RESEARCH ARTICLE

Country of origin of the brand as an input for building customer attitude: An exploratory study of a sample of Algerian customers

Boudaoud Hamida	Dr.
	Akli Mohand Oulhadj University – Bouira
	Algeria
	Email: h.boudaoud@univ-bouira.dz
Belmehdi Nabila	Dr.
	Akli Mohand Oulhadj University – Bouira
	Algeria
	Email: n.belmehdi@univ-bouira.dz
Boulekroune Radia	Dr.
	Abdelhamid Mehri University – Constantine
	Algeria
	E-mail: radia.boulekroune@univ-constantine2.dz

Abstract

This study aims to identify the effect of the brand's country of origin on customer attitude in its various dimensions. The inductive approach was adopted, along with a questionnaire as the main tool for data collection. The study targeted a group of customers in Algeria, and due to the large size of the study population, a convenience sample consisting of 73 respondents was used. The study found the existence of a strong partial relationship between the brand's country of origin and the attitude of Algerian customers. The study recommended increasing attention to the concept of the brand's country of origin, especially in the era of globalization, in which the image of the brand's country of origin has become a fundamental component and a source for shaping customer attitudes. Sustainability of consumer lending frameworks in Algeria.

1. Introduction:

The country of origin of a brand has occupied a wide space in the interest of both organizations and customers alike. This interest has increased with changes in consumption patterns and the diversification of customers' needs and desires. Technological development and the removal of geographical barriers to trade have increased marketing opportunities

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for organizations to market their products to customers all over the world. At the same time, customers have been faced with a wide range of products of different origins.

Many customers use information about country of origin as an indicator of quality when information about a particular brand is limited. Accordingly, organizations must study customer attitudes toward brand origin and consider it one of the important elements that should be taken into account when developing any marketing strategy directed toward the actual sources of influence in the target market, in order to ensure the success of product marketing aimed at customers.

Changing the attitudes that customers form toward a brand's country of origin is considered one of the most difficult tasks facing marketers. With the proliferation of brands in markets, the product selection process has become difficult for customers. Therefore, organizations have relied on building a mental image of their brand's origin by developing and protecting it so that it becomes firmly embedded in the customer's mind.

Research Problem:

The current changing conditions that characterize the business environment of organizations in general—especially those operating in certain sectors that have witnessed a set of changes, notably the opening of markets to foreign investors—have facilitated the emergence of real and intense competition. This situation requires organizations that seek continuity and growth to look ahead and build strategies that differentiate them and create greater value for customers.

Based on the above, this study focuses on addressing the following issue:

- To what extent does the country of origin of a brand affect the formation of Algerian customers' attitudes toward it?

Sub-Questions:

In an attempt to answer the main research question, the following sub-questions were adopted:

- Is there a statistically significant relationship between the brand's country of origin and the cognitive component of the Algerian customer?

- Is there a statistically significant relationship between the brand's country of origin and the affective component of the Algerian customer?

- Is there a statistically significant relationship between the brand's country of origin and the behavioral component of the Algerian customer?

Research Hypotheses:

As a preliminary response to the research questions posed, the following hypotheses are adopted:

Main Hypothesis:

- There is a strong positive relationship between the brand's country of origin and the formation of attitude among Algerian customers.

Sub-Hypotheses:

- There is a strong, statistically significant positive relationship between the brand's country of origin and the cognitive component of the Algerian customer.

- There is a strong, statistically significant positive relationship between the brand's country of origin and the affective component of the Algerian customer.

- There is a strong, statistically significant positive relationship between the brand's country of origin and the behavioral component of the Algerian customer.

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Importance of the Study:

This study is of great importance, encompassing several aspects, primarily highlighting the role of the brand's country of origin and the extent of its impact on shaping Algerian customers' attitudes. The importance of the study lies in the fact that it:

- Addresses a vital and important topic, namely the brand's country of origin.

- Derives its importance from shedding light on the necessity for organizations and producers to pay attention to their brands and work to improve their mental image among customers in a positive manner, as this is one of the contributing factors to achieving organizational leadership in a changing environment characterized by intense competition.

Research Objectives:

The intended objective of studying this topic is to achieve a set of goals, including:

- Determining whether the positive effect of the local brand's country of origin can compensate for the negative effect of similar products in the market.

