



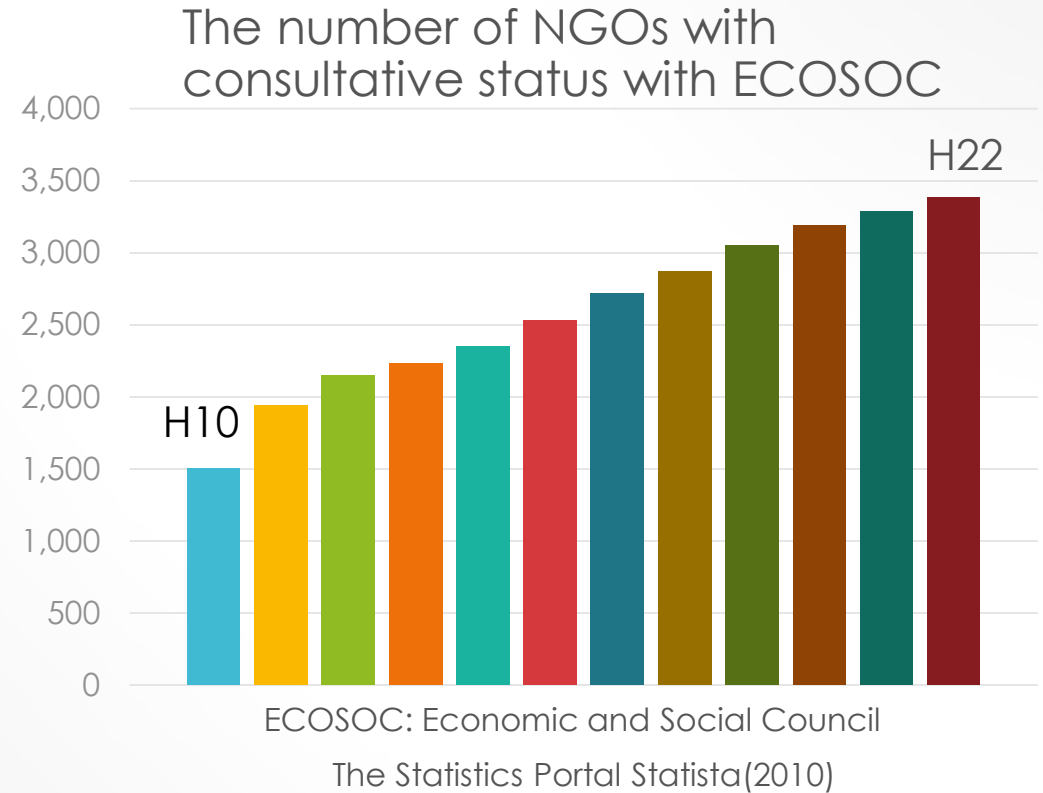
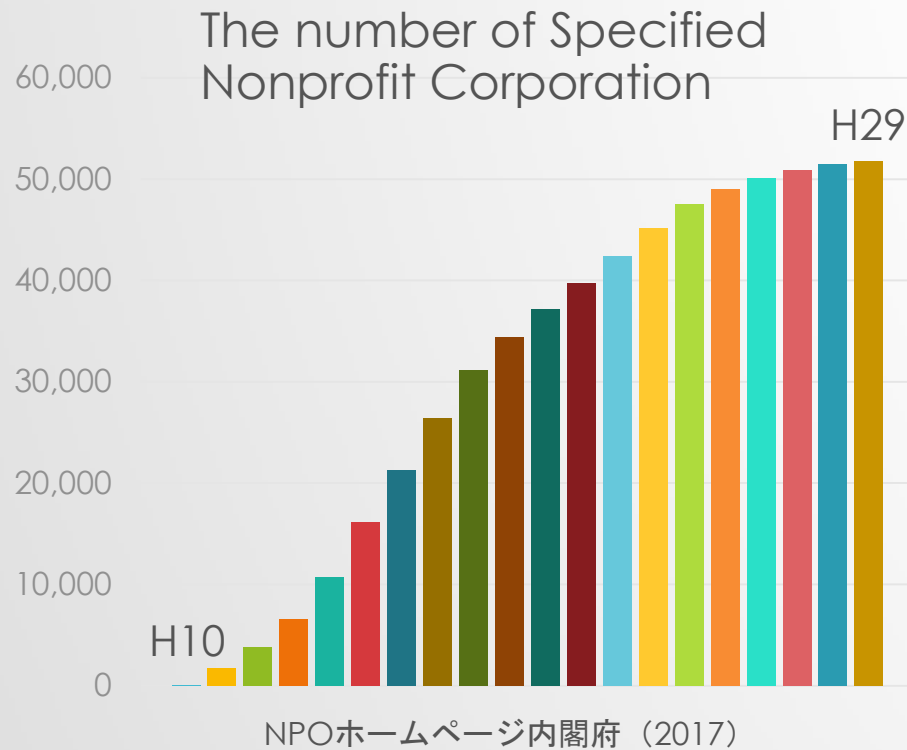
# HOW TO RAISE FUNDS WITH COUNTRY-OF-ORIGIN EFFECT(COE)

