

The use and impact of multiple COO markers on advertisement effectiveness



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Abstract

Multiple studies in the past have shown that the use of country of origin (COO) markers is beneficial to the effectiveness of an advertisement. The present study investigates to what extent the number of (COO) markers in advertisements impacts the effectiveness (attitude towards the product, perceived quality of the product, purchase intention and attitude towards the advertisement) of an advertisement differently. In addition, it was explored whether the variable nationality (German or Dutch) might also impact the effectiveness of the advertisements in a significant way. In an experiment Germans and Dutch filled out an online questionnaire, in which advertisements in three different conditions (displaying either one, two, or three COO markers) were exhibited to the participants. This was done to measure the potential effect of either one, two, or three COO markers in an advertisement for three different products (pizza, pasta, espresso). Results suggested that neither the nationality of the consumer, nor the number of markers have any significant impact on the advertisement's effectiveness.

Introduction

Whenever we look at product labels, magazines, or TV advertisements the country of origin (COO) of the product is usually either mentioned or made visible to the consumer's eye. Grünert (2006) for example noticed that an advertisement released by the discounter Lidl, used multiple Swiss COO markers, such as the Swiss flag, a quality label featuring the flag on it and a background of a Swiss mountain to promote "Swissness" for a typical Swiss product the discounter was selling. Thus, multiple markers were used by the company to underline the origin and characteristics of Switzerland in the hopes of more sales for these products. Often though, the use of COO markers is for legal reasons, as certain legal requirements must be met when a new product is released or advertised and labelled with its country of origin or other COO markers, but these markers might also enhance people's attitudes towards the product.

Therefore, apart from legal conditions, another crucial reason why COO markers are frequently used in product advertisements is the fact that it is a popular marketing strategy. Earlier research has found that COO markers do in fact have a notable influence on consumer's purchase intention and attitude (Aichner, 2014; Vries, 2015; Hornikx & Meurs, 2020).

Studies in the past have shown mixed results regarding the use of COO markers: the study by Balling, Profeta and Roosen (2012) for instance suggested that COO markers do not have a moderating role on the consumers' purchase intention and therefore, only have a mild impact on the consumers' purchase intention.

Though markers, nonetheless, can be a powerful marketing tool. They can have a significant impact on sales and product perception. A study by Moradi and Zarei (2011) showed that COO markers can indeed have a positive effect on the consumers' decisions. This kind of effect is then often referred to as the 'COO effect'. Within the international business and marketing fields, the COO effect has been extensively explored and studied over the years. Schooler (1965) was the first to measure the importance of the COO effect, he observed significant differences in the evaluation of a product's quality due to the labelling of the product with its country of origin. Numerous other studies about the COO effect, such as the experiment conducted by Agrawal and Kamakura (1999), have come to a similar conclusion, namely that mentioning the COO either explicitly or implicitly affects the quality perception of a product. Explicit COO markers are, for example, all legally regulated strategies, such as the placement of

‘made in’ labels on products. Implicit markers, however, are expressed indirectly for example through language and symbols to build a positive connection between a product and a country (Aichner, 2014; Usunier & Cestre, 2007). Car manufacturers for example, often stress their German origin in advertisements by using a German accent or mentioning German words, because Germans are known for their quality car engineering. The German language then functions as a COO marker and indicator of the product quality. Further strategies also used as COO markers have been identified in the past: Aichner (2014) distinguishes between 8 different strategies: the implementation of ‘made in’ labels, the use of quality and origin labels [such as Protected Design of Origin (PDO)], having the COO embedded in the company name [for example Air France], the use of famous or stereotypical figures deriving from its country of origin, the use of the COO native language, implementing COO words that are embedded in the company name [which can be fictional words as well, as long as they are seen as stereotypical words for the promoted COO]. The last two strategies Aichner (2014) mentions are the use of COO symbols and flags, and the use of typical landscapes or famous buildings.

To learn more about the function and importance of COO markers and their effects on the consumer’s perception, Schwerzel (2018) compared four of the above-mentioned COO marker strategies in her master thesis, namely COO language, typical COO words embedded in the company name, COO flags or symbols and COO landscapes or buildings. She investigated whether these four different strategies have an effect on the consumer’s purchase intention, and the perception of quality and product attitude. She found that none of the four strategies were significantly more or less effective than the others. These findings suggest that no difference in effectiveness of the advertisement is to be expected based on the selection of the four COO markers examined by Schwerzel (2018). However, the current study might show that a *combination* of these COO markers does lead to different results regarding the effectiveness of the advertisement.

One study that included all eight strategies in their research, was the one conducted by Hornikx, van Meurs, van den Heuvel and Janssen (2020), who examined the frequency of occurrence of country-of-origin markers. Print advertisements from the UK, Spain, and the Netherlands were gathered and examined for how many COO markers occurred in each advertisement. It was found that the most frequently used COO markers are the ones that are

embedded in the company name, as for example, “L’Oréal Paris”. This study incorporates the findings of the study by Hornikx et al. (2020) in the choice for COO marker used.

Another study by Boogaard (2019), studied the effectiveness of explicit and implicit COO markers by conducting an experiment where the researchers showed the participants various advertisements that either contained implicit or explicit markers. The goal of the study was to find out whether significant differences in attitude towards the product and the advertisement, along with perceived quality of the product and purchase intention could be detected, depending on whether an implicit or explicit COO strategy was used. It was concluded that the use of explicit markers could indeed be more effective when the link between the product and its country of origin is not obvious to the consumer. However, neither one of the two categories of markers was found to be significantly more or less effective than the other. Since no differences in effectiveness was found for explicit versus implicit markers (Boogaard, 2019) and the most frequently used markers by companies are predominantly implicit markers (Hornikx et al., 2020), the current study will only take implicit markers into account, so to realistically simulate advertisements that corresponds to real-life conditions.

Furthermore, Miyazaki, Grewal and Goodstein (2005) found that COO consistency is a crucial element in this field of research and should not be neglected: they demonstrated that using multiple *different* COO markers in combination requires these markers to be consistent to ensure predictability of the product’s quality most reliably. It will be interesting to examine to which degree these results might also be valid for multiple *similar* COO markers. This will be one of the scopes of this study.

To date, research on the difference in frequency, use, and combination of various COO markers has been scarce. One study on multiple cues by Peterson and Jolibert’s (1995) utilising a meta-analysis showed that single-cue studies revealed more COO-effects than multiple-cue studies did. However, the comparison made was very lopsided as there were only a few studies on multiple cues, furthermore, previous studies are on *different* cues (e.g. good price or strong warranty), whereas this study will be about the use of multiple *similar* cues. Therefore, this study will attempt to find evidence as to whether the use of single versus multiple implicit COO cues influences the consumer’s perception of the advertisement and the product.

The participants for this study are assumed to hold similar stereotypes in relation to different countries, and at the same time assumably differ in their perceptions as consumers.

Thus, the study results are expected to provide valuable insights into the potential differences in consumer perception based on the variable 'nationality'. Hofstede's cultural dimensions (Hofstede, 2001) suggest that these differences do in fact exist and are measurable for, for example, the Netherlands and Germany. Major cultural differences between these two countries are visible in the category of "Masculinity" (which describes the competitive nature of a culture) and the category of "Indulgence" (referring to the degree of how strongly people try to control their desires and impulses). A study conducted by Visbal, Herrera-Mendoza, Orozco-Acosta and Herzberg (2017), found an effect of participants' nationality on product evaluation by showing two different groups of participants (one composed of Germans and the other composed of Swiss) different advertisements. They found that the product perception is in fact influenced by the nationality of the consumer and therefore demonstrates the importance of considering nationality as a significant variable of this study. Various research suggests that COO markers can indeed have a strong influence on German and Dutch consumers and their product perceptions. According to the findings by Verlegh, Steenkamp and Meulenberg (2005), German consumers look at COO markers as an informational variable and use them as automatic thought patterns to be able to make quicker and more efficient decisions. They have found that COO markers affect how advertising claims are processed and influenced under two conditions of low and high advertisement involvement. In their experiment, they defined low involvement advertisements as the advertisements that display products that were not purchasable in Germany, whereas high involvement advertisements, included products that were expected to be available in Germany soon. Results showed that the advertisement involvement had no effect at all on the evaluation of a product with a COO that has a favorable product-country image when the claims made in the advertisement were highly favorable. Favourable product claims are positive attributes assigned to the product, such as great quality, consumer recommended, certified, eco-friendly, etc. However, advertisement involvement seemed to have a negative effect on product evaluations when advertisement claims were only somewhat favorable. For Dutch consumers, this appears to be slightly different: Hornikx and Meurs (2017) found that if a product's origin was not very favourable (e.g., German perfume), the use of COO markers does not necessarily result in negative product evaluations, though they do indeed become ineffective. Therefore, it might be interesting to specifically compare these two nationalities in the current study to see whether differences also exist when multiple COO cues are used.

Schwerzel (2018) analysed the five most frequently used advertisement strategies in Germany and the Netherlands. It revealed that the use of COO language, typical COO words embedded in the company name, COO flags and symbols, use of famous or stereotypical natives, and COO landscapes or buildings, are the most popular strategies for both countries. However, the study also showed that in general Germans had a more negative attitude towards these markers than the Dutch participants. It will be interesting to find out whether nationality has an influence on the effectiveness of COO markers. This will be done by only using product advertisements that would be released in Germany and the Netherlands to detect potential national differences in the perception of product advertisements containing COO markers. The most used COO strategies in Germany and the Netherlands will be considered and will be applied in this study.

Thus, researchers have learned about the use and effectiveness of single and multiple COO markers and research has showed that some companies do in fact incorporate multiple markers that suggest a specific country's origin. However, no research has incorporated varying the number of implicit COO markers in one single advertisement and measured the effectiveness that these markers have on the consumer's perception, as well as the effectiveness of the advertisement itself. This study helps to obtain further empirical evidence of the relationship and causalities between the effectiveness of an advertisement and the number of COO markers that are used.

