

The effectiveness of implicit and explicit COO strategies in advertising



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Abstract

Country of origin (COO) markers in advertising are those elements that mark the country of origin of the advertised product. Previous research has shown that COO markers are able to influence the perception of the consumer and previous studies have distinguished different strategies for marking the COO of a product. The aim of the present study was to determine if there are differences in effectiveness between implicit and explicit COO markers. Based on a 5x3 mixed design, the differences in effect on the attitude towards the product, attitude towards the advertisement, perceived product quality, purchase intention and link between the COO marker and the COO were analyzed. A pre-test was carried out to select COO pictures and company names for the different products. Results suggest that the use of an explicit COO marker might be more effective when the link between the product and the COO is not very clear to the consumer.

Introduction

Country of origin (COO) cues or markers in advertising are the elements that mark the country of origin of the advertised product. Multiple studies have investigated if COO cues can influence consumers' attitudes towards a product or brand, and how this works. Results have shown that COO cues can have an important influence on the perception of the consumer. Not much research has yet been done into the differences in effectiveness of different types of COO cues. This study tries to build on previous findings and add to the existing research by investigating the effectiveness of implicit and explicit COO markers.

A review and meta-analysis study by Verlegh and Steenkamp (1999) distinguishes between three different aspects of country of origin. The cognitive aspect regards country of origin as an extrinsic cue for product quality. The affective aspect is about symbolic and emotional associations with the country of origin. The normative aspect has to do with "customer voting", the decision to purchase or avoid a country's product in relation to the country's policies and practices. From their meta-analysis, the writers conclude that the country-of-origin effect is a substantial factor in product evaluations. The impact of COO was found to be stronger for perceived quality than for attitudes and purchase likelihood. There seemed to be an especially strong link between the COO and the perceived quality. The COO effects were more significant when products from more developed countries were compared with products from lesser developed countries. From this finding, it can be concluded that consumers believe products from lesser developed countries to be of lower quality. The COO

effects for industrial goods were not found to be significantly smaller than for consumer goods, and the COO effect found does not change considerably when a product is manufactured in different countries than the country where the brand has its origin.

In line with the substantial effect of COO on product evaluations found in this study, a study by Roth and Romeo (1992) found that COO promoting can enhance willingness to buy products and attitudes towards the brand when favorable matches exist between country of origin and type of product. Verlegh, Steenkamp, and Meulenberg (2005) suggest that COO strongly influences consumer product evaluations, and that consumers rely more on COO if they are less involved with the advertisement. The authors state that COO is used as a cognitive shortcut by consumers when they want to minimize cognitive efforts. Herz and Diamantopoulos (2013) found that consumers' cognitive and affective brand evaluations and brand-related behavior are influenced by different types of country stereotypes that are triggered by the presence of COO cues. When the country stereotype matches the advertising execution format (functional or emotional), it enhances brand evaluation and brand-related behavior, while mismatches can cause negative effects. Tseng and Balabanis (2011) come to a similar conclusion, stating that it can be very effective for marketers to stress the COO of typical products from that country. However, if the products are not typical for the COO, it might be less effective to stress the COO, because atypical products received less favorable consumer attitudes than typical ones. In that case, connecting the non-typical product to a country-typical characteristic or product would be a solution, as the non-typical product is re-categorized as a country-typical product. Spielmann (2016) adds that schema congruity is an integrative concept with two steps for origin products. First, the consumer evaluates the product based on how typical of the origin it is. Only when there is a congruity between origin and product associations, does the consumer continue the evaluation, moving on to brand cues. If there is a congruity between the different brand cues themselves and the brand cues and the origin, the consumer finds them easier to evaluate. The writers also mention that for marketers that sell origin-based products with a unique selling proposition related to that origin, it might be better not to use origin-based language or symbols when the product is atypical for the country, because that might evoke negative stereotypes in the consumers mind. For example, the only Spanish car company should emphasis their unique selling point, but only by using an origin-neutral language (English) and origin-neutral symbols.

Aichner (2014) aimed to categorize the different strategies for marking a COO in company communication, and designed a model that describes eight different strategies and whether these strategies are explicit/implicit and of low/medium/high communication

complexity. A distinction is also made between regulated and unregulated markers: the regulated ones can only be used legally if they meet certain requirements, unregulated markers can be used freely by any company. These strategies can be used individually, but two or more of these strategies can also be used in combination. The different strategies are shown in Table 1.

Table 1. COO strategies (Aichner, 2014)

	Strategy name	Strategy type	Communication complexity
1	‘Made in ...’	Explicit	Low
2	Quality and origin labels	Explicit	Low
3	COO embedded in the company name	Explicit	Low
4	Typical COO words embedded in the company name	Implicit	Medium
5	Use of the COO language	Implicit	Medium/high
6	Use of famous or stereotypical people from the COO	Implicit	Medium/high
7	Use of COO flags and symbols	Explicit/implicit	Low/Medium
8	Use of typical landscapes or famous buildings from the COO	Implicit	Medium

As it is clear that COO markers can influence the consumers’ perception and attitude towards a brand or product, a question that follows is how effective the different COO strategies are. Research by Leclerc, Schmitt, and Dubé. (1994) showed that for hedonic products, a French sounding name (Aichner’s strategy 5) was more effective than the COO cue ‘made in France’ (Aichner’s strategy 1). A possible explanation for this could be that the consumer might be influenced the most by strong, unambiguous cues. Just a French sounding name might be directly linked to hedonic products, whereas the association with the country of France also evokes associations with the country other than hedonic products, thus distracting from the targeted association and therefore being less effective. Hornikx and van Meurs (2017) investigated how foreign language (FL) in advertisements (Aichner’s strategy 5) operates through COO effects, and in that way evokes associations and has persuasive effects. The results imply that the perceptions of FLs by the consumer rely on the knowledge

they have of the COO and its typical products. People relate an FL to the relevant COO and product, and the associations evoked by the FLs are similar to the associations evoked by the COO cue ‘national flag’ (Aichner’s strategy 7) and the indication ‘this is a French/German/Spanish product’. Ads with an FL that was congruent with the advertised product and ads with a COO that was congruent to the product were found to be equally effective in terms of product attitude, product quality, and purchase intention. Congruent FL ads were better liked than congruent COO ads. Both the ads with congruent FL and congruent COO performed better than an ad with an incongruent COO. Roozen and Raedts (2013) researched the effectiveness of COO connections in the language of slogans (Aichner’s strategy 5) and COO pictures (Aichner’s strategy 8) in advertisements. In a preliminary test to examine whether the COO linguistic claims were more effective and significant for participants with a low responsiveness to visual stimuli and high responsiveness to textual stimuli (which is more similar to other research in the field), the ads with COO slogans scored significantly higher than the ads with COO pictures. In the main experiment, no positive relationship was found between COO connections in language of the slogan and the effectiveness of the ad, which is contrary to the studies mentioned above. Advertisements with COO related pictures scored significantly higher for attitude towards the advertisement, towards the product, towards the quality of the product and purchase intentions than ads without COO related pictures. However, no significant effect was found for COO related slogans. This might indicate that visual COO stimuli are more effective than linguistic COO claims.

