
A Review of Source Country Theory Research in International Operations

Xiaofan Zhang

Fujian Chuazheng Communication Vocational College

Abstract: With the further intensification of globalization, research on the image of source countries has become a hot topic in the field of international marketing. This article starts with the concepts of source country, source country image, and source country effect, and reviews relevant literature on source country theory. It focuses on analyzing the verification, influencing factors, and mechanisms of source country image effect, and points out that there are still many shortcomings in the research and application of source country theory in international operations, such as strengthening relevant research on developing countries, paying attention to the source country effect of Chinese manufacturing in the international market, and strengthening applied research.

Keywords: Source country, origin, international operation

1. Definition of Concepts Related to Source Country Theory

The concepts involved in source country theory mainly include source country, source country image, and source country image effect.

There are two main fields related to the concept of source country: international trade and marketing, which are applied as a product identification in international trade. This article mainly explores the concept of "source country" in marketing theory.

Scholar Schooler (1965) realized that the image of the country of origin in the international market has an impact on consumer product evaluation, and conducted research on this. Since then, many scholars have begun to pay attention to the phenomenon and theoretical research of Country of Origin (COO). In the 1960s, the global allocation of resources was not high, and the design, production, sales, and branding of products were all completed within the boundaries of one country. Therefore, when the concept of source country was first proposed, it only referred to the country that manufactured the product, also known as the manufacturing country, that is, the country where the product was finally assembled or processed. The boundary between the concepts of source country, manufacturing country, and origin was relatively blurred (Mohammad, et al. , 2000; Gurhan- Canli & Maheswaran , 2000; Johansson, et al., 1994; Li & Wyer, Jr., 1994; Roth & Romeo, 1992 ; Hong & Wyer, Jr, 1994), In this case, the concept of the source country is a single dimension. After entering the 1980s, the process of economic globalization accelerated, resources flowed frequently between countries, enterprises allocated resources globally, and the identity of products became increasingly complex. Taking Nike as an example, the company is only responsible for the design and marketing processes, and outsources all other processes. Therefore, Nike's product design, brand owner, and production processes are completed in different countries, and such products have two or more source countries, known as dual or mixed source countries. As a result, the concept of source countries has changed from a single dimension to multiple dimensions. After entering the 1990s, with brand competition becoming the focus of corporate competition, some scholars believe that the country of brand origin is more likely to evoke consumer associations (Nebenzahl, 1997).

2. The main fields of source country theory research

2.1A Verification Study on the Image Effect of Source Countries

This type of research mainly conducts various empirical studies to verify whether there is a country of origin effect when consumers make product evaluations, and how strong the country of origin image effect is. Many scholars have verified the existence of the image effect of the source country through research (Schooler, 1965; Reiersen, 1967 ; Schooler And Wildt, 1968; Crawford and Lamb, 1981; Morello, 1984; Johansson, 1985; Lawrence et al., 1992; Keown and Casey, 1995; Papadopoulos ,2002), However, there are certain differences in the intensity of the influence of the image effect of the source country (Al Sulaiti and Baker, 1998). In the 1960s, some scholars believed that the image effect of the source country did not exist at all, or even if it existed, its impact on consumer behavior was not significant. In the 1980s, scholars shifted their focus from students to consumers in verifying the existence of the country of origin effect, and their product selection also extended to products or services from multiple countries. Most scholars concluded that there is a country of origin effect (Crawford and Lamb, 1981; Morello , 1984)。

2.2The influencing factors of the image effect of the source country

The image of the source country is a subjective cognition in the minds of consumers, and in the process of forming subjective cognition, it is inevitably a gradual accumulation process. The formation of the image of the source country is also influenced by many factors. The research perspectives on the influencing factors of the image effect of the source country can be summarized into three aspects: consumer perspective, product perspective, and source country perspective.

