The Effects of Implicit and Explicit COO Markers in Advertising

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Abstract

With companies having to compete on a global scale, the importance of effective marketing strategies is significant. One example of such a strategy is the use of country of origin markers in advertisements. By implementing visual or verbal items that refer to a product's country of origin (COO), such markers may have a positive effect on consumer behaviour. This study compares four different COO markers: a 'Made in' label, a company name referring to the COO, a stereotypical person, and a famous building. Dutch participants were asked to rate a Spanish, a French and an Italian advertisement using one of these markers. Results showed no significant differences between the strategies on their effect on product attitude, advertisement attitude, product quality, or purchase intention. However, some differences were found between the countries. This study serves as a first systematic comparison between different COO markers, and future research using additional strategies and countries is encouraged.

The Effects of Implicit and Explicit COO Markers in Advertising

In today's global society, companies are constantly pushed to improve their advertising and packaging to distinguish themselves from their competitors. A strategy that is often used is to refer to the country in which the product is made. This use of the country of origin (COO) has been shown to affect consumers' attitudes to the product, its quality, the product advertising and consumers' purchase intentions (e.g., Verlegh, Steenkamp, & Meulenberg, 2005). However, the effects of different COO markers have been little researched. In this study, an attempt was made to find out to what extent such effects exist, by comparing advertisements in which various COO strategies were used.

Over the past decades, rapid globalization has led companies to create and implement many different advertising strategies, in the hope of staying one step ahead of the international competition. The focus is often on brand quality, as this has a positive impact on attitudes to both global and local brands (Šapić, Kocić, & Filipović, 2018).

In response to this globalizing marketplace, brand positioning strategies have emerged. Alden, Steenkamp, and Batra (1999) define three main strategies: Local Consumer Culture Positioning, a strategy that associates a brand with a local culture, Foreign Consumer Culture Positioning, a strategy that associates a brand with a specific foreign culture, and Global Consumer Culture Positioning, which identifies a brand as a symbol of a global culture. The latter strategy is expected to appeal to consumers all over the world.

Alongside brand positioning strategies, companies often associate their products with the country in which they are made. This country of origin or COO (the country where a product is created, i.e. manufactured or assembled (Bilkey & Nes, 1982)) may have different effects on consumers' attitudes once they are made aware of it.

According to a study by Lo, Tung, Wang, and Huang (2017), if a product's country of origin is perceived as positive by consumers, the product gains a competitive edge. Products are valued more highly, and more people decide to buy them. Even in the presence of additional information provided by advertisement claims, a COO strongly influences consumer product evaluations (Verlegh, Steenkamp, & Meulenberg, 2005). Moreover, consumers are willing to pay a higher price for branded products from a country with a favourable image than for products from a COO with a less favourable image, even when the products' actual COO is incongruent with the branded COO (Koschate-Fisher, Diamantopoulos, & Oldenkotte, 2012).

To make good use of these positive effects, a company should present the country of origin in its advertisements using a COO marker. According to a study by Aichner (2014), eight different COO strategies may be distinguished. The first strategy is to use the phrase 'Made in…', indicating the country where the product was made. Secondly, there are quality and origin labels, such as the three European Union schemes of geographical indications and traditional specialties, known as protected designation of origin (PDO), protected geographical indication (PGI), and traditional specialities guaranteed (TSG), which a company may embed in its packaging and advertising to increase its credibility and perceived quality (Becker, 2009). Thirdly, a company may embed the COO in its company name, for instance, Air France or Bank of America. Fourthly, a company may embed COO-related words in the company name, such as Dr Oetker (Germany) or Husky Energy (Canada). The fifth strategy is to use COO language, for instance, a French slogan in a product for an American audience. The sixth is to use famous or stereotypical people from the COO, the seventh is to use COO flags and symbols, and the eighth is to use typical landscapes or famous buildings from the COO. Although not explicitly mentioned by Aichner (2014) as one of the COO strategies, according to Hornikx, Van Meurs, van den Heuvel, & Janssen (2019) a ninth strategy may be added: referencing the COO or its inhabitants, as in 'Prepared with Dutch cheese', for example.

When looking at a foreign language as a COO marker (Aichner's 5th strategy), Hornikx, Van Meurs, and Hof (2013) found that a foreign language works better for congruent products (i.e., products associated with the country in which the language is used). However, whether a slogan in a foreign language is related to the COO does not affect consumers' purchase intentions or their attitude to the advertising, product, and quality (Rozen & Raedts, 2013). However, the study did find that the use of a typical landscape, compared to no landscape, resulted in significantly better results for those variables (Aichner's 8th strategy).

In a study by Salciuviene, Ghauri, Streder, and De Mattos (2010), it was found that French brand names made participants view a utilitarian service as more hedonic compared to English and German. Furthermore, it was found that hedonic services are perceived as more hedonic when the COO has a hedonic image. Moreover, it was found that brand names in languages incongruent with the country of origin increase consumer preference for these utilitarian services.

Although some research has been done on the occurrence of COO markers, only a few studies were conducted into the effect of different COO markers. Leclerc, Schmitt, and Dubé

(1994) researched the effects of congruency with the COO. They found that a French pronunciation of a brand name affects the perceived hedonism of products, the attitudes to the brand, and attitudes to the brand name. Incongruency between the product and the COO diminishes its hedonic perceptions. The presence of a 'made in France' label similarly resulted in enhanced perceptions of hedonism, compared to the baseline condition. Hornikx and Van Meurs (2017) found that a slogan in a foreign language used as a COO marker is associated more frequently with the country that is congruent with the advertised product, including the country flag as a COO marker, than with a country that is incongruent. Roozen and Raedts (2013) found that COO-related pictures significantly influence the participants' attitude to the advertised product, and its quality and purchase intention. Advertisements with a picture of the COO score significantly higher than advertisements without. For advertisements with COO-related slogans, no significant differences were found, but overall, scores were higher than for advertisements with unrelated slogans.

A combination of a 'Made in' label (Aichner's 1st strategy), a brand name in a foreign language (Aichner's 5th strategy), and a celebrity (Aichner's 6th strategy) was studied by Chao, Wührer, and Werani (2005). They found that Austrian consumers preferred a combination of a German brand name, a 'Made in Germany' label and a non-celebrity, in comparison with an English name, a 'Made in China' label and an American celebrity.

