

Bachelor thesis

‘Made in Germany, that sounds reliable’: The effect of foreign language and country-of-origin in advertisements for hedonic and utilitarian products

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Abstract

The use of foreign languages in branding is a common phenomenon in the marketing industry. Marketing strategists use foreign consumer culture positioning (FCCP) to associate their brand with a foreign culture and thus imply a certain country-of-origin (COO). There is a distinction between hedonic and utilitarian products in the marketing literature suggesting that people have different attitudes towards them. Given the fact that some foreign languages and hedonic products are judged on aesthetic features, it was expected that foreign-language display (FLD) works better for hedonic products. On the other hand, COO concerns the qualitative features of a country, therefore a COO mention was expected to work better for utilitarian products. This study investigated the effect of FLD and COO for hedonic and utilitarian products. A total of 235 participants were asked to evaluate one advertisement on several dimensions. Crystal wine glasses were used as the hedonic product type and all purpose cleaner as the utilitarian product type. In contrast with most of the literature, it was found that COO and FLD did not have a significant effect on the consumer's perception. However, participants perceived the crystal wine glasses as more hedonic and the all purpose cleaner as more utilitarian. Moreover, consumers evaluated products as being of higher quality when they appealed to hedonic features. No significant results were found for the use of COO or FLD on the consumer's perception. Practitioners could use these findings in constructing their marketing strategies as a competitive advantage. Future research should further investigate the influence of different product types with other products. Furthermore, foreign language and COO should be examined for other languages in order to find evidence in concurrence with earlier literature suggesting an effect for foreign languages and COO.

Keywords: advertising, country-of-origin effect, foreign language display, hedonic products, utilitarian products

Introduction

Branding strategies have a significant influence on the value of a brand, so-called brand equity (Aaker, 1991). Alden, Steenkamp and Batra (1999) distinguished three brand positioning strategies to strengthen brand equity: global consumer culture positioning (GCCP), in which the brand is identified as a symbol of a global culture; local consumer culture positioning (LCCP), which associates the brand with local cultural meanings, norms and identities; and foreign consumer culture positioning (FCCP), which associates the brand with a specific foreign culture. Using FCCP in brand positioning implies a specific country-of-origin (COO) in order to create or enhance consumers' perception of a specific product. Many studies have shown that COO affects consumers' perception and evaluation of products (Aichner 2014; Hornikx, Van Meurs & Hof, 2013; Liu & Johnson, 2005; Melnyk, Klein & Völckner, 2012; Salciuviene, Ghauri, Streder & De Mattos, 2010; Thakor & Pacheco, 1997). Examples of products that are considered to be of high quality because of their COO are, for example, cosmetics from France, cars from Germany and watches from Swiss (Aichner, 2014).

Naming the COO is repeatedly used in advertising to evoke associations that people have with a certain country and its culture. The COO could be of a competitive advantage to firms if used in the right way. Aichner (2014) listed typical strategies to imply a certain COO and suggested that the COO could influence the consumer's perception of the product's aesthetics, conformance, durability, performance and reliability. Marketing strategists use 'made in...' to create a specific COO effect. Explicitly naming the COO in such a way is the most frequent and easiest strategy to communicate it (Aichner, 2014). Another strategy of COO mention is the use of the COO language for the brand name itself or for slogans and advertisements (Aichner, 2014). This strategy employs spoken and written words in a foreign language in order to associate the brand with a specific foreign consumer culture. A large number of firms have chosen for an approach of using foreign-language display (FLD) in their branding strategy, which is generally referred to as foreign branding. This is a common phenomenon in marketing in which a foreign language is used to spell or pronounce a brand name (Leclerc, Schmitt, & Dubé, 1994). One example is the French brand name of the cosmetics brand L'Oréal Paris.

The perceptions of products, such as the aforementioned cars from Germany, cosmetics from France and watches from Swiss, derive from national and cultural stereotypes that can be characterized as traits that are associated with a nation or culture (Leclerc, Schmitt

& Dubé-Rioux, 1989). Several studies have investigated these stereotypes and have found evidence for the influence they have on evaluation, perception and judgment of products (Leclerc, Schmitt, & Dubé, 1994; Thakor & Pacheco, 1997). For example, researchers found the belief that, among other things, aesthetic sensibility and good taste are traits that are most often assigned to French people (Peabody, 1985; Peyrefitte, 1976; Pitts (1963) as cited in Leclerc, Schmitt & Dubé-Rioux, 1989, p.265).

Hedonic and utilitarian products

It is plausible that FLD and COO have a different effect on certain types of products. Marketing literature suggests that consumers' attitudes towards brands have distinctive hedonic and utilitarian components (Batra & Ahtola, 1990). There are two types of consumer evaluation of products: the hedonic dimension and the utilitarian dimension which both influence consumer goods. The evaluation of hedonic products is assumed to be "based on the consumer's assessment of how much pleasure he gets" and the evaluation of utilitarian products is "based on his assessment about the instrumental value of the brand's functional attributes" (Batra, & Ahtola, 1990).

