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# A comparative analysis of Kenyan pharmacists perception towards pharmaceuticals made in India and China

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A Comparative Analysis Of Kenyan Pharmacists Perception Towards  
Pharmaceuticals Made In India And China

By

**Ahmed Hassan Tawakal**

**Reg No 79065**

Submitted in partial fulfillment

of the requirements for the Degree of

Master of Business Administration in Healthcare Management at Strathmore University

VT OMNES VNVM SINT

Strathmore Business School

Strathmore University

Nairobi, Kenya

June, 2016

DECLARATION

I declare that this work has not been previously submitted and approved for the award of a degree by this or any other University. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due reference is made in the thesis itself.

Ahmed H Tawakal

Signature.....

Date.....

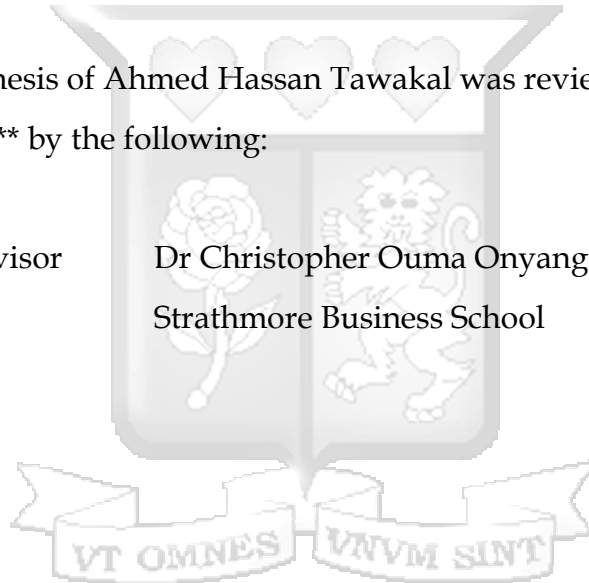
**Approval** The thesis of Ahmed Hassan Tawakal was reviewed and approved\*  
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Strathmore Business School



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Dean, School of Graduate Studies

## **Abstract**

Imports from India and China constitute over 40% of the total value of pharmaceutical imports into Kenya. However products made in these countries are faced with the challenge of being perceived in the context of the country of their origin. This concept has identified that national stereotypes of products and services from a country exist and they affect the product evaluation and purchase intention of the market.

The purpose of this study is to identify the perception of Kenyan pharmacists towards pharmaceutical products from India and China as well as their cognitive and affective image towards those countries. The study also seeks to analyse the impact of product image perception towards purchase intention of pharmaceuticals and to compare the results of the two countries.

The study utilized a cross-sectional design with systematic sampling of the population.

Descriptive analysis of the data was performed and is presented in table and charts form. Inferential and correlational analysis were also done to determine the correlation effect of the different parameters on the purchase intention.

The results of the study suggest that there is variation in impact of product perception on purchase intention of pharmaceuticals for the two countries and that pharmacists generally had a favourable view towards pharmaceuticals made in India as compared to those made in China.

The study will help pharmaceutical marketers from the study countries identify the most important determinants of purchase intention among pharmacists and to shape their promotion activities to target those aspects.

Key words:

Country of origin, country image, cognitive country image, affective country image, country-product image

## Definition of terms

Country of origin effect:

It has been defined as the picture, the reputation, the stereotype that consumers attach to products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and traditions. (Nagashima, 1970)

Cognitive country image :

Consumers' beliefs of a country, incorporating levels of economic development, living standards, industrialization and technological advancement.

Affective country image:

Refers to consumers' feelings toward a country, including its government, policies, culture and people.

Country-product image:

Country-product image refers to the entire beliefs that consumers have regarding products or brands for a given country based on their prior perceptions of the country's production and marketing strengths and weaknesses.

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## LIST OF ABBREVIATIONS

COO- Country of Origin

CI- Country Image

CPI- Country product image

CCI- Cognitive country image

ACI- Affective country image

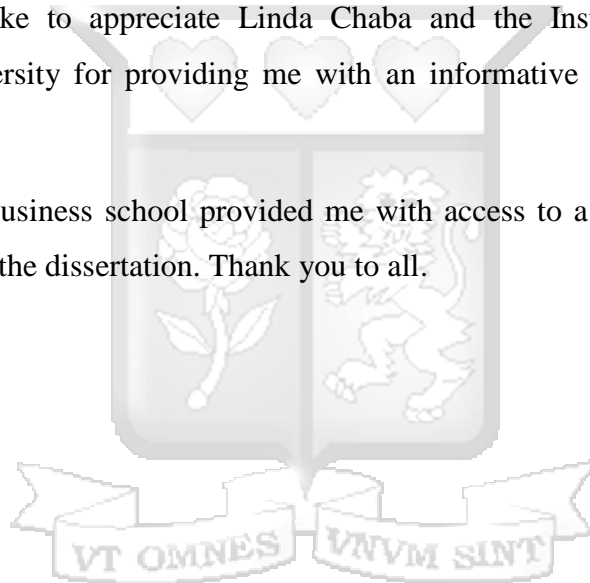
SPSS- Statistical package for social scientists



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The Strathmore business school provided me with access to a rich online library and a venue to compile the dissertation. Thank you to all.



Dedication

To my mum, wife and daughter.





## **CHAPTER ONE: INTRODUCTION**

### **1.1 Background**

Marketing, international trade and consumer behavior studies have tried to understand the perception of consumers towards both locally produced or imported products. This has resulted in the identification of an effect called country of origin effect, associated with the perceptions of consumers.

Country of origin effect is defined as the picture, the reputation, the stereotype that businessmen and consumers attach to products of a specific country. This image is created by such variables as ; representative products, national characteristics, economic and political background, history, and traditions. (Nagashima, 1970). Marketers have been faced with the challenge of understanding the drivers of country of origin and the impact it has on demand of products, product evaluation, brand equity and purchase intention.

Country of origin is a widely studied buyer behavior phenomenon that seeks to explain the perceptions of stereotypes individuals may have of a particular country. Country image determines the likelihood of purchase in many instances. Also the country image influences perception towards the quality and price of the products from that country. It is therefore important to understand the perception of the professionals involved in the procurement, evaluation, licensure and distribution of pharmaceuticals.

There have been variations in definitions and measurements used in country of origin studies, making it difficult to compare study findings. This has resulted in contradictory results findings from different studies regarding the relationship between country image and purchase intention and lack of standardized elements of country of origin.(Wang,Li,Barnes and Ahn 2012).Some researchers have studied country of origin effect as a single cue and relied on evaluation of factors such as perceptions towards the people, government system, level of economic development, animosity between nations and home-country biases in the form of ethnocentrism. (Schooler, 1965) (Nagashima,

1970). However, more recently scholars (Wang et al 2012) have tried to classify elements of country of origin on the basis of country image and country-product image.

The country image (CI) is classified depending on whether they are related to cognitive cues or affective image of the country (Wang et al 2012). Cognitive country image are consumers' beliefs of a country, incorporating levels of economic development, living standards, industrialization and technological advancement while affective CI refers to consumers' feelings toward a country, including its government, policies, culture and people. This may include country affiliation or perception due to animosity

Products made in a country therefore have to contend to being judged within the prism of their country of origin, thus the country-product image(CPI).They are therefore most likely to be affected by the perception of their countries in the eyes of the foreign consumers. Some of the aspects with which products from a country are judged by are innovativeness, prestige, quality or workmanship and price or value for money (Roth and Romeo 1992).

Purchase intentions and product evaluations are affected by both the CI and CPI upto the extent to which brand identity is fully realized and ameliorates the effects of both such that they are able to outsource from newly industrialized and emerging economies without losing any of the perceived gains of country of origin (Tjandra 2011).

Studies have shown that a positive country of origin effect is associated with positive brand equity (Panda and Misra 2014)(Murtiasih,Sucherly and Siringoringo 2014)(Yasin,Noor and Mohamad 2007).Sanyal and Datta (2011) found that country of origin has a high degree of positive effect on brand strength and brand awareness as well as brand equity. Secondly, brand equity components mediate the effect of country of origin effect and have also been shown to be associated with increased purchase intentions. (Liefeld, 2004) argues that in consumers with high product knowledge the impact of COO effect is lessened.