However, a systematic comparison of different strategies has not yet been made. The purpose of this study is to make such a comparison, using four different strategies (based on Aichner, 2014): two explicit, and two implicit. The first explicit strategy chosen is 'Made in', the most explicit variable. The second is the only other non-regulated strategy: the use of the COO in the company name. The first implicit strategy is the use of a famous building; the second is the use of a celebrity. The results found in this study contribute to the scientific literature on COO markers, as they give insight into the differences in effects on consumer behaviour of both implicit and explicit COO strategies. Moreover, companies may use this knowledge to improve their marketing strategies, by implementing effective COO markers in their advertisements.

The following research question was formulated:

RQ: To what extent do explicit and implicit COO markers differ in terms of their effect on:

      a.   product attitude;

      b.   the attitude to the advertising;

      c.   perceived quality;

      d.   purchase intention

      e.   the link to the country of origin

Method

Materials

Participants filled in a questionnaire about three advertisements for food products. The three advertisements incorporated a COO marker referring to either France, Spain or Italy, congruent with the COO of the products in question.

The first independent variable was the COO strategy, operationalized as having four levels, based on four of the eight COO strategies found by Aichner (2014). The first level was the explicit marker 'Made in…': an indication in the advertisement of where the product allegedly had been made ('Made in Spain', 'Made in France', 'Made in Italy'). The second level was the explicit marker 'COO embedded in the company name'. For this variable, company names were created that explicitly refer to the countries of origin ('Paella Española', 'Brie de France' 'Pizza Italia'). The third level is the implicit marker 'use of famous buildings from the COO'. For this variable, advertisements contained the Sagrada Familia (Spain), the Eiffel Tower (France) or the Tower of Pisa (Italy). The final level was the implicit marker 'use of stereotypical people from the COO', which was implemented in the advertisement by showing an image of a stereotypical Spaniard, Frenchman or Italian. A baseline advertisement was created, which did not include any COO markers. For the baseline advertisement, the company name was 'Food Factory'.

The second independent variable was the country represented in the advertisement, operationalized as having three levels: Spain, France and Italy. Each was represented by a well-known dish from that country: paella for Spain, brie for France and pizza for Italy. A total of fifteen advertisements was created to apply each of the four different strategies to each of the three countries represented, plus three baseline conditions with no COO marker, one for each country, were added (see Table 1).

The food products, stereotypes and famous buildings in the advertisements were based on the results of a small-scale pre-test. Open-ended questions and Likert scales were used to find out which foods, stereotypes and buildings participants associated most with Spain, France, and Italy, based on a questionnaire used in a study by Spielmann (2016). In total, twenty-two participants filled in the pre-test questionnaire. For an excerpt of the questionnaire, see Appendix C).

Table 1. The advertisement distribution in the five questionnaires.

	1. Baseline Condition	2. Made in	3. COO name	4. Person	5. Building
Paella (SP)	No marker	Made in Spain	Paella Española	Stereotypical Spaniard	Sagrada Familia
Brie (FR)	No marker	Made in France	Brie de France	Stereotypical Frenchman	Eiffel Tower
Pizza (IT)	No marker	Made in Italy	Pizza Italia	Stereotypical Italian	Tower of Pisa

Subjects

In total, 178 Dutch people participated in the experiment, of whom 131 (73.6%) were women and 47 (26.4%) were men. The χ^2 test between which was done between the version of the questionnaire and the participants' gender showed no significant relationship ($\chi^2(4) = .798$, $p = .939$), meaning gender was equally distributed between the versions.

The average age was 37 ($M = 36.98$, $SD = 14.67$), ranging from 18 to 67. A one-way ANOVA showed no significant main effect of version on age, meaning the age of the participants was equally distributed among the versions ($F(4, 176) = 1.24$, $p = .298$).

Participants were asked to state their highest completed educational level. Responses ranged from 'primary school' to 'University'. Most participants (68) chose 'HBO' (= University of applied sciences). The χ^2 test between version and education showed no significant relationship ($\chi^2(20) = 16.96$, $p = .655$, meaning the participants' educational level was equally distributed between the versions.

Design

The design of the experiment was a 5x3 mixed design. The COO strategy ('Made in', COO name, stereotypical person, famous building, baseline) was the between-subjects factor and the product (with its referenced COO: Spain, France, Italy) was the within-subjects factor.

Instruments

The following main dependent variables were included: product attitude, perceived quality, attitude to advertisement, purchase intention and the link to the country of origin.

For product attitude, two items were used, followed by a 7-point Likert scale, based on Hornikx, Van Meurs, and Hof (2013) ('I believe the product is nice', 'I believe the product is attractive'). The reliability for the scales to measure product attitude was acceptable ($\alpha=.72$)

For perceived quality, a 5-point semantic scale was used ranging from 1 (very poor) to 5 (very good), based on Cameron & Elliott (1994).

For attitude to the advertisement, a 5-item-7-point semantic differential scale was used, ranging from 1 to 7: positive/negative; attractive/not attractive; convincing/not convincing; credible/not credible and interesting/not interesting, based on Roozen and Raedts (2013). The reliability for the scales to measure the attitude to the advertisement was good ($\alpha=.94$).

For purchase intention, three 7-point semantic differentials were used ranging from 1 to 7: something I certainly want to do/something I never want to do; something I would/would not recommend to my friends; really something for me/really not something for me, following the statement 'Buying the product is', again based on Hornikx, Van Meurs, and Hof (2013). The reliability for the scales to measure purchase intention was good ($\alpha=.84$).

For the link to the COO, participants were asked to write down the country they associate with the advertisement.

Several background variables were included. Seven-point Likert scales were used to measure the attitude to the advertised food ('I like [product]'); to measure how often participants consumed the advertised food ('I eat [product] regularly'); to measure the attitude to the COO connected to the product ('I like [COO]'); to measure to what degree participants link the advertised product to the intended COO ('I associate this product with [COO]'), to measure the perceived realness of the advertisement ('This advertisement could be from a magazine'), to measure participants' familiarity with the COO ('I have visited [COO] regularly', 'I speak [COO language]').

At the end of the questionnaire, participants were asked what 'Made in' label/company name/person/building they had seen in each advertisement. A multiple-choice question with 4 options was used for each country. For the baseline condition, this question was omitted.

Finally, participants were asked what they thought was the purpose of this study. For an example of the questionnaires, see Appendix D.

Procedure

The five questionnaires (one for each strategy, plus one without a strategy implemented, serving as a baseline condition) were presented in Dutch, as the study was conducted in the

Netherlands, where Dutch is the official language. The different versions of the questionnaire were equally distributed among participants.

