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The Effect of Country-of-Origin Dimensions on the Final Consumer's Purchase Decision for a Range of Different Products: A Case Study of a Sample of Consumers from the City of Bechar, Algeria

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Abstract

The aim of this study is to examine the impact of the country-of-origin on the purchasing decision of the final consumer, as well as to determine the importance of the country-of-origin when choosing certain products. We used a sample of 100 individuals from the city of Bechar. We used simple linear regression analysis to test the effect on the field study data. One of the key findings from this research is that the country of origin has a statistically significant impact on purchasing decisions, particularly in relation to certain products.

Keywords: country of origin, buying behavior, perceived quality, customer satisfaction, perceived price, brand.

Introduction:

The consumer goes through several stages in the decision-making process when purchasing products. These stages begin with feeling a need, followed by gathering information from various sources to evaluate available alternatives and select the best among them. The process concludes with post-purchase behavior, in which the consumer may be satisfied or dissatisfied with the purchasing decision he made. When making a purchase decision, the consumer relies on a set of internal factors, such as quality and design, and external factors, such as brand, price, and country of origin.

The impact of country-of-origin on the consumer purchasing behavior is a topic that has received widespread attention from researchers in the field of marketing. Early studies conducted from the mid-1960s to the late 1970s focused on the country of origin as the only variable in evaluating products, which led to a misjudgment of the effect of country of origin. In the subsequent period, researchers conducted multi-attribute research, acknowledging that consumers consider not only the country of origin when evaluating products but also other variables, which could be internal or external.

Main research question: Given the previously mentioned information, we can formulate the research problem using the following primary question:
To what extent does country-of-origin influence the consumer's purchasing decision regarding different products?

Research Hypothesis: We formulated the following main hypothesis based on the problem, objectives, and the aforementioned research question:
Country-of-origin positively affects the final consumer's purchasing decision regarding products at a significance level of ($\alpha \leq 0.05$).

Sub-Questions: We further divide this main question into a series of sub-questions.

1. Does the perceived price affect the final consumer's purchasing decision?
2. Does the perceived quality affect the final consumer's purchasing decision?
3. Does the brand influence the final consumer's purchasing decision?

4. Does customer satisfaction affect the final consumer's purchasing decision?

Research Hypothesis: We have formulated the main hypothesis as follows, taking into account the problem, study objectives, and the previous issue:
Country-of-origin positively affects the final consumer's purchasing decision towards various products at a significance level of ($\alpha \leq 0.05$).

Sub-Hypotheses: To answer the previous sub-questions, we rely on the following hypotheses:

1. The perceived price affects the final consumer's purchasing decision at a significance level of ($\alpha \leq 0.05$).
2. The perceived quality affects the final consumer's purchasing decision at a significance level of ($\alpha \leq 0.05$).
3. The brand influences the final consumer's purchasing decision at a significance level of ($\alpha \leq 0.05$).
4. Customer satisfaction affects the final consumer's purchasing decision at a significance level of ($\alpha \leq 0.05$).

Research Objectives: This research aims to achieve several objectives, including:

We must comprehend the elements that shape consumer behavior, pinpoint the characteristics and influences of attitudes towards their country of origin, and assess how these attitudes impact their purchasing decisions.
We aim to gain insights into the general attitudes of Algerian consumers towards the products available in the market, from which we can understand their method of product evaluation.
-To determine the importance of the impact of the country of origin (quality, price, brand, customer satisfaction) on the final consumer's purchasing decision.

Importance of the Research: We expect the results of this study to contribute to marketing literature and the study of consumer behaviour by elucidating the country of origin of products, consumer attitudes in this respect, and the impact of these attitudes on product evaluation. The current study's importance also stems from the significant role that consumers play in the marketing process. Designing appropriate marketing strategies necessitates a thorough understanding of consumer behavior, considering that the attitude towards the country of origin is one of the influencing factors. This highlights the importance of studying this attitude and the factors influencing its formation.

I. The study's theoretical framework:

1. Country of Origin:

The concept of the country of origin for a product dates back to World War I, when the victorious countries forced the defeated nations, such as Germany, to label their products with their country of origin as a form of penalty. In the mid-1960s, marketing researchers began to pay attention to the issue of product origin and its impact on buyer behavior and business management. The geographical origin of a food product can be the subject of a collective property right to protect producers from unfair competition and guarantee the source of products for consumers. Such regulations can grant a quality label status, representing valuable information that consumers seek.

Thus, the country of origin is an important factor that influences consumer behavior and attitudes towards a particular brand or product, ultimately shaping their purchasing preferences. A British law known as the "Merchandise Marks Act" penalized "any false description of products" in 1887, which included any description or other indication, direct or indirect, such as mentioning the country of manufacture. In other words, at the beginning of the 20th century, the connection between a product and its place of manufacture became a legal matter.

In marketing, "country of origin" is generally used to identify a product's source by referencing the expertise, knowledge, quality, techniques, raw materials used, or design. Typically, the country or region associated with the product grants a reference, which is considered an external attribute of the product. Usually, the country of origin is where the company is headquartered. It is also defined as the country where the product was manufactured or assembled, commonly identified under the labels "Made in (country name)" or "Manufactured in (country name)" (TANKPE & All, 2023, pp. 734–735).

Dichter first introduced this concept in 1962, explaining that a product's country of origin could significantly influence its acceptance and success. Subsequently, in 1965, Schooler conducted the first experimental test of this concept. Obermiller and Spangenberg also reported that the label "Made in Germany" negatively influenced the evaluation of a dress compared to "Made in Italy." Over the past forty years, numerous studies have explored this effect, revealing the geographical determinants, as well as other perceptions and consequences of the "country of origin" effect on buyers' evaluations (SAYAH, 2020, pp. 26-27).