## 1.2 Problem Statement

With the liberalization of the Kenyan economy in the 1990s and the increase in globalization, there has been increased importation of both raw materials and finished pharmaceuticals into the country. Increased importation was triggered by a number of factors, including the permissance of private medical practice and closing down, scaling back and shutdown of local manufacturers. Due to the escalating cost of healthcare and drive towards increasing profit margins while reducing the burden on the consumers, importers have had to source for cheap generic drugs from India and most recently other emerging countries such as China.

Pharmaceutical products are the mainstay of medical care. Evaluation of country reputation in sourcing of products may not be succinctly stated in literature, but is normally a consideration for most small and medium scale pharmacists and procurement departments (Ngoma and Ntale 2015).The country of origin of most pharmaceuticals are a selling point due to their country image association.

India is the leading source of generic pharmaceuticals into the country and currently supplies 40% of the imported drugs. (UNIDO, 2010) It has a robust and growing pharmaceutical and biotechnology sector that supplies generic medicines to most of sub-Saharan Africa and other low and middle income countries. China on the other hand is a rapidly emerging source of pharmaceutical imports.

Globalization has made it possible for trade between countries to flourish. With the opportunity of expansion into new markets, companies face difficulties penetrating new markets because they lack understanding of the dynamics of the market and do not know the perception of the consumers towards the products produced in foreign countries.

As the demand for low cost drugs persists, India remains preferred destination for importers. A firm wishing to import pharmaceuticals into the country from India and China needs to study the image each country may portray among the professionals engaged in product evaluation and decision making regarding distribution into the local supply chain. It would also be equally important to analyze and determine whether any of the elements of the CI and CPI have a significant effect on purchase intention.

This study seeks to understand the perception of pharmacists towards Indian and Chinese-made drugs and determine whether these perceptions have an impact on their choice of medicines.



### 1.3 Research Objective

The main objective of the study is to analyze the cognitive and affective country image of generic pharmaceuticals made in India and China.

Specific objectives are

1. To determine the cognitive and affective country image of India and China among Kenyan pharmacists.
2. To determine the Indian and Chinese pharmaceutical product image among Kenyan pharmacists
3. To analyse the impact of the product image perception on intention to purchase among pharmacists in Kenya.
4. To perform a comparative study of product image perception between pharmaceuticals made in India and China by Kenyan pharmacists.

### 1.4 Research Questions:

1. What is the cognitive and affective country image of India and China among pharmacists in Kenya?
2. What is the Indian and Chinese pharmaceutical product image among Kenyan pharmacists?
3. What is the impact of product image on intention to purchase among Kenyan pharmacists?
4. Are there any significant difference in product image perceptions between pharmaceuticals made in India and China among Kenya pharmacists?

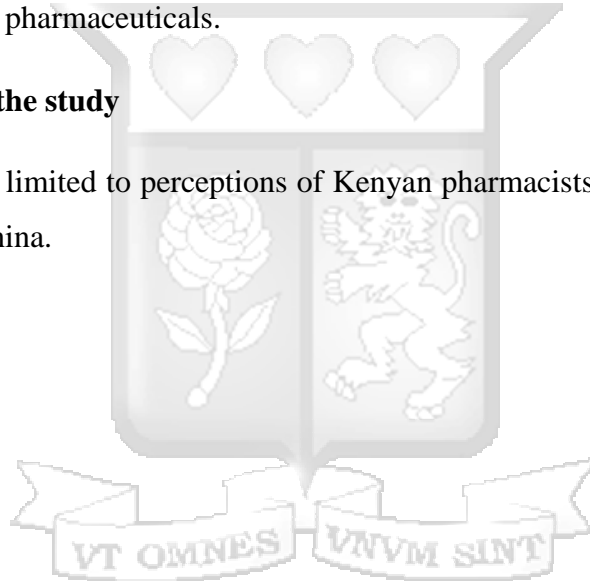
### **1.5 Significance of the study**

The present study seeks to establish the relationship of the key concepts of country image and country-product image with purchase intention. It also seeks to perform a comparative analysis of Kenyan pharmacists perceptions towards Chinese and Indian pharmaceuticals. This would guide marketing departments of pharmaceutical companies on the impact of sourcing drugs from India and China. It will also form as a baseline study through which future studies can be based to examine the trend of the factors over time.

The study also seeks to examine whether low image of country of origin affects rational purchases such as pharmaceuticals.

### **1.6 Limitation of the study**

The study will be limited to perceptions of Kenyan pharmacists towards pharmaceuticals from India and China.



## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Introduction**

In this chapter the country of origin (COO) effect is defined and its impact on product evaluation and purchase intention discussed thoroughly from a theoretical point of view. The decomposed effect of the COO effect into a multi-dimensional concept of country image (CI) and Country-Product image (CPI) is evaluated through a literature review and the most important findings discussed and scrutinized. A critique of the various dimensions of the theoretical and empirical studies and results are made and impact of the current study in adding to the body of knowledge on COO effect presented. Lastly the conceptual framework on which the study will be made is presented.

### **2.2 Country of origin effect**

The country of origin effect has been one of the most widely studied and evaluated phenomenon in international business, marketing and consumer behavior literature (Peterson and Jolibert 1995).The Country of origin effect implies the stereotypes normally related to the perception towards a country and its products.

The Country of origin effect is defined as the overall perception consumers' form of products from a particular country, based on their perceptions of that country's production and marketing strengths and weaknesses (Roth and Romeo 1992).

Consumers use intrinsic product factors such as the colour, flavour, smell or appearance and their knowledge or prior experience of the product to evaluate it and their purchase intention. However, when the intrinsic product attributes are missing or are limited consumers use extrinsic factors such as country of origin to evaluate the choice of the product. This is because product knowledge empowers the consumer to evaluate intrinsic product features rather than rely on the extrinsic COO effect (Ghalandari and Norouzi 2012) (Maheswaran, 1994) . The level of importance of country of origin as a cue is dependent on the product category or knowledge of the consumers.

Country of origin is also not a solid construct that is applicable across the board in all countries and for all products. Consumers use different cues of country of origin and to a variable extent in different products (Al-Sulaiti and Baker 1998). Therefore the construct under consideration keeps getting redefined on a product to product and country to country basis.

Country of origin has been seen to have a positive association with product evaluation and also purchase intentions (Kaynak and Hyder 2000). It would indirectly affect purchase intention through cognitive imagery of products and would directly affect the purchase intention through emotional attachment with the country in consideration.

With the evolution of the COO construct most attributes and components of the COO effect have been continuously changing. Initially studies looked at the COO as a single cue but over time it has been developed into a multiple cue construct. The COO effect has been split into Country Image (CI) and Product-Country image (PCI). The country image is the stereotype of a country and its technological innovations and its people and culture. The Product-country image being the perception of consumers based on the country image of product category or specific product from that country. The focus of COO research over time has been on the imagery of a country and how it affects product evaluation and preferences. In as much as it would contain some objective preferences based on cognitive perception, it is also subjective in the realm of a country's cultural similarity with the consumers under evaluation or animosity towards that country.

### **2.2.1 Country Image**

Country image has been defined as the mental representation of a country and its people, including cognitive beliefs of a country, as well as the affective evaluations of its social and political systems or standpoints. According to Wang et al 2012, Cognitive country image refers to consumers' beliefs of a country, incorporating levels of economic development, living standards, industrialization, and technological advancement while affective country image refers to consumer affective evaluations (i.e., to like or dislike, be positive or negative) regarding a country and its people.

These perceptions or images of a country can influence consumer purchase processes either positively or negatively. There are a variety of country-related cues or information of which the simplest is the “Made in” label. With globalization and increase in multi-country product developments there are newer features such as Country of assembling (COA) and Country of manufacture (COM) which would have an impact on the perception of the finished products. Also with greater outsourcing of key product development features and growth of the emerging economies of Asia, country image is an important consideration for multinationals and importers. The country images both cognitive and affective are not constant but vary with time and greater industrialization, varying country relations and change in perception of products quality are aspects that companies need to be cognizant of and utilize in penetrating new markets.(Lumb et al 2015)

#### **2.2.1.1 Cognitive country image**

Cognitive country image has been defined as consumers’ beliefs of a country, incorporating levels of economic development, living standards, industrialization and technological advancement. Most marketing studies on country of origin have evaluated the technological advancement, workmanship and confidence in the products of a country and its impact on product evaluation and purchase intention (Roth and Romeo 1992.).Cognitive country image serves as an indirect channel in affecting purchase intention through product image (Wang et al, 2012).The outcome of most studies has been that the cognitive country image has a positive correlation with the perception of products or services from that country (Maher and Carter, 2011).

