

**Geographical Distance, Country of Origin and
Ethnocentrism
Evidence from Nepali Ready-Made Garments
Market**

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Abstract

This study uses three important constructs in international management; country of origin, geographical distance and ethnocentrism, to test the relationships among them by applying to three different geographical contexts such as bordering to China, Bordering to India and Middle of the Country, in Nepal that is not addressed before. In a survey, standard questionnaire was used to collect data from 217 respondents resides in three different regions in Nepal. Quantitative techniques such as frequency, percentage, mean and standard deviation were used in analysing data. Findings of the research confirm that geographical distance seem no impact on both country of origin and the ethnocentrism.

Key words:

Country of Origin, Geographical Distance, Ethnocentrism, Nepal

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CHAPTER ONE: INTRODUCTION

1.1.1 Background of study

Country of Origin (COO) is one of the constructs that received great attention in international marketing and international management literature. COO has linked to several other issues, such as quality perception, ethnocentrism and premium price charged. As one of the classical constructs in international management, its applications have been evolving during last few decades. Some of the new researches emerged together with the changing role of the concept with the multinational production and management of the products and companies.

Large numbers of studies are done related to the COO. Among the several construct that are related to COO, significant studies are done on perceived product quality. Quality perception of the product has a vital role in assessment of product traits. COO is important quality attribute for evaluating product. Han, (1989) concludes with his study COO is one the constructs that influence the quality perception of the product. There are significant number of scholars (Eg. :Thorelli et al, 1989; Bilky and Nes, 1982) who attempted explaining the importance of COO.

The globalization has brought significant opportunities in the international markets. People have the choices of product. Along with the opportunities there are lot of challenges in the market. In previous literature, it is argued that the challenges of the globalization are mostly faced, by the developing countries. People have choices of buying the similar products with the “ made in... label” of different countries. These choices increase the interest of the researchers towards the decision made by the buyer based on the made in label. The country of origin effect will be stronger when the buyer makes decision only looking at the made in label. When quality image of the product and the country of origin are stronger then the term ethnocentrism will arise (Agbonifoh and Elimimian, 1999; Shimp and Sharma, 1987). G.A. Sumner first introduced the term ethnocentrism in 1906 in sociological literature. The ethnocentric consumers believe that the domestic products are better. They prefer the products from their own country.

The geographical proximity is not the popular topic as the cultural distance in marketing. In most of the literature it is mentioned that the cultural distance has a significant effect on the consumer buying decision, but no significant effort is made on the geographical proximity literature. However in some of the literature it is introduced geographical proximity effect on land locked country. The attitude of the buyer might be different part of the country, especially to the land locked country, which has free entry boarder.

Ethnocentrism is arises when buyer have the strong country of origin effect. The more consumers perceived the importance to the product made in their own country, more they are ethnocentric (Huddleston *et al.*, 2001). William Graham Sumner, Professor of Sociology at Yale University who defines it as *“the view of things in which one’s own group is the centre of everything, and all others are scaled and rated with reference to it... Each group nourishes its own pride and vanity, boasts itself superior, exalts its own divinities and looks with contempt on outsiders”* (Sumner, 1906, p. 13

Geographical distance or neighbourhood also receives considerable attention both in marketing and international management. Although, it is not as popular as cultural distance several studies has pointed out the importance of geographical distance in consumer buying behaviour. *“The marketing literature has shown an enduring interest in geographic location”* (Ganesan, Malter and Rindfleisch, 2005); however, it has given relatively little attention to examine the effect of bordering in landlocked countries. Although significant number of studies has been done to evaluate the effect of geographical distance with other variables, it is hard to find a study that relates to assess COO by using a landlocked country in assessing the geographical proximity effect on either the COO or CE.

Nepal is a landlocked, the least developing country in South Asia with a per capita national income of US\$ 484 in 2008 (Central Bureau of Statistics, Government of Nepal). The country Nepal is surrounded by two emerging giants in the field of economy, India in South, East, West and peoples Republic of China in the North. Being located next to two Asian Tigers, Nepali consumer market is always vulnerable to foreign products. At the same time as a country, which was never controlled by any other nation, Nepali consumer minds are expected to be different to rest of South

Asian countries. Although different studies in foreign countries have considered the perception of country of origin, in Nepal there is no any significant effort has been made on studying towards the consumer perception on the country of origin and its effect on consumer ethnocentrism by geographical distance. Consequently, it is expected that this study fill the gap of research in the area of perception of country image in Nepalese context, while adding new insights to geographical distance literature.

The study examines the difference among the perception of country of origin in three segments i.e. bordering to China, Bordering to India and Middle of Country. The study focuses the Nepalese consumer`s perception of COO as a quality attributes relating to the garments market.

1.2 Problem Statement of the Study

The quality signals, used in evaluating clothes are not identical they vary from segment to segment, but usually used evaluation measures include: clothing material, colour fastness, finely stitched, durability, high comfort, printing pattern, length and clean finish. At the same time COO also has greater influence on customer evaluations, purchase intentions and real purchase.

It is well acknowledged that consumer degree of ethnocentrism fluctuates together with different variables. They include education level, exposure to foreign nations, political orientation and so on. At last ethnocentrism is basically based on the concept of “ours” and “not ours”. Definition given to “ours” basically based on the perception of closeness. Neighbours are considered important since they are geographically proximate. National boundaries are set based on the political agreements may be natural or man-made. When there is no natural boundary to the country-bordering people, are expected to share common patterns of consumption, beliefs and attitudes. It is also possible to have shared language, religions and so on. Given these reasons bordering people may not perceive larger difference between bordering country and their own. This may influence to the consumer preferences and degree ethnocentrism.

Nepal being a landlocked country does have people who like Chinese and Indians. The people who share more with Chinese culture tend to live in the border of China while it is true even for India. Clothes are produced in Nepal; at the same time, imported clothes from India and China are commonly available in the market. Given the geographical proximity to both nations there will be no significant difference in the price. By using the Nepali consumers, it is expected to reveal what kind of associations prevails among geographical distance, country of origin and consumer ethnocentrism in buying decisions.

1.3 Research Questions

Literature review recognizes that the different customers have dissimilar perception on country images. This study identifies following research questions.

1. Will the consumers in different parts of the country exhibit different country of origin choices?
2. Who will be most ethnocentric, bordering or middle of country people?
3. Who prefer the most of the Nepali made products?
4. What are the pitfalls and strengths of Nepali made ready-made garments as perceived by Nepali customers?
5. Will the people live a bordering destination prefer the products from bordering country?

1.4 Hypothesis of the Study

Alternatively, the study attempts to accept or reject following hypothesis and these hypothesis are developed from above five research questions.

H1: Consumers country of origin preference will be influenced by geographical proximity to the country, said specifically; People bordering China believes Chinese products are better while People bordering to India believes Indian products are better

H2: People with close geographical proximity to another country are less ethnocentric, said in other word; People bordering China and India are less ethnocentric while people live in the middle of Nepal are high ethnocentric

H3: People who are highly ethnocentric prefer Nepali made products

1.5 Objectives of the Study

The study has three main objectives.

1. To examine the difference among the perception of country of origin for clothes in different quality attribute in two segment i.e. bordering to a foreign country and middle of the country.
2. To explore the relationship between geographical-distance from a foreign country and degree of ethnocentrism.
3. To explain the relationship between degree of ethnocentrism and country of origin perceptions.

1.6 Significance and the contribution of the study

The purpose of any kind of research is to contribute something in specific area. This study is to find out the effect of geographical distance on the degree of consumer ethnocentrism, perception of the consumer on country of origin. This kind of research could be helpful either for marketing purpose or for the development purpose. Findings of the research bring several new research insights connected with the geographical distance construct; which is mostly ignored in the international management.

1.7 Conceptual Framework

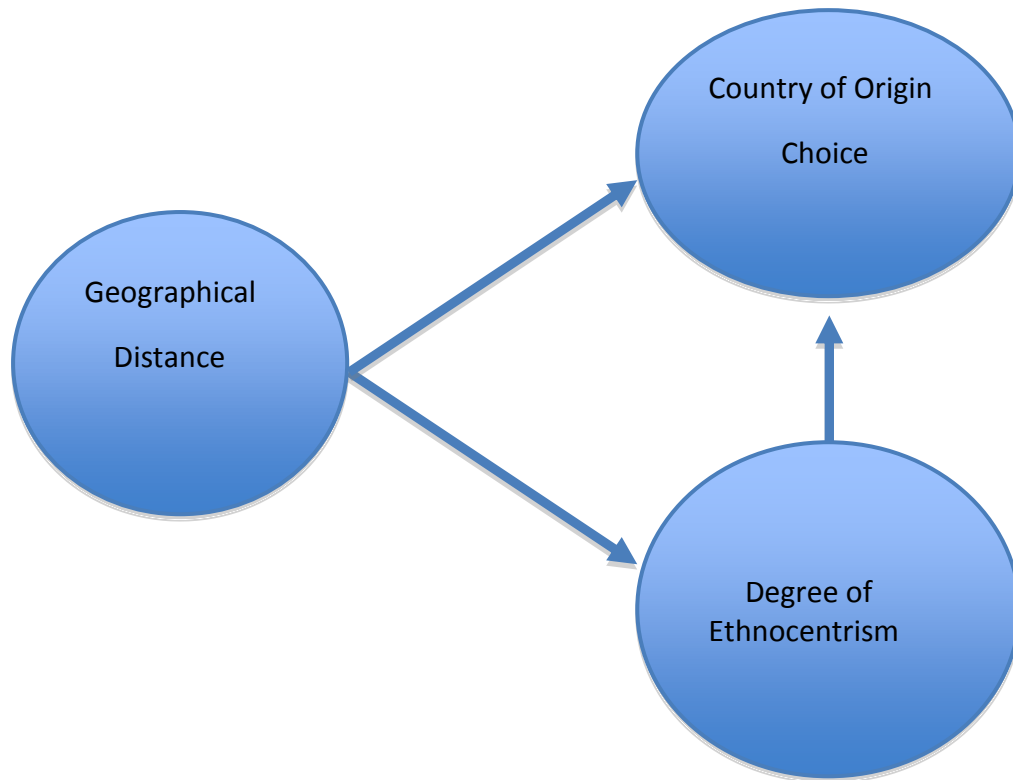


Figure 1.1: Conceptual Framework of the Study

A conceptual framework portrays the relationships and the type of relationships among the concepts. The conceptual framework depicted in figure.1 illustrates the relevant concepts in this study, and the type of relationship between the concepts. Moreover, Figure.1 explains an analytical model in a graphical representation based on some theoretical foundations. There three main relationships to be established by the conceptual framework. It is expected that geographical distance will influence both c

