COO marker strategies

An experimental study regarding the influence of four COO marker strategies on attitude and consumer behavior in Germany and the Netherlands

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Abstract

In a world that becomes more global and internationally oriented, effective marketing strategies become increasingly important. One example of such a strategy is the use of country of origin markers. This strategy makes use of the supposed country of origin (COO) of a product. These COO markers intend to connect a product to a particular country. Multinationals can benefit from associations consumers have regarding a country, since a positive association between a product and the COO can affect consumer attitude and behaviour. There are several different COO strategies, but the only marker that received attention is the use of COO language. Research showed that this marker can have a positive effect on customers attitude and behaviour. No study so far has looked at the effectiveness of different COO marker strategies. Therefore, the purpose of this experimental study was to see whether four different COO marker strategies had a different effect on product attitude, purchase intention and perceived quality of a product. The four strategies researched in this experiment were: use of a brand name with COO embedded in the company name, a famous building, the flag and the language of the country of origin. Twenty-eight advertisements were created and shown to 120 German and 128 Dutch participants. Results showed that the COO markers did not lead to different evaluations of product attitude and purchase intention. On the other hand, for perceived quality some differences in effectiveness were found. The Dutch rated the quality of the advertisements with brand name COO higher than the other three strategies. This study yielded some first insight into the different effects of multiple COO markers and future research should investigate additional strategies and other countries.

Introduction

In today's globalizing world the advertising industry is growing exponentially. Multinational companies launch marketing campaigns in multiple countries and today's consumers receive non-stop information about products and brands. In this international environment the importance of effective brand positioning increases and advertising agencies have to come up with innovative strategies to be the number one choice of potential customers. Logically, multinationals would want to know whether their advertising strategies can be implemented globally or whether different countries require different strategies and advertisements.

Brands can implement multiple marketing strategies to win over customers. One strategy that gained much attention in the area of international marketing is the country of origin (COO) positioning strategy. This strategy focuses on promoting the country of origin of a certain product or brand. These so called 'country of origin markers' are local cultural attributes that connect a product to a particular country. This connection can be made in many ways, for example in the following picture representing an advertisement from Ristorante Pizza.

Figure 1. ad from Ristorante Pizza, with the Italian Trevi fountain in the background.

The brand is Dr Oetker, a German company, but the advertisement shows a couple eating pizza in front of the Trevi fountain in Rome. Even though the pizza is not necessarily made in Italy, the advertisement implicitly suggests a link between the product and Italy as the COO.

Therefore, the country of origin is a form of product information that could suggest where a product originates from without explicitly saying so.

Different kind of COO markers can be used in all forms of advertising: television commercials, print ads or banners. A COO strategy can be implemented by connecting a product to a specific language, a famous person, a symbol, a flag or a famous building from the country that is linked to that product, as the example of the Trevi fountain above (Aichner, 2014).

To date, it is rather unclear how different strategies work. It could be assumed that different strategies have different effects on consumers, but these effects are unknown. Since multinationals advertise globally, knowing what effects different strategies have can be helpful to save costs and help decide what advertisements should look like in different countries.

Theoretical background

Country of origin

The country of origin (COO) of a product refers to the country where this product was created, as in manufactured or assembled (Bilkey & Nes, 1982). It is a form of product information which can potentially influence consumers (Steenkamp & Verlegh, 1999). This form of advertising can make customers believe there is a connection between a product and a particular country, even when there is none. In the advertisement from the Ristorante pizza nowhere was stated that the product originated from Italy, so it is possible to imply something without explicitly stating it.

Companies can intentionally focus on the country of origin of their products in ads, because the COO of a product can affect their customers attitude or purchase intention in a positive manner (Samiee, 1994). It makes sense that corporations can only benefit from a positive perception of a COO when customers actually recognize the used COO. The use of COO can be implemented in many ways by what are called COO markers.

COO markers

The implication of a country of origin can be shown through different strategies. Aichner (2014) provided a list of eight different COO marker strategies.

The first mentioned strategy was the implementation of 'made in'. This could result in a hamburger ad where 'made in the US' was added to the advertisement. Second, the use of quality and origin labels was listed, which included official labels such as Protected Designation of Origin (PDO), (PGI) or (TSG). These two strategies, the use of 'made in' and official labels, have a legal downside. It is obligatory in many countries to put the phrase 'made in' on for example packaging. Besides, quality and origin labels are regulated by law on different levels (Aichner, 2014). When companies are using COO to influence consumers, they make use of implications. Companies are allowed to do this, but it is illegal to explicitly state that a product originates from a certain country if this is not the case. This can be a downside for companies, since they have to stick to the rules when advertising certain products. So since companies are not allowed to lie, it is not always possible to make optimal use of COO.

The third mentioned strategy was the COO embedded in the company name, for example Alitalia, Air France or the Deutsche bank. The fourth strategy was the use of famous or stereotypical people from the COO, which could result in a hamburger ad representing George Clooney.

The fifth strategy was the use of COO language, which can be used for slogans or entire advertisements in different forms of media (Aichner, 2014). For example, a television commercial promoting pizza can add Italian language or an Italian accent. Furthermore, in a print advertisement about Volkswagen they can add German text to link the car to its country of origin. Specific examples of advertisements are Das Auto or Vorsprung durch Technik (Audi).

The sixth strategy was the use of typical COO words embedded in the company name. This could for instance be names or country specific animals, like Husky energy from Canada (Aichner, 2014). The words can be non-existing, as long as they are seen as a typical example of the country of origin. Corporations can also make use of stereotypical names or elements in the name of the brand. Examples are Bertolli from Italy or Dollar General from the US (Aichner, 2014).

The seventh strategy was the use of COO symbols or flags. These are often used on product packaging from daily used, widely known products (Aichner, 2014). When using symbols, they have to be connected to the COO to some extent. Advertisements could for example include a national animal like the American eagle or a Canadian maple-leaf. Two

real life examples of ads using flags are coca-cola cans with the American flag printed on it and a hamburger with two references towards the American flag

Figure 2. Images of ads containing the American flag, linking the products to the US.

The eighth and final strategy mentioned by Aichner (2014) was the use of typical landscapes and/or famous buildings from the COO. Widely known buildings make customers quickly link the product with its country of origin. This strategy could contain buildings, mountains, rivers or cities (Aichner, 2014). One example is Toblerone, where the brand adds a picture of a Swiss mountain on their package and off course the example of the Ristorante pizza ad described before.

From this list of strategies, four were included in this experiment: use of COO language, typical COO words embedded in the company name, COO flags/symbols and COO landscapes/buildings.

COO mechanism – How do COO markers work?

The use of COO can have a positive effect on a consumers' perception of a product and influence their behaviour. If consumers have certain attitudes about a country, these positive stereotypes could be reflected onto the advertised product (Hof, Hornikx & van Meurs, 2013). To date, research has shown that using COO could work, but little is known about what happens in a consumers' mind when exposed to COO markers.

The only strategy that received attention is the use of a COO language, which is a familiar and widely used strategy. An example would be using Italian text in an ad promoting pasta. Different studies researched the use of COO language and Kelly-Holmes (2005) explained the idea or mechanism behind COO and language clearly. Whether it was wise that companies chose to make use of a foreign language depended on what she referred to

as a 'cultural competence hierarchy'. The products that were linked to specific countries relied on a consumers' perception about those countries (Kelly-Holmes, 2005). These perceptions can be formed by different experiences: direct (through holidays or previous experiences with other products originating from the same COO) or indirect (through media or general knowledge) (Kelly-Holmes: 2005 & Maheswaran: 1994). If a person spent an amazing holiday in France and saw an advertisement afterwards containing French language, the person's attitude towards the product could had been affected. So consumers make use of personal experiences to predict a range of product attributes, depending on which country they believe the product originates from (Maheswaran, 1994).

There are two functions of language use in the advertising industry: a referential and a symbolic function (Kelly-Holmes, 2005). The use of foreign language as a COO marker in advertising is merely symbolic. These symbolic associations are more important than what the text actually means (Kelly-Holmes, 2005). It can be stated that the content of the text is less important, but using it could evoke positive associations in a person's mind. The sender sends a certain message containing a foreign language and the receiver recognizes the language, activates stereotypes and transfers these on to the product (Hornikx & Starren, 2006). This is exactly what companies hope to achieve, because when these stereotypes are positive it is possible that a customers' opinion regarding the product changes in a positive manner (Aichner, 2014; Cestre & Usunier, 2007; Maheswaran, 1994).

After explaining the mechanism behind one COO marker (use of language), it is relevant to know what happens in a consumers' mind when using different COO markers. However, for companies it is more interesting to investigate the direct effects of using different COO markers.

Effectiveness of COO

Research regarding COO markers dates far back and looked at different effects. Dichter (1962) already suggested COO could have an effect on the acceptation of a product and its success. A strong COO could also lead to a competitive advantage and help companies to enter new markets (Aichner, 2014). In another experiment, Bower, Davidson and Schröder (2003) looked at purchase decisions for beef and found that all respondents perceived Scotch beef safer, higher quality and more expensive than meat from Britain. This eventually resulted in a higher purchase intention for Scotch beef. Finally, research proved that using

COO could affect customers perception of brand loyalty, brand choice and brand preference (Moradi & Zarei, 2011). These studies showed that the use of COO had a positive influence on customers. On the other hand, in a study where Balling, Profeta and Roosen (2012) looked whether country of origin was important for consumer decisions when purchasing food, results showed that for 80% of the German customers COO failed to have an effect on consumer choice (Balling et al., 2012).

