

The use of COO strategies in advertisements in the British, Dutch and Spanish *Cosmopolitan*

A comparison based on product types and parts of the advertisements

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1. Abstract

Aichner (2014) introduced eight possible country of origin (COO) strategies which could impact the quality perception of a product. There has been limited information how COO strategies are used across countries. This study examined the current use of COO strategies in British, Dutch and Spanish advertisements in the *Cosmopolitan* of 2016. For this study, a corpus analysis was conducted that consisted of 745 advertisements. The current study focused on 1) the use of COO strategies across European countries, 2) the occurrence of COO strategies separately or in combination with each other, 3) the countries to which the advertisements most frequently referred, 4) the occurrence of suggested COO and its relationship with the use of COO strategies, 5) the differences between product categories in advertisements regarding the use of COO strategies, 6) the differences in COO referred to across product types, and 7) the location of the COO strategies in the advertisement. First, the findings revealed few differences in the use of COO markers across the three European countries. Second, most advertisements did not contain any COO markers and that next most advertisements contained only one COO marker. Third, British, Dutch and Spanish advertisements referred more frequently to their own country and to countries where a language is spoken similar to the language in the country of publication. Fourth, the suggested COO did not appear often in the advertisements of the *Cosmopolitan*. Fifth, certain COO markers were used differently across product categories. Sixth, the findings revealed some frequently encountered matches between COO and product type. Seventh, the COO markers appeared in specific parts of the advertisement. Therefore, this study has shown new empirical findings that have not been displayed before. The results of this study could help advertisers by showing how consumers currently are exposed to COO through advertisements strategies.

2. Introduction

Organizations can position their brands in multiple ways (Alden, Steenkamp & Batra, 1999; Kapferer, 2012; Okazaki, Mueller & Taylor, 2010). Global consumer culture positioning (GCCP) (Alden et al., 1999; Kapferer, 2012; Okazaki et al., 2010) can be distinguished from local consumer culture positioning (LCCP) and foreign consumer culture positioning (FCCP) (Alden et al., 1999; Okazaki et al., 2010). GCCP is defined as ‘a strategy that identifies the brand as a symbol of a given global culture’ (Alden et al., 1999, p. 77). LCCP is described as ‘a strategy that associates the brand with local cultural meanings and reflects the local culture’s norms and identities’ (Alden et al., 1999, p. 77). FCCP is defined as ‘a strategy that positions the brand as a symbolic of a specific foreign consumer culture; a brand whose personality, use occasion and/or use group are associated with a foreign culture’ (Alden et al., 1999, p. 77).

Nowadays, multiple organizations communicate their country of origin (COO) to customers to benefit from the positive stereotypes that foreign consumers have from the particular country (Aichner, 2014). One might argue that COO is more related to LCCP and FCCP than GCCP, because LCCP and FCCP focus on a specific culture. COO has a considerable impact on the quality perception of a product (Agrawal & Kamakura, 1999; Bilkey & Nes, 1982; Han, 1989; Maheswaran, 1994), influences the consumers’ product evaluations (Agrawal & Kamakura, 1999; Aichner, 2014; Al-Sulaiti & Baker 1998; Han, 1989; Kumara & Canhua, 2010; Leclerc, Schmitt & Dubé, 1994; Maheswaran, 1994; Niss, 1996; Schitt & Dubé, 1994; Schooler, 1964; Verlegh & Steenkamp, 1999) and can influence brand loyalty (Moradi & Zarei, 2011). International companies can benefit from revealing the products’ COO in their advertisements as a result of favorable associations consumers have with the country (Agrawal & Kamakura, 1999; Aichner, 2014; Gerritsen, Nickerson, van Hooft, van Meurs, Nederstigt, Starren & Crijns, 2007; Hornikx, van Meurs & Hof, 2013; Leclerc et al., 1994; Maheswaran, 1994; Niss, 1996). By using COO as an attribute, advertisers desire to profit from the positive perceptions of a country’s reputation concerning the quality of the product (Agrawal & Kamakura, 1999; Aichner, 2014; Hornikx, van Meurs & Starren, 2007; Roth & Romeo, 1992; Usunier & Cestre, 2007). These perceptions could be generated through personal experiences, information acquired from other resources or due to stereotypical beliefs about countries (Hornikx et al., 2013; Maheswaran, 1994; Roth & Romeo,

1992). The COO is important in buyers' decisions (Aichner, 2014 ; Beverland & Lindgreen, 2002; Roth & Romero, 1992).

Previous studies displayed the importance of communicating the COO of a product. However, there has been limited research how COO strategies are used across countries. Such research is relevant, because future recommendations about COO markers cannot be made if information about the actual occurrence is missing. This study examines the current use of COO strategies in advertisements across three European countries.

3. Literature review

3.1 The country of origin effect

In contemporary society, multiple organizations communicate their COO to customers to benefit from the positive stereotypes that foreign consumers have about that country (Aichner, 2014). Companies can only benefit from COO if their customers are aware of it. Therefore, organizations increase their consumers' awareness of COO with different strategies. Aichner (2014) described eight different COO strategies, which can be found in Table 1. Furthermore, in this study a ninth strategy is added, namely Reference to COO or its inhabitants. In the next section, all strategies will be discussed. Appendix A contains examples of advertisements from the *Cosmopolitan* which display the COO markers referred to in Table 1 and the following text.

Table 1. COO strategies (Aichner, 2014, p. 91)

	Strategy name	Example
1	'Made in ...'	Made in U.S.A (see Figure A.1)
2	Quality and origin labels	No. 1 in Germany (see Figure A.2)
3	COO embedded in the company name	L'Oréal Paris (see Figure A.3).
4	Typical COO words embedded in the company name	Kangaroo (see Figure A.4)
5	Use of COO language	Original de Brasil (see Figure. A.5)
6	Use of famous or stereotypical people from the COO	Kate Moss (see Figure A.6)
7	Use of COO flags and symbols	Swiss flag (see Figure A.7)
8	Use of typical landscapes or famous buildings from the COO	Skyscrapers of New York (see Figure A.8)
9	Reference to COO or its inhabitants	With Australian Ginseng (see Figure A.9)

The first COO strategy examined in the article by Aichner (2014) is the ‘made in ...’ strategy. It is assumed to be the most frequent and easiest strategy to communicate the products’ COO. In this strategy, the COO is mentioned explicitly, for example ‘Made in Thailand’ or ‘Made in India’. Therefore, consumers themselves do not need to connect signs, words or slogans with a country, like in most other strategies. Furthermore, this is the only COO element that is compulsory for products in most countries around the world (Aichner, 2014; Pharr, 2005) (for an example, see Figure A.1).

The second legal COO strategy is the use of quality and origin labels (Aichner, 2014). Some examples of quality labels are the ‘Protected Designation of Origin (PDO)’ and the ‘Protected Geographical Indication (PGI)’. The use of these labels is required by international law. In Europe, the use of such geographically based labels to products has a long tradition. Origin labels can create a competitive advantage in agricultural markets and therefore positively influence the purchase of customers (Moschini, Menapace & Pick, 2008) (for an example, see Figure A.2).

The following six COO strategies are unregulated strategies and therefore differ from the two COO strategies previously mentioned. Some companies embed the COO in their company name (Aichner, 2014). In this way, the name of a company can refer to the name of the country, a region or a city. Some examples are ‘Deutsche Bank (Germany)’ and ‘Royal Dutch Shell (the Netherlands)’. In general, these companies were founded by the national government (for an example, see Figure A.3).

It is possible to use typical COO words embedded in the company name (Aichner, 2014). Companies may use certain stereotypical elements in their company name. These elements should be perceived as typical of the COO in the target market. Examples for such companies are ‘Husky Energy (Canada)’ and ‘Dollar General (the United States)’ (for an example, see Figure A.4).

The use of foreign language is another possible COO strategy (Aichner, 2014). It may occur in different degrees. The advertiser may only use the COO language for the brand name itself, the slogan, or the entire advertisement in any media. For example, Audi uses the German slogan ‘Vorsprung durch Technik (advance through technology)’ in both German and foreign advertisements (for an example, see Figure A.5).

Some companies communicate the COO of the product by placing famous or stereotypical people from the COO in advertisements (Aichner, 2014; Alden et al., 1999; Min Jung, Polyorat & Kellaris, 2009). Stereotypes are associated with the characteristics of a person based on their group

membership (Hinton, 2000). They can be related to a person's look and other elements. For example, the advertisements of Bertolli always contain stereotypical Italians with dark hair (for an example, see Figure A.6.).

Another COO strategy is the use of attributes, such as official flags, emblems, symbols and other national elements of a country (Aichner, 2014). It is widely used on product packaging for typical products, such as hamburgers (the United States), beer (Germany) and pasta (Italy). These attributes may be used in both the brand logo and the advertisement, in order to symbolize specific cultural values and traditions (Alden et al., 1999) (for an example, see Figure A.7).

The final COO strategy that Aichner (2014) described is the use of typical landscapes or famous buildings from the COO. Familiar landscapes and buildings may allow consumers to rapidly associate a product to its COO. This strategy includes buildings, mountains, rivers, cities and more. Some examples are the Eiffel Tower (France) and the Colosseum (Italy) (for an example, see Figure A.8).

Furthermore, in this study a ninth strategy is added, namely reference to the COO or its inhabitants. The marker is mentioned in the article by Aichner (2014), but is not distinguished as an individual strategy. This strategy refers to a specific country or its inhabitants without mentioning explicitly where the product is made. This implies that advertisers could describe characteristics or ingredients of a product with the COO as an adjective. For example, Aichner (2014) described a TV Commercial of Giotto, a chocolate cookie brand by the Italian company Ferrero, launched in Germany. In the last frame there appears the writing 'Genießen auf italienische Art (enjoy the Italian Way)'. Another example of this COO strategy can be found in Figure A.9. In the advertisement of Aussie, the body copy describes the ingredients of the shampoo: 'with Australian Ginseng'.

The use of COO language is the most investigated COO strategy in advertisements (Gerritsen et al., 2007; Hornikx et al., 2005; 2013). According to previous research (Alden, et al., 1999; Gerritsen et al., 2007; Hornikx, et al., 2005; Kelly-Holmes, 2000; Martin, 2006; Piller, 2003; Ray, Ryder & Scott, 1994), English is usually not associated with a certain country (the United States or England), but with the status of English as an universal language. Therefore, English is used because it is associated with a global way of life. Other languages, such as French and German, are used in advertisements because of the associations with the countries where the languages are spoken (Caudle, 1994; Gerritsen et al., 2007; Hornikx et al., 2005; 2007; 2013). In

the case of these languages, it is not important whether the consumers understand the literal meaning of the language, but that they recognize which language is used (Haarmann, 1989; Gerritsen et al., 2007; Hornikx et al., 2005; 2007; 2013). This means that the symbolic value of the language is more important than the functional meaning of the words used in the advertisement.

Multiple investigations (Gerritsen et al., 2007; Neelankavil, Mummalaneni & Sessions, 1995; Raedts, Dupré, Hendrickx & Debrauwere, 2015) show a different use of the foreign language English between nationalities. Nevertheless, previous research (Gerritsen et al., 2007; Neelankavil et al., 1995; Raedts et al., 2015) has not focused on other foreign languages and did not take into consideration other COO strategies. This means that there is no research yet providing information about the actual use of COO markers in advertisements. The current use of foreign languages and strategies of COO in advertisements is of interest, because future recommendations about COO markers cannot be made if information about the actual occurrence is missing.

Although there are several companies that use just one COO strategy to communicate the COO, previous research (Aichner, 2014; Alden et al., 1999) suggests that most companies combine two or more COO strategies in their advertisements. This study set out to determine the current use of COO strategies both separately and in combination in print advertisements across three European countries.

3.2 Cross-cultural differences in advertising

As previously stated, companies communicate their COO to benefit from the positive stereotypes that consumers have about products from that country (Aichner, 2014). Advertisers hope that the consumers assume that the stereotypes they hold about the language, the area where it is spoken and its speakers will also apply to the product (Piller, 1999). Previous studies suppose that certain stereotypes are assigned to particular countries. For example, Germany is associated with ‘businesslike’ (Hornikx et al., 2005; 2007), ‘reliable’ (Hornikx et al., 2005; 2007; Nagashima, 1970; 1977), ‘credible’ (Kelly-Holmes, 2005), ‘excellence’ (Kelly-Holmes, 2005), ‘quality’ (Kelly-Holmes, 2005), ‘prestige’ (Nagashima, 1970), ‘exclusiveness’ (Nagashima, 1970) and ‘technical advancement’ (Nagashima, 1970) and France is associated with ‘beautiful’ (Hornikx et al., 2005; 2007), ‘elegant’ (Hornikx et al., 2005; 2007; Piller, 1999), ‘quality’ (Kelly-Holmes, 2005), ‘prestige’ (Nagashima, 1970; 1977), ‘exclusive’ (Nagashima, 1970; 1999) and ‘luxurious’ (Nagashima, 1970; 1999).

However, these stereotypes require a certain knowledge from the customers (Aichner, 2014). The consumer's knowledge, perception and stereotypes about a foreign country can differ depending on their own nationality and culture (Aichner, 2014; Bannister & Saunders, 1978; Nagashima, 1970; Obermiller & Spangenberg, 1989; Roth & Romeo, 1992; Schooler, 1971; Usunier & Cestre, 2007). For example, customers may be more familiar with the stereotypes from their neighboring countries. For companies, it is important to know which positive stereotypes are known in a country and adapt their marketing strategies to these stereotypes (Aichner, 2014; Roth & Romero, 1992).