Researchers have identified the country of origin as a key factor influencing three dimensions: product quality, perceived price, and purchase intention. Additionally, the impact of the brand's country of origin image enables certain countries to gain global recognition as experts in a specific industry or business. This creates a positive image for products featuring brands from these countries. Conversely, the country of origin may have a negative impact on products from specific countries.

The "made in" effect includes the country, product type, and the company's image and brand, all of which influence consumer perception, attraction, and attitudes. This effect may lead to either a positive or negative consumer response. When a consumer perceives the country of origin, they may reject or, conversely, become more attached to the brand. Globally, consumers tend to be more aware of the product and its country of origin—a behaviour formed by experience, rumours, or based on a particular myth (REGUIG, Nait Ibrahim, & Meriem, 2019, p. 97).

1.1- Definition of Country of Origin:

The country of origin is one of the main factors that determine consumer attitudes. Due to its significance for both companies and consumers, researchers have presented varying definitions of the concept of the country of origin, as different perspectives offer distinct evidence linked to the concept. Some define the country of origin as the country where the product is manufactured, which is often indicated by the label "Made in...". Others believe that the country of origin refers to the country where the brand is created or designed. Therefore, we can summarize the multiple definitions of the country of origin as follows:

For some, the term "country of origin" lacks a clear definition, and it is considered a context-dependent concept that varies over time. Companies strive to reduce costs in the current era of increasing globalization, which has led to the division of labor by designing products in one country and manufacturing them in another. Consequently, some researchers proposed that the country of origin is a multi-dimensional concept rather than a single one (Nashad, 2019, p. 66):

- Country of design
- Country of assembly
- Country of parts
- Country of manufacture
- Country of the brand

Researchers Lampert, Jaffe, and Nebenzahl proposed another classification, expanding on Samiee's (1994) work by adding two additional countries of origin: the country of product design and the country of the consumer. Their classification distinguishes four different countries of origin (Bezghari, 2017, pp. 781–782):

- Home Country: This pertains to the consumer's country of origin or, more accurately, their place of residence during the product evaluation period. "Bias" resulting from the consumer's nationality can influence product evaluation, with consumers tending to prefer local products.

- Origin Country: Consumers identify a country with a product or brand, irrespective of its production or manufacturing location.

- Made in Country: The provenance label displays the country of production.

- Designed in Country: The country where the product is wholly or partially designed or innovated, creating added value, is known as the design country. When consumers know that a product is designed in one country but produced in another, the influence of the design country becomes prominent. According to the researcher Usunier, a country can have different reputations for different types of products. For instance, consumers place a higher value on Brazilian coffee than on Brazilian televisions, demonstrating the superiority of certain products over others (e.g., Russian caviar versus Russian cars).

The country of origin can also be understood as the clustering of companies in one country for product manufacturing. Thus, the country of origin could be the country of assembly or production. For instance, the Japanese brand Sony assembles some of its products outside of Japan, in countries like Singapore, but still refers to them as "Made in Japan." Various terms such as "country of manufacture," "country of assembly," and "country of design" describe the country of origin (Nashad, 2019, p. 65).

- The effect of country of origin : can be defined as any influence on product evaluation, perceived risks, purchase intention, etc., arising from information about the country of origin. When a product or brand is associated with a particular country, it transfers its perceptions and associations to it. Notably, if we adopt the broad definition of the country of origin given by Samiee (1994), the "associated" country may or may not be the actual manufacturing country. For instance, we may associate the brand Häagen-Dazs with Denmark, despite its production in the United States, which might not accurately reflect the brand's "real" geographical origin (Herz, 2013, pp. 150-151).

1.2 -Attitude toward Country of Origin: Basic Components

The attitude toward the country of origin comprises three essential components (Ben Siroud, 2014, p. 233):

- **Cognitive or Perceptual Component:** This is the first element of attitudes, representing the knowledge and perceptions acquired through the integration of experience with a specific goal. This component refers to the perceived characteristics of the country of origin.
- **Affective or Emotional Component:** This component encompasses the consumer's feelings toward the country of origin. It determines the overall evaluation of the attitude toward the country of origin, whether it is positive, neutral, or negative.
- **Behavioural Component:** This component focuses on the consumer's inclination to act a certain way toward a specific goal, representing a set of behaviors that the consumer exhibits.

1.3- Dimensions of Country of Origin

Nashad & Tehtan (2017, p. 233) outline the dimensions of the country of origin as follows:

a) Perceived Price

No one can ignore or even forget the word "price" in their daily lives, whether individuals or institutions, as it is an element accompanying any tangible economic activity. Individuals and institutions deal with the price of goods and services on a daily basis. The concept of perceived price pertains to the sacrifices or sacrifices made in order to obtain the product. It reflects the extent to which the customer perceives the product's price positively, ensuring that they receive value for what they pay, which influences their purchasing decision. A positive impression and mental image regarding the product exist in the customer's mind.

b) Perceived Brand

The brand is one of the most important means of distinguishing between products from different countries. A brand is a name, symbol, logo, or packaging shape that identifies goods and services offered by a seller, distinguishing them from competitors. It is also defined as a name, design, signature, symbol, or a combination of these elements that differentiates a product from competing goods. The brand is important because it serves as a communication tool between different countries. It supports the country of origin by providing origin data to identify the source of goods and services carrying the brand, distinguishing them from competing goods and services. The reputation of the country of origin positively affects the establishment of a strong brand, as the reputation of the country becomes a source of brand value and helps reduce the perceived risk felt by the consumer.

c) Perceived Quality

The concept of perceived quality has attracted the attention of many researchers, who believe it plays an important role in marketing performance. The belief that high perceived quality leads to repeat purchases is a fundamental principle for any business. Therefore, it is essential to understand the relationship between perceived quality and customer satisfaction, which leads eventually to taking the purchasing decision and its repetition. This understanding can help develop a new decision-making model and provide marketing practitioners with indicators to deepen their marketing interests and manage their scarce resources effectively.

d) Customer Satisfaction

Satisfaction is defined from an emotional perspective as a positive response to the institution and from a cognitive perspective as a positive feeling resulting from evaluating aspects of the relationship with the institution and its representatives, their cooperative behaviour, and comparing it with expectations; in other words, the compensation of the product adequate to the sacrifices made to obtain it.. If we combine the emotional and the cognitive aspects, satisfaction becomes an unobserved phenomenon, a psychological state (evaluative judgement) resulting from experience and comparison according to basic preferences.