Overall, most studies concluded that the use of COO markers can positively affect consumer behaviour. When looking at consumer behaviour three variables are often used: product attitude (PA), purchase intention (PI) and perceived quality (PQ). Therefore, these variables were included in this study and will be explained in more detail. They are expected to be positively affected by the COO markers.

Product attitude

The use of a COO marker is a successful option to positively influence the perceived attitude towards the product (Steenkamp & Verlegh, 1999). Meulenberg, Steenkamp and Verlegh (2005) for example found a significant effect on product attitude when they showed respondents tomatoes from both Spain and the Netherlands as COO. They found that the Spanish tomatoes received a more positive product attitude and that the influence of COO on product attitude was strong even when additional information, like for example the price, was provided. Jolibert and Peterson (1995) also showed that country of origin had a significant influence on product evaluation when COO was the only cue taken into consideration. Furthermore, research by Alden, Batra and Steenkamp (1999) showed that adding a COO marker can evoke a symbolic or emotional feeling, which can in turn influence the attitude towards the product or the advertisement. Finally, Hof et al. (2013) looked at the effectiveness of ads that used different languages for slogans. They let Dutch participants look at French, German and Spanish advertisements. The use of the COO marker language revealed a more positive product attitude (Hof et al.,2013). In conclusion, multiple studies have shown a positive effect of COO markers on product attitude.

Purchase intention

Another effect that received much attention is the use of COO markers on purchase decisions. Cameron and Elliot (1994) found that COO markers played an important role in

influencing consumers' buying behaviour. Country of origin effects in general were of great influence looking at purchase decision making behaviour. Diamantopoulos, Koschate-Fischer and Oldenkotte (2012) suggested that a strong COO marker referred to a clear, explicit link between a product and its COO and had a direct influence on the likelihood of buying a product looking at existing brands. Furthermore, the study regarding tomatoes with COO Spain or the Netherlands by Meulenberg et al. (2005) showed a higher purchase intention when the COO was congruent with a product. Knowing that consumers see Spain as the congruent COO for tomatoes, this means the Spanish tomatoes had a higher purchase intention than the Dutch tomatoes. In another study from Hof et al. (2013), in which Dutch participants evaluated ads containing slogans in different foreign languages, a higher purchase intention was found for ads with congruent products. So using the COO marker language showed a positive effect on the consumers' purchase intention.

On the other hand, Holdsworth, Insch, Kemp and Knight (2010) found that adding a COO marker did not play a significant role regarding product purchase when looking at the buying behaviour of UK consumers. They looked at food products from four different supermarkets and found that only 5.6% of 251 consumers stated COO as a reason for purchasing a fresh food item they just bought (Holdsworth et al., 2010). In conclusion, most studies have shown a positive effect of COO markers on purchase intention. The variables product attitude and purchase intention were researched separately, but there also might be a connection between them.

Product attitude and purchase intention

The two variables described above, product attitude and purchase intention, might interact with each other. When a person has a more positive attitude towards a product, it could be expected that the purchase intention increases. Some researchers provided evidence for this, like Ajzen and Fishbein (1975). Their study revealed that a person's attitude towards a product or brand influenced behavior such as purchase intention looking at multiple product categories. Other studies looked at the relationship between product attitude and purchase intention specifically for food products. Mohamed, Rahim, Radam and Shamsudin (2011) for example researched green food products and found a positive relationship between attitude and intention to buy. Al-Shaaban, Nguyen and Yang (2014), Chen (2007), Dean, Raats and Shepherd (2008) and Thøgersen (2007) found a similar relation for organic food products.

These studies all confirmed a positive relationship between the variables. Therefore, product attitude could be a significant predictor of purchase intention, in a way that a higher product attitude would result in a higher purchase intention.

Perceived quality

The final variable that received much attention in the field of COO research is perceived quality. The quality of a product is an important aspect for customers and often positively affected by use of COO. Companies prefer that people perceive a high product quality when evaluating an advertisement. Products with a high perceived quality might receive a more positive attitude and higher purchase intention. One of the prominent benefits of a working and effective COO marker was that it was seen as a signal of product quality and that it represented a trustworthy cue for quality (Agrawal & Kamakura, 1999; Diamantopoulos et al. 2012). Furthermore, the study of Cameron and Elliot (1994) showed that when product ads were completely the same except for stated COO, the perceived quality of the product increased for products that were congruent with the COO. However, this was only the case when there were no other cues to interpret quality (Cameron & Elliot, 1994). A study by Hof et al., (2013), looking at the effectiveness of slogans in different languages, showed that using foreign languages in ads led to a higher perception of product quality. Finally, Steenkamp and Verlegh (1999) even found that the COO effect was more significant for product quality attributes than for product attitudes and purchase intention. In conclusion, multiple studies have shown the relevance and positive effects of perceived quality regarding the use of COO.

Attitude towards the ad & the country of origin

Two additional variables (attitude towards the advertisement and attitude towards the COO) were included in this experiment, because they could be potential influencers for product attitude, purchase intention and perceived quality. Multiple studies have looked at the relation between these variables.

Firstly, different researchers found confirmation that attitude towards the ad affected attitude towards a brand, product, and purchase intention (Belch, Lutz & Mackenzie, 1986; Gardner, 1985; Metha, 2000). Realizing that an ad itself can have an effect on customers, companies try to create appealing advertisements which hopefully lead to

positive associations. These associations will in turn influence consumers' attitude and behavior. Thus, based on earlier research, it was expected that attitude towards the ad was positively connected to product attitude, purchase intention and perceived quality.

Secondly, attitude towards the COO is expected to have an effect on PA, PI and PQ. Different studies emphasized the important role of country image in consumer choice behavior (Aichner, 2014; Cestre & Usunier, 2007; Han, 1990; Maheswaran, 1994). Based on how COO markers work in our minds, making use of stereotypes and creating associations, it makes sense that the attitude towards the COO has an effect on product evaluations. When the associations and stereotypes evoked by the COO are positive, it is expected that product evaluations are positively influenced (Maheswaran, 1994). Multiple studies found confirmation for this assumption and concluded that different attitudes towards COO's resulted in different product evaluations (Aichner, 2014; Cestre & Usunier, 2007; Han, 1990; Maheswaran, 1994). Furthermore, Diamantopoulos et al. (2012) found that consumers were prepared to pay more for branded products from COO's with a positive image than for products from COO's with a less positive image (Diamantopoulos et al, 2012). Finally, multiple studies showed that consumers also made use of COO markers to rate the quality of a product, since they did not know the true quality before purchase (Han, 1990; Han & Terpstra, 1988; Shapiro, 1982). In conclusion, because these two variables could influence PA, PI and PQ, they were included in this experiment.

Possible effects of different COO markers

It is clear that whether COO markers are effective or not has been discussed extensively. Many researchers acknowledged the potential influence of COO markers on consumer behavior and product evaluations. However, these variables have not been researched yet by comparing different COO strategies to each other. Different strategies might work differently and lead to varying results. When adding different COO markers turns out to result in varying consumer behavior, marketers can use this information when determining their advertising strategies globally. So the question is whether different strategies result in different effects. Perhaps stereotypes and associations regarding a COO might be more easily evoked by the use of language, a monument or a flag.

Since no research yet compared the effects of different COO markers, it is difficult to hypothesize. The use of COO language is often used in advertising, thus might appeal

familiar to consumers. Customers tend to like what they are familiar with. Research also showed that the use of language as COO can have positive effects on consumer behaviour, therefore this strategy might show positive results. On the other hand, more visually focussed strategies, like a monument or flag, might appeal more when evaluating an ad than textual strategies, like COO language or brand name with COO. In general, visual content in advertising is seen as more appealing than text. Finally, perhaps specific monuments will evoke memories easier than textual strategies or a flag, because monuments are actual places a consumer could have visited. If they did visit, the memory of a particular holiday might be stronger than with another COO strategy.

Current experiment – decision-making process

In the following part, some choices regarding this experiment will be verified. The choices for fit or non-fit, COO of the markers and products, product category, researched countries and the strategy selection will be explained in more detail. Most choices were based on two studies from Kremers (2015) and de Vries (2015). Both conducted corpus studies investigating the use of multiple COO strategies in advertisements from different countries. Kremers (2015) looked at 338 Dutch television advertisements and de Vries (2015) looked at 1.863 advertisements from France, Germany, Italy and Spain. The selection criteria in this experiment were based on their results.

Fit or non-fit

The first selection was whether the combination between products and country of origins should be congruent or not. The products and country of origins used in this study were all clear fits, since multiple studies showed the importance of a good fit between a product and a COO (Cestre & Usunier, 2007; Hof, Hornikx & van Meurs, 2013; Meulenkamp et al., 2005).

COO of the markers and products

This study did not include COO markers and food products that were connected to either the Netherlands or Germany. There is a connection between a product of a country and a consumers' perception of the country. This patriotic bias could interfere with the consumer's attitude and purchase intention. A strong positive relationship between high ethnocentrism and the products and country-based bias was undesirable (Rittenburg & Supphellen, 2001).

The question whether nationalism plays a role was not researched in this study and therefore left out.

Product category

The selected category in this experiment was food products. This product category was used, because food products often have a clear COO: for example sushi (Japan), beer (Germany) or pasta (Italy). This category was also already researched in combination with COO markers. The corpus studies of Kremers (2015) and de Vries (2015) showed that advertisements regarding food products contained the most COO markers in comparison with any of the other product categories, which made it an interesting category to study. Finally, food was easy to implement in the self-created advertisements.