Earlier studies showed an inherent hierarchy of bias with regard to economic development of a country (Schooler, 1965) (Bilkey and Nes,1982). A positive cognitive country is found when the products being evaluated is from a more technologically or economically advanced country. Since technologically advanced countries are perceived as having better workmanship, the risk associated with them is lower and thus the positive image. However when the product being evaluated is from a country with low technological potential the image is normally negative. Cognitive country imagery mostly

affects the purchase of rational products with a high cost associated with acquisition and greater risk of loss in case of defects that are not covered in warranties.

Since the earliest research that gave rise to the concept of country of origin, positive image of economically endowed countries has been seen (Schooler, 1965) . Consumers of developing countries associate product quality to country's level of technological progress or economic prowess. However a factor that can reduce the impact of this association is ethnocentrism.

According a study on Saudis perception of foreign products by (Al-Sughayir,Al Barq & Ahmed,2012), the consumers cited quality attributes of the product, technological prowess and price as the most important determinant of purchase rather than country of origin. However, the analysis showed that the consumers ranked products from technologically more advanced countries (Japan, Germany and U.S higher than developing countries (Malaysia, Saudi Arabia and China).

In a comparison of country of origin effects on household and organizational buyers' product perceptions (Ahmed & D'astous, 1995), developed countries and their products have a greater positive image than developing countries.

In a study of perception of imports in Bangladesh, it was discovered that the products which originated from developed countries were perceived to be associated with better quality attributes, reliability, performance and good workmanship, and the products originating from Indian and Bangladesh were perceived to be less desirable in quality (Kaynak & Hyder, 2000). Further reinforcing the perception that cognitive image of technologically and economically advanced countries is normally higher than the developing countries.

#### **2.2.1.2 Affective country image**

Affective country image has been defined as the emotional explanation of the relationship with a country. This may include perception towards its people, culture and affiliation or animosity.

Country of origin evokes emotions and feelings in the consumers. Despite COO cognitive image being positive, some products or services with a personal touch generate a different response due to the emotional association. Affective country image has been shown to have direct and positive association with purchase intention (Li,Wang,Jiang,Barnes &Zhang,2014) (Wang et al,2012).Most service purchases incorporate the utilization of positive affective image more than cognitive imagery. In a study of Dutch respondents on tourism destination perception of Germany and Spain, there is a greater positive destination belief towards Spain. This is despite the convenience of visiting Germany which is has a greater positive cognitive image and is convenient as it shares a border with The Netherlands. The cognitive imagery of a country alone is not the most important factor in country image evaluation as other factors such as environmental, weather and value for money are more important (Ayyildiz & Turna, 2013). This is due to the experiential nature of a holiday destination and its appeal to the emotions of the consumer as opposed to the purchase of a car or a stock option in a company. Positive emotional imagery has been seen to counteract any negative cognitive country images especially in tourism and other service industry studies.

Also animosity may have a greater impact in stopping a purchase from a highly positive cognitive country image. According to the study by Wang et al, 2012, Chinese consumers had a negative affective image of Japan more than to Korea or other nations due most likely to animosity related to world war II atrocities and occupation, this is in spite of Japan having a better cognitive image and thereby lowering the product image of Japanese products.

A study by Alvarez and Campo (2014) showed how in the aftermath of an attack on a Turkish humanitarian flotilla Mavi Marmara, the already negative affective country image of Israel was further destroyed. This confirms that a political conflict between two countries significantly damages the country image through the affective component and boosts the previously held animosity.

In a multinational evaluation of country of origin effects for product from various destinations, Taiwanese respondents showed the greatest animosity towards China,

despite sharing a common racial and geographical proximity. This has been attributed to fears of annexation of Taiwan by China. (Ahmed & D'astous, 2008).

In a study of intention to visit and perception towards imports from India and Vietnam among Hong Kong students, animosity was found to influence the intention to visit and attitude to imports from those countries (Chan, Chan & Leung, 2010).

### **2.2.2 Country product image (CPI):**

Country-product image refers to the entire beliefs that consumers have regarding products or brands for a given country based on their prior perceptions of the country's production and marketing strengths and weaknesses (Li et al, 2014).

Roth and Romeo, 1992 Carried out a study to evaluate product images of a number of countries and came up with two key findings that would conceptualize and operationalize country image in future studies. The first was a framework that was the basis of country-product image evaluations. Based on previous studies such as (Nagashima, 1970), Han and Terpstra (1988) identified commonly evaluated country image dimensions which would yield greater comparability of research findings, and subsequent generalizability of COO and itemized them to be :

Innovativeness: Use of new technology and engineering advances

Design: Appearance, style, colors, variety

Prestige: Exclusivity, status, brand name reputation

Workmanship: Reliability, durability, craftsmanship, manufacturing quality.

In a study of luxury brands by Aiello, Donvito, Godey, Perderzoli, Weidmann, Hennigs and Siebbels (2010), various countries were evaluated and each had a specific element associated to it. Therefore the result is that in most cases a country may be renowned for a specific product trait and not another. In the study Italy was most positively rated on Design, while Japan in Innovativeness, France for Prestige and Germany in Workmanship . Since most of the traits of products studied are related to technological

innovation, the level of economic progress is related to a positive perception in products from those countries and a higher likelihood of purchase.

### **2.3 Critical review of literature on country of origin effect**

A criticism of the limitation of the country of origin construct is that it is greatly important when other intrinsic product cues are not available but with availability of those cues it reduces in importance to affect product evaluation and purchase intention. Also it may not be an important construct in purchase decision especially where consumers are knowledgeable about the product. According to (Liefeld, 2004) study on consumer use of country of origin information, it was found out that only 2% of consumers used country of origin as a determinant of purchase decision while 59.1% used intrinsic product characteristics (taste, design, performance) as determinant of purchase. This implies that the consumers were knowledgeable about the products and extrinsic characteristics like country of origin were not the most important determinant of purchase.

Findings of study by (Maheswaran, 1994) suggests that consumers product knowledge has a greater influence on product evaluation and used country of origin cues only when product attribute information was missing or was ambiguous. Therefore, in a scenario such as the evaluation of country of origin effect on pharmaceuticals perception which is guided by laid down rules of product evaluation the impact of country of origin effect may be lower than scenarios where intrinsic product characteristics are missing. But in a meta-analysis by Verlegh and Steenkamp (1999), country of origin effects was not smaller for industrial goods as compared to consumer goods, although industrial purchasers are deemed to be more rational and better informed than the average consumer and the effect of COO on purchase decisions seem to be comparable in industrial and consumer goods purchase.

This is supported by study on factors influencing doctor's prescription decision in Pakistan by Tajdar and Ahmed, 2015 where the country of origin was found to be the most important factor in prescription generation among doctors. Also (Ngoma & Ntale, 2015) study set out to determine the role played by country of origin, marketing

orientation and brand affordability in influencing the perceived brand quality of pharmaceuticals in Uganda identified country of origin of pharmaceuticals to be significant and positively related to perceived brand quality, an aspect of product evaluation.

Secondly, where rational purchase decisions are made, the country image affects the product evaluation through its effect on the general country-product image and specific product image and consequently the purchase intention. In a review of country of origin literature (Verlegh & Steenkamp, 1999) observed that most studies concur that country of origin had a larger effect on perceived product quality than on purchase intention. They also noted that country of origin was not only a cognitive cue for product quality, but also relates to emotions, identity, pride and autobiographical memories and recommended the design of studies in which affective and normative influences of country of origin are evaluated and their impact evaluated. This formed the basis of the expansion of country of origin studies to also look at both cognitive and affective country image.

In a study by Lumb and Lall (2013) on perception of Bulgarian and Chinese respondents on quality of products from each country, the perception towards electrical and mechanical products from China among Bulgarians was positive while the Chinese respondents rated their products higher in the same categories than the Bulgarian. The perception of quality of quality of food products and fashion items from China among the Bulgarians was however lower. The study did not evaluate country images both cognitive and affective in order to determine any association between them and the products quality perceptions. Products whose quality perception involves an emotional or sensory indulgence are greatly associated with affective country image and shared cultures and values. That study identifies the need to carry out both cognitive and affective country image evaluation together with the product image survey to determine the correlation and impacts of each.