As well as nation or culture, certain languages seem to be perceived as more pleasant than others (Giles & Niedzielski, 1998). People tend to consider Italian as elegant, sophisticated and lively, French as romantic, cultured and sonorous, and German as harsh, dour and sonorous (Giles & Niedzielski, 1998). Thus a foreign language could have a more positive influence on the evaluation of hedonic products than a COO mention since the effect of a foreign language is stronger for hedonic products because of pleasantness and aesthetic features of a language (Giles & Niedzielski, 1998). Studies have shown that a foreign brand name has a more positive influence on hedonic products (Leclerc, Schmitt, & Dubé, 1994), whereas a brand name in the consumer's mother tongue has a better effect on utilitarian products. This means that a foreign language works best when used for hedonic products. Leclerc, Schmitt and Dubé-Rioux (1989) showed that American participants were more likely to evaluate a product in hedonic terms when listening to the French pronunciation and rated a product higher in utilitarian terms when listening to the English pronunciation, the participants' mother tongue. Hence, French pronunciation of a brand name highlights beliefs about the French culture which are congruent with the features of hedonic products, whereas English and German highlight utilitarian product features (Thakor & Kohli, 1996). On the other hand, COO may have a stronger effect on utilitarian products regarding the quality of the product since the COO effect relates to the qualities of country, for example, German

products are believed to be of high quality and reliability (Aichner, 2014). In opposition to Leclerc, Schmitt and Dubé (1994) the study conducted by Thakor and Pacheco (1997) found equally hedonic perceptions for Italian, French and English brand names for American participants. Thus according to their study foreign brand names do not influence the consumer's perception of hedonic and utilitarian product. This suggests that the positive effect of foreign languages may not always work. The current study will re-evaluate the effect of foreign language on consumer's perception for hedonic and utilitarian products.

Thus far, little research has been conducted on the effect of explicitly mentioning the COO and the effect of using foreign language to suggest a specific COO. Several studies have examined the effect of foreign branding on consumer evaluation (Batra & Ahtola, 1990; Hornikx, Van Meurs & Hof, 2013; Leclerc, Schmitt and Dubé, 1994; Thakor & Kohli, 1996). The majority of previous studies investigating the use of foreign language for hedonic and utilitarian products have focused on the brand name in a foreign language instead of slogans in a foreign language. The focus on the brand name is a narrow interpretation of foreign language display and has two limitations. First, a brand name is less flexible than a slogan because a slogan is more likely to be changed by a firm than a brand name. Second, a foreign brand name has usually no literal meaning. For example, the foreign brand names in their respective US/French versions Rimor/Rimoré, Corle/Corlé, Nortic/Nortique, Acqu/Acque, Dapon/Dapône and Mathis/Mathisé used by Leclerc, Schmitt and Dubé (1994) have no actual meaning, whereas a slogan can have a meaning in a foreign language. There is one exception, Hornikx and Van Meurs (2014) investigated the effect of a slogan in a foreign language and COO for hedonic and utilitarian products and found a positive effect for FLD for hedonic products regarding purchase intention. Their study also suggested that the explicit use of the COO made participants rate the quality higher than when a foreign language was used to implicitly suggest the COO. However, the study only focused on two combinations of products (COO and a foreign language). Besides, the results in this study could have been gender biased since the products used in this experiment included a blender and a bracelet, products that could appeal more to women instead of men.

Moreover, most previous research used the participants' mother tongue in experiments which can cause a communication default. The effect of FLD was not transparent because a foreign language was used for the hedonic product and the participant's mother tongue for the utilitarian product. Since it seems that FLD and COO could have a different effect regarding the type of product, it is interesting to further explore their influence on consumers' attitudes towards advertisements and products themselves. The current study investigated the effect of

the COO by explicitly naming it and by referring to it using a foreign language for hedonic and utilitarian products because a different COO effect may be found for different product types. Hence to further examine the influence of FLD and COO effect on consumers' behavior the following research question was formulated:

What is the difference in effect of foreign languages and country-of-origin mentions in advertisements for hedonic and utilitarian products?

Thus it would seem that this study would make a theoretical contribution since it further elaborates on the differences in effect of the use of COO and FLD in marketing strategies for different products types. It will also have important implications for domestic and foreign marketing industries regarding foreign branding decisions. Practitioners will be able to make better decisions about whether or not to use the COO effect or a foreign language in their marketing strategies.

Method

Materials

Eight different advertisements manipulated by means of three variables were used in this experiment. The first variable, type of product, consisted of a hedonic or a utilitarian product. The second variable, COO marker, was a slogan in a foreign language or a COO mention by means of 'made in Germany/France'. The third variable represented the COO, France or Germany, respectively.

A pretest was conducted in order to examine which products scored the highest on the hedonic and utilitarian scales and could therefore be selected for the actual advertisements. It was important that these products were not gender-biased since they could appeal more to participants of a certain gender, which could lead to unreliable results. Moreover, the products' relation to a COO could not be too strong in order to prevent this from biasing the COO effect. For example, people tend to believe that chocolate is made in Belgium or that pasta is made in Italy. When a consumer has this assumption, the slogan in a foreign language would not have an effect since he/she tends to already link the product to a certain COO. The utilitarian products used to pretest this idea were toilet paper, all purpose cleaner, a toothbrush and base coat paint. For the hedonic advertisement a fountain pen, a wireless speaker set, crystal wine glasses and a hammock were tested. After the pretest was conducted it was

decided that the products for the actual advertisements were crystal wine glasses and all purpose cleaner. For a description of the pretest and the questionnaire, see Appendix A.