Therefore, the research question is: *To what extent does the number of COO markers (1 vs 2 vs 3) and the nationality of the consumer (German vs Dutch) have an impact on the effectiveness of advertisements?*

Effectiveness will be defined as the consumer's attitude towards the advertisements, their intention to purchase the advertised product, as well as the attitude towards the product and the perceived quality. So, the intention to buy the product, the product attitude, and the quality perception of the product might potentially increase or decrease depending on how many COO markers were used. Applying a range of implicit COO markers could be more effective simply due to the higher or lower number of markers that were used. There might potentially be a fixed number of markers, that sets a specific threshold, when multiple COO markers either harm the perceived quality of a product and the purchase intention decreases or enhances its perceived

quality and therefore results in an increased likelihood of the consumer purchasing the product (Miyazaki, 2005). Hence, this study will aim to assess the potential existence of, and if applicable, to specify the optimal number of COO markers for an advertisement to maximise its effectiveness.

Method

Materials

This study attempted to answer the posed research question by conducting an online experiment and for this, a Qualtrics survey was set out. The survey included pictures of self-edited advertisements for three Italian products, namely pizza, pasta and espresso. A small sample of German and Dutch students were asked about their associations with Italy. Both nationalities, Germany and the Netherlands seem to agree in their ideas and concepts they have of Italy and typical Italian food and beverages. Therefore, it could be assumed that the products chosen were typical Italian products in the eyes of both nations.

For each product three different advertisements were created, as one advertisement either contained one, two or three implicit COO markers. The participant saw three different advertisements (three for pizza, three for pasta and three for espresso). The different markers used were: 1) the brand name with typical COO words, 2) the COO language and 3) typical COO buildings. All advertisements contained either a German or Dutch slogan that highlighted the two target groups. 18 advertisements in total were created, nine advertisements with a German slogan and nine advertisements with a Dutch slogan.

See figure 1 for an example of the German advertisements. An overview of all advertisements can be found in the appendix 1 and 2.

Figure 1. German advertisements for the product pizza including one, two and three COO markers.



Subjects

In total 166 people participated in the experiment. There were 72 Dutch natives and 94 German natives. All participants were picked randomly and both versions of the questionnaire were almost equally filled out by both groups.

The average age of all the respondents was 30 years ($M = 30.16$, $SD = 13.82$) and the age distribution was between 19 and 85 years. The average age of the German group was 28 years ($M = 28.72$, $SD = 11.29$) and ranged from 19 to 59 years. The average age of the Dutch group was 32 years ($M = 32.03$, $SD = 16.44$) and ranged from 19 to 85 years. A one-way analysis of variance was conducted, which was non-significant for the relation of condition on age for the German group ($F = (2, 91) < 1$), as well as for the Dutch group ($F = (2, 69) < 1$) and the total sample ($F = (2, 163) < 1$).

A Chi-Square test for gender was conducted to check whether the two groups (German, Dutch) were homogenous within the different conditions (1,2 and 3 COO markers) for gender. The test showed that the relation between the condition and gender in the German group ($\chi^2(2) = 2.43$, $p = .297$) was non-significant. This was also the case for the relation between condition and gender in the Dutch group ($\chi^2(4) = 2.24$, $p = .692$) and the total sample ($\chi^2(4) = 3.62$, $p = .460$). Therefore, the two groups were comparable.

Next, a Chi-Square test for language proficiency (Italian) was carried out to find out, if the two groups (German, Dutch) were homogenous within the three conditions (1,2 and 3 COO markers). The relationship between the condition and proficiency in the German group ($\chi^2(6) = 6.02, p = .421$), as well as for the Dutch group ($\chi^2(6) = 10.86, p = .093$) was non-significant. The test for the total sample group ($\chi^2(6) = 3.13, p = .792$) was also non-significant and therefore, both groups were in fact comparable with regards to language proficiency.

These results suggest that the distribution of age and gender were homogenous across conditions and therefore comparable.

Design

The design of this experiment was a 2 (nationality: German, Dutch) x 3 (one COO marker, two COO markers, three COO markers) between-subject design (type of product was a within subject variable but will not be included because a within subject design is beyond the scope of this thesis). Two different versions of the questionnaire were created and translated into German and Dutch. The three conditions of the COO markers were presented by showing three different advertisements of the same product. Thus, for the product pizza/pasta/espresso the first advertisement displayed only one COO marker (the brand name with typical COO words), the second displayed two COO markers (the brand name with typical COO words and the COO language) and the last advertisement included all three COO markers (the brand name with typical COO words and the COO language and typical COO buildings). There were eight groups in total (four German groups, four Dutch groups). Therefore, each participant saw three advertisements and filled out the same survey.

Instruments

The dependent variable was effectiveness, which was operationalized by measuring one's attitude towards the product, purchase intention, perceived quality of the product and attitude towards the advertisement.

Attitude towards the product was gauged, using a 7-point semantic differential scale with the item 'I believe this product is', with the answer options '1: attractive – 7: unattractive', '1: tasty – 7: not tasty', '1: enjoyable – 7: not enjoyable', '1: inviting – 7: not inviting' and '1: pleasant – 7: not pleasant'. The reliability of this scale (across product and condition),

comprising 5 items was good for the Germans ($\alpha = .94$), as well as for the Dutch ($\alpha = .90$). The scale was taken from Hornikx et al. (2013) and the mean of all 5 items was used to calculate the compound variable 'attitude towards the product' for each condition, which was used in the further analyses.

Purchase intention was measured with items from two different 7-point Likert scales (1= completely agree, 7= completely disagree). The first item was taken from van Hooft and Truong (2012) scale, namely 'I definitely want to buy this product'. The other three items were taken from van Rompay, Fransen and Borgelink (2014) scale. These were 'I would consider buying this product', 'I would recommend this product to friends' and 'I would like to try out this product'. The reliability of 'perceived quality' (across product and condition), comprising 4 items was good for the Germans ($\alpha = .90$), as well as for the Dutch ($\alpha = .86$). The mean of all 4 items was used to calculate the compound variable 'purchase intention' for each condition, which was used in the further analyses.

The perceived quality of the product was measured with items from three different 7-point semantic differential scales. The first items were taken from van Hooft and Truong (2012) namely 'This product is' with the answer options '1: a good product – 7: a bad product' and '1: of high quality – 7: of low quality'. Next, one item from the scale of Buchanan et al. (1999) was used, namely '1: better than the average product– 7: worse than the average product' and lastly a new item '1: an expensive product– 7: a cheap product' was added by the researcher for this study. The reliability of 'perceived quality' (across product and condition) comprising 4 items was good for both the German participants ($\alpha = .91$) and Dutch participants ($\alpha = .91$). Consequently, the mean of all 4 items was used to calculate the compound variable 'perceived quality of the product' for each condition, which was used in the further analyses.

Attitude towards the advertisement was gauged, using a 7-point semantic differential scale with the item 'This advertisement is', with the answer options '1: original – 7: not original', '1: interesting – 7: not interesting', '1: exciting – 7: boring', '1: nice – 7: not nice', '1: professional – 7: unprofessional', '1: understandable – 7: not understandable'. The reliability of this scale (across product and condition), comprising 6 items was good for the Germans ($\alpha = .95$), as well as for the Dutch ($\alpha = .93$). The scale was taken from Nederstigt and Hilberink-Schulpen (2018) and the mean of all six items was used to calculate the compound variable 'attitude towards the advertisement' for each condition, which was used in the further analyses.

In addition, manipulation check questions were included as well. The items for the manipulation check questions were ‘attitude towards Italy’ and ‘this product is something for me’.

To check the participants’ ‘attitude towards Italy’ four different items were used. The first item was ‘Have you ever been to Italy’, giving the answer options ‘Yes, once’, ‘Yes, multiple times’ and ‘No, never’.

The second item was an open question, asking the participants about their opinion regarding Italy. The question was: ‘What do you think of Italy?’.

The third item gave an idea about whether the participants thought that the three products (pizza, pasta, espresso) would match with Italy and the multiple-choice questions to measure this were ‘Do you think pizza matches with Italy?’, ‘Do you think pasta matches with Italy?’ and ‘Do you think espresso matches with Italy?’. The answer options were ‘Yes, absolutely’, ‘Yes, mostly’, ‘Mostly not’ and ‘Not at all’.

The fourth item was ‘How proficient are you in Italian?’ measured on a 7-point semantic differential scale with the answer options ‘Very good/fluent’, ‘Good’, ‘Rather bad’ and ‘Zero knowledge’.

Lastly, the item ‘This product (pizza) is really something for me’, ‘This product (pasta) is really something for me’ and ‘This product (espresso) is really something for me’ was measured on a 7-point semantic differential scale that was retrieved from Hornikx et al. (2013). The answer options were ‘Fully agree’, ‘Agree’, ‘Rather agree’, ‘Neither nor’, ‘Rather disagree’, ‘Disagree’ and ‘Fully disagree’.

Finally, there were some questions regarding demographics, which included questions about the participants’ gender, age and native language.

Every participant filled out the survey, which attempted to measure the relationship of COO markers and their variation in effectiveness depending on the number of COO markers. Moreover, all questions were answered on several seven-point Likert scales and seven-point semantic differential scales.

The two questionnaires used for the experiment (one in German and one in Dutch) can be found in the appendix 3 and 4.

Procedure

A group of Dutch and German natives filled out a Qualtrics survey. People were asked to participate in this study via online (social media, email) or direct (in-person) invitations. The participants were briefed, as all necessary information regarding the experiment were given in the introduction of the survey. The procedure was the same for everyone. The participants were presented with three different advertisements that each showed a different product (pizza, pasta or espresso) however, one group only saw advertisements that only incorporated one COO marker, another group advertisements that incorporated two markers and the last group saw advertisements including three markers. The participants were asked to choose the answer option, they agreed with the most. Filling out the questionnaire took approximately 5-10 minutes.

Statistical treatment

The statistical test that was used for this experiment was a two-way ANOVA test to answer the research question. Furthermore, ANOVA tests were run for the manipulation checks and Cronbach's alpha was computed for all chosen items.

Results

Manipulation checks

The results of the manipulation checks have shown that the participants' attitude towards Italy (1 = positive and 2 = neutral) was mostly positive ($M = 1.08$, $SD = 0.28$).

For the product-country match (high/low match) participant were asked whether they thought the product (pizza, pasta, espresso) was a typical product for the country Italy. This was coded as followed: ranging from 1 = 'absolutely' up to 4 = 'not at all'. The product-country match was considered to be generally high for pizza ($M = 1.25$, $SD = 0.54$), pasta ($M = 1.16$, $SD = 0.47$) and espresso ($M = 1.34$, $SD = 0.58$).