Although these three studies give some more insight in the effectiveness of the different COO strategies, the subject is still relatively unexplored. Limitations of the studies include the investigation of only a few COO strategies and the generalizability, as only a limited variety of products and few countries and nationalities were investigated. The present study intends to add to the existing research by investigating the effectiveness of the different COO markers identified by Aichner (2014). Aichner mentioned that some markers are more implicit (they point towards a COO, but do not literally mention it) and therefore more difficult to communicate than explicit markers that mention the name of the country or show the national flag, for example. As the difference in effectiveness between implicit and explicit markers has not been researched before, it is interesting to investigate. It could be, for example, that explicit markers are more effective because they leave less room for unintended COO interpretations by the consumer. It could also be that the consumer has a more positive

attitude towards ads with implicit markers, because ads that are too explicit are perceived as boring. For the investigation of this difference, the following research questions are used:

RQ1: To what extent are there differences between explicit and implicit COO markers in terms of the effect on:

- a. Attitude towards the product;
- b. Attitude towards the advertisement;
- c. Perceived quality;
- d. Purchase intention;
- e. Link between COO and COO marker?

Method

Materials

The independent variables were the COOs and COO markers used in the advertisements. The COOs were Italy, France and Spain; the COO markers were four of the eight COO markers distinguished by Aichner (2014): ‘Made in’, ‘COO embedded in company name’, ‘Landscapes or buildings from COO’ and ‘Famous or stereotypical people from COO’. A base-line condition advertisement with a neutral background and a neutral brand name was added to test whether the advertisements with COO markers were more effective than an advertisement without COO markers. Based on these independent variables, the stimulus consisted of 15 advertisements (3 per COO marker and 3 for the base-line). The advertisements contained a food product, company name and one of the COO strategies (or no strategy for the base-line). The countries France, Spain and Italy were chosen because these countries and their stereotypical products were assumed to be fairly well known amongst the participants. A study by Lee, Yun and Lee (2005) suggests that if consumers have not been interested in a certain type of product in the past, a COO cue might not be very effective. If consumers have been highly interested in a certain type of product in the past, the cue that activates their interest or personal relevance will have a higher effect on producing high message involvement.

Pre-test

A pre-test was done to find out which food products the participants associate with the three chosen COOs Spain, France and Italy, and to test the fit between COO markers and the COO.

The choice to investigate food products was made because research by Kremers (2015) showed that advertisements for food products contained more COO cues than other product categories.

The attitude towards possible brand names was tested with questions based on Leclerc et al. (1994), using 7-point differential scales ranging from very much to not at all. All the brand names were both linked to the COO and liked, means and standard deviations for the brand names belonging to the food products with the best fit can be found in Table 2.

The fit between selected COO foods and the COO and the fit between COO markers and the COO (only for implicit markers) were tested using questions and scales as are used in Spielmann (2016). For example: Participants were shown a picture of the Eiffel Tower and asked to judge the following statements with a 7-point Likert scale ranging from strongly agree to strongly disagree:

- This symbol is French
- This symbol represents France
- This symbol makes me think of France
- France is referenced by this symbol

The items with the highest means were selected to be used in the questionnaire for the main investigation. Items and means can be found in Table 2 and Table 3.

Both stereotypical people and celebrities from the three COOs were tested in the pre-test. A paired samples t-test was used to decide whether to use one or the other. A paired samples t-test showed a significant difference between stereotypical person and celebrity for all three of the countries. For Spain ($t(21) = 2.21, p = .035$) the stereotypical person ($M = 5.55, SD = 1.39$) was shown to have a stronger link to the COO than the celebrity ($M = 4.39, SD = 1.91$). For France ($t(21) = 5.31, p < .001$) the stereotypical person ($M = 6.12, SD = .89$) was shown to have a stronger link to the COO than the celebrity ($M = 3.87, SD = 1.96$). For Italy ($t(21) = 4.31, p < .001$) the stereotypical person ($M = 5.06, SD = 1.62$) was shown to have a stronger link to the COO than the celebrity ($M = 3.51, SD = 1.52$).

The full questionnaire of the pre-test can be found in Appendix 1.

Table 2. Means and standard deviations (between brackets) for the fit between product/COO marker building and the COO (1 = very weak fit, 7 = very strong fit) and the liking of the brand name (1 = very negative attitude, 7 = very positive attitude ($n = 22$))

Fit			Fit			Attitude/ liking	
	Food Product	<i>M (SD)</i>	Building	<i>M (SD)</i>	Brand name	<i>M (SD)</i>	
Spain	Paella	5.64 (1.30)	Sagrada Familia	6.17 (1.47)	Paella Española	4.45 (1.34)	
France	Brie	5.73 (1.33)	Eiffel Tower	6.81 (.43)	Brie de France	4.77 (1.48)	
Italy	Pizza	6.36 (.92)	Tower of Pisa	6.48 (1.30)	Pizza Italia	5.00 (1.35)	

Table 3. Means and standard deviations (between brackets) for the fit between COO marker stereotypical person and COO (1 = very weak fit, 7 = very strong fit) ($n = 22$)

	Stereotypical person	<i>M (SD)</i>
Spain		5.55 (1.39)
France		6.12 (.89)
Italy		5.06 (1.62)

Subjects

In total, 178 participants took part in the questionnaire (at least 30 per condition). The participants were Dutch, as the questionnaire was in Dutch. The mean age of the respondents was 37 ($M = 36.98$, $SD = 14.67$) and the age ranged from 18 and 67 years old. 74% ($n = 131$) of the respondents was female. The educational level ranged from less than high school to university degree, with the most frequent level being university of applied sciences degree with 38.2% ($n = 68$). A one-way analysis of variance showed no significant difference of mean age of the respondents between the four COO strategies ($F(4,172) = 1.24$, $p = .298$). Chi-square tests showed no significant relations between COO strategy and gender ($\chi^2(4) = .80$, $p = .939$) and COO strategy and educational level ($\chi^2(20) = 16.96$, $p = .655$).

Design

A 5 (COO strategy: the four strategies and the base-line condition as mentioned in the Materials section) $\times$ 3 (product/COO: France, Spain, Italy) mixed design was used. Different versions of the questionnaire including different advertisements were distributed equally among the participants. There were five groups in total, one for each COO strategy and one for the base-line condition.

Instruments

The dependent variables were of the study were: attitude towards the product, attitude towards advertisement, attitude towards quality, purchase intention, and link to COO.

Attitude towards the product was measured as in Hornix, van Meurs and Hof (2013), using a 7-point Likert scale for the items “I believe the product is nice” and “I believe the product is attractive”. The reliability of the scales measuring attitude towards the product was acceptable ($\alpha = .72$).

Attitude towards advertisement was measured with statements and scales as used in Roozen and Raedts (2013), using a 7-point semantic differential scale with the five items positive/negative, (not) attractive, (not) convincing, (not) credible, (not) interested. The reliability of the scales measuring attitude towards the advertisement was good ($\alpha = .94$).

Attitude towards quality was measured as in Cameron and Elliott (1994). The participants were asked to rate the quality of each product with the question “I would rate the quality of the product as:” on a 5-point semantic differential scale ranging from “very poor” to “very good”.

