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**A COMPARISON OF ENGLISH AND FRENCH CANADIAN
ETHNICITY EFFECTS ON COUNTRY-OF-ORIGIN
PRODUCT EVALUATION**

By

Margaret P. Bourk, B.Comm.(Honours)

**A thesis submitted to
the Faculty of Graduate Studies and Research
in partial fulfilment of
the requirements for the degree of
Master of Management Studies**

**School of Business
Carleton University
Ottawa, Ontario**

January 6, 1992

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EFFECTS ON COUNTRY-OF-ORIGIN PRODUCT EVALUATION

submitted by Margaret P. Bourk, B.Comm. (Honours)
in partial fulfilment of the requirements for
the degree of Master of Management Studies

Co-Supervisors

Chair, School of Business

Carleton University

January 28, 1992

ABSTRACT

This research was designed to investigate ethnic subcultural effects on country-of-origin product evaluation through a survey of French Canadian and English Canadian consumers residing in the Ottawa-Hull metropolitan area. French and English Canadians were found to have significantly different attitudes towards products of different origins. In addition, the study found that the quality perceptions of French and English Canadian consumers varied between general national products and specific products. Further, research results indicated that country-of-origin stereotyping was not affected by product complexity.

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1.0 INTRODUCTION

Prior to World War I products were usually not labelled as to their place of origin. However, after the war as a punitive measure German manufacturers were forced to label their exported products. Consequently, consumers could easily identify German products from the "made in Germany" label. It was believed that this would deter European consumers from purchasing German products. However, the "made in Germany" label became a symbol of the superb quality and workmanship of German products and ironically consumers throughout the world used the phrase to identify and purchase German products. Recognizing the influence of the "made in..." notation many countries quickly adopted this idea (Morello, 1984 and Papadopoulos et al., 1987).

To understand the impact of the "made in..." concept, extensive consumer research has been undertaken in the last twenty-five years. While this body of work has made significant theoretical and practical contributions to its field, it has progressed on a rather limited base with numerous unresolved questions remaining. One such unanswered issue is whether the effects of the "made in...." image vary across subcultural groups within nations.

As industrialization, urbanization and integration of the world's economy rapidly occur, studies of cross-cultural as well as subcultural diversities are essential. Not only cultural differences but also subcultural differences affect business environments and marketing strategies. To date, the country-of-origin literature has paid little attention to the segmentation of consumers based on subcultural diversities.

Moreover, both single culture and cross-culture studies on the country-of-origin effect have implicitly assumed homogeneous consumer groups exist within the nations studied. However, this is indeed a fallacy. "Countries do not form neatly into distinct culture groups because they are culturally heterogeneous from within, and these heterogeneities are amplified to form a country into multiple groups" (Padmanabhan, 1988, p. 203). By ignoring cultural heterogeneities within nations, marketers may overlook lucrative subculture-based market opportunities. Marketing researchers have indicated that there is a need to better understand how country-of-origin attitudes vary among smaller more homogeneous segments within nations. In particular according to Kaynak and Cavusgil, "Future studies should attempt to include regional and subcultural differences as these are major sources of variations in the Canadian market" (1983, p. 156).

The basic characteristics of the Canadian market make subcultural studies in this country a necessity. Canada has been deeply influenced by the coming together of diverse ethnic groups. Canadian society encourages multiculturalism and has been described as a "mosaic" of cultural groups in cohabitation (Porter, 1965). The ethnic origins of Canadians are as follows: 45% British (includes English, Scottish, Irish and Welsh), 28% French, 5% German, 3% Italian, 2% Ukrainian, 2% native people and the remaining 15% distributed among other ethnic groups (Statistics Canada, 1983).

The two founding cultures, English Canadians and French Canadians constitute the largest groups in the Canadian market, 12 million and 7.0 million, respectively. Across the country, the pattern of ethnic group distribution is

disparate. For instance, French Canadians' proportion of provincial population ranges from 2.7% in Newfoundland, to 36% in New Brunswick and over 80% in Quebec. Likewise, English Canadians' proportion of provincial population ranges from 8% in Quebec, to 53% in Ontario and greater than 92% in Newfoundland (Kindra, Laroche and Muller, 1989). Such evidence of regional diversities and multiculturalism presents an enormous challenge to marketers to explore the influence of subcultural differences on the country-of-origin effect.

It was, therefore, the objective of this study to determine if consumer attitudes towards products from different origins vary among ethnic subcultural groups. Specifically, this research examined French Canadian and English Canadian consumers' attitudes towards products made in different countries and regions with which the two subcultures have different strengths of cultural ties or links.

The remainder of this thesis is divided into nine chapters. The relevant literature is discussed in chapter two. The objectives and hypotheses are presented in chapters three and four, respectively. The fifth chapter explains the methodology and includes such topics as the sample, research instrument and data analysis. Chapter six addresses the pre-analytical process. The seventh chapter discusses the study's findings and the eighth chapter outlines the implications of those findings. Chapter nine presents limitations of the research. The final chapter summarizes the study's conclusions and outlines future research directions.

2.0 LITERATURE REVIEW

2.1 Information Cues

The significance of the country of origin on demand can be approached as an information cue question (Bilkey and Nes, 1982). Consumers' pre-purchase evaluations of products are based on informational cues, both intrinsic and extrinsic. Intrinsic cues include specific product characteristics such as taste, materials and design, while extrinsic cues involve product attributes such as price, brand name and warranties. Often the true intrinsic quality of a product is difficult to determine before its purchase. Consumers, therefore, utilize extrinsic cues as surrogate measures or indicators of product quality. "Made in..." or country-of-origin is one such extrinsic cue consumers may use for evaluating products.

2.2 The "Made In...." Effect

According to Bilkey and Nes (1982), major studies in the field agree that the country-of-origin effect exists. That is, consumers tend to regard an assortment of products from a given country with a consistently positive or negative attitude. Schooler (1965, 1971), Schooler and Sunoo (1969), Reiersen (1966) and Nagashima (1970, 1977) were among the first researchers to establish the importance of the "made in" effect.

More specifically, studies indicate that the country-of-origin bias prevails for products in general. Representative studies include Darling and Kraft (1977)

and Wall and Heslop (1986). This "made in..." effect also exists for specific types of products (Reiersen, 1966; Heslop, Liefeld and Wall, 1987), specific brands (Gaedeke, 1973; Han and Terpstra, 1988) and across product categories (Kaynak and Cavusgil, 1983). Several studies have also found a difference between attitudes towards products in general and specific products from different countries (Reiersen, 1966; Gaedeke, 1973; Etzel and Walker, 1974; Lumpkin, Crawford and Kim, 1985). Research also indicates that the country-of-origin effect exists for both consumer products (Han and Terpstra, 1988; Papadopoulos and Heslop, 1989) and industrial products (White and Cundiff, 1978; Cattin, Jolibert and Lohnes, 1982). Furthermore, the country-of-origin bias has been established for products from more developed countries (Bannister and Saunders, 1978) and less developed countries (Chasin and Jaffe, 1979). In general, products from more developed nations are perceived to be less risky and of higher quality than products made in less developed countries (Nes, 1981).

The country-of-origin literature generally reveals consumers' predisposition to evaluate domestic products more favourably than foreign products. Several major studies which substantiated this hypothesis includes Erickson, Johansson and Chao (1984), Lillis and Narayana (1974), and Darling and Kraft (1977). Subjects in these studies were sampled from the United States, Japan and Finland. However, caution should be exercised in generalizing this observation as research results are not unanimous. Several studies which dispute this total or absolute preference for domestic products includes: Johansson, Douglas and Nonaka's (1985) study of United States and Japanese students; Sternquist and

Tolbert's (1986) study of United States retailers; and Papadopoulos, Bamossy and Heslop's (1990) study of consumers in eight countries. This latter study found that the bias towards domestic products was far from universal and did not relate to all beliefs about domestic products.

Cross-cultural studies indicate the presence of product image differences between respondents from various countries (Nagashima, 1970; Lillis and Narayana, 1974; Yaprak, 1978; Cattin, Jolibert and Lohnes, 1982; Papadopoulos and Heslop, 1989). In these studies, many times nation and culture have been used synonymously with national boundaries used to separate one cultural group from another. As a result, these studies were in essence cross-national rather than cross-cultural. Thus, although many studies have compared attitudes of consumers in different countries, the differences have been assumed to be linked to the country, rather than the culture of respondents. One exception to this norm is the work of Krishnakumar (1974). In this study, Krishnakumar found Indian students rated British products higher than did Taiwanese students. The researcher suggested that these differences were culturally connected and were likely the result of former colonial ties. Herche (1988) also suggested perceptual differences found in cross-cultural studies are linked to the culture rather than the country. According to Herche (1988), since the experience each group has with the goods evaluated was probably similar, cultural differences may provide an explanation of the different perceptions.

Finally, it should be noted that findings in the country-of-origin literature are not consistent regarding the relationship of country-of-origin attitudes to

demographic variables. For instance, Schooler (1971) found older people rated foreign goods more favourably than younger people, while research by both Wang (1978) and Wall and Heslop (1986) did not find such a result. Wall and Heslop (1986) and Schooler (1971) found females were more positive in their foreign product ratings than males, yet Dornoff, Tankersley and White (1974) found no such differences between the sexes. As well, the work of Wang (1978) showed that higher income persons evaluated foreign products more favourably than did lower income persons. Wall and Heslop (1986) found persons with higher incomes and higher education levels more cynical about domestic goods. Hisrich, Peters and Weinstein (1981) found that persons with more education perceived foreign products more highly than persons with limited education. Conflicting results such as these demand further study in this area.

2.3 Importance of the "Made In..." Cue

Although extensive research has established that the country-of-origin cue is used in product evaluations, the findings about the importance of the product's country-of-origin and other information cues are inconclusive. For instance, in an experimental study by Nes (1981) country-of-origin information was found to be less important than brand name in affecting quality assessments. Similarly in Johansson and Spich's (1982) study, the country-of-origin cue played no significant role on product evaluation when other product information cues were available.

On the other hand, the study by Han and Terpstra (1988) found that the country-of-origin cue had greater effect on consumers' evaluations than the brand name cue. Similar effects were found in an experiment by Heslop, Liefeld and Wall (1987). In this experiment the cues tested were price, brand name and country-of-origin. Generally, it was found that the country-of-origin was the most important cue in product evaluation. This was especially prevalent when the product was complex and costly.

2.4 Attitudes

Consumer attitudes to country-of-origin can have important effects on consumer decisions and choices. In consumer research, attitudes are considered the most significant intrapersonal predictor of behaviour. Attitudes consist of three basic components: cognition (beliefs), affect (feelings) and conation (action tendencies) (Foxall, 1983). The cognitive component depicts perceived characteristics of the country and the products they produce. The affective element is likely to be based on likings and similarities.

Social psychologists have shown that people are attracted to and tend to evaluate similar and familiar others more positively than they do dissimilar others and strangers (Lott and Lott, 1972; Hill and Stull, 1981). If one likes another based on familiarity, one also assumes that the other is similar (Moreland and Zajonc, 1982). The importance of this bidirectional effect of the belief and affective components of attitudes will be applied specifically to culture-based responses in the next section of this review.

2.5 Ethnocentrism

As discussed above, people do tend to favour similar others. These similarities undoubtedly have a cultural/ethnic link or component related to ethnocentrism. In general, ethnocentrism "represents the universal proclivity for people to view their own group as the center of the universe, to interpret other social units from the perspective of their own group, and to reject persons who are culturally dissimilar while blindly accepting those who are culturally like themselves" (Shimp and Sharma, 1987, p. 280). According to Levine and Campbell (1972), symbols of one's own ethnic or national group become objects of pride and attachment whereas symbols of other groups may become objects of contempt.

Ethnocentrism is important to marketing research in the sense that it provides the consumer with a feeling of what purchase behaviour is acceptable or unacceptable to other group members. A manifestation of ethnocentrism is the logic that cultural similarity biases in preference might be expected to lead consumers to prefer products from ethnically close nations and regions, especially if there are regional variations in culture. Shimp and Sharma first adopted the concept of "consumer ethnocentric tendencies" in marketing literature. According to these researchers, "consumer ethnocentrism is represented in the beliefs held by American consumers about the appropriateness, indeed even the morality of purchasing foreign made goods" (Shimp and Sharma, 1987, p. 280). This is a separate matter from product evaluations of quality or previous experience with a specific product. Rather this notion incorporates the emotional

commitment against buying foreign products. To the highly ethnocentric consumer imported products are objects of contempt. Four studies conducted by Shimp and Sharma (1987) revealed diverse ethnocentric tendencies among consumers from different areas of the United States. They suggested that these differences may be caused by the presence or absence of local industries endangered by imports.

2.6 Nationalism

Another concept closely associated with ethnocentrism is nationalism. According to Waheeduzzaman (1989) who drew from Levinson (1950) "nationalism can be defined as a broader ethnocentric thinking in the sphere of international relations" (p. 252). Webster's (1989) defines "nationalism as a devotion to one's nation" (p. 666). For the purpose of this study, the researcher is interested in feelings of ethnocentrism and nationalism that influence consumers in product evaluation and purchase.

A study by McDougall and Rawlings (1979) concerning nationalistic tendencies of Canadians suggests consumer national product preferences may vary by subcultural group. In McDougall and Rawlings' study, an assessment of national theme advertising was measured via the perceptions of Canadian consumers and industrial marketing executives. Significant differences between the Quebec market and the rest of Canada were found. The Canadian national theme was evaluated favourably for the major goods and markets, with the exception of Quebec. In the Quebec market, the Canadian theme was only seen as acceptable if it was transformed to a "Quebec" or "notre pays" theme.

2.7 Ethnic Subculture Influences on Consumer Behaviour

One of the most important influences in the marketing environment is culture. Although no universally accepted definition exists, for the purposes of this research culture is defined as "a set of values, ideas, artifacts, and other meaningful symbols that help individuals communicate, interpret, and evaluate as members of society" (Engel, Blackwell and Miniard, 1989, p. 63). Culture is both permanent and dynamic being passed from generation to generation yet evolving through time (Clarke and Crane, 1990). "Culture provides people with a sense of identity and an understanding of acceptable attitudes and behaviour within society" (Engel, Blackwell and Miniard, 1989, p. 63). Similarly, within a culture, subcultures shape attitudes and behaviour. Subcultures are segments within a culture that share distinguishing values and patterns of behaviour that differ from the overall culture (Peter and Olson, 1987). Many subcultures exist in society. These can be identified by such groupings as race, religion, geography or ethnicity.

Of particular importance and influence in the Canadian market are ethnic subcultures. As discussed in chapter 1.0, the largest two ethnic groups in Canada are French and English Canadians. An ethnic group is defined as a group of individuals who share a common field of communication and interaction and some common cultural traits, such as language, customs and ancestral origin. In addition, the group identifies itself and is identified by others as constituting a distinguishable category (Barth, 1969).

Past research of French and English Canadian ethnic groups has found significant variations in consumer behaviour. For instance, French Canadians, compared to English Canadians, consume more sweets, staple products, soft drinks and beer and use less frozen convenience foods and hard liquor. French Canadians also own appliances with more features, buy larger and more high performance cars and own less valuable furniture than English Canadians (Mallen, 1973; Tigert, 1973; Schaninger, Bourgeois and Buss, 1985). French Canadians prefer to shop in smaller, independent retail stores, compared to English Canadians (Crosby, 1969; Lefrancois and Chatel, 1966). Mallen (1973), Tigert (1973) and Schaninger, Bourgeois and Buss (1985) found French Canadians read fewer newspapers and watch more television than English Canadians. Furthermore, French Canadian women are more fashion conscious and spend more on clothing and cosmetics than English Canadian women (Vickers and Benson, 1972; Mallen, 1973; Tigert, 1973). In summary, previous research consistently indicates that consumption and life style differences exist between French and English Canadians.

It should be mentioned that many of the earlier French-English Canadian subcultural studies have been criticized because of their failure to study comparable demographic groups of French and English Canadians from the same geographical area. Consequently, researchers such as Lefrancois and Chantel (1966) argued that socioeconomic differences were responsible for much of the consumption differences found between French and English Canadians. However, this argument has been subsequently refuted in numerous studies where

demographic and economic differences were controlled and yet, significant consumption differences remained (Palda, 1967; Thomas, 1975; Schaninger, Bourgeois and Buss, 1985).

2.8 Subcultural Influences on Country-of-Origin Perceptions

The study by Wall and Heslop (1986) provides evidence of ethnic subculture differences on country-of-origin preferences. The research involved a self-administered mail questionnaire sent to a consumer sample of both French and English speaking men and women in Canada. It was found that women in general, and particularly French speaking women held more favourable attitudes towards Canadian products. Also, French speaking respondents and Quebec residents gave higher ratings to products from France than did English speaking respondents and non-Quebec residents. The authors suggested that this rating probably reflects the positive influence of cultural heritage (Wall and Heslop, 1986, p. 33). However, before irrefutable conclusions can be made, more extensive research is needed with larger samples of French Canadians.

Although few studies have considered ethnicity-based subcultural differences within nations, two studies provide evidence of subcultural differences in country-of-origin preferences based on race (Schooler, 1971; Wang, 1978). In Schooler's study, a sample of 1331 households was drawn from various counties and cities in Colombia. Schooler found that non-white respondents rated Latin American, Nigerian and Indian products as better than did whites, whereas white respondents evaluated products from the US and North America higher than

non-whites. Similarly, in Wang's (1978) study, non-whites evaluated Latin American and African products higher than did whites. Clearly, both studies indicate racial group preferences for products from nations highly populated with similar racial backgrounds.

In summary, based on previous work in the country-of-origin effect, the affective component of attitudes, the concept of ethnocentrism and studies of subcultural influences and nationalistic tendencies, it was hypothesized that consumer attitudes towards the "made in..." concept vary among subcultural groups (French and English Canadians). Specific research objectives will follow in section 3.0.

3.0 RESEARCH OBJECTIVES

The primary objective of this research was to determine if country-of-origin biases are affected by subcultural group differences. More specifically, this research examined how the attitudes of French and English Canadians differed towards products from ethnically close nations, products from different regions of the country and products of national origin.

Respondents in the study are defined as English or French Canadian based on a multifaceted ethnicity scale to be described later. For the purposes of this research, ethnically linked countries are nations which share similar cultural traits, such as language spoken, customs, religion or ancestral origin. Great Britain and Zimbabwe were selected to represent countries ethnically linked to English Canadians. France and Côte d'Ivoire were selected as ethnically linked countries of French Canadians. In addition, the provinces of Ontario and Quebec were chosen to represent regions in Canada with distinct variations in culture linked to the subcultural groups under study. The choice of these origins will be discussed in more detail in Section 5.3.1.

