

**Consumer ethnocentrism and the COO effect in
Australian and German consumer evaluations
of necessity vs. luxury products**



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Abstract

International marketing researchers attach increasing importance to seeking an understanding on how consumers perceive and evaluate products from their own country as opposed to products from foreign countries. Country-of-origin (COO) is an important cue for consumers when evaluating and purchasing certain products, this is the so-called country-of-origin effect. Another concept that has been researched in relation to the COO effect is the concept of consumer ethnocentrism (CE), representing the beliefs held by consumers about the appropriateness of buying foreign products. Previous studies have found a positive link between CE and preference/ rejection of domestic/ foreign products, but findings in product-choice studies have been contradictory and there is little exploration of the COO effect and CE comparing countries and product types. This study aims to fill this gap in the existing research by linking the COO effect to different product types in an experimental study with Australian and German consumers, and shed light on the country-of-origin effect for necessity vs. luxury products. This study will also contribute to a better understanding of consumer ethnocentrism in the German and Australian market, by assessing differences between the nationalities in their level of CE, and whether a consumer's level of ethnocentrism can predict their preference for domestic vs. foreign products in general and for domestic/ foreign necessity vs. luxury products specifically. The results gained from a series of ANOVA's and regression analyses show that in general, Australian and Germans did not differentiate between domestic and foreign necessity products in their quality evaluations, purchase intentions and attitudes towards COO markers. However, both Australians and Germans displayed a higher quality evaluation for the luxury product "Made in Germany". Australians also demonstrated higher attitudes towards COO markers for both product types. Additionally, Australians displayed significantly higher levels of CE than German consumers. It was found that the magnitude of the positive (negative) link between consumer ethnocentrism and preferences for domestic (foreign) products varied depending on the nationality and the specific product category involved.

1. Introduction

When evaluating and purchasing a product, a consumer is faced with various factors which aid them in the decision making, such as price, brand name and the product appearance. Another factor that can highly influence a consumer's decision is the associations and images elicited by a product's country of origin (COO), which allow the consumer to evaluate a product. Many companies communicate their brand's COO, using various strategies, hoping to benefit from the positive stereotypes elicited by a certain country in domestic and foreign consumers (Aichner, 2014). There has been extensive research confirming the positive effect of COO on consumer's evaluations, attitudes and purchase intentions (Acharya & Elliott, 2003; Aichner, 2014; Balabanis & Diamantopoulos, 2004; Chattalas, Kramer & Takada, 2008; Evanschitzky et. al., 2008; Godey et. al., 2012; Hornikx, Van Meurs & Hof, 2013; Piron, 2000; Poon et. al., 2010; Roth & Romeo; 1992; Verlegh, Steenkamp & Meulenberg, 2005). This positive effect was found to be strongly influenced by various factors: associations evoked by a certain country (Aichner, 2014; Chattalas, Kramer & Takada, 2008); prior brand/ product associations (Diamantopoulos et. al., 2011; Liefeld, 1993; Magnusson, 2011 Poon et. al., 2010; Samiee, 1994); economic competitiveness and cultural similarity between countries (Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008); and finally, a consumer's level of ethnocentrism (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008; Shimp & Sharma, 1987).

The concept of consumer ethnocentrism (CE) is adapted from the general, sociological concept in which individuals distinguish between in-groups (with which the individual identifies) and out-groups (people outside the individuals own group) (Sumner, 1907). In general, "ethnocentrism represents the universal proclivity of people to view their own group as the centre of the universe, to interpret other social units from the perspective of their own group, and to reject persons who are culturally dissimilar while blindly accepting those who are culturally like themselves." (Shimp & Sharma, 1987, p. 280). In an economic context, the term 'consumer ethnocentrism' represents the beliefs held by consumers about the appropriateness of buying foreign products. Highly ethnocentric consumers believe that purchasing foreign-made products (e.g. products from out-groups) is wrong because, from their point of view, it has a negative impact on the domestic economy, it causes unemployment in their country, and it can be regarded as unpatriotic. When people show a greater preference for products from their own country than for foreign products, even if the domestic products are lower in quality, the term home-country bias is used. The more ethnocentric consumers are, the higher their home-country bias. Non-ethnocentric consumers are likely to consider other factors (price,

brand knowledge, design, etc.) to evaluate a product (Shimp & Sharma, 1987). Shimp and Sharma (1987) have created an instrument, called the CETSCALE, to measure consumers' ethnocentric tendencies in the U.S. Many follow-up studies confirmed the existence of consumer ethnocentrism in countries all over the world and the findings suggest a positive link between consumer ethnocentrism and the preference for domestic products, regardless of the consumers' nationality (Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008; Jiménez-Guerrero et. al., 2014; Poon et. al., 2010).

What is striking is that the country-of-origin effect and the link to consumer ethnocentrism have been primarily researched in relation to one product category, usually luxury goods. It is said that a luxury product's COO strongly influences the consumers' decision-making process, due to the greater monetary risk and higher hedonistic value they pose (Godey et. al., 2012; Piron, 2000). But whereas luxury goods have been researched in various studies regarding COO effects and CE (Godey et. al., 2012; Piron, 2000), there is a major gap in the investigation of COO effects and CE in relation to necessity products. Balabanis and Diamantopoulos (2004) criticize that many studies disregard other product categories, and their study suggests that the COO effect can highly differ across categories. The current study will therefore shed some light on whether the COO effect differs between domestic/ foreign luxury vs. necessity products, and whether a consumer's level of ethnocentrism can be a predictor for the quality evaluations, the purchase intentions and the attitudes towards COO markers of such products.

Another major gap in the investigation of COO effects lies in the exploration of attitudes towards COO markers in an experimental study. Many researchers have looked at the different COO strategies used in advertising by conducting corpus analyses (Aichner, 2014; Agrawal & Kamakura, 1999; Alden et al., 1999), or looked at the attitudes towards the product and purchase intentions elicited through a COO marker (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008; Godey et. al., 2012; Piron, 2000; Poon et. al., 2010). However, there has been little investigation on attitudes towards COO markers directly and there is no study linking consumer ethnocentrism and attitudes towards COO markers. Testing the attitude towards a COO marker in an experimental study will show whether (and for what product category) the use of a COO marker elicits positive attitudes in consumers and thus, provide useful implications for marketers. As previously mentioned, various COO strategies are used in advertising, such as the use of language, flags, symbols, famous people, etc. (Aichner, 2014). Most commonly, the country of origin of a product is communicated through a 'Made in...' statement (Aichner, 2014: 81). The goal of the current

study is therefore not to investigate the attitudes towards different types of markers, but rather to examine whether consumers show different attitudes towards the explicit ‘Made in...’ statement for domestic/ foreign necessity vs. luxury products. Also, it will be investigated, whether there is a positive (negative) link of consumer ethnocentrism on attitudes towards the COO marker for domestic (foreign) products.

In order to contribute to new insights regarding CE and the COO effect on quality evaluations, purchase intentions and attitudes towards the COO marker, consumers from Germany and Australia will be compared. Whereas many studies concentrate on a single country (Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008;; Teo et. al., 2011), a comparison between countries would allow to highlight possible differences of consumers in different markets and thus allows, a broader analysis of the findings regarding the COO effect and CE.

Germany and Australia were chosen for the following reasons: Balabanis and Diamantopoulos (2004), state that characteristics that can moderate the preference for domestic vs. foreign products are the economic competitiveness and cultural similarity of the country of origin of the product. In order to obtain un-moderated, valid results it is therefore necessary to compare countries that are compatible in those two points. Both Germany and Australia are economically developed countries and the cultural distance index, measured using the formula by Kogut and Singh (1988), converting Hofstede’s cultural dimensions into a distance value shows that the distance between Germany and Australia, with a value of 1.7, is considered to be low (with numbers ranging from 0.1 to 31.4 for Australia) (Cf. Fletcher & Bohn, 1998). Secondly, research suggests (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008; Poon et. al., 2010) that differences between Australian and German consumers can be expected not necessarily in their ethnocentric tendencies, but in their preference for domestic/ foreign necessity vs. luxury products, which will be discussed on the next page. Furthermore, there is no study to date, that has compared CE and COO effects for Australian and German consumers directly. By conducting an experimental study and answering the following research questions, this study will contribute to a better understanding of consumer ethnocentrism in the German and Australian market and shed light on the country-of-origin effect for necessity vs. luxury products:

RQ1: Do the quality evaluations, purchase intentions, and attitudes towards COO markers of Australian and German consumers differ for domestic/ foreign necessity vs. luxury products?

Studies in Germany and Australia have demonstrated that there is no universal preference for domestic products in an actual product choice situation (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008). What seems to be an important factor in evaluating and purchasing domestic vs. foreign items is the product category. One of the most extensive product choice studies for German consumers, carried out by Evanschitzky et. al. (2008) showed that 98.5% of participants ranked Germany as the first choice in at least one of the 14 product categories studied. Products ‘made in Germany’ as a first choice were most frequently represented in fresh food products, pharmaceuticals, toiletries, DIY products and cars. The study replicated earlier research by Balabanis and Diamantopoulos (2004), which found similar results for British consumers. The findings show a preference for domestic products in a wide range of categories, thus ruling out a simple division of necessity vs. luxury products for German consumers. Australian consumers on the other hand, were said to favour domestic necessity products but foreign luxury goods, as suggested in a study by Acharya and Elliott (2003). Their findings show that whereas domestic food products were favoured, participants preferred foreign cars and fashion items, proving again that preferences can strongly vary by product category. However, it needs to be noted that the studies mentioned (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008) have some major limitations. The country and product selection in the studies conducted by Evanschitzky et al. (2008), and Balabanis and Diamantopoulos (2004) respectively, could possibly moderate some of the results. They include some high-involvement products that one could directly link to certain countries (e.g. cars to Germany, shoes and leather goods to Italy). It was found that the use of high involvement products (Godey et. al., 2012; Piron, 2000), as well as the use of so-called key industries, such as the automobile industry in Germany (Fechtner, 2006), in regard to COO effect (Aichner, 2014; Roth & Romeo; 1992) can have a moderating effect.