Purchase intention was measured with questions and scales as used in Hornix et al. (2013): the statement “Buying the product is” was rated using three 7- point semantic differentials (“Something I never want to do - something I certainly want to do”, “Something I do not recommend to my friends - something I recommend to my friends”, “Really not something for me - really something for me”). The reliability of the scales measuring purchase intention was good ($\alpha = .84$).

Link to COO was measured by asking the participants to write down the country they associated with the advertisement

The background variables product liking (“I like the product in the advertisement”), product use (“I frequently use the product in the advertisement”), country association (“I associate this food with Spain”), attitude towards COO (“I like Spain/France/Italy”) and realism advertisement (“The advertisement is a good example of a realistic advertisement”) all consisted of one item, measured by a 7-point Likert scale (“very strongly disagree” – “very strongly agree”).

The background variable familiarity with the COO consisted of two items (“I have frequently visited Spain/France/Italy” and “I speak Spanish/French/Italian”) measured by a 7-point Likert scale (“very strongly disagree” – “very strongly agree”). The reliability for the scales measuring familiarity was not acceptable ($\alpha = .66$). Therefore, the items have been analyzed separately.

The full questionnaire can be found in Appendix 2.

Procedure

The questionnaire was administered online and on an individual basis. A questionnaire on Qualtrics was created and personally sent to acquaintances and placed on social media. Before the first question of the questionnaire, a short description of the experiment was presented, but the aim of the study was not explicitly mentioned before the questionnaire. The participants were told that participation was voluntary and that they could stop at any moment by closing the questionnaire. The participants were debriefed at the end of the questionnaire. The full introduction to the questionnaire can be found in Appendix 2. The average time it took the participants to answer the questionnaire could not be calculated exactly, as the mean was extremely high due to the fact that some people left the questionnaire opened for 24 hours. The mode for the response time was 4 minutes and 45 seconds and the median 7 minutes and 30 seconds.

Statistical treatment

Repeated measures analyses were conducted (with as factors country [within-factor] and COO strategy [between-factor]) for ad attitude, product quality, product attitude, purchase intention. Chi-square tests were conducted for link to COO and manipulation check. For background variables, repeated measures analyses were conducted (with as factors country [within-factor] and COO strategy [between-factor]) for product liking, product use, country association, attitude towards COO and familiarity. Both a repeated measures analysis with country as within-subject factor and COO strategy as between-subject factor and a one-way analysis of variance with country as within-subject factor and COO strategy as between-subject factor were conducted for the background variable realism advertisement.

Results

Product attitude

A repeated measures analysis for product attitude with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of COO strategy ($F(4,173) = 2.74, p = 0.030$). However, post hoc tests found no significant differences between the COO strategies (all p 's $> .119$).

Furthermore, a significant main effect of country was found ($F(2,346) = 22.30, p < .001$). The product attitude for Spanish ads ($M = 3.11, SD = .72$) was significantly lower than for French ads ($p = .030$, Bonferroni-correction; $M = 3.42, SD = .84$) and Italian ads ($p < .001$, Bonferroni-correction; $M = 3.48, SD = .84$). French ads were rated significantly lower than Italian ads ($p < .001$, Bonferroni-correction). The interaction effect between country and COO strategy was not significant ($F(8,346) = 1.43, p = .181$). All means and standard deviations can be found in Table 4.

Table 4. Means and standard deviations (between brackets) for the product attitude, ad attitude, product quality and purchase intention for the four COO strategies and the base-line condition

		Base-line	Made in	COO name	Stereotypical person	Famous building	Total
		<i>n</i> = 38	<i>n</i> = 31	<i>n</i> = 35	<i>n</i> = 37	<i>n</i> = 37	<i>n</i> = 178
		<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>)
Product attitude	Spain	4.43 (.99)	4.35 (.95)	4.24 (.98)	3.88 (1.21)	3.92 (1.02)	4.16 (1.05)
	France	4.41 (1.29)	4.66 (1.27)	4.67 (1.13)	4.08 (1.23)	4.45 (1.17)	4.44 (1.22)
	Italy	5.05 (.84)	5.13 (1.20)	4.90 (1.08)	4.93 (1.17)	4.35 (1.24)	4.87 (1.13)
	Total	4.63 (.71)	4.71 (.84)	4.60 (.63)	4.30 (.75)	4.24 (.90)	
Ad attitude	Spain	4.14 (1.31)	4.57 (1.14)	4.23 (1.12)	3.85 (1.31)	4.08 (1.27)	4.08 (1.27)
	France	4.45 (1.26)	4.58 (1.36)	4.41 (1.33)	3.99 (1.14)	4.56 (1.52)	4.39 (1.33)
	Italy	4.35 (1.40)	4.67 (1.45)	4.47 (1.29)	4.24 (1.21)	4.28 (1.41)	4.39 (1.35)
	Total	4.32 (1.07)	4.61 (1.10)	4.37 (.95)	4.03 (1.02)	4.17 (1.29)	
Product quality	Spain	3.27 (.64)	3.45 (.72)	3.20 (.58)	2.95 (.70)	2.76 (.76)	3.11 (.72)
	France	3.53 (.63)	3.55 (.81)	3.29 (.89)	3.30 (.78)	3.49 (1.02)	3.42 (.84)
	Italy	3.37 (.61)	3.65 (.88)	3.54 (.85)	3.57 (.80)	3.30 (.97)	3.48 (.84)
	Total	3.46 (.51)	3.55 (.57)	3.34 (.51)	3.27 (.56)	3.18 (.80)	
Purchase intention	Spain	3.73 (1.33)	4.03 (1.40)	3.78 (1.33)	3.39 (1.48)	3.23 (1.63)	3.62 (1.45)
	France	4.68 (1.65)	4.60 (1.76)	4.56 (1.76)	4.14 (1.76)	4.29 (1.92)	4.45 (1.76)
	Italy	4.77 (1.63)	5.01 (1.59)	4.50 (1.63)	4.95 (1.38)	4.78 (1.55)	4.80 (1.55)
	Total	4.39 (.92)	4.55 (1.11)	4.28 (1.12)	4.16 (1.13)	4.10 (1.34)	

Attitude towards the ad

A repeated measures analysis for attitude towards the ad with country as within-subject factor and COO strategy as between-subject factor showed no significant main effect of COO strategy ($F(4,173) = 1.34, p = .256$) and no significant interaction effect between country and COO strategy ($F(8,346) = 1.41, p = .193$). It did show a significant main effect for country ($F(2,346) = 6.88, p = .001$). The ad attitude for Spanish ads ($M = 4.08, SD = 1.27$) was significantly lower than for French ads ($p = .006$, Bonferroni-correction; $M = 4.39, SD = 1.33$) and Italian ads ($p = .008$, Bonferroni-correction; $M = 4.39, SD = 1.35$). All means and standard deviations can be found in Table 4.

Product quality

A repeated measures analysis for product quality with country as within-subject factor and COO strategy as between-subject factor showed no significant main effect of COO strategy ($F(4,165) = 1.81, p = .129$). It did show a significant main effect for country ($F(2,330) = 15.30, p < .001$). The perceived product quality for Spanish ad ($M = 3.11, SD = .72$) was significantly lower than for French ads ($p = .006$, Bonferroni-correction; $M = 3.42, SD = .84$) and Italian ads ($p = .008$, Bonferroni-correction; $M = 3.48, SD = .84$).