- Attempting to identify the degree of impact of the brand's country-of-origin variable on the attitude of Algerian customers.
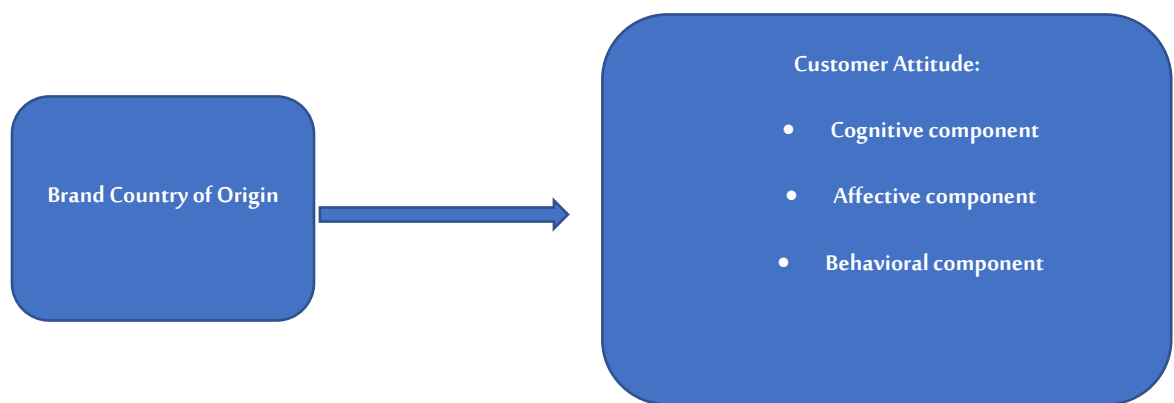
Previous Studies:

- **Study by Mouloud Hawas:** *The Effect of Algerian Customers' Attitudes Toward Country of Origin on Purchase Decision-Making for Durable Goods – Refrigerators as a Model*, Commercial Sciences, Marketing, University of Algiers 3, Algeria, 2015, Doctoral Dissertation. The research problem focused on the attitudes of Algerian customers toward the country of origin of refrigerators and whether these attitudes affect their purchasing decisions regarding local and foreign refrigerators. The results were largely consistent with theories explaining customer behavior and previous studies. One of the most important findings was that the majority of the study sample owned locally manufactured refrigerators (51%), while only 20% owned foreign-made refrigerators. Meanwhile, 29% of respondents did not know whether their refrigerators were locally or foreign-made.

- **Study by Heba Fouad Ali Ismail:** *Determinants of Attitude Formation Toward Country of Origin and Their Implications for Designing the Marketing Mix – Applied to Durable Goods*, Faculty of Commerce, Cairo University, Egypt, Doctoral Dissertation, 2001. This study primarily aimed to identify Egyptian customers' attitudes toward Egyptian durable goods compared to competing Korean and Japanese goods. The results showed the relative importance of country of manufacture compared to other product-related characteristics. The study also indicated a relationship between attitudes toward country of origin and customer preference for imported products from that country. Comparisons of Egyptian customers' attitudes toward the countries under study showed Japan outperforming both Egypt and Korea. This was attributed to Japan being perceived as more advanced than Egypt, while Egyptian customers viewed Egypt as superior to South Korea. The results also demonstrated that Egyptian customers' attitudes are significantly influenced by national loyalty.

- **Study by Fathi Mujahidi:** *A Study of the Effect of Attitudes Toward Product Country of Origin and Its Brand on Algerian Customers' Evaluation of Local and Foreign Products – A Field Study of Electronic Products and Beverages*, Marketing, University of Algiers 3, Algeria, 2011, Doctoral Dissertation. The main objective of this study was to measure the impact of Algerian customers' attitudes toward product country of origin and its brand on their evaluation of local and foreign products, through their effect on perceived quality and perceived value of both the product and the brand, as well as on attitudes toward them and purchase intention.

The current study is similar to the previous studies in that all of them aim to demonstrate the role and impact of the brand's country of origin on customer attitudes, despite differences in study variables. It differs from previous studies in that it is a field study applying concepts related to the study variables within the Algerian market context.

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Hypothetical Research Model:

The following figure illustrates the hypothetical model of the research variables, which are:

- **Independent variable:** Brand's country of origin

- **Dependent variable:** Customer attitude, in its various components (cognitive, affective, behavioral).