This research had a number of secondary objectives. These involve differences in general national product stereotypes and specific product biases, the effect of product complexity on specific product attitudes, and the influence of demographic characteristics on product evaluation. These objectives were explored within the realm of subculture group differences.

4.0 HYPOTHESES

Specific hypotheses of the research will follow.

Hypotheses 1,2,3,4,5,6

Are there any differences in the ratings of English and French Canadians of products from ethnically linked countries and products of domestic regional origin?

Null Hypothesis 1:

English Canadians will not rate products "made in Great Britain" higher than will French Canadians.

Null Hypothesis 2:

French Canadians will not rate products "made in France" higher than will English Canadians.

Null Hypothesis 3:

English Canadians will not rate products "made in Zimbabwe" higher than will French Canadians.

Null Hypothesis 4:

French Canadians will not rate products "made in Côte d'Ivoire" higher than will English Canadians.

Null Hypothesis 5:

English Canadians will not rate products "made in Ontario" higher than will French Canadians.

Null Hypothesis 6:

French Canadians will not rate products "made in Quebec" higher than will English Canadians.

Hypothesis 7

Do English and French Canadians ratings differ for products of national origin?

Null Hypothesis 7:

English Canadians will not rate products "made in Canada" higher than will French Canadians.

Hypothesis 8

Previous research has shown that the country-of-origin biases varies between products in general and specific products. Are these differences affected by subcultural group? The following null hypotheses was proposed:

Null Hypothesis 8:

The differences in ratings between products in general and specific products are not related to English and French Canadian subcultures.

Hypotheses 9

Another objective of this research is to investigate the impact of product complexity on country-of-origin biases. Previous research suggests that the country-of-origin cue becomes more important as product complexity increases (Nes, 1981). The following null hypothesis was proposed,

Null Hypothesis 9:

Product complexity will not affect country-of-origin biases.

In addition, this study will examine the impact of subcultural groups on the complexity hypothesis.

Hypotheses 10 - 18

Are subcultural group responses related to demographics (age, sex, education)? Previous research indicates demographic characteristics are related to country-of-origin stereotyping. Research, albeit somewhat conflicting, generally suggests that older people, women and individuals with higher education rate foreign products more favourably than others. These tentative hypotheses (10,11,13,14,16 and 17) were tested for both English and French Canadians. In addition, hypotheses 12, 15 and 18 were investigated to determine if different subcultural group responses are related to demographics (interaction effect).

Hypothesis 10 (AGE)

Older French Canadians will rate foreign products higher than younger French Canadians.

Hypothesis 11

Older English Canadians will rate foreign products higher than younger English Canadians.

Hypothesis 12

The differences between older French Canadians and younger French Canadians will be the same as the differences between older English Canadians and younger English Canadians.

Hypothesis 13 (SEX)

French Canadian women will rate foreign products higher than French Canadian men.

Hypothesis 14

English Canadian women will rate foreign products higher than English Canadian men.

Hypothesis 15

The differences between French Canadian women and French Canadian men will be the same as the differences between English Canadian women and English Canadian men.

Hypothesis 16 (EDUCATION)

Higher educated French Canadians will rate foreign products higher than lower educated French Canadians.

Hypothesis 17

Higher educated English Canadians will rate foreign products higher than lower educated English Canadians.

Hypothesis 18

The differences between higher educated French Canadians and lower educated French Canadians will be the same as the differences between higher educated English Canadians and lower educated English Canadians.

5.0 RESEARCH METHODOLOGY

5.1 Research Design

The research design was ex post facto, descriptive in nature and cross-sectional. A survey design was used as it allowed data to be collected from a relatively large population with expediency and minimal costs.

5.2 The Sample

5.2.1 Sample Population

The population from which the sample was selected included Canadian citizens over 18 years of age residing in the Ottawa-Hull metropolitan area during the period May 18 through May 30, 1991.

5.2.2 Sample Unit

The sampling unit was households in the Ottawa-Hull metropolitan area.

5.2.3 Sample Element

The sample element was Canadian citizens over 18 years of age living in households in the Ottawa-Hull metropolitan area.

5.2.4 Sample Locality

Ottawa-Hull is the national capital region of Canada and is officially bilingual. Sampling consumers from this area was chosen for several reasons.

First, the region is composed of a high concentration of the two ethnic groups that are the focus of this study. Approximately 45% of the population is of British ethnic origin and 40% of French ethnic origin (Schaninger, Bourgeois and Buss, 1985).

Second, sampling sub populations of French and English Canadians in the same geographical area is superior to sampling from two different geographical regions, as the respondents' exposure to foreign products can be considered a constant within the defined framework. Mallen (1973) criticized many earlier studies for using French- and English-speaking samples that were not comparable because of their different geographical residency. Finally, the prominent work of Schaninger, Bourgeois and Buss (1985) selected the Ottawa-Hull metropolitan area to study English-speaking, French-speaking and bilingual Canadian families.

5.2.5 Sample Design

A probability sampling design was employed which utilized a multistage sampling procedure. Census tracts in both Ottawa and Hull were selected randomly by the researcher. Within the specified census tract the fieldworkers chose randomly a street and house as a starting point. The fieldworkers proceeded from the starting point following the researcher's prescribed walking conditions. That is, if a member of the household agreed to complete the questionnaire the fieldworker was instructed to skip two households before approaching the next household. If the interviewer was refused or found no one

at home they continued to the adjacent household on the street. Apartment buildings were not approached by fieldworkers unless their doors were accessible from an exterior entrance. That is, no apartments were approached if a central communication system existed that must be used to request entrance from apartment tenants.

5.2.6 Sample Selection

Maps and statistics from the 1986 Census were used to generate the sample. Census tract information was examined to determine which areas of the city to target. To be included in the sample a census tract had to be categorized as residential. Furthermore, in the city of Ottawa, areas were excluded if more than 70% of the residents did not speak English at home. Similarly, in the city of Hull, areas were excluded if more than 70% of the residents did not speak French at home. In addition, for convenience purposes census tracts within Ottawa were located west of Parkdale Avenue.

Twenty census tracts met the criteria in Ottawa and thirteen census tracts met the criteria in Hull. Selected characteristics of the census tracts are shown in Appendix A. A simple random procedure was then employed to select seven tracts from each city.

5.2.7 Sample Size

To achieve adequate power (probability of making a correct decision) the researcher determined *a priori* the sample size required for the statistical analyses.

Power is heavily dependent on sample size (Stevens, 1986). The most stringent statistical test done was principal components analysis. According to Gorsuch (1983), to establish reliable factors in a principal components analysis there must be a minimum of 5 individuals per variable and no less than 100 individuals for any analysis. Thus, it was determined that statistical integrity would be achieved with a sample size of approximately 200 respondents, 100 English Canadians and 100 French Canadians.

Interviewers approached a total of 459 households in which potential respondents were at home. Of the 459 households, 301 consented to participate. Of the 301 willing participants 272 questionnaires were later picked up. This represents an overall response rate of 59% before data editing. The response rate in the city of Ottawa, 62%, was slightly higher than the city of Hull, 57%. A minimum of 17 questionnaires were collected in each census tract. In total, 123 questionnaires were collected in the city of Ottawa and 149 questionnaires were collected in the city of Hull.

5.3 Research Instrument

A structured, self-administered questionnaire was used. Appendix B contains sample copies of the research instrument in both English and French. The questionnaire was designed to take into account principles that maximize the quantity and quality of responses (Dillman, 1977). The English-language questionnaire was translated into French and then back-translated to ensure the French version was semantically equivalent to the original English version. The

research instrument was comprised of a preface and three main sections.

The **preface** included a brief description of five countries and two provinces. This information was provided to assure that each respondent had basic knowledge regarding the product origins to be evaluated.

Section I measured consumer attitudes to products made in different countries and provinces via a multi-dimensional measure of quality. The respondent was asked to evaluate the "made in" concepts for five origin countries (Canada, Great Britain, France, Zimbabwe, Côte d'Ivoire) and two provinces (Ontario and Quebec). (For a discussion of how the nations and regions were selected refer to Section 5.3.1.) Products of Canada, Great Britain, France, Ontario and Quebec were evaluated on a set of fourteen seven-point semantic differential scales. The majority of the fourteen bi-polar scales have been adopted from the work of Nagashima (1970, 1977) taking into account findings from a large cross-national study which tested the selection of product image scales (Heslop, 1988). Several previously used scales were modified. These included: Good Value/Poor Value which replaced Unreasonably Priced/Reasonably Priced; Hard to Find/Easy to Find which replaced Narrow/Wide Choice of Models and Sizes; Imitative/Innovative which replaced Imitative/Inventive; Attractive/Unattractive which replaced More Concerned With Outward Appearance/Performance; and Willing to Buy/Not Willing to buy which replaced Prefer to Buy Many/Prefer to Buy Few. Scales were modified because of the nature of this research as well as findings in the paper by Heslop (1988) which found a poor fit of the original scales with other scales on identified factors.

An abbreviated version of the multi-dimensional measures was employed for product evaluations involving Zimbabwe and Côte d'Ivoire. A total of seven semantic differential scales were used. Based on the relative obscurity of these two developing nations and the recent field work by Bennett (1991) it was felt a condensed version would lead to more useful results and a higher response rate.

The bottom portion of Section I contained questions which collected respondent attitude ratings towards specific products for the origins of Canada, France, Great Britain, Ontario and Quebec. The products included a microwave oven, clock radio and razor blades. Products were selected based on varying degrees of complexity. The researcher deemed *a priori* a microwave oven to be the most complex product followed by a clock radio and then razor blades. The assumption of complexity levels was confirmed in a pre-test of 25 consumers.

Section II of the questionnaire measured English-French Canadian ethnicity. The multi-item identifiers used have been adopted from the work of Kim, Laroche and Lee (1989). As can be seen in Appendix B, respondents were asked to indicate the percentage of times French, English or other languages are used in ten interpersonal and mass communication contexts. (For a discussion of the ethnicity index selected see Section 5.3.2.)

Section III of the survey instrument was comprised of a set of basic demographic questions involving gender, age, education and income.

5.3.1 Origin Selection

Origins were selected based on a number of criteria. These included their economic development, colonial heritage and official language spoken. Both developed and developing nations were selected to determine if the state of economic development affected ethnically linked affiliations.

France and Great Britain are both developed European nations with a similar Gross National Product per capita (Appendix B). France and Great Britain share a common language and ancestral links with French and English Canadians, respectively.

Zimbabwe and Côte d'Ivoire were chosen because of their comparable characteristics. Both are democratic developing nations in Africa with similar states of economic development. Appendix C contains a table of relative economic indices. Zimbabwe and Côte d'Ivoire have former British and French colonial ties, respectively. The official language of Zimbabwe is English and the official language of Côte d'Ivoire is French. Canadian consumers' familiarity with these two countries can be expected to be about the same, as well as relatively low.

Ontario and Quebec were selected because of their distinct differences in English and French culture within Canada. The official language spoken in Ontario is English and the official language of Quebec is French. The gross domestic product is similar for both provinces (Appendix B).

5.3.2 English-French Canadian Ethnicity Identification

As mentioned, the multi-item ethnicity identifiers used in the questionnaire were based on interpersonal and mass communication contexts. Kim, Laroche and Lee (1989) have shown that it is appropriate to use communication patterns to identify English-French Canadian ethnicity. Individuals acquire their cultural patterns through communication (Tzu, 1984; Kim, Laroche, Lee, 1989). The two most significant communication contexts are interpersonal and mass communication. "A person's interpersonal communication can be observed through the degree of his/her participation in interpersonal relationships with members of the host society... whereas, individuals participate in mass communication processes through such media as radio, television, newspapers, magazines, among others... (Kim, Laroche and Lee, 1989, p. 47).

The multi-item method of ethnicity identification developed by Kim, Laroche and Lee (1989) was selected for numerous reasons. In the past, most studies of ethnicity were approached from the etic perspective. That is, the researchers' perception of ethnicity were based on single objective measures. Examples included mother tongue, language spoken at home, language in which the research instrument was returned, religion or ancestral origin. However, these uni-dimensional measures ignore individual perception and are subject to a high level of misclassification (Bergier and Rosenblatt, 1982). In addition, "the use of a single indicator is inconsistent with the general conceptualization of ethnicity (which is widely understood as the character encompassing several cultural identifiers used to assign people to groups)" (Kim, Laroche and Lee,

1989, p. 44). Furthermore, as Tamilia (1979) suggests it is probably far more important for the Canadian marketer to know which language a consumer uses to watch television, listen to the radio, or read magazines, than to know what the consumer's mother tongue is. In addition, earlier cross-cultural investigations of ethnicity have been criticized as being *post-hoc* in design and lacking in *a priori* theoretical justification (Hirschman, 1981).

Recognizing the complexity of ethnicity identification, researchers have recently begun to use more subjective definitions, incorporating multi-item identifiers which use emic measures. Emic measures allow an individual to ascribe one's own cultural identity and are based on how consumers perceive their own ethnic or cultural association (Bergier, 1986). Research that has employed emic measures includes: Hirschman's study of Jewish ethnicity (1981); Valencia's study of Hispanic ethnicity (1985); Bergier's study of French and English Canadians (1986); and Kim, Laroche and Lee's study of French and English Canadians (1989).

The two studies of French-English Canadian ethnicity were of particular interest. In Bergier's study, surveys on a variety of ethnic identification measures were conducted in a Montreal urban community. By utilizing a cluster procedure with multiple language items two clusters of French and English Canadian ethnicities were derived. Although Bergier's composite measure of ethnicity is valuable it is felt that the measurement identifiers developed by Kim, Laroche and Lee (1989) are superior. Bergier's (1986) procedure results in a dichotomous classification scheme. Yet, ethnic identity is not a static and nominal concept

(Stayman and Deshpande, 1989; Kim, Laroche and Lee, 1989) and should thus be more accurately measured on a continuum which accounts for varying degrees of acculturation. Also, contrary to Kim, Laroche and Lee's study, Bergier's work lacks solid tests of validity and reliability.

5.4 Fieldwork Procedure

Questionnaires were distributed using the dropoff and pick-up technique. This technique was chosen because data could be collected in a short time frame with relatively high response rates. The researcher trained two interviewers to assist in data collection. One interviewer was fluent in both English and French. The interviewer who was not bilingual did not assist in data collection in Hull.

Interviewers approached households following the prescribed walking procedures (Section 5.2.5). They explained the nature of the study and attempted to secure the potential respondent's cooperation to complete a survey. If an individual agreed, the interviewer returned to the household later that same day to pick up the completed questionnaire. Participants were given the questionnaire version of their preferred language.

5.5 Data Analysis

Several analytical techniques were used to test the hypotheses.

Index of English-French Canadian Ethnicity:

Initially, ethnic groups were computed using data found in Section II of the questionnaire. Following the procedure used by Kim, Laroche and Lee (1989)

several steps were followed. First, the relative use of one language over the other was calculated for each of the 10 measures by deducting the percentage of times English was indicated from that of French. Next, the points allotted to each measure were totalled and divided by 10. The resulting figures for each respondent ranged from -100 (indicates exclusive usage of English) to +100 percent (indicates exclusive usage of French). Hence, a zero index score indicates an equal use of French and English. Finally, the index scores of the respondents were divided into groups. The ethnicity grouping of respondents is explained further in section 7.2.

Hypotheses 1 - 7:

Multivariate analysis of variance (MANOVA) was used to determine if English and French Canadians' attitudes differ towards products of selected origins. Prior to conducting the multivariate tests, principal components factor analysis was done in an attempt to identify a smaller number of underlying constructs. (For an in-depth analysis see Appendix D.) In brief, it was found that the factor on which each scale loaded varied with the origin evaluated, as well as between subcultural groups. Thus, it was decided that labelling of factors to use as the dependent variables in the MANOVA's would be highly tentative and would consequently not be pursued. In addition, a sample size of approximately 200 respondents, 100 English Canadian and 100 French Canadian, is large enough to achieve adequate power in a MANOVA with 14 variables (Stevens, 1986). Hence, the 14 multi-dimensional measures of quality from

Section I of the questionnaire were used as the dependent variables of the MANOVA.

MANOVA is a mathematical model based on assumptions. Any serious violations of these assumptions can have a detrimental effect on error rates. For an in-depth discussion of the critical assumptions in MANOVA see Stevens (1986). An assessment of the underlying assumptions relative to this study is presented in Appendix E. As is discussed in Appendix E, no assumptions have been radically violated and thus there is no adverse effect on the type I and type II error rates.

Hypothesis 8, 9:

To test whether differences exist between general national product attitudes and specific product attitudes, t-tests and multivariate analysis of variance were used. Mean ratings were examined to determine the impact of product complexity on country-of-origin biases.

Hypotheses 10 - 18:

To test hypotheses ten through eighteen multivariate analysis of variance tests were conducted.

6.0 THE PRE-ANALYTICAL PROCESS

The pre-analytical process was necessary to eliminate any inaccuracies and fallacious elements of the data.

6.1 Data Editing

Following data collection, all 272 returned research instruments were checked for completeness and clarity. This resulted in the elimination of 22 incomplete or unreadable questionnaires. A further 14 questionnaires were screened out because the respondents reported the use of languages other than English or French in section II of the questionnaire (Appendix B). The researchers that developed the ethnicity scale have used this sample purification in their work (Hui et al., 1990). Thus, of the 272 returned research instruments the final number of usable questionnaires was 236. This represents a response rate of 51% after data editing.

6.2 Data Coding and Error Check

The data collected was translated into numerical codes and entered on the SPSSX statistical system. The coded data was then rechecked visually against the original questionnaires to detect possible entry errors.

6.3 Tabulation

Tabulation was done on numerous variables. Frequency counts were used to create categories for analyzing the demographic variables, frequency distributions of ethnic scores were used to identify ethnic group membership and a cross-tabulation was used to examine associations between ethnicity scores and ancestral descent. The results of these tabulations will be discussed in section 7.0.

7.0 FINDINGS AND DISCUSSION

The findings and discussion will be presented in eight sections. First, the sample characteristics of the study will be discussed. This will include an examination of the demographic attributes of the study's respondents and a comparison of these characteristics with the general population. In the second section respondents will be classified as English or French Canadian. Section three will then compare the demographic differences between the respondent groups defined in section two. In section four preferences among origins will be discussed. Comparative subcultural views about origins will be examined in section five (analysis of hypotheses 1-7). In section six differences in general and product specific stereotyping will be investigated (analysis of hypothesis 8). The influence of product complexity will be discussed in section seven (analysis of hypothesis 9). Finally, there is an examination of demographic influences on the country-of-origin bias.