1.4 -Mental Image of Country of Origin

Cognitive psychology first used the concept of "image" as a permanent representation of the sensory impression resulting from the interaction of the central nervous system (TANKPE et al., 2023, p. 736). The mental image of the country of origin is defined by Suter et al. as the cognitive structure of customers that illustrates how a country's image affects the sales of a specific product or brand. Thus, the mental image of the country of origin consists of customers' beliefs about the products of a particular country. The accumulated awareness and experiences about the strengths and weaknesses of that country form this mental image (Abdul Aziz, Hassan, & Abdul Hamid, 2024, p. 1612).

According to Akira Nabashima, the mental image of the country of origin is defined as the judgments made by consumers regarding the quality of products. Businesspeople and consumers associate the image, reputation, and stereotype of a specific country with its products. Variables such as the products representing the country, national characteristics, and the economic, political, and historical background create this image (Razin, Bourqaa, & Ben Azzah, 2020, p. 206).

2. Purchasing Decision

2.1- Concept of Purchasing Decision

The decision-making process is defined as "an artistic process for determining options and identifying the best available alternatives." It is a process based on objective study and thinking to reach a decision on which alternative to choose. The purchasing decision process is described as "a series of stages that consumers go through to resolve a problem related to fulfilling a specific need" (Al-Ahmar, 2022, p. 10).

Management in general, and marketing management in particular, face the complex and challenging task of identifying the actions taken before and after making a purchasing decision. The purchasing decision is defined as the mental, emotional, and physical activity that individuals engage in when choosing, purchasing, and using products and services that meet their needs and desires (Al-Majali, p. 30).

2.2 -Types of Purchasing Behaviour

The approach a consumer takes to solve their consumption issues varies according to many factors, among which: the type of product, time constraint, risk level, repeated purchase action, and the amount of information sought. For example, purchasing a car requires a large amount of information and constitutes a significant financial risk, whereas buying a newspaper requires little time and involves minimal risk and information search. The purchasing decision in the field of marketing is divided into a variety of types according to various considerations, some of which are either related to the consumer or to the nature of the product; we will try to tackle the diverse purchasing decisions according to the following pattern. (Al-Omari, 2005, pp. 169-175):

a. **Complex purchasing decision :**

This type of decision arises when the consumer is highly involved in the purchasing process and faces significant differences among the brands available in the market.

b. **Routine purchasing decision:**

This type occurs when the consumer's involvement in the purchasing process decreases, and they encounter few differences between the brands of products offered in the market.

c. **Variety-Seeking Purchasing Behaviour:**

This decision occurs when consumer involvement in the purchasing process decreases, but there are significant differences among the products available in the market. Institutions facing consumer turnover issues due to variety must accept the challenge and implement strategies such as price reductions, installment deals, samples, and advertising.

d. **Impulse purchasing decision :**

This type of decision is characterized by the absence of planning, reflecting the individual tendencies of consumers, such as impatience or avoidance of complexity. It arises from external stimuli in the consumer’s environment.

e. **Forced purchasing decision:**

This type represents a consumer problem, indicating an excess in the consumption behavior of a specific product. The consumer does not purchase out of a desire for benefit; instead, the aim is to obtain a reward, which may happen to alleviate tension and anxiety.

f. Decision to Purchase New Products:

Deciding to purchase new products can be somewhat challenging for consumers due to a lack of information about those newly available in the market. Therefore, consumers typically buy them in small quantities for trial and then decide whether to repeat the purchase.

2.3- Stages of the Purchasing Decision Process

Many models have been proposed by researchers regarding the stages of purchasing decisions. These models demonstrate that a purchase decision does not occur randomly; instead, it progresses through successive stages, with the possibility of returning to earlier stages until reaching the final decision regarding a specific alternative. The following are the stages commonly encountered in most purchasing cases (Hassan, 2001, p. 125):

a. Feeling of Need

Human needs are numerous and constantly changing. Needs may arise from physiological factors, such as natural needs for food, drink, and shelter, or from psychological motivations, such as the need for safety and reassurance. They may also arise from environmental factors related to the individual's work conditions or surrounding social circumstances. Marketers strive to identify these needs, accurately determine their nature, and differentiate their characteristics.

b. Information Gathering

The buyer collects information about the desired product from various companies, including different types and benefits. The buyer analyses this information, assuming that they are rational individuals who know their needs precisely and can compare the factors leading to a specific purchasing decision.

c. Evaluating Available Alternatives

The buyer evaluates the alternatives obtained in the previous stage based on criteria in their mind, such as prices, previous benefits, quality, and the desire for prestige. They attempt to support the chosen alternative based on the criteria they believe in.

d. Making a purchase decision

Once the buyer reaches a cognitive or emotional conviction, they proceed to make the purchase, acquiring the product or service they believe will satisfy their needs and desires, for which they pay the required financial amount.

e. Post-Purchase Feeling

The purchase process does not end with the purchase decision; it extends to the post-purchase feeling. If the purchased product successfully provides the expected satisfaction, it strengthens the buyer's preference for it in the future, and they will trust the same sources of information they previously relied on, using the same evaluation criteria. They may become loyal to the product, brand, and even the point of sale. However, if the product fails to meet their needs or its performance does not align with their expectations, the buyer will diminish their positive attitude toward it, reconsider their purchasing decision, seek alternative information sources, and demand more guarantees before making their decision. We refer to the dissatisfaction after the purchase as psychological imbalance or post-purchase cognitive dissonance.

