THE INFLUENCE OF FOREIGN BRANDING ON
THE CONSUMERS' PERCEPTION OF PRODUCT QUALITY
AND ORIGIN, AND THEIR PURCHASE DECISION

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Abstract

A brand name conveys substantial product-related information. Its purpose is not only to differentiate the product but also to communicate values important to the consumer, such as the nature, purpose and category of the product, its origin, price, and/or quality. The aim of this paper is to examine the influence of foreign brand names on the consumers’ perception of product origin and quality, and their decision to purchase textile products in the Republic of Serbia. Data was collected via the personal interview method, using an online survey, and the hypotheses were tested by regression analysis and the Chi-square test. The obtained results indicate that the use of foreign brand names for clothing products leads consumers to believe that these products are manufactured abroad. In addition, consumers perceive clothes with foreign brand names as being of higher quality, which further influences their purchase decision.

Key words: brand name, foreign branding, product origin, quality, purchase decision

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INTRODUCTION

There are countless brands and product substitutes on the market today, so it is not surprising that companies go to great lengths to build strong brands. A strong brand differentiates a product, communicates consistent quality and helps consumers make faster and easier purchase decisions (Alashban, Hayes, Zinkhan, & Balazs, 2002). Strong brands easily generate loyal consumer bases, and this further affects the generation of high profits, which is the goal of all market participants (Banjo, Obasan, & Ariyo, 2015). The first thing a consumer hears and learns about a brand is its name, and it is for this reason that many authors argue that the success of a product largely depends on how well its name is created (Eskiev, 2021). Choosing a suitable brand name directly affects brand awareness and brand knowledge, and creates a positive brand image (Keller, Heckler, & Houston, 1998). A brand name often clearly indicates the nature, purpose and core value of a product, associates a product with the expected quality and implies a product’s origin. Consequently, by creating and choosing effective brand names, marketing and brand managers have excellent opportunities to create positive associations, perceptions and brand image in the consumer’s mind. One of the options that marketing or brand managers have when naming a brand is to give it a name in a foreign language. This practice is called ‘foreign branding’. Foreign branding is a strategy that entails using brand names that evoke foreign associations through “spelling or pronouncing a brand name in a foreign language” (Melnyk, Klein, & Völkner, 2012, p. 21). In many countries, products with foreign brand names are perceived as products of better quality, higher status, more favorable reputation and more refined technical performances (Dogan & Özkar, 2013). Through the application of foreign branding, consumers are led to have misperceptions of product origin, as a product’s country of origin (the ‘made in’ label) has been proven to largely affect consumer perception of product quality (Adina, Capatina, & Stoenescu, 2015; Chao, 1998; Yang, Ramsaran, & Wibowo, 2016). Consumers are always ready to pay a premium price for a higher quality product, and to make a repeat purchase. Accordingly, the focus of this paper will be to examine whether foreign branding influences the consumers’ perception of a product’s country of origin and quality, and their purchase decision. The first part
of the paper provides an overview of the current theoretical and practical knowledge in this field of research. The second part addresses the methodology applied, as well as the sample structure. The third part presents the results of empirical research. The final part of the paper presents conclusions, discusses the contributions and limitations of the research, and makes recommendations for future research.

**LITERATURE REVIEW**

According to Veljković (2009), “a brand name represents part of a brand that can be pronounced” (p. 214), and it is the most visible and sensitive component of a product that identifies and differentiates it. Practice has shown that the brand name is more memorable than other elements of brand identity (Eskiev, 2021), which points to the fact that brand naming is a strategic decision. Once a brand has been named, it is difficult to change its name later. Hilgenkamp and Shanteau (2010) suggested that the brand name is the most important determinant of product quality perceptions. This study points out that quality perception will be more favourable when the brand has a high brand value in comparison with low brand (generic) value. Furthermore, the choice of a brand name can affect or change the consumer’s choice and decision-making process (Karimi, Papamichail, & Holland, 2015; Uyar & Dursun, 2015).