7.1 Sample Characteristics

Table 7.1 contains demographic characteristics of all respondents in the sample. As can be seen from this table, two thirds of the respondents were females, the median household income was between \$35,000 to \$44,000, over 60% of the respondents had an education level higher than high school and the median age group was 35-39 years old. Also, shown in Table 7.1 are population statistics of Ottawa-Hull, based on the 1986 census. Comparatively, the females

were over-represented and respondents were slightly above average on education and income in the sample. Generally, the various age groups represented in the sample are quite similar to the census population of Ottawa-Hull with the exception of an under-representation of individuals less than 20 years old.

Differences between the sample and the census population of Ottawa-Hull can be attributed to a number of possible factors. For instance, the primary reason only 5% of the sample was under 20 years of age is because participating respondents in the study were required to be a minimum of 18 years of age, whereas all ages are covered in the census data. Education differences can be explained by the age distribution differences, as well as the fact that individuals with higher education levels are inclined to give their public opinions more freely than lower educated individuals (Fowler, 1988). With respect to the sample's higher income levels vis à vis the general population's income levels, differences may be due to inflation during the period 1986-1991. At the time of the study, 1991, the Consumer Price Index stood at 1.26 (base year 1986). The sample's higher income may also be attributed to the sample's higher education level. Generally, those with a higher education also have higher income.

The researcher also compared the sample demographics to the Canadian population at large. Education and income differences were accentuated further. This is not surprising as Ottawa has the highest education level and highest disposable income level per capita of cities in Canada (Ottawa Carleton Economic Development Corporation, 1986).

Table 7.1 - Demographic Characteristics of the Sample and the Population of Ottawa-Hull

	<u>Sample</u> n=236	<u>Population</u> *
Sex:		
Male	34%	49%
Female	66%	51%
Education:		
High school or less	34%	45%
Some post-secondary studies	23%	13%
College or University graduate	40%	42%
N/A	3%	
Household Income:		
Under \$15,000	4%	16%
\$15,000 - \$24,999	9%	14%
\$25,000 - \$34,999	14%	15%
\$35,000 - \$44,999	23%	15%
\$45,000 - \$59,999	24%	18%
\$60,000 and over	25%	22%
N/A	1%	
Median Income	\$35-\$44k	
Age:		
Less than 20 years old	5%	14%
20 to 34 years old	41%	32%
35 to 54 years old	39%	35%
55 years and older	15%	19%
Median age	35-39	

*Sources:

Statistics Canada (1988), Census Tracts: Ottawa-Hull, Part I and II, Minister of Supply and Services Canada.

Regional Municipality of Ottawa-Carleton, Summary of the 1986 Census for Ottawa-Carleton, Planning Department, Policy and Program Division, (February, 1989).

7.2 Defining English and French Canadians

Appendix F shows the frequency distribution of respondent index scores based on the multi-item ethnicity scale. For a discussion of the relationship between ethnicity scores and ancestral origin see Appendix G. The researcher considered several options to classify the respondents. The three most feasible choices included: 1) separating the respondents into two groups, -100 to 0 (mostly English Canadian ethnicity) and 0 to +100 (mostly French Canadian ethnicity), 2) separating the respondents into four groups, -100 to -50 (strong English Canadian ethnicity); -50 to 0 (moderate English Canadian ethnicity); 0 to 50 (moderate French Canadian ethnicity) and 50 to 100 (strong French Canadian ethnicity, or 3) separating the respondents into two groups, -100 to -50 (strong English Canadian ethnicity and 50 to 100 (strong French Canadian ethnicity) and eliminating the respondents in the -50 to 50 group (moderate English and French Canadian ethnicity). Since the objective was to identify subjects who clearly perceived themselves as either French Canadian or English Canadian, the third alternative was chosen. Similar categories were employed in subcultural research by Clarke (1991). As can be seen from Appendix F, relatively large concentrations of respondents were found at both ends of the English-French ethnicity continuum, but there were relatively low frequencies in the middle. That is, 106 (45%) of the respondents were defined in the strong English group and 105 (44%) respondents in the strong French group. A total of 25 (11%) respondents were in the moderate English and French Canadian group and these were excluded from further analysis. Thus, from this point forward when

reference is made to the English Canadian or French Canadian group reference is being made to the 105 and 106 respondents in the Strong English and Strong French groups described above.

7.3 Demographic Comparisons of English and French Canadians

Table 7.2 outlines the demographic differences between English Canadian and French Canadian respondents. As can be seen, English Canadians are more highly educated and have a higher income level than French Canadians. The median income of English Canadians is \$45,000-\$59,999 compared to the median income of French Canadians of \$35,000 to \$44,999. Males were especially under-represented in the French Canadian group. The median age of French Canadians is 30-34 years old compared to English Canadians with a median age of 40-44 years. The older age levels of English Canadians may partially explain the higher income levels they exhibit in this sample.

Table 7.2 - Characteristics of English Canadians and French Canadians

		English Canadians	French Canadians
Sex:		n=106	n=105
	Males	41%	28%
	Females	59%	72%
Education:			
	High school or less	33%	40%
	Some post secondary	23%	19%
	College or University	44%	35%
	N/A		6%
Household Income:			
	Under \$15,000	3%	5%
	\$15,000 - \$24,999	6%	12%
	\$25,000 - \$34,999	4%	25%
	\$35,000 - \$44,999	13%	31%
	\$45,000 - \$59,999	32%	18%
	\$60,000 and over	42%	9%
	Median Income	\$45-\$59k	\$35-\$44k
Age:			
	Less than 35 years	29%	62%
	35 years to 54 years	45%	32%
	55 years and over	25%	6%
	Median Age	40-44	30-34

7.4 Preferences Among Origins

To gain general insights of French and English Canadians' product ratings a brief discussion of preferences among origins will now precede the more specific comparative views discussed in Section 7.5. Tables 7.3 and 7.4 present English Canadians' and French Canadians' attitude scores for products from all origins rated. Zimbabwe and Côte d'Ivoire will be separately addressed following a discussion of the five industrialized origins as a condensed version of scales was used in product evaluation of these developing nations.

English Canadians gave the highest rankings to products from Ontario. Ontario products received top rankings on nine of the fourteen scales and tied for first place with Canadian products on one scale. The lowest ratings by English Canadians were given to products from Quebec (on six of the fourteen scales) and France (on six of the fourteen scales). In particular, English Canadians ranked Quebec products lowest on scales dealing with aspects of product performance. On the other hand, on scales more concerned with market availability (easy to find and recognizable brands) and market response (willing to buy, know a lot about and satisfied with) French products received lowest scores. Furthermore, products of Great Britain received the highest ranking on only one scale (imitative/innovative) but did not receive any lowest ranking in the English Canadian sample. Canadian products received highest ranking for quality and tied with French and Ontario products for highest ranking on the attractiveness and willing to buy scales, respectively.

French Canadians gave the highest rankings to products from Quebec (on ten of the fourteen scales). The lowest rankings by French Canadians were given to products from Great Britain (six of the fourteen scales). The low rankings were given to scales primarily of a market availability and market response nature. French Canadians ranked products from Ontario lowest on quality, innovativeness and brand recognition. French Canadian consumers gave top rankings to French products on innovativeness. Products of France and Great Britain tied for top ranking on the quality scale. French products received four lowest rankings on the reliability, technical advancement, expense and ease of finding product scales. With respect to Canada, products received highest scores on workmanship, technical advancement, willingness to buy and satisfaction scales. However, French Canadian consumers also saw Canadian products as low in value, ranking them last.

With respect to the two developing nations, Zimbabwe and Côte d'Ivoire, English Canadians gave the lowest product rankings on all seven scales compared to the five developed origins discussed above. Similarly, French Canadians ranked products of Zimbabwe and Côte d'Ivoire lowest on all scales, with the exception of one. French Canadians ranked products of Great Britain slightly lower than Zimbabwe on the willingness to buy scale.

Table 7.3 - Views of English Canadians of Products Made in Selected Origins

	Canada	France	Great Britain	Ontario	Quebec	Zimba -bwe	Côte d'Ivoire
Unreliable/Reliable	5.5	4.8	5.4	5.7+	4.7-		
Poor Workmanship/Good Workmanship	5.3	5.0	5.4	5.5+	4.8-	3.9	3.9
Poor Quality/Good Quality	5.3+	4.9	5.1	5.0	4.2-	3.6	3.7
Not Tech. Advanced/Tech. Advanced	4.9	4.4	4.6	5.4+	4.1-	2.8	3.2
Imitative/Innovative	3.9-	4.3	4.5+	4.4	4.0		
Unattractive/Attractive	5.1+	5.1+	4.8	5.0	4.6-	3.9	4.0
Poor Value/Good Value	5.5	4.9-	5.3	5.7+	4.5	3.8	3.8
Expensive/Inexpensive	2.2-	2.5	2.8	2.7	2.9+		
Hard to Find/Easy to Find	4.7	2.8-	4.1	5.5+	4.4		
Unrecognizable/Recognizable Brands	4.8	3.9-	4.7	5.0+	4.0		
Not Willing to Buy/Willing to Buy	6.2+	4.6-	5.5	6.2+	5.1	4.0	4.0
Know Little About/Know A Lot About	4.8	2.8-	3.9	4.9+	3.9		
Not Satisfied With/Satisfied With	5.5	4.3-	5.0	5.6+	4.4		
Poor Overall/Good Overall	5.6	4.8	5.4	5.8+	4.7-	3.5	3.5
Average Score	5.0	4.2	4.8	5.2	4.3	3.6	3.7

Scores could range from 1 (low) to 7 (high)

+Indicates the highest ranking across sampled origins (excluding Zimbabwe and Côte d'Ivoire)

-Indicates the lowest ranking across sampled origins (excluding Zimbabwe and Côte d'Ivoire)

Table 7.4 - Views of French Canadians of Products Made in Selected Origins

	Canada	France	Great Britain	Ontario	Quebec	Zimba -bwe	Côte d'Ivoire
Unreliable/Reliable	4.8	4.3-	4.4	4.9	5.1+		
Poor Workmanship/Good Workmanship	4.7+	4.5	3.9-	4.4	4.7+	4.1	4.4
Poor Quality/Good Quality	4.6	4.7+	4.7+	4.5-	4.5-	4.2	3.6
Not Tech. Advanced/Tech. Advanced	4.2+	3.2-	3.5	3.6	3.3	4.0	4.7
Imitative/Innovative	3.8	4.5+	3.7	3.5-	3.6		
Unattractive/Attractive	4.5	4.4	4.3-	4.6	5.1+	3.9	3.8
Poor Value/Good Value	4.4-	4.7	4.8	5.0	5.3+	4.2	3.7
Expensive/Inexpensive	2.7	1.8-	2.4	3.0	3.1+		
Hard to Find/Easy to Find	4.7	3.1-	3.6	4.2	5.1+		
Unrecognizable/Recognizable Brands	4.5	4.4	4.1-	4.1-	4.6+		
Not Willing to Buy/Willing to Buy	6.3+	3.9	3.7-	5.0	6.2	3.9	3.6
Know Little About/Know A Lot About	4.7	3.5	3.0-	4.6	5.9+		
Not Satisfied With/Satisfied With	5.6+	4.0	3.9-	4.2	5.6+		
Poor Overall/Good Overall	5.3	5.1	4.5-	4.6	5.6+	3.9	3.9
Average Score	4.6	4.0	3.9	4.3	4.8	4.0	3.9

Scores could range from 1 (low) to 7 (high)

+Indicates the highest ranking across sampled origins (excluding Zimbabwe and Côte d'Ivoire)

-Indicates the lowest ranking across sampled origins (excluding Zimbabwe and Côte d'Ivoire)

7.5 Comparative Views about Selected Origins

Multivariate analysis of variance (MANOVA) tests were conducted to address English and French Canadian group differences regarding hypotheses one through seven. For Great Britain, France, Ontario, Quebec and Canada there were 14 dependent measures for each subject in each group. For Zimbabwe and Côte d'Ivoire there were 7 dependent measures for each subject in each group. The dependent variables were the bi-polar scales from Section I of the questionnaire.

The MANOVA's were tested at the .05 level of significance. The test statistic used was Rao's approximation of Wilk's lambda. The decision rule was to reject the null hypothesis if the F approximation of Wilk's lambda was significant at $p < .05$. Table 7.5 through 7.11 present the results of the multivariate tests. These reveal group differences on the set of variables at the .05 level. After finding that the groups differed, *post hoc* univariate tests were done to determine which of the variables was contributing to the overall difference.

Univariate tests were done using the Bonferroni multiple comparison technique. The alpha level for each test was set at .01 ($.15/14$, where 14 refers to the number of variables) yielding a Bonferroni upper-bound of 15%. Tests for Zimbabwe and Côte d'Ivoire were conducted at an alpha level of .02 ($.15/7$) as consumers evaluated these two countries using an abbreviated scale of 7 variables. The Bonferroni technique assures that the overall type I error rate for the set of t-tests will be less than 15%. A more lenient alpha level, 15%, was

used to enhance power. Stevens (1986) suggests maintaining an overall alpha of 15% when multiple univariate tests are done. However, differences at the individual scale level should be treated with more caution.

7.5.1 Views of Ethnically Linked Origins

7.5.1.1 Great Britain and France (Hypothesis 1 and 2)

The multivariate analysis of variance of French and English Canadians' ratings of products from **Great Britain** was significant at $p < .05$ (Table 7.5). Thus, the null hypothesis of no difference between the subcultural groups was rejected. A univariate test indicated that 8 variables were contributing to the overall multivariate significance. English Canadians were significantly more positive about the reliability, workmanship, technical advancement, innovativeness, and overall product quality of British products compared to French Canadians. In addition, English Canadians were significantly more satisfied, more willing to buy and more knowledgeable regarding British products than French Canadians. These scales deal primarily with product integrity and market response.

Table 7.5 - Statistical Tests and Mean Ratings of Goods from GREAT BRITAIN
As Judged by English Canadians and French Canadians

Variable	Mean Ratings:		MANOVA test:
	English Canadians	French Canadians	($F=11.2, p<.000$)
			Univariate t-tests: (p-value if significant)
Unreliable/Reliable	5.4	4.4	.000
Poor/Good Workmanship	5.4	3.9	.000
Poor/Good Quality	5.1	4.7	n/s
Not Technically/Technically Advanced	4.6	3.5	.000
Imitative/Innovative	4.5	3.7	.000
Unattractive/Attractive	4.8	4.3	n/s
Poor/Good Value	5.3	4.8	n/s
Expensive/Inexpensive	2.8	2.4	n/s
Hard/Easy to Find	4.1	3.6	n/s
Unrecognizable/Recognizable Brands	4.7	4.1	n/s
Not Willing/Willing to Buy	5.5	3.7	.000
Know Little/Know A Lot About	3.9	3.0	.002
Not Satisfied/Satisfied With	5.0	3.9	.000
Poor/Good Overall	5.4	3.5	.000

Rating Scale 1 = low, 7 = high

The multivariate analysis of variance of French and English Canadians' ratings of French products was significant at $p < .05$ (Table 7.6). Therefore, the null hypothesis of no difference between the ethnic groups was rejected. A univariate test indicated that 6 variables were contributing to the overall multivariate significance. Contrary to expectations, English Canadians were in fact more significantly favourable towards French products on the reliability, technical advancement, attractiveness, expensiveness and willingness to buy scales than French Canadians. French Canadians were only significantly more favourable than English Canadians on the Know A lot About/Know Little About scale.

Table 7.6 - Statistical Tests and Mean Ratings of Goods from FRANCE
As Judged by English Canadians and French Canadians

MANOVA test:			
(F=14.3, p<.000)			
Variable	Mean Ratings:		Univariate t-tests: (p-value if significant)
	English Canadians	French Canadians	
Unreliable/Reliable	4.6	4.3	.003
Poor/Good Workmanship	5.0	4.5	n/s
Poor/Good Quality	4.9	4.7	n/s
Not Technically/Technically Advanced	4.4	3.2	.000
Imitative/Innovative	4.3	4.5	n/s
Unattractive/Attractive	5.1	4.4	.001
Poor/Good Value	4.9	4.7	n/s
Expensive/Inexpensive	2.5	1.8	.000
Hard/Easy to Find	2.8	3.1	n/s
Unrecognizable/Recognizable Brands	3.9	4.4	n/s
Not Willing/Willing to Buy	4.6	3.9	.002
Know Little/Know A Lot About	2.8	3.5	.001
Not Satisfied/Satisfied With	4.3	4.0	n/s
Poor/Good Overall	4.8	5.1	n/s

Rating Scale 1 = low, 7 = high

Thus, based on the results of the MANOVA English and French Canadians' attitudes differed towards British products. As expected English Canadians perceived products of Great Britain more favourably than did French Canadians. Is this due to ethnic affiliation or simply because English Canadians have a greater acceptance for products of foreign developed nations? English Canadians evaluated not only British but also French products higher than did French Canadians (Table 7.3). Comparing English Canadians' attitudinal data towards products of Great Britain and France they were more positive towards products of Great Britain on 13 of the 14 scales. In fact, on average English Canadians awarded products of Great Britain a score of 4.8, whereas French products received an average score of 4.2. Additionally, although English Canadians are quite positive in their willingness to buy French products (score of 4.6) they indicate a notably more positive willingness to buy products of Great Britain (score of 5.5). Furthermore, compared to other industrialized origins in the study, English Canadians tied French products for highest ranking with Canadian products on the unattractive/attractive scale, however French products also tied with Quebec products for the largest number of low rankings (on six of fourteen scales). Comparatively, although English Canadians similarly awarded products of Great Britain highest ranking on only one scale (imitative/innovative) they did not rank products of Great Britain lowest on any scales.

Accordingly, it is suggested that English Canadians' more favourable ratings towards goods of Great Britain is due to ethnic affiliation. Great Britain represents a developed nation whose inhabitants share common cultural traits

with English Canadians. They speak a common language and many of the customs and traditions have their roots in Anglo-Protestant Great Britain. Although Canada was given nominal independence by Britain in 1931, it was not until 1982 that Canada formally proclaimed her own Constitution. Under the Constitutional Act of 1982, executive power remains vested in the British monarch as the Head of State exercisable by her representative, the Governor-General. Consequently, the more favourable ratings of English Canadians towards British products has probably been influenced by ancestral heritage and common cultural traits.