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II. Field Study

1. The methodology and tools

1.1- Study Approach

Given the nature of the study problem and its objectives, the research employed a descriptive approach to elucidate the responses of the study sample members and their assessments of the dimensions of the country of origin variable. We also used an analytical approach to measure the impact of the country of origin on purchasing decisions.

1.2 -Study Population

The study population consists of Algerian consumers residing in the municipality of Bechar, aged between 20 and 60 years, estimated at 145,614 according to the latest statistics from the National Office of Statistics.

1.3- Study Sample

We conducted a random survey on 110 individuals from the study population. We distributed a questionnaire to a random sample of 110 respondents through personal interviews. After collecting the questionnaires, we excluded 10 of them, leaving a total of 100 valid questionnaires.

The following table illustrates the demographic characteristics of the study sample:

Table N° 01: **The Demographic Characteristics of the Study Sample**

No	Variable	Category	Frequency	Percentage
1	**Gender**	Male Female	**58** **42**	**58** **42**
2	**Age**	From 18 to 30 years old From 31 to 39 years old From 40 to 48 years old Older than 48 years old	**56** **33** **5** **6**	**56** **33** **5** **6**
4	**Educational Level**	Less than secondary Secondary University	**13** **30** **57**	**13** **30** **57**
5	**Income**	Less than 180,000 DZD From 18,000 to 36,000 DZD From 36,000 to 54,000 DZD More than 54,000 DZD	**13** **37** **25** **25**	**13** **37** **25** **25**

Source : Prepared by the researcher based on the results of the statistical program spss

We notice from the above table that the study sample consists of 100 individuals, 58% of whom are male, 56% are aged between 18 and 30, 57% have a university education, and 37% have incomes ranging from 18,000 to 38,000 DZD.

1.4 - Data Collection Tools

The study relied on the following tools to obtain data and information:

- ✓ **First, secondary data**: This includes information related to the theoretical aspect of research, studies, articles, university theses, and scientific books in Arabic and foreign languages relevant to the study topic.
- ✓ **Second: Primary Data (Questionnaire)**: To gather various data related to the study, the questionnaire was divided into two sections.
- ✓ **Section One**: This section focuses on the personal variables of the study sample, which include four variables: gender, age, educational qualification, and monthly income.
- ✓ **Section Two**: This section includes two main axes:

- ✓ Axis One (Independent Variable): This consists of the dimensions of the country of origin, comprising 54 items.
- ✓ Axis Two (Dependent Variable): This is the final consumer's purchasing decision, which includes nine items.

1.5 -Test for a Normal Distribution of Data:

We used the Kolmogorov-Smirnov test to determine whether or not the data follows a normal distribution, and the following table shows the results:

Table No. (2) shows the normal distribution test for the data.

Normal distribution test			
Kolmogorov-Smirnov			
Purchasing decision	Statistic	df	Sig.
	0,958	100	0,232

Source : prepared by the researcher based on the results of the statistical program spss

According to the previous table, since the significance level of the Kolmogorov-Smirnov test for normal distribution is 0.232, which is greater than 0.05, we conclude that the data follows a normal distribution.

1.6 -The Questionnaire's Validity and Reliability:

To ensure the validity and reliability of the questionnaire, we calculated Cronbach's alpha coefficient, which indicates the internal consistency of the items in the questionnaire.

Table No. (3): Cronbach's Alpha Coefficient

Number of statements	Cronbach's alpha reliability coefficient	The validity coefficient, which is the square root of the reliability coefficient.
63	0.901	0.949

Source : prepared by the researcher based on the results of the statistical program spss

The table clearly shows that the reliability of the country of origin and purchasing decision axes reached a value of 0.927, and the validity coefficient for both axes was 0.962, indicating a high level of reliability for the study tool. Therefore, the study tool achieves a high degree of reliability and consistency, confirming its suitability for application.

1.7- Statistical Methods:

We employed the following methods to conduct a scientific analysis of the study data, achieve its objectives, and answer its questions:

- We use descriptive statistical methods, such as frequencies, percentages, weighted mean, and standard deviation, to gauge how well the sample members agree with the study axes' items.
- For normal distribution, the Kolmogorov-Smirnov test is used.
- Cronbach's alpha coefficient to measure the reliability of the study tool and its axes.
- One-way ANOVA is used to test the validity of the hypotheses.

- We use simple linear regression to verify the model's validity and gauge the impact of the independent variable on the dependent variable.
- The t-test and F-test accompany the analysis of simple regression.
- We used the following scale to determine the relative response:

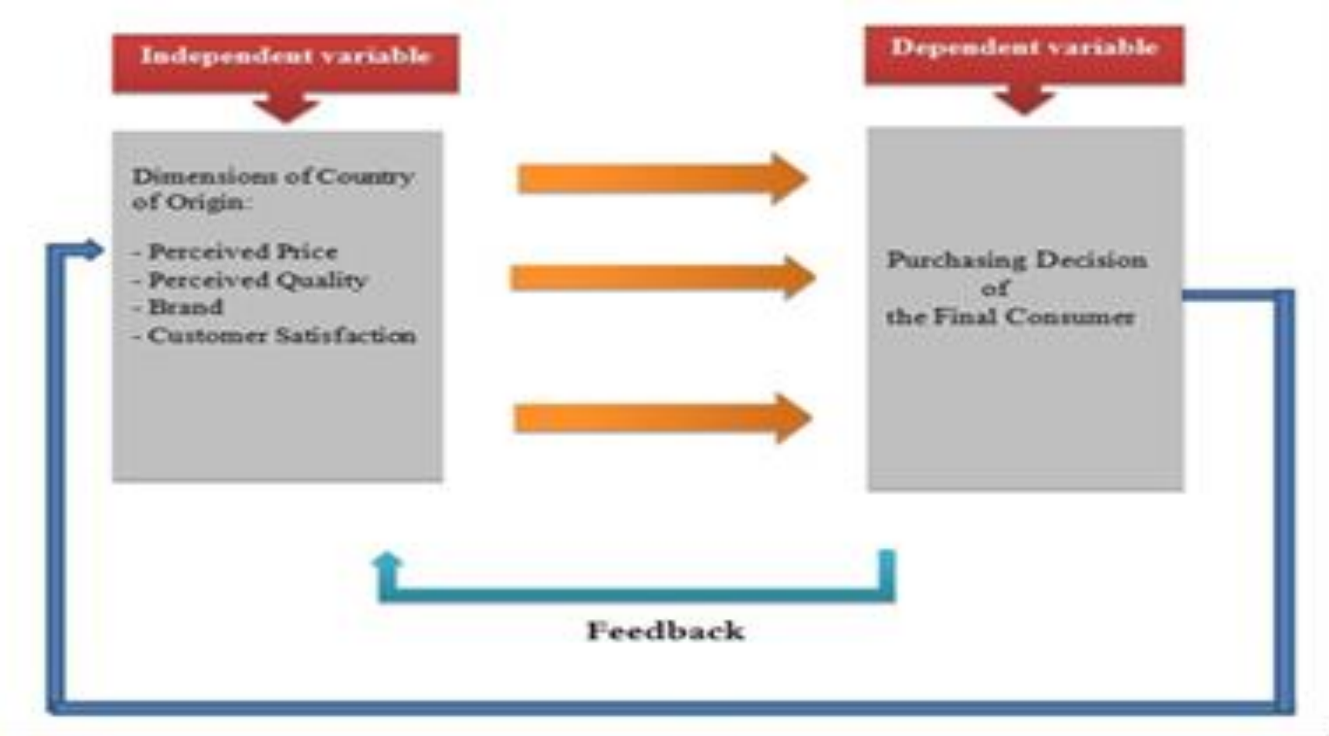
Class length = (Upper limit of the alternative - Lower limit of the alternative) / Number of levels = (5 - 1) / 5 = 4 / 5 = 0.8

Thus, the range of strong disagreement is between 1 and less than 1.8, the range of disagreement is between 1.8 and less than 2.6, the range of neutrality is between 2.6 and less than 3.4, the range of agreement is between 3.4 and less than 4.2, and the range of strong agreement is 4.2 and above.

1.8 -Study Model

The following figure illustrates the study model, representing the impact of the country of origin on the final consumer's purchasing decision for specific products.

Figure No. (1): Study Model



Source: Prepared by the researcher

2 - Analysis of Results:

2.1- The Influence of Country of Origin on Purchasing Decisions According to Product Type:

Table No. 4: **The effect of country of origin on purchasing decisions according to product type.**

Items		Mean	Standard Deviation	Overall Trend
1. When purchasing any product, you care about:	– Price	3,45	0,986	High degree
	– Warranty	3,20	1,035	Medium degree
	– Country of Origin	3,04	0,953	Medium degree
	– Brand	2,83	0,975	Medium degree
	– After-sales Services	2,93	1,085	Medium degree
2. I tend to buy locally made products		3,75	1,038	High degree
3. If I want to know the origin of products, I look at :	○ – Country of manufacture	3,01	0,870	Medium degree
	– Country of the brand	2,66	0,901	Medium degree
4. What does the phrase "Made in" mean to you:	– Country of manufacture	3,67	0,985	High degree
	– Country of the brand	2,58	0,878	Low degree
	– Country of assembly	3,33	0,829	Medium degree
	– Country of the parent company	3,32	0,984	Medium degree
	– Other	2,78	0,773	Medium degree
5. You care about the phrase "Made in" when purchasing:	– For clothing and shoes	2,71	0,882	Medium degree
	– For cosmetics and perfumes	2,70	0,872	Medium degree
	– For cars	3,52	0,942	High degree
	– For household electrical appliances	3,47	0,853	High degree
	– For food products	2,60	0,935	Medium degree
	– For mobile phones	3,45	0,945	High degree
	– For computers	3,43	0,827	High degree
6. What is your opinion on products from the following countries of origin:	– China	3,19	0,787	Medium degree
	– India	3,01	0,969	Medium degree
	– European Union	3,73	0,763	High degree
	– United States	3,16	0,957	Medium degree
	– Egypt	2,76	0,866	Medium degree
	– Algeria	3,11	0,936	Medium degree
	– Turkey	3,15	0,857	Medium degree

Source : Prepared by the researcher based on the results of the statistical program spss

The table reveals that the study sample, in relation to statement (01), views price as the most significant factor when making purchasing decisions, with a mean score of 3.45, which is regarded as high. This indicates that price dictates their purchasing behavior; as costs decrease, consumer demand for goods increases, leading to higher expectations for better products and additional purchases. Conversely, when prices increase, consumers tend to drop some products and focus on fulfilling only their essential needs. Price affects consumer behavior in two ways: economically and psychologically. Economically speaking, as the price of a product increases, demand for it decreases, and vice versa. Psychologically, there is a relationship between price and quality; the higher the product price, the more consumers perceive it as high quality. Conversely, if a product is offered at a low price, consumers tend to believe that its quality is poor, which leads them to avoid purchasing it.

As for statement (02), the study group prefers locally manufactured products, with a mean value of 3.75. The ranking of products, especially food items, revealed that respondents do not take the country of origin into account, suggesting that consumers opt for familiar local food products due to their lower prices. In statement (03), to determine the country of origin of products, respondents look at the country of manufacture, which ranked first with a mean of 3.01. The country to which the producer belongs is referred to as the country of manufacture which therefore becomes a tool of reference in the market and is considered as the country known for the brand or the company; as an example, the major meat-importing countries, such as Japan and the European Union impose mandatory laws requiring to put a label indicating the country of origin of these meat. The United States has also implemented this law the retail stores, and required the mention of the country of origin with the hope to use this information with the objective to encourage consumers to choose and prefer local products over imported ones, and possibly benefiting from a higher price for local products.