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# —INTRODUCTION—



The number of NPOs and NGOs  
**has increased**

# HOWEVER

Having trouble with raising funds

Source of income

- Membership fees
- Subsidy
- Business income
- Contracted projects(NGOs)
- **Donations**



→ Member enrollments  
have not increased  
since previous years

Subdividing and most of them  
are small  
⇒ **Highly competitive**

# HOW TO GET DONATIONS EFFECTIVELY?



Keyword : Country-Of-Origin Effects  
(hereinafter called “COE”)

## Research Question

“How does the Country-Of-Origin(COO)  
influence donations ?”

# —BODY—

## WHAT IS COUNTRY-OF-ORIGIN EFFECT?

- One of the concepts from marketing
- Consumers are influenced by the source country image held by them
- Effects are negative and positive
- The COEs 3 contributing factors

Product

Durable good or not  
etc.

Country of  
manufacture

Patriotism, Animosity  
etc.

Consumer

Gender, Educational standards  
etc.

For example...

Made in Japan



= High quality

Made in China



※iPhone

Designed by Apple in California  
Assembled in China



Left: Country-of-origin

Right: Marketing when using this effect

# —PAST RESEARCHES—

- Almost all have examined COE on products evaluations
  - COE by age, brand name, product assurance, emotions
- There are few researches on donations or raising funds(Except Cause-related Marketing , Crowdfunding)
  - Preference survey analysis

This research is the first one to examine that COE influences on donations as well as products in the world



# —METHOD—

Questionnaires were collected from **190 people** to examine their image of **4 countries** by using past studies as reference.



