

## Country-of-Origin: An Irrelevant Cue in an Era of Globalization?

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### Abstract

A substantial body of research shows that the (national) origin of a product or brand can influence consumers' quality evaluations, risk perceptions, brand preferences and purchase intentions. Such "country-of-origin" (COO) effects have been observed across a variety of product categories, respondent groups, and countries. Recently, however, several authors have questioned the relevance and value of COO as an informational cue in light of increased globalization and multinational production activities. This talk challenges the view that COO is becoming less important and offers evidence showing that understanding and managing COO effects is still a major challenge for companies and countries alike – COO still matters.

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