For that reason, it is important to approach brand naming with great dedication and responsibility. When naming a brand, the following recommendations should be adhered to: the name should be easy to pronounce and read; it should be unique, memorable and different from the names of competitors’ products or services; its meaning should suggest the product or service category, and it should evoke positive emotions (Eskiev, 2021). Choosing a brand name is often crucial to the success of the product on the market (Jobber & Fahy, 2008). Naming a product is a complex, time-consuming and expensive process, and this process is even more complicated when the plan is to position the product as a global brand (Soto, Mobarec & Friedmann, 2009). A well-accepted product naming strategy is ‘foreign branding’, which refers to assigning a brand a name that does not match the consumer’s native language. Giving a foreign name to a domestic product aims to build the image of that particular product in the spirit of the country whose language is used when naming the brand. Thus, French names are used for cosmetic products, German names are used for technical products, and Italian names are used for food or clothing products. This is a typical practice of both developed and developing countries and is often resorted to with the aim of making the product easier to accept and position as a global brand (Melnyk et al., 2012, p. 21).
According to numerous authors (Bhardwaj, Kumar, & Kim, 2010; Fakir, 2019; Kinra, 2006; Sulhaini, Sagir, & Sulaimiah, 2020; Yu, Zhou, & Huang, 2022), in developing countries, foreign brands have a more preferable positioning in consumers’ minds compared to local brands. Sulhaini, Sagir, and Sulaimiah (2020) listed numerous reasons for foreign brand admiration in developing countries, among which are higher quality, safety and reliability perceptions. Furthermore, these consumers perceive foreign brands as providers of symbolic meanings such as social status, prestige and self-image. Additionally, this study pointed out that young consumers in particular, as hedonic-value seekers, have a greater admiration for foreign brands.

Ergin, Akbay, and Ozsacmaci (2014) explored the attitudes of Turkish consumers toward foreign branding and its impact on purchase decisions. According to the results of this study, foreign brand names strongly affect the quality, reliability and prestige perceptions of the product, and therefore influence consumers to purchase the product. The authors suggest that the foreign branding strategy is well-accepted among consumers for two reasons. The first reason is a higher level of confidence inspired by foreign-named brands, while the second is the fact that the population of Turkey consists of a high number of people under the age of twenty-five, who are more affected by social factors, such as peer pressure, and more responsive to popular culture.

Soto, Mobarec, and Friedmann (2009) explored foreign branding effects in Chile, a developing Latin American country. The study confirmed that foreign brand names can influence consumers to change product perceptions and evaluations. Furthermore, they noted varying foreign branding effects when using French or English product names across different product categories (hedonic, hybrid, and functional). In general, this study confirmed the much-cited result of Leclerc, Schmitt, and Dubé (1994) which notes that foreign branding strategy is more appropriate and effective for hedonic products. Additionally, the study suggested French names as an appropriate choice for hedonic products, English names and domestic branding for utilitarian products, and the possibility of generating hedonic perceptions of hybrid products when using foreign branding strategy. Based on this study, it can be concluded that foreign branding has different effects depending on the country, market, product, or the language used.

There are different motives for choosing foreign brand names. A study by Walkowiak (2018) identified four types of foreign branding strategies: (1) Natural branding – using foreign names to indicate the foreign nature of products or services (such as a Spanish name for a Mexican restaurant); (2) Prestige branding – using foreign names in order to gain a prominent reputation; (3) Impostor branding – using foreign names in order to obscure the product country of origin; and (4)
Imitative branding – using product names similar to well-known foreign brand names (for example, Avivas as an imitation of Adidas). Additionally, this study noted that certain Polish actors, singers and dancers use foreign branding strategy as well. They use foreign names, even if they do not perform internationally, with the aim of gaining more prestige in their native country.

Based on the language used for naming the product, consumers shape their perceptions of the product’s country of origin (COO) (Kinra, 2006). COO is defined as the information related to the place of a product’s manufacture, which is commonly expressed and conveyed by the ‘made in’ phrase and the country’s name (Chattalas, Kramer, & Takada, 2008). COO affects consumer attitudes and beliefs to a large extent (Sulhaini, Rinuastuti, & Sakti, 2019; Šapić, Kocić, & Radaković, 2018), and this is manifested through a significant impact on the perceptions of product quality, brand image, brand awareness, and brand trust (Dogan & Özkar, 2013). Consumers’ COO-based product perceptions can be positive or negative, which is commonly related to positive or negative associations with particular countries, their level of economic development, and national stereotypes (Khan, Bamber, & Quazi, 2012). Products made in developed countries have better positioning than those manufactured in developing countries (Uddin, Parvin, & Rahman, 2013). Thus, Germany is commonly associated with high-quality products, whereas China, despite its rapid economic and technological development, is associated with low production quality. The issue of the COO and product quality relation has been the topic of numerous studies (Adina, Capatina, & Stoinescu, 2015; Ee Hang Sin, Abd Rahman, & Aziz, 2021; Khair, Lloyd-Parkes, & Deacon, 2021; Liu & Johnson, 2005; Sulhaini, Rinuastuti, & Sakti, 2019). In general, the majority of studies suggest that COO is a predictor of consumers’ product quality perceptions. Furthermore, the country of origin is commonly emphasised in order to indicate product quality (Aggyekum, Haifeng, & Agyeiwaa, 2015): Swiss watches, German cars, American denim and Japanese porcelain.