There has been only limited research into the use of these stereotypes in print advertisements across nationalities. Advertisers can take advantage of positive stereotypes by referring to the COO of a product (Aichner, 2014). It is still not known whether countries refer in identical way to the same COOs. The current study will examine the differences in COO referred to across advertisements from three European countries. Consequently, one might expect that the stereotypes that are currently used in advertisements are positive stereotypes that are known by the consumers. Therefore, the findings of this study will make an important contribution to the field of cross-cultural studies and shed new insights into the contemporary use of stereotypes in print advertisements.

3.3 Products and global advertising

As mentioned before, the goal of communicating the COO of a product or company is to benefit from a certain positive stereotype about the country. However, these positive stereotypes are not applicable to all products (Bilkey & Nes, 1982; Gerritsen et al., 2007; Kelly-Holmes, 2005; Raedts et al., 2015). In other words, associations with a country are not used randomly, but their use depends on the type of product that is advertised (Hornikx et al., 2007). Previous studies (Domzal, Hunt & Kernan, 1995; Kelly-Holmes, 2000; 2005; Ray et al., 1991) showed that foreign languages are more effective when they are congruent with the advertised products. Furthermore, a country's image and its valence may vary across products, so this image is best defined at the level of product categories (Maheswaran, 2005; Verlegh, Steenkamp & Meulenberg, 2005). This means that the COO associations are not constant in all product types.

To demonstrate how certain product categories match particular countries, previous studies summarize a number of examples of product-country fits. For example, France is linked to watches,

cars, bags, perfume (Haarmann, 1989; Hornikx et al., 2007; 2013; Nagashima, 1977, Usunier & Cestre, 2007) wine (Hornikx et al., 2007; Nagashima, 1970; Usunier & Cestre, 2007) and cheese (Usunier & Cestre, 2007) and Germany is linked to beer, cars (Hornikx et al., 2007; Kelly-Holmes, 2005; Nagashima, 1970), chemical, mechanical engineering (Niss, 1996) and technology (Kelly-Holmes, 2000; Nagashima, 1977; Niss, 1996). This implies that some product categories match particular countries in general.

When in fact several products are typically associated with a singular COO (e.g. perfume is associated with France), other products are associated with multiple countries (e.g. cars are associated with both France and Germany) (Usunier & Cestre, 2007). This implies that a product is not evaluated as a whole, but based upon certain attributes (Johansson et al., 1985). For example, a French car may be associated with being elegant and exclusive (Hornikx et al., 2005; 2007; Piller, 1999; Nagashima, 1970; 1977), while a German car is associated with reliability and quality (Hornikx et al., 2005; 2007; Nagashima, 1970; 1977). When a product is associated with multiple countries, advertisers can make a strategic choice whether to refer to a specific COO or not and highlight certain attributes of a product to convince customers to buy the product.

Simultaneously, as stated in the previous section, the consumer's knowledge, perception and stereotypes about a foreign country can differ depending on their own nationality and culture (Aichner, 2014; Bannister & Saunders, 1978; Nagashima, 1970; Obermiller & Spangenberg, 1989; Roth & Romeo, 1992; Schooler, 1971; Usunier & Cestre, 2007). This means that consumers have different associations with foreign countries towards a certain product type. These associations could reflect a positive domestic country bias in favor of a person's own country and domestic products (Balabanis & Diamantopoulos, 2004). This implies that the interpretation of COO strategies can vary across cultures and therefore possibly the use of COO strategies by advertisers as well. However, there has only been limited research into the use of COO strategies in different product categories. The current study will examine the extent to which the use of COO strategies in advertisements differ across product categories across three European countries. Furthermore, this study will distinguish the COO per product type, in order to identify the matches between countries referred to and product types.

3.4 Suggested COO

There are situations in which companies intentionally try to evoke a false country image for a brand in order to increase its appeal either nationally or internationally (Aichner, 2015; Aichner, Forza & Trentin, 2017, Goldberg & Baumgartner, 2002; Ind & Bjerke, 2007; Johansson, 1994; Leclerc, 1994; Ranchold, Gurău & Marandi, 2011). A commonly used definition for this phenomenon is suggested COO or typical COO (Aichner et al., 2017; Ind & Bjerke, 2007; Ranchold et al., 2011). For instance, Dr. Oetker is a German company. However, when Dr. Oetker advertise for their pizzas, the company pretends to be Italian. The company uses the following sentence in their TV commercials: ‘Wherever you are, Restaurante always tastes like you are at an Italian restaurant’.

Multiple studies acknowledge suggested COO (Aichner et al., 2017; Goldberg & Baumgartner, 2002; Ind & Bjerke, 2007; Johansson, 1994; Leclerc, 1994; Ranchold et al., 2011) and mention multiple examples of the phenomenon. However, there has been no systematic analysis of the suggested COO in print advertisements. As a consequence, very little is known about the current use of suggested COOs in advertisements. One might expect that advertisements with a suggested COO contain more COO markers than advertisements with a real COO, because advertisers need to increase the consumer’s awareness of the false COO with different strategies. Therefore, this study gives an overview of the present use of suggested COO in advertisements of three European countries and how this relates to the use of COO markers in relative frequency.

3.5 Different parts in advertisements

With respect to the COO strategy foreign language, previous studies (Ahn & La Ferle, 1995; Gerritsen et al., 2007; Piller, 2001; Raedts et al., 2015) imply that advertisers use English as a foreign language in specific parts of the advertisement. It is suggested that the native language is more easily comprehended than a foreign language (Ahn & La Ferle, 1995; Domzal et al., 1995; Piller, 2001). However, the use of a foreign language may attract greater attention, because it stands out more than the native language (Ahn & La Ferle, 1995; Piller, 2001). Therefore, English is used more often in a brand name than in the body copy, which contains standing information, such as where the product can be bought (Ahn & La Ferle, 1995; Piller, 2001).

This could imply that the other COO strategies occur in specific parts of the advertisements as well. However, the parts where the other foreign languages and other COO strategies most often

occur has not been investigated yet. The nature of the COO marker often implies its position in an advertisement. For instance, the use of typical landscapes or famous buildings from the COO most often occurs in the illustration of an advertisement. Nevertheless, this has not been proven by a corpus analysis. Therefore, the current study distinguishes different parts of an advertisement, in which the use of all COO strategies will be noted. This provides an overview in which parts of the advertisements COO markers most often occur.

3.6 Current study

The use of COO markers may differ across countries (Aichner, 2014; Alden et al., 1999; Neelankavil et al., 2007). However, there has been limited research how COO strategies are used across countries. Such research is relevant, because future recommendations about COO markers cannot be made if information about the actual occurrence is missing. Therefore, the current study explores to what extent there are similarities and differences in the use of COO strategies.

Previous research has mostly focused on some COO markers (e.g. the use of foreign language). The present study focuses on the eight COO strategies described by Aichner (2014) and includes a ninth one, namely reference to COO or its inhabitants. Advertiser behaviour regarding the choice of COO strategies are investigated in advertisements in three European countries. Therefore, this study will give more extensive insight into the use of COO markers. Furthermore, it is suggested that COO strategies are often used in combination with each other (Aichner, 2014; Alden et al., 1999). However, this has not been proven by a corpus analysis. This study gives an overview whether COO strategies more often occur separately or in combination with each other. This leads to the following research questions:

RQ1: To what extent do COO strategies differ in advertisements among European countries?

RQ2: To what extent do COO strategies appear separately or in combination with other COO strategies?

Previous studies suggest that certain stereotypes are assigned to particular countries (Hornikx et al., 2005; 2007; Kelly-Holmes, 2005; Nagashima, 1970; 1977). However, these stereotypes require a certain knowledge from the customer (Aichner, 2014). The consumer's knowledge, perception and stereotypes about a foreign country can differ depending on their own

nationality and culture. (Aichner, 2014; Bannister & Saunders, 1978; Nagashima, 1970; Obermiller & Spangenberg, 1989; Roth & Romeo, 1992; Schooler, 1971; Usunier & Cestre, 2007). Advertisers can take advantage of positive stereotypes by referring to the COO of a product (Aichner, 2014). Therefore, this study gives an overview to which COOs the advertisements refer per country of publication. This leads to the following research question:

RQ3: To what extent do European countries refer to the same COO?

Previous research (Aichner et al., 2017; Goldberg & Baumgartner, 2002; Ind & Bjerke, 2007; Johansson, 1994; Leclerc, 1994; Ranchold, Gurău & Marandi, 2011) acknowledges the suggested COO as a marketing tool. However, very little is known about the current use of suggested COOs in advertisements. Therefore, this study gives an overview of the present use of suggested COOs in advertisements across three European countries and how this relates to the use of COO markers. One might expect that advertisements with a suggested COO contain more COO markers than advertisements with a real COO. This leads to the following research question:

RQ4: Does the suggested COO differ from the real COO in the advertisement and how does this relate to the use of COO markers?

Previous studies (Alden et al., 1999; Neelankavil et al., 1995) suggest that COO markers differ across product categories. This is because certain product categories are congruent with a particular country and others are not (Aichner, 2014; Haarmann, 1989, Hornikx et al., 2005; 2007; Kelly-Holmes, 2000; Nagashima, 1970; 1977; Niss, 1996; Usunier & Cestre, 2007; Verlegh & Steenkamp, 2005). Therefore, the current study will examine the extent to which the use of COO strategies differ across product categories. It is possible that some products are more appropriate for COO strategies than other products. Furthermore, this study gives an overview of the matches between the COO and product type. This leads to the following research questions:

RQ5: To what extent do COO strategies differ across product categories in advertisements?

RQ6: To what extent are there matches between COO and product type?

It is suggested that the COO marker foreign language English most often occurs in specific parts of the advertisements (Ahn & La Ferle, 1995; Gerritsen et al., 2007; Piller, 2001; Raedts et al., 2015). However, the parts where the other foreign languages and other COO strategies most often occur has not been investigated yet. Therefore, the current study distinguishes different parts of an advertisement, in which the use of all COO strategies will be noted. This provides an overview in which parts of the advertisements COO markers most often occur. This leads to the following research question:

RQ7: To what extent do COO strategies occur in different parts of the advertisement?

This research has several practical implications. Consumers' stereotypes with regard to products are influenced by what they see in the media (Hornikx et al., 2007). Advertisers can take advantage of positive stereotypes by referring to the COO of a product (Aichner, 2014). The results of this study could help advertisers by showing how consumers currently are exposed to COO through advertisement strategies. Advertisers can follow the example of COO strategies that are used by other companies in the same sector or in the same target countries.

4. Methodology

4.1 Materials

For the current study, a corpus analysis was conducted in order to examine possible similarities and differences in COO strategies in British, Dutch and Spanish advertisements. This was the first time that Britain is included in a corpus analysis with regard to the use of foreign languages, because previous research mostly focused on English as a foreign language (Gerritsen et al., 2007; Neelankavil et al., 1995; Raedts et al., 2015). Considering the origin of the languages spoken in the countries of publication, English and Dutch are both Germanic languages, while Spanish is a Romance language. However, English is almost as much a Romance as a Germanic language, because the Norman Conquest changed the whole course of the English language (Baugh & Cable, 1978). It is possible that the origin of these languages influences the contemporary use of loanwords in these countries.

Furthermore, the English language proficiency differs in the Netherlands and Spain. In general, the Dutch speak better English than the Spaniards (Special Eurobarometer 386, 2012). According to the EF EPI (2016), the English language proficiency of the Dutch is 72.16 (very high), while the English language proficiency of the Spaniards is 56.66 (moderate). One might expect that the three European countries also differ in language proficiency of other foreign languages, such as German and French. Advertisers might use more frequently foreign languages that are better understood by the consumers. Therefore, one might expect a different use of foreign languages in the three European countries.

This was the first time the three European countries were compared in one corpus analysis regarding the use of COO strategies. Because Britain, the Netherlands and Spain all have different neighboring countries, different positive stereotypes in the countries may exist (Aichner, 2014). These stereotypes could lead to a reference to different COOs in the three European countries. Therefore, this study provides new insights into the reference to COO and the use of COO strategies in British, Dutch and Spanish advertisements.

For data collection, *Cosmopolitan* was selected. It was expected that the advertisements in the *Cosmopolitan* contain multiple COO markers, because it mostly focuses on fashion and beauty (Kelly-Holmes, 2005, p. 56). The magazine is directed at younger women (between 18 and 35 years old) as a target group. *Cosmopolitan* discusses important themes in life (e.g. love, appearance,

health and lifestyle) and helps younger women in making decisions and achieving goals (Hearst Netherlands, 2016a). *Cosmopolitan* is published in all three countries in this study. *Cosmopolitan* reaches more than three million young women through all its platforms only in the Netherlands (online, social and print) (Hearst Netherlands, 2016b), has 517.000 readers per month in Spain (PrNoticias, 2017) and 1.18 million readers per month in Britain (Hearst Magazine U.K., 2016). This implies that the advertisements in the magazine are viewed by a large number of consumers.

The twelve monthly issues of 2016 from the British, Dutch and Spanish *Cosmopolitan* were selected, whereby seasonal influences were excluded. This means that special editions (e.g. summer editions) were not included in the corpus analysis. Furthermore, advertisements for subscription to the *Cosmopolitan* and identical advertisements were excluded from the corpus. In total, the corpus consisted of 745 advertisements, of which 110 were Dutch, 368 were British and 267 were Spanish. The average number of words per advertisement was 52.13 ($SD = 51.92$), of which the average Dutch advertisement contained the least words ($M = 37.39$, $SD = 33.67$), the average British advertisement the most words ($M = 55.89$, $SD = 51.98$) and the average Spanish advertisement scored in between ($M = 53.10$, $SD = 56.94$).