country of origin choice and degree of ethnocentrism. At the same time degree of ethnocentrism is expected to influence country of origin choice.

Table 1.1: Geographical Distance:

Definition	Measures	Survey Question
How far from another country	Physical Distance from India or China	Where do you live in Nepal?
		How easy is it to travel to Indian or Chinese border?
		How frequent do you travel to India or China?

Table 1.2: Country of Origin Choice

Definition	Measures	Survey Questions
Made in country: quality perceptions	Consumer Perceptions	Expensive
		Reasonably Priced compared to quality
		Tailor-made
		Technically advanced
		Very Durable
		Made of good materials
		Give a bad performance
		Have low prestige
		Good style and appearance
		Fashionable
		Latest styled

Table 1.3: Degree of Ethnocentrism

Definition	Measures	Survey Questions
<p>Ethnocentrism is the belief that one's own cultural group is somehow naturally superior to others (Adekola and Sergi, 2007)</p>	<p>CETSCALE</p>	<p>Only those products that are unavailable in Nepal should be imported</p>
		<p>Nepali products, first, last, and foremost</p>
		<p>A real Nepali should always buy Russian/Chinese-made products</p>
		<p>Nepali should not buy foreign products, because this hurts Nepali business and causes unemployment</p>
		<p>It may cost me in the long-run but I prefer to support Nepali products</p>
		<p>Nepali consumers who purchase products made in other countries are responsible for putting their fellow Nepalese out of work</p>
		<p>Purchasing foreign-made products is un-Nepali</p>
		<p>It is not right to purchase foreign-made products because it puts Nepalese out of jobs</p>
		<p>We should purchase products manufactured in Nepal instead of letting other countries get rich off of us</p>
		<p>We should buy from foreign countries only those products we cannot obtain within our own country</p>

1.8 Limitations of the study

This study was carried out by using one of the countries in South Asia. The country is quite unique since it is the only destination that was not under colonial rule. Although this makes Nepal unique that it self-makes a limitation to the study in relation to the generalization of the results. At the same time geographical distance or the proximity was considered separately without taking the cultural distance and institutional distance to account. As the literature suggests one type of distance separately will not explain the deviations properly. For an example, bordering destinations while being proximate to the neighbouring country may share lot of the cultural traits with the bordering country. Therefore ignorance of the cultural distance brings significant limitation to the study. In relation to the selection of the sample, majority of the respondents were male, but when it comes to the real purchase decision of the clothes the female mostly makes it. This limitation to the study was happened since the role of gender was not considered while designing the study. The author with the help of a friend did data collection and both of them were male. In a country like Nepal it is not easy to contact a female without having a female assistance.

1.9 Organization of the study

Chapter 01 of this research paper discusses the background, problem statement, research questions, hypothesis, objectives, significance and contribution, scope and limitation of the study.

Chapter 02 reviews literature related to the perception of country of origin and attempts to justify the current study through the existing literature.

Chapter 03 explains the study design and method adopted and under this the product category selected, variables of the study, the nature of the sample, data collection and questionnaire designing and data analysis are explained.

Chapter 04 Nepal Apparel Industry, Main Exporters and Importers

Chapter 05 Present and analysis gathered data.

Chapter 06 Discuss the results of the data analysis and makes conclusion of the study and suggests some area for future studies in the context of country of origin information source.

Chapter 07 References

CHAPTER 2: LITERATURE REVIEW

The globalization has brought significant opportunities in the international markets. People have the choices of product. Along with the opportunities there are a lot of challenges in the market. In many of the article it is argued, that the challenges of the globalization is mostly faced, by the developing countries. People have choices of buying the similar products with the “made in... label” of different countries. These choices increase the interest of the researchers towards the decision making behaviour of the buyer based on the made in label.

The country of origin effect will be stronger when the buyer makes decision only through the made in label tag. When quality image of the product and the country of origin are stronger then the term ethnocentrism will arise (Agbonifoh and Elimimian, 1999; Shimp and Sharma, 1987). G.A. Sumner first introduced the term ethnocentrism in 1906 in sociological literature. The ethnocentric consumers believe that the domestic products are better. They prefer the products from their own country. The ethnocentric consumers are loyal towards the domestic products. They prefer to buy domestic product even though the product from foreign countries are of better quality.

The geographical proximity is not the popular topic as the cultural distance in marketing. In most of the literature it is mentioned that the cultural distance has a significant effect on the consumer buying decision. But, no significant effort and studies are made on the geographical distance and its effect on buyer perception towards the neighbouring country product. However in some of the literature it is introduced that, geographical proximity has effect on land locked country. The attitude of the buyer might be different in different part of the country, especially to the land locked country, which has free entry boarder.

2.1 Consumer Ethnocentrism

Originally, ethnocentrism is a sociological concept, a term created by William Graham Sumner, Professor of Sociology at Yale University who defines it as “*the*

view of things in which one's own group is the centre of everything, and all others are scaled and rated with reference to it... Each group nourishes its own pride and vanity, boasts itself superior, exalts its own divinities and looks with contempt on outsiders" (Sumner, 1906, p. 13 in Ruyter et al., 1998). Ethnocentrism is the belief that one's own cultural group is somehow naturally superior to others (Adekola and Sergi, 2007). The loyalty and the nationalistic behaviour may restrain consumers from buying imported goods or services (Gronroos, 1999).

Studies indicate that consumer ethnocentrism, a preference for products from one's own country, is widespread in the world. Ethnocentrism can be defined, as the consumer prefers domestic goods and services, due to the feelings of nationalistic. Thus, the purchase of foreign made products becomes a social and moral issue (Myers, 1995). Ethnocentric consumers do not like to buy the foreign made products, because of their loyalty towards their domestic products. (Ruyter et al, 1998). The usage of the term ethnocentrism varies from author to author, As Klein and others point out ethnocentric consumers have preferences towards domestic goods because they have a feeling of domestic goods are better than foreign goods (Klein et al., 1998). The ethnocentric consumer does not want to buy foreign product even it is of higher quality and widely accepted. Similarly, Wall and Heslop, (1986) state that ethnocentric feelings of consumer's leads to purchase domestic products even the quality is poorer than that of foreign products.

From research and the findings conduct in US and other developing countries, it is generally supported that the ethnocentric consumer highly overestimates the domestic products and highly underestimate the foreign products. The ethnocentric consumer has preference and they are loyal towards the domestic products. (Netemeyer et. al.; 1991; Sharma et al.; 1995; Shimp & Sharma, 1987). Thus, ethnocentrism will be the strong competitive advantage to the domestic product and services especially when the price and the quality are equal to the imported goods (Baker and Michie, 1995).

Different scholars try to establish relationships with different variables to ethnocentrism. According to Sharma et al. (1995) state that if the buyers are open to the foreign culture then they will easily accept foreign products. The relationship between the education level and the ethnocentrism has the negative relation, higher the education levels lower the level of ethnocentrism (Gronroos, 1999, Wetzels et al.

1996). Thus consumers with a higher level of education have less ethnocentric tendencies toward services (Wetzels et al. 1996). Thus, the education has the higher influence on the ethnocentric behaviour. A consumer's ethnocentric tendencies toward services is negatively correlated with cultural openness and positively correlated with patriotism conservatism, collectivism and age (Ruyter, 1998, p.). As Agbonifoh and Elimimian, (1999) and Shimp and Sharma, (1987) argued that the country of origin and the quality image of the product is relatively strong when the consumer ethnocentrism is involved.

Consumer ethnocentrism is the means of differentiating consumer on the preferences of domestic products over foreign products. The tendency of the ethnocentrism will be higher if consumer gives the importance to the made in label. In the study of (Sharma et. al., 1995) founds that the degree of ethnocentrism based on the necessity of the products. The higher the necessity of the products the consumer will be less ethnocentric towards those products. The easy availability of product has a greater influence on the consumer's degree of ethnocentrism. The propose of the study was to find whether the polish consumers perceived on quality of products differently based on the degree of ethnocentrism, necessity of products and the country of origin effects.