The United States



Korea



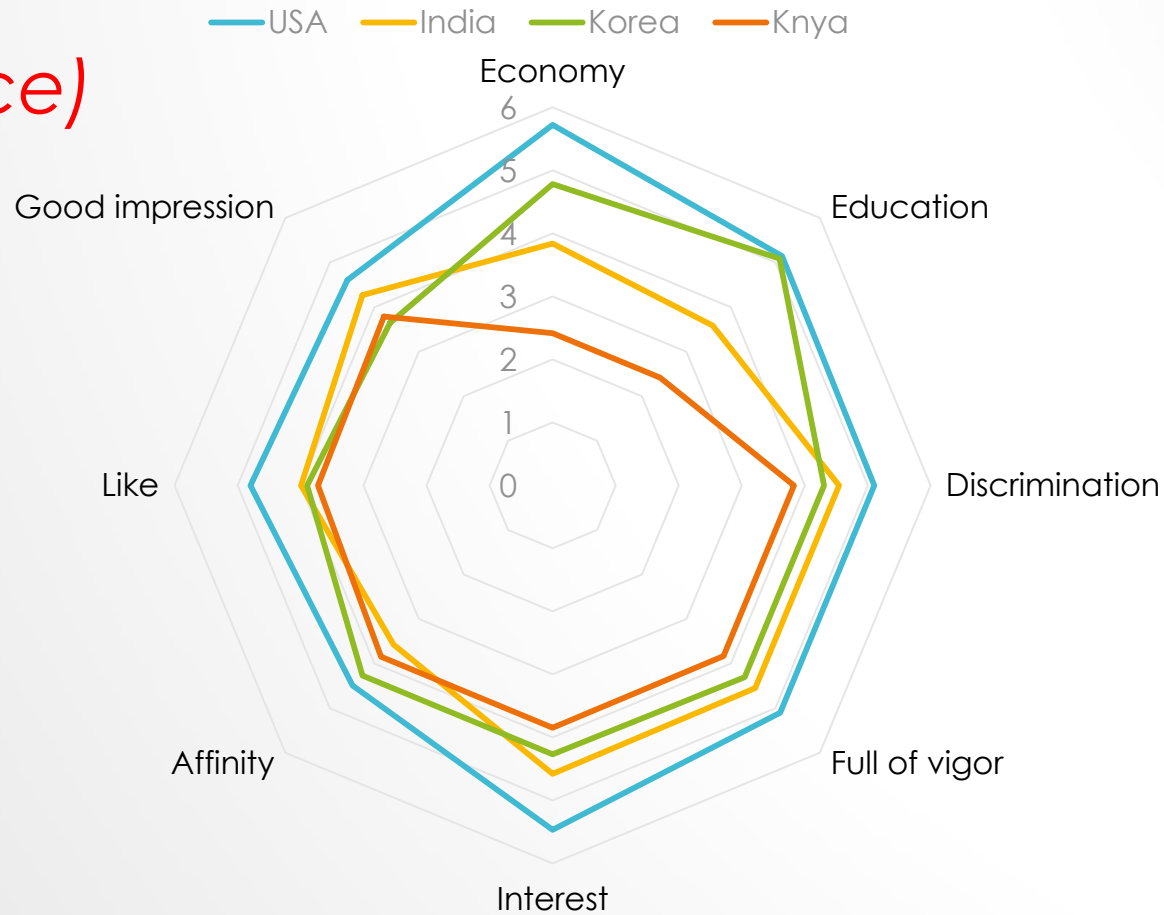
India



Kenya

# —RESULTS OF ANALYSIS—

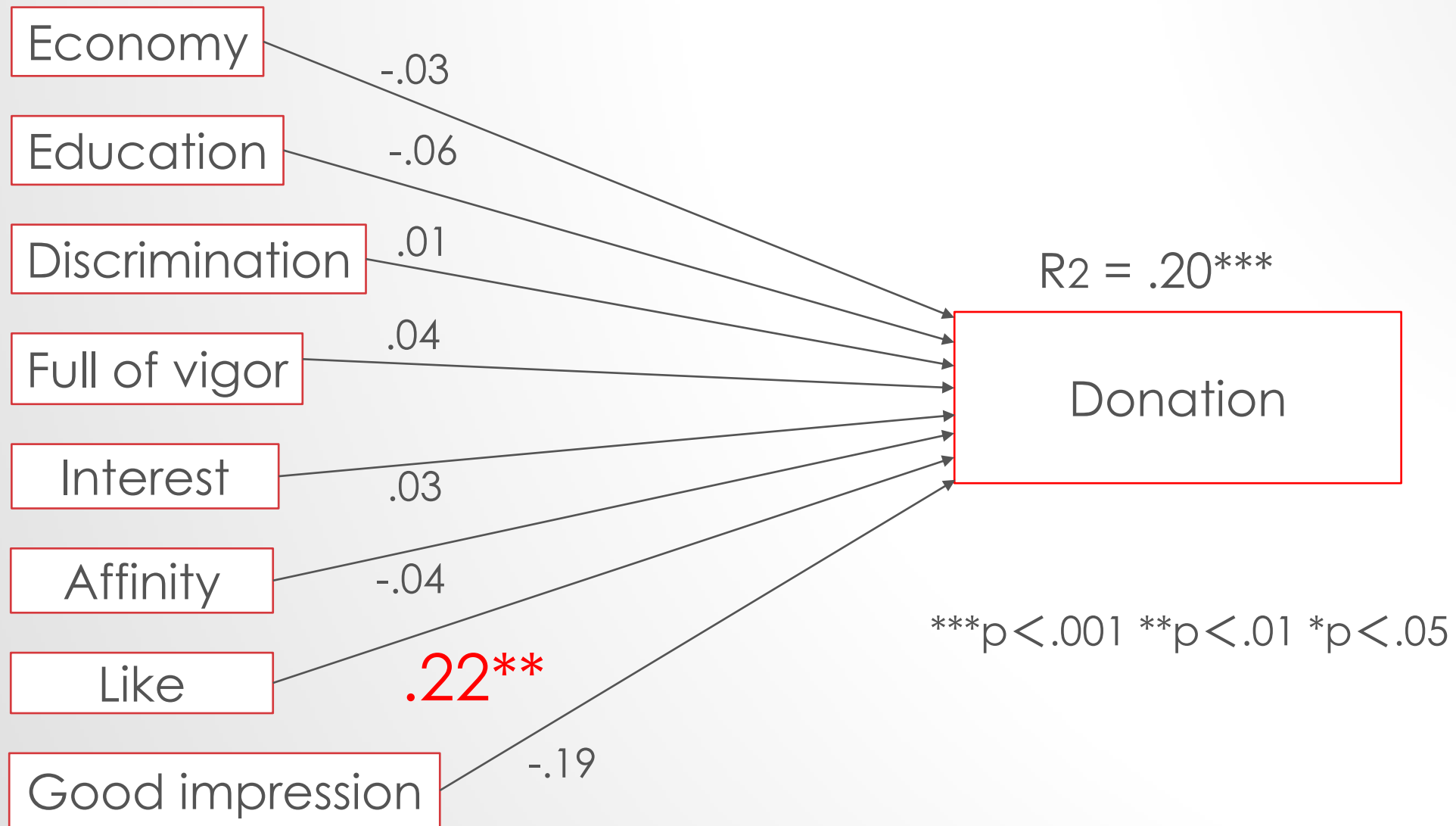
## ANOVA (Analysis of variance)



There are significant differences between an individual's image of particular countries, furthermore this varies from country to country

## Multiple regression analysis

As each persons image of a country varies, this affects how likely and how much a person will donate.



