

ISSN 2063-5346



COUNTRY OF ORIGIN EFFECT 2018-2023 : BIBLIOMETRIC ANALYSIS

Ashishkumar Bhatt¹, Dr. Bijal Zaeri²

Article History: Received: 01.02.2023**Revised:** 07.03.2023**Accepted:** 10.04.2023

Abstract

The purpose of this study is to assess the applicability and development of the "Country of Origin" concept on literature found in the Scopus database. By searching for the keywords "Country of origin" in the Title, Keywords, and Abstract fields, we were able to locate 247 articles from the time period (2018–2023). Based on bibliometric analyses, 658 writers were found for this work, with Santangelo G.D. being the most well-known of them all. There are the most publications in 2018 overall. The United States, the United Kingdom, and Australia were the three most productive nations. Journal of International Business Studies was the journal with the most current content. VOS Viewer software is used to perform analysis and visualisation. The comprehensive review of country of origin as a cutting-edge instrument for consumer interaction provided by this bibliometric study aids scholars, practitioners, and marketers in understanding the significance of country of origin and its implications. The concept of "Country of Origin" is new and is still in its infancy. As a result, Indian research on Country of Origin is somewhat underrepresented in the global perspective.

Keywords: Country of Origin, Ethnocentrism, Culture, Brand Origin, Bibliometric analysis, VOS Viewer

¹Research Scholar, Parul Institute of Management & Research, Faculty of Management, Parul University, ashishkumar.bhatt@paruluniversity.ac.in

²Dean & Director, Parul Institute of Management & Research, Faculty of Management, Parul University, bijal.zaveri@paruluniversity.ac.in

DOI: 10.31838/ecb/2023.12.s1-B.140

Introduction:

Constantly, consumers are presented with a wide range of product information via branding, advertising, and other channels. Consumers utilise this information to determine their preferences and purchases, but it also stirs up sentiments, thoughts, images, and dreams. The primary focus of country-of-origin research has been on how consumers use information about a product's country of origin as a cognitive cue to infer beliefs about characteristics like quality. Country of origin is viewed as an extrinsic cue because it can be changed without altering the actual product. Country of origin is comparable to other extrinsic cues like price, brand name, and retailer reputation in this regard. Numerous studies have demonstrated that these cues serve as "signals" for product quality.

A product is typically described in terms of a variety of characteristics (or cues), and the standard design of such research is to determine how the country of origin and the other cues affect how the product is evaluated overall. However, numerous studies have demonstrated that a person's place of origin is more than just a simple cognitive cue. Wyer and colleagues demonstrated that a quality signalling method is insufficient to fully account for the influence of nation of origin. Country of origin serves as a quality cue as well as having symbolic and emotional value to consumers.

A product's country of origin may be linked to status, authenticity, and exoticism. Additionally, it connects a product to a wealth of product-country iconography with sensory, elective, and ceremonial overtones that country of origin links a product to national identity, which can lead to a strong emotional attachment to certain brands and products. She represents a second-generation Italian-American lady who has a great attachment to Italian goods, particularly those pertaining to food. The framework created by Obermiller and Spangenberg (1989) will be utilised to

organise our examination of the numerous ways that country of origin influences consumer product assessments. The concept makes a distinction between the country-of-origin cues cognitive, affective, and normative processing. It should be highlighted that these processes' boundaries are hazy and that normative, affective, and cognitive processes interact when consumers make decisions. However, this paradigm best frames our analysis of the state of the art on the country-of-origin effect and is generally consistent with the majority of the country-of-origin literature. The cognitive, affective, and normative elements of country-of-origin effects will each be covered in detail below. The relationships between cognitive, affective, and normative components of the country of origin are then further discussed.

Bibliometric Analysis

Bibliometric analysis uses statistical and other measurement methods to assess and project current and future research directions (Yu, 2017). Therefore, bibliometrics can be utilised to reveal patterns in the subject of employee turnover. A collection of methods called "bibliometrics" is used to analyse published data in terms of the text and details about the author, affiliation, co-citation, citations, and keywords utilised. (Norton, 2000). The use of bibliometric analysis as a method of evaluation aids in determining the relationship and influence that technology has on an author's productivity and charts the evolution of research activity through time. A computer application called VOSviewer was created for creating and viewing bibliometric maps. The scientific community has free access to Vosviewer. This application is used to create author and journal maps based on co-citation data and keyword maps based on co-occurrence data (Vosviewer, 2023).