The participants' language proficiency in Italian was coded ranging from 1 = 'very good/ fluent' up to 4 = 'very bad/ no knowledge at all'. The results showed that their proficiency was rather low ($M = 3.46$, $SD = 0.67$).

The agreement over whether the product pizza ($M = 4.42$, $SD = 1.53$), pasta ($M = 4.42$, $SD = 1.68$) and espresso ($M = 3.93$, $SD = 1.78$) was something for the consumer was rated on a

scale from 1 to 7, 1 = ‘not at all’ and 7 = ‘absolutely’. The agreement was overall slightly positive and for the product pizza and pasta it was even above average.

Lastly, the results for how often participants would consume the mentioned products (pizza, pasta, espresso) suggested that the participants consume pasta roughly six times per month ($M = 6.23$, $SD = 3.80$) and therefore, the most out of the three products. They consume pizza roughly three times per month ($M = 2.49$, $SD = 2.17$) and they drink espresso about three times per week ($M = 2.87$, $SD = 5.09$).

Next, several repeated measure analyses were run to evaluate whether the type of product had an influence on the four dependent variables. Because a within subject design is beyond the scope of this thesis, only the general results will be reported. For attitude towards the product and purchase intention no effect of type of product was found, however, there was an effect of type of product for perceived quality and attitude towards the ad. In both cases the espresso advertisement received a more positive evaluation than the other two products. Since in most cases no differences were found and a within subject design is beyond the scope of this thesis, the three products were combined in one compound variable for each dependent variable for further analysis.

Main analysis

First, a two-way analysis of variance was conducted to see whether nationality (German, Dutch) and the three conditions (one COO marker, two COO markers, 3 COO markers) had an influence on attitude towards the product. Both, the main effects of condition ($F(2, 160) = 1.60$, $p = .206$), and the main effects of nationality ($F(1, 160) = 3.53$, $p = .062$) were non-significant. The interaction between condition and nationality was also non-significant ($F(2, 160) = 1.29$, $p = .279$) for attitude towards the product.

Table 1. Means and standard deviations of attitude towards the product (1 = very negative, 7 = very positive) in function of nationality (German or Dutch) and number of markers (1, 2 or 3).

Condition	Nationality	M	SD	N
1 COO marker	German	4.85	.95	33
	Dutch	4.74	1.29	19
	Total	4.81	1.08	52
2 COO markers	German	5.48	.89	27
	Dutch	4.79	.79	26
	Total	5.14	.90	53
3 COO markers	German	5.17	1.31	34
	Dutch	5.03	1.01	27
	Total	5.11	1.18	61
Total	German	5.15	1.10	94
	Dutch	4.87	1.02	72
	Total	5.02	1.07	166

Next, to test the effect of nationality (German, Dutch) and the three conditions (one COO marker, two COO markers, 3 COO markers) on perceived quality, a two-way analysis of variance was conducted. It did not show any significant main effects for neither condition ($F(2, 160) = 1.90, p = .153$) nor nationality ($F(1, 160) = 2.37, p = .126$). The interaction between nationality and condition was also not significant ($F(2, 160) = 1.50, p = .227$).

Table 2. Means and standard deviations of perceived quality (1 = very negative, 7 = very positive) in function of nationality (German or Dutch) and number of markers (1, 2 or 3).

Condition	Nationality	M	SD	N
1 COO marker	German	4.40	.80	33
	Dutch	4.36	1.10	19
	Total	4.39	.91	52
2 COO markers	German	4.97	.78	27
	Dutch	4.39	.77	26
	Total	4.68	.82	53

3 COO markers	German	4.72	1.10	34
	Dutch	4.67	.88	27
	Total	4.70	1.00	61
Total	German	4.68	.93	94
	Dutch	4.49	1.02	72
	Total	4.60	1.07	166

Furthermore, another two-way analysis of variance with condition (one COO marker, two COO markers, 3 COO markers) and nationality (German, Dutch) as between-subjects factors was conducted, to test if these variables had an effect on purchase intention. Though, for condition ($F(2, 160) = 1.38, p = .256$) and nationality ($F(1, 160) < 1$) there were no main effects found on purchase intention. Moreover, the interaction between nationality and condition was also statistically non-significant ($F(2, 160) < 1$).

Table 3. Means and standard deviations of purchase intention (1 = very negative, 7 = very positive) in function of nationality (German or Dutch) and number of markers (1, 2 or 3).

Condition	Nationality	M	SD	N
1 COO marker	German	4.07	.87	33
	Dutch	4.34	1.28	19
	Total	4.17	1.03	52
2 COO markers	German	4.61	.88	27
	Dutch	4.45	.75	26
	Total	4.53	.81	53
3 COO markers	German	4.42	1.22	34
	Dutch	4.38	.92	27
	Total	4.41	1.09	61
Total	German	4.35	1.03	94
	Dutch	4.39	.96	72
	Total	4.37	1.00	166

Lastly, another two-way analysis of variance was carried out, with the two variables of nationality (German, Dutch) and condition (one COO marker, two COO markers, 3 COO markers). The analysis revealed a significant main effect for condition on attitude towards the advertisement ($F(2, 160) = 5.88, p = .003$). Attitude towards the advertisement was, independent of nationality, significantly higher for advertisements with three COO markers ($M = 4.37, SD = 1.14$) than for advertisements with only one COO marker ($M = 3.64, SD = 1.03$; Bonferroni correction, $p = .001$). The attitude towards the advertisement did not differ significantly between advertisements with one COO marker ($M = 3.64, SD = 1.03$) and two COO markers ($M = 4.00, SD = .92$; Bonferroni correction, $p = .234$). Furthermore, there was no difference detected for the attitude towards the advertisement between advertisements with two ($M = 4.00, SD = .92$) and advertisements with three COO markers ($M = 4.37, SD = 1.14$; Bonferroni correction, $p = .171$). However, for nationality this was not the case, as the main effect for nationality on attitude towards the advertisement was non-significant ($F(1, 160) < 1$). The interaction between nationality and condition was not statistically significant ($F(2, 160) = 2.15, p = .120$).

Table 4. Means and standard deviations of attitude towards the advertisement (1 = very negative, 7 = very positive) in function of nationality (German or Dutch) and number of markers (1, 2 or 3).

Condition	Nationality	M	SD	N
1 COO marker	German	3.47	.77	33
	Dutch	3.93	1.34	19
	Total	3.63	1.03	52
2 COO markers	German	4.18	1.03	27
	Dutch	3.80	.77	26
	Total	4.00	.92	53
3 COO markers	German	4.29	1.23	34
	Dutch	4.47	1.04	27
	Total	4.37	1.14	61
Total	German	3.97	1.09	94
	Dutch	4.08	1.07	72
	Total	4.02	1.08	166

Additional analyses

The main analyses have not shown any significant results; therefore, some additional statistical tests were run to understand what could potentially have caused these non-significant main results. The variable for nationality (German, Dutch) was not included in further tests, as there were no significant results for nationality in all prior two-way ANOVAs. Additional analyses were run for the variables ‘Attitude towards Italy’, and for the effectiveness (attitude towards the product, perceived, quality, purchase intention, attitude towards the advertisement) of the three products espresso, pizza, and pasta.

Attitude towards Italy

A two-way analysis of variance with condition (one COO marker, two COO markers, 3 COO markers) and attitude towards Italy (positive, neutral) as factors was run. The main effect of condition on attitude towards the product ($F(2, 160) < 1$) was non-significant. However, attitude towards Italy was in fact statistically significant for attitude towards the product ($F(1, 160) = 4.17, p = .043$). The interaction between condition and attitude towards Italy was statistically not significant ($F(2, 160) < 1$). Participants with a positive attitude towards Italy had a significantly higher attitude towards the product ($M = 5.09, SD = 1.00$) than participants with a neutral attitude towards Italy ($M = 4.37, SD = 1.55$), independent of the number of COO markers.

Important to mention for this test result is, that Levene’s test of equality was significant and therefore, alternative analyses would be needed, to be able to interpret these results, though this is outside the scope of this study.

Next, a two-way analysis of variance with attitude towards Italy (positive, neutral) and condition (one COO marker, two COO markers, 3 COO markers) as factors. Neither for condition on perceived quality ($F(2, 160) < 1$), nor for attitude towards Italy on perceived quality ($F(1, 160) = 2.85, p = .093$) significant main effects were found. Moreover, the

interaction between condition and attitude towards Italy ($F(2, 160) < 1$) was also non-significant. Again, because Levene's test of equality was found to be significant, alternative analyses would be needed, in order to interpret these results.

A two-way analysis of variance with condition (one COO marker, two COO markers, 3 COO markers) and attitude towards Italy (positive, neutral) as factors was conducted. The main effects for condition ($F(2, 160) < 1$), as well as for attitude towards Italy were non-significant on purchase intention ($F(1, 160) = 2.27, p = .134$). The interaction between condition and attitude towards Italy ($F(2, 160) < 1$) was also statistically non-significant.

Lastly, a two-way analysis of variance with the variable attitude towards Italy (positive, neutral) and the variable condition (one COO marker, two COO markers, 3 COO markers) as factors was carried out. The main effect of condition on attitude towards the advertisement ($F(2, 160) = 2.17, p = .118$) was non-significant. The main effect of attitude towards Italy on attitude towards the advertisement was also non-significant ($F(1, 160) < 1$). The interaction between condition and attitude towards Italy ($F(2, 160) < 1$) was non-significant as well.

In addition, more analyses were run to see if the perceived product-country match (high/low match) influenced these results. However, for the four dependent variables none of the analyses were significant for the three conditions and for the product-country match.

Furthermore, statistical analyses also showed that the language proficiency (Italian) of the participants did not influence the results. The main and interaction effects for proficiency and condition for all four dependent variables were also found to be non-significant.

The analyses with product-country match (high/low match) as a variable and proficiency as variable can be found in the Appendix 5 and 6.

Table 5. Means and standard deviations (between brackets) in function of the variables 'attitude towards Italy' (positive or neutral) and 'condition' (1, 2, 3 COO markers) for ad effectiveness (1 = very negative, 7 = very positive).