The comprehension of a foreign language is important in relation to the evaluation and effectiveness of advertisements (Hornikx & Starren, 2006; Hornikx, Van Meurs & De Boer, 2010). Therefore, the foreign languages used for the advertisements were French and German. These languages were chosen because they seem to be quite well understood by the Dutch. The slogans, ‘Vous ne voulez rien d’autre’ in French and ‘Sie möchten nichts anderes’ in German, meaning ‘You don’t want anything else’, that were used in the questionnaire were taken from the experiment conducted by Hornikx and Van Meurs (2014) that also focused on hedonic and utilitarian products. A translation of the slogan in the foreign language was displayed at the bottom of the advertisement just as the COO mention. All versions of the advertisements and the questionnaire can be found in Appendix B.

Participants

A total of 235 Dutch participants took part in this study. The participants’ average age was 29 ($SD = 14.31$) (range: 18-80); 59.1% were women. A one-way analysis of variance showed that age was also equally distributed among the versions ($F(7, 235) = 1.07, p = .383$). A Chi-square test showed no significant relation between gender and type of advertisement ($\chi^2(7) = 13.04, p = .071$). Regarding educational level, a majority of 45.5% of all participants had completed pre-university education. The educational level ranged from lower vocational education to university. A Chi-square test showed no significant relation between educational level and type of advertisement ($\chi^2(49) = 51.38, p = .381$). A total of 58.3% of the participants were students. A Chi-square test showed no significant relation between whether or not the participants were students and type of advertisement ($\chi^2(7) = 5.81, p = .562$).

Design

The study had a 2 (COO marker: foreign language/COO) x 2 (type of product: hedonic/utilitarian product) x 2 (COO: France/Germany) between-subject design.

Instrumentation

The following dependent variables were measured: attitude towards the advertisement, quality of the product, attitude towards the product, purchase intention and attitude towards the country.

An open question was included, asking the participant why the product in the

advertisement was a good product, to measure the impact of the COO marker on the perceived quality. This question was taken from an earlier study investigating the attitude towards hedonic and utilitarian products related to foreign languages by Hornikx and Van Meurs (2014). Four coders jointly discussed the answers to the open question and then rated them as referring to: (1) country, (2) foreign language, (3) country and foreign language, (4) otherwise, (5) slogan, (6) slogan and country and (7) slogan and foreign language.

Attitude towards the advertisement was measured with five seven-point semantic differentials using the scales developed by Hornikx and Hof (2008): ‘not pleasant-pleasant’, ‘boring-fascinating’, ‘not original-original’, ‘unattractive-attractive’ and ‘uninteresting-interesting’ ($\alpha = .88$).

Attitude towards the product was measured with eight seven-point semantic differentials based on earlier studies investigating the same variable (Levin, Chapman & Johnson (1988); Voss, Spangenberg & Grohmann, 2003 as cited in Herz & Diamantopoulos, 2013, p. 414): ‘not elegant-elegant’, ‘unattractive-attractive’, ‘not pleasant-pleasant’, ‘not practical-practical’, ‘not sophisticated-sophisticated’, ‘not solid-solid’, ‘negative-positive’, ‘not useful- useful’ ($\alpha = .83$).

Five seven-point semantic differentials were used to measure quality of the product using the scales developed by Levin, Chapman and Johnson (1988) and Keller and Aaker (2012, as cited in Herz & Diamantopoulos, 2013, p. 414): ‘low quality-high quality’, ‘inferior-superior’, ‘bad-good’, ‘not technically sublime-technically sublime’ and ‘worse than most brands-better than most brands’ ($\alpha = .83$).

Purchase intention was measured using three seven-point semantic differentials based on Hornikx, Van Meurs and Hof (2013) following the sentence ‘Buying this product is something...’: ‘I will never do-I will most certainly do’, ‘I would not recommend to my friends-I would recommend to my friends’ and ‘is something for me-is not something for me’ ($\alpha = .90$).

Attitude towards the country was measured using eight seven-point semantic differentials. Four scales developed by Roth and Romeo (1992) were used to measure the country’s aspects on design, craftsmanship, prestige and innovation (e.g. ‘very high’- ‘very low’). Four scales developed by Liu and Johnson (2005) were used to measure attitude towards the country, language of the country, products from the country and the specific product in the advertisement from the country (e.g. ‘I dislike’- ‘I like’). The reliability of the variable attitude towards the country was good: $\alpha = .81$.

A manipulation check was included to check the product’s hedonic and utilitarian

features. In order to familiarize the participant with the product types, a short text explaining the meaning of hedonic and utilitarian products was included. The two questions measuring the hedonic and utilitarian product features were taken from Leclerc, Schmitt and Dubé-Rioux (1989) and were anchored by two seven-point Likert scales (e.g. ‘completely agree’- ‘completely disagree’).

Finally, the participants were asked to give personal information regarding their age, gender, nationality, mother tongue, educational level and whether or not they were a student.

Procedure

The participants were approached in person at work, at Radboud University Nijmegen and at their homes. The participants were asked to give their opinion about one advertisement including one of the two product types. They were given a booklet with the advertisement and the questions. The procedure was the same for all participants. It took the participants on average five minutes to fill in the questionnaire.

Results

COO mentions

Table 1 displays the mentions of COO and foreign language to the open question ‘Why would this be a good product?’

Table 1. Mentions of COO and foreign language to the open questions ‘Why would this be a good product?’

	Country	Foreign language	Slogan	Slogan and country	Other	<i>n</i>
COO marker						
COO	43	0	8	3	61	115
Foreign language	4	7	25	2	82	120

A Chi-square test showed a significant relation between type of advertisement and the reason why participants thought the product was of high quality ($\chi^2(4) = 51.32, p < .001$). The

participants mentioned the COO (43) more often than the foreign language (0) as a reason for the product to be of high quality when the advertisement specifically mentioned the COO.

