indices for the identified path model for England (Study 2)

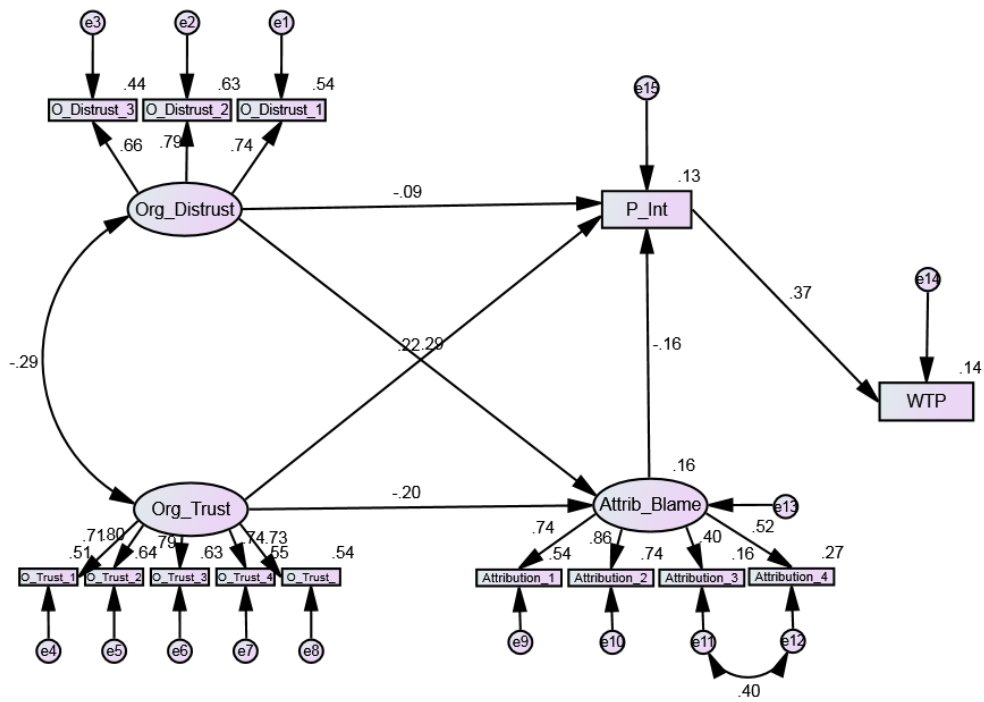| χ²/DF	P	GFI	CFI	TLI	RMSEA
5.474	0.000	0.967	0.928	0.907	0.052

Figure 8.6 Path model for China (Study 2)

Table 8.8 Goodness of fit indices for the identified path model for China (Study 2)

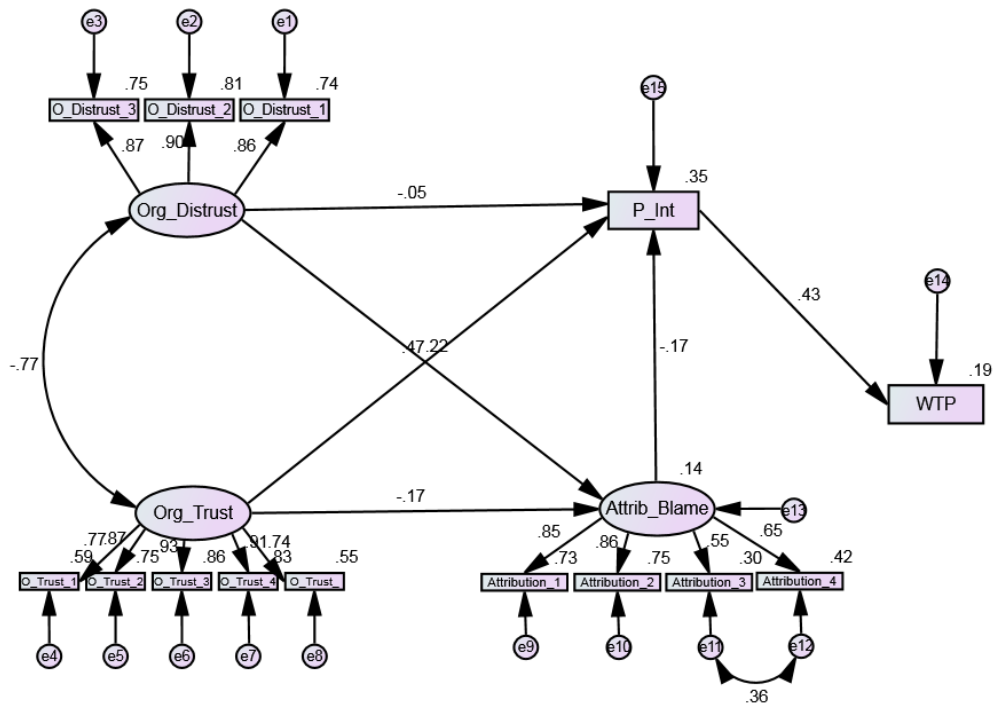| χ^2/DF	P	GFI	CFI	TLI	RMSEA
4.477	0.000	0.973	0.969	0.960	0.046