In another study by (Diamantopoulos, Schlegelmilch and Palihawadana,2011) on the effect of country of origin on brand image and purchase intention of refrigerators in the UK, there was a greater positive correlation between the country image and product category image on the purchase intention indirectly through a positive brand image for

United states made refrigerator over Chinese made refrigerator. This was evaluated to be through an irradiation perspective whereby a positive country image leads to a positive brand image. However the study did not take into consideration other country image factors such as affective image of the countries. Since US and UK share more similarities being both being Anglo-Saxon and allies in many international ventures while China has a different cultural and political systems. Therefore the impact of the affective attribute having not been taken into consideration makes it important to evaluate it in future studies.

In a large scale consumer survey conducted in China (Wang et al,2012) expanded the country image studies to evaluate the impact of both cognitive and affective country image on product category and purchase intention and identified that the cognitive image had an indirect effect on the purchase intention while affective image had a direct impact on purchase intention. The current study seeks to evaluate the impact of the cognitive and affective country images on the purchase intentions of a rational product (generic pharmaceuticals) in an emerging economy.

Moreover , most studies take into consideration cognitive aspects of country image and due to the dynamic nature of the country of origin construct, findings are quickly overtaken with time due to regional and global political and economic of realignment which were not taken into consideration at the time of the studies. This is partly because affective country image changes has a greater impact on perceptions within a shorter period. This is supported by the multi-year study of Chinese respondents' perceptions of Indian products by Lumb et al (2015.)In the study there was a positive change in perception towards the benefit of free trade to China in 2011, as compared to other studies in 1994 and 2006. This can be attributed to the changes in China's economic policies geared towards greater open market access. The present study seeks to serve as a baseline evaluation from which future studies can be based on.

There is also a variation in impact of various country product attributes from country to country (Han & Terpstra, 1988) and from product to product. Thus the need to determine the country of origin effect in a low-income country with high potential for imports market.

## 2.4 Conceptual Framework

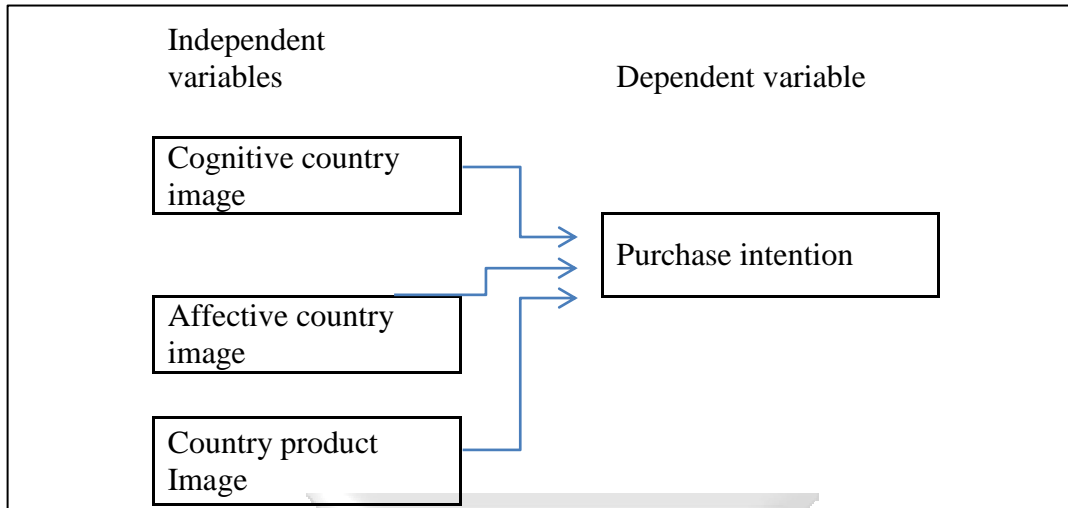


Figure 2.1: Conceptual framework by author

The Country of origin effect has been studied to be a multiple-cue construct split into Country Image (CI) and Product-Country image (PCI). The country image is the further classified into cognitive country image (CCI) which is the perception of a country's technological progress, industrialization and standards of living, and affective country image (ACI) which is the emotional attachment towards a country, its people and its culture. The country-product image (CPI) being the perception of consumers based on the country image of product category or specific product from that country.

There is a level of influence of each variable on the intention to purchase and this relationship varies with type of product under consideration and the country under consideration.

The present study determined the relationship and extent of association between the independent variables and the purchase intention.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

This chapter presents the research design applied, the sampling method used, the data collection tools utilised and the analysis method adopted.

### **3.1 Research Design**

The study used a cross-sectional research design. Correlational research design was used to determine the relationship between country of origin and the willingness to purchase pharmaceuticals among Kenyan pharmacists.

### **3.2 Population and Sampling**

The population of the study were all registered practicing pharmacists in Nairobi County. The justification of the choice of Nairobi is because it has the largest proportion (36.5%) of registered pharmacists practising in Kenya. Pharmacists are the professionals licenced by law to evaluate, store and distribute pharmaceuticals

Stratified random sampling was applied in selecting the survey units. The population was divided into two cohorts, one to answer questions relating to India and the other to answer questions relating to China. Online survey site [www.surveymonkey.net](http://www.surveymonkey.net) was used to design and administer the questionnaire. Due to previously reported low response rates with online surveys the whole population was sampled in order to increase the response rate. Of the population of 804 pharmacists, (5%) 41 pharmacists did not have email addresses and were omitted from the survey. The remaining (95%) 763 were divided into the two cohorts described above.

The response rates from the pharmacists who answered questions on India was 23.35% and 21.2% for the pharmacists who answered on questions on China.

### **3.3 Data Collection methods**

Structured questionnaires with three sections served as the data collection tool. The first section featured demographic characteristics of the participant, the second section evaluated the work environment characteristics of the participant and the third section had four elements relating to the cognitive country image and three elements assessed

affective country image. Six elements determined the country-product image attributes and three elements on purchase intention. Pilot testing was done prior to the survey.

The questionnaire utilised a user-friendly, easy to use online survey site. Progress of data collection was monitored and to enhance the response rates reminder were sent both in the form of site generated emails and also telephone and text messages

### **3.4 Data Analysis**

After coding, the data was analysed using SPSS (Statistical program for social scientists) version 17. The descriptive statistics are presented in tabular and chart forms. Inferential statistics were carried out using non parametric tests such as the chi-square and Mann Whitney test for nonparametric tests and Pearson's correlation to determine the correlational effect of the different parameters on intention to purchase.

### **3.5 Ethical Issues in Research**

Ethical approval for the research was issued by the Ethics committee of Strathmore University. With the approval and with introductory letter endorsed by the Strathmore Business School, the Pharmaceutical Society of Kenya secretariat was approached to facilitate issuance of the database of pharmacists practicing in Nairobi. An introductory letter was with an implied consent to decide involvement in the study was also sent to the presented to the selected participants.

A draft letter of introduction is attached as Appendix 2.

## CHAPTER FOUR: DATA ANALYSIS AND FINDINGS

### 4.1 Introduction

This chapter presents the research findings. The results include descriptive statistics and inferential analysis. In particular charts have been used in presentation of results. Also correlational analysis together with cross tabulation tests are also presented.

Based on the research design , there were two cohorts of respondents answering questionnaire on pharmacists perception towards pharmaceuticals made in the two countries (India and China).The cohorts will thus be referred to as INDIA and CHINA.

### 4.2 Descriptive Analysis

**Mean scale** values range from 1(Strongly Agree) to 5(Strongly disagree)

Table 4.1 Gender distribution of respondents

Gender	INDIA		CHINA	
	Frequency	%age	Frequency	%age
FEMALE	33	37.1	33	40.7
MALE	56	62.9	48	59.3
Total	89	100.0	81	100.0

Table 4.1 shows that respondents answering the questions were predominantly male. The respondents were drawn almost proportionately in a 60/40 Male/Female ratio.

Table 4.2 Number of years of practice as pharmacist

Number of years of practice as a pharmacist in Kenya	INDIA		CHINA	
	Frequency	%age	Frequency	%age
Less than 5 years	10	11.4%	8	9.9%
6-10 yrs	20	22.7%	29	35.8%
More than 10 yrs	58	65.9%	44	54.3%
Total	88	100.0%	81	100.0%

Table 4.2 shows that respondents with more than 10 years of practice constituted at least 50% of the respondents in both the Perceptions towards Indian pharmaceuticals group and the perceptions towards Chinese pharmaceuticals cohort. Pharmacists with less than 5 years of practice constituted only around 10% of the respondents. This implies most of the pharmacists responding to the survey had long history of practice.

