The Effect of Implicit and Explicit COO Markers on Consumer Evaluations and Buying Decisions

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Abstract

Research on the effects of country-of-origin (COO) cues has been an important research stream over the past five decades. There is a high level of interest in COO strategies as it is a predictor of consumer attitudes and choice behaviour and therefore marketers try to link a product to a favourable country. The purpose of the present study was to expand current knowledge of country-of-origin effects in advertising by assessing the effectiveness of two implicit and two explicit COO markers in advertisements in the Netherlands. Together with the baseline condition, the study had a 5 (COO marker conditions: baseline, 'Made in…' label, COO embedded in the brand name, use of stereotypical people, use of buildings from the COO) x 3 (product-country combinations: paella-Spain vs. pizza-Italy vs. brie-France) mixed design. COO strategy was a between-subject factor and the product-country combination a within-subject factor. The effects of country-of-origin markers were examined on different dependable variables: attitude toward the products, attitude toward the advertisement, attitude toward the quality of the product, purchase intention and the link between the product and the COO. Fifteen advertisements were developed, with three advertisements per COO marker and three advertisements without a COO marker. Data was gathered through the use of an online questionnaire. A total of 178 people participated in the study. The results indicated differences between the three product-country advertisements, but not many across the different COO marker strategies. None of the strategies was convincingly more effective than the others across all marker conditions. This suggests that companies have a variety of strategies to choose from when marketing a product. In addition, it proves the importance of research on country-of-origin effects to academics and practitioners in the field of international marketing.

Keywords: country of origin, country-of-origin effect, marker, congruence

The Effect of Implicit and Explicit COO Markers on Consumer Evaluations and Buying Decisions

Globalization and internationalization are recent phenomena that have led to numerous new opportunities as well as threats in the production and marketing of products. The importance attached to the country of origin (COO) has increased significantly as marketers try to link a product to a favourable image in today's highly competitive markets. Companies can use different strategies to communicate the country of origin of products. Aichner (2014) distinguished between explicit and implicit COO strategies, of which explicit strategies are more noticeable than implicit strategies. Various studies have shown that a COO can have a positive influence on consumers' evaluations, and purchase decisions. Yet, only a few studies have examined the effectiveness of certain country-of-origin marketing strategies in comparison to others. To determine whether there are differences between COO strategies, the current study will investigate differences in the effectiveness of implicit and explicit COO markers. Not only does this study try to fill the existing research gap, but knowledge about the most effective COO strategy will also benefit companies.

Theoretical Framework

Country of origin

Country of origin (COO) has been defined in a variety of ways. Early studies referred to the country of origin in terms of 'Made in…' labels (Nagashima, 1970). In later studies, however, it was deemed that product origin cues included more than 'Made in…' product labels. Country of origin was defined differently as "the country where a product is manufactured or assembled" (Bilkey & Nes, 1982).

Economic developments have brought about numerous changes in production and marketing of products. Some companies might find it convenient to manufacture their products in countries different from their country of origin. Therefore, it is necessary to make a distinction between the country-of-origin (COO), and the country-of-manufacture (COM: country where the product is produced), the country-of-assembly (COA: country where the product is assembled), the country-of-design (COD: country where the product is designed), the country-of-parts (COP: the source of the product's materials), and the

country-of-brand (COB: country in which the brand is originated) (Aichner, 2014). The COM, COA, COD, COP and COB may be different than the COO but it can also be the same. Thus, the country of origin is a complex construct and global companies may choose which of these dimensions they want to associate with their product. In this study, the definition used by Özsomer and Cavusgil (1991, p. 270) will be used as COO refers to "the country with which the product is associated" regardless of where the product is manufactured.

The COO effect

All products originating in foreign countries are subject to the country-of-origin effect (Bilkey & Nes, 1982). According to the country-of-origin effect, the COO can influence consumers since it is a means to form connections between a product and a particular country, even when there is none. A product's COO can positively or negatively influence consumers' preferences and buying behaviour, and therefore, the COO of products is often emphasized in advertisements (Samiee, 1994. p. 119).

Country image and brand equity positively and directly influence consumers' brand preference, product evaluations, and purchase decisions (Agrawal & Kamakura, 1999; Moradi & Zarei, 2011; Koschate-Fisher, Diamanropoulos & Oldenkotte, 2012; Hornikx & Van Meurs, 2017; Lo et al., 2017). Country image refers to "the picture, the reputation, or the stereotype that businessmen and consumers attach to products of a specific country" (Nagashima, 1970, p. 68). Verlegh, Steenkamp and Meulenberg (2005) found that a country with a favourable product-country image (i.e., Spanish tomatoes) led to a more positive attitude toward the product than a country with an unfavourable product-country image (i.e. Dutch tomatoes). Hence, a country that has a positive image in the eyes of the consumer, has a competitive advantage in terms of its products. In addition, consumers are more willing to pay higher prices for branded products from a COO with a favourable country's image than for products from a COO with a less favourable image (Koschate-Fisher et al., 2012).

Furthermore, country-of-origin effects are product dimension specific (Roth & Romeo, 1992; Leclerc, Schmitt & Dube, 1994; Pappu, Quester & Cooksey, 2006). For example, Germany is well known for engineering products, Japan for electronics, Italy and France for fashion products, and the United States for services (Roth & Romeo, 1992). When marketing a product's country of origin, a product-country match should occur. This is when important product features or dimensions of a product category are also associated with a country's image (Roth & Romeo, 1992). For a product to be appreciated, the product-

country match should recall positive images in the consumer's mind. Products of French origin are often associated with fashion, elegance and femininity, whereas Spanish products often promote freedom, adventure and masculinity (Piller, 2003; Salciuviene, Ghauri, Salomea Streder & De Mattos, 2010). When important product features are not the perceived strengths of the country, when the image for a country is positive, but they are not important for the particular product category or when an image dimension is both an unimportant product feature and not a perceived strength of the country, there will be a mismatch between the product category and the country (Dagger & Raciti, 2011). This, in turn, could negatively affect product evaluations and purchase intentions (Hornikx, Van Meurs & Hof, 2013; Koschate-Fisher et al., 2012).

Several studies have linked foreign language, countries and COO cues to products based on congruence (Piller, 2003; Usunier & Cestre, 2007; Hornikx et al., 2013). Usunier and Cestre (2007) investigated which countries and products (and vice versa) are related and thus congruent. Two association tasks were conducted in four countries (China, Germany, Mexico, and the United States). In the first task, participants were asked to associate 20 product stimuli with a country and in the second task, participants were asked to associate 149 country stimuli with products. It was found that globally, there are strong links between wine–France, vodka–Russia, watches–Switzerland, pasta–Italy, sound systems–Japan, jeans–the United States, and cosmetics–France (Usunier & Cestre, 2007). Some countries have a stronger link to a product than other countries. In addition, some products are considered as neutral and are not country-specific, for example, soap. This suggests that global companies should manipulate the brand, company name or other country-of-origin cues to suggest particular national origins that are part of a brand image marketers want.

Hornikx et al. (2013) compared advertisements that were congruent and incongruent with the language of the slogan (French, German and Spanish). Foreign language slogans appeared to be more effective for congruent products (e.g., wine-French) than for incongruent products (e.g., beer-French). Congruent advertisements led to higher evaluations of product quality, product attitudes, and purchase intentions (Hornikx et al., 2013). This study recommends that businesses select a foreign-language slogan from a country that is well liked in the nation they operate in and congruent with the product, to generate a positive image.

COO marketing strategies

As mentioned previously, consumers' perceptions of a particular product may be influenced by its COO. Marketers can benefit from this by linking a product to a country with a favourable image in their advertisements. Aichner (2014) identified eight strategies that companies use to communicate the country of origin of products, services or the brand itself. An overview of the strategies can be found in Table 1. The starting point of the framework is the use of an implicit or explicit country-of-origin marketing strategy. Explicit COO markers are elements that explicitly mention the country of origin of the product, whereas implicit COO markers are less obvious cues since they require a certain degree of knowledge. In the case of implicit COO markers, consumers need to make mental associations between the COO marker and the actual country of origin, and therefore, implicit markers are expected to be harder to communicate to the target audience.

Table 1. COO Strategies (Aichner, 2014)

	Strategy name	Strategy type
1	'Made in…'	Explicit
2	Quality and origin labels	Explicit
3	COO embedded in the company name	Explicit
4	Typical COO words embedded in the company name	Implicit
5	Use of the COO language	Implicit
6	Use of famous or stereotypical people from the COO	Implicit
7	Use of COO flags and symbols	Explicit/implicit
8	Use of typical landscapes or famous building from the COO	Implicit

To mark a COO, companies could use the phrase 'Made in…' in their advertisements. With this, the country of origin of a product is explicitly mentioned (e.g. "Made in Italy"). Companies can also include quality and origin labels in their advertisements. With this marketing strategy, a product is defined according to specific specifications. A product can be registered as a Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) or Traditional Speciality Guaranteed (TSG) (Aichner, 2014). These first two strategies are often legally regulated. This means that companies are not free to use these elements on their packaging if they do not fulfil a number of requirements prescribed by national law, regional law and/or regulations of public, semi-public or private organizations (Aichner, 2014). The remaining COO strategies

are unregulated. Companies may choose which origin they would like to communicate in their advertising since they are not obliged to communicate the company's actual origin. A number of companies embed the name of the country, a region, a city or any related modification, directly in the company name. For example, the COO is embedded in the name of the French personal care company "L'Oréal Paris". In addition, companies could use certain typical COO words in their company name. This word does not have to mean anything as long as it is perceived as typical for the COO in the target market, e.g. Dr. Oetker (a German company that manufactures cake mixes, yoghurts, frozen pizza, and various other products). This is a name that sounds German but does not mean anything. Another COO marker is the use of the COO language in slogans, the company or brand name, or in advertisements. An example of this strategy is the slogan of the German automobile producer Volkswagen "Das Auto" which is German for 'the car'. The country of origin can also be communicated by means of endorsement by famous or stereotypical people. The use of stereotypes can be related to a person's name but also to a person's look, behaviour, clothes, and other elements. For example, a company that produces pasta may use a person named Francesco in their advertisements since this name may be considered as a typical Italian name, and therefore, it might lead to associations with Italy. Furthermore, another COO strategy is the use of COO flags and symbols. For instance, a French flag is associated with France and a Spanish flag with Spain. Companies could also use a typical landscapes or a famous buildings from the COO. For example, the use of the Eiffel tower when trying to align the product or service with France, or the Sydney Opera House when wanting to associate the product or service with Australia. The usage of widely known elements and so-called typical products may allow customers to quickly associate an advertisement with the COO.

The effectiveness of COO marketing strategies

Only a few studies have investigated the effectiveness of country-of-origin markers. Leclerc et al. (1994) examined consumers' perceptions and evaluations of foreign branding (i.e. foreign spelling of a brand name) compared to country-of-origin information (i.e. a 'Made in…' label) and a baseline condition (i.e. no-brand-name/no country-of-origin condition). The results indicated that foreign branding and country-of-origin information did not affect attitudes toward the advertisements or the overall quality. Nonetheless, a significant interaction between brand spelling and country of origin was found: country-of-origin information and foreign branding function similarly when they are single cues. French brand

names alone produced a more hedonic perception than an English brand name alone and the no-brand-name condition. In addition, advertisements with the 'Made in France' label were rated as more hedonic than the baseline condition.

Roozen and Raedts (2013) studied the effectiveness of different COO makers in advertisements by comparing a related picture of the country of origin to a related foreign language (FL) slogan. Four different COO related products were selected: beer from Germany, wine from France, paella from Spain and pizza from Italy. The results revealed that advertisements with a related picture of the COO (i.e. the Eiffel tower for France, the Brandenburger tower for Germany, Parc Guëll for Spain, and the Tower of Pisa for Italy) generated higher attitudes than advertisements without a COO visualization (Roozen & Raedts, 2013). However, the study did not find significant differences in attitudes for the advertisements with related COO slogans. The findings suggest that visual COO stimuli are more effective than linguistic COO stimuli. This corresponds with Jarvis, Mueller and Chiong (2010) who indicated that brand symbols can be more powerful in influencing product selection than written content for the reason that images are easier to process than verbal content.

Hornikx and Van Meurs (2017) examined the effectiveness of foreign language display in relation to country of origin markers by comparing congruent product-country advertisements (i.e. wine from France, sausage from Germany and oranges from Spain). The advertisements included a French, German or Spanish flag or a foreign language slogan as an indication of the product's country of origin. It was found that for both strategies, the associations that were evoked by the advertisement were highly similar. In addition, the COO advertisements were as persuasive as the foreign language advertisements in terms of perceived quality, attitude towards the product, and purchase intention (Hornikx & Van Meurs, 2017). However, ad liking was higher for foreign language advertisements compared to the visual country-of-origin advertisements. Consequently, in this study, the visual COO stimuli were as effective as the linguistic COO stimuli. This finding contradicts the study by Roozen and Raedts (2013) and the study by Jarvis et al. (2010).