11 Invariance in the Model for India and Australia

Figure 8.7 Path model for Australia (Study 2)

Table 8.9 Goodness of fit indices for the identified path model for Australia (Study 2)

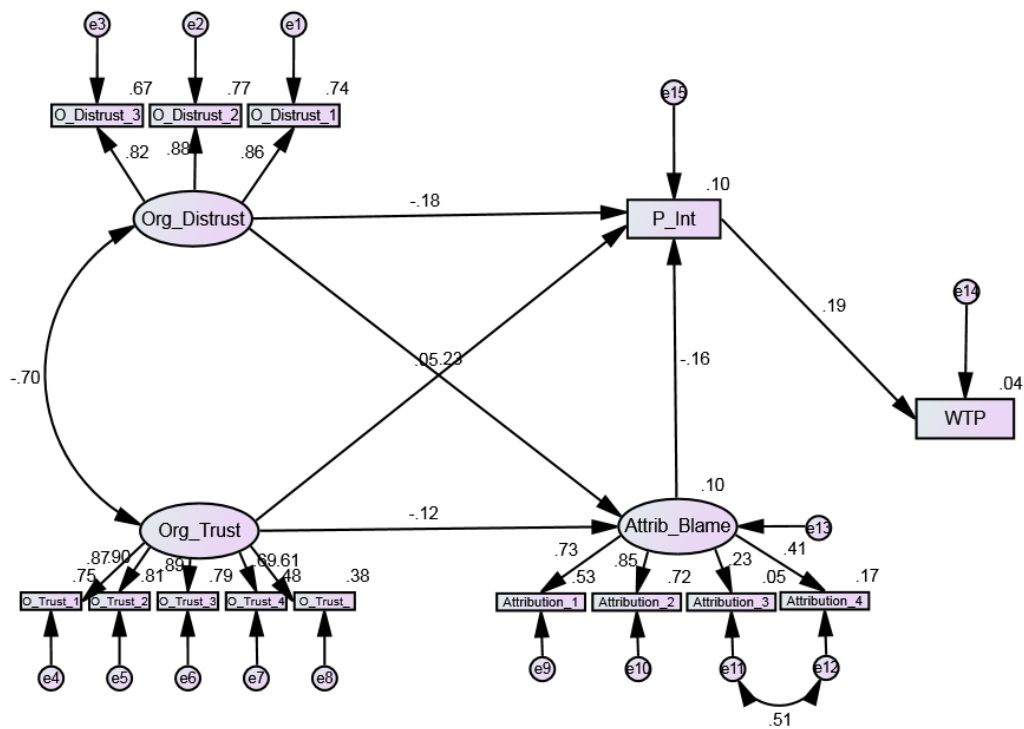| χ^2/DF	P	GFI	CFI	TLI	RMSEA
5.974	0.000	0.963	0.977	0.971	0.055

Figure 8.8 Path model for India (Study 2)

Table 8.10 Goodness of fit indices for the identified path model for India (Study 2)

χ^2/DF	P	GFI	CFI	TLI	RMSEA
6.160	0.000	0.963	0.966	0.958	0.056