A study on the effects of explicit and implicit country-of-origin markers on attitude to the product, attitude to the advertisement, product quality evaluation and purchase intention

Bachelor's Thesis

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Abstract

It is a common practice for multinational companies to indicate the country of origin on products nowadays. There are several different ways to label the country of origin for a product using COO markers and these COO markers may be explicit or implicit. However, little research has been done analyse whether some COO strategies are more effective than others. This study aimed to find out the effectiveness of explicit and implicit COO markers in terms of attitude towards the product, attitude towards the advertisement, product quality evaluation and purchase intention. A total of 178 Dutch participants took part in this study. The study had a mixed design. The between-subject variable was COO markers (explicit and implicit) and the within-subject variable was the COOs Spain, France and Italy. The results showed that explicit and implicit COO strategies had no effect on purchase intention. However, explicit strategies were more effective than implicit strategies regarding product attitude, attitude towards the ad and product quality. In conclusion, these results provide insight to companies regarding which strategy they may use to promote their products.

Keywords: country of origin effect, COO marker, COO strategy, product attitude, product quality, purchase intention, ad attitude, Spain, France, Italy

Introduction

The country of origin effect is one of the most studied phenomena in international marketing, describing how consumers' perceptions, attitudes and purchase intentions are influenced by country of origin labelling on products. Country of origin labelling or country of origin markers can be, for instance the use of the phrase 'made in', foreign language, a flag, a famous person or a famous building that is linked to the product (Aichner, 2014). Companies use country of origin labelling, usually the phrase 'made in', as a brand positioning strategy to attract potential customers in order to increase sales. Previous studies have shown that there is an effect of country of origin labelling on consumers' purchase intention, attitude towards a product, product quality evaluation and so forth (Rao & Monroe, 1988; Maheswaran, 1994; Verlegh & Steenkamp, 1999). However, there has been little to no research comparing the effects of different country of origin markers. Therefore, this study aims to investigate the perception consumers may have towards a product labelled with different country of origin markers; this may then inform companies how advertisements should look like for targeted countries (Spain, France and Italy).

The globalization of the advertising industry has impacted the way companies advertise consumer goods. As a result, consumers are swamped with a wide variety of product information, branding and advertising. In this competitive international environment, many multinational companies aim to establish their business brand firmly in the evoked set of their target audience. Evoked set is defined as "a group of relevant brands that a prospective consumer is favourably familiar with when they are thinking about making a purchase" (BusinessDictionary, 2019). The reason why a company focuses on branding in the evoked set of their target audience is to assist them in making purchase decisions by providing cues on quality, credibility, and value of the product (Roll, 2008). One factor that influences consumer perceptions and choice behaviour towards a brand is the place where it is made, in other words, country-of-origin (COO) (Schooler, 1965; Al-Sulaiti & Baker, 1998).

Country of origin (COO) is defined as the home country where shipped goods are produced (Panda & Misra, 2014). It is an extrinsic product cue that influences consumers purchase decision because it is often perceived as a signal of quality and reliability (Verlegh & Steenkamp, 1999). When consumers use COO to evaluate a product before purchasing it, this phenomenon is known as the country of origin effect (COO effect).

Country of origin effect

The COO effect has been one of the most extensively researched study in international business, marketing, advertising, branding and consumer purchase behaviour (Peterson & Jolibert, 1995). A COO effect occurs when consumers link positive or negative associations they have with a country and its product. Such associations may form an image bias or stereotype in the mind of the consumer. There are several factors that contribute to the image of a country such as the economic environment, technological advancement, wealth index, government and the business history of a country etc. A consumer may be confronted with such factors through direct contact with the country e.g. vacation, word of mouth, television, the internet and so forth (Balabanis, Mueller, & Melewar, 2002). When a country is well developed economically, advanced technologically, has a high wealth index, democratic government and positive business history, that country tends to have a positive COO effect in the mind of consumers (Roll, 2008); such countries are also known as developed countries. Consumers tend to have a positive bias towards products made in developed countries and a negative bias towards those that are made in underdeveloped countries (Adina, Gabriela, & Roxana-Denisa, 2015). Furthermore, Koschate-Fischer, Diamantopoulos and Oldenkotte (2012) found that consumers are more likely to purchase and pay more for products from a positive COO image than purchase products from a negative COO image. To avoid a negative COO effect or negative bias, it is vital that companies are aware of and understand customers' perceptions in the target market (Moradi & Zarei, 2011).

Previous studies have shown that consumers may not always be affected by stereotypical COO cues. However, they do use COO cues when information is limited (Maheswaran, 1994; Chiou, 2003; Liu & Johnson, 2005). COO as an extrinsic cue corresponds to intangible attributes such as brand name, price, warranty and quality, which is different from the physical product attributes (intrinsic cues) such as taste and design. When consumers are unable to analyse intrinsic cues such as the physical attributes of a product, they are more likely to use COO cues to indicate the quality of the product (Maheswaran, 1994; Rao & Monroe, 1988).

COO and attitude towards the quality of the product

Elliott and Cameron (1994) investigated the importance of COO as an indicator of product quality. They conducted a survey with 400 Australian people, and they asked whether COO was an indicator of product quality and the relation between COO and purchase intention.

Elliott and Cameron (1994) found that consumers evaluate products as being of significantly different quality when the only difference between the products is COO and that COO plays a vital role in influencing consumer's purchase decision. In addition, Verlegh and Steenkamp (1999) reviewed and analysed country of origin research in a quantitative meta-analysis. They evaluated COO effects regarding perceived quality, attitude and purchase intention of a product, and found that the COO effect was more significant for perceived product quality than for attitude towards the product and purchase intention.

COO and attitude towards the advertisement

Lefkoff-Hagius and Mason (1993) stated that COO has symbolic and emotional value to consumers, which is defined as personal and emotional attachment related to the COO; therefore, this may influence the attitude consumers have towards a product or an advertisement based on its COO. Additionally, Hornikx and van Meurs (2017) showed that congruent foreign language (FL) ads led to a better ad liking than ads with congruent COO. The congruent FL ads included slogans in French, German and Spanish and the congruent COO ads included the flags and an indication that the products were either French, German or Spanish.