The importance of the COO

Country of origin is considered to be a significant cue in consumer choice behaviour since it has an effect on consumer product evaluations and buying decisions (Elliott & Cameron, 1994; Davidson, Schroeder & Bower, 2003; Aichner, 2014). Davidson et al. (2003) found that the country of origin plays an important role in the purchase decision: 77 per cent of the

respondents reported that they search for origin information on products, whereas only 23 per cent reported that never searched for COO information. Furthermore, Profeta, Balling, and Roosen (2012) tried to determine whether origin played a role in consumers' purchase decisions. A survey conducted among 514 German consumers indicated that 22.5 per cent of the consumers were aware of the correct product origin and nearly all of the consumers who named the country of origin correctly evaluated the origin attribute in a positive manner (Profeta et al., 2012). Kemp, Insch, Holdsworth and Knight (2010) obtained similar results when analysing the buying behaviour of UK consumers. In their study, 19.1 per cent of the respondents knew the correct origin of the food item that they had selected. On the other hand, Liefeld (2004) found that more than 93 per cent of 1,248 purchasers did not know the country of origin of a product they had just purchased. Only 2.2 per cent of the total indicated that their knowledge of the product's COO might have played a role in their product choice. Due to the conflicting findings regarding product' origin awareness, origin awareness will be further investigated in this study by means of implementing a baseline condition.

Research questions

Over the past five decades, numerous studies have demonstrated a high level of interest in the effects of country of origin on product and advertisement evaluations as it is a predictor of consumer attitudes and choice behaviour. Aichner (2014) showed that companies use different strategies to communicate their country of origin. Yet, only a few studies have examined different country-of-origin marketing strategies in advertisements. Two of these studies compared visual COO stimuli to linguistic COO stimuli in advertisements and they found different results with regard to the effectiveness (Roozen & Raedts, 2013; Hornikx & Van Meurs, 2017). To determine whether there is a difference between strategies, and if so, whether these differences are due to the different COO markers, the current study will investigate differences in the effectiveness of implicit and explicit COO markers. The following research question is posed:

RQ1. To what extent are there differences in the effectiveness of implicit and explicit COO marketing strategies?

To provide an answer to this question, the following sub-questions will be asked:

RQ1a. To what extent are there differences in the effectiveness of implicit and explicit COO marketing strategies in terms of the attitude toward the product?

RQ1b. To what extent are there differences in the effectiveness of implicit and explicit COO marketing strategies in terms of the attitude toward the advertisement?

RQ1c. To what extent are there differences in the effectiveness of implicit and explicit COO marketing strategies in terms of the attitude toward the quality of the product?

RQ1d. To what extent are there differences in the effectiveness of implicit and explicit COO marketing strategies in terms of the purchase decision?

RQ1e: To what extent are there differences in the effectiveness of implicit and explicit COO marketing strategies in terms of the ability of consumers to link the product to the advertised COO?

Not only does this study aim to fill the current research gap, but it may also contribute to the success of businesses around the world. Koschate-Fisher et al. (2012) showed that the major benefit of a favourable COO is that it directly affects the likelihood of purchasing a product since consumers are willing to spend more money on the product. Thus, companies can profit from this by applying the most effective COO strategy in their advertisements.

Research method

Pre-test

A pre-test was conducted among twenty-two Dutch participants (age: M = 34.36, SD = 16.34; range 18 – 61; 59.1% female) to examine the fit between the product and the country and the fit between the country-of-origin marker and the actual country of origin. The aim of this is to determine to what extent participants connect the advertised product to the same COO. Each of the target products was an ethnic food product, a product that is typically associated with a particular country. Food has a deep-rooted connection to culture (Fischler, 1988; Alden, Steenkamp & Batra, 1999). Every aspect of food consumption practices is considered as sociocultural matter because food is most often consumed in traditional and locally idiosyncratic ways (Alden et al., 1999). Differences in dietary patterns between populations is a reflection of variations in climatic, agricultural and economic conditions in the corresponding populations (Trichopoulou, Soukara & Vasilopoulou, 2007). Since almost every country has distinctive dishes, and therefore, the current study distinguished between three countries of origin: France, Spain and Italy.

To identify the fit between the COO marker and the actual country of origin, for each of the three countries, every participant was asked to evaluate six brand names with an embedded COO, six images of famous people, six images of stereotypical people from the COO and five images of famous buildings from the COO. Four out of the six items were chosen and expected to have a connection to the country of origin, whereas the other two items were neutral and not expected to be connected to the country. The attitude toward the brand names with an embedded COO was measured by the question: "How much do you like the brand name for this product category?" on a scale from 1 (not at all) to 7 (very much) (based on Leclerc et al., 1994). For all brand names, an open-ended question was asked: "Which country do you associate with this brand name?" In addition, the types of food products, stereotypical people, famous people and buildings were evaluated with six items based on Spielmann (2016), i.e. "This food/building/person is French/Spain/Italian", "This food/building/person represents France/Spain/Italy", "I associate this food/building/person with France/Spain/Italy", "This food/building/person makes me think of France/Spain/Italy", "France/Spain/Italy is referenced by this food/building/person", and "There is a strong link between this food/building/person and France/Spain/Italy", on a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). Appendix A shows the pre-test questionnaire.

Materials

This study looked at two explicit and two implicit COO markers in advertisements distinguished by Aichner (2014). The explicit markers that were used in this study were a 'Made in…' label and the COO embedded in the brand name. The latter was selected because of the three completely explicit cues, this is the only one that is unregulated. A 'Made in…' label is most frequently used to communicate the COO of a product (Aichner, 2014; Bilkey & Nes, 1985), and therefore the results of the study might be valuable for companies who already use this strategy. Of the four fully implicit cues, the two implicit cues that were implemented in the advertisements are stereotypical people and famous building from the COO. Roozen and Raedts (2012) suggested that in advertisements visual COO cues might be more effective than textual cues. Both of these implicit markers aim to visualize the country of origin of a product. Hence, by utilizing these markers the suggestion from Roozen and Raedts (2012) could be tested.

Based on the pre-test the items that were the most strongly associated with the country were used in the study. Per country, one food product, one COO brand name and two implicit COO cues (one stereotypical or famous person and one famous building) were selected. For France, the items that received the highest evaluations were brie, the brand name 'Brie de France', and the building the Eiffel Tower. For Italy, these were pizza, the brand name 'Pizza Italia' and the leaning tower of Pisa, and for Spain, these were paella, the brand name 'Paella Española' and the building 'Sagrada Familia'. Stereotypical people appeared to be more closely associated with the countries than famous people, and therefore, stereotypical people were included in the advertisements. Appendix B shows the results of the pre-test in more detail. For each of the product-country combinations, a different advertisement was designed. Each advertisement contained a picture of the product and a COO marker.

In addition, a baseline condition was included. The baseline condition only portrayed the product against a neutral background without a COO marker. Therefore, the stimulus material consisted of fifteen advertisements, with three advertisements per COO marker and three advertisements without a COO marker. The advertisements can be found in Appendix C.

Participants

A total of 178 Dutch participants (age: M = 38.85, SD = 14.61; range 18 – 67; 73.6% female) took part in the experiment. Selection criteria included that the participants needed to be at least eighteen years of age since adults generally do grocery shopping and thus make the purchase decision to buy particular products. The highest completed educational level of the participants ranged from primary school to master of which the most participants completed higher education (n = 68). Table 2 shows the distribution of participants across the different educational levels.

Table 2. Percentages of the distribution of participants across the educational levels

Educational level	*n*	Percentage
Primary school	1	0.6%
Pre-vocational secondary education (LBO/VBPO/VMBO)	8	4.5%
Middle-level applied education (MBO)	47	26.4%
Senior general secondary/pre-university education (HAVO/VWO)	34	19.1%
Higher education (HBO)	68	38.2%
University (WO)	20	11.2%
Total	178	100%

The participants were randomly assigned to one of the five COO strategy conditions. Per condition, 38 participants evaluated the baseline advertisements, 31 participants the ads with a 'Made in…' label, 35 participants the ads with the COO embedded in the brand name, 37 participants the ads including stereotypical people from the COO, and 37 participants the ads containing buildings from the COO.

In order to examine whether there were differences in gender, educational level and age distribution between the COO strategy conditions, several Chi-square tests and one-way analyses of variance were conducted. Across the five COO strategy conditions, a Chi-square test showed no significant difference between the groups and the gender distribution (χ^2 (4) = .798, p = .939), and educational level (χ^2 (20) = 16.96, p = .655). A one-way analysis of variance did not show a significant difference between the five COO strategy conditions and the distribution of age (F (2, 171) = 1.46, p = .218).

In summary, the analyses showed that the COO strategy conditions were equal in participants' gender, educational level and age.

Design

Together with the baseline, there were five country-of-origin marketing conditions and three product-country matches presented in the advertisements. Thus, the study had a 5 (COO marker conditions) x 3 (product-country combinations) mixed design. Country-of-origin strategy (two implicit, two explicit, no marker) was a between-subject factor and product-country combination a within-subject factor. The five COO marker conditions were: no marker, 'Made in…' label, COO embedded in the company name, stereotypical people from the COO and buildings from the COO. The three product-country combinations were: paella and Spain, brie and France, and pizza and Italy. Five different versions of the questionnaire were created in which each participant was asked to evaluate three advertisements with the same COO marker. To clarify the distribution of advertisements between the participants, Table 3 shows the five COO strategy conditions.

Table 3. The five conditions of distribution of the advertisements between participants

Condition 1	Product:	Paella	Brie	Pizza
	Country:	Spain	France	Italy
	Strategy:	No	No	No
Condition 2	Product:	Paella	Brie	Pizza
	Country:	Spain	France	Italy
	Strategy:	'Made in Spain'	'Made in France'	'Made in Italy'
Condition 3	Product:	Paella	Brie	Pizza
	Country:	Spain	France	Italy
	Strategy:	Paella Española	Brie de France	Pizza Italia
Condition 4	Product:	Paella	Brie	Pizza
	Country:	Spain	France	Italy
	Strategy:	La Sagrada Familia	Eiffel Tower	Leaning Tower of Pisa
Condition 5	Product:	Paella	Brie	Pizza
	Country:	Spain	France	Italy
	Strategy:	Stereotypical person	Stereotypical person	Stereotypical person

Instruments

In studying whether differences occur between explicit and implicit COO markers, five dependent variables were used: attitude toward the quality of the product, attitude toward the product, attitude toward the advertisement, purchase intention and link between the product and the COO.

Attitude toward the quality of the product was measured with a single item: "I would rate the quality of this product as… (very poor-very good)" on a five-point semantic differential scale (based on Cameron and Elliott, 1994). Attitude toward the product is measured with two items: "I believe the product is attractive" and "I believe the product is nice", anchored by a 7-point Likert scale (1 = completely disagree – 7 = completely agree) (based on Hornikx et al., 2013; Batra, Ramaswamy, Steenkamp & Ramachander, 1999). The reliability of attitude toward the three different products comprising these two items was good $\alpha = .72$. Attitude toward the advertisement was measured with five items on 7-point semantic scales, i.e. 'negative – positive', 'not attractive – attractive', 'convincing – not convincing', 'not credible – credible', and 'not interesting – interesting', following the statement "This advertisement is…" (Roozen & Raedts, 2013). The reliability of attitude toward the three different ads comprising these five items was good $\alpha = .94$. The purchase intention is measured with three 7-point semantic differential scale, i.e. "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 me - really something for me' (Hornikx et al., 2013). The reliability of purchase intention comprising these three items was good $\alpha = .85$. In order to determine to what extent participants were aware of the link between the product and the COO, an open-ended question: "Which country do you associate with this product?" was asked.

Some relevant background variables were measured. Product liking and country liking were measured with a single item, i.e. "I like paella/brie/pizza" and "I like Spain/France/Italy" on a 7-point Likert scale (very strongly disagree – very strongly agree) (based on Verlegh et al., 2005). Product use was measured with a single item "I frequently eat paella/brie/pizza" anchored by a 7-point Likert scale (very strongly disagree – very strongly agree) (based on Koschate-Fisher et al., 2012). To measure the familiarity with the country the question: "I have frequently visited Spain/France/Italy" was posed (based on Koschate-Fisher et al., 2012). For familiarity with the language, the question was: "I speak Spanish/French/Italian". Both items were measured on a 7-point Likert scale (very strongly disagree – very strongly agree). To investigate whether participants associated the food with

the countries as the participant in the pre-test did, a multiple choice question: "I associate this food with Spain/France/Italy" on a 7-point Likert scale (very strongly disagree – very strongly agree). In addition, it was measured whether participants thought the ad was realistic: "This advertisement could be in a magazine" on a 7-point Likert scale (very strongly disagree – very strongly agree) (based on Verlegh et al., 2005). For the ads with a COO marker, an additional question was asked at the end of the questionnaire to measure whether people could recall the COO markers that they had seen, three multiple choice question consisting of four options were asked: "Which label/brand name/person/building did you see in advertisement 1/2/3?". In addition,

Finally, an open-ended question was asked with regard to the purpose of the study ("What do you think is the purpose of the study?"). The questionnaire also elicited information about potentially relevant background variables such as age, nationality, gender, and educational level. The entire questionnaire can be found in Appendix D. The questionnaire was in Dutch since the study was conducted in the Netherlands.

Procedure

The questionnaire was administered using the online survey tool Qualtrics on an individual basis. Participants were approached by email and via social media. The participants were not explicitly informed about the subject of the study but were only told that they would be evaluating different advertisements. The questionnaire started with a brief introduction in which the participant was thanked for their participation. This was followed by a consent: Participation was voluntary, and they had the opportunity to end the questionnaire at any point. If the participant required more information, he/she could contact the researchers. After agreeing to this, the participant continued to the first advertisement. Each advertisement was followed by a number of questions. The participant could only look at the advertisement once and was not able to go back. In the final section of the questionnaire, participants provided their biographical data. Filling in the questionnaire took about eight minutes (M = 7.54, SD = 2.63).