4.2 Procedure

First, all advertisements were analyzed for the COO strategy on the basis of the framework of Aichner (2014) (see Table 1). A word is considered to be part of a foreign language when its origin differs from the language spoken in the country of publication (Martin, 2002). By the fifth strategy, the use of the COO language, it was also noted which foreign language was used. It is possible that multiple foreign languages were used in the same advertisement, which was noted as well. A ninth COO strategy was added, as mentioned in the literature review, namely reference to the COO or its inhabitants.

Secondly, it was noted to which COO the advertisements referred. This was based on the use of at least one COO marker or multiple COO markers. As mentioned in the literature review, the foreign language English is usually not associated with a certain country. Therefore, the COO Britain or U.S. was only noted if either countries were mentioned explicitly in the advertisements.

Third, in order to investigate differences in COO strategies between product categories, the product classification of Alden et al. (1999) was used. This classification consists of food non-durables (e.g. beer), personal non-durables (e.g. shampoo), household non-durables (e.g.

detergents), lower-technology consumer durables (e.g. furniture), higher-technology durables (e.g. computers), consumer services (e.g. banking), business goods (e.g. office supplies) and business services (e.g. accounting). The definitions of the product categories of Alden et al. (1999) can be found in Appendix B. The frequencies of the distribution of the product categories for country can be found in Table 2. Furthermore, a more specific product distribution was made based on the products shown in the advertisements. The frequencies of the distribution of the product types can be found in Table 3.

Fourth, the advertisements were classified into different parts, such as headline, body copy, slogan, standing details, picture and product name (Gerritsen et al., 2007). Consequently, it is possible to determine in which parts of the advertisement the COO strategies most often occur. The definitions of the parts of the advertisement as distinguished in Gerritsen et al. (2007) can be found in Appendix C. It is also possible that a COO marker occurs in multiple parts of the advertisement, which was noted as well. Two categories were added in relation to the use of the COO language, namely completely in foreign language and product name repeated in body copy. In the latest case, the body copy did not contain other English words to describe the product than the product name itself.

Fifth, it was noted whether the suggested COO differed from the real COO in the advertisement (0 = no difference, 1 = difference). When the advertisement referred to a COO, the origin of the brand in the advertisement was searched on the internet. When the COO in the advertisement did not match the origin of the brand found on the internet, it was noted that the advertisement contained a suggested COO. Furthermore, if an advertisement contained a suggested COO, it was also noted to which country it referred.

To ensure consistent coding, 10 per cent of the corpus was independently coded by a second coder. The interrater reliability of the variable product classification was good ($\kappa = .95$, $p < .000$, 96.00% agreement between both coders), product type was good ($\kappa = .97$, $p < .000$, 97.33% agreement between both coders), COO markers was good (COO markers: $\kappa = .80$, $p < .000$, 96.30%), parts of advertisement acceptable ($\kappa = .73$, $p < .000$, 94.37% agreement between both coders) and typical COO was good ($\kappa = 1.00$, $p < .000$, 100.00% agreement between both coders). In the cases the coders disagreed, the coding of the first coder was decisive.

Table 2. Frequencies of the distribution and relative use (%) of the product categories per country ($N = 745$)

	Example	Britain	Netherlands	Spain	Total
Food non-durables	Wine	13 (3.5%)	3 (2.7%)	21 (7.9%)	37 (5.0%)
Personal non-durables	Shampoo	208 (56.7%)	60 (54.1%)	139 (52.1%)	407 (59.6%)
Household non-durables	Detergent	12 (3.3%)	2 (1.8%)	2 (0.7%)	16 (2.1%)
Lower-technology consumer durables	Clothes	99 (27%)	36 (32.4%)	79 (29.6%)	214 (28.7%)
Higher technology services	Car	15 (4.1%)	0 (0.0%)	12 (4.5%)	27 (3.6%)
Consumer services	Musical	11 (3.0%)	7 (6.3%)	9 (3.4%)	27 (3.6%)
Other	Charity	9 (2.5%)	3 (2.7%)	5 (1.9%)	17 (2.3%)

Table 3. Frequencies of the distribution and relative use (%) of the product type ($N = 745$)

	Example mark	n	%
Clothes	Levi's	105	14.1%
Perfume	Gucci	99	13.3%
Make-up	Max Factor	89	11.9%
Skin care	Nivea	87	11.7%
Hair products	Head & Shoulders	64	8.6%
Jewelry	Swarovski	43	5.8%
Magazine or book	Women's Health	37	5.0%
Food and drinks	Baileys	37	5.0%
Shoes	Geox	25	3.4%
Sanitary pads	Always	21	2.8%
Device	Samsung	19	2.6%
Detergent	Ambi Pur	15	2.0%
Cars	Peugeot	13	1.7%
Tooth brush and tooth paste	Oral B	12	1.6%
Glasses	Swatch	12	1.6%
Other		72	7.9%
Total		745	100%

4.3 Statistical treatment

Chi-square tests (χ^2) were used to compare distributions of categorical variables in coding the advertisement content among the three countries, the six product categories (Alden et al., 1999), the type of COO (suggested or real) (Aichner et al., 2017) and the different parts of the advertisement (Alden et al., 1999). Descriptive statistics were used to describe the occurrence of COO markers separately or in combination with each other (Aichner, 2014). In order to explain the differences found by the Chi-square tests, custom tables were used. If more than 20% of the expected count of the cells in a table was less than 5, the Fisher's exact test was reported in addition to the Chi-square test.

5. Results

The results section consists of a description of the analysis of the data that were collected during the present study and answers the seven questions mentioned in the introduction.

5.1 COO markers across European countries

The first research question concerned differences across European countries regarding the use of COO strategies. In total, the advertisements could contain 6715 COO markers, based on the nine COO markers (Aichner, 2014) examined in this study. Table 4 shows that most of the advertisements did not contain any COO markers (91.0%). Next, the COO language (5.0%) and COO embedded in the company name (1.6%) were the most frequently used COO markers. Table 5 indicates that these COO markers were used most frequently in the Netherlands (9.9% and 1.5%) and Spain (8.7% and 1.5%), but that in Britain Reference to the COO or its inhabitants (0.9%) was used more frequently than the COO language (0.7%).

Table 4. Frequencies and percentages (%) of the 9 COO markers (N = 6715)

	<i>Example</i>	<i>n</i>	<i>%</i>
No COO marker	N.A.	6113	91.0%
‘Made in ...’	Made in U.S.A (see Figure A.1)	2	0.0%
Quality and origin labels	No. 1 in Germany (see Figure A.2)	5	0.1%
COO embedded in company name	L’Oréal Paris (see Figure A.3).	107	1.6%
Typical COO words	Kangaroo (see Figure A.4)	19	0.3%
Use of the COO language	Original de Brasil (see Figure. A.5)	333	5.0%
Use of COO people	Kate Moss (see Figure A.6)	38	0.6%
Use of COO flags and symbols	Swiss flag (see Figure A.7)	5	0.1%
Use of COO landscapes or buildings	Skyscrapers of New York (see Figure A.8)	29	0.4%
Reference to COO or its inhabitants	With Australian Ginseng (see Figure A.9)	64	1.0%

To check whether differences existed between the three countries, nine chi-square test were performed. An overview of all Chi-square tests is displayed in Table 5.

Table 5. **Frequencies and percentages (%) of the nine COO markers per country ($N = 6715$) and Chi-square test for country of publication and COO marker**

	Britain	Netherlands	Spain	χ^2	Cramer's V	p	<i>Fisher's Exact Test</i>
No COO marker	3159 (96.0%)	850 (85.1%)	2104 (87.6%)	171.70 ***	.16	.001	N.A.
'Made in ...'	1 (0.0%) ^a	0 (0.0%) ^a	1 (0.0%) ^a	0.41	.02	1.000	1.000
Quality and origin labels	3 (0.1%) ^a	2 (0.2%) ^a	0 (0.0%) ^a	4.05	.07	.152	.080
COO embedded in the company name	52 (1.6%) ^a	20 (2.0%) ^a	35 (1.5%) ^a	1.56	.05	.447	N.A.
Typical COO words embedded in de company name	9 (0.3%) ^a	4 (0.4%) ^a	6 (0.2%) ^a	0.61	.03	.767	N.A.
Use of the COO language	25 (0.7%) ^b	99 (9.9%) ^a	209 (8.7%) ^a	423.79 ***	.75	.001	N.A.
Use of famous or stereotypical people from the COO	18 (0.5%) ^a	10 (1.0%) ^a	10 (0.4%) ^a	8.96	.09	.062	N.A.
Use of COO flags and symbols	2 (0.1%) ^a	1 (0.1%) ^a	2 (0.1%) ^a	0.20	.02	1.000	.847
Use of COO landscapes or buildings	5 (0.2%) ^a	5 (0.5%) ^a	9 (0.4%) ^a	4.51	.08	.095	N.A.
Reference to COO or its inhabitants	29 (0.9%) ^a	8 (0.8%) ^a	27 (1.1%) ^a	1.28	.04	.518	N.A.
Total	3303 (100%)	999 (100%)	2403 (100%)				

Note I: *** $p < .001$

Note II: Different superscript letters denote column proportions which differ significantly from each other at the .05 level

Chi-square tests showed no significant relation between country of publication and the use of ‘Made in ...’ strategy ($\chi^2 (2) = .41, p = 1.000$, Fisher’s Exact Test: $p = 1.000$), Quality and origin label ($\chi^2 (2) = 4.05, p = .152$, Fisher’s Exact Test: $p = .080$), COO embedded in the company name ($\chi^2 (2) = 1.56, p = .447$), Typical COO words embedded in the company name ($\chi^2 (2) = 0.61, p = .767$), Famous or stereotypical people from the COO ($\chi^2 (2) = 8.96, p = .062$), COO flags and symbols ($\chi^2 (2) = 0.20, p = 1.000$, Fisher’s Exact Test: $p = .847$), Typical landscapes or famous buildings from the COO ($\chi^2 (2) = 4.51, p = .095$) and Reference to COO or its inhabitants ($\chi^2 (2) = 1.28, p = .518$). The Chi-square tests for No COO marker and Use of COO language did reveal significant differences between the three countries.

The Chi-square tests revealed a significant relation between the country of publication and the Use of no COO marker ($\chi^2 (2) = 171.70, p < .001$, Cramer’s $V = .16$). No COO marker was relatively used more frequently in the British advertisements (96.0%) than in the Dutch (85.1%) and Spanish (87.6%) advertisements.

The Chi-square tests revealed a significant relation between the country of publication and the Use of COO language ($\chi^2 (2) = 423.79, p < .001$, Cramer’s $V = .75$). The COO language was relatively used more frequently in the Dutch advertisements (89.2%) than in the British (6.8%) and Spanish (78.3%) advertisements. The COO language was relatively used more frequently in the Spanish advertisements (78.3%) than in the British advertisements (6.8%).

The Chi-square tests revealed a significant relation between the country of publication and which COO language was used ($\chi^2 (7) = 523.60, p < .001$, Fisher’s Exact Test: $p < .001$, Cramer’s $V = .59$). An overview of the foreign languages used per country can be found in Table 6. Table 6 shows that the COO language English was relatively used more frequently in Dutch (69.2%) and Spanish (65.9%) advertisements than in British advertisements (0.0%). Furthermore, the COO language German was relatively used more frequently in Dutch advertisements (4.6%) than in British (0.0%) and Spanish (0.7%) advertisements. Finally, no COO language was relatively used more frequently in British advertisements (93.2%) than in Dutch (9.2%) and Spanish (20.0%) advertisements.

Thus, overall it appears that the use of COO markers does not differ much across the three European countries. However, the use of no COO marker and the COO language differed

significantly. This is because English is not a foreign language in Britain and because German was used more frequently in the Dutch advertisements than in the British and Spanish advertisements.

Table 6. Frequencies and percentages (%) of the COO language per country ($N = 745$).

		Country of publication			Total
		Britain	Netherlands	Spain	
Language	None	342 (93.2%) ^b	12 (9.2%) ^a	58 (20.0%) ^c	412 (52.5%)
	English	0 (0.0%) ^b	90 (69.2%) ^a	191 (65.9%) ^a	281 (35.8%)
	French	19 (5.2%) ^a	16 (12.3%) ^a	38 (13.1%) ^a	73 (9.3%)
	German	0 (0.0%) ^b	6 (4.6%) ^a	2 (0.7%) ^b	8 (1.0%)
	Italian	0 (0.0%) ^a	6 (4.6%) ^a	1 (0.3%) ^a	7 (0.9%)
	Latin	1 (0.3%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	1 (0.1%)
	Spanish	1 (0.3%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	1 (0.1%)
	Polish	1 (0.3%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	1 (0.1%)

Note 1: Different superscript letters denote column proportions which differ significantly from other at the .05 level

5.2 Combinations of COO strategies

The second research question concerned the occurrence of COO strategies separately or in combination with each other. An overview of the number of COO markers per advertisement can be found in Table 7. Table 7 shows that most advertisements did not contain any COO markers (42.1%) and that next most advertisements contained only one COO marker (39.5%) and two COO markers (15.9%). A combination of three or four COO markers was rare (2.6%).

Table 7. Frequencies and percentages (%) of COO markers ($N = 745$)

	<i>n</i>	%
No COO markers	314	42.1%
One COO marker	294	39.5%
Two COO markers	118	15.9%
Three COO markers	17	2.3%
Four COO markers	2	0.3%

An overview of the COO markers used separately can be found in Table 8. Table 8 shows that the COO language (76.9%) was the most used COO marker separately, followed by Reference to the COO or its inhabitants (12.2%) and COO embedded in the company name (9.9%).