COO and attitude towards the product and purchase intention

COO is a crucial factor that influences product attitude and purchase intention. When a consumer has a positive attitude towards a product, it is more likely that the product will be purchased (Lo, Tung, Wang, & Huang, 2017); this explains why many successful multinational companies emphasize the origin of a product in their marketing strategies (Javed & Hasnu, 2013). Javed and Hasnu (2013) investigated the impact different COO (Japan, Germany, USA, Pakistan, Korea, China, Malaysia and India) have on consumers' purchase decision based on three different product categories (fabrics, electronics and cosmetics). The study found that consumers were more likely to purchase fabrics from Pakistan rather than the other COOs because of the positive attitude they had towards fabrics made in Pakistan. Secondly, consumers had a positive attitude towards electronics made in Japan and therefore they were more likely to purchase electronics from Japan rather than the other COOs. Lastly, consumers had a positive attitude towards cosmetics made in USA and therefore they were more likely to purchase cosmetics from USA rather than the other COOs.

Sevanandee and Damar-Ladkoo (2018) examined the effects COO have on consumers' buying behaviours towards mobile phones. The study showed that participants

consider COO when buying a mobile phone because they believe that mobile phones from developed countries are superior than those from developing countries. The study also showed that participants use COO as vital factor when purchasing a mobile phone because it helps them to determine the level of technology sophistication of the mobile phones.

Since COO cues play a crucial role in influencing consumer's brand preference, brand loyalty, brand quality and purchase intention, multinational companies should focus on communicating and increasing COO in their marketing strategy to their target audience. This can be implemented with the use of different strategies known as COO markers.

COO markers

Aichner (2014) identified eight COO marketing strategies also known as COO marker strategies. The first strategy identified is the phrase 'made in'. This is an explicit strategy and it does not require additional communication because it is a direct reference to the COO. However, this strategy is affected by national trademark laws, protocol, customs legislation and competition laws, which are different in every country (Aichner, 2014). An example would be a cosmetic company using the phrase 'Made in France' for one of their make-up lines in an advertisement.

The second strategy identified is the use of quality and origin labels on products. This strategy falls under the regulation of the European Union, where companies adhere to specific specifications such as Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) or Traditional Speciality Guaranteed (TSG) (Aichner, 2014). This strategy does not require additional communication because it is explicit and explicit strategies are a direct reference to the COO. The use of quality and origin labels on products provides companies with legal protection from imitation in the market, product differentiation, promotes certified quality and increases familiarity among consumers which later on increases consumers' confidence and loyalty to the product (Velcovska, 2016).

The third strategy is COO embedded in the company name, for example, Bank of America, Royal Dutch Shell and China Railway Group; this is an explicit strategy. In addition, the fourth strategy is the use of typical COO words embedded in the company name, for example, Lincoln National an insurance company in the United States. This strategy is implicit and requires additional communication because consumers may not be able to make a direct link to the COO and also consumers may not able to identify typical COO words.

The fifth strategy is the use of COO language in different forms of advertisement, a company brand name or slogans. For example, a German slogan used in both local and global advertisements by Audi. This strategy is implicit and needs additional communication to the target audience because the same language is spoke in different countries of origin for example German in Austria and Germany. Furthermore, consumers may not be able to make a direct link to the COO when an implicit strategy is used.

The sixth strategy is the use of famous or stereotypical people from the COO. For example, an ad could show a man wearing a beret, holding a baguette and whose name is François as a stereotypical representation of France. Companies may need to use additional communication because this strategy is implicit, and implicit strategies may not provide a direct link to the COO. Furthermore, consumers may not know what a stereotypical person looks like for different COOs. The use of COO flags and symbols is the seventh strategy Aichner (2014) listed. COO flags and symbols are widely used on products such as pasta, beer, hamburgers and ketchup (Aichner, 2014). This strategy is both explicit and implicit because the target audience may or may not be familiar with a COO symbol, for example, the bald eagle as a COO symbol for the United States.

The final and eighth strategy Aichner (2014) mentioned is the use of typical landscapes or famous buildings from the country-of-origin, for example, the Leaning Tower of Pisa (Italy), Niagara Falls (Canada) and Chimborazo (Ecuador). When companies use popular landscapes and buildings, consumers are likely able to associate the product to its COO (Aichner, 2014). This strategy is implicit, and companies need to provide additional communication because not every consumer in their target audience will be familiar with popular or famous landscapes or buildings. Furthermore, implicit strategies require extra communication because consumers may not be able to make a direct link to the COO.

Difference between explicit and implicit COO markers

The use of COO markers is either explicit or implicit. Explicit COO markers refer to a specific country of origin in a direct manner, for example, the country's flag (Italian flag) or the name of the country on a product (Pesto Italia) or the origin of a product (Made in Italy). Implicit COO markers refer to a specific country of origin in an indirect manner, for example, using COO language in an advertisement for a German product "Vorsprung durch Technik" (progress through technique) (Kelly-Holmes, Advertising as multilingual communication, 2005). Both explicit and implicit COO markers may yield different attitude among consumers

because explicit COO markers may influence consumers' purchase decision more quickly than implicit COO markers, based on the positive attitude they have towards the country of origin. This is why it is relevant for companies to know the effects of using COO markers.

The effects of COO markers (explicit and implicit)

The use of COO markers strongly influences the perceived attitude a consumer has towards a product (Verlegh & Steenkamp, 1999). Only a few studies have compared the effects of explicit and implicit COO markers.

Leclerc, Schmitt and Dubé (1994) compared the effect of the COO markers foreign brand names (implicit strategy) and 'made in' label (explicit strategy) in order to investigate consumer's perceptions and evaluations towards the product when these strategies were presented. The participants were shown advertisements for a product that either had a French brand name or and English brand name. Additionally, the participants were also shown advertisements that stated, 'imported from France' or 'produced in the U.S.A'. The study found that products with a foreign brand name significantly influenced brand attitude and products with the COO label did not influenced brand attitude. This study only examined one implicit strategy and one explicit strategy, and the implicit strategy had a significant effect.

Verlegh, Steenkamp and Meulenberg (2005) investigated the effects the COO marker COO embedded in the brand name (an explicit strategy) defined by Aichner (2014) on product evaluations' attitude towards a product. They showed German participants tomato advertisements from the Netherlands and Spain. They found that tomatoes from Spain received a positive product attitude than tomatoes from the Netherlands and that COO strongly influences consumer product evaluations even when additional information such as ad claims were presented. This study only examined an explicit strategy which had a significant effect.