        The questionnaires were distributed online, mainly via WhatsApp and Facebook. Filling in the questionnaires took around 10 minutes.

        Participants were informed that the questionnaire was part of a study for a bachelor's thesis. Then, participants were told their responses would be processed anonymously, and that they could stop and close the questionnaire at any time. Moreover, they were told that by participating in this study, they confirmed that they had read all information provided, were taking part voluntarily, and were 18 years or older. The aim of the study was not explicitly mentioned beforehand; however, an email address was provided for participants to ask questions about their participation and the study.

Statistical treatment

Two-way repeated measures analyses were used with product/COO as a within-subject factor, and strategy as a between-subjects factor in order to see if those factors had an effect on advertisement attitude, product quality, product attitude, purchase intention, product liking, product use, country association, attitude to COO, familiarity with COO, and realism of the advertisement. One-way ANOVAs were used for age distribution between versions and to further analyse significant interaction effects. Reliability analyses were used to measure the reliability for multi-item variables. Chi square analyses were done for gender and educational level distribution between versions, link to COO, manipulation check and goal of the study.

<div align="center">Results</div>

Manipulation check

Three variables were measured as a manipulation check: noticing COO markers, the realism of the advertisement, and the goal of the study.

Noticing COO markers.

For each strategy, except the baseline condition, participants were asked what the COO marker looked like, using a multiple-choice question.

A χ^2 test between manipulation check and COO strategy for the Spanish advertisements showed a significant relationship ($\chi^2(3) = 13.17$, $p = .004$), meaning the distribution of correct and incorrect answers was not equal between the strategies. Significantly more people chose the incorrect marker for advertisements with a 'Made in' label (19 [61.3%] correct, 12 [38.7%] incorrect) than for advertisements with a stereotypical person (35 [95.6%] correct, 2 [5.4%] incorrect). In total, 113 (80.7%) participants gave a correct answer and 27 (19.3%) gave incorrect answers.

A χ^2 test between manipulation check and COO strategy for the French advertisements showed a significant relationship ($\chi^2(3) = 29.53$, $p < .001$), meaning the distribution of correct and incorrect answers was not equal between the strategies. Significantly more people chose the incorrect marker for advertisements with a 'Made in' label (17 (54.8%) correct, 14 (45.2%) incorrect than for advertisements with a COO name (31 (88.6%) correct, 4 (11.4%) incorrect), a stereotypical person (35 (94.6%) correct, 2 (5.4%) incorrect) or a famous building (36 (97.3%) correct, 1 (2.7%) incorrect). In total, 119 (85.0%) participants gave a correct answer and 21 (15.0%) participants gave incorrect answers.

A χ^2 test between manipulation check and COO strategy for the Italian advertisements showed a significant relationship ($\chi^2(3) = 36.56$, $p < .001$), meaning the distribution of correct and incorrect answers was not equal between the strategies. Significantly more people chose the incorrect marker for advertisements with a 'Made in' label (13 [41.9%] correct, 18 [58.1%] incorrect) than for advertisements with a COO name (31 [88.6%] correct, 4 [11.4%] incorrect), a stereotypical person (33 [89.2%] correct, 4 ([10.8%] incorrect) or a famous building (35 ([94.6%] correct, 2 [5.4%] incorrect). In total, 112 (80.0%) participants gave a correct answer and 28 (20.0%) participants gave incorrect answers. See Table 2, 3 and 4 for an overview of the counts and percentages per country.

Table 2.　　Counts and percentages of correct and incorrect responses to what COO marker was used.

			Made in	COO name	Person	Building	Total
				COO strategy			
Spain	Correct	n	19_a	$27_{a, b}$	35_b	$32_{a,b}$	113
		%	61%	77%	95%	87%	81%
	Incorrect	n	12_a	$8_{a, b}$	2_b	$5_{a,b}$	27
		%	39%	23%	5%	14%	19%

Each subscript letter denotes a COO strategy whose column proportions do not differ significantly from each other ($p < .05$)

Table 3.　　Counts and percentages of correct and incorrect responses to what COO marker was used.

			Made in	COO name	Person	Building	Total
				COO strategy			
France	Correct	n	17_a	31_b	35_b	36_b	119
		%	55%	89%	95%	97%	85%
	Incorrect	n	14_a	4_b	2_b	1_b	21
		%	45%	11%	5%	3%	15%

Each subscript letter denotes a COO strategy whose column proportions do not differ significantly from each other ($p < .05$)

Table 4.　　Counts and percentages of correct and incorrect responses to what COO marker was used.

			Made in	COO name	Person	Building	Total
				COO strategy			
Italy	Correct	n	13_a	31_b	33_b	35_b	112
		%	42%	89%	89%	95%	80%
	Incorrect	n	18_a	4_b	4_b	2_b	28

	%	58%	11%	11%	5%	20%

Each subscript letter denotes a COO strategy whose column proportions do not differ significantly from each other (*p < .05)*

Realism advertisement.

A repeated measures analysis for realism of the advertisement with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of country (F (2, 346) = 7.89, $p < .001$). The rating for the realism of the advertisement for Spanish advertisements ($M = 4.18$, $SD = 1.47$) was significantly lower than for French advertisements ($p = .020$, Bonferroni-correction; $M = 4.49$, $SD = 1.35$) and Italian advertisements ($p = .001$, Bonferroni-correction; $M = 4.58$, $SD = 1.30$).

A significant main effect of COO strategy (F (4, 173) = 4.51, $p = .002$) was found. A one-way analysis of variance showed a significant effect of COO strategy on realism of the advertisement for Spain (F (4, 173) = 4.83, $p = .001$), France (F (4, 173) = 2.56, $p = .040$), and Italy (F (4, 173) = 2.47, $p = .047$).

For Spain, the realism of the advertisement of 'Made in' ($M = 4.94$, $SD = 1.20$) was significantly higher than for 'person' ($p = .001$, Bonferroni-correction; $M = 3.60$, $SD = 1.55$) and 'building' ($p = .012$, Bonferroni-correction; $M = 3.81$, $SD = 1.79$). There were no significant differences between the other strategies.

For France, the realism of the advertisement of 'Made in' ($M = 4.90$, $SD = .94$) was higher than for 'person' ($p = .046$, Bonferroni-correction; $M = 3.97$, $SD = 1.59$). There were no significant differences between the other strategies.