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

For the COO strategy 'Person', a significant effect of country was found ($F(2,72) = 8.98, p < .001$). Product quality was rated significantly lower for the Spanish ads ($M = 2.95, SD = .70$) than for the Italian ads ($p < .001$, Bonferroni-correction; $M = 3.57, SD = .80$).

Similarly, for the COO strategy 'Building', a significant effect of country was found ($F(2,72) = 16.34, p < .001$). Product quality was rated significantly lower for the Spanish ads ($M = 2.76, SD = .76$) than for the French ($p < .001$, Bonferroni-correction; $M = 3.49, SD = 1.02$) and Italian ads ($p < .001$, Bonferroni-correction; $M = 3.30, SD = .97$). For the other three strategies, no significant differences were found between countries (all p 's $> .112$). All means and standard deviations can be found in Table 4.

Purchase intention

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

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

The purchase intention for Spanish ads ($M = 3.61, SD = 1.45$) was significantly lower than for French ads ($p < .001$, Bonferroni-correction; $M = 4.45, SD = 1.76$) and Italian ads ($p < .001$, Bonferroni-correction; $M = 4.80, SD = 1.54$). French ads were rated significantly lower than Italian ads ($p = .048$, Bonferroni-correction). All means and standard deviations can be found in Table 4.

Link to COO

Participants were asked to link the advertised product to a country.

A χ^2 test between link to COO and COO strategy for the Spanish ads showed a significant relationship ($\chi^2(4) = 18.01, p = .001$), meaning the distribution of correct and incorrect answers was not equal between the strategies. Significantly more people matched an incorrect country to products on ads with a famous building (21 [56.8%] correct, 16 [43.2%] incorrect), compared to ads with a COO name (32 [91.4%] correct, 3 [8.6%] incorrect) and ads with a 'Made in' label (29 [93.5%] correct, 2 [6.5%] incorrect). In total, 138 (77.5%) participants gave a correct answer and 40 (22.5%) gave an incorrect answer. All counts and percentages can be found in Table 5.

A χ^2 test between link to COO and COO strategy for the French ads showed no significant relationship ($\chi^2(4) = 3.91, p = .418$), meaning the distribution of correct and incorrect answers was similar between the strategies. In total, 162 (91.0%) participants gave a correct answer and 16 (9%) gave an incorrect answer. All counts and percentages can be found in Table 6.

A χ^2 test between link to COO and COO strategy for the Italian ads showed no significant relationship ($\chi^2(4) = 8.77, p = .067$), meaning the distribution of correct and incorrect answers was similar between the strategies. In total, 172 (96.6%) participants gave a correct answer and 6 (3.4%) gave an incorrect answer. All counts and percentages can be found in Table 7.

Table 5. Counts and percentages of correct and incorrect link to the COO for Spanish advertisements

			COO strategy					
			Base Line	Made in	COO name	Person	Building	Total
Spain	Correct	<i>n</i>	28 _{a, b}	29 _b	32 _b	28 _{a, b}	21 _a	138
		%	73,7%	93,5%	91,4%	75,7%	56,8%	77,5%
	Incorrect	<i>n</i>	10 _{a, b}	2 _b	3 _b	9 _{a, b}	16 _a	40
		%	26,3%	6,5%	8,6%	24,3%	43,2%	22,5%

Each subscript letter denotes a subset of COO_Strategy categories whose column proportions do not differ significantly from each other at the ,05 level.

Table 6. Counts and percentages of correct and incorrect link to the COO for French advertisements

			COO strategy					
			Base Line	Made in	COO name	Person	Building	Total
France	Correct	<i>n</i>	36 _a	27 _a	34 _a	33 _a	32 _a	162
		%	94,7%	87,1%	97,1%	89,2%	86,5%	91,0%
	Incorrect	<i>n</i>	2 _a	4 _a	1 _a	4 _a	5 _a	16
		%	5,3%	12,9%	2,9%	10,8%	13,5%	9,0%

Each subscript letter denotes a subset of COO_Strategy categories whose column proportions do not differ significantly from each other at the ,05 level.

Table 7. Counts and percentages of correct and incorrect link to the COO for Italian advertisements

			COO strategy					
			Base Line	Made in	COO name	Person	Building	Total
Italy	Correct	<i>n</i>	38 _a	31 _a	34 _a	33 _a	36 _a	172
		%	100,0%	100,0%	97,1%	89,2%	97,3%	96,6%
	Incorrect	<i>n</i>	0 _a	0 _a	1 _a	4 _a	1 _a	6
		%	0,0%	0,0%	2,9%	10,8%	2,7%	3,4%

Each subscript letter denotes a subset of COO_Strategy categories whose column proportions do not differ significantly from each other at the ,05 level.

Manipulation check

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

A χ^2 test between recognition of COO and COO strategy for the Spanish ads showed a significant relationship ($\chi^2(3) = 13.17, p = .004$), meaning the distribution of correct and incorrect answers was not equal between the strategies. Significantly more people chose the incorrect marker for ads with a 'Made in' label (19 [61.3%] correct, 12 [38.7%] incorrect) than for ads with a stereotypical person (35 [95.6%] correct, 2 [5.4%] incorrect). In total, 113 (80.7%) participants gave a correct answer and 27 (19.3%) gave an incorrect answer. All counts and percentages can be found in Table 8.

A χ^2 test between recognition of COO and COO strategy for the French ads showed a significant relationship ($\chi^2(3) = 29.53, p < .001$), meaning the distribution of correct and

incorrect answers was not equal between the strategies. Significantly more people chose the incorrect marker for ads with a ‘Made in’ label (17 [54.8%] correct, 14 [45.2%] incorrect) than for ads with a COO name (31 [88.6%] correct, 4 [11.4%] incorrect), a stereotypical person (35 [94.6%] correct, 2 [5.4%] incorrect) or a famous building (36 [97.3%] correct, 1 [2.7%] incorrect). In total, 119 (85.0%) participants gave a correct answer and 21 (15.0%) participants gave an incorrect answer. All counts and percentages can be found in Table 9.

A χ^2 test between recognition of COO and COO strategy for the Italian ads showed a significant relationship ($\chi^2(3) = 36.56, p < .001$), meaning the distribution of correct and incorrect answers was not equal between the strategies. Significantly more people chose the incorrect marker for ads with a ‘Made in’ label (13 [41.9%] correct, 18 [58.1%] incorrect) than for ads with a COO name (31 [88.6%] correct, 4 [11.4%] incorrect), a stereotypical person (33 [89.2%] correct, 4 [10.8%] incorrect) or a famous building (35 [94.6%] correct, 2 [5.4%] incorrect). In total, 112 (80.0%) participants gave a correct answer and 28 (20.0%) participants gave an incorrect answer. All counts and percentages can be found in Table 10.

Table 8. Counts and percentages of correct and incorrect responses for what COO marker was used for Spanish ads

			COO strategy				Total
			Made in	COO name	Person	Building	
Spain	Correct	<i>n</i>	19	27	35	32	113
		%	61%	77%	95%	87%	81%
	Incorrect	<i>n</i>	12	8	2	5	27
		%	39%	23%	5%	14%	19%

Table 9. Counts and percentages of correct and incorrect responses for what COO maker was used for French ads

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

Table 10. Counts and percentages of correct and incorrect responses for what COO marker was used for Italian ads

			COO strategy				
			Made in	COO name	Person	Building	Total
Italy	Correct	<i>n</i>	13	31	33	35	112
		%	42%	89%	89%	95%	80%
	Incorrect	<i>n</i>	18	4	4	2	28
		%	58%	11%	11%	5%	20%

Background variables

Product liking

Participants were asked if they liked the taste of the advertised product.