COO has a positive impact on consumer purchase intention (Andéhn, Nordin, & Nilsson, 2015; Ee Hang Sin et al., 2021; Šapić, Furtula, & Filipović, 2018). A number of studies reached the conclusion that the COO’s effect on consumers’ willingness to buy depends on the product category. COO is a crucial predictor in case of expensive and high-risk durable products (cars, electronics, mechanic equipment, etc.). On the other hand, it is not essential for non-durables (Dagger & Raciti, 2011; Kinra, 2006).

Based on the findings of the research conducted by Melnyk, Klein, and Völckner (2012), purchase potential decreases when foreign brand names imply a COO that differs from the actual COO. They also proved...
that COO incongruence has stronger negative effects on purchase intention for hedonic than for utilitarian products. Additionally, purchase likelihood will decrease more in case the actual COO is a developing rather than a developed country.

The COO topic is closely related to consumer ethnocentrism, i.e. consumer preferences for domestic products. According to Chattalas, Kramer, and Takada (2008), the COO cue is important for highly ethnocentric consumers, who believe that the consumption of imported products is socially unacceptable and unpatriotic. Karoui and Khemakhem (2019) confirmed the relationship between the COO and ethnocentrism, indicating that consumers from developing countries exhibit a low level of ethnocentrism and that, consequently, their willingness to purchase foreign products is high.

According to research conducted by Marinković, Stanišić, and Kostić (2011), Serbian consumers are moderately ethnocentric (almost 3.72 on a scale of one to seven). This research showed that the level of ethnocentrism varies depending on the product category, so Serbian consumers show preferences for domestic food, and alcoholic and non-alcoholic beverages. Half of the consumers opt for domestic clothing products, personal hygiene and household chemicals, as well as tobacco products. Since there are almost no domestic manufacturers of major and small household appliances (although there are a few of them applying the strategy of foreign branding, so consumers do not recognise their products as domestic), it is not surprising that Serbian consumers opt only for foreign brands in this product category. These results suggest that foreign branding should not be applied to basic products in Serbia, whereas it could be a successful strategy for clothing products and household appliances.

Based on the literature review, it could be concluded that the use of foreign brand names can affect consumers’ perception and evaluation of products, especially in relation to the country of origin and product quality. As numerous studies presented in this paper suggest, the country of origin and product quality are important purchase decision predictors. Therefore it can be concluded that foreign branding has a positive effect on purchase decision-making.

Based on the above, five research hypotheses were formulated:

- $H1$ – The consumers perceive product origin based on the product’s name;
- $H2$ – The consumers perceive product quality based on the product’s origin;
- $H3$ – The consumers perceive product quality based on the product’s name;
- $H4$ – A foreign product name influences purchase decision; and
- $H5$ – Serbian consumers do not recognise Serbian clothing brands with foreign names as domestic.
METHODOLOGY AND SAMPLE STRUCTURE

The research was conducted via the personal interview method, using an online survey. The survey consists of twelve statements divided into four sections. Each of the sections contains three statements and refers to brand name, product origin, purchase decision, and product quality respectively. The survey was designed based on the measurement scale developed by Šapić, Furtula, and Filipović (2009), and adapted for the purpose of this research. The respondents expressed their level of agreement on a five-point Likert scale (ranging from 1 – completely disagree to 5 – completely agree). The survey also includes three closed-ended questions referring to the demographic characteristics of the respondents (gender, age, and level of education), while one closed-ended question at the end of the survey was intended to check whether respondents recognize local brands with foreign names and vice versa. The online survey was conducted in the period between 21st and 30th June 2019. A total of 247 respondents participated in the research and, after rejecting incomplete and invalid answers, a total of 226 usable questionnaires were obtained. The sample was segmented by gender, age and level of education. Out of the total number of respondents, 77 respondents (34%) were male, while 148 (66%) were female. In terms of age, 50 respondents (20%) were aged between 18 and 25, 72 respondents (32%) were aged between 26 and 35, 67 respondents (30%) were aged between 36 and 45, 30 respondents (13%) were aged between 46 and 55, and only 6 respondents (3%) were 56 or older. As regards the level of education, 2 respondents (1%) had a primary education, 56 respondents (25%) had a secondary education, while the majority of the respondents, or 167 (74%) of the respondents, had at least a bachelor’s degree. The statistical software package SPSS (The Statistical Package for the Social Sciences) was used to analyse the survey data. As for statistical analyses, descriptive statistical analysis, reliability analysis, correlation analysis, regression analyses, and Chi square test were used.