For Italy, the realism of the advertisement of 'Made in' ($M = 5.13$, $SD = 1.02$) was higher than for 'person' ($p = .028$, Bonferroni-correction; $M = 4.19$, $SD = 1.41$). There were no significant differences between the other strategies, nor was there a significant interaction effect between country and COO strategy (F (8, 346) = 1.35, $p = .216$)

Goal study.

A chi-square test showed that of the 178 respondents only 4.5% (8 respondents) guessed the goal of the study correctly. Although the analysis showed to be significant (χ^2 (4) = 10.64, $p = .031$), no significant differences were found between the versions.

Main variables

Five main dependent variables were measured: advertisement attitude, product quality, product attitude, purchase intention and link to COO (see Table 2 for means and standard deviations).

Table 5.　　　Means and standard deviations (in parentheses) for the advertisement attitude, product quality, product attitude and purchase intention for all country-COO strategy combinations.

		Baseline		Made in		COO name		Stereotypical person		Famous building	
		n = 38		n = 31		n = 35		n = 37		n = 37	
		M	*(SD)*	*M*	*(SD)*	*M*	*(SD)*	*M*	*(SD)*	*M*	*(SD)*
Ad attitude	Spain	4.14	(1.31)	4.57	(1.14)	4.23	(1.12)	3.85	(1.31)	4.08	(1.27)
	France	4.45	(1.26)	4.58	(1.36)	4.41	(1.33)	3.99	(1.14)	4.56	(1.52)
	Italy	4.35	(1.40)	4.67	(1.45)	4.47	(1.29)	4.24	(1.21)	4.28	(1.41)
	Total	4.32	(1.07)	4.61	(1.10)	4.37	(.95)	4.03	(1.02)	4.17	(1.29)
Product quality	Spain	3.27	(.64)	3.45	(.72)	3.20	(.58)	2.95	(.70)	2.76	(.76)
	France	3.53	(.63)	3.55	(.81)	3.29	(.89)	3.30	(.78)	3.49	(1.02)
	Italy	3.37	(.61)	3.65	(.88)	3.54	(.85)	3.57	(.80)	3.30	(.97)
	Total	3.46	(.51)	3.55	(.57)	3.34	(.51)	3.27	(.56)	3.18	(.80)
Product attitude	Spain	4.43	(.99)	4.35	(.95)	4.24	(.98)	3.88	(1.21)	3.92	(1.02)
	France	4.41	(1.29)	4.66	(1.27)	4.67	(1.13)	4.08	(1.23)	4.45	(1.17)
	Italy	5.05	(.84)	5.13	(1.20)	4.90	(1.08)	4.93	(1.17)	4.35	(1.24)
	Total	4.63	(.71)	4.71	(.84)	4.60	(.63)	4.30	(.75)	4.24	(.90)
Purchase intention	Spain	3.73	(1.33)	4.03	(1.40)	3.78	(1.33)	3.39	(1.48)	3.23	(1.63)
	France	4.68	(1.65)	4.60	(1.76)	4.56	(1.76)	4.14	(1.76)	4.29	(1.92)
	Italy	4.77	(1.63)	5.01	(1.59)	4.50	(1.63)	4.95	(1.38)	4.78	(1.55)
	Total	4.39	(.92)	4.55	(1.11)	4.28	(1.12)	4.16	(1.13)	4.10	(1.34)

Attitude to advertisment.

A repeated measures analysis for advertisement attitude with country as within-subject factor and COO strategy as between-subject factor showed no significant main effect of COO strategy (F (4, 173) = 1.34, p = .256) and no significant interaction effect between country

and COO strategy (F (8, 346) = 1,41, p = .193). It did show a significant main effect for country (F (2, 346) = 6.88, p = .001). The advertisement attitude for Spanish advertisements (M = 4.08, SD = 1.27) was significantly lower than for French advertisements (p = .006, Bonferroni-correction; M = 4.39, SD = 1.33) and Italian advertisements (p = .008, Bonferroni-correction; M = 4.39, SD = 1.35). The advertisement attitude for French advertisements was not significantly lower than for Italian advertisements (p = 1.00, Bonferroni-correction).

Product quality.

A repeated measures analysis for product quality with country as within-subject factor and COO strategy as between-subject factor showed no significant main effect of COO strategy (F (4, 165) = 1.81, p = .129). It did show a significant main effect for country (F (2, 330) = 15.30, p < .001). The perceived product quality for Spanish advertisements (M = 3.11, SD = .72) was significantly lower than for French advertisements (p < .001, Bonferroni-correction; M = 3.42, SD = .84) and Italian advertisements (p = .001, Bonferroni-correction; M = 3.48, SD = .84). The product quality for French advertisements was not significantly lower than for Italian advertisements (p = 1.00, Bonferroni-correction).

Moreover, a significant interaction effect between country and COO strategy was found (F (8, 330) = 2.34, p = .019).

For the Spanish advertisements, a significant effect of COO strategy for product quality was found (F (4, 175) = 5.68, p < .001.). The product quality for 'Baseline' (M = 3.28, SD = .61) was significantly higher than for 'Building' (p = .013, Bonferroni-correction; M = 2.76, SD = .76). The product quality for 'Made in' (M = 3.45, SD = .72) was significantly higher than for person (p = .003, Bonferroni-correction; M = 2.95, SD = .70) and 'Building' (p < .001, Bonferroni-correction; M = 2.76, SD = .76). No significant differences were found between the other strategies (all ps > .063, Bonferroni-correction).

No significant effect of COO strategy for product quality was found for the French (F (4, 171) = .97, p = .424) and Italian advertisements (F (4, 171) = .94, p = .441).

Product attitude.

A repeated measures analysis for product attitude with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of COO strategy (F (4, 173) = 2.74, p = 0.30). However, Bonferroni post-hoc tests found no significant differences between the COO strategies (all ps > .119).

Furthermore, a significant main effect of country was found (F (2, 346) = 22.30, $p <$ .001). The product attitude for Spanish advertisements (M = 4.16, SD = 1.05) was significantly lower than for French advertisements (p = .030, Bonferroni-correction; M = 4.44, SD = 1.22) and Italian advertisements ($p < $ .001, Bonferroni-correction; M = 4.87, SD = 1.13). French advertisements were rated significantly lower than Italian advertisements ($p < $ .001, Bonferroni-correction). The interaction effect between country and COO strategy was not significant (F (8, 346) = 1.43, p = .181)

Purchase intention.

A repeated measures analysis for purchase intention with country as within-subject factor and COO strategy as between-subject factor showed no significant main effect of COO strategy (F (4, 173) = .87, p = .483) and no significant interaction effect between country and COO strategy (F (8, 346) = .921, p = .499) .