Previous country-of-origin studies, the affective component of attitudes and ethnocentric theory support this conclusion of ethnic affiliation. For instance, earlier studies suggested former colonial ties influenced respondents more favourable ratings (Krishnakumar, 1974 and Wall and Heslop, 1986). Also, in research by Barker (1985) it was suggested that the favourable ratings of New Zealand respondents towards British products were affected by historical ties and likenesses in culture and political climate.

With respect to French products, based on the results of the MANOVA English and French Canadians' attitudes differ again. However, contrary to expectations generally French Canadians did not evaluate French products significantly more positive than did English Canadians. Furthermore, French Canadians did not perceive French products any more favourably than they perceived products of Great Britain (Table 7.4). For example, the average scores

awarded to French and British products by French Canadians were 4.0 and 3.9, respectively. French Canadians were only slightly more willing to buy French products than British products (scores of 3.9 and 3.7). Additionally, with respect to the ranking of products from industrialized origins French products were seen only slightly more favourably than British products. The lowest rankings by French Canadians were given to products from Great Britain (six of the fourteen scales), however French products too received lowest rankings on four scales. French Canadian consumers gave top scale rankings to French products on innovativeness and products of France and Great Britain tied for top ranking on the quality scale. Thus, there is no convincing evidence to suggest French Canadians are notably more favourable towards products of France than Great Britain.

Previous research and ethnocentric tendencies suggest that the common language, customs, religion and cultural ties to France would lead French Canadians to prefer French goods. For instance, in Wall and Heslop (1986) French speaking respondents and Quebec residents gave higher ratings to France than did English speaking respondents and non-residents of Quebec. The differences in timing, sampling and measurement methods used in the two studies may account for this discrepancy in findings.

Also, it may be possible that French Canadians ethnic affiliation with their founding nation, France, has faded over time. That is, French Canadians are more independent of their cultural links to France than English Canadians are to Britain. We know culture is passed from generation to generation but it also

evolves through time (Peter and Olson, 1987). Although French Canadians have a common language with the inhabitants of France and share some similar customs and traditions that have their roots in Roman Catholic France, rather than in Anglo-Protestant Great Britain, official ties to France were severed over 200 years ago when France ceded Canada to the British. "Quebec knows it's unique. From Canada's earliest history, Quebecers have felt themselves to be a separate part of the Canadian identity..." (Learney, 1989, p. 29). It is possible that French Canadians see themselves as "distinct" from others - not only from English Canadians but from other cultures as well, including France.

Hence, it is concluded that the hypothesis of ethnic affiliation with a parent nation is supported by English Canadians and not French Canadians. Ethnic affiliation with founding nations appears dependent on the uniqueness of the subcultural group and its historical roots.

In order to more fully understand the major strengths and weaknesses of British and French products as viewed by English and French Canadians attitudinal scales were explored in greater detail and related to previous research findings. English Canadians rated British products highly on their quality, workmanship, reliability, technical advancement and value. At the same time English Canadians considered products of Great Britain as very expensive and not readily available, yet they were willing to buy British goods. French Canadians rated products of Great Britain highly on value but only mid-range

(scores of 3.5 to 4.5) on scales dealing with product performance, with the exception of the quality scale. French Canadians believed products of Great Britain were expensive and not readily available. Additionally, French Canadians generally awarded French products mid-range scores on scales dealing with market responsiveness (i.e. willingness to buy, knowledgeable and satisfaction).

The above results are similar to previous findings with the basic exception of English Canadians' favourable attitudes on scales dealing with product performance. For instance, in Papadopoulos et al. (1987) Canadians regarded British goods as relatively low on performance scales, very expensive and limited in choice. Also, in Barker (1987) Saskatchewan consumers considered British products not very technically advanced or reliable yet high on workmanship, very expensive and unavailable. Contextual differences, such as timing, sampling and the set of specific origins from which the products were evaluated may account for the discrepancies between studies. For example, the two previous studies had consumers evaluate products from a set of more industrialized nations. In Papadopoulos et al. (1987) consumers evaluated products from Japan, the United States, Sweden, Canada and Great Britain. In Barker (1987) consumers evaluated products from France, Canada, Japan, West Germany, the United States and Britain.

Generally, English Canadians awarded French goods very favourable ratings on product performance factors. On the other hand, French Canadians gave products of France mid-range scores on product performance, with the

exception of the quality scale which was slightly more favourable (score of 4.7). Both subcultural groups regarded French products as high value, expensive and not highly available. In addition, both English and French Canadians evaluated French products moderately on the market responsiveness factors, with the exception of the knowledge scale in which English Canadians perceived French goods very unfavourably. French and English Canadians' perceptions of high price and low levels of availability of French products are consistent with findings in earlier research (Nagashima, 1970, 1977 and Barker, 1987). Similarly, the very favourable rating on the attractiveness scale by English Canadians is consistent with the high aesthetic appeal of French products found in previous studies (Nagashima, 1970, 1977 and Barker, 1987). French Canadian consumers surprisingly did not share a highly attractive perception regarding French goods.

7.5.1.2 Zimbabwe and Côte d'Ivoire (Hypothesis 3 and 4)

The multivariate analysis of variance of French and English Canadians' ratings of products from Zimbabwe was significant at $p < .05$ (Table 7.7). Accordingly, the null hypothesis of no difference between the groups was rejected. A univariate test indicated that only two variables were contributing to the overall difference. In both instances, French Canadian consumers were significantly more positive than English Canadian consumers regarding the quality and technical advancement of Zimbabwe products.

**Table 7.7 - Statistical Tests and Mean Ratings of Goods from ZIMBABWE
As Judged by English Canadians and French Canadians**

MANOVA test:			
(F=8.5,p<.000)			
	Mean Ratings:		Univariate t-tests:
	English Canadians	French Canadians	(p-value if significant)
Variable			
Poor/Good Workmanship	3.9	4.1	n/s
Poor/Good Quality	3.6	4.2	.001
Not Technically/Technically Advanced	2.8	4.0	.001
Unattractive/Attractive	3.9	3.9	n/s
Poor/Good Value	3.8	4.2	n/s
Not Willing/Willing to Buy	4.0	3.9	n/s
Poor/Good Overall	3.5	3.9	n/s
Rating Scale 1 = low, 7 = high			

Rating Scale 1 = low, 7 = high

The multivariate analysis of variance of French and English Canadians' ratings of products from Côte d'Ivoire was significant at $p < .05$ (Table 7.8). Thus, the null hypothesis of no difference between the groups was also rejected. A univariate test indicated that three variables were contributing to the overall difference. In each instance, French Canadian respondents perceived products of Côte d'Ivoire significantly more favourable than English Canadians on their workmanship, technical advancement and overall quality.

**Table 7.8 - Statistical Tests and Mean Ratings of Goods from COTE D'IVOIRE
As Judged by English Canadians and French Canadians**

Variable	Mean Ratings:		Univariate t-tests: (p-value if significant)
	English Canadians	French Canadians	
Poor/Good Workmanship	3.9	4.4	.004
Poor/Good Quality	3.7	3.6	n/s
Not Technically/Technically Advanced	3.2	4.7	.000
Unattractive/Attractive	4.0	3.8	n/s
Poor/Good Value	3.8	3.7	n/s
Not Willing/Willing to Buy	4.0	3.6	n/s
Poor/Good Overall	3.5	3.9	.005

Rating Scale 1 = low, 7 = high

Neither French or English Canadians evaluated products from Zimbabwe or Côte d'Ivoire very favourably. However, based on the results of the MANOVA there were some significant differences found between the two subcultural groups. As expected French Canadians perceived products of Côte d'Ivoire more favourably than English Canadians, although they too perceived goods of Zimbabwe more favourably than English Canadians. There is no convincing evidence to suggest French Canadians perceived goods of Côte d'Ivoire any more favourably than goods of Zimbabwe. For instance, French Canadians bestowed almost identical average scores to products of Côte d'Ivoire and Zimbabwe (scores of 3.9 and 4.0) and were in fact slightly more willing to buy Zimbabwe than Côte d'Ivoire products (scores of 3.9 and 3.6).

The findings do not support the *a priori* hypothesis that ethnic groups which share similar cultural traits with developing countries would evaluate products from these nations more favourably than products from developing nations with dissimilar cultural traits. It is likely that the higher risk and lower quality products associated with developing nations overshadow ethnic affiliations. Compared to the developed nations and provinces in this study, Zimbabwe and Côte d'Ivoire were rated lowest by both French and English Canadians (Tables 7.3 and 7.4). This finding is in accordance with previous research by Nes (1981). Nes found that a product made in a more developed country (MDC) is perceived to involve less risk and superior quality compared to the same product made in a less developed country (LDC). An interesting finding which supports previous work is that the differences between Zimbabwe

and Côte d'Ivoire, on one hand, and the industrialized origins of the study, on the other, are more pronounced between the LDC and MDC than within each group (Wang and Lamb, 1980).

The fact that French Canadians were slightly more positive towards both products from Zimbabwe and Côte d'Ivoire suggests that they have a greater acceptance for products of relatively unknown developing nations. This could be attributed to many explanations. For example, perhaps French Canadians are more cosmopolitan than English Canadians. Or perhaps French Canadians are more sympathetic to these developing countries because they perceive themselves as similar to them in terms of being a society struggling for economic and political independence.

Thus, the findings of this study do not support ethnic affiliations influence on developing nations' product evaluations, notwithstanding the fact that the preface of the questionnaire had stated country descriptions which included common language and ancestral origin.

7.5.1.3 Ontario and Quebec (Hypothesis 5 and 6)

The multivariate analysis of variance of French and English Canadians' ratings of products from Ontario was significant at $p < .05$ (Table 7.9). Thus the null hypothesis of no difference between the groups was rejected. A univariate test indicated that ten variables were contributing to the overall multivariate significance. In each instance English Canadians were significantly more favourable than French Canadians. The scales included the reliability, workmanship, technical advancement, innovativeness, value, ability to find, recognizability of brands, willingness to buy, satisfaction and overall product evaluation.

Table 7.9 - Statistical Tests and Mean Ratings of Goods from ONTARIO
As Judged by English Canadiane and French Canadians

MANOVA test:			
(F=12.2, p<.000)			
Variable	Mean Ratings:		Univariate t-tests: (p-value if significant)
	English Canadians	French Canadians	
Unreliable/Reliable	5.7	4.9	.000
Poor/Good Workmanship	5.5	4.4	.000
Poor/Good Quality	5.0	4.5	n/s
Not Technically/Technically Advanced	5.4	3.6	.000
Imitative/Innovative	4.4	3.5	.000
Unattractive/Attractive	5.0	4.6	n/s
Poor/Good Value	5.7	5.0	.000
Expensive/Inexpensive	2.7	3.0	n/s
Hard/Easy to Find	5.5	4.2	.000
Unrecognizable/Recognizable Brands	5.0	4.1	.000
Not Willing/Willing to Buy	6.2	5.0	.000
Know Little/Know A Lot About	4.9	4.6	n/s
Not Satisfied/Satisfied With	5.6	4.2	.000
Poor/Good Overall	5.8	4.6	.000
Rating Scale 1 = low, 7 = high			

The multivariate analysis of variance of French and English Canadians' ratings of products from Quebec was also significant at $p < .05$ (Table 7.10). Thus the null hypothesis of no difference between the groups was rejected. A univariate test indicated that six variables were contributing to the overall multivariate significance. French Canadians awarded significantly more favourable ratings than English Canadians on five scales: value, willingness to buy, knowledge, satisfaction and good overall product quality. These were primarily market response scales. English Canadians gave a significantly more favourable rating than French Canadians on only one scale, the technical advancement of Quebec products.

Table 7.10 - Statistical Tests and Mean Ratings of Goods from QUEBEC
As Judged by English Canadians and French Canadians

			MANOVA test:
			($F=11.2, p<.000$)
Variable	Mean Ratings:		Univariate t-tests: (p-value if significant)
	English Canadians	French Canadians	
Unreliable/Reliable	4.7	5.1	n/s
Poor/Good Workmanship	4.8	4.7	n/s
Poor/Good Quality	4.2	4.5	n/s
Not Technically/Technically Advanced	4.1	3.3	.001
Imitative/Innovative	4.0	3.6	n/s
Unattractive/Attractive	4.6	5.1	n/s
Poor/Good Value	4.5	5.3	.000
Expensive/Inexpensive	2.9	3.1	n/s
Hard/Easy to Find	4.4	5.1	n/s
Unrecognizable/Recognizable Brands	4.0	4.6	n/s
Not Willing/Willing to Buy	5.1	6.2	.000
Know Little/Know A Lot About	3.9	5.9	.000
Not Satisfied/Satisfied With	4.4	5.6	.000
Poor/Good Overall	4.7	5.6	.000

Rating Scale 1 = low, 7 = high

Based on the MANOVA results attitudes towards products "made in Ontario" varied between English and French Canadian ethnic subcultures. As expected, English Canadians were significantly more favourable than French Canadians towards products of Ontario. Further, comparing product evaluations of Ontario and Quebec English Canadians were notably more positive towards Ontario products than Quebec goods. Mean scores in Table 7.3 indicate that English Canadians were more positive towards products of Ontario than Quebec on all scales with the exception of the price dimension. On average English Canadians awarded a mean score of 5.2 to Ontario products and 4.3 to Quebec goods. Additionally, although English Canadians were quite positive in their willingness to buy Quebec products (score of 5.1) they indicated a significantly more positive willingness to buy products from Ontario (score of 6.2). Moreover, compared to other industrialized origins in the study English Canadians gave the highest rankings to products from Ontario and the lowest rankings to goods from Quebec. Ontario products received top rankings on nine of the fourteen scales and tied for first place with Canadian products on one scale, whereas Quebec products tied with French products for the lowest number of ratings (on six of the fourteen scales). Thus, the evidence suggests strongly that English Canadians preferred products of Ontario to products of Quebec.

In addition, according to the results of the MANOVA English and French Canadians' attitudes differed towards products "made in Quebec" (Table 7.10). As anticipated, French Canadians were significantly more favourable than English

Canadians in their product evaluations of Quebec goods. Furthermore, comparing product evaluations of Ontario and Quebec French Canadians were much more positive towards Quebec goods. Table 7.4 indicates that French Canadians were more positive on all scales with the exception of the technical advancement, innovativeness and price scales (although the point spread on the price scale is only 0.2). On average French Canadians gave Quebec goods a score of 4.8, whereas Ontario goods received an average score of 4.3. Additionally, French Canadians were significantly more willing to buy Quebec products than Ontario products (scores of 6.2 and 5.0). Also, compared to other industrialized origins in the study French Canadians gave the highest rankings to products from Quebec (on ten of the fourteen scales), whereas they ranked Ontario lowest on three scales (quality, innovativeness and brand recognition).

Accordingly, it is suggested that English and French Canadians' more favourable ratings towards separate regions in Canada is due to ethnic affiliation. Ontario and Quebec represent regions in Canada with distinct variations in culture linked to English and French Canadian subcultures, respectively. Quebec is particularly different from the other provinces of Canada. The mother tongue of over 80% of the population is French and the official language of Quebec is French. Comparatively, the mother tongue of over 76% of the population of Ontario is English and the official language of Ontario is English. Research and theory of ethnocentrism has shown that people are attracted to and tend to evaluate similar and familiar others more favourably than dissimilar

others and strangers. This study's results support the theory and are in accord with earlier research.

To better understand how English and French Canadian subcultures perceived the strengths and weaknesses of Ontario and Quebec products it was necessary to further examine attitudinal data. Scales dealing with the performance of Ontario products received very favourable ratings by English Canadians and generally only mid-range scores by French Canadians. Similarly, scales of market presence and response were very favourably rated by English Canadians and only moderately rated by French Canadians with the exception of the willingness to buy scale. In terms of the value scale both English and French Canadians perceived Ontario products favourably. However, both ethnic groups perceived Ontario products as very expensive.

Scales dealing with the performance of Quebec products received favourable ratings by French and English Canadians on reliability and workmanship. Both were in the mid-range on the innovativeness and quality scale. In terms of the technical advancement of Quebec goods English Canadians gave higher ratings. Scales of market presence and response were favourably rated by French Canadians and only moderately rated by English Canadians with the exception of the willingness to buy scale. In terms of the value scale French Canadians perceived Quebec goods highly favourably, whereas English Canadians awarded them only a moderate score. Both ethnic groups perceived Quebec products as very expensive.

Also, compared to other developed origins English Canadians gave the largest number of low rankings to Quebec (6 of 14) whereas, French Canadians only ranked Ontario lowest on 3 scales. Perhaps, this suggests French Canadians identify more with the larger English culture than English Canadians do with the French culture. Past research by Mallen (1973) and Schaninger, Bourgeois and Buss (1985) supports this finding. Mallen's (1973) research suggested French-speaking families were assimilating into the dominant English-speaking culture. The work of Schaninger, Bourgeois and Buss (1985) also provided evidence of French Canadian assimilation towards the larger English culture.

7.5.2 Views of Domestic National Origin (Hypothesis 7)

The multivariate analysis of variance of French and English Canadians' ratings of products from **Canada** was significant at $p < .05$ (Table 7.11). Thus, the null hypothesis of no difference between the groups was rejected. A univariate test indicated that four variables were contributing to the overall multivariate significance. English Canadians awarded significantly more favourable ratings than French Canadians to the product value scale and the three scales dealing with aspects of product performance (reliability, technical advancement, quality).

Moreover, mean scores indicate that English Canadians were more positive than French Canadians on all scales with the exception of price, satisfaction and willingness to buy. On the satisfaction and willingness to buy scales the two respondent groups were basically identical. In terms of aggregate ratings, table 7.11 indicates that English Canadians were favourable on 12 scales (score of > 4.5), in the mid-range on 1 (score of 3.5 to 4.5) and unfavourable on 1 (score of < 3.5), whereas French Canadians were favourable on 8 scales, in the mid-range on 5 and unfavourable on 1 scale.