	1 COO marker n = 52		2 COO markers n = 53		3 COO markers n = 61		Total n = 166	
	Positive <i>M (SD)</i>	Neutral <i>M (SD)</i>	Positive <i>M (SD)</i>	Neutral <i>M (SD)</i>	positive <i>M (SD)</i>	Neutral <i>M (SD)</i>	positive <i>M (SD)</i>	Neutral <i>M (SD)</i>
Attitude towards product	4.83 (1.09)	4.33 (.66)	5.19 (.90)	4.55 (.82)	5.23 (.97)	4.29 (2.02)	5.09 (1.00)	4.37 (1.55)
Perceived quality	4.39 (.93)	4.21 (.29)	4.73 (.78)	4.10 (1.19)	4.79 (.89)	4.11 (1.53)	4.64 (.88)	4.13 (1.27)
Purchase intention	4.17 (1.04)	4.08 (.82)	4.56 (.82)	4.17 (.75)	4.53 (.98)	3.58 (1.47)	4.42 (.96)	3.82 (1.19)
Attitude towards ad	3.63 (1.05)	3.72 (.31)	4.06 (.89)	3.25 (1.14)	4.40 (1.06)	4.15 (1.67)	4.04 (1.05)	3.83 (1.41)
n	50	2	49	4	53	8	152	14

Espresso – Attitude towards the product

A two-way analysis of variance with how much they would think the displayed product (espresso) is something for them or not and type of condition (1,2 or 3 COO markers) as factors did show a significant main effect in how much the product is for them ($F(1, 160) = 9.51, p = .002$). Type of condition was not found to have a significant main effect on the attitude towards the product ($F(2, 160) < 1$). The interaction between whether the product was something for them and the type of condition was also not statistically significant ($F(2, 160) = 2.07, p = .129$).

People who stated that the product (espresso) was not something for them ($M = 4.80, SD = 1.07$) were shown to have a lower attitude towards the product than the people who stated that the product (espresso) was something for them ($M = 5.31, SD = 1.01$), independent of number of markers.

Espresso – Perceived quality

A two-way analysis of variance with how much they would think the displayed product (espresso) is something for them or not and type of condition (1,2 or 3 COO markers) as factors

did show a significant main effect in how much the product is for them on perceived quality ($F(1, 160) = 6.03, p = .015$). Type of condition was not found to have a significant main effect on the perceived quality of the product ($F(2, 160) < 1$). The interaction effect between whether the product was something for them and the type of condition was also not statistically significant ($F(12, 145) < 1$).

People who stated that the product (espresso) was something for them ($M = 4.81, SD = 0.89$) were shown to have a higher perceived quality of the product than the people who stated that the product (espresso) was not something for them ($M = 4.42, SD = 0.91$), independent of number of markers.

Espresso – Purchase intention

A two-way analysis of variance with how much they would think the displayed product (espresso) is something for them or not and type of condition (1,2 or 3 COO markers) as factors showed a significant main effect in how much the product is for them on purchase intention ($F(1, 160) = 22.69, p < .001$). Type of condition was not found to have a significant main effect on purchase intention ($F(2, 160) < 1$). The interaction effect between whether the product was something for them and the type of condition was also not statistically significant ($F(2, 160) = 1.96, p = .144$).

People who stated that the product (espresso) was not something for them ($M = 4.06, SD = 0.93$) were shown to have a lower purchase intention than the people who stated that the product (espresso) was something for them ($M = 4.76, SD = 0.95$), independent of number of markers.

Espresso – Attitude towards the advertisement

A two-way analysis of variance with how much they would think the displayed product (espresso) is something for them or not and type of condition (1,2 or 3 COO markers) as factors did show a significant main effect in how much the product is for them on ad attitude ($F(1, 160) = 8.43, p = .004$). The type of condition was also found to have a significant main effect on the attitude towards ad ($F(1, 160) = 4.99, p = .008$). The interaction effect between whether the

product was something for them and the type of condition was not statistically significant ($F(1, 160) < 1$).

People who stated that the product (espresso) was not something for them ($M = 3.78$, $SD = 0.99$) were shown to have a lower attitude towards the ad than the people who stated that the product (espresso) was something for them ($M = 4.33$, $SD = 1.12$), independent of number of markers.

Independent of whether the product was something for the participants or not, attitude towards the ad was significantly higher for ads that contained three COO markers ($M = 4.37$, $SD = 1.14$) than for ads with one COO marker ($M = 3.64$, $SD = 1.03$; Bonferroni correction, $p < .001$). Ad attitude did not differ significantly between ads that contained one COO marker ($M = 3.64$, $SD = 1.03$) and two COO markers ($M = 4.00$, $SD = 0.92$; Bonferroni correction, $p = .222$), and ad attitude did also not differ significantly between ads that contained two COO markers ($M = 4.00$, $SD = 0.92$) and three COO markers ($M = 4.37$, $SD = 1.14$; Bonferroni correction, $p = .161$).

Table 6. Means and standard deviations (between brackets) in function of the variables ‘condition’ (1, 2, 3 COO markers) and ‘espresso liking’ (no espresso liking or espresso liking) for ad effectiveness (1 = very negative, 7 = very positive).

	1 COO marker			2 COO markers			3 COO markers			Total		
	No espresso liking	Espresso liking	Total	No espresso liking	Espresso liking	Total	No espresso liking	Espresso liking	Total	No espresso liking	Espresso liking	Total
	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
Attitude towards product	4.50 (1.03)	5.50 (.86)	4.81 (1.08)	4.97 (.90)	5.31 (.88)	5.14 (.90)	5.01 (1.19)	5.21 (1.18)	5.11 (1.18)	4.80 (1.07)	5.31 (1.01)	5.02 (1.07)
Perceived quality	4.24 (.89)	4.72 (.90)	4.39 (.91)	4.48 (.75)	4.90 (.84)	4.68 (.82)	4.62 (1.07)	4.78 (.95)	4.70 (1.00)	4.43 (.92)	4.81 (.92)	4.60 (.92)

Purchase intention	3.81 (.85)	4.96 (.97)	4.17 (1.03)	4.29 (.72)	4.78 (.85)	4.53 (.81)	4.15 (1.11)	4.65 (1.02)	4.41 (1.09)	4.06 (.93)	4.76 (.95)	4.37 (1.00)
Attitude towards ad	3.47 (.98)	4.01 (1.07)	3.64 (1.03)	3.68 (.87)	4.32 (.87)	4.00 (.920)	4.24 (.95)	4.49 (1.31)	4.37 (1.14)	3.78 (.99)	4.33 (1.12)	4.02 (1.08)
n	36	16	52	27	26	53	30	31	61	93	73	166

Pizza – Attitude towards the product

A two-way analysis of variance with how much they would think the displayed product (pizza) is something for them or not and type of condition (1,2 or 3 COO markers) as factors showed a significant main effect in how much the product is for them on product attitude ($F(1, 160) = 51.02, p < .001$). Type of condition was not found to have a significant main effect on the attitude towards the product ($F(2, 160) = 2.14, p = .120$). The interaction between whether the product was something for them and the type of condition was also not statistically significant ($F(2, 160) = 2.45, p = .089$).

People who stated that the product (pizza) was not something for them ($M = 4.45, SD = 1.04$) were shown to have a lower attitude towards the product than the people who stated that the product (pizza) was something for them ($M = 5.50, SD = 0.84$), independent of number of markers.

Pizza – Perceived quality

A two-way analysis of variance with how much they would think the displayed product (pizza) is something for them or not and type of condition (1,2 or 3 COO markers) as factors showed a significant main effect in how much the product is for them on perceived quality ($F(1, 160) = 62.75, p < .001$). Type of condition was not found to have a significant main effect on the perceived quality of the product ($F(2, 160) = 3.03, p = .051$). The interaction between whether the product was something for them and the type of condition was also not statistically significant ($F(2, 160) < 1$).

People who stated that the product (pizza) was not something for them ($M = 4.06, SD = 0.80$) were shown to have a lower perceived quality of the product than the people who stated

that the product (pizza) was something for them ($M = 5.04$, $SD = 0.78$), independent of number of markers.

Pizza – Purchase intention

A two-way analysis of variance with how much they would think the displayed product (pizza) is something for them or not and type of condition (1,2 or 3 COO markers) as factors showed a significant main effect in how much the product is for them on purchase intention ($F(1, 160) = 45.15$, $p < .001$). Type of condition was not found to have a significant main effect on the purchase intention ($F(2, 160) = 2.38$, $p = .096$). The interaction between whether the product was something for them and the type of condition was statistically significant ($F(2, 160) = 1.62$, $p = .191$).

People who stated that the product (pizza) was not something for them ($M = 3.86$, $SD = 0.87$) were shown to have a lower purchase intention than the people who stated that the product (pizza) was something for them ($M = 4.79$, $SD = 0.89$), independent of number of markers.

Pizza – Attitude towards the advertisement

A two-way analysis of variance with how much they would think the displayed product (pizza) is something for them or not and type of condition (1,2 or 3 COO markers) as factors showed a significant main effect in how much the product is for them on ad attitude ($F(1, 160) = 51.61$, $p < .001$). Type of condition was also found to have a significant main effect on the attitude towards ad ($F(2, 160) = 10.34$, $p < .001$). The interaction between whether the product was something for them and the type of condition was not statistically significant ($F(2, 160) < 1$).

People who stated that the product (pizza) was not something for them ($M = 3.47$, $SD = 0.93$) were shown to have a lower attitude towards the ad than the people who stated that the product (pizza) was something for them ($M = 4.47$, $SD = 0.98$), independent of number of markers.

Independent of whether the product was something for the participants or not, attitude towards the ad was significantly higher for ads that contained three COO markers ($M = 4.37$, $SD = 1.14$) than for ads with one COO marker ($M = 3.64$, $SD = 1.03$; Bonferroni correction, $p < .001$). Ad attitude did not differ significantly between ads that contained one COO marker ($M = 3.64$, $SD = 1.03$) and two COO markers ($M = 4.00$, $SD = 0.92$; Bonferroni correction, $p = .133$), and ad attitude did also not differ significantly between ads that contained two COO markers ($M = 4.00$, $SD = 0.92$) and three COO markers ($M = 4.37$, $SD = 1.14$; Bonferroni correction, $p = .091$).

Table 7. Means and standard deviations (between brackets) in function of the variables ‘condition’ (1, 2, 3 COO markers) and ‘pizza liking’ (no pizza liking or pizza liking) for ad effectiveness (1 = very negative, 7 = very positive).

