

**KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY,  
KUMASI.**

**Assessment of the Influence of Country of Origin on Consumer Choice of  
Pharmaceutical Products in Ghana**

**By  
Godfred Kugbey (B.A Marketing)**

**A thesis Submitted to the Department of Marketing and Corporate Strategy, Kwame  
Nkrumah University of Science and Technology (KNUST), in partial fulfillment of  
the requirement for the degree of**

**MASTERS OF BUSINESS ADMINISTRATION (MARKETING OPTION)  
(Faculty of Humanities and Social Sciences, School of Business)**

**JULY, 2016**

## DECLARATION

I hereby declare that this thesis is my own work towards the award of Master of Business Administration in Marketing and that, to the best of my knowledge, it contains no material previously published by another person or material which has been accepted for the award of any other degree in any university except where due acknowledgement has been made in the text.

Godfred Kugbey (PG 2112314)

(Student)

.....  
Signature

.....  
Date

**Certified by:**

Ms Mariama Zakari

(Supervisor)

.....  
Signature

.....  
Date

**Certified by:**

Dr. W.A Owusu-Ansah

(Head of Department)

.....  
Signature

.....  
Date

## DEDICATION

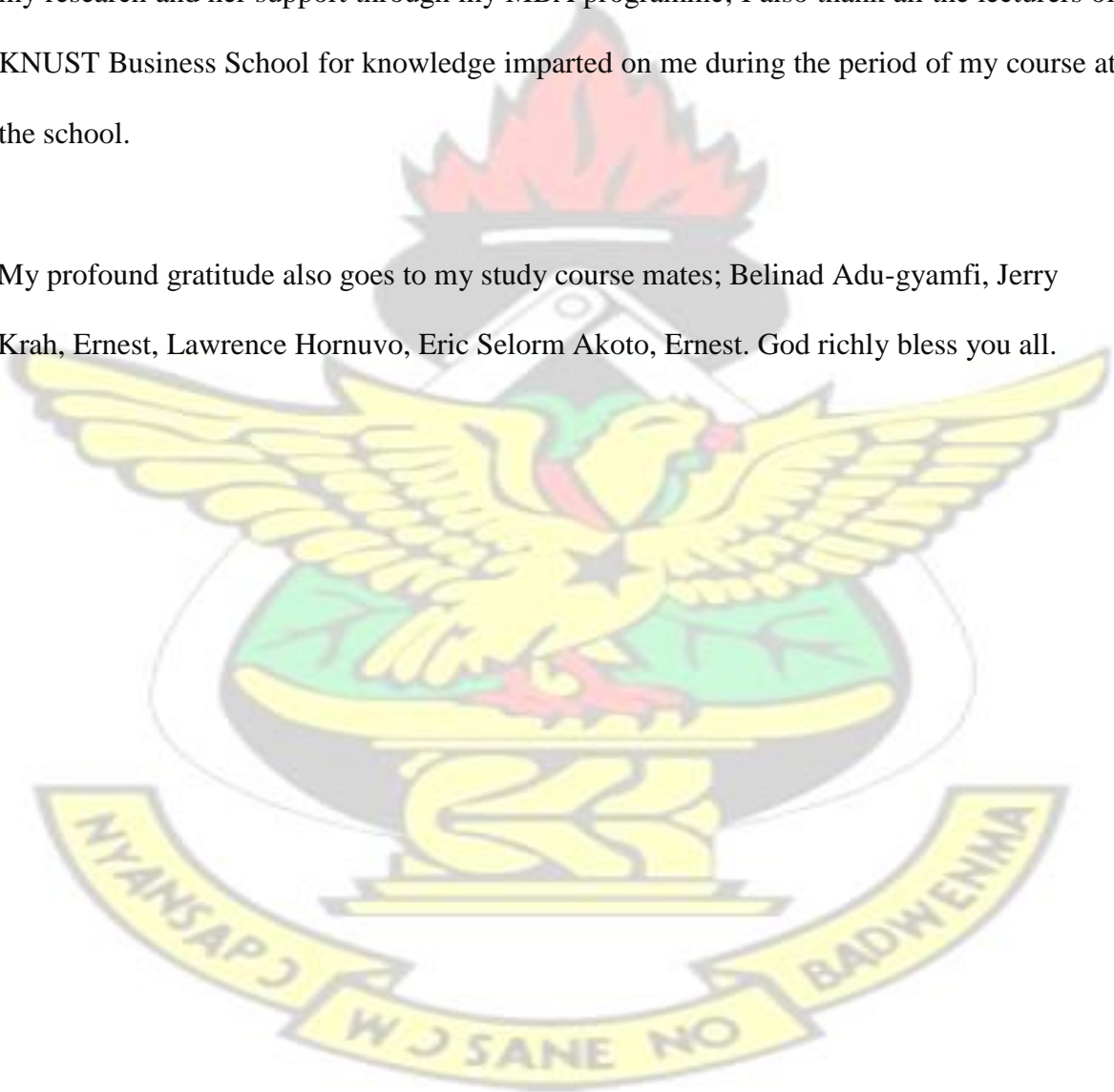
This thesis is dedicated to my lovely wife, Mrs Comfort Kugbey

## ACKNOWLEDGEMENT

My profound gratitude goes to the Almighty God for His abundant grace and mercies throughout the MBA programme and for keeping me alive.

I am very grateful to my supervisor, Ms Mariama Zakari who took her time to guide me in my research and her support through my MBA programme; I also thank all the lecturers of KNUST Business School for knowledge imparted on me during the period of my course at the school.

My profound gratitude also goes to my study course mates; Belinad Adu-gyamfi, Jerry Krah, Ernest, Lawrence Hornuvo, Eric Selorm Akoto, Ernest. God richly bless you all.



## **ABSTRACT**

The pharmaceutical sector in Ghana has undergone tremendous change over the years as a result of competition among the players. Pharmaceutical shops are constantly influencing perception of customers based on the country of origin in order to influence consumer choice. The study focused on the influence of country of origin on consumer choice of pharmaceutical products in Ghana. The objectives of the study are to assess customer perception of pharmaceutical products based on country of origin, consumer knowledge of country of origin of pharmaceutical products, examine consumer choice of pharmaceutical products and to determine the effect of country of origin on consumer choice of pharmaceutical products. The survey was conducted on a total of 250 respondents out of which 205 responses were received representing 82% response rate. The study collected data using questionnaires. The study adopted convenience and purposive sampling technique in selecting respondents. The results generally show that country-of-origin of pharmaceutical products play a significant role in assisting consumers of pharmaceutical products, make and select the best and effective drug from countries perceived to have quality drugs for consumers choice. Consumers believe that they are socially recognized anytime foreign products are purchased. They believe that consultation before purchasing leads them to purchasing quality and effective products. The results show an inverse relationship between political climate of products and consumer choice and it's significant. There is a positive relationship between cultural factor of product and consumer choice and statistically significant. Cultural factor of the product meaning that, this variable makes the strongest contribution to explaining consumer choice behaviour and far as purchase of pharmaceutical products is concerned. It has been observed from the research that country of origin has a significant and positive influence on consumer choice of pharmaceutical products and should be considered seriously when making purchase decisions.

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## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background of the Study

A few decades ago, most domestic markets were thought of self-contained and failed to worry about foreign competitors. However, the growing globalization of markets is bringing new foreign competitors to the forefront, exposing consumers to a wide range of foreign products and broadening their choices. Consequently, products' Country of Origin (COO) was added as a new variable determining the quality of products. Research findings will enable businesses with outsourcing ambitions and plans to better forecast market demand for certain brands of products.

(Amine et al., 2005). Consumers' awareness and perception of Country of Origin have increased since COO was legally mandated; consumers are paying attentions to the origin of certain brands of their evaluation and purchasing decision process (Bandyopadhyay & Banerjee, 2002; Bhuvian, 1997; Cordell, 1991; Ettenson and Klien, 1998; Katsinis and Thakor, 1997). Imagery of Country of Origin is defined as "the picture, the reputation, and the generalization that businessman and consumers connect to products of a particular country. This imagery is made by such variables as representative products, national qualities, economic and political back ground, history, and traditions. Country of origin can also be seen as the country where corporate headquarters of the organization marketing the product or brand is found. Despite the fact that we perceived that the product may not as a matter of course be made in that country because of multinational sourcing, we accept the product or brand is identified with that country (Sivakumar, 2003). Gurhan-Canli and

Maheswaran (2000) contended that the degree to which a products country of origin cue is used relies on upon the level of consumer involvement in its purchasing.

Consumers' attitudes towards foreign products are broadly discussed by the renowned researchers of marketing (Muhammad & Shah, 2011). Indeed, when consumers make a choice to purchase specific product particularly medical products, for example, pharmaceutical, there are a few variables both intrinsic attributes/cues and extrinsic attributes/cues which concerns customers. Smell, ingredients, texture and designed are concerned as intrinsic cues, which are tangible and physical of the products. Apart from the intrinsic attributes, price, brand name and another critical component is country of origin of the products are concerned as external variables which separate every products from others. Country of origin can speak to the quality, reliable, well - known of the products, prompting decrease of the danger while settling on choice (Zhang, 1997). Country of origin looks at information relating to where a product is made (the "made in" idea). It is also characterized as the positive or negative impact/affiliations that a products country of origin might have on consumers' choice procedures or consequent behavior (Sivakumar, 2003).

Customer behavior is a topic of incredible enthusiasm for marketers on the grounds that a command of this field can be crucial with regards to choosing the most appropriate marketing strategy, thus making business prosperous (Solomon, S., Arndt, J., Kasser, T. and Sheldon, K.M. (2004). Consumer behavior is a very complex phenomenon and can be described as all the processes an individual or a group goes through in selecting, purchasing, using or disposing of products, services, experiences or ideas in satisfying an individual's desires or

needs (Solomon, 2011). Consumer buying behavior is influenced by numerous socio-cultural factors like social class, demographics, identity, and beliefs and so on. For manufacturers and producers to succeed in today's competitive environment, they must understand consumers' needs and wants in order to satisfy profitably and their way of purchasing. Consumers' expectations and standards keeps evolving and influences the producers to find more attractive and innovative solutions for consumers' needs (Solomon, 2011).

Pharmaceuticals are a vital part of life today. Countless number of pharmaceuticals are utilized each year as a part of the treatment, cure, preventive or diagnosis of ailments or to generally to enhance individuals' physical or mental well being (Khetan and Collins, 2007). According to Solomon (2013), the decision making process of a consumer is not always rational. They rely on many decision rules when deciding on making purchase decisions. Country of origin is normally related to purchase intentions of consumer's. A research conducted by Wang & Yang (2008) showed that country of origin had an importantly positive influence on consumer purchase intentions. They also revealed that country of origin has an important impact on evaluations of products by consumers' and that they tended to use country of origin an extrinsic cue when deciding about a products quality. A country that has a positive image will as well help marketers in general to introduce new products because of the positive country image in a current or new markets to gain acceptance and recognition by consumers' more rapidly (Agarwal & Sikri, 2006)

## 1.2 Statement of the Problem

In these days of competitive and modern era, in which global marketing is changing by day, country of origin, as an important indicator, has been investigated into and it has indicated that this variable impacts consumer behaviour and also their purchases. Research indicates that consumers care about which country products emanates from and their “made in” and they look at these indicators when they want to assess the quality of products they purchase (Parkvithee & Miranda, 2012). Country of origin’s impact on purchase intentions of consumers has been studied as a topic for many years. Different histories and cultures cause dissimilar perceptions within customers and it differently leads to evaluations of products when they want to purchase a product. There are number of indicators that play a major role on this issues and country of origin plays a significant role in consumer behaviour and ever changing markets. Stereotypes of country and consumers preferences impacts their intentions to purchase. Culture, a country’s economy as well as political environments can all influence peoples sensitivity (Teo, Mohamad & Ramayah, 2011).

Country of origin impact changes relying upon the product category in which the product belongs and is been manufactured. By and large, strong merchandise, for example, automobile and agricultural products are viewed as more sensitive to country of origin. Ahmed et al. (2002) widened the adaptation of country of origin impact to the service industry, for example, a cruise line. Ferguson et al. (2008) have contemplated the country of origin impacts in service assessment in five West African countries. They found that individual characteristics like motivation and ability to process information might impact utilization of the country of origin properties in assessing a service. Other than individual



qualities, for example, ethnocentrism, culture orientation might impact the country of origin preference service assessment. Matheus (2014) also conducted research into the effect of country of origin by investigating into the fast moving consumer goods by Kenyan consumers.

Attributable to the varieties of the impact of country of origin in various products classes, Gurhan-Canli and Maheswaran (2000) have suggested further research of country of origin impacts in different product categories. In that vein, this study stretched out products categories to look at the country of origin in the medical product classifications that was equivalently neglected in country of origin studies, and particularly pharmaceutical products were chosen as an objective product category. Contrasted with medical products, pharmaceutical are consumed in everyday life. It would be entirely productive for marketing experts or academic researchers/scholars to explore the pharmaceutical industry because of the developing importance of the healthcare industry.

Pharmaceutical products are the products or drugs used to diagnose, cure, treat or prevent disease conditions. This study will however fill the gap and contribute to knowledge in the area of country of origin on consumer choice of pharmaceutical products in Ghana. Hence this study will look at the county of origin among consumers within the Kumasi metropolis.

### **1.3 Research Objectives**

The overall objective of this study is to investigate the influence of country of origin on consumer choice of pharmaceutical products.