The same goes for the study by Acharya and Elliott (2003), which includes factors, such as different prices and brands, that are likely to have a moderating effect on their findings, as suggested in various studies (Diamantopoulos et. al., 2011; Liefeld, 1993; Magnusson, 2011). Regardless of these limitations, the results imply differences for German and Australian consumers in their preferences for domestic vs. foreign necessity and luxury products. Based on these findings, the following hypotheses are formulated:

H1a

- Quality evaluations, purchase intentions, and attitudes towards COO markers of Australian consumers will be higher for domestic necessity products than for foreign necessity products
- Quality evaluations, purchase intentions, and attitudes towards COO markers of German consumers will be higher for domestic necessity products than for foreign necessity products

H1b

- Quality evaluations, purchase intentions, and attitudes towards COO markers of Australian consumers will be higher for foreign luxury products than for domestic luxury products
- Quality evaluation, purchase intentions, and attitudes towards COO markers of German consumers will be higher for domestic luxury products than for foreign luxury products

An important aspect which all studies mentioned above (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008) include is the link between home-country bias and the consumers' ethnocentric tendencies. It is said that the more ethnocentric consumers are, the higher their preference for domestic products. Previous studies, applying the CETSCALE, have shown that both German and Australian consumers display moderate to high ethnocentric tendencies (Acharya & Elliott, 2003; Evanschitzky et. al., 2008; Poon et. al., 2010). In this study it will be assessed whether Australian and German consumers differ significantly in their ethnocentric tendencies (RQ3a), and in case significant differences are found between nationalities, whether participants' characteristics such as age, gender and educational level can predict CE, as was suggested in various studies (Awdziej, Wlodarek & Tkaczyk, 2016; Josiassen, Assaf & Karpen, 2011; Poon et. al., 2010; Shankarmahesh, 2006). Lastly, it will be and assessed whether a consumer's level of ethnocentrism can predict their preference for domestic vs. foreign products in general (RQ2), and for domestic/ foreign necessity vs. luxury products specifically (RQ3b).

RQ 2: Is there a positive (negative) link of consumer ethnocentrism on quality evaluations, purchase intentions, and attitudes towards COO markers for domestic (foreign) products?

Acharya and Elliott (2003) show that the purchase of domestic products is not guaranteed in moderately ethnocentric consumers and that other aspects, such as brand, price, and product type are important factors as well. The study by Balabanis and Diamantopoulos (2004) for British consumers also confirms that consumer ethnocentrism has only weak generalizable explanatory power. Nevertheless, general findings suggest (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008; Shimp, T. A., & Sharma, S., 1987) that

highly ethnocentric consumers, regardless of their origin, show a higher preference for domestic products. Consumers low in ethnocentrism were more likely to consider foreign products. It is therefore hypothesized that:

H2a:

- Higher consumer ethnocentrism leads to higher quality evaluations of domestic products
- Higher consumer ethnocentrism leads to lower quality evaluations of foreign products

H2b:

- Higher consumer ethnocentrism leads to higher purchase intentions for domestic products
- Higher consumer ethnocentrism leads to lower purchase intentions for foreign products

H2c:

- Higher consumer ethnocentrism leads to higher attitudes towards COO markers for domestic products
- Higher consumer ethnocentrism leads to lower attitudes towards COO markers for foreign products

As previously mentioned, this study will contribute to the existing investigation of the COO effect and CE by evaluating whether CE can also predict the preference for domestic/ foreign items of a product specific category (necessity vs. luxury products) for German and Australian consumers. As elaborated above, studies (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008; Shimp & Sharma, 1987) suggest that high consumer ethnocentrism leads to higher quality evaluations and purchase intentions for domestic products in general. However, the question is whether there will be differences in the level of ethnocentrism between Australian and German participants, and whether different results can be expected when including the specific product categories, as was suggested by previous studies (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008).

RQ 3a: Do Australians and Germans differ significantly in their level of ethnocentrism?

RQ 3b: Can the level of ethnocentrism of Australian and German consumers predict positive (negative) quality evaluations, purchase intentions and attitudes towards COO markers of domestic (foreign) necessity and luxury products?

Acharya and Elliott (2003) state that CE as a generalised phenomenon should have a consistent effect across product categories. The literature leading to the hypotheses development of RQ2 ("Is there a positive (negative) link of consumer ethnocentrism on quality evaluations, attitudes

towards COO markers, and purchase intentions for domestic (foreign) products?") can lead to the assumption that the preference would be equally high for domestic luxury as well as necessity products in highly ethnocentric consumers. Indeed, the findings of Acharya and Elliott (2003) show that, on average, highly ethnocentric consumers in Australia expressed a stronger preference for domestic items across product categories. In moderately ethnocentric consumers however, the magnitude of the positive (negative) link between consumer ethnocentrism and preferences for domestic (foreign) products will vary depending on the specific product category involved (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008). The studies by Balabanis and Diamantopoulos (2004) and Evanschitzky et. al. (2008) also found that consumer ethnocentrism is not a very strong predictor of respondents' preference configurations, which means that the link between CE and preference for domestic products, as well as rejection of foreign products, varied in magnitude across different product categories and CE could not effectively predict which domestic/ foreign items of which product category would be preferred/ rejected concretely. Due to the lack of (experimental) studies regarding the link between CE and specific product category preference no hypotheses will be formulated for RQ3.

To conclude, this study will help fill the existing research gaps in the investigation of COO effects and CE across product categories and nationalities. By conducting an experimental study, examining the COO effect on quality evaluations, purchase intentions and attitudes towards COO markers for domestic/ foreign necessity vs. luxury products, as well as create a link to CE, the current study will contribute to not only a better theoretical understanding of the COO effect and CE, but the findings will also hold implications for marketers that advertise domestic/ foreign necessity and luxury items in the Australian and German market.

2. Method

An experimental study was conducted in order to address the research questions and hypotheses. It was measured whether Australian and German consumers' quality evaluations, purchase intentions and attitudes towards COO marker differ for domestic/ foreign necessity vs. luxury products, whether Australian and German consumers differ in their level of ethnocentrism and whether participants' characteristics such as age, gender and educational level can predict CE, and whether ethnocentrism is a predictor for preference (rejection) of

domestic (foreign) products. Lastly it was assessed whether there is a difference for Australian and German participants in preference (rejection) of domestic (foreign) products of specific product types (necessity/ luxury).

2.1 Materials

Participants from Australia and Germany filled out an online questionnaire. Australian participants saw an English version of the questionnaire, German participants a German version (See Appendix 3 and 4). Participant evaluated two products (a luxury and a necessity product). Participants were randomly assigned to either a domestic product or a foreign product condition. The COO of the products was explicitly mentioned and marked by the official ‘Made in ...’ logo of the countries and adjusted according to the randomly assigned condition (e.g. ‘Made in Germany’ for German participants in the domestic country condition, ‘Made in Australia’ for German participants in the foreign country condition, ‘Made in Australia’ for Australian participants in the domestic country condition, ‘Made in Germany’ for Australian participants in the foreign country condition).

The two products that were evaluated were said to newly enter the participants’ country’s market soon. As previously mentioned, brand loyalty or high involvement products can moderate the COO effect, which is why no known brand was used and the products chosen for this study were relatively low involvement. Additionally, the products were classified as being highly linked to either one of the countries to avoid moderating effects.

The necessity product in this study was represented by a shampoo, as a product that “virtually everyone owns” (Bearden & Etzel, 1982, p. 185) and which has already been used in previous studies (Bawa & Shoemaker, 1987). The luxury product in the study is represented by a semi-automatic coffee machine, similar to the ‘automatic icemaker’ that represents the (private) luxury product in the framework created by Bearden and Etzel (1982). A study by Radder and Huang (2008) suggests that coffee is a very low involvement product – and for most participants, apart from “coffee enthusiasts”, a coffee machine is very likely to be a product which is regarded as being a relatively low involvement.

It was important to select products as well as informational cues regarding these products that the general majority of participants could relate to, without creating moderating effects through high involvement or specific brand/ product information (e.g. shampoo for curly/ oily hair would already rule out some participants). For evaluation purposes, the participants needed to be presented with some general information about the products other than the country of origin, without adding informational cues that could moderate effects by being too brand/ product specific. In order to do so, various online-sellers (amazon.com,

coffeegEEK.com, delonghi.com) were analysed for general informational cues of bestselling shampoos and semi-automatic coffee machines. Furthermore, the participants were advised in the survey introduction that the product designs had been altered and company-specific information (such as company names, prices, etc.) had been excluded to guarantee a successful market entry. Therefore, assuring that participants evaluate the quality of the product, purchase intentions and attitudes towards COO markers based on the information given – with the products' COO being the focal point to allow a better comparison of COO effects (See Appendix 1 for the necessity product and Appendix 2 for the luxury product).

The Shampoo was depicted by a plain green shampoo bottle, containing the name of the Shampoo “Fresh Mint Shampoo”, the information “with organic mint and Vitamin E”, and the official ‘Made in ...’ logo for one of the two countries (See Appendix 1). The questionnaire also included the additional, written information about the Shampoo: Australian/ German owned company, made in Australia/ Germany from 100% Australian/ German ingredients, revitalises and moisturises. (For an example see Appendix 3a).

The luxury product was depicted by a zoomed-in picture of a coffee being prepared by a semi-automatic coffee machine (See Appendix 2). All participants saw the same picture with adjusted informational cues. This option was selected, so that participants would not evaluate the machine based on its appearance/ design but on the informational cues given. The informational cues included in the questionnaire, that participants saw in written form above the images, were the following: Semi-automatic coffee machine, Australian/ German owned company, product made in Australia/ Germany, durable stainless steel, 15 bar pump driven, non-pressurized porta filter for ideal crema, with milk frother (For an example see Appendix 3b).

2.2 Subjects

Responses from Australian and German respondents were collected using an online questionnaire. The questionnaire was filled out by 63 Australians and 67 Germans, 33 Australians and 30 Germans were assigned to the domestic country condition and 30 Australians and 37 Germans were assigned to the foreign country condition. The participants' demographic characteristics can be found in Table 1.

Table 1. Participant characteristics

	Australian			German		
	Domestic	Foreign	Total	Domestic	Foreign	Total
	<i>n</i> = 33	<i>n</i> = 30	<i>n</i> = 63	<i>n</i> = 30	<i>n</i> = 37	<i>n</i> = 67
Age	<i>M</i> = 28.27 <i>SD</i> = 9.07 Range: 18-57	<i>M</i> = 29.20 <i>SD</i> = 8.58 Range: 21-58	<i>M</i> = 28.71 <i>SD</i> = 8.78 Range: 18-58	<i>M</i> = 27.30 <i>SD</i> = 8.69 Range: 16-50	<i>M</i> = 28.97 <i>SD</i> = 10.20 Range: 16-56	<i>M</i> = 28.22 <i>SD</i> = 9.52 Range: 16-56
Gender	48.5 % men 51.5% women	43.3% men 56.7% women	46% men 54% women	46.7% men 53.3% women	35.1% men 64.9% women	40.3% men 59.7% women
Basic Education	15.2 %	10 %	12.7 %	16.7 %	5.4 %	10.4 %
Advanced Education	6.1 %	13.3 %	9.5 %	16.7 %	27 %	22.4 %
Vocational Education	3 %	3.3 %	3.2 %	16.7 %	16.2 %	16.4 %
Bachelor Level	51.5 %	56.7 %	54 %	36.7 %	37.8 %	37.3 %
Master Level	21.2 %	10 %	15.9 %	13.3 %	10.8 %	11.9 %
Doctorate Level	0 %	6.7 %	3.2 %	0 %	0 %	0 %
Other	3 %	0 %	1.6 %	0%	2.7 %	1.5 %

The 130 participants' age ranged from 16-58 ($M = 28.46$, $SD = 9.14$), consisting of 43.1% men and 56.9% women. The most frequent educational level was the Bachelor's Level with 45.4% (followed by Advanced Educational: 16.2%, Master Level: 13.8%, Basic Education: 11.5%, Vocational Education: 10%, Doctorate Level: 1.5%, Other: 1.5%).

