

Comparing Country-of-Origin Strategies: The Effectiveness of  
Explicit and Implicit Markers

**Radboud Universiteit**



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Sanne Potze

s4772717

International Business Communication

Faculty of Arts

Radboud University

Supervisor: F. van Meurs

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### **Abstract**

Research has shown that using country-of-origin (COO) strategies to associate a product with a country can increase the effectiveness of an advertisement. However, little research has been done to test whether some COO strategies are more effective than others. Therefore, this study compared the effects of implicit ('stereotypical people from the COO' and 'buildings from the COO') and explicit ('Made in...' and 'COO embedded in the company name') COO strategies on attitude towards the product, attitude towards the product quality, attitude towards the advertisement, purchase intention and the ability to link the product to the COO. An experiment was conducted with 178 Dutch citizens who were presented with three advertisements using the same COO strategy, but each promoting a product from either Spain, France or Italy, and filled in a questionnaire. The results showed that there was no difference between the COO strategies in their effects on attitude towards the advertisement, attitude towards the product and purchase intention. For the Spanish product, 'Made in...' had a better effect on attitude towards the product quality than the implicit strategies and both explicit strategies increased people's ability to link the product to Spain. In contrast, implicit COO strategies resulted in better recall of the COO markers. Additionally, the Spanish product scored lower on all dependent variables than the French and Italian products. These results suggest that not all COO strategies may be equally effective and that companies should select their COO strategy based on their goals (e.g. better perceived quality or recall). COO strategies might also not work for all products, as most significant differences between strategies were only observed for the Spanish product.

### **Introduction**

Companies can use country-of-origin (COO) strategies to link their products to specific countries. Studies have shown that using these strategies in advertisements can have a positive effect on consumers' product attitudes, perceived product quality, attitudes towards advertisements and purchase intentions. However, hardly any researchers have investigated whether certain COO strategies are more effective than others, even though some studies have suggested that such differences exist. Aichner (2014) distinguishes explicit and implicit COO strategies, the latter possibly making it harder to communicate the COO to consumers. Considering the existing research gap and the benefits of knowing which COO strategy is most effective for companies, this study will compare two explicit and two implicit strategies to test which strategies are most effective.

### **Country-of-origin effect**

An increasing number of companies is using a variety of strategies to position themselves as representing a specific culture (Alden, Steenkamp & Batra, 1999). One of these strategies is foreign consumer culture positioning (FCCP), which links a brand or product to a foreign culture (Alden et al., 1999). Related to this is country-of-origin (COO) marketing. With this, companies position their product as coming from a specific COO that has a positive relationship with the product. For example, German is used in car advertisements as Germany is known for producing high-quality cars. Consequently, consumers might be more inclined to buy a car that they perceive to be from Germany. According to Kelly-Holmes (2000), this happens because of the 'cultural competence hierarchy', which is a ranking in the mind of consumers about which countries are the best at making certain products. Consumers are more likely to prefer a product that is from a country that is higher up in the hierarchy. This influence of a product's COO on consumers' attitudes towards a product is called the COO effect (Aichner, 2014).

According to Aichner (2014), there are five COOs a company can use: country-of-design (COD), country-of-assembly (COA), country-of-parts (COP), country-of-manufacture (COM) or country-of-brand (COB). Therefore, companies can select which COO they want to use based on which of the countries has the most favourable image in relation to their product.

### **COO strategies**

Companies can communicate the COO in various ways. The first strategy includes stating where the product is from by using 'Made in...' in the advertisement. This is the most

frequently used COO marker as many countries have laws which say that it should be included where a product is from. Another COO strategy required by law is the use of quality and origin labels such as Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) or Traditional Speciality Guaranteed (TSG) (Aichner, 2014).

Other COO strategies can be used more freely as they are not regulated by law. One of these strategies is using the COO in the company name, such as 'Air France.' Related to this is the fourth strategy, which is the use of COO words in the company name such as typical names from the country or the name of the country's national animal. Interestingly, it does not matter whether the words mean something. Consumers simply have to be able to relate the words to the COO (Aichner, 2014).

The fifth strategy is the use of the language that is spoken in the COO (Aichner, 2014). Similar to the use of COO words, it has been argued that it does not matter whether the target audience understands the language. According to Kelly-Holmes (2000), a process called 'language fetishization' causes the utility value, which is the actual meaning of the words, to be less important than the symbolic value of the language. For example, consumers might not be able to understand French, but the language might still evoke symbolic associations such as elegance and beauty. However, several researchers have argued that comprehension does matter, showing that slogans in a foreign language were appreciated more when they were easy to understand (Hornikx, Starren & Van Heur, 2004; Hornikx, Van Meurs & De Boer, 2010).

The next strategy is the use of famous or stereotypical people from the COO. These could be famous actors from the country or regular people who look like the stereotypical image of the people in that country. Lastly, companies could add flags or symbols from the COO to their advertisements or use typical landscapes or buildings from the COO to indicate the product's origin (Aichner, 2014).

### **Evidence for the COO effect**

As can be seen, there are many strategies that can be used in COO marketing. Several researchers have proven the effectiveness of these strategies. One of the earliest studies on the COO effect is by Schooler and Wildt (1968). In their research, they presented respondents with two identical products, one labelled with 'Made in U.S.A.' and one with 'Made in Japan.' The researchers found that participants evaluated the product labelled as coming from Japan as significantly worse than the product from the United States. This study gave the first

indication that a product's COO can influence how the product is perceived and motivated other researchers to test similar effects.

Another study by Loureiro and Umberger (2003) looked at whether consumers were willing to pay a higher price for steaks and hamburgers that were labelled as 'U.S. Certified.' They found that consumers were willing to pay 1.53 dollars more for a U.S. Certified steak and 0.70 dollars more for a U.S. Certified hamburger than for regular steaks and hamburgers. Thus, this study shows that COO labels do not only affect product evaluations, but also influence consumers' willingness to pay.