Specifically, the study seeks



1. To ascertain customer perception of pharmaceutical products based on country of origin in Ghana
2. To evaluate consumer knowledge of country of origin of pharmaceutical products in Ghana
3. To examine consumer choice of pharmaceutical products in Ghana
4. To determine the effect of country of origin on consumer choice of pharmaceutical products in Ghana

#### **1.4 Research Questions**

1. What is the perception of consumers of pharmaceutical products based on country of origin in Ghana?
2. What is the level of knowledge of consumers of pharmaceutical products on based on country of origin in Ghana?
3. What influence does choice of consumers have on pharmaceutical products in Ghana?
4. How does effect of country of origin have on the choice of pharmaceutical products by consumers?

#### **1.5 Scope of the Study**

The focus of the study was on the effect of country of origin on consumer choice of pharmaceutical products. The research was limited to pharmaceutical dispensers within the Kumasi Metropolis, the second largest city in Ghana. The research was limited to pharmacist, pharmacy technologists and procurement officers at the various hospitals and pharmacy shops within Kumasi metro. These groups of customers were chosen because in

the first place they are also consumers of pharmaceutical products and secondly because they are also in-charge of purchasing of pharmaceutical products for the consumption by their facilities as a result of their role in.

### **1.6 Justification of the study.**

A lot of research has been carried out on the influence of country of origin and its effects on consumer choice. However, this study is important as it will contribute to both theory and practice.

First, the research will help management or owners of pharmaceutical companies and hospitals to take country of origin seriously and factor it when procuring products. Secondly, this research will serve as a guide for potential pharmacist and hospital managements that wants to enter the industry to know the value of country of origin. Many pharmacies and hospitals fail not because of their products are bad or inferior but rather their inability to effectively pay attention to country of origin. This study will therefore aid sinking organizations in their competitive efforts of country of origin. Thirdly, it will be relevant for academic purposes. The study will serve as a base for further research for students, consultants, teachers and others who are interested in studying similar topic. It will also serve as an academic reference in marketing and management disciplines. Finally, it is more significant because the world is going towards the global competition and businesses try to understand the influence of country of origin on consumer choice. By understanding country of origin factors, organizations would like to change their activities towards achieving their objectives in a meaningful manner.

### **1.7 Limitations of the Study**

Setback often characterised human endeavour and quite naturally, this has to be accomplished against the background of certain limitation. Firstly, some of the questionnaires sent out were not received for a 100% response rate. However, over 80% which were received was a good response rate. Secondly, most of the respondents might not give a true explanation of their experience which may aid the research. The researcher however was able to explain to respondents the significance of the study. Of course money for organisation is also a challenge that confronts this study. The researcher therefore mobilised its scarce resources to make the research a success. Also, there is lack of cooperation from respondents during the data collection especially from the store keepers, but this was resolved by explaining the rationale behind the study in order to persuade them to partake. However, within these constraints, all attempts were made to undertake a valid and comprehensive study.

### **1.8 Organization of the Study.**

The study is divided into five (5) chapters. Chapter one captures the background of the study, problem statement, objectives of the study, research questions, justifications of the study, summary of research methodology, scope of the study, limitations of the study and organization of the study. Chapter Two reviews existing literature on country of origin on consumer choice. Chapter Three discusses the methodology used to accomplish the study. Chapter Four presents research findings, analysis and discussion. Chapter Five looks at the summary of findings, recommendations and conclusion of the study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this chapter, the study reviewed existing literature on the subject matter based on themes developed from the study. It reviews scholarly articles on country of origin in general, models of country of origin, perception of country of origin, consumer choice decision, consumer choice process, challenges face in choosing pharmaceutical products, consumer knowledge of pharmaceutical products, customer perception of pharmaceutical products, and effect of Country of Origin (COO) on consumer choice are reviewed.

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

Extensive research has been directed towards whether or not country of origin affects product evaluations. Country of Origin can be defined as the country with which a brand is associated or a product is manufactured (Wang & Yang, 2008). For some brands, country of origin belongs to a given and definite country, such as IBM belongs to the USA and SONY is a Japanese brand. Ahmed *et al*, (2004) also defines country-of-origin as the country that conducts assembly or manufacturing or the last location or country of manufacturing or assembling one product. Beginning with a great deal of research has been aimed at informational cues that provide consumers a means of evaluating products.

Country of origin of a product is also defined by Lim & O'Cass (2010) as “the country of manufacture or assembly. It refers to the final stage of manufacture which can also be referred to as the headquarters for a company. Country of origin information is used by a



cross section of consumers as a stereotype to evaluate products and their quality. Many consumers have an understanding that “Made in ...” label means that a product is either “superior” or “inferior” depending on the country’s perception (Yasin, Noor & Mohamad, 2007).

Meanwhile, further research suggests that country of origin has symbolic and emotional meaning to consumers and can relate to feelings of national identity. A product’s country of origin is an extrinsic factor known to influence perceptions of consumers and this subsequently leads to consumers’ cognitive elaboration (Pappu et al., 2006). Research studies find that consumers assess products coming from underdeveloped countries unfairly and this is partially because of their previous beliefs of such people and as a result their products suffer or have problems with these issues (Lee & Lee, 2009).

Country Stereotypes and consumer preferences influence their intentions to purchase. Economy, Culture and Political system of a country can be a cause of sensitivity to people (Teo, Mohamad & Ramayah, 2011). Products from countries with a favorable image typically find that their products are more readily accepted than products from countries with a less favorable image (Yasin et al., 2007). Obviously, consumers’ ready acceptance of products from countries in most cases largely depends on country image or simply the origin of the particular products. However, research study found that a favorable country image can lead to brand popularity and subsequently to consumer brand loyalty (Kim and Chung, 1997). Meanwhile, findings further revealed that when consumers are not familiar with a country’s product, they will use the country’s image as a product evaluation cue.



This presumes that consumers' product perceptions infer from stereotypical beliefs about the country from which the product originates (Yasin et al, 2007). Additionally, country of origin images were affected by the consumer's perception of similarity between his or her own countries and the origin country's political and cultural climate and beliefs systems and this may have a significant impact on the consumers' choice of pharmaceutical products.

### **2.3 Models of country of origin**

There are various models and concepts that explain country of origin effect and how consumers can make their purchase decisions. Some of the models include product knowledge base, purchase intention model and behavioral intension model.

#### **2.3.1 Product knowledge base model**

Product knowledge has been studied in various varieties in social science researches. It is the overall knowledge that consumers have about functional characteristics of products and brand (Rezvani et al., 2012). It is defined by Brucks (2010) as the memories and knowledge's consumers have about product in their minds. The degree of knowledge that consumers have about a product will influence the cues used to make product quality assessments (Rao & Monroe, 2009). It can be referred to as products' familiarity, experience and expertise (Lee & Lee, 2009). Consumers are faced with three distinct types of knowledge in decision on a particular product to buy and its country of origin. The measures of consumer product class knowledge fall into three main categories namely; these three types of knowledge include subjective knowledge, objective knowledge, and usage experiences are generally considered distinct, even though they are often positively correlated (Raju et al., 2005). Of course,

measures of objective knowledge can never be entirely objective. That is, such measures depend on some form of communication from the individual about his or her knowledge.

Nevertheless, measures of objective knowledge are conceptually and operationally distinct from measures of subjective knowledge (Brucks, 2010). Objective knowledge is accurate information about the product class stored in long-term memory, while self-assessed knowledge or subjective knowledge is people's perceptions of what or how much they know about a product class (Veale, 2008). While objective product class knowledge is likely to influence information processing strategies, subjective product class knowledge is also likely to influence consumers' confidence in using information stored in memory (Schaefer, 1997).

Meanwhile, consumers with high product knowledge are able to perform product related tasks successfully and have extensive prior knowledge about product types, usage, and purchase information. Product knowledge will also help consumers attend to process information in a regulated and controlled manner when they are revealed to persuasive country of origin claims. Rudell (2011) found that higher levels of objective knowledge are related to greater use of newly acquired information. Thus, consumers with high objective knowledge tend to search and process attribute-related information actively.

Meanwhile, subjective knowledge is positively related to dependence on preexisting knowledge that is primarily accumulated by product-related experiences (Rudell, 2011). Also, considering that subjective knowledge is based on self-judgment, consumers who are confident about their subjective knowledge are less likely to search actively for new product-related information (Rudell, 2011). Thus:

- Consumers with high product knowledge are less likely to be affected by COO cues in their purchase intention.
- Consumers with high objective knowledge are less likely to be affected by COO cues in their purchase intention than those with low objective knowledge.
- Consumers with high subjective knowledge are more likely to be affected by COO cues in their purchase intention than those with low subjective knowledge.

### **2.3.2 Purchase intention model**

Purchase intention of consumers is the probability that customers who are in a certain purchasing situation will choose a certain brand of a product category (Crosno *et al.*, 2009). The interest of marketing scholars on purchase intentions drives from its relation to purchase behavior. Fishbein and Ajzen (2003) contend that "the best single predictor of an individual's behavior will be a measure of his intention to perform that behavior. Moreover, marketing managers of pharmaceutical products are interested in consumer purchase intentions so as to prognosticate sales of existing and/or new products and services. Purchase intentions data can help managers in their marketing decisions related to product demand new and existing products, market segmentation and promotional strategies (Tsiotsou, 2006).

### **2.3.3 Behavioural intention model**

Behavioral Intentions model is based on Dulany (2013) theory of propositional control, which states that an individual's intention to perform a behavior is a function of his attitude toward performing the behavior in a given situation. Again the norms governing that

behavior in that situation and his motivation to comply with these norms are points to reckon with. Of special importance is that the concern is with the individual's attitude toward the act of performing a behavior and not his attitude toward the object. Second, the model requires that the attitude be measured toward a highly specific situation. Third, the attitude toward the act in question is a function of the individual's beliefs about the possible outcomes of performing the act and his evaluation of those beliefs (Bennett and Harrell, 2005).

## **2.4 Factors Used in Measuring Country of Origin**

The following factors play an important role in the measurement of country of origin: culture, political, country image and brand popularity.

### **2.4.1 Country image.**

The image of a country has been identified to have a significant influence on products' evaluation of a consumer. To have a successful communication of a new product internationally, experts need to apprehend the influence of country's image of a product. Researchers have pointed out that consumers' base their evaluation of products on either it being positive or negative based on the products orientation from a given country (Laroche et al., 2005; White & Absher, 2013). Different accolades have been used to identify "country image" in literature, although these terms were related closely but each has a moderately different nuance (Kleppe, 2002; Laroche et al., 2005)

Country image researches focuses on studying how consumers feel as they are exposed to the country of origin cue, it form their image of the country of origin, so they use these images in their behaviour of purchase (Laroche et al., 2005; Khan & Bamber, 2008; Chen,



2009). Country Image has been defined by Roth and Romeo (2005) comprehensively as perception consumers formed about a product from a particular country, as a result of their prior knowledge and experience of its marketing and production. Godey et al. (2012) also defined the country image as being reputation, representation or stereotype of a specific country products that consumers associate with.

A number of researches has been conducted in relations to country of origin effects on behaviour of consumers (Brown & O'Cass, 2006; Guidry et al., 2009; Alvarez, 2010) . The effect of products origin on consumers is called country of origin effect, a scientific subfield of international marketing (Kotabe & Jiang, 2009). Roth and Romeo (2005) in their findings suggested that consumers in general form their country image perceptions based on the manufacturing ability of a country, their innovations technically as well as skills in designing. They came up with the following four important dimensions in relation to country image: innovation, prestige, workmanship and design. Dagger and Raciti (2011) also documented an important influence of country image on perceptions of a product. As a result, they rated Japanese highest among the dimensions workmanship, innovation, design and prestige.

Existing research demonstrates strong impacts of the country image on intentions of consumers to purchase (Bruwer & Buller, 2012) and evaluations of products (Pharr, 2006). It has a direct effects on attributes of a product on perception of consumers which also affects their product evaluations from a given country (Ahmed et al., 2004). A products country of origin serves as an attribute which plays the same role as brand that is well established



(Paswan & Sharma, 2004). Gao and Knight (2007) also believed that country of origin is one of the most important variable affecting decisions of consumers to purchase product because the country of origin effects combines brand image and image of a country that produces the product. Kumara and Canhua (2010) discovered that country image is one of the most important phenomena which affects foreign product evaluations. Consumers are confronted constantly with a variety of wide product information supplied through branding, packaging, advertising and other channels (Ahmed et al., 2005). This information is used by consumers to inform their purchase decisions as well their product preferences as they elicits feelings, fantasies, emotions as well imagery with respect to usage of products (Verleegh & Steenkamp, 2009). The country of origin aspect of information of a product has a complex effect on behaviour of consumers and also, it has a tremendous impact on product success and acceptance (Bruwer & Buller, 2012).

Yagci (2005) suggested that if a consumer is aware about a country image of a product, the image will be used to generate a fit between country and product category (Yagci, 2005). A consumer who will not be aware or familiar about a product in contrast will adopt country image to get an understanding of the attributes of a product (Ahmed et al., 2005).

Country image in a context works through the so called “halo-effect” (Han, 2009). It has both direct as well as indirect influence on product evaluation by a consumer. Country image has an influence directly on beliefs of consumers” about attributes of a product and also impacts on product evaluations by a consumer indirectly through their beliefs

(Bloemer, Brijs & Kasper, 2009). If a country positively has country image as a result of superior product quality and craftsmanship, it will reflect greatly always on its products

(Yagci, 2005). Studies discovered an important influence of country image on product perceptions of consumers" (Hamzaoui, 2011). It can be included as an important asset when it is positive and vice versa when it is a liability (Chattalas et al., 2008).