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┌─────────────────────┐                    ┌──────────────────────────────┐
│                     │                    │    Customer Attitude:        │
│                     │                    │                              │
│ Brand Country of    │ ─────────────►     │  •  Cognitive component      │
│ Origin              │                    │                              │
│                     │                    │  •  Affective component      │
│                     │                    │                              │
│                     │                    │  •  Behavioral component     │
└─────────────────────┘                    └──────────────────────────────┘
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Research Methodology:

The study methodology represents the means through which the objectives of the study are achieved. It refers to the logical steps, procedures, and methods used to conduct scientific research, including methods related to data collection, the time frame for data collection, the design of the questionnaire, as well as the method for defining the study population and sample.

The study adopted the inductive approach, which is based on studying the part and then generalizing it to the whole. It also adopted a quantitative research approach based on data collection, statistical processing, and the extraction of results. In addition, a causal research approach was used, as the study relied on explaining the causal relationships between the study variables.

Statistical Analysis Tools:

The questionnaire data were coded and analyzed using the Statistical Package for the Social Sciences (SPSS) to test the study model and its hypotheses. The following statistical tools were used in the analysis process:

- Cronbach's alpha coefficient to measure the reliability of the scale used in the study.

- Correlation coefficients between the items of each dimension and the total score of the questionnaire items to ensure the construct validity of the scale used.

- Descriptive statistical methods (frequencies, percentages, arithmetic mean, and standard deviation) to describe the study variables.

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- Simple correlation coefficient to measure the type and strength of the relationship between the independent and dependent variables.

- Coefficient of determination to measure the proportion of the independent variable's contribution to explaining the variance in the dependent variable.

- Linear regression analysis to analyze the effect of the dependent variables and to construct regression equations for each of the relationships included in the study model.

2. Theoretical Framework

2.1 Brand Country of Origin:

With the onset of economic globalization in the late 1960s and early 1970s, the concept of country of origin and its mental image emerged. This occurred after marketers noticed the mental image held by customers. This section addresses the concept of origin, the rules for determining it, and its mental image.

2.1.1 Concept of Country of Origin:

According to previous studies on various customer behaviors, it has been shown that customers generally tend to form stereotypical perceptions regarding the quality, suitability, and attractiveness of products originating from different countries, and to evaluate these products positively or negatively when the country in which they are manufactured or produced has a positive or negative image.

- The country of origin is defined by the Kyoto Convention on customs procedures as: "the country in which the goods were produced or manufactured in accordance with the criteria stipulated for the purposes of applying customs tariffs, quantitative restrictions, or other measures related to trade exchanges" (Al-Abda, 2004, p. 13).

- It is also defined as "the nationality of the product, that is, the country in which the good was produced; determining the origin of any product is based on a set of rules and principles" (Andraus, 2008, p. 6).

The concept of country of origin refers to identifying the source of the product. When discussing the country of origin of a product, this refers to the country in which the good was produced. The country of origin is determined based on a set of factors, including the place of production of the raw materials used in manufacturing, the manufacturing process itself, and legal and regulatory standards (Al-Din, 2005, p. 164).

2.1.2 Country of Origin as a Multidimensional Concept:

- Some researchers believe that country of origin does not represent a unidimensional concept, but rather a multidimensional one. Ahmed and Chao argue that the concept of country of origin depends on two dimensions: country of design and country of assembly.

- Based on this approach, Han and Terpstra assert that products available to customers fall into four categories:

o Foreign-made products with foreign brands

o Foreign-made products with local brands

o Locally made products with foreign brands

o Locally made products with local brands

From researchers' views regarding the definition of country of origin, it is evident that there is variation in perspectives. This is due to differences in the results of previous studies in the field of country of origin. Some scholars emphasize that the concept used in a study affects customers' perception of product quality; therefore, this effect varies depending on what is meant by country of origin. The term "country of origin" was used in this study to refer to the country of manufacture for the following reasons:

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- Researchers often use the terms "country of origin" and "country of manufacture" interchangeably, despite their interest in distinguishing between them.

- The brand can be considered the main guide to the country of design (i.e., the parent country), especially in studies that address the effect of the brand alongside the effect of origin. The brand always directs the customer's mind to the parent country regardless of differences in the country of manufacture. This implies that brand origin does not change with the country of manufacture.