—The United States

# The United States

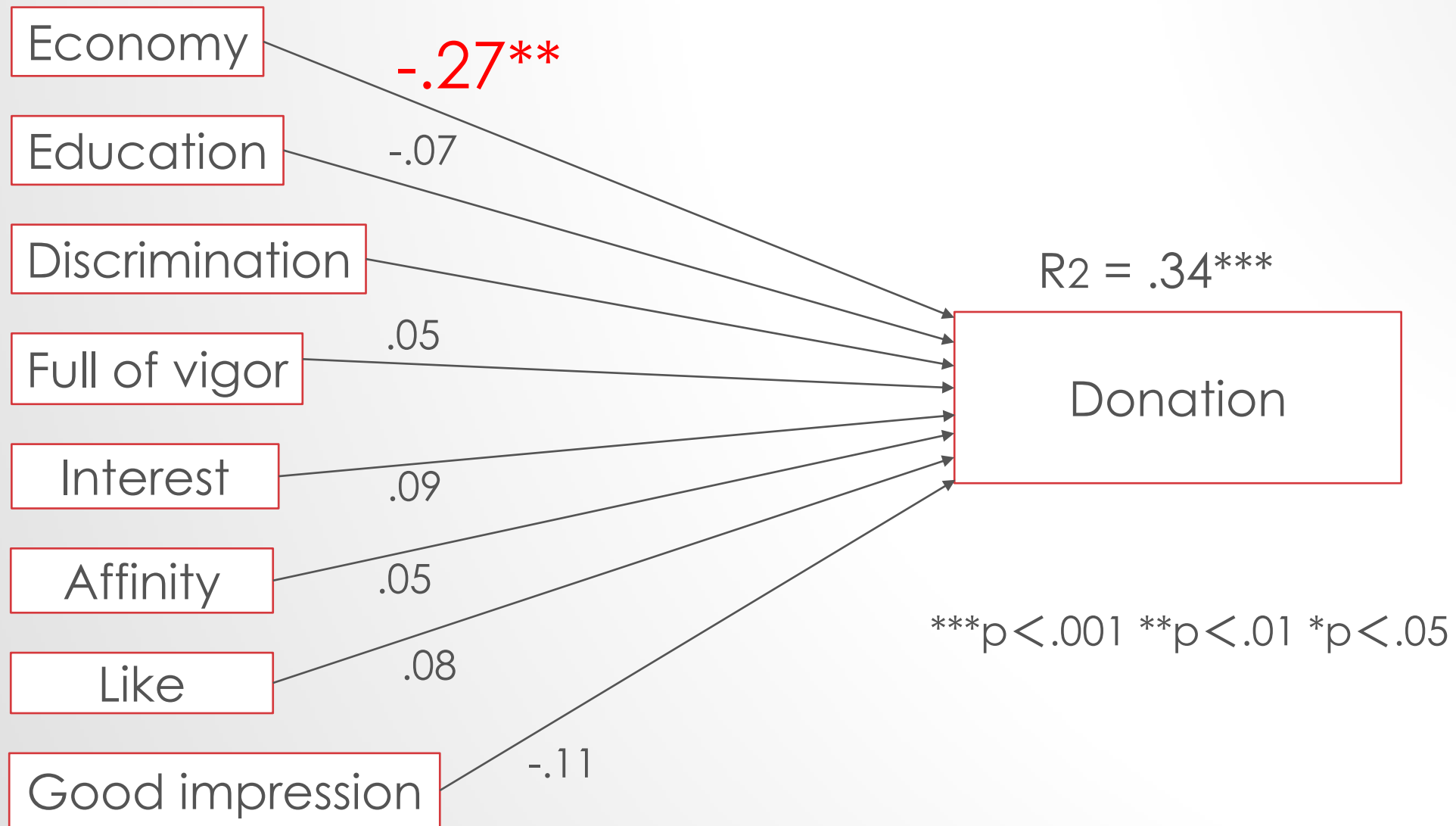
Like The United States



Positive effects

Want to donate





# India

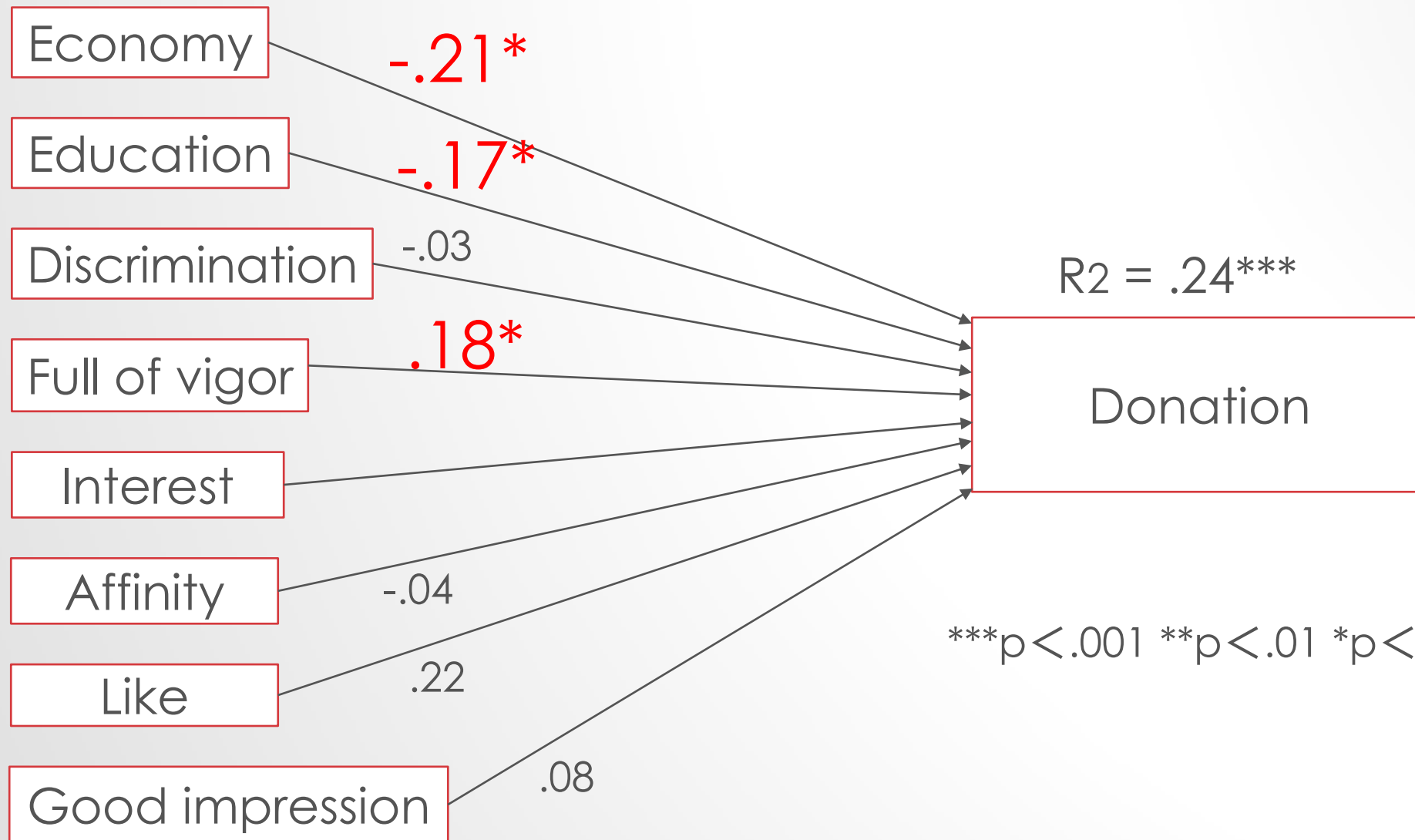
Think Indian are rich



Negative effects

Not want to donate





\*\*\*p<.001 \*\*p<.01 \*p<.05



# Korea



Think Korean are rich and  