In statement (04), the selection indicates that "made in" refers to the country of manufacture, with a mean value of 3.75. People commonly associate the phrase "made in" with the country of origin or the manufacturing location of the product. In statement (05), the first choice is cars, with a mean value of (3.52), considering the country of origin as a reliable source of information regarding the types of cars and a true indicator of product quality, particularly for vehicles. The high price of cars, in comparison to other products, prompts consumers to prioritize comfort, safety, availability of spare parts, and long-term reliability.

The selected sample members, who favor non-counterfeit electronic products due to their belief in the country of manufacture's level of industrial development and the quality of goods produced in specific nations, also have a high mean value of 3.47 for household appliances. This preference stems from their perception of durable goods at relatively high prices. Mobile phones and computers are next, as some companies offer the same product with varying specifications and designs, which drives consumers to seek the country of origin to avoid defective counterfeit products. Personal preferences for specific brands, influenced by features such as battery, specifications, price, and memory, also play a role. Previous experiences or advertisements praising a specific company may also influence consumers.

Next, we examine clothing, shoes, and cosmetics, concluding that the studied group did not place significant attention or importance on these items compared to the devices they use daily. Moreover, since the study population is somewhat male-dominated, there is less interest in products related to external appearance. Finally, regarding food products, we conclude that the respondents do not pay

attention to the country of manufacture; they may prioritize other factors more, such as the production

date, expiration date, and ensuring the safety of these food products. In the final statement, it is clear that the studied group chose the European Union in terms of product quality. This preference stems from the respondents' awareness of the EU's significant status and good reputation in the global economy, given that all of its factories are committed to high quality across various products. This is in contrast to Chinese products, which have become known for their lack of quality, especially concerning certain items like food products, cosmetics, and clothing.

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2.2 -The sample's orientation in terms of country of origin dimensions:

Table No. 5 :The sample's orientation in terms of country of origin dimensions (price, perceived quality, brand, customer satisfaction).

Items	Mean	Standard Deviation	Overall Trend
There is a relationship between price and product quality.	2,80	1,092	Medium degree
Product prices are linked to the country of origin.	2,36	0,927	Low degree
Product prices are linked to the brand.	2,41	1,045	Low degree
You care about the price when purchasing clothing and shoes.	3,14	1,083	Medium degree
You care about the price when purchasing cosmetics and perfumes.	3,13	1,079	Medium degree
You care about the price when purchasing cars.	2,99	1,020	Medium degree
You care about the price when purchasing household electrical appliances.	2,94	1,092	Medium degree
You care about the price when purchasing food products.	3,60	1,015	High degree
You care about the price when purchasing mobile phones.	3,20	1,128	Medium degree
You care about the price when purchasing computers.	3,12	1,092	Medium degree
Perceived Price	**2,96**	**0,671**	**Medium degree**
I see the country of origin as a promise of the product's quality and excellence.	2,99	1,026	Medium degree
The quality of products varies depending on their country of origin.	2,98	1,080	Medium degree
The quality of products varies depending on their brand.	3,58	1,019	High degree
Perceived Quality	**3,18**	**0.759**	**Medium degree**
You care about the country of origin of the brand when purchasing products.	3,22	1,139	Medium degree
You care about the brand when purchasing clothing and shoes.	2,69	0,961	Medium degree
You care about the brand when purchasing cosmetics and perfumes.	2,81	1,064	Medium degree
You care about the brand when purchasing cars.	2,63	1,024	Medium degree
You care about the brand when purchasing household electrical appliances.	2,62	1,015	Medium degree
You care about the brand when purchasing food products.	2,61	1,046	Medium degree
You care about the brand when purchasing mobile phones.	2,81	1,093	Medium degree
You care about the brand when purchasing computers.	3,12	1,092	Medium degree
You are willing to pay a higher price when buying a well-known brand.	2,99	1,026	Medium degree
Brand	**2,83**	**0.772**	**Medium degree**
The satisfaction of others with products encourages me to acquire them.	2,98	1,080	Medium degree
I am always satisfied with purchasing products from well-known brands.	3,58	1,019	High degree
If the price is reasonable, it makes me satisfied with the product.	3,22	1,139	Medium degree
Quality makes me satisfied with the product.	2,69	0,961	Medium degree
The country of origin I look for makes me satisfied with the product.	2,81	1,064	Medium degree
Customer Satisfaction	**3,05**	**0,705**	Medium degree

Source : Prepared by the researcher based on the results of the statistical program spss

Table No. 5 shows the results of the mean, standard deviation, and general trend for the dimensions of the country of origin on the purchasing decision of a sample of Algerian consumers (Bechar City). An overall analysis of the items yielded the following results:

The statistical analysis results indicate that the sample's attitudes regarding the dimension of perceived price are positive at a moderate level, with a mean of 2.96. This indicates that price is one of the economic factors and, secondly, a marketing factor that influences the purchasing decision of the consumer due to its direct correlation with the consumer's purchasing power; thus, it is a determinant factor for obtaining goods and services. The overall mean for the dimension of perceived quality was 3.18, the brand dimension was 3.05, and customer satisfaction was 2.83, a medium degree, which means that the consumer is concerned with all the four dimensions.