Table 4.3: Highest level of education among the respondents

<b>Highest level of education</b>	<b>INDIA</b>		<b>CHINA</b>	
	Frequency	%age	Frequency	%age
Bachelors Degree	40	46.0%	34	42.0
Masters and above	47	54.0%	47	58.0
Total	87	100.0%	81	100.0

The descriptive results of Table 4.3 shows that there were more pharmacists with Master's degree and above than bachelor's degree. This shows that most pharmacist respondents pursue higher education above the bachelor's degree.

Table 4.4 Sector of pharmacy practice of the respondents

<b>Sector of Pharmacy practice</b>	<b>INDIA</b>		<b>CHINA</b>	
	Frequency	%age	Frequency	%age
Hospital Pharmacy	23	26.1%	27	33.8%
Industrial Pharmacy	21	23.9%	9	11.3%
Retail Pharmacy	17	19.3%	13	16.3%
Other sectors(Academia,Research)	27	30.7%	31	38.8%
Total	88	100.0%	80	100.0%

Table 4.4 shows that more respondents were drawn from academia, research and other sectors, followed by hospital pharmacy practice. There were considerably more respondents drawn from hospital pharmacy practice in the China arm than the India arm of the survey.

Table 4.5 Travel or visit to the study countries

Have you ever visited or lived in that country	INDIA		CHINA	
	Frequency	%age	Frequency	%age
No	53	59.6	74	91.4
Yes	36	40.4	7	8.6
Total	89	100.0	81	100.0

Table 4.5 shows that less than 10% of respondents had ever visited or lived in China compared to around 40% for India. This means that there is greater connection to India than China.

Table 4.6 Comparison of cognitive image perception for the two countries

	INDIA			CHINA		
	N	Mean	Std. Dev.	N	Mean	Std. Dev.
It is economically well-developed	89	2.47	.813	81	1.69	.584
It has high standards of living	88	3.41	.672	81	2.77	.746
It is highly industrialized	88	2.30	.833	80	1.69	.648
It has highly advanced technology	88	2.28	.857	81	1.84	.798

From the descriptive statistics in Table 4.6 above there was a better cognitive imagery of China as compared to India. China was seen to be more developed in all the four areas of observation. Both countries however received lower perception ranking in standards of living in those countries.

Table 4.7 Comparative affective image of the two countries

	INDIA			CHINA		
	N	Mean	Std. Dev.	N	Mean	Std. Dev.
It is a peace loving country	88	2.30	.761	81	2.73	.852
It is a friendly country towards our country	87	2.21	.978	81	2.38	.799
It is a cooperative in relations to our country	87	2.20	.887	80	2.38	.718

Table 4.7 shows that both India and China are almost equally positively perceived by pharmacists as peace loving, friendly and cooperative.

Table 4.8 Product image perceptions for the two countries

	INDIA			CHINA		
	N	Mean	Std. Dev.	N	Mean	Std. Dev.
I perceive them as high quality	89	2.79	.790	81	3.25	.845
I see them as having a global brand presence	89	2.62	.833	80	3.45	.855
I see them as being cost effective	89	1.97	.832	81	2.54	.881
I see them as having value for money	87	2.31	.893	80	2.93	.925
I perceive them as less likely to be counterfeited	89	3.61	.961	80	3.89	.981
I see them as having good packaging and presentation	88	2.85	.878	80	3.28	.842

Table 4.8 shows that India had a greater positive perception in all areas under consideration compared to China. The highest ranking received for both countries was in the cost-effectiveness of the pharmaceuticals and the lowest ranking was in the likeliness of being counterfeited.

Table 4.9: Comparative purchase intentions perceptions for the two countries

	INDIA			CHINA		
	N	Mean	Std. Dev.	N	Mean	Std. Dev.
I will likely stock their pharmaceuticals	88	2.06	.701	81	3.02	.922
I would recommend their pharmaceuticals to other colleagues.	89	2.28	.783	81	3.23	.912
I am personally likely to use their pharmaceuticals	88	2.50	.994	81	3.32	1.010

In Table 4.9, among all the observed parameters of purchase intention, there was a significantly better rating for India as compared as compared to China. Respondents were more likely to stock the pharmaceuticals of those countries than they were to personally use them.

### 4.3 Inferential Analysis

#### 4.3.1 Comparative Cognitive Image

Table 4.10 Mann Whitney test result for cognitive image against country

Cognitive parameter	Country of origin	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Asymp. Sig. (2-tailed)
It is economically well-developed	India	89	106.8	9505	1709	0.000
	China	81	62.1	5030		
	Total	170				
It has high standards of living	India	88	103.04	9067.5	1976.5	0.000
	China	81	65.4	5297.5		
	Total	169				
It is highly industrialized	India	88	100.74	8865.5	2090.5	0.000
	China	80	66.63	5330.5		
	Total	168				
It has highly advanced technology	India	88	97.27	8559.5	2484.5	0.000
	China	81	71.67	5805.5		
	Total	169				

Conducting a Mann Whitney test, the result in Table 4.10 above shows that the country of origin is significantly related to the various items of cognitive image. Further China had lower sum of ranks indicating it was more positively viewed as compared to India.

#### 4.3.2 Comparative Affective Image

Table 4.11: Mann Whitney test result for affective image against country

	Country of origin	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Asymp. Sig. (2-tailed)
It is a peace loving country	India	88	73.88	6501.5	2585.5	0.001
	China	81	97.08	7863.5		
	Total	169				
It is a friendly country towards our country	India	87	79.04	6876.5	3048.5	0.106
	China	81	90.36	7319.5		
	Total	168				
It is a cooperative in relations to our country	India	87	78.2	6803	2975	0.08
	China	80	90.31	7225		
	Total	167				

Table 4.11 shows that there was positive affective image for both countries with a statistically insignificant variation in the ranking for either country for two of the three items. There was a statistically significant difference in perception towards peace loving country with a low sum of ranks for India indicating a positive imagery on that item.

#### 4.3.3 Comparative Product Image

Table 4.12: Mann Whitney: Product image perceptions for the two countries

	Country of origin	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Asymp. Sig. (2-tailed)
I perceive them as high quality	India	89	74.29	6611.5	2606.5	0.001
	China	81	97.82	7923.5		
	Total	170				
I see them as having a global brand presence	India	89	65.48	5827.5	1822.5	0.000
	China	80	106.72	8537.5		
	Total	169				
I see them as being cost effective	India	89	71.04	6323	2318	0.000
	China	81	101.38	8212		
	Total	170				
I see them as having value for money	India	87	69.24	6023.5	2195.5	0.000
	China	80	100.06	8004.5		
	Total	167				
I perceive them as less likely to be counterfeited	India	89	78.03	6945	2940	0.039
	China	80	92.75	7420		
	Total	169				
I see them as having good packaging and presentation	India	88	73.26	6447	2531	0.001
	China	80	96.86	7749		
	Total	168				

Table 4.12 of the Mann Whitney test of relationship, there was a statistically significant relationship between country and affective image. India had a greater positive perception in all areas under consideration compared to China. The best rating received for both countries was in the cost-effectiveness of the pharmaceuticals and the lowest ranking was in the likeliness of being counterfeited.

#### 4.3.4 Comparative Purchase intention

Tab 4.13: Mann Whitney test result for purchase intention against country

	Country of origin	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Asymp. Sig. (2-tailed)
I will likely stock Indian pharmaceuticals	India	88	62.43	5493.50	1577.5	0.000
	China	81	109.52	8871.50		
	Total	169				
I would recommend Indian Pharmaceuticals to other colleagues.	India	89	63.72	5671.00	1666	0.000
	China	81	109.43	8864.00		
	Total	170				
I am personally likely to use Indian pharmaceuticals	India	88	68.31	6011.00	2095	0.000
	China	81	103.14	8354.00		
	Total	169				

In Table 4.13, among all the observed parameters of purchase intention, there was a significantly higher rating for India as compared to China. Respondents were more likely to stock the pharmaceuticals of those countries than they were to personally use them. Running a Mann Whitney test shows that there is a statistically significant relationship between country of origin and purchase intention.