(Shimp and Sharma; 1987) in his study, founds that the U.S. consumers' attitude towards imported product is negatively correlated to the degree of ethnocentrism. The higher the degree of ethnocentrism the higher will be the preference of consumers towards the domestic cars. (Good and Huddleston, 1995) conducted a study on the purchasing intention on apparel products from different countries. The survey was conducted among Russian and Polish consumers. The study found no significant effect on purchasing intention and degree of ethnocentrism. (Mclain and Stenquist, 1991) argued that, there is no significant relationship between the gender and ethnocentrism. (Caruana and Magri, 1996; Mclain and Stenquist, 1991), suggest the level of education and the degree of ethnocentrism has the inverse relationship. (Caruana and Magri, 1996; Mclain and Stenquist, 1991; Shimp and Sharma, 1987) found that the age and the degree of ethnocentrism have the positive relationship.

The degree of ethnocentrism is based on the degree of necessity of product. (Shimp and Sharma, 1987; Herche, 1992). In the study of Sharma et al. (1995) conducted

among the Korean people it is found that the effect on ethnocentrism is based on the necessity of the products. The author in the study examined ten products. The Korean people rated the importance product as medicine, beef and kitchenware similarly, Golf club, banana and insurance as the least necessary products. The study found the degree of ethnocentrism different on these two different products. Higher the necessity of products lowers the degree of ethnocentrism and lowers the necessity of products higher the degree of ethnocentrism.

The consumers are more ethnocentric if the imported product has the effect on the quality of life (Shimp and Sharma, 1995). The previous study suggests that the ethnocentrism is affected by the various factors. The perception towards the country of origin is directly influenced by ethnocentrism.

2.2 Geographical Distance

Ghemawat (2001) identifies four basic dimensions in distance: cultural, administrative, geographic, and economic. *“The types of distance influence different businesses in different ways”* (ibid, P.3).

	Cultural Distance	Administrative and Political Distance	Geographic Distance	Economic Distance
Distance between two countries increases with...	<ul style="list-style-type: none"> • Different languages, ethnicities, religions, social norms • Lack of connective ethnic or social networks 	<ul style="list-style-type: none"> • Absence of shared monetary or political association • Political hostilities • Weak legal and financial institutions 	<ul style="list-style-type: none"> • Lack of common border, waterway access, adequate transportation or communication links • Physical remoteness • Different climates 	<ul style="list-style-type: none"> • Different consumer incomes • Different costs and quality of natural, financial, and human resources • Different information or knowledge

Figure 2.1: Factors Affecting Distance Between two Countries

Source: Ghemawat 2001, P. 1

Although cultural distance receives greater attention in international management and marketing literature significant attention is not made on the administrative, geographical and economic distances. One may argue that later three dimensions are already included with the cultural distance dimension of the distance. *“Although geographical distance and cultural distance are highly correlated for some country pairs, they are completely unrelated for others. Australia and New Zealand, for instance, are culturally similar to the USA, Canada and the UK, but geographically very distant”* (Harzing and Niels, 2007, P. 3). If it is a scholarly work on geographical distance, it is mostly discussed together with the distribution cost economies. *“Obviously, geographic attributes influence the costs of transportation”* (Ghemawat, 2001, P. 7). As Ghemawat (2001) points out geographic distance has a dampening effect on investment flows as well as on trade flows. Ganesan, Malter and Rindfleisch, (2005) explain the role of geographic distance in new product development and they find relationships among geographical distance, communication and relational ties. Figure 2.2 depicts their conceptual framework.

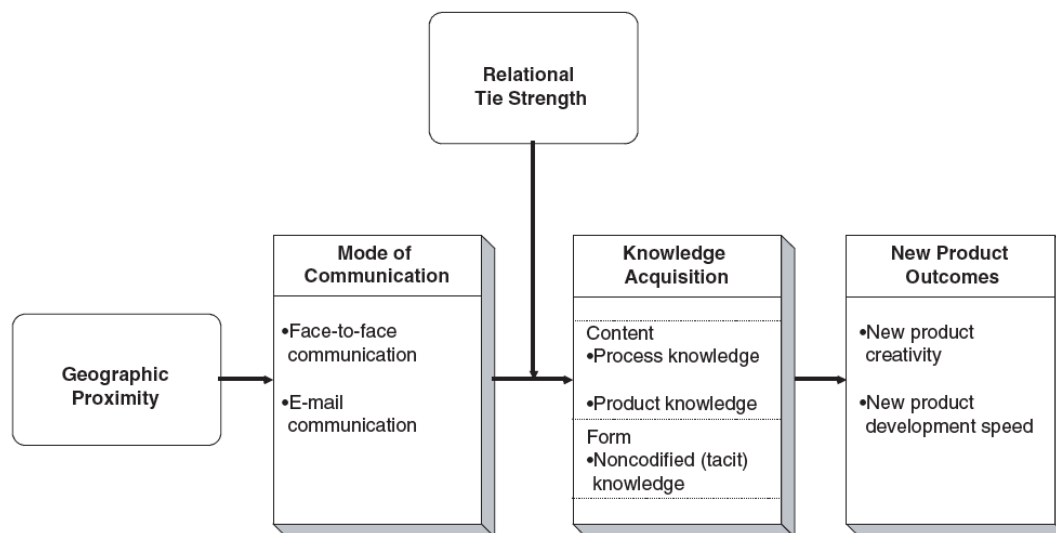


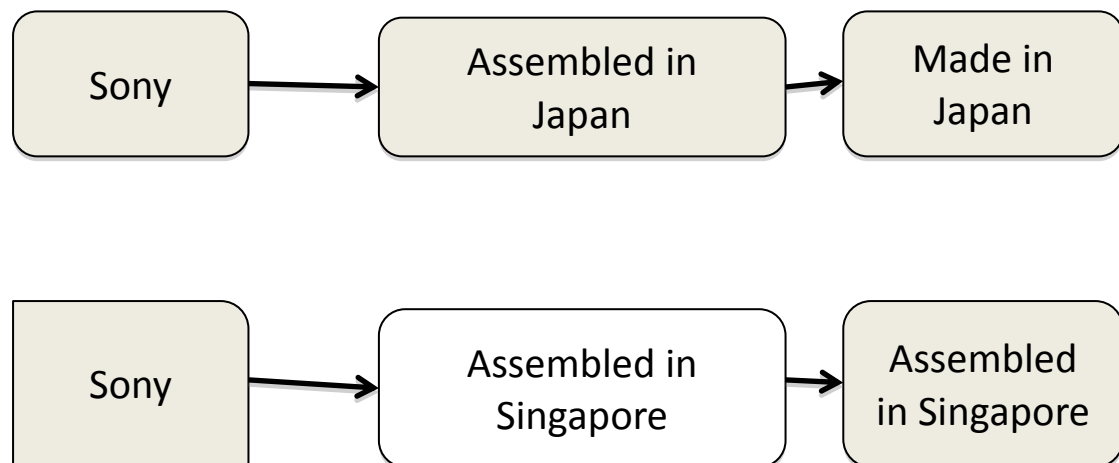
Figure 2.2: The Effect of Geographic Proximity and Relational Ties on New Product Outcomes

Source: Ganesan, Malter and Rindfleisch, (2005) P. 46

2.3 Country of Origin Effect

Country of origin (COO) is defined in different way in different literature. *“The country of origin effect is the intangible barrier to enter the new market in the form of negative consumer biased on the foreign product.”* (wang and lamb, 1983, in khalid I. Al-sulaiti, Michael J. Baker, 1998, p 150). The growth of the multinational companies and availability of hybrid products have made the effect in the accuracy of “made in ... lebel” (wang and lamb, 1983). (Baker and Michie, 1995) has defined the country of origin as some of the Japanese product is assembled outside Japan. The Japanese product “Sony” assembled in Singapore would be denoted as “assembled in Singapore” whereas product “Sony” assembled in Japan is denoted as “Made in Japan”. (khalid I. Al-sulaiti, Michael J. Baker, 1998, p 150) has defined with the figure:

Figure 2.3: Country of Origin Definition



Source: (khalid I. Al-sulaiti, Michael J. Baker, 1998, p 150)

As to Peterson and Jolibert (1995), COO is one of the most researched areas in the international management. Like other attributes such as, actual physical product, brand name, price, quality etc. country of origin also helps the buyer in judgement product quality. COO is closely related even to the intention to the purchase decision. Peterson and Jolibert (1995) report a significant decrease in the effect of COO on both quality perception and purchase intention when many cues are considered compared to COO as the only cue.

It is generally accepted that the product from the foreign is subject to the country of origin effect. Consumer's perception towards foreign product is different in compare to the domestic products (Shimp and Sharma 1987). The past studies also indicate that the consumer evaluate the domestic product more favourable compare to the foreign product (Min Han and Vern Terpstra, 2010; p 236). (Wang and Limb, 1983) suggest that the consumer perception on the products differ by the country of origin. The product from the developed and industrialized country is perceived superior then those of the product from developing countries. The various studies has been done on the perception of consumer towards the country of origin and made in label. Some of the research and studies and findings are summarized below:

Schooler (1965) conducted a research in four different countries of South America with juice and a swatch of fabric product. The survey was done among 200 part time students with the four different made in label. The study found that the respondents do not consider as the quality products that are from developing countries. Schooler (1965) founds that the student under estimate the products from under developing countries. This study come to the conclusion with the country of origin do have the effect on the product evaluation.