Countries: Germany and the Netherlands

This experiment focused on two countries: Germany and the Netherlands. These countries were selected for multiple reasons. Both are countries where citizens are quite familiar with multiple languages, other European countries and most people have some knowledge of other cultures. Other reasons to focus on these countries are that both are centrally located in Europe and both operate internationally extensively. Their citizens are also experienced travelers (Netherlands Foreign Investment Agency, 2015). Because of all these reasons, it is likely that both Dutch and Germans will see the connections between the products and the COO markers, which is important for this experiment's success.

Furthermore, previous research already stated that different strategies occur across countries and product categories (Aichner, 2014; Alden et al, 1999; Mummalaneni, Neelankavil & Sessions, 1995). De Vries (2015) showed that the eight strategies from Aichner (2014) were not equally often used in France, Germany, Italy and Spain. The results of the two studies of de Vries (2015) and Kremers (2015) were quite similar: both showed that COO markers in general were extensively used in Germany and the Netherlands, which makes them interesting to study.

Finally, from the multinationals' perspective it is relevant to compare these two countries with each other. Since many international companies are present in both countries, it is interesting to know whether each COO strategy evokes the same response in different countries.

Besides, it would be interesting to know what the impact of culture is. Even though the cultures have some similarities, different effects could be found. Learning about the effect of culture could help in the standardization debate and perhaps save costs on advertising.

Strategy selection

The two corpus studies from Kremers (2015) and de Vries (2015) looked at how often the different strategies from Aichner (2014) were used in advertisements. In both Germany and the Netherlands the five most frequently used strategies in all advertisements were: use of COO language, typical COO words embedded in the company name, COO flags and symbols, use of famous or stereotypical people and COO landscapes or buildings. The same five strategies came up when looking specifically at food products. The strategies are ranked from most frequently used to least used, implicating the use of COO language was most often found in the corpus studies. The additional strategies ('made in', quality and origin labels, COO embedded in the company name) were hardly ever used in both countries. Therefore it was less interesting to include them in this experiment.

The only strategy from the top five that was not included was the use of famous or stereotypical people. It would have been difficult to measure the success of this particular strategy, since it is hard to establish whether the strategy works because the person is famous or because the person is associated with a particular country. Famous people often have a certain likability and prestige, which could influence customers' attitude and behaviour. To avoid this uncertainty, this strategy was left out. The strategies most often used by companies were probably believed to be most effective. Therefore, the four chosen strategies were: use of COO language, typical COO words embedded in the company name, COO flags/symbols and COO landscapes/buildings.

Research questions

This current study intended to provide first insights into the effects of different COO markers. An experimental study in Germany and the Netherlands was carried out to help obtain a better understanding of how different COO markers might work. As discussed before, the included variables were product attitude, purchase intention and perceived quality. Additionally, two control variables were added: attitude towards the COO and

attitude towards the country. The following main research question answered in this study was:

RQ: Is there a difference in the effect of different country of origin strategies on purchase intention, perceived quality and product attitude?

Additional to this main research question, three sub questions had been added:
SQ1: To what extent are there differences between Germany and the Netherlands (in terms of purchase intention, product attitude and perceived quality)?
SQ2: Does product attitude have an influence on purchase intention?
SQ3: Do attitude towards the advertisement and attitude towards the COO have an influence on product attitude, purchase intention and perceived quality?

Three hypotheses regarding different predictors were added:
H1: Product attitude is a significant predictor for purchase intention, in the way that a positive product attitude leads to a higher purchase intention.
H2: Attitude towards the ad is a significant predictor of product attitude, purchase intention and perceived quality.
H3: Attitude towards the COO is a significant predictor of product attitude, purchase intention and perceived quality.

Method

Materials – advertisements

Respondents filled out a questionnaire containing four advertisements with different COO markers. In this experiment COO strategy was the independent variable and nationality a context variable. COO strategy consisted of four levels. The context variable nationality consisted of two levels; German and Dutch.

Twenty-eight different food advertisements were created, using four different food products. All advertisements contained a young, white woman, a food product, one of the COO markers and a slogan. The food products were a baguette, pizza, fish & chips or a hamburger. For each food product four advertisements were created with each of the four COO markers: language, brand name, famous building and flag. The advertisements looked

comparable and the women displayed in the adds did not originate clearly from a specific country.

For the COO marker brand name, different names were created and implemented in logo's, so it would have a more professional and real look. Different slogans were created for the different products and translated to Dutch, German and the COO languages French, Italian and English. The ads with baguette contained 'life tasted good', the ads which presented pizza contained 'the best pizza in the world', the ads presenting fish & chips contained 'fresh, easy and tasty' and the advertisements with a hamburger contained the slogan 'better ingredients, better hamburgers'.

To clarify, here are the ads with the food product baguette and the COO France. The Dutch participants saw three ads with Dutch text, the German participants saw three ads with German text and both saw one ad with in this case French text. An overview off the 28 ads can be found in Appendix 1.

Figure 3: The ads used in this experiment with food product baguette and COO France.

Pre-test

A pre-test was conducted to find out which food products had the clearest COO, because this experiment aimed for all respondents to connect the food products to the same COO. The pre-test was taken by ten Dutch and ten German participants. The pre-test started with an open associations question: 'which food do you associate with the following countries?' The six countries were Italy, France, the United States, Spain, Belgium and the United Kingdom.

Secondly, eight pictures of flags were presented with the question: 'which countries belong to the following flags?' The flags were from: Italy, France, the Netherlands, the United States, Spain, Belgium, Germany and the United Kingdom. The Dutch and German flag were added because they are very similar to the French and Belgian flag.

Furthermore, twelve pictures of monuments were shown with the question: 'which country belongs to the following monument/building?' The twelve chosen buildings were: the Eiffel tower and the Arc de triomphe from France, the Sagrada familia and park Güell from Spain, the Atomium and Manneken Pis from Belgium, the London Eye and the Big Ben from the UK, the statue of Liberty and the White House from the US and finally the Tower of Pisa and the Colosseum from Italy.

The final question contained twelve food products with the following question: 'which country do you associate with the following products?' The products were: cheese, pizza, hamburger, paella, chocolate, a baguette, pasta, fish & chips, tapas, a waffle, hotdog and breakfast: beans, egg, bacon & sausage. An example of the complete pre-test can be found in Appendix 2. It was important that all the definite food products, flags and buildings were equally often named or chosen by the participants. Table 1 shows the countries, foods and buildings that were connected to each other by all 20 participants. The flags of these four countries were also correctly recognized by all participants.

Table 1. Results from the pre-test. The number of participants that connected the foods and buildings to the respective countries. (*N*=20)

Countries	**Food**	**Times mentioned**	**Building**	**Times mentioned**
Italy	Pizza	20	Tower of Pisa	20
France	Baguette	20	Eifel Tower	20
United States	Hamburger	20	Statue of Liberty	20
United Kingdom	Fish & chips	20	Big Ben	20

Therefore, using these flags and buildings as COO markers would most likely connect the food product to the correct country of origin.

Subjects

In total, 248 people participated in the experiment. There were 128 (51,6%) Dutch and 120 (48,4%) German participants who were divided into eight groups. The versions were almost equally filled out by all respondent groups.

The average age of all the respondents was 26 years (*M*=25.69, *SD*=8.53) and the age distribution was between 18 and 69 years old. The average age of the Dutch participant group was 26 years (*M*=26.64, *SD*=10.70) and ranged from 18 to 69 years. The average age of the German participant group was 25 years (*M*=24.67, *SD*=5.18) and ranged from 18 to 46 years old. An independent samples T-test between nationality and age showed no significant interaction (*t* (186), *p* =.063), meaning the ages were equally distributed between the two nationalities. A one way Anova between version and age also showed no significant interaction (*F* (31, 216) = 1.30, *p* =.141), meaning the ages were equally distributed between the four versions.

The respondents consisted of 123 (49.6%) male participants and 125 (50.4%) female participants. From the male participants 35 were Dutch and 88 German. The female participants consisted of 93 Dutch women and 32 German women. The χ^2 test between version and gender showed no significant relationship (χ^2 (3) =2.42, *p* =.491), meaning gender was equally distributed between the versions. On the other hand, the χ^2 test between nationality and gender did show a significant relationship (χ^2 (1) =52.40, *p* <.001), meaning that gender was not evenly distributed between the two nationalities. Within the Dutch participant group there were far more women than men, while in the German participant group there were far more men than women.

The educational level off the Dutch varied from 'community college' (MBO in Dutch) to 'University Master' (WO master in Dutch) and one person filled in different: 'domestic science school' (LHNO in Dutch). The distribution for the Dutch participant group was as followed: 4 respondents filled in community college, 23 respondents filled in Higher Vocational Education (HBO in Dutch), 42 respondents filled in University Bachelor and 58 respondents filled in University Master. The educational level off the Germans ranged from 'community college' (Fachhochschule in German) to 'University Master' and nineteen people filled in 'different'. The distribution of the German participants was as followed: 4 respondents filled in community college, 64 respondents filled in University Bachelor and 33 respondents filled in University Master. The different education levels consisted of seven

participants who filled in 'high school diploma' (Abitur in German), seven participants who filled in 'degree' (Diplom in German) and finally five participants who filled in 'PHD'.

Design

The design of the experiment was a 4x2 (4 COO strategies x 2 nationalities) mixed design. The COO strategy was the within-subjects factor and nationality the between-subjects factor. There were four different versions off the questionnaire translated into the two languages German and Dutch. The four conditions of the COO strategies were text, flag, brand name with COO embedded in the company name and building. There were eight groups in total. Each participant saw four ads which all contained a different strategy. Survey 1 contained four advertisements with four different food products combined with each one of the four different strategies. Survey 2, 3 and 4 contained the same four food products, but all of the products were combined with a different COO marker each time. To clarify this distribution, table 2 shows an example.