Table 7.11 - Statistical Tests and Mean Ratings of Goods from CANADA
As Judged by English Canadians and French Canadians

MANOVA test:			
(F=5.4, p<.000)			
Variable	Mean Ratings:		Univariate t-tests: (p-value if significant)
	English Canadians	French Canadians	
Unreliable/Reliable	5.5	4.8	.001
Poor/Good Workmanship	5.3	4.7	n/s
Poor/Good Quality	5.3	4.6	.002
Not Technically/Technically Advanced	4.9	4.2	.000
Imitative/Innovative	3.9	3.8	n/s
Unattractive/Attractive	5.1	4.5	n/s
Poor/Good Value	5.5	4.4	.000
Expensive/Inexpensive	2.2	2.7	n/s
Hard/Easy to Find	4.7	4.7	n/s
Unrecognizable/Recognizable Brands	4.8	4.5	n/s
Not Willing/Willing to Buy	6.2	6.3	n/s
Know Little/Know A Lot About	4.8	4.7	n/s
Not Satisfied/Satisfied With	5.5	5.6	n/s
Poor/Good Overall	5.6	5.3	n/s

Rating Scale 1 = low, 7 = high

Thus, based on the MANOVA, absolute mean scores and the aggregate number of favourable/unfavourable ratings it is evident that English Canadians rated products "made in Canada" higher than French Canadians. It is suggested that nationalistic disparities between these ethnic groups may be the cause of these differences. Previous research has shown that nationalistic tendencies of respondents affect their attitudes towards Canadian products and Canadian theme advertising. In the study by McDougall and Rawlings (1979), respondents were split into two groups; those with strong nationalistic attachment to Canada and those with weak and/or negative nationalistic attachment to Canada. The results

showed that the strong nationalistic group were more positive than the weak/anti-nationalistic group about buying Canadian products. Proportionally respondents from Quebec indicated weaker nationalistic attachments to Canada than respondents from the rest of the country. Also, respondents from Quebec evaluated the Canadian national theme lower than respondents from the rest of Canada. Quebec's history makes French Canadians unique from other Canadians.

In order to more fully understand Canada's product image by English and French Canadians attitudinal scales were examined in greater detail. Scales dealing with aspects of Canadian product performance were generally perceived very favourable by English Canadians with the exception of Canadian product innovativeness (score of 3.9). Although less favourable, French Canadians too generally viewed the product integrity of Canadian products as highly favourable with the exception of innovativeness and technical advancement (scores of 3.8 and 4.2 respectively).

English and French Canadians had similar scores on market presence and response scales. The reputation of Canadian goods was fairly good as both respondent groups indicated familiarity with brand names and relative ease in finding products. Similarly, in the study by Papadopoulos and Heslop (1989) Canadian consumers ranked domestic goods high on the responsiveness and market presence dimensions. However, in earlier research by Wall and Heslop (1986) Canadians indicated they had trouble knowing what was Canadian made.

This difference may be attributed to many things including more intensive "Buy Canadian" campaigns in recent years.

Both French and English respondents rated Canadian products favourably overall and were very willing to buy them. A similar willingness to buy domestic products was found in Canadian research by Barker (1987). In the present study, French and English Canadians perceived products of Canada as very expensive. Similar results were found in Wall and Heslop (1986). In that study, although Canadians were generally supportive of products "made in Canada" they perceived Canadian products as highly priced. In addition, the study by Stikl (1980) of the apparel industry indicated Canadian products were perceived as very expensive. This study's findings indicate that French Canadians were not as convinced about the value of Canadian products as English Canadians (scores of 4.4 versus 5.5).

7.5.3 Summary of Main Findings (7.5.1 to 7.5.2)

The study's results indicate that French and English Canadians' attitudes varied towards the image of products made in different countries and regions. The selected countries and regions represented ethnically linked origins to English or French Canadians. Great Britain, Ontario and Zimbabwe represented origins ethnically linked to English Canadians, and France, Quebec and Côte d'Ivoire represented origins ethnically linked to French Canadians.

With respect to the four developed origins (Great Britain, Ontario, France and Quebec) ethnic links were found in three of the four origins. Ethnic

affiliation was found to influence English Canadians' ratings of products from Ontario and Great Britain, whereas ethnic affiliation was found to influence French Canadians' ratings of products from Quebec but not France. The lack of ethnic affiliation of French Canadians to France is primarily attributed to the uniqueness of this subcultural group. Ethnic affiliation for French Canadians seems very close to home going only as deep as the region, Quebec. On the other hand, English Canadians' very strong positive bias towards products of Ontario and Great Britain suggest ethnic affiliation extends not only to a region within Canada but to their founding nation as well.

With respect to the two developing nations, Zimbabwe and Côte d'Ivoire, no influence of ethnic affiliation on product evaluation was established for either English or French Canadians. It is suggested that the high risk traditionally associated with developing nations overshadow ethnic influences on product ratings. Thus, ethnic affiliation appears dependent on the uniqueness of the ethnic group, as well as the state of economic development of the origin evaluated.

In addition, the research found that English and French Canadians' ratings differed for products made in Canada. English Canadians were more favourable towards Canadian made goods than French Canadians. The differences are attributed to varying degrees of nationalistic tendencies of the ethnic subcultural groups.

7.6 General and Specific Product Stereotypes (Hypothesis 8)

Previous research suggests differences between general national product stereotyping and specific product attitudes. Prior to testing the influence of subcultural groups on these differences, tests were done to confirm that the ratings of overall products in general varied with the ratings of specific products in this study.

Tables 7.12 and 7.13 show the mean quality ratings for overall products in general (14th bi-polar scale in Section I of Appendix B), the three specific products and a combined average of "all" the three specific products. For both groups, English Canadians and French Canadians, the mean quality ratings for each specific product was lower than the general overall quality ratings. T-tests were done to determine significant differences between general overall product ratings and "all" three specific products combined. This involved 10 t-tests (5 industrialized origins, 2 respondent groups). As is indicated in Tables 7.12 and 7.13, both English and French Canadians were found to have significant differences between general overall product ratings and "all" three specific products combined for all origins. This finding supports previous research. Researchers have found differences between general national product attitudes and more specific product attitudes (Etzel and Walker, 1974; Gaedeke, 1973; Nagashima, 1970, 1977 and Krishnakumar, 1974).

Table 7.12

ENGLISH CANADIANSMean Quality Ratings and Differences between
Overall and Specific Product Evaluations

	(a)	(b)	(c)	(d)	(e)	
	Overall	Microwave	Clock Radio	Razor Blades	All "3" Specific Products Combined	Sign. of t-test (a & e)
Canada	5.6	5.1	5.1	5.2	5.1	*
Great Britain	5.4	4.3	4.4	4.3	4.3	*
France	4.8	4.2	4.2	4.5	4.3	*
Ontario	5.8	4.9	4.9	4.9	4.9	*
Quebec	4.7	4.3	4.2	4.2	4.2	*
Average Score	5.2	4.6	4.5	4.6	4.6	

* = Significant differences

Table 7.13

FRENCH CANADIANSMean Quality Ratings and Differences between
Overall and Specific Product Evaluations

	(a)	(b)	(c)	(d)	(e)	
	Overall	Microwave	Clock Radio	Razor Blades	All "3" Specific Products Combined	Sign. of t-test (a & e)
Canada	5.3	4.7	4.5	4.8	4.7	*
Great Britain	4.5	4.2	4.1	4.3	4.2	*
France	5.1	4.3	4.1	3.9	4.1	*
Ontario	4.6	4.1	4.0	4.1	4.1	*
Quebec	5.6	4.7	4.0	4.5	4.4	*
Average Score	5.3	4.4	4.1	4.3	4.3	

* = Significant differences

What is interesting in this study is that the direction of the differences was always consistent. That is, general overall product attitudes were always higher than specific product attitudes. This may be attributed to the fact that the specific products (microwave, clock radio and razor blades) tested in the study have not earned product-specific reputations in any of the origins from which the products were evaluated. Possibly, if different products had been selected such as, woolens, tea, china, fashion goods, wine or perfume, the results might have been different, particularly for specific origins (i.e. Great Britain or France) which have some traditional strengths in these areas.

According to Bilkey and Nes (1982) who drew from Etzel and Walker (1974) "it was concluded that it might be misleading to base advertising on general national product attitudes, because specific product attitudes are more relevant" (p. 44). Based on the findings of this thesis that conclusion is not supported. Specific product attitudes are not necessarily more appropriate. Studies of general product attitudes reveal strengths and weaknesses of a nation's products and offer a basis for the development of marketing strategies. If advertising were to be based on specific product attitudes, as originally suggested by Etzel and Walker (1974), general product strengths may be downplayed or overlooked. Given the consistently more favourable attitudes towards general national product attitudes found in this research it may, in fact, be more productive to emphasize these strengths in promotion and advertising campaigns. Moreover, national product images should not be neglected as they are essential

aids in product development and design. This is not to suggest that businesses planning a large scale introduction and promotion campaign of a specific product or line should rely solely on national product images. They should also simultaneously consider independent research on their specific product image of interest.

7.6.1 Ethnicity Differences

In terms of the general overall product ratings English Canadians rated Ontario products first, followed by Canadian products and then products of Great Britain. French Canadians rated Quebec products first, Canadian products second as did English Canadians and French products third. In terms of "all" the three specific products combined both English Canadians and French Canadians rated products of Canada first. English Canadians then rated Ontario products second, whereas French Canadians rated Quebec goods second. (Refer to Tables 7.12 and 7.13).

To better understand the influence of ethnicity on general and specific product stereotyping multivariate analysis of variance tests were done next. The test statistic was Rao's approximation of Wilk's lambda. The decision rule was to reject the null hypothesis if the F approximation of Wilk's lambda was significant at .05. The MANOVA test resulted in $F = 9.06$, $p < .000$ and thus the null hypothesis was rejected. To determine which variables were contributing to the overall differences *post hoc* univariate tests were done. These tests were

done using the Bonferroni multiple comparison technique. The alpha level for each test was set at .007 ($.15/20$, where 20 refers to the number of variables) yielding a Bonferroni upper-bound of 15%.

There were 6 significant variables found. These were the overall products ratings for products from Great Britain, Ontario and Quebec, as well as all three specific products from Ontario. English Canadians were significantly more favourable in overall product ratings for goods from Great Britain, Ontario and the three specific products from Ontario. French Canadians were significantly more positive on the overall product ratings of Quebec goods.

7.7 Product Complexity Influences (Hypothesis 9)

Another objective of the research was to investigate the impact of product complexity on the country-of-origin biases. Previous research suggests that the country-of-origin cue becomes more important as product complexity increases (Nes, 1981). That is, as product complexity increases the intrinsic cues used in product evaluations are increasingly difficult to determine and therefore the extrinsic cue of country-of-origin becomes more important. The questionnaire requested respondents to rate three products of varying complexity: microwave oven, clock radio and razor blades.

Tables 7.12 and 7.13 reveal only marginal differences between products of different complexity for both English and French Canadians. Moreover, examination of the mean differences between products does not support the logic that the more complex the products are, the more pronounced the country-of-

origin effect would be. Product images did not get progressively worse or better as products became more complex. Thus, the null hypothesis was not rejected. It can be concluded that there is no interaction between country-of-origin stereotypes and product complexity.

7.8 Demographic Differences (Hypotheses 10 - 18)

Previous research indicates demographic characteristics are related to country-of-origin stereotyping. MANOVA tests were conducted to determine if different English and French Canadian responses were related to demographic differences. There were seven dependent variables for each subject in each group. These variables were the overall product quality scale for each origin treatment. The MANOVA's were tested at the .05 level of significance.

7.8.1 Age

To test hypotheses 10, 11 and 12 respondents were split into two groups, younger (persons less than 35 years old) and older (persons 35 years or older). Approximately half of the respondents belonged to each category (46% in the younger category and 54% in the older category). For the English Canadian group (hypothesis 11), a MANOVA test indicated no significant difference between the young and the old category on the overall product scale ($F = .87$, $p < .528$). Similarly, for the French Canadian group (hypothesis 10) a MANOVA test showed no difference between the two age categories ($F = 1.55$,

$p < .162$). In regards to hypothesis 12 (interaction effect between subcultural groups), since no significant differences were found for hypotheses 10 and 11, it is fair to say that the differences that are nonexistent are the same.

7.8.2 Sex

To test hypotheses 13, 14 and 15 respondents were divided by gender. As mentioned earlier, males were under-represented in this study. Thus, caution should be exercised in interpreting findings with respect to gender too broadly. Table 7.14 shows the results of the multivariate and univariate tests. F's were significant at the .05 level for both groups. Univariate tests indicated only three variables (overall poor/overall good measure for Canada, France and Zimbabwe) were contributing to the overall difference in the English Canadian group.

In each instance, English Canadian females were significantly more favourable than English Canadian males in their product ratings of Canada, France and Zimbabwe. Preliminary research by Wall and Heslop (1986) and Schooler (1971) has also found females more positive than men in their product evaluations. No significant differences were found in the English Canadian group for the origins of Great Britain, Ontario, Quebec and Côte d'Ivoire. No significant differences were found for the French Canadian group. Thus, contrary to the findings in Wall and Heslop (1986) French-speaking women in this study were not more positive towards domestic products than French-speaking men.

Table 7.14 - Multivariate and Univariate Tests of Gender Differences

	<u>MANOVA test (F statistic, p value)</u>	
	English Canadians	French Canadians
	(F=2.3, p<.039)	(F=2.67, p<.015)
Variables:	<u>Univariate t-tests (p value if significant)</u>	
	English Canadians	French Canadians
Canada: Poor/Good Overall	.017	n/s
France: Poor/Good Overall	.037	n/s
Great Britain: Poor/Good Overall	n/s	n/s
Ontario: Poor/Good Overall	n/s	n/s
Quebec: Poor/Good Overall	n/s	n/s
Zimbabwe: Poor/Good Overall	.003	n/s
Côte d'Ivoire: Poor/Good Overall	n/s	n/s

7.8.3 Education:

To test hypotheses 16, 17 and 18 respondents were grouped into three categories: 1. high school or less, 2. some college or university and 3. college or university graduate. Approximately 34%, 23% and 40% of respondents belonged to the three categories, respectively. Table 7.15 indicates the results of the MANOVA tests for both groups. For the French Canadian group, the MANOVA test was not significant and therefore no *post hoc* tests were required. For the English Canadian group, the MANOVA test was significant ($F = 2.6, p < .002$) indicating that the three education groups differed on the set of variables. As a result, the significant MANOVA result was followed by pair wise MANOVA tests to determine which pairs of groups differed significantly on the

set of variables.

As Table 7.15 indicates the following two pairs of groups were significant: 1,2: high school or less and some college or university; 1,3: high school or less and college or university graduate. For the two significant pairs of groups, univariate t-tests followed. In the group (1,2), high school or less and some college or university, the overall measure for Great Britain was the only significant variable at the $p < .05$ nominal level. English Canadians with higher educations rated products from Great Britain more favourably than English Canadians with less education. In group (1,3), high school or less and college or university graduate, the overall measure for France was the only significant variable at the $p < .05$ nominal level. Similarly, English Canadians with higher educations rated products from France more favourably than English Canadians with less education. This study's findings support earlier research that found persons with higher education rated foreign products more highly than persons with lower educations (Hisrich, Peters and Weinstein, 1981).

Table 7.15 - Multivariate and Univariate tests of Education Differences

<u>MANOVA tests</u> (F statistic,p value)		
English Canadians	French Canadians	
(F=2.7,p<.002)	(F=1.4,p<.134)	
<u>Pairwise MANOVA tests</u> (F statistic, p value) for English Canadian Groups		
Group (1,2) (F=2.5,p<.032)	Group (1,3) (F=3.5,p<.004)	Group (2,3) (F=1.9,p<.075)
<u>Univariate t-tests</u> (p value if significant)		
Group (1,2)*	Group (1,3)**	
Variables:		
Canada:Poor/Good Overall	n/s	n/s
France:Poor/Good Overall	n/s	.018
Great Britain:Poor/Good Overall	.045	n/s
Ontario:Poor/Good Overall	n/s	n/s
Quebec:Poor/Good Overall	n/s	n/s
Zimbabwe:Poor/Good Overall	n/s	n/s
Côte d'Ivoire:Poor/Good Overall	n/s	n/s

* High school or less and some college or university

**High school or less and college or university graduate

8.0 IMPLICATIONS

This research has a number of implications for domestic producers, exporters of products from Great Britain, France, developing nations and the Canadian government.

8.1 Implications for Provincial Producers

This study provides evidence to suggest that cultural similarities influenced English and French Canadians' ratings towards products of Ontario and Quebec, respectively. As a result, producers from Ontario should exploit their favourable product images by accentuating their place of origin in the English Canadian market. Similarly, producers from Quebec should capitalize on their favourable product images by stressing their place of manufacture in the French Canadian market. Packaging, labelling and promotional strategies should be developed which stress cultural similarities to the respective target market.

Compared to all other origins evaluated by respondents in this study, English Canadians perceived Ontario products most favourably whereas French Canadians saw Quebec goods most favourably. Thus, origins with less favourable images in these markets might consider establishing manufacturing facilities in these regions or associating with reputable outlets in these provinces.

8.2 Implications for British and French Exporters

With respect to the two developed parent nations, the hypothesis of ethnic affiliation to Great Britain and France was supported by English Canadians and not French Canadians. Consequently, it is suggested that exporters of products from Great Britain emphasize their place of origin to the English Canadian market. Furthermore, promotional strategies should stress cultural links and ancestral ties with English Canadians. On the other hand, exporters of products from France may not necessarily find it advantageous to stress their place of origin or more so their cultural likenesses to French Canadians. For instance, it may not be advantageous to package products made in France with French national colours or symbols. Alternatively, French exporters selling to French Canadians might find it advantageous to associate their products with prestigious retailers in Quebec.

8.3 Implications for Developing Nations' Producers

Research results indicate that both French and English Canadian consumers perceive product images of developing nations as inferior to developed origins. Moreover, this study's findings did not provide any evidence to support French Canadians' or English Canadians' ethnic affiliation with the developing nations of Zimbabwe or Côte d'Ivoire. Thus, it seems unlikely that unfavourable biases could be overcome by producers of Zimbabwe or Côte d'Ivoire products who emphasize their cultural similarities or common colonial heritage with English and French Canadians, respectively. Nonetheless, exporters of products

from developing countries must strive to minimize their low product quality images in both the English and French Canadian markets. Improving images is not easy, however it is possible. For instance, Nagashima (1970, 1977) found that Japan was able to dramatically improve their overall image.

Several approaches can be pursued to overcome unfavourable biases. For instance, in packaging and advertising, marketers might try to downplay or disguise country-of-origin information. In the past, some Ontario wine producers have used French names (i.e. L'Ambiance, L'Escapade) and symbols of France (i.e. the Eiffel Tower) when promoting their wine so as to suggest to consumers that the product is associated with France, since France is known world wide for its superior wine. Another option to counteract negative biases is to directly associate products with a country that has a very favourable image in a given product line. For instance, the principal agricultural crop of both Zimbabwe and Côte d'Ivoire is coffee. Thus, producers from these countries might consider associating their coffee with a country such as Colombia that is well-known for its world class quality coffee. A recent example of this was a Red Rose tea promotional campaign in which the British were shown mistaking Red Rose tea made in Canada for British tea. Britain has a tradition of producing top quality tea.