RESULTS

In order to examine the favourability and homogeneity of attitudes expressed by the respondents to the given statements, descriptive analysis was conducted first, and the arithmetic means and standard deviation were calculated. An overview of the results is given in Table 1. The results indicate that the attitudes for all 12 statements are fairly uniform and range between 2.48 and 2.92, that is, around the midpoint on the five-point Likert scale, so it can be concluded that the respondents’ attitudes regarding all variables are mostly neutral. This is due to the fact that the research examined respondents’ attitudes to only one product category –
clothing products – where respondents’ attitudes to brand name, product origin, quality and purchase decision are not as varied as is the case of other product categories such as food products, household appliances or cars.

Table 1. Descriptive analysis

<table>
<thead>
<tr>
<th>Statements</th>
<th>Arithmetic mean</th>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand name</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I find clothing products with foreign brand names more appealing than the ones with Serbian names.</td>
<td>2.69</td>
<td>1.085</td>
</tr>
<tr>
<td>When clothes have a foreign name, I usually think they were manufactured abroad.</td>
<td>2.87</td>
<td>1.184</td>
</tr>
<tr>
<td>I prefer wearing clothes with foreign brand names.</td>
<td>2.56</td>
<td>1.025</td>
</tr>
<tr>
<td><strong>Product origin</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I always check the origin of the clothes I buy.</td>
<td>2.92</td>
<td>1.193</td>
</tr>
<tr>
<td>Based on where the clothes were manufactured I can decide how good they are.</td>
<td>2.92</td>
<td>1.141</td>
</tr>
<tr>
<td>Clothes manufactured abroad are of higher quality than clothes manufactured in Serbia.</td>
<td>2.48</td>
<td>0.996</td>
</tr>
<tr>
<td><strong>Purchase decision</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The origin of clothes significantly affects my purchase decision.</td>
<td>2.55</td>
<td>1.030</td>
</tr>
<tr>
<td>If I can choose, I will opt for a foreign rather than a domestic clothing brand.</td>
<td>2.67</td>
<td>1.047</td>
</tr>
<tr>
<td>When I enter a store, my attention is attracted by clothes with foreign brand names rather than domestic ones.</td>
<td>2.66</td>
<td>1.111</td>
</tr>
<tr>
<td><strong>Quality</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foreign clothing brands use better materials than domestic manufacturers.</td>
<td>2.66</td>
<td>0.964</td>
</tr>
<tr>
<td>Foreign clothing brands are more durable than domestic ones.</td>
<td>2.66</td>
<td>1.001</td>
</tr>
<tr>
<td>Foreign clothing brands have better design than domestic ones.</td>
<td>2.84</td>
<td>1.078</td>
</tr>
</tbody>
</table>

Source: Author’s calculations based on SPSS

The reliability of the measurement scale was analysed by calculating the Cronbach’s alpha coefficient. The values of this coefficient range between 0 and 1, and when the value is higher than 0.7, the reliability and consistency of the items may be considered acceptable (Hair, Black, Babin, & Anderson, 2014). The results presented in Table 2 indicate that all four variables have good consistency of items, especially as to the Product origin (0.886) and Quality (0.869) variables, where reliability and internal consistency are very good.
In order to measure the statistical relationship between the variables, Pearson’s and Spearman’s correlation coefficients were calculated. The results of the correlation analysis are given in Table 3. When the value of the correlation coefficient is higher than 0.01, the observed variables correlate. When this coefficient is lower than 0.4, the correlation is weak, when the value is between 0.4 and 0.6, the correlation is moderate, and when the value exceeds 0.6, the correlation is strong. Based on the obtained values of both correlation coefficients, it can be concluded that there is a statistically significant positive relationship at the 0.01 level between all analysed variables. A relatively high degree of correlation is identified between the Product name and Quality variables (0.614), while other correlations are moderate, ranging between 0.4 and 0.6.