The slogan in a foreign language (7) was mentioned more often than COO (4) in an advertisement that included the foreign language. The foreign language was not significantly mentioned more often by the participants when it was included in the advertisement as a reason for the product to be of high quality.

Manipulation check

A manipulation check was carried out by means of an independent-samples t-tests to check the hedonic and utilitarian features of the products. An independent-samples t-test with factor product type showed a significant difference between the hedonic features of the crystal wine glasses and the all purpose cleaner ($t(232) = 4.71, p < .001$). The crystal wine glasses were perceived as significantly more hedonic ($M = 3.81, SD = 1.67$) than the all purpose cleaner ($M = 2.82, SD = 1.54$). An independent-samples t-test with factor product type showed a significant difference for the utilitarian features of the crystal wine glasses and the all purpose cleaner ($t(234) = 5.38, p < .001$). The all purpose cleaner ($M = 5.20, SD = 1.52$) was perceived as significantly more utilitarian than the wine glasses ($M = 4.13, SD = 1.55$).

Attitude towards the country

An independent-samples t-test showed no significant difference between attitude towards Germany and France ($t(233) = 1.33, p = .184$). Participants did not view France differently compared to Germany.

Overall evaluation

Table 2 displays the evaluations of the participants for attitude towards the advertisement, attitude towards the product, quality of the product and purchase intention in function of type of product, COO and COO marker.

Tabel 2. Evaluations of the advertisements for type of product (hedonic-utilitarian), the COO (France-Germany) and the COO marker (COO-foreign language).

	Attitude towards the advertisement		Attitude towards the product		Quality of the product		Purchase intention		<i>n</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	
Hedonic product									
France/COO	1.95	0.80	4.09	0.56	3.86	0.59	3.79	0.97	29
France/FL	2.14	0.80	4.03	0.79	3.57	0.97	3.47	1.36	29
Germany/COO	2.16	1.01	3.99	1.32	3.73	1.22	3.88	1.47	28
Germany/FL	2.33	0.84	4.14	0.67	3.71	0.60	3.49	1.12	30
Utilitarian product									
France/COO	2.20	1.00	3.58	0.70	3.29	1.07	3.45	1.19	28
France/FL	2.29	1.02	3.55	0.95	3.33	0.99	3.71	1.27	30
Germany/COO	2.23	1.18	3.63	0.86	3.69	0.75	3.71	1.23	30
Germany/FL	2.29	1.21	3.77	0.93	3.60	0.87	3.89	1.03	31

A three-way analysis of variance for attitude towards the advertisement with factors type of product, COO and COO marker did not show a significant main effect for type of product ($F(1, 235) < 1$), COO ($F(1, 235) < 1$) and COO marker ($F(1, 235) = 1.02, p = .314$). The interaction effects between type of product and COO marker ($F(1, 235) < 1$), type of product and COO ($F(1, 235) < 1$), COO marker and COO ($F(1, 235) < 1$) and between type of product, COO and COO marker ($F(1, 235) < 1$) were not statistically significant.

A three-way analysis of variance for quality of the product with factors type of product, COO and COO marker showed a significant main effect for type of product ($F(1, 235) = 4.16, p = .043$). The quality of hedonic products ($M = 4.06, SD = 0.87$) was evaluated higher than utilitarian products ($M = 3.64, SD = 0.86$). No significant main effect was found for COO ($F(1, 235) < 1$) and COO marker ($F(1, 235) < 1$). The interaction effects between type of product and COO marker ($F(1, 235) < 1$), type of product and COO ($F(1, 235) = 1.95, p = .164$), COO marker and COO ($F(1, 235) < 1$) and between type of product, COO and COO marker ($F(1, 235) < 1$) were not statistically significant.

A three-way analysis of variance for attitude towards the product with factors type of product, COO and COO marker showed a significant main effect for type of product ($F(1, 235) = 14.14, p < .001$). The attitude towards hedonic products ($M = 4.06, SD = 0.87$) was better than the attitude towards utilitarian products ($M = 3.64, SD = 0.86$). No significant main effect was found for COO ($F(1, 235) < 1$) and COO marker ($F(1, 235) < 1$). The interaction effects between type of product and COO marker ($F(1, 235) < 1$), type of product and COO ($F(1, 235) < 1$), COO and COO marker ($F(1, 235) < 1$) and type of product, COO and COO marker ($F(1, 235) < 1$) were not statistically significant.

A three-way analysis of variance for purchase intention with factors type of product, COO and COO marker showed no significant main effects for type of product ($F(1, 235) < 1$), COO ($F(1, 235) < 1$) and COO marker ($F(1, 235) < 1$). The interaction effects between type of product and COO marker ($F(1, 235) = 3.30, p = .07$), type of product and COO ($F(1, 235) < 1$), COO marker and COO ($F(1, 235) < 1$) and between type of product, COO and COO marker ($F(1, 235) < 1$) were not statistically significant.