It did show a significant main effect of country on purchase intention (F (2, 346) = 33.79, $p < $ .001).

The purchase intention for Spanish advertisements (M = 3.61, SD = 1.45) was significantly lower than for French advertisements ($p < $ .001, Bonferroni-correction; M = 4.45, SD = 1.76) and Italian advertisements ($p < $ .001, Bonferroni-correction; M = 4.80, SD = 1.54). French advertisements were rated significantly lower than Italian advertisements (p = .048, Bonferroni-correction).

Link to COO.

A χ^2 test between the link to COO and COO strategy for the Spanish advertisements showed a significant relationship (χ^2 (4) = 18.01, p = .001), meaning the distribution of correct and incorrect answers was not equal between the strategies. Significantly more people matched an incorrect country to products on advertisements with a famous building (21 [56.8%] correct, 16 [43.2%] incorrect), compared to advertisements with a COO name (32 [91.4%] correct, 3 [8.6%] incorrect) and advertisements with a 'Made in' label (29 [93.5%] correct, 2 [6.5%] incorrect). In total, 138 (77.5%) participants gave a correct answer and 40 (22.5%) gave incorrect answers.

A χ^2 test between link to COO and COO strategy for the French advertisements showed no significant relationship (χ^2 (4) = 3.91, p = .418), meaning the distribution of correct and incorrect answers was similar between the strategies. In total, 162 (91.0%) participants gave a correct answer and 16 (9%) gave incorrect answers.

A χ^2 test between link to COO and COO strategy for the Italian advertisements showed no significant relationship (χ^2 (4) = 8.77, p = .067), meaning the distribution of correct and incorrect answers was similar between the strategies. In total, 172 (96.6%) participants gave a correct answer and 6 (3.4%) gave incorrect answers.

See Table 3, 4 and 5 for an overview of all counts and percentages per country.

Table 6.   Counts and percentages of correct and incorrect responses to the Spanish products' COO.

			COO strategy					
			Baseline	Made in	COO name	Person	Building	Total
Spain	Correct	n	$28_{a, b}$	29_b	32_b	$29_{a,b}$	21_a	138
		%	74%	94%	91%	76%	57%	78%
	Incorrect	n	$10_{a, b}$	2_b	3_b	$9_{a,b}$	16_a	49
		%	26%	7%	9%	24%	43%	23%

Each subscript letter denotes a COO strategy whose column proportions do not differ significantly from each other ($p < .05$)

Table 7.   Counts and percentages of correct and incorrect responses to the French products' COO.

			COO strategy					
			Baseline	Made in	COO name	Person	Building	Total
France	Correct	n	36_a	27_a	34_a	33_a	32_a	162
		%	95%	87%	97%	89%	87%	91%
	Incorrect	n	2_a	4_a	1_a	4_a	5_a	16
		%	5%	13%	3%	11%	14%	9%

Each subscript letter denotes a COO strategy whose column proportions do not differ significantly from each other ($p < .05$)

Table 8.   Counts and percentages of correct and incorrect responses to the Italian

products' COO.

			COO strategy					
			Baseline	Made in	COO name	Person	Building	Total
Italy	Correct	n	38_a	31_a	34_a	33_a	36_a	172
		%	100%	100%	97%	89%	97%	97%
	Incorrect	n	0_a	0_a	1_a	4_a	1_a	6
		%	0%	0%	3%	11%	3%	3%

Each subscript letter denotes a COO strategy whose column proportions do not differ

significantly from each other (*p < .05)*

Background variables

Several background variables were measured to gain knowledge about the participants'

attitude to the advertised foods, the degree to which they link the foods to their COOs, and the

participants familiarity with the COOs.

Product liking.

A repeated measures analysis for product liking with country as within-subject factor and

COO strategy as between-subject factor showed a significant main effect of country (F (2,

346) = 34.79, $p < .001$). The product in the Italian advertisement (pizza) was rated

significantly higher ($M = 5.81$, $SD = 1.16$) than the product in the Spanish advertisement

(paella) ($p < .001$, Bonferroni-correction; $M = 4.51$, $SD = 1.52$) and the product in the French

advertisement (brie) ($p < .001$, Bonferroni-correction; $M = 4.85$, $SD = 1.81$). No significant

difference was found between the Spanish and the French advertisement ($p = .130$).

No significant main effect of COO marker (F (4, 173) = .398, $p = .810$), nor a

significant interaction effect between country and COO marker (F (8, 346) = .533, $p = .832$)

were found.

Product use.

A repeated measures analysis for product use with country as within-subject factor and COO

strategy as between-subject factor showed a significant main effect of country (F (2, 346) =

130.42, $p < .001$). The product in the Italian advertisement (pizza) was rated significantly

higher ($M = 5.22$, $SD = 1.21$) than the product in the Spanish advertisement (paella) ($p < .001$, Bonferroni-correction; $M = 2.75$, $SD = 1.42$) and the product in the French advertisement (brie) ($p < .001$, Bonferroni-correction; $M = 4.20$, $SD = 1.89$). The product in the French advertisement (brie) was rated significantly higher than the product in the Spanish advertisement (paella) ($p < .001$, Bonferroni-correction). The higher the rating, the more frequent the participant consumed the advertised product.

Neither a significant main effect of COO marker (F (4, 173) = .19, $p = .945$), nor a significant interaction effect between country and COO marker (F (8, 346) = 1.67, $p = .106$) were found.

Country association.

A repeated measures analysis for country association with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of country (F (2, 364) = 11.65, $p < .001$). The association of the product with the COO for Italian advertisements ($M = 5.88$, $SD = 1.14$) was significantly higher than for Spanish advertisements ($p < .001$, Bonferroni-correction; $M = 5.37$, $SD = .1.28$) and French advertisements ($p = .016$, Bonferroni-correction; $M = 5.62$, $SD = 1.26$). No significant difference was found between the Spanish and the French advertisements ($p = .118$)

No significant main effect was found of COO strategy (F (4, 173) = 1.39, $p = .241$).

There was, however, a significant interaction effect between country and COO strategy (F (8, 346) = 2.46, $p = .013$)

For the Spanish advertisements, a significant effect of COO strategy for product quality was found (F (4,177) = 3.79, $p = .006$). The country association for 'COO name' ($M = 5.80$, $SD = .90$) was significantly higher than for 'Building' ($p = .004$, Bonferroni-correction; $M = 4.73$, $SD = 1.57$). No significant differences were found between the other strategies (all ps > .073, Bonferroni-correction).