Levin et al. (1993) conducted a survey in American consumers on their attitude towards "Buy America First". The survey was to find out the preferences of consumers on American and Japanese cars. The respondents were seventy-one undergraduate students. The respondents were asked to rank in order to their like to the care made by different automobile companies of different country. The result from survey shows that respondents have high preferences to the car made by American companies. And the study shows they have higher preferences towards that company, which employ mostly American workers. This study also concludes that the country of origin and made in label has the effect on the consumer preferences towards the products.

Narayana(1981) conduct a research to find the difference between Japanese and American products. Random sample was taken with 100 residence of Fukushima Japan and 100 residence of Moscow. 20 criteria were measured on the study with 7-point scale. The study found that the US people perceived that US made product are

with higher quality. Similarly the Japanese consumer perceived that the Japan made products are higher quality. However the Japanese consumer accepts that the US product is highly prestigious and widely distributed and recognised than Japanese products.

Some of the researchers summarized that the demographic factor effect on the evaluation to country of origin effect.

Wang (1978): Non-white evaluates product Africa and Latin America highly then the white people do. The people with the higher income prefer to buy foreign products.

Schaefer (1997): Evaluation of the product based on the knowledge of the customer. Highly knowledgeable consumers are always sensitive on evaluating products in compare to less knowledgeable consumers.

Schooler (1971): Non-White people evaluate the products highly from the Latin America, African country and Indian then white do. Female prefer the foreign made product highly then male.

Although, large number of study has been conducted on the term country of origin but it is still contradict on what factor actually effect on the evaluation of consumers towards the product. From the above studies and findings we can conclude that not only the made in label has effect on the evaluation of products. Along with the made in label the demographic variable, quality, image, education level of consumer and many other variable effect on country of origin.

CHAPTER 03: RESEARCH METHODOLOGY

The research is usually defined as the process; where we try to find out the solution of question and it ends with arising another question. This is the why it is said in most of the article, research is never ending process. The research is very important in almost all the sectors. The research plays major roles in contributing the progress and provides the knowledge about the particular field. So we can say that the research is the process, which helps you to find the solution, and it ends with the new knowledge. The research can be done in different methods based on the topic and area. The mostly used method of research by the students can be:

1. Qualitative research method
2. Quantitative research method.

The simplest way to distinguish these two research method is, qualitative research method means describing the people or the events without the measuring tools, a depth observation and the personal interview. Whereas quantitative research methods used the measuring tools such as small-large, agree- disagree. And the data collected using these measuring tools will be analysed using statistical tools.

The quantitative research mostly based on the primary data. The statistical tools and analysing the finding is very important part. This particular research used quantitative research. The data used and analysed in this research is based on the survey.

3.1 Data Collection Methods

The data collected in this research is from the survey. The survey is based on the personal interview. The three pages questionnaire is used in this survey. The questionnaire used in this survey is included in appendix. The interview is done in three different part of Nepal, bordering to India, bordering to china and the middle country.

3.2 Pilot Test

The purpose of the pilot test is to evaluate the questionnaire for reliability and validity. For purposes of clarification of the questionnaires, the pilot test was conducted by using E-mails. The questionnaires with both Nepali and English versions was E-mailed to some of my lecturer and research fellow in Nepal whom I have good communication. This test helps to eliminate the errors while translating the English version to Nepali.

3.3 Sampling

The population in this study are male and female in Nepal. The data was collected from three different part of Nepal, bordering China, bordering to India and the middle of the country to ensure that data will be gathered from different geographical proximities to foreign countries. From Bordering to china part, three villages, Dunche, Chutara and Tatopani were selected. Rupendehi district was selected from India boarder. Similarly, the two cities, Kathmandu and Syangja were selected from middle country. Referring to table 5.4 (Geographical Distribution of the sample) the respondents are from 22 different cities. The respondents in the survey other than above mentioned places are either visitor or the temporary residence. The targeted respondents were 80 from each part but due to some limitation the total respondents are 218. From the middle country there are 80 respondents, bordering to India 81 and from china bordering 56 respondents. For the comparison purpose respondent is selected representing different age categories. Age range of the respondents varies from 13 to 55 years. Two respondents are below age of 18. The sampling plan of the study is man and women from different parts of the country representing different age groups. The majority of respondents are the age group 19-30, 111 respondents.

Table 3.1: Sample Distribution

Region	Age	13-24	25-35	36-56	Total
1. Bordering to China		12	25	19	56
2. Bordering to India		37	23	21	81
3. Middle of the country		26	33	21	80
Total		75	81	61	217

Source: Survey Data

This particular study only focuses on respondents over the age of 18 since; only those people normally buy clothes themselves and have an ability to decide what to buy. In the above, sample as mentioned above only two respondents are below age 18.

3.4 Survey Instrument

The research instrument used in this study is based on literature review. The questionnaire contained three pages. An introductory and directional paragraph is placed at the beginning of the questionnaire. Since the majority of Nepali people do not speak and understand English questionnaire is translated in Nepali.

The instrument consists of two sections, demographics, and questions directly related to the variables in the conceptual model. There are ten questions to measure consumer ethnocentrism based on the CETSCALE while COO is assessed with 11 items in the questionnaire. Geographical distance is assessed with 3 questions. All the questions in assessing COO, CE and GD are in 7-point likert scale.

3.5 Data Analysis Techniques

The Statistical Package for the Social Sciences program (SPSS) is used for analysing the data. Descriptive statistics is applied for computing means, Standard Deviation, Mean Comparison and reliability analysis is tabulated and analysed. After analysing the survey results, certain interpretations of the data helped to draw conclusions about the findings of this study. Those conclusions are related to the research questions of the study and are formulated based upon the statistical applications that are employed.

CHAPTER 4: NEPAL APPAREL INDUSTRY

4.1.1 Introduction

Nepal is a landlocked country with the area of 1,47,182 sq. km. Nepal is bordered by Tibet (autonomous region of China) in north and by India in south, west and east. It is approximately 885 km long from north to south and divided into three geographical regions; Himalayan, Mountain and the Terai regions. The population of the country is approximately 28 million. The major occupation (around 76%) of Nepali people is agriculture and 33 % of people are totally dependent on agriculture. In total population of 28 million people, they are divided into 69 different ethnic groups living in different part of the country. These individual ethnic groups have their own religion, language and clothing habits. Even though they share their own language among their own ethnic groups, most of them can speak and understand Nepali.

Along with the globalization, with the ambitious economic developments plan this tiny country Nepal is doing well. It is the great advantage to Nepal, being in between of two emerging giants' countries India and China in the field of economy and developments. And the country is getting regular help from these two neighbouring country. The infrastructures, modern education system and the easy access of the Internet have changed the people a lot. Most of the young people they can speak Nepali and English, like to dress in Western styled clothes and they are aware about the outside world.

4.1.2 Dressing Habit:

The dressing habits of Nepali people differ from the ethnic group they belong. Each individual ethnic group have their own dressing habits. Gents wear Daura Surbal, Dhaka Topi, T-shirts, and Pants in general and ladies wear Kurta Salwar, Saries, Blouse, Cholo, T-shirts and Pants. The dressing habits in the metropolitan areas and rural areas are slightly different. In city areas mostly young people both man and women wear western style clothes and elder women wear mostly Saries and blouse,

Cholo or Kurtha Salwar where and elder man wear shirt pant, and Dhaka topi. Whereas in village areas most of the people dress their on traditional dress. However during the festival or in cultural program mostly people dress their own ethnic group clothing. However along with the development and easy access to the outside world clothing habits of people is changing. Most of the people find the western cloths comfortable to wear rather than traditional clothes.

4.1.3 Buying Habit:

Nepal is the 17th poorest country in the world with per capita income of \$440 (The World bank, 2009). Almost half of the Nepali population are under the poverty line. Since most of the people are under poverty line shopping habits are totally different from the Western World. Most of the people in Nepal maintain the occasional patterns towards buying clothes. People in rural areas, they mostly buy clothes on the occasion of festivals “Dashain”. People believe that this festival Dashain should be celebrated by wearing new clothes.

However people in city area people are comparatively rich and they do not maintain occasional buying patterns. Mostly age group from 20-35 people loves shopping. They like to go around the shopping mall and buy instantly if they like. Some people are very rich and some are very poor, so buying behaviour depends upon their ability to spend.

Nowadays, due to rapid development in technology people attracted toward online shopping. Online shopping is typically new term in Nepali context. But this is becoming popular among the Younger. For an example www.clothingnepal.com is an online shop in Nepal and there are other many website in for online shopping.

4.2 Garments Industry in Nepal:

The history of Nepalese garments industry is not that old, just little over a decade. Before that, garments in Nepal was not popular just limited number of traditional Nepalese garments were exported in limited quantities. Garment industry in Nepal

started rapidly after 1983 (MOF, 1999). The major exporting countries were India and other neighbouring countries. When the government of the United States imposed quota on import of ready- made garments from third world countries, Nepal became a place of easy access for the Indian exporters to meet their quota deficiencies and manufacture garments for the US market (BM, 1999). The industrialist in Nepal had not realized the potential of garments industry for export before that.

Nepalese garments market was totally dependent upon India in the beginning. The required materials and the workers were supplied to Nepalese garments markets by India, and the produced garments were shipped to US by “made in Nepal” labels. This was a privilege for the Indian industries as they could enjoy both quotas and non-quotas facilities provided by united states to India and Nepal. Later, many Nepalese entrepreneurs were also attracted with the export potential and they open on their own.