	1 COO marker			2 COO markers			3 COO markers			Total		
	No pizza liking	Pizza liking	Total	No pizza liking	Pizza liking	Total	No pizza liking	Pizza liking	Total	No pizza liking	Pizza liking	Total
	<i>M</i> (<i>SD</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>)	<i>M</i> (<i>SD</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>)	<i>M</i> (<i>SD</i>)	<i>M</i> (<i>SD</i>)
Attitude towards product	4.38 (1.07)	5.15 (.97)	4.81 (1.08)	4.65 (.94)	5.49 (.70)	5.14 (.90)	4.36 (1.09)	5.83 (.72)	5.11 (1.18)	4.45 (1.04)	5.50 (.84)	5.02 (1.07)
Perceived quality	3.90 (.66)	4.78 (.90)	4.39 (.91)	4.17 (.74)	5.05 (.66)	4.68 (.82)	4.12 (.94)	5.26 (.70)	4.70 (1.00)	4.06 (.80)	5.04 (.78)	4.60 (.92)
Purchase intention	3.71 (.94)	4.53 (.97)	4.17 (1.03)	4.13 (.67)	4.81 (.80)	4.53 (.81)	3.77 (.93)	5.02 (.86)	4.41 (1.09)	3.86 (.87)	4.79 (.89)	4.37 (1.00)
Attitude towards ad	3.11 (.84)	4.06 (.98)	3.64 (1.03)	3.48 (.77)	4.36 (.85)	4.00 (.92)	3.74 (1.02)	4.98 (.91)	4.37 (1.14)	3.47 (.93)	4.47 (.98)	4.02 (1.08)
n	23	29	52	22	31	53	30	31	61	75	91	166

Pasta – Attitude towards the product

A two-way analysis of variance with how much they would think the displayed product (pasta) is something for them or not and type of condition (1,2 or 3 COO markers) as factors showed a significant main effect in how much the product is for them on product attitude ($F(1, 160) = 41.57, p < .001$). Type of condition was not found to have a significant main effect on the attitude towards the product ($F(2, 160) = 1.32, p = .269$). The interaction between whether the product was something for them and the type of condition was also not statistically significant ($F(2, 160) = 2.42, p = .092$).

People who stated that the product (pasta) was not something for them ($M = 4.51, SD = 1.08$) were shown to have a lower attitude towards the product than the people who stated that the product (pasta) was something for them ($M = 5.49, SD = 0.83$), independent of number of markers.

Pasta – Perceived quality

A two-way analysis of variance with how much they would think the displayed product (pasta) is something for them or not and type of condition (1,2 or 3 COO markers) as factors showed a significant main effect in how much the product is for them on perceived quality ($F(1, 160) = 51.88, p < .001$). Type of condition was not found to have a significant main effect on the perceived quality of the product ($F(2, 160) = 1.57, p = .210$). The interaction between whether the product was something for them and the type of condition was also not statistically significant ($F(2, 160) < 1$).

People who stated that the product (pasta) was not something for them ($M = 4.11, SD = 0.90$) were shown to have a lower perceived quality of the product than the people who stated that the product (pasta) was something for them ($M = 5.03, SD = 0.70$), independent of number of markers.

Pasta – Purchase intention

A two-way analysis of variance with how much they would think the displayed product (pasta) is something for them or not and type of condition (1,2 or 3 COO markers) as factors showed a significant main effect in how much the product is for them on purchase intention ($F(1, 160) = 65.05, p < .001$). Type of condition was not found to have a significant main effect on the purchase intention ($F(2, 160) = 1.90, p = .153$). The interaction between whether the product was something for them and the type of condition was also not statistically significant ($F(2, 160) < 1$).

People who stated that the product (pasta) was not something for them ($M = 3.80, SD = 0.79$) were shown to have a lower purchase intention than the people who stated that the product (pasta) was something for them ($M = 4.87, SD = 0.88$), independent of number of markers.

Pasta – Attitude towards the advertisement

A two-way analysis of variance with how much they would think the displayed product (pasta) is something for them or not and type of condition (1,2 or 3 COO markers) as factors showed a significant main effect in how much the product is for them on ad attitude ($F(1, 160) = 33.74, p < .001$). Type of condition was also found to not a significant main effect on the attitude towards ad ($F(2, 160) = 6.29, p = .002$). The interaction between whether the product was something for them and the type of condition was not statistically significant ($F(2, 160) = 1.91, p = .151$).

People who stated that the product (pasta) was not something for them ($M = 3.54, SD = 0.92$) were shown to have a lower attitude towards the ad than the people who stated that the product (pasta) was something for them ($M = 4.45, SD = 1.03$), independent of number of markers.

Independent of whether the product was something for the participants or not, attitude towards the ad was significantly higher for ads that contained three COO markers ($M = 4.37, SD = 1.14$) than for ads with one COO marker ($M = 3.64, SD = 1.03$; Bonferroni correction, $p < .001$). Ad attitude did not differ significantly between ads that contained one COO marker ($M = 3.64, SD = 1.03$) and two COO markers ($M = 4.00, SD = 0.92$; Bonferroni correction, $p = .158$), and ad attitude did also not differ significantly between ads that contained two COO markers (M

= 4.00, $SD = 0.92$) and three COO markers ($M = 4.37$, $SD = 1.14$; Bonferroni correction, $p = .110$).

Table 8. Means and standard deviations (between brackets) in function of the variables ‘condition’ (1, 2, 3 COO markers) and ‘pasta liking’ (no pasta liking or pasta liking) for ad effectiveness (1 = very negative, 7 = very positive).

	1 COO marker			2 COO markers			3 COO markers			Total		
	No pasta liking	Pasta liking	Total	No pasta liking	Pasta liking	Total	No pasta liking	Pasta liking	Total	No pasta liking	Pasta liking	Total
	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)
Attitude towards product	4.42 (1.10)	5.23 (.89)	4.81 (1.08)	4.79 (.99)	5.45 (.70)	5.14 (.90)	4.31 (1.11)	5.70 (.83)	5.11 (1.18)	4.51 (1.08)	5.49 (.83)	5.02 (1.07)
Perceived quality	3.94 (.82)	4.87 (.75)	4.39 (.91)	4.31 (.85)	5.02 (.64)	4.68 (.82)	4.09 (1.03)	5.15 (.71)	4.70 (1.00)	4.11 (.90)	5.03 (.70)	4.60 (.92)
Purchase intention	3.66 (.80)	4.71 (.98)	4.17 (1.03)	4.04 (.58)	4.97 (.74)	4.53 (.81)	3.72 (.93)	4.91 (.91)	4.41 (1.09)	3.80 (.79)	4.87 (.88)	4.37 (1.00)
Attitude towards ad	3.40 (.87)	3.89 (1.14)	3.64 (1.03)	3.53 (.81)	4.41 (.82)	4.00 (.92)	3.68 (1.07)	4.88 (.92)	4.37 (1.14)	3.54 (.92)	4.45 (1.03)	4.02 (1.08)
n	27	25	52	25	28	53	26	35	61	78	88	166

Conclusion & Discussion

The aim of the current study was to evaluate the effectiveness of advertisements based on the number of incorporated COO markers (one, two or three markers) in a German and Dutch consumer setting. The research question of the present study was “*To what extent does the number of COO markers (1 vs 2 vs 3) and the nationality of the consumer (German vs Dutch) have an impact on the effectiveness of advertisements?*”. To answer this research question, an experiment was conducted in which both, German and Dutch participants filled out an online

questionnaire to test which advertisement would potentially be most effective, depending on the incorporation of either one two or three COO makers in the different product advertisements.

The results revealed that for both nationalities the number of COO markers that were used in an advertisement (either one, two or three markers) had no significant effect on the attitude towards the product, the perceived quality of the product, the consumers' purchase intention and the attitude towards the advertisement. In other words, the effectiveness of the advertisements was neither impacted by the number of COO markers, nor by the nationality of the consumer.

Though according to past findings, such as the cultural dimensions by Hofstede (2001), the comparison between cultures and the two nationalities Germany and the Netherlands revealed significant differences in the category 'masculinity', as well as in the category 'indulgence'. However, for this study there were no significant difference detected in nationality in relation to the effectiveness of an advertisement. This could be the case, because Hofstede's dimensions might already be too outdated and would need updated research. Due to globalisation and many further external factors, it could be that those cultural differences previously detected by Hofstede (2001), could have potentially diminished so much over the years that they might not display and measurable differences anymore. Thus, it could be the case that if the tests conducted by Hofstede in the 60's were to be replicated today, those above-mentioned dimensions might not demonstrate any significant differences between Germany and the Netherlands anymore. Therefore, future research should include measures of differences between two nationalities beforehand to verify potential differences. Future research on COO markers might for this reason also consider other nationalities for comparison.

Furthermore, it was found that advertisements with three COO markers resulted in a higher attitude toward the advertisement than advertisements with only one COO marker. This could be explained by the fact that the visual representations of the advertisements that only included one COO marker seemed to be less appealing, as they looked too bear and oversimplified, according to the oral feedback that was given. Due to this potential issue, advertisements with only one marker might have given the impression that the product in the advertisement looked rather cheap and less attractive to the consumer, whereas the advertisements that incorporated all three markers might have looked more complete and more professional, in the consumers' eye. This could therefore explain the higher attitude towards the

advertisements that was displayed for the advertisements that included three markers. Especially since the other three dependent variables were not influenced by the number of markers.

To better understand and interpret these main results some further tests analysed the attitude consumers had towards the different advertisements. Results for these tests showed that only consumers who liked the product itself (pizza, pasta or espresso) also had a significantly higher attitude towards the product, a higher perceived quality of the product, a higher purchase intention and a higher attitude towards the advertisement. This was true for all three product advertisements (pizza, pasta and espresso).

These results are in line with the finding by Hornikx and van Meurs (2020), which suggest that consumers, who generally already have a positive attitude towards the product itself (for different reasons, such as they might enjoy the product or consume it on a regular basis) also have a considerably more positive picture of the product advertisement than people who do not like the product. Another reason for these results could be that the chosen products are generally known to be enormously popular and enjoyed by most people. However, evidence for this assumption is missing and therefore future research would have to investigate whether this is in fact the case.