No significant effect of COO strategy for product quality was found for the French (F (4, 177) = .34, $p = .85$) and Italian advertisements (F (4, 177) = 1.38, $p = .242$).

Attitude COO.

A repeated measures analysis for attitude to COO with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of country (F (2, 346) = 4.63, $p = .010$). The attitude to the COO for French advertisements ($M = 4.94$, $SD = 1.22$) was significantly lower than for Italian advertisements ($p = .012$, Bonferroni-correction;

$M = 5.26$, $SD = 1.16$). No significant differences were found between the Spanish and the French advertisement ($p = .111$) or the Italian and the French advertisement ($p = .110$).

There was no significant main effect of COO strategy (F (4, 173) = 1.40, $p = .236$), and no significant interaction effect between country and COO strategy (F (8, 346) = 1.34, $p = .222$).

Familiarity COO.

COO visit.

A repeated measures analysis for COO visit with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of country (F (2,346) = 41.45, $p < .001$. Significantly more participants visited France ($M = 4.62$, $SD = 1.65$) than Spain ($p < .001$, Bonferroni-correction; $M = 3.29$, $SD = 1.75$) or Italy ($p < .001$, Bonferroni-correction; $M = 3.88$, $SD = 1.75$). Significantly more participants visited Italy than Spain ($p < .001$, Bonferroni-correction).

There was no significant main effect of COO strategy (F (1, 173) = .79, $p = .528$), and no significant interaction effect between country and COO strategy (F (8, 346) = 1.02, $p = .421$).

COO language proficiency.

A repeated measures analysis for COO visit with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of country (F (2, 346) = 61.93, $p < .001$). Significantly more participants spoke French ($M = 3.31$, $SD = 1.63$) than Spanish ($p < .001$, Bonferroni-correction; $M = 2.15$, $SD = 1.56$) or Italian ($p < .001$, Bonferroni-correction; $M = 1.92$, $SD = 1.26$). No significant difference was found between Spanish and Italian ($p = .201$, Bonferroni-correction).

Conclusion and Discussion

In the present study, a comparison was made between both implicit and explicit COO strategies in advertisements for food products. More specifically, it has aimed to find to what extent explicit and implicit COO markers differ in terms of their effect on: (a) product attitude; (b) the attitude to the advertising; (c) perceived quality; (d) purchase intention and (e) the link to the country of origin. This research topic had emerged due to a lack of literature including such a comparison. To answer this question, an experiment was conducted with Dutch participants, to test four different COO strategies: The use of 'Made in' (explicit), typical COO words embedded in the company name (explicit), the use of a stereotypical person from the COO (implicit), and the use of a famous building from the COO (implicit). Below, the results found in this study are described and interpreted; finally, the research question is answered.

Effects of different COO strategies

The four COO strategies themselves have revealed few significant effects for any of the main dependent variables. For advertisement attitude, product quality and purchase intention no effects of COO strategy were found. These findings are partially consistent with Chao, Wührer, and Werani (2005), who found no significant main effects for the use of a COO name. For the 'Made in' markers, they only found a significant difference in quality. This is consistent with the results for the Spanish advertisements used in this study, in which the 'Made in' advertisement was rated significantly higher quality than the Person and Building ad.

Hornikx and Van Meurs (2017), using a congruent foreign language and a congruent COO product, and Roozen and Raedts (2013), using a COO-picture and a COO slogan, did find significantly better results compared to their conditions without any COO markers, which contradicts the current study's results.

Effects of different countries of origin

Multiple significant differences were found between the Spanish, French and Italian advertisements. Spanish advertisements were rated lowest in product quality, product attitude, advertisement attitude and purchase intention. Several reasons may be hypothesized for what could have impacted the participants' judgement of the Spanish advertisements and product:

Results showed that among the participants, paella was not as familiar as pizza or brie, nor did they eat it on a regular basis. Possibly because of this, many participants (22.5%)

linked the Spanish food to a different country than Spain (compared to only 9% for the French product and 3.4% for the Italian product. Although paella was rated highest in the pre-test for typical Spanish foods, just the image of the dish seems not as strongly linked to its COO as it is for pizza or brie, even less so without explicit reference to Spain: For the advertisement with the Sagrada Familia 43% of the participants indicated the incorrect COO. Moreover, when participants were asked how much they associated paella with Spain (with the famous building advertisement), results were significantly lower than for the other COO products.

Research on the country image (see Roth and Romeo, 1992; Yeh, Chen, and Sher, 2010) and its effect on consumer evaluation of the three countries is encouraged, as this may give insight in the country-related differences found.

Limitations and suggestions for further research

The lack of significant results between the COO strategies may have to do with the extreme typicality of the chosen products. The products might be well-known as being a dish from a specific COO that any other reference to the COO would be superfluous and therefore ignored. Future research is suggested with a similar experiment but with either less typical products, or less well-known countries. It would also be useful to do an experiment using only one COO, but with several products linked to that same COO.

This study compared just four of eight strategies by Aichner (2014). Future research could be done using different strategies, e.g., the use of a foreign language (5th strategy) or the use of flags (7th strategy), as well as different elements of consumer behaviour as dependent variables, e.g., consumer involvement and motivation.

The results made clear that paella was often not recognized as being a Spanish dish. A longer pre-test with more respondents might have had resulted in a different, more recognizable product for Spain.

The advertisements were designed without any professional experience, which may have had an effect on how realistic they were deemed by the participants. This seems to have affected their perceived realism, mainly for the advertisements with a stereotypical person and with a famous building. For these advertisements, many images were photoshopped together, increasing the risk of visible unprofessionalism. Simpler, less extensively edited advertisements, such as the 'Made in' version, were rated higher.

The label in the 'Made in' advertisements was often incorrectly remembered. Instead of 'Made in', participants indicated having remembered a different label (e.g., 'produced in').

This may be a result of the highly typical food product, as described above. Moreover, the 'Made in' label was edited as to blend in with the background of the advertisement, which may have made it more likely to be ignored.

Participants were not asked for their nationality or their proficiency in the Dutch language. Therefore, it may be that participants had difficulties understanding the questions, which may have influenced their responses.

The results of this study are a contribution to the existing theory on COO markers. As a first systematic comparison between different COO markers, it gives more insight into how different COO markers influence consumer behaviour, in what conditions, and for what countries.