Koschate-Fisher, Diamantopoulos and Oldenkotte (2012) found similar results in their study on the influence of a COO's image on consumers' willingness to pay. They found that participants were willing to pay a higher price when a product was linked to a country with a favourable image than when it was linked to a country with an unfavourable image. Importantly, the same effect was found when the COO used was incongruent with the product's actual home country, indicating that companies are able to pick the COO with the best image regardless of whether the product is actually from that country.

Loureiro and McCluskey (2000) found an effect of another COO strategy: quality and origin labels. Their study looked at the effect of the Spanish 'Galician Veal' label, which is a PGI label for meat, on consumers' willingness to pay. Their results indicated that when higher quality meat had the 'Galician Veal' label, consumers were willing to pay a higher price for it than when the same meat did not have this label. This supports the assumption that COO markers can change consumers' quality perceptions.

Salciuviene, Ghauri, Streder and De Mattos (2010) studied the use of the COO in the brand name. They analysed whether services with a French brand name would be perceived as more hedonic and whether this effect still existed when the language used was incongruent with the service's actual COO. They found that using a French brand name for both hedonic and utilitarian services made consumers perceive the brand as more hedonic, indicating an effect of the COO marker on attitudes towards the brand. Furthermore, the results showed that using a French brand name, even when the brand was not from France, increased the consumers' preference for the service. Therefore, apart from supporting the COO effect, the study shows that the COO does not have to match the country where a product or service is from.

Another COO strategy that has received a lot of attention is the use of the COO language in advertisements. Hornikx, Van Meurs and Hof (2013) studied the effects of foreign languages in advertising on perceived product quality, product attitude and purchase

intention. They also argued that using a foreign language is more effective when the language has a connection with the products advertised, such as French with cosmetics. They presented participants with five advertisements with slogans in French, German, Spanish and English. It was found that the use of a foreign language was more effective for products connected to the language. It led to better perceived product quality, better product attitude and higher purchase intention. This shows the effects of COO markers on various dependent variables, in contrast to other studies mentioned before that only measured one variable such as willingness to pay. Additionally, it confirms the theory that consumers evaluate a product better when it appears to come from a country that has a positive connection with that product, which is the core of the COO effect.

Lastly, Verlegh, Steenkamp and Meulenberg (2005) measured the impact of another COO strategy on product attitude and purchase intention. Although they did not mention the COO strategy explicitly, the researchers operationalised the COO by embedding the COO in the company name (e.g. Spania and Hollandia). The study compared consumers' evaluations of tomatoes from Spain and tomatoes from the Netherlands as Spain has a more favourable image for producing tomatoes. The results showed a higher purchase intention and better product attitude for the Spanish tomatoes than for the Dutch tomatoes. Therefore, this study also supports the COO effect.

In conclusion, previous studies show that connecting a product to a country that consumers positively associate with the product by using one of Aichner's (2014) COO strategies has a positive effect on perceived product quality, product attitudes, purchase intention and willingness to pay. The studies also show that this effect still exists when the product is linked to a COO that is not the actual country the product is from, giving companies the opportunity to choose the COO that fits their product the best. Thus, overall, there is evidence for the COO effect.

### **Comparing COO strategies**

The studies mentioned so far have investigated the effects of individual COO markers. However, hardly any research has been conducted that compares different COO strategies in order to find out which one has the largest effect. Some researchers have hinted at the differences between COO strategies. Roozen and Raedts (2013) studied the use of foreign languages and COO buildings in print advertisements and their effects on attitude towards the advertisement, attitude towards the product, purchase intention and attitude towards the product quality. Although the research questions did not aim to compare the two COO

strategies, the results showed that the pictures of COO buildings significantly influenced all dependent variables, whereas no significant effect of the use of a foreign language was found. The authors suggested that visual COO markers might be more effective than verbal COO markers. Furthermore, they proposed that, when used in the same advertisement, visual COO markers might overshadow the verbal ones.

Additionally, Leclerc, Schmitt and Dubé (1994) compared foreign brand names with the ‘Made in...’ label. They presented participants with advertisements for a product accompanied by either a French or an English brand name. They also showed them advertisements that said ‘imported from France’ or ‘produced in the U.S.A.’ The study found that the foreign brand name significantly influenced brand attitude. The COO labels, however, had no significant effect. Thus, these studies indicate that not all COO strategies have the same significant effects and that making a comparison between different strategies is important.

### Explicit and implicit COO strategies

Although some previous studies have thus shown differences between two COO strategies, hardly any studies have further looked into this by comparing more than two COO strategies or investigating what characteristics of the COO strategies might cause the differences in effectiveness. With regards to the latter, Aichner (2014) argues that some COO strategies are more implicit than others and are, therefore, less likely to be noticed or understood by the target audience, which increases their communication complexity. Table 1 shows which COO strategies are explicit and which are implicit.

Table 1. Explicit and implicit COO strategies (Aichner, 2014)

Explicit	Implicit	Explicit/implicit
‘Made in...’	COO words in company name	COO flags/symbols
Quality and origin labels	Foreign language use	
COO in the company name	Famous stereotypical people from COO	
	COO landscapes or buildings	

Based on Aichner’s (2014) argument that implicit strategies make it harder to communicate the COO, it can be assumed that these strategies are less effective. However, research into implicit strategies does show an effect. The study by Hornikx et al. (2013) showed that the use of a foreign language that consumers associate with a certain product

leads to better perceived product quality, product attitude and higher purchase intention. Furthermore, Roy and Bagdare (2015) found that advertisements with a celebrity from the COO of the product led to a better attitude towards the advertisement, attitude towards the brand, a higher purchase intention and a higher advertisement recall than advertisements with a celebrity that was not from the COO.

However, the fact that these implicit strategies have an effect on consumers does not mean that they are as effective as explicit strategies. For companies, knowing the differences in effectiveness between the strategies would be useful as it can help them with designing more effective advertisements. As Koschate-Fisher et al. (2012) indicated, consumers are willing to pay a higher price when COO strategies are used. By knowing the most effective strategy, companies might be able to maximise this benefit. Research into this topic would thus not only fill the current research gap, but also contribute to the success of businesses around the world.