Conclusion and discussion

The current study investigated the difference in effect of FLD and COO in advertisements for hedonic and utilitarian products. Most of the literature suggest an effect on the consumer's perception when a foreign language is used in an advertisement (Hornikx & Van Meurs, 2014; Hornikx, Van Meurs & Hof, 2013; Leclerc, Schmitt & Dubé-Rioux, 1989; Melnyk, Klein, & Völckner, 2012; Salciuviene, Ghauri, Streder, & De Mattos, 2010; Soto, Mobarec & Friedmann, 2009). However, the results of the current study did not show a significant effect regarding the use of a foreign language and COO in the advertisements for the utilitarian all purpose cleaner and the hedonic crystal wine glasses. Like the study by Thakor and Pacheco (1997), the current study did not find significant evidence for the COO effect and the effect of FLD. Therefore, the assumption that a foreign language could have a more positive influence on purchase intention and the assumption that a foreign language works best for hedonic products was not supported. This can be explained by the fact that the effect of the foreign language was not strong enough or that not enough attention was drawn to the foreign language or COO because of the lay-out of the advertisement. However, COO was mentioned significantly more often in the open question but no results were found in the evaluation. Thus, participants saw the COO but it did not influence their perception.

In concurrence with Batra and Ahtola (1990) and Hornikx and Van Meurs (2014), the

current study found evidence for the different types of consumer's perception regarding hedonic and utilitarian products. Participants rated hedonic products higher on the hedonic scale than on the utilitarian scale. The same accounts for the utilitarian products that were perceived as more utilitarian than hedonic on the utilitarian scale. Participants also rated the hedonic product as being of higher quality than the utilitarian product. It may be the case that as long as a utilitarian product does what it is supposed to do the quality is considered normal, whereas the evaluation of a hedonic product is based on the consumer's assessment of how much pleasure he/she gets, which can fluctuate more than for a utilitarian product. Thus, level of pleasure is more likely to vary for a hedonic product in comparison to a utilitarian product since the latter simply has to function the way it should. Therefore, the current study confirms that consumers' attitudes towards products have distinctive hedonic and utilitarian components.

Giles and Niedzielski (1998) found that people have a negative attitude towards the German language. In contrast with their study, the current study did not find evidence for different attitudes towards French or German. Participants in the current study had no significantly different attitude towards German or French. This means that it does not matter whether or not the COO is mentioned in an advertisement, however, this only applies to the comparison between Germany and France for all purpose cleaner and crystal wine glasses. Some participants mentioned that the product was a good product because it was not manufactured in China but in France or Germany. Hence it is important to conduct the same experiment with other languages and COOs than the two mentioned in this study.

The primary element that distinguishes this study from previous research is the focus on the broad interpretation of FLD. Previous studies mainly focused on foreign brand names (Batra & Ahtola, 1990; Hornikx, Van Meurs & Hoff, 2013; Leclerc, Schmitt and Dubé, 1994; Thakor & Kohli, 1996), whereas this study looked at slogans in a foreign language in contrast with the participant's mother tongue. In opposition to the study by Leclerc, Schmitt and Dubé (1994), in which the foreign language used for the hedonic product was opposed to the participant's mother tongue, the present study included two foreign languages, German and French, for both the hedonic and the utilitarian product.

A potential limitation of this study might be the experimental environment in which the participants filled in the questionnaire since the experiment did not take place in a controlled lab. This might have affected the results because the concentration level was not equal among all participants, which might have led to the fact that they did not focus enough on the advertisement and perhaps did not see the COO or slogan. There are several limitations

regarding the advertisements. First, it could be that the product and/or the advertisement did not appeal or stand out enough to the participants since the product had no actual brand name and the products did not exist in real life. Second, there was no framework around the advertisement which made it stand out less than it was supposed to do. Third, there was no text included that explained how the participants were supposed to answer the scales therefore this could have led to misinterpretations of the scales. Finally, it was unclear to the participants how many crystal wine glasses were included in the box portrayed in the advertisement. This uncertainty might have affected the participants' evaluation of the product. Another limitation might be that the current study did not include a control advertisement without a foreign language or COO in the experiment. Thus, it is unclear how much the foreign language and COO influenced the consumer's perception.

Future research should further investigate the effects for other utilitarian and hedonic products since the current study only included two different products, crystal wine glasses and all purpose cleaner, respectively. Even though this study did not find evidence for the effect of foreign language and COO, it should be further examined whether or not they might influence consumer's perception of different product types. These future studies should also include other languages and countries.

Most experiments in earlier studies used students as subjects, whereas the advertisements in this study were distributed among a wide ranging consumer population, as it is in the real world which can be of a competitive advantage to marketers. Peterson (2001) found that the effect size is different for students as subjects compared to non-students. This suggests that students respond differently and could therefore affect research findings. Future research should therefore also focus on the background of the participants in relation to the consumer population marketers want to appeal to.

In spite of its limitations, this study suggests that the use of COO and FLD does not have an influence on consumers' evaluations. However, emphasizing hedonic features of hedonic products plays an important role in the evaluations of the product since participants evaluated this product type more positive. This finding is important to managers and implies that some manufactures have to work harder to make their consumers perceive their products as more hedonic.

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Appendix A – Description of the pretest

Method

Materials

A pretest was conducted in order to investigate people's perceptions of four hedonic and four utilitarian products. The hedonic products were a fountain-pen, a wireless speaker set, crystal wine glasses and a hammock. The utilitarian products were all purpose cleaner, toilet paper, base coat paint and a tooth brush.

Participants

A total of 30 participants took part in the pretest. The participants' average age was 38 ($SD = 18.23$) (range: 17-70); 60% were women. Apart from one participant, all participants were Dutch and had Dutch as their mother tongue. The educational level ranged from primary school to university education. The majority of the participants (36.7%) completed pre-university education/higher professional education.

Instrumentation

The following dependent variables were measured: attitude towards the product, attitude towards the country, and whether or not product was a typical male or female product.