Marketers may use this knowledge to improve their advertising strategies by choosing COO markers that work best for their product and their audience.

In conclusion, few differences were found between the effects of different COO strategies. No clear evidence is provided that some markers have a greater influence on consumer behaviour than others. A difference between implicit and explicit markers on consumer behaviour cannot be concluded to have been shown. There were, however, differences between the three countries of origin. Multiple factors influence consumer behaviour (e.g., motivation, involvement) which should be considered and further studied by both researchers and companies. This experiment gave a first insight into the effects of different COO markers, future research is required, however.

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Appendix A

All fifteen advertisements

Appendix B

Example pre-test

Due to the size of the questionnaire, only a sample of the complete set of questions is included in the appendix.

Beste deelnemer,

Deze enquête is onderdeel van ons onderzoek voor onze Bachelorscriptie voor de opleiding Communicatie- en Informatiewetenschappen aan de Radboud Universiteit. In deze enquête zullen wij onderzoeken hoe sterk de links zijn tussen bepaalde merknamen, etenswaren, gebouwen en personen en bepaalde landen.

Tijdens de enquête krijgt u telkens een merknaam of een foto van een gebouw, etenswaar of persoon te zien, gevolgd door enkele vragen. U zal per onderdeel van de enquête nog een gedetailleerde uitleg krijgen over wat er precies van u verwacht wordt. Het invullen van de enquête zal ongeveer 15 minuten duren.

Uw deelname aan dit onderzoek is vrijwillig en u heeft het recht om het onderzoek op elk moment stop te zetten door de enquête af te sluiten. Uw antwoorden zullen anoniem worden verwerkt en alleen gebruikt worden voor dit onderzoek.

Door deel te nemen aan dit onderzoek bevestigt u dat u:
- De bovenstaande informatie heeft gelezen
- Vrijwillig instemt met deelname aan dit onderzoek
- 18 jaar of ouder bent

Als u niet meer wil deelnemen aan dit onderzoek, weiger uw deelname dan door deze webpagina af te sluiten.

Mocht u nog verdere vragen hebben over uw deelname en het onderzoek, neem dan contact met ons op via het volgende email adres: s.potze@student.ru.nl

Wij danken u voor uw deelname.

Leon Boogaard

Mirthe Eskes

Catherine Denis

Ruben ter Haar

Sanne Potze

Alberto Villamil

Bij de volgende vragen krijgt u telkens een foto van eten te zien. De foto wordt gevolgd door verschillende vragen waarmee u de link tussen het eten en een bepaald land kan beoordelen.

1. Dit eten is Spaans

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

2. Dit is typisch eten uit Spanje

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

3. Ik associeer dit eten met Spanje

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

4. Dit eten doet me aan Spanje denken

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

5. Er wordt naar Spanje verwezen met dit eten

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

6. Er is een sterke link tussen Spanje en dit eten

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens – sterk mee eens

1. Dit gebouw is Spaans

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

2. Dit is een typisch gebouw uit Spanje

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

3. Ik associeer dit gebouw met Spanje

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

4. Dit gebouw doet me aan Spanje denken

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

5. Er wordt naar Spanje verwezen met dit gebouw

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

6. Er is een sterke link tussen Spanje en dit gebouw

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

1. Deze persoon is Spaans

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

2. Dit is een typisch persoon uit Spanje

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

3. Ik associeer deze persoon met Spanje

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

4. Deze persoon doet me aan Spanje denken

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

5. Er wordt naar Spanje verwezen met deze persoon

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

6. Er is een sterke link tussen Spanje en deze persoon

Sterk mee oneens - mee oneens - deels mee oneens - neutraal - deels mee eens - mee eens - sterk mee eens

Dit is het einde van deze enquête.

Het doel van dit onderzoek was om te ontdekken welke merknamen, gebouwen, etenswaren en personen de sterkste link met een bepaald land hebben. Deze zullen vervolgens worden gebruikt bij het ontwerpen van verschillende advertenties die deelnemers aan onze volgende enquête zullen evalueren.

Wij danken u normaals voor uw deelname.

Appendix C

Main results of the pre-test

Table 9. Results of the pretest. Means and standard deviations (in parentheses) for the highest
scoring foods and buildings, with their corresponding brand names for each country (1
= very negative attitude, 7 = very positive attitude) (n = 22)

	Food	*M (SD)*	Building	*M (SD)*	Brand name	*M (SD)*
Spain	Paella	5.64 *(1.30)*	Sagrada Familia	6.17 *(1.47)*	Paella Española	4.45 *(1.34)*
France	Brie	5.72 *(1.33)*	Eiffel Tower	6.81 *(.43)*	Brie de France	4.77 *(1.48)*
Italy	Pizza	6.36 *(.92)*	Tower of Pisa	6.48 *(1.30)*	Pizza Italia	5.00 *(1.35)*

Table 10. Results of the pretest. Means and standard deviations (in parentheses) for the
highest scoring stereotypical person for each country (1 = very negative attitude, 7 =
very positive attitude) (n = 22)

Stereotypical person	*M (SD)*
Spain	5.55 (*1.39*)
France	6.12 (*0.89*)
Italy	5.06 (*1.62*)

Appendix D

Example questionnaire

This is the questionnaire for the advertisements with the 'Made in' strategy. Similar
questionnaires were created for the other strategies and baseline condition.

Beste deelnemer,

Deze enquête is onderdeel van ons onderzoek voor onze Bachelorscriptie voor de opleiding
Communicatie- en Informatiewetenschappen aan de Radboud Universiteit. In deze enquête
krijgt u verschillende advertenties te zien, waarbij we u vragen om deze te beoordelen. Er zijn
geen goede of foute antwoorden. Wij zijn geïnteresseerd in uw persoonlijke mening. De
enquête zal ongeveer 15 minuten duren.

Uw deelname aan dit onderzoek is vrijwillig en u heeft het recht om het onderzoek op elk
moment stop te zetten door de enquête af te sluiten. Uw antwoorden worden anoniem
verwerkt en alleen gebruikt voor dit onderzoek.

Door deel te nemen aan dit onderzoek bevestigt u dat u:

- De bovenstaande informatie heeft gelezen

- Vrijwillig instemt met deelname aan dit onderzoek

- 18 jaar of ouder bent

Als u niet meer wil deelnemen aan dit onderzoek, weiger uw deelname dan door deze
webpagina af te sluiten.

Mocht u nog verdere vragen hebben over uw deelname en het onderzoek, neem dan contact
met ons op via het volgende email adres: s.potze@student.ru.nl

Wij danken u voor uw deelname.