Roozen and Raedts (2013) examined the effectiveness of the use of COO slogans and visual COO marker for different COO products in print advertisements. The COO markers used in this study were 'the use of COO language' and 'famous buildings and landscape from the COO' and according to Aichner (2014) these COO markers are implicit. The study found a significant difference with the use of visual COO in print advertisement than the use of non-visual COO (COO slogans) in print advertisements. This study examined two different implicit strategies and one of them had a significant difference.

Hornikx and van Meurs (2017) examined the belief that foreign languages (FLs) operate through the COO effect, which evoke associations and generate persuasive effects to the mentioned COO. According to Aichner (2014) foreign language is an implicit COO marker. Hornik and van Meurs (2017) analysed whether ads with a congruent foreign language have the same effect as ads with a congruent COO. The congruent COO ads showed the flags of the countries of origin and this can be labelled as an explicit COO marker. The results of the study showed that ads with congruent FL and ads with congruent COO had the same effect regarding product quality, product attitude and purchase intention. However, ads with congruent FL were liked better than ads with congruent COO. This study only examined one implicit strategy and one explicit strategy, and both strategies had the same effect concerning product quality, product attitude and purchase intention. However, concerning ad liking the implicit strategy ads were liked better than the explicit strategy ads.

Based on the previous studies, it can be concluded that firstly, not all COO strategies have the same significant effects because the explicit strategy used in Leclerc, Schmitt and Dubé (1994) study did not have a significant effect whereas the explicit strategy used in Verlegh, Steenkamp and Meulenberg (2005) study had a significant effect. Additionally, all the implicit COO strategies used in the previous studies had a significant effect expect for one of them. Even though the implicit strategies yield significant differences that does not imply that they are effective or more effective than explicit strategies. Secondly, even though some of the previous studies have shown significant differences between two COO strategies (one implicit strategy vs one explicit strategy or two implicit strategies), hardly any studies have looked into comparing more than two COO strategies (for example, two implicit strategies vs two explicit strategies or three implicit strategies or four explicit strategies) in order to identify which attributes of the COO strategies might cause significant differences regarding the effectiveness it has towards consumers. Furthermore, knowing the comparison between different strategies is vital for multinational companies because they can use this information to determine effective marketing, advertising, product application or branding strategic strategies globally. Therefore, this study aims to fill the knowledge gap on the effect of comparing more than two COO strategies (two implicit strategies and two explicit strategies) which will also be a valuable contribution to the advertising industry and multinational companies. This study will be conducted with the following research question:

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

1. Attitude towards the product

2. Attitude towards the advertisement

3. Attitude towards the quality

4. Purchase intention

5. The link between COO and COO marker

Methodology

An experiment was conducted to test the effects of explicit and implicit COO markers on attitude towards the product, attitude towards the advertisement, product quality evaluation and purchase intention.

Materials

Two independent variables were tested in this study. The first independent variable was country of origin marker. This variable consisted of two levels i.e. explicit COO markers and implicit COO markers. The explicit COO markers were 'made in' and COO embedded in the company name and the implicit COO markers were famous buildings from the COO and a stereotypical person from the COO (Aichner, 2014). A baseline condition without a COO marker was added. The second independent variable was the country of origin i.e. Spain, France and Italy.

The participants were provided with an online questionnaire administered by Qualtrics in which COO markers were presented in an advertising setting. There was an explicit, implicit and a baseline (no COO marker) version of the questionnaire. Each participant saw a different COO marker but the same COO marker for each country. For example, participant A saw famous buildings for Spain, France and Italy and participant B saw 'made in' for Spain, France and Italy. The advertisements in the questionnaire were from the country of origin i.e. Spain, France and Italy. The reason for choosing these specific European countries is that all three countries produce quality products and because there are strong links between these COOs and particular products (Haarman, 1984; Kelly-Holmes, 2000).

In total the study consisted of 15 advertisements. The 15 advertisements consisted of three country of origin and five COO markers. The brand name that was used in the advertisements that did not have 'COO embedded in the company name' as a strategy was 'Food Factory'. All advertisements except those with famous buildings had a wood theme background. Figure 1 below shows advertisements with stereotypical persons for each country. All advertisements can be found in Appendix A. The products in the advertisements were chosen based on the results of a pre-test.

Figure 1: The advertisements used in this study with stereotypical persons from Spain, France and Italy

Pre-test

An online pre-test questionnaire was conducted to determine which products associate with France, Italy and Spain. A total of 22 Dutch participants took part in the pre-test (41% men and 59% women). The age of the participants ranged between 18 – 61 years ($M = 34$, $SD = 16.34$). For each country the participants saw six food items, six buildings, six celebrities and six stereotypical persons; for each item four had a strong link to the COO and two were neutral.

Food items

For Spain, the food items were paella, tapas, gazpacho (strong COO link) and cornflakes and bread (neutral). For France, the food items were croissant, baguette, brie, macarons (strong COO link), and an apple and potatoes (neutral). For Italy, the food items were pizza, pasta, lasagne, gelato (strong COO link), and cauliflower and biscuits (neutral). The participants rated six questions on 7-point Likert scales (1= strongly disagree, 7= strongly agree). Those questions were based on Spielman (2016). The questions were '*This food is Spanish/French/Italian; This food reflects Spain/France/Italy; I associate this food with Spain/France/Italy; This food makes me think of Spain/France/Italy; Spain/France/Italy is referenced by this food;* and *There is a strong link between Spain/France/Italy and this food.*' The reliability link between COO and food was good (α = .97). The results of the pre-test showed that the food products with the strongest link to Spain was paella; strongest link to France was brie; and strongest link to Italy was pizza.

Buildings

The participants saw six buildings for Spain, France and Italy. Similar to the food items, four of the building had a strong link to the COO and two of the buildings were from other countries. They were asked these six questions '*This building is Spanish/French/Italian; This building reflects Spain/France/Italy; I associate this building with Spain/France/Italy; This building makes me think of Spain/France/Italy; Spain/France/Italy is referenced by this building; and There is a strong link between Spain/France/Italy and this building'.* The questions were based on Spielman (2016) and they were rated on 7-point Likert scales (1= strongly disagree, 7= strongly agree). The reliability link between COO and building was good ($\alpha = .98$). The results of the pre-test showed that the buildings with the strongest link to Spain was Sagrada Familia; strongest link to France was the Eiffel Tower; and strongest link to Italy was the Leaning Tower of Pisa.