Therefore, the current study will compare the effects of four COO strategies, ranging from explicit to implicit, in advertisements for food products. The explicit strategies that will be investigated are ‘Made in...’ and ‘COO embedded in the company name.’ ‘Made in...’ was chosen because it is the most explicit COO strategy and it can, therefore, be expected that its use means that consumers can easily link the product to the COO and, consequently, the favourable COO image. However, Leclerc et al. (1994) showed that using ‘Made in...’ had a smaller effect than using a foreign brand name, which is a more implicit strategy. It would thus be interesting to compare this COO strategy to other implicit strategies. It should be noted that the ‘Made in...’ label is legally regulated, meaning that, if results show that this strategy is the most effective, companies cannot pick whichever COO they want. For example, in Germany, the label ‘Made in Germany’ can only be used when the most important parts of the product were manufactured in Germany. Italian laws are even stricter and require the entire process to be carried out in Italy before the ‘Made in...’ label can be used (Aichner, 2014). Therefore, companies should always look into the legislation of a particular country before using this strategy. In order to avoid using another legally regulated COO strategy (quality and origin labels) in this study, ‘COO embedded in the company name’ will be the second explicit strategy. Otherwise, if only legally regulated COO strategies are used and explicit strategies turn out to be most effective, companies will only be able to use these results in a small number of cases. By using COO embedded in the company name, companies can more easily apply this study’s results to their advertising strategies.



The two implicit COO strategies that the study will investigate are using famous/stereotypical people from the COO and using typical landscapes or buildings from the COO. Importantly, the study will only use buildings and stereotypical people as opposed to a mixture of buildings, landscapes, celebrities and stereotypical people in order to ensure consistency throughout the stimulus materials. Both strategies are visual COO markers and as previous research has hinted at visual markers being more effective than verbal ones (Roozen & Raedts, 2013), it will be interesting to investigate this in the current study. Furthermore, consumers need deeper knowledge on the COO in order to recognise the people and buildings from that country and link the correct COO to the product (Aichner, 2014). It would, therefore, be interesting to see whether this characteristic means that they are less effective than explicit strategies.

The strategies will be researched by incorporating them into advertisements for various food products. Food products were chosen because this is a low involvement product category (Ahmed et al., 2004). Research has shown that the degree of product involvement influences the impact of the COO on consumers' evaluations. In high involvement situations, the COO effect is significantly smaller than in low involvement situations (Lee, Yun & Lee, 2005; Prendergast, Tsang & Chan, 2010; Verlegh et al., 2005). The reason for this is that COO is a heuristic cue and is mostly used when consumers quickly want to process an advertisement they are not involved in. Therefore, using a low involvement product category will ensure that the largest COO effect can be measured.

In order to find out what the differences between the four COO strategies are, the current study poses the following research question:

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

To answer this question in more detail, the following sub-questions will be asked:

- 1a. To what extent are there differences between implicit and explicit COO strategies in terms of their effect on attitudes towards the product?
- 1b. To what extent are there differences between implicit and explicit COO strategies in terms of their effect on attitudes towards the advertisement?
- 1c. To what extent are there differences between implicit and explicit COO strategies in terms of their effect on attitudes towards the product quality?
- 1d. To what extent are there differences between implicit and explicit COO strategies in terms of their effect on purchase intention?

- 1e. To what extent are there differences between implicit and explicit COO strategies in terms of the ability of consumers to link the product to the COO advertised?

### Method

#### Materials

The experiment had two independent variables: 'COO strategy' and 'COO advertised.' First of all, to operationalise 'COO advertised', three different advertisements per COO strategy were designed that each included a product from either Spain, France or Italy. It was decided to use three COOs as research has shown that the effects of COO strategies differ per COO (Hornikx et al., 2013). The specific countries were chosen because they have well-known links with certain food products and linking products to a COO with a favourable image is the core of the COO effect (Haarmann, 1984; Kelly-Holmes, 2000).

A pre-test was conducted in order to find out which products had the strongest links with their corresponding COOs and, therefore, should be used in the advertisements. A total of 22 people participated in the pre-test. The mean age of the participants was 34.36 ( $SD = 16.34$ ; min = 18, max = 61) and 59.10 per cent were female, whereas 40.90 per cent were male. Based on Spielmann (2016), the participants were presented with six types of food per COO. Four of them were typical for the COO, whereas the other two were neutral products to test whether participants were really able to differentiate between products from the COO and other products. Participants then answered several statements about the food products they saw: "This food is Spanish/French/Italian", "This food reflects Spain/France/Italy", "I associate this food with Spain/France/Italy", "This food makes me think of Spain/France/Italy", "Spain/France/Italy is referenced by this food" and "There is a strong link between Spain/France/Italy and this food" (Spielmann, 2016). These statements were measured with a seven-point Likert scale with 1 being 'strongly disagree' and 7 being 'strongly agree.' The reliability of the link between COO and food was good:  $\alpha = .97$ . The results of the pre-test indicated that the food products with the strongest links to Spain, France and Italy were paella, brie and pizza, respectively. A detailed description of the pre-test results can be found in Appendix 1.

To operationalise 'COO strategy', five types of advertisements were designed, each using a COO strategy based on Aichner (2014) or no COO strategy at all. In order to identify the persons and buildings with the strongest links to the COOs, a pre-test was conducted similar to the one mentioned before. As at this point in the study it was not clear yet whether stereotypical people or famous people should be used, both were included in the pre-test. The

same 22 participants that took part in the pre-test for the food products were also presented with six buildings, six stereotypical people and six famous people per COO. Similar to the food products, four of them were actually from the COO, whereas two were from another country. Participants filled in six statements based on Spielmann (2016): “This person (building) is Spanish/French/Italian”, “This person (building) reflects Spain/France/Italy”, “I associate this person (building) with Spain/France/Italy”, “This person (building) makes me think of Spain/France/Italy”, “Spain/France/Italy is referenced by this person (building)” and “There is a strong link between Spain/France/Italy and this person (building).” The items were measured with a seven-point Likert scale with 1 being ‘strongly disagree’ and 7 being ‘strongly agree.’ The reliability of link between COO and building was good:  $\alpha = .98$ . The reliability of link between COO and stereotypical person was also good:  $\alpha = .98$ . Lastly, the reliability of link between COO and famous person was also good:  $\alpha = .98$ .