A two-way univariate analysis of variance with nationality (Australian/ German) and product condition (domestic/ foreign) as factors showed that there was no significant effect of nationality ($F(1, 126) < 1$) or product condition ($F(1, 126) < 1$) on age. There was also no significant interaction effect ($F(1, 126) < 1$).

A Chi-Square test showed no significant relation between nationality and gender ($\chi^2(1)$)

= 0.44, $p = .509$) and no significant relation between product condition and gender ($\chi^2 (1) = 1.03, p = .311$). For Australian participants the results of a Chi-Square test showed no significant relation between product condition and gender ($\chi^2 (1) = 0.17, p = .682$). For German participants the results of a Chi-Square test showed also no significant relation between product condition and gender ($\chi^2 (1) = 0.92, p = .339$).

Lastly, a Chi-Square test showed no significant relation between product condition and educational level of participants ($\chi^2 (6) = 7.00, p = .321$). For Australian participants the results of a Chi-Square test showed no significant relation between product condition and educational level ($\chi^2 (6) = 5.64, p = .456$). For German participants the results of a Chi-Square test showed also no significant relation between product condition and educational level ($\chi^2 (5) = 3.71, p = .592$).

However, it did show a significant relation between nationality and educational level ($\chi^2 (6) = 13.64, p = .034$). Australian and German participants differed significantly in the Advanced Education level (Australian: 28.6%, German: 71.4%) and the Vocational Education level (Australian: 15.4%, German: 84.6%). In order to assess whether these significant differences will influence the analyses of this study, the effect of the differences in educational level were tested with a regression analysis in section 3 (3. Results).

2.3 Instruments

The dependent/ outcome variables ‘quality evaluation’, ‘attitude COO marker’ and ‘purchase intention’ in this study were measured using statements that were rated using 7-point Likert scales ranging from “totally disagree” to “totally agree”.

Quality evaluations were measured using three items of the five item scale created by Folse, Burton, and Netemeyer (2013) (“I could count on this company to produce a good product,” “There is little or no risk that there would be something wrong with this company's products,” “I am confident that products made by this company would perform as expected.”; $\alpha = 0.77$). The remaining two items of the scale by Folse, Burton, and Netemeyer (2013) (“The company appears to be good at manufacturing its products” and “the company is an organization with expertise in making its products.”) were not included due to the fact that the participants were not presented with any additional information about the companies other than the country-of-origin. More company specific knowledge then presented would be needed in order to answer these questions.

Statements for purchase intention were derived from the scale created by Chiu, Hsieh, and Kuo (2012) (“I am likely to purchase this product,” “I would consider buying the product

from this company if I need a product of this kind,” “It’s possible for me to buy the product.”’; $\alpha = 0.76$).

As previously mentioned, no study to date has tested the attitudes towards the COO marker. Therefore, no scale measuring attitudes towards the COO marker items could be derived from previous research. Thus, the following statements were formulated: “The company should use the ‘Made in...’ logo for this product,” “When buying a product of this kind I would look for the ‘Made in...’ logo,” ($\alpha = 0.73$).

Level of consumer ethnocentrism was measured, using the 10-item version of the CETSCALE by Shimp and Sharma (1987). This shorter 10-item version was found to be reliable in various studies (Balabanis & Diamantopoulos, 2004; Douglas & Nijssen, 2003; Evanschitzky et. al., 2008; Hsu & Nien, 2008; Mittelstaedt et. al., 2004). A detailed depiction of the items used to measure consumer ethnocentrism can be seen in Appendix 3 and 4, showing the full questionnaires, including the CE scale. As the CETSCALE by Shimp and Sharma (1987) was created in English for American consumers the versions used in this study had to be adapted. For the Australian version only the country had to be adjusted (e.g. American-made to Australian-made). The German CETSCALE created by Evanschitzky et. al. (2008) was used as the basis for the German participant version. Using back-to-back translation guaranteed the accuracy and equivalence of meaning. For the English and German versions of the questionnaire please see Appendix 3 and 4.

2.4 Procedure

The questionnaire was created online, using *Qualtrics*. Participants were approached on various Social Media Channels (Facebook, LinkedIn) and via E-mail. In the questionnaire, participants were first welcomed and the purpose of the study was briefly explained. In order to gain reliable results, the real purpose of the study was disguised, stating that the products shown in the questionnaire are soon to enter the Australian/ German market and that insights into consumer tendencies are collected for that reason. After the introduction, participants were asked to fill in their demographics (age, gender, nationality, educational level), before answering statements about the necessity first and the luxury product second. After rating the statements regarding the products, the level of consumer ethnocentrism was measured using the 10-item CETSCALE.

2.5 Design

The experiment had a 2x2 factorial-design. The independent variables were distributed across the subjects using a between-subject design. The between-subject factors were nationality (Australian/ German) and product origin (domestic/ foreign).

2.6 Statistical treatment

SPSS version 24 was used to obtain the descriptive statistics and the statistical measurement. The different research questions in this study required different statistical tests. In order to test the hypotheses of the first research question (“Do the quality evaluations, attitudes towards COO markers, and purchase intentions of Australian and German consumers differ for domestic/ foreign necessity vs. luxury products?”) a series of two-way univariate analyses of variance were conducted. Research question two (“Is there a positive (negative) link of consumer ethnocentrism on quality evaluations, purchase intentions, and attitudes towards COO markers for domestic (foreign) products?”) was assessed with a series of simple linear regression analyses. It was analysed whether ethnocentrism is a significant predictor of quality evaluations, purchase intentions and attitudes towards COO markers for both nationalities and product categories combined. An independent samples t-test was conducted to answer research question 3a (Do Australians and Germans differ significantly in their level of ethnocentrism?). With a series of simple linear regression analyses it was also assessed whether age, gender and educational level could predict consumer ethnocentrism of Australian and German participants. And finally, to answer research question 3b (“Can the level of ethnocentrism of Australian and German consumers predict positive (negative) quality evaluations, purchase intentions and marker evaluations of domestic (foreign) necessity and luxury products?”) a series of simple linear regression analyses were conducted. It was measured whether ethnocentrism is a significant predictor of quality evaluations, purchase intentions and attitudes towards COO markers, comparing Australian and German participants, for the two different product types (necessity/ luxury).

3. Results

In the following sections it will be assessed whether the quality evaluations, the purchase intentions and the attitudes towards COO markers of Australian and German consumers differed for domestic and foreign necessity and luxury products (3.1 Research question 1),

whether consumers from both countries differ in their ethnocentric tendencies (3.3 Research question 3a) and whether a consumers' level of ethnocentrism can predict quality evaluations, purchase intentions and attitudes towards COO markers for domestic/ foreign products in general (3.2 Research question 2), and for necessity and luxury products specifically (3.4 Research question 3b).

Firstly, however, it will be assessed whether the difference in educational level displayed between Australian and German consumers will have a significant effect on quality evaluations, purchase intentions, attitudes towards COO markers and consumer ethnocentrism. A simple linear regression analysis showed that educational level was not a significant predictor of quality evaluations of Australians ($\beta = .03, p = .795$) or Germans ($\beta = -.23, p = .060$). Educational level was also no predictor of Australian participants' purchase intentions ($\beta = .04, p = .736$) or German participants' purchase intentions ($\beta = .11, p = .394$). It was also no predictor of attitudes towards COO markers of Australians ($\beta = .06, p = .639$) or Germans ($\beta = .03, p = .802$). Lastly, educational level was no significant predictor of Australian participants' ethnocentrism ($\beta = .04, p = .774$) or German participants' ethnocentrism ($\beta = -.13, p = .298$).

3.1 Research Question 1

With the first research question it was assessed whether the quality evaluations, the purchase intentions and the attitudes towards COO markers of Australian and German consumers differed for domestic and foreign necessity and luxury products. Based on previous literature it was hypothesized that both Australian and German consumers would display higher quality evaluations, purchase intentions and attitudes towards COO markers for the domestic necessity product over the foreign necessity product (H1a). For the luxury product it was hypothesized that Australians would display higher quality evaluations, purchase intentions and attitudes towards COO markers for the foreign product than for the domestic product, and opposite for German consumers it was hypothesized that quality evaluations, purchase intentions and attitudes towards COO markers would be higher for the domestic luxury product than for the foreign luxury product. Table 2 below displays the differences between Australian and German consumers in their evaluation of product quality, purchase intentions and attitudes towards COO markers for the domestic and foreign necessity and luxury product.

Table 2. Quality evaluations, purchase intentions and attitudes towards COO markers of Australian and German consumer for domestic and foreign necessity and luxury products

	Australian			German		
	Domestic <i>n</i> = 33 <i>M</i> (<i>SD</i>)	Foreign <i>n</i> = 30 <i>M</i> (<i>SD</i>)	Total <i>n</i> = 63 <i>M</i> (<i>SD</i>)	Domestic <i>n</i> = 30 <i>M</i> (<i>SD</i>)	Foreign <i>n</i> = 37 <i>M</i> (<i>SD</i>)	Total <i>n</i> = 67 <i>M</i> (<i>SD</i>)
Shampoo Quality Evaluation	4.66 (1.11)	4.41 (1.19)	4.54 (1.15)	4.81 (1.02)	4.71 (0.84)	4.76 (0.92)
Shampoo Purchase Intention	4.27 (1.36)	3.82 (1.28)	4.37 (1.31)	4.66 (1.11)	4.68 (1.33)	4.67 (1.22)
Shampoo Attitude towards COO Marker	4.71 (1.54)	5.01 (1.21)	4.86 (1.40)	4.23 (1.60)	4.32 (1.31)	4.28 (1.44)
Coffee Machine Quality Evaluation	4.80 (0.76)	5.13 (1.27)	4.96 (1.18)	5.17 (0.76)	4.59 (0.92)	4.85 (0.90)
Coffee Machine Purchase Intention	3.97 (1.27)	4.37 (1.40)	4.16 (1.34)	4.53 (1.33)	3.97 (1.27)	4.21 (1.31)
Coffee Machine Attitude towards COO Marker	4.17 (1.24)	5.35 (1.47)	4.73 (1.61)	5.03 (1.17)	4.72 (1.24)	4.86 (1.21)

3.1.1 Shampoo Quality Evaluation: A two-way univariate analysis of variance with nationality (Australia/ Germany) and product origin (domestic/ foreign) as factors showed no significant main effect of nationality ($F(1, 126) = 1.54, p = .217$) or product origin ($F(1, 126) < 1$) on shampoo quality evaluations. The interaction effect between nationality and product origin was also not statistically significant ($F(1, 126) < 1$).