From the perspective of consumer factors, researchers believe that demographic factors such as age (Greer, 1971), gender, education level (Dornoff, 1974), race, and skin color (Schooler, 1971), as well as consumer historical purchasing experience (Jandah and Rao, 1997), can affect the origin image effect; From the perspective of the product itself, product attributes (Lillis and Naragana, 1974), price, type (Papadopoulos et al., 2002), product complexity (Ahmed and Astous, 1983), brand effect (Han and Terpstra, 1988), and store image (Cattin et al., 1982) are important variables that affect the image effect of the place of origin; From the perspective of the factors of the source country itself, the impact of the source country on consumers is mainly explored from a macro and overall perspective, including the level of economic development of the country (Khachaturian and Morgan, 1990; Wu Jian and Fu Guoqun, 2000), political system, culture (Al Sulaiti and Baker, 1998; Wu Jian and Fu Guoqun, 2000), nationalism, as well as the level of technology and management (Martin and Eroglu, 1993; Wu Jian and Fu Guoqun, 2000), which can affect the image effect of the source country.

Reference:

[1]Wu Jian, Fu Guoqun Image of origin - an important factor influencing consumer choices in the international market *Business Research*, 2000,1:78-80

[2]Yellow water The country of origin effect of product evaluation [J] *Progress in Psychological Science*, 2003, 11 (6): 692-699

[3]Zhao Zhixia, Tang Juan The Impact of Source Country Effect on Brand Attitudes of College Students [J] *Social and Psychological Science*, 2011, 2:57-64

Research on Rural Public Service Mechanisms from the Perspective of Local Governance

Zeyuan Qin

Jiangxi Modern Vocational College

Abstract: Due to the problems of insufficient total supply, imbalanced service supply structure, and unfair supply in the supply process, it is of great significance to improve the supply of rural public services in China. Starting from the perspective of local governance, this article further elaborates on its theoretical content and argues for the perspective of local governance in the provision of public services in rural areas of China. And provide suggestions for improving the public service supply mechanism in rural areas of China, hoping to contribute to the construction of a harmonious society.

Keywords: Local governance, rural public service supply mechanism

1. Local Governance Theory and Rural Public Service Supply

1.1A Historical Review of Theoretical Research on Land Method Governance

In the current rural issues in China, local governance theory has become a major popular slogan. The contemporary governance theory originated from the reform of local governments in Europe in the 1980s. Due to the common problems in local governance brought about by high welfare countries, the UK took the lead in carrying out local governance reforms, emphasizing economic, efficiency, and efficiency reforms. It advocated the establishment of a "power controlled government" to achieve a flattened government hierarchy, reduce taxes, limit local government spending, and achieve marketization and privatization. Italy, on the other hand, achieved a redistribution of central and local powers through local reforms. [1] In this reform, it is increasingly showing the characteristics of "anti nationalism". Through this reform, local autonomy has been expanded, local governments have become increasingly the main actors in action, and the central government is paying more attention to the performance evaluation of local governments.

After the mid-1980s, the local governance movement expanded to European countries, while local governance theories also spread to countries in Asia, Africa, and Latin America. Against the backdrop of significant changes, China is also striving to explore a socialist construction path that is in line with its national conditions. China's central decentralization, local decentralization, administrative system reform, political democratization reform, and rural village autonomy reform are also becoming increasingly intense. However, the above reforms need to be supported by a strong theory, so more practical and specific local governance theories should be introduced into China. Compared with traditional theories, local governance theory not only focuses on the distribution of power between the central and local governments, local politics and democratic systems, as well as the fundamental issues of local political power, but also emphasizes innovative thinking to break the value limitations of the binary opposition between the government and the market, and emphasizes the establishment of a new mechanism for sustainable development.

1.2 The Current Situation of Public Service Supply in Rural China

For a long time, China has implemented two different public service supply models targeting the dual social structure of urban and rural areas. Generally, countries provide public services in cities, but in rural areas, the government provides a small amount of economic subsidies for the