### Table 3. Correlation analysis

<table>
<thead>
<tr>
<th></th>
<th>Product name</th>
<th>Product origin</th>
<th>Purchase decision</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product name</td>
<td>1</td>
<td>.404**</td>
<td>.597**</td>
<td>.614**</td>
</tr>
<tr>
<td>Product origin</td>
<td>.422**</td>
<td>1</td>
<td>.507**</td>
<td>.423**</td>
</tr>
<tr>
<td>Purchase decision</td>
<td>.588**</td>
<td>.507**</td>
<td>1</td>
<td>.584**</td>
</tr>
<tr>
<td>Quality</td>
<td>.601**</td>
<td>.416**</td>
<td>.563**</td>
<td>1</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level.**

Pearson’s coefficient is above the diagonal, and Spearman’s is below.

Source: Author’s calculations based on SPSS

In order to test the formulated research hypotheses, simple regression analyses were conducted, and the results are given in Table 4. The test results for the first hypothesis indicate that the independent variable...
Product name has a statistically significant positive effect on the dependent variable Product origin, and 16.3% of the variability of the dependent variable is explained by this regression model. As for the value of the β coefficient, it ranges from 0 to 1, and is statistically significant when it exceeds the value of 0.01. In this regression model, β is statistically significant and its value is 0.404. The first hypothesis is thus confirmed. The obtained results indicate that the respondents perceive the product country of origin based on the product’s name, and these findings are in line with the findings of Kinra (2006) and Salciuviene, Ghauri, Streder, and De Mattos (2010). It can be concluded that the use of foreign names for textile products in Serbia will influence consumers to believe that the products are manufactured abroad. Consumers form developing countries generally prefer imported products because of the better quality and high social status these products imply. As Serbia is a developing country, this result is expected.

According to the test results for the second hypothesis, the effect of the independent variable on the dependent variable is positive and statistically significant, and 17.9% of the variability of the dependent variable is explained by the regression model. The value of β is statistically significant and amounts to 0.423. The second hypothesis is thus confirmed, and it indicates that consumers’ quality perception of clothing products is based on the country of origin. The findings of many authors are thus confirmed (Adina et al., 2015; Ee Hang Sin et al., 2021; Khair et al., 2021; Liu & Johnson, 2005; Sulhaini, Rinuastuti, & Sakti, 2019). Certain countries, such as Germany, the USA and Japan, are well known for high-quality products. Therefore, when the ‘made in’ label contains the names of these countries, products carrying such a label are automatically recognised as high-quality products. On the other hand, certain Asian countries such as China, Bangladesh and Vietnam are known for having a low product quality reputation.

Testing the third hypothesis also reveals a statistically significant effect of the independent variable Brand name on the dependent variable Quality. In this regression analysis, 37.7% of the variability of the dependent variable is explained by the regression model. For the observed regression model, β has the highest value, equalling 0.614. This result was also obtained by Uyar and Dursun (2015), and Hilgenkamp and Shanteau (2010). This result confirms that the respondents perceive clothing products with foreign brand names as higher quality products, as foreign names will lead consumers to perceive these products as foreign and not domestic. Having this in mind, the third hypothesis is also confirmed.

The test results for the fourth hypothesis also indicate a statistically significant positive effect of the independent variable Product name on the dependent variable Purchase decision. Here, 35.6% of the variability of the dependent variable is explained by the regression model, and the
value of $\beta$ is 0.597. This suggests that foreign brand names affect the respondents’ purchase decision and, consequently, the fourth hypothesis is confirmed. The same result was obtained by Melnyk, Klein, and Völckner (2012), and by Šapić, Furtula, and Filipović (2009) in their research on quality and ethnocentrism as predictors of purchasing foreign brands. Based on the above discussion, it can be concluded that a foreign brand name will lead consumers to think that the particular product is produced abroad and that the quality of the product is high, which will further influence their decision to buy that product.

Table 5. Chi square test

<table>
<thead>
<tr>
<th>The respondent recognizes Serbian textile brands with a foreign name as domestic</th>
<th>Recorded frequencies</th>
<th>Expected frequencies</th>
<th>$\chi^2$</th>
<th>Degrees of freedom</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>134</td>
<td>112.5</td>
<td>8.218*</td>
<td>1</td>
<td>0.004</td>
</tr>
<tr>
<td>Yes</td>
<td>92</td>
<td>112.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>226</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

0 cells (0.0%) have expected frequencies less than 5.