Table 8. Frequencies and percentages (%) of individual COO markers (*N* = 294)

	<i>n</i>	%
'Made in ...' strategy	0	(0.0%)
Quality and origin labels	1	(0.3%)
COO embedded in the company name	29	(9.9%)
Typical COO words embedded in the company name	1	(0.3%)
Use of the COO language	226	(76.9%)
Use of famous or stereotypical people from the COO	7	(2.4%)
Use of COO flags or symbols	1	(0.3%)
Use of typical or famous buildings from the COO	3	(1.0%)
Reference to COO or its inhabitants	36	(12.2%)

An overview of the combinations of two COO markers can be found in Table 9. Table 9 shows that COO in the company name with the COO language (36.4%) is the combination most often used, followed by the COO language with Reference to the COO or its inhabitants (16.1%) and the COO language with Famous or stereotypical people from the COO (15.3%).

A combination of three COO markers appeared 17 times (2.3%) in the advertisements. A combination of the COO language with COO embedded in the company name and Reference to the COO or its inhabitants appeared five times (0.7%). A combination of COO embedded in the company name with Typical COO words embedded in the company name and Reference to the COO or its inhabitants appeared twice (0.3%). A combination of COO embedded in the company name with Famous or stereotypical people from the COO and Reference to the COO or its inhabitants appeared twice (0.3%).

Table 9. Frequencies and percentages (%) of the combination of the nine COO markers (<i>N</i> = 118)										
		‘Made in...’	Quality and origin labels	COO embedded in the company name	Typical words in the company name	Use of the COO language	Use of famous people from the COO	Use of COO flags and symbols	Use of COO landscapes or buildings	Reference to the COO or its inhabitants
‘Made in ...’		0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (0.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Quality and origin labels		0 (0.0%)		0 (0.0%)	0 (0.0%)	1 (0.8%)	1 (0.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
COO embedded in the company name		0 (0.0%)	0 (0.0%)		9 (7.6%)	43 (36.4%)	3 (2.5%)	0 (0.0%)	0 (0.0%)	4 (3.4%)
Typical COO words in company name		0 (0.0%)	0 (0.0%)	9 (7.6%)		6 (5.1%)	0 (0.0%)	0 (0.0%)	2 (1.7%)	0 (0.0%)
Use of the COO language		1 (0.8%)	1 (0.8%)	43 (36.4%)	6 (5.1%)		18 (15.3%)	2 (1.7%)	6 (5.1%)	19 (16.1%)
Use of famous people from the COO		0 (0.0%)	1 (0.8%)	3 (2.5%)	0 (0.0%)	18 (15.3%)		0 (0.0%)	0 (0.0%)	2 (1.7%)
Use of COO flags and symbols		0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (1.7%)	0 (0.0%)		0 (0.0%)	0 (0.0%)
Use of COO landscapes or buildings		0 (0.0%)	0 (0.0%)	2 (1.7%)	0 (0.0%)	6 (5.1%)	0 (0.0%)	0 (0.0%)		1 (0.8%)
Reference to the COO or its inhabitants		0 (0.0%)	0 (0.0%)	4 (3.4%)	0 (0.0%)	19 (16.1%)	2 (1.7%)	0 (0.0%)	1 (0.8%)	

The following combinations of three COO markers each appeared only once: the COO language with Famous or stereotypical people from the COO and Typical or famous buildings from the COO (0.1%); ‘Made in...’ strategy with Quality and origin labels and COO flags or symbols (0.1%); Quality and origin labels with Typical landscapes or famous buildings from the COO and Reference to COO or its inhabitants (0.1%); COO embedded in the company name with Famous or stereotypical people from the COO and Typical landscapes or famous buildings from the COO (0.1%); COO embedded in the company name with Typical landscapes or famous buildings from the COO and Reference to the COO or its inhabitants (0.1%); COO language with Famous or stereotypical people from the COO and Reference to the COO or its inhabitants (0.1%); COO embedded in the company name with the COO language and Famous or stereotypical people from the COO (0.1%); COO embedded in the company name with COO flags or symbols and Reference to the COO or its inhabitants (0.1%).

A combination of four COO markers only appeared twice (0.3%) in the advertisements. Use of the COO language with COO embedded in the company name, Typical COO words embedded in the company name and Reference to the COO or its inhabitants was the only combination of four COO markers (0.3%). The advertisements did not contain five or more COO markers.

Thus, overall it appeared that most advertisements did not contain any COO markers. Next, most advertisements contained only one or two COO marker. Combinations of three or more COO markers were rare.

5.3 Differences in COO referred to across advertisements from different countries

The third research question concerned differences across European countries with regard to which country they most frequently refer. An overview of the references to specific countries per country can be found in Table 10. Table 10 shows that the advertisements most often did not contain a COO and that next France was the country that was most frequently referred to.

In order to check whether differences existed between the three countries, Chi-square tests were performed. The Chi-square tests revealed a significant relation between the country of publication and the country referred to ($\chi^2 (2) = 176.11, p < .001$, Fisher’s Exact Test: $p = <.001$, Cramer’s $V = .34$).

Table 10. Frequencies and percentages (%) of COO per country of publication (*N* = 745).

		Country of publication			
		Britain	Netherlands	Spain	Total
Country referred to	No COO	280 (76.3%) ^b	65 (58.6%) ^a	168 (62.9%) ^a	513 (68.9%)
	France	21 (5.7%) ^b	21 (18.9%) ^a	45 (16.9%) ^a	87 (11.9%)
	Britain	26 (7.1%) ^b	0 (0.0%) ^a	2 (0.7%) ^a	28 (3.8%)
	U.S.	19 (5.2%) ^b	0 (0.0%) ^a	9 (3.4%) ^{a, b}	28 (3.8%)
	Italy	3 (0.8%) ^b	11 (9.9%) ^a	11 (4.1%) ^a	25 (3.4%)
	Spain	0 (0.0%) ^a	0 (0.0%) ^a	21 (7.9%) ^b	21 (2.8%)
	Australia	11 (3.0%) ^b	2 (1.8%) ^{a, b}	0 (0.0%) ^a	13 (1.7%)
	Germany	1 (0.3%) ^b	5 (4.5%) ^a	3 (1.1%) ^{a, b}	9 (1.2%)
	Holland	1 (0.3%) ^b	6 (5.4%) ^a	0 (0.0%) ^b	7 (0.9%)
	Switzerland	1 (0.3%) ^a	1 (0.9%) ^a	3 (1.1%) ^a	5 (0.7%)
	Japan	0 (0.0%) ^a	0 (0.0%) ^a	4 (1.5%) ^a	4 (0.5%)
	Brazil	1 (0.3%) ^a	0 (0.0%) ^a	1 (0.4%) ^a	2 (0.3%)
	Morocco	2 (0.5%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	2 (0.3%)
	Poland	1 (0.3%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	1 (0.1%)

Note 1: Different superscript letters denote column proportions which differ significantly from other at the .05 level

The British advertisements (76.3%) more frequently did not refer to a COO than the Dutch (58.6%) and Spanish (62.9%) advertisements. Dutch (18.9%) and Spanish (16.9%) advertisements referred more frequently to France than British advertisements (5.7%). The British advertisements (7.1%) referred more frequently to Britain than Dutch (0.0%) and Spanish (0.7%) advertisements. British (5.2%) and Spanish (3.4%) advertisements referred more frequently to the U.S. than Dutch advertisements (0.0%). Dutch (9.9%) and Spanish (4.1%) advertisements referred more frequently to Italy than British advertisements (0.8%). The Spanish advertisements (7.9%) referred more frequently to Spain than British (0.0%) and Dutch (0.0%) advertisements. Dutch (1.8%) and British (3.0%) advertisements referred more frequently to Australia than Spanish advertisements (0.0%). Dutch advertisements (4.5%) referred more frequently to Germany than British (0.3%) and Spanish (1.1%) advertisements. Dutch advertisements (5.4%) referred more frequently to the Netherlands than British (0.3%) and Spanish (0.0%) advertisements.

Thus, overall it appeared that advertisements from Britain, Holland and Spain refer to different countries in their advertisements though COO markers. In general, the advertisements from the three countries referred relatively more frequently to their own country (e.g. British advertisements to Britain) than advertisements from the other two countries do (e.g. Spanish advertisements to Britain).

5.4 Suggested COO and real COO

The fourth research question concerned the occurrence of the suggested COO. Table 11 shows that the suggested COO did not appear frequently in the advertisements. In all six cases (0.8%), the suggested COO was France. For example, *Ici Paris XL* is a company from the Benelux that pretended to be French. This is because the company uses a false COO embedded in the company name (Paris) and a false COO language (Ici).

Table 11. Frequencies and percentages (%) of the real COO and the suggested COO ($N = 745$)

	<i>n</i>	%
Real COO	739	99.2%
Suggested COO	6	0.8%
Total	645	100%

In order to check whether differences in use of COO markers between the type of COO (suggested or real) were significant, nine Chi-square tests were performed. An overview of all Chi-square results is displayed in Table 12. These findings should be interpreted with caution, because of the small sample size.

Table 12. Chi-square test for type of COO (suggested or real) and COO marker.

	χ^2	Cramer's V	<i>p</i>	Fisher's Exact Test
'Made in ...'	0.02	1.00	1.000	1.000
Quality and origin labels	0.04	1.00	1.000	1.000
COO embedded in the company name	6.25*	.09	.042	.042
Typical COO words embedded in de company name	0.16	.02	1.000	1.000
Use of the COO language	7.48**	.10	.008	.008
Use of famous or stereotypical people from the COO	0.33	.02	1.000	1.000
Use of COO flags and symbols	0.04	.01	1.000	1.000
Use of COO landscapes or buildings	0.16	.02	1.000	1.000
Reference to COO or its inhabitants	0.57	.03	.669	1.000

* $p < .05$, ** $p < .01$

Chi-square tests showed no significant relation between the type of COO (suggested or real) and the use of 'Made in ...' strategy ($\chi^2 (1) = 0.02$, $p = 1.000$, Fisher's Exact Test: $p = 1.000$), Quality and origin labels ($\chi^2 (1) = .04$, $p = 1.000$, Fisher's Exact Test: $p = 1.000$), Typical words embedded in the company name ($\chi^2 (1) = .16$, $p = 1.000$, Fisher's Exact Test, $p = 1.000$), Famous or stereotypical people from the COO ($\chi^2 (2) = .33$, $p = 1.000$, Fisher's Exact Test: $p = 1.000$), Use of COO flags or symbols ($\chi^2 (1) = .04$, $p = 1.000$, Fisher's Exact Test: $p = 1.000$), Typical landscapes or famous buildings ($\chi^2 (1) = .16$, $p = 1.000$, Fisher's Exact Test: $p = 1.000$) and Reference to the COO or its inhabitants ($\chi^2 (1) = .57$, $p = .669$, Fisher's Exact Test: $p = 1.000$). The Chi-square tests for COO embedded in the company name and Use of the COO language did reveal significant differences in type of COO (suggested or real).

The Chi-square tests revealed a significant relation between the type of COO (suggested or real) and the COO marker COO embedded in company name ($\chi^2 (1) = 6.25$, $P = .042$, Fisher's Exact Test: $p = .042$, Cramer's $V = .09$). The suggested COO contained COO embedded in the company name more frequently than expected (50.0% vs. 14.1%).

The Chi-square tests revealed a significant relation between type of COO (suggested or real) and the COO marker Use of the COO language ($\chi^2 (1) = 7.48, p = .008$, Fisher's Exact Test: $p = .008$, Cramer's $V = .10$). The suggested COO contained the COO language more frequently than expected (100.0% vs. 44.2%).

Thus, overall it appeared that the suggested COO contained COO embedded in the company name and Use of COO language more frequently than expected.

5.5 COO markers across product categories

The fifth research question concerned differences in the use of COO strategies across product categories in advertisements. Business goods and business services were not found in this corpus and were therefore not included in the analyses. Furthermore, some products and services could not be classified in the product categories proposed by Alden et al. (1999) and therefore were classified into the category 'other' (see Table 2). This category was excluded from the analyses as well. Table 13 indicates that COO embedded in the company name and the COO language were used most frequently for all product categories, particularly for personal non-durables.

In order to check whether differences between the product categories were significant, nine Chi-square tests were performed. An overview of all Chi-square results is displayed in Table 13.

Chi-square tests showed no significant relation between the product category and the use of 'Made in ...' strategy ($\chi^2 (6) = 1.67, p = .690$, Fisher's Exact Test: $p = .690$), Quality and origin labels ($\chi^2 (6) = 3.30, p = .618$, Fisher's Exact Test: $p = .568$), Typical COO words embedded in the company name ($\chi^2 (6) = 5.53, p = .401$, Fisher's Exact Test: $p = .660$), Famous or stereotypical people from the COO ($\chi^2 (6) = 8.82, p = .384$, Fisher's Exact Test: $p = .501$), COO flags and symbols ($\chi^2 (6) = 7.20, p = .311$, Fisher's Exact Test: $p = .232$), Typical landscapes or famous buildings from the COO ($\chi^2 (6) = 13.05, p = .055$, Fisher's Exact Test: $p = .128$). The Chi-square tests for COO embedded in the company name, Use of the COO language and Reference to COO or its inhabitants did reveal significant differences between the product categories.

The Chi-square tests revealed a significant relation between the product category and the COO marker COO embedded in the company name ($\chi^2 (6) = 24.89, p = .001$, Fisher's Exact Test: $p < .001$, Cramer's $V = .18$). COO embedded in the company name appeared to be used more frequently for personal non-durables (19.4%) than for lower-technology durables (8.9%).