Celebrities and stereotypical persons

The participants saw six celebrities and six stereotypical persons for Spain, France and Italy. Four celebrities and four stereotypical persons had strong links to the COO and two celebrities, and two stereotypical persons were not from the COOs. The participants rated six questions on 7-point Likert scales (1= strongly disagree, 7= strongly agree). Those questions were based on Spielman (2016). The questions were '*This person is Spanish/French/Italian; This person reflects Spain/France/Italy; I associate this person with Spain/France/Italy; This person makes me think of Spain/France/Italy; Spain/France/Italy is referenced by this person; and There is a strong link between Spain/France/Italy and this person'.* The reliability link between COO and celebrities ($\alpha = .98$) and stereotypical persons ($\alpha = .98$) were good. In order to identify which of the two implicit strategies (celebrities and stereotypical persons) had a stronger link to the COO, several paired sample t-test were conducted. The results showed stereotypical persons had a significantly stronger link to the COOs than celebrities.

Lastly, two types of questions were asked to find out the attitude the participants had towards the brand names for each country: open-ended and close-ended. Four different brand names were shown for each country. For example, the COO France showed: Baguette Boulangerie Française, Croissant Pain de France, Brie de France, Macarons Pâtisserie de France. The attitude the participants had towards the brand names were rated on a 7-point semantic differential scale (1= not at all, 7= very much). The close-ended question was '*How*

much do you like the brand name?' and the open-ended question was '*Which country do you associate with this brand name?'*. The results showed participants liked the brand names Paella Española, Brie de France and Pizza Italia for Spain, France and Italy and they associated the brand names to the respective COO. The pre-test questionnaire can be found in appendix B.

Subjects

A total of 178 Dutch participants took part in the experiment (26% men and 74% women). The age of the participants ranged between 18 – 67 years ($M = 37$, $SD = 14.67$). The education level of the participants ranged from elementary education to tertiary education. A small group of the participants completed primary education (0.6%), a larger group of 23.6% completed secondary education (LBO, VBO, VMBO, HAVO, VWO) and the largest group of 75.8% completed tertiary education (MBO, HBO, University).

A Chi-square test showed no significant relationship between gender and the COO strategies the participants saw ($\chi^2 (4) = 0.80$, $p = .939$) and no significant relationship between the participants' education level and the COO strategies they saw ($\chi^2 (20) = 16.96$, $p = .655$). A one-way analysis of variance showed no significant difference in the ages of participants who saw different COO strategies ($F (4,172) = 1.236$, $p=.298$).

Design

The study had a 5 (COO marker) x 3 (COO: Spain, France and Italy) mixed design. The five COO markers were divided into three levels i.e. explicit, implicit and baseline (no marker).The between-subject variable was the COO markers explicit: *made in and COO embedded in the company name*; the COO marker implicit: *famous buildings from the COO and stereotypical person from the COO*; and the baseline strategy (no COO marker). The within-subject variable was COO divided into three levels i.e. Spain, France and Italy. Table 1 shows a design outline of the questionnaire used in this study.

Table 1.   Design outline of the questionnaire

Questionnaire versions	COO strategies	Countries of origin		
1	No marker	Spain	France	Italy
2	Made in	Spain	France	Italy
3	COO embedded in the company name	Spain	France	Italy
4	Stereotypical person	Spain	France	Italy
5	Famous building	Spain	France	Italy

Instruments

Participants filled in an online questionnaire in which they saw different conditions (COO strategies) for each country (Spain, France and Italy). The dependent variables measured in this study were attitude towards the product, attitude towards the advertisement, attitude towards the product quality, purchase intention and the link between COO and COO marker.

At the end of the questionnaire participants were asked to fill in personal details such as age, gender and education level. Manipulation checks were also placed at the end of the questionnaire to see if the participants were able to recall the COO they saw in the version of their questionnaire and to indicate the realism of the advertisements.

The scales used in this experiment were 7-point Likert scales, 7-point semantic differential scales and 5-point semantic differential scales.

Attitude towards the product was measured with the questions *'I believe the product is nice' and 'I believe the product is attractive'* on 7-point Likert scales based on Hornikx, van Meurs and Hof (2013) (α =.88).

Attitude towards the advertisement was measured on 7-point semantic differential scales based on Roozen and Raedts (2013) with the statements '*The advertisement is', 'negative – positive'; 'not attractive – attractive'; 'not convincing – convincing'; not credible – credible';* and *'not interesting – interesting'* (α =.89).

Attitude towards the product quality was measured on a 5-point semantic differential scale based on Elliott and Cameron (1994) with the statement *'I would rate the quality of the product as', 'very poor - very good'.*

Purchase intention was measured on 7-point semantic differential scales based on Hornikx, van Meurs and Hof (2013) with the statements *'Buying the product is'; 'something I never want to do - something I certainly want to do'; 'something I do not recommend to my friends - something I recommend to my friends';* and *'really not something for - really something for me'* (α =.87).

Link between the COO and COO marker was asked as an open question *'Which country do you relate the product in the advertisement to?'* The questionnaire can be found in appendix C.

Background variables

The background variables were additional questions in the questionnaire.

All participants were asked to rate statements on 7-point Likert scales (1= very strongly disagree, 7= very strongly agree) for the COOs Spain, France and Italy. Familiarity was rated with the following statement *('I have frequently visited Spain/France/Italy')*; product use *('I frequently use the product in the advertisement')*; product liking *('I like the product in the advertisement')*; product COO association *('I associate this food with Spain/France/Italy')*; COO liking (*'I like Spain/France/Italy')*; and speaking the COO language *('I speak Spanish/French/Italian').*

Manipulation checks

Participants were asked manipulation check questions at the end of the questionnaire to see if they were able to recall the COO they saw in the version of their questionnaire and also to indicate the realism of the advertisements they saw in the version of their questionnaire. The close-ended questions asked were *('In advertisement 1, which company name did you see?')*; *('In advertisement 1, which person did you see?')*; *('In advertisement 1, which building did you see?')*; and *('In advertisement 1, which label did you see?').* Ad realism was rated on a 7-point Likert scale (1= very strongly disagree, 7= very strongly agree) for the COOs Spain, France and Italy with the statement *'The advertisement is a good example of a realistic advertisement'.*

Participants characteristics

At the end of the questionnaire, all participants were asked demographic questions about their age *('What is your age?')*; gender *('What is your gender? Male/Female/Other')*; and education level *('What is your educational level? Primary/ LBO / VBO / VMBO/ Middelbaar beroepsonderwijs (MBO)/ Hoger voortgezet onderwijs (HAVO or VWO)/ Hoger beroepsonderwijs (HBO)/ Wetenschappelijk onderwijs (Universiteit)/ None')*.