- The country of origin that laws require to be displayed usually appears under the phrase "Made in ...," which indicates that the country-of-origin information perceived by customers is in fact the country of manufacture. This is confirmed by the provisions of the GATT agreement on rules of origin, which state that the country considered as the origin of a particular good is either the country in which the good was wholly obtained or the country in which the last substantial transformation occurred when more than one country is involved in the production of the good. In cases where the criterion of manufacturing or processing is applied, the process determining the origin of the good must be precisely specified.

- The effect of the country of manufacture is stronger than that of the country of design or the nationality of the parent company on customer behavior.

2.2 Concept of Attitudes:

Attitudes are defined as "an expression of individuals' internal feelings that reflect or reveal whether they have positive or negative tendencies toward a particular object" (Obeidat, 2004, p. 216).

Gibson defines attitude as a feeling or a positive or negative mental readiness acquired and organized through experience and learning, which influences an individual's response toward people, objects, and situations.

Attitudes are also considered one of the most important psychological factors influencing customers' purchasing behavior. Many marketing studies and research have addressed this topic. Allport Gordon defines attitudes as a state of neural and psychological readiness, organized through personal experience, that exerts a directive or dynamic influence on an individual's responses to all objects and situations that evoke such responses.

Kotler defines attitudes as individuals' favorable or unfavorable positions and emotional feelings toward a particular object or idea (Rejwani, 2021, p. 6).

They are also defined as "an implicit, expected, and supportive response to behavioral patterns that can be stimulated by various characteristics resulting from prior learning or from the ability to group or discriminate within the society in which one lives" (Boulekroune & Boudaoud, 2020, p. 98).

The characteristics of attitudes can be summarized as follows (Aliz & Mouloud, 2018, p. 98):

- **Attitudes are acquired:** They result from information individuals obtain through direct experiences arising from interaction with their surrounding society. For example, friends' experiences with a certain type of clothing may build a positive or negative attitude toward it.

- **Attitudes are directed toward a specific object:** This object may be general, such as diet foods, or specific, such as a particular product, and it must be clearly defined.

- **Attitudes have direction and strength:** Attitudes are either positive or negative and are rarely neutral. They also vary in strength; one may like or strongly like something, or dislike or strongly dislike it.

- **Attitudes form the basis of behavior:** However, attitude is not necessarily synonymous with behavior.

- **Attitudes reflect preference or non-preference in tendencies:** The tendency toward an attitude acts as a motive that may drive customer behavior positively or negatively after purchase, and it is associated with emotions and feelings.

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- **Attitudes are characterized by stability and generalization:** Since they are formed over time, they are difficult to change. Generalization is a characteristic of attitudes; for example, when a customer prefers buying a product from a specific brand, they tend to view the brand positively.

- **Attitudes are easy to recall:** They are characterized by a high degree of confidence.

- **Attitudes differ among themselves:** In terms of direction, degree, and depth.

- **Attitudes are changeable:** Due to surrounding environmental factors. The degree and ease of change depend on the nature of the attitude in terms of its importance, the individual, and the situation.

The existence of a positive attitude toward a product does not necessarily guarantee that the customer will purchase it, as other factors must be present, such as purchasing power. Generally, changing attitudes is difficult, and changing the product itself may be much easier than changing customers' attitudes.

2.2.1 Basic Components of Attitude Toward Country of Origin:

Attitude toward the country of origin consists of three elements (Heba Fouad, 2004, p. 11):

- **Cognitive (perceptual) component:** Refers to the perceived characteristics of the country of origin and represents the knowledge and perceptions that emerge through the integration of experiences and specific goals of attitudes toward the country of origin.

- **Affective component:** Refers to the degree of positivity or negativity of customers' feelings toward the country of origin, whether preferential or non-preferential.

- **Behavioral component:** Includes the set of actions undertaken by the customer toward a specific target.

3. Practical Aspect of the Study

3.1 Method and Procedures:

Two main sources of information were used in this study:

- **Secondary sources:** The theoretical framework was developed using secondary data sources, including various references and previous studies.

- **Primary sources:** To address the analytical aspects of the study topic, primary data were collected through a questionnaire as the main research tool.