Table 2. Example of the advertisement distribution in the different surveys.

Survey 1	**Survey 2**	**Survey 3**	**Survey 4**
Pizza	Hamburger	Baguette	Fish & chips
Italian flag	Statue of liberty	French slogan	English flag
Dutch/German slogan	Dutch/German slogan		Dutch/German slogan
Baguette	Fish & chips	Hamburger	Pizza
Eiffel tower	Logo Big Gary's	American flag	Tower of Pisa
Dutch/German slogan	Dutch/German slogan	Dutch/German slogan	Dutch/German slogan
Hamburger	Pizza	Fish & chips	Baguette
Logo Bill's	Italian slogan	Big Ben	Logo Madame
Dutch/German slogan		Dutch/German slogan	Dutch/German slogan
Fish & chips	Baguette	Pizza	Hamburger
English slogan	French flag	Logo d'Antonio	American slogan
	Dutch/German slogan	Dutch/German slogan	

Instruments

The following dependent variables were included: attitude towards the product, purchase intention and perceived quality of the product. Besides, two control variables were added: attitude towards the advertisement and attitude towards the country belonging to the advertisement.

First, product attitude was measured using three 7-point Likert scales. The items were 'I believe the product is': followed by the three variables '1: attractive – 7: unattractive', '1: tasty – 7: not tasty' and '1: inviting – 7: not inviting'. The reliability of the scales used to measure product attitude were good for both the Dutch (α =.91) and the German participants (α =.93). These scales had been taken from Hof et al.(2013).

Next, purchase intention was measured with three items containing 7-point Likert scales (1 = completely agree, 7= completely disagree). The three items were 'I would certainly by this product', 'I would certainly recommend this product to my friends' and 'This product is certainly something for me'. The reliability of the scales used to measure purchase intention were good for both the Dutch (α =.94) and the German participants (α =.94). These scales had been taken from Hof et al.(2013).

Furthermore, the variable perceived quality of the product was measured with a single item containing a 7-point Likert scale (1 = completely agree, 7= completely disagree): 'I believe the product has a high quality'. This scale had been taken from Hof et al.(2013).

As a control variable the attitude towards the advertisement was included. Attitude towards the ad was measured using four 7-point Likert scales. The question started with: 'I believe this advertisement is' and was followed by 'attractive – unattractive', 'beautiful – ugly', 'difficult – easy', 'convincing – not convincing'. The third scale 'difficult - easy' resulted in low alpha's. When this item was deleted, the alpha's were above .70. So the reliability of the scales used to measure attitude towards the ad were good for both the Dutch (α =.92) and the German participants (α =.84) after deleting one item.

Next an open question was presented: 'Which country belongs to this advertisement?' This question was added to check whether the COO strategy succeeded. There was some confusion regarding this question. A few participants did not fill out the correct COO country and therefore their answer to the next question, which measured attitude towards the country, had to be removed.

The last control variable was attitude towards the country. For this item three 7-point Likert scales were used. This item started with 'I believe the country that belongs to this advertisement is', followed by: 'nice – not nice', 'attractive – unattractive', 'beautiful – not beautiful'. The reliability of the scales used to measure attitude towards the country were good for both the Dutch (α =.92) and the German participants (α =.91).

All of the aforementioned questions were shown after each advertisement, so a total of four times per respondent. Finally, there were some questions regarding demographics; gender, age and level of education. The alpha's were calculated for each nationality, each version and each experimental condition (COO marker) separately. In total, the reliability of some of the α were adequate, but most of them good. The highest α was found for the Dutch group, version 3, purchase intention COO strategy building: α =.98. The lowest α was found for the German group, version 1, attitude towards the advertisement COO strategy flag: α=.73. A table with all of the alpha's can be found in Appendix 3.

Procedure

For the Dutch and the German participants the data collection was different. The German data was collected in Berlin, Germany at the Technical University, during lunch at the 'Mensa'. This is large dining area where people were approached to participate. All of the advertisements were printed out. People were approached individually or in small groups and received a short description of the experiment, followed by the invitation to participate. Filling out the questionnaire took approximately 5-7 minutes. The procedure was the same for everyone. When the questionnaires were collected, gratitude was expressed. A disadvantage might have been that people were eating their meals, so this could have influenced their focus. Besides, participants who were sitting in groups had the opportunity to consult each other, which could had influenced their responses.

The Dutch questionnaires on the other hand were all collected online. A questionnaire in Qualtrics was created, which was personally sent to others via e-mail and placed on social media. The four versions should have been evenly distributed, but since some participants did not complete the Questionnaire, this led to a somewhat uneven distribution which had to be corrected. The procedure was individually and took approximately 5-7 minutes. Prior to the questionnaire a short description of the experiment and expression of gratitude were presented.

Statistical treatment

First of all, three repeated measures analyses were conducted with as factors version, nationality and experimental condition for product attitude, purchase intention and perceived quality. Subsequently, five repeated measure analyses were conducted with as factors nationality and experimental condition for product attitude, purchase intention, perceived quality, attitude towards the advertisement and attitude towards the country. Besides, multiple regression analyses were conducted: first to see whether product attitude had an influence on purchase intention, additionally to check whether attitude towards the advertisement and attitude towards the country had an influence on product attitude, purchase intention and perceived quality and finally to check whether gender had an influence on the three variables.

Results

Version

First, repeated measure analyses were conducted to see whether the different versions had an influence on product attitude, purchase intention and perceived quality. The repeated measures analysis for product attitude with as between-subject factors version and nationality showed no significant main effect of version on product attitude (F (3,240) = .95, p = .415), but it did show a significant interaction effect of product attitude and version (F (9,720) = 55.68, p <.001).

Furthermore, the repeated measures analysis for purchase intention with as between subject factors version and nationality showed no significant main effect of version on purchase intention (F (3,240) = 1.87, p = .136). It also showed a significant interaction effect of purchase intention and version (F (9,720) = 50.86, p <.001).

Finally, the repeated measures analysis for perceived quality with as between subject factors version and nationality showed no significant main effect of version on perceived quality (F (3,240)> 1). Again, the repeated measures analysis did show a significant interaction effect of perceived quality and version (F (9,720) = 59.42, p <.001).

Although no main effects of version on the different variables were found, all test showed significant interaction effects. Therefore, further analysis should had included version as a variable. However, this was beyond the scope if this master thesis and therefore further analysis was conducted ignoring the interaction effects.

Product attitude

The repeated measures analysis for product attitude with as between-subject factor nationality showed no significant main effect of COO marker on product attitude *(F* (2.78, 682,54) = 1.29, *p* =.277), due to the fact that the assumption of sphericity was violated the *F*-values were calculated with Huynh-Feldt. This meant the respective COO strategies had no influence on product attitude. On the other hand, there was a significant main effect of nationality on product attitude *(F* (1, 246) = 19.68, *p* <.001). Estimates showed that irrespective of the COO marker, German participants always rated product attitude less positive (*M*=4.17, *SE* =.09*)* than the Dutch participants (*M*=3.65, *SE*=.08). Finally, no significant interaction effect was found (*F* (2.78, 682.54) = 2.39, *p* =.073). In table 3 all of the means (*M)* and standard deviations (*SD*) of product attitude can be found.

Table 3. Means (*M*) and standard deviations (*SD*) for product attitude, divided by the four COO markers and nationality (1= positive, 7= negative)

Product	**Flag**			**Building**			**Brand name**			**Text**		
Attitude	**Total**	**D**	**G**	**Total**	**D**	**G**	**Total**	**D**	**G**	**Total**	**D**	**G**
M	3.83	3.70	3.98	4.02	3.65	4.41	3.78	3.38	4.20	3.97	3.85	4.09
SD	1.64	1.61	1.68	1.76	1.66	1.79	1.63	1.59	1.58	1.55	1.54	1.56
N (148)	61	31	30	60	30	30	64	34	30	63	33	30

Purchase intention

The repeated measures analysis for purchase intention with as between-subject factor nationality showed no significant main effect of COO marker on purchase intention (*F* (2.80, 690.98) = 2.43, *p* =.068), due to the fact that the assumption of sphericity was violated the *F*-values were calculated with Huynh-Feldt. There was a significant main effect of nationality on purchase intention (*F* (1, 246) = 6.24, *p* =.013). Estimates showed that irrespective of which COO marker the German participants saw, they always had a lower purchase intention (*M* = 4.39, *SE* =.09*)* than the Dutch participants (*M*=4.06, *SE*=.09). Finally, analysis did not show a significant interaction (*F* (2.80, 690.98) = 1.70, *p* =.170). In table 4 all of the means (*M)* and standard deviations (*SD*) of purchase intention have been placed.