3.1.2 Shampoo Purchase Intention: A two-way univariate analysis of variance with nationality (Australia/ Germany) and product origin (domestic/ foreign) as factors showed a significant main effect of nationality ($F(1, 126) = 7.65, p = .007$) on shampoo purchase intentions. As seen in table 2, German participants ($M = 4.67, SD = 1.22$) displayed a higher shampoo purchase intention than Australian participants ($M = 4.06, SD = 1.33$). Product origin was not found to have a significant main effect on shampoo purchase intention ($F(1, 126) < 1$). The interaction effect between nationality and product origin was also not statistically significant ($F(1, 126) = 1.14, p = .289$).

3.1.3 Shampoo Attitude towards COO Marker: A two-way univariate analysis of variance with nationality (Australia/ Germany) and product origin (domestic/ foreign) as factors showed a significant main effect of nationality ($F(1, 126) = 5.46, p = .021$) on attitudes towards shampoo COO markers. German participants ($M = 4.28, SD = 1.44$) displayed lower attitudes towards shampoo COO markers than Australian participants ($M = 4.86, SD = 1.39$), as can also be seen in Table 2. Product origin was not found to have a significant main effect on shampoo marker evaluations ($F(1, 126) < 1$). The interaction effect between nationality and product origin was also not statistically significant ($F(1, 126) < 1$).

3.1.4 Coffee Machine Quality Evaluation: A two-way univariate analysis of variance with nationality (Australia/ Germany) and product origin (domestic/ foreign) as factors showed no significant main effect of nationality ($F(1, 126) < 1$) or product origin ($F(1, 126) < 1$) on coffee machine quality evaluations. There was, however, a significant interaction effect between nationality and product origin ($F(1, 126) = 6.50, p = .012$). Follow-up analyses showed that there were no significant differences between Australians ($F(1, 61) = 1.29, p = .262$), but there were significant differences between German consumers: Germans displayed significantly higher quality evaluations for the domestic coffee machine ($M = 5.17, SD = .19$) than for the foreign coffee machine ($M = 4.59, SD = .18$) ($F(1, 65) = 7.64, p = .007$). When looking at differences between product origin, results were non-significant for the domestic coffee machine quality evaluations ($F(1, 61) = 2.43, p = .125$), they were however significant for foreign coffee machine quality evaluations: showing that Australians evaluated the foreign product quality as significantly higher ($M = 5.13, SD = 1.27$) than Germans ($M = 4.59, SD = 0.92$) ($F(1, 65) = 4.14, p = .046$). For a detailed overview of differences in coffee machine quality evaluation of Australian and German consumers for the domestic and foreign product, please see table 2.

3.1.5 Coffee Machine Purchase Intention: A two-way univariate analysis of variance with nationality (Australia/ Germany) and product origin (domestic/ foreign) as factors showed no significant main effect of nationality ($F(1, 126) < 1$) or product origin ($F(1, 126) < 1$) on coffee machine purchase intentions. The interaction effect between nationality and product origin was found to be statistically significant ($F(1, 126) = 4.46, p = .037$). However, follow-up analyses showed no significant differences in the coffee machine purchase intention between Australians ($F(1, 62) = 1.39, p = .243$) or Germans ($F(1, 65) = 3.34, p = .072$), or between the domestic ($F(1, 62) = 2.95, p = .091$) or foreign product origin ($F(1, 66) = 1.61, p = .209$).

3.1.6 Coffee Machine Attitude towards COO Marker: A two-way univariate analysis of variance with nationality (Australia/ Germany) and product origin (domestic/ foreign) as factors showed no significant main effect of nationality ($F(1, 126) < 1$) or product origin ($F(1, 126) = 3.27, p = .073$) on attitudes towards coffee machine COO markers. The interaction effect between nationality and product origin was found to be statistically significant ($F(1, 126) = 9.81, p = .002$). Follow-up analyses showed that there were no significant differences between German consumer ($F(1, 65) = 1.14, p = .290$), however, there were significant differences between Australian consumers: the attitude towards the domestic COO marker was significantly lower ($M = 4.17, SD = 1.53$) than for the foreign COO marker ($M = 5.35, SD = 1.47$) ($F(1, 61) = 9.73, p = .003$). When looking at differences between product origin, results are non-significant for the foreign coffee machine attitudes towards COO marker ($F(1, 65) = 3.66, p = .060$), they are however significant for domestic attitudes towards COO marker: showing that Germans displayed significantly higher attitudes towards the domestic COO marker ($M = 5.03, SD = 1.17$) than the Australian consumers ($M = 4.17, SD = 1.53$) ($F(1, 61) = 6.27, p = .015$). For a detailed overview of differences in Australian and German consumers in attitudes towards the coffee machine COO marker for the domestic versus foreign product, please see Table 2.

3.2 Research Question 2:

The second research question assessed whether there is a positive/ negative link of consumer ethnocentrism on quality evaluations, purchase intentions, and attitudes towards COO markers for domestic/ foreign products. It was hypothesized that higher consumer ethnocentrism would lead to higher quality evaluations, higher purchase intentions and higher attitudes towards COO markers for domestic products, and lower quality evaluations, lower purchase intentions and lower attitudes towards COO markers for foreign products (H2a, H2b & H2c).

3.2.1 Quality Evaluation: A simple linear regression analysis showed that the variable entered, ethnocentrism, explained 0% of the variance in the product quality evaluations of domestic products ($F(1, 62) < 1$) and 3% of the variance in the product quality evaluations of foreign products ($F(1, 66) = 1.91, p = .172$). Ethnocentrism not shown to be a significant predictor of product quality evaluations of domestic products ($\beta = .02, p = .887$) nor product quality evaluations of foreign products ($\beta = -.17, p = .172$).

3.2.2 Purchase Intention: A simple linear regression analysis showed that the variable entered, ethnocentrism, explained 2% of the variance in the product purchase intentions for domestic products ($F(1, 62) = 1.14, p = .289$) and 7% of the variance in the product purchase intentions of foreign products ($F(1, 66) = 5.12, p = .027$). Ethnocentrism was not a significant predictor of product purchase intentions for domestic products ($\beta = .136, p = .289$). It was however a significant predictor for foreign product purchase intentions ($\beta = -.270, p = .027$). If ethnocentrism went up from low to high, the purchase intention for foreign products went down by .27 SD, given that all other variables were kept constant

3.2.3 Attitude towards COO Marker: A simple linear regression analysis showed that the variable entered, ethnocentrism, explained 8% of the variance in the attitudes towards the product COO marker for domestic products ($F(1, 62) = 6.04, p = .017$) and 1% of the variance in the attitudes towards the product COO marker for foreign products ($F(1, 66) = 1.73, p = .193$). Ethnocentrism was a significant predictor of attitudes towards product COO markers for domestic products ($\beta = .30, p = .017$). If ethnocentrism went up from low to high, the attitudes towards the domestic product COO marker went up with .30 SD, given that all other variables were kept constant. It was not a significant predictor for the foreign product COO marker ($\beta = .161, p = .193$).

3.3 Research Question 3a

Differences between Australians and Germans in their level of consumer ethnocentrism were assessed with research question 3a. An independent samples t-test showed a significant difference in the level of ethnocentrism of Australian and German participants ($t(128) = 3.84, p < .001$). Australians ($M = 3.22, SD = 1.21$) displayed a significantly higher level of CE than Germans ($M = 2.54, SD = 0.77$).

Additionally, assessing the participants' characteristics the following was found: A series of simple linear regression analyses showed that age was not a significant predictor of

Australians' CE ($\beta = .24, p = .055$) or Germans' CE ($\beta = .16, p = .189$). As previously mentioned (See 3. Results), educational level was also no significant predictor of Australian participants' ethnocentrism ($\beta = .04, p = .774$) or German participants' ethnocentrism ($\beta = -.13, p = .298$). Lastly, gender was no significant predictor of German participants' ethnocentrism ($\beta = .16, p = .189$), gender was, however, a significant predictor of Australian participants' ethnocentrism ($\beta = .33, p = .008$). When gender went up from Male to Female, ethnocentrism went down with .33 SD, given that all other variables were kept constant.

3.4 Research Question 3b

It was measured whether the level of ethnocentrism of Australian and German consumers could predict positive/ negative quality evaluations, purchase intentions and marker evaluations of domestic/ foreign necessity and luxury products. Due to the lack of previous literature linking the level of CE of different nationalities to various product categories no hypotheses were formulated for research question 3b.

3.4.1 Australians – Necessity product: A simple linear regression analysis showed that ethnocentrism was not a significant predictor of either, domestic shampoo quality evaluations ($\beta = .07, p = .689$), or foreign shampoo quality evaluations ($\beta = -.28, p = .134$) of Australian participants. It was also not a significant predictor of domestic shampoo purchase intentions ($\beta = .18, p = .310$) or foreign coffee machine purchase intentions ($\beta = -.17, p = .371$). Ethnocentrism was also not found to be a significant predictor of the Australian participants' foreign shampoo marker evaluation ($\beta = .13, p = .480$), but it was found to be a significant predictor of domestic shampoo marker evaluation ($\beta = .46, p = .008$). If ethnocentrism went up from low to high the attitudes towards the shampoo marker went up with .46 SD, given that all other variables were kept constant.

3.4.2 Australians – Luxury product: A simple linear regression analysis showed that ethnocentrism was not a significant predictor of Australian participants' domestic coffee machine quality evaluations ($\beta = .20, p = .256$) or foreign coffee machine quality evaluations ($\beta = -.30, p = .105$). It was also not a significant predictor for domestic coffee machine purchase intention ($\beta = .13, p = .471$) or foreign coffee machine purchase intention ($\beta = .03, p = .871$). Ethnocentrism was not found to be a significant predictor for foreign coffee machine marker evaluation ($\beta = -.06, p = .772$), however it was found to be a significant predictor of domestic coffee machine marker evaluation ($\beta = .51, p = .003$). If ethnocentrism went up from low to

high the shampoo marker evaluation went up with .51 SD, given that all other variables were kept constant.

3.4.3 Germans – Necessity product: A simple linear regression analysis showed that ethnocentrism was not a significant predictor of both, domestic shampoo quality evaluation ($\beta = -.06, p = .749$) and foreign shampoo quality evaluation ($\beta = .08, p = .644$) for German participants. It was also no significant predictor of their domestic shampoo purchase intention ($\beta = .08, p = .672$). Ethnocentrism was however a significant predictor of the German participants' foreign shampoo purchase intention ($\beta = -.50, p = .002$). If ethnocentrism went up from low to high the purchase intention for the foreign shampoo went down with .50 SD, given that all other variables were kept constant. Lastly, ethnocentrism did not predict the German participants' domestic shampoo marker evaluation ($\beta = -.09, p = .623$) or foreign shampoo marker evaluations ($\beta = -.04, p = .818$).