Procedure

The study was conducted in the Netherlands and therefore the questionnaire was in Dutch because participants respond differently in their second language than in their first language (De Langhe, Puntoni, Fernandes, & Van Osselaer, 2011). The selection of the participants was based on their nationality (Dutch), their mother tongue (Dutch), and their age (18+ years). Additionally, participants were not chosen if they had a communication study educational background. The participants were contacted through WhatsApp, Facebook and in person. The participants did not receive any reward for taking part in the experiment. The participants were debriefed about the aim of the experiment after completion if the purpose of the study was requested. On average, the experiment took between 5 to 15 minutes. Every participant saw an introduction message before starting the experiment which indicated that the study was part of the International Business Communication bachelor's degree programme at Radboud University. They would see several advertisements and were asked to rate them and that there were no right or wrong answer. The participants were free to choose whether they would like to participate in the experiment.

Statistical treatment

The data was analysed using IBM SPSS 25. The data file was flipped, converting the within-subject design into a between-subject design. Two-way ANOVA tests were used to test differences in product attitude, attitude towards the ad, attitude towards product quality and purchase intention. A chi-square test was used to measure the link between COO and COO markers.

Results

This study examined the effects of explicit and implicit COO markers on attitude to the product, attitude to the advertisement, attitude towards product quality and purchase intention. Table 2 shows the means and standard deviations of the dependent variables in function of COOs and COO strategies.

Table 2.   Means and standard deviations of dependent variables in function of COOs and COO strategies (1 = low evaluation; 7 = high evaluation)

Dependent variables	COO strategies														
	Base line			Made in			COO name COOs			Person			Building		
	S	F	I	S	F	I	S	F	I	S	F	I	S	F	I
Product attitude															
M	4.43	4.41	5.05	4.35	4.66	5.13	4.24	4.67	4.90	4.45	4.45	4.45	4.45	4.45	4.45
SD	0.99	1.29	0.84	0.95	1.27	1.20	0.98	1.13	1.08	1.21	1.23	1.17	1.02	1.17	1.24
n	38	38	38	31	31	31	35	35	35	37	37	37	37	37	37
Ad attitude															
M	4.14	4.45	4.35	4.57	4.58	4.67	4.23	4.40	4.47	3.85	3.99	4.24	3.69	4.56	4.28
SD	1.31	1.26	1.40	1.14	1.36	1.45	1.12	1.33	1.29	1.31	1.14	1.21	1.33	1.52	1.41
n	38	38	38	31	31	31	35	35	35	37	37	37	37	37	37
Product quality attitude															
M	3.28	3.59	3.41	3.45	3.55	3.65	3.20	3.29	3.54	2.95	3.30	3.57	2.76	3.49	3.30
SD	0.61	0.67	0.66	0.72	0.81	0.88	0.58	0.89	0.85	0.70	0.78	0.80	0.76	1.02	0.97
n	36	32	34	31	31	31	35	35	35	37	37	37	37	37	37
Purchase intention															
M	3.73	4.68	4.77	4.03	4.60	5.01	3.77	4.56	4.50	3.39	4.14	4.95	3.23	4.29	4.78
SD	1.33	1.65	1.63	1.40	1.76	1.59	1.33	1.76	1.63	1.48	1.76	1.38	1.63	1.92	1.55

n	38	38	38	31	31	31	35	35	35	37	37	37	37	37	37

(S = Spain; F = France; I = Italy)

Product attitude

A two-way analysis of variance with country and COO strategy as factors showed a significant main effect of country on product attitude ($F (2, 519) = 17.72$, $p < .001$). Participants were shown to have a higher product attitude towards product from Italy ($M = 4.87$, $SD = 1.13$) than products from France ($M = 4.44$, $SD = 1.22$) ($p = .001$, Bonferroni correction) and Spain ($M = 4.16$, $SD = 1.05$) ($p < .001$, Bonferroni correction). COO strategy was found to have a significant main effect on product attitude ($F (4, 519) = 3.86$, $p = .004$) Participants who saw the 'made in' COO strategy ($M = 4.72$, $SD = 1.18$) were shown to have a higher product attitude than those who saw the famous building strategy ($M = 4.24$, $SD = 1.16$) ($p = .027$, Bonferroni correction). The other comparisons were not significant. The interaction effect between country and COO strategy was not statistically significant ($F (8, 519) = 1.14$, $p = .335$).

Attitude towards the ad

A two-way analysis of variance with country and COO strategy as factors showed a significant main effect of country on attitude towards the advertisement ($F (2, 519) = 3.17$, $p = .043$). However, the comparison between countries were not significant. COO strategy was found to have a significant main effect on attitude towards the advertisement ($F (4, 519) = 2.79$, $p = .026$). Participants who saw the 'made in' COO strategy ($M = 4.60$, $SD = 1.31$) were shown to have a higher attitude towards the advertisement than those who saw stereotypical person strategy ($M = 4.03$, $SD = 1.22$) ($p = .018$, Bonferroni correction). The other comparisons were not significant. The interaction effect between country and COO strategy was not statistically significant ($F (8, 519) = 0.65$, $p = .737$).

Attitude towards the product quality

A two-way analysis of variance with country and COO strategy as factors showed a significant main effect of country on attitude towards the product quality ($F (2, 507) = 10.98$, $p < .001$). Participants were shown to have a higher attitude towards the product quality for Italy ($M = 3.49$, $SD = 0.84$) than for Spain ($M = 3.11$, $SD = 0.72$) ($p < .001$, Bonferroni correction). France was not significant. COO strategy was found to have a significant main effect on attitude towards the product quality ($F (4, 507) = 3.27$, $p = .012$). Participants who

saw the 'made in' COO strategy ($M = 3.55$, $SD = 0.80$) were shown to have a higher attitude towards the quality of the product than those who saw the famous buildings strategy ($M = 3.18$, $SD = 0.96$) ($p = .010$, Bonferroni correction). The other comparisons were not significant. The interaction effect between country and COO strategy was not statistically significant ($F (8, 507) = 1.55$, $p = .137$).