Moreover, a positive attitude toward Italy (as opposed to a neutral one) also led to a higher product attitude. This could be the case for various reasons. Product congruency might be one of them and could play an important role: if one recognises a strong relation between a country they like and a specific product and thus, identifies it as a high product-country match, they might be more favourable towards, both, the country, *and* the product (Usunier, 2007).

A further limitation could have been the lack of structure or specificity with regard to certain questions in the online questionnaire. Some participants reported back that some of the questions were slightly misleading and could have been misunderstood. Moreover, the advertisements themselves were perceived as rather unprofessional, due to their simple outlooks. These issues might have affected the results of the present study and could have led to unintentional side-effects. Therefore, future research should account for these limitations and ensure higher precision in the formulation of question and include more realistically looks with respect to the advertisements.

However, a word of advice to one creating an advertisement for a product: based on the results of this study, one should not focus on the actual number of incorporated COO markers,

but instead focus on how these markers should be incorporated into the advertisement to look as professional and polished as possible, regardless of whether it is one, two, or three markers.

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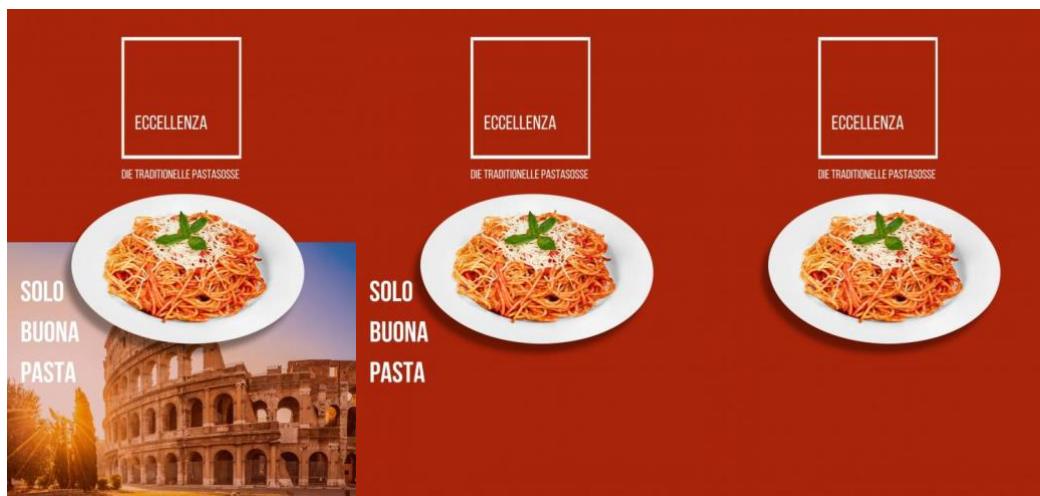
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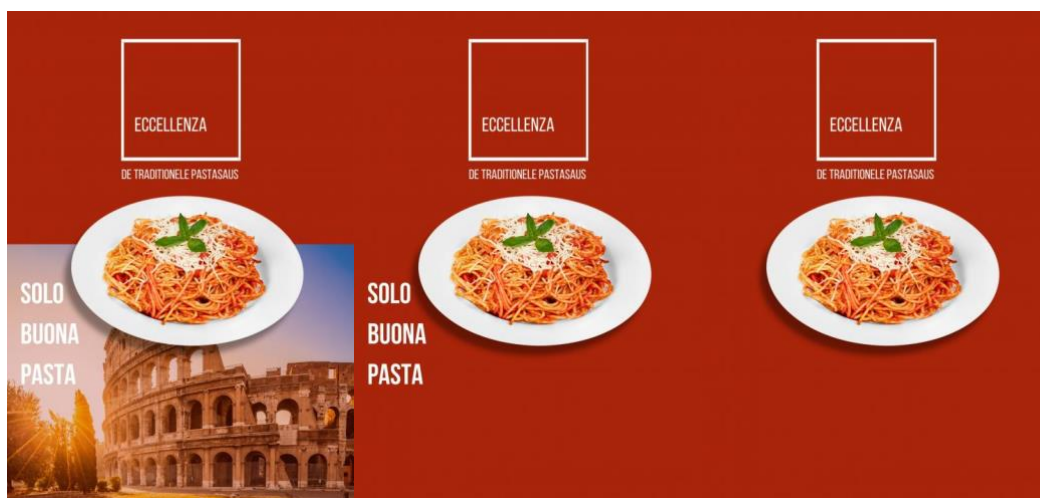
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APENDIX

Appendix 1 – all German advertisements



Appendix 2 – all Dutch advertisements



Appendix 3 – German questionnaire

BA questionnaire (German version)

Start of Block: Introduction

Q27 Sehr geehrte/r Teilnehmer/in,

Wir danken Ihnen sehr für Ihr Interesse und Ihre Bereitschaft an unserer Studie teilzunehmen! Wir sind fünf International Business Communication Studenten der Radboud Universität in Nijmegen, welche diese Studie im Rahmen ihrer Bachelor Arbeit durchführen. Sie werden gleich drei Werbungen sehen, welche sich momentan noch im Entwicklungsprozess befinden. Wir würden Sie bitten, ein paar Fragen zu diesen Werbungen zu beantworten. Bitte markieren Sie die Antworten, die auf Sie zutreffen. Es gibt keine richtigen oder falschen Antworten.

Die Studie wird etwa 5-10 Minuten in Anspruch nehmen. Alle Daten werden anonym erhoben, sie können Ihrer Person nicht zugeordnet werden und werden streng vertraulich behandelt. Die Teilnahme an der Studie ist freiwillig. Sie können jederzeit und ohne Angabe von Gründen die Teilnahme an dieser Studie beenden, ohne dass Ihnen daraus Nachteile entstehen.

Vielen Dank für Ihre Teilnahme!

Ich habe die Teilnahmeinformationen zur Studie vollständig gelesen und verstanden und stimme einer Teilnahme an der Studie zu.

- ☐ Ja, ich bin mit der Teilnahme einverstanden. (1)
- ☐ Nein, ich möchte nicht an dieser Studie teilnehmen. (2)

Skip To: End of Survey If Sehr geehrte/r Teilnehmer/in, Wir danken Ihnen sehr für Ihr Interesse und Ihre Bereitschaft an u... = Nein, ich möchte nicht an dieser Studie teilnehmen.

End of Block: Introduction

Start of Block: Condition 3

Q30

Q33 Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	attraktiv
nicht lecker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lecker
ungenießbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	genießbar
nicht einladend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	einladend
nicht ansprechend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ansprechend

Page Break

Q37

Q32 Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein gutes Produkt
von niedriger Qualität	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	von hoher Qualität
schlechter als das durchschnittliche Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	besser als das durchschnittliche Produkt
ein billiges Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein teures Produkt

Page Break

Q38

Q34 Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt gerne probieren. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q39

Q31 Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	originell
uninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant
langweilig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spannend
nicht schön	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	schön
unprofessionell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	professionell
unverständlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	verständlich

Page Break

Q40

Q41 Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Diese Pizza ist sicherlich etwas für mich. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q42 Wie oft pro Monat essen Sie Pizza?

Page Break

Q40

Q41 Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	attraktiv
nicht lecker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lecker
ungenießbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	genießbar
nicht einladend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	einladend
nicht ansprechend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ansprechend

Page Break

Q42

Q43 Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein gutes Produkt
von niedriger Qualität	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	von hoher Qualität
schlechter als das durchschnittliche Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	besser als das durchschnittliche Produkt
ein billiges Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein teures Produkt

Page Break

Q44

Q129 Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt gerne probieren. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q48

Q49 Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	originell
uninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant
langweilig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spannend
nicht schön	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	schön
unprofessionell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	professionell
unverständlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	verständlich

Page Break

Q50

Q51 Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Dieser Espresso ist sicherlich etwas für mich. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q52 Wie oft pro Woche trinken Sie Espresso?

Page Break

Q54

Q55 Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	attraktiv
nicht lecker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lecker
ungenießbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	genießbar
nicht einladend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	einladend
nicht ansprechend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ansprechend

Page Break

Q56

Q57 Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein gutes Produkt
von niedriger Qualität	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	von hoher Qualität
schlechter als das durchschnittliche Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	besser als das durchschnittliche Produkt
ein billiges Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein teures Produkt

Page Break

Q58

Q59 Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt gerne probieren. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q62

Q63 Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	originell
uninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant
langweilig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spannend
nicht schön	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	schön
unprofessionell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	professionell
unverständlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	verständlich

Page Break

Q64

Q65 Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Diese Pasta ist sicherlich etwas für mich. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q66 Wie oft pro Monat essen Sie Pasta?

End of Block: Condition 3

Start of Block: Condition 2

Q89

Q90 Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	attraktiv
nicht lecker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lecker
ungenießbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	genießbar
nicht einladend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	einladend
nicht ansprechend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ansprechend

Page Break

Q91

Q92 Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein gutes Produkt
von niedriger Qualität	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	von hoher Qualität
schlechter als das durchschnittliche Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	besser als das durchschnittliche Produkt
ein billiges Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein teures Produkt

Page Break

Q93

Q94 Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt gerne probieren. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q97

Q98 Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	originell
uninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant
langweilig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spannend
nicht schön	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	schön
unprofessionell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	professionell
unverständlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	verständlich

Page Break

Q99

Q100 Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Diese Pizza ist sicherlich etwas für mich. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q101 Wie oft pro Monat essen Sie Pizza?

Page Break

Q102

Q103 Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	attraktiv
nicht lecker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lecker
ungenießbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	genießbar
nicht einladend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	einladend
nicht ansprechend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ansprechend

Page Break

Q104

Q105 Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein gutes Produkt
von niedriger Qualität	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	von hoher Qualität
schlechter als das durchschnittliche Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	besser als das durchschnittliche Produkt
ein billiges Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein teures Produkt

Page Break

Q106

Q107 Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt gerne probieren. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q110

Q111 Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	originell
uninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant
langweilig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spannend
nicht schön	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	schön
unprofessionell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	professionell
unverständlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	verständlich

Page Break

Q112

Q113 Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Dieser Espresso ist sicherlich etwas für mich. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q114 Wie oft pro Woche trinken Sie Espresso?