#### **2.4.2 Culture factor**

Culture has been identified to have an important impact on the views of consumers" with regards to any product. The background of people"s recognition of cultural can help them in their consumption choices. These exist in other for people"s needs to be satisfied within a particular society. Culture is made up of ethics, traditions of people, objects and vales, made or appreciated by a group of people. It is the base for our beliefs, priorities, certain perceptions and behaviour directed towards people directly. These unique attributes create the values of what represents consumers of today in a society (Kardes et al., 2008; Solomon, 2006)

Cultural has different impacts across different countries as a result of a shared national stereotypes (Papadopoulos & Heslop, 2003). Research showed that people that shared similar values of culture tend to be similar in the country of origin evaluations (Ozretic-Dosen et at., 2007). According to research, intention of consumers" to adopt is normally influenced by culture. Hofstede (2005) a known Dutch researcher of culture defined culture as "the collective programming of the mind which distinguishes the members of one group or category of people from another"

Research indicates that culture does not only influence product selection of consumers as well as choices but also affects their communication regarding product, making of decision and consumption structure (Singh, 2006)

The search behaviour of consumers“ they consider appropriate is normally determined by their culture. The motivation for consumers“ to take an action is influenced by culture and this also influences the kind of communications that should be taken about a problem (Delener & Neelanvil, 2007).

People who have common geographical, political as well as ethnic features normally share traits that are identical which reflects on their behaviour of consumption (Singh, 2006).

This is identified as „national culture“ and this is considered useful in order to explain national consumer behaviour (Nakata & Sivakumar, 2006). Enough research has been undertaken to appreciate the relationship between country of origin effects and country similarity (Lee et al., 2013).

Studies revealed that cultural similarity normally influences the effects ethnocentrism of consumers“ on their attitudes towards products from other country where they consider products from countries which have similar cultures to their own culturally distant countries (Lantz & Loeb, 2006). Research discovered that consumers“ who are highly ethnocentric shows a positive product attitudes towards countries who believed culturally (Khan, 2012), politically or economically similar to their own and also consumers“ hold positive attitudes towards brands which have local brands (Khan, 2012).

#### **2.4.3 Country of origin as a Brand popularity**

As earlier indicated, generally consumers“ base their views on brands and product attributes as result of country of origin image of these products (Tran & Fabrizo, 2013).

This construct of „nation building“ in which country of origin is serving as a brand, which is a stimulus that is strong plays a significant role in consumer purchasing decision making. Countries count this as an asset and equity and associate with it just like a brand (Chattalas et al., 2008). It concludes that not only powerful brands associated with a country promotes its reputation in that category but also the positive country of origin image contributes to a brands popularity (Guercini & Ranfagni, 2013).

In a brand popularity and country image research in a competition that is global, Chung Koo Kim, (2005), investigated how country- and brand-related intangible assets impacted the brands market share and effectiveness of their market. One of the research discovered that a brand can generate a positive brand-specific assets that is brand popularity and without positive country name equity. It was discovered also on the other hand that, a country name for example Germany, created positive value of the brands coming from that particular country. Many research results showed that in institutional purchase decisions, country of origin plays a significant role whereas for household buyers, brand name also plays an important role. This can all be explained by the nature of products and purchase experience and because of it reaching a large populations, marketers use heavy brand promotion to reach their consumers“ (Ahmed & d“Astous, 2005).

This is more reasons why countries preserve, protect and make use of their image in certain categories of products because it has a powerful impact on decision making of consumers.

France for example is known for its perfumes and wines which makes France sounding names of the brand in these categories of products are perceived to have an effect positively on perceptions of consumers“. Countries known for their products“ dependability, quality,



value for money and reliability; are involved always in constant improvement processes in order to maintain their image using a number of techniques of quality management for example Japanese automobiles. Countries like Germany encourages research and development in order to promote development of new products such as technologically advanced cars, innovative gadgets and computers. Countries normally protect their „country name as a brand“ image, and use the country of design or country of brand as „made-in“ label for example Apple iphone and ipads, Levis (Papadopoulos & Heslop, 2014).

#### **2.4.4 Political influence**

Purchasing products from countries associated with politically dubious activities is morally perceived to be questionable as it economically supports a country through purchasing of its products and services (Veleegh & Steenkamp, 2009). A survey was conducted into this situation by Smith (2000) among consumers“ who votes either pro or contra in order to purchase products from a country in relation to political, economic and social practices by its government. Studies of diverse nature confirmed that certain cultures stop or block buying from specific countries. For example, the Jewish unwillingness to purchase products from Germany for the reason being the Holocaust. The testing of Nuclear in the Pacific leads to Australian government boycott of French products. On the other hand, certain countries also evoke feelings of competence and warmth in return lead to a positive moral understanding and as a result to a great intention to purchase. Chattalas et al, (2011) discovered that France holds the position to possess strong manufacturing competence as well as a high perceived warmth.



As earlier indicated, consumers normally associate strong emotions with images of a country (Dagger & Raciti, 2011). Attitudes of consumers rest either upon direct encounters with people from backgrounds which are culturally different or might be based on indirect experiences through education, mass media or art. The experience has a great influence on products attitudes of consumers and brand expectations (Verlegh & Steenkamp, 2009). Maher and Carter (2011) confirmed that the affective component, triggered through the country image cues, impacts consumers' intention to purchase foreign products. In that research, Kuwaiti consumers with a high admiration for the US show a positive willingness to buy American products.

As a result of the America admiration, they ascribe the country competence and feel certain warmth towards it. On the other hand, consumers who normally feel contempt towards US show a buying unwillingness for products from US and a negative relation towards perceived competence and warmth. Even though an Arab-American knows and understands the great Israeli optical instruments, they show a strongly negative attitude towards Israeli products as a result of poor perceptions about them (Verlegh & Steenkamp, 2009). Another typical example is boycott of Chilean goods as a result of Chile having at the time military government (Smith, 2003). It was discovered the Chinese consumers consider it a treason to purchase Japanese goods because of the economic and military rivalry between the two great nations as a result of the atrocities committed by the Japanese in China during the World War II (Klein et al., 2008). Another significant norm with regards to country of origin is to prefer purchasing goods in which consumers believe that it is ethically appropriate to buy products originating in their home country in order to support the national economy (Shimp

& Sharma, 2006). Nations such as the UK, USA or Canada ran campaigns sponsored by their respective countries and industries to establish a “buy domestic” norm following this concepts Verleegh & Steenkamp, 2009). Products on a way show emotional and symbolic beliefs; a country of origins products includes a relation to pride, social status and experiences (Verlegh & Steenkamp, 2009).

## **2.5 Perception of country of origin effect**

Consumers may form various perceptions about products based on country of origin of the products. They include perception about quality, price and performance. These are discussed below.

### **2.5.1 Quality**

Under pressure to compete in both domestic and international markets, companies need to create conditions that enable them remain competitive. Managers should ensure that the quality of products and services remain consistent and improved. Khachaturian and Morganosky (1990) investigated consumers’ quality perceptions of pharmaceutical products from the India, USA, South Korea, China, and consumers’ perception of types consisting of departmental stores, discount stores, and off-price stores. The authors included off-price stores because they are a fairly new form of retail institutional type and are achieving growing consumer acceptance of pharmaceutical products with high quality perception. According to Yasin et al. (2007), given the amount of prestige associated with traditional departmental stores, as well as the premise of the price and quality relationship, it is not surprising that departmental stores received the highest quality ratings in dealing with

pharmaceutical products followed by off-price stores. This strongly emphasizes the fact that, consumers perceived pharmaceutical products to be of high quality based on its country of origin.

In order to compete in both domestic and international markets, pharmaceutical companies are under pressure to create conditions that enable them to succeed. While trying to sustain their operation financially, companies also have social responsibility toward the society to provide high-quality products, therefore, it has remained a challenge for the pharmaceutical sector to provide high-quality products for reasonable price (Joseph et al., 2009; Ooi, 2012). Consumers of pharmaceutical products are after quality regardless of its country of origin. Obviously consumers are bound to make repeat purchases if the product meets expectation and satisfies the requirement of the consumers. In this regard, companies apply TQM to increase profitability, market share, competitiveness, teamwork, productivity, product quality, and customer satisfaction (Kumar et al., 2011). The responsibility for successful implementation of TQM does not lie with a particular department and requires effort by various functional areas throughout the organization. As it is strongly believed, a strong support for the successful implementation of TQM will improve operational performance and ensure quality products at all times devoid of wastage (Kaynak, 2003; Samson and Terziovski, 1999). Considering the importance of quality in the pharmaceutical industry and the lack of sufficient research on TQM in developing countries, and especially on pharmaceutical industry, this study aims to identify and prioritize CSFs for successful implementation of TQM in the pharmaceutical industry. Some of the developing countries have joined the World Trade Organization by opening their markets to international

competitors and foreign investors, and maintaining that highquality products and services by implementation of TQM or other quality management approaches is vital for them to compete and survive in a very competitive environment (Gosen et al., 2005; Salaheldin, 2009). Through quality products, Iran is among those emerging markets and is trying to eliminate sanctions and attract foreign investors. The market value of its pharmaceutical sector has been increasing in value annually by 25-30 percent over the past ten years (Mehralian et al., 2012). Poor quality products can waste national wealth and cause significant health issues. In a global market, pharmaceutical companies, like companies in other industries, are operating in evolving competitive markets (Dadfar et al., 2013).

Quality management is critical to the pharmaceutical companies and their stakeholders. All stakeholders are aware that the sustainability of these companies is highly dependent on management commitment to quality. The sector has encountered many quality issues in the past as there have been several product recalls due to the poor quality of the products and the health hazards that these products caused for the society (Friedli et al., 2010). The existing quality management in this sector can be classified into two approaches, compliance and holistic quality management. Under the compliance approach, the objective is to follow guidelines and standards that are enforced by international and domestic regulatory agencies (Dadfar et al., 2013). The second approach is to take a holistic approach to quality management from a managerial perspective. Under the compliance approach, the quality control and the quality assurance are very common tools that provide standards and standard operating procedures for pharmaceutical environment to enable them to produce products with three features of quality, safety and efficacy (Friedli et al., 2010). For example, World



Health Organization (WHO) has issued a primary or fundamental regulation to the pharmaceutical industry entitled Good Manufacturing Practice (GMP).

Under the holistic approach to quality management, the quality should be addressed by using a comprehensive approach such as TQM as the entire organization is interested in providing products with better quality to the market (Mazumder et al., 2011). In addition, the basis of this approach is that the organizational units should be working harmoniously to satisfy customers. Quality is a very commonly used term but it can be described very vaguely and its definition varies from person to person depending on the perspective from which it has been defined. In a conceptual study on TQM in pharmaceuticals, Mazumder et al (2011) outlined the following eight dimensions of quality that are critical to organizational success: performance: product's primary operating characteristics; features: supplement of a product's basic functioning characteristics; reliability: a probability of not malfunctioning during a specified period; conformity: the degree to which a product's design and operating characteristics meet established standards; durability, a measure of product life, serviceability, the speed and ease of repair; aesthetics: how a product looks, feels, tastes and smells; and perceived quality: as seen by a customer. Compliance approach to study TQM in the pharmaceutical industry have focused on compliance with the pharmaceutical industry standards like WHO, Food and Drug Administration, European Medicines Agency and International Conference on Harmonization (Kheradia & Warriner, 2013).

However, there is a lack of research on the pharmaceutical industry that uses a holistic quality management approach. Such a holistic approach can involve managers and employees in continuous improvement of quality of products and services offered by pharmaceutical companies (Chen et al., 2004). Usage of information by management and employee about the quality status is as important as making this information available to all individuals throughout the organization.

The pharmaceutical industry is highly regulated as in the case of Ghana where the industry is highly regulated by the Food and Drugs Authority (FDA) compared with other industries (Mehralian et al., 2013), so it must follow many standards and regulations to be able to pharmaceutical companies try to benchmark their key critical business processes against the best practices of the industry. Furthermore, benchmarking encourages employees to use new ideas, methods, procedures and processes and act as a catalyst for improving the business procedures (Nwabueze, 2012). As a result benchmarking is followed by quality assurance, process management and quality systems. Quality assurance increases the confidence of companies in the quality of products before releasing them to the market. Process management as a strong tool enhances quality assurance through a periodic review of all aspects of manufacturing operations and consistent corrective actions (Khanna et al., 2011). For this purpose, the critical processes must be identified and improved continuously until the better quality products can be released. Given the direct effect of the pharmaceutical industry on health promotion, it is of crucial importance to provide highquality products for treatment or prevention of diseases. Therefore total quality management as a holistic

approach, provides an excellent opportunity for pharmaceutical companies (Poongothai et al., 2011).

### **2.5.2 Price of pharmaceutical products**

The pharmaceutical industry, as an integral part of health care system, carries out research and develops new pharmaceutical and biological products and then manufactures and markets these products (Mazumder et al., 2011; Mehralian et al 2014a; Yu et al., 2010). Pharmaceutical expenditures have continuously been rising and now it forms a significant share of any national GDP. With this regards, it's prudent for pharmaceutical companies to operate cost efficiency so as to reduce operational cost which eventually leads to charging lower prices for pharmaceutical products. Price reductions and lower cost which arises as a result of operational efficiencies will encourage consumers to effectively patronize the pharmaceutical products.