Unfavourable quality perceptions are sometimes improved if an association is established with a prestigious retailer (Reierson, 1967). For instance, exporters of products from Côte d'Ivoire might enhance their image by associating with a prestigious outlet in Canada. Another promising alternative to offset bias is price

concessions (Kaynak and Cavusgil, 1983; Schooler, 1971). According to Kaynak and Cavusgil (1983), "Once a market position is established, the concession could then be reduced, reasoning that with increased use and familiarity bias would diminish" (p. 155).

8.4 Implications for Canadian Domestic Industries and Government

In this study English Canadians rated products "made in Canada" more favourably than French Canadians. This country-of-origin bias difference is attributed to varying degrees of nationalistic tendencies of the two ethnic groups. This suggests Canadian theme advertising and nationalistic appeal strategies might be more successful in an English Canadian market than in a French Canadian market. However, one must be particularly careful not to interpret French Canadians' less favourable ratings compared to English Canadians as a generally poor attitude of French Canadians towards Canadian products. Although variation exists among subcultural segments, in general the attitudes towards Canadian products are positive by both English and French Canadians, particularly in light of their very strong willingness to buy products "made in Canada". Nonetheless, promotional campaigns should be targeted at more homogeneous consumer segments of French and English Canadians. For example, given the significantly less favourable ratings by French Canadians on scales dealing with aspects of product integrity and value, marketers should approach this consumer segment placing more emphasis on Canada's strengths in these areas.

Given both English and French Canadians very strong willingness to buy Canadian goods, why do Canadians continually purchase imported products, worsening the Canadian deficit and competitiveness position? Wall and Heslop (1986) suggested that Canadian consumers did not buy Canadian products because often they did not know what was Canadian-made. Perhaps the answer lies in French and English Canadian consumers' high price perceptions of domestic goods found in this study as well as many earlier studies. According to McDougall and Rawlings (1979), although Canadians generally express a willingness to buy products "made in Canada" they are not willing to sacrifice monetary losses for national interests. The business world is rapidly changing and together government and business must fight to compete. Consumers demand quality products at competitive prices and it is merely not enough to sponsor domestic campaigns, appealing to nationalistic pride, expecting consumers to pay more for equivalent products.

Consumers must also be educated on why they sometimes pay more for domestic goods. Canadian government and businesses must work together to design marketing strategies and advertising campaigns which better educate Canadian consumers on the advantages of buying domestic products as well as dispelling the myth that everything is cheaper or of greater value from foreign nations, such as Taiwan or Japan. For instance, consumers must be better educated that some products in Canada cost more because the taxes on these items pay for better health care, social programs, better road and sewer maintenance services.

9.0 LIMITATIONS

Prior to summarizing the study's findings, the limitations of the study should be addressed. First, in this study respondents were supplied with only a single cue, country-of-origin, on which to evaluate products. Ignoring other cues, such as price or brand name, is likely to result in a significant country-of-origin effect that may or may not exist in reality (Bilkey and Nes, 1982). However, this study was of a descriptive nature providing valuable insights into subcultural differences and not the level of country-of-origin importance in purchasing.

Second, Canadians have recently been highly sensitized to the bi-cultural issue as a result of the failure of the Meech Lake accord, the Spicer commission and the current constitutional talks. These recent occurrences may, at least temporarily, bias the respondents' perceptions and consequently accentuate biases. Due to the cross-sectional nature of this project this limitation cannot be avoided. However, the researcher recognizes that if no biases were to be found during this volatile political time, it is not likely any would be found at other more stable time periods.

Third, the external validity of the study may be questioned because participants were residents in the Ottawa-Hull metropolitan area. This sample area is not necessarily representative of the general populace of English and French Canadians from Ontario and Quebec due to a higher than average education and income in the region. Nevertheless, the researcher believes that the benefits of selecting this area outweigh possible limitations. As mentioned

earlier, the Ottawa-Hull area is one of the only geographical regions in Canada where French and English respondents' exposure to foreign products can be considered a constant within the defined framework. Furthermore, the study's intent was to examine subcultural differences and not necessarily Ontario and Quebec differences.

Fourth, due to time and cost considerations this study examined views for a limited number of target origins. Consequently, caution must be exercised in generalizing the study's results to other nations. Fifth, with regards to country-of-origin and product complexity interaction (hypothesis # 9) only three products were evaluated. Consequently, findings must be interpreted within the realm of this small context.

Finally, a limitation of this study was the under-representation of males, especially in the French Canadian group. Although under-represented, there were an adequate number of males to conduct statistical tests (45 in the English Canadian group and 30 in the French Canadian group). Nonetheless, given the uneven distribution of males, testing of gender based differences was less sensitive to significant overall differences.

10.0 CONCLUSIONS AND FUTURE RESEARCH DIRECTIONS

There are four main findings of this research. The study has examined French and English Canadians' attitudes towards products of different origins, the differences between general national product stereotyping and specific product biases, the influence of product complexity on country-of-origin attitudes and the relationship of country-of-origin attitudes to demographic variables.

The research found that English and French Canadians' attitudes varied towards products from ethnically close countries, Canadian provinces and domestic national origin. With respect to the developed origins of Great Britain, France, Ontario and Quebec, ethnic links were found in three (Great Britain, Ontario and Quebec) of the four origins. Ethnic affiliation did not influence French Canadians' ratings of products from France. In the case of the developing nations (Zimbabwe and Côte d'Ivoire) no ethnic influence on product evaluations were established for either French or English Canadians. These findings imply that English and French Canadians have varying degrees of ethnic affiliation dependent on the uniqueness of the subcultural group, as well as the state of economic development of the product country evaluated. Also, English Canadian respondents were more favourable towards Canadian products than French Canadian participants. This is attributed to the stronger nationalistic tendencies of English Canadians. The findings suggest subcultural groups have varying degrees of ethnic affiliation and nationalistic tendencies.

More extensive research is needed to gain a more complete understanding of the influence of ethnic affiliation on product evaluations. For instance, a similar Canadian study involving product evaluations from other origins culturally linked to English Canadians (e.g. Australia, New Zealand) or French Canadians (e.g. Belgium) may not produce the same results as these are developed nations and are more prominently known by the average consumer.

Also, future research involving other large subcultural groups within Canada is needed to better understand subcultural influences on the country-of-origin bias. For example, Ukrainians in Saskatoon, Germans in Regina or Italians in Toronto may have very different attitudes. In addition, it is suggested that similar subcultural studies be done in the United States. For example, subcultural research might involve groups such as Blacks living in New York and Chicago, Hispanics in Los Angeles and Cubans in Miami. Furthermore, similar research may be useful for segmenting and studying subcultural groups outside North America such as the three linguistic segments (French, German and Italian) in Switzerland or between French and Flemish in Belgium.

In this study general product attitudes were significantly more positive than specific product attitudes for each origin studied. This finding was consistent for both English and French Canadians. Although a clear pattern was established further research is needed before wide spread generalizations are made. Also, the results of the study did not find country-of-origin bias affected by product complexity. Hence, there is no evidence from this research to suggest complexity

is a determining factor of why some specific product perceptions differ from general product perceptions. However, this was not a central theme of this research and more research is warranted.

The study's findings indicate that English Canadian consumers with higher education levels rated products of Great Britain and France more favourably than others with lower levels of education. No significant rating differences were found on the basis of education in the French Canadian group. With respect to age, there were no significant rating differences found in either subcultural group. The only significant difference on the basis of gender was between English Canadian females and males. That is, English Canadian women were significantly more favourable towards products of Canada, France and Zimbabwe. From these findings it can be concluded that country-of-origin bias differences, based on demographics, are dependent on many factors (e.g. the subculture of respondents, and the origin from which the product is evaluated). Past research involving demographic effects on country-of-origin bias have been inconsistent, and hence it will take further study before any conclusions, especially with respect to subcultural influences can be made.

In summary, it can be concluded that marketers that generalize the Canadian market with one broad cultural sweep, may neglect lucrative subcultural-based market segments. As this research has demonstrated

subcultures can have substantial influence on marketing decisions and according to Padmanabhan "Subcultural studies' more homogeneous sample yields more meaningful results" (1988, p. 203).

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APPENDICES

APPENDIX A
Census Tracts in Ottawa

Characteristics of Census Tracts in the City of Ottawa				
Census Tract	Total Population	Home Language		% of English spoke at home
		English	French	
21	6520	4995	420	77%
* 22	6100	4685	355	77%
23	6465	5480	230	85%
24	3490	2855	95	82%
25	5510	4150	155	75%
26	5880	4960	160	84%
27	4050	3490	135	86%
* 28	6475	5040	390	78%
29	4960	4130	245	83%
30	6685	5415	470	81%
31	5545	4760	115	86%
32.01	3275	2965	75	91%
* 32.02	5395	4905	160	91%
* 33.01	4205	3515	225	84%
33.02	2905	2430	150	84%
* 44	2395	2180	55	91%
45	5750	4845	380	84%
137.03	2105	1935	10	92%
*138	6580	5200	285	79%
*139	4585	4050	40	88%

* Selected Tracts

APPENDIX A
Census Tracts in Hull

Characteristics of Census Tracts in the City of Hull				
Census Tract	Total Population	Home Language		% of French spoke at home
		English	French	
500	2435	160	1830	75%
*502	2330	165	1780	76%
*503	2560	180	2205	86%
504	4365	320	3705	85%
505	4115	250	3470	84%
506	6095	385	4765	78%
507	5630	235	4810	85%
508	3470	240	3000	86%
*509	3270	200	2800	86%
*510.01	6110	425	5255	86%
510.02	3535	395	2975	84%
*511.01	7925	560	6870	87%
*511.02	3265	305	2800	86%

* Selected Tracts

APPENDIX B
Questionnaires

**INTERNATIONAL TRADE:THE QUALITY OF PRODUCTS FROM
FOREIGN NATIONS**

The object of this survey is to understand better the views of Canadian consumers about products made in foreign countries and several Canadian provinces. Please answer all the questions; incomplete questionnaires cannot be included in the statistical analysis. If you wish to comment on any questions please feel free to do so in the margins or in the space provided on the back cover. Your comments will be read and taken into account.

Thanks a lot for your help.

**MARGIE BOURK
SCHOOL OF BUSINESS
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OTTAWA, ONTARIO
K1S 5B6**

613-788-2392

We will be glad to provide you with a summary of our findings once analysis is complete. If you would like to receive the summary, please check here ____.

Before completing the questionnaire, you may find the following facts of interest.

CANADA - Canada is situated in the northern part of North America. The population person is 26 million. Canada's gross national product (GNP) per person is about \$15,080. The two official languages spoken are English and French.

FRANCE - France is situated in Western Europe. The population is 55 million. France's GNP per person is about \$12,860. The official language spoken is French.

GREAT BRITAIN - Great Britain is situated in the north-west of Europe. The population is 57 million. Great Britain's GNP per person is about \$10,430. The official language spoken is English.

ZIMBABWE - Zimbabwe is situated in southern Africa. The population is 8.6 million. Zimbabwe's GNP per person is about \$590. The official language spoken is English.

COTE D'IVOIRE - Côte d'Ivoire is situated on the west coast of Africa. The population is 9.3 million. Côte d'Ivoire's GNP is about \$750 per person. The official language spoken is French.

ONTARIO - Ontario is situated in central Canada bordered by Quebec and Manitoba. The population is 9.1 million. Ontario's gross domestic product is about \$16,664 per person. The official language spoken is and English.

QUEBEC - Quebec is situated in eastern Canada bordered by Ontario and New Brunswick. The population is 6.5 million. Quebec's gross domestic product is about \$13,913 per person. The official language spoken is French.

SECTION I

This section examines how you feel about products from five countries and two provinces: Canada, France, Great Britain, Zimbabwe, Côte d'Ivoire, Ontario and Quebec. It is not necessary for you to have had personal experience with the products from the origin in question. By "products" we mean both physical products and services.

On each of the following pages you will find a set of scales to use to report your views of the products of different countries or provinces. To do this, simply put an "X" in the space that is closest to your opinion. For example, if your opinion is very closely related to the word on the left, please mark the scale as follows:

Expensive :X:~::~~::~~::~~: Inexpensive

Or if the country's product is only slightly related to the word on the right:

Expensive :~::~~::~X::~~: Inexpensive

IMPORTANT NOTES

Place all "X's" in the middle of spaces, not on the dividing line.

For example:

Expensive :~:~X:~::~X~::~~: Inexpensive

 ↑ ↑
 THIS NOT THIS

Please be sure to complete every scale for every country. Do not omit any.

We value your opinion, and it is your first impression, your immediate "feeling" about the scales, that counts. There is no "right" answer. You should look at each scale as separate from the rest, and judge each country and province independently from one scale to the other. There is no need to look back and forth through the pages, or to worry and puzzle over individual items.

PRODUCTS OF CANADA

Good Value	: _ : _ : _ : _ : _ : _ :	Poor Value
Unreliable	: _ : _ : _ : _ : _ : _ :	Reliable
Poor Workmanship	: _ : _ : _ : _ : _ : _ :	Good Workmanship
Good Quality	: _ : _ : _ : _ : _ : _ :	Poor Quality
Hard To Find	: _ : _ : _ : _ : _ : _ :	Easy To Find
Not Technically Advanced	: _ : _ : _ : _ : _ : _ :	Technically Advanced
Imitative	: _ : _ : _ : _ : _ : _ :	Innovative
Attractive	: _ : _ : _ : _ : _ : _ :	Unattractive
Expensive	: _ : _ : _ : _ : _ : _ :	Inexpensive
Unrecognizable Brands	: _ : _ : _ : _ : _ : _ :	Recognizable Brands
I Am Willing To Buy Canadian Products	: _ : _ : _ : _ : _ : _ :	I Am Not Willing To Buy Canadian Products
I Know A Lot About Canadian Products	: _ : _ : _ : _ : _ : _ :	I Know Little About Canadian Products
I Am Satisfied With Canadian Products	: _ : _ : _ : _ : _ : _ :	I Am Not Satisfied With Canadian Products

Compared to products made elsewhere (not only those origins included in this questionnaire) how would you rate the products of Canada?

Good Overall Products : _ : _ : _ : _ : _ : _ : Poor Overall Products

And how would you rate the quality of specific Canadian products?

	<u>Microwave Ovens</u>	
Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality
	<u>Clock Radios</u>	
Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality
	<u>Razor Blades</u>	
Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality

PRODUCTS OF FRANCE

Good Value	: _ : _ : _ : _ : _ : _ :	Poor Value
Unreliable	: _ : _ : _ : _ : _ : _ :	Reliable
Poor Workmanship	: _ : _ : _ : _ : _ : _ :	Good Workmanship
Good Quality	: _ : _ : _ : _ : _ : _ :	Poor Quality
Hard To Find	: _ : _ : _ : _ : _ : _ :	Easy To Find
Not Technically Advanced	: _ : _ : _ : _ : _ : _ :	Technically Advanced
Imitative	: _ : _ : _ : _ : _ : _ :	Innovative
Attractive	: _ : _ : _ : _ : _ : _ :	Unattractive
Expensive	: _ : _ : _ : _ : _ : _ :	Inexpensive
Unrecognizable Brands	: _ : _ : _ : _ : _ : _ :	Recognizable Brands
I Am Willing To Buy French Products	: _ : _ : _ : _ : _ : _ :	I Am Not Willing To Buy French Products
I Know A Lot About French Products	: _ : _ : _ : _ : _ : _ :	I Know Little About French Products
I Am Satisfied With French Products	: _ : _ : _ : _ : _ : _ :	I Am Not Satisfied With French Products

Compared to products made elsewhere (not only those origins included in this questionnaire) how would you rate the products of France?

Good Overall Products : _ : _ : _ : _ : _ : _ : Poor Overall Products

And how would you rate the quality of specific French products?

Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality
	<u>Microwave Ovens</u>	
Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality
	<u>Clock Radios</u>	
Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality
	<u>Razor Blades</u>	
Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality

PRODUCTS OF GREAT BRITAIN

Good Value	:_:_:_:_:_:_:_:	Poor Value
Unreliable	:_:_:_:_:_:_:_:	Reliable
Poor Workmanship	:_:_:_:_:_:_:_:	Good Workmanship
Good Quality	:_:_:_:_:_:_:_:	Poor Quality
Hard To Find	:_:_:_:_:_:_:_:	Easy To Find
Not Technically Advanced	:_:_:_:_:_:_:_:	Technically Advanced
Imitative	:_:_:_:_:_:_:_:	Innovative
Attractive	:_:_:_:_:_:_:_:	Unattractive
Expensive	:_:_:_:_:_:_:_:	Inexpensive
Unrecognizable Brands	:_:_:_:_:_:_:_:	Recognizable Brands
I Am Willing To Buy Products Of Great Britain	:_:_:_:_:_:_:_:	I Am Not Willing To Buy Products Of Great Britain
I Know A Lot About Products Of Great Britain:	:_:_:_:_:_:_:_:	I Know Little About Products of Great Britain
I Am Satisfied With Products Of Great Britain:	:_:_:_:_:_:_:_: With Products Of Great Britain	I Am Not Satisfied With Products Of Great Britain

Compared to products made elsewhere (not only those origins included in this questionnaire) how would you rate the products of Great Britain?

Good Overall Products :_:_:_:_:_:_:_: Poor Overall Products

And how would you rate the quality of specific products of Great Britain?

	<u>Microwave Ovens</u>	
Poor Quality	:_:_:_:_:_:_:_:	Good Quality
	<u>Clock Radios</u>	
Poor Quality	:_:_:_:_:_:_:_:	Good Quality
	<u>Razor Blades</u>	
Poor Quality	:_:_:_:_:_:_:_:	Good Quality

PRODUCTS OF QUEBEC

Good Value	: _ : _ : _ : _ : _ : _ :	Poor Value
Unreliable	: _ : _ : _ : _ : _ : _ :	Reliable
Poor Workmanship	: _ : _ : _ : _ : _ : _ :	Good Workmanship
Good Quality	: _ : _ : _ : _ : _ : _ :	Poor Quality
Hard To Find	: _ : _ : _ : _ : _ : _ :	Easy To Find
Not Technically Advanced	: _ : _ : _ : _ : _ : _ :	Technically Advanced
Imitative	: _ : _ : _ : _ : _ : _ :	Innovative
Attractive	: _ : _ : _ : _ : _ : _ :	Unattractive
Expensive	: _ : _ : _ : _ : _ : _ :	Inexpensive
Unrecognizable Brands	: _ : _ : _ : _ : _ : _ :	Recognizable Brands
I Am Willing To Buy Products Of Quebec	: _ : _ : _ : _ : _ : _ :	I Am Not Willing To Buy Products of Quebec
I Know A Lot About Products Of Quebec	: _ : _ : _ : _ : _ : _ :	I Know Little About Products Of Quebec
I Am Satisfied With Products Of	: _ : _ : _ : _ : _ : _ :	I Am Not Satisfied With Products Of

Compared to products made elsewhere (not only those origins included in this questionnaire) how would you rate the products of Quebec?