2.3- The sample's orientation towards the purchasing decision variable

Table No. 6: The Sample's Orientation Regarding the Purchasing Decision Variable

Items		Mean	Standard Deviation	Overall Trend
Purchasing decisions for me are motivated by a real need.		3,20	1,128	Medium degree
I am the one who makes the actual purchase.		2,70	0,959	Medium degree
I have previously participated in making a purchasing decision for a product from...:	Clothing and shoes	2,80	1,064	Medium degree
	Cosmetics and perfumes	2,63	1,012	Medium degree
	Cars	2,62	1,003	Medium degree
	Household electrical appliances	2,60	1,044	Medium degree
	Food products	2,80	1,092	Medium degree
	Mobile phones	2,36	0,927	Low degree
	Computers	2,41	1,045	Low degree
Purchasing decision		**2,680**	**0,767**	Medium degree

Source : Prepared by the researcher based on the results of the statistical program spss

The table above leads to the following conclusions:
Most respondents engage in actual purchasing and participate in making the purchasing decisions for the proposed products. The majority of consumers' purchasing decisions stem from a moderate degree of genuine need, as indicated by the mean score of 3.20. On the other hand, for consumers who engage in actual purchases, the average was 2.70, which is also a moderate degree. As for the consumers who participated in the purchasing decisions, there were no significant differences in the averages in favor of any specific product; they were all positive but ranged from moderate to low.

2.4- Results of Hypothesis Testing:

2.4.1. Correlation between the Dependent Variable and Independent Variable

Table No. 7: Summary of the model for variables (Country of Origin, Perceived Price, Perceived Quality, Brand, Customer Satisfaction)–Purchasing Decision

Model	R	R Square	Adjusted R-squared	Std. Error of the Estimate
Country of origin	**0,578**	**0,335**	0,328	0,62905
Perceived price	**0,892**	**0,796**	0,794	0,34816
Perceived quality	**0,194**	**0,038**	0,027	0,76617
Brand	**0,232**	**0,054**	0,044	0,75976
Customer satisfaction	**0,187**	**0,035**	0,025	0,76720

Source : Prepared by the researcher based on the results of the statistical program spss

The above table shows:

- **Country of Origin**: The correlation coefficient had a value of 0.578, indicating a moderate positive correlation. Changes in the country of origin account for 33.5% of the variation in purchasing decisions, as indicated by the coefficient of determination of 0.335.
- **Perceived Price**: The correlation coefficient had a value of 0.892, indicating a strong positive correlation. Changes in perceived price account for 79.6% of the variation in purchasing decisions, according to the coefficient of determination of 0.796.
- **Perceived Quality**: The correlation coefficient had a value of 0.194, indicating a weak positive correlation. Changes in perceived quality account for 3.8% of the variation in purchasing decisions, according to the coefficient of determination of 0.038.
- **Brand**: The value was 0.232, indicating a weak positive correlation. Changes in the brand account for 5.4% of the variation in purchasing decisions, according to the coefficient of determination of 0.054.

- **Customer Satisfaction**: The value of the correlation coefficient was 0.187, indicating a weak positive correlation. Changes in customer satisfaction account for 3.5% of the variation in purchasing decisions, according to the coefficient of determination of 0.035.

2.4.2 -The simple regression model's overall significance:

Table No. 8: ANOVA analysis for the variables (Country of Origin, Perceived Price, Perceived Quality, Brand, Customer Satisfaction)–Purchasing Decision

Model		Sum of Squares	Df	Mean Square	F	Sig.
Country of origin	**Regression**	19,500	1	19,500	**49,279**	**0,000**
	Residual	38,779	98	0,396		
	Total	58,279	99			
Perceived price	**Regression**	46,400	1	46,400	**382,793**	**0,000**
	Residual	11,879	98	0,121		
	Total	58,279	99			
Perceived quality	**Regression**	2,176	1	2,176	**13,706**	**0,007**
	Residual	55,767	95	0,587		
	Total	57,943	96			
Brand	**Regression**	3,106	1	3,106	**5,381**	**0,002**
	Residual	54,837	95	0,577		
	Total	57,943	96			
Customer satisfaction	**Regression**	2,026	1	2,026	**13,613**	**0,007**
	Residual	55,917	95	0,589		
	Total	57,943	96			

Source : Prepared by the researcher based on the results of the statistical program spss

From the above table, we see that:

- The calculated value of F for the country of origin dimension equals 49.379, which is greater than its tabulated value of 3.937. Since the significance level equals zero, it is less than the adopted significance level of 0.05.
- The calculated value of F for the perceived price dimension equals 382.793, which is greater than its tabulated value of 3.937. Since the significance level equals zero, it is less than the adopted significance level of 0.05.
- The calculated value of F for the perceived quality dimension equals 13.706, which is greater than its tabulated value of 3.937. Since the significance level equals 0.007, it is less than the adopted significance level of 0.05.

- The calculated value of F for the brand dimension equals 5.381, which is greater than its tabulated value of 3.937. Since the significance level equals 0.002, it is less than the adopted significance level of 0.05.
- The calculated value of F for customer satisfaction equals 13.613, which is greater than its tabulated value of 3.937. Since the significance level equals 0.007, it is less than the adopted significance level of 0.05.

→This refers to the overall significance of the simple regression model.

2.4.3. The Simple Regression Model's Partial Significance:

Table No. 9: Coefficients for the variables (Country of Origin, Perceived Price, Perceived Quality, Brand, Customer Satisfaction)—Purchasing Decision

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	**(Constant)**	**0,336**	0,340		0,989	0,325
	Country of origin	**0,792**	0,113	0,578	7,020	0,000
2	**(Constant)**	**-0,347**	0,159		-2,187	0,031
	Perceived price	**1,020**	0,052	0,892	19,565	0,000
3	**(Constant)**	**2,054**	0,337		6,098	0,000
	Perceived quality	**0,198**	0,103	0,194	1,925	0,057
4	**(Constant)**	**2,025**	0,295		6,875	0,000
	Brand	**0,233**	0,100	0,232	2,320	0,023
5	**(Constant)**	**2,056**	0,348		5,905	0,000
	Customer satisfaction	**0,206**	0,111	0,187	1,855	0,067

Source : Prepared by the researcher based on the results of the statistical program spss

We note from the table above:
- The perceived price has the most significant impact on the purchasing decision, with B = 1.020, T = 19.565, and Sig = 0.000. This is followed by the country of origin, with \(B = 0.792 \), \(T = 7.020 \), and since \(Sig = 0.000 \), it is less than 0.05.
- For the brand dimension, \(B = 0.233 \), \(T = 2.320 \), and since \(Sig = 0.000 \), it is less than 0.05.
- For customer satisfaction, \(B = 0.206 \), \(T = 1.855 \), and since \(Sig = 0.000 \), it is less than 0.05.
- For perceived quality, \(B = 0.198 \), \(T = 1.925 \), and since \(Sig = 0.000 \), it is less than 0.05.