Table 13. Frequencies and percentages (%) of the nine COO markers for each product category (N = 602)

	Food -nondurables	Personal non-durables	Household non-durables	Lower-technology durables	Higher-technology durables	Consumer services	χ^2	Cramer's V	p	Fishers Exact Test
'Made in ...'	0 (0.0%) ^a	2 (0.5%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	1.67	.05	.690	.690
Quality and origin labels	1 (2.7%) ^a	2 (5.0%) ^a	0 (0.0%) ^a	2 (0.9%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	3.30	.07	.618	.568
COO in the company name	1 (2.7%) ^{a, b}	79 (19.4%) ^b	0 (0.0%) ^{a, b}	19 (8.9%) ^a	1 (3.7%) ^a	6 (22.2%) ^a	25.28***	.18	.001	.001
Typical COO words	1 (2.7%) ^a	15 (3.7%) ^a	0 (0.0%) ^a	3 (1.4%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	5.53	.09	.401	.660
Use of the COO language	15 (40.5%) ^a	204 (50.1%) ^a	3 (18.8%) ^a	90 (42.1%) ^a	11 (40.7%) ^a	6 (22.2%) ^a	18.84**	.15	.004	N.A.
Use of COO people	1 (2.7%) ^a	21 (5.2%) ^a	0 (0.0%) ^a	14 (6.6%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	8.82	.07	.384	.501
Use of COO flags and symbols	0 (0.0%) ^a	1 (0.2%) ^a	0 (0.0%) ^a	3 (1.4%) ^a	0 (0.0%) ^a	1 (3.7%) ^a	7.20	.10	.311	.232
COO landscapes or buildings	4 (10.8%) ^a	11 (2.7%) ^a	0 (0.0%) ^a	3 (1.4%) ^a	1 (3.7%) ^a	0 (0.0%) ^a	13.05	.13	.055	.128
Reference to COO or its inhabitants	7 (18.9%) ^a	29 (7.1%) ^a	0 (0.0%) ^a	14 (6.5%) ^a	2 (7.4%) ^a	5 (18.5%) ^a	35.21***	.13	.001	.001

Note I: ** $p < .01$, *** $p < .001$

Note II: Different superscript letters denote column proportions which differ significantly from each other at the .05 level

The Chi-square tests revealed a significant relation between product category and the COO marker Use of the COO language ($\chi^2 (6) = 18.84, p = .004$, Cramer's $V = .15$). In the product category personal non-durables, the COO language appeared more frequently than expected (61.3% vs. 49.3%). In the product category household non-durables, the COO language appeared less frequently than expected (0.9% vs. 3.2%). In the product category consumer services, the COO language appeared less frequently than expected (1.8% vs. 5.1%).

The Chi-square test revealed a significant relation between product category and the COO marker Reference to the COO or its inhabitants ($\chi^2 (6) = 35.21, p < .001$, Fisher's Exact Test: $p < .001$, Cramer's $V = .13$). In the product category food non-durables, the Reference to the COO or its inhabitants appeared to be used more frequently than expected (12.3% vs. 4.5%). In the product category consumer services, the Reference to the COO or its inhabitants appeared to be used more frequently than expected (8.8% vs. 3.3%).

Thus, overall it appears that certain COO markers were used differently across product categories.

5.6 Product types and country of origin

The sixth research question concerned differences in COO referred to across product types. Table 14 gives an overview of the ten most advertised product types in the advertisements in the *Cosmopolitan* with the COO to which the advertisement referred. Table 14 shows that in most cases the product types in the advertisements did not refer to a specific country. When the category no COO is excluded, the COO for perfume, make-up, skin-care and hair products are most frequently French, the COO for clothes British, the COO for food and drinks Spanish and the COO for shoes German.

The Chi-square tests revealed a significant relation between the type of product and the reference to a specific country ($\chi^2 (2) = 424.41, p < .001$, Fisher's Exact Test: $p < .001$, Cramer's $V = .482$).

Table 14. Frequencies and percentages (%) of references to the COO in function of product type ($N=607$).

	Country referred to													
	No COO	France	Britain	U.S.	Italy	Spain	Australia	Germany	Dutch	Switzerland	Japan	Brazil	Morocco	Poland
Clothes	88 (83.0%)	4 (3.8%) ^a	6 (5.7%) ^a	1 (1.0%) ^a	3 (2.9%) ^a	2 (1.9%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	1 (1.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a
Perfume	40 (40.4%)	33 (33.3%) ^a	3 (3.0%) ^a	8 (8.1%) ^a	11 (11.1%) ^a	2 (2.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	2 (2.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a
Make-up	52 (58.4%)	16 (18.0%) ^a	5 (5.6%) ^a	9 (10.1%) ^a	3 (3.4%) ^a	0 (0.0%) ^a	1 (1.1%) ^a	0 (0.0%) ^a	1 (1.1%) ^a	0 (0.0%) ^a	2 (2.2%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a
Skin care	67 (77.0%)	17 (19.5%) ^a	0 (0.0%) ^a	1 (1.1%) ^a	0 (0.0%) ^a	1 (1.1%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	1 (1.1%) ^a	0 (0.0%) ^a
Hair products	30 (49.2%)	15 (24.6%) ^{a,b}	4 (6.6%) ^{a,b}	0 (0.0%) ^b	0 (0.0%) ^{a,b}	0 (0.0%) ^{a,b}	11 (18.0%) ^c	0 (0.0%) ^{a,b}	0 (0.0%) ^{a,b,c}	0 (0.0%) ^{a,b,c}	0 (0.0%) ^{a,b}	0 (0.0%) ^{a,b,c}	1 (1.6%) ^{a,c}	0 (0.0%) ^{a,b,c}
Jewelry	33 (76.7%)	0 (0.0%) ^a	3 (7.0%) ^{b,c,d}	0 (0.0%) ^{a,b,d}	3 (7.0%) ^{b,c,d}	1 (2.3%) ^{a,b,d}	0 (0.0%) ^{a,d}	0 (0.0%) ^{a,b,c,d}	0 (0.0%) ^{a,b,c,d}	3 (7.0%) ^c	0 (0.0%) ^{a,b,c,d}	0 (0.0%) ^{a,b,c,d}	0 (0.0%) ^{a,b,c,d}	0 (0.0%) ^{a,b,c,d}
Magazine or book	34 (91.9%)	0 (0.0%) ^a	0 (0.0%) ^a	3 (8.1%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a
Food and drinks	27 (75.0%)	0 (0.0%) ^a	0 (0.0%) ^{a,b,c}	0 (0.0%) ^{a,b}	0 (0.0%) ^{a,b}	7 (19.4%) ^{b,c}	0 (0.0%) ^{a,b}	1 (2.8%) ^{a,b,c}	0 (0.0%) ^{a,b,c}	0 (0.0%) ^{a,b,c}	0 (0.0%) ^{a,b,c}	0 (0.0%) ^{a,b,c}	0 (0.0%) ^{a,b,c}	1 (2.8%) ^c
Shoes	11 (44.0%)	0 (0.0%) ^a	0 (0.0%) ^{a,b}	0 (0.0%) ^{a,b}	1 (4.0%) ^{a,b}	4 (16.0%) ^{b,c}	0 (0.0%) ^{a,b}	7 (28.0%) ^c	0 (0.0%) ^{a,b,c}	0 (0.0%) ^{a,b,c}	0 (0.0%) ^{a,b,c}	2 (8.0%) ^c	0 (0.0%) ^{a,b,c}	0 (0.0%) ^{a,b,c}
Sanitary pads	20 (95.2%)	0 (0.0%) ^a	0 (0.0%) ^a	1 (4.8%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a

Note I: Different superscript letters denote column proportions which differ significantly from each other at the .05 level

Note II: No COO was not included in the analysis

The COO for hair products was more frequently Australian (34.4%) than British (12.5%), Italian (0.0%), German (0.0%), American (0.0%), Spanish (0.0%) and Japanese (0.0%). The COO for hair products was more frequently French (50.0%) than Australian (34.4%). The COO for hair products was more frequently Moroccan (3.1%) than American (0.0%).

The COO for shoes was more frequently German (50.0%) than French (0.0%), Italian (7.1%), Australian (0.0%), American (0.0%) and British (0.0%). The COO for shoes was more frequently Brazilian (8.0%) than French (0.0%), Italian (7.1%), Australian (0.0%), American (0.0%) and British (0.0%). The COO for shoes was less frequently French (0.0%) than Spanish (28.6%).

The COO for food and drinks was more frequently Polish (10.0%) than French (0.0%), Italian (0.0%), Australian (0.0%) and American (0.0%). The COO for food and drinks was more frequently Spanish (70.0%) than French (0.0%). The COO for jewelry was more frequently Italian (30.0%) than French (0.0%). The COO for jewelry was more frequently Swiss (30.0%) than French (0.0%), Australian (0.0%), American (0.0%) and Spanish (10%).

Thus, overall it appeared that certain products referred to certain countries.

5.7 COO markers across parts of advertisements

The seventh question concerned the location of the COO markers in the advertisement. Table 15 shows the location of the COO markers in the advertisement. The ‘Made in...’ strategy and Quality and origin labels only appeared in the pictures. COO embedded in the company name, Typical words embedded in the company name and the COO language most frequently appeared in the product name. Famous or stereotypical people from the COO, COO flags and symbols and Typical landscapes or famous buildings from the COO most frequently appeared in the picture. Reference to the COO or its inhabitants most frequently appeared in the body copy.

In order to check whether the differences in the location of the COO markers were significant, nine Chi-square tests were performed. An overview of all Chi-square results is displayed in Table 16. All the Chi-square tests revealed significant differences in the location of the COO markers. The findings should be interpreted with caution, because of the small sample sizes.

Table 15. Frequencies and percentages (%) of the nine COO markers for each part of advertisement (N = 602)

	Headline	Body copy	Slogan	Standing details	Picture	Product name	Completely in foreign language	Product name repeated in body copy
'Made in ...'	0 (.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	2 (100%) ^b	0 (0.0%) ^a	N.A.	N.A.
Quality and origin labels	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	5 (100%) ^b	0 (0.0%) ^a	N.A.	N.A.
COO in the company name	0 (0.0%) ^a	0 (0.0%) ^a	7 (6.5%) ^b	0 (0.0%) ^a	0 (0.0%) ^a	100(93.5%) ^b	N.A.	N.A.
Typical COO words in company name	0 (0.0%) ^a	0 (0.0%) ^a	2 (10.5%) ^b	0 (0.0%) ^a	0 (0.0%) ^a	17 (89.5%) ^b	N.A.	N.A.
Use of the COO language	32 (7.5%) ^b	86 (20.3%) ^b	19 (4.5%) ^b	43 (10.1%) ^b	0 (0.0%) ^a	138(32.5%) ^b	76(17.9%) ^b	30 (7.08%) ^b
Use of famous people from the COO	0 (0.0%) ^a	26 (41.3%) ^b	0 (0.0%) ^a	0 (0.0%) ^a	36 (57.1%) ^b	1 (3.2%) ^b	N.A.	N.A.
Use of COO flags and symbols	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	3 (60.0%) ^b	2 (40.0%) ^b	N.A.	N.A.
Use of COO landscapes or buildings	0 (0.0%) ^a	4 (18.0%) ^b	0 (0.0%) ^a	5 (22.7%) ^b	13 (59.1%) ^b	0 (0.0%) ^a	N.A.	N.A.
Reference to COO or its habitants	6 (9.4%) ^b	38 (59.4%) ^b	0 (0.0%) ^a	20 (31.3%) ^b	0 (0.0%) ^a	0 (0.0%) ^a	N.A.	N.A.

Note I: Completely in foreign language and Product name repeated in body copy were only categories for Use of the COO language

Note II: Different superscript letters denote column proportions which differ significantly from each other at the .05 level

Table 16. Chi-square test for COO markers for different parts of advertisement.

	χ^2	Cramer's V	p	Fisher's Exact Test
'Made in ...'	745.00***	1.00	.001	.001
Quality and origin labels	745.00***	1.00	.001	.001
COO embedded in the company name	728.00***	1.00	.001	.001
Typical COO words embedded in de company name	728.00***	1.00	.001	.001
Use of the COO language	728.00***	1.00	.001	.001
Use of famous or stereotypical people from the COO	739.76***	1.00	.001	.001
Use of COO flags and symbols	728.00***	1.00	.001	.001
Use of COO landscapes or buildings	742.00***	1.00	.001	.001
Reference to COO or its inhabitants	740.00***	1.00	.001	.001

*** $p < .001$

The Chi-square tests revealed a significant relation between the location of the COO and 'Made in...' strategy ($\chi^2 (1) = 745.00, p < .001$, Fisher's Exact Test: $p < .001$, Cramer's $V = 1.00$). The 'Made in...' strategy appeared to be used more frequently in the picture (100%) than in other parts of the advertisement (0.0%). An example of the 'Made in...' strategy can be found in Appendix A.1.

The Chi-square tests revealed a significant relation between the location of the COO and Quality and origin labels ($\chi^2 (1) = 745.00, p < .001$, Fishers Exact Test: $p < .001$, Cramer's $V = 1.00$). The Quality and origin labels appeared to be used more frequently in the picture (100%) than in other parts of the advertisement (0.0%). An example of Quality and origin labels can be found in Appendix A.2.

The Chi-square tests revealed a significant relation between the location of the COO and COO embedded in the company name ($\chi^2 (2) = 728.00, p < .001$, Fishers Exact Test: $p < .001$ Cramer's $V = 1.00$). The COO embedded in the company name appeared to be used more frequently in the product name (93.4%) and slogan (6.6%) than in other parts of the advertisement (0.0%). An example of COO embedded in the company name can be found in Appendix A.3.

