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

Ivana Marković*, Marina Janković-Perić, Tatjana Dugošija

Western Serbia Academy of Applied Studies, Valjevo, Serbia

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

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

Апстракт

Име бренда говори пуно о производу. Оно служи не само да диференцира производ већ и да комуницира вредности битне за потрошача као што су природа, сврха и категорија производа, те његово порекло, цена и/или квалитет. Циљ рада је да се испита утицај страног имена бренда на перцепцију потрошача о пореклу и квалитету производа, и њихову одлуку о куповини текстилних производа у Србији. Подаци су прикупљени методом личног интервјуа помоћу онлајн анкете, а хипотезе су тестиране регресионом анализом и Хи квадрат тестом сла-

* Corresponding author: Ivana Marković, Western Serbia Academy of Applied Studies, Valjevo, Serbia, ivana.markovic@vipos.edu.rs

гања. Добијени резултати указују да страно име бренда наводи потрошача да мисли да је у питању гардероба произведена изван Републике Србије. Осим тога, одећу страног бренда потрошачи доживљавају као квалитетнију, што даље утиче на њихову одлуку о куповини.

Кључне речи: име бренда, страно брендирање, порекло производа, квалитет, одлука о куповини

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, & Völckner, 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 & Özkara, 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 & Özkara, 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, & Stoenescu, 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 (Agyekum, 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 recognise 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

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

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.

Table 2. Cronbach's Alpha

Cronbach's Alpha	
Product name	0.735
Product origin	0.886
Purchase decision	0.756
Quality	0.869

Source: Author's calculations based on SPSS

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

	Product name	Product origin	Purchase decision	Quality
Product name	1	.404**	.597**	.614**
Product origin	.422**	1	.507**	.423**
Purchase decision	.588**	.507**	1	.584**
Quality	.601**	.416**	.563**	1

**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

Table 4. Simple regression analysis results

Variables	R2	β	t	Significance (p)	Standard error
Product name – product origin	0.163	0.404	6.586	.000**	.057
Product origin – quality	0.179	0.423	6.963	.000**	.066
Product name – quality	0.377	0.614	11.616	.000**	.054
Product name – purchase decision	0.356	0.597	11.102	.000**	.053

** Value is significant at the 0.01 level
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 β 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

The respondent recognizes Serbian textile brands with a foreign name as domestic	Recorded frequencies	Expected frequencies	χ^2	Degrees of freedom	p-value
No	134	112.5	8.218[a]	1	0.004
Yes	92	112.5			
Total	226				

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 χ^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.

REFERENCES

Adina, C., Capatina, G., & Stoenescu, R. (2015). Country-of-Origin Effects on Perceived Brand Positioning. *Procedia Economics and Finance*, *23*, 422-427. doi: 10.1016/S2212-5671(15)00383-4

Agyekum, C. K., Haifeng, H., & Agyeiwaa, A. (2015). Consumer Perception of Product Quality. *Microeconomics and Macroeconomics*, *3*(2), 25-29. doi: 10.5923/j.m2economics.20150302.01

Alashban, A., Hayes, L., Zinkhan, G., & Balazs, A. (2002). International Brand-Name Standardization/Adaptation: Antecedents and Consequences. *Journal of International Marketing*, *10*(3), 22-48. doi: 10.1509/jimk.10.3.22.19544

Andéhn, M., Nordin, F., & Nilsson, M. E. (2015). Facets of country image and brand equity: Revisiting the role of product categories in country-of-origin effect research. *Journal of Consumer Behaviour*, *15*(3), 225-238. doi:10.1002/cb.1550

Banjo, H., Obasan, K., & Ariyo, O. (2015). Brand loyalty and organisational profitabilty. *Fountain Journal of Management and Social sciences*. *4*, 60-73.

Bhardwaj, V., Kumar, A., & Kim, Y. K. (2010). Brand Analyses of U.S. Global and Local Brands in India: The Case of Levi's. *Journal of Global Marketing*, *23*, 80–94. doi:0.1080/08911760903442226

Chao, P., (1998), Impact of Country-of-Origin Dimensions on Product Quality and Design Quality Perceptions, *Journal of Business Research*, *42(1)*, 1-6, doi:10.1016/S0148-2963(97)00129-X.