4.2.1 Present status:

Table 4.1: Some of garment exporting companies in Nepal.

Company	Email
Ami Apparels P. Ltd.	amifty@world.com.np
Akash Incorporates P. Ltd.	sherpa@akashinc.com.np
Asian Fashion	bhaskar@wlink.com.np , asianfash@wlink.com.np
Continental Exports P. Ltd.	conti@mail.com.np
Duke Nepal P. Ltd.	dukenepal@wlink.com.np
Fashion Fabrics (Export) Pvt. Ltd.	fashion@bcn.com.np
Himalayan Apparels Ind. P. Ltd.	skbhats@wlink.com.np
Jay Exports P. Ltd.	jepl@wlink.com.np
KNK Apparels Industries	nkapparels@hotmail.com , pradipls@yahoo.com
Logo Industries Nepal P. Ltd.	logo@ntc.net.np

Source: www.tepc.gov.np

The readymade garments market is now one of the largest export items in terms of earning foreign exchange and at the same time contributes the large employment opportunities. Following the garments association Nepal (GAN) the registered industries in fiscal year 1982/83 were 58, and this increases to 757 in fiscal year 1992/93. The number of registered industries in year 1991-1998 was 1857 (BM 1999).

Table 4.2 Some of garment importing companies in Nepal

Company	Imports
<u>Alpine Traders and Promote (P) Ltd.</u>	Readymade garments
<u>Gaurav Enterprises</u>	Readymade garments, shoes
Himalayan Nepal Trading House	Readymade garments
Monalisa	Readymade garments
Deurali Enterprises	Readymade garments
Puspanjali International	Garments, bag, shoes
Royal Multilook Concern	Clothes, garments
Sunco Impex	Readymade garments, cosmetics
Kalasha Wool Industries Pvt. Ltd.	Woolen clothes, woolen yarn, garments
S.N.B. Trade Links	Shoes, Readymade garments

Source: www.tepc.gov.np

The table 4.3: The total export and import of ready-made garments from/to India and China in year 2011 and 2012

Value 0000

Year	India				China			
	Export		Import		Export		Import	
	Quantity	Price	Quantity	Price	Quantity	Price	Quantity	Price
2010	162323	4129	755709	5601	5071	140	29117549	65784
2011	28542	560	518586	3072	3038	25	23346821	53212

* the data in 2011 are until June.

Source: www.tepc.gov.np

Figure 4.1: Ready-made garments made in china



Figure 4.2: Ready-made garments made in India



Figure 4.3: Ready-made garments made in Nepal



CHAPTER 5: DATA ANALYSIS

5.1: Demographics of the Sample

5.1.1 Age Distribution of the Sample

Most of the respondents participated for the survey was in the age category of 19-24, followed by 25-30, 41-50, and 31-35 respectively. The minimum age of the respondent was 13 while the maximum was 56. Table 5.1 presents the age distribution of the sample.

Table 5.1 Age Distributions

Age	Frequency
13-18	15
19-24	60
25-30	51
31-35	30
36-40	13
41-50	32
51-56	16
Total	217

Source: Survey Data

5.1.2 Gender Distribution of Respondents.

When the gender of the customers is considered, 39% of the sample was female customers while male customers were 61%.

Table 5.2 Gender

Gender		Frequency
	Female	84
	Male	134

Source: Survey Data

Table 5.2 depicts the age distribution of respondents. Male participation to the survey was high since they were willing to participate while females avoid the participation.

5.1.3 Education Distribution of Respondents

When the level of education of respondents is analyzed the majority of respondents were having some formal education. Customers those who had education less than 5 years of schooling were the least category followed by post graduated (those who had education more than 17 years. Two extreme ends represented the least amounts while the other categories are almost equally represented. Education distribution of the sample is depicted in the table 5.3.

Table 5.3 Education

	Category	Frequency
Years of Education	2 -5	7
	6-10	45
	11-12	52
	13-16	67
	Above 17.00	19
Total		190
Missing		28
Total		218

Source: Survey Data

5.1.4 Geographical Distribution of the Sample

The sample of the survey was selected in representing Nepalese from the border of India, the border of China and the middle of Nepal. Responded were from different parts of Nepal representing 25 different villages. Those villages and the frequency distribution of the sample are depicted in the table 5.4.

Table 5.4 Geographical Distribution of the Sample

City/Village	Frequency	City/Village	Frequency
Acham	2	Dunche	27
Bardiya	1	Jhapa	3
Bhairahawa	4	Kanchanpu	1
Bhaktapur	3	Pokhara	5
Bharatpur	1	Kathmandu	54
Biratnagar	3	Rupendehi	48
Butwal	7	Morang	1
Chautara	13	Nawalparas	6
Chitwan	1	Nepalgunj	3
Dharan	1	Saga	2
Tatopani	15	Syangja	17

Source: Survey Data

Table 5.5 Have you ever been to China

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	68	31.2	31.3	31.3
	No	149	68.3	68.7	100.0
	Total	217	99.5	100.0	

Source: Survey Data

Table 5.6 Do you have relatives, who live in China

	Frequency
Yes	010
No	208

Source: Survey Data

Compared to the amount of people who have travelled to China, there is significantly higher amount of people who have travelled India at least once in their life. There are 50.5% people who have travelled India before while the rest has never being there (See table 5.7). 63 persons out of 218 do have relatives in India; this is significantly higher to the figures on China. This might be a good reason for increased visitation to India.

Table 5.7 Have you ever been to India

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	110	50.5	50.7	50.7
	No	107	49.1	49.3	100.0
	Total	217	99.5	100.0	
Missing	System	1	.5		
Total		218	100.0		

Source: Survey Data

Table 5.8 Do you have relatives who live in India

	Frequency
Yes	063
No	145

Source: Survey Data

5.2 Perception of Quality Attributes of Ready Made Garments

Respondents were asked to rate their evaluation along with ten different measures of the quality of the ready-made garments from three different destinations. Survey results are summed up in table 5.8, 5.9 and 5.10.

Table 5.9 Nepali Clothes

Where do u live	Expensive	Good value	Tailor Made	Technically Advanced	Durable	Good materials	Attractive	Low prestige	Fashionable	Do the job well	I prefer Nepali clothes
Near India	4.5556	4.1235	4.0494	3.2099	4.1852	3.9000	5.1235	4.3580	4.4444	4.8148	5.7284
Near China	4.0526	4.7544	3.9123	3.6667	4.6842	4.3333	4.9298	3.9298	4.0893	4.1754	6.1053
Mid Country	4.1375	4.1125	4.1125	3.9625	4.4625	4.2625	4.0000	4.0750	4.0500	4.6962	4.9750
Total	4.2706	4.2844	4.0367	3.6055	4.4174	4.1475	4.6606	4.1422	4.2074	4.6037	5.5505

Source: Survey Data

5.2.1 Perception of Quality Attributes of Nepal Made of Garments

Ten quality dimensions of the Nepal made of clothes ranged from 3.6055 the least to 4.6606. Since the scale used was 7 degrees it was easier to recognize the differences among the different dimensions. Mean values for the different dimensions were: Expensive: 4.2706, Good value 4.2844, Tailor made 4.0367, Technically Advanced 3.6055, Durable 4.4174, Good materials 4.1475, Attractive 4.6606, Low prestige 4.1422, Fashionable 4.2074, Do the job well 4.6037.

Nepali customers in general consider Nepal made clothes as attractive in the positive end but technically poor in the negative end.

When considered the geographical region of the customer residence it was proved three regions of the country do have the same rank for the least quality dimension; attractiveness. But there was no agreement of the high extreme of the quality; middle of the country customers' higher end was "do the job well", while bordering destinations (Indian and Chinese) border proved it as "Attractive".

Who prefer, Nepal Made of Clothes most, was revealed in the table 5.9. General preference to the Nepali made garments 5.5505 out of seven, which can be considered as a figure in the above average level. Considering the region of residence it was revealed that Near India (5.7284) and Near China (6.1053) segments prefer Nepali Made clothes compared to the Mid Country (4.9750) segment.

Customers live in bordering destinations (China and India) prefer the Nepal made clothes. People bordering to China has the highest preference for Nepali made clothes while it was least to the middle country.

Table 5.10 Indian Clothes

Where do u Live?	Expensive	Good Value	Tailor Made	Technically Advanced	Durable	Good Materials	Attractive	Low prestige	Fashionable	Do the job well	I prefer Indian clothes
Near India	4.2099	4.7037	4.8519	4.9136	4.7625	4.4250	4.6049	3.6173	4.7284	5.0247	4.1625
Near China	5.0351	4.2500	4.7544	4.7544	4.8070	4.6316	4.7895	3.4561	5.0877	4.6667	4.9474
Mid Country	4.2375	4.7875	4.6500	4.7500	4.4375	4.4500	4.7000	3.8250	4.7250	4.8000	4.4625
Total	4.4358	4.6175	4.7523	4.8119	4.6544	4.4885	4.6881	3.6514	4.8211	4.8486	4.4793

Source: Survey Data

5.2.2 Perception of Quality Attributes of India Made of Garments

The results for in determining Perception of Quality Attributes of India Made of Garments are shown in Table 5.9. Overall mean values as in the table 5.9 for the ten dimensions of the quality of the clothes were; Expensive: 4.4358, Good value 4.6175, Tailor made 4.7523, Technically Advanced 4.8119, Durable 4.6544, Good materials 4.4885, Attractive 4.6881, Low prestige 3.6514, Fashionable 4.8211, Do the job well 4.8486.