Table 4. Means (*M*) and standard deviations (*SD*) for purchase intention, divided by the four COO markers and nationality (1= positive, 7= negative)

Purchase	**Flag**			**Building**			**Brand name**			**Text**		
intention	**Total**	**D**	**G**	**Total**	**D**	**G**	**Total**	**D**	**G**	**Total**	**D**	**G**
M	4.35	4.26	4.44	4.26	4.07	4.46	4.01	3.70	4.34	4.23	4.21	4.32
SD	1.61	1.57	1.65	1.71	1.62	1.77	1.56	1.66	1.56	1.59	1.56	1.62
N (148)	61	31	30	60	30	30	64	34	30	63	33	30

Perceived quality

The repeated measures analysis for perceived quality with as between-subject factor nationality showed a significant main effect of COO marker on perceived quality (F (2.83, 697.26) = 3.19, p =.026), due to the fact that the assumption of sphericity was violated the F-values were calculated with Huynh-Feldt. Pairwise comparison (with Bonferroni correction) showed that the COO marker flag (M=4.61, SD=1.62) had a lower perceived quality than the COO marker brand name with COO (M=4.21, SD=1.61). Furthermore, there also was a significant main effect of nationality on perceived quality *(*F (1,246) = 5.70, p =.018). Estimates showed that irrespective of which COO marker the German participants saw, they always rated perceived quality lower (M=4.60, SE=.09*)* than the Dutch participants (M=4.31, SE=.09). Finally, the analysis also showed a significant interaction effect (F (2.83, 697.26) = 2.73, p =.046). The difference was only found among the Dutch nationality (F (2.918, 370.628) = 6.55, p < .001), due to the fact that the assumption of sphericity was violated the F-values were calculated with Huynh-Feldt. It appeared that the Dutch participants rated the quality of brand name with COO embedded in the company name (M= 3.85, SD =1.55) as significantly higher than the advertisements with the flag (M=4.55, SD=1.50), the building (M=4.45, SD=1.50) and the text (M=4.37, SD=1.54). Within the German participant group no significant differences were found (F (3, 357) < 1. In table 5 all of the means (*M)* and standard deviations (*SD*) of perceived quality have been placed.

Table 5. Means (*M*) and standard deviations (*SD*) for perceived quality, divided by the four COO markers and nationality (1= positive, 7= negative)

Perceived	**Flag**			**Building**			**Brand name COO**			**Text**		
quality	**Total**	**D**	**G**	**Total**	**D**	**G**	**Total**	**D**	**G**	**Total**	**D**	**G**
M	4.61	4.55	4.68	4.51	4.45	4.57	4.21	3.85	4.60	4.44	4.37	4.52
SD	1.62	1.50	1.73	1.63	1.50	1.77	1.61	1.55	1.59	1.51	1.54	1.48
N (148)	61	31	30	60	30	30	64	34	30	63	33	30

Attitude towards the advertisement

The repeated measures analysis for attitude towards the advertisement with as between-subject factor nationality showed a significant main effect of COO marker on attitude towards the advertisement (F (3.00, 738.00) = 2.95, p = .032), due to the fact that the assumption of sphericity was violated the *F*-values were calculated with Huynh-Feldt. However, further inspection with pairwise comparison (with Bonferroni correction) did not reveal any significant effects. Besides, a significant main effect of nationality on attitude towards the advertisement was found *(F* (1,246) = 9.34, p =.002). Estimates showed that irrespective of which COO marker the German participants saw, they always rated attitude towards the advertisement lower (*M*=4.56, *SE* = .09*)* than the Dutch participants (*M*=4.12, *SE*=.09). Finally, no significant interaction effect was found (*F* (3.00, 738.00) = 2.56, p =.054). In table 6 all of the means (*M)* and standard deviations (*SD*) of attitude towards the ad have been placed.

Table 6. Means (*M*) and standard deviations (*SD*) for attitude towards the ad, divided by the four COO markers and nationality (1= positive, 7= negative)

Attitude	**Flag**			**Building**			**Brand name COO**			**Text**		
Ad	**Total**	**D**	**G**	**Total**	**D**	**G**	**Total**	**D**	**G**	**Total**	**D**	**G**
M	4.25	4.16	4.34	4.46	4.25	4.68	4.22	3.85	4.61	4.51	4.41	4.61
SD	1.47	1.51	1.42	1.63	1.62	1.61	1.52	1.55	1.40	1.56	1.55	1.58
N (148)	61	31	30	60	30	30	64	34	30	63	33	30

Attitude towards the COO

To check whether respondents interpreted the right COO, a control question was added: 'Which country belongs to this advertisement?'. In some cases, the participants did not recognize the correct COO of the product, so the attitudes of those countries were irrelevant. Therefore, each response that did not match the correct COO was left out and ignored in the analyses.

The repeated measures analysis for attitude towards the COO with as between-subject factor nationality showed no significant main effect of COO marker on attitude towards the COO (F (3, 738) = 3.05, p = .822). The analysis did show a significant main effect of nationality *(*F (1, 246) = 23.37, p <.001). Estimates showed that irrespective of which COO marker the German participants saw, they always rated attitude towards the COO less positive (M=3.14, SE =.08*)* than the Dutch participants (M=2.63, SD=.07). Finally, no significant interaction effect was found (F (3, 738) = 1.83, p =.140). In table 7 all of the means (M*)* and standard deviations (SD) of attitude towards the COO have been placed.

Table 7. Means (M) and standard deviations (SD) for attitude towards the COO, divided by the four COO markers and nationality (1= positive, 7= negative)

Attitude	**Flag**			**Building**			**Brand name COO**			**Text**		
COO	**Total**	**D**	**G**	**Total**	**D**	**G**	**Total**	**D**	**G**	**Total**	**D**	**G**
M	2.83	2.61	3.06	2.93	2.73	3.14	2.86	2.46	3.29	2.89	2.71	3.08
SD	1.36	1.27	1.42	1.40	1.39	1.39	1.38	1.18	1.45	1.31	1.32	1.28
N (148)	61	31	30	60	30	30	64	34	30	63	33	30

Influence product attitude on purchase intention

To check whether product attitude had an influence on purchase intention, four regression analyses were conducted for the different COO markers. The results from these analyses can be found in a table in Appendix 4.

COO marker flag

A simple regression analysis showed that the variable entered in the model explained 64% of the variance of purchase intention with COO marker flag (F (1, 246) = 446.89, p <.001).

Product attitude was shown to be a significant predictor (β = .80, $p < .001$) of purchase intention. When the product attitude increased, the purchase intention increased with .80 SD, given that all other variables were kept constant.

COO marker building

A simple regression analysis showed that the variable entered in the model explained 69% of the variance of purchase intention with COO marker building (F (1,246) = 537.64, p <.001). Product attitude was shown to be a significant predictor (β = .83, $p < .001$) of purchase intention. When the product attitude increased, the purchase intention increased with .83 SD, given that all other variables were kept constant.

COO marker brand name with COO

A simple regression analysis showed that the variable entered in the model explained 71% of the variance of purchase intention with COO marker brand name with COO (F (1,246) = 596.51, p <.001). Product attitude was shown to be a significant predictor (β = .84, $p < .001$) of purchase intention. When the product attitude increased, the purchase intention increased with .83 SD, given that all other variables were kept constant.

COO marker text

A simple regression analysis showed that the variable entered in the model explained 57% of the variance of purchase intention with COO marker text (F (1,246) = 327.14, p <.001). Product attitude was shown to be a significant predictor (β = .76, $p < .001$) of purchase intention. When the product attitude increased, the purchase intention increased with .83 SD, given that all other variables were kept constant.

Influence attitude towards the advertisement and attitude towards the COO

To check whether attitude towards the advertisement and attitude towards the COO had an influence on product attitude, purchase intention and perceived quality, twelve regression analyses were conducted for each COO marker. The results from these analyses can be found in a table in Appendix 5.

Product attitude COO marker flag

The multiple regression analysis showed that the variables entered in the model explained 46% of the variance of product attitude with COO marker flag (F (2, 245) = 104.47, p <.001). Attitude towards the advertisement (β = .65, p < .001) and attitude towards the COO (β =.10, p = .033) were both shown to be significant predictors of product attitude. When attitude towards the advertisement increased, the product attitude increased with .65 SD. When attitude towards the COO increased, the product attitude increased with .10 SD, given that all other variables are kept constant.

Product attitude COO marker building

The multiple regression analysis showed that the variables entered in the model explained 55% of the variance of product attitude with COO marker building (F (2, 245) = 152.03, p <.001). Attitude towards the advertisement (β = .63, p < .001) and attitude towards the COO (β =.21, p <.001) were shown to be significant predictors of product attitude. When attitude towards the advertisement increased, the product attitude increased with .63 SD. When attitude towards the COO increased, the product attitude increased with .21 SD, given that all other variables are kept constant.

Product attitude COO marker brand name with COO

The multiple regression analysis showed that the variables entered in the model explained 57% of the variance of product attitude with COO marker brand name COO (F (2, 245) = 167.41, p <.001). Attitude towards the advertisement was shown to be a significant predictor (β = .69, p < .001) of product attitude. When attitude towards the advertisement increased, the product attitude increased with .69 SD, given that all other variables were kept constant. Attitude towards the COO was also a significant predictor (β =.19, p < .001) of product attitude. If attitude towards the COO increased, the product attitude increased with .19 SD, given that all other variables were kept constant.

Product attitude COO marker text

The multiple regression analysis showed that the variables entered in the model explained 43% of the variance of product attitude with COO marker text (F (2, 245) = 93.89, p <.001). Attitude towards the advertisement was shown to be a significant predictor (β = .61, p <

.001) of product attitude. When attitude towards the advertisement increased, the product attitude increased with .61 SD, given that all other variables were kept constant. Furthermore, attitude towards the COO was a significant predictor (β =.16, *p* = .001) of product attitude. If attitude towards the COO increased, the product attitude increased with .16 SD, given that all other variables were kept constant.

Purchase intention COO marker flag

The multiple regression analysis showed that the variables entered in the model explained 36% of the variance of purchase intention with COO marker flag (*F* (2, 245) = 69.51, *p* <.001). Attitude towards the advertisement was shown to be a significant predictor (β = .60, *p* < .001) of purchase intention. When attitude towards the advertisement increased, the purchase intention increased with .60 SD, given that all other variables were kept constant. On the other hand, attitude towards the COO was not shown to be a significant predictor of purchase intention (β = .14, *p* = .788)

Purchase intention COO marker building

The multiple regression analysis showed that the variables entered in the model explained 42% of the variance of purchase intention with COO marker building (*F* (2, 245) = 90.86, *p* <.001). Both attitude towards the advertisement (β = .58, *p* < .001) and attitude towards the COO (β =.15, *p* = .007) were significant predictors (β =.15, *p* = .007) of purchase intention. When attitude towards the advertisement increased, the product attitude increased with .58 SD. When attitude towards the COO increased, the product attitude increased with .15 SD, given that all other variables were kept constant.