Methodology

The concept of the country of origin and ethnocentrism are highly projected topics in the literature but still, the bibliometric perspective of this approach is not effectively addressed. So exploratory research had been conducted to fill the gap found through the literature review. In addition to this research will be helpful in upgrading the knowledge on this concept.

Research Objectives:

The study tried to add knowledge to the subject of Country of Origin and related topics by presenting the new knowledge.

- To know the Annual research papers published in Scopus on "Country of origin".
- To identify the most significant journals in Scopus on "Country of origin".
- To identify the most relevant authors in Scopus on "Country of origin".
- To identify the Country's contribution in Scopus on "Country of origin".
- To examine collaboration networks on "Country of origin".

Data Collection: The study used the published Scopus database. Scopus database is the premier database with high-quality research journals in the field of

Management. Scopus database is used for the study due to its quality research being found missing from many of the well-known sources like Google Scholar. The initial search was made with the Scopus database by entering the keyword "Country OR Origin" OR "COO" and found 23,366 articles found in the article title, abstract, and Keywords. A further search was made with the title and found 3287 articles. Further, we restrict our study to the time frame of 2018 to 2023 and found 827 articles. Further, based on the exclusion of the subject area, document title, source title, and language, the study found 244 articles for further analysis. Final 244 articles CSV file imported to VOSviewer (Nees Jan van Eck and Ludo Waltman at Leiden University's Centre for Science and Technology Studies (CWTS)) for further bibliometric analysis. Further analysis is used for analysing the relationship between authors, countries, author citations, journals, sponsors and common keywords.

Analysis and Results

Overview of the Data

A total of 244 articles written by 659 authors from 2018 to 2023 were used for the final analysis. Out of 244 documents 201 documents were cited at least once. The average citation per document is 20.52 per course.

Particulars	Result
Total Articles	244
Total Authors	659
Time Frame	5 Years
Organisations	551
Countries	68
Total Journals	58
Reference	17,267
Cited Sources	5,009
Cited Authors	20,057

Table 1 Overview of the Data

Year wise Publication

Publication growth remains popular amongst researchers during the last five years. A few ups and downs have been observed but not at a drastic level. Country of origin is still popular in the marketing and international business research field. The majority of the authors are either from strategic management, marketing, or international business. The research was basically conducted in Developed nations mostly.

Year	Articles	% (N= 244)
2018	57	0.23
2019	41	0.17
2020	55	0.23
2021	44	0.18
2022	46	0.19
2023	1	0.00