Statistical treatment

Various repeated measures analyses were conducted with as factors COO marker strategy condition and product-country combination for the attitude toward the different dependent variables attitude toward the advertisement, the product, the quality of the product, and purchase intention. Subsequently, if the interaction between the COO marker condition and

product-country combination for a dependent variable was significant, several one-way analyses of variance were conducted. In addition, Chi-square tests were conducted to examine the link between the product and the country of origin. A single independent samples t-test was conducted in order to examine to what extent there is a difference in identifying the origin of the stereotypical people and building between the COO strategy groups.

Results

Manipulation checks

Product-country combination.

To measure to what extent participants associated the product with the country of origin, a repeated measures analysis was used. A repeated measures analysis for the strength of associating the product with the country, with product-country combination as within-subject factor and COO strategy as between-subject factor, showed a significant main effect of product-country combination on the strength of associating the product with the country (F (2, 346) = 12.36, $p < .001$). The analysis did not show a significant main effect on COO strategy (F (4, 173) = 1.60, $p = .176$). The main effects were qualified by a significant interaction effect between product-country combination and COO strategy (F (8, 346) = 2.38, $p = .017$).

A significant difference between the product-country combination was found in subjects who saw the baseline condition (F (2, 74) = 6.27, $p = .003$). The product pizza was more strongly associated with Italy ($M = 6.13$, $SD = 1.02$), than paella with Spain ($p = .001$, Bonferroni correction; $M = 5.32$, $SD = 1.19$) and brie with France ($p = .004$, Bonferroni correction; $M = 5.50$, $SD = 1.41$). There was no difference in the strength of association between brie with France and paella with Spain ($p = .525$, Bonferroni correction). There was no difference between in strength of association for subjects who were exposed to the COO strategy ‘Made in…’ (F (2, 60) < 1). There was no difference in the strength of association between the product-country associations for subjects who were exposed to the COO strategy COO is embedded in the company name (F (2, 68) < 1). In addition, there was no difference in the strength of association for subjects who were exposed to the COO strategy and the use of stereotypical people (F (2, 72) < 1). However, a difference in the strength of association was found among subjects who were exposed to buildings referring to the COO

(F (2, 72) = 8.65, p < .001). Paella was less strongly associated with Spain (M = 4.73, SD = 1.58) than pizza with Italy (p = .003, Bonferroni correction; M = 5.57, SD = 1.44), and brie with France (p = .001, Bonferroni correction; M = 5.73, SD = .96). For the participants who were exposed to the advertisements that included buildings from the COO, there was no difference in the strength of association between pizza with Italy and brie with France (p = .449, Bonferroni correction).

Several one-way analyses of variances were conducted for the different product-country combinations separately. For the advertisement with paella, a difference between strength of associating the product with the country was found (F (4, 173) = 3.80, p = .006). The paella advertisement that portrayed the COO embedded in the company name 'Paella Espanola' was more strongly associated with Spain (M = 5.80, SD = .90), than when a building from the COO 'La Sagrada Familia' was used (p = .004, Bonferroni correction; M = 4.73, SD = 1.56). There was no difference in strength of associating the product with the country between the COO embedded in the company name and the baseline condition (p = .986, Bonferroni correction), 'Made in…' label (p = 1.000, Bonferroni correction) and stereotypical people from the COO (p = 1.000, Bonferroni correction). In addition, there was no difference between the baseline condition and the 'Made in…' label (p = 1.000, Bonferroni correction), stereotypical people from the COO (p = 1.000, Bonferroni correction) and building from the COO (p = .430, Bonferroni correction). There was no difference between a 'Made in…' label and stereotypical people from the COO (p = 1.000, Bonferroni correction) and building from the COO (p = .076, Bonferroni correction). There was no difference between stereotypical people from the COO and building from the COO (p = .074, Bonferroni correction). Furthermore, there was no difference in associating the product with the country for the advertisements that contained the products brie and pizza (F (4, 173) < 1). In Table 4 the means, standard deviations and the number of observations for the strength of associating the product with the country can be found.

Table 4. Means, standard deviations and *n* for the strength of associating the product with the country in function of the product-country combinations and the COO marker conditions (1 = very weakly associated, 7 = very strongly associated)

	Paella-Spain			Brie-France			Pizza-Italy		
COO Strategy	*M*	*SD*	*n*	*M*	*SD*	*n*	*M*	*SD*	*n*
Baseline	5.32	1.19	38	5.50	1.40	38	6.13	1.02	38
Made in …	5.55	1.26	31	5.55	1.36	31	6.00	1.07	31
COO embedded in the brand name	5.80	0.90	35	5.86	0.94	35	6.00	0.87	35
Stereotypical people from the COO	5.51	1.19	37	5.54	1.54	37	5.76	1.19	37
Buildings from the COO	4.73	1.58	37	5.73	.96	37	5.57	1.44	37

Realism of the advertisement.

To measure the extent to which participants thought the advertisements were realistic, a repeated measures analysis was conducted. A repeated measures analysis for realism of the advertisement with product-country combination as within-subject factor and COO strategy as between-subject factor showed a significant main effect of product-country combination (F (2, 346) = 7.58, p = .001) and a significant main effect of COO strategy (F (4, 173) = 4.50, p = .002). The interaction effect between the product-country combination and COO strategy was not significant (F (8, 346) < 1).

The advertisements that displayed paella (M = 4.21, SD = 1.47) were perceived as less realistic than the advertisements that portrayed brie (p = .027, Bonferroni correction; M = 4.51, SD = 1.35) and pizza (p = .001, Bonferroni correction; M = 4.61, SD = 1.30). There was no difference in realism between the advertisements that portrayed brie and pizza (p = .907, Bonferroni correction).

In addition, the advertisements that contained a 'Made in…' label (M = 4.73, SD = 1.56) were perceived as more realistic than the advertisements that contained stereotypical people from the COO (p = .001, Bonferroni correction; M = 4.73, SD = 1.56). There was no difference between the advertisements with a 'Made in…' label and the advertisement with the baseline condition (p = 1.000, Bonferroni correction), COO embedded in the brand name (p = .693, Bonferroni correction) and buildings from the COO (p > .108, Bonferroni correction). Furthermore, there was no difference between the advertisements from the baseline condition and the advertisement with the COO embedded in the brand name (p = 1.000, Bonferroni correction), stereotypical people from the COO (p = .095, Bonferroni

correction) and buildings from the COO (p = 1.000, Bonferroni correction). There was no difference between the advertisements with the COO embedded in the brand name and stereotypical people from the COO (p = .220, Bonferroni correction) and buildings from the COO (p = 1.000, Bonferroni correction). There was no difference between the advertisements that portrayed stereotypical people and buildings from the COO (p = 1.000, Bonferroni correction). The means, standard deviations and the number of observations of realism of the advertisement can be found in Table 5.

Table 5. Means, standard deviations and *n* for the realism of the advertisement in function of the product-country combinations and the COO marker conditions (1 = not realistic, 7 = very realistic)

	Paella-Spain			Brie-France			Pizza-Italy		
COO Strategy	*M*	*SD*	*n*	*M*	*SD*	*n*	*M*	*SD*	*n*
Baseline	4.45	1.20	38	4.61	1.41	38	4.66	1.24	38
Made in …	4.94	0.93	31	4.90	0.94	31	5.13	1.02	31
COO embedded in the brand name	4.37	1.35	35	4.43	1.09	35	4.71	1.32	35
Stereotypical people from the COO	3.59	1.55	37	3.97	1.59	37	4.19	1.41	37
Buildings from the COO	3.81	1.79	37	4.70	1.45	37	4.43	1.34	37
Total	4.21	1.47	178	4.51	1.35	178	4.61	1.30	178

The origin of stereotypical people and buildings

An independent samples t-test was conducted in order to examine whether there is a difference between two COO strategy groups in correctly identifying the origin of the stereotypical people or building. An independent samples t-test showed a significant difference between the group of participants who were exposed to the use of stereotypical people from the COO and the group of participant who looked at the use of typical buildings from the COO with regard to association with the correct country of origin (t (72) = 3.31, p = .001). The participants who were exposed to buildings from the COO were able to correctly identify the origin of the building (M = 2.54, SD = .61) more often than the participants who evaluated stereotypical people from the COO (M = 2.03, SD = .73). This means that the buildings in this study were more strongly connected to the country of origin

than the stereotypes used in this study. Table 6, shows the means, standard deviations, and *n* for correctly associating the stereotypical people or building with the country of origin

Table 6. Means, standard deviations, and *n* for correctly associating the stereotypical people or building with the country of origin on a scale from 0 to 3 (0 = no correct country, 1 = one correct country, etc.).

	Correct associations		
COO strategy	*M*	*SD*	*n*
Stereotypical people from the COO	2.03	.73	37
Buildings from the COO	2.54	.61	37

Attitude toward the product

A repeated measures analysis for attitude toward the product with product-country combination as within-subject factor and COO strategy as between-subject factor showed a significant main effect of product-country combination on attitude toward the product (F (2, 346) = 22.53, $p < .001$) and a significant main effect of COO strategy (F (4, 173) = 2.80, p = .028). The main effects were not qualified by a significant interaction effect between attitude toward the product and COO strategy (F (8, 346) < 1).

The attitude toward the product was less positive for paella (M = 4.16, SD = 1.05) than for brie (p = .023, Bonferroni correction; M = 4.46, SD = 1.24), and this, in turn, was less positive than the attitude toward pizza ($p < .001$, Bonferroni correction; M = 4.87, SD = 1.13). In addition, the attitude toward paella was less positive than the attitude toward pizza ($p < .001$, Bonferroni correction). Although there was a significant main effect of COO strategy on attitude toward the product, the Bonferroni post-hoc test showed that there was no significant mean difference between the COO strategy conditions ($p < .128$, Bonferroni correction). The means, standard deviations and the number of observations for attitude toward the product can be found in Table 7.

Table 7. Means, standard deviations, and *n* for attitude toward the product in function of the product-country combinations and the COO marker conditions (1= very negative, 7 = very positive)

	Paella-Spain			Brie-France			Pizza-Italy		
COO strategy	*M*	*SD*	*n*	*M*	*SD*	*n*	*M*	*SD*	*n*
Baseline	4.43	0.99	38	4.41	1.29	38	5.05	0.84	38
Made in …	4.35	0.95	31	4.66	1.27	31	5.13	1.20	31
COO embedded in the brand name	4.24	0.98	35	4.73	1.20	35	4.93	1.09	35
Stereotypical people from the COO	3.88	1.21	37	4.08	1.22	37	4.93	1.17	37
Buildings from the COO	3.92	1.02	37	4.45	1.17	37	4.35	1.24	37
Total	4.16	1.05	178	4.46	1.24	178	4.87	1.13	178

Attitude toward the advertisement

A repeated measures analysis for attitude toward the advertisement with product-country combination as within-subject factor and COO strategy as between-subject factor showed a significant main effect of product-country combination on attitude toward the advertisement (F (2, 346) = 6.85, p = .001). The attitude toward the advertisement was less positive for paella (M = 4.10, SD = 1.28) than for brie (p = .006, Bonferroni correction; M = 4.41, SD = 1.34) and pizza (p = .008, Bonferroni correction; M = 4.41, SD = 1.36). There was no difference in attitude toward the advertisements for the advertisements that showed brie and pizza (p = 1.000, Bonferroni correction). The repeated measures analysis did not show a significant main effect of COO strategy (F (4, 173) < 1). In addition, the interaction effect between attitude toward the advertisement and COO strategy was not significant (F (8, 346) < 1). The means, standard deviations and the number of observations for attitude toward the advertisement can be found in Table 8.

Table 8. Means, standard deviations, and *n* for attitude toward the advertisement in function of the product-country combinations and the COO marker conditions (1 = very negative, 7 = very positive)

	Paella-Spain			Brie-France			Pizza-Italy		
COO strategy	*M*	*SD*	*N*	*M*	*SD*	*n*	*M*	*SD*	*n*
Baseline	4.14	1.31	38	4.45	1.26	38	4.35	1.40	38
Made in …	4.57	1.14	31	4.58	1.36	31	4.67	1.45	31
COO embedded in the brand name	4.32	1.18	35	4.49	1.40	35	4.57	1.36	35
Stereotypical people from the COO	3.84	1.31	37	3.99	1.14	37	4.24	1.21	37
Buildings from the COO	3.69	1.33	37	4.56	1.52	37	4.28	1.41	37
Total	4.40	1.28	178	4.41	1.34	178	4.41	1.36	178

Attitude toward the quality of the product

A repeated measures analysis for product quality with product-country combination as within-subject factor and COO strategy as between-subject factor showed a significant main effect of product-country combination on product quality (F (2, 330) = 1605, $p < .001$). The repeated measures analysis did not show a significant main effect of COO strategy (F (4, 165) < 1). However, there was a significant interaction effect between product quality and COO strategy (F (8, 346) = 2.21, $p = .026$). Table 9 shows the means, standard deviations and the number of observations for attitude toward the quality of the product in function of the product-country combinations and the COO marker conditions.