Purchase intention

A two-way analysis of variance with country and COO strategy as factors showed a significant main effect of country on purchase intention ($F (2, 519) = 25.16$, $p < .001$). Participants were shown to have a higher purchase intention for Italy ($M = 4.80$, $SD = 1.55$) than for Spain ($M = 3.61$, $SD = 1.45$) ($p < .001$, Bonferroni correction). France was not significant. COO strategy was found not to have a significant main effect on purchase intention ($F (4, 519) = 1.32$, $p = .263$). The interaction effect between country and COO strategy was not statistically significant ($F (8, 519) = 0.69$, $p = .704$).

Link between COO and COO marker

A chi-square test showed a significant relationship between the COO marker and the correct link to the COO ($\chi^2 (4) = 16.12$, $p = .003$). Participants who saw the COO marker (COO embedded in the company name) gave relatively more correct answers linking to COO (95.2%) and relatively fewer incorrect answers (4.8%) compared to participants who saw the COO marker (famous buildings). Participants who saw the COO marker (famous buildings) gave relatively few correct answers (80.2%) and relatively more incorrect answers (19.8%). Table 3 shows the results of frequencies and percentages of the different COO markers linked correctly to the COO.

Table 3.   Frequencies and percentages of different COO markers linked correctly to the COO

COO link			COO markers				
			Base line	Made in	COO name	Person	Building
	Correct	Count	$102_{a, b}$	$87_{a, b}$	100_{b}	$94_{a, b}$	89_{a}
		% within COO markers	89.5%	93.5%	95.2%	84.7%	80.2%

Incorrect	Count	$12_{a, b}$	$6_{a, b}$	5_b	$17_{a, b}$	22_a
	% within COO markers	10.5%	6.5%	4.8%	15.3%	19.8%

Note: Each subscript letter indicates the COO marker whose column proportions differ significantly from each other at the .05 level

Background variables

Familiarity

In order to find out which COO the participants were familiar with the most based on frequent visits several paired samples t-test were conducted.

Firstly, a paired samples t-test showed a significant difference between Spain and France (t (533) = 14.90, $p < .001$). Participants were more familiar with France due to frequent visits (M = 4.62, SD = 1.65) than with Spain (M = 3.29, SD = 1.75).

Secondly, another paired samples t-test showed a significant difference between Italy and Spain (t (533) = 7.35, $p < .001$). Participants were more familiar with Italy due to frequent visits (M = 3.88, SD = 1.75) than with Spain (M = 3.29, SD = 1.75).

Lastly, a paired samples t-test showed a significant difference France and Italy (t (533) = 9.09, $p < .001$). Participants were more familiar with France due to frequent visits (M = 4.62, SD = 1.65) than with Italy (M = 3.88, SD = 1.75).

Product use

In order to find out from which COO participants frequently used products from based on the advertisements, several paired samples t-test were conducted.

Firstly, a paired samples t-test showed a significant difference between Spain and France (t (533) = 16.22, $p < .001$). Participants frequently used the products in the advertisements from France (M = 4.20, SD = 1.88) more than from Spain (M = 2.75, SD = 1.41).

Secondly, another paired samples t-test showed a significant difference between France and Italy (t (533) = 10.95, $p < .001$). Participants frequently used the products in the advertisements from Italy (M = 5.22, SD = 1.21) than from France (M = 4.20, SD = 1.88).

Lastly, a paired samples t-test showed a significant difference between Italy and Spain (t (533) = 19.15, p < .001). Participants frequently used the products in the advertisements from Italy (M = 5.22, SD = 1.21) more than from Spain (M = 2.75, SD = 1.41).

Product liking

In order to find out from which COO do participants like products from based on the advertisements, several pared samples t-test were conducted.

Firstly, a paired samples t-test showed a significant difference between Spain and France (t (533) = 3.48, p = .001). Participants like the products in the advertisements from France (M = 4.85, SD = 1.88) more than from Spain (M = 4.51, SD = 1.51).

Secondly, another paired samples t-test showed a significant difference between France and Italy (t (533) = 10.06, p < .001). Participants like the products in the advertisements from Italy (M = 5.81, SD = 1.16) more than from France (M = 4.85, SD = 1.88).

Lastly, a paired samples t-test showed a significant difference between Italy and Spain (t (533) = 15.29, p < .001). Participants like the products in the advertisements from Italy (M = 5.81, SD = 1.16) more than from Spain (M = 4.51, SD = 1.51).

Product COO association

In order to find out from which COO do participants associate products to based on the advertisements, several paired samples t-test were conducted.

Firstly, a paired samples t-test showed a significant difference between Spain and France (t (533) = 3.69, p < .001). Participants were able to associate the products from the advertisements to France (M = 5.62, SD = 1.26) more than to Spain (M = 5.37, SD = 1.28).

Secondly, another paired samples t-test showed a significant difference between France and Italy (t (533) = 4.78, p < .001). Participants were able to associate the products from the advertisements to Italy (M = 5.88, SD = 1.14) more than to France (M = 5.62, SD = 1.26).

Lastly, a paired samples t-test showed a significant difference between Italy and Spain (t (533) = 8.52, p < .001). Participants were able to associate the products from the advertisements to Italy (M = 5.88, SD = 1.14) more than to Spain (M = 5.37, SD = 1.28).

The liking of COOs

In order to find out which COO do participants liked the most, several paired samples t-test were conducted.

Firstly, a paired samples t-test showed no significant difference between Spain and France (t (113) = 0.84, p = .403).

Secondly, another paired samples t-test showed no significant difference between France and Italy (t (113) = 1.63, p = .106).

Lastly, a paired samples t-test showed a significant difference between Italy and Spain (t (113) = 3.04, p = .003). Participants like Italy (M = 5.26, SD = 1.42) more than Spain (M = 4.92, SD = 0.67).

Speaking the COO language

In order to find out which COO language do participants speak the most, several paired samples t-test were conducted.

Firstly, a paired samples t-test showed a significant difference between Spain and France (t (533) = 13.96, p < .001). Participants speak French (M = 3.31, SD = 1.63) more than Spanish (M = 2.15, SD = 1.56).