Chattalas, M., Kramer, T., & Takada, H. (2008). The impact of national stereotypes on the country of origin effect: A conceptual framework. *International Marketing Review*, *25*(1), 54-74. doi: 10.1108/02651330810851881

Dagger, T. S., & Raciti, M. M. (2011). Matching consumers' country and product image perceptions: An Australian perspective. *Journal of Consumer Marketing*, *28*(3), 200-210. doi:10.1108/07363761111127626

Dogan, V., & Özkara, B. (2013). Investigation of Brand Name-Country of Origin Preference in Four Different Product Groups with Respect to Conspicuous Consumption Tendency. *International Review of Management and Marketing*, *3*(4), 190-203.

Ee Hang Sin, Abd Rahman, I., & Aziz, A. (2021). Influence of Foreign Products on Generation Y Purchase Intention. *International Journal of Accounting, Finance and Business (IJAFB), 6* (35), 56 - 70.

Ergin, E. A., Akbay, H. O., & Ozsacmaci, B. (2014). Insights into Consumer Preference of Foreign Brand Names: Reality or Myth? *International Journal of Marketing Studies*, *6*(4), 157-164. doi:10.5539/ijms.v6n4p157

Eskiev, M. (2021). Naming as one of the most important elements of brand management. *SHS Web of Conferences*. *128*. 01028. doi:10.1051/shsconf/202112801028.

Fakir, J. (2019). The perception toward local product comparing with foreign product. *Science Park*, *5*(1), 1-33. doi:10.14412/SRI2019.33

Hair, F. J., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis*. Harlow: Pearson Education Limited.

Hilgenkamp, H., & Shanteau, J. (2010). Functional Measurement Analysis of Brand Equity: Does Brand Name affect Perceptions of Quality? *Psicológica*, *31*, 561-575.

Jobber, D., & Fahy, J. (2008). *Osnovi marketinga* [Foundations of Marketing]. Beograd: Data Status.

Karimi, S., Papamichail, K. N, & Holland, C. P. (2015). The effect of prior knowledge and decision-making style on the online purchase decision-making process: A

typology of consumer shopping behaviour. *Decision Support Systems*, *77(1)*, 137-147. doi: 10.1016/j.dss.2015.06.004

Karoui, S., & Khemakhem, R. (2019). Consumer ethnocentrism in developing countries. *European Research on Management and Business Economics*, *25*, 63-71. doi: 7210.1016/j.iedeen.2019.04.002.

Keller, K. L., Heckler, S. E., & Houston, M. J. (1998). The Effects of Brand Name Suggestiveness on Advertising Recall. *Journal of Marketing*, *62*(1), 48-57. doi: 10.1177/002224299806200105

Khair, N., Lloyd-Parkes, E., & Deacon, J. H. (2021): "Foreign brands of course!" An ethnographic study exploring COO image perceptions and its influence on the preference of foreign clothing brands. *Journal of Global Fashion Marketing,* 12(5), 274-290. doi: 10.1080/20932685.2021.1921608

Khan, H., Bamber, D., & Quazi, A. (2012). Relevant or redundant: Elite consumers' perception of foreign-made products in an emerging market. *Journal of Marketing Management*, 28(9–10), 1190–1216. doi:10.1080/0267257X.2011.635153

Kinra, N. (2006). The effect of country-of-origin on foreign brand names in the Indian market. *Marketing Intelligence & Planning*, *24*(1), 15-30. doi: 10.1108/02634500610641534

Leclerc, F., Schmitt, B. H., & Dubé, L. (1994). Foreign Branding and Its Effects on Product Perceptions and Attitudes. *Journal of Marketing Research, 31*(2), 263-270.

Liu, S. S., & Johnson, K. F. (2005). The Automatic Country-of-Origin Effect on Brand Judgments. *Journal of Advertising*, *34*(1), 87-97. doi: 10.1080/00913367.2005.10639183

Marinković, V., Stanišić, N., & Kostić, M. (2011). Consumer ethnocentrism of Serbian Citizens. *Sociologija*, *53*(1), 43-58. doi: 10.2298/SOC1101043M

Melnyk, V., Klein, K.., & Völckner, F. (2012). The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries. *Journal of Marketing*, *76*(6), 21-37. doi: 10.2307/41714517

Salciuviene, L., Ghauri, P. N., Streder, R. S., & De Mattos, C. (2010). Do brand names in a foreign language lead to different brand perceptions? *Journal of Marketing Management*, *26*(11-12), 1037-1056. doi: 10.1080/0267257X.2010.508976

Soto, S. O., Mobarec, E. M., & Friedmann, R. (2009). Foreign Branding: Examining the Relationship between Language and International Brand Evaluations. *Innovar*, *19*(35), 9-18.