“Do the job well” scores the highest mean value. Fashionable featured prominently second ranking the high ends. The least overall mean quality perception for the Indian ready-made garment was for the dimension of “Low prestige”.

Low prestige is the dominating negative feature of the India made clothes. This was true for all the regions. Although mean values are slightly different there is conformity within the sample. Interestingly, bordering China segment considered the India made clothes as low prestige with the least mean value (3.4561) compared to other two segments, bordering to India, 3.6173 and middle of the country 3.8250. “Do the job well” was the overall dominating positive attribute of the Indian clothes; both near India and mid country segments proved this, but the bordering to China segment considers fashionable as the best quality feature of the Indian clothes.

Bordering to China segment considers, Indian clothes as the low prestige with the least mean value compared to other two segments. Indian clothes are most; in performance to overall Nepali customers.

Compared to preference for Nepal made clothes, Indian clothes have less preference among the Nepali customers. There were significant differences among the segments. Near India (4.1625) had the least preference for Indian clothes while it was highest for the Near China (4.9474), and the Mid Country segment (4.4625) was in the middle of the mean values.

The bordering to India segment least prefers Indian clothes.

Table 5.11 Chinese Clothes

Where do u Live	Expensive	Good Value	Tailor Made	Technically Advanced	Durable	Good Materials	Attractive	Low prestige	Fashionable	Do the job well	I prefer Chinese clothes
Near India	2.7037	4.9259	5.0000	5.0759	3.1000	3.4321	5.0741	3.7750	5.5185	5.2405	4.4430
Near China	2.6140	4.8421	5.1404	4.8772	2.7193	3.4211	5.7143	3.6842	5.6786	5.2281	5.1579
Mid Country	2.6203	4.6375	4.5875	4.4250	3.3500	3.5750	4.7125	4.2821	4.8875	5.1750	3.8375
Total	2.6498	4.7982	4.8848	4.7824	3.0922	3.4817	5.1060	3.9349	5.3272	5.2130	4.4074

Source: Survey Data

5.2.3 Perception of Quality Attributes of China Made of Garments

Ten quality dimensions of the China made of clothes ranged from 2.6498 the least to 5.3272 the most. Since the scale used was 7 degrees it was easier to recognize the differences among the different dimensions. As in the table 5.10 mean values for the different dimensions were: Expensive: 2.6498, Good value 4.7982, Tailor made 4.8848, Technically Advanced 4.7824, Durable 3.0922, Good materials 3.4817, Attractive 5.1060, Low prestige 3.9349, Fashionable 5.3272, and Do the job well 5.2130.

“Expensive” is the dominating negative feature of the China made clothes. This was true for all the regions. Although mean values are slightly different there is conformity within the sample. “Fashionable” was the overall dominating positive attribute of the Chinese clothes; both near India and mid country segments proved this, but the bordering to China segment considers “Attractive” as the best quality feature of the Indian clothes.

Chinese clothes are considered to be expensive, fashionable and attractive.

Chinese clothes are least preferred compared to Indian and Nepali clothes. Mid country segment (3.8375) has the least preference for Chinese clothes while it was mostly preferred by near China segment (5.1579). There was a significant difference between the two extremes (please refer Table: 5.11).

Chinese clothes are the least preferred in overall. There are mostly preferred by the bordering China segment.

Summary of the key attributes are depicted in table 5.11.

Table 5.12 Mean Summary

COO	Expensive	Good value	Tailor Made	Technically Advanced	Durable	Good Materials	Attractive	Low prestige	Fashionable	Do the job well	I prefer ... Clothes
Nepali	4.2706	4.2844	4.0367	3.6055	4.4174	4.1475	4.6606	4.1422	4.2074	4.6037	5.5505
Indian	4.4358	4.6175	4.7523	4.8119	4.6544	4.4885	4.6881	3.6514	4.8211	4.8486	4.4793
Chinese	2.6498	4.7982	4.8848	4.7824	3.0922	3.4817	5.1060	3.9349	5.3272	5.2130	4.4074

Source: Survey Data

Table 5.13 Purchase Choice of COO

When you purchased clothes are they are:	Mean	Std. Deviation
Mostly Nepali	3.8394	2.08945
Mostly Indian	4.1284	1.93965
Mostly Chinese	4.3807	1.80807

Source: Survey Data

When considering the actual purchase of the clothes most of the Nepali customers have purchased clothes made in China (4.3807) followed by clothes made in India (4.1284). As to the table 5.12 Nepali customers buy the least of Nepal made clothes (3.8394), but the standard deviation in this regard was relatively higher.

Table 5.14 Purchase Choice of COO

Where do u live?	When you purchased clothes are they are Mostly Nepali	When you purchased clothes are they are Mostly Indian	When you purchased clothes are they are Mostly Chinese
Near India	4.1605	3.7284	4.1852
Near China	3.7544	4.4912	4.6316
Mid Country	3.5750	4.2750	4.4000
Total	3.8394	4.1284	4.3807

Source: Survey Data

Table 5.13 portrays the mean statistics on the real purchase decisions comparing three different geographical segments of the study. As to the figures all three geographical segments proved that clothes they bought are mostly from China this decision is further proved by Table 5.15, 5.16 and 5.17.

The second COO of real purchase was changed along the three different segments; it was Nepal for near India segment, India for near China and mid country segments. Near India segment buy the least of Indian clothes, while mid country people buy the least of the Nepal made clothes.

5.3 Ethnocentrism

This section analyses the data relevant to the ethnocentrism of the Nepali customers. Ten different measures were used to analyse the ethnocentrism.

Table 5.15 Reliability Statistics

Cronbach's Alpha	N of Items
.824	10

Source: Survey Data

As in the table 5.14, Cronbach Alpha would be increased by deleting the item “Nepali products, ultimate or only choice” to .843, but the increase of the value is not that significance and the reliability measures are already in the required level item was not deleted from the ethnocentrism measures. Based on the reliability analysis it can be concluded that all the 10 measures measure the same construct. Therefore summative measure can be used to draw the conclusions.

In relation to the Ethnocentrism measures respondents' mean values on "only products unavailable in Nepal should imported had the overall mean of 5.0734. The bordering to China segment had the highest mean 5.3860 followed by bordering to India segment 5.0617. Mid country segment had the least of 4.8625.

The highest support for only products unavailable in Nepal should be imported received from the bordering segments.

"Nepali products, ultimate or only choice" did not receive enough support from the respondents. The overall mean value in this regard was 3.8257 that are below the average level. Above average support for this was received only from the mid country segment (4.0375).

Nepali products, ultimate or only choice was not supported enough.

"Nepali should always buy Nepal-made products" had moderate level support in the overall with a mean of 4.0321. Bordering China segment perception on this was the highest 4.2982 followed by 4.0370. The least and below the average level support was received from the mid country segment 3.8375.

People live in bordering destinations believe that Nepali should always buy Nepal-made products while the mid-country segment does not agree on it.

Above average support was received for "Nepali should not buy foreign products, because this hurts Nepali business and causes unemployment" measure. The overall mean was 4.1560. There was no significance difference found along the three segments in this regard (Bordering to India; 4.1235, Bordering to China 4.1579, Mid of the country 4.1875).

All three segments support for the belief Nepali should not buy foreign products, because this hurts Nepali business and causes unemployment.

"It may cost me in the long-run but I prefer to support Nepali products" measure also received above average support. Overall mean value was 4.3394. The highest support for

this was received from the near China segment 4.7544 followed by mid country 4.3000. The least value was from the near India segment 4.0864.

All three segments support for the belief “it may cost me in the long-run but I prefer to support Nepali products”.

“Nepali consumers who purchase products made in other countries are responsible for putting their fellow Nepalese out of work” did not receive above average support 3.5459. The most support in this regard was received from 3.8070.

“Nepali consumers who purchase products made in other countries are responsible for putting their fellow Nepalese out of work” was not supported.

Purchasing foreign-made products is un-Nepali statement received the least support in overall (2.5734) and segment-wise. The mean value for near India segment was 2.6420, for near China segment: 2.3509 and mid country segment was 2.6625.

Purchasing foreign-made products is un-Nepali statement received the least support

“It is not right to purchase foreign-made products because it puts Nepalese out of jobs” was also not supported. The mean value in overall was 3.6514. Near mid-country segment had the highest mean of 3.8875, while lowest for the near India segment 3.3333.

It is not right to purchase foreign-made products because it puts Nepalese out of jobs” was also not supported

It was significantly proved that “We should purchase products manufactured in Nepal instead of letting other countries get rich off of us” with the overall mean of 4.6560. The highest support was received from near China segment 4.9474.

In overall and near China segment strongly support for “We should purchase products manufactured in Nepal instead of letting other countries get rich off of us”.

“We should buy from foreign countries only those products that we cannot obtain within our own country” received strong support reaching near five in overall mean. The highest

mean was from the near China segment that exceeded every other means 5.1579 followed by near India segment 4.7778. The overall mean was 4.8486.

People live in bordering destinations strongly believe that “We should buy from foreign countries only those products that we cannot obtain within our own country”.