The Chi-square tests revealed a significant relation between the location of the COO and Typical COO words embedded in the company name ($\chi^2 (2) = 728.00, p < .001$, Fisher's Exact Test: $p = <.001$, Cramer's $V = 1.00$). Typical words embedded in the company name appeared to be used more frequently in the product name (89.5%) and the slogan (10.5%) than in other parts of the advertisement. An example of Typical COO words embedded in the company name can be found in Appendix A.4.

The Chi-square tests revealed a significant relation between the location of the COO and the Use of the COO language ($\chi^2 (7) = 728.00, p < .001$, Fisher's Exact Test: $p = .001$, Cramer's $V = 1.00$). The COO language was used more frequently in the product name (32.5%), body copy (20.3%), standing details (10.1%), headline (7.5%), and slogan (4.5%) than in the picture (0.0%). Furthermore, the advertisement was more frequently completely in foreign language (17.9%) and the product name was more frequently repeated in body copy (7.08%) than that the COO language was used in the picture (0.0%). An example of the COO language can be found in appendix A.5.

The Chi-square tests revealed a significant relation between the location of the COO and the Use of famous or stereotypical people from the COO ($\chi^2 (7) = 739.76, p < .001$, Fisher's Exact Test: $p < .001$, Cramer's $V = .713$). Famous or stereotypical people from the COO appeared to be used more frequently in the picture (62.9%), the body copy (33%) and the product name (3.0%) than in other parts of the advertisement (.0%). Frequently, famous people were both shown in the picture and mentioned in the body copy and some celebrities named their product after themselves. For example, David Beckham named a perfume after himself. An example of Famous or stereotypical people from the COO can be found in table A.6.

The Chi-square tests revealed a significant relation between the location of the COO and the Use of COO flags and symbols ($\chi^2 (2) = 728.00, p < .001$, Fisher's Exact Test: $p = .001$, Cramer's $V = 1.00$). COO flags and symbols appeared to be used more frequently in the picture (60.0%) and product name (40.0%) than in other parts of the advertisement (.0%). An example of COO flags and symbols can be found in Appendix A.7.

The Chi-square tests revealed a significant relation between the location of the COO and the Use of typical landscapes or famous buildings from the COO ($\chi^2 (2) = 742.00, p < .001$, Fisher's Exact Test: $p < .001$, Cramer's $V = 1.00$). Typical landscapes or famous buildings from the COO appeared to be used more frequently in the picture (62.5%), standing details (31.3%) and the body copy (6.3%) than in other parts of the advertisement (0.0%). Sometimes, the name of a building

was included in the standing details. An example of Typical landscapes or famous buildings from the COO can be found in Appendix A.8.

The Chi-square tests revealed a significant relation between the location of the COO and Reference to the COO or its inhabitants ($\chi^2 (3) = 740.00, p < .001$, Fisher's Exact Test: $p = .001$, Cramer's $V = 1.00$). Reference to the COO or its inhabitants appeared to be used more frequently in the body copy (55.9%), standing details (33.9%) and headline (10.2%) than in other parts of the advertisement (0.0%). An example of Reference to the COO or its inhabitants can be found in Appendix A.9.

Thus, overall it appears that the COO markers appeared in specific parts of the advertisement. The COO marker Use of the COO language is used in the most parts of the advertisement.

6. Conclusion and discussion

The aim of this study was to determine how COO markers are used in print advertisements in the *Cosmopolitan*. The first research question concerned differences in the use of COO strategies across European countries. The second research question concerned the occurrence of COO strategies separately or in combination with each other. The third research question concerned differences across European countries with regard to which country they most frequently refer. The fourth research question concerned the occurrence of the suggested COO and its relation with COO markers. The fifth research question concerned differences in use of COO strategies across product categories in advertisements. The sixth research question concerned differences in COO referred to across product types. The seventh question concerned the location of the COO markers in the advertisement.

6.1 COO Markers across European countries

The first research question concerned differences across Britain, the Netherlands and Spain regarding the use of COO strategies in print advertisements. The findings revealed few differences in the use of COO markers across the three European countries. There was a relation between country of publication and the Use of the COO language. It was found that English as a foreign language was used more frequently in the Dutch and Spanish advertisements than in the British advertisements. Furthermore, it appeared that German was used more frequently in the Dutch advertisements than in the British and Spanish advertisements.

The finding that English as a foreign language is used less frequently in Britain can be explained by the fact that English is not a foreign language in Britain. The finding that English is not used differently in Dutch and Spanish advertisements is not in line with previous studies (Gerritsen et al., 2007; Raedts et al., 2015), which showed that English was used differently in Dutch and Spanish advertisements. More specifically, Gerritsen et al. (2007) found that English was used more frequently in Spanish advertisements than in Dutch advertisements in the *Elle*. One should expect the contrary, because the English language proficiency of the Dutch is higher than the English proficiency of the Spaniards (EF EPI, 2016). However, Gerritsen et al. (2007) considered a word to be part of a foreign language when it did not appear in the dictionary of the country of publication. This definition differs from the definition of foreign language used in the current study (Martin, 2002), where all words with another origin than the language spoken in the

country of publication were considered to be part of a foreign language. It is possible that the Dutch dictionary contains more English loanwords than the Spanish dictionary. Therefore, the definition of foreign language could have influenced the results of Gerritsen et al. (2007).

Raedts et al. (2015) found that English was used more frequently in Dutch TV commercials than in Spanish TV commercials. Their corpus consisted of a wider variety of product categories and also included finance, energy suppliers and government communication. Therefore, the corpus served a larger target audience. The *Cosmopolitan* is directed at younger women. De Mooij (2013) suggested that global marketers often assume a global youth segment with homogenous desires. Therefore, it is possible that advertisers from both the Dutch and Spanish *Cosmopolitan* expect that their audience appreciates English in the same way. Furthermore, advertisers most frequently advertise for beauty products in the *Cosmopolitan*. Beauty products (e.g. cosmetics and fashion) are more likely to use standardized approaches than are other products (e.g. cars, food and household durables) (Nelson & Paek, 2007). Therefore, it is possible that advertisers use English in their standardized advertisements and do not make a distinction between the Dutch and Spanish target audience.

The finding that German is used more frequently in Dutch advertisements than in British and Spanish advertisements is a new empirical finding that was not reported in earlier research. Previous research (Gerritsen et al., 2007; Neelankavil et al., 1995; Raedts et al., 2015) mostly focused on English as a foreign language. A possible explanation for this would be that Dutch and German are both Germanic languages that are very similar to each other. English is considered to be as much a Romance language as a Germanic language (Baugh & Cable, 1978). Therefore, Dutch readers from the *Cosmopolitan* probably need less effort to read German than the British and Spanish readers of the *Cosmopolitan*.

The finding that the other COO markers did not differ across the three European countries is a new empirical finding that was not mentioned in earlier research. This is the first study that focused on the current use of COO markers in advertisements across three European countries. The finding could imply that advertisers from Britain, the Netherlands and Spain use COO strategies in a similar way in their advertisements. However, the reasons whether to use COO markers or not can only be determined by asking the advertisers themselves. This is an issue for future research, in which advertisers could be interviewed about their reasons for using COO markers in their advertisements.

6.2 Combinations of COO strategies

The second research question concerned the occurrence of COO strategies separately or in combination with each other. This study has shown that most advertisements did not contain any COO markers and that next most advertisements contained only one COO marker. The COO language is the most frequently used COO marker separately, followed by the Reference to the COO or its inhabitants and COO embedded in the company name. Combinations of two COO strategies appeared less frequently. Combinations of three or more COO markers were rare. Combinations of five or more COO markers did not appear in the advertisements in the *Cosmopolitan*.

The finding that most advertisements only contained one COO marker is not in line with suggestions of previous research (Aichner, 2014; Alden et al., 1999), which indicated that most companies combine two or more COO strategies in their advertisements. However, these suggestions were not confirmed by any systematic corpus analysis. Furthermore, Aichner (2014) did not focus on one specific medium and also includes product packages. Therefore, it is possible that product packages contain more COO markers than print advertisements. An indication for this explanation is the use of the ‘made in...’ strategy. Aichner (2014) suggested that this COO marker is the most frequent strategy to communicate the product’s COO. However, the ‘made in...’ strategy was only found twice in the advertisements of the *Cosmopolitan* and both times the strategy appeared on a product package in the picture of the advertisement. Future research should focus on the use of COO markers on product packages to support this explanation.

6.3 Differences in COO referred to across advertisements from different countries

The third research question concerned differences across European countries regarding to which countries they most frequently refer. The findings revealed that British, Dutch and Spanish advertisements referred to different countries. In general, the three countries referred more frequently to their own country. Furthermore, the advertisements of the countries tended to refer more frequently to countries where they speak a language similar to the language spoken in the country of publication. For example, British advertisements more frequently referred to U.S., Dutch advertisements more frequently referred to German, and Spanish advertisements more frequently refer to France. Sometimes, the differences in references to COO could not be explained straightforwardly. For example, Spanish advertisements referred more frequently to the U.S. than

Dutch advertisements and Dutch advertisements referred more frequently to Australia than Spanish advertisements.

The finding that countries more frequently refer to their own country is consistent with the idea of a positive domestic country bias in favor of a person's own country and domestic products (Balabanis & Diamantopoulos, 2004). Furthermore, this finding may be explained by the suggestion that customers from different countries have different knowledge about foreign countries (Aichner, 2014). The consumer's perception and stereotypes about a foreign country can differ depending on their own nationality and culture (Aichner, 2014; Bannister & Saunders, 1978; Nagashima, 1970; Obermiller & Spangenberg, 1989; Roth & Romeo, 1992; Schooler, 1971; Usunier & Cestre, 2007). Therefore, customers may be more familiar with the stereotypes about their neighboring countries. Consequently, advertisers can make a strategic choice whether to refer to specific COOs and use the positive stereotypes in their advantage.

Some references to countries could not be explained straightforwardly. The reasons for referring to these countries can only be determined by asking the advertisers themselves. This is an issue for future research, in which advertisers could be interviewed about their reasons for referring to specific countries in their advertisements.

6.4 Suggested COO and real COO

The fourth research question concerned the occurrence of the suggested COO in print advertisements. This study has shown that the suggested COO did not appear frequently in the advertisements in the *Cosmopolitan*. In all six cases, the suggested COO was France. This study has shown a significant relation between the type of COO (suggested or real) and the use of COO embedded in the company name and the COO language. In both cases, advertisements with a suggested COO contained more often than expected the previous mentioned COO markers. However, these data must be interpreted with caution, because of the small sample size.

The finding that suggested COOs were not found frequently in the advertisements is a new empirical finding that was not reported in earlier studies. Previous research (Aichner et al., 2017; Goldberg & Baumgartner, 2002; Ind & Bjerke, 2007; Johansson, 1994; Leclerc, 1994; Ranchold et al., 2011) focused on giving examples of the use of suggested COOs and did not perform a systematic analysis of the occurrence of suggested COOs in advertisements. The examples in these studies mostly were food and drinks. In the current study, only a small part of the advertisements

(5.0%) advertise for food and drinks. It is possible that in advertisements that show personal non-durables (59.6% of the advertisements) and lower-technology consumer durables (28.7% of the advertisements), it is less common to use a suggested COO.

The reasons for using suggested COOs in print advertisements can only be determined by asking the advertisers themselves. This is an issue for future research, in which advertisers could be interviewed about their reasons for using suggested COOs in advertisements.

6.5 COO markers across product categories

The fifth research question concerned differences across product categories in print advertisements regarding the use of COO strategies. The findings revealed that COO embedded in the company name, COO language and Reference to the COO or its inhabitants were used differently across product categories. COO embedded in the company name appeared to be used more frequently for personal non-durables than for lower-technology durables. For both personal non-durables and consumer services, COO language appeared more frequently than expected, while for household non-durables COO language appeared less frequently than expected. For both food non-durables and consumer services, Reference to the COO or its inhabitants appeared less frequently than expected.

The finding that COO embedded in the company name and Reference to the COO or its inhabitants were used differently across product categories is a new empirical finding that was not reported in earlier studies. The results of the current study are in line with previous research (Bilkey & Nes, 1982; Gerritsen et al., 2007; Kelly-Holmes, 2005; Raedts et al., 2015), which suggests that positive stereotypes are not applicable to all products categories. Associations with a country are not used randomly, but their use depends on the type of product that is advertised (Hornikx et al., 2007). It is possible that the product categories personal non-durables and consumer services are more appropriate for using COO strategies to emphasize the positive stereotypes than the other product categories. The reasons for using COO markers in certain product categories can only be determined by asking the advertisers themselves. This is an issue for future research, in which advertisers could be interviewed about their reasons for using COO markers for certain product categories.

6.6 Product types and country of origin

The sixth research question concerned differences in COO referred to across product types. This study has shown that certain products match certain countries. The COO for hair products was more frequently French and Australian; the COO for shoes was more frequently German, Spanish and Brazilian; the COO for food and drinks was more frequently Spanish and Polish and the COO for jewelry was more frequently Swiss and Italian.

These results are in line with the idea of matches between product types and certain countries (Haarmann, 1989, Hornikx et al., 2007; 2013, Kelly-Holmes, 2005; Nagashima, 1970; 1977; Niss, 1996; Usunier & Cestre, 2007). The current study showed some matches that are already mentioned by previous research, such as watches and Switzerland (Usunier & Cestre, 2007). However, the results of this study show other matches that are not mentioned by other studies before, such as hair products and Australia. These findings suggest new matches between product types and certain countries. Future research should focus on these new matches between product types and countries. One possibility is to conduct a survey by consumers, whereby consumers will be asked to indicate which match between product type and country is probable and credible. The new matches between product types and countries will be added to the survey. Another possibility is to conduct an experiment by consumers, in which the effectivity of both new and old matches between product types and countries will be compared (e.g. hair products and Australia; hair products and France).