A repeated measures analysis for product liking with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of country ($F(2,346) = 34.79, p < .001$). The product in the Italian ad (pizza) was rated significantly higher ($M = 5.81, SD = 1.16$) than the product in the Spanish ad (paella) ($p < .001$, Bonferroni-correction; $M = 4.51, SD = 1.52$) and the product in the French ad (brie) ($p < .001$, Bonferroni-correction; $M = 4.85, SD = 1.81$). No significant main effect of COO marker ($F(4,173) = .398, p = .810$), nor a significant interaction effect between country and COO marker ($F(8,346) = .533, p = .832$) were found.

Product use

Participants were asked if they consumed the advertised product regularly.

A repeated measures analysis for product use with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of country ($F(2,346) = 130.42, p < .001$). The product in the Italian ad (pizza) was rated significantly higher ($M = 5.22, SD = 1.21$) than the product in the Spanish ad (paella) ($p < .001$, Bonferroni-correction; $M = 2.75, SD = 1.42$) and the product in the French ad (brie) ($p < .001$, Bonferroni-correction; $M = 4.20, SD = 1.89$). The product in the French ad (brie) was rated significantly higher than the product in the Spanish ad (paella) ($p < .001$, Bonferroni-correction). The higher the rating, the more frequent the participant consumed the advertised product.

No significant main effect of COO marker ($F(4,173) = .19, p = .945$), nor a significant interaction effect between country and COO marker ($F(8,346) = 1.67, p = .106$) were found.

Country association

Participants were asked to what degree they associated the product in the ad with the intended COO.

A repeated measures analysis for product association with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of country ($F(2, 364) = 11.65, p < .001$). The association of the product with the COO for Italian ads ($M=5.88, SD=1.14$) was significantly higher than for Spanish ads ($p < .001$, Bonferroni-correction; $M = 5.37, SD = .1.28$) and French ads ($p = .016$, Bonferroni-correction; $M = 5.62, SD = 1.26$). No significant main effect was found for COO strategy ($F(4, 173) = 1.39, p = .241$).

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

For the Base line, a significant effect of country was found ($F(2,74) = 6.27, p = .003$). The association of the product with the COO was significantly higher for the Italian ads ($M = 6.13, SD = 1.02$) than for the Spanish ads ($p = .003$, Bonferroni-correction; $M = 5.32, SD = 1.19$) and for the French ads ($p = .011$, Bonferroni-correction; $M = 5.50, SD = 1.41$).

For the COO strategy 'Building', a significant effect of country was found ($F(2,72) = 8.65, p < .001$). The association of the product with the COO was significantly lower for the Spanish ads ($M = 4.72, SD = .1.57$) than for the French ($p = .002$, Bonferroni-correction; $M = 5.73, SD = .96$) and Italian ads ($p = .008$, Bonferroni-correction; $M = 5.57, SD = 1.44$). For the other three strategies, no significant differences were found between countries (all p 's $> .84$).

Attitude towards COO

Participants were asked about their attitude towards the three COOs

A repeated measures analysis for attitude towards COO with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of country ($F(2, 346) = 4.63, p = .010$). The attitude towards the COO for French ads ($M = 4.94, SD = 1.22$) was significantly lower than for Italian ads ($p = .012$, Bonferroni-correction; $M = 5.26, SD = 1.16$). There were no significant differences between the Spanish ads and the other ads (p 's $> .158$).

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

Familiarity

Participants were asked about their familiarity with the three COOs. The two items "I have frequently visited Spain/France/Italy" and "I speak Spanish/French/Italian" were analyzed separately because the reliability for the scales was not acceptable.

A repeated measures analysis for "I have frequently visited Spain/France/Italy" with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of country ($F(2, 346) = 41.45, p < .001$). "I have frequently visited France" ($M = 4.62, SD = 1.65$) scored significantly higher than "I have frequently visited Italy" ($p < .001$, Bonferroni-correction; $M = 3.88, SD = 1.75$) and "I have frequently visited Spain" ($p < .001$, Bonferroni-correction; $M = 3.29, SD = 1.75$). "I have frequently visited Italy" ($M = 3.88, SD = 1.75$) scored significantly higher than "I have frequently visited Spain" ($p < .001$, Bonferroni-correction; $M = 3.29, SD = 1.75$).

There was no significant main effect of COO strategy ($F(4, 173) = .80, p = .528$), and no significant interaction effect between country and COO strategy ($F(8, 346) = 1.02, p = .421$).

A repeated measures analysis for "I speak Spanish/French/Italian" with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of country ($F(2, 346) = 61.93, p < .001$). "I speak French" ($M = 3.31, SD = 1.63$) scored significantly higher than "I speak Spanish" ($p < .001$, Bonferroni-correction; $M = 2.15, SD = 1.56$) and "I speak Italian" ($p < .001$, Bonferroni-correction; $M = 1.92, SD = 1.26$). There was no significant difference between "I speak Spanish" and "I speak Italian" ($p = .201$).

There was no significant main effect of COO strategy ($F(4, 173) = 1.38, p = .244$), and no significant interaction effect between country and COO strategy ($F(8, 346) = 1.09, p = .370$).

Goal study incorrect/correct

Participants were asked what they thought the goal of the study was. A chi-square test showed that of the 178 respondents only 4.5% ($N=8$) of the participants guessed the goal of the study correct. Although this was a significant result ($\chi^2(4) = 10.64, p = .031$), no significant differences were found between the versions. Counts and percentages are shown in Table 11.

Table 11. Counts and percentages for each COO strategy for goal study correct/ incorrect

			COO_Strategy					
			Base Line	Made in	COO name	Person	Building	Total
Goal	Correct	<i>n</i>	1 _a	0 _a	2 _a	0 _a	5 _a	8
Study		%	2,6%	0,0%	5,7%	0,0%	13,5%	4,5%
Correct/	Incorrect	<i>n</i>	37 _a	31 _a	33 _a	37 _a	32 _a	170
Incorrect		%	97,4%	100,0%	94,3%	100,0%	86,5%	95,5%

Each subscript letter denotes a subset of COO_Strategy categories whose column proportions do not differ significantly from each other at the .05 level.

Realism advertisement

Participants were asked to judge how realistic the advertisement that they saw was.

A repeated measures analysis for realism of the advertisement with country as within-subject factor and COO strategy as between-subject factor showed a significant main effect of country ($F(2, 346) = 7.89, p < .001$). The rating for the realism of the advertisement for Spanish ads ($M = 4.18, SD = 1.47$) was significantly lower than for French ads ($p = .020$, Bonferroni-correction; $M = 4.49, SD = .1.35$) and Italian ads ($p = .001$, Bonferroni-correction; $M = 4.58, SD = 1.30$). There were no significant differences between French ads and Italian ads ($p = .099$).