Table 2 Year wise Publication and Average

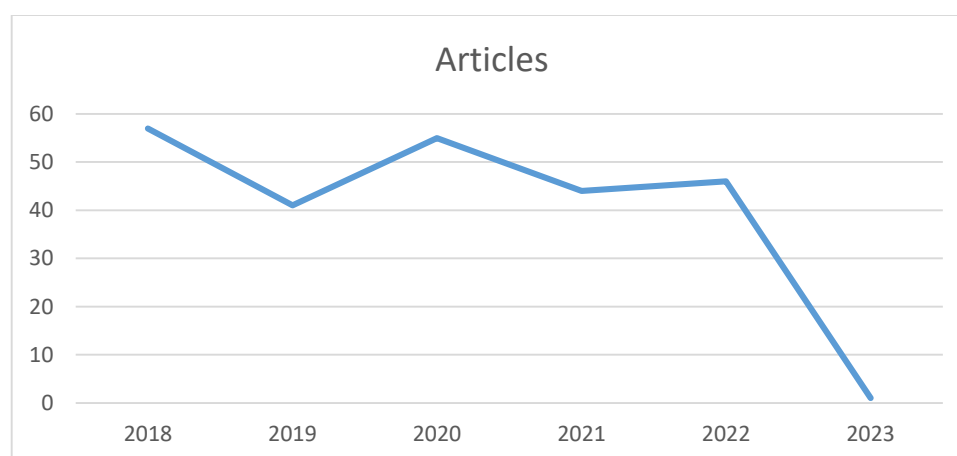


Figure 1 Publication Details

Author Analysis

Table 3 represents the having more than 20 citations for their research focusing on the “Country of Origin” during the years 2018 to 2023. The leading authors for research in the domain are Santangelo g.d. (2018), Estrin s. (2018), García-sánchez i.-m. (2019), Magnusson p. (2019), Cowan k. (2020), Stallkamp m. (2018), Müller j.m. (2018), Antonetti p. (2019), Li p. (2018), Papadopoulos n. (2018) He x.

(2018), Barbarossa c. (2018). The articles focusing on the new product launch, entering in the new market, adoption of the new marketers in the local market, acceptance of foreign buyers, and effect of ethnocentrism are majorly discussed by the authors. The articles for the year 2018 and 2019 got higher citations due to long time span compare to the recent publications. Table 3 identified that the leading authors with higher citation while table 4 with authors having higher articles.

Authors	Citation
Santangelo g.d. (2018)	68
Estrin s. (2018)	61
García-sánchez i.-m. (2019)	59
Magnusson p. (2019)	55
Cowan k. (2020)	50
Stallkamp m. (2018)	48
Müller j.m. (2018)	47
Antonetti p. (2019)	44
Li p. (2018)	42
Papadopoulos n. (2018)	36
He x. (2018)	36
Barbarossa c. (2018)	32
Shukla p. (2018)	30
Vendrell-herrero f. (2018)	30
Liu y. (2018)	29
Eddleston k.a. (2019)	28
Balabanis g. (2019)	28
Boisvert j. (2018)	28
Yang r. (2018)	28
Dekhili s. (2019)	25
Lim j.-s. (2020)	24
Casado-aranda l.-a. (2020)	24
Kock f. (2019)	24
Melewar t.c. (2020)	23
Alon i. (2018)	23
Santoro g. (2020)	22
Donthu n. (2020)	22
Suter m.b. (2018)	22
Diamantopoulos a. (2020)	21
Andéhn m. (2018)	21
Filieri r. (2019)	20
Rodrigo p. (2019)	20
Nasution m.d.t.p. (2018)	20

Table 3 Top Authors based on Citation

Table 4 represented the number of articles published by the individual authors concentrating on “Certificate of Origin”. Authors such as Borini f.m., Diamantopoulos a., Barbarossa c., Boguszewicz-kreft m., Janinait B., Lee s., Liu y., Magier-?akomy e., Soko?owska k., Suter m.b., Yu y., Zhang j. are having more publication in the field of “Country of Origin. Borini and Diamantopouls

published highest 5 articles focusing on the “Country of Origin”. Felipe Mendes Borini is the associate professor having research orientation for the subject of global strategy, global innovation, and international business while Adamantios Diamantopoulos is the chaired Professor having the research orientation for the International Marketing, Measurement Theory and Quantitative Methods.

Author	Documents	Citations	Average Citation
Borini f.m.	5	44	8.8
Diamantopoulos a.	5	42	8.4
Barbarossa c.	3	33	11
Boguszewicz-kreft m.	3	0	0
Jani?nait? B.	3	0	0
Lee s.	3	16	5.33
Liu y.	3	65	21.6
Magier-?akomy e.	3	0	0
Soko?owska k.	3	0	0
Suter m.b.	3	39	13
Yu y.	3	19	6.33
Zhang j.	3	47	15.66

Table 4 Authors with Publications

Journal Analysis

Table 5 represents the information related to journals that published maximum articles focusing on the “Country of Origin”. The journals from the Marketing, International Marketing, and International Business published the research papers. The Highest

publication made by the International Marketing Review, ISSN : 0265 – 1335, Published by Emerald publication. Journal of business research, Print ISSN: 0148-2963, Online ISSN: 1873-7978, published by Elsevier Publications. All these journals are managed by top-class publication houses like emerald, Elsevier, Willey etc.