With regards to the buildings, the results showed that the Sagrada Família, the Eiffel Tower and the Leaning Tower of Pisa had the strongest association with Spain, France and Italy, respectively. Furthermore, it was found that the stereotypical people had a significantly stronger association with the COOs than the famous people and it was, therefore, decided to use the three pictures of stereotypical people that had the strongest links with the COOs in the advertisements (see Appendix 1).

With regards to the design of the advertisements, the ‘no marker’ condition consisted of a picture of the product in front of a neutral, wooden background with the brand name “Food Factory” written above it. The ‘Made in...’ advertisements looked the same, but with an additional marker next to the product saying ‘Made in Spain/France/Italy.’ The advertisements with the COO embedded in the company name looked similar to the ‘no marker’ condition. However, the brand name “Food Factory” was replaced by either “Paella Española”, “Brie de France” or “Pizza Italia.” These brand names were also tested in the pre-test and it was found that participants equally liked all brand names, meaning that there were no differences between the brand names that could have influenced the results (see Appendix 1). The advertisements with the stereotypical person also looked similar to the ‘no marker’ advertisements, but with a picture of the stereotypical person added in the corner. Lastly, the advertisements with the buildings included the brand name “Food Factory” at the bottom, a picture of the food and the background consisted of a picture of the building. To illustrate this, Figure 1 shows the five different advertisements for brie. All fifteen advertisements can be

found in Appendix 2. A shortened version of the questionnaire used in the pre-test is presented in Appendix 3.

Importantly, research has shown that the COO effect might be mitigated when other cues, such as information about price and quality, are present in the advertisements because consumers might prefer to base their evaluations on these cues rather than the COO (Ahmed & d'Astous, 1993, 1995; Ahmed, d'Astous & El Adraoui, 1994; Al-Sulaiti & Baker, 1998; Bilkey & Nes, 1982; Ettenson, Wagner & Gaeth, 1988; Johansson, Douglas & Nonaka, 1985). Therefore, the COO markers will be the only cues used in the advertisements in order to increase the likelihood that the COO effect can be measured.



Figure 1. Advertisements used in the experiment for the French product brie

### Subjects

In total, 178 subjects participated in the experiment. Table 2 shows the distribution of the subjects over the five conditions. There were no restrictions with regards to educational level and gender, but subjects were required to be eighteen years or older. Previous research showed that COO effects might differ depending on someone's cultural background (Gürhan-Canli & Maheswaran, 2000). Therefore, only Dutch nationals participated in the experiment in order to create consistency in the results.

Table 2. Distribution of subjects in percentages of the total number of subjects over the five experimental conditions

COO strategy	Percentage of total number of subjects
No marker	21.30
Made in...	17.40
COO embedded in company name	19.70
Stereotypical person from COO	20.80
Building from COO	20.80

With regards to the characteristics of the subjects, 26.40 per cent were male, whereas 73.60 per cent were female. The distribution of the highest completed educational levels of the subjects can be found in Table 3. The average age of the subjects was 36.98 ( $SD = 14.67$ ;  $\min = 18$ ,  $\max = 67$ ).

Table 3. Distribution of subjects in percentages of the total number of subjects over the educational levels

Educational level	Percentage
Primary education	0.60
Prevocational secondary education	4.50
Medium-level tertiary vocational education	26.40
Senior general secondary education/pre-university secondary education	19.10
Higher vocational education	38.20
University	11.20
None	0

Several Chi-square tests and a one-way analysis of variance were conducted to test whether these characteristics were equally distributed among the different COO strategies. Two Chi-square tests showed no significant relation between COO strategy and gender ( $\chi^2(4) = 0.80$ ,  $p = .939$ ) or between COO strategy and educational level ( $\chi^2 = 16.96$ ,  $p = .655$ ). Gender and educational level were thus equally distributed among the COO strategies. A one-way analysis of variance showed no significant effect of COO strategy on age ( $F(4, 176) = 1.24$ ,  $p = .298$ ). Age was therefore also equally distributed among the different conditions.

### Design

The study used a 5x3 mixed factorial design with between-subjects factor ‘COO strategy’ (‘no marker’, ‘Made in...’, ‘COO embedded in company name’, ‘buildings from COO’, ‘stereotypical people from COO’) and within-subjects factor ‘COO advertised’ (Spain, France, Italy).

### Instruments

Based on the variables that were frequently used in other studies, the current study had five dependent variables: ‘attitude towards the product quality’, ‘attitude towards the product’, ‘attitude towards the advertisement’, ‘purchase intention’ and ‘ability to link the product to the COO advertised.’ These variables were measured using a questionnaire that was provided in Dutch. An example of the questionnaire for the ‘building from the COO’ condition can be found in Appendix 4.

Based on Elliott and Cameron (1994), ‘attitude towards the product quality’ was measured using a single item (“I would rate the quality of the product as”) on a five-point semantic differential (‘very poor’ – ‘very good’).

‘Attitude towards the product’ was measured using two statements (“I believe the product is nice”, “I believe the product is attractive”) on a seven-point Likert scale (very strongly disagree, strongly disagree, disagree, neither agree or disagree, agree, strongly agree, very strongly agree) (Hornikx et al., 2013). The reliability of ‘attitude towards the product’ comprising two items was acceptable:  $\alpha = .72$ .