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

For Spain, the realism of the ad of ‘made in’ ($M = 4.94$, $SD = 1.20$) was higher than for ‘person’ ($p = .001$, Bonferroni-correction; $M = 3.60$, $SD = 1.55$) and ‘building’ ($p = .012$, Bonferroni-correction; $M = 3.81$, $SD = 1.79$). There were no differences between the other strategies (all p ’s $> .093$).

For France, the realism of the ad of ‘made in’ ($M = 4.90$, $SD = .94$) was higher than for ‘person’ ($p = .046$, Bonferroni-correction; $M = 3.97$, $SD = 1.59$). There were no differences between the other strategies (all p ’s $> .195$).

For Italy, the realism of the ad of ‘made in’ ($M = 5.13$, $SD = 1.02$) was higher than for ‘person’ ($p = .028$, Bonferroni-correction; $M = 4.19$, $SD = 1.41$). There were no differences between the other strategies (all p ’s $> .261$).

There was no significant interaction effect between country and COO strategy ($F(8,346) = 1.35$, $p = .216$).

Conclusion and discussion

This study aimed to determine the difference in effectiveness between implicit and explicit COO markers. The current literature does not include any studies that investigate this specific difference. The effects of implicit and explicit COO markers on attitude towards the product, attitude towards the advertisement, perceived quality, purchase intention and link between COO and COO marker were investigated. The results of each variable will be discussed in this section.

Attitude towards the product

No significant effect of COO strategy on product attitude was found. There was a difference between the three countries, as the product attitude for the Spanish ad was significantly lower than for the French and Italian ads, and the product attitude for the French ads was lower than for the Italian ads. This could be explained by the product use, as product use for paella was significantly lower than for both pizza and brie. People might not know the product well because they do not use it often, and for that reason have a lower attitude towards the product.

Attitude towards the advertisement

No significant effect of COO strategy on ad attitude was found. There was a difference between the countries, as the attitude for the Spanish ad was significantly lower than for the French and Italian ads. This might have to do with the fact that the participants did not understand what the advertisement was for exactly, which made the advertisement less

relevant. The product paella was used less than pizza en brie, and because the participants did not specifically see the word paella (except for the ad with the marker COO embedded in the company name), they might not have known what the advertised product was.

Perceived product quality

No significant effect of COO strategy on perceived product quality was found. There was a difference between the countries, as the perceived quality for the Spanish ad was significantly lower than for the French and Italian ads. A significant interaction effect between country and COO strategy was found: for the ad with a Spanish stereotypical person, the product quality was rated significantly lower than for the ads with a French and Italian stereotypical person. For the ad with the Spanish building, the product quality was rated significantly lower than for the ads with the French and Italian building. An explanation for the lower perceived product quality for the Spanish ads might be the fact that the Spanish product was less appreciated. Paella had lower ratings for product use and product liking than the other products. Participants might have rated the quality of paella lower than the other products because their attitude towards paella was lower than towards the other products.

Purchase intention

No significant effect of COO strategy on purchase intention was found. There was a difference between countries, as the purchase intention for the Italian ad was significantly higher than for the French and Spanish ads. Also, the purchase intention for the French ad was significantly higher than for the Spanish ad. There seems to be a logical explanation for these results. Pizza is used the most, and therefore scores the highest for purchase intention. Brie is used less, and therefore scores lower for purchase intention. Paella is used even less, and therefore scores even lower for purchase intention.

Link between COO and COO marker

A significant effect of COO marker on 'link between COO and COO marker' was found for the Spanish ad. Significantly more people matched an incorrect country to the product on the ad with the famous building *La Sagrada Familia* (implicit marker), compared to ads with the COO name and ads with the 'made in' label (both explicit markers). For the Spanish ads, 22.5% of the participants wrote down the wrong COO. For France (9%) and Italy (3.4%) these percentages were remarkably lower. It could be that for products of which the link with the COO is not so clear, it is better to mention the COO explicitly, so that there is less room

for the consumer to interpret the ad in the wrong way. For the French and Italian ads, there was no significant effect.

Manipulation check

For all the three countries, significantly more people remembered the COO marker ‘made in’ incorrectly than other markers. An explanation could be that the ‘made in’ label in the advertisements was not very clear. It could also be that people see a ‘made in’ label relatively often, and it does not stand out as much as a picture of a famous building or a stereotypical person, or a foreign sounding brand name.

Background variables

Product liking

Pizza received a significantly higher product liking than paella and brie. This might be the reason that people are more positive towards (ads with) pizza, and are more likely to purchase pizza than brie or paella.

Country association

The association of the product with the COO was significantly higher for the Italian ad than for the French and Spanish ads. For the base-line condition, the association of the product with the COO was significantly higher for the Italian ad than for the French and Spanish ads. The link between pizza and Italy might be so strong, that people link pizza to Italy automatically and that a no marker is needed. For the COO strategy building, the association for the Spanish ad was significantly lower than for the Italian and French ads. Even though the product use of paella is significantly lower than the product use of brie, there is no significant difference between the Spanish and the French ads when it comes to country association. This means that people are able to link paella to Spain (which was also shown in the pre-test), even though paella is a lesser used product.

Familiarity

The scores for “I have frequently visited France”, “I have frequently visited Italy” and “I have frequently visited Spain” (in order from higher score to lower score) were all significantly different. That France is visited more frequently than Italy and Spain seems logical, as France is generally known as the most popular vacation destination of the Dutch. Apparently, amongst the participants Italy is a more popular destination to visit than Spain. “I speak French” scored significantly higher than both “I speak Spanish” and “I speak Italian”. This also seems logical, as generally more people in the Netherlands speak (a little) French than

Italian or Spanish, because French is a regular subject in Dutch high-school and the other languages are not.

Realism ad

The rating of realism of the ad was significantly lower for the Spanish ad than for the French and Italian ads. For all three the countries, the ‘made in’ ad was rated significantly more realistic than other strategies. This might have to do with the professionalism of the ads. The ads designed for this study were not designed by experts in graphic design, and were therefore quite amateurish. The ads that had the fewest elements implemented (the ads with the ‘made in’ label), might thus have had the fewest ‘aesthetic mistakes’, therefore being judged as more realistic.

General conclusion and limitations

On the basis of the results of this study, it is not possible to state that there are differences between explicit and implicit COO markers in terms of the effect on attitude towards the product, attitude towards the advertisement, perceived quality, purchase intention and link between COO and COO marker. However, a significant effect of COO marker on ‘link between COO and COO marker’ in this study might point towards the conclusion that for products of which the link with the COO is not so clear, it is better to mention the COO explicitly, so that there is less room for the consumer to interpret the ad in the wrong way. This is in line with earlier research by Leclerc et al. (1994), who argue that the consumer might be influenced the most by strong, unambiguous cues.

Roozen and Raedts (2013), argue on the basis of their main experiment that visual COO stimuli might be more effective than linguistic COO claims. This is not in line with the current study, as in the current study the visual COO stimuli (the two implicit markers) are not more effective than the linguistic COO claims (the two explicit markers).

The results from the present study suggest that there is no difference in effectiveness between explicit and implicit COO markers when it comes to products that the consumers easily link to the correct COO. Pizza for example, is linked correctly to Italy even without a COO marker. However, when the consumer does not link the product to the correct COO easily, it might be more effective to use an explicit COO marker, which leaves less room for ambiguity.