Table 9. Means, standard deviations, and *n* for attitude toward the quality of the product in function of the product-country combinations and the COO marker conditions (1 = very negative, 7 = very positive)

	Paella-Spain			Brie-France			Pizza-Italy		
COO strategy	*M*	*SD*	*n*	*M*	*SD*	*n*	*M*	*SD*	*n*
Baseline	3.28	0.62	36	3.59	0.67	32	3.41	0.66	34
Made in …	3.45	0.72	31	3.55	0.81	31	3.65	0.88	31
COO embedded in the brand name	3.20	0.58	35	3.34	0.94	35	3.57	0.85	35
Stereotypical people from the COO	2.95	0.71	37	3.30	0.78	37	3.57	0.80	37
Buildings from the COO	2.76	0.76	37	3.49	1.02	37	3.30	0.97	37
Total	3.11	0.72	176	3.45	0.85	172	3.49	0.84	174

Differences in attitudes toward the quality of the product were not found among participants who saw the baseline condition (F (2, 58) < 1), the 'Made in…' label (F (2, 60) < 1) and the participants who were exposed to the advertisements with the COO embedded in the company name (F (2, 68) < 1). However, a difference in attitude toward the quality of the product was found between participants who were exposed to stereotypical people from the COO (F (2, 72) = 8.93, p < .001), and between participants who were exposed to buildings from the COO (F (2, 72) = 16.34, p < .001). Participants' attitude toward the quality of the product was lower for the Spanish stereotypical person (M = 2.95, SD = .71) than the attitude toward the Italian stereotypical person (p < .001, Bonferroni correction; M = 3.57, SD = .80). There was no difference in attitude toward the quality of the product between the Spanish and the French stereotypical person (p = .078, Bonferroni correction). There was no difference in attitude toward the quality of the product was found between the Italian and the French stereotypical person (p = .230, Bonferroni correction).

In addition, participants' attitude toward the quality of the product for the Spanish building, La Sagrada Familia, was lower (M = 2.76, SD = .76) than toward the French building, the Eiffel tower, (p < .001, Bonferroni correction; M = 3.49, SD = 1.02) and the Italian building, the leaning tower of Pisa, (p < .001, Bonferroni correction; M = 3.30, SD = .97). There was no difference in attitude toward the quality of the product between the French and Italian building (p = .440, Bonferroni correction).

Several one-way analyses of variances were conducted for the different product-country combinations separately. For the paella, a one-way analysis of variance showed a significant effect of COO marker condition on attitude toward the quality of the product (F (4, 171) = 5.68, $p < .001$). The attitude toward the quality of the product was less negative when a 'Made in…' label was used (M = 3.45, SD = .62) than when a stereotypical person from the COO (p = .026, Bonferroni correction; M = 2.95, SD = .71) and a building referring to the COO were used ($p < .001$, Bonferroni correction; M = 2.76, SD = .76). There was no difference in attitude toward the quality of the product between the 'Made in…' COO strategy condition and the baseline condition (p = 1.000, Bonferroni correction) and the COO embedded in the brand name (p = 1.000, Bonferroni correction). However, the attitude toward the quality of the product was less negative for the baseline condition (M = 3.28, SD = .62) than when a building from the COO was displayed (p = .013, Bonferroni correction; M = 2.76, SD = .76). There was no difference in attitude between the baseline condition and COO embedded in the brand name (p = 1.000, Bonferroni correction) and stereotypical people from the COO (p = .388, Bonferroni correction). Furthermore, there was no difference in attitude toward the quality of the product for the advertisements with the COO embedded in the brand name and the advertisements with stereotypical people (p = 1.000, Bonferroni correction) and buildings from the COO (p = .064, Bonferroni correction). There was no difference between stereotypical people and buildings from the COO (p = 1.000, Bonferroni correction).

A one-way analysis of variance did not show a significant effect of COO strategy condition on attitude toward the quality of the product for brie (F (4, 167) = .78, p = .542) and for pizza (F (4, 169) = .99, p = .415).

Purchase intention

A repeated measures analysis for purchase intention with product-country combination as within-subject factor and COO strategy as between-subject factor showed a significant main effect of product-country combination on purchase intention (F (2, 346) = 34.04, $p < .001$). The purchase intention was lower for paella (M = 3.62, SD = 1.46) than for brie ($p < .001$, Bonferroni correction; M = 4.46, SD = 1.77), and this, in turn, was lower than the purchase intention for pizza (p = .048, Bonferroni correction; M = 4.81, SD = 1.56). In addition, the purchase intention for paella was lower than that for pizza ($p < .001$, Bonferroni correction).

Furthermore, the repeated measures analysis did not show a significant main effect of COO strategy on purchase intention (F (4, 173) < 1). For purchase intention, the interaction

effect between product-country combination and COO strategy was not significant (F (8, 346) < 1). Table 10, shows the means, standard deviations and the number of observations for purchase intention in function of the product-country combinations and the COO marker conditions.

Table 10. Means, standard deviations, and *n* for purchase intention in function of the product-country combinations and the COO marker conditions (1 = very negative, 7 = very positive)

	Paella-Spain			Brie- France			Pizza-Italy		
COO strategy	*M*	*SD*	*n*	*M*	*SD*	*n*	*M*	*SD*	*n*
Baseline	3.73	1.33	38	4.68	1.65	38	4.77	1.63	38
Made in …	4.03	1.40	31	4.60	1.76	31	5.01	1.59	31
COO embedded in the brand name	3.81	1.38	35	4.61	1.80	35	4.55	1.68	35
Stereotypical people from the COO	3.39	1.48	37	4.14	1.76	37	4.95	1.38	37
Buildings from the COO	3.23	1.63	37	4.29	1.92	37	4.78	1.55	37
Total	3.62	1.46	178	4.46	1.77	178	4.81	1.56	178

Ability to link a product to COO

To examine participants' ability to correctly link the advertised product to the country of origin, three Chi-square tests were conducted for each product-country combination separately. Table 11 shows the percentages for the three different advertisements in function of the COO strategy conditions.

For paella, a Chi-square test showed a significant relation between the COO strategy condition and the percentage of participants that correctly linked the product to the COO (χ^2 (4) = 18.01, p = .001). Participants who saw 'Made in…' labels gave relatively more correct answers (93.5%) and relatively fewer incorrect answers (6.5%) than people who saw buildings referring to the COO. The latter gave relatively fewer correct answers (43.2%) and relatively more incorrect answers (56.8%). In addition, participants who saw the COO embedded in the brand name gave relatively more correct answers (91.4%) and relatively fewer incorrect answers (8.6%) than people who saw buildings referring to the COO. The participants who saw the baseline condition and the stereotypical people from the COO did

not give significantly more correct or incorrect answers than participants who saw 'Made in…' labels, the COO embedded in the brand name, or buildings from the COO.

For brie, a Chi-square test did not show a significant relation between the COO strategy condition and the percentage of participants that correctly linked the product to the COO (χ^2 (4) = 1.09, p = .896).

In addition, for pizza, a Chi-square test did not show a significant relation between the COO strategy condition and the percentage of participants that correctly linked the product to the COO (χ^2 (4) = 2.01, p = .734).

Table 11. Percentage of incorrect and identification of the origin of the product in function of the product-country combinations and the COO marker condition

	Paella-Spain		Brie-France		Pizza-Italy	
COO strategy	Incorrect	Correct	Incorrect	Correct	Incorrect	Correct
Baseline	26%	74%	8%	92%	3%	97%
Made in …	7%	94%	3%	97%	3%	97%
COO embedded in the brand name	9%	91%	9%	91%	3%	97%
Stereotypical people from the COO	24%	76%	5%	95%	5%	95%
Buildings from the COO	43%	57%	8%	92%	0%	100%

Background variable

Recall.

To measure to what extent there were differences in recall between the COO strategies, a one-way analysis of variance was conducted. Table 12 shows the means, standard deviations and the number of observations for the correctly recalling the marker that was displayed in the advertisement. A one-way analysis of variance showed a significant effect of COO strategy condition on recall (F (3, 136) = 18.93, p < .001). Recalling which 'Made in…' label (M = 1.58, SD = 1.21) participants saw was more difficult than recalling the COO embedded in the brand name (p < .001, Bonferroni correction; M = 2.54, SD = .61), the stereotypical person from the COO (p < .001, Bonferroni correction; M = 2.81, SD = 2.81) and the building from the COO (p < .001, Bonferroni correction; M = 2.78, SD = .48). There was no significant difference between COO embedded in the brand name and stereotypical people from the COO (p = .817,

Bonferroni correction) and buildings from the COO (p = 1.000, Bonferroni correction). In addition, there was no difference between stereotypical people from the COO and buildings from the COO (p = 1.000, Bonferroni correction).

Table 12. Means, standard deviations, and *n* for recall in function of the COO marker conditions on a scale from 0 to 3 (0 = no correct marker, 1 = one correct marker, etc.).

COO strategy	*M*	*SD*	*n*
Made in …	1.58	1.21	31
COO embedded in the brand name	2.54	0.61	35
Stereotypical people from the COO	2.81	0.62	37
Buildings from the COO	2.78	0.48	37
Total	2.46	0.89	140

Familiarity with the country.

A repeated measures analysis for familiarity with the product-country combination as within-subject factor and COO strategy as between-subject factor showed a significant main effect of product-country combination on familiarity with the country (F (2, 346) = 43.70, p < .001). Participants were more familiar with France (M = 4.63, SD = 1.66) than with Italy (p < .001, Bonferroni correction; M = 3.89, SD = 1.75) and Spain (p < .001, Bonferroni correction; M = 3.26, SD = 1.74). In addition, participants were more familiar with Italy than with Spain (p < .001, Bonferroni correction; M = 4.81, SD = 1.56). Table 12, shows the means and standard deviations for familiarity with the country in function of the three product-country combinations.

The repeated measures analysis did not show a significant main effect of COO strategy on familiarity with the country (F (4, 173) < 1). The interaction effect between product-country combination and COO strategy was not significant (F (8, 346) < 1).

Table 12. Means, standard deviations, and *n* for familiarity with the country in function of the product-country combinations and the COO marker conditions (1 = not familiar at all, 7 = very familiar)

	Paella-Spain			Brie-France			Pizza-Italy		
COO strategy	*M*	*SD*	*n*	*M*	*SD*	*n*	*M*	*SD*	*n*
Baseline	2.97	1.76	38	4.50	1.59	38	3.71	1.92	38
Made in …	3.47	1.67	31	4.74	1.81	31	3.84	1.84	31
COO embedded in the brand name	2.77	1.70	35	4.66	1.41	35	3.71	1.81	35
Stereotypical people from the COO	3.43	1.78	37	4.46	1.94	37	4.32	1.62	37
Buildings from the COO	3.46	1.73	37	4.84	1.57	37	3.84	1.57	37
Total	3.26	1.74	178	4.63	1.66	178	3.89	1.75	178

Familiarity with the language.

A repeated measures analysis for familiarity with the language with product-country combination as within-subject factor and COO strategy as between-subject factor showed a significant main effect of product-country combination on familiarity with the language (F (2, 346) = 63.60, $p < .001$). Participants were more familiar with French (M = 3.31, SD = 1.63) than with Italian ($p < .001$, Bonferroni correction; M = 1.92, SD = 1.26) and Spanish ($p < .001$, Bonferroni correction; M = 2.12, SD = 1.54). There was no difference between Italian and Spanish ($p = .283$, Bonferroni correction). The means, standard deviations and the number of observations for familiarity with the language can be found in Table 13.

The repeated measures analysis did not show a significant main effect of COO strategy on familiarity with the language (F (4, 173) < 1). In addition, the interaction effect between product-country combination and COO strategy was not significant (F (8, 346) < 1).

Table 13. Means and standard deviations for familiarity with the language in function of the product-country combinations and the COO strategy conditions (1 = not familiar at all, 7 = very familiar)

	Paella-Spain			Brie-France			Pizza-Italy		
COO strategy	*M*	*SD*	*n*	*M*	*SD*	*n*	*M*	*SD*	*n*
Baseline	1.68	1.42	38	3.29	1.87	38	1.61	1.00	38
Made in …	2.48	1.69	31	3.61	1.61	31	2.26	1.51	31
COO embedded in the brand name	2.20	1.47	35	3.34	1.11	35	1.97	1.36	35
Stereotypical people from the COO	1.89	1.31	37	3.41	1.66	37	1.92	1.36	37
Buildings from the COO	2.43	1.74	37	2.97	1.79	37	1.92	1.23	37
Total	2.12	1.54	178	3.31	1.63	178	1.92	1.26	178

Country liking.

A repeated measures analysis for country liking with product-country combination as within-subject factor and COO strategy as between-subject factor showed a significant main effect of product-country combination on country liking (F (2, 346) = 4.65, p = .010). In general, participants liked Italy more (M = 5.28, SD = 1.16) than France (p = .012, Bonferroni correction; M = 4.96, SD = 1.23). There was no difference between Italy and Spain (p = .121, Bonferroni correction), and between Spain and France (p = .814, Bonferroni correction). Table 14, shows the means and standard deviations for country liking in function of the product-country combinations and the COO strategy conditions.

The repeated measures analysis did not show a significant main effect of COO strategy on country liking (F (4, 173) < 1). The interaction effect between product-country combination and COO strategy was not significant (F (8, 346) < 1).

Table 14. Means and standard deviations for country linking in function of the three different countries (1 = very negative, 7 = very positive)

	Paella-Spain			Brie-France			Pizza-Italy		
COO strategy	*M*	*SD*	*n*	*M*	*SD*	*n*	*M*	*SD*	*n*
Baseline	4.97	0.67	38	5.03	1.26	38	5.26	1.43	38
Made in …	4.94	1.00	31	4.84	1.00	31	5.23	1.76	31
COO embedded in the brand name	4.94	0.91	35	4.86	1.28	35	5.00	1.06	35
Stereotypical people from the COO	5.51	1.84	37	4.78	1.27	37	5.46	1.93	37
Buildings from the COO	5.05	1.98	37	5.24	1.28	37	5.41	1.14	37
Total	5.08	1.98	178	4.96	1.23	178	5.28	1.16	178

Product liking.