Table 4.14 Mann Whitney test for relationship between having visited India and perception towards all the variables

	Have you ever visited or lived in India	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Asymp. Sig. (2-tailed)
Cognitive	No	51	52.12	2658.00	453	0.000
	Yes	35	30.94	1083.00		
	Total	86				
Affective	No	50	52.68	2634.00	341	0.000
	Yes	34	27.53	936.00		
	Total	84				
Product	No	52	53.78	2796.50	349.5	0.000
	Yes	34	27.78	944.50		
	Total	86				
PurchaseIntention	No	53	53.07	2812.50	420.5	0.000
	Yes	34	29.87	1015.50		
	Total	87				

Table 4.14 shows that there is a statistically significant relationship between having visited India and perception towards the country and its products. The mean ranks being lower for the participants who have been to India. This implies that having visited or lived in India is associated with a better country and product image as compared to not having visited the country.

Table 4.15 Mann Whitney test for relationship between having visited China and perception towards all the variables

	Have you ever visited or lived in China	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Asymp. Sig. (2-tailed)
Cognitive country Image of China	No	73	41.97	3063.50	148.5	.0065
	Yes	7	25.21	176.50		
	Total	80				
Affective Country image of China	No	73	41.73	3046.50	165.5	0.121
	Yes	7	27.64	193.50		
	Total	80				
Product Image of Chinese pharmaceuticals	No	72	38.68	2785.00	157	0.633
	Yes	5	43.60	218.00		
	Total	77				
Purchase intention of Chinese pharmaceuticals	No	74	40.29	2981.50	206.5	0.37
	Yes	7	48.50	339.50		
	Total	81				

Table 4.15 shows that there is no significant relationship between having visited China and any of the parameters under consideration. This means that having visited the country has no impact on the perception of the respondents towards it.

## 4.4 Tests for Goodness of Fit

### 4.4.1 Chi square test

Chi-square tests for associations were performed to check for the relationship between the various independent variables and the dependent variable. They are presented below

Table 4.16 Chi-square test for relationship between variables and purchase intention for Indian pharmaceuticals

	Pearson Chi-Square	Df	Asymp. Sig. (2-sided)
Cognitive image of India Vs Purchase intention	193.240 <sup>a</sup>	108	0.000
Affective image of India vs Purchase intention	98.125 <sup>a</sup>	90	0.262
Product image Vs purchase intention	185.260 <sup>a</sup>	162	0.102

The results in Table 4.16 shows that there is significant relationship between cognitive image and purchase intention of Indian pharmaceuticals since the p value < 0.05. There is no significant relationship between affective image and purchase intention for Indian pharmaceuticals. Also, there is no significant relationship between product image and purchase intention for Indian pharmaceuticals.

Table 4.17 Chi-square test for relationship between variables and purchase intention for Chinese pharmaceuticals

	Pearson Chi-Square	Df	Asymp. Sig. (2-sided)
Cognitive image of China vs Purchase intention	103.194 <sup>a</sup>	88	0.128
Affective image of China vs Purchase intention	95.943 <sup>a</sup>	99	0.568
Product image vs purchase intention	235.439 <sup>a</sup>	165	0.000

The result in Table 4.17 shows that there is no significant relationship between cognitive image and purchase intention of Chinese pharmaceuticals and the affective image and purchase intention of Chinese pharmaceuticals. However, since p value < 0.05, there is significant relationship between product image and purchase intention for Chinese pharmaceuticals.

## 4.4.2 Correlation and regression tests

### 4.4.2.1 Correlation

Further testing for the correlation between the independent variables (Cognitive image, Affective image and Product image) and the dependent variable (Purchase intention) was undertaken to determine the relationship between them and the extent of the correlation.

Table 4.18 Correlation between purchase intention for Indian pharmaceuticals and cognitive, affective and product image

	Cognitive	Affective	Product
Pearson Correlation	<b>0.550</b>	<b>0.501</b>	<b>0.700</b>
Sig. (2-tailed)	0.000	0.000	0.000
N	84	83	84

Since the p value for each  $< 0.05$ , all the three independent variables have a statistically significant relationship with the dependent variable. The product image has a highly positive correlation with the purchase intention for Indian pharmaceuticals. The affective country image and the cognitive image have a moderately positive correlation with the purchase intention.

Table 4.18 Correlation between purchase intention for Chinese pharmaceuticals and cognitive, affective and product image

	Cognitive	Affective	Product
Pearson Correlation	<b>0.076</b>	<b>0.326</b>	<b>0.587</b>
Sig. (2-tailed)	0.506	0.003	0.000
N	80	80	77

The product image has a positive Pearson's correlation with the purchase intention for Chinese pharmaceuticals. The affective country image has a weak positive correlation with the purchase intention and the cognitive image has a weak correlation with purchase intention.

Since the p value for both affective image and product image are each  $< 0.05$ , therefore they have a relationship with the dependent variable. The cognitive image however has a p value  $> 0.05$  showing that there is no statistically significant relationship between the cognitive image and the dependent variable.

Purchase intention is most closely correlated with product characteristics than either affective or cognitive country image for both countries.

#### 4.4.2.2 Regression

Regression model of the relationship between the dependent variable and independent variables was developed and tested using multiple regression test.

$$\text{Purchase intention} = \text{Constant} + \beta_1 \text{ Cognitive} + \beta_2 \text{ Affective} + \beta_3 \text{ Product}$$

Where  $\beta_1$  Coefficient of cognitive image

$\beta_2$  Coefficient of affective image

$\beta_3$  Coefficient of product image

Creating a regression model for the above relationship, and running multiple regression for the variables for data from both sets of respondents.

#### Regression model for perception towards Indian Pharmaceuticals

**Table 4.20: Model Summary for India pharmaceuticals**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718 <sup>a</sup>	.515	.498	.53384
a. Predictors: (Constant), Product image, Cognitive image of country, Affective image of country				

Table 4.20 shows that the independent variables explain 49.8% of the variability of the purchase intention.

**Table 4.21 ANOVA Table for Regression model for India**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	21.861	3	7.287	13.505	.000 <sup>a</sup>
	Residual	38.311	71	.540		
	Total	60.172	74			

a. Predictors: (Constant), Product Image of Chinese pharmaceuticals, Cognitive country Image of China, Affective Country image of China

b. Dependent Variable: Purchase intention of Chinese pharmaceuticals

The Table 4.21 shows that the ANOVA is significant and fit to explain the regression model.

**Table 4.22 Coefficients for regression model on Indian pharmaceuticals purchase intention**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.093	.283		-.327	.744
	Cognitive	.209	.139	.173	1.505	.137
	Affective	.004	.119	.004	.036	.971
	Product	.678	.147	.587	4.602	.000

a. Dependent Variable: PurchaseIntention

From Table 4.22 the regression model is significantly related to the product image only.

The regression model becomes

$$\text{Purchase intention} = -0.93 + 0.209(\text{Cognitive}) + 0.04(\text{Affective}) + 0.678(\text{Product})$$

Overall the model is significant based on the ANOVA results. Although the other variables are not significant, Product image is the only significant variable affecting purchase intention in the model.

Showing that the product image has the highest impact on the purchase intention

Regression model for perception towards Chinese pharmaceuticals

**Table 4.23 Model Summary for Chinese pharmaceuticals variables on purchase intention**

Model	R	R Square	Adj. R Square	Std. Error of the Estimate
1	.603 <sup>a</sup>	.363	.336	.73457

a. Predictors: (Constant), Product Image of Chinese pharmaceuticals, Cognitive country Image of China, Affective Country image of China

Table 4.23 shows that the independent variables explain only 33.6% of the variability of the purchase intention. This implies that the purchase intention is not strongly explained by the variable being considered.

**Table 4.24 ANOVA Table for regression model for China**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	21.861	3	7.287	13.505	.000 <sup>a</sup>
	Residual	38.311	71	.540		
	Total	60.172	74			

a. Predictors: (Constant), Affective Country image of China, Cognitive country Image of China, Product Image of Chinese pharmaceuticals

b. Dependent Variable: Purchase intention of Chinese pharmaceuticals

The Table 4.24 shows that the ANOVA is significant and fit to explain the regression model.

**Table 4.25 Coefficients of regression model for Chinese pharmaceuticals purchase intention**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.404	.546		.740	.462
Cognitive country Image of China	-.194	.191	-.102	-1.012	.315
Affective Country image of China	.162	.147	.121	1.106	.272
Product Image of Chinese pharmaceuticals	.877	.165	.560	5.308	.000

a. Dependent Variable: Purchase intention of Chinese pharmaceuticals

The regression model becomes

$$=0.404+-0.194(\text{Cognitive})+0.162(\text{Affective})+0.877(\text{Product})$$

Overall the model is significant based on the ANOVA results. Although the cognitive and affective country images are not significant, Product image is the only significant variable affecting purchase intention in the model.