3.4.4 Germans – Luxury product: A simple linear regression analysis showed that ethnocentrism was not a significant predictor of the German participants' domestic coffee machine quality evaluation ($\beta = -.18, p = .342$) or foreign coffee machine quality evaluation ($\beta = -.03, p = .851$). It was also not a significant predictor for domestic coffee machine purchase intention ($\beta = .26, p = .162$) or foreign coffee machine purchase intention ($\beta = -.24, p = .153$). Lastly, ethnocentrism was not a significant predictor for domestic ($\beta = .05, p = .777$) or foreign ($\beta = .12, p = .479$) coffee marker evaluations of German participants.

4. Discussion and conclusion

The aim of this study was to determine whether Australian and German consumers differ in their quality evaluations, their purchase intentions and their attitudes towards COO markers for domestic/ foreign necessity and luxury products (RQ1). Furthermore, it was assessed whether consumers from both countries differ in their ethnocentric tendencies (RQ 3a), and if so whether participants' characteristics such as age, gender and educational level can predict CE, and finally, whether a consumers' level of ethnocentrism can predict quality evaluations, purchase intentions and attitudes towards COO markers for domestic/ foreign products in general (RQ2), and for necessity and luxury products specifically (RQ 3b).

4.1 Australian and German consumers' quality evaluations, purchase intentions and attitudes towards COO marker for domestic/ foreign luxury products (RQ1)

In the first research question it was assessed whether and to what extent Australian and German consumers differ in their quality evaluations, purchase intentions and attitudes towards COO markers for domestic/ foreign necessity and luxury products. Based on previous research (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008; Godey et. al., 2012; Piron, 2000), it was hypothesized (H1a) that both Australian and German consumers would display higher preference regarding all three aspects (quality evaluations, purchase intentions, attitudes towards COO marker) for domestic necessity products than for foreign necessity products. However, the analyses showed that there were no significant differences between Australian and German consumers in their quality evaluations, purchase intentions and attitudes towards the COO marker of the necessity product based on the product origin (domestic/ foreign), thus disapproving hypothesis 1a. This could be due to the following reasons: as previously mentioned, Australia and Germany are both economically competitive countries with high country images (Statista, 2017). As suggested in previous studies confirming the positive effect of country images on quality evaluations and purchase intentions (Aichner, 2014; Diamantopoulos, Schlegelmilch & Palihawadana, 2011; Chattalas, Kramer & Takada, 2008; Koschate-Fischer, Diamantopoulos & Oldenkotte, 2012; Roth & Romeo, 2012), the positive country image of both Germany and Australia could to some extent explain, why there were no significant differences in the Australian and German consumers' quality evaluations, purchase intentions and attitudes towards the COO marker between the domestic and foreign product category.

There were, however, differences between Australian and German consumers in their purchase intentions and their attitudes towards the COO marker regardless of product origin: German participants displayed a significantly higher purchase intention for the domestic as well as the foreign necessity product. An explanation for this heightened purchase intention of German consumers could lie in the products' characteristics: the shampoo used in the study was said to be a product with "organic mint and vitamin E." Research, investigating the consumer behaviour in regards to eco-fashion and green beauty products notes that "purchasing green products appears to be a new form of conspicuous consumption" for European consumers (Cervellon & Carey, 2011). Their study suggests that German consumers could be more likely than Australian consumers to purchase organic beauty products, which could explain the heightened purchase intention of German consumers found in this study.

Australians and Germans also differed in their attitudes towards the necessity products' COO marker: German participants displayed significantly lower attitudes toward the COO marker for both the domestic and the foreign product than Australian participants. It seems that German consumers attribute less importance to COO markers for necessity products than Australian consumers do, which holds an important implication for marketers. As there is no experimental study to date which tested Australian and German consumers' attitudes towards the COO marker of different products, it will be compared how the "Made in" label of both countries is institutionalized and used, in order to draw conclusions about the differences in attitudes towards them. In Australia, the federal government introduced the "Trade Practices Amendment (Origin Labelling) Bill" for Australian products in 1994 (Fisher & Byron, 1997). Also in cooperation with the federal government is the "Australian Made Campaign" with the official "Australian Made" and "Australian Grown" kangaroo logo that has been in use for over 25 years on currently over 16,000 products of all types sold in Australia (www.australianmade.com.au). "Made in Australia" as a COO marker is therefore highly official, regulated and widely known within Australian culture. As the domestic COO marker is widely used for a variety of products, Australians are likely to generally attribute high importance to COO markers (e.g. foreign/ domestic and for different product types), which can be confirmed with the findings of research question 1 (Please see Table 2).

The "Made in Germany" COO marker is widely used as a symbol to convey product quality (Aichner, 2014; Lieser, 2010). A recent study creating a "Made in Country Index" by surveying 43,034 consumers from 52 countries assessing perceptions of quality, security standards, value for money, uniqueness, design, advanced technology, authenticity, sustainability, fair production and status symbol has shown that the "Made in Germany" label was the most respected "Made in" label out of 49 countries worldwide (Statista, 2017). However, as opposed to the highly regulated, uniform and coherent COO markers in Australia, "Made in Germany" is not centrally regulated and producers can mark their products with a variety of different "Made in Germany" logos, even if up to 90% of the product was manufactured outside of Germany (Reuters, 2012). Regardless of recent efforts from the EU to regulate "Made in" markers (Aichner, 2014), Germany does not have a uniform "Made in logo" that is as official, regulated and widely known and used as the Australian logos from the "Australian Made Campaign". This lack of regulation and uniformity, and the essential use of "Made in Germany" to convey product quality (Aichner, 2014; Lieser, 2010), which would be an important cue for the decision-making process of high-involvement products with high monetary risk (Godey et. al., 2012; Piron, 2000), could explain why German consumers

displayed significantly lower attitudes towards the COO marker for the necessity product. This tendency can also be seen in Table 2.

Moving from the necessity product (H1a) to the luxury product (H1b), it was hypothesized that quality evaluations, purchase intentions, and attitudes towards COO markers of Australian consumers will be higher for foreign luxury products than for domestic luxury products, and oppositely for German consumers, higher for domestic luxury products than for foreign luxury products (H1b). The analyses showed that there were no significant differences between Australian and German consumers in their quality evaluations, purchase intentions and attitudes towards the COO marker of the luxury product based on the product origin (domestic/foreign). However, there were significant interaction effects for the coffee machine quality evaluations between German consumers and between the foreign product, and significant interaction effects between Australian consumers and between the domestic product for attitudes towards the luxury products' COO marker. As hypothesized (H1b), it was found that Germans displayed significantly higher quality evaluations for the domestic coffee machine than for the foreign coffee machine. Also as hypothesized (H1b), the foreign product quality was evaluated significantly higher than the domestic product quality by Australian consumers. Comparing the findings for the necessity product and the luxury product the following can be said: whereas the domestic and foreign necessity products' quality was evaluated as equally favourable by Australians and Germans, the quality of the "Made in Germany" luxury product was preferred by Germans, as well as by Australians. As mentioned in the literature review, consumers are said to have a more in-depth decision making process for luxury products, due to the higher hedonistic value and monetary risk (Godey et. al., 2012; Piron, 2000). It seems that whereas for the necessity product both countries elicited an equally positive country image, Germany's country image, being known for producing quality products (Aichner, 2014; Lieser, 2010; Statista, 2017) was favoured when evaluating the quality of a product with a higher monetary-risk factor. Also linked to this is the fact that Germany is known for its' key industries in mechanical and electrical engineering (Aichner, 2014; Hirsch-Kreinsen, 2009; Turek, 2004; Van Wartenburg & Haß, 2005), which is likely to elicit a positive country image when evaluating a mechanical product, e.g. the coffee machine used to represent the luxury product. Furthermore, as suggested by Aichner (2014), when assessing a countries-image and evaluating country stereotypes, familiarity plays an important role. Considering the factors mentioned above, it is likely that Australian consumers are more familiar with German luxury products than German consumers are with Australian luxury products, which can be an important cue when evaluating the quality.

Lastly, also as hypothesized, follow up analyses showed that there was a significant interaction effect between Germans, showing that German consumers displayed higher attitudes towards the domestic luxury products' COO marker than towards the foreign products' COO marker. As already elaborated in more detail above, Germans displayed no significant differences in the attitudes towards the domestic/ foreign necessity products' COO, they, however, showed significantly higher attitudes towards the domestic luxury products' COO marker. As already mentioned, "Made in Germany" statements are primarily used to convey product quality and reliability (Aichner, 2014; Lieser, 2010), which would be assessed as important cues for the decision-making process of high-involvement products with high monetary risk (Godey et. al., 2012; Piron, 2000). Based on which, German consumers are likely to attribute higher importance to the COO marker for the luxury product (For a detailed overview of attitudes towards domestic and foreign COO markers for necessity and luxury products, see Table 2).

For the attitudes towards the foreign luxury products' COO Australians displayed significant differences: as expected, their attitudes towards the "Made in Germany" luxury product marker was significantly higher than for the "Made in Australia" luxury product marker. As previously mentioned, Australians attribute high importance to COO markers in general, and in line with previous findings (Acharya & Elliott, 2003) Australians consumers displayed a preference of foreign luxury products if they are from economically competitive countries. As already elaborated, products from the engineering sector "Made in Germany" are widely known for its' product quality and reliability (Aichner, 2014; Hirsch-Kreinsen, 2009; Lieser, 2010; Turek, 2004; Van Wartenburg & Haß, 2005), which can play an important aspect in the decision-making process and evaluation/ attitudes of/ towards luxury products (Godey et. al., 2012; Piron, 2000), which together with the aspects elaborated above, would explain the Australian consumers' heightened attitudes towards the luxury products' COO marker.