6.7 COO markers across parts of advertisements

The seventh research question concerned the location of the COO markers in the advertisement. The findings revealed that the COO markers appear in specific parts of the advertisement. The ‘made in...’ strategy and quality and origin labels only appeared in the pictures. COO embedded in the company name appeared to be used more frequently in the product name and the slogan than in other parts of the advertisement. Typical words embedded in the company name appeared to be used more frequently in the product name and slogan than in other parts of the advertisement. The COO language appeared to be used more frequently in the product name, body copy, standing details, headline and slogan than in the picture. Famous or stereotypical people from the COO appeared to be used more frequently in in the picture, the body copy and the product name than in other parts of the advertisement. COO flags and symbols appeared to be used more

frequently in the picture and product name than in other parts of the advertisement. Typical landscapes or famous buildings from the COO appeared to be used more frequently in the picture, standing details and the body copy than in other parts of the advertisement. Reference to the COO or its inhabitants appeared to be used more frequently in the body copy, standing details and headline than in other parts of the advertisement. The COO marker use of the COO language is used in most parts of the advertisement.

The finding that COO markers are used in specific parts of the advertisement is in line with previous research (Aichner, 2014; Alden et al., 1999), which indicated that in general the nature of the COO marker frequently implies its position in the advertisement. However, the current study has shown that advertisers can deviate from the standard and use COO markers in a different way. For example, typical landscapes or famous buildings from the COO appeared to be used in the standing details as well. It is possible that those advertisers want to be creative and desire to deviate their advertisements from those of the competitors. Future research could confirm this explanation by interviewing advertisers about their reasons for using COO strategies in specific parts of the advertisement.

6.8 Limitations of current study

This study had several limitations. The first limitation of this study is that the advertisements were taken from only one magazine. The *Cosmopolitan* is directed at younger women. Furthermore, the advertisements mostly focused on beauty products. This means that the results of the present study may not be generalizable across men's magazines and other product categories. Therefore, future corpus research should include more and/or other magazines with different target groups (e.g. men) and focus (e.g. food or sports). This will increase the generalizability of the results.

A second limitation is the specific group of brands that advertise in the *Cosmopolitan*. There were some brands that advertised in almost every issue of the *Cosmopolitan*. Although identical advertisements were excluded from the analysis, brands often advertised with the same COO strategy. Therefore, it is possible that the COO strategies in this study are not generalizable for country, but only for specific brands in that country. This limitation is specifically relevant for the Dutch *Cosmopolitan*, because the editions of the Dutch *Cosmopolitan* contained the least

advertisements. Future research could resolve this limitation by including multiple magazines in the corpus. This will increase the number of different advertisers.

The final limitation is that the current study compared the use of COO markers in print advertisements from only three European countries. This means that the results of the present study may not be generalizable across other European countries. Previous studies (Gerritsen et al., 2007; Raedts et al., 2015) showed that English is used differently in Belgium, France, Germany and Italy. However, it is not clear whether the use of the other COO markers differs across these countries as well. Therefore, future research into all COO markers should include more and/or other European countries, such as France and Germany.

6.9 Collaboration to theory

So far, previous studies emphasized the importance of the COO and introduced different COO strategies to communicate the COO of a product (Aichner, 2014; Alden et al., 1999). However, there was no information about the actual use of COO markers in print advertisements. This is the first study that presents empirical findings about the actual use of COO. Therefore, the current study extends our knowledge of the use of COO markers across European countries, product categories and parts of advertisements.

First, the findings of the current study revealed few differences in use of COO markers across British, Dutch and Spanish advertisements. This is a new empirical finding that was not reported before by previous studies. Second, this study has shown that most advertisements in the *Cosmopolitan* did not contain any COO markers and that next most advertisements contained only one COO marker. This is not in line with suggestions in previous research (Aichner, 2014; Alden et al., 1999), which indicated that most companies combine two or more COO strategies in their advertisements. Third, the current study revealed that British, Dutch and Spanish advertisements referred more frequently to their own country and to countries where they speak a language similar to the language spoken in the country of publication. This is consistent with the idea of domestic country bias (Balabanis & Diamantopoulos, 2004) and may be explained by the suggestion that customers from different countries have different knowledge about foreign countries (Aichner, 2014). Fourth, this study has shown that the suggested COO did not appear often in the advertisements of the *Cosmopolitan*. This is a new empirical finding that was not reported before by previous studies. This implies that in general the advertisers do not lie to their consumers about

the origin of the product and therefore act in an ethically responsibly manner. Fifth, the current study revealed that COO embedded in the company name, the COO language and Reference to the COO or its inhabitants were used differently across product categories. This is a new empirical finding that was not reported before by previous studies. Sixth, this study has shown some frequently encountered matches between COO and product type. This finding is in line with the idea of matches between product types and certain countries (Kelly-Holmes, 2005; Usunier & Cestre, 2007). Seventh, the study has shown that the COO markers appeared in specific parts of the advertisement. This is in line with suggestions of previous research (Aichner, 2014; Alden et al., 1999), which indicated that in general the nature of the COO marker frequently implies its position in the advertisement.

This research has several practical implications. The results of this study could help advertisers by showing how consumers currently are exposed to COO through advertisements strategies. Advertisers could follow the example of COO strategies that are used by other companies in the same sector or in the same target country. This study has shown that not only the COO language, but also the COO embedded in the company name and Reference to the COO or its inhabitants are frequently used COO strategies in advertisements. Instinctively, one could argue that the COO markers that are used most frequently are most effective with the consumers (Hornikx et al., 2007). Therefore, it is possible that those three COO markers communicate the COO most effectively. To prove this explanation, future research should focus on experiments with consumers, in which the effectivity of the different COO markers in advertisements could be measured.

7. References

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Appendices

Appendix A

HEALTH & BEAUTY cosmo**classified**

SUPERMODEL EYEBROWS

IN UNDER 2 MINUTES

There's no easier way to add instant fullness to your brows. Instead of unnatural brow pencils, powders or painful tattoos, simply brush on this lightweight gel, and hairlike fibers and pigments will cling to your existing brow to fill in, define and thicken.

WUNDERBROW creates gorgeous, natural looking brows **that will last for days - even after swimming or showering**. This innovative formula **won't run or transfer**, but it comes off easily with any oil based cleanser.



TRY FOR ONLY
£19.95



Blonde Black/Brown Auburn Brunette

EXCLUSIVE: PERMAFIX TECHNOLOGY WITH HAIR FIBRES COMPLEX



Visit us on  and  to meet over 200,000 Beautiful Fans and Customers.

CALL 020 3124 1380
wunderbrow.co.uk FREE DELIVERY

amazon.co.uk
★★★★★ #1 Best Seller
in Eyebrow Products

 **Available at selected Boots stores and Boots.com**
Order by 8pm and collect for free tomorrow from midday.

 **let's feel good**

Figure A.1: Wunderbrow advertisement

ADVERTISEMENT

More Than Just Weight Loss



LOST 6 STONE

"For the past 2 years I have been trying to lose weight and with the help of Almased® I have reached my weight loss goal. Today I feel so much healthier."
Robyn, Dorset

Always struggling to reach your target weight? Now is the time to bid farewell to those previous fad diets and actually achieve your health and weight loss goals! By combining nature's ingredients; high quality soya, yogurt and enzyme-rich raw honey, Germany's No.1 meal replacement programme can provide healthy and sustainable weight loss, while supporting overall well-being. Not only can weight loss improve overall physical appearance, it can also bring a host of additional health benefits.

Almased® was first developed in Germany to help improve energy levels. Not only did it do this, but it was subsequently found to be effective as part of a weight loss programme. At the University of Freiburg, clinical studies observed a significant difference between Almased® and normal low-fat dieting¹. Furthermore, the researchers found that while fat was lost, essential muscle mass was retained². Over 25 years of scientific research has shown Almased®'s benefits for weight loss, long-term weight management and overall health and wellness.

The benefits of Almased®

- Clinically proven weight loss v a normal low-fat diet¹.
- Reduces body fat without loss of essential muscle mass².
- Nourishes the body with a unique blend of soya, yogurt and honey.
- Contributes to weight loss when replacing two daily meals.
- Maintains weight after weight loss by replacing one daily meal.
- Contains no artificial flavours, fillers, preservatives or stimulants and only naturally occurring sugars. Non-GMO, Gluten free, Vegetarian and suitable for those with Diabetes.

1. King, G et al (2006). *Archives of Nutrition and Metabolism*, 52(1):75-78.
2. Delbert, P et al (2004). *Int. Journal of Obesity*, 28(12):1549-52.

What's in Almased®?

Our unique fermented formula blends three wholesome ingredients.

1 YOGURT

Made from premium quality milk, the calcium present in the yogurt supports normal function of digestive enzymes.



+

2 SOYA

This plant-based protein can support the maintenance of essential muscle mass. The fact that it's fermented makes it easier for your body to digest and absorb.



+

3 ENZYME-RICH HONEY

Beyond adding a touch of natural sweetness, this is carefully processed in order to optimise the raw enzymes that are present in Almased®.



So simple to use!

Mix 50g of Almased® with 200-350ml of water or 200ml of low-fat milk and 2tsp of oil rich in essential fatty acids (e.g. olive, flaxseed, rapeseed or walnut).



No.1 IN GERMANY NOW NEW TO THE UK

...simply because it works

Need help with your diet?

Almased® nutritionist Katie Hipwell can provide advice on any part of the programme. You can contact Katie directly at nutritionist@almased.co.uk. For more information, call us on 0207 949 1886 or visit www.almased.co.uk or [Almased UK](#). Download your FREE Almased® Figure Plans at figureplan.co.uk. Please enter code CO2



free. next day

only at Boots

Order by 8pm and collect free from 12pm tomorrow at a store near you.



let's feel good

Available in larger Boots stores and online, subject to availability. See boots.com/ordertodaycollecttomorrow for full terms.

Figure A.2: Almased advertisement

6

The advertisement is divided into two main sections. The top section features a woman with blonde hair, wearing a blue and yellow superhero costume with a 'SUPER BLM' logo on the chest. She is holding a blue mask. The background is red. The text 'INFALLIBLE SEXY BALMS' is written in white. The bottom left corner of this section has 'Soo Joo' and the bottom right has 'loreal-paris.co.uk'. The bottom section features a close-up of a woman's lips with a 'MOISTURISING GEL BALM' applied. Text labels 'MOISTURISING GEL BALM' and 'NO STICKINESS' point to the lips. To the right, the text reads: 'NON-STOP SEXY LIPS, EVEN IN THE WILDEST SITUATIONS. A TON OF MOISTURE FOR UP TO 12 HRS, WITH A KICK OF COLOUR. BECAUSE YOU'RE WORTH IT.' Below this, it says 'NEW BALM WITH LIP DEFINER TIP' and shows three lip balm tubes. At the bottom left, there is a 'MAKEUP GENIUS' logo and text: 'TRY SEXY BALM BEFORE YOU BUY WITH THE MAKEUP GENIUS APP.' and an 'App Store' logo. At the bottom right, the 'L'ORÉAL MAKEUP DESIGNER/PARIS' logo is displayed with a red arrow pointing to it.

INFALLIBLE
SEXY BALMS

Soo Joo

loreal-paris.co.uk

MOISTURISING GEL BALM

NO STICKINESS

NON-STOP SEXY LIPS,
EVEN IN THE WILDEST SITUATIONS.
A TON OF MOISTURE FOR UP TO 12 HRS,
WITH A KICK OF COLOUR
BECAUSE YOU'RE WORTH IT.