A repeated measures analysis for product liking with product-country combination as within-subject factor and COO strategy as between-subject factor showed a significant main effect of product-country combination on product liking (F (2, 346) = 17.27, $p < .001$). Participants liked pizza more (M = 5.28, SD = 1.16) than paella ($p < .001$, Bonferroni correction; M = 4.51, SD = 1.51) and brie ($p = .012$, Bonferroni correction; M = 4.96, SD = 1.23). In turn, participant liked brie more than paella ($p = .006$, Bonferroni correction). Table 15, shows the means and standard deviations for product liking in function of the product-country combinations and the COO strategy conditions.

The repeated measures analysis did not show a significant main effect of COO strategy on product liking (F (4, 173) < 1). In addition, the interaction effect between product-country combination and COO strategy was not significant (F (8, 346) < 1).

Table 15. Means and standard deviations for product linking in function of the product-country combinations and the COO strategy conditions (1 = very negative, 7 = very positive)

	Paella-Spain			Brie-France			Pizza-Italy		
COO strategy	*M*	*SD*	*n*	*M*	*SD*	*n*	*M*	*SD*	*n*
Baseline	4.61	1.41	38	5.03	1.26	38	5.26	1.43	38
Made in …	4.29	1.58	31	4.84	1.00	31	5.23	1.76	31
COO embedded in the brand name	4.69	1.18	35	4.86	1.28	35	5.00	1.06	35
Stereotypical people from the COO	4.65	1.80	37	4.78	1.27	37	5.46	1.93	37
Buildings from the COO	4.27	1.54	37	5.24	1.28	37	5.41	1.14	37
Total	4.51	1.51	178	4.96	1.23	178	5.28	1.16	178

Product use.

A repeated measures analysis for product use with product-country combination as within-subject factor and COO strategy as between-subject factor showed a significant main effect of product-country combination on product use (F (2, 346) = 130.83, $p < .001$). Participants consumed pizza more frequently (M = 5.23, SD = 1.22) than paella ($p < .001$, Bonferroni correction; M = 2.75, SD = 1.42) and brie ($p < .001$, Bonferroni correction; M = 4.21, SD = 1.90). In turn, brie was more frequently consumed than paella ($p < .001$, Bonferroni correction). The means, standard deviations and number of observations for product use can be found in Table 16.

The repeated measures analysis did not show a significant main effect of COO strategy on product use (F (4, 173) < 1). The interaction effect between product-country combination and COO strategy was not significant (F (8, 346) < 1).

Table 16. Means and standard deviations for product use in function of the three different products (1 = never, 7 = very frequently)

	Paella-Spain			Brie-France			Pizza-Italy		
COO strategy	*M*	*SD*	*n*	*M*	*SD*	*n*	*M*	*SD*	*n*
Baseline	2.95	1.51	38	4.42	1.93	38	5.00	1.32	38
Made in …	2.74	1.13	31	4.32	1.97	31	5.26	1.18	31
COO embedded in the brand name	2.66	1.19	35	4.37	1.82	35	5.34	0.94	35
Stereotypical people from the COO	3.08	1.71	37	3.68	1.99	37	5.15	1.19	37
Buildings from the COO	2.30	1.35	37	4.30	1.79	37	5.41	1.40	37
Total	2.75	1.42	178	4.21	1.90	178	5.23	1.22	178

Conclusion

A product's country of origin can influence consumer product evaluations and buying decisions (Leclerc et al., 1994; Roozen and Raedts, 2013; Hornikx and Van Meurs, 2017). More specifically, prior research showed that visual and textual country-of-origin markers can lead to differences in evaluations (Roozen and Raedts, 2013; Jarvis et al., 2010). The present study aimed to expand knowledge on COO marketing strategies in advertising by assessing the effectiveness of implicit and explicit COO markers in advertisements in the Netherlands. Four difference COO marketing strategies were tested: 'Made in…' labels, COO embedded in the brand name, the use of stereotypical people from the COO and the use of buildings from the COO.

Effects of the COO marketing strategies

The effectiveness of different COO markers was examined in terms of attitude toward the product (1a), attitude toward the advertisement (1b), attitude toward the quality of the product (1c), purchase intention (1d) and the link between the product and the COO (1e).

Irrespective of which strategy was used, the attitude toward the product was less positive for paella than for brie and pizza. The attitude toward brie, in turn, was less positive than the attitude toward pizza. This result is also found for attitude toward the advertisement.

The attitude toward the advertisement that showed paella was less positive than the attitude toward the advertisement that showed brie and the advertisement that showed pizza. For attitude toward the quality of the product, an effect was found for the COO strategy conditions. When a Spanish stereotypical person was used, the perceived quality of the product was lower than when an Italian stereotypical person was used. In addition, when a Spanish building (La Sagrada Familia) was displayed in the advertisement, the product received lower evaluations on quality than when a French building (Eiffel tower) or Italian building (leaning tower of Pisa) was displayed. With regard to the different product-country combination, the study did only find a difference for the product country combination paella-Spain. The product used in the advertisement employing the 'Made in…' label received higher evaluations on product quality than the advertisement that contained a stereotypical person or building from the COO. In addition, the product that was portrayed in the baseline condition was perceived as having a higher quality than the product that was displayed in the advertisement with the typical building of the COO (i.e. La Sagrada Familia).

Furthermore, for purchase intention, an effect of product-country combination was found. The purchase intention of paella was lower than of brie and pizza. In turn, the purchase intention of brie was lower than that of pizza. In addition, an effect was found for participants' ability to link the product to the correct COO. For paella when a 'Made in…' was used and when the COO was embedded in the brand name, the product was more often correctly linked to Spain than when the building 'La Sagrada Familia' was displayed in the advertisement.

Background variables

The study did elicit for potential relevant background variables: recall, familiarity with the country, familiarity with the language, country liking, product liking and product use.

For recall, a significant effect of COO marker strategy was found. The 'Made in…' labels were more difficult to recall than the COO embedded in the band name, stereotypical people and buildings from the COO.

For the other background variables, only an effect of product-country combination was found. Participants were more familiar with France than with Italy and Spain. In addition, participants were more familiar with Italy than with Spain. These results correspond with familiarity with the language. Participants were more familiar with French than with Italian and Spanish but there was no difference in familiarity with the language

between Italian and Spanish. Furthermore, participants liked Italy more than France, but there was no difference in country liking between Italy and Spain, and Spain and France. Pizza was liked more, and more frequently consumed than paella and brie. Brie, in turn, was liked more, and more frequently consumed than paella.

Discussion

Explanation of results

The study did not find many significant differences regarding the COO marketing strategies, but mainly found differences for the product-country combinations, especially for paella and Spain. The advertisement that contained the product paella generated lower attitudes and purchase decisions than the advertisements that included brie or pizza. An explanation for this result might be that participants, in general, were more familiar with pizza and brie than with paella. This is similar for other relevant background variables such as country and product liking, and product use.

Rao and Monroe (1989) argued that the impact of the country-of-origin effect tends to be stronger when the consumer has less familiarity with, or less prior knowledge of, the product. Hence, when participants are less familiar with the product, a COO marker should have a larger influence on consumer's evaluations. In the current study, this was true for the attitude toward the quality of the product for paella. When a difference in COO marker strategy was found, the textual 'Made in…' labels were more effective than the visual markers (stereotypical person and building; 1c). Besides the potential connection with familiarity, this finding might also be connected to the realism of the advertisement since advertisements that portrayed 'Made in...' labels were perceived as more realistic than the advertisements that employed stereotypical people from the COO.

Furthermore, explicit/visual COO markers were expected to be more effective than implicit/non-visual COO markers (Roozen & Raedts, 2013; Jarvis et al., 2010). For paella, the study found the opposite: the implicit COO markers were more strongly associated with Spain than when a typical building from the COO was displayed in the advertisement (1e). This finding is in line with Hornikx and Van Meurs (2017) who found that visual markers were as persuasive as textual markers.

Noticeably, although the 'Made in...' labels received higher evaluations on product quality, realism and the link with the COO, participants' ability to recall which 'Made in…' label they had seen was more difficult than recalling the COO embedded in the brand name,

the stereotypical person and building from the COO. Since the study only found a significant difference in recall for the 'Made in…' labels and not for the COO embedded in the brand names, it cannot be concluded that explicit markers are easier to recall than implicit markers. Thus, the results did not find a difference between implicit and explicit markers: none of the strategies was convincingly more effective than the other(s) across all product-country combinations.

Limitations and direction for future research

This study has several limitations. One limitation of the current study is related to the design of the advertisements. Advertisements that portrayed paella were perceived as less realistic than the ads that portrayed brie or pizza. This suggests that the advertisements were not similar in design which may have affected the results.

A second limitation relates to the generalizability of the effects resulting from the choice of participants. While the use of different COO marker strategies and product-country combinations strengthened the robustness of the results, the results are limited by the nationality of the participants, and consequently by the product-country combinations. People from different countries may associate different products with countries and vice versa (Roth and Romeo, 1992; Usunier and Cestre, 2007; Hornikx and Van Meurs, 2017). In addition, certain consuming countries have different attitudes toward products from a given source country than respondents from other consuming countries (Nagashima, 1970; Han & Terpstra, 1988). A product's characteristic that is important to one culture, could be totally irrelevant in another one (Roozen and Raedts, 2013). In addition, Sharma (2011) showed that the COO effect is influenced by cultural orientation. Sharma (2011) found that consumers with high uncertainty avoidance orientation had a stronger positive influence of the COO effect for low-involvement product (i.e. DVD), whereas consumers with low uncertainty avoidance orientation had a stronger positive influence of the COO effect for high-involvement products (i.e. laptop computer). Therefore, future research could examine the COO effect and product-country combinations among participant from different countries.

Another limitation of the study is that the product-country associations were not similar in strength. Pizza was stronger associated with Italy than paella with Spain and brie with France. This might be due to the fact that people from the Netherlands are less familiar with paella and brie since these were consumed less frequently. It is also possible that the products used in this study are too typical for the product-country combination, and thus,

that the products are as strongly associated with a country that the COO marker does not affect evaluations. The manipulation test showed that pizza is strongly associate with Italy, brie with France and paella with Spain. Therefore, future research may focus on less typical and thus more neutral products. In addition, for the majority of the variables, an effect of product-country combination was found. However, for only a few variables an effect of COO marker strategy was found. To rule out an effect of product-country combination and focus on the effectiveness of the COO marker only, future research could apply the COO marker strategies to different products from the same country of origin.

A final limitation of the study is that the study only investigated four COO marker strategies. A suggestion for future research is to replicate the study with other COO marker strategies distinguished in Aichner (2014).

Contribution to theory

The current study yielded some insights into the effects of implicit and explicit COO marker strategies and offered an important extension to our current knowledge of country-of-origin effects. These insights are not only relevant to the advancement of academic knowledge of consumer culture position and COO research, but also to companies that aim to benefit from the connections that consumers make between products and countries. Companies can use country of origin markers to influence consumer' evaluations by associating their brand with a favourable country of origin (Leclerc et al., 1994; Verlegh et al., 2005). Since this study only found differences between COO marker strategies for the advertisement that portrayed paella and not for the other product-country combinations, from this study, it can be suggested that the type of marker used to communicate a COO is not of importance. Thus, marketers have a variety of strategies to choose from when marketing a product's COO. Since no clear evidence for the effect of different COO markers on consumer evaluations across all product-country combinations is provided, the current study contradicts studies that found differences between COO strategies (Hornikx et al., 2013; Leclerc et al., 1994; Roozen and Raedts, 2013). This contradiction proves the importance of research on and understanding of country-of-origin effects, to academics and practitioners in the field of international marketing.

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Appendix A. Pre-test questionnaire

Beste deelnemer,

Deze enquête is onderdeel van ons onderzoek voor onze Bachelor scriptie 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

The questionnaire

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.

Hoe leuk vindt u de merknaam?

	Helemaal niet						Heel erg
Baguette Boulangerie Française	○	○	○	○	○	○	○
Croissant Pain de France	○	○	○	○	○	○	○
Brie de France	○	○	○	○	○	○	○
Macarons Pâtisserie de France	○	○	○	○	○	○	○
Pizza Italia	○	○	○	○	○	○	○
Pasta d'Italia	○	○	○	○	○	○	○

Lasagna Italiana	○	○	○	○	○	○	○
Gelato Italian	○	○	○	○	○	○	○
Paella Española	○	○	○	○	○	○	○
Tapas d'España	○	○	○	○	○	○	○
Gazpacho Español	○	○	○	○	○	○	○
Churros Casa España	○	○	○	○	○	○	○

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

_____

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

_____

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

_____

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

_____

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

_____

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

_____

Welk land associeert u met de merknaam *Lasagna Italiana*?

_____

Welk land associeert u met de merknaam *Gelato Italiano*?

_____

Welk land associeert u met de merknaam *Paella Española*?

_____

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

_____

Welk land associeert u met de merknaam *Gazpacho Español*?

_____

Welk land associeert u met de *Churros Casa España*?