‘Attitude towards the advertisement’ was measured with a scale used by Roozen and Raedts (2013). Five seven-point semantic differentials were used following the statement “The advertisement is” (‘negative’ – ‘positive’, ‘not attractive’ – ‘attractive’, ‘not convincing’ – ‘convincing’, ‘not credible’ – ‘credible’, ‘not interesting’ – ‘interesting’). The reliability of ‘attitude towards the advertisement’ comprising five items was good:  $\alpha = .94$ .

Three seven-point semantic differentials were used to measure ‘purchase intention’ with the statement “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’, ‘really not something for me’ – ‘really something for me’) (Hornikx et al., 2013). The reliability of ‘purchase intention’ comprising three items was good:  $\alpha = .84$ .

‘Ability to link the product to the COO advertised’ was measured by asking an open question: “Which country do you associate with this product?”

Several other questions were asked in order to test whether the manipulation of the materials was effective. First of all, to check whether the stereotypical people and buildings could actually be linked to the COO, two open-ended questions were asked: “With what country do you associate the building in the advertisement?” and “With what country do you associate the person in the advertisement?”

In addition, it was checked whether subjects actually associated the food with the COO in the advertisement. This was measured using a single item (“I associate this product with Spain/France/Italy”) on a seven-point semantic differential (‘very strongly disagree’ – ‘very strongly agree’).

Based on Diehl, Terlutter and Mueller (2016), it was also measured whether subjects perceived the advertisements as realistic using a single item (“This advertisement could appear in a typical magazine”) on a seven-point semantic differential (‘very strongly disagree’ – ‘very strongly agree’).

Lastly, some questions were asked that measured background variables to check for other influences on the results. First of all, as the extent to which a participant likes or uses a product can influence their attitudes and purchase intention, one item (“I like paella/brie/pizza”) and another item (“I frequently eat paella/brie/pizza”) on a seven-point semantic differential (‘very strongly disagree’ – ‘very strongly agree’) were used to measure respectively ‘product liking’ and ‘product use.’

Furthermore, participants’ attitudes towards the COOs can have a similar effect and were, therefore, measured using a single item (“I like Spain/France/Italy”) on a seven-point semantic differential (‘very strongly disagree’ – ‘very strongly agree’).

Familiarity with the country can influence the likelihood that subjects recognise a person or building or associate a food with that particular country. Therefore, this variable was measured using two items (‘I have frequently visited Spain/France/Italy’, ‘I speak Spanish/French/Italian’) on a seven-point semantic differential (‘very strongly disagree’ – ‘very strongly agree’). The reliability of familiarity with Spain was bad:  $\alpha = .44$ . Furthermore, the reliability of familiarity with France was also bad:  $\alpha = .58$ . Lastly, the familiarity with Italy was also bad:  $\alpha = .57$ . Considering these low reliabilities, it was decided to treat the two items as two separate variables: familiarity with the country and familiarity with the language.

It was also checked whether subjects actually noticed the COO markers by testing how well they could recall them using multiple-choice questions. Taking Italy as an example, for 'Made in...' the question "Which label did you see in advertisement 3?" was asked followed by four options: 'Imported from Italy', 'Created in Italy', 'Produced in Italy' and 'Made in Italy.' For 'COO embedded in company name' the question "Which brand name did you see in advertisement 3?" was asked followed by the options 'Italy Pizza', 'Italizza', 'Pizza Italia' and 'Italiano Pizza.' Due to the nature of the COO marker 'stereotypical people from the COO', pictures of four different stereotypical people were used as options following the question "Which person did you see in advertisement 3?" Lastly, for 'buildings from the COO' the question "Which building did you see in advertisement 3?" was asked followed by 'Colosseum', 'Cathedral of Milan', 'Pantheon' and 'Leaning Tower of Pisa.' The options for the other COOs were similar, but adjusted to the country.

Lastly, an open-ended question was used to ask for the participant's age. Their gender ('female', 'male', 'other') and educational level ('primary', 'prevocational secondary education', 'medium-level tertiary vocational education', 'senior general secondary education/pre-university secondary education', 'higher vocational education', 'university', 'none') were asked by means of a multiple-choice question.

### **Procedure**

The subjects were selected using snowball sampling. Although snowball sampling has the risk of selection bias, the researcher ensured that people with different networks were approached to create a sample of people with different characteristics. Specifically, students of International Business Communication were avoided, even though this group could have been most easily reached, as a sample consisting mainly of these students has low generalisability.

The data was collected using an online questionnaire which was sent to the subjects accompanied by a message asking them to fill in the questionnaire truthfully to help the researcher with their Bachelor's Thesis. There was no reward for taking part in the study and the questionnaire was completed on an individual basis. Subjects were told beforehand that responses to various advertisements were being studied. They were not told that the research was about COO strategies in order to prevent subjects from noticing the strategies when they would not have noticed them in a normal situation. The procedure was not the same for all subjects as they were each assigned to a different COO strategy for which they saw three advertisements. No difficulties were experienced during the collection of the data. On average, the experiment took 52.71 minutes ( $SD = 207.08$ ). However, this average is not a



good representation of how long it took most subjects to complete the questionnaire due to some outliers from people who left the questionnaire page open unattended. Therefore, the median and mode were calculated in addition to the mean. The median was 7.49 minutes, whereas the mode was 4.75 minutes.

### **Statistical treatment**

In order to answer the research questions, several statistical tests were used. First of all, a repeated measures analysis was used to analyse the background variables, the manipulation checks about the design of the advertisements and the association between the COO and the food, attitude towards the product, attitude towards the advertisement, attitude towards the product quality and purchase intention. A repeated measures analysis tests the influence of one or more between-subjects factors and one or more within-subjects factors on dependent variables. It was, therefore, appropriate for the analysis of these variables as they looked at the effects of the COO strategy as a between-subjects factor and the COO advertised as a within-subjects factor.

A one-way analysis of variance was used to analyse recall of the COO markers as it only looked at the influence of the COO strategies on recall and not the influence of the COOs advertised. In order to analyse recall as a scale variable, a total of correct answers to the multiple-choice questions was calculated for each of the participants.