Showing that the product image has the highest impact on the purchase intention



## CHAPTER FIVE: DISCUSSION OF RESEARCH FINDINGS

The main purpose of the study presented in this study was to investigate Kenyan pharmacists perceptions towards pharmaceuticals made in India and China. Will also determine the cognitive and affective country images they hold as they have been found to be an extrinsic factor to purchase decisions. In this chapter findings reported in the previous chapter will be discussed within the context of the research objectives and in comparison with other earlier studies.

In line with previous studies, it was conceptualized that the cognitive, affective and product images would have an influence on purchase intention of pharmaceuticals.

### 5.1 Cognitive country image

Based on findings reported in previous chapter 4, there is a moderate cognitive image of India. Level of industrialization and advanced technology were the most highly rated items of cognitive image of India and standard of living got the least favourable rating among the respondents. This is based on respondents opinion and compounded or biased by the information on India that the respondents may have.

China had a better cognitive perception among the survey respondents. It was judged highly on level of economic development, industrialization and technology and had a moderate rating on standards of living.

A comparative look between the two countries shows that China was rated highly in all the areas under consideration in this variable. Therefore there is a better cognitive image of China as compared to India among Kenyan pharmacists. In both countries however the standards of living had a lower rating as compared to the other items.

In previous studies, there has been a correlation between cognitive country image and purchase intention. These perceptions towards technological and economic properties of a country have been seen to be involved in driving purchase intention among rational purchases. In the present study however as elaborated in Tab 4.16 and Tab 4.17 there was a statistically significant relationship between cognitive image and purchase intention only for India but not China. This could be due to other factors other than

cognitive image predominating purchase decision for pharmaceuticals made in China among the Kenyan pharmacists.

Of all the demographic and work environment factors only having visited or lived in a country was related to a significant relationship with any of the cognitive, affective, product image and purchase intention. This was only noted with India. As shown in Table 4.14, having visited or lived in India had a bearing on the perception towards the country in all variables under consideration. With a low mean of ranks in those who had lived or visited the country. This corresponded to a positive perception towards the country and its pharmaceuticals. This is same as previous studies which have associated a close relationship or interaction with a country to be associated with a positive opinion with the country. Mostly likely this is through experiencing and understanding the country or it could be due to bias of relationship.

According to Table 4.14 the cognitive country image for India is significantly better for those pharmacists who have lived or visited the country . However there is no significant difference in the cognitive image of China among study participants who have visited the country and those who have not. The lack of variation could imply a congruence of perception due to having an accurate or unchanged view of the country cognitive image whether one has visited or not.

## 5.2 Affective country image

According to Tab 4.7 India was perceived as a more peace loving country as compared to China. This emotional attachment to a country is more important in decision relating to leisure purchases or consumption. Based on the Chi-square results Tab 4.16 and Tab 4.17 there is no statistically significant relationship between affective image and purchase intention for both India and China. This implies that the affective image of the countries was not a predictor of purchase intention of pharmaceuticals from India or China.

The affective country image for India is significantly better for those pharmacists who have lived or visited the country (Table 4.14). However there is no significant difference in the affective image of study participants towards China, whether they have visited or not. The variation in affective image in favour of India by those who have visited the

country could be related to demystified image of the country upon visiting leading to better understanding of the country or it could be related to emotional attachment to the people of that country.

### 5.3 Product image

The findings on product image perception for both countries reveal that Indian pharmaceuticals enjoy a better perception in all areas under consideration as compared to China. Both countries pharmaceuticals enjoy the best perception in cost-effectiveness perception and the worst ratings in likelihood to be counterfeited.

In evaluating the impact of product image on purchase intention, there was no statistically significant association with purchase intention for Indian pharmaceuticals but there was a significant relationship of product image and purchase intention for Chinese pharmaceuticals. However on running a correlation test, there is shown to be a significant relationship between the product image and purchase intention for both countries.

Product attributes are one the most important intrinsic factors that determine their purchase. Once there is a positive image of a product's attribute in a market there is a corresponding positive purchase inclination. Therefore the attributes of the products noted earlier guide its acceptability and purchase.

In analysis of the correlation of the independent variables to the purchase intention, in both India and China product image has been seen to account for a higher proportion of likelihood to purchase. Therefore the product attributes regardless of the country of origin account for a greater impact on the purchase intention. Importantly, the survey respondents are professionals trained to judge the product attributes and based on the demographics had many years of experience to evaluate product attributes and would be expected to utilize this knowledge in day to day purchase decisions. Therefore the findings are in conformity with previous findings and further reinforce the importance of product image in purchase decisions.

Based on findings of the study there is a greater positive perception towards Indian pharmaceuticals and with a significant impact on purchase intention.

#### 5.4 Purchase intention

Indian pharmaceuticals enjoy a greater purchase intention among the study participants than the Chinese products. Among the three dimensions of purchase intention, Indian pharmaceuticals were more likely to be stocked, recommended to a colleague or to be used by the participant. As confirmed by Tab 4.9 there is statistically significant association between purchase intention and country of origin. Looked at in relation with the other variables, the purchase intention is as a result of all the other variables together.

Previous studies have found that COO cues do not directly affect purchase intentions but act as an extrinsic cue which directly influences consumers' product quality evaluations (Peterson & Jolibert, 1995). The present study sought to investigate the impact of several independent variables on purchase intention. The findings point to an influence of those variables on purchase intention, although the relationship is partial. Implying that there could be other factors affecting purchase intention. This is acknowledged in most COO studies which attribute the difference to impact of intrinsic product attributes and consumer knowledge or awareness or brand loyalty.

#### 5.5 Impact of visiting the study country on perception towards the country

One of the most important findings of the study was the significant relationship between visiting India and perception towards it on all the attributes. While all other demographic and work environment characteristics did not yield a variation in image towards the countries, visiting the country had a positive impact on perception towards India. Although this was not one of the objectives of the study it could be an important indicator of other factors that may affect the purchase intention indirectly through better imagery. It would also be important to know whether there are cultural ties with the study countries that may incline participants to gauge it positively or it could be the result of better understanding of the country upon visiting it. This could be the subject of a follow up study.

## **CHAPTER SIX: CONCLUSIONS**

### **6.1 Conclusions**

The present study sought to understand the cognitive, affective and product image factors for pharmaceuticals made in India and China and how they affect the purchase intention. It also sought to give a comparative look at the two countries perception among Kenyan pharmacists. A thorough review of the marketing literature provided the author theoretical basis for considering Country of origin effects and product factors. To a certain degree, the review also pointed to some deficiency and multiplicity of theories of much existing Country of origin research which often results in contradictory findings.

The study concluded that to variable extent each of the factors affected the purchase intention with product image having the greatest impact on the purchase intention and cognitive image having a minimal impact on the purchase intention.

In a departure from previous studies that identified that cognitive image as having a greater impact on purchase intention for rational and non-luxury purchases. The current study identified the product factors as the single biggest predictor of purchase intention.

In a comparative analysis of the two countries under survey, China had a greater cognitive image compared to India but it translated to a minimal purchase intention correlation. However the affective image and product image of India was considerably significant and pointed to a greater positive correlation with the purchase intention. This implies that unlike previous studies that emphasized the impact of cognitive image of a country on purchase intention, pharmaceuticals purchase was more related to product and affective image. The greatest factor being the product image.

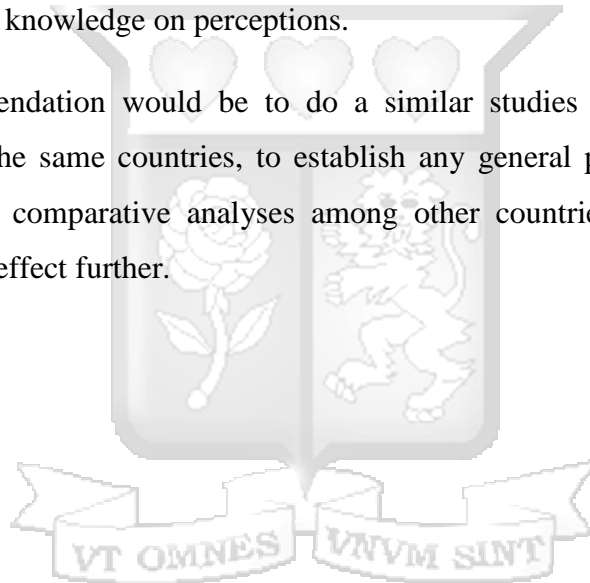
Since the current study found that product factors are more important than cognitive perception of how economically advanced a country is, it gives opportunity to marketers for products from less developed countries to ensure conformity of their products with good quality characteristics and that would serve as their most important driver for purchase irrespective of the source country economic development status.