3.2 Study Population and Sample:

The population of this study consisted of all customers in Algeria. Due to the lack of a specific sampling frame for the research population, a convenience sample was used to collect data. This sampling method is appropriate when the population is large and geographically dispersed (Saunders et al., 2009).

The questionnaire was distributed electronically between July 15, 2025, and August 15, 2025, and the number of valid respondents obtained was 73.

3.3 Study Instrument:

This study relied on designing a structured questionnaire using Google Drive, containing a number of questions arranged in a specific sequence. It was used to collect quantitative data. The questionnaire was divided into three sections:

- **Section One:** Related to the demographic factors of the sample respondents.

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• **Section Two:** Focused on the brand's country of origin.

• **Section Three:** Focused on customer attitudes. A three-point Likert scale was used to measure the variables and dimensions of the current study. This scale was designed to identify the strength of respondents' agreement or disagreement with the statements in the questionnaire.

3.3.1 Validity and Reliability of the Scale:

This measure assesses the degree of reliability and validity of the questionnaire items. Reliability refers to the stability of the data and the absence of internal inconsistency, meaning that the scale yields the same results with a probability equal to the coefficient value if reapplied to the same sample. Validity refers to the extent to which the scale measures what it was designed to measure.

The model includes two main variables: the brand's country of origin and customer attitudes. The study examines the effect of the brand's country of origin on customer attitudes.

3.3.2 Normality Test:

Before using statistical tools, it was necessary to verify whether the data followed a normal distribution. For this purpose, the Kolmogorov–Smirnov test was used. The following table shows the obtained results:

Table   1:   Results   of   the   Kolmogorov–Smirnov   Test

Axis	Number of Items	Sig	
Axis One: Brand Country of Origin	9	0.074	
Axis Two: Customer Attitudes	6	0.068	
Total	15	0.07	

Source: Prepared by the researchers based on SPSS output.

From the table above, it can be observed that each axis meets the condition of a significance level greater than 0.05, which means that the data follow a normal distribution. Therefore, parametric tests can be used.

3.3.3 Reliability of the Study Instrument:

Cronbach's alpha was used to verify the reliability of the questionnaire, as shown in the following table:

Table 2: Cronbach's Alpha Reliability Statistics

Axis	Number of Items	Cronbach's Alpha
Axis One: Brand Country of Origin	9	0.977
Axis Two: Customer Attitudes	6	0.911
Total	15	0.951

Source: Prepared by the researchers based on SPSS output.

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It can be observed that the value of Cronbach's alpha is greater than 0.6, which means that the test is positive; in other words, the questionnaire is reliable and suitable for analysis purposes.

4. Analysis of Results

4.1 Analysis of Personal Variable Data:

Below is the distribution of personal variables (gender, age, educational level, and income), as shown in the following tables:

4.1.1 Gender:

Table 3: Gender Distribution

Gender	Frequency	Percentage
Male	56	77%
Female	17	23%
Total	73	100%

Source: Prepared by the researchers based on SPSS output.

From the analysis of the gender table, it appears that the majority of customers are male, accounting for 77%, followed by female customers at 23%.

4.1.2 Age:

Table 4: Age Distribution

Age Group	Frequency	Percentage
18–30 years	25	34%
30–40 years	24	33%
40–50 years	22	30%
Over 50 years	2	3%
Total	73	100%

Source: Prepared by the researchers based on SPSS output.

The table shows that the largest proportion of customers falls within the 18–30 age group (25 customers, 34% of the total), followed closely by those aged 30–40 years at 33%. The third group includes respondents aged 40–50 years at 30%. Finally, customers over 50 years of age represent 3%.

4.1.3 Educational Level:

Table 5: Educational Level Distribution

Level	Frequency	Percentage
Primary	3	4%
Middle	12	17%
Secondary	17	23%
University	35	48%
Higher	6	8%
Total	73	100%

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Source: Prepared by the researchers based on SPSS output.

Analysis of the educational level table shows that customers with a university education constitute the largest group (35 out of 73 respondents, 48%). This is followed by those with secondary education at 23%, then middle education at 17%. Finally, respondents with a primary education represent 4% of the sample.

4.1.4 Purchasing Power:

Table 6: Sample Characteristics by Purchasing Power

Purchasing Power	Frequency	Percentage
Low	13	18%
Medium	46	63%
High	14	19%
Total	73	100%

Source: Prepared by the researchers based on SPSS output.

