

Kazakhstan consumers' attitude towards China and Russianbrand.-The relationship between the country of origin effect and the brand's influence.

YessenzholovaBalnur
South China University of Technology

Abstract: *Chinese manufacturing is creating a transformation to China, usually, it will promote its own brand to the international market while OEM. Often, the success or failure of a brand depends on the attitude and perception of consumers. In recent years, country of origin effect and mixed products have become two hot topics in academic circles. Based on this, this paper studies the origin effect of Kazakhstan consumers on the brand of China and Russia, the impact of manufacturing on China's brand attitude, and the influence and correlation of Russia and China on the two brands of China and Russia respectively. In this paper, a questionnaire is carried out in Kazakhstan investigation and research, establish research model, ANOVA and correlation analysis were used to analyze the relationship between variables. And put forward some practical suggestions for international brand marketers.*

Keywords: *country of origin effect; brand attitude; brand; Kazakhstan consumers.*

Date of Submission: 16-06-2018

Date of acceptance: 30-06-2018

I. Research background.

The development of China's reform and opening up has led to a large number of state-owned brands, some of which have already been acquired.

Certain international popularity, and some are eager to try. At present, the internationalization of Chinese brands is still at the initial stage, and building their own international brands requires a lot of resources and time. It is interesting that although foreign consumers have a negative attitude towards Chinese products, they continue purchase Chinese products. The corresponding question is what the attitude of foreign consumers to this hybrid product is. As the largest trading partner in Kazakhstan, China has entered a large number of Chinese products in the Kazakhstan market, but many consumers have a prejudice against it, which will affect the consumer attitude and even the final purchase decision. In addition, the operators of Chinese enterprises are not aware of the market and consumers in Kazakhstan, and they are very worried about entering the Kazakhstan market. All of these affect the development of Chinese brands in Kazakhstan.

Therefore, people deeply discuss the relationship between origin effect and brand attitude. It helps understand the attitude and brand attitude of foreign consumers to Chinese products. It also helps enterprises to build their own international brands. At present, there is no academic research on consumer behavior and origin effect in Kazakhstan.

II. A review of related theories and research.

2.1 The connotation country of origin effect.

The study on the origin effect was started in the 60s of last century. Since Shcooler (1965), many scholars and marketers have great interest in origin effect, but there is still no uniform definition in academic circles. He believes that the image of origin effect will affect consumers' perception of products. Origin is a comprehensive concept of a product or brand based on a consumer's prior perception of the country's industrial and marketing strengths and weaknesses. For example, many studies and surveys show that Chinese brands are not very popular in foreign countries and have a rather negative impression in the minds of consumers. Usunier (2006) suggested a definition of multiple concepts. He believed that the origin was composed of qualitative, cognitive and emotional factors. Wang Xiaohui and Ding Qingshan (2010) believe that in the definition of the origin effect, the researchers agree that the origin of the product is an important message that affects the acceptance of the goods, the consumer awareness, the evaluation of the goods and the willingness to purchase, that is, the origin is the external factor for the evaluation of the product, especially when the consumer is concerned. It is more important to master less information about the product.

2.2 Manufacturing country and the country of the brand.

Scholars believe that the evaluation value of origin (also called manufacturing land) is getting smaller and smaller. Classifying the origin effect theoretically helps enterprises to formulate corresponding marketing strategies for different consumers (Zhang Xiao Zhu, 2008). Thakor and Lavack (2003) define the country of origin of a brand, as a place where a brand is considered to belong to the target market. At the same time, the consumer has one of the most important brand features for the country, and the factor of the country of the brand, can improve the value of the brand.

2.3 Brand attitude.

He Jiaxun (201) found that there is no whole significant correlation between brand preference and national image, while consumers will prefer the products of the country when the positive evaluation of a country's image can be recognized by a partner, and when the price is too high, it will not prefer the country's product, and other research results prove that country of origin effect and national image will strongly affect brand attitude.

III. Research hypothesis and questionnaire design.

3.1 The suggestion of research hypothesis.

Based on the above theoretical research, the paper puts forward a theoretical model, which consists of 4 structures. Variable, among which brand attitude BA is a dependent variable; COO includes 3 independent variables, namely, COMCN and COBCN, COBRU. The manufacturing site is China, and the countries of the brand include Russia and China. At the same time, the following 4 hypotheses are put forward:

1. The relationship between the COMCN and the brand attitude BA.

The evaluation of the origin of Chinese products by consumers in Kazakhstan has a significant impact on the brand of their products. Kazakhstan consumers' evaluation of "made in China" is higher, and brand attitude is better.

H1: Manufacturing place has a significant positive impact on brand attitude in China.

2. The relationship between COBCN, COBRU and brand attitude BA.

Consumers may infer the product according to the origin of the product and the country of origin of the brand. Because Kazakhstan and Russia have close ties between the two countries, and mostly in Kazakhstan people use Russian as the official language, and Kazakhstan consumers have a better attitude towards Russian brands.

H2: Russia's brand attitude has a significant impact on brand attitude.

H3: The country of brand origin has a significant impact on China's brand attitude.

H4: There is a significant positive correlation, between Russia's brand attitude and brand attitude.

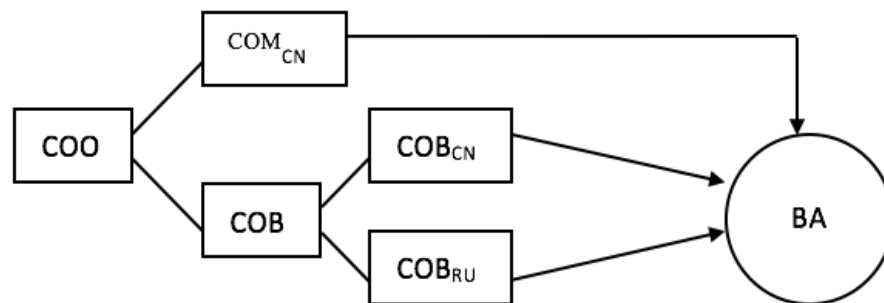


Fig.1 Brand attitude theory model based on country of origin effect.