Source	Documents	Citations	Average citation
International Marketing Review	21	205	9.76
Journal Of Business Research	16	243	15.19
International Business Review	14	169	12.07
Journal Of Retailing And Consumer Services	13	145	11.15
Journal Of Product And Brand Management	11	142	12.91
Journal Of International Consumer Marketing	10	54	5.40

Asia Pacific Journal Of Marketing And Logistics	8	46	5.75
Journal Of International Business Studies	8	200	25.00
Journal Of Promotion Management	8	50	6.25
Thunderbird International Business Review	8	69	8.63
International Journal Of Emerging Markets	7	31	4.43
Journal Of Global Marketing	7	45	6.43
Journal Of Food Products Marketing	6	51	8.50
Journal Of Islamic Marketing	6	40	6.67
Global Trade And Customs Journal	5	2	0.40
International Journal Of Entrepreneurial Behaviour And Research	5	27	5.40
Journal Of Brand Management	5	58	11.60

Table 5 Journals with number of Documents

Table 6 represents the total citation of the journals. The leading journals with citations are journal of international business studies, international marketing review, journal of business research, journal of international

marketing, journal of consumer research, and journal of marketing research published by leading publishers like emerald willey, Elsevier etc.

Source	Citations
Journal Of International Business Studies	877
International Marketing Review	767
Journal Of Business Research	592
Journal Of International Marketing	470
Journal Of Consumer Research	376
Journal Of Marketing Research	364
Journal Of Marketing	342
International Business Review	268
Journal Of The Academy Of Marketing Science	222
European Journal Of Marketing	214
Strategic Management Journal	182
Journal Of World Business	176
Journal Of Business Ethics	160
Journal Of Brand Management	151
Journal Of Personality And Social Psychology	144
Industrial Marketing Management	143
Journal Of Product & Brand Management	135
Journal Of Consumer Marketing	133
Journal Of Consumer Psychology	127

Academy Of Management Review	126
International Journal Of Research In Marketing	115
Academy Of Management Journal	112
Journal Of International Consumer Marketing	110

Table 6 Journals with highest citation

Table 7 represents the organizations which promoted the research in the field of “Country of Origin”. College Of Business, Hanyang University, Seoul, South Korea, Curtin University, Perth, Australia, Department Of Economics, Wsb University In Gdansk, Gdansk, Poland, Department Of

Educational Studies, Kaunas University Of Technology, Kaunas, Lithuania ,Department Of International Business, National Taiwan University, Taipei, Taiwan are leading supporter for the research in the domain of Country of Origin.

Organization	Documents	Citations
College Of Business, Hanyang University, Seoul, South Korea	2	27
Curtin University, Perth, Australia	2	15
Department Of Economics, Wsb University In Gdansk, Gdansk, Poland	3	0
Department Of Educational Studies, Kaunas University Of Technology, Kaunas, Lithuania	3	0
Department Of International Business, National Taiwan University, Taipei, Taiwan	2	10
Department Of Management, Wsb University In Gdansk, Gdansk, Poland	3	0
Department Of Marketing And International Business, University Of Vienna, Oskar-Morgenstern-Platz 1, Vienna, 1090, Austria	2	3
Department Of Marketing, Wsb University In Gdansk, Gdansk, Poland	3	0
Faculty Of Management Sciences, Prince Of Songkla University, Songkhla, Thailand	2	6
John Molson School Of Business, Concordia University, Montreal, Qc, Canada	2	5
Kedge Business School, Marseille, France	2	56
Nyenrode Business University, Straatweg 25, Breukelen, 3621 Bg, Netherlands	2	11
Universidade Paulista, Sao Paulo, Brazil	2	5
University Of São Paulo - Usp, Brazil	2	28
University Of Vale Do Itajaí - Univali, Brazil	2	28

Table 7 Organisation wise publications

The following table shows the most active/productive research territory/country in the field of Country of origin. The United States of America is the most active country in the field of Country of origin with 591 publications accounting for 25% of total

research work done on the topic. It is followed by United Kingdom with a total of 15% publications and India ranked eleventh with a publication count of 11 (0.05%) documents.