Good Overall Products : _ : _ : _ : _ : _ : _ : Poor Overall Products

And how would you rate the quality of specific products of Quebec?

Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality
	<u>Microwave Ovens</u>	
Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality
	<u>Clock Radios</u>	
Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality
	<u>Razor Blades</u>	
Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality

PRODUCTS OF ONTARIO

Good Value	: _ : _ : _ : _ : _ : _ :	Poor Value
Unreliable	: _ : _ : _ : _ : _ : _ :	Reliable
Poor Workmanship	: _ : _ : _ : _ : _ : _ :	Good Workmanship
Good Quality	: _ : _ : _ : _ : _ : _ :	Poor Quality
Hard To Find	: _ : _ : _ : _ : _ : _ :	Easy To Find
Not Technically Advanced	: _ : _ : _ : _ : _ : _ :	Technically Advanced
Imitative	: _ : _ : _ : _ : _ : _ :	Innovative
Attractive	: _ : _ : _ : _ : _ : _ :	Unattractive
Expensive	: _ : _ : _ : _ : _ : _ :	Inexpensive
Unrecognizable Brands	: _ : _ : _ : _ : _ : _ :	Recognizable Brands
I Am Willing To Buy Products Of Ontario	: _ : _ : _ : _ : _ : _ :	I Am Not Willing To Buy Products of Ontario
I Know A Lot About Products Of Ontario	: _ : _ : _ : _ : _ : _ :	I Know Little About Products Of Ontario
I Am Satisfied With Products Of Ontario	: _ : _ : _ : _ : _ : _ :	I Am Not Satisfied With Products Of Ontario

Compared to products made elsewhere (not only those origins included in this questionnaire) how would you rate the products of Quebec?

Good Overall Products : _ : _ : _ : _ : _ : _ : Poor Overall Products

And how would you rate the quality of specific products of Quebec?

	<u>Microwave Ovens</u>	
Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality
	<u>Clock Radios</u>	
Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality
	<u>Razor Blades</u>	
Poor Quality	: _ : _ : _ : _ : _ : _ :	Good Quality

PRODUCTS OF ZIMBABWE

Good Value	: _ : _ : _ : _ : _ : _ :	Poor Value
Poor Workmanship	: _ : _ : _ : _ : _ : _ :	Good Workmanship
Good Quality	: _ : _ : _ : _ : _ : _ :	Poor Quality
Not Technically Advanced	: _ : _ : _ : _ : _ : _ :	Technically Advanced
Attractive	: _ : _ : _ : _ : _ : _ :	Unattractive
I Am Willing To Buy Zimbabwe Products	: _ : _ : _ : _ : _ : _ :	I Am Not Willing To Buy Zimbabwe Products

Compared to products made elsewhere (not only those origins included in this questionnaire) how would you rate the products of Zimbabwe?

Good Overall Products	: _ : _ : _ : _ : _ : _ :	Poor Overall Products
-----------------------	---------------------------	-----------------------

PRODUCTS OF COTE D'IVOIRE

Good Value	: _ : _ : _ : _ : _ : _ :	Poor Value
Poor Workmanship	: _ : _ : _ : _ : _ : _ :	Good Workmanship
Good Quality	: _ : _ : _ : _ : _ : _ :	Poor Quality
Not Technically Advanced	: _ : _ : _ : _ : _ : _ :	Technically Advanced
Attractive	: _ : _ : _ : _ : _ : _ :	Unattractive
I Am Willing To Buy Products Of Côte d'Ivoire:	: _ : _ : _ : _ : _ : _ :	I Am Not Willing To Buy Products of Côte d'Ivoire

Compared to products made elsewhere (not only those origins included in this questionnaire) how would you rate the products of Côte d'Ivoire?

Good Overall Products	: _ : _ : _ : _ : _ : _ :	Poor Overall Products
-----------------------	---------------------------	-----------------------

SECTION II

Please estimate the approximate percentage of time French, English or other languages are used by you in the following ten situations. Each line should add up to a total of 100. for example, if in the first five years of life, you spoke French 70% of the time, English 30% and no other languages you would indicate this as follows:

	<u>FRENCH</u>	<u>ENGLISH</u>	<u>OTHER</u>	<u>TOTAL</u>
	70	30	0	100
	<u>PERCENTAGE OF TIMES</u>			<u>TOTAL</u>
	<u>FRENCH</u>	<u>ENGLISH</u>	<u>OTHER</u>	<u>TOTAL</u>
1. In the first five years of life.	_____	_____	_____	<u>100</u>
2. At school.	_____	_____	_____	<u>100</u>
3. At work.	_____	_____	_____	<u>100</u>
4. With close friends.	_____	_____	_____	<u>100</u>
5. With spouse.	_____	_____	_____	<u>100</u>
6. With your own children.	_____	_____	_____	<u>100</u>
7. When watching television.	_____	_____	_____	<u>100</u>
8. When listening to radio.	_____	_____	_____	<u>100</u>
9. When reading magazines and newspapers.	_____	_____	_____	<u>100</u>
10. In public places, e.g. restaurants theatres, etc.	_____	_____	_____	<u>100</u>

Please indicate your ancestral origin by putting an "X" in the appropriate space.
PLEASE FILL IN ONLY ONE SPACE.

BRITISH DESCENT _____
 FRENCH DESCENT _____
 OTHER (please specify) _____

SECTION III

This section of the questionnaire asks for some background information which will help us classify the answers we receive. Your responses are given anonymously and this information will be used only to analyze the data statistically. Please put a check mark in the appropriate space.

1) Are you a male___ or a female___?

2) What is your age?

Less than 20	___	45-49 years	___
20-24 years	___	50-54 years	___
25-29 years	___	55-59 years	___
30-34 years	___	60-64 years	___
35-39 years	___	65 or more	___
40-44 years	___		

3) What is your educational level?

Grade school	___
Some high school	___
High school graduate	___
Some college	___
College graduate	___
Some university	___
University graduate	___
Other (please specify)	_____

4) In what range is the total income of your household?

Under \$15,000	___
\$15,000-\$24,999	___
\$25,000-\$34,999	___
\$35,000-\$44,999	___
\$45,000-\$59,999	___
\$60,000 and over	___

We would appreciate any additional comments you would like to make about regionally made products or products from foreign countries. Feel free to comment on the products of the countries included in the survey or on the products of any other country that interests you. Please use this space and feel free to attach additional sheets if necessary.

Your contribution to this effort is very greatly appreciated. Thank you!

COMMERCE INTERNATIONAL ET COMMERCE INTÉRIEUR

Le présent sondage vise à mieux cerner l'opinion des consommateurs canadiens à l'égard des produits fabriqués à l'étranger et dans les provinces canadiennes. Veuillez répondre à toutes les questions; les questionnaires incomplets ne pourront pas être utilisés aux fins de l'analyse statistique. Si vous désirez commenter les questions posées, vous pouvez inscrire vos commentaires dans la marge ou à l'endos de la couverture arrière. Nous les lirons attentivement et en tiendrons compte.

Merci de votre collaboration.

**MARGIE BOURK
SCHOOL OF BUSINESS
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613-788-2392

Nous serons heureux de vous faire parvenir le sommaire des résultants de notre sondage, une fois l'analyse des données achevée. Si vous désirez recevoir le sommaire, cochez ici ____.

Avant de remplir le questionnaire, les faits suivants pourraient vous intéresser :

CANADA - Le Canada est situé dans la partie nord de l'Amérique du Nord. Ce pays compte 26 millions d'habitants et son produit national brut (PNB) s'élève à environ 15 080 \$ par habitant. Le français et l'anglais sont les deux langues officielles du pays.

FRANCE - La France est située en Europe de l'Ouest. Ce pays a une population de 55 millions d'habitants et son PNB s'élève à environ 12 860 \$ par habitant. Le français est la langue officielle du pays.

GRANDE-BRETAGNE - La Grande-Bretagne est située dans la partie nord-ouest de l'Europe. Ce pays a une population de 57 millions d'habitants et son PNB s'élève à environ 10 430 \$ par habitant. L'anglais est la langue officielle du pays.

ZIMBABWE - Le Zimbabwe est situé dans la partie sud de l'Afrique. Ce pays compte 8,6 millions d'habitants et son PNB s'élève à environ 750 \$ par habitant. Le français est la langue officielle du pays.

COTE-D'IVOIRE - La Côte-d'Ivoire est située sur la côte ouest de l'Afrique. Ce pays compte 9,3 millions d'habitants et son PNB s'élève à environ 750 \$ par habitant. Le français est la langue officielle du pays.

ONTARIO - L'Ontario est située dans la partie centrale du Canada, entre le Québec et le Manitoba. Cette province compte 9,1 millions d'habitants et son produit intérieur brut s'élève à environ 16 664 \$ par habitant. L'anglais est la langue officielle de la province.

QUEBEC - Le Québec est situé dans l'est du Canada, entre l'Ontario et le Nouveau-Brunswick. Cette province compte 6,5 millions d'habitants et son produit intérieur brut s'élève à environ 13 913 \$ par habitant. Le français est la langue officielle de la province.

Chacune des pages suivantes présente des produits d'un pays ou d'une province en particulier. Vous devez les évaluer à l'aide de l'échelle d'évaluation en inscrivant un «X» dans l'espace qui correspond le mieux à votre opinion. Par exemple, si le mot de gauche rejoint davantage votre opinion, vous inscrivez votre «X» de la façon suivante :

Cher : X : : : : : Peu Cher

par contre, se le produit ne correspond que légèrement au mot de droite, répondez de la façon suivante :

Cher : : : : X: : : Peu Cher

NOTA BENE

Inscrivez votre «X» au centre des tirets et non sur les lignes de démarcation.

Example :

Cher : - X - : - : - X - : - : **Peu Cher**

↑ ↑

OUI **NON**

Répondez à toutes les questions pour chaque pays. Assurez-vous que vous n'en oubliez aucune.

Votre opinion a beaucoup d'importance pour nous, et c'est votre première impression qui compte vraiment. Il n'existe aucune bonne réponse. Vous devez considérer chaque question individuellement et évaluer chaque pays et chaque province indépendamment des autres. Vous n'avez pas à vous reporter aux questions précédentes ni à vous interrogez longuement sur un produit.

PRODUITS DU CANADA

Bon rapport qualité-prix	: _ : _ : _ : _ : _ : _ :	Mauvais rapport qualité-prix
Peu fiables	: _ : _ : _ : _ : _ : _ :	Fiabes
Fabrication peu soignée	: _ : _ : _ : _ : _ : _ :	Fabrication soignée
Bon qualité	: _ : _ : _ : _ : _ : _ :	Mauvais qualité
Difficiles à trouver	: _ : _ : _ : _ : _ : _ :	Faciles à trouver
Avancés sur le plan technique	: _ : _ : _ : _ : _ : _ :	Peu avancés sur le plan technique
Produits d'imitation	: _ : _ : _ : _ : _ : _ :	Produits novateur
Attrayants	: _ : _ : _ : _ : _ : _ :	Peu attrayants
Chers	: _ : _ : _ : _ : _ : _ :	Bon marché
Marques non identifiables	: _ : _ : _ : _ : _ : _ :	Marques identifiables
Je veux bien acheter Canadien	: _ : _ : _ : _ : _ : _ :	Je ne veux pas acheter Canadien
Je connais bien les produits canadiens	: _ : _ : _ : _ : _ : _ :	Je connais peu les produits canadiens
Suis satisfait des produits canadiens	: _ : _ : _ : _ : _ : _ :	Ne suis pas satisfait des produits canadiens
Par rapport aux produits étrangers (même ceux fabriqués ailleurs que dans les pays visés par le présent questionnaire), que pensez-vous des produits du <u>Canada</u> ?		
Bon produits dans l'ensemble	: _ : _ : _ : _ : _ : _ :	Mauvais produits dans l'ensemble

Que pensez-vous de la qualité des produits canadiens suivants :

Mauvaise qualité	<u>Four à micro-ondes</u> : _ : _ : _ : _ : _ : _ :	Bonne qualité
Mauvaise qualité	<u>Radios-réveils</u> : _ : _ : _ : _ : _ : _ :	Bonne qualité
Mauvaise qualité	<u>Lames de rasoir</u> : _ : _ : _ : _ : _ : _ :	Bonne qualité

PRODUITS DE LA FRANCE

Bon rapport qualité-prix	: _ : _ : _ : _ : _ : _ :	Mauvais rapport qualité-prix
Peu fiables	: _ : _ : _ : _ : _ : _ :	Fiables
Fabrication peu soignée	: _ : _ : _ : _ : _ : _ :	Fabrication soignée
Bon qualité	: _ : _ : _ : _ : _ : _ :	Mauvais qualité
Difficiles à trouver	: _ : _ : _ : _ : _ : _ :	Faciles à trouver
Avancés sur le plan technique	: _ : _ : _ : _ : _ : _ :	Peu avancés sur le plan technique
Produits d'imitation	: _ : _ : _ : _ : _ : _ :	Produits novateur
Attrayants	: _ : _ : _ : _ : _ : _ :	Peu attrayants
Chers	: _ : _ : _ : _ : _ : _ :	Bon marché
Marques non identifiables	: _ : _ : _ : _ : _ : _ :	Marques identifiables
Je veux bien acheter les produits français	: _ : _ : _ : _ : _ : _ :	Je ne veux pas acheter les produits français
Je connais bien les produits français	: _ : _ : _ : _ : _ : _ :	Je connais peu les produits français
Suis satisfait des produits français	: _ : _ : _ : _ : _ : _ :	Ne suis pas satisfait des produits français
Par rapport aux produits étrangers (même ceux fabriqués ailleurs que dans les pays visés par le présent questionnaire), que pensez-vous des produits de la <u>France</u> ?		
Bon produits dans l'ensemble	: _ : _ : _ : _ : _ : _ :	Mauvais produits dans l'ensemble

Que pensez-vous de la qualité des produits de la français suivants :

	<u>Four à micro-ondes</u>	
Mauvaise qualité	: _ : _ : _ : _ : _ : _ :	Bonne qualité
	<u>Radios-réveils</u>	
Mauvaise qualité	: _ : _ : _ : _ : _ : _ :	Bonne qualité
	<u>Lames de rasoir</u>	
Mauvaise qualité	: _ : _ : _ : _ : _ : _ :	Bonne qualité

PRODUITS DE LA GRANDE-BRETAGNE

Bon rapport qualité-prix	: _ : _ : _ : _ : _ : _ :	Mauvais rapport qualité-prix
Peu fiables	: _ : _ : _ : _ : _ : _ :	Fiables
Fabrication peu soignée	: _ : _ : _ : _ : _ : _ :	Fabrication soignée
Bon qualité	: _ : _ : _ : _ : _ : _ :	Mauvais qualité
Difficiles à trouver	: _ : _ : _ : _ : _ : _ :	Faciles à trouver
Avancés sur le plan technique	: _ : _ : _ : _ : _ : _ :	Peu avancés sur le plan technique
Produits d'imitation	: _ : _ : _ : _ : _ : _ :	Produits novateur
Attrayants	: _ : _ : _ : _ : _ : _ :	Peu attrayants
Chers	: _ : _ : _ : _ : _ : _ :	Bon marché
Marques non identifiables	: _ : _ : _ : _ : _ : _ :	Marques identifiables
Je veux bien acheter les produits de la Grande-Bretagne	: _ : _ : _ : _ : _ : _ :	Je ne veux pas acheter les produits de la Grande-Bretagne
Je connais bien les produits de la Grande-Bretagne	: _ : _ : _ : _ : _ : _ :	Je connais peu les produits de la Grande-Bretagne
Suis satisfait des produits de la Grande-Bretagne	: _ : _ : _ : _ : _ : _ :	Ne suis pas satisfait des produits de la Grande-Bretagne
Par rapport aux produits étrangers (même ceux fabriqués ailleurs que dans les pays visés par le présent questionnaire), que pensez-vous des produits de la <u>Grande- Bretagne</u> ?		
Bon produits dans l'ensemble	: _ : _ : _ : _ : _ : _ :	Mauvais produits dans l'ensemble
Que pensez-vous de la qualité de la produits de la Grande-Bretagne suivants :		
	<u>Four à micro-ondes</u>	
Mauvaise qualité	: _ : _ : _ : _ : _ : _ :	Bonne qualité
	<u>Radios-réveils</u>	
Mauvaise qualité	: _ : _ : _ : _ : _ : _ :	Bonne qualité
	<u>Lames de rasoir</u>	
Mauvaise qualité	: _ : _ : _ : _ : _ : _ :	Bonne qualité

PRODUITS DU QUEBEC

Bon rapport qualité-prix	: _ : _ : _ : _ : _ : _ :	Mauvais rapport qualité-prix
Peu fiables	: _ : _ : _ : _ : _ : _ :	Fiables
Fabrication peu soignée	: _ : _ : _ : _ : _ : _ :	Fabrication soignée
Bon qualité	: _ : _ : _ : _ : _ : _ :	Mauvais qualité
Difficiles à trouver	: _ : _ : _ : _ : _ : _ :	Faciles à trouver
Avancés sur le plan technique	: _ : _ : _ : _ : _ : _ :	Peu avancés sur le plan technique
Produits d'imitation	: _ : _ : _ : _ : _ : _ :	Produits novateur
Attrayants	: _ : _ : _ : _ : _ : _ :	Peu attrayants
Chers	: _ : _ : _ : _ : _ : _ :	Bon marché
Marques non identifiables	: _ : _ : _ : _ : _ : _ :	Marques identifiables
Je veux bien acheter les produits du Quebec	: _ : _ : _ : _ : _ : _ :	Je ne veux pas acheter les produits du Quebec
Je connais bien les produits du Quebec	: _ : _ : _ : _ : _ : _ :	Je connais peu les produits du Quebec
Suis satisfait des produits du Quebec	: _ : _ : _ : _ : _ : _ :	Ne suis pas satisfait des produits du Quebec
Par rapport aux produits étrangers (même ceux fabriqués ailleurs que dans les pays visés par le présent questionnaire), que pensez-vous des produits du <u>Quebec</u> ?		
Bon produits dans l'ensemble	: _ : _ : _ : _ : _ : _ :	Mauvais produits dans l'ensemble

