

**1.** Zbib, I., Ghaddar, R., Samarji, A., & Wahbi, M. (2021). Examining country of origin effect among Lebanese consumers: a study in the cosmetics industry. *Journal of International Consumer Marketing*, 33(2), 194-208.

In the work of Imad Zbib et al. (2021), the behavior of Lebanese women consumers toward skincare and cosmetics products made in France or China was studied using questionnaires and an online data collection method. The study discovered that, in contrast to France, search and change in perception do not appear to be associated in the case of China and that consumers' level of engagement is the most important element determining their attitudes toward their nation of origin. According to this study, the COO effect is no longer a threat to the Chinese skincare and cosmetic industries. Given that China and Lebanon have been trade partners for a long time, this study will aid marketers of Chinese cosmetics in Lebanon by offering information that will improve their marketing efforts. To get access to a larger database and profit from this study, it would be more advantageous to widen the research region while narrowing the target audience.

**2.** Ding, Y. (2020). *The Influence of Country-of-Origin Effects on Portuguese Consumers Purchase Intention: The Chinese Mobile Phone Brand* (Doctoral dissertation, ISCTE-Instituto Universitario de Lisboa (Portugal)).

The goal of this research is to uncover the impact of country-of-origin effects on consumer purchase intentions for Chinese mobile phones, specifically in the context of Portugal. In the mobile industry, it has been shown that the COO factor is less important to Portuguese people than functional value. According to the findings of this study, families in Portugal with higher incomes and education levels are less likely to be impacted by COO factors than families with lower incomes and education levels. The paper's disadvantage is that it exclusively focuses on the Lisbon area of Portugal, which limits mobile businesses' research possibilities. The paper is valuable because it provides evidence that the stereotype "Made in China" is becoming less relevant nowadays.

**3.** QU, Mengnan, Sara QUACH, Park THAICHON, Lorelle FRAZER, Meredith LAWLEY, Den ARLI, Scott WEAVERN and Robin E. ROBERTS. Understanding Chinese consumers' pre-purchase value expectations: the role of country of origin effect. *Asia Pacific Journal of Marketing and Logistics*. 2021, 33(8), 1861-1877 [retrieved 2023-03-19]. ISSN 13555855.

This study investigates country of origin effects on consumers' willingness to pay and expectations of a product in the context of Australian food retail franchise stores in China. Overall, the results highlight that country of origin affects the consumer's pre-purchase decision-making process. The main factor that influenced willingness to pay was the social value expectation of the customer. COO had no substantial direct effects other than service quality expectations, which were followed by reputation. The impact of country of origin on monetary price was more consistently observed among consumers who were aware of the brands. This study is useful in considering the competitive value of the COO in the Chinese market and can offer a competitive edge for retailers who enter overseas markets.