Table 5.16 Ethnocentrism and Geographical Distance

	Near India	Near China	Mid Country	Average
Only products unavailable in Nepal should be imported	5.0617	5.3860	4.8625	5.0734
Nepali products, ultimate or only choice	3.7654	3.6140	4.0375	3.8257
Nepali should always buy Nepal-made products	4.0370	4.2982	3.8375	4.0321
Nepali should not buy foreign products, because this hurts Nepali business and causes unemployment	4.1235	4.1579	4.1875	4.1560
It may cost me in the long-run but I prefer to support Nepali products	4.0864	4.7544	4.3000	4.3394
Nepali consumers who purchase products made in other countries are responsible for putting their fellow Nepalese out of work	3.4074	3.8070	3.5000	3.5459
Purchasing foreign-made products is un-Nepali	2.6420	2.3509	2.6625	2.5734
It is not right to purchase foreign-made products because it puts Nepalese out of jobs	3.3333	3.7719	3.8875	3.6514
We should purchase products manufactured in Nepal instead of letting other countries get rich off of us	4.4321	4.9474	4.6750	4.6560
We should buy from foreign countries only those products that we cannot obtain within our own country	4.7778	5.1579	4.7000	4.8486

Source: Survey Data

The summative mean value for ethnocentrism is listed in table 5.16. As to the table 5.16 the mean value for the near China segment was 4.2246 and it was the highest. The near India segment had the least mean value (3.9667) and that was below the average level. Mid-country segment had a mean of 4.065 that can be considered as moderate in the level of ethnocentrism.

Near China segment is the highest in ethnocentrism while the near India segment is the lowest.

Table 5.17 Ethnocentrism

Where do u live	Mean	N	Std. Deviation
Near India	3.9667	81	1.36061
Near China	4.2246	57	1.27451
Mid Country	4.0650	80	1.23289
Total	4.0702	218	1.29048

Source: Survey Data

CHAPTER 06: DISCUSSION AND CONCLUSIONS

6.1 Discussion

RQ1: Will the consumers in different parts of the country exhibit different country of origin choices?

Research results are contradictory. While there are few differences found there are significant amount of similarities prevail.

Geographic neighbours can be friends, enemies or ordinary in relationship. The individuals who reside in close proximity to each other are normally sharing certain degree of consumption patterns, backed by the geography, nature and cultural co-modifications. Choice and preference for their own country product may be backed by the perception of the quality attributes. Survey results are little contradictory in this respect, although attractiveness of the clothes was considered as the least dimension of quality of Nepali customers by all three segments there was no agreement of the high end of the quality. Important question rise in this respect is: Does the geographical distance explain the deviation in the high end? Answer is no.

Focus only on geographical distance dimension may not provide the answer for this. Although segments are geographically located in three different areas for Nepal there may be some similarities shared with cultural distance dimension. For an example Nepali's generally do have relatives in India compared to China. At the same time almost 90% of Nepalese are Hindus, China does not have Hindus significantly, but India has relatively higher share of Hindus.

Customers live in bordering destinations (China and India) prefer the Nepal made clothes. People bordering to China has the highest preference for Nepali made clothes while it was least to the middle country people.

Few remarking points from the chapter 5 need serious attention are;

Bordering to China segment considers Indian clothes as the low prestige. The bordering to India segment least prefers Indian clothes. Chinese clothes are the least preferred in overall. There are mostly preferred by the bordering China segment. Near India segment buy the least of Indian clothes, while mid country people buy the least of the Nepal made clothes.

It seems that geographical distance plays a role in customer preference but the relationship is not quite linear. There must be some other factors affecting together with geographical distance. In this respect Ghemawat (2001) seems to be quite write; research finding supports his suggestion “don’t focus only on distance’s geographical dimension. Consider three other dimensions as well: cultural factors (religion, race, social norms, language); administrative factors (colony-colonizer links, currencies, trading arrangements); and economic factors (income, distribution-channel quality)) (p.01).

RQ 2: Who will be most ethnocentric; bordering or middle of country people?

Answer is again confusing. Near China segment is the highest in ethnocentrism while the near India segment is the lowest.

Two bordering segments do have opposite extremes in the ethnocentrism. This is also related the discussion made in relation to the RQ1. Bordering to China segment does not have the easy access to China, thus less integrated with the Chinese community. China produces things relatively better and cheaper to other destinations and Chinese clothes are mostly bought by Nepali customers, thus relative threats made by Chinese garments to Nepali readymade garment industry is significantly higher to India. An Indian bordering segment receives many cultural and economic benefits from India such as employment opportunities, access to final product and material market. There are good reasons for Indian bordering segment to be least ethnocentric and Chinese bordering segment to most ethnocentric.

RQ3: Who prefer the most of the Nepali made products?

Customers live in bordering destinations (China and India) prefer the Nepal made clothes most. People bordering to China has the highest preference for Nepali made clothes followed by bordering to India segment. It was least to the middle country people. People in the borders like their own products that the middle of country. There might be many reasons behind it. Those two neighbouring countries are developing very fast compared to Nepal. They are becoming the world leading countries while Nepal is suffering lots of socio-economic and political problems. People live in bordering destinations observe the rapid development occurred in the neighbouring destinations. Therefore they have good reasons to ask for Nepali made products.

RQ 4: What are the pitfalls and strengths of Nepali made ready-made garments as perceived by Nepali customers

As to the overall perception of the Nepali customers, Nepal made of clothes are high in Attractive, Do the job well, Durable, Expensive and Fashionable in the order. In the negative end Nepali clothes are technically not advance, not-tailor Made, Low Prestige, does not provide good value for the money paid and not made with good materials.

Table 6.1 Quality Attributes of Nepali Clothes

Attractive	4.6606
Do the job well	4.6037
Durable	4.4174
Expensive	4.2706
Fashionable	4.2074
Good Materials	4.1475
Good Value	4.2844
Low Prestige	4.1422
Tailor Made	4.0367
Technically Advance	3.6055

Source: Survey Data

RQ 5: Will the people live a bordering destination prefer the products from bordering country?

Contradictory results can be found even for this regard.

Chinese bordered segment preferred China made clothes most. Indian bordered people had the least preference for India-made clothes. There should be some other factors apart from geographical distance to explain the non-linear relationships found in this regard.

6.2 Conclusions

This study uses three important constructs in international management to test the relationships among them by applying to three different geographical contexts in Nepal that is not addressed before. Findings of the research show that geographical distance has no clear impact on the consumer ethnocentrism and on the country of origin choice.

The results that were obtained from the survey provide interesting insights concerning the country of origin perceptions of Nepali customers in relation to the made of: Nepali, Indian and Chinese clothes. Findings confirmed the Nepali customers prefers Nepal made clothes but buy the Chinese made clothes for the reasons of both attractiveness and fashionable nature of the of the products. Thus, it can be concluded that people willingness to a particular country made products will be programming together with the quality priorities of the customers when turning into the real purchase decision. As study results explain the real purchase decision will be governed by both COO and quality indicators.

Three of the hypothesis made for the study H1: Consumers country of origin preference will be influenced by geographical proximity to the country, said specifically; People bordering China believes Chinese products are better while People bordering to India believes Indian products are better, H2: People with close geographical proximity to another country are less ethnocentric, said in other word; People bordering China and India are less ethnocentric while people live in the middle of Nepal are high ethnocentric and H3: People who are highly ethnocentric prefer Nepali made products were failed to prove.

Nonetheless, these results can only be regarded as tentative as the data, are derived from a relatively smaller sample compared to the nature of the relationships tried to establish. Although geographical distance seem no impact on both country of origin and the ethnocentrism, it cannot said to be confirmed since real impact of the geographical distance was not easier to establish. Like many research notes, it can only be concluded

that further and continuous study is required recognize both image attributes and strategies alter them since image is something evolve over the time.

CHAPTER 07: REFERENCES

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Appendices

Appendix 1: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Only products unavailable in Nepal should be imported	35.6284	136.511	.492	.810
Nepali products, ultimate or only choice	36.8761	156.588	.124	.843
Nepali should always buy Nepal-made products	36.6697	133.006	.546	.804
Nepali should not buy foreign products, because this hurts Nepali business and causes unemployment	36.5459	133.392	.578	.800
It may cost me in the long-run but I prefer to support Nepali products	36.3624	137.154	.540	.805
Nepali consumers who purchase products made in other countries are responsible for putting their fellow Nepalese out of work	37.1560	130.012	.653	.792
Purchasing foreign-made products is un-Nepali	38.1284	148.988	.322	.824
It is not right to purchase foreign-made products because it puts Nepalese out of jobs	37.0505	128.472	.694	.787
We should purchase products manufactured in Nepal instead of letting other countries get rich off of us	36.0459	133.758	.605	.798
We should buy from foreign countries only those products that we cannot obtain within our own country	35.8532	137.471	.524	.806

Appendix 2

Table 5.17 Descriptive Statistics

	Mean	Std. Deviation
If price is Rs 5000- Indian Clothes	4.0324	2.88442
If price is Rs 5000- Nepali Clothes	4.0000	2.87779
If price is Rs 5000- Chinese Clothes	5.0892	2.88237
Valid N (listwise)		

Table 5.18 Descriptive Statistics

	Mean	Std. Deviation
If price is Rs 2500- Indian Clothes	4.3009	1.98300
If price is Rs 2500- Nepali Clothes	4.2770	2.01487
If price is Rs 2500- Chinese Clothes	5.2570	2.23593
Valid N (listwise)		

Table 5.19 Descriptive Statistics

	Mean	Std. Deviation
If price is Rs 1000- Indian Clothes	5.5794	2.62003
If price is Rs 1000- Nepali Clothes	5.4319	2.58831
If price is Rs 1000- Chinese Clothes	5.8233	2.90768
Valid N (listwise)		

Appendix 3: Questionnaire :

Questionnaire about *preferences for clothes* made in Nepal, India and China

Dear participant -

This research is organized by Rabi Regmi, master student of University of Agder, Norway. I would kindly request you to take your little time and participate in this research. This research will be confidential and anonymous, and this is done in order to fulfill the requirement of master thesis. Thank you!