Country	Documents	Citations	Average Citation
United States	63	591	9.4
United Kingdom	37	519	14.0
Australia	20	174	8.7
Canada	17	255	15.0
Spain	16	196	12.3
China	15	82	5.5
France	15	226	15.1
Germany	15	140	9.3
Italy	15	163	10.9
South Korea	15	61	4.1
India	13	90	6.9
New Zealand	11	96	8.7

Table 8 Country wise Publication

Co-occurrence Analysis

The co-occurrence network map for the keywords is examined and analysed in this section of the study. Keyword co-occurrence can accurately reflect the research hotspots in the discipline fields. Keyword co-occurrence shows the research hotspots in the field. VOSviewer software is used to build the network of keyword co-occurrence. The construction of nodes as a result of the network analysis of keywords indicates the weight of the nodes; the larger the node, the greater the weight. The distance between the nodes represents the relationship between them. The relationship between two words is greater the closer they are together, and the line drawn between two words indicates this. The

frequency of co-occurrence of the keywords is shown by the thickness of the line between the nodes. The same colour is used to represent nodes that are part of the same cluster. The employee turnover keywords were sorted into clusters by VOSviewer. "Country of origin" appears the most frequently in search terms. The terms "Consumption," "ethnocentrism," "international marketing," and "China" are among those with a high frequency. A keyword's frequency of co-occurrence indicates how strong a link is. The quantitative statistic used to display the relationship between two nodes is the link strength. The 999 words in the keyword network analysis are divided into 12 clusters.

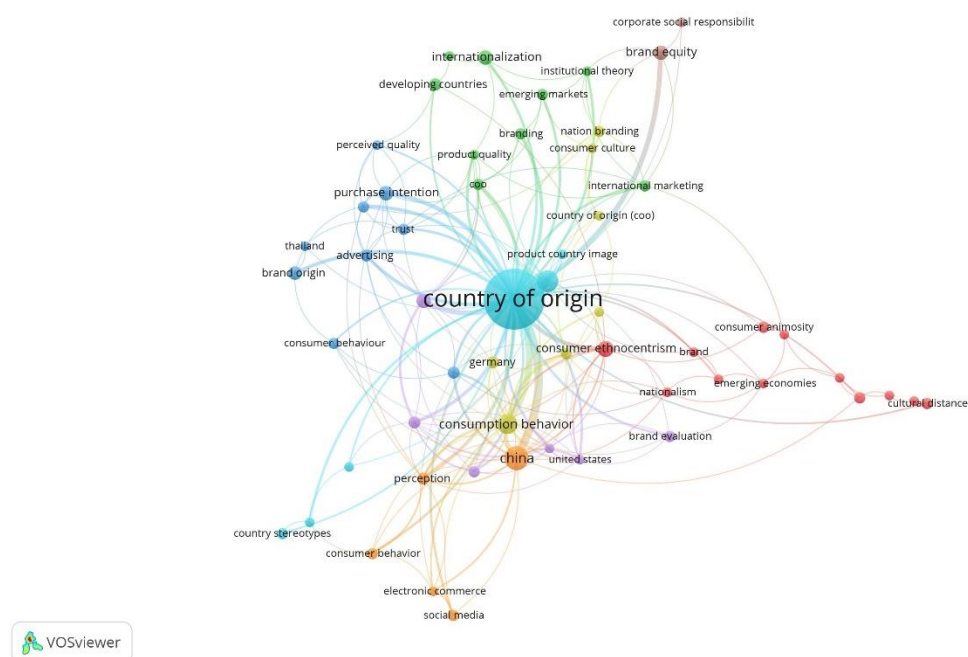


Figure 2 Keywords Co - occurrence network

Without any collaboration, it generally becomes quite challenging for an individual to conduct study on any subject. Therefore, there are numerous projects that need co-authorship and teamwork to complete the research. As a result, co-authorship analysis is crucial when performing bibliometric analysis to evaluate the level of research in a particular topic at the time. The study's analysis of nation co-authorship is presented here. With the use of the software Vosviewer, this co-authorship analysis was completed. The examination of country co-authorship reveals the extent of communication between countries and those that have a significant impact on this field of study. Large nodes are used to represent powerful nations. Without any

cooperation, conducting research on any subject becomes typically fairly difficult for an individual. As a result, many initiatives require collaboration and teamwork to finish the research. Therefore, co-authorship analysis is essential when conducting bibliometric analysis to assess the current state of research in a certain field. Here is an analysis of nation co-authorship from the study. This co-authorship analysis was done using the programme Vosviewer. The level of communication between nations and those that significantly influence this field of study is revealed by looking at national co-authorship. Strong nations are represented by large nodes.