In part as a result of branding, some analysts see a bifurcated market: one in which priceinsensitive based on country of origin of certain drugs, customers are unable or reluctant to adopt generic drugs, so that competition is based more on marketing and product differentiation, and another in which consumers are able to choose from a wide range of highly competitive generic drugs, whose manufacturer/brand carries relatively little weight (Scherer, 1996). The same price differentiation leads to substantially higher prices in the USA vs overseas. Drug companies argue that such price discrimination is necessary in the markets that can afford it in order to fund R&D. Culpan (2002) pointed out that the most recent wrinkle has been the flooding of Americans to Canada to purchase medicines, which

are cheaper as the Canadian Federal Government Patented Medicine Prices Review Board uses international price benchmarking to regulate Canadian prices, in effect creating price ceilings. Naturally, such stipulations raise serious questions as few countries in the developing world have the capacity to produce low cost substitute drugs, particularly given that developing countries such as India and Brazil are now able to produce and export their own generic drugs (Taylor, 2004).

Developing countries are also able under current international law to seek “parallel imports,” which are imports of drugs from another country where they are sold cheaper (Beigbeder, 2004). The ultimate goal of ensuring total quality management in the pharmaceutical industry thereby leading to effective price increases should be customer satisfaction. Generally, factors such as cost, delivery, flexibility and service related to customers’ satisfaction but the weight of these factors affecting customer satisfaction might vary from an industry to another (Rajabzadeh et al., 2013). For example, in the pharmaceutical market, elasticity of cost toward some products is very low, but delivery time and flexibility in quantity are more important for customers. As such, identifying factors that lead to customer satisfaction in the pharmaceutical industry has crucial importance for customer relationship management department.

## **2.6 Performance of pharmaceutical products**

There is a growing believe among consumers of pharmaceutical product that the actual performance of drugs and other related products are usually based on the country of origin of the particular products in question. Extrinsic cues, such as brand name and country of



origin, affect the way buyers perceive products since in the mind of consumers, products from some countries are perceived to have high excellence performance as compared to products from some countries as well (Ahmed & Astous, 1995). The question arises as to whether and to what extent industrial buyers, with knowledge on products quality and its performance who according to Bendixen et al, (2004) “are rational trained professionals and normally operate within buying centers”, can be influenced by country of origin images.

Consumers are thought to make inferences about the value of product information and the actual performance that consumers can derive cues as a quality indicator and then combine judgments of all the cues available in order to obtain an overall product evaluation (Jacoby et al, 2000). In general, favorable or unfavorable country associations develop over time as a function of the superior or inferior performance history of the products that originate in that country. As the reputation of a country begins to evolve based on the quality and performance level of the existing products, these perceptions of superiority or inferiority are also transferred to new products that originate in that country (Bendixen et al., 2005). While most academic research in the domain of country of origin has focused on the perceptions of a country based on the performance of its products, there is evidence to suggest that consumers’ perceptions of the country may go beyond inferences based on product performance alone. For example, the historical animosity between some Eastern Asian countries and Japan may affect the purchase of Japanese products in these countries, despite a universally favorable belief towards the reliable performance of its products. Thus, studies suggest that country of origin is a multi-dimensional construct that incorporates perceptions based on both product performance-related and non-product related aspects (Chen, 2006).

## **2.7 Consumer choice Decisions**

With the advent of globalization, the decrease of trade barriers, and the digitization of the world economy, consumers now have access to products from around the world. As consumers evaluate the assortment of products available to them, the country of origin of a product will have an increasingly important role in their decision making (Businessweek, 2007). In accord, recent studies have shown that a product's country of origin has implications for the product's evaluations that extend beyond product attributes. Specifically, consumers may form positive or negative feelings towards a country based on cultural, political, and historical or economic factors and this largely inform these buyers decision as to whether to buy the products or not (Rajabzadeh et al., 2013). These feelings, though unrelated to the product performance, may influence consumers' evaluations and purchase intentions of the products originating from the target countries (Hong and Kang 2006; Klein, Ettenson and Morris 1998; Maheswaran & Chen, 2006).

The general country of origin image may also influence consumers' inference on other product attributes other than quality. For example, the image of France is related to hedonic characteristics that include aesthetic sensitivity, refined taste and sensory pleasure (Peabody, 2011). As a result, French-sounding brand names make a product sound more "hedonic and thus have a positive impact on the evaluations of "hedonic" products like perfumes and wines (Leclerc, 1994). Consumers may have different feelings towards products manufactured in their home country versus foreign countries. Also, consumers feeling towards products from their home countries are driven by considerations that may be unrelated to the product efficacy or performance or its competitive position (Halliday,

2007). Consumers' preferences for products made in their home countries have been found to be correlated with personality variables like level of dogmatism and conservatism (Bilkey and Nes, 2003). Maheswaren (2000) examined consumers' attitudes towards home country products in two countries, United States and Japan. Their findings show that Japanese consumers buy home country products regardless of whether they are superior or inferior to competition. In contrast, American consumers are not persuaded by home country label alone, but require that the product be superior to competition before evaluating them favorably.

## **2.8 Process of Consumer Choice**

Individuals can be faced with choices in which the attributes defining the options may differ, such as deciding whether to spend money on a particular pharmaceutical products or on a vacation. Such choices have been called non-comparable (Bettman and Sujaan, 2012; Johnson, 1984). The difficulty of the choice problem faced by the consumer will increase with more options and attributes, with increased uncertainty about the values of the attributes, if there are more attributes that are difficult to trade off, and if the number of shared attributes is smaller, among other factors.

Consumer ethnocentrism predicts consumers' purchase behavior when the choice is between a domestic brand and a foreign brand, whereas animosity is more predictive when the choice is between two foreign brands, provided that consumers hold hostility towards one of the countries (Klein, 2002). The retained option is then compared to the next alternative from the choice set, and this process of pairwise comparison continues until all the alternatives have been evaluated and one option remains. Alba and Marmorstein (2010) proposed that

consumers may evaluate and choose alternatives using counts of the number of good or bad features characterizing the alternatives. Consumers develop cutoffs for specifying good and bad features, and depending on the consumer's focus good features, bad features, or both, different versions of the strategy could be developed. Consumers also use combinations of strategies.

A typical combined strategy has an initial phase in which some alternatives are eliminated and a second phase where the remaining options are analyzed in more details (Payne, 2006). One frequently observed strategy combination is an initial use of EBA to reduce the choice set to two or three options followed by a compensatory strategy such as weighted adding to select from among those remaining. Beigbeder (2004) argued that humans are emotional beings, and choices can involve wrenching trade-offs. Thus, we believe that the goal of minimizing experienced negative emotion is important in some situations. Finally, humans are also social beings, and one of the most decision-relevant characteristics of the social context is that decisions are often evaluated, either by others or by oneself. Hence, the decision maker often must be able to justify a decision to others or to himself or herself in choosing a pharmaceutical products (Lazarus, 1999). The nature of emotion-laden choices is such that the ensuing negative emotion is associated with the decision itself and not with some unrelated ambient affect such as negative mood attributable to background noise at the site where the decision must be made for a discussion of affect and decision making (Lazarus, 1991). Hence it is believe that individuals may cope with emotion-laden decisions by altering processing to escape negative emotion. Choice processes under negative emotion



may therefore be affected by accuracy and effort concerns as modified by emotion minimization concerns.

## **2.9 Challenges customers face in choosing pharmaceutical products**

Many challenges confront consumers in choosing pharmaceutical products. Some of these challenges include supply chain vulnerability, operational risk among others.

Lysons and Farrington (2006) suggest that supply chains are vulnerable due to internal and external risks. Internal risks are those attributable to interactions between organizations in the supply chain. External risks are those attributed to environmental, economic, political and social causes, such as storms, earthquakes, terrorism, strikes, wars, embargoes and computer viruses. There are so many challenges that confront customers in choosing pharmaceutical products in recent times.

Operational risk becomes one of the challenges that affects the supply chain and this is the risk of loss occurring as a result of inadequate systems and control and it is the risk of loss arising from human errors, management failure and fraud or from shortcomings in systems or controls and as such availability and quality to be chosen therefore become a challenge (Schwartz and Smith, 1997). With respect to legislations, Government regulations and compliance are considered a sticky and complex issue for pharmaceutical supply and distribution thereby posing diverse challenges to customers in choosing the pharmaceutical products, and there can be many legal requirements to be adept at understanding and ensuring compliance with the applicable statutes and regulations in all of the jurisdictions especially, where the pharmacy chain operates an outlet or store (Zhang et al, 2008). The strict monitoring and adherence to regulations governing the purchase and use of drugs in most

cases pose a big challenge to customers in choosing the preferred drugs needed as a result of monitoring and rules restricting the use of certain pharmaceutical products. However, Zhang et al. (2008) is of the view that a pharmaceutical supply chain is a highly regulated environment requiring extensive data collection and information exchange to ensure a chain of custody and monitoring of various controls. Rising cost squeeze profit margins and lead companies to make regular rounds of price increases. Han (1990) further pointed out that companies often raise their prices by more than the cost increase in anticipation of further inflation which in the long run cause the retail price of pharmaceutical products to increase hence affecting consumer choice and decision to purchase the drugs and this at the end pose a serious challenge to consumers of pharmaceutical products.

Kotler et al. (2002) further explain that another factor leading to price increases and its subsequent challenge to consumers of the products is over-demand when a company cannot supply all its customers' needs, it can raise its prices, ration products to customers or both. Moreover, supply chain disruptions are a major source of risk and include unplanned and unanticipated events that disrupt the normal flow of goods, information and materials within a supply chain that disrupt the normal flow of drugs, information and materials within a supply chain of pharmaceutical products to some degree of vulnerability (Pochard, 2003). Meanwhile, disruption within the supply chain could also be seen in the form of availability of raw materials, transportation, disaster recovery and lack of knowledge regarding the source of supply, rationalization of product, range and theft from the country of origin of pharmaceutical product to the final consumer, and any of these could restrict or stop the flow of product through the supply chain, increasing the risk to the patient (Breen, 2008). In terms

of price increases, Kotler et al. (2002) consumers explain that a considerable factor in price increase is cost inflation and rising cost squeeze profit margins and lead companies producing pharmaceutical products to make regular rounds of price increases in order to recover the cost of production and also realize profit as well, nevertheless this cost are pushed to the final consumer thereby imposing hardship and restricting consumers from been able to afford the pharmaceutical products. Stauffer

(2003) was of the view that delays in the supply chain have a direct impact on a company's profit, thus product discontinuity, product shortages, poor performance, patient safety dispensing and technological errors causing stock shortages in pharmacies are identified as risks associated with pharmaceutical supply chain at the basic level and these risks cause delays in the system and eventually dissatisfy the final consumers or patients.

Cohen et al, (2005) pointed out that ensuring high standards for medicines as well as medical treatment will be essential in preserving the efficacy of the current first line treatment but in most cases all these are been compromised and are not monitored closely with strict supervision thereby posing difficulties and health challenges for consumers of pharmaceutical products, hence choosing a pharmaceutical products becomes a serious challenge for customers. Stauffer, (2003) further pointed out that there is no doubt that drug resistance to artemisinin has already been established in places like South East Asia, even some part of the country in Ghana and the problem of drug resistance could be attributed to inappropriate use of drugs, lack of medical supervision, weak public health system, shortage at government clinics or even lack of access, and all these could be linked to the supply chain system for the ACT. It has well been established that there are challenges with the health

commodity security and its supply system, particularly in public facilities and this tends to affect access, especially to essential medicines like ACT and any short supply or inaccessibility at the time of request leads to a major challenge that customers may encounter. Abekah-Nkrumah *et al.* (2010) further argued that some of the challenges identified which if not managed properly, can pose a challenge to the customer in choosing pharmaceutical products in the long run include, the financing gaps for health commodities, vertically managed commodities for public health programs, weak governance and management, high indebtedness to the CMS by RMS and facilities, and competing supply/distribution weaknesses and priorities.

Today's business situation, of which pharmaceutical industry is of no exception, is characterized by an upward level of unpredictability. In this unstable market, firms face an aggressive competitive environment due to globalization, technological changes, shorter life-cycles of goods, diminished margins, economic downsized markets and more informed and well-informed customers with unique and quickly changing needs (Shabaninejad *et al.*, 2014a; Mehralian *et al.*, 2012b). To respond to the challenges and demands of today's business environment, firms have undergone a revolution for implementing novel operations strategies and technologies (Gunasekaran *et al.*, 2008).

## **2.10 Consumer Knowledge of Pharmaceutical Products**

Obviously consumers' knowledge of pharmaceutical products greatly influences their decision as to whether to patronize the products or not. This knowledge base decision usually arises mostly on the bases of country of origin of pharmaceutical products. Product



knowledge is an important construct in understanding consumer behaviors such as information search and information processing (Park *et al*, 1994). Knowledge is the body of facts and principles that is information collected by mankind stored in memory about a domain (Page & Uncles, 2004). The country of origin (COO) of a product is an important marketing element known to influence consumer perceptions as well as behavior. The country of origin of a product is an extrinsic cue which similar to brand name, is known to influence consumers' perceptions and to lead consumers to cognitive elaboration (Pappu *et al.*, 2006).

Many consumers believe that a "Made in label means a product is superior or "inferior depending on their perception of the country of origin (Yasin *et al.*, 2007). Many consumers utilize country-of-origin stereotypes to appraise products for, example Japanese electronics are reliable" German cars are excellent", "Italian pizza are superb. The role of product knowledge has been studied extensively and consumers with different levels of product knowledge inclined to make use of country of origin cues in their product evaluation in different ways (Cordell, 1997). Thus, the relationship between country of origin cues and product knowledge, and how this impacts consumer decision making needs to be comprehended. Regarding that businesses are going global more and more these days and the requirement to communicate with consumers with diverse cultural backgrounds is enhancing, it is essential for researchers to comprehend how consumers incorporate country of origin information with their product knowledge in decision making (Lee & Lee, 2009).