Attitude towards the product was measured with eight seven-point semantic differentials using the scales developed by Batra and Ahtola (1990): 'useful-useless', 'valuable-worthless', 'beneficial-harmful', 'wise-foolish', 'pleasant-unpleasant', 'nice-awful', 'like-dislike' and 'happy-sad'.

Attitude towards the country was measured for Germany and France anchored by seven-point Likert scales (e.g. 'completely disagree' - 'completely agree').

Whether or not the product was a typical male or female product was also anchored by seven-point Likert scales (e.g. 'completely disagree' - 'completely agree').

Procedure

The participants were approached at Radboud University Nijmegen, at their homes or at work. They were asked to evaluate four hedonic and four utilitarian products. It took the participants on average ten minutes to fill in the questionnaire.

Results

Hedonic product

An independent samples t-test showed a significant difference between crystal wine glasses and hedonic product features ($t(29) = 3.58, p < .001$). Crystal wine glasses were perceived as being hedonic ($M = 3.05, SD = 1.45$). No significant results were found for utilitarian product features of crystal wine glasses ($t(29) = 1.77, p = .088$).

An independent samples t-test showed no significant relation between crystal wine glasses and Germany ($t(29) = 0.00, p = 1$) or between the crystal wine glasses and France ($t(29) = 1.17, p = 0.250$). Therefore, the crystal wine glasses were not biased for a specific COO.

An independent samples t-test showed a significant difference between the crystal wine glasses and masculinity of the product ($t(29) = 2.17, p = .038$). The wine glasses were perceived as masculine ($M = 3.30, SD = 1.77$). No significant result was found for femininity of the product ($t(29) = 1.91, p = .660$).

Utilitarian product

An independent samples t-test showed a significant relation between all purpose cleaner and utilitarian product features ($t(29) = 7.04, p < .001$). The all purpose cleaner was perceived as utilitarian ($M = 3.04, SD = 0.75$). No significant result was found for hedonic product features of all purpose cleaner ($t(29) = 1.07, p = .295$).

An independent samples t-test showed no significant relation between the all purpose cleaner and Germany ($t(29) = 0.09, p = .926$) or between the all purpose cleaner and France ($t(29) = 1.19, p = .245$). Thus, the all purpose cleaner was not biased for a specific COO.

An independent samples t-test showed a significant relation between the all purpose cleaner and masculinity of the product ($t(29) = 5.11, p < .001$). The all purpose cleaner was perceived as being a masculine product ($M = 2.60, SD = 1.50$). Likewise, an independent samples t-test showed a significant difference between the all purpose cleaner and femininity of the product ($t(29) = 3.53, p < .001$). The all purpose cleaner was perceived as a feminine product ($M = 5.20, SD = 1.86$).

Conclusion

Of all four hedonic products, the crystal wine glasses were perceived as most hedonic. They were not biased for a specific COO and were therefore selected as the hedonic product for the

experiment. The crystal wine glasses were perceived as being significantly more masculine. However, this finding was the lowest finding for all four hedonic products.

All purpose cleaner was selected as utilitarian product since it scored the highest on utilitarian product features and was not biased for a specific COO. A significant result was found for masculinity of the product but also for femininity of the products. Therefore, it cannot be concluded that the product was biased for a specific gender.

Questionnaire

Deze vragenlijst gaat over acht producten. Zou u de bijbehorende vragen over de eigenschappen van een product willen beantwoorden? Het invullen duurt ongeveer 5 tot 10 minuten. Hartelijk dank voor uw medewerking!

Product 1: allesreiniger

Dit product is...

Nuttig	0 0 0 0 0 0 0	Nutteloos
Waardevol	0 0 0 0 0 0 0	Waardeloos
Gunstig	0 0 0 0 0 0 0	Schadelijk
Verstandig	0 0 0 0 0 0 0	Dwaas
Aangenaam	0 0 0 0 0 0 0	Onaangenaam
Leuk	0 0 0 0 0 0 0	Verschrikkelijk
Prettig	0 0 0 0 0 0 0	Onprettig
Vrolijk	0 0 0 0 0 0 0	Triest

Dit product past goed bij Duitsland.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product past goed bij Frankrijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product is typisch mannelijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product is typisch vrouwelijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Product 2: vulpen

Dit product is...

Nuttig	0 0 0 0 0 0 0	Nutteloos
Waardevol	0 0 0 0 0 0 0	Waardeloos
Gunstig	0 0 0 0 0 0 0	Schadelijk
Verstandig	0 0 0 0 0 0 0	Dwaas
Aangenaam	0 0 0 0 0 0 0	Onaangenaam
Leuk	0 0 0 0 0 0 0	Verschrikkelijk

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Prettig	0 0 0 0 0 0 0	Onprettig
Vrolijk	0 0 0 0 0 0 0	Triest

Dit product past goed bij Duitsland.

Helemaal mee oneens	0 0 0 0 0 0 0	Helemaal mee eens
---------------------	---------------	-------------------

Dit product past goed bij Frankrijk.

Helemaal mee oneens	0 0 0 0 0 0 0	Helemaal mee eens
---------------------	---------------	-------------------

Dit product is typisch mannelijk.

Helemaal mee oneens	0 0 0 0 0 0 0	Helemaal mee eens
---------------------	---------------	-------------------

Dit product is typisch vrouwelijk.

Helemaal mee oneens	0 0 0 0 0 0 0	Helemaal mee eens
---------------------	---------------	-------------------

Product 3: wc-papier

Dit product is...

Z.O.Z.