Que pensez-vous de la qualité de la produits du Quebec suivants :

	<u>Four à micro-ondes</u>	
Mauvaise qualité	: _ : _ : _ : _ : _ : _ :	Bonne qualité
	<u>Radios-réveils</u>	
Mauvaise qualité	: _ : _ : _ : _ : _ : _ :	Bonne qualité
	<u>Lames de rasoir</u>	
Mauvaise qualité	: _ : _ : _ : _ : _ : _ :	Bonne qualité

**Bon rapport
qualité-prix**

$$\begin{array}{ccccccc} \cdot & \cdot & \cdot & \cdot & \cdot & \cdot & \cdot \\ \hline \end{array}$$

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**Je ne veux pas acheter
les produits
de l'Ontario**

•	•	•	•	•	•	•
•	•	•	•	•	•	•

**Je connais peu les
produits de l'Ontario**

**Ne suis pas satisfait
des produits de l'Ontario**

Four à micro-ondes

•	•	•	•	•	•	•
•	•	•	•	•	•	•

Radios-réveils

•	•	•	•	•	•	•
•	•	•	•	•	•	•

Lames de rasoir

• • • • •

Bonne qualité

PRODUITS DU ZIMBABWE

Bon rapport qualité-prix	: _ : _ : _ : _ : _ : _ :	Mauvais rapport qualité-prix
Fabrication peu soignée	: _ : _ : _ : _ : _ : _ :	Fabrication soignée
Avancés sur le plan technique	: _ : _ : _ : _ : _ : _ :	Peu avancés sur le plan technique
Attrayants	: _ : _ : _ : _ : _ : _ :	Peu attrayants
Je veux bien acheter les produits du Zimbabwe:	: _ : _ : _ : _ : _ : _ :	Je ne veux pas acheter les produits du Zimbabwe
Par rapport aux produits étrangers (même ceux fabriqués ailleurs que dans les pays visés par le présent questionnaire), que pensez-vous des produits du <u>Zimbabwe</u> ?		
Bon produits dans l'ensemble	: _ : _ : _ : _ : _ : _ :	Mauvais produits dans l'ensemble

PRODUITS DE LA COTE-D'IVOIRE

Bon rapport qualité-prix	: _ : _ : _ : _ : _ : _ :	Mauvais rapport qualité-prix
Fabrication peu soignée	: _ : _ : _ : _ : _ : _ :	Fabrication soignée
Avancés sur le plan technique	: _ : _ : _ : _ : _ : _ :	Peu avancés sur le plan technique
Attrayants	: _ : _ : _ : _ : _ : _ :	Peu attrayants
Je veux bien acheter de la Côte-d'Ivoire	: _ : _ : _ : _ : _ : _ :	Je ne veux pas acheter de la Côte-d'Ivoire
Par rapport aux produits étrangers (même ceux fabriqués ailleurs que dans les pays visés par le présent questionnaire), que pensez-vous des produits du <u>Côte-Ivoire</u> ?		
Bon produits dans l'ensemble	: _ : _ : _ : _ : _ : _ :	Mauvais produits dans l'ensemble

SECTION II

Dans les situations suivantes, dites-nous dans quelle proportion vous utilisez le français, l'anglais ou une autre langue. Chaque réponse doit s'élever à 100. Par exemple, si pendant les cinq premières années de votre vie vous parliez en français 70 p. 100 du temps et en anglais 30 p. 100 du temps, et aucune autre langue, vous devez répondre de la façon suivante :

	<u>FRANÇAIS</u> 70	<u>ANGLAIS</u> 30	<u>AUTRE</u> 0	<u>TOTAL</u> 100
	<u>FRANÇAIS</u>	<u>ANGLAIS</u>	<u>AUTRE</u>	<u>TOTAL</u>
1. Cinq premières années de votre vie	_____	_____	_____	<u>100</u>
2. A l'école	_____	_____	_____	<u>100</u>
3. Au travail	_____	_____	_____	<u>100</u>
4. Avec vos amis	_____	_____	_____	<u>100</u>
5. Avec votre conjoint	_____	_____	_____	<u>100</u>
6. Avec vos enfants	_____	_____	_____	<u>100</u>
7. Lorsque vous écoutez la télévision	_____	_____	_____	<u>100</u>
8. Lorsque vous écoutez la radio	_____	_____	_____	<u>100</u>
9. Lorsque vous lisez les revues et les journaux	_____	_____	_____	<u>100</u>
10. Dans les lieux publics (restaurants, théâtres, etc.)	_____	_____	_____	<u>100</u>

Indiquez vos origines ancestrales en inscrivant un «X» dans l'espace approprié.
NE COCHEZ QU'UNE SEULE CASE.

DESCENDANCE BRITANNIQUE _____

DESCENDANCE FRANÇAISE _____

AUTRE (précisez) _____

SECTION III

Les renseignements suivants nous aideront à classifier les réponses reçues. Vos réponses sont fournies de façon anonyme, et les renseignements ne seront utilisés qu'aux fins de l'analyse statistique. Cochez l'espace approprié :

1) Sexe: homme _____ femme _____

2) Dans quelle catégorie d'âge vous situez-vous?

Moins de 20 ans	_____	45-49 ans	_____
20-24 ans	_____	50-54 ans	_____
25-29 ans	_____	55-59 ans	_____
30-34 ans	_____	60-64 ans	_____
35-39 ans	_____	65 ou plus	_____
40-44 ans	_____		

3) Quel est votre niveau de scolarité?

École élémentaire	_____
Une partie des études secondaires	_____
Diplôme d'études secondaires	_____
Une partie des études collégiales	_____
Diplôme d'études collégiales	_____
Une partie des études universitaires	_____
Diplôme universitaire	_____
Autre (précisez)	_____

4) Quel est le revenu global de votre ménage?

Moins de 15 000 \$	_____
15 000 \$ -24 999 \$	_____
25 000 \$ -34 999 \$	_____
35 000 \$ -44 999 \$	_____
45 000 \$ -59 999 \$	_____
60 000 \$ et plus	_____

Nous vous invitons à nous faire part de tout commentaire additionnel concernant des produits fabriqués localement ou à l'étranger ou encore sur les produits provenant des pays mentionnés dans le présent questionnaire ou d'ailleurs.

Nous apprécions grandement votre collaboration. Merci beaucoup.

APPENDIX C

Economic Indices - Zimbabwe and Côte d'Ivoire

	GNP (million) (\$ 1987	GNP per capita (\$ 1987	Contribution of Manufacturing to GNP (1986)	EXPORTS (\$ 1986	IMPORTS (\$ 1986
ZIMBABWE	5,265	590	24%	1,703,812	1,640,482
COTE D'IVOIRE	8,262	750	30%	1,160,441	709,044

APPENDIX D

Principal Components Factor Analysis

The 14 multi-dimensional measures of quality were subjected to principal components factor analysis so as to identify a smaller number of underlying constructs. Based on previous research (Heslop, 1988) it was believed that several constructs would emerge, combining scales that were similar and jointly reflective. From the fourteen scales, the following four constructs were expected:

1. Product Integrity - Unreliable/Reliable; Poor Workmanship/Good/Workmanship; Poor Quality/Poor Quality; Not Technically Advanced/Technically Advanced; Imitative/Innovative
2. Price and Value - Good Value/Poor Value; Expensive/Inexpensive
3. Market Presence - Hard To Find/Easy To Find; Unrecognizable Brands/Recognizable Brands
4. Response - Not Willing To Buy/Willing To Buy; Know Little About/Know A Lot About; Not Satisfied With/Satisfied With.

(Note: Good Overall Products/Poor Overall Products and Attractive/Unattractive scales may emerge as individual factors. Researcher had no definite *a priori* expectations.)

Ten sets, two respondent groups rating 5 origins, of fourteen scales were analyzed using principal components analysis with varimax rotation. Note that Zimbabwe and Côte d'Ivoire could not be included in this exercise as an abbreviated version of scales were used in product evaluation. The criterion

used to identify significant factors was an eigenvalue greater than one. Generally, this led to a 4 factor solution with both respondent groups. Only in two sets (French Canadians evaluation of Canada and France) a fifth factor exceeded the eigenvalue criterion of greater than 1. However, an inspection of the scree plots showed a levelling off after the first four factors. With respect to the English Canadian group, these factors collectively accounted for between 61% and 67% of the variance averaging at 64%. With respect to the French Canadian group, these factors collectively accounted for between 61% and 77% of the variance averaging at 69%.

Table i and ii indicate for English and French Canadians, respectively, which factor each of the scales loaded for each of the five origins rated. As can be seen from these tables, scales loaded on various factors depending on the country or province rated.

An close examination of Tables i and ii suggests that although French Canadians and English Canadians share some common subscale patterns, generally the scales loaded together differently for each group. This is not surprising based on earlier studies which found inconsistencies between cultural groups (Bamossy and Papadopoulos, 1987; Narayana, 1980). Similarities are found in the loading of variables for factor 1. Compared to *a priori* expectations, factor 1 is clearly a response dimension. It is most likely to include the scales: Not Willing To Buy/Willing To Buy; Know Little About/Know A Lot About; Not Satisfied With/Satisfied With; and Poor Overall Products/Good Overall Products.

For the remaining three factors, both respondent groups used different sets of variables to compose their evaluations. Variables that loaded together for both groups (with the exception of France by French Canadians) included: Unreliable/Reliable; Poor Workmanship/Good Workmanship. These represent some of the Product Integrity dimension. Therefore, regarding the *a priori* proposed subscales only the response dimension was clearly supported and some elements of the product integrity construct were evident for both English and French Canadians.

The scales Not Technically Advanced/Technically Advanced and Imitative/Innovative together were consistently loaded together by English Canadians but not French Canadians. These two scales are part of the *a priori* product integrity construct. The scales Hard to Find/Easy to Find and Unrecognizable/ Recognizable Brands were loaded together in three of the five origins evaluated by French Canadians but not English Canadians. These two scales represent the *a priori* market presence construct.

In summary, since the factor each scales loads on depends on the target origin and the respondent group, labelling of factors to use as the dependent variables in the MANOVA's would be highly tentative and will not be done.

Table i - Principal Components Analysis Results for English Canadians
Factor Each Scale Loaded On

	Canada	France	Great Britain	Quebec	Ontario
Poor Value/Good Value	4	3	1	2	1
Unreliable/Reliable	3	1	2	1	2
Poor/Good Workmanship	3	1	2	1	2
Poor/Good Quality	4	2	-	2	1
Hard to Find/Easy to Find	2	-	2	1	3
Not Tech. Advanced/Tech. Advanced	2	4	2	1	2
Imitative/Innovative	2	4	2	1	2
Unattractive/Attractive	1	2	3	2	1
Expensive/Inexpensive	1	2	3	4	2
Unrecognizable/Recognizable Brands	3	1	4	3	3
Not Willing/Willing to Buy	4	3	1	2	1
Know Little About/Know A Lot About	1	3	1.4	3	3
Not Satisfied With/Satisfied With	1	3	1	2	1
Poor Overall/Good Overall	1	3	1	2	1
Eigenvalue-Factor 1	3.3	3.7	3.9	3.6	4.1
2	2.6	3.1	3.1	2.8	2.8
3	1.4	1.4	1.4	1.4	1.6
4	1.1	1.0	1.0	1.3	
% Variance-Factor 1	23.4	26.6	27.8	26.0	30.0
2	18.8	22.2	19.9	20.1	20.1
3	10.1	10.5	9.8	10.3	11.8
4	8.2	7.4	8.5	9.5	
Total	60.5	66.7	66.0	65.9	61.9

Table ii - Principal Components Analysis Results for French Canadians
Factor Each Scale Loaded On

	Canada	France	Great Britain	Quebec	Ontario
Poor/Good Value	5	1	-	4	3
Unreliable/Reliable	3	2	4	3	3
Poor/Good Workmanship	3	-	4	3	3
Poor/Good Quality	-	2	-	4	2
Hard to Find/Easy to Find	2	-	2	2	2
Not Tech. Advanced/Tech. Advanced	4	2	2	4	2
Imitative/Innovative	2	4	-	-	4
Unattractive/Attractive	4	3	3	4	1
Expensive/Inexpensive	5	4	3	2	4
Unrecognizable/Recognizable Brands	2	3	2	2	1
Not Willing/Willing to Buy	1	1	1	1	1
Know Little About/Know A Lot About	1	1	1	1	1
Not Satisfied With/Satisfied With	1	1	1	1	1
Poor Overall/Good Overall	1	1	1	1	4
Eigenvalue-Factor 1	2.9	4.2	4.2	6.0	4.3
2	2.3	2.0	2.8	2.3	2.2
3	1.9	1.9	1.6	1.4	1.9
4	1.4	1.3	1.0	1.0	1.3
% Variance-Factor 1	20.5	29.9	30.0	43.2	30.4
2	16.6	14.2	19.7	16.2	15.5
3	13.6	14.0	11.5	9.9	14.1
4	10.1	9.4	7.6	7.3	9.1
Total	60.8	67.5	68.8	76.6	69.1

APPENDIX E - MANOVA Assumptions

The researcher tested the adequacy of three fundamental assumptions. These are:

1. The observations are independent.
2. The observations on the dependent variables follow a multivariate normal distribution in each group.
3. The population covariance matrices for the dependent variables in each group are equal.

A brief discussion of each assumption follows.

1. Independence

The independence assumption is the most important assumption as even a small violation of it produces a substantial effect on both the type I and type II error rates (Stevens, 1986). The observations of the study are independent as participants completed questionnaires individually without interaction or influence from other subjects.

2. Normality

Univariate variables were checked for skewness and kurtosis. Although significant skewness and kurtosis were found for a relatively small number of variables, this is not a serious concern given the study's sample size. The basic reason is the Central Limit Theorem which states that the sum of independent observations having any distribution whatsoever approaches a normal distribution as the number of observations increases (Steven, 1986). To be more specific, 50 or more observations approximate to normality even for distributions which depart markedly from normality (Bock, 1975).

3. Homogeneity of the covariance matrices

The Box test was applied to check for the homogeneity of covariance matrices. In several situations the Box's test was significant at the alpha level of .05 and thus the homogeneity of covariance matrices was rejected. However, since the group sizes are approximately equal (largest/smallest < 1.5) type I error will only be slightly affected and the power will remain adequate (Stevens, 1986).

Thus, although some of the underlying assumptions in MANOVA have been violated, none of these has a serious effect on type I error rate or power.

APPENDIX F

Frequency Distribution of Index Scores			
Value	Frequency	Cumulative Frequency	Cumulative Percent
-100	34	34	14.4
- 99	5	39	16.5
- 98	6	45	19.1
- 97	7	52	22.0
- 96	6	58	24.6
- 95	6	64	27.1
- 94	3	67	28.4
- 93	2	69	29.2
- 92	1	70	29.7
- 91	3	73	30.9
- 89	3	76	32.2
- 88	1	77	32.6
- 87	3	80	33.9
- 85	1	81	34.3
- 84	5	86	36.4
- 83	1	87	36.9
- 82	1	88	37.3
- 81	2	90	38.1
- 80	2	92	39.0
- 78	1	93	39.4
- 77	1	94	39.6
- 76	1	95	40.3
- 75	1	96	40.7
- 74	1	97	41.1
- 73	2	99	41.9
- 65	1	100	42.4
- 64	1	101	42.6
- 63	1	102	43.2
- 61	2	104	44.1
- 58	1	105	44.5
- 55	1	106	44.9
- 48	1	107	45.3
- 46	1	108	45.8
- 43	1	109	46.2
- 42	1	110	46.6
- 41	1	111	47.0
- 39	1	112	47.5
- 36	1	113	47.9
- 28	1	114	48.3
- 20	1	115	48.7

45%

4%

APPENDIX F

Frequency Distribution of Index Scores - Continued			
Value	Frequency	Relative Frequency	Cumulative Percent
3	1	116	49.2
17	1	117	49.6
20	1	118	50.0
29	1	119	50.4
30	1	120	50.8
32	1	121	51.3
36	1	122	51.7
37	1	123	52.1
40	3	126	53.4
44	1	127	53.8
46	2	129	54.7
48	2	131	55.5
51	1	132	55.9
52	1	133	56.4
53	1	134	56.8
54	5	139	58.9
55	3	142	60.2
56	5	147	62.3
57	2	149	63.1
58	4	153	64.8
59	1	154	65.3
60	2	156	66.1
62	3	159	67.4
63	2	161	68.2
64	2	163	69.1
65	1	164	69.5
69	2	166	70.3
70	1	167	70.8
71	1	168	71.2
72	1	169	71.6
73	2	171	72.5
74	3	174	73.7
75	4	178	75.4
76	2	180	76.3
77	1	181	76.7
79	1	182	77.1
80	2	184	78.0
81	4	188	79.7
82	4	192	81.4
83	4	196	83.1
84	4	200	84.7
85	3	203	86.0
86	6	209	88.6
87	2	211	89.4
88	1	212	89.8
89	2	214	90.7
91	1	215	91.1
92	1	216	91.5
94	2	218	92.4
95	1	219	92.8
96	3	222	94.1
98	1	223	94.5
99	1	224	94.9
100	12	236	100.0
TOTAL	236		

7%

44%

APPENDIX G

Relationship Between Ancestral Origin and Ethnic Classification

As discussed in section 5.3.2 previous cross-cultural research have been criticized because of their use of a single etic measure to identify a respondents ethnic group membership. Although the purpose of this study is not to evaluate the soundness of classification schemes a cross-tabulation of ancestral origin (gathered from Section II of the questionnaire) and ethnic identifications (based on Laroche's scheme) was done in Table v. As can be seen from Table v, 99% (90/91) of those who indicated British ancestral origin also classified themselves in the Strong English Canadian group. Similarly, 94% (96/102) of those who indicated French ancestral origin classified themselves in the Strong French Canadian category. These results suggest a strong relationship between ancestral origin and the multi-faceted ethnicity scale used.

Table v - A Crosstabulation of Ancestral Origin and Ethnicity Identification

		ETHNICITY		
		Strong English	Strong French	TOTALS
D E S C E N T	British	90	1	91
	French	6	96	102
	Other	10	8	18
	TOTALS	106	105	211

END

24/12/92

FIN