_____

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

France: croissant, baguette, brie, macarons, appels and potatoes






Italy: pizza, pasta, lasagne, gelato, cauliflower and biscuits






Spain: paella, tapas, gazpacho, churros, cornflakes and bread






	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Dit eten is Frans/Spaans/Italiaans	○	○	○	○	○	○	○
Dit is typisch eten uit Frankrijk/Spanje/Italië	○	○	○	○	○	○	○
Ik associeer dit eten met Frankrijk/Spanje/Italië	○	○	○	○	○	○	○
Dit eten doet me aan Frankrijk denken	○	○	○	○	○	○	○
Er wordt naar Frankrijk/Spanje/Italië verwezen met dit eten	○	○	○	○	○	○	○
Er is een sterke link tussen Frankrijk/Spanje/Italië en dit eten	○	○	○	○	○	○	○

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

France: Arc de Triomphe, Eiffel Tower, Notre-Dame, Sacré-Cœur, Alcobaça Monastry (Portugal) and Pena Palace (Portugal)






Spain: La Sagrada Familia, La Giralda, Museo Nacional del Prado, Alhambra Palace, Jeronimos Monastery (Portugal) and Belém Tower (Portugal)






Italy: Colosseum, St. Peter's Basilica, Leaning Tower of Pisa, Duomo di Milano, Rosenborg Castle (Denmark) and Wawel Royal Castle (Poland)






	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Dit gebouw is Frans/Spaans/Italiaans	○	○	○	○	○	○	○
Dit is een typisch gebouw uit Frankrijk/Spanje/Italië	○	○	○	○	○	○	○
Ik associeer dit gebouw met Frankrijk/Spanje/Italië	○	○	○	○	○	○	○
Dit gebouw doet me aan Frankrijk/Spanje/Italië denken	○	○	○	○	○	○	○
Er wordt naar Frankrijk/Spanje/Italië verwezen met dit gebouw	○	○	○	○	○	○	○
Er is een sterke link tussen Frankrijk/Spanje/Italië en dit gebouw	○	○	○	○	○	○	○

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

Sterotypical people France:

Stereotypical people Spain:

Stereotypical people Italy:

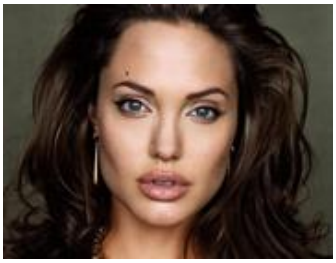
	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Deze persoon is Frans/Spaans/Italiaans	○	○	○	○	○	○	○
Dit is een typisch persoon uit Frankrijk/Spanje/Italië	○	○	○	○	○	○	○
Ik associeer deze persoon met Frankrijk/Spanje/Italië	○	○	○	○	○	○	○
Deze persoon doet me aan Frankrijk/Spanje/Italië denken	○	○	○	○	○	○	○
Er wordt naar Frankrijk/Spanje/Italië verwezen met deze persoon	○	○	○	○	○	○	○
Er is een sterke link tussen Frankrijk/Spanje/Italië en deze persoon	○	○	○	○	○	○	○

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

Famous people France: Coco Chanel, Vanessa Paradise, Luc Besson, Zinedine Zidane, Angelina Jolie and Stromae








Famous people Spain: Enrique Iglesias, Salvador Dali, Penelope Cruz, Rafael Nadal, Jennifer Lopez and Leonardo DiCaprio






Famous people Italy: Donatella Versace, Francesco Totti, Monica Bellucci, Giancarlo Giannini, Johnny Depp and Meryl Streep






	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Deze persoon is Frans/Spaans/Italiaans	○	○	○	○	○	○	○
Dit is een typisch persoon uit Frankrijk/Spanje/Italië	○	○	○	○	○	○	○
Ik associeer deze persoon met Frankrijk/Spanje/Italië	○	○	○	○	○	○	○
Deze persoon doet me aan Frankrijk/Spanje/Italië denken	○	○	○	○	○	○	○
Er wordt naar Frankrijk/Spanje/Italië verwezen met deze persoon	○	○	○	○	○	○	○
Er is een sterke link tussen Frankrijk/Spanje/Italië en deze persoon	○	○	○	○	○	○	○

Als laatste volgen er nog een aantal algemene vragen.

Wat is uw geslacht?

- ○ Man
- ○ Vrouw
- ○ Anders

Wat is uw leeftijd?

_____

Wat is uw hoogst genoten opleiding?

- ○ Basis onderwijs / lagere school
- ○ LBO / VBO / VMBO
- ○ Middelbaar beroepsonderwijs (MBO)
- ○ Hoger voortgezet onderwijs (Havo of VWO)
- ○ Hoger beroepsonderwijs (HBO)
- ○ Wetenschappelijk onderwijs (Universiteit)
- ○ Geen

Dit is het einde van deze enquête. Het doel van dit onderzoek was om te ontdekken welke merknamen, gebouwen, etenswaren en personen de sterkste link met een bepaald land hebben. Deze zullen vervolgens worden gebruikt bij het ontwerpen van verschillende advertenties die deelnemers aan onze volgende enquête zullen evalueren. Wij danken u normaals voor uw deelname.

Appendix B. Pre-test results

The strength of object-country association was measured with six items: "This food/person/building is Spanish/French/Italian", "This food/person/building reflects Spain/France/Italy", "I associate this food/person/building with Spain/France/Italy", "This food/person/building makes me think of Spain/France/Italy", "Spain/France/Italy is referenced by this food/person/building" and "There is a strong link between this food/person/building and Spain/France/Italy" (Based on Spielmann, 2016) on a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree) (n = 22).

Several repeated measures analysis were conducted in order to examine the strength of association between the product/person/building and the country.

Food product and the COO

Table 13 shows the reliability, means, standard deviations, and number of observations of the strength of association with France for six products.

Table 13. Reliability, means, standard deviations, and *n* of the strength of association with France in function of a product (1 = very weakly associated with France, 7 = very strongly associated with France)

	α	*M*	*SD*	*n*
Croissant	.86	5.58	1.17	22
Baguette	.91	5.27	1.30	22
Macarons	.98	4.33	2.08	22
Brie	.96	5.72	1.33	22
Apple	.94	1.54	0.51	22
Potatoes	.85	1.41	0.47	22

A repeated measures analysis for the strength of association with France with product as within-subject factor showed a significant main effect (F (5, 105) = 73.23, p < .001). An apple (M = 1.54, SD = .51) was more weakly associated with France than a croissant (p < .001, Bonferroni correction, M = 5.58, SD = 1.17), a baguette (p < .001, Bonferroni correction, M = 5.27, SD = 1.30), macarons (p < .001, Bonferroni correction, M = 4.33, SD = 2.08) and brie (p < .001, Bonferroni correction, M = 5.72, SD = 1.33). Furthermore, potatoes (M = 1.41, SD = .47) were more weakly associated with France than a

croissant ($p < .001$, Bonferroni correction, $M = 5.58$, $SD = 1.17$), a baguette ($p < .001$, Bonferroni correction, $M = 5.27$, $SD = 1.30$), macarons ($p < .001$, Bonferroni correction, $M = 4.33$, $SD = 2.08$) and brie ($p < .001$, Bonferroni correction, $M = 5.72$, $SD = 1.33$). There was no difference in strength of association with France between apples and potatoes ($p = 1.000$, Bonferroni correction). In addition, there was no difference in strength of association with France between croissant and baguette ($p = 1.000$, Bonferroni correction), macarons ($p = 0.073$, Bonferroni correction) and brie ($p = 1.000$, Bonferroni correction); there was no difference in strength of association between baguette and macarons ($p = .391$, Bonferroni correction) and brie ($p = 1.000$, Bonferroni correction); and between macarons and brie ($p = .059$, Bonferroni correction).

Table 14 shows the reliability, means, standard deviations, and number of observations of the strength of association with Italy for six products.

Table 14. Reliability, means, standard deviations, and *n* of the strength of association with Italy in function of a product (1 = very weakly associated with Italy, 7 = very strongly associated with to Italy)

	α	*M*	*SD*	*n*
Pizza	.92	6.36	0.92	22
Gelato	.91	5.03	1.29	22
Lasagne	.97	5.52	1.49	22
Pasta	.90	5.83	0.94	22
Biscuits	.92	1.73	0.75	22
Cauliflower	.95	1.46	0.92	22

A repeated measures analysis for the strength of association with Italy with product as within-subject factor showed a significant main effect on associating the product with Italy (F (5, 105) = 106.58, $p < .001$). Biscuits ($M = 1.73$, $SD = .75$) were found to be more weakly associated with Italy than pizza ($p < .001$, Bonferroni correction, $M = 6.63$, $SD = .92$), gelato ($p < .001$, Bonferroni correction, $M = 5.03$, $SD = 1.29$), lasagne ($p < .001$, Bonferroni correction, $M = 5.52$, $SD = 1.49$) and pasta ($p < .001$, Bonferroni correction, $M = 5.83$, $SD = .94$). Cauliflower ($M = 1.46$, $SD = .92$) was more weakly associated with Italy than pizza ($p < .001$, Bonferroni correction, $M = 6.63$, $SD = .92$), gelato ($p < .001$, Bonferroni correction, $M = 5.03$, $SD = 1.29$), lasagne ($p < .001$, Bonferroni correction, $M = 5.52$, $SD = 1.49$) and pasta ($p < .001$, Bonferroni correction, $M = 5.83$, $SD = .94$). There was

no difference in strength of association with Italy between biscuits and cauliflower (p = .146, Bonferroni correction). Moreover, pizza was significantly more strongly associated with Italy than gelato (p = .002, Bonferroni correction). There was no difference in strength of association with Italy between pizza and lasagne (p = .156, Bonferroni correction) and pasta (p = .658, Bonferroni correction); there was no difference in strength of association with Italy between gelato and lasagne (p = 1.000, Bonferroni correction) and pasta (p = .291, Bonferroni correction); and between lasagne and pasta (p = 1.000, Bonferroni correction).

Table 15 shows the reliability, means, standard deviations, and number of observations of the strength of association with Spain for the six products

Table 15. Reliability, means, standard deviations, and *n* of the strength of association with Spain in function of a product (1 = very weakly associated with Spain, 7 = very strongly associated with to Spain)

	α	*M*	*SD*	*n*
Paella	.95	5.64	1.30	22
Tapas	.96	4.98	1.49	22
Churros	.97	4.33	1.84	22
Gazpacho	.99	3.33	1.47	22
Cornflakes	.93	1.56	0.77	22
Bread	.94	1.60	0.87	22

A repeated measures analysis for the strength of association with Spain with product as within-subject factor showed a significant main effect (F (5, 105) = 46.11, p < .001). Paella (M = 5.64, SD = 1.30) was more strongly associated with Spain than cornflakes (p < .001, Bonferroni correction; M = 1.56, SD = .77), churros (p = .015, Bonferroni correction, M = 4.33, SD = 1.84), bread (p < .001, Bonferroni correction, M = 1.60, SD = .87) and gazpacho (p < .001, Bonferroni correction; M = 3.33, SD = 1.47). There was no difference in the strength of association with Spain between paella and tapas (p = .912, Bonferroni correction). Cornflakes was significantly more weakly associated with Spain than tapas (p < .001, Bonferroni correction; M = 4.98, SD = 1.49), churros (p < .001, Bonferroni correction), and gazpacho (p < .001, Bonferroni correction). There was no difference in the strength of association with Spain between cornflakes and bread (p = 1.000, Bonferroni correction). Bread was more weakly associated with Spain than tapas (p = .023, Bonferroni correction; M = 4.98, SD = 1.49), churros (p < .001, Bonferroni correction) and gazpacho (p < .001,

Bonferroni correction). Gazpacho was more weakly associated with Spain than tapas (p = .023, Bonferroni correction). There was no difference in the strength of association with Spain between churros and gazpacho (p = .399, Bonferroni correction) and tapas (p = 1.000, Bonferroni correction).

Famous people and COO

Table 16 shows the reliability, means, standard deviations, and number of observations, of the strength of association with France for six famous people.

Table 16. Reliability, means, standard deviations, and *n* of the strength of association with France in function of a famous person (1 = very weakly associated with France, 7 = very strongly associated with to France)

	α	*M*	*SD*	*n*
Coco Chanel	.98	3.81	1.71	22
Vanessa Paradis	.97	2.27	1.34	22
Luc Besson	.98	2.83	1.46	22
Zinedine Zidane	.98	3.50	1.83	22
Angelina Jolie	.94	2.25	1.16	22
Stromae	.96	3.87	1.96	22

A repeated measures analysis for strength of association with France with famous person as within-subject factor showed a significant main effect (F (5, 105) = 6.78, p < .001). Coco Chanel (M = 3.81, SD = 1.71) was more strongly associated with France than Angelina Jolie (p = .007, Bonferroni correction, M = 2.25, SD = 1.16) and Vanessa Paradis (p = .008, Bonferroni correction, M = 2.27, SD = 1.34). There was no difference in strength of association with France between Coco Chanel and Stromae (p = 1.000, Bonferroni correction), Luc Besson (p = .391, Bonferroni correction) and Zinedine Zidane (p = 1.000, Bonferroni correction). Angelina Jolie was more weakly associated with France than Stromae (p = .020, Bonferroni correction; M = 3.87, SD = 1.96). There was no difference in strength of association with France between Angelina Jolie and Vanessa Paradis (p = 1.000, Bonferroni correction), Luc Besson (p = 1.000, Bonferroni correction) and Zendine Zidane (p = .091, Bonferroni correction). However, Vanessa Paradis was more weakly associated with France than Stromae (p = .043, Bonferroni correction) and Zendine Zidane (p = .027, Bonferroni correction, M = 3.50, SD = 1.83). There was no difference in strength of

association with France between Vanessa Paradis and Stromae (p = 1.000, Bonferroni correction); there was no difference in strength of association with France between Stromae and Luc Besson (p = .895, Bonferroni correction) and Zinedine Zidane (p = 1.000, Bonferroni correction); and there was no difference in strength of association between Luc Besson and Zinedine Zidane (p = 1.000 Bonferroni correction).

Table 17 shows the reliability, means, standard deviations, and number of observations of the strength of association with Italy for six famous people.