This indicates the partial significance of the simple regression model.

2.4.4 Validating Hypotheses:

Based on the previous tables, we confirm the hypotheses as follows:

✓ **Main Hypothesis:**

(H_0): Null hypothesis: There is no statistically significant relationship between the country of origin and the purchasing decision.

Alternative hypothesis: There is a statistically significant relationship between the country of origin and the purchasing decision (H_1).

We reject the null hypothesis and accept the alternative hypothesis, which states that there is a statistical effect of the country of origin on the purchasing decision of the final consumer.

- ✓ **First Sub-Hypothesis:**

(H_0): Null hypothesis: There is no statistically significant relationship between the perceived price and the purchasing decision.

Alternative Hypothesis: There is a statistically significant relationship between the perceived price and the purchasing decision (H_1).

We reject the null hypothesis and accept the alternative hypothesis, which states that there is a statistical effect of the perceived price on the purchasing decision of the final consumer.

- ✓ **The hypothesis's results lead us to the following conclusion:**

Price has a significant impact on the consumer because it aids in evaluating product quality and enables comparisons between competing products.

Product price is a feature that drives a person to purchase one item over another; the lower the price of goods, the higher the quantity consumed, and vice versa.

- ✓ **Second Sub-Hypothesis:**

(H_0): Null hypothesis: There is no statistically significant relationship between perceived quality and the purchasing decision.

(H_1): Alternative hypothesis: There is a statistically significant relationship between perceived quality and the purchasing decision.

We reject the null hypothesis and accept the alternative hypothesis, which states that there is a statistical effect of perceived quality on the purchasing decision of the final consumer.

- ✓ **Third Sub-Hypothesis:**

- (H_0): Null hypothesis: There is no statistically significant relationship between the brand and the purchasing decision.
- (H_1): Alternative hypothesis: There is a statistically significant relationship between the brand and the purchasing decision.

We reject the null hypothesis and accept the alternative hypothesis, which states that there is a statistical effect of the brand on the purchasing decision of the final consumer.

- ✓ **Fourth Sub-Hypothesis:**

- (H_0): Null hypothesis: There is no statistically significant relationship between customer satisfaction and the purchasing decision.
- (H_1): Alternative hypothesis: There is a statistically significant relationship between customer satisfaction and the purchasing decision.

We reject the null hypothesis and accept the alternative hypothesis, which states that there is a statistical effect of customer satisfaction on the purchasing decision of the final consumer.

2.5 Discussion of Results:

Based on the results presented, we conclude the following:

1. The descriptive analysis results show that the overall trend of the sample regarding the study variables (country of origin, perceived price, perceived quality, brand, and customer satisfaction) and the purchasing decision tends toward a moderate degree. This is explained by the equation model of the form \(Y = aX + b \), which indicates a moderate interest in the country of origin when making purchasing decisions by final consumers.
2. The correlation study results between the country of origin and the consumer's purchasing decision reveal a medium positive correlation between the purchasing decision and the country of origin.
3. Regarding the hypothesis testing results, we found a statistically significant effect of the country of origin on the purchasing decision, reflected in its dimensions: perceived price with the highest percentage, followed by brand, perceived quality, and finally customer satisfaction, all falling under the term "country of origin."
4. The factors influencing the purchasing decisions of Algerian consumers toward products vary in their relative importance and priority of impact. According to this study, these factors rank as follows: perceived price, country of origin, brand, perceived quality, and customer satisfaction.
5. During the evaluation process, the country of origin is an important external factor for consumers. The term "made in." is a basis for the consumer when making purchasing decisions.
6. Previous results showed that the products consumers primarily consider the country of origin for include cars, home appliances, mobile phones, and computers, which are products characterized by high prices.

7. Finally, the survey results indicated that the impact of the country of origin on the purchasing decision is positive.

Conclusion:

Various external and internal factors influence individuals' purchasing and consumption behavior, shaping their consumption patterns and determining their choices and behaviors during different stages of the purchasing decision-making process. We can summarize these factors into two main groups: the first group pertains to external environmental influences and factors, while the second group are linked with the internal psychological factors of the consumer. The country of origin is considered an external factor, as consumers often associate it with product quality and pricing. Consumers consistently seek the phrase "made in" for products subject to frequent imitation, such as original perfumes, branded shoes, and cosmetics.
In summary, this study aimed to investigate the impact of the country of origin on the purchasing decisions of a range of products, including home appliances, cars, clothing and shoes, cosmetics and perfumes, mobile phones, and computers. It concludes that the country of origin does influence the purchasing decision, as evidenced by its dimensions, with perceived price having the highest percentage, followed by brand and perceived quality, all under the term "country of origin." Previous results indicated that the products consumers primarily consider the country of origin for are cars, followed by home appliances, mobile phones, and computers.

Recommendations:

- Given the study's findings, we can provide the following advice to help final consumers choose their country of origin:
- Consumers should pay attention to the phrase "made in" to identify the country of origin in order to avoid falling victim to imitation and purchasing counterfeit products at high prices.
- Given that the country of origin is always associated with product quality, consumers should verify the country of manufacture, as global brands can be manufactured under license in countries that do not adhere to quality standards in their products.

In general, we found that the country of origin had a medium impact on the purchasing decision. The country of origin is important for sensitive products like cosmetics, which can cause serious skin diseases or other harm. Therefore, it is crucial to choose goods from known sources. Additionally, food products may contain carcinogenic substances, and finally, clothing may also cause skin diseases due to the poor quality of the raw materials used.

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