In addition, an independent samples t-test was used to analyse the manipulation check about the association between the COOs and the buildings and stereotypical people. It was decided to use this test as it compares the means of two groups: the mean of the association with the COO of the buildings and of the stereotypical people.

Lastly, several Chi-square tests were used to analyse the ability of participants to link the product to the COO. This test was chosen because it analyses the relation between two nominal variables, which in this case were COO strategy and whether participants had guessed the COO correctly.

## **Results**

### **Manipulation checks**

#### **Design of the advertisements**

A repeated measures analysis for how realistic the advertisements were with COO advertised as within-subjects factor and COO strategy as between-subjects factor showed a significant main effect of COO advertised ( $F(2, 346) = 7.89, p < .001$ ) and a significant main effect of

COO strategy ( $F(4, 173) = 4.51, p = .002$ ). However, the interaction effect between COO advertised and COO strategy was not significant ( $F(8, 346) = 1.35, p = .216$ ). All means and standard deviations of how realistic the advertisements were per COO advertised and COO strategy can be found in Table 4.

With regards to the COO advertised, the Spanish advertisements ( $M = 4.18, SD = 1.47$ ) were perceived as less realistic than the French ( $p = .020$ , Bonferroni correction;  $M = 4.49, SD = 1.35$ ) and the Italian advertisements ( $p = .001$ , Bonferroni correction;  $M = 4.58, SD = 1.30$ ). The French and the Italian advertisements, however, were perceived as equally realistic ( $p = .990$ , Bonferroni correction).

For the COO strategies, the advertisements with the stereotypical people from the COOs ( $M = 3.92, SD = 1.13$ ) were perceived as less realistic than the advertisements with the 'Made in...' label ( $p = .001$ , Bonferroni correction;  $M = 4.99, SD = 0.70$ ). However, there was no difference between the 'no marker' advertisements and the 'Made in...' advertisements ( $p = 1.000$ , Bonferroni correction), the 'COO embedded in the company name' advertisements ( $p = 1.000$ , Bonferroni correction), the 'stereotypical person from the COO' advertisements ( $p = .092$ , Bonferroni correction) or the 'building from the COO' advertisements ( $p = 1.000$ , Bonferroni correction). There was also no difference between the 'Made in...' advertisements and the 'COO embedded in the company name' advertisements ( $p = .245$ , Bonferroni correction) or the 'building from the COO' advertisements ( $p = .105$ , Bonferroni correction). Furthermore, there was no difference between the 'COO embedded in the company name' advertisements and the 'stereotypical person from the COO' advertisements ( $p = .633$ , Bonferroni correction) or the 'building from the COO' advertisements ( $p = 1.000$ , Bonferroni correction). Lastly, there was no difference between the 'stereotypical person from the COO' advertisements and the 'building from the COO' advertisements ( $p = 1.000$ , Bonferroni correction).

Table 4. Means and standard deviations of how realistic subjects perceived the advertisements to be per COO advertised and COO strategy (1 = not realistic at all, 7 = very realistic)

	<i>M</i>	<i>SD</i>	<i>n</i>
Spanish advertisements	4.18	1.47	178
French advertisements	4.49	1.35	178
Italian advertisements	4.58	1.30	178
‘No marker’ advertisements	4.57	1.06	38
‘Made in...’ advertisements	4.99	0.70	31
‘COO in company name’ advertisements	4.39	0.93	35
‘Stereotypical person’ advertisements	3.92	1.13	37
‘Building’ advertisements	4.32	1.36	37

#### **Association food and COO**

A repeated measures analysis for the association between the food and COO with COO advertised as within-subjects factor and COO strategy as between-subjects factor showed a significant main effect of COO advertised ( $F(2, 346) = 11.56, p < .001$ ), but no significant main effect of COO strategy ( $F(4, 173) = 1.39, p = .241$ ). The interaction effect between COO advertised and COO strategy was significant ( $F(8, 346) = 2.46, p = .013$ ). All means and standard deviations of the association between the food and COO per COO advertised and COO strategy can be found in Table 5.

The association between Italy and pizza ( $M = 5.88, SD = 1.14$ ) was higher than the association between Spain and paella ( $p < .001$ , Bonferroni correction;  $M = 5.37, SD = 1.28$ ) and the association between France and brie ( $p = .016$ , Bonferroni correction;  $M = 5.62, SD = 1.26$ ). There was no difference between the association between Spain and paella and the association between France and brie ( $p = .118$ , Bonferroni correction).

Table 5. Means and standard deviations of the association between the food and COO per COO advertised and COO strategy (1 = very weak association, 7 = very strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
Spanish advertisements	5.37	1.28	178
French advertisements	5.62	1.26	178
Italian advertisements	5.88	1.14	178
‘No marker’ advertisements	5.65	0.86	38
‘Made in...’ advertisements	5.70	1.06	31
‘COO in company name’ advertisements	5.84	0.72	35
‘Stereotypical person’ advertisements	5.60	0.97	37
‘Building’ advertisements	5.34	1.01	37

In order to interpret the interaction effect, additional analyses were conducted. Table 6 presents the means and standard deviations of the association between the food and COO for the interaction between COO advertised and COO strategy. First of all, the difference between the three COOs advertised was only found for the ‘no marker’ condition ( $F(2, 74) = 6.27, p = .003$ ), ‘Made in...’ ( $F(2, 60) = 3.47, p = .038$ ) and ‘building from the COO’ ( $F(2, 72) = 8.65, p < .001$ ). There was no difference between the three COOs advertised for ‘COO embedded in the company name’ ( $F(2, 68) < 1$ ) and ‘stereotypical person from the COO’ ( $F(2, 72) < 1$ ).

For the ‘no marker’ condition, the association between Italy and pizza ( $M = 6.13, SD = 1.02$ ) was higher than the association between Spain and paella ( $p = .003$ , Bonferroni correction;  $M = 5.32, SD = 1.19$ ) and the association between France and brie ( $p = .011$ , Bonferroni correction;  $M = 5.50, SD = 1.41$ ). There was no difference between the association between Spain and paella and the association between France and brie ( $p = 1.000$ , Bonferroni correction).