For regulatory authorities, the findings of the study could guide on perception of pharmacists of the product quality for both countries under review and to guide a survey of whether the findings of the study correspond with practical situation on product quality and risk for counterfeiting.

## **6.2 Recommendations**

Some of the recommendations that can be drawn from this study and adopted for future studies include a comparative analysis of perception of the lay public towards the pharmaceuticals from the same countries. This would help to establish any variation in perceptions between pharmaceutical professionals and the general public and to confirm impact of product knowledge on perceptions.

Another recommendation would be to do a similar studies among different product categories from the same countries, to establish any general product image perception and finally other comparative analyses among other countries can help evaluate the country of origin effect further.



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APPENDIX II-Introduction letter to study participants

PHARMACISTS PERCEPTIONS TOWARDS PHARMACEUTICAL IMPORTS  
FROM INDIA

Dear Pharmacist,

I invite you to participate in a research study specified above. I am currently enrolled in the MBA in Healthcare Management program at Strathmore University and in the process of writing my dissertation.

The purpose of the research is to understand the pharmacists' perspective towards importation of pharmaceuticals from India.

The enclosed questionnaire has been designed to collect information to aid in evaluate the topic of study.

Your participation in this research project is completely voluntary. You may decline altogether, or leave blank any questions you don't wish to answer. Your responses will remain confidential and anonymous. Data from this research will be kept under lock and key and reported only as a collective combined total. No one other than the researchers will know your individual answers to this questionnaire.

If you agree to participate in this project, please answer the questions on the questionnaire as best you can. It should take approximately 30 minutes to complete.

Please fill the questionnaire at your pleasure and we shall return to collect them in five days' time.

Sincerely yours

Ahmed H Tawakal

APPENDIX IIIa-Questionnaire on pharmacists' perception towards pharmaceuticals made in India

Pharmacists Perceptions towards pharmaceuticals made in India						
QUESTIONS		RESPONSES				
1.0	<b>DEMOGRAPHIC PROFILE</b>					
1.1	PHARMACIST REGISTRATION NUMBER	OPTIONAL QUESTION				
1.2	GENDER	<input type="checkbox"/> Male <input type="checkbox"/> Female				
1.3	Number of years of practice as a pharmacist	<input type="checkbox"/> One to five years <input type="checkbox"/> Six to 10 years <input type="checkbox"/> More than 10 years				
1.4	What is your highest level of education	<input type="checkbox"/> Masters and above <input type="checkbox"/> Bachelor's degree				
<b>WORK ENVIRONMENT</b>						
1.5	Sector of pharmacy practice	<input type="checkbox"/> Hospital pharmacy <input type="checkbox"/> Industrial pharmacy <input type="checkbox"/> Retail/Community pharmacy <input type="checkbox"/> Other sectors(Academia/Research)				
1.6	Have you ever visited or lived in India	<input type="checkbox"/> Yes <input type="checkbox"/> No				
2.0	<b>COGNITIVE COUNTRY IMAGE</b>					
Rate the following statements on your perception of India as a country Whereby 1- Strongly agree, 2- Agree, 3- Agree in part, 4-Disagree and 5. Strongly disagree						
		1	2	3	4	5
2.1	It is economically well-developed					
2.2	It has high standards of living					
2.3	It is highly industrialised.					
2.4	It has highly advanced technology					
3.0	<b>AFFECTIVE COUNTRY IMAGE</b>					
Rate the following statements on your feelings towards of India as a country Whereby 1- Strongly agree, 2- Agree, 3- Agree in part, 4-Disagree and 5. Strongly disagree						
3.1	It is a peace loving country					
3.2	It is a friendly country towards our country					
3.3	It is cooperative in relations with our country					

4.0	<b>PERCEPTION TOWARDS PHARMACEUTICALS FROM INDIA/CHINA(Country Product Image)</b>					
Rate the following statements regarding your perception of Indian-Made pharmaceutical products Whereby. 1- Strongly agree, 2- Agree, 3- Agree in part, 4-Disagree and 5. Strongly disagree						
		1	2	3	4	5
4.1	I perceive them as High Quality					
4.2	I see them as having a global brand presence					
4.3	I see them as being cost effective					
4.4	I see them as having value for money					
4.5	I perceive them as less likely to be counterfeited					
4.6	I see them as having good packaging and presentation					
5.0	<b>LIKELIHOOD OF PURCHASE of Indian made pharmaceuticals</b>					
Rate the following statements on likelihood of purchase of Indian pharmaceuticals Whereby 1- Strongly agree, 2- Agree, 3- Agree in part, 4-Disagree and 5. Strongly disagree						
	Statement	1	2	3	4	5
5.1	I will likely stock Indian pharmaceuticals					
5.2	I would recommend Indian Pharmaceuticals to other colleagues.					
5.3	I am personally likely to use Indian pharmaceuticals					
<b>THANK YOU</b>						

APPENDIX IIIb-Questionnaire on pharmacists' perception towards pharmaceuticals made in China

Pharmacists Perceptions towards pharmaceuticals made in China						
QUESTIONS		RESPONSES				
1.0	<b>DEMOGRAPHIC PROFILE</b>					
1.1	PHARMACIST REGISTRATION NUMBER	OPTIONAL QUESTION				
1.2	GENDER	<input type="checkbox"/> Male <input type="checkbox"/> Female				
1.3	Number of years of practice as a pharmacist	<input type="checkbox"/> One to five years <input type="checkbox"/> Six to 10 years <input type="checkbox"/> More than 10 years				
1.4	What is your highest level of education	<input type="checkbox"/> Masters and above <input type="checkbox"/> Bachelor's degree				
<b>WORK ENVIRONMENT</b>						
1.5	Sector of pharmacy practice	<input type="checkbox"/> Hospital pharmacy <input type="checkbox"/> Industrial pharmacy <input type="checkbox"/> Retail/Community pharmacy <input type="checkbox"/> Other sectors(Academia/Research)				
1.6	Have you ever visited or lived in China	<input type="checkbox"/> Yes <input type="checkbox"/> No				
2.0	<b>COGNITIVE COUNTRY IMAGE</b>					
Rate the following statements on your perception of China as a country Whereby 1- Strongly agree, 2- Agree, 3- Agree in part, 4-Disagree and 5. Strongly disagree						
		1	2	3	4	5
2.1	It is economically well-developed					
2.2	It has high standards of living					
2.3	It is highly industrialised.					
2.4	It has highly advanced technology					
3.0	<b>AFFECTIVE COUNTRY IMAGE</b>					
Rate the following statements on your feelings towards of China as a country Whereby 1- Strongly agree, 2- Agree, 3- Agree in part, 4-Disagree and 5. Strongly disagree						
3.1	It is a peace loving country					
3.2	It is a friendly country towards our country					
3.3	It is cooperative in relations with our country					

4.0	<b>PERCEPTION TOWARDS PHARMACEUTICALS FROM INDIA/CHINA(Country Product Image)</b>					
Rate the following statements regarding your perception of Chinese-Made pharmaceutical products Whereby. 1- Strongly agree, 2- Agree, 3- Agree in part, 4-Disagree and 5. Strongly disagree						
		1	2	3	4	5
4.1	I perceive them as High Quality					
4.2	I see them as having a global brand presence					
4.3	I see them as being cost effective					
4.4	I see them as having value for money					
4.5	I perceive them as less likely to be counterfeited					
4.6	I see them as having good packaging and presentation					
5.0	<b>LIKELIHOOD OF PURCHASE of Chinese made pharmaceuticals</b>					
Rate the following statements on likelihood of purchase of Chinese pharmaceuticals Whereby 1- Strongly agree, 2- Agree, 3- Agree in part, 4-Disagree and 5. Strongly disagree						
	Statement	1	2	3	4	5
5.1	I will likely stock Chinese pharmaceuticals					
5.2	I would recommend Chinese Pharmaceuticals to other colleagues.					
5.3	I am personally likely to use Chinese pharmaceuticals					
<b>THANK YOU</b>						