The limitations of this study include the use of advertisements that were somewhat amateurish and the use of extremely typical products (especially pizza). Future research might

consider comparing several typical products for one country, instead of investigating one typical product for several countries. This would give more detailed insight into how different products are linked to one certain country, whereas with the current research only a more general claim can be made. A longer and better pre-test could be done to determine which products and markers to use, as this might lead to the selection of products that are more representative of the COO. In the current study paella was selected for Spain based on a high score for link to COO in the pre-test, but the product was found to be not very well-known. Furthermore, it could be that the products are so typical to the country, that adding markers does not give an advantage. Future research might consider choosing products that are less typical to the country, or countries that are less known amongst the participants. This study only investigated four of the eight COO markers mentioned by Aichner (2014). Future research might consider investigating different markers to find out if the results of the present study apply to all the markers presented by Aichner, or only the four that are used in this study.

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Appendix 1: Questionnaire pre-test

This is an example of all the pre-test questions for the country France. For the countries Spain and Italy, the same questions were used.

BA Thesis Pretest

Start of Block: Introductie

Q96 Beste deelnemer,

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

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

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

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

- De bovenstaande informatie heeft gelezen
- Vrijwillig instemt met deelname aan dit onderzoek
- 18 jaar of ouder bent

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

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

Wij danken u voor uw deelname.

Leon Boogaard
Mirthe Eskes
Catherine Denis
Ruben ter Haar
Sanne Potze
Alberto Villamil

End of Block: Introductie

Start of Block: Merknamen

Q1 De volgende vragen gaan over uw beoordeling van verschillende merknamen. U krijgt eerst twaalf merknamen te zien die u kunt beoordelen met de schaal ernaast. Hierna wordt u gevraagd om per merknaam in te vullen welk land u hiermee associeert.

Page Break

Q2 Hoe leuk vindt u de merknaam?

	Helemaal niet (1)	(2)	(3)	(4)	(5)	(6)	Heel erg (7)
Baguette Boulangerie Française (1)	☐	☐	☐	☐	☐	☐	☐
Croissant Pain de France (2)	☐	☐	☐	☐	☐	☐	☐
Brie de France (3)	☐	☐	☐	☐	☐	☐	☐
Macarons Pâtisserie de France (4)	☐	☐	☐	☐	☐	☐	☐
Pizza Italia (5)	☐	☐	☐	☐	☐	☐	☐
Pasta d'Italia (6)	☐	☐	☐	☐	☐	☐	☐
Lasagna Italiana (7)	☐	☐	☐	☐	☐	☐	☐
Gelato Italiano (8)	☐	☐	☐	☐	☐	☐	☐
Paella Española (9)	☐	☐	☐	☐	☐	☐	☐
Tapas d'España (10)	☐	☐	☐	☐	☐	☐	☐
Gazpacho Español (11)	☐	☐	☐	☐	☐	☐	☐
Churros Casa España (12)	☐	☐	☐	☐	☐	☐	☐

Q3

Welk land associeert u met de merknaam *Baguette Boulangerie Française*?

Q4 Welk land associeert u met de merknaam *Croissant Pain de France*?

Q5

Welk land associeert u met de merknaam *Brie de France*?

Q6 Welk land associeert u met de merknaam Macarons Pâtisserie de France?

End of Block: Merknamen

Start of Block: Eten

Q95 Bij de volgende vragen krijgt u telkens een foto van eten te zien. De foto wordt gevolgd door verschillende vragen waarmee u de link tussen het eten en een bepaald land kan beoordelen.

Page Break

Q18

	Zeer mee oneens (1)	Mee oneens (2)	Enigszins mee oneens (3)	Neutraal (4)	Enigszins mee eens (5)	Mee eens (6)	Zeer mee eens (7)
Dit eten is Frans (1)	☐	☐	☐	☐	☐	☐	☐
Dit is typisch eten uit Frankrijk (2)	☐	☐	☐	☐	☐	☐	☐
Ik associeer dit eten met Frankrijk (3)	☐	☐	☐	☐	☐	☐	☐
Dit eten doet me aan Frankrijk denken (4)	☐	☐	☐	☐	☐	☐	☐
Er wordt naar Frankrijk verwezen met dit eten (5)	☐	☐	☐	☐	☐	☐	☐
Er is een sterke link tussen Frankrijk en dit eten (6)	☐	☐	☐	☐	☐	☐	☐

Q33

Start of Block: Gebouwen

Q94 Bij de volgende vragen krijgt u telkens een foto van een gebouw te zien. De foto wordt gevolgd door verschillende vragen waarmee u de link tussen het gebouw en een bepaald land kan beoordelen.

Page Break

Q36

	Zeer mee oneens (1)	Mee oneens (2)	Enigszins mee oneens (3)	Neutraal (4)	Enigszins mee eens (5)	Mee eens (6)	Zeer mee eens (7)
Dit gebouw is Frans (1)	☐	☐	☐	☐	☐	☐	☐
Dit is een typisch gebouw uit Frankrijk (2)	☐	☐	☐	☐	☐	☐	☐
Ik associeer dit gebouw met Frankrijk (3)	☐	☐	☐	☐	☐	☐	☐
Dit gebouw doet me aan Frankrijk denken (4)	☐	☐	☐	☐	☐	☐	☐
Er wordt naar Frankrijk verwezen met dit gebouw (5)	☐	☐	☐	☐	☐	☐	☐
Er is een sterke link tussen Frankrijk en dit gebouw (6)	☐	☐	☐	☐	☐	☐	☐

End of Block: Gebouwen

Start of Block: Stereotypen

Q93 Bij de volgende vragen krijgt u telkens een foto van een persoon te zien. De foto wordt gevolgd door verschillende vragen waarmee u de link tussen de persoon en een bepaald land kan beoordelen.

Page Break

Q60

	Zeer mee oneens (1)	Mee oneens (2)	Enigszins mee oneens (3)	Neutraal (4)	Enigszins mee eens (5)	Mee eens (6)	Zeer mee eens (7)
Deze persoon is Frans (1)	☐	☐	☐	☐	☐	☐	☐
Dit is een typisch persoon uit Frankrijk (2)	☐	☐	☐	☐	☐	☐	☐
Ik associeer deze persoon met Frankrijk (3)	☐	☐	☐	☐	☐	☐	☐
Deze persoon doet me aan Frankrijk denken (4)	☐	☐	☐	☐	☐	☐	☐
Er wordt naar Frankrijk verwezen met deze persoon (5)	☐	☐	☐	☐	☐	☐	☐
Er is een sterke link tussen Frankrijk en deze persoon (6)	☐	☐	☐	☐	☐	☐	☐

End of Block: Stereotypen

Start of Block: Celebrities

Q92 Bij de volgende vragen krijgt u telkens een foto van een persoon te zien. De foto wordt gevolgd door verschillende vragen waarmee u de link tussen de persoon en een bepaald land kan beoordelen.