It is therefore necessary to examine how product knowledge impacts consumers' purchase intention when countries of origin cues are entailed. Lin and Chen (2006) indicated the country of origin image, product knowledge and product involvement all have a significantly positive effect on consumer purchase decision; the country of origin image has a significantly positive effect on consumer purchase decisions under different product involvement; and product knowledge has significantly positive effect on consumer purchase decisions under different product involvement. Chao and Rajendran (1993) point out that, when customers are making decisions, they search for more information before making their purchase. Regarding to products, with the exception of considering national image of the country of origin, consumer product knowledge is a significant element when purchasing. Lee & Lee (2009) also, found that consumers with high product knowledge were less likely to be influenced by country of origin cues in their product evaluation than those with low product knowledge. Also, consumers with high objective knowledge would be less likely to rely on country of origin cues in their product evaluation. The degree of knowledge that consumers have about a product will influence the cues used to make product quality assessments (Rao & Monroe, 2009).

### **2.11 Customer Perception of Pharmaceutical Products**

Country of origin can influence consumers' perceptions of a product's quality, performance, design, aesthetics, prestige, price, as well as consumers' product evaluations and purchase decisions. According to Rio et al, (2011), the effect of country of origin has been interpreted as a type of halo effect where consumers rely on their general impressions of a country to form some beliefs about a product's attributes or performance. Early studies on the country of origin effect focused on its role as an information cue (Bilkey and Nes, 2003). That is,

consumers may form general impressions or perception of countries or hold idiosyncratic beliefs about a country based on their direct or indirect product experiences.

These impressions or beliefs about a country may, in turn, work as decision cues that provide consumer information to infer beliefs regarding attributes such as the quality of similar pharmaceutical products originating from the target country (Steenkamp 1990). For example, consumers may believe that there is more trained and educated workforce as well as more stringent quality control system in countries that are economically more developed. Therefore, the products made in such countries tend to be perceived as having higher qualities and evaluated more favorably (Schooler, 2007).

Alternatively, consumers may have accumulated direct, positive experiences with cars or electronics made in Japan and gradually updated their impressions of Japan, which in turn, lead to more favorable evaluations for the products made in Japan relative to the counterparts made in other countries. Roth and Romeo (1992) investigated the relationship between consumer preferences for a country's products and perceptions of a country's economy. They argue that the effect of country of origin on product evaluations is based on the fit between the country's image and the product characteristics. If there is a match between the perceived strength of a country and the skills that are needed to design and manufacture the product, the country of origin would have a positive effect on product evaluations. For example, consumers prefer cars that are made in Germany because of the general association of Germany with superior engineering and workmanship as well as being technologically advanced (Cordell, 1997).

Likewise, consumers may have unfavorable country image towards a certain country for example, Hungary in terms of innovativeness and workmanship, which are important features for automobiles but not for beer. In this case, the country of origin information should negatively influence consumers' willingness to purchase automobiles but not beer made in Hungary. As noted earlier, the halo effect focuses on the situations when the country of origin image is a perception based on previous experience or knowledge of products originating from such country. However, country images may have strong emotional and affective aspects that are formed in direct experiences during holidays or encounters with foreigners or in indirect experiences with countries and their citizens through art, education or mass media (Verlegh and Steenkamp, 1999). As noted earlier, even though the emotional aspects of a country's image tend to be independent of the products, they may still influence the evaluations consumers have towards products originating from the country. For example, Schooler (2005) found that Guatemalan students gave lower evaluations to products from El Salvador and Costa Rica than to domestic and Mexican products because of a general negative attitude toward people from El Salvador and Guatemala.

### **2.12 Effect of country of Origin on consumer choice**

Over the years the growth in international trade and the development of global markets has been accompanied by a significant increase in interest in the nature of competitiveness. Saeed (1994) considers that country-of-origin effect means any influences or preferences caused by country-of-origin. Among the many factors which are believed to impact upon international competitiveness, country of origin (COO) effects (sometimes referred to as product country image or PCI) have attracted growing attention. According to Wang and



Lamb (2011), country of origin effects are intangible barriers to enter new markets in the form of negative consumer bias toward imported products. Cavusgil (1991) further defines country of origin as the country where corporate headquarters of the company marketing the product or brand is located. In recent times, research has shown that the country of origin effect is product category-specific.

Empirical studies have shown that consumers hold different sets of beliefs across product categories and that their attitudes toward products from a given country vary by product category (Romeo, 1992; Pappu et al, 2006). Whilst many studies have discussed the product category of pharmaceutical products, the majority of the studies have focused on the comparison of product categories and its origin effects. Brodowsky et al. (2004) suggested that manufacturers need to leverage their country-brand images to appeal to those customers who recognize a particular country's ability to design high quality pharmaceutical products, regardless of their country of which the products are been produced. There is therefore a strong evidence to support the fact that product country images and ethnocentrism have a significant impact on the consumers' intention to buy a pharmaceutical products originating from a different country.

Given the impressive growth and development of world class manufacturing in emerging market countries like China and India, it is important to begin to understand the likely consumer perceptions of high involvement products originating from these countries (Pappu et al., 2006). Whilst there is a growing concern as to whether the country of origin of pharmaceutical products have any effect on buying decision by consumers, there is other school of thought that strongly supported the idea that indeed country of origin effect play a

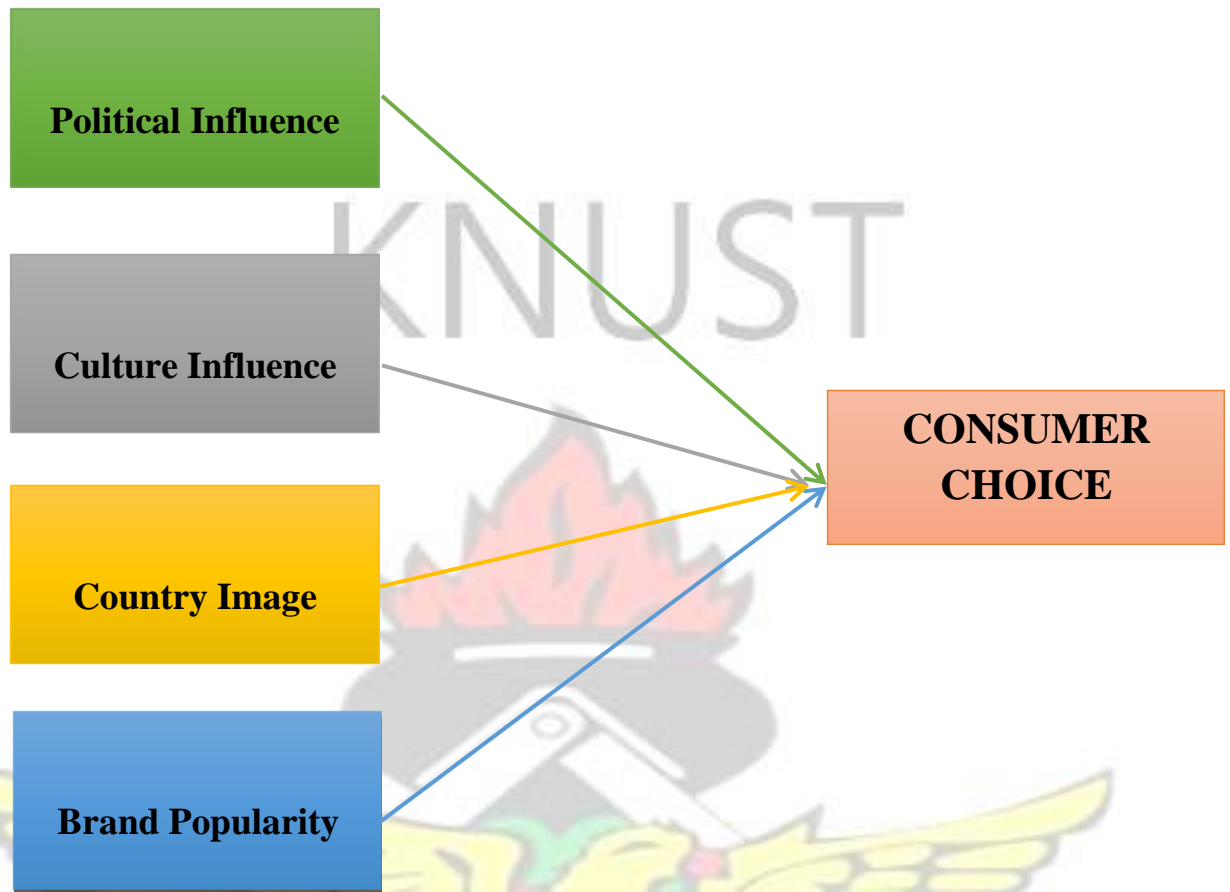
crucial role in consumer choice. Hence, Schooler (2005) concluded that the country of origin of a product can have an effect on a consumer's opinion of the product and the decision making of the consumers as in the case of the pharmaceutical products. Reiersen (2014) was of the view that consumer's attitudes towards foreign products and pharmaceutical products concluded that if the prejudice of consumers toward a nation's product is not too intense consumers' attitude may be made significantly more favorable by even slight exposure to communication and promotional devices.

According to Pappu et al. (2006), people from developing countries tended to have an unfavorable made in image of their home country's products in terms of workmanship, reliability, durability, technical superiority and other characteristics. Johansson et al. (1985) was of the view that country of origin effect on consumer decision may be less significant than has generally been believed, and they may occur predominantly in relation to evaluation of specific attributes rather than overall evaluations. Hence country of origin effect is used as a surrogate variable to evaluate a product when consumers have limited knowledge about that product.

### **Conceptual Framework**

This helps to understand the influence of country of origin on consumer choice or consumer decision making processes.

## **COUNTRY OF ORIGIN**



**Figure 2.1 Conceptual framework**

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

The chapter explains the research area, the research design, population, the sample size selected, sampling technique adopted, data collection sources employed and data analysis techniques used.

### **3.2 The Design of Research**

The two overall approaches to conducting research are through quantitative and qualitative. When the data collected and analyzed, a theory is developed consequently, the approach is of inductive nature and it's called quantitative. On the other hand, when a theory or hypothesis is first developed and then, later a research strategy is designed to test the hypothesis, the approach is of deductive nature and it's called qualitative (Saunders et al., 2007). In this research study, quantitative test was used to test the theories by examining the relationships among variables. The variables were measured and numerical data obtained and analysed using statistical procedures to test hypothesis.

#### **3.2.1 Research Purpose**

Research design refers to general map of how the study questions were answered. Saunders et al. (2008) proposed three types of research design; exploratory, explanatory and descriptive. The researcher used descriptive study to have an in-depth knowledge as well as explanatory study to assess the correlation between the country of origin and the consumer choice. The survey approach was also used in order to collect information which was analyzed quantitatively generating data which are used in the analysis.

### **3.3 Study population**

The populations of this study comprised of the entire pharmacist at both hospital and community shops and procurement officers in all hospitals who purchase pharmaceutical products for all the hospitals and pharmacies within Kumasi Metro. The population of these professionals is estimated to be five hundred and forty eight (548).



Institutions/officers	Frequency	percentage
Hospital/pharmacists	65	11.9
Pharmacy/pharmacists	483	88.1
these are estimated figures	548	

### 3.3.1 Sample Size

A sample represents the number of respondents in the population that will serve as a representative of the entire group. For the purpose of this study, samples of 250 customers were selected. This samples from the population is based on Stutely (2003) who believed that, effective statistical study required a minimum of 30 samples hence a sample of 250 is enough to be a representative of customers in these facilities in Kumasi Metro.

### 3.3.2 Sampling Technique

The study adopted purposive sampling technique method to select the various respondents/professionals of these facilities and Convenience sampling method also.

Judgment and Purposive sampling was used to select pharmacist of these facilities whilst Convenience sampling technique was used in selecting pharmacists and procurement officers of these hospitals, this was based on the fact that they have the information required for this research because they procure for the facilities.

### 3.4 Method of data collection

Data used were both primary and secondary.

### **3.4.1 Primary data**

Primary data sources include using questionnaires. The researcher used structured and close ended and coded questionnaires as it was considered as effective data collection means when it comes to field survey. The questionnaires were self-administered after which data was collected from respondents by the help of two field stuffs employed to assist in collecting the questionnaire from the respondents together with the researcher.

### **3.4.2 Secondary data**

Journals, publications, articles and books which have been written on this and related topics were consulted for the secondary data.

### **3.5 Analysis of Data**

The responses from customers were coded into the Statistical Package for Social Sciences (SPSS) software for analysis purpose. Frequency distribution and charts as well as Cronbach alpha were adopted to ascertain how reliable the variables were. Meanings and interpretations were given through the use of means and standard deviation, percentages correlation and regression.

### **3. 6 Description of Study Area**

The Kumasi Metropolitan Assembly (KMA) is one of the thirty (30) districts in Ashanti region of Ghana. It was created by Legislative Instrument (LI) 1614 of 1995 under Local Government Law 1998, NDPC law 207, which replaced the Local Government Act 462,

1993. The LI, 1914 which was amended as LI 1805, 2005 divided the Metropolitan Assembly into 9 Sub-Metropolitan District Councils, Asokwa, Bantama, Kwadaso, Manhyia, Nhyiaso, Oforikrom, Suame, Subin and Tafo. It shares boundaries with Kwabre East and Afigya Kwabre Districts to the north, Atwima Kwanwoma and Atwima Nwabiagya Districts to the west, Asokore Mampong and Ejisu Juaben Municipality to the east, Bosomtwe District to the south. It is approximately 270km north of Accra, the national capital and its 214.3 ksq<sup>2</sup> approximate of surface area and its 0.9 percent of region's land area. The KMA has a populations of 1,730,249 representing 36.2% of the region's population of 4,780,380. It has 826,479 males (47.8%) and 903,779 females (52.2%). The Metropolis has a population density of 8,075 persons per sq.km (Ghana Statistical Service, 2014).