4.2 The link of CE on quality evaluations, purchase intentions, attitudes towards COO markers on foreign and domestic products (RQ2)

The second research question assessed whether there is a positive (negative) link of consumer ethnocentrism (CE) on quality evaluations, purchase intentions, and attitudes towards COO markers for domestic (foreign) products. The analyses showed that consumer ethnocentrism did not predict quality evaluations for either domestic or foreign products - thus, not confirming hypothesis 2a. The explanation for these non-significant results could lie in the following: Previous findings for consumers from Germany (Evanschitzky et. al., 2008) and New Zealand

(Wright & Watson, 2000) show that consumer ethnocentrism is not a strong predictor for evaluations of products from countries perceived as highly economically competitive and from culturally similar countries, diminishing the positive (negative) link of CE and preference (rejection) of domestic (foreign) products. CE seems to affect preference of domestic products and rejection of foreign products strongest if the foreign country is perceived as not being able to produce a good product – which, as previously elaborated, does not seem to be the case for the two countries selected in this study. Additionally, CE did not predict the purchase intentions for domestic products. Previous research regarding the link of CE on purchase intention has found contradictory results in actual product-choice studies: some stating that there is a positive link of CE and domestic-product purchase intention (Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008; Shimp & Sharma, 1987), while others cannot confirm this (Acharya & Elliott, 2003). Ethnocentrism was however a significant predictor for foreign purchase intentions, with CE being negatively linked to foreign purchase: the higher ethnocentric consumers were the higher their rejection of foreign-made products. This can be linked back to ethnocentric consumers holding the belief that the purchase of foreign products hurts their home-country economy, and that foreign products should only be purchased if they cannot be obtained within their own country (Shimp & Sharma, 1987). The negative link of CE on foreign purchase intention that was found in this study, is in line with the findings of previous studies linking consumer ethnocentrism to the rejection of foreign products (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008; Shimp, T. A., & Sharma, S., 1987). Concluding it can be said that CE of Australian and German consumers was not a significant predictor of preference of domestic product purchase, but CE was a significant predictor for rejection of foreign products. Therefore, hypothesis 2b was partially confirmed.

Lastly, while CE was not a significant predictor of attitudes towards foreign product COO markers, it was a significant predictor for attitudes towards domestic product COO markers. The higher ethnocentric consumers were, the higher their attitudes towards the domestic COO marker. The COO marker of domestic products seems to be highly important to ethnocentric consumers in order to distance home-country products from foreign products, which is a major aspect of the consumer-ethnocentrism concept introduced by Shimp and Sharma (1987). As there is no other experimental studies linking CE to attitudes towards COO markers, no additional conclusions can be drawn from literature. To conclude, the analysis showed that CE was a significant predictor of heightened attitudes towards domestic COO markers, and not a significant predictor of lowered attitudes towards foreign COO markers. Therefore, hypothesis 2c was also partially confirmed.

4.3 Level of consumer ethnocentrism (RQ3a)

Research question 3a, directly compared Australian and German consumers on their level of ethnocentrism. It was found that Australian consumers were significantly more ethnocentric than German consumers. However, consumers from both countries displayed a low to moderate level of consumer ethnocentrism, and not moderate to high levels, as suggested in previous research (Acharya & Elliott, 2003; Evanschitzky et. al., 2008; Poon, Evangelista & Albaum, 2010).

As suggested by previous studies (Awdziej, Wlodarek & Tkaczyk, 2016; Josiassen, Assaf & Karpen, 2011; Poon et. al., 2010; Shankarmahesh, 2006), important factors that are said to influence CE are among other things age, gender and educational level. Previous research conducted in Australia, stated that older people with lower educational levels were found to be significantly more ethnocentric than younger, higher educated people (Josiassen, Assaf & Karpen, 2011; Poon et. al., 2010), which could explain why the level of consumer ethnocentrism was low to moderate for the Australian participant group of this study. However, a series of regression analyses showed, that neither age nor educational level could predict CE of the Australian participants. Josiassen, Assaf and Karpen (2011) also found that Australian female consumers were more ethnocentric, which could not be confirmed in the analysis of this study, which found Australian male consumers to be more ethnocentric. In general, the literature regarding the link of consumer characteristics and ethnocentrism is very contradictory in its findings whether age, gender, educational level and income can predict levels of CE (Awdziej, Wlodarek & Tkaczyk, 2016; Shankarmahesh, 2006). Additionally, no literature assessing characteristics for German consumers was found. The analyses in this study, however, found no effect of age, gender and educational level on consumer ethnocentrism for German respondents.

4.4 The link of CE on quality evaluations, purchase intentions, attitudes towards COO markers on foreign and domestic necessity versus luxury products (RQ3b)

Studies have found that in moderately ethnocentric consumers the magnitude of the positive link between CE and preferences for domestic products will vary depending on the specific product category involved (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008) and that CE is not a very strong predictor of respondents' preference configurations, meaning that the link between CE and preference for domestic products, as well as rejection of foreign products, varied in magnitude across different product categories (Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008). In order to test whether the

link of CE on preference/ rejection of domestic/ foreign products would vary by product category, the goal of research question 3b was to specify differences between the two countries and to analyse whether the level of ethnocentrism of Australian and German consumers could predict positive (negative) quality evaluations, purchase intentions and marker evaluations with respect to domestic (foreign) products of different categories (necessity/ luxury).

For the necessity product, the following can be said: for Australian consumers for both domestic and foreign necessity products, CE was not a significant predictor of quality evaluations or purchase intentions, CE was however a significant predictor for Australian participants' attitudes towards domestic COO markers: the higher ethnocentric consumers were, the higher their attitudes towards the domestic COO marker of the necessity product. CE was not a significant predictor for foreign COO markers. As mentioned in section 4.2, this positive link between CE and high attitudes towards domestic COO markers can be linked back to the concept of consumer-ethnocentrism, in which ethnocentric consumers are said to prefer domestic products (Shimp & Sharma, 1987). The COO marker as an important cue for consumer (Aichner, 2014) can therefore help ethnocentric consumers distinguish domestic products from foreign products, which would explain the positive link between CE and Australian participants' attitudes towards COO markers found in the study.

For German participants, CE was not a significant predictor of quality evaluations and attitudes towards COO markers for either domestic or foreign products. It was also not a significant predictor of domestic purchase intention. CE was however negatively linked to German participants' foreign purchase intention: the higher ethnocentric German consumers, the higher their rejection of the foreign necessity product. However, they did not perceive the foreign product to be of lesser quality. In line with the literature regarding consumer ethnocentrism and country-of-origin bias, it was found that ethnocentric consumers are more likely to reject foreign products even if the product is not perceived as being of poorer quality (Balabanis & Diamantopoulos, 2004; Poon, Evangelista & Albaum, 2010; Shimp & Sharma, 1987).

For Australian consumers, the findings for the luxury product were the same as the findings for the necessity product: CE did not predict quality evaluations or purchase intentions for either domestic or foreign products. CE was also not a significant predictor for attitudes towards foreign COO markers. Again, CE was however a significant predictor for attitudes towards domestic COO markers: The higher ethnocentric Australian consumers were, the higher their attitudes towards the domestic luxury products' COO marker. For German consumers CE was not a significant predictor for quality evaluations, purchase intentions or

attitudes towards COO markers of domestic or foreign luxury products. Considering that ethnocentric German consumers were not consistent in their purchase rejection of foreign products across product categories (e.g. rejection of foreign necessity product purchase, but no significant results for the luxury products' purchase intention), it can be argued that foreign necessity products are more likely to be rejected because necessity products could easily be obtained within their own country, which is an aspect important to consumer high in ethnocentrism (Shimp & Sharma, 1987) (See CETSCALE items: Appendix 3 & 4).

The findings of research question 3b confirm that the link of CE and preference/rejection can highly differ between countries, as well as product types. As found in previous studies (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008), CE has a weak explanatory power of preference/rejection configurations for different products of different categories.

4.5 Findings summary

To conclude all findings, Australian and German consumers did not differentiate between domestic and foreign necessity or luxury products in their quality evaluations, purchase intentions and attitudes towards COO markers. However, Germans displayed a generally higher necessity product purchase intention and Australians a higher attitude towards the necessity product COO marker. Interaction effects for the luxury product showed that, while Australian and German consumers did not differentiate between domestic/ foreign luxury products in their purchase intentions, they both evaluated the luxury product "Made in Germany" to be of higher quality. Australians and Germans also displayed higher attitudes towards the "Made in Germany" marker. Research question two showed that consumer ethnocentrism is not a predictor for quality evaluations for the two economically competitive countries selected in the study. CE was also not positively linked to purchase intentions regarding domestic products; it was however negatively linked to purchase intentions regarding foreign products. CE was also positively related to attitudes towards the domestic COO marker. Next, the analyses showed that Australian consumers were significantly more ethnocentric than German consumers. While the consumer's characteristics age and educational levels were not found to be significant predictors of CE for both Australian and German participants. Gender was not found to be a significant predictor of CE for German participants only, for Australian participants the analyses showed that gender was a significant predictor of CE with Australian men being higher ethnocentric than women. Lastly, the findings for research question 3b showed that the link between CE and preference/rejection of domestic/ foreign products can highly differ between

countries, as well as product types. While CE of Australian consumers could only predict a positive link for attitudes towards the domestic COO marker for both necessity and luxury products, CE of German consumers predicted a negative relation to foreign product purchase intentions for the necessity product only.

4.6 Theoretical contribution

The present study has contributed to the current literature regarding COO effects and consumer ethnocentrism in a few ways. Firstly, by conducting an experimental study comparing consumers from different nationalities and including products of various categories, the current study was able to confirm that the COO-Effect can strongly vary between countries and products. Furthermore, by linking the COO-Effect to the concept of consumer ethnocentrism (CE), the study could also confirm previous findings stating that CE only had weak explanatory power of preference/ rejection configurations across product categories (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008), and extended the previous studies even further by gaining the additional insight that CE not only had weak explanatory power of preference/ rejection configurations across product categories, but also across nationalities (e.g. Ethnocentrism of Australian and German consumers resulted in distinctive preferences/ rejections). Additionally, while previous studies have concentrated on the different use of COO strategies (Aichner, 2014) or the evaluations and intentions that have been elicited through the use of COO markers (Acharya & Elliott, 2003; Balabanis & Diamantopoulos, 2004; Evanschitzky et. al., 2008; Godey et. al., 2012; Piron, 2000; Poon et. al., 2010), there was no study to date that has looked at the attitudes towards the COO marker directly, whether the attitudes towards the COO marker would differ across nationalities and product categories, and whether consumer ethnocentrism could predict attitudes towards COO markers. By creating a scale to measure attitudes towards COO markers, this study was able to show that consumers from different nationalities display significant differences in their attitudes towards COO markers, that these attitudes can differ across product categories, and that CE can to some extent predict positive or negative attitudes towards COO markers of domestic or foreign products which will differ depending on the nationalities and product categories involved. In a direct comparison, the study also showed that Australian and German consumers differed significantly in their level of ethnocentrism, and that the moderate to high level of CE for Australian and German consumers that was found in previous studies (Acharya & Elliott, 2003; Evanschitzky et. al., 2008; Poon, Evangelista & Albaum, 2010) could not be confirmed in this study with participants showing generally low to moderate levels of CE.

Additionally, the findings of this study could contribute to the link of consumer characteristics and consumer ethnocentrism for Australian and German consumers. On the one hand, it could contradict some of the previous findings for Australians (Josiassen, Assaf & Karpen, 2011; Poon et. al., 2010) showing that age and educational level were no significant predictors of CE, and that gender was a significant predictor of CE with Australian men being higher ethnocentric than women, and on the other hand, add new insights to the link of consumer characteristics and CE for German consumers, in such that age, gender and educational levels were not found to be significant predictors of CE. Lastly, this study holds some important recommendations for future research opportunities that will be discussed later on.