can get an education



Negative effects



Not want to donate



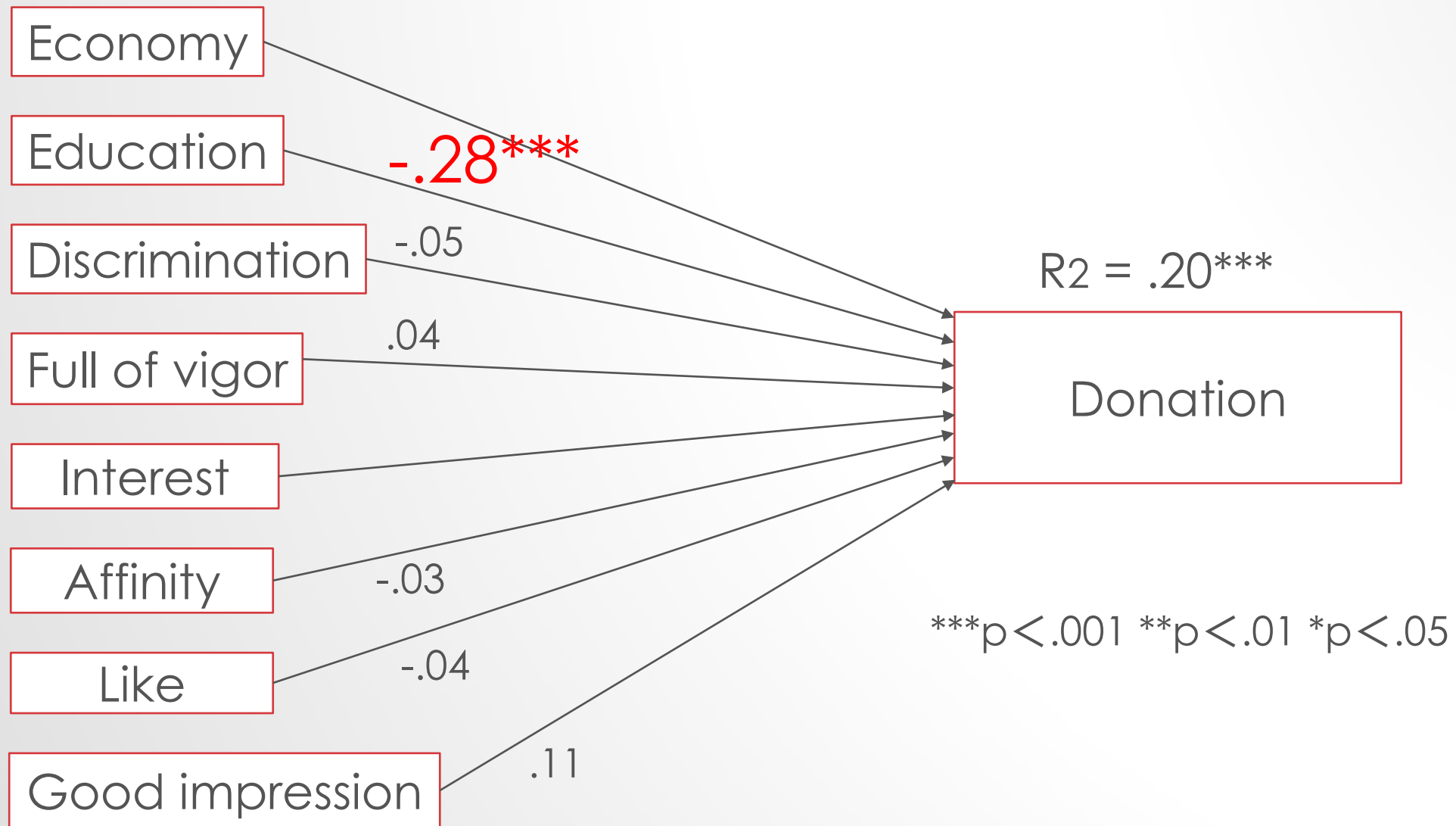
Think Korean are full  
of vigor



Positive effects



Want to donate



# Kenya

Think Kenyan can get  
an education



Negative effects

Not want to donate



# —CONCLUSION—

The way to approach fundraising must be changed depending on country.

## Theoretical contribution

Shows COO influences on donation as well as products.  
Thus, it is possible to extend the range of applications of COE.

## Practical contribution

Shows it may be possible to raise funds more smoothly and efficiently by executing promotions using these results.