Page Break

Q115

Q116 Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	attraktiv
nicht lecker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lecker
ungenießbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	genießbar
nicht einladend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	einladend
nicht ansprechend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ansprechend

Page Break

Q117

Q118 Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein gutes Produkt
von niedriger Qualität	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	von hoher Qualität
schlechter als das durchschnittliche Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	besser als das durchschnittliche Produkt
ein billiges Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein teures Produkt

Page Break

Q119

Q120 Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt gerne probieren. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q123

Q124 Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	originell
uninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant
langweilig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spannend
nicht schön	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	schön
unprofessionell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	professionell
unverständlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	verständlich

Page Break

Q125

Q126 Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Diese Pasta ist sicherlich etwas für mich. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q127 Wie oft pro Monat essen Sie Pasta?

End of Block: Condition 2

Start of Block: Condition 1

Q128

Q129 Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	attraktiv
nicht lecker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lecker
ungenießbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	genießbar
nicht einladend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	einladend
nicht ansprechend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ansprechend

Page Break

Q130

Q131 Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein gutes Produkt
von niedriger Qualität	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	von hoher Qualität
schlechter als das durchschnittliche Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	besser als das durchschnittliche Produkt
ein billiges Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein teures Produkt

Page Break

Q132

Q133 Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt gerne probieren. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q136

Q137 Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	originell
uninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant
langweilig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spannend
nicht schön	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	schön
unprofessionell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	professionell
unverständlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	verständlich

Page Break

Q138

Q139 Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Diese Pizza ist sicherlich etwas für mich. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q140 Wie oft pro Monat essen Sie Pizza?

Page Break

Q141

Q142 Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	attraktiv
nicht lecker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lecker
ungenießbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	genießbar
nicht einladend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	einladend
nicht ansprechend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ansprechend

Page Break

Q143

Q144 Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein gutes Produkt
von niedriger Qualität	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	von hoher Qualität
schlechter als das durchschnittliche Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	besser als das durchschnittliche Produkt
ein billiges Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein teures Produkt

Page Break

Q145

Q146 Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt gerne probieren. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q149

Q150 Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	originell
uninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant
langweilig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spannend
nicht schön	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	schön
unprofessionell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	professionell
unverständlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	verständlich

Page Break

Q151

Q152 Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Dieser Espresso ist sicherlich etwas für mich. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q153 Wie oft pro Woche trinken Sie Espresso?

Page Break

Q154

Q155 Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	attraktiv
nicht lecker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lecker
ungenießbar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	genießbar
nicht einladend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	einladend
nicht ansprechend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ansprechend

Page Break

Q156

Q157 Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein gutes Produkt
von niedriger Qualität	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	von hoher Qualität
schlechter als das durchschnittliche Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	besser als das durchschnittliche Produkt
ein billiges Produkt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ein teures Produkt

Page Break

Q158

Q159 Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt gerne probieren. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q162

Q163 Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	originell
uninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant
langweilig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spannend
nicht schön	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	schön
unprofessionell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	professionell
unverständlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	verständlich

Page Break

Q164

Q165 Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Diese Pasta ist sicherlich etwas für mich. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q166 Wie oft pro Monat essen Sie Pasta?

End of Block: Condition 1

Start of Block: Manipulation Check

Q8 Waren Sie jemals in Italien?

- ☐ Ja, einmal. (1)
- ☐ Ja, mehrmals. (2)
- ☐ Nein, noch nie. (3)



Q9 Wie finden Sie Italien?

Q10 Glauben Sie, dass Pizza zu Italien passt?

- ☐ Ja, absolut. (1)
- ☐ Ja, weitestgehend. (2)
- ☐ Weitestgehend nicht. (3)
- ☐ Nein, überhaupt nicht. (4)

Q109 Glauben Sie, dass Pasta zu Italien passt?

- ☐ Ja, absolut. (1)
- ☐ Ja, weitestgehend. (2)
- ☐ Weitestgehend nicht. (3)
- ☐ Nein, überhaupt nicht. (4)

Q110 Glauben Sie, dass Espresso zu Italien passt?

- ☐ Ja, absolut. (1)
- ☐ Ja, weitestgehend. (2)
- ☐ Weitestgehend nicht. (3)
- ☐ Nein, überhaupt nicht. (4)

Q11 Wie würden Sie Ihre Sprachkompetenz in Italienisch einschätzen?

- ☐ Sehr gut/ fließend (1)
- ☐ Gut (2)
- ☐ Eher schlecht (3)
- ☐ Gar keine Kenntnisse (4)

End of Block: Manipulation Check

Start of Block: Demographics



Q12 Wie alt sind Sie?



Q13 Was ist Ihre Muttersprache?

Q14 Welchem Geschlecht fühlen Sie sich zugehörig?

- ☐ Männlich (1)
- ☐ Weiblich (2)
- ☐ Divers (3)

End of Block: Demographics

Appendix 4 – Dutch questionnaire

BA questionnaire (Dutch version)

Start of Block: Introduction

Geachte deelnemer,

Wij willen je heel erg bedanken voor jouw interesse en voor jouw bereidheid om deel te nemen aan ons onderzoek. Wij zijn vijf studenten International Business Communication aan de Radboud Universiteit in Nijmegen die dit onderzoek uitvoeren als onderdeel van onze bachelor scriptie. Je zal zometeen drie advertenties van verschillende merken te zien krijgen, die op dit moment nog in ontwikkeling zijn. Wij verzoeken je vriendelijk dat je bij elk van deze advertenties een paar vragen beantwoordt. Kruis het antwoord aan dat voor jou van toepassing is. Er zijn geen goede of foute antwoorden.

Het onderzoek zal circa 5 tot 10 minuten in beslag nemen. Alle data wordt geanonimiseerd bewaard, jouw antwoorden kunnen niet naar jou teruggeleid worden en er wordt strikt vertrouwelijk met jouw data omgegaan. Deelname aan de studie is vrijwillig. Je kan ten alle tijde en zonder opgave van een reden jouw deelname aan dit onderzoek beëindigen, zonder dat je daar nadelen van ervaart.

Nogmaals heel erg bedankt voor jouw deelname!

Ik heb de informatie voor deelname aan deze studie volledig gelezen en begrepen en geef toestemming voor mijn deelname aan het onderzoek.

- ☐ Ja, ik ga akkoord met deelname. (1)
- ☐ Nee, ik wil niet deelnemen aan dit onderzoek. (2)

Skip To: End of Survey If Geachte deelnemer, Wij willen je heel erg bedanken voor jouw interesse en voor jouw bereidheid om... = Nee, ik wil niet deelnemen aan dit onderzoek.

End of Block: Introduction

Start of Block: Condition 3

Q6

Q2 Ik vind dit product...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	aantrekkelijk
niet smakelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	smakelijk
niet lekker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lekker
niet uitnodigend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	uitnodigend
onaangenaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	aangenaam

Page Break

Q9

Q3 Dit product is...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
een slecht product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	een goed 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
slechter dan een gemiddeld product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	beter dan een gemiddeld product
een goedkoop product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	een duur product

Page Break

Q8

Q4 Wat vind je van de volgende uitspraken?

	Helemaal niet mee eens (1)	Niet mee eens (2)	Enigszins niet mee eens (3)	Neutraal (4)	Enigszins mee eens (5)	Mee eens (6)	Helemaal mee eens (7)
Ik wil dit product zeker kopen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou overwegen dit product te kopen (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou dit product aan vrienden aanraden (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou dit product willen uitproberen (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q7

Q5 Deze advertentie is...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
onorigineel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	origineel
oninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant
saai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spannend
niet leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	leuk
onprofessioneel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	professioneel
onbegrijpelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	begrijpelijk

Page Break

Q10

Q11 Wat vind je van de volgende uitspraak?

	Helemaal niet mee eens (1)	Niet mee eens (2)	Enigszins niet mee eens (3)	Neutraal (4)	Enigszins mee eens (5)	Mee eens (6)	Helemaal mee eens (7)
Deze pizza is echt iets voor mij (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q12 Hoe vaak per maand eet je pizza?

Page Break

Q13

Q14 Ik vind dit product...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	aantrekkelijk
niet smakelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	smakelijk
niet lekker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lekker
niet uitnodigend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	uitnodigend
onaangenaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	aangenaam

Page Break

Q15

Q16 Dit product is...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
een slecht product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	een goed 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
slechter dan een gemiddeld product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	beter dan een gemiddeld product
een goedkoop product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	een duur product

Page Break

Q17

Q18 Wat vind je van de volgende uitspraken?

	Helemaal niet mee eens (1)	Niet mee eens (2)	Enigszins niet mee eens (3)	Neutraal (4)	Enigszins mee eens (5)	Mee eens (6)	Helemaal mee eens (7)
Ik wil dit product zeker kopen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou overwegen dit product te kopen (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou dit product aan vrienden aanraden (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou dit product willen uitproberen (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q19

Q20 Deze advertentie is...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
onorigineel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	origineel
oninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant
saai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spannend
niet leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	leuk
onprofessioneel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	professioneel
onbegrijpelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	begrijpelijk

Page Break

Q21

Q22 Wat vind je van de volgende uitspraak?

	Helemaal niet mee eens (1)	Niet mee eens (2)	Enigszins niet mee eens (3)	Neutraal (4)	Enigszins mee eens (5)	Mee eens (6)	Helemaal mee eens (7)
Deze espresso is echt iets voor mij (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q23 Hoe vaak per week drink je espresso?

Page Break

Q29

Q28 Ik vind dit product...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	aantrekkelijk
niet smakelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	smakelijk
niet lekker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lekker
niet uitnodigend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	uitnodigend
onaangenaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	aangenaam

Page Break

Q30

Q27 Dit product is...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
een slecht product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	een goed 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
slechter dan een gemiddeld product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	beter dan een gemiddeld product
een goedkoop product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	een duur product

Page Break

Q24

Q26 Wat vind je van de volgende uitspraken?

	Helemaal niet mee eens (1)	Niet mee eens (2)	Enigszins niet mee eens (3)	Neutraal (4)	Enigszins mee eens (5)	Mee eens (6)	Helemaal mee eens (7)
Ik wil dit product zeker kopen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou overwegen dit product te kopen (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou dit product aan vrienden aanraden (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou dit product willen uitproberen (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q31

Q25 Deze advertentie is...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
onorigineel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	origineel
oninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant
saai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spannend
niet leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	leuk
onprofessioneel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	professioneel
onbegrijpelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	begrijpelijk

Page Break

Q33

Q32 Wat vind je van de volgende uitspraak?