Purchase intention COO marker brand name with COO

The multiple regression analysis showed that the variables entered in the model explained 46% of the variance of purchase intention with COO marker brand name with COO (*F* (2, 245) = 106.79, *p* <.001). Attitude towards the advertisement was shown to be a significant predictor (β = .60, *p* < .001) of purchase intention. When attitude towards the advertisement increased, the purchase intention increased with .60 SD, given that all other variables were kept constant. Attitude towards the COO was also a significant predictor (β =.21, *p* < .001) of

purchase intention. If attitude towards the COO increased, the purchase intention increased with .21 SD, given that all other variables were kept constant.

Purchase intention COO marker text

The multiple regression analysis showed that the variables entered in the model explained 36% of the variance of purchase intention with COO marker text (F (2, 245) = 71.40, p <.001). Attitude towards the advertisement was shown to be a significant predictor (β = .54, p < .001) of purchase intention. When attitude towards the advertisement increased, the purchase intention increased with .54 SD, given that all other variables were kept constant. Furthermore, attitude towards the COO was a significant predictor (β =.19, p < .001) of purchase intention. If attitude towards the COO increased, the purchase intention increased with .19 SD, given that all other variables were kept constant.

Perceived quality COO marker flag

The multiple regression analysis showed that the variables entered in the model explained 36% of the variance of perceived quality with COO marker flag (F (2, 245) = 70.87, p <.001). Attitude towards the advertisement was shown to be a significant predictor (β = .58, p < .001) of perceived quality, while attitude toward the COO was not (β = .09, p = .073). When attitude towards the advertisement increased, the perceived quality increased with .58 SD, given that all other variables were kept constant.

Perceived quality COO marker building

The multiple regression analysis showed that the variables entered in the model explained 47% of the variance of perceived quality with COO marker building (F (2, 245) = 108.93, p <.001). Attitude towards the advertisement (β = .62, p < .001) and attitude towards the COO (β =.14, p = .007) were both shown to be significant predictors of perceived quality. When attitude towards the advertisement increase, the perceived quality increased with .62 SD. When attitude towards the COO increased, the perceived quality increased with .14 SD, given that all other variables were kept constant.

Perceived quality COO marker brand name with COO

The multiple regression analysis showed that the variables entered in the model explained 48% of the variance of perceived quality with COO marker brand name with COO (F (2, 245) = 116.76, p <.001). Attitude towards the advertisement was shown to be a significant predictor (β = .64, p < .001). When attitude towards the advertisement increased, the perceived quality increases with .64 SD. Also attitude towards the COO was a significant predictor (β =.15, p = .001). If attitude towards the COO increased, the perceived quality increased with .15 SD, given that all other variables were kept constant.

Perceived quality COO marker text

The multiple regression analysis showed that the variables entered in the model explained 41% of the variance of perceived quality with COO marker text (F (2, 245) = 85.19, p <.001). Both attitude towards the advertisement (β = .60, p < .001) and attitude towards the COO (β =.13, p = .014) were shown to be significant predictors. When attitude towards the advertisement increased, the perceived quality increased with .60 SD. When attitude towards the COO increased, the perceived quality increased with .13 SD, given that all other variables were kept constant.

Influence of gender on product attitude, purchase intention and perceived quality

It appeared that gender was not equally distributed among the different nationalities. Within the Dutch participant group there were far more women than men, while in the German participant group there were a lot more men than women. It was interesting to check whether this difference had an influence on the results. Therefore, twelve simple regression analyses were conducted to check whether gender had an influence on product attitude, purchase intention and perceived quality of the four different COO markers. It turned out that gender was not a predictor for any of the variables. So despite the unequal distribution of gender, this did not affect the results. The results from these regression analyses are summarized in Appendix 6.

Conclusion and discussion

The present study aimed to assess the effectiveness of different COO markers in Germany and the Netherlands. A lack of literature regarding the use of different COO markers gave rise to this research topic. The main research question in the present study was: 'Is there a difference in the effect of country of origin strategies on purchase intention, perceived quality and product attitude?' To answer this research question, an experiment was conducted with the two nationalities Dutch and German to test four different COO strategies: use of COO language, typical COO words embedded in the company name, COO flags/symbols and COO landscapes/buildings. In this section, the results per research question will be presented.

Effects off different COO strategies.

The four COO strategies revealed no significant effects for both product attitude and purchase intention. Irrespective of which strategy was used, the product attitude and purchase intention were evaluated equally. Only for perceived quality one small effect was found. The advertisements with as strategy brand name with COO were perceived to have a higher quality than the advertisements with the COO marker flag. Since visual COO markers were expected to be more attractive than non-visual COO markers, this result contradicts the assumption. From the four strategies, a building or monument was predicted to evoke the most symbolic meaning and create more positive associations. Nonetheless, results show otherwise: none of the strategies were convincingly more effective.

For international companies it is interesting to know that it apparently did not matter which of the four investigated COO markers was used looking at product attitude and purchase intention. Each marker worked the same, so companies have a variety of strategies to choose from.

However, this study investigated only four different COO marker strategies. Since Aichner (2014) described eight in total, future research could look whether other strategies cause different effects on consumer behavior. Additionally, this study included only three variables: product attitude, purchase intention and perceived quality. Other studies could research additional elements of consumer behavior.

Germany and the Netherlands.

The two countries revealed no differences for product attitude and purchase intention. However, some difference was found for the variable perceived quality. The Dutch participants rated the perceived quality of the advertisements with the strategy brand name with COO higher than the advertisements with the COO markers flag, building and text. For the German participants, no differences were found regarding perceived quality. Based on these results it could be concluded that if companies want to advertise in the Netherlands, implementing a brand name with COO in an ad could positively influence the perceived quality of the advertised products. This could be an interesting suggestion for companies that sell for example luxury products, since those products are probably supposed to be evaluated as high quality products.

These results provide some evidence for the concept of standardized advertisements in Germany and the Netherlands with respect to COO. Since in this study strategy often did not affect consumer behavior, using the same ads in both countries might save costs and efforts. However, this study only looked at two (comparable) countries. Future research could investigate additional countries to see what effects different COO markers could have.

Interestingly, the Germans consequently rated all variables more negative than the Dutch. One explanation could be that the Dutch had a more positive attitude towards the use of COO markers in general than the Germans, perhaps because the Dutch were more familiar with the use of such strategies. However, two corpus studies from de Vries (2015) and Kremers (2015) contradict this idea by showing that COO marker strategies were often found in advertising in both countries.

Another explanation could be a difference in response styles, suggesting that Germans have a more negative response style. Harzing (2006) and van Herk, Poortinga and Verhallen (2004) looked at response styles and found that Germans, compared to thirty other countries, scored low regarding acquiescent response style and did not use extreme scale values. Also Belch et al. (1986) found that respondents from Germany were more pessimistic towards advertisements in general than respondents from the USA. In conclusion, these results suggest that Germans have a preference for lower scores and avoid using extreme low or high scores. Those results are in accordance with this study, since the German participants answered more negative than the Dutch and the means were often somewhere in the middle, around 3 or 4. This is interesting for companies to realize. In

Germany, a negative evaluation might not necessarily mean a negative attitude. Further research could investigate whether significant results are actually found because of a difference in response styles.

Product attitude (PA) and purchase intention (PI).

Product attitude in this experiment appeared to be a predictor of purchase intention: the more positive the product attitude, the higher the participants' purchase intention was. Therefore, hypothesis 1 was supported. This is in line with previous studies looking at this relationship. Ajzen and Fishbein (1975) found that a person's attitude towards a product or brand influenced the intention to certain behavior, such as purchase intention. A positive relationship between product attitude and purchase intention was found in studies from Al-Shaaban et al. (2014), Chen (2007), Dean et al. (2008), Mohamed et al. (2011) and Thøgersen (2007), who specifically researched green or organic food products. These studies revealed that a part of customers purchase intention is based on a specific product attitude. When consumers felt more positive towards the product, they were more likely to buy it.

One difference between those studies and the current experiment is that their food products were green or organic. This experiment included mostly fast-food or less healthy products. Considering the current trend in Western countries among people to live healthy and eat biological this might have influenced the purchase intention. For example, a participant could have liked the product pizza, but decided not to buy it because it contradicts with a healthy lifestyle. Future research could investigate if differences exist between healthy versus unhealthy foods in general, and specifically regarding product attitude and purchase intention.

A positive aspect of this study is that by using food products, accessibility likely did not influence the results. The products in this study were all convenience goods. Food products are easy accessible and low cost, so all participants were likely able to purchase the products if they wanted to. When for example luxury products are researched, like an expensive car, people might have a very positive attitude towards the products, but a low purchase intention since most people are not able to afford it.

It is not advisable to generalize results when only one product category (food) is researched, as was the case in this experiment. Although multiple product categories have COO markers implemented in advertisements, luxury goods are very different from

convenience goods. Future research could look whether different strategies implemented in multiple product categories lead to varying attitudes and results. Perhaps one particular COO strategy works better for a certain product type.

Attitude towards the advertisement and attitude towards the COO.

This experiment looked at the influence that attitude towards the advertisement and attitude towards the COO had on product attitude, purchase intention and perceived quality.