Secondly, another paired samples t-test showed a significant difference between France and Italy (t (533) = 18.19, p < .001). Participants speak French (M = 3.31, SD = 1.63) more than Italian (M = 1.92, SD = 1.26).

Lastly, a paired samples t-test showed a significant difference between Italy and Spain (t (533) = 3.19, p = .002). Participants speak Spanish (M = 2.15, SD = 1.56) more than Italian (M = 1.92, SD = 1.26).

Manipulation checks

A two-way analysis of variance with country and COO strategy as factors showed no significant main effect of country on perceived realism of the advertisements (F (2, 519) <1). COO strategy showed a significant main effect on perceived realism of the advertisements (F (4, 519) = 13.51, p < .001) Participants who saw the 'made in' COO strategy (M = 4., 99 SD = 0.69) perceived the ad to be more realistic than ads with the COO name strategy (M = 4.39, SD = 0.93) (p = .001, Bonferroni correction); famous building strategy (M = 4.32, SD = 1.35) (p < .001, Bonferroni correction); and stereotypical person (M = 3.92, SD = 1.12) (p < .001,

Bonferroni correction). Ads with the base line strategy was not significant. The interaction effect between country and COO strategy was not statistically significant (F (8, 519) <1).

Discussion and Conclusion

The purpose of the present study was to investigate to what extent explicit and implicit COO markers (strategies) differ in terms of attitude towards the product, attitude towards the advertisement, product quality evaluation and purchase intention.

Product attitude

The current study found that the country of origin (COO) markers (strategies) had a significant effect on the attitude towards the product. This imply that some COO markers were more effective than others. Participants who saw the COO strategy 'made in'(explicit) were shown to have a higher product attitude than those who saw the COO strategy 'famous buildings'(implicit). The other strategies did not have any effect on product attitude. Furthermore, this study showed that an explicit COO strategy was more effective than an implicit COO strategy concerning product attitude. However, this outcome is not in accordance with the study from Leclerc, Schmitt and Dubé (1994). Their study found that the implicit COO strategy influenced product attitude whereas the explicit COO strategy did not have any influence on the attitude towards the product. A possible explanation for the differences in results is due to the different implicit COO strategy used in both studies. This study used 'famous building' as an implicit strategy whereas Leclerc, Schmitt and Dubé (1994) used 'foreign brand names' as an implicit strategy.

Country of origin had a significant effect on the attitude towards the product. Products from Italy were shown to have a higher product attitude than products from France and Spain (the lowest product attitude). A possible explanation for this finding can be answered with the background variable that was measured. Participants indicated that they liked the products used in the advertisements from Italy more than products from France and Spain (lowest product liking).

Attitude towards the ad

The results showed that COO makers had a significant effect on attitude towards the advertisement. This suggests that some COO makers were more effective than others regarding ad attitude. Participants who saw the COO strategy 'made in' (explicit) were shown to have a higher ad attitude than participants who saw the COO strategy 'stereotypical person' (implicit). The other COO strategies did not have any effect on attitude towards the ad. This study showed that an explicit strategy was more effective than an implicit strategy

regarding attitude towards the ad. However, this outcome is contrary to that of Hornikx and van Meurs (2017) who found that ads with an implicit strategy was liked better than ads with an explicit strategy. A possible explanation for this outcome is that different explicit and implicit strategies were used in both studies. This study used the explicit strategy 'made in' and the implicit strategy 'stereotypical person' whereas Hornikx and van Meurs (2017) used the explicit strategy 'COO flags' and the implicit strategy 'foreign language'.

Country of origin had a significant effect on the attitude towards the advertisements. However, the comparison between the countries were not significant. Thus, the COOs did not influence the attitude towards the ads.

Attitude towards the product quality

In this study, COO strategy was found to have a significant effect on the attitude towards the product quality. This indicated that some COO markers were more effective than others concerning attitude towards the product quality. Participants who saw the 'made in' (explicit) COO strategy were shown to have a higher attitude towards the quality of the product than those who saw the 'famous building' (implicit) COO strategy. The other COO strategies did not have any effect on attitude towards the product quality. The results indicated that an explicit strategy was more effective than an implicit strategy regarding attitude towards the product quality. However, the findings of the current study do not support the findings of Hornikx and van Meurs (2017). Their study found that explicit and implicit COO strategies had the same effect regarding the quality of the product. A possible explanation for the differences in results is due to the different COO strategies used in each study. This study used the explicit strategy 'made in' and the implicit strategy 'famous building' whereas Hornikx and van Meurs (2017) used the explicit strategy 'COO flags' and the implicit strategy 'foreign language'.

Country of origin had a significant effect on the attitude towards the quality of the product. Participants were shown to have a higher attitude towards the quality of the product from Italy than the quality of the product from Spain. The quality of the product from France did not have a significant effect. These results may be explained by the background variable that was measured. Participants indicated that they like Italy more than Spain. This result demonstrates the COO effect. Previous studies stated that when consumers are not able to evaluate the physical attributes of a product, they use the COO to indicate the quality of the product (Maheswaran, 1994; Rao & Monroe, 1988). Since the participants were looking at

ads, they were not able to analyse the quality of the product using physical attributes hence why COO was used to determine the quality of the product.

Purchase intention

The results of this study found that the COO strategies had no effect on the purchase intention of the participants. Thus, this suggests that the purchase intention towards the product, explicit and implicit COO strategies are equally effective. These results are in accord with the study from Hornikx and van Meurs (2017) who also had no significant difference between explicit and implicit strategies regarding purchase intention.

Country of origin had a significant effect on purchase intention. Participants were shown to have a higher purchase intention for Italy than for Spain. The purchase intention for France was not significant. A possible explanation for this finding can be answered with the background variable that was measured. Participants indicated that they liked the products used in the advertisements from Italy more than products used in the advertisements for Spain. When consumers like a product or they have a positive attitude towards the product, they are more likely to purchase that product (Lo, Tung, Wang, & Huang, 2017).