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS**

#### **4.1 Introduction**

This chapter presents the information on data collected from the respondents on the influence of country of origin on consumer choice of pharmaceutical products in Ghana. The chapter presented the findings based on the objectives set for the study. The study discusses demography of respondents, customer perception of pharmaceutical products based on country of origin, consumer knowledge of country of origin of pharmaceutical products, examine consumer choice of pharmaceutical products and to determine the effects of country of origin on consumer choice of pharmaceutical products. The data was presented in tables and other statistical tools. The survey was conducted on a total of 250 respondents out of which 205 responses were received representing 82% response rate.

## 4.2 Demographic Profile of Respondents

The study evaluates demographic characteristics of respondents. These are enumerated in the table 4.1 below

**Table 4.1 Demographic Profile of Respondents**

Variable	Frequency	Percentage
<b>Gender</b>		
Male	132	64.4%
Female	73	35.6%
<b>Age</b>		
20-30 years	97	47.3%
31-40 years	69	33.7
41-50 years	27	13.2%
51-60 years	9	4.4%
60 and above	3	1.5%
<b>Educational qualification</b>		
Diploma	9	4.4%
Degree	158	77.1%
Master	38	18.5%
<b>Marriage status</b>		



Single	120	58.5%
Married	76	37.1%
Divorced	5	2.4%
Separated	4	2.0%
<b>Product quality</b>		
Malaysia	4	2.0%
Germany	43	21.0%
USA	43	21.0%
UK	80	39.0%
India	21	10.2%
China	3	1.5%
Ghana	11	5.4%

**Source: Field data, 2016**

The study sought to find out the gender of respondents, findings revealed 132 of the respondents with the highest percentage of 64.4% are males and 73 of them are males. The study sort to find out the age of the respondents, findings revealed that 97 of the respondents with the highest frequency and the highest percentage rate of 47.3% are between the ages of 20-30 years, 69 of the respondents are between 31-40 years, 27 of them are between 41-50 years, 9 of the respondents are between the ages of 51-60 years, whilst the remaining 3 of the respondents are 60 years and above. The study further seeks to find out the educational qualification of respondents, findings revealed that 9 of the respondents have diploma, 158 of the respondents with the highest percentage rate of 77.1% have degree, while the remaining 38 of the respondents also have masters.

The study further seeks to find out the marital status of respondents, and result indicated that 120 of the respondents with the highest percentage figure of 58.5% are singles, 76 of them

are married, 5 of the respondents are divorced, and whiles the remaining 4 of the respondents are separated. The study further seeks to find out which of the following countries has the highest product quality, findings revealed Malaysia has 4, Germany and USA have 43 respectively, 80 of the respondents with the highest frequency and the highest percentage rate of 39.0% believe that UK has the highest product quality, 21 of them believe that India has the highest product quality, 3 of them believed it is China and whiles the remaining 11 of the respondents believed Ghana has the highest product quality.

#### **4.2.1 Reliability of variable using Cronbach alpha**

The reliability of data collected and the response achieved depend to a large extent on the design of the questions as a valid question will enable accurate data to be collected and one that is reliable will mean these data are collected consistently (Saunders et al., 2009). In order to test for the reliability of the scale used, the Cronbach's alpha coefficient was performed on the data collected. This was to test for the reliability and consistency of the scales used in the questionnaire and it refers to the degree to which the items that make up the scale hang together. That is to detect if they are measuring the same underlying construct. Ideally, the Cronbach alpha coefficient of a scale should be above 0.7 (DeVellis, 2003). Values above 0.7 are acceptable, however values above 0.8 are preferable. All the reliability test run showed a Cronbach alpha above 0.7 implying reliability, preferable and accuracy of work. Reliability statistics was shown in table 4.2 below.

**Table 4.2 Reliability Data using Cronbach's Alpha**

Variable	Cronbach Alpha	Number of Items
----------	----------------	-----------------

Consumer choice	.718	5
Political climate	.777	4
Culture climate	.757	4
Country of origin effect	.708	6
Product Knowledge	.718	6

**Source: Field data, 2016**

#### 4.2.2 Pearson Correlation Matrix

The table shows a correlation matrix of observed variables. The Pearson's product moment correlation was applied to calculate the magnitude and direction of associations between the observed variables. From the table, it is observed that overall there is a positive and significant relationship between all the variables. The correlation snapshot also aims at checking if there is multicollinearity among the variables. To check whether the strength of the association between the variables will affect the further statistical analysis; a multicollinearity test was performed using the correlation statistics. For robustness, it is recommended that the correlation statistics should not exceed 0.7. It can therefore be seen that, there is no multicollinearity among the variables used for the analysis.

**Table 4.3 Pearson Correlation Matrix**

Correlations				
		Consumer Choice	Political climate	Culture
Consumer Choice	Pearson Correlation	1	.028	.676**
	Sig. (2-tailed)		.692	.000

	N	205	205	205
Political climate	Pearson	.028	1	.247**
	Correlation			
	Sig. (2-tailed)	.692		.000
	N	205	205	205
Culture	Pearson	.676	.247	1
	Correlation			
	Sig. (2-tailed)	.000	.000	
	N	205	205	205
**. Correlation is significant at the 0.01 level (2-tailed).				

### 4.3 Ascertain customer perception of pharmaceutical products based on country of Origin

Perception customer formed about products source for that matter country of origin plays a critical role in their decision to procure such products. Customer perception of pharmaceutical products based on country of Origin is presented in table 4.4 below

**Table 4.4 customer perception of pharmaceutical products based on country of Origin**

Variables	Percentage	Mean	Std. Deviation	N
Ghanaian drugs are inferior to foreign drugs	52%	2.60	1.282	205
In Ghana access to foreign products are limited	50%	2.50	1.223	205
Ghanaian drugs are not widely advertised	68%	3.40	1.282	205
True Ghanaians should buy only Ghanaian brands	48%	2.40	1.301	205
Only those products not available in Ghana should be imported	57.2%	2.86	1.534	205



Foreigners should not be allowed to sell their products in Ghana	41.8%	2.09	1.187	205
I buy foreign drugs just only when there are no local substitutes	50.6%	2.53	1.243	205

**Source: Field data, 2016**

Customers all over the world grow with high degree of perception even on daily bases, hence becoming dynamic and difficult to predict. Obviously, customers' perception of pharmaceutical products based on country of origin with the perception that Ghanaian drugs manufactured are inferior to the foreign drugs largely emphasis on the peculiar perception. This scores an overall percentage of 52% of the response rate of customers of the pharmaceutical industry. Reasons assigned to this include the fact that, most often than not materials used in production are of less quality as compared to the materials used by the foreign counterparts. Moreover, manufactures of local drugs tried in economizing the materials used in manufacturing the local drugs, hence compromising its quality and efficacy. The low quality and efficacy of the drugs perceived by the consumers resulted in consumers perceiving that Ghanaian drugs are of inferior quality as compared to pharmaceutical products from foreign countries. These perfectly work with country of origin on consumer products. However, the remaining percentages of the respondents disagree and pointed out this is just a mere perception and in reality, drugs produced in the country are equally of high quality as compared to the foreign drugs usually patronize by the respondents.

The system in Ghana paved way for foreign drugs to circulate in the pharmaceutical industries in the country, thereby discredit the assertion that foreign drugs or products are

limited in the country. Based on this, customer perception of pharmaceutical products based on country of origin with the assertion that in Ghana, access to foreign products are limited scored a percentage of 50% of the response rate, and these percentages of respondents are of the view that indeed in Ghana having access to foreign products are duly limited since the system such as the food and drugs authority closely monitor the content of pharmaceutical products imported into the country. Again, in the view of promoting locally manufactured drugs, systems are closely put in place to check the influx of all sort of foreign drugs in the system, hence making the access of the foreign drugs very limited as compared to the domestic product.

Due to frequent and high demand for foreign products and services most especially in the pharmaceutical industries in recent times, it makes the drugs manufactured in the country not well advertised to catch the attention of the consumers in the society. Customer perception of pharmaceutical products based on country of origin which emphasizes the fact that Ghanaian drugs are not well advertised widely to get full recognition in the local market have strong perception and largely affect the Ghanaian pharmaceutical industry in recent time. These constitute an overall percentage of 68% of the response rate of pharmaceutical products in the industry. Reasons attributed to this include the fact that, in most cases, the drugs are been produced by the indigence and families and friends are perceived to be already aware of the particular drugs, hence believe that there is no need advertising which will leads to incurring of different cost. Also because our laws in the country does not permit the advertisement of pharmaceuticals especially prescription drugs/products. Meanwhile there are cross sections of respondents that hold a different view and believe that due to the low quality of drugs produce, advertising it widely is of no significant interest. High interest

shown in locally manufactured drugs will give strong indication that local products are of high quality and very effective in addressing the health challenges of the customers. In view of this, customer perception of pharmaceutical products based on country of Origin if well managed coupled with the fact that true Ghanaian should be seen buying only products or pharmaceutical products that are locally made. This constitutes a percentage rate of 48% of the response rate of customers of the pharmaceutical industry. Reasons attributed to this include the fact that interest develop by the consumers in patronizing Ghanaian manufactured drugs are a strong indication of building strong and resilient economy since the locally manufactured products are well patronized. Further, there is an assertion that too much love for foreign drug is making the locally manufactured products to favorably compete with the foreign counterpart. Moreover, the respondents pointed out that high demand for locally manufactured pharmaceutical products will leads to building strong corporate image, thereby making the brands very favorable and competitive. Hence build country of origin effect in the global market. However, there is a strong opposing view from other section of the respondents and it is pointed out that Ghana cannot manufacture all the drugs it may require at a particular point in time, hence suggest that it is prudent to patronize locally manufactured products but alongside the foreign drugs. In order not to starve our hospitals and pharmacies of effective and powerful drugs its deserves to treat patients when the need arises, then it is equally important and advisable to put measures in place so as to have drugs that are not produce in Ghana imported whiles safeguarding the growth and production of the locally manufactured drugs. In view of this, customer perception of pharmaceutical products based on country of origin with the assertion that only those products not available in Ghana should be imported scored a percentage of 57.2% of the

response rate of customers of the pharmaceutical industry in relation to country of origin. One prominent reason assigned to this is the facts over dependent on foreign products and its importation have a heavy toll on the economy hence in order to lessen such burden on the economy, it is crucial to implement such strategies so as to achieve full growth of the economy as well. Again, importing only drugs that are not produce in Ghana will create environment to those that are produce in the country to effectively function well and hence comfortably establish them and operate profitably. Meanwhile, the remaining percentage of the respondents are of the view that encouraging such policies will still serves as a disincentive to locally manufactures, such that effort in striving to become global competitors will be seriously undermined and create condition of local champion. In order to strengthen the powers of the local manufactures, and create enabling environment for them to succeed, there is therefore the need to put system and mechanisms in place to protect their effort in becoming an established entities. In this regards, customer perception of pharmaceutical products based on country of origin with the perception that foreigners should be prevented from selling their products in Ghana is a point worth considering. These constitute a percentage of 41.8% of the response rate, and these percentages of respondents are of the view that indeed it is well noted that foreign domination of the market pose a serious threat and challenges to their survival and growth and hence it is prudent to have the foreigners prevented from participation in the market. Again, respondents are of the view that foreign drugs in the system will discourage consumers from patronizing the locally manufactured drugs, and hence the need to prevent them from posing threat to them. However, the remaining percentages of the respondents are of the strongest view that such



policies will discourage effective partnership and cordial relation among countries with expertise in manufacturing drugs and hence needs to be discouraged with immediate effect. Obviously, there are equally effective and potentially local manufactured drugs in the system to be patronised by the consumers at any point in time, but the act still remain that no country or individual is self-reliance and therefore needs to buy products from other countries for their domestic consumption. Customer perception of pharmaceutical products based on country of origin in relation to the perception that consumers tend to buy foreign drugs occurs at times when there are no local substitute. This overall perception gives a total percentage of 50.6% of the response rate of consumers in the pharmaceutical industry. These percentages of respondents are of the view that there is confident and trust in the locally manufactured drugs and rather prefer using them to encourage domestic growth of the industry rather than buying the foreign drugs. And as such, foreign drugs can only be patronized if there are no close substitutes in the local market. Again, consumers are of the view that foreign drugs can only be patronize if the price of the locally manufactured drugs are exorbitant and ordinary consumers tend to find it difficult to purchase. On the bases of this, consumers begin to develop price perception and hence will develop interest for foreign manufactured drugs. However, the other percentage of the respondents put forward that regardless of the cost, consumers should endeavour to bear it since the objective is to boast domestic production

#### 4.4 Evaluating consumer Knowledge of Country of Origin of pharmaceutical products in Ghana

Knowledge they say is power and it plays an important role in the choice of pharmaceutical products. The information on consumer Knowledge of Country of Origin of pharmaceutical products is shown in table 4.5 below

**Table 4.5 Consumer Knowledge of Country of Origin of pharmaceutical products**

<b>Consumer Knowledge of Country of Origin of pharmaceutical products in Ghana</b>				
<b>Variables</b>	<b>Percentage</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>N</b>
Seeking country of origin information is less in inexpensive goods than for expensive goods.	60%	3.00	1.270	205
A person should always look for country-of-origin information when buying drugs that has a high risk of malfunctioning.	78%	3.85	1.197	205
Look for country-of –origin information to choose the best product available in a drug.	74.2%	3.71	1.213	205
Find out a drugs country of origin to determine the quality of the products.	72.8%	3.64	1.243	205
When buying a new drug, the country of origin is the first piece of information that I consider.	66.6%	3.33	1.331	205
I always seek out information about new drugs and brands	79.2%	3.96	1.167	205

**Source: Field data, 2016**

Information regarding country of origin of certain consumable products are very crucial in every human society in order to avoid consuming or taken in certain harmful and inferior goods so as to avoid its adverse effect in our life. And as such, consumer knowledge of

country of origin of pharmaceutical products in Ghana which includes issues like seeking country of origin information is less in inexpensive goods than for expensive goods is worth considering. These constitute a percentage of 60% of the response rate, and these percentages of respondents are of the view that indeed it is very crucial to seek for any necessary information regarding any existing or new pharmaceutical products, especially its country of origin and the particular manufacturer of the exact products before purchasing it for consumption. Often, country of origin acts as a cognitive cue from which consumers can infer beliefs about a product based upon their beliefs about the country from which the product originates (Verlegh & Steenkamp, 1999).