Sulhaini, S., Rinuastuti, B. H., & Sakti, D. P. B. (2019). The halo effect of foreign brands on the misclassification of local brands. *Management & Marketing*. *Challenges for the Knowledge Society*, *14*(4), 357-371. doi:10.2478/mmcks-2019-0025.

Sulhaini, S., Sagir, J., & Sulaimiah, S. (2020). Foreign Brand Admiration among Young Consumers in Indonesia. *International Research Journal of Business Studies, 13*(1), 33-47. doi: 10.21632/irjbs.13.1.33-47.

Šapić, S., Furtula, S., & Filipović, J. (2018). Kvalitet i etnocentrizam kao prediktori kupovine inostranih brendova [Quality and Ethnocentrism as Predictors of Purchasing Foreign Brands]. U: Brkić, A. (ured.): *8. Međunarodna naučno-stručna konferencija, Razvoj poslovanja 2018: Ekonomski izazovi zemalja u tranziciji* [8th International Scientific-Professional Conference, Business Development 2018: Economic Challenges of Countries in Transition], *3*(1), 377-387. Zenica: Univerzitet u Zenici, Ekonomski fakultet.

Šapić, S., Kocić, M., & Radaković, K. (2018). The effect of a product's country of origin on the customer loyalty creation process. *Teme*, *42*(4), 1297-1317. doi: 10.22190/TEME1804297S

Uddin, J., Parvin, S., & Rahman, M. L. (2013). Factors Influencing Importance of Country of Brand and Country of Manufacturing in Consumer Product Evaluation. *International Journal of Business and Management*, *8*(4). doi:10.5539/ijbm.v8n4p65.

Uyar, K., & Dursun, Y. (2015). Consumer Ethnocentrism and Brand Name Evaluations. *Revista Economică*, *67*(1), 80-89.

Veljković, S. (2009). *Brend menadžment* [Brand Management]. Beograd: Ekonomski fakultet CID.

Walkowiak, J. (2018). Foreign branding in Poland: Chrematonyms and anthroponyms. *Proceedings of the Second International Conference on Onomastics "Name and Naming" (ICONN 2)*, 219-227.

Yang, R., Ramsaran, R., & Wibowo, S. (2016). A Conceptual Model for Country of Origin Effects. *Asia Pacific Journal of Advanced Business and Social Studies*. *2*. 96-116.

Yu, S. X., Zhou, G., & Huang, J. (2022). Buy domestic or foreign brands? The moderating roles of decision focus and product quality. *Asia Pacific Journal of Marketing and Logistics*, *34*(4), 843-861. doi: 10.1108/APJML-04-2020-0210

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

Ивана Марковић, Марина Јанковић-Перић, Татјана Дугошија
Академија струковних студија Западна Србија, Ваљево, Србија

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. Из тог разлога, давању имена бренда се приступа са посебном пажњом. Једна од стратегија које се примењују у пракси именовања бренда назива се „страно брендирање" (енг. foreign branding). Ова стратегија подразумева давање страног имена домаћем производу са циљем да се створе повољнији имиџ и повољнија репутација производа. Применом страног брендирања потрошачи се наводе на погрешну перцепцију о пореклу производа, а земља порекла производа (енг. made in) доказано има велики утицај на перцепцију потрошача о квалитету производа. За квалитетан производ потрошач је увек спреман да плати више и да га изабере приликом поновне куповине.

Циљ рада је да се испита утицај страног имена бренда на перцепцију потрошача о пореклу и квалитету производа, и на њихову одлуку о куповини. Подаци су прикупљени методом личног интервијуа, помоћу онлајн анкете, а хипотезе су тестиране регресионом анализом и Хи квадрат тестом слагања. Добијени резултати указују да страно име бренда наводи потрошача да мисли да је у питању производ који је произведен у иностранству. Осим тога, брендове страног имена потрошачи доживљавају као квалитетније, што даље утиче на њихову одлуку о куповини.