The analysis indicates that the majority of respondents have medium purchasing power (46 customers, 63%), followed by those with high purchasing power at 19%. Customers with low purchasing power account for 18% of the total sample.

4.2 Analysis of Results Related to the Second Axis:

The axis of the brand's country of origin consists of a set of questions divided into nine items:

- When you intend to purchase a product, does the country in which it was made influence you?

- Have you previously dealt with national companies?

- Do the products offered by national companies enjoy social acceptance because they are made in Algeria?

- When I want to buy a product, the factor that most drives me toward a particular brand is the country of manufacture.

- A brand name that clearly indicates its country has a greater influence.

- A unique product name and logo give the customer a positive impression.

- The colors used in a product's brand symbol convey trust, strength, and clarity.

- A brand design that is easy to perceive visually has a positive effect.

- Simple brand logos are classified as more attention-grabbing to customers.

Table 7: Analysis of Statements Related to the Second Axis (Brand Country of Origin)

Source: Prepared by the researchers based on SPSS output.

- Statement No. 05 ranked first with a mean of 2.603, a standard deviation of 0.618, and a high level of agreement. This indicates that the statement is positive and that respondents agree that a clearer brand name has an effect on their behavior.

- Statement No. 02 ranked second with a mean of 2.603, a standard deviation of 0.740, and a high level of agreement, indicating that respondents agree with the statement.

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- Statement No. 01 ranked third with a mean of 2.589, a standard deviation of 0.723, and a high level of agreement, indicating that when respondents intend to purchase a product, the country in which it was made influences them.

- Statement No. 03 ranked fourth with a mean of 2.548, a standard deviation of 0.625, and a high level of agreement, indicating that respondents agree that products offered by national companies enjoy social acceptance because they are made in Algeria.

- Statement No. 04 ranked fifth with a mean of 2.452, a standard deviation of 0.727, and a high level of agreement, indicating that when respondents want to purchase a product, the main factor driving them toward a national brand is the country of manufacture.

The remaining statements also showed a general tendency toward positivity and agreement, with slight variations in mean values and standard deviations.

4.3 Presentation of Results Related to the Third Axis: Customer Attitudes

The customer attitudes axis consists of six items:

- The quality of products offered by national companies meets my expectations.

- I rely on brand reputation when choosing products.

- I feel there is a difference between national products and their foreign counterparts.

- Do you prefer national products over other foreign brands?

- Does your impression of a brand directly affect your purchase decision?

- Is your repeated purchase of a particular brand the result of a successful experience?

Table 8: Analysis of Statements Related to the Third Axis (Customer Attitudes)

Source: Prepared by the researchers based on SPSS output.

- Statement No. 06 ranked first with a mean of 2.603, a standard deviation of 0.682, and a high level of agreement, indicating that respondents agree that their repeated purchase of a particular brand was the result of a successful experience.

- Statement No. 02 ranked second with a mean of 2.589, a standard deviation of 0.663, and a high level of agreement, indicating that respondents rely on brand reputation when choosing certain products.

- Statement No. 03 ranked third with a mean of 2.534, a standard deviation of 0.728, and a high level of agreement, indicating that respondents feel there is a difference between national products and their counterparts in the market.

- Statement No. 05 ranked fourth with a mean of 2.411, a standard deviation of 0.704, and a high level of agreement, indicating that respondents agree that their impression of brands directly affects their purchasing decision.

- Statement No. 01 ranked fifth with a mean of 2.274, a standard deviation of 0.786, and a moderate level of agreement, indicating that respondents agree that the quality of national companies' products meets their expectations.

- Statement No. 04 ranked sixth with a mean of 2.192, a standard deviation of 0.811, and a moderate level of agreement, indicating that respondents agree that they prefer national products over other brands.

4.4 Hypothesis Testing:

This section tests the hypotheses, which represent preliminary answers to the study's questions, in order to verify whether they are supported.

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4.4.1 Testing the Main Hypothesis:

Table 9: Results of the Analysis Testing the Effect of Brand Country of Origin on Customer Attitudes at a Significance Level of α = 0.05

- **Independent variable:** Brand country of origin

- **Dependent variable:** Customer attitudes

Regression Coefficient	Coefficient of Determination	Calculated T Value	Tabulated T Value	Significance Level
0.315	0.250	3.218	2.042	0.003

Source: Table prepared based on SPSS output.