Although there was a significant main effect for the ‘Made in...’ strategy, the Bonferroni correction did not show any differences between the three COOs. There was no significant difference between the association between Spain and paella and the association between France and brie ( $p = 1.000$ , Bonferroni correction) or the association between Italy and pizza ( $p = .085$ , Bonferroni correction). There was also no difference between the

association between France and brie and the association between Italy and pizza ( $p = .151$ , Bonferroni correction).

For ‘building from the COO’, the association between Spain and paella ( $M = 4.73$ ,  $SD = 1.58$ ) was lower than the association between France and brie ( $p = .002$ , Bonferroni correction;  $M = 5.73$ ,  $SD = 0.96$ ) and the association between Italy and pizza ( $p = .008$ , Bonferroni correction;  $M = 5.57$ ,  $SD = 1.44$ ). There was no difference between the association between France and brie and the association between Italy and pizza ( $p = 1.000$ , Bonferroni correction).

Three one-way analyses of variance were conducted to also interpret the interaction per COO advertised instead of per COO strategy. First of all, a one-way analysis of variance showed a significant effect of COO strategy on the association between the food and COO for the Spanish product ( $F(4, 177) = 3.79$ ,  $p = .006$ ). The association between Spain and paella was stronger for the ‘COO embedded in the company name’ advertisements ( $M = 5.80$ ,  $SD = 0.90$ ) than for the ‘building from the COO’ advertisements ( $p = .004$ , Bonferroni correction;  $M = 4.73$ ,  $SD = 1.58$ ). There was no difference between the ‘no marker’ advertisements and the ‘Made in...’ advertisements ( $p = 1.000$ , Bonferroni correction), the ‘COO embedded in the company name’ advertisements ( $p = .986$ , Bonferroni correction), the ‘stereotypical person from the COO’ advertisements ( $p = 1.000$ , Bonferroni correction) or the ‘building from the COO’ advertisements ( $p = .430$ , Bonferroni correction). Furthermore, there was no difference between the ‘Made in...’ advertisements and the ‘COO embedded in the company name’ advertisements ( $p = 1.000$ , Bonferroni correction), the ‘stereotypical person from the COO’ advertisements ( $p = 1.000$ , Bonferroni correction) or the ‘building from the COO’ advertisements ( $p = .076$ , Bonferroni correction). Additionally, no difference was found between the ‘COO embedded in the company name’ advertisements and the ‘stereotypical person from the COO’ advertisements ( $p = 1.000$ , Bonferroni correction). Lastly, there was no difference between the ‘stereotypical person from the COO’ advertisements and the ‘building from the COO’ advertisements ( $p = .074$ , Bonferroni correction).

The other one-way analyses of variance showed no significant effect of COO strategy on the association between the food and COO for the French product ( $F(4, 177) < 1$ ) or for the Italian product ( $F(4, 177) = 1.38$ ,  $p = .242$ ).

Table 6. Means and standard deviations of association food and COO for the interaction effect between COO strategy and COO advertised (1 = very weak association, 7 = very strong association)

	Spain <i>n</i> = 178 <i>M</i> ( <i>SD</i> )	France <i>n</i> = 178 <i>M</i> ( <i>SD</i> )	Italy <i>n</i> = 178 <i>M</i> ( <i>SD</i> )	<i>n</i>
‘No marker’	5.32 (1.19)	5.50 (1.41)	6.13 (1.02)	38
‘Made in...’	5.55 (1.26)	5.55 (1.36)	6.00 (1.07)	31
‘COO in company name’	5.80 (0.90)	5.77 (0.97)	5.94 (0.87)	35
‘Stereotypical person’	5.51 (1.19)	5.54 (1.54)	5.76 (1.19)	37
‘Building’	4.78 (1.58)	5.73 (0.96)	5.57 (1.44)	37

#### Association between person and COO and building and COO

An independent samples t-test showed a significant difference between ‘stereotypical person from COO’ and ‘building from the COO’ with regard to the association with the COOs ( $t(72) = 3.31, p = .001$ ). The buildings from the COO ( $M = 2.54, SD = 0.61$ ) were shown to have a higher association with the COOs than the stereotypical persons from the COO ( $M = 2.03, SD = 0.73$ ). Table 7 presents the means and standard deviations of association with the COOs for ‘stereotypical person from the COO’ and ‘building from the COO.’

Table 7. Means and standard deviations of association with the COOs for ‘stereotypical person from the COO’ and ‘building from the COO’ (0 = low association, 3 = high association)

	<i>M</i>	<i>SD</i>	<i>n</i>
‘Stereotypical person’	2.03	0.73	37
‘Building from COO’	2.54	0.61	37

#### Attitude towards the product

Research question 1a asked whether differences existed between the impact of implicit and explicit COO strategies on attitude towards the product. A repeated measures analysis for attitude towards the product with COO advertised as within-subjects factor and COO strategy as between-subjects factor showed a significant main effect of COO advertised ( $F(2, 346) = 22.30, p < .001$ ) and a significant main effect of COO strategy ( $F(4, 173) = 2.74, p = .030$ ). The interaction effect between COO advertised and COO strategy was not significant ( $F(8,$

346) = 1.43,  $p = .181$ ). Table 8 presents the means and standard deviations of attitude towards the product per COO advertised and COO strategy.

With regards to the COO advertised, the attitude towards the Italian product ( $M = 4.87$ ,  $SD = 1.13$ ) was higher than the attitudes towards the Spanish product ( $p < .001$ , Bonferroni correction;  $M = 4.16$ ,  $SD = 1.05$ ) and the French product ( $p < .001$ , Bonferroni correction;  $M = 4.44$ ,  $SD = 1.22$ ). Furthermore, the attitude towards the French product ( $M = 4.44$ ,  $SD = 1.22$ ) was higher than the attitude towards the Spanish product ( $p = .030$ , Bonferroni correction;  $M = 4.16$ ,  $SD = 1.05$ ).