These respondents further pointed out that seeking relevant information regarding the country of origin for pharmaceutical products allow them to choose among best alternatives, which lead to quality assurance and efficacy of the pharmaceutical products. Moreover, information regarding country of origin enables the respondents discovers new pharmaceutical products from different countries with high and quality standards. However, there are other respondents that hold a different view and argued that seeking information alone regarding the country of origin and its related pharmaceutical products alone is not enough since information at times can be deceitful.

Country of origin information is vital to everyone or in the life of every organization that seeks to patronize goods and services from any country and as such, individuals should as a matter of fact endeavour to look for any necessary information before and after patronizing pharmaceutical products from any country. Consumer knowledge of country of origin of pharmaceutical products in Ghana which includes the issue of the fact that, person should

always look for country- of-origin information when buying drugs that has a high risk of malfunctioning. These constitute a percentage of 78% of the response rate, and these percentages of respondents are of the view that it is a matter of necessity to always search for information regarding a particular country, its laws and rules that safeguard the production of goods and services for public consumption. Information regarding the country's food and drugs authority, the history about the country where the pharmaceutical products are been produced, and how these products are been packaged and stored needs to be ascertained and evaluated carefully before one continue to patronize a countries pharmaceutical products. Often, country of origin acts as a cognitive cue from which consumers can infer beliefs about a product based upon their beliefs about the country from which the product originates (Verlegh & Steenkamp, 1999). However, there is another view which pointed out that people seeking information alone is not enough but through personal research and physical contact with the production process and its packaging and distribution should be physically monitored since information alone cannot serve such purpose.

Choosing among the best alternatives is crucial since it enables consumers to choose among effective and result oriented alternatives and hence have value for money for consumers. Consumer knowledge of country of origin of pharmaceutical products in Ghana, coupled with the fact that consumers of pharmaceutical products should in most cases look for countries origin information in order to choose the best products available in the market. This gives a total percentage of 74.2% of the response rate of pharmaceutical consumers in Ghana. According to these respondents, having information about the country of origin assist them in making a comprehensive and effective choices in deciding which drugs to buy at a point in time. Moreover, respondents are of the view that some pharmaceutical products are



meant for some selected geographical areas, and as such can only be effective in those countries, hence knowing information about the countries of origin of consumable products substantially helps the drugs users to avoid purchasing product that are not compatible with their terrain and eventually causing other related health problems to them. Information relating to country of origin allows consumers to make comparison in relation with price and as to whether the products is of superior quality for their consumption in other competing product from other countries. As demonstrated in the literature. A few studies suggest (Mohamed ad et al. 2000; Yassin et al. 2007) that consumers will assess a product based upon its “*made in...*” label and conclude whether the product is “superior” or “inferior” in accordance with their perception of that country. Meanwhile there are some respondents that believes that, despite relevant information that will be make available for effective decision making, yet this information can in most cases can be misleading since it cannot provide all the needed information to consumers.

Consumers in most cases have perception that products from certain countries are automatically of high quality, whilst some countries are of less or inferior quality. With consumer knowledge of country of origin of pharmaceutical products in Ghana, information on country of origin of drugs determine the quality of product with a percentage of 72.8% of the response rate, and these percentage of respondents are of the view that information on country of origin serves as a guidance in helping them choose the quality pharmaceutical products among all other available alternatives. There is no denial of the fact that some countries tend to produce inferior drugs which does not meet set international standards and spread them in the market for consumption, hence available information can substantially help consumers to determine which countries products are of high quality before making

purchasing decision. There are some countries that are noted for producing quality product, hence consumers find it very easy and comfortable purchasing from such notable countries without any difficulties. But however, there are cross section of respondents that hold a different view and maintained that the perception about quality product are specifically made from certain countries eventually place them ahead of other countries. This further leads to monopoly and too much self believe which later caused them to charge undue prices.

Most often, there should be a point or main source where consumers of pharmaceutical products can quickly obtain relevant information regarding efficacy and quality of drugs, and eventually country of origin is the most prominent source of which such information can be derived from. With consumer knowledge of country of origin of pharmaceutical products in Ghana, it bore down to buying a new drug, the country of origin is the first piece of information that consumers should consider. Consumers are thought to make inferences about the value of product information and the actual performance that consumers can derive cues as a quality indicator and then combine judgments of all the cues available in order to obtain an overall product evaluation (Jacoby et al., 2000). These constitute a percentage of 66.6% of the response rate, and these percentages of respondents are of the view that, the very first place to consider when looking for information regarding quality of pharmaceutical product is the country of origin, since some countries poses good image of quality product and believe quality is their hallmark. And quality becomes the corporate image of such countries hence less effort is needed searching for where to acquire pharmaceutical product with highly endowed quality. Country of origin also gives information about ethics and political terrain that leads to acceptability of drugs from certain countries. Products from countries with a favorable image typically find out that their products are more readily

accepted than products from countries with a less favorable image (Yassin et al., 2007). However, there are other respondents that believed that even though some countries are not well noted for producing quality products, yet country of origin can effectively help to put them on the spotlight for consumers to know them. Meanwhile, the respondents equally disagree with the notion that the first point to pay attention regarding information on quality drug is the country of origin and put forward that information can equally be ascertain on emergence of technology.

Seeking information regarding new products and services before deciding on purchasing and its subsequent consumption is very crucial in consumer decision making. And as such consumer knowledge of country of origin of pharmaceutical products in Ghana which entails a fundamental issue like consumers of pharmaceutical product in Ghana should endeavour to seek adequate information about new drugs and its brands before making purchasing decision in the long run. These constitute a percentage of 79.2% of the response rate, and these percentages of respondents are of the view that, not all drugs emanating from well-established and known countries are of good quality for consumers, and as such consumers should always check thoroughly the label and specifications on the drug before using. Again, the respondents pointed out that consumers should constantly monitor the brands in order to identify fake and adulterated drugs that are flooded in the market. In view of this, the pharmaceutical industry is highly regulated as in the case of Ghana where the industry is highly regulated by the Food and Drugs Authority (FDA) compared with other industries (Mehralian et al., 2013), so it must follow many standards and regulations to be able to operate in the market with quality products that has been the main target. In this regard,

pharmaceutical companies try to benchmark their key critical business processes against the best practices of the industry. This stems from the fact that, companies can deliberately manufacture fake and low standard drugs into the market in the quest to make profit. Hence there is the need to closely monitor and strengthen Food and Drugs Authority in order to perform its mandate diligently. However, the remaining percentage of the respondents are of firm believe that even though systems are put in place to check the influx of fake brand of drugs in the system, there is the likelihood of both manufactures and dealers of corrupting the system hence making it vulnerable.

#### 4.5 Examining Consumer choice of pharmaceutical products in Ghana

**Table 4.6 Consumer Choice of pharmaceutical products in Ghana**

<b>Consumer choice of pharmaceutical consumer products in Ghana</b>				
Variables	Percentages	Mean	Std. Deviation	N
It is prestigious to buy foreign made drugs	64%	3.20	1.262	205
To purchase a drug that is acceptable to my family and friends, I look for products country of origin	70.8%	3.54	1.198	205
Prior to purchasing a new drug, I prefer to consult a friend who has experience with the new brand.	71%	3.55	1.311	205
Always ask a friend about their experience with a new drug before buying that product.	68.2%	3.41	1.275	205
Assorted foreign drugs that have similar quality and uses can be my alternative for that brand.	58.4%	2.92	1.181	205

**Source: Field data, 2016**

Undoubtedly, human society attached prestige and social class to products and services purchased on daily bases, and as such I prefer to purchase foreign made drugs as means of



prestige. Hence consumer choice of pharmaceutical products in Ghana in relation to consumer choice making base on prestige consumers seeks in buying foreign made drugs.

Consumer behaviour towards product informs their buying decision. These factors constitute a percentage rate of 64% of the response rate. And these respondents are of firm believe that they are socially recognize anytime foreign drugs or products are been purchased because it make people recognise them in the society as well to do among others.

The perception that foreign drugs or products comes with high percentage of quality and assurance that its efficacy is high is well notable among the general public, hence consumers prefer buying them at the expense of locally manufactured ones. Nevertheless, this quality needs to be tested to suit the Ghanaian terrain hence the vigorous effort of the Ghana standard board and Food and Drugs Board. The pharmaceutical industry is highly regulated as in the case of Ghana where the industry is highly regulated by the food and drugs authority (FDA) compared with other industries (Mehralian et al., 2013), so it must follow many standards and regulations to be able to operate in the market where quality products has been the main target. In this regard, pharmaceutical companies try to benchmark their key critical business processes against the best practices of the industry. However, the other percentage of respondents also believed that the need for foreign products as a means of prestige can equally leads to buying inferior or low quality goods.

Family perceptions play a critical role in the buying decision for the family in most cases. Likewise, consumer choice of pharmaceutical consumer products in Ghana in respect to the

fact that families most often than not consider the country of origin of product before buying and its subsequent use. In all, this scored a percentage rate of 70.8% of the response rate of consumers of pharmaceutical products. Reasons attributed to this include the fact that, there are some families that attached strong interest and affection to products from a particular country where they perceived from time and memorial that product from those countries are automatically of high quality. Again, the choice of the product also coined from the ethical issues that some countries originally adhere to and will not comprise quality for anything and hence the strong admiral attached to products from those countries. Nevertheless, the remaining percentage of the respondents send a signal that too much trust for such countries could easily leads to producing fake products asides the quality ones.

One surest way of buying products of high quality and high standards is through advice from experienced friends and other consumers that one's used the products. Consumer choice of pharmaceutical consumer products in Ghana in respect to the fact that there is the need to consult friends or other experience individual prior to purchasing drugs is of much significant to society and individual as well. These factors in all constitute a percentage rate of 71% of the response rate of consumers. Reasons attributed to this is that consultation or seeking advice from qualified individuals or organization is one surest way of preventing undue mistakes and regret in the purchase of goods and services. The fact is that, sufficient advices are usually sorted out and best decision is finally make so as to ensure efficacy and our set objectives. However, there are other percentages of respondents that stipulate that such consultation and seeking of advice will leads to undue delay and extra cost attached hence needs not to be entertained.

Consultation from friends and prominent organization is needed at all time before making purchasing decision of pharmaceutical products, since drugs are chemical products and needs to be administered with the attention it deserves. Consumer choice of pharmaceutical consumer products in Ghana in relation to the fact that proper and relevant consultation need to be done before purchasing drugs at all material times. These factors constitute a percentage rate of 68.2% of the response rate. These percentages of respondents are of the view that such practices will leads to avoidance of mistake and causing health related problem after the consumption of this products. Consultation leads to achieving a set objective and avoid unpardonable mistakes. Consultation before purchasing leads to minimizing of cost that could be incurred as a result of making a wrong purchase. Meanwhile there are other percentages of respondents that hold a different view and believe that frequent consultation can equally leads to cost and waste of time if not properly checked.

In similar vein, there are means by which consumers can remain indifferent and look for any available products, especially drugs without necessarily relaying on a specific one. In solving consumer choice and preferences, Consumer choice of pharmaceutical consumer products in Ghana with regards to assorted foreign drugs that have similar quality and uses can equally be an alternative to consumers scored a percentage of 58.4% of the response rate. Reasons emanating from this is that similar drugs can equally solve the same problem hence there is no need for any discrimination on whether to patronize foreign drugs or locally manufactured drugs. Again, consumers are of the view that preference attached to particular products has its adverse effect if the particular products required are not available at a point in time. Moreover, the costs involved in searching for information and consultation can equally solve

any other related problems among consumers. However, the other sections of respondents disagree and pointed out that cost and time cannot in any way be substituted for health of individual consumers at a point in time, hence needs to ignore since it will not serve the interest of the masses

#### 4.6 Effect of Country of origin on consumer choice of pharmaceutical products in Ghana

In assessing the effect of country of origin on consumer choice, regression analysis was done. Political climate and Culture climates of country of origin were used as independent variables while consumer choice was used as dependent variable. Table 4.6 shows the output from the regression analysis conducted.

**Table 4.6 Regression results showing the effect of country of origin perception on consumer choice**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1				
1	.691 <sup>a</sup>	.477	.472	.60485

a. Predictors: (Constant), Culture, political climate

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.