Based on the hypothesis test results using SPSS, a number of conclusions can be summarized as follows:

- **The regression coefficient in the model is 0.315**, which means that when the use of the brand's country of origin increases by one unit, customer attitudes improve by 0.315. This indicates the relative effect of the brand's country of origin on customer attitudes.

- **The coefficient of determination is 0.250**, which is relatively low and close to متوسط (medium). This means that **25.0%** of the changes in the dependent variable are explained by changes in the independent variable, indicating that the model under study has a moderate explanatory power.

- **The calculated T value is greater than the tabulated T value**, and the significance level is **0.003**, which is less than the adopted statistical significance level of **0.05**. Therefore, we accept the alternative hypothesis **H1**, which states that there is a statistically significant effect of the brand's country of origin on customer attitudes, and we reject the null hypothesis **H0**, which states that there is no statistically significant effect of the brand's country of origin on customer attitudes. Hence, the main hypothesis is supported.

A simple linear regression test was also conducted using SPSS.

Table 10: Results of the Analysis Testing the Relationship between Brand Country of Origin and Customer Attitudes at a Significance Level of α = 0.05

- **Independent variable:** Brand country of origin

- **Dependent variable:** Customer attitudes

Pearson Correlation Coefficient (R)	Significance Level (SIG)
0.500	0.003

Source: Table prepared based on SPSS output.

Based on the SPSS results, the following conclusions can be summarized:

- The **Pearson correlation coefficient is 0.500** and positive at the 0.05 significance level. This indicates a **positive (direct) correlation** between the brand's country of origin and customer attitudes; that is, the greater the use and emphasis on the brand's country of origin, the more customer attitudes improve.

- The significance level **SIG = 0.003**, which is less than 0.05. Therefore, we accept **H1**, which states that there is a correlation between the brand's country of origin and customer attitudes, and reject **H0**, which states that there is no correlation. Hence, the main hypothesis is supported.

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4.4.2 Testing the First Sub-Hypothesis:

There is a statistically significant effect of the brand's country of origin on the cognitive component of customer attitude.

- **Null hypothesis (H0):** There is no statistically significant effect of the brand's country of origin on the cognitive component.

- **Alternative hypothesis (H1):** There is a statistically significant effect of the brand's country of origin on the cognitive component.

Table 11: Results of the Analysis Testing the Effect of Brand Country of Origin on the Cognitive Component at a Significance Level of α = 0.05

- **Independent variable:** Brand country of origin

- **Dependent variable:** Cognitive component

Regression Coefficient	Coefficient of Determination	Calculated T Value	Tabulated T Value	Significance Level
0.522	0.501	3.318	2.112	0.001

Source: Table prepared based on SPSS output.

Conclusions:

- The regression coefficient is **0.522**, meaning that a one-unit increase in the use of the brand's country of origin improves the cognitive component by **0.522**, indicating the relative effect of country of origin on the cognitive component.

- The coefficient of determination is **0.501** (moderate), meaning that **50.0%** of the changes in the dependent variable are explained by changes in the independent variable, indicating moderate explanatory power.

- The calculated T value is greater than the tabulated T value, and **SIG = 0.001 < 0.05.** Therefore, we accept **H1** and reject **H0.** Hence, the hypothesis is supported.

4.4.3 Testing the Second Sub-Hypothesis:

There is a statistically significant effect of the brand's country of origin on the affective component of Algerian customers.

- **Null hypothesis (H0):** There is no statistically significant effect of the brand's country of origin on the affective component.

- **Alternative hypothesis (H1):** There is a statistically significant effect of the brand's country of origin on the affective component.

Table 12: Results of the Analysis Testing the Effect of Brand Country of Origin on the Affective Component at a Significance Level of α = 0.05

- **Independent variable:** Brand country of origin

- **Dependent variable:** Affective component

Regression Coefficient	Coefficient of Determination	Calculated T Value	Tabulated T Value	Significance Level

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| 0.385 | 0.312 | 4.103 | 3.142 | 0.013 |

Source: Table prepared based on SPSS output.

Conclusions:

- The regression coefficient is **0.385**, meaning that a one-unit increase in the use of the brand's country of origin improves the affective component by **0.385**, indicating the relative effect on the affective component.