Nuttig	0 0 0 0 0 0 0	Nutteloos
Waardevol	0 0 0 0 0 0 0	Waardeloos
Gunstig	0 0 0 0 0 0 0	Schadelijk
Verstandig	0 0 0 0 0 0 0	Dwaas
Aangenaam	0 0 0 0 0 0 0	Onaangenaam
Leuk	0 0 0 0 0 0 0	Verschrikkelijk
Prettig	0 0 0 0 0 0 0	Onprettig
Vrolijk	0 0 0 0 0 0 0	Triest

Dit product past goed bij Duitsland.

Helemaal mee oneens	0 0 0 0 0 0 0	Helemaal mee eens
---------------------	---------------	-------------------

Dit product past goed bij Frankrijk.

Helemaal mee oneens	0 0 0 0 0 0 0	Helemaal mee eens
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Dit product is typisch mannelijk.

Helemaal mee oneens	0 0 0 0 0 0 0	Helemaal mee eens
---------------------	---------------	-------------------

Dit product is typisch vrouwelijk.

Helemaal mee oneens	0 0 0 0 0 0 0	Helemaal mee eens
---------------------	---------------	-------------------

Product 4: grondverf

Dit product is...

Nuttig	0 0 0 0 0 0 0	Nutteloos
Waardevol	0 0 0 0 0 0 0	Waardeloos
Gunstig	0 0 0 0 0 0 0	Schadelijk
Verstandig	0 0 0 0 0 0 0	Dwaas
Aangenaam	0 0 0 0 0 0 0	Onaangenaam
Leuk	0 0 0 0 0 0 0	Verschrikkelijk
Prettig	0 0 0 0 0 0 0	Onprettig
Vrolijk	0 0 0 0 0 0 0	Triest

Dit product past goed bij Duitsland.

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Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product past goed bij Frankrijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product is typisch mannelijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product is typisch vrouwelijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Product 5: draadloze speakerset

Dit product is...

Z.O.Z.

Nuttig	0 0 0 0 0 0 0	Nutteloos
Waardevol	0 0 0 0 0 0 0	Waardeloos
Gunstig	0 0 0 0 0 0 0	Schadelijk
Verstandig	0 0 0 0 0 0 0	Dwaas
Aangenaam	0 0 0 0 0 0 0	Onaangenaam
Leuk	0 0 0 0 0 0 0	Verschrikkelijk
Prettig	0 0 0 0 0 0 0	Onprettig
Vrolijk	0 0 0 0 0 0 0	Triest

Dit product past goed bij Duitsland.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product past goed bij Frankrijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product is typisch mannelijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product is typisch vrouwelijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Product 6: kristalglazen

Dit product is...

Nuttig	0 0 0 0 0 0 0	Nutteloos
Waardevol	0 0 0 0 0 0 0	Waardeloos
Gunstig	0 0 0 0 0 0 0	Schadelijk
Verstandig	0 0 0 0 0 0 0	Dwaas
Aangenaam	0 0 0 0 0 0 0	Onaangenaam
Leuk	0 0 0 0 0 0 0	Verschrikkelijk
Prettig	0 0 0 0 0 0 0	Onprettig
Vrolijk	0 0 0 0 0 0 0	Triest

Dit product past goed bij Duitsland.

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Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product past goed bij Frankrijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product is typisch mannelijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product is typisch vrouwelijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Product 7: tandenborstel

Dit product is...

Z.O.Z.

Nuttig	0 0 0 0 0 0 0	Nutteloos
Waardevol	0 0 0 0 0 0 0	Waardeloos
Gunstig	0 0 0 0 0 0 0	Schadelijk
Verstandig	0 0 0 0 0 0 0	Dwaas
Aangenaam	0 0 0 0 0 0 0	Onaangenaam
Leuk	0 0 0 0 0 0 0	Verschrikkelijk
Prettig	0 0 0 0 0 0 0	Onprettig
Vrolijk	0 0 0 0 0 0 0	Triest

Dit product past goed bij Duitsland.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product past goed bij Frankrijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product is typisch mannelijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product is typisch vrouwelijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Product 8: hangmat

Dit product is...

Nuttig	0 0 0 0 0 0 0	Nutteloos
Waardevol	0 0 0 0 0 0 0	Waardeloos
Gunstig	0 0 0 0 0 0 0	Schadelijk
Verstandig	0 0 0 0 0 0 0	Dwaas
Aangenaam	0 0 0 0 0 0 0	Onaangenaam
Leuk	0 0 0 0 0 0 0	Verschrikkelijk
Prettig	0 0 0 0 0 0 0	Onprettig
Vrolijk	0 0 0 0 0 0 0	Triest

Dit product past goed bij Duitsland.

FLD AND COO FOR HEDONINC AND UTILITARIAN PRODUCTS

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product past goed bij Frankrijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product is typisch mannelijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Dit product is typisch vrouwelijk.

Helemaal mee oneens 0 0 0 0 0 0 0 Helemaal mee eens

Tot slot willen we u vragen de volgende gegevens in te vullen.

Wat is uw leeftijd?

___ jaar

Z.O.Z.

Wat is uw geslacht?

- Man
- Vrouw

Wat is uw nationaliteit?

- Nederlands
- Anders, namelijk _____

Wat is uw moedertaal?

- Nederlands
- Anders, namelijk _____

Wat is de hoogste schoolopleiding die u heeft voltooid?