Table 17. Reliability, means, standard deviations, and *n* of the strength of association with Italy in function of a famous person (1 = very weakly associated with Italy, 7 = very strongly associated with to Italy)

	α	*M*	*SD*	*n*
Donatella Versace	.97	3.51	1.52	22
Francesco Totti	.96	3.47	1.61	22
Monica Bellucci	.98	3.20	1.48	22
Giancarlo Giannini	.98	3.06	1.46	22
Meryl Streep	.98	2.01	1.38	22
Johnny Depp	.98	2.50	1.64	22

A repeated measures analysis for strength of association with Italy with famous person as within-subject factor showed a significant main effect (F (5, 105) = 5.43, p < .001). Meryl Streep (M = 2.02, SD = 1.38) was more weakly associated with Italy than Donatella Versace (p = .029, Bonferroni correction, M = 3.51, SD = 1.52), Francesco Totti (p = .037, Bonferroni correction, M = 3.47, SD = 1.61) and Monica Bellucci (p = .006, Bonferroni correction, M = 3.20, SD = 1.48). There was no difference in strength of association with Italy between Meryl Streep and Giancarlo Giannini (p = .175, Bonferroni correction) and Johnny Depp (p = .587, Bonferroni correction). In addition, there was no difference in strength of association between any of the other famous people (p > .141, Bonferroni correction).

Table 18 shows the reliability, means, standard deviations, and number of observations of the strength of association with Spain for six famous people.

Table 18. Reliability, means, standard deviations, and *n* of the strength of association with Spain in function of a famous person (1 = very weakly associated with Spain, 7 = very strongly associated with to Spain)

	α	*M*	*SD*	*n*
Rafael Nadal	.98	4.08	1.95	22
Enrique Iglesias	.98	4.39	1.91	22
Penelope Cruz	.98	3.72	1.87	22
Salvador Dali	.98	4.33	1.95	22
Leonardo DiCaprio	.94	1.69	0.89	22
Jennifer Lopez	.97	2.52	1.55	22

A repeated measures analysis for the strength of association with Spain with famous person as within-subject factor showed a significant main effect (F (5, 105) = 10.72, p < .001). Leonardo DiCaprio (M = 1.69, SD = .89) was more weakly associated with Spain than Rafael Nadal (p < .001, Bonferroni correction, M = 4.08, SD = 1.95), Enrique Iglesias (p < .001, Bonferroni correction, M = 4.39, SD = 1.61), Penelope Cruz (p = .001, Bonferroni correction, M = 3.72, SD = 1.87) and Salvador Dali (p < .001, Bonferroni correction, M = 4.33, SD = 1.95). There was no difference in strength of association with Spain between Leonardo DiCaprio and Jennifer Lopez (p = .382, Bonferroni correction); and between Rafael Nadal and Enrique Iglesias (p = 1.000, Bonferroni correction), Penelope Cruz (p = 1.000, Bonferroni correction), Salvador Dali (p = 1.000, Bonferroni correction), and Jennifer Lopez (p = .100, Bonferroni correction). Enrique Iglesias were more strongly associated with Spain than Jennifer Lopez (p = .002, Bonferroni correction, M = 2.55, SD = 1.55) but there was no difference in strength of association between Enrique Iglesias and Penelope Cruz (p = 1.000, Bonferroni correction) and Salvador Dali (p = 1.000, Bonferroni correction). In addition, there was no difference in strength of association between Penelope Cruz and Salvador Dali (p = 1.000, Bonferroni correction) and Jennifer Lopez (p = .4592, Bonferroni correction); and there was no difference in strength of association between Salvador Dali and Jennifer Lopez (p = .094, Bonferroni correction).

Stereotypical people and COO

Table 19 shows the reliability, means, standard deviations, and number of observations of the strength of association with France for six stereotypical people.

Table 19. Reliability, means, standard deviations, and *n* of the strength of association with France in function of the stereotypical person (1 = very weakly associated with France, 7 = very strongly associated with to France)

	α	*M*	*SD*	*n*
1	.98	5.45	1.39	22
2	.96	6.12	0.89	22
3	.97	5.59	1.35	22
4	.99	4.67	1.80	22
5 (Non-stereotype)	.94	2.80	1.24	22
6 (Non-stereotype)	.95	2.64	1.22	22

A repeated measures analysis for the strength of association with France with the stereotypical person as within-subject factor showed a significant main effect (F (5, 105) = 41.43, $p < .001$). French stereotype 2 (M = 6.12, SD = .789) was more strongly associated with France than stereotype 1 ($p = .019$, Bonferroni correction, M = 5.45, SD = 1.39), stereotype 4 ($p < .001$, Bonferroni correction, M = 4.67, SD = 1.80), stereotype 5 ($p < .001$, Bonferroni correction, M = 2.80, SD = 1.24) and stereotype 6 ($p < .001$, Bonferroni correction; M = 2.64, SD = 1.22). There was no difference in strength of association with France between stereotype 2 and 3 ($p = .918$, Bonferroni correction). Stereotype 5 and 6 were significantly more weakly associated with France than stereotypes 1 ($p < .001$, Bonferroni correction), 3 ($p < .001$, Bonferroni correction; M = 5.59, SD = 1.35) and 4 ($p < .001$, Bonferroni correction). There was no difference in strength of association between stereotype 5 and 6 ($p = 1.000$, Bonferroni correction); there was no difference between stereotype 1 and 3 ($p = 1.000$, Bonferroni correction) and 4 ($p = .673$, Bonferroni correction); and between stereotype 3 and 4 ($p = .222$, Bonferroni correction).

Table 20 shows the reliability, means, standard deviations, and number of observations of the strength of association with Italy for six stereotypical people.

Table 20. Reliability, means, standard deviations, and *n* of the strength of association with Italy in function of a stereotypical person (1 = very weakly associated with Italy, 7 = very strongly associated with to Italy)

	α	*M*	*SD*	*n*
1	.99	4.89	1.79	22
2	.98	5.06	1.62	22
3	.96	3.39	1.39	22
4	.99	3.87	2.00	22
5 (Non-stereotype)	.97	2.72	1.40	22
6 (Non-stereotype)	.97	2.48	1.30	22

A repeated measures analysis for strength of association with Italy with the stereotypical people as within-subject factor showed a significant main effect (F (5, 105) = 12.51, $p < .001$). Italian stereotype 1 (M = 4.89, SD = 1.79) was more strongly associated with Italy than stereotype 3 ($p = .001$, Bonferroni correction, M = 3.39, SD = 1.39), stereotype 5 ($p = .007$, Bonferroni correction, M = 2.72, SD = 1.40) and stereotype 6 ($p < .001$, Bonferroni correction, M = 2.48, SD = 1.30). There was no difference in strength of association with Italy between stereotype 1 and 2 ($p = 1.000$, Bonferroni correction), or 4 ($p = 1.000$, Bonferroni correction). In addition, stereotype 2 (M = 5.06, SD = 1.62) was more weakly associated with Italy than stereotype 3 ($p = .009$, Bonferroni correction, M = 3.39, SD = 1.39), stereotype 5 ($p < .001$, Bonferroni correction, M = 2.72, SD = 1.40) and stereotype 6 ($p < .001$, Bonferroni correction, M = 2.48, SD = 1.30). There was no difference in strength of association between the stereotype 2 and 4 ($p = .873$, Bonferroni correction); there was no difference between Italian Stereotype 3 and 4 ($p = 1.000$, Bonferroni correction), 5 ($p = .715$, Bonferroni correction) and 6 ($p = .157$, Bonferroni correction); between stereotype 4 and 5 ($p = 1.000$, Bonferroni correction) and 6 ($p = .155$, Bonferroni correction); and between 5 and 6 ($p = 1.000$, Bonferroni correction)

Table 21 shows the reliability, means, standard deviations, and number of observations of the strength of association with Spain for six stereotypical people.

Table 21. Reliability, means, standard deviations, and *n* of the strength of association with Spain in function of a stereotypical person (1 = very weakly associated with Spain, 7 = very strongly associated with to Spain)

	α	*M*	*SD*	*n*
1	.96	5.55	1.39	22
2	.99	4.41	1.98	22
3	.98	3.88	1.66	22
4	.99	3.53	158	22
5 (Non- stereotype)	.98	3.39	1.77	22
6 (Non-stereotype)	.99	3.52	1.61	22

A repeated measures analysis for strength of association with Spain with stereotypical person as within-subject factor showed a significant main effect (F (5, 105) = 8.90, $p < .001$). Spanish stereotype 1 (M = 5.55, SD = 1.39) was more strongly associated with Spain than stereotype 2 (p = .035, Bonferroni correction, M = 4.41, SD = 1.98), stereotype 3 (p = .001, Bonferroni correction, M = 3.88, SD = 1.66), stereotype 5 (p = .006, Bonferroni correction, M = 3.39, SD = 1.77) and stereotype 6 (p = .009, Bonferroni correction, M = 3.52, SD = 1.61). There was no difference between stereotype 1 and 4 (p = 1.000, Bonferroni correction). In addition, stereotype 4 (M = 5.06, SD = 1.62) was more strongly associated with Spain than stereotype 3 (p = .017, Bonferroni correction), stereotype 5 (p = .022, Bonferroni correction) and stereotype 6 ($p < .001$, Bonferroni correction). Furthermore, there was no difference between stereotype 4 and 2 (p = .288, Bonferroni correction); there was no difference between stereotype 2 and 3 (p = 1.000, Bonferroni correction), 5 (p = 1.000, Bonferroni correction) and 6 (p = 1.000, Bonferroni correction), and there was no difference in strength of association between Spanish stereotype 5 and 3 (p = 1.000, Bonferroni correction) and 6 (p = 1.000, Bonferroni correction).

Typical buildings and COO.

Table 22 shows the reliability, means, standard deviations, and number of observations of the strength of association with France for six buildings.

Table 22. Reliability, means, standard deviations, and *n* of the strength of association with France in function of a building (1 = very weakly associated with France, 7 = very strongly associated with to France)

	α	*M*	*SD*	*n*
Sacré-Cœur	.96	5.56	1.58	22
Eiffel Tower	.86	6.81	0.43	22
Notre-Dame	.98	6.02	1.48	22
Arc de Triomphe	.95	6.42	0.88	22
Alcobaça Monastery (Portugal)	.97	3.62	1.63	22
Pena Palace (Portugal)	.98	2.72	1.38	22

A repeated measures analysis for the strength of association with France with building as within-subject factor showed a significant main effect (F (5, 105) = 45.56, p < .001). The Alcobaça Monastery (Portugal) (M = 3.62, SD = 1.63) was more weakly associated with France than the Sacré-Coeur (p = .005, Bonferroni correction; M = 5.56, SD = 1.58), the Eiffel tower (p < .001, Bonferroni correction; M = 6.81, SD = .43), Notre-Dame (p < .001, Bonferroni correction; M = 6.02, SD = 1.48) and Arc de Triomphe (p < .001, Bonferroni correction; M = 6.42, SD = .88). In addition, the Pena Palace (Portugal) (M = 2.71, SD = 1.38) was more weakly associated with France than the Sacré-Coeur (p < .001, Bonferroni correction), the Eiffel tower (p < .001, Bonferroni correction), Notre-Dame (p < .001, Bonferroni correction) and Arc de Triomphe (p < .001, Bonferroni correction). There was no difference in strength of association with France between Pena Palace (Portugal) and Alcobaça Monastery (Portugal) (p = .115, Bonferroni correction). The Eiffel tower was more strongly associated with France than the Sacré-Coeur (p = .018, Bonferroni correction) but there was no difference in strength of association between the Eiffel tower and the Notre-Dame (p = .296, Bonferroni correction) and Arc de Triomphe (p = .111, Bonferroni correction). There was also no difference in strength of association with France between the Sacré-Coeur and the Notre-Dame (p = .828, Bonferroni correction) and Arc de Triomphe (p = .426, Bonferroni correction). There was no difference in strength of association between the Notre-Dame and Arc de Triomphe (p = 1.000, Bonferroni correction).

Table 23 shows the reliability, means, standard deviations, and number of observations of the strength of association with Italy for six buildings.

Table 23. Reliability, means, standard deviations, and *n* of the strength of association with Italy in function of a building (1 = very weakly associated with Italy, 7 = very strongly associated with to Italy)

	α	*M*	*SD*	*n*
St. Peters Basilica	.93	5.62	1.38	22
Duomo Santa Maria Nascente	.99	5.42	1.86	22
Leaning Tower of Pisa	.99	6.48	1.30	22
Colosseum	.99	5.98	1.78	22
Rosenborg Castle (Denmark)	.96	2.47	1.19	22
Wawel Royal Castle (Poland)	.98	2.78	1.54	22

A repeated measures analysis for the strength of association with Italy with building as within-subject factor showed a significant main effect (F (5, 105) = 44.87, $p < .001$). The Rosenborg castle (Denmark) (M = 2.47, SD = 1.19) and Wawel Royal Castle (Poland) (M = 2.78, SD = 1.54) were significantly more weakly associated with Italy than the St. Peters Basilica ($p < .001$, Bonferroni correction M = 5.61, SD = 1.38), Duomo Santa Maria Nascente ($p < .001$, Bonferroni correction, M = 5.42, SD = 1.86), leaning tower of Pisa ($p < .001$, Bonferroni correction, M = 6.48, SD = 1.30) and the Colosseum ($p < .001$, Bonferroni correction, M = 5.98, SD = 1.78). There was no difference in strength of association with Italy between Rosenborg Castle (Denmark) and Wawel Royal Castle (Poland) (p = 1.000, Bonferroni correction). In addition, there was no difference in strength of association with Italy between St Peters Basilica and Duomo Santa Maria Nascente (p = 1.000, Bonferroni correction), leaning tower of Pisa (p = .169, Bonferroni correction), and the Colosseum (p = 1.000, Bonferroni correction). There was no difference in strength of association between Duomo Santa Maria Nascente and leaning tower of Pisa (p = .072, Bonferroni correction), and the Colosseum (p = 1.000, Bonferroni correction). In addition, there was no difference in strength of association between the leaning tower of Pisa and the Colosseum (p = 1.000, Bonferroni correction).