(The boxes represent strongly disagree to strongly agree, means the gravity of agreement and disagreement)

Clothes from **Nepal**...

Are expensive Disagree Agree

Good value for the price paid Disagree Agree

Often tailor made Disagree Agree

Technically advanced Disagree Agree

Durable Disagree Agree

Made from good materials Disagree Agree

Are attractive Disagree Agree

Have low prestige Disagree Agree

Are fashionable Disagree Agree

Do the job well Disagree Agree

I prefer Nepali clothes Disagree Agree

Clothes from **India**...

Are expensive Disagree Agree

Good value for the price paid Disagree Agree

Often Tailor-made Disagree Agree

Technically advanced Disagree Agree

Durable Disagree Agree

Made from good materials Disagree Agree

Are attractive Disagree Agree

Have low prestige Disagree Agree

Are fashionable Disagree Agree

Do the job well Disagree Agree

I prefer Indian clothes Disagree Agree

Clothes from **China**...

Are expensive Disagree Agree

Good value for the price paid Disagree Agree

Often taylor made Disagree Agree

Technically advanced Disagree Agree

Durable Disagree Agree

Made from good materials Disagree Agree

Are attractive Disagree Agree

Have low prestige Disagree Agree

Are fashionable Disagree Agree

Do the job well Disagree Agree

I prefer Chinese clothes Disagree Agree

When you purchase clothes are they ...

Mostly Nepali Disagree Agree

- Mostly Chinese Disagree Agree
- Mostly Indian Disagree Agree
- Others (specify)
- I do not consider the country of origin Disagree Agree
- Only products unavailable in Nepal should be imported Disagree Agree
- Nepali products, ultimate or only choice Disagree Agree
- Nepali should always buy Nepal-made products Disagree Agree
- Nepali should not buy foreign products, because this hurts Nepali business and causes unemployment Disagree Agree
- It may cost me in the long-run but I prefer to support Nepali products Disagree Agree
- Nepali consumers who purchase products made in other countries are responsible for putting their fellow Nepalese out of work Disagree Agree
- Purchasing foreign-made products is un-Nepali Disagree Agree
- It is not right to purchase foreign-made products because it puts Nepalese out of jobs Disagree Agree
- We should purchase products manufactured in Nepal instead of letting other countries get rich off of us Disagree Agree

We should buy from foreign countries only those products that

we cannot obtain within our own country Disagree Agree

Average annual expenditure on clothes: Rs.....

How often do you purchase clothes in a year?.....

If shoes from India, Nepal and China are available which will you rather purchase?

(rank the options from 1 = first choice to 9 = last choice)

Price	India	Nepal	China
Rs 5000			
Rs 2500			
Rs 1000			

If jackets from India, Nepal and China are available which would you rather purchase? select. (rank the options from 1 = first choice to 9 = last choice)

Price	India	Nepal	China
Rs 4500			
Rs 2500			
Rs 1000			

1. Age: _____
2. Gender: _____
3. Education: years of schooling _____

1. In what part of Nepal do you live? _____

2. Have you ever been to...

a. China Yes No

b. India Yes No

3. Do you have relatives who live in

a. India _____ if yes, how many km away from you _____

b. China _____ if yes, how many...

If yes;

are they close to you

Disagree Agree

I often visit my relatives abroad

Disagree Agree

Thank you!

Appendix 4: Questionnaire in Nepali

नेपाल, इंडिया र चीन मा बनेको कपडा को प्राथमिकताका बारेमा प्रश्नावली

आदरणीय सहभागीहरू:

यो सर्वे अगदर बिश्वोबिध्यालय, नर्वेमा अध्ययनरत बिद्यार्थी र बि रेग्मीद्वारा गरिएको हो. कृपया आफ्नो छोटो समय दिएर यो फर्म भरिदिनु हुन अनुरोध गर्दछु, यो सर्वे मात्र थेसिसको लागि प्रयोजन गरिनेछ। धन्येबाद ।

(तलका ७ कोठामा पहिलो एकदम असहमत, अन्तिम एकदम सहमत)

नेपाली कपडा.....

महँगो	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
मुल्य अनुसार को समान	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
अबसेक्ता अनुसार	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
बिकसित प्रबिधि	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
टिकाउ	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
स्तरीय सामग्री को प्रयोग	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
आकर्षक	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
कम प्रतिस्तिथ	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
फेसनएबल	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
अबसेक्ता पुरा गर्छ	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
म नेपाली कपडा मन पराउछु	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत

इन्डियन कपडा

महँगो	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
मुल्य अनुसार को समान	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
अबसेक्ता अनुसार	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
बिकसित प्रबिधि	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत

टिकाउ	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
स्तरीय सामग्री को प्रयोग	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
आकर्षक	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
कम प्रतिस्तिथ	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
फेसनएबल	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
अबसेक्ता पुरा गर्छ	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
म इन्डियन कपडा मन पराउछु	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत

चिनको कपडा

महँगो	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
मुल्य अनुसार को समान	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
अबसेक्ता अनुसार	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
बिकसित प्रबिधि	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
टिकाउ	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
स्तरीय सामग्री को प्रयोग	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
आकर्षक	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
कम पप्रतिस्तिथ	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
फेसनएबल	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
अबसेक्ता पुरा गर्छ	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
म चिनको कपडा मन पराउछु	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत

जब तपाईं कपडा किन्नु हुन्छ त्यो....

धेरै जसो नेपाली	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
धेरै जसो चिनको	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत
धेरै जसो इन्डियन	असहमत <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> सहमत

आरु कुनै देश (उल्लेख गर्बुहोस)

कुन देश मा बनेको मैले ध्यान दिन्न असहमत सहमत

नेपालमा नपाउने समान मात्र विदेश बाट आयात गर्नु पर्छ असहमत सहमत

नेपाली कपडा, अन्तिम या मात्र छनोट असहमत सहमत

नेपाली ले सधै नेपाल को मात्र समान किन्नु पर्दछ असहमत सहमत

नेपाली ले बिदेशी समान किन्नु हुदैन, केन भने यसो गर्नाले नेपाली बेपार घट्छ बेरोजगार बढ्छ असहमत सहमत

लामो समयमा घाटा होला तर पनि म नेपाली समान लाई नै प्राथमिकता दिन्छु असहमत सहमत

कुनै नेपालीले बिदेशी समान किन्छ भने उ नेपालीलाई नै बेरोजगार बनाउनुमा जिम्बेबार हुन्छ असहमत सहमत

बिदेशी समान किन्ने नेपाली हैन असहमत सहमत

बिदेशी समान किन्नु ठिक हैन किन भने येसो गर्नाले नेपाली लाई बेरोजगार बनाउछ असहमत सहमत

अरु देश लाई धनि हुन दिनु भन्दा हामीले नेपाल मा नै निर्मित समान किन्नु पर्छ असहमत सहमत

नेपालमा नपाउने भए मात्र बिदेशी समान किन्नु पर्छ असहमत सहमत

कपडामा बार्षिक औसत खर्च : रु.

सामान्यतय वर्ष मा कति पटक कपडा खरिद गर्नु हुन्छ ?.....

यदी नेपाल, इंडिया र चिनको जुता यो मुल्य मा उपलब्द हुन्छ भने तपाई कुन रोज्नु हुन्छ ?
(१- पहिलो रोजाई ९- अन्तिम रोजाई)

मुल्य	इंडिया	नेपाल	चिन
रु. ५०००			
रु. २५००			

रु. १०००			
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यदी नेपाल, इंडिया र चिनको ज्याकेट यो मुल्य मा उपलब्द हुन्छ भने तपाईं कुन रोज्नु हुन्छ ?
(१- पहिलो रोजाई ९- अन्तिम रोजाई)

मुल्य	इंडिया	नेपाल	चिन
रु. ४५००			
रु. २५००			
रु. १०००			

१. उमेर

२. लिङ्ग

३. सिक्छा _____

१. तपाईंको घर नेपालको कुन ठाउँ मा पर्छ ? _____

२. तपाईं यात्रा गर्नु भएको छ

क. इंडिया छ छैन

ख. चिन छ छैन

३. तपाइको आफन्त छ

क. इंडिया _____ यदि छ भने तपाईं भन्दा कति कि मि. टाढा _____

ख. चिन _____ यदि छ भने तपाईं भन्दा कति कि मि. टाढा _____

यदि छ भने ;

तपाईं को नजिक को आफन्त हो?

असहमत सहमत

म मेरो आफन्तलाई भेट्न धेरै जसो विदेश यात्रा गर्छु

असहमत सहमत

धन्येबाद