4.7 Practical Implications

Apart from contributing to the theoretical discussion, the current study also holds some important implications for marketers. The analyses showed that Australian consumers, regardless of CE level, displayed high attitudes towards COO markers of Australian as well as German products. When advertising in Australia it is therefore recommended to use a COO marker (given that the COO image is positive). When communicating COO in Germany, the product category seems to be an important aspect regarding quality evaluations, purchase intentions and attitudes towards COO markers. Based on the findings from this study it would be recommendable to use a COO strategy, especially when advertising luxury products.

In regards to quality evaluations and purchase intentions it seems that general Australian and German consumers do not differentiate between domestic and foreign products if the foreign product is from country that has a high country-image and economic competitiveness. However, ethnocentric German consumers displayed significantly lower purchase intentions for foreign necessity product. Therefore, when advertising foreign necessity products to ethnocentric German consumers the use of a COO strategy could be disadvantageous. However, the study has also shown that the concept of consumer ethnocentrism only has weak explanatory power over quality evaluations, purchase intentions and attitudes towards COO markers, therefore, marketers cannot rely on ethnocentric consumers to generally prefer domestic and reject foreign products, and products from economically developed countries are still likely to elicit positive evaluations in ethnocentric consumers. Lastly, marketers should not rely on consumer characteristics such as age, gender and educational level when targeting ethnocentric German consumers. For Australians, age and educational level were not found to be significant predictors for CE, while Australian men were found to be more ethnocentric than women.

Nevertheless, as seen in the analyses and as previously mentioned targeting ethnocentric consumer groups will not guarantee preference/ rejection of domestic/ foreign products.

5. Limitations and future research

The study has some limitations that can be used as the basis for recommendations for future research. Due to the small sample size (German: $n = 67$, Australian: $n = 63$), findings are far from generalizable. However, most of the findings are in line with previous research, however in order to draw generalizable conclusions, they should be verified for German and Australian consumers on a large scale. Future research should also include more products for the different product categories to avoid bias that could have occurred due to the selection of products used as stimuli (Piron, 2000). By including a more extensive product-choice list (e.g. various products to represent the necessity products and various products to represent the luxury products), findings will become more generalizable. Another limitation could lie in the selection of informational cues given. While it was the goal to include as little additional information as possible, in order to avoid moderating effects due to design, price, brand knowledge, and involvement, it can be argued that consumers might need more cues when evaluating luxury products than when evaluating necessity products, because of the higher monetary risk they pose (Godey et. al., 2012; Piron, 2000). This would be especially important to accurately assess purchase intentions, which might be lower for the luxury product, due to the lack of more detailed cues, which as suggested by Godey et. al. (2012) and Piron (2000) might play an important role in the extensive decision-making process of luxury product purchase. Another aspect that could be included in future research is an additional product origin as a control variable, including the product COO of a country less economically developed. As mentioned in the study development, Australia and Germany were purposely chosen due to their cultural similarity and economic development, in order to highlight possible differences even stronger. As suggested in various studies (Aichner, 2014; Diamantopoulos, Schlegelmilch & Palihawadana, 2011; Chattalas, Kramer & Takada, 2008; Koschate-Fischer, Diamantopoulos & Oldenkotte, 2012; Roth & Romeo, 2012) a favourable country image can lead to higher evaluations and purchase intentions, and oppositely a less favourable country image to lower evaluations and purchase intentions. By including an additional country-of-origin from a less economically developed country with a less favourable country image, it could be tested whether economic competitiveness and country-image are important cues in the evaluations of Australian and German consumers. Lastly, another control variable that should

have been included in the demographics of this study is the emigrational background of participants. Poon, Evangelista and Albaum (2010) compared CE of migrants and local-borns. They found that migrants displayed lower levels of CE, with ethnocentrism being positively related to years living in a country. Because this study did not test for emigrational background, it cannot be guaranteed that this could have moderated the results to some extent. These recommendations may lead to an even better understanding of COO and CE effects when comparing the evaluations of consumers from different countries for products of different categories.

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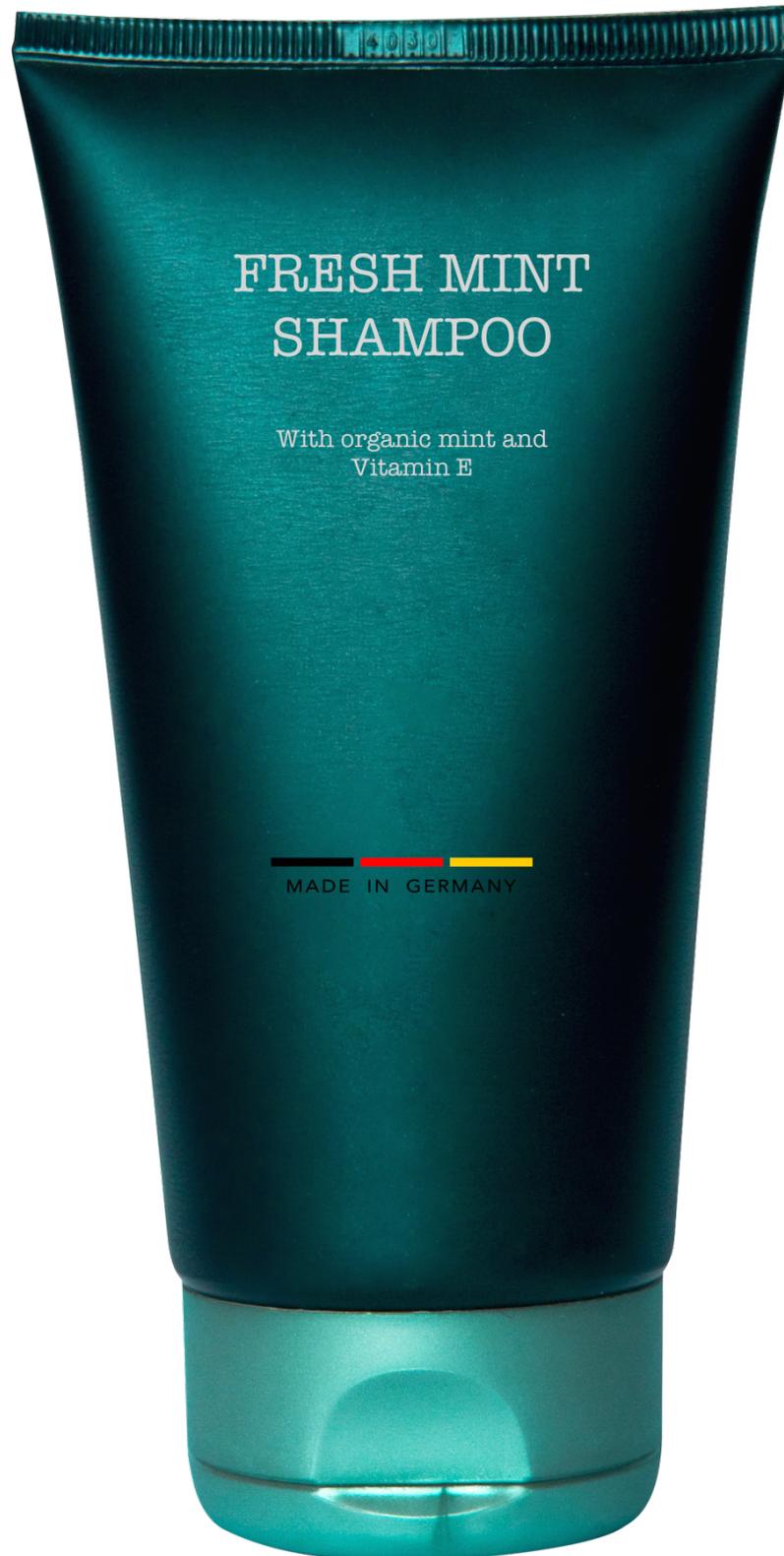
7. Appendix

Appendix 1a: Domestic necessity product – Shampoo - Australian version



Source: <https://pixabay.com/en/bottle-isolated-bottle-shampoo-1860617/>

Appendix 1b: Foreign necessity product – Shampoo - Australian version



Source: <https://pixabay.com/en/bottle-isolated-bottle-shampoo-1860617/>

Appendix 1c: Domestic necessity product – Shampoo - German version



Source: <https://pixabay.com/en/bottle-isolated-bottle-shampoo-1860617/>

Appendix 1d: Foreign necessity product – Shampoo - German version



Source: <https://pixabay.com/en/bottle-isolated-bottle-shampoo-1860617/>

Appendix 2: Luxury product – Semi-automatic coffee machine



Source: <https://www.pexels.com/photo/beverage-business-cafeteria-caffeine-302894/>

Appendix 3: Questionnaire in English for Australian participants (Participants randomly saw either the products of domestic origin or the products of foreign origin)



Thank you for participating in this online survey, which will take no longer than 5 minutes to complete.

Responses are collected to receive an overview of Australian consumer tendencies, in order to adjust the communication strategies of two new products entering the Australian market. All responses are completely anonymous.

If you have any questions about this survey, please email: m.tekieli@student.ru.nl

What is your nationality?

Australian

Other

What is your gender?

Male

Female

What is your age?

What is your highest level of education?

Less than Year 12 or equivalent

Year 12 or equivalent

Certificate level

Vocational Qualification

Associate Diploma

Undergraduate Diploma

Bachelor Degree (including honours)

Graduate Diploma

Master Degree

Doctorate

Other

>>

(Note: Domestic country condition)



As previously mentioned, this study is interested in getting a general overview of consumer tendencies regarding two products that are soon to enter the market. In order to guarantee a successful market entry, the product design has been altered and specific company information will be excluded.

Please look at the product information and rate the statements below:

Fresh Mint Shampoo:

- Australian owned company
- Made in Australia from 100% Australian ingredients
- With organic mint and Vitamin E
- Revitalises and moisturises



Please rate the following statements regarding the shampoo

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I could count on this company to produce a good product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is little to no risk that there would be something wrong with this company's product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that products made by this company would perform as expected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is possible for me to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am likely to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I would consider buying the product from this company if I needed a product of this kind	<input type="radio"/>						
The company should include the "Made in" logo	<input type="radio"/>						
I would look for the "Made in" logo when buying a product of this kind	<input type="radio"/>						

Semi-automatic coffee machine:

- Australian owned company
- Product made in Australia
- Durable stainless steel
- 15 bar pump driven
- Non-pressurised portafilter for ideal crema
- Milk frother



Please rate the following statements regarding the coffee machine

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I could count on this company to produce a good product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is little to no risk that there would be something wrong with this company's product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that products made by this company would perform as expected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

It is possible for me to buy this product	<input type="radio"/>						
I am likely to buy this product	<input type="radio"/>						
I would consider buying the product from this company if I needed a product of this kind	<input type="radio"/>						
The company should include the "Made in" logo	<input type="radio"/>						
I would look for the "Made in" logo when buying a product of this kind	<input type="radio"/>						
	<input type="radio"/>						



(Note: Foreign country condition)



As previously mentioned, this study is interested in getting a general overview of consumer tendencies regarding two products that are soon to enter the market. In order to guarantee a successful market entry, the product design has been altered and specific company information will be excluded.