Table 24 shows reliability, means, standard deviations, and number of observations of the strength of association with Spain for six buildings.

Table 24. Reliability, means, standard deviations, and *n* of the strength of association with Spain in function of a building (1 = very weakly associated with Spain, 7 = very strongly associated with to Spain)

	α	*M*	*SD*	*n*
La Sagrada familia	.99	6.17	1.47	22
La Giralda	.97	3.92	1.42	22
Museo Nacional del Prado	.99	3.61	1.78	22
Alhambra Palace	.98	3.76	1.66	22
Belem tower (Portugal)	.96	3.55	1.35	22
Jeronimos Monastery (Portugal)	.97	3.41	1.46	22

A repeated measures analysis for the strength of association with Spain with building as within-subject factor showed a significant main effect (F (5, 105) = 19.57, $p < .001$). La Sagrada Familia (M = 6.17, SD = 1.47) was more strongly associated with Spain than La Giralda ($p < .001$, Bonferroni correction, M = 3.92, SD = 1.42), Museo Nacional del Prado ($p < .001$, Bonferroni correction, M = 3.61, SD = 1.78), Alhambra Palace ($p < .001$, Bonferroni correction, M = 3.76, SD = 1.66), Belem tower (Portugal) ($p < .001$, Bonferroni correction, M = 3.55, SD = 1.35) and Jeronimos Monastery (Portugal) ($p < .001$, Bonferroni correction, M = 3.41, SD = 1.46). There was no difference in strength of association with Spain between any of the other buildings ($p > .263$, Bonferroni correction)

Conclusion

Table 25 shows the food products, famous person, stereotypical person, and building that had the strongest connection to each country. These are the items that were used in the advertisements in the experiment.

Table 25. Most strongly associated items with each country

Country	Food product	Famous person	Stereotypical person	Building
France	Brie	Stromae	Stereotype 2	Eiffel Tower
Italy	Pizza	Donatella Versace	Stereotype 2	Leaning Tower of Pisa
Spain	Paella	Enrique Iglesias	Stereotype 1	La Sagrada Familia

Brand name

In general, the participants liked the brand names with the strongest association with the country. Table 26 shows means, standard deviations, and number of observations for the brand names.

Table 26. Means, standard deviations, and *n* of the brand name with the strongest association with the country (1 = very weakly associated with the country, 7 = very strongly associated with to the country)

Brand name	*M*	*SD*	*n*
Brie de France	4.77	1.48	22
Pizza Italia	5.00	1.35	22
Paella Espanola	4.45	1.34	22

Celebrity versus stereotype

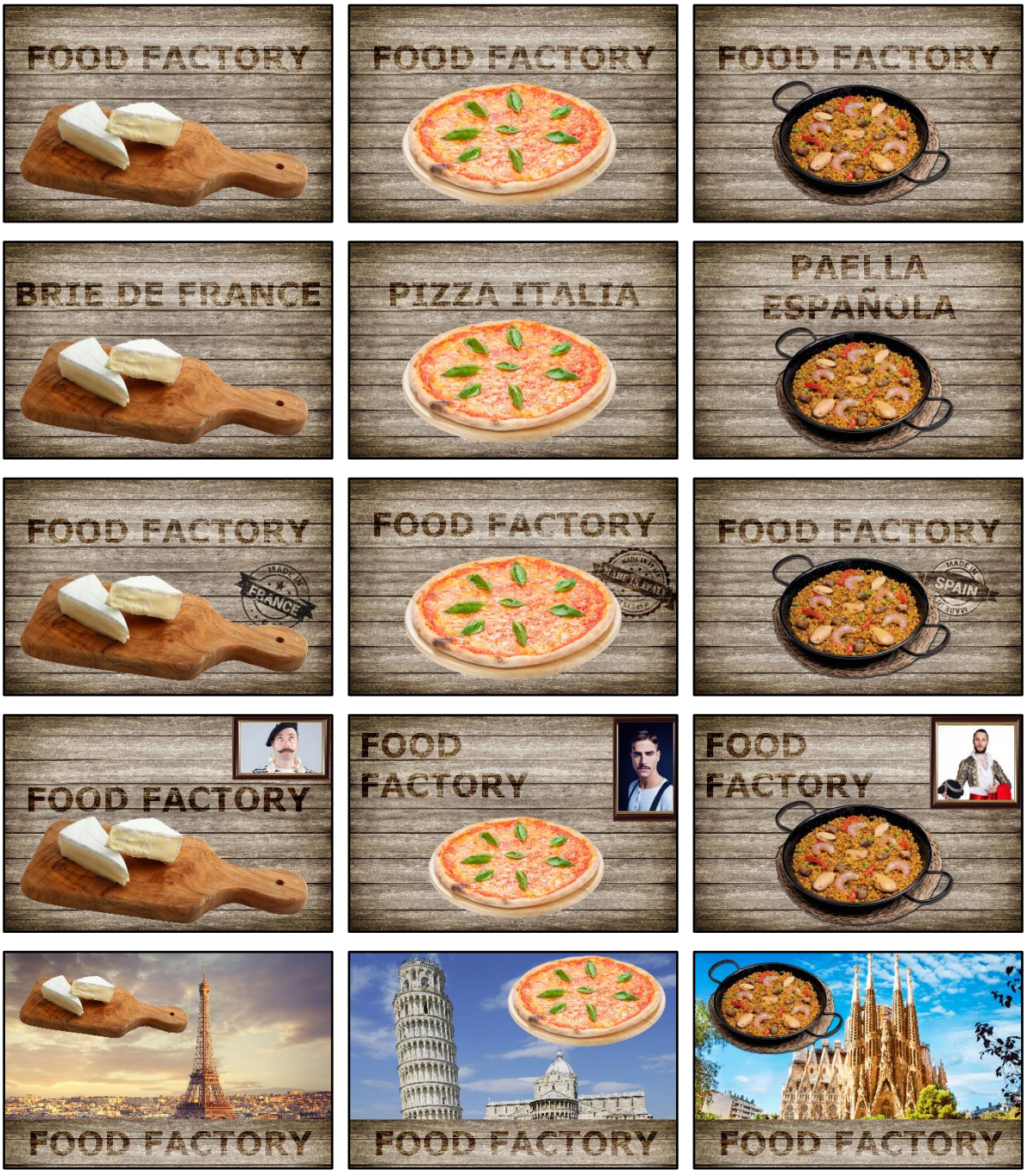
In order to establish whether we should use stereotypical or famous people, several paired-samples t-tests were conducted between the most strongly associated stereotypical and famous person with the country.

For France, a paired samples t-test showed a significant difference between French stereotype 2 and Stromae (t (21) = 5.31, $p < .001$). The French stereotypical person (M = 6.12, SD = .89) was shown to be more strongly associated with France than Stromae (M = 3.87, SD = 1.96). For Italy, a paired samples t-test showed a significant difference between Italian stereotype 2 and Donatella Versace (t (21) = 4.31, $p < .001$). The Italian stereotypical person (M = 5.06, SD = 1.62) was shown be more strongly associated with Italy than Donatella Versace (M = 3.51, SD = 1.52). For Spain, a paired samples t-test showed a significant difference between Spanish stereotype 1 and Enrique Iglesias (t (21) = 2.26, p =

.035). The Spanish stereotypical person (*M* = 5.55, *SD* = 1.39) was shown to be more strongly associated with Spain than Enrique Iglesias (*M* = 4.39, *SD* = 1.91).

Since all the stereotypical people were significantly more strongly associated with the countries, in the current study we used stereotypes to refer to the country of origin.

Appendix C. The advertisements



Appendix D. Questionnaire example

Introduction & consent

Beste deelnemer,

Deze enquête is onderdeel van ons onderzoek voor onze Bachelor scriptie 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

Explanation of the questionnaire

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.

The questionnaire

Advertisement sample 1

De kwaliteit van dit product is:

Zeer slecht	○	○	○	○	○	Zeer goed

Ik vind dit product:

	Zeer sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Zeer sterk mee eens
Leuk	○	○	○	○	○	○	○
Aantrekkelijk	○	○	○	○	○	○	○

Deze advertentie is:

Negatief	○	○	○	○	○	○	○	Positief
Niet aantrekkelijk	○	○	○	○	○	○	○	Aantrekkelijk
Niet overtuigend	○	○	○	○	○	○	○	Overtuigend
Niet geloofwaardig	○	○	○	○	○	○	○	Geloofwaardig
Niet interessant	○	○	○	○	○	○	○	Interessant

Dit product kopen is:

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

Aan welk land linkt u dit product?

_____

Met welk land associeert u het gebouw in de advertentie?

_____

	Zeer sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Zeer sterk mee eens
Ik vind paella lekker	○	○	○	○	○	○	○
Ik eet regelmatig paella	○	○	○	○	○	○	○
Ik vind Spanje leuk	○	○	○	○	○	○	○
Ik associeer dit product met Spanje	○	○	○	○	○	○	○
De advertentie zou in een tijdschrift kunnen staan	○	○	○	○	○	○	○

	Zeer sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Zeer sterk mee eens
Ik heb Spanje regelmatig bezocht	○	○	○	○	○	○	○
Ik spreek Spaans	○	○	○	○	○	○	○

Advertisement sample 2

De kwaliteit van dit product is:

Zeer slecht	○	○	○	○	○	Zeer goed

Ik vind dit product:

	Zeer sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Zeer sterk mee eens
Leuk	○	○	○	○	○	○	○
Aantrekkelijk	○	○	○	○	○	○	○

Deze advertentie is:

Negatief	○	○	○	○	○	○	○	Positief
Niet aantrekkelijk	○	○	○	○	○	○	○	Aantrekkelijk
Niet overtuigend	○	○	○	○	○	○	○	Overtuigend
Niet geloofwaardig	○	○	○	○	○	○	○	Geloofwaardig
Niet interessant	○	○	○	○	○	○	○	Interessant

Dit product kopen is:

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

Aan welk land linkt u dit product?

_____

Met welk land associeert u het gebouw in de advertentie?

_____

	Zeer sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Zeer sterk mee eens
Ik vind brie lekker	○	○	○	○	○	○	○
Ik eet regelmatig brie	○	○	○	○	○	○	○
Ik vind Frankrijk leuk	○	○	○	○	○	○	○
Ik associeer dit product met Frankrijk	○	○	○	○	○	○	○
De advertentie zou in een tijdschrift kunnen staan	○	○	○	○	○	○	○

	Zeer sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Zeer sterk mee eens
Ik heb Frankrijk regelmatig bezocht	○	○	○	○	○	○	○
Ik spreek Frans	○	○	○	○	○	○	○

Advertisement sample 3

De kwaliteit van dit product is:

Zeer slecht	○	○	○	○	○	Zeer goed

Ik vind dit product:

	Zeer sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Zeer sterk mee eens
Leuk	○	○	○	○	○	○	○
Aantrekkelijk	○	○	○	○	○	○	○

Deze advertentie is:

Negatief	○	○	○	○	○	○	○	Positief
Niet aantrekkelijk	○	○	○	○	○	○	○	Aantrekkelijk
Niet overtuigend	○	○	○	○	○	○	○	Overtuigend
Niet geloofwaardig	○	○	○	○	○	○	○	Geloofwaardig
Niet interessant	○	○	○	○	○	○	○	Interessant

Dit product kopen is:

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

Aan welk land linkt u dit product?

_____

Met welk land associeert u het gebouw in de advertentie?

_____

	Zeer sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Zeer sterk mee eens
Ik vind pizza lekker	○	○	○	○	○	○	○
Ik eet regelmatig pizza	○	○	○	○	○	○	○
Ik vind Italië leuk	○	○	○	○	○	○	○
Ik associeer dit product met Italië	○	○	○	○	○	○	○
De advertentie zou in een tijdschrift kunnen staan	○	○	○	○	○	○	○

	Zeer sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Zeer sterk mee eens
Ik heb Italië regelmatig bezocht	○	○	○	○	○	○	○
Ik spreek Italiaans	○	○	○	○	○	○	○

Welk gebouw heeft u gezien in advertentie 1?

- ○ Alhambra
- ○ Sagrada Família
- ○ Museo del Prado
- ○ Torre Agbar

Welk gebouw heeft u gezien in advertentie 2?

- ○ Eiffeltoren
- ○ Arc de Triomphe
- ○ Sacré-Cœur
- ○ Louvre

Welk gebouw heeft u gezien in advertentie 3?

- ○ Colosseum
- ○ Kathedraal van Milaan
- ○ Pantheon
- ○ Toren van Pisa

Wat denkt u dat het doel van dit onderzoek is?

_____

_____

_____

Wat is uw leeftijd?

_____

Wat is uw geslacht?

- ○ Man
- ○ Vrouw
- ○ Anders

Wat is uw hoogst voltooide opleiding?

- ○ Basisschool
- ○ LBO / VBO / VMBO
- ○ Middelbaar Beroepsonderwijs (MBO)
- ○ Hoger voortgezet onderwijs (HAVO of VWO)
- ○ Hoger Beroepsonderwijs (HBO)
- ○ Wetenschappelijk onderwijs (Universiteit)
- ○ Geen