First, attitude towards the advertisement turned out to have a large influence on the three variables. This was the case for all COO strategies. Therefore, hypothesis 2 was supported. Looking at previous research, this could have been expected (Belch et al., 1986; Gardner, 1985; Metha, 2000). There is a direct potential link between ad attitude, product attitude and behavior towards an advertised product. Marketers create an attractive advertisement and anticipate that this will result in consumers having positive feelings towards the ad and consequently the product. These positive feelings will hopefully result in purchasing the product. Multiple studies looked at the influence of attitude towards the ad on consumer behavior and found that it positively effects attitude towards a brand, product, and purchase intention (Belch et al., 1986; Gardner, 1985; Metha, 2000). The results from this experiment are therefore in line with previous research. So these results provide confirmation for marketers that their advertisements should look spot on and leave a positive impression, since this could result in a more positive PA, PI and PQ.

Secondly, in ten out of the twelve analyses attitude towards the COO turned out to have an influence on the three variables. Therefore, hypothesis 3 was also supported. If a participant has positive associations with a country, this could result in a more positive attitude than when a participant is confronted with a country he dislikes. Multiple studies confirmed that different attitudes towards COO's resulted in different product evaluations (Aichner, 2014; Cestre & Usunier, 2007; Han, 1990 & Maheswaran, 1994). A positive country image can also result in a higher evaluation of product quality (Han, 1990; Han & Terpstra, 1988; Shapiro, 1982) and a willingness by consumers to pay more (Diamantopoulos et al. (2012). The result is therefore in agreement with previous research regarding the influence of country of origin.

Marketers could use this information to take advantage of a positive COO image to influence different aspects of consumer behavior. For example, when it is known that a particular country has a very positive image of another country, companies could create advertisements with COO markers implemented of that country.

At last, the influence of attitude towards the ad and the attitude towards the COO on the variables was not a surprise. However, this result is another limitation: when such an influence does not occur results are completely explained by the use of the different COO markers and not the attitudes towards the ad and COO.

In conclusion, not much effects were found regarding the different COO strategies. Based on this experiment, no clear evidence is provided that particular markers have a positive influence on consumer behavior. Also the two countries did not show a different preference. It is clear that there are multiple influencers on consumer behavior, which is interesting for companies to take into account. Multinationals can make use of a positive product attitude, a beautiful advertisement and a positive country image to influence consumer behavior. This experiment yielded some first insights in the effects of multiple COO markers, but future research to explore this marketing strategy further is much needed.

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Appendix 1 All of the advertisements

Appendix 2 Example pre-test

Dear participant,

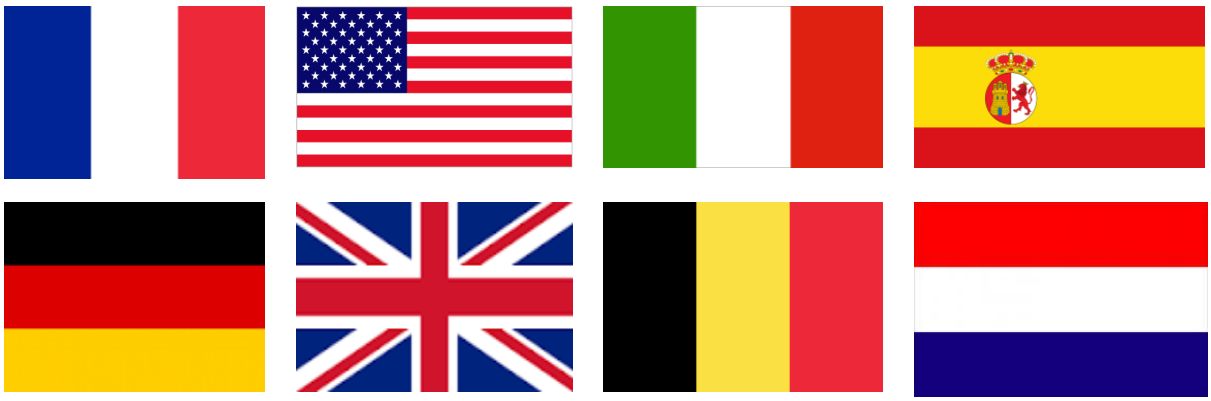
Thank you for filling out this questionnaire! In a moment you will have to answer different open questions. When you are hesitant about an answer, please indicate this in some way.

Filling in the questionnaire will take approximately five minutes of your time. Thank you again and good luck!

Which food do you associate with the following countries? When multiple products come to mind, please write down the strongest association first.

Italy
Belgium
United States of America
Spain
Great-Britain
France

Which countries belong to the following eight flags? When you are hesitant, please indicate this.



In which countries can the following twelve buildings/monuments be found? When you are hesitant, please indicate this in some way.

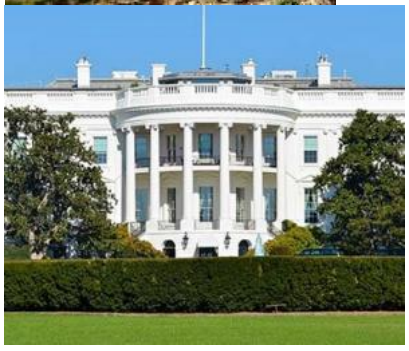













Which country/countries do you associate with the following food products?

Cheese

Pizza

Hamburger

Paëlla

Chocolate

Baguette

Pasta

Fish & chips

Tapa's

Waffle

Hotdog

Breakfast: beans, eggs, bacon and sausages

Gender:

Male Female

Mother tongue

Dutch German

Age

You have reached the end of this questionnaire. Thanks again!

Appendix 3 Tables with all the alpha's

Table 8. All the alpha's (α) for advertisements with COO marker flag, divided by product attitude, purchase intention, attitude towards the advertisement, attitude towards the country of origin and by nationality. Regarding attitude towards the ads, the alpha's have been reported after item 3 was deleted.

Marker flag	Product attitude	Purchase intention	Attitude add	Attitude COO
Version 1				
Dutch	.859	.953	.932	.958
German	.881	.813	.726	.917
Version 2				
Dutch	.899	.951	.944	.897
German	.903	.893	.754	.944
Version 3				
Dutch	.905	.896	.917	.916
German	.909	.956	.811	.881
Version 4				
Dutch	.866	.953	.815	.894
German	.874	.879	.894	.836

Table 9. All the alpha's (α) for advertisements with COO marker building, divided by product attitude, purchase intention, attitude towards the advertisement, attitude towards the country of origin and by nationality. Regarding attitude towards the ads, the alpha's have been reported after item 3 was deleted.

Marker building	Product attitude	Purchase intention	Attitude add	Attitude COO
Version 1				
Dutch	.776	.935	.949	.782
German	.859	.913	.842	.865
Version 2				
Dutch	.864	.882	.942	.927
German	.960	.960	.734	.875
Version 3				
Dutch	.961	.978	.964	.968
German	.924	.955	.942	.892
Version 4				
Dutch	.923	.963	.908	.960
German	.840	.924	.932	.843

Table 10. All the alpha's (α) for ads with COO marker brand name with COO, divided by product attitude, purchase intention, attitude towards the advertisement, attitude towards the country of origin and by nationality. Regarding attitude towards the ads, the alpha's have been reported after item 3 was deleted.

Marker brand name COO	Product attitude	Purchase intention	Attitude add	Attitude COO
Version 1				
Dutch	.965	.931	.938	.918
German	.778	.892	.796	.911
Version 2				
Dutch	.840	.932	.917	.911
German	.940	.901	.936	.978
Version 3				
Dutch	.849	.930	.939	.949
German	.902	.888	.902	.878
Version 4				
Dutch	.797	.933	.928	.931
German	.815	.903	.862	.841

Table 11. All the alpha's (α) for advertisements with COO marker text, divided by product attitude, purchase intention, attitude towards the advertisement, attitude towards the country of origin and by nationality. Regarding attitude towards the ads, the alpha's have been reported after item 3 was deleted.

Marker brand name COO	Product attitude	Purchase intention	Attitude add	Attitude COO
Version 1				
Dutch	.884	.945	.952	.926
German	.883	.945	.897	.927
Version 2				
Dutch	.885	.960	.945	.973
German	.809	.929	.953	.914
Version 3				
Dutch	.848	.907	.905	.970
German	.762	.911	.870	.906
Version 4				
Dutch	.923	.931	.945	.879
German	.921	.934	.889	.849

Appendix 4 Questionnaire example

Beste participant,

Hartelijk dank voor uw deelname. U krijgt zo dadelijk vier verschillende advertenties te zien waarin verschillende producten wordt aangeprijsd. Na iedere advertentie volgen een aantal vragen.

Het is niet mogelijk verkeerde antwoorden te geven: we zijn alleen geïnteresseerd in uw mening. Alle antwoorden blijven anoniem en worden enkel voor dit onderzoek gebruikt.

In totaal neemt het invullen van de vragen ongeveer 5 minuten van uw tijd in beslag. Uw mening is erg belangrijk voor ons. Daarom vraag ik u om tussendoor niet te stoppen, omdat de data op die manier helaas niet gebruikt kunnen worden.

Nogmaals bedankt voor uw deelname!

Ik vind dit product

Aantrekkelijk	○	○	○	○	○	○	○ Onaantrekkelijk
Lekker	○	○	○	○	○	○	○ Niet lekker
Uitnodigend	○	○	○	○	○	○	○ Niet uitnodigend

Ik zou dit product zeker kopen

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Ik zou dit product zeker aanraden aan mijn vrienden

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Dit product is echt iets voor mij

Helemaal mee eens						Helemaal mee oneens
●	○	○	○	○	○	○

Ik geloof dat dit product een hoge kwaliteit heeft

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Ik vind deze advertentie

Aantrekkelijk	○	○	○	○	○	○	○ Onaantrekkelijk
Mooi	○	○	○	○	○	○	○ Lelijk
Moeilijk	○	○	○	○	○	○	○ Makkelijk
Overtuigend	○	○	○	○	○	○	○ Niet overtuigend

Bij welk land hoort de volgende advertentie?