The lowest expected frequency is 112.5.

Source: Author’s calculations based on SPSS

Finally, the Chi-square test was applied in order to prove the fifth hypothesis. The respondents were presented with 11 different textile brands among which they were asked to identify 7 local brands that use the strategy of foreign branding (Jagger, P.S. Fashion, Piroćanac underwear, Mona, Ramax, Extreme Intimo, and Tiffany). They were given 1 point for each correctly identified brand, 0 points for brands they could not identify, and -1 point for incorrectly identified brands. The final result was coded, and it was decided that respondents who correctly identified 5 or more brands were considered capable of differentiating local from foreign brands, regardless of the applied strategy of foreign branding, whereas respondents who identified 4 brands or less could be considered incapable of differentiating foreign brands from local brands with foreign names.

Based on the $\chi^2$ results of the Chi square test shown in Table 5, it can be concluded that the number of respondents who recognise Serbian textile brands with foreign names as local (92 respondents, or 40.4%) is statistically significantly lower than the number of respondents who do not recognise them (134 respondents, or 59.6%). Therefore, the fifth hypothesis is confirmed. It can be concluded that foreign branding strategy can be effectively applied to textile products in Serbia in order to gain a global brand reputation and higher quality perception.
CONCLUSION

A brand name is the foundation of a product. It communicates information about product quality and product origin, and affects purchase decision. The aim of the research presented in this paper was to investigate whether foreign brand names lead to consumer misperceptions of clothing products’ country of origin, whether textile brands have a higher perceived quality when assigned foreign names, and whether consumers prefer purchasing foreign clothing products. Statistical analysis confirmed all the hypotheses formulated at the start of this research. Regression analysis determined that the brand name affects all observed variables: product origin, quality and purchase decision. It was also confirmed that the choice of a brand name is an important strategic decision that is almost irrevocable, and therefore all brand naming options that could ensure future success must be carefully considered. Based on the results of this research, one of these options for textile products in Serbia is the practice of foreign branding.

This paper complements the theoretical knowledge of foreign branding. The obtained data can also have practical applications and social contributions. As the research was focused only on textile products, the results can be useful to brand managers considering the application of foreign branding in the textile industry. In addition, the results can be used in the process of building brand identity and image, as well as creating successful brand positioning.

As in a lot of social science research, there are certain limitations in the presented research. The first limitation refers to the research sample which, due to the nature of the online survey, does not include all segments of respondents. The recommendation for future research is to provide a larger and more representative sample. As already stated, the research examined only one product category (textile products), which can also be regarded as a limitation. More comprehensive research of foreign branding could include a range of product categories such as food products, household appliances, cars, etc. In this way, future research could examine the difference in attitudes to various product categories. It would be interesting to further examine consumer attitudes to foreign branding in the service sector, and to compare them with attitudes to products. Furthermore, future research could include examining the attitudes of different respondent profiles (men, women, age, and the level of education) as regards foreign branding.

The recommendation to brand managers is to opt for the strategy of foreign branding only when there are plans to build an international brand, when the quality is comparable to the quality of products originating from the countries in whose language the brand will be named, and when a foreign name is suitable for the product category.
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The Influence of Foreign Branding on the Consumers’ Perception of Country of Origin


УТИЦАЈ СТРАНОГ БРЕНДИРАЊА НА ПЕРЦЕПЦИЈУ ПОТРОШАЧА О КВАЛИТЕТУ И ПОРЕКЛУ ПРОИЗВОДА, И ЊИХОВУ ОДЛУКУ О КУПОВИНИ

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Резиме

Име бренда је део идентитета бренда који служи да идентификује и диференцира производ од производа конкуренције. Име бренда ствара прву асоцијацију у глави потрошача о природи, сврси и категорији производа. Има важан утицај на перцепцију потрошача о пореклу и квалитету производа, што наводи да је у већем мери одложена у популарним брендовима са иностраним именом. Док у промету брендови са иностраним именом наводи да производ се врши у иностранству, код бренова са иностраним именом потрошачи се наводе на вероватни перцепцији о производу, а земља порекла производа (страно брендирање) има велики утицај на перцепцију потрошача о пореклу производа. За квалитетан производ потрошач је увек спреман да плати више и да га изабере приликом поновне куповине.