

COUNTRY OF ORIGIN CAN IMPROVE PRODUCT PERFORMANCE

Moty Amar

School of Business, Ono Academic College, Israel

Dan Ariely

Fuqua School of Business, Duke University, USA

Maya Bar-Hilel, Chazy Ofir

The Hebrew University of Jerusalem

Ziv Carmon

INSEAD Singapore

Abstract

Results from three experiments indicate that the efficacy of products carrying reputable country-of-origin labels were better than the efficacy of the same products when carrying less reputable country-of-origin labels; titanium frames were lighter, sunglasses helped see better when facing glaring light and ear-muffs enabled better hearing despite strong background noise.

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