- niet voltooid lager onderwijs
- basisschool, (speciaal) lager onderwijs
- vmbo-b, basisberoepsgerichte leerweg (lbo/lts/huishoudschool)
- vmbo-g/t, gemengde leerweg, theoretische leerweg (mavo)
- kmbo, kort mbo (vhbo)
- mbo, beroepsgerichte leerweg
- mbo-plus, voor toegang tot het hbo, korte hbo-opleiding (korter dan 2 jaar)
- havo, mms
- vwo, atheneum, gymnasium, hbs
- hbo
- wo, technische/economische hogeschool oude stijl

Dit is het einde van de vragenlijst. Nogmaals hartelijk dank voor uw medewerking.

Appendix B - Advertisements

U wilt niets anders!



Gemaakt in Duitsland

U wilt niets anders!



Gemaakt in Frankrijk

Sie möchten nichts anderes! *



* U wilt niets anders!

Vous ne voulez rien d'autre! *



* U wilt niets anders!

U wilt niets anders!



Gemaakt in Frankrijk

U wilt niets anders!



Gemaakt in Duitsland

Sie möchten nichts anderes! *



* U wilt niets anders!

Vous ne voulez rien d'autre! *



* U wilt niets anders!

Questionnaire

Waarom zou dit een goede allesreiniger zijn? / Waarom zouden dit goede kristalglazen zijn?

Leg a.u.b. zo duidelijk mogelijk uit waar u uw redenering op baseert.

Ik vind deze advertentie...

niet leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	leuk
saai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	fascinerend
niet origineel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	origineel
onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	aantrekkelijk
oninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant

Ik vind dit product...

van lage kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	van hoge kwaliteit
onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	aantrekkelijk
inferieur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	superieur
niet leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	leuk
niet praktisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	praktisch
niet elegant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	elegant
slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	goed
niet stijlvol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	stijlvol
niet degelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	degelijk
negatief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	positief
niet nuttig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	nuttig
technisch niet hoogstaand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	technisch hoogstaand
slechter dan de meeste merken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	beter dan de meeste merken

Het product kopen...

zou ik nooit willen doen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zou ik zeker willen doen
zou ik mijn vrienden niet aanraden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zou ik mijn vrienden aanraden
is echt niets voor mij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	is echt iets voor mij

Hoe schat u Frankrijk in op de volgende aspecten:

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<i>design</i>	zeer laag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zeer hoog
<i>vakmanschap</i>	zeer laag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zeer hoog
<i>prestige</i>	zeer laag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zeer hoog
<i>innovativiteit</i>	zeer laag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zeer hoog

Frankrijk in het algemeen:

heb ik een afkeer van houd ik van

De Franse taal in het algemeen:

heb ik een afkeer van houd ik van

De producten die in Frankrijk gemaakt worden in het algemeen:

heb ik een afkeer van houd ik van

Allesreiniger die in Frankrijk gefabriceerd wordt:

heb ik een afkeer van houd ik van

Sommige producten worden vaak beschreven aan de hand van hun functionele voordelen; voorbeelden van deze functionele producten zijn een schroevendraaier en een rekenmachine. Andere producten worden vaak beschreven aan de hand van het plezier dat het gebruik oplevert; voorbeelden van deze hedonistische producten zijn nagellak en een geurtje.

Deze allesreiniger heeft veel hedonistische kenmerken.

helemaal mee oneens helemaal mee eens

Deze allesreiniger heeft veel functionele kenmerken.

helemaal mee oneens helemaal mee eens

FLD AND COO FOR HEDONIC AND UTILITARIAN PRODUCTS

Tot slot verzoeken we u om de volgende gegevens in te vullen.

- 1 **Wat is uw leeftijd?**
 ___ jaar

 - 2 **Wat is uw geslacht?**
 man
 vrouw

 - 3 **Wat is uw nationaliteit?**
 Nederlandse
 anders, namelijk _____

 - 3 **Wat is uw moedertaal?**
 Nederlands
 anders, namelijk _____

 - 4 **Wat is de hoogste schoolopleiding die u heeft voltooid?**
 niet voltooid lager onderwijs
 basisschool, (speciaal) lager onderwijs
 vmbo-b, basisberoepsgerichte leerweg (lbo/lts/huishoudschool)
 vmbo-g/t, gemengde leerweg, theoretische leerweg (mavo)
 kmbo, kort mbo (vhbo)
 mbo, beroepsgerichte leerweg
 mbo-plus, voor toegang tot het hbo, korte hbo-opleiding (korter dan 2 jaar)
 havo, mms
 vwo, atheneum, gymnasium, hbs
 hbo
 universiteit, technische/economische hogeschool oude stijl

 - 5 **Bent u momenteel...**
 student
 geen student
-

Dit is het einde van de vragenlijst. Nogmaals hartelijk dank voor uw medewerking.

Appendix C Verklaring geen fraude en plagiaat`

Ondergetekende, Nina Krijnen, s4203674, bachelorstudent Communicatie- en Informatiewetenschappen aan de Letterenfaculteit van de Radboud Universiteit Nijmegen, verklaart dat deze scriptie volledig oorspronkelijk is en uitsluitend door hem/haarzelf geschreven is. Bij alle informatie en ideeën ontleend aan andere bronnen, heeft ondergetekende expliciet en in detail verwezen naar de vindplaatsen. De erin gepresenteerde onderzoeksgegevens zijn door ondergetekende zelf verzameld op de in de scriptie beschreven wijze.

Nijmegen 1-6-2015

Handtekening

A handwritten signature in blue ink, consisting of a stylized 'N' followed by a long horizontal line.