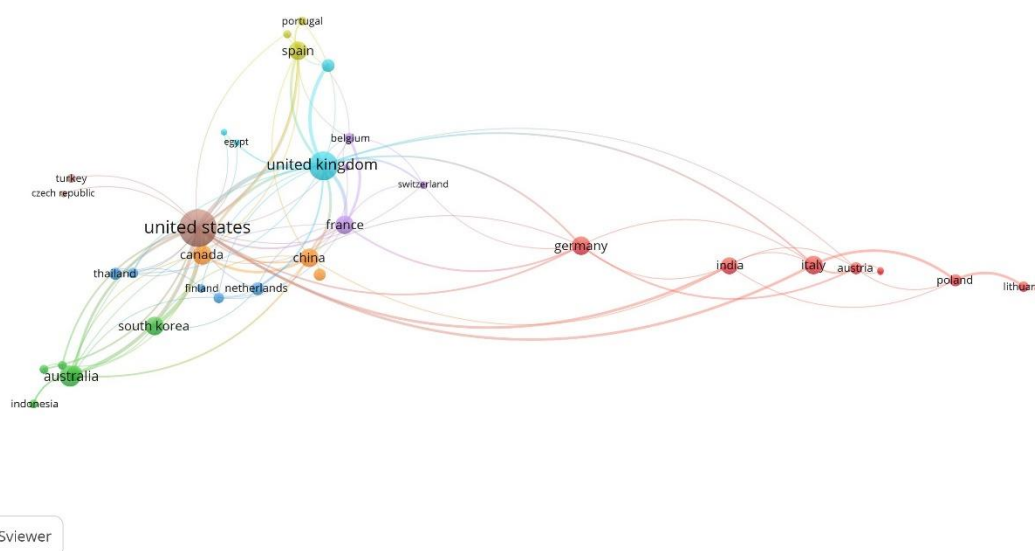


Figure 3 Country wise Co Authorship Network

Conclusion

This study presents the results of a bibliometric analysis of articles on country of origin from 2018 to 2023 that were indexed in the Scopus database. Product country of origin, country-specific distribution, top journals, institutions, and author and institution collaborations have all been looked into. In the paper, the co-occurrence of keywords has also been investigated. Between 2018 and 2023 (till January 7, 2023), there were roughly 244 country-of-origin documents. Over time, there has been a growth in the number of authors and references. The United States of America and the United Kingdom are two of the nations in this region with the fastest economic growth. In terms of Total Publications across time, the United States of America consistently held the top spot. The university with the highest output is WSB University, Poland, and with more than 7 universities has the second highest number. The most fruitful journal in the area of the country of origin is the International Journal of International Business. Both the institutions and the

authors have fairly high rates of international cooperation. The most popular terms in the research paper are "Ethnocentrism," "brand image," and "product acceptance." Either the title, abstract, or keywords contain these words. This research paper may be helpful for the researchers to understand country of origin from a large perspective. In the future, we wish to analyze all the publications texts to identify the current trends and development of future trends in this field.

Limitation

Although several limitations of this study can be identified, the bibliometric analysis performed in this study to analyse the material on the country of origin can provide information that is beneficial to scholars and practitioners. Future studies can choose a bigger number of alternative journals, as well as conference proceedings and books from various domains, for example, as the top 5 journals mentioned here don't reflect the complete body of the country of origin research. Both extending and reducing the time range might improve the outcomes. Future research on the

country of origin can look into the authorship of the paper, including the influence the author has on the field, and look into the ramifications of each issue and the theories that have been employed and put to use in those studies.

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