Although there was a significant main effect of COO strategy, the Bonferroni correction did not show any differences between the attitudes towards the product of the COO strategies. There was no difference between the ‘no marker’ condition and ‘Made in...’ ( $p = 1.000$ , Bonferroni correction), ‘COO embedded in the company name’ ( $p = 1.000$ , Bonferroni correction), ‘stereotypical person from COO’ ( $p = .621$ , Bonferroni correction) or ‘building from the COO’ ( $p = .287$ , Bonferroni correction). Furthermore, there was no difference between ‘Made in...’ and ‘COO embedded in the company name’ ( $p = 1.000$ , Bonferroni correction), ‘stereotypical person from the COO’ ( $p = .273$ , Bonferroni correction) or ‘building from the COO’ ( $p = .120$ , Bonferroni correction). Additionally, there was also no difference between ‘COO embedded in the company name’ and ‘stereotypical person from the COO’ ( $p = .925$ , Bonferroni correction) or ‘building from the COO’ ( $p = .456$ , Bonferroni correction). Lastly, there was no difference between ‘stereotypical person from the COO’ and ‘building from the COO’ ( $p = 1.000$ , Bonferroni correction).

Table 8. Means and standard deviations of attitude towards the product per COO advertised and COO strategy (1 = very negative attitude, 7 = very positive attitude)

	<i>M</i>	<i>SD</i>	<i>n</i>
Spanish advertisements	4.16	1.05	178
French advertisements	4.44	1.22	178
Italian advertisements	4.87	1.13	178
‘No marker’ advertisements	4.63	0.71	38
‘Made in...’ advertisements	4.72	0.84	31
‘COO in company name’ advertisements	4.61	0.63	35
‘Stereotypical person’ advertisements	4.30	0.75	37
‘Building’ advertisements	4.24	0.90	37

### Attitude towards the advertisement

Several tests were conducted to answer research question 1b about the effects of implicit and explicit COO strategies on attitude towards the advertisement. A repeated measures analysis for attitude towards the advertisement with COO advertised as within-subjects factor and COO strategy as between-subjects factor showed a significant main effect of COO advertised ( $F(2, 346) = 6.88, p = .001$ ) and no significant main effect of COO strategy ( $F(4, 173) = 1.34, p = .256$ ). There was also no significant interaction effect between COO advertised and COO strategy ( $F(8, 346) = 1.41, p = .139$ ). The means and standard deviations of attitude towards the advertisement per COO advertised and COO strategy can be found in Table 9.

Regarding the COO advertised, the attitude towards the Spanish advertisement ( $M = 4.08, SD = 1.27$ ) was lower than the attitudes towards the French advertisement ( $p = .006$ , Bonferroni correction;  $M = 4.39, SD = 1.33$ ) and the Italian advertisement ( $p = .008$ , Bonferroni correction;  $M = 4.39, SD = 1.35$ ). There was no difference between the attitudes towards the French advertisement and the Italian advertisement ( $p = 1.000$ , Bonferroni correction).

Table 9. Means and standard deviations of attitude towards the advertisement per COO advertised and COO strategy (1 = very negative attitude, 7 = very positive attitude)

	<i>M</i>	<i>SD</i>	<i>n</i>
Spanish advertisements	4.08	1.27	178
French advertisements	4.39	1.33	178
Italian advertisements	4.39	1.35	178
‘No marker’ advertisements	4.31	1.07	38
‘Made in...’ advertisements	4.61	1.11	31
‘COO in company name’ advertisements	4.37	0.95	35
‘Stereotypical person’ advertisements	4.03	1.02	37
‘Building’ advertisements	4.18	1.29	37

### Attitude towards the product quality

Research question 1c investigated the effects of the different COO strategies on attitude towards the product quality. A repeated measures analysis for attitude towards the product quality with COO advertised as within-subjects factor and COO strategy as between-subjects factor showed a significant main effect of COO advertised ( $F(2, 330) = 15.30, p < .001$ ) and



no significant main effect of COO strategy ( $F(4, 165) = 1.81, p = .129$ ). The interaction effect between COO advertised and COO strategy was significant ( $F(8, 330) = 2.34, p = .019$ ).

Table 10 presents the means and standard deviations of attitude towards the product quality per COO advertised and COO strategy.

The attitude towards the product quality of the Spanish product ( $M = 3.11, SD = 0.72$ ) was lower than the attitudes towards the product quality of the French ( $p < .001$ , Bonferroni correction;  $M = 3.42, SD = 0.84$ ) and the Italian product ( $p < .001$ , Bonferroni correction,  $M = 3.48, SD = 0.84$ ). There was no difference between the attitudes towards the product quality of the French and the Italian products ( $p = 1.000$ , Bonferroni correction).

Table 10. Means and standard deviations of attitude towards the product quality per COO advertised and COO strategy (1 = very negative attitude, 5 = very positive attitude)

	<i>M</i>	<i>SD</i>	<i>n</i>
Spanish advertisements	3.11	0.72	178
French advertisements	3.42	0.84	178
Italian advertisements	3.48	0.84	178
‘No marker’ advertisements	3.47	0.51	38
‘Made in...’ advertisements	3.55	0.57	31
‘COO in company name’ advertisements	3.34	0.51	35
‘Stereotypical person’ advertisements	3.27	0.56	37
‘Building’ advertisements	3.18	0.80	37

In order to interpret the interaction effect, additional analyses were conducted. First of all, the difference between the three COOs advertised was only found for ‘stereotypical person from the COO’ ( $F(2, 72) = 9.98, p < .001$ ) and for ‘building from the COO’ ( $F(2, 72) = 16.34, p < .001$ ). There was no difference between the three COOs advertised for the ‘no marker’ condition ( $F(2, 58) = 1.67, p = .197$ ), ‘Made in...’ ( $F(2, 60) < 1$ ) and ‘COO embedded in the company name’ ( $F(2, 68) = 2.08