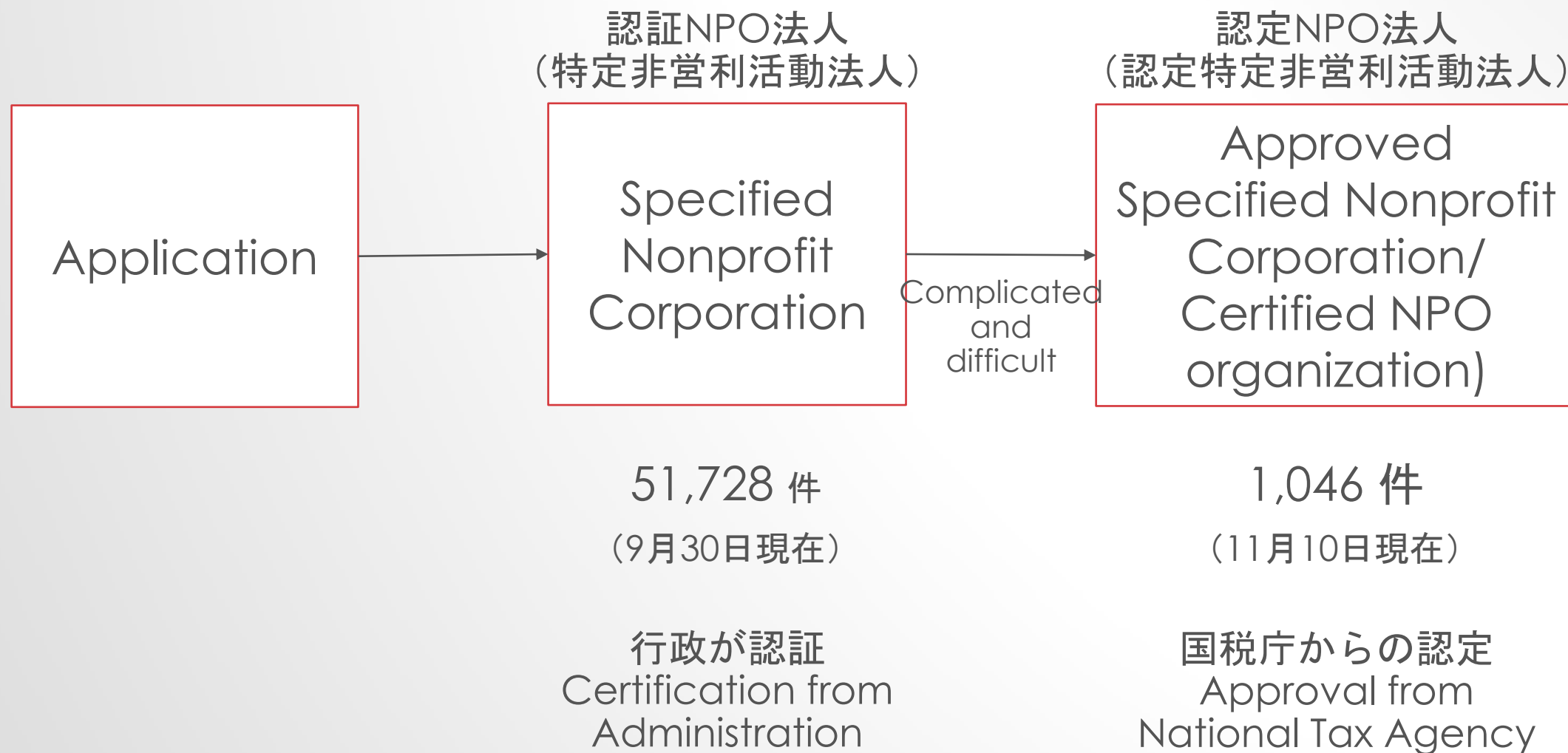
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Thank you for listening

# —NPO—



# Seven-point scale

## Economic standard

Poor ↔ Rich

## Educational standard

Everyone can't get education ↔ Everyone can get education

## Discrimination

There is not ↔ There is

## Full of vigor

They are not ↔ They are

## Interest

You are not interested in ↔ You are interested in

## Affinity

You don't feel a affinity with ↔ You feel a affinity with

## Like

You don't like ↔ You like

## Good impression

You have bad impression of ↔ You have good impression of