Page Break

Q72

	Zeer mee oneens (1)	Mee oneens (2)	Enigszins mee oneens (3)	Neutraal (4)	Enigszins mee eens (5)	Mee eens (6)	Zeer mee eens (7)
Deze persoon is Frans (1)	☐	☐	☐	☐	☐	☐	☐
Dit is een typisch persoon uit Frankrijk (2)	☐	☐	☐	☐	☐	☐	☐
Ik associeer deze persoon met Frankrijk (3)	☐	☐	☐	☐	☐	☐	☐
Deze persoon doet me aan Frankrijk denken (4)	☐	☐	☐	☐	☐	☐	☐
Er wordt naar Frankrijk verwezen met deze persoon (5)	☐	☐	☐	☐	☐	☐	☐
Er is een sterke link tussen Frankrijk en deze persoon (6)	☐	☐	☐	☐	☐	☐	☐

End of Block: Celebrities

Start of Block: Algemene vragen

Q91 Als laatste volgen er nog een aantal algemene vragen.

Page Break

Q88 Wat is uw geslacht?

- ☐ Man (1)
- ☐ Vrouw (2)
- ☐ Anders (3)

Q90 Wat is uw leeftijd?

Q89 Wat is uw hoogst genoten opleiding?

- ☐ Basis onderwijs / lagere school (1)
- ☐ LBO / VBO / VMBO (2)
- ☐ Middelbaar beroepsonderwijs (MBO) (3)
- ☐ Hoger voortgezet onderwijs (Havo of VWO) (4)
- ☐ Hoger beroepsonderwijs (HBO) (5)
- ☐ Wetenschappelijk onderwijs (Universiteit) (6)
- ☐ Geen (7)

End of Block: Algemene vragen

Start of Block: Einde enquête

Q97 Dit is het einde van deze enquête.

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

Wij danken u normaal voor uw deelname.

End of Block: Einde enquête

Appendix 2: Main Questionnaire

These are all the different questions for the Spanish ads in the questionnaire. The questions for the French and Italian ads are identical. The introduction is presented before the first question.

BA Thesis Questionnaire

Beste deelnemer,

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

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

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

- De bovenstaande informatie heeft gelezen
- Vrijwillig instemt met deelname aan dit onderzoek
- 18 jaar of ouder bent

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

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

Wij danken u voor uw deelname.

Alberto Villamil
Catherine Denis
Leon Boogaard
Mirthe Eskes
Ruben ter Haar
Sanne Potze

End of Block: Introductie

Start of Block: Uitleg

Q164 In totaal krijgt u drie advertenties te zien. Na elke advertentie wordt u gevraagd om een aantal vragen te beantwoorden. U krijgt elke advertentie maar één keer te zien en u kunt niet terug naar de vorige pagina.

End of Block: Uitleg

Start of Block: No Marker

Q4 De kwaliteit van dit product is:

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	
Zeer slecht	☐	☐	☐	☐	☐	Zeer goed

Q5 Ik vind dit product:

	Zeer sterk mee oneens (1)	Sterk mee oneens (2)	Mee oneens (3)	Neutraal (4)	Mee eens (5)	Sterk mee eens (6)	Zeer sterk mee eens (7)
Leuk (1)	☐	☐	☐	☐	☐	☐	☐
Aantrekkelijk (2)	☐	☐	☐	☐	☐	☐	☐

Q6 Deze advertentie is:

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Negatief	☐	☐	☐	☐	☐	☐	☐	Positief
Niet aantrekkelijk	☐	☐	☐	☐	☐	☐	☐	Aantrekkelijk
Niet overtuigend	☐	☐	☐	☐	☐	☐	☐	Overtuigend
Niet geloofwaardig	☐	☐	☐	☐	☐	☐	☐	Geloofwaardig
Niet interessant	☐	☐	☐	☐	☐	☐	☐	Interessant

Q7 Dit product kopen is:

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Iets wat ik nooit zou doen	☐	☐	☐	☐	☐	☐	☐	Iets wat ik zeker zou doen
Iets wat ik niet aan mijn vrienden zou aanraden	☐	☐	☐	☐	☐	☐	☐	Iets wat ik aan mijn vrienden zou aanraden
Zeker niet iets voor mij	☐	☐	☐	☐	☐	☐	☐	Zeker iets voor mij

Page Break

Q8 Aan welk land linkt u dit product?

Page Break

Q9

	Zeer sterk mee oneens (1)	Sterk mee oneens (2)	Mee oneens (3)	Neutraal (4)	Mee eens (5)	Sterk mee eens (6)	Zeer sterk mee eens (7)
Ik vind paella lekker (1)	☐	☐	☐	☐	☐	☐	☐
Ik eet regelmatig paella (2)	☐	☐	☐	☐	☐	☐	☐
Ik vind Spanje leuk (3)	☐	☐	☐	☐	☐	☐	☐
Ik associeer dit product met Spanje (4)	☐	☐	☐	☐	☐	☐	☐
De advertentie zou in een tijdschrift kunnen staan (5)	☐	☐	☐	☐	☐	☐	☐

Q10

	Zeer sterk mee oneens (1)	Sterk mee oneens (2)	Mee oneens (3)	Neutraal (4)	Mee eens (5)	Sterk mee eens (6)	Zeer sterk mee eens (7)
Ik heb Spanje regelmatig bezocht (1)	☐	☐	☐	☐	☐	☐	☐
Ik spreek Spaans (2)	☐	☐	☐	☐	☐	☐	☐

Page Break

Q57 Welk label heeft u gezien in advertentie 1?

- ☐ Produced in Spain (1)
- ☐ Made in Spain (2)
- ☐ Created in Spain (3)
- ☐ Imported from Spain (4)

Q89 Welke merknaam heeft u gezien in advertentie 1?

- ☐ Paella Española (1)
- ☐ España Paella (2)
- ☐ Paellaespaña (3)
- ☐ Españolapaella (4)

Q124 Welke persoon heeft u gezien in advertentie 1?

- ☐ Image:Idi1s9q (1)
- ☐ Image:42 218233 torero kostuem spanier karneval 0adc817ce4 1 (2)
- ☐ Image:Spanish man (3)
- ☐ Image:Spanje1 (4)

Q145 Met welk land associeert u het gebouw in de advertentie?

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Q158 Welk gebouw heeft u gezien in advertentie 1?

- ☐ Alhambra (1)
- ☐ Sagrada Família (2)
- ☐ Museo del Prado (3)
- ☐ Torre Agbar (4)

Q165 Wat denkt u dat het doel van dit onderzoek is?

Start of Block: Algemene vragen

Q161 Wat is uw leeftijd?

Q162 Wat is uw geslacht?

- ☐ Man (1)
- ☐ Vrouw (2)
- ☐ Anders (3)

Q163 Wat is uw hoogst voltooide opleiding?

- ☐ Basisschool (1)
- ☐ LBO / VBO / VMBO (2)
- ☐ Middelbaar Beroepsonderwijs (MBO) (3)
- ☐ Hoger voortgezet onderwijs (HAVO of VWO) (4)
- ☐ Hoger Beroepsonderwijs (HBO) (5)
- ☐ Wetenschappelijk onderwijs (Universiteit) (6)
- ☐ Geen (7)

End of Block: Algemene vragen

Appendix 3: Advertisements

Stereotypical person Spain



Made in Spain



Famous building Spain



Brand name Spain



Base-line Spain



Stereotypical person Italy



Made in Italy



Famous building Italy



Brand name Italy



Base-line Italy



Stereotypical person France



Made in France



Famous building France



Brand name France



Base-line France