NEW BALM WITH LIP DEFINER TIP

L'ORÉAL
MAKEUP DESIGNER/PARIS

Figure A.3: L'Oréal Paris advertisement

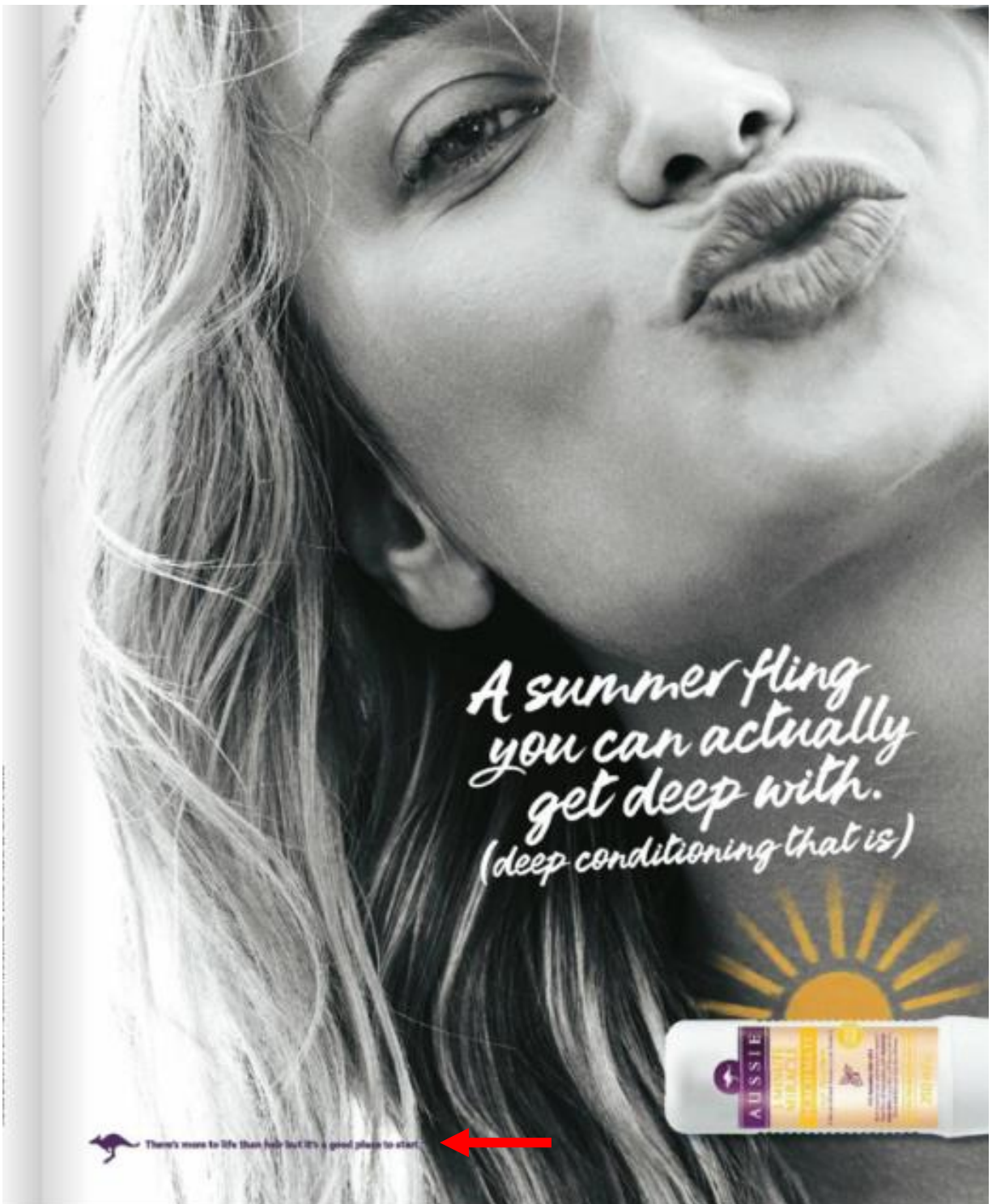


Figure A.4: Aussie advertisement

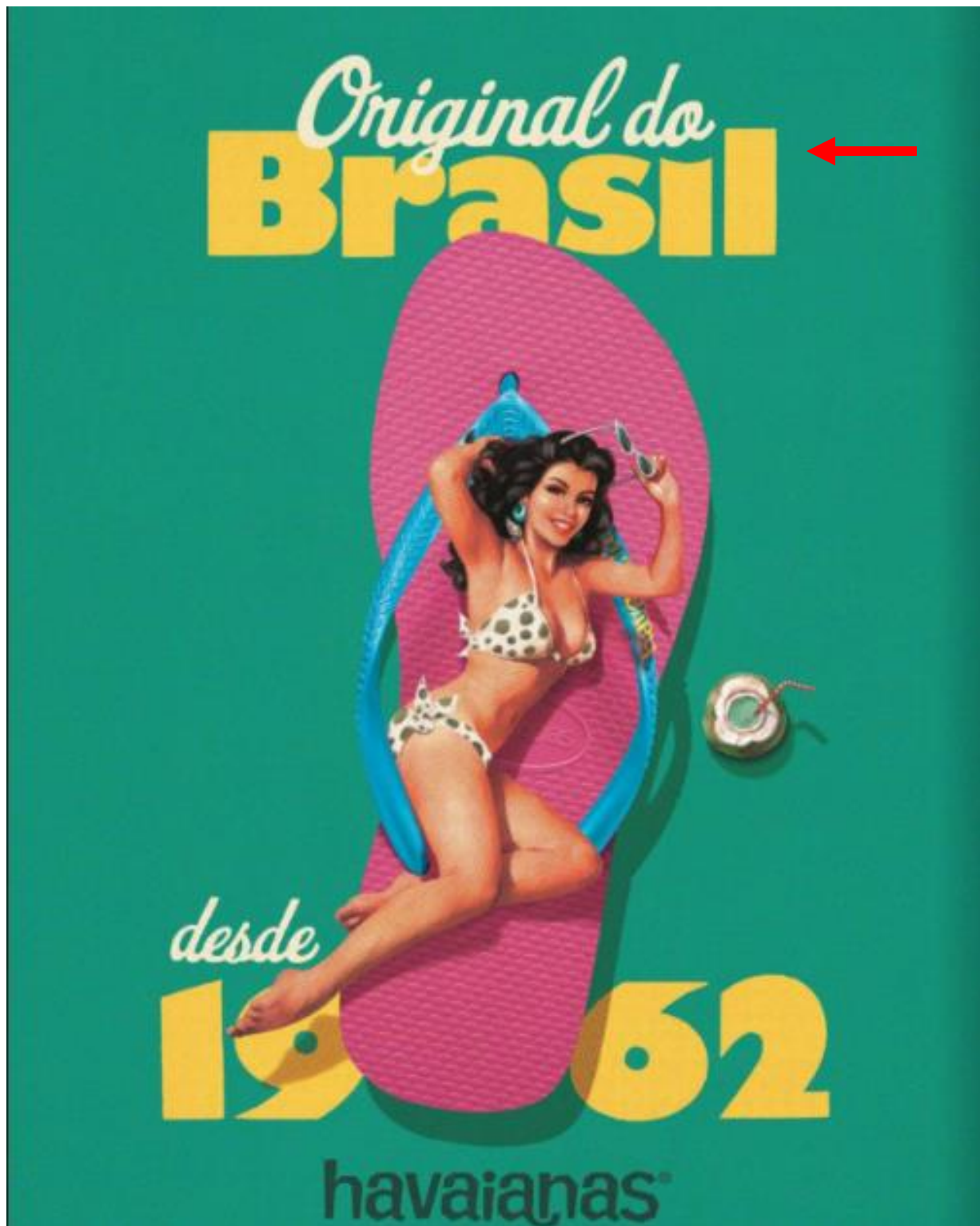


Figure A.5: Havaianas advertisement

UKRIMMELONDON.COM

f t You Tube

Kate

**SCULPT IT
YOUR WAY**

**NEW SCULPTING PALETTE
BY KATE MOSS**

Three long-lasting shades to highlight,
contour and blush. Suits all face shapes.

① Highlight
② Contour
③ Blush

Kate is wearing Kate Sculpting Palette.

RIMMEL
GET THE LONDON LOOK

Light / Medium
002 Coral Glow

Medium / Dark
003 Golden Bronze

The advertisement features a close-up portrait of Kate Moss with long, wavy blonde hair, looking directly at the camera. She is wearing a light-colored, possibly white, garment. In the bottom right corner, two Rimmel Kate Sculpting Palettes are displayed. The palette on the left is labeled 'Light / Medium 002 Coral Glow' and the one on the right is 'Medium / Dark 003 Golden Bronze'. Both palettes show three distinct shades of highlighter, contour, and blush. A red arrow points from the right edge of the image towards the palettes. The background is a solid, warm orange-brown color. Social media icons for Facebook, Twitter, YouTube, and Instagram are in the top left corner, along with the website URL 'UKRIMMELONDON.COM'. The Rimmel logo and tagline 'GET THE LONDON LOOK' are at the bottom left.

Figure A.6: Rimmel advertisement



Figure A.7: Swatch advertisement

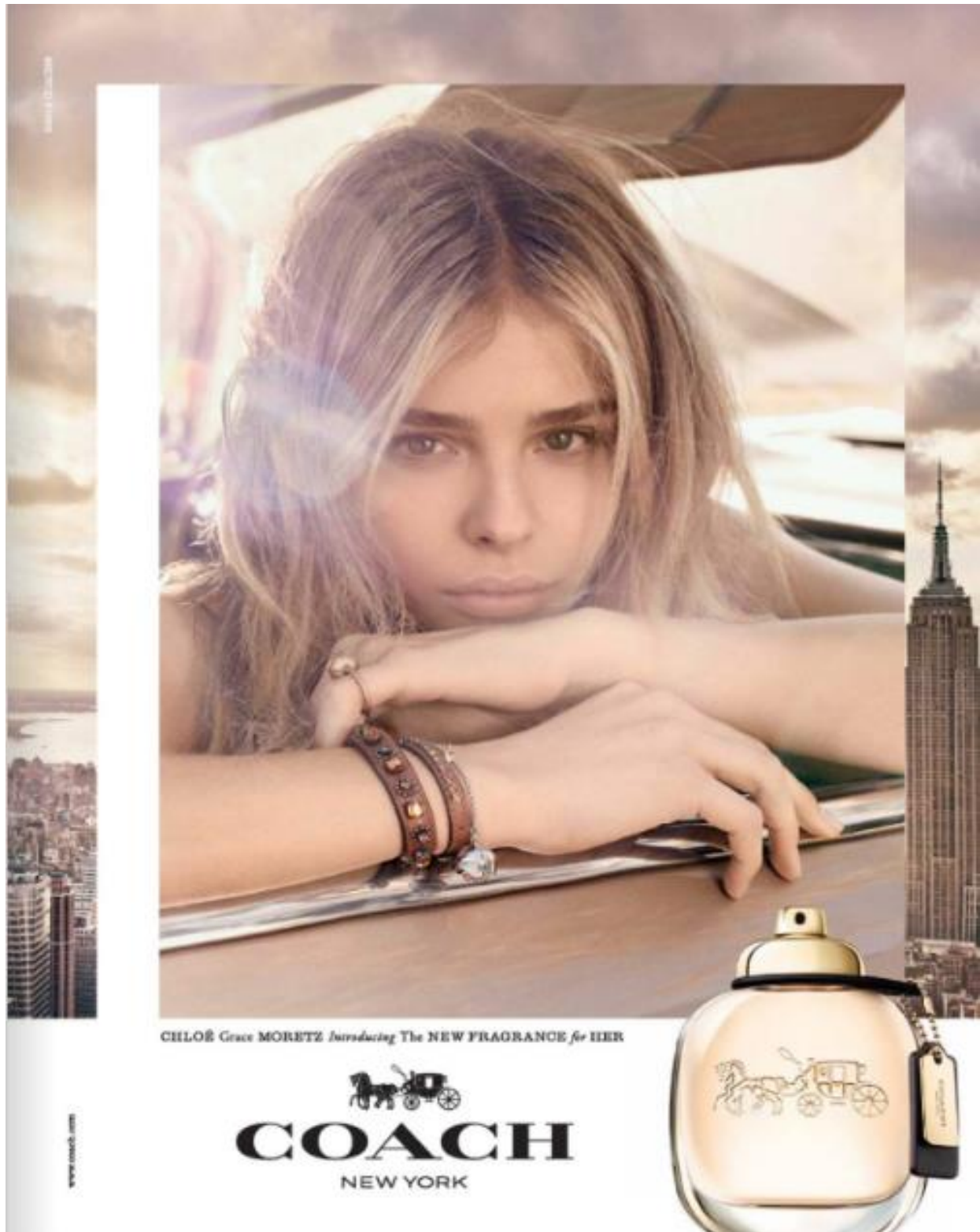


Figure A.8: Coach advertisement

Beanie-Free Winters are Aussome

Take that, sub-zero temperatures.
In your face, frizz.
Get your mitts on
Aussie's Winter Miracle range,
with Australian Ginseng and Pearl Powder extract.
For a beanie-beating barnet
that shines like freshly fallen snow.

#FindYourAussome

AUSSIE
3 MINUTE MIRACLE
Instant Solution Therapy
WINTER REMEDY
DEEP TREATMENT
Some call it Aussie. We call it Aussie. It's the Aussie that's been there for you.
With Aussie's Winter Miracle range, you can keep your hair looking like it's been kissed by the sun.
WINTERDOM FIGHTER
250 ml e

There's more to life than hair but it's a good place to start

Figure A.9: Aussie advertisement

Appendix B: Product categories (Alden et al., 1999).

<i>Food non-durables:</i>	Something that people and animals eat or drink or plants absorb. These goods do not last for a long time and people buy them often.
<i>Personal non-durables:</i>	Products that people use to look after their face, skin, hair, etc. These goods do not last for a long time and people buy them often.
<i>Household non-durables:</i>	Equipment, tools and other things that are used in houses or gardens that do not last for a long time and that people buy often.
<i>Lower-technology durables:</i>	Products that do not involve specialized, complex technology. These products are able to stay in good condition for a long time and after being used a lot.
<i>Higher-technology durables:</i>	The most advanced and developed machines and methods. These products are able to stay in good condition for a long time and after being used a lot.
<i>Consumer services:</i>	Particular skills that are offered to customers by a company. No transfer of possession or ownership takes place when services are sold. They cannot be stored or transported, are instantly perishable and come into existence at the time they are bought and consumed.
<i>Business goods:</i>	Things that companies own or sell.
<i>Business services:</i>	Particular skills that are offered to companies. No transfer of possession or ownership takes place when services are sold. They cannot be stored or transported, are instantly perishable and come into existence at the time they are bought and consumed.

Appendix C: Different parts in advertisements (Gerritsen et al., 2007).

<i>Headline:</i>	The words that are in the leading position in the advertisement and will draw the most attention.
<i>Body copy:</i>	The main part of the advertising message.
<i>Slogan:</i>	A short phrase or clause regularly accompanied with the product name.
<i>Standing details:</i>	Information provided on how to buy the product, e.g. retailers' location.

Picture: A photograph or drawing included in the advertisement. Corporate logos are not included.

Product name: The name of the product as it appeared in the advertisement.