Ik vind het land dat bij deze advertentie hoort

Leuk	○	○	○	○	○	○	○ Niet leuk
Aantrekkelijk	○	○	○	○	○	○	○ Onaantrekkelijk
Mooi	○	○	○	○	○	○	○ Niet mooi

Ik vind dit product

Aantrekkelijk	○	○	○	○	○	○	○	Onaantrekkelijk
Lekker	○	○	○	○	○	○	○	Niet lekker
Uitnodigend	○	○	○	○	○	○	○	Niet uitnodigend

Ik zou dit product zeker kopen

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Ik zou dit product zeker aanraden aan mijn vrienden

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Dit product is echt iets voor mij

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Ik geloof dat dit product een hoge kwaliteit heeft

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Ik vind deze advertentie

Aantrekkelijk	○	○	○	○	○	○	○ Onaantrekkelijk
Mooi	○	○	○	○	○	○	○ Lelijk
Moeilijk	○	○	○	○	○	○	○ Makkelijk
Overtuigend	○	○	○	○	○	○	○ Niet overtuigend

Bij welk land hoort de volgende advertentie?

Ik vind het land dat bij deze advertentie hoort

Leuk	○	○	○	○	○	○	○ Niet leuk
Aantrekkelijk	○	○	○	○	○	○	○ Onaantrekkelijk
Mooi	○	○	○	○	○	○	○ Niet mooi

Ik vind dit product

Aantrekkelijk	○	○	○	○	○	○	○	Onaantrekkelijk
Lekker	○	○	○	○	○	○	○	Niet lekker
Uitnodigend	○	○	○	○	○	○	○	Niet uitnodigend

Ik zou dit product zeker kopen

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Ik zou dit product zeker aanraden aan mijn vrienden

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Dit product is echt iets voor mij

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Ik geloof dat dit product een hoge kwaliteit heeft

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Ik vind deze advertentie

Aantrekkelijk	○	○	○	○	○	○	○ Onaantrekkelijk
Mooi	○	○	○	○	○	○	○ Lelijk
Moeilijk	○	○	○	○	○	○	○ Makkelijk
Overtuigend	○	○	○	○	○	○	○ Niet overtuigend

Bij welk land hoort de volgende advertentie?

Ik vind het land dat bij deze advertentie hoort

Leuk	○	○	○	○	○	○	○ Niet leuk
Aantrekkelijk	○	○	○	○	○	○	○ Onaantrekkelijk
Mooi	○	○	○	○	○	○	○ Niet mooi

Ik vind dit product

Aantrekkelijk	○	○	○	○	○	○	○	Onaantrekkelijk
Lekker	○	○	○	○	○	○	○	Niet lekker
Uitnodigend	○	○	○	○	○	○	○	Niet uitnodigend

Ik zou dit product zeker kopen

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Ik zou dit product zeker aanraden aan mijn vrienden

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Dit product is echt iets voor mij

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Ik geloof dat dit product een hoge kwaliteit heeft

Helemaal mee eens						Helemaal mee oneens
○	○	○	○	○	○	○

Ik vind deze advertentie

Aantrekkelijk	○	○	○	○	○	○	○ Onaantrekkelijk
Mooi	○	○	○	○	○	○	○ Lelijk
Moeilijk	○	○	○	○	○	○	○ Makkelijk
Overtuigend	○	○	○	○	○	○	○ Niet overtuigend

Bij welk land hoort de volgende advertentie?

Ik vind het land dat bij deze advertentie hoort

Leuk	○	○	○	○	○	○	○ Niet leuk
Aantrekkelijk	○	○	○	○	○	○	○ Onaantrekkelijk
Mooi	○	○	○	○	○	○	○ Niet mooi

Wat is uw geslacht? ○ Man ○ Vrouw

Wat is uw leeftijd? [ ]

Wat is uw opleidingsniveau?

- ○ MBO
- ○ HBO
- ○ WO bachelor
- ○ WO master
- ○ Anders: [ ]

U bent aangekomen bij het einde van de vragenlijst. Hartelijk dank!

Appendix 5.

Table 12. Regression analysis to check whether product attitude had an influence on purchase intention (*N*=248).

COO marker	Variable	*B*	*SE*	*β*
Flag	Intercept	1.34***	.16	
	Product attitude	.79	.04	.80***
	R^2	.64		
	F	446.89***	.15	
Building	Intercept	1.04*	.04	.83***
	Product attitude	.80		
	R^2	.69		
	F	537.64***		
Logo	Intercept	.83***	.14	
	Product attitude	.84	.03	.84***
	R^2	.71		
	F	596.51***		
Text	Intercept	1.20***	.18	
	Product attitude	.77	.04	.76***
	R^2	.57		
	F	327.14***		

*p < .050 **p < .010, ***p < .001

Appendix 6. Predictors attitude ad and attitude COO off the three variables.

Table 12. Product attitude (*N*=248)

COO marker	Variable	*B*	*SE*	*β*
Flag	Intercept	.40	.26	
	Attitude ad	.73	.05	.65***
	Attitude COO	.13	.06	.10*
	R^2	.46		
	F	104.47***		
Building	Intercept	.19	.23	
	Attitude ad	.68	.05	.63***
	Attitude COO	.23	.06	.21***
	R^2	.55		
	F	152.03***		
Logo	Intercept	.03	.22	
	Attitude ad	.74	.05	.69***
	Attitude COO	.22	.05	.19***
	R^2	.57		
	F	167.41***		
Text	Intercept	.71	.26	
	Attitude ad	.60	.05	.61***
	Attitude COO	.19	.06	.16**
	R^2	.43		
	F	93.89***		

*p < .050 **p < .010, ***p < .001

Table 13. Purchase intention (*N*=248)

COO marker	Variable	*B*	*SE*	*β*
Flag	Intercept	1.31	.28	
	Attitude ad	.66	.06	.60***
	Attitude COO	.02	.06	.01***
	R^2	.36		
	F	69.51***		
Building	Intercept	1.04	.26	.58***
	Attitude ad	.61	.06	.15**
	Attitude COO	.18	.07	
	R^2	.42		
	F	90.86***		
Logo	Intercept	.61	.25	
	Attitude ad	.64	.05	.60***
	Attitude COO	.24	.06	.21***
	R^2	.46		
	F	106.79***		
Text	Intercept	1.15	.28	
	Attitude ad	.55	.05	.54***
	Attitude COO	.22	.06	.19***
	R^2	.36		
	F	71.40***		

*p < .050 **p < .010, ***p < .001

Table 14. Perceived quality (*N*=248)

COO marker	Variable	*B*	*SE*	*B*
Flag	Intercept	1.60	.28	
	Attitude ad	.63	.06	.58***
	Attitude COO	.11	.06	.09
	R^2	.36		
	F	70.87***		
Building	Intercept	1.28	.23	
	Attitude ad	.62	.05	.62***
	Attitude COO	.16	.06	.14***
	R^2	.47		
	F	108.93***		
Logo	Intercept	.85	.24	
	Attitude ad	.68	.05	.64***
	Attitude COO	.18	.06	.15**
	R^2	.48		
	F	116.76***		
Text	Intercept	1.41	.26	
	Attitude ad	.58	.05	.60***
	Attitude COO	.14	.06	.13*
	R^2	.41		
	F	85.19***		

*p < .050 **p < .010, ***p < .001

Appendix 7. Regression analysis for the three variables that predict gender.

Table 15. Product attitude (*N*=248).

COO marker	Variable	*B*	*SE*	*β*
Flag	Intercept	4.37	.33	
	gender	-.36	.21	-.11
	R^2	.01		
	F	2.96		
Building	Intercept	4.28	.36	
	gender	-.18	.22	-.05
	R^2	.00		
	F	.63		
Logo	Intercept	4.35	.33	
	gender	-.38	.21	-.12
	R^2	.01		
	F	3.36		
Text	Intercept	4.35	.31	
	gender	-.26	.20	-.08
	R^2	.00		
	F	1.68		

*p < .050 **p < .010, ***p < .001

Table 16. Purchase intention (*N*=248).

COO marker	Variable	*B*	*SE*	*β*
Flag	Intercept	4.50	.32	
	gender	-.11	.21	.03
	R^2	.00		
	F	.28		
Building	Intercept	4.19	.34	
	gender	.05	.22	.01
	R^2	.00		
	F	.05		
Logo	Intercept	3.96	.33	
	gender	.04	.21	.01
	R^2	.00		
	F	.03		
Text	Intercept	4.39	.32	
	gender	-.08	.20	-.03
	R^2	.00		
	F	.16		

*p < .050 **p < .010, ***p < .001

Table 17. Perceived quality (*N*=248).

COO marker	Variable	*B*	*SE*	*β*
Flag	Intercept	4.80	.33	
	gender	-.12	.21	-.04
	R^2	.00		
	F	.36		
Building	Intercept	4.56	.33	
	gender	-.03	.21	-.04
	R^2	.00		
	F	.02		
Logo	Intercept	4.56	.32	
	gender	-.25	.20	-.08
	R^2	.00		
	F	1.54		
Text	Intercept	4.55	.30	
	gender	-.07	.19	-.02
	R^2	.00		
	F	.14		

*p < .050 **p < .010, ***p < .001