Link between COO and COO marker

This study found a significant relationship between the COO marker and the correct link to the COO. This means that participants were able to correctly link the COO strategies to the correct COO. Participants who saw the COO strategy 'COO embedded in the company' (explicit) were able to correctly link the strategy to the right COO than participants who saw the COO strategy 'famous building' (implicit). There was no significant difference between the other COO strategies and linking to the correct COO. The results of this study suggest that explicit strategies led to a better ability to link the product to the right COO than implicit strategies. The implicit strategy in this study is a visual COO strategy whereas the explicit strategy is a non-visual COO (words) strategy. Roozen and Raedts (2013) found that visual COO strategy was more effective than a non-visual COO (words) strategy. However, the results of this study are not line with the previous study because the non-visual COO strategy used in this study was an explicit strategy whereas the non-visual COO strategy used in Roozen and Raedts (2013) was an implicit strategy.

Explicit and implicit COO strategies

There are very few studies that examined the differences between implicit and explicit COO strategies. However, the results of those studies are not in line with the results of this study. Firstly, this study found that explicit COO strategy was more effective than the implicit COO strategy concerning product attitude whereas the study from Leclerc, Schmitt and Dubé (1994) found that the implicit COO strategy influenced product attitude and the explicit COO strategy did not influence product attitude.

Secondly, this study found that the explicit COO strategy was more effective than the implicit COO strategy regarding attitude towards the ad whereas the study from Hornikx and van Meurs (2017) found that ads with the implicit COO strategy was liked better than ads with the explicit COO strategy.

Thirdly, the results of this study indicated that the explicit strategy was more effective than the implicit strategy regarding attitude towards the product quality whereas the study from Hornikx and van Meurs (2017) study found that explicit and implicit COO strategies had the same effect regarding the quality of the product.

Lastly, explicit and implicit COO strategies had no effect on purchase intention in this study as well as the study from Hornikx and van Meurs (2017). A possible explanation as to why there are differences between this study and the previous study is the use of different COO strategies. This implies that some COO strategies are more effective than others and not generally stating that explicit is more effective than implicit.

Limitations

The scope of this study was subjected to several limitations. Firstly, the advertisements for the different COO strategies were not perceived as equally realistic. Secondly, the study was conducted only with Dutch participants due to limited amount of time. Lastly, the participants were not chosen randomly but more based on who you know and asking that person to share the survey with those they know (snowball sampling).

Implications

Previous studies mainly focused on the use of single COO strategies and only a few studies compared the COO strategies. The results of this study contribute to the existing research about COO strategies by filling in the knowledge gap. The knowledge gap was filled by researching the effectives of four COO strategies and by concluding whether explicit or

implicit COO strategies are more effective. Furthermore, the results of this study may be beneficial to multinational companies and the advertising industry because it is important for them to know whether they are using the most effective COO strategy to market their products.

Recommendations

For future research, it is recommended to research consumers from different nationalities or more than one nationality in order to compare their responses. Secondly, get professional help when designing the advertisements in order for them to look equally realistic. Lastly, this study compared explicit COO strategy to implicit COO strategy and some strategies were more effective than others. It would be interesting to research the combination of the strategies for example, three of the most implicit COO strategies combine in an ad versus three of the most explicit COO strategies combine.

To conclude, the results of this study has shown that the explicit strategies may have a positive effect on product attitude, attitude towards the ad, product quality, and the ability to link the product to the COO than the implicit strategies.

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Appendix A

Below are the advertisements used in this study.

Spain

France

Italy

Appendix B

A total of 89 questions were asked to the participants for the pre-test. Below is the introduction text all participants saw and the first 17 questions.

Beste deelnemer,

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

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

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

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

- De bovenstaande informatie heeft gelezen

- Vrijwillig instemt met deelname aan dit onderzoek

- 18 jaar of ouder bent

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

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

Wij danken u voor uw deelname.

Leon Boogaard

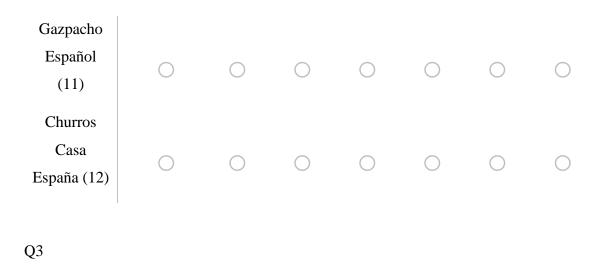Mirthe Eskes

Catherine Denis

Ruben ter Haar

Sanne Potze

Alberto Villamil

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

Q2 Hoe leuk vindt u de merknaam?

The effects of explicit and implicit COO markers attitude to the product and ad, product quality evaluation and purchase intention

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

Gazpacho Español (11)	○	○	○	○	○	○	○
Churros Casa España (12)	○	○	○	○	○	○	○

Q3

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

_____

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

_____

Q5

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

_____

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

_____

Q10 Welk land associeert u met de merknaam *Pizza Italia*?

_____

Q11 Welk land associeert u met de merknaam *Pasta d'Italia*?

_____

Q12 Welk land associeert u met de merknaam Lasagna Italiana?

_____

Q13 Welk land associeert u met de merknaam Gelato Italiano?

_____

Q14 Welk land associeert u met de merknaam Paella Española?

_____

Q15 Welk land associeert u met de merknaam Tapas d'España?

_____

Q16 Welk land associeert u met de merknaam Gazpacho Español?

_____

Q17 Welk land associeert u met de merknaam Churros Casa España?

_____

Appendix C

There were 5 different versions of the questionnaire below is one version for one COO along with the intro text each participant saw before taking part of the experiment.

Beste deelnemer,

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

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

Door deel te nemen aan dit onderzoek bevestigt u dat u:
- De bovenstaande informatie heeft gelezen
- Vrijwillig instemt met deelname aan dit onderzoek
- 18 jaar of ouder bent
Als u niet meer wil deelnemen aan dit onderzoek, weiger uw deelname dan door deze webpagina af te sluiten.

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

Wij danken u voor uw deelname.
Alberto Villamil
Catherine Denis
Leon Boogaard
Mirthe Eskes
Ruben ter Haar
Sanne Potze

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

Q3

Q4 De kwaliteit van dit product is:

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

Q5 Ik vind dit product:

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

Q6 Deze advertentie is:

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

Q7 Dit product kopen is:

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

Q8 Aan welk land linkt u dit product?

_____

Q9

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

Q10

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

Appendix D

Statement of own work

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

Student name: Catherine Denis

Student number: s1013948

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

DECLARATION:

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

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

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

Signature:

Place and date: Arnhem, July 5th, 2019