- The coefficient of determination is **0.312** (relatively low to moderate), meaning that **31.2%** of the variance in the dependent variable is explained by the independent variable.

- The calculated T value is greater than the tabulated T value, and **SIG = 0.013 < 0.05**. Therefore, we accept **H1** and reject **H0**. Hence, the hypothesis is supported.

4.4.4 Testing the Third Sub-Hypothesis:

There is a statistically significant effect of the brand's country of origin on the behavioral component of customer attitude.

- **Null hypothesis (H0):** There is no statistically significant effect of the brand's country of origin on the behavioral component.

- **Alternative hypothesis (H1):** There is a statistically significant effect of the brand's country of origin on the behavioral component.

Table 13: Results of the Analysis Testing the Effect of Brand Country of Origin on the Behavioral Component at a Significance Level of α = 0.05

- **Independent variable:** Brand country of origin

- **Dependent variable:** Behavioral component

Regression Coefficient	Coefficient of Determination	Calculated T Value	Tabulated T Value	Significance Level
0.501	0.474	3.452	2.387	0.005

Source: Table prepared based on SPSS output.

Conclusions:

- The regression coefficient is **0.501**, meaning that a one-unit increase in the use of the brand's country of origin improves the behavioral component by **0.501**, indicating the relative effect on the behavioral component.

- The coefficient of determination is **0.474** (moderate), meaning that **47.4%** of the variance in the dependent variable is explained by the independent variable.

- The calculated T value is greater than the tabulated T value, and **SIG = 0.005 < 0.05**. Therefore, we accept **H1** and rejet **H0**. Hence, the hypothesis is supported.

5. Conclusion

Through this study, we addressed the role of the brand's country of origin in shaping customer attitude, in an attempt to answer the various questions raised in the research problem. It was necessary to discuss the brand's country of origin as it represents the mental image of certain countries—one of the strengths that organizations should leverage in domestic and foreign markets. Customers evaluate products not only based on appearance and physical attributes, but also based

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on the country in which they were produced. Some countries possess a good reputation and a positive image for their brands.

The mental image of the country of origin can have both positive and negative effects on the brand. Consequently, different types of attitudes can be formed toward the brands of different countries, which may lead to changes in customer attitudes when evaluating a brand. The mental image associated with origin is linked to economic growth and international standing, which gives customers the freedom to compare and choose among available brands. This obliges organizations to understand customers' needs and desires and study their attitudes toward brand origin in order to meet customer expectations and fulfill them.

Suggestions:

Based on the findings of this study, several suggestions can be offered to help organizations benefit from the positive effect of origin on customers' attitudes toward their brands and reduce the negative effect, thereby improving marketing effectiveness and strengthening competitiveness to ensure continuity, especially after market liberalization:

• Organizations should take this factor into account when introducing any product.

• Customer attitudes are influenced by the characteristics of the brand's country of origin, especially economic characteristics.

• Marketers should emphasize in their communication campaigns that the product is locally made and should be purchased to encourage national industry, and they should highlight the distinctive features and characteristics of local products that provide benefits to customers and satisfy their needs and wants.

• Organizations should provide all possible and necessary information to help customers evaluate products.

• Enhance and support the mental image and positive attitudes toward Algeria by highlighting its positive aspects.

Ethical Considerations

This study was conducted in accordance with generally accepted ethical standards for social science research. Participation in the survey was entirely voluntary, and respondents were informed about the purpose of the study prior to their involvement. Informed consent was obtained from all participants. The questionnaire did not include any sensitive personal data, and respondents were assured of anonymity and confidentiality. All collected data were used exclusively for academic research purposes. No form of deception, coercion, or harm was involved in the research process.

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Author Contributions

• **Boudaoud Hamida:** Conceptualization of the study, research design, data collection, and manuscript drafting.

• **Belmehdi Nabila:** Questionnaire development, data analysis, interpretation of results, and critical revision of the manuscript.

• **Boulekroune Radia:** Literature review, methodological support, validation of findings, and final editing of the manuscript.

All authors have read and approved the final version of the manuscript and agree to be accountable for all aspects of the work.

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Conflict of Interest

The authors declare that they have no known competing financial or personal interests that could have appeared to influence the work reported in this paper.

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