3.2 Design of the questionnaire.

The content of this questionnaire includes three parts. The first part is the individual information of the respondents, the second part is the use of the scale to measure brand attitude, the third part is to measure the origin effect through the closed question. The questionnaire includes 10 questions, using the Richter 7 grade method to investigate the respondents' perception of China's manufacturing and Russian and Chinese brands and the overall attitude towards the brand. The survey was conducted by Kazakhstan consumers, and 200 questionnaires were distributed to two supermarkets and three electronics stores in Karaganda and 123 valid questionnaires were recovered, and the effective recovery rate was 62%.

IV. Data analysis and discussion.

4.1 Descriptive statistics.

The sex difference is relatively balanced, 45.2% and 54.8% respectively. From the age point of view, the largest number of people is aged 20 to 29, is equal to 36.3%, while the proportion of 30 to 39 and 40 to 49 is equal to 25.8% and 20.2% respectively. From the level of education, the largest number of junior college or undergraduate students is equal to 58.1% , junior high school students and below is equal to 5.6%. From the salary level (US dollar / month), the largest number of salary is 330 to 930 , equal to 52.4%, and the least number of salary is 120 to 330, is equal to 9 % , and the highest level of salary, which is more than \$930 equal to 35.4%. In addition, 91.9% of consumers bought products that made in China, and 74.2% of consumers bought Chinese brands. 46.8% of consumers know about Chinese culture, but only 27.4% (1/4 of them) have been to China. The product of this survey is battery. According to the sample data, Kazakhstan consumers pay attention to the quality of their products in order of quality (6%), of price 56.9%, and manufacturing (43.9%), and other factors including price ratio, brand name, appearance and brand country. Data show that consumers in Kazakhstan don't have any negative effects on China's manufacturing land. Compared to the Chinese and Russian brands, the average value of the Russian brand is 4.45 and 4.5 respectively, but the average of the Chinese brand COMCN is 4.7, the Russian brand COMCN variable average is 5.04, so this article identifies this article. There are other factors that affect consumer preferences.

4.2 Model analysis.

For statistical analysis in this paper was used SPSS 17. Through the analysis of variance analysis, we test the hypothesis 1 and found that Chinese manufacturing sites have no significant impact on the two brands of China and Russia (P values are 0.660 and 0.738, respectively more than 0.05). Through variance analysis and correlation analysis, the hypothesis 2, 3, 4 are tested. If the significance is less than 0.05, there is a significant correlation between variables, that is, hypothesis 2 is established and hypothesis 3 is not valid. In addition, the correlation coefficient is positive, indicating a positive correlation. And hypothesis 4 is established. The results of the specific analysis are shown in Table 1.

Table 1. Analysis of the relationship between COB and BA.

	Variance analysis		Correlation analysis	
	significance	F	significance	correlation coefficient
consumers' attitude towards Chinese brand	.072	1.995	.050	.177
consumer attitude towards Russian brand	.000	5.369	.000	.456**

V. Research conclusions and suggestions.

In this paper, we build a model of the relationship between the origin effect and brand attitude, and take the battery brand in China and Russia as an example to make an empirical study and draw the following conclusions.

Kazakhstan consumers have moderate attitudes towards Chinese made products and are more consistent with Chinese brands. Because in this study, Russian brands represent mixed products, which may lead to confusion in the origin of the brand and affect the judgment of consumers. In addition, because battery products are fast moving consumer goods, buyers won't take into account too many factors. At the same time, because of the low popularity of the two brands, quality and price are still the two most important factors for local consumers. A hint of the quality of the origin can be said that Kazakh consumers believe that the quality of Chinese products is also in the middle.

Chinese brands don't have a significant impact on their brand attitude from China, but Russian brands have a significant impact on their brand attitudes from Russia. Therefore, the local consumers will enhance their brand attitude because the brand comes from Russia. This is in line with Thakor and Lavack (2003). Kazakhstan consumers have preferences for Russian brands, because of their historical and demographic characteristics. But manufacturing for China and the source country of the brand is China's unification, which may help to enhance the brand image of China.

Generally speaking, although the image of China is getting better and better in the eyes of foreign consumers, the quality of Chinese products is constantly improving, but Chinese enterprises should recognize the specific characteristics of the international market and local consumers in both the export of China and the OEM products. It is necessary to take into account the many factors that affect the brand image by attracting consumers through special marketing and creating their own international brands.

Reference.

- [1]. Usunier. J.C. Relevance in business research: The case of country of origin research in marketing. [J] European Management Review, Vol.3, 2006, pp. 60-73.
- [2]. Thakor , M.V. and Lavack, A.M. Effect of perceived brand origin association on consumer perceptions of quality. Journal of product and Brand Management, Vol.12(3), 2003, pp.394-407.
- [3]. Wang Xiaohui, Ding Qingshan.Economic review[J]. 2010(08).
- [4]. Zhang Xiao Zhu, Study on the classification of origin effect. [J]Consumer economy, 2008, 24(2):72-74.
- [5]. HeJiaXun, Research on the relationship between national image and consumer brand attitude evaluation [D]. Postgraduate degree thesis, 2011.

YessenzholovaBalnur "Kazakhstan consumers' attitude towards China and Russianbrand.- The relationship between the country of origin effect and the brand's influence. "IOSR Journal of Business and Management (IOSR-JBM) 20.6(2018): 16-19