1	Regression	67.432	2	33.716	92.159	.000 <sup>b</sup>
	Residual	73.901	202	.366		
	Total	141.333	204			

a. Dependent Variable: Consumer Choice

b. Predictors: (Constant), Culture, political climate

#### Coefficients<sup>a</sup>

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.655	.288		2.271	.024
	Political climate	-.191	.068	-.148	-2.819	.005
	Culture	.884	.065	.712	13.565	.000

a. Dependent Variable: Consumer Choice

**Source: Field data, 2016**

From the regression output, the result shows that there is a moderate relationship between country of origin and consumer choice among pharmaceutical products with a value of .691. The  $R^2$  value indicates that 47.7% (.477) of consumer choice could be explained using country of origin effects. From the ANOVA table presented above, shows that, the combined

effect of the independent variables (political and culture climate) on the dependent variable (consumer choice) was statistically significant and the model is fit ( $F=92.159$ ;  $p=.00$ ).

The results show an inverse relationship between political climate and consumer choice with a coefficient value of  $-.191$ . An increase in of pharmaceutical products for customers will lead to a fall in consumer choice all things being equal if the other independent variable (culture factor) is held constant. Political climate of countries product is statistically significant and the variable is making unique contribution to the prediction of consumer choice recording a T statistics of  $-2.819$  with a significant value of  $.005$ . The regression result shows that, there is a positive relationship between culture factor of countries product and consumer choice with a coefficient value of  $.884$ . An increase in cultural factor of countries pharmaceutical products among consumers will lead to an increase in consumer choice all things being equal if the other independent variable (political climate) is held constant. Cultural factor of countries pharmaceutical product is statistically significant and the variable is making a unique contribution to the prediction of consumer choice recording a T statistics of  $13.565$  with a significant value of  $.000$ . Cultural factors based on country of origin of certain drugs, customers are unable or reluctant to adopt generic drugs, so that competition is based more on marketing and product differentiation, and another in which consumers are able to choose from a wide range of highly competitive generic drugs, whose manufacturer/brand carries relatively little weight (Singh, 2006).

However, in comparing the contribution of independent variables (political climate and culture factors) on consumer choice, the beta values are used ignoring the negative sign. Political climate and culture factors of countries product have beta values of  $0.148$  and  $0.712$

respectively. In this case, the largest beta value is .712, which is culture factors of the country of origin meaning that, this variable makes the strongest contribution to explaining consumer choice behaviour as far as purchase of pharmaceutical products are concerned. It can therefore be concluded that country of origin has a significant influence on consumer decision making in deciding when to buy pharmaceutical products



## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

The chapter presents the summary of findings, recommendations that are stated based on the study and conclusion of the study. The summary of findings is captured under the objectives which are stated below.

#### **5.2 Summary of findings**

The summary of findings were captured under the objectives set for the study

##### **5.2.1 Ascertain Customer perception of pharmaceutical products based on Country of Origin**

Customers are of the view that, components used in production are of less quality as compared to the materials used by the foreign counterpart. Moreover, manufactures of local drugs tried in economizing the materials used in manufacturing the local drugs, hence compromising its quality and efficacy. The low quality and efficacy of the drugs perceived by the consumers resulted in consumers perceiving that Ghanaian drugs are of inferior quality as compared to pharmaceutical products from foreign countries. Findings further revealed that interest develop by the consumers in patronizing Ghanaian manufactured drugs is a strong indication of building strong and resilient economy since the locally manufactured products are well patronize. Further, there is an assertion that too much love for foreign drug is making the locally manufactured products to favorably compete with the foreign counterpart. Moreover, the respondents pointed out that high demand for locally



manufactured pharmaceutical products will leads to building strong corporate image, thereby making the brands very favorable and competitive. Hence build country of origin effect in the global market. Again, importing only drugs that are not produce in Ghana will create environment to those that are produced in the country to effectively function well and hence comfortably establish them and operate profitably.

### **5.2.2 Evaluating consumer Knowledge of Country of Origin of pharmaceutical products in Ghana**

Respondents are of the view that indeed it is very crucial to seek for any necessary information regarding any existing or new pharmaceutical products, especially its country of origin and the particular manufacturer of the exact products before purchasing it for consumption. These respondents further pointed out that seeking relevant information regarding the country of origin for pharmaceutical products allow them to choose among best alternatives, which lead to quality assurance and efficacy of the pharmaceutical products. Moreover, information regarding country of origin enables the respondents discovers new pharmaceutical products from different countries with high and quality standards. Respondents are of the view that it is a matter of necessity to always search for information regarding a particular country, its laws and rules that safeguard the production of goods and services for public consumption. Information regarding the country's Food and Drugs Authority, the history about the country where the pharmaceutical products are been produced, and how these products are been packaged and stored needs to be ascertained and evaluated carefully before one continues to patronize a countries pharmaceutical products. Meanwhile, the respondents equally disagree with the notion that the first point to pay

attention regarding information on quality drug is the country of origin and put forward that information can equally be ascertained on emergence of technology.

### **5.2.3 Examining Consumer choice of Pharmaceutical products in Ghana**

Consumers of pharmaceutical products are of firm believe that they are socially recognize anytime foreign drugs or products are been purchased because it make people recognize them in the society as well to do among others. The perception that foreign drugs or products comes with high percentage of quality and assurance that its efficacy is high is well notable among the general public, hence consumers prefer buying them at the expense of locally manufactured ones. However, the other percentage of respondents also believe that the need for foreign products as a means of prestige can equally leads to buying inferior or low quality goods. Moreover, the findings revealed that there are some families that attached strong interest and affection to products from a particular country where they perceived from time and memorial that products from those countries are automatically of high quality. Again, the choice of the product also coined from the ethical issues that some countries originally adhere to and will not compromise quality for anything and hence the strong admiral attached to products from those countries. Nevertheless, the remaining percentage of the respondents send a signal that too much trust for such countries could easily leads to producing fake products asides the quality ones. Consultation leads to achieving a set objective and avoid unpardonable mistakes. Consultation before purchasing leads to minimizing of cost that could be incurred as a result of making a wrong purchase.

Meanwhile there are other percentages of respondents that hold a different view and believe that frequent consultation can equally leads to cost and waste of time if not properly checked.

#### **5.2.4 Effect of country of origin on consumer choice of pharmaceutical products in**

##### **Ghana**

There is a moderate relationship between country of origin and consumer choice among pharmaceutical products with a value of .691. The  $R^2$  value indicates that 47.7% of consumer choice could be explained using country of origin effect. The combined effects of political climate and cultural factors on consumer choice was statistically significant and the model is fit. The results show an inverse relationship between political climate and consumer choice but significant. There is a positive relationship between cultural factors and consumer choice and statistically significant. Cultural factor of the product meaning that, this variable makes the strongest contribution to explaining consumer choice behaviour and far as purchase of pharmaceutical products.

#### **5.2 Conclusion**

The results generally shows that country-of-origin of pharmaceutical products play a significant role in assisting consumers of pharmaceutical products, make and select the best and effective drug from countries perceived to have quality drugs for consumers choice. Country of origin serves as a means through which consumers of pharmaceutical products turns to look for information regarding original and quality products for their consumption and further serves as means of acquiring information on countries that offer highly competitive and result oriented product or drugs for consumers. Moreover, information on country of origin assist consumers of pharmaceutical products to discover new drugs and brands to serves as an alternative or a replacement to the products that consumers are already

using. The perception of country of origin effect with respect to Ghana drugs are inferior to foreign drugs, access to foreign drugs is limited, Ghanaian drugs are not widely advertised, true Ghanaian should buy only Ghanaian brands and foreigners should not be allowed to sell their product in Ghana. These factors play an important play in striving to build trust and confidence in the mind of consumers regarding the pharmaceutical products in Ghana as well as foreign drugs. Behavioral and consumer choice is a factor worth considering since consumers preferences and choice is dynamic and needs to be managed with prudently in order to have consumers of pharmaceutical products get satisfied.

### **5.3 Recommendations**

The following recommendations are worth considering

Country of origin needs to be taken into consideration always before making purchase decision since it gives credible information to consumers of pharmaceutical products. Quality of standards of pharmaceutical products are best ascertained if country of origin information are well noted

It is recommended that consumers of pharmaceutical products should always study country of origin data in order to make the best choice.

Consumers of pharmaceutical products should always look for country of origin information when buying drugs that has a high risk.

Behavioral and consumers choice needs to be managed effectively so as to handle complexity and dynamisms of consumers.



It is further recommended our laws on advertisements of drugs should be relaxed so that Ghanaian drugs can be widely advertised in the world market so as to make it competitive as compare to foreign drugs.

Food and Drugs Authority should put effective system in place to check the influx of foreign drugs that are below standards.

Product information and performance should be attached to the final product package to serve as cue for quality indicator.

The country of origin reputation based on the culture and political influence level should be set as standards since it influences buying of new products that originate from that country.

It is recommended that further research be done on the other variables of country of origin such as country image and brand popularity to determine their influence on consumer choice.

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## APPENDIX I

### QUESTIONNAIRES

**Dear Respondent,**

I am a final year Master of Business Administration Student of the Kwame Nkrumah University of Science and technology, School of Business conducting a research on the **“influence of country of origin on consumer choice of pharmaceutical products”**. The research is for academic purpose hence information volunteered would be held in high confidentiality. I shall be grateful if you could spend a few minutes of your time to answer the following question.

Thank you.

#### **Part A: Social-demographic profile of respondents**

##### **1 Age of respondents**

- a) 20-30 [ ] (b) 31-40 [ ] (c) 41-50 [ ] (d) 51-60 [ ] (e) 60+ [ ]

##### **2 Highest Education level**

- a) Primary school [ ] b) Junior high school [ ] c) High school [ ] d) Diploma [ ]  
e) Degree [ ] f) Masters/PhD [ ]

##### **3 Gender of respondents:** (a) Male [ ] (b) Female [ ]

##### **4 Marital Status of respondents**

- a) Single [ ] b) Married [ ] c) Divorced [ ] d) Separated [ ]

##### **5 Which of the following countries has the highest product quality?**



- a) Malaysia [ ] c) Germany [ ] e) USA [ ] g) United Kingdom [ ]  
 b) India [ ] d) China [ ] f) Ghana [ ] Others [ ]

Please, indicate the level to which you agree with the following statements?

Please rank/tick each statement as follows using a scale of **1 to 5**

**1 = strongly disagree, 2 = disagree, 3 for uncertain, 4 = agree, and 5 = strongly agree**

<b>STATEMENT</b>	<b>COUNTRY OF ORIGIN</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
6	When buying drugs I always seek to find out what country the product was made in.	1	2	3	4	5
7	I feel that it is important to look for a country of origin information when deciding which product/drug to buy.	1	2	3	4	5
8	When I want to buy the highest quality drug or brand, I look to see what country the product was made in.	1	2	3	4	5
9	I refuse to purchase a product without knowing its country of origin.	1	2	3	4	5
10	I look for the “Made in ...” labels on drug packages.	1	2	3	4	5
<b>PRODUCT KNOWLEDGE/ INFORMATION</b>						
11	Seeking country-of-origin information is less important for inexpensive goods than for expensive goods”.	1	2	3	4	5
12	A person should always look for country-of-origin information when buying drugs that has a high risk of malfunctioning.	1	2	3	4	5
13	I look for country-of-origin information to choose the best product available in a drug class”.	1	2	3	4	5
14	I find out a drug’s country of origin to determine the quality of the product”.	1	2	3	4	5
15	When I am buying a new drug, the country of origin is the	1	2	3	4	5

	first piece of information that I consider”.					
16	I always seek out information about new drugs and brands”.	1	2	3	4	5
	<b>BEHAVIORAL/ CONSUMER CHOICE</b>					
17	It is prestigious to buy foreign made drugs	1	2	3	4	5
18	To purchase a drug that is acceptable to my family and my friends, I look for the product’s country of origin.	1	2	3	4	5
19	Prior to purchasing a new drug, I prefer to consult a friend who has experience with the new brand”.	1	2	3	4	5
20	I always ask a friend about their experience with a new drug before I buy that product	1	2	3	4	5
21	Some assorted foreign drugs that has similar quality and uses can be my alternative for that brand	1	2			
<b>STAT</b>	<b>PERCEPTION ON COUNTRY OF ORIGIN EFFECT</b>					
22	Ghanaian drugs are inferior to foreign brands	1	2	3	4	5
23	In Ghana access to foreign products is limited	1	2	3	4	5
24	Ghanaian drugs are not widely advertised	1	2	3	4	5
25	True Ghanaians should buy only Ghanaian brands	1	2	3	4	5
26	Only those products not available in Ghana should be imported	1	2	3	4	5
27	Foreigners should not be allowed to sell their products in Ghana	1	2	3	4	5
28	I buy foreign drugs just only when there are no local substitutes	1	2	3	4	5
	<b>POLITICAL INFLUENCE OF A COUNTRY</b>					
29	To make sure that I buy the highest quality drugs or brand, I look to see what country the product was made in”.	1	2	3	4	5
30	When buying drugs I always seek to find what country the product was made	1	2	3	4	5

31	When I want to buy the highest quality drug or brand, I	1	2	3	4	5
	look to see what country the product was made in.					
32	Performance of pharmaceutical products are usually based on the country of origin	1	2	3	4	5
	The country of origin reputation based on the quality and performance level, influences buying of new products that originate from that country	1	2	3	4	5
	<b><i>CULTURE INFLUENCE OF A COUNTRY</i></b>					
33	My family habits influences me to buy foreign products	1	2	3	4	5
34	Is your buying decision of foreign products driven by insufficient local products	1	2	3	4	5
35	I buy foreign drugs just only when there are no local substitutes	1	2	3	4	5
36	Prior to purchasing a new drug, I prefer to consult a friend who has experience with the new brand”.	1	2	3	4	5
37	To purchase a drug that is acceptable to my family and my friends, I look for the product’s country of origin.					

**How do you perceive country of origin effect on the choice of pharmaceutical products in Ghana?**

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