Alberto Villamil
Catherine Denis
Leon Boogaard
Mirthe Eskes

Ruben ter Haar

Sanne Potze

In totaal krijgt u drie advertenties te zien. Na elke advertentie wordt u gevraagd om een aantal vragen te beantwoorden. U krijgt elke advertentie maar één keer te zien en u kunt niet terug naar de vorige pagina.

De kwaliteit van dit product is:

Zeer slecht   -   -   -   -   -   zeer goed

Dit product is leuk

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik vind dit product aantrekkelijk

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Deze advertentie is

Negatief   -   -   -   -   -   -   -   positief

Niet aantrekkelijk   -   -   -   -   -   -   -   aantrekkelijk

Niet overtuigend   -   -   -   -   -   -   -   overtuigend

Niet geloofwaardig   -   -   -   -   -   -   -   geloofwaardig

Niet interessant   -   -   -   -   -   -   -   interessant

Dit product kopen is

Iets wat ik nooit zou doen - - - - - - - iets wat ik zeker zou doen

Iets wat ik niet aan mijn vrienden zou aanraden - - - - - - - iets wat ik aan mijn vrienden zou aanraden

Zeker niet iets voor mij - - - - - - - Zeker iets voor mij

Aan welk land link je het product in de advertentie?

_____

Ik vind het product in de advertentie leuk

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik gebruik het product in de advertentie regelmatig

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik vind Spanje leuk

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik associeer dit eten met Spanje

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

De advertentie is een goed voorbeeld van een realistische advertentie

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik heb Spanje regelmatig bezocht

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik spreek Spaans

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

De kwaliteit van dit product is:

Zeer slecht   -   -   -   -   -   zeer goed

Dit product is leuk

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik vind dit product aantrekkelijk

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Deze advertentie is

Negatief	-	-	-	-	-	-	-	positief
Niet aantrekkelijk	-	-	-	-	-	-	-	aantrekkelijk
Niet overtuigend	-	-	-	-	-	-	-	overtuigend
Niet geloofwaardig	-	-	-	-	-	-	-	geloofwaardig
Niet interessant	-	-	-	-	-	-	-	interessant

Dit product kopen is

Iets wat ik nooit zou doen - - - - - - - iets wat ik zeker zou doen

Iets wat ik niet aan mijn vrienden zou aanraden - - - - - - - iets wat ik aan mijn vrienden zou aanraden

Zeker niet iets voor mij - - - - - - - Zeker iets voor mij

Aan welk land link je het product in de advertentie?

_____

Ik vind het product in de advertentie leuk

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik gebruik het product in de advertentie regelmatig

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik vind Frankrijk leuk

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik associeer dit eten met Frankrijk

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

De advertentie is een goed voorbeeld van een realistische advertentie

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik heb Frankrijk regelmatig bezocht

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik spreek Frans

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

De kwaliteit van dit product is:

Zeer slecht   -   -   -   -   -   zeer goed

Dit product is leuk

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik vind dit product aantrekkelijk

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Deze advertentie is

Negatief	-	-	-	-	-	-	-	positief
Niet aantrekkelijk	-	-	-	-	-	-	-	aantrekkelijk
Niet overtuigend	-	-	-	-	-	-	-	overtuigend
Niet geloofwaardig	-	-	-	-	-	-	-	geloofwaardig
Niet interessant	-	-	-	-	-	-	-	interessant

Dit product kopen is

Iets wat ik nooit zou doen - - - - - - - iets wat ik zeker zou doen

Iets wat ik niet aan mijn vrienden zou aanraden - - - - - - - iets wat ik aan mijn vrienden zou aanraden

Zeker niet iets voor mij - - - - - - - Zeker iets voor mij

Aan welk land link je het product in de advertentie?

_____

Ik vind het product in de advertentie leuk

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik gebruik het product in de advertentie regelmatig

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik vind Italië leuk

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik associeer dit eten met Italië

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

De advertentie is een goed voorbeeld van een realistische advertentie

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik heb Italië regelmatig bezocht

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Ik spreek Italiaans

Zeer sterk mee oneens - sterk mee oneens - mee oneens - neutraal - mee eens - sterk mee eens - zeer sterk mee eens

Welke labels heeft u gezien in advertentie 1??
- Produced in Spain
- Made in Spain
- Created in Spain
- Imported from Spain

Welke labels heeft u gezien in advertentie 2?
- Made in France
- Imported from France
- Produced in France
- Created in France

Welke labels heeft u gezien in advertentie 3?
- Imported from Italy
- Created in Italy

- Produced in Italy
- Made in Italy

Wat is uw leeftijd?

_____

Wat is uw geslacht?
- Man
- Vrouw
- Anders

Wat is uw hoogst genoten opleiding?
- Basisschool
- LBO / VBO / MBO
- Middelbaar beroepsonderwijs (MBO)
- Hoger voortgezet onderwijs (HAVO or VWO)
- Hoger beroepsonderwijs (HBO)
- Wetenschappelijk onderwijs (Universiteit)
- Geen

Dit is het einde van deze enquête.

Het doel van dit onderzoek was om te ontdekken welke merknamen, gebouwen, etenswaren en personen de sterkste link met een bepaald land hebben. Deze zullen vervolgens worden gebruikt bij het ontwerpen van verschillende advertenties die deelnemers aan onze volgende enquête zullen evalueren.

Wij danken u normaals voor uw deelname.

Appendix E

Statement of own work

Print and sign this Statement of own work form and add it as the last appendix in the final version of the Bachelor's thesis that is submitted as a hard copy to the first supervisor.

Student name: _____

Student number: _____

PLAGIARISM is the presentation by a student of an assignment or piece of work which has in fact been copied in whole or in part from another student's work, or from any other source (e.g. published books or periodicals or material from Internet sites), without due acknowledgement in the text.

DECLARATION:

a. I hereby declare that I am familiar with the faculty manual (http://www.ru.nl/stip/english/rules-regulations/fraud-plagiarism/) and with Article 16 "Fraud and plagiarism" in the Education and Examination Regulations for the Bachelor's programme of Communication and Information Studies.

b. I also declare that I have only submitted text written in my own words

c. I certify that this thesis is my own work and that I have acknowledged all material and sources used in its preparation, whether they be books, articles, reports, lecture notes, and any other kind of document, electronic or personal communication.

Signature: _____

Place and date: _____