Please look at the product information and rate the statements below:

Fresh Mint Shampoo:

- German owned company
- Made in Germany from 100% German ingredients
- With organic mint and Vitamin E
- Revitalises and moisturises



Please rate the following statements regarding the shampoo

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I could count on this company to produce a good product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is little to no risk that there would be something wrong with this company's product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that products made by this company would perform as expected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is possible for me to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am likely to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would consider buying the product from this company if I needed a product of this kind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The company should include the "Made in" logo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Semi-automatic coffee machine:

- German owned company
- Product made in Germany
- Durable stainless steel
- 15 bar pump driven
- Non-pressurised portafilter for ideal crema
- Milk frother



Please rate the following statements regarding the coffee machine

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I could count on this company to produce a good product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is little to no risk that there would be something wrong with this company's product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that products made by this company would perform as expected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is possible for me to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am likely to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would consider buying the product from this company if I needed a product of this kind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The company should include the "Made in" logo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would look for the "Made in" logo when buying a product of this kind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Note: CE Scale)



Please rate the following statements

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Only those products that are unavailable in Australia should be imported	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Australian products, first, last, and foremost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing foreign-made products is un-Australian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is not right to purchase foreign products, because it puts Australians out of jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A real Australian should always buy Australian-made products

We should purchase products manufactured in Australia instead of letting other countries get rich off us

Australians should not buy foreign products, because this hurts Australian business and causes unemployment

It may cost me in the long-run but I prefer to support Australian products

We should buy from foreign countries only those products that we cannot obtain within our own country

Australian consumers who purchase products made in other countries are responsible for putting their fellow Australians out of work



We thank you for your time spent taking this survey.
Your response has been recorded.

Appendix 4: Questionnaire in German for German participants (Participants randomly saw either the products of domestic origin or the products of foreign origin)



Vielen Dank für Ihre Teilnahme an der Online Umfrage im Rahmen meiner Masterarbeit. Zur Beantwortung der Umfrage benötigen Sie max. 5 Minuten.

Ziel der Befragung ist es, einen Einblick in das Kaufverhalten Deutscher Konsumenten zu erhalten, um die Kommunikationsstrategien zweier Produkte, die bald auf den Deutschen Markt kommen, anzupassen. Ihre Angaben werden anonym ausgewertet.

Bei Fragen zur Umfrage, schreiben Sie bitte eine E-mail an: m.tekieli@student.ru.nl

Bitte gebe Sie Ihre Nationalität an

Deutsch

Sonstige

Bitte geben Sie Ihr Geschlecht an

Männlich

Weiblich

Bitte geben Sie Ihr Alter an

Bitte geben Sie Ihren höchsten Bildungsabschluss an

Kein Schulabschluss

Hauptschulabschluss

Realschule (Mittlere Reife)

Fachabitur

Gymnasium (Abitur)

Abgeschlossene Ausbildung

Bachelor

Master

Diplom

Promotion

Sonstige

>>

(Note: Domestic country condition)

Radboud University 

Wie bereits erwähnt, ist das Ziel dieser Studie, eine grobe Übersicht zu Konsumenten Tendenzen im Bezug zweier Produkte, die bald auf den Markt treten, zu erhalten. Um einen erfolgreichen Markteintritt zu gewährleisten, wurde das Produktdesign verändert und spezifische Firmeninformationen entfernt.

Bitte schauen Sie sich die Produktinformation an und bewerten Sie die unten stehenden Aussagen.

Frische Minze Shampoo:

- Deutsches Unternehmen
- Hergestellt in Deutschland mit 100% deutschen Inhaltsstoffen
- Mit biologischer Minze und Vitamin E
- Revitalisierend und feuchtigkeitsspendend



Bitte bewerten Sie die folgenden Aussagen im Bezug zum Shampoo

	Ich stimme vollständig dagegen	Ich stimme dagegen	Ich stimme etwas dagegen	Ich stimme weder dafür noch dagegen	Ich stimme etwas zu	Ich stimme zu	Ich stimme vollständig zu
Ich kann darauf vertrauen, dass dieses Unternehmen ein gutes Produkt herstellt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es besteht ein geringes Risiko, dass etwas mit dem Produkt nicht korrekt ist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich bin zuversichtlich, dass Produkte dieses Unternehmens wie erwartet funktionieren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es ist möglich, dass Ich dieses Produkt kaufe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es ist wahrscheinlich, dass ich dieses Produkt kaufe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ich würde den Kauf dieses Produktes in Betracht ziehen, wenn ich ein Produkt dieser Art benötigen würde	<input type="radio"/>						
Das Unternehmen, sollte das "Made in" Logo verwenden	<input type="radio"/>						
Bei Kauf eines Produktes dieser Art, würde ich nach dem "Made in" Logo schauen	<input type="radio"/>						

Halbautomatische Kaffeemaschine:

- Deutsches Unternehmen
- Hergestellt in Deutschland
- langlebiges Edelstahl
- 15 bar Pumpendruck
- Siebträger für ideale Crema
- Milchschaumer



Bitte bewerten Sie die folgenden Aussagen im Bezug zur Kaffeemaschine

	Ich stimme vollständig dagegen	Ich stimme dagegen	Ich stimme etwas dagegen	Ich stimme weder dafür noch dagegen	Ich stimme etwas zu	Ich stimme zu	Ich stimme vollständig zu
Ich kann darauf vertrauen, dass dieses Unternehmen ein gutes Produkt herstellt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es besteht ein geringes Risiko, dass etwas mit dem Produkt nicht korrekt ist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich bin zuversichtlich, dass Produkte dieses Unternehmens wie erwartet funktionieren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es ist möglich, dass Ich dieses Produkt kaufe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Es ist wahrscheinlich, dass ich dieses Produkt kaufe	<input type="radio"/>						
Ich würde den Kauf dieses Produktes in Betracht ziehen, wenn ich ein Produkt dieser Art benötigen würde	<input type="radio"/>						
Das Unternehmen, sollte das "Made in" Logo verwenden	<input type="radio"/>						
Bei Kauf eines Produktes dieser Art, würde ich nach dem "Made in" Logo schauen	<input type="radio"/>						

(Note: Foreign country condition)



Wie bereits erwähnt, ist das Ziel dieser Studie, eine grobe Übersicht zu Konsumenten Tendenzen im Bezug zweier Produkte, die bald auf den Markt treten, zu erhalten. Um einen erfolgreichen Markteintritt zu gewährleisten, wurde das Produktdesign verändert und spezifische Firmeninformationen entfernt.

Bitte schauen Sie sich die Produktinformation an und bewerten Sie die unten stehenden Aussagen.

Frische Minze Shampoo:

- Australisches Unternehmen
- Hergestellt in Australien mit 100% australischen Inhaltsstoffen
- Mit biologischer Minze und Vitamin E
- Revitalisierend und feuchtigkeitsspendend



Bitte bewerten Sie die folgenden Aussagen im Bezug zum Shampoo

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Ich kann darauf vertrauen, dass dieses Unternehmen ein gutes Produkt herstellt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es besteht ein geringes Risiko, dass etwas mit dem Produkt nicht korrekt ist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich bin zuversichtlich, dass Produkte dieses Unternehmens wie erwartet funktionieren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es ist möglich, dass ich dieses Produkt kaufe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es ist wahrscheinlich, dass ich dieses Produkt kaufe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde den Kauf dieses Produktes in Betracht ziehen, wenn ich ein Produkt dieser Art benötigen würde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Das Unternehmen sollte das "Made in" Logo verwenden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bei Kauf eines Produktes dieser Art, würde ich nach dem "Made in" Logo schauen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich halte das "Made in" Logo bei Produkten dieser Art für unnötig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Halbautomatische Kaffeemaschine:

- Australisches Unternehmen
- Hergestellt in Australien
- langlebiges Edelstahl
- 15 bar Pumpendruck
- Siebträger für ideale Crema
- Milchschaumer



Bitte bewerten Sie die folgenden Aussagen im Bezug zur Kaffeemaschine

	Ich stimme vollständig dagegen	Ich stimme dagegen	Ich stimme etwas dagegen	Ich stimme weder dafür noch dagegen	Ich stimme etwas zu	Ich stimme zu	Ich stimme vollständig zu
Ich kann darauf vertrauen, dass dieses Unternehmen ein gutes Produkt herstellt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es besteht ein geringes Risiko, dass etwas mit dem Produkt nicht korrekt ist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich bin zuversichtlich, dass Produkte dieses Unternehmens wie erwartet funktionieren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es ist möglich, dass ich dieses Produkt kaufe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Es ist wahrscheinlich, dass ich dieses Produkt kaufe	<input type="radio"/>						
Ich würde den Kauf dieses Produktes in Betracht ziehen, wenn ich ein Produkt dieser Art benötigen würde	<input type="radio"/>						
Das Unternehmen, sollte das "Made in" Logo verwenden	<input type="radio"/>						
Bei Kauf eines Produktes dieser Art, würde ich nach dem "Made in" Logo schauen	<input type="radio"/>						



(Note: CE Scale)



Bitte bewerten Sie die folgenden Aussagen

	Ich stimme vollständig dagegen	Ich stimme dagegen	Ich stimme etwas dagegen	Ich stimme weder dafür noch dagegen	Ich stimme etwas zu	Ich stimme zu	Ich stimme vollständig zu
Nur die Produkte, die in Deutschland nicht verfügbar sind sollten importiert werden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deutsche Produkte an vorderster Stelle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Im Ausland hergestellte Produkte zu kaufen ist un-deutsch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Es ist nicht in Ordnung ausländische Produkte zu kaufen, da es zu einem Anstieg der Arbeitslosigkeit in Deutschland führt

Ein wahrer Deutscher sollte immer in Deutschland produzierte Produkte kaufen

Wir sollten immer in Deutschland hergestellte Produkte kaufen, anstatt zu erlauben, dass sich andere Länder auf unsere Kosten bereichern

Deutsche sollten keine ausländischen Produkte kaufen, da dies deutschen Unternehmen schadet und Arbeitslosigkeit hervorruft

Auch wenn es mich auf längere Sicht mehr kostet, bevorzuge ich es deutsche Produkte zu unterstützen

Wir sollten ausschließlich die ausländischen Produkte kaufen, die nicht in unserem Land produziert werden können

Die Deutschen, die ausländische Produkte kaufen, sind für den Anstieg der Arbeitslosigkeit ihrer Landsleute verantwortlich



Wir danken Ihnen für Ihre Teilnahme an dieser Umfrage. Ihre Antwort wurde erfasst.