	Helemaal niet mee eens (1)	Niet mee eens (2)	Enigszins niet mee eens (3)	Neutraal (4)	Enigszins mee eens (5)	Mee eens (6)	Helemaal mee eens (7)
Deze pasta is echt iets voor mij (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q34 Hoe vaak per maand eet je pasta?

End of Block: Condition 3

Start of Block: Condition 2

Q101

Q102 Ik vind dit product...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	aantrekkelijk
niet smakelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	smakelijk
niet lekker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lekker
niet uitnodigend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	uitnodigend
onaangenaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	aangenaam

Page Break

Q103

Q104 Dit product is...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
een slecht product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	een goed 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
slechter dan een gemiddeld product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	beter dan een gemiddeld product
een goedkoop product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	een duur product

Page Break

Q105

Q106 Wat vind je van de volgende uitspraken?

	Helemaal niet mee eens (1)	Niet mee eens (2)	Enigszins niet mee eens (3)	Neutraal (4)	Enigszins mee eens (5)	Mee eens (6)	Helemaal mee eens (7)
Ik wil dit product zeker kopen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou overwegen dit product te kopen (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou dit product aan vrienden aanraden (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou dit product willen uitproberen (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q107

Q108 Deze advertentie is...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
onorigineel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	origineel
oninteressant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	interessant
saai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	spannend
niet leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	leuk
onprofessioneel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	professioneel
onbegrijpelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	begrijpelijk

Page Break

Q109

Q110 Wat vind je van de volgende uitspraak?

	Helemaal niet mee eens (1)	Niet mee eens (2)	Enigszins niet mee eens (3)	Neutraal (4)	Enigszins mee eens (5)	Mee eens (6)	Helemaal mee eens (7)
Deze pizza is echt iets voor mij (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break



Q111 Hoe vaak per maand eet je pizza?

Page Break

Appendix 5 – High/ low product match results

High/ low product match results – Attitude towards the product

To analyse the effect on product attitude, a two-way analysis of variance was conducted with perceived product-country match (high, low) and condition (one COO marker, two COO markers, 3 COO markers) as the two variables. The main effect of condition ($F(2, 160) < 1$) was found to be non-significant, as well as the main effect of product-country match ($F(1, 160) = 1.89, p = .172$) on product attitude. The interaction between condition and product-country match ($F(2, 160) < 1$) was also non-significant. However, Levene's test of equality was significant and therefore, further analyses would be needed to interpret these results.

High/ low product match results – Perceived quality

A two-way analysis of variance with perceived product-country match (high, low) and condition (one COO marker, two COO markers, 3 COO markers) did not find a significant main effect of condition on perceived quality ($F(2, 160) < 1$). Product-country match did not show a significant main effect on perceived quality ($F(1, 160) < 1$). No interaction was detected between condition and product-country match ($F(2, 160) < 1$). See Table 10 for the means and standard deviations of condition and product-country match.

High/ low product match results – Purchase intention

Another two-way analysis of variance with perceived product-country match (high, low) and condition (one COO marker, two COO markers, 3 COO markers) did not show a significant main effect of condition on purchase intention ($F(2, 160) < 1$). Product-country match did not show a significant main effect on purchase intention ($F(1, 160) < 1$). No interaction was detected between condition and product-country match ($F(2, 160) < 1$). Nevertheless, Levene's test was significant. Therefore, additional analyses would be needed. See Table 11 for the means and standard deviations.

High/ low product match results – Attitude towards the advertisement

A two-way analysis of variance with perceived product-country match (high, low) and condition (one COO marker, two COO markers, 3 COO markers) as between-subjects factors did not show a significant main effect of condition on attitude towards the advertisement ($F(2, 160) < 1$). The product-country match did not have a significant main effect on attitude towards the advertisement ($F(1, 160) = 1.34, p = .249$) as well. The interaction between product-country match and condition was not statistically significant ($F(2, 160) = 1.01, p = .366$). See table 12 for the descriptive statistics.

Table 9. Means and standard deviations (between brackets) in function of the variables ‘condition’ (1, 2, 3 COO markers) and ‘product-country match’ (high, low) for ad effectiveness (1 = very negative, 7 = very positive).

	1 COO marker			2 COO markers			3 COO markers			Total		
	High match	Low match	Total	High match	Low match	Total	High match	Low match	Total	High match	Low match	Total
	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
Attitude towards product	4.81 (.95)	4.83 (1.90)	4.81 (1.08)	5.19 (.92)	4.58 (.27)	5.14 (.90)	5.14 (1.19)	4.27 (.38)	5.11 (1.18)	5.05 (1.05)	4.66 (1.31)	5.02 (1.07)
Perceived quality	4.38 (.83)	4.49 (1.48)	4.39 (.91)	4.72 (.83)	4.19 (.53)	4.68 (.82)	4.71 (1.01)	4.38 (.65)	4.70 (1.00)	4.61 (.91)	4.37 (1.07)	4.60 (.92)
Purchase intention	4.15 (.90)	4.25 (1.89)	4.17 (1.03)	4.54 (.84)	4.35 (.43)	4.53 (.81)	4.41 (1.11)	4.17 (.24)	4.41 (1.09)	4.38 (.97)	4.27 (1.30)	4.37 (1.00)
Attitude towards ad	3.61 (.94)	3.82 (1.68)	3.64 (1.03)	4.03 (.93)	3.56 (.74)	4.00 (.92)	4.40 (1.15)	3.47 (.43)	4.37 (1.14)	4.05 (1.07)	3.68 (1.21)	4.02 (1.08)
n	46	6	52	49	4	53	59	2	61	154	12	166

Appendix 6 – Proficiency results

Proficiency – Attitude towards the product

A two-way analysis of variance with language proficiency (ranking from very good/ fluent to zero knowledge) and type of condition (1,2 or 3 COO markers) as factors did not show any significant main effect of language proficiency on attitude towards the product ($F(3, 154) = 1.02, p = .386$). Type of condition was also not found to have a significant main effect on the attitude towards the product ($F(2, 154) < 1$). The interaction between language proficiency and type of condition was also not statistically significant ($F(6, 154) < 1$).

Proficiency – Perceived quality

A two-way analysis of variance with language proficiency (ranking from very good/ fluent to zero knowledge) and type of condition (1,2 or 3 COO markers) as factors did not show a significant main effect of language proficiency on the perceived quality ($F(3, 154) = 1.02, p = .385$). Type of condition was also not found to have a significant main effect on the perceived quality ($F(2, 154) < 1$). The interaction between language proficiency and type of condition was not statistically significant ($F(6, 154) < 1$).

Proficiency – Purchase intention

A two-way analysis of variance with language proficiency (ranking from very good/ fluent to zero knowledge) and type of condition (1,2 or 3 COO markers) as factors did not show a significant main effect of language proficiency on purchase intention ($F(3, 154) = 1.37, p = .254$). Type of condition was also not found to have a significant main effect on purchase intention ($F(2, 154) < 1$). The interaction between language proficiency and type of condition was not statistically significant ($F(6, 154) < 1$).

Proficiency – Attitude towards the advertisement

A two-way analysis of variance with language proficiency (ranking from very good/ fluent to zero knowledge) and type of condition (1,2 or 3 COO markers) as factors did not show

a significant main effect of language proficiency on ad attitude ($F(3, 154) = 1.40, p = .245$). Type of condition was also not found to have a significant main effect on ad attitude ($F(2, 154) = 1.39, p = .252$). The interaction between language proficiency and type of condition was not statistically significant ($F(6, 154) < 1$).

Table 10. Means and standard deviations (between brackets) in function of the variables ‘condition’ (1, 2, 3 COO markers) and ‘language proficiency’ (fluent, good, rather bad, no knowledge) for ad effectiveness (1 = very negative, 7 = very positive).

	1 COO marker					2 COO markers					3 COO markers					Total				
	Fluent	Good	Rather bad	No knowledge	Total	Fluent	Good	Rather bad	No knowledge	Total	Fluent	Good	Rather bad	No knowledge	Total	Fluent	Good	Rather bad	No knowledge	Total
	<i>M</i> (<i>SD</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>)	<i>M</i> (<i>SD</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>)	<i>M</i> (<i>SD</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>)	<i>M</i> (<i>SD</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>)
Attitude towards product	3.87 (.)	5.02 (.80)	4.72 (1.08)	4.87 (1.13)	4.81 (1.08)	4.20 (.)	5.53 (.)	5.14 (.91)	5.16 (.92)	5.14 (.90)	4.47 (.)	5.70 (.71)	4.98 (1.16)	5.21 (1.24)	5.11 (1.18)	4.18 (.30)	5.29 (.72)	4.96 (1.06)	5.08 (1.11)	5.02 (1.07)
Perceived quality	3.92 (.)	5.44 (.94)	4.31 (.97)	4.31 (.82)	4.39 (.91)	4.33 (.)	5.42 (.)	4.73 (.84)	4.64 (.82)	4.68 (.82)	5.08 (.)	4.96 (1.00)	4.59 (1.00)	4.77 (1.04)	4.70 (1.00)	4.44 (.59)	5.30 (.82)	4.56 (.94)	4.57 (.92)	4.60 (.92)
Purchase intention	3.58 (.)	4.50 (1.02)	4.14 (1.17)	4.16 (.98)	4.17 (1.03)	3.92 (.)	6.00 (.)	4.55 (.85)	4.49 (.77)	4.53 (.81)	3.83 (.)	4.92 (.59)	4.41 (1.19)	4.39 (1.05)	4.41 (1.09)	3.78 (.17)	4.83 (.94)	4.38 (1.08)	4.34 (.94)	4.37 (1.00)
Attitude towards ad	3.83 (.)	4.47 (.87)	3.54 (1.35)	3.57 (.79)	3.64 (1.03)	3.83 (.)	5.33 (.)	3.97 (1.17)	3.97 (.70)	4.00 (.92)	4.78 (.)	4.94 (1.26)	4.31 (1.15)	4.37 (1.18)	4.37 (1.14)	4.15 (.55)	4.73 (.87)	3.99 (1.24)	3.98 (.97)	4.02 (1.08)
n	1	4	18	29	52	1	1	22	29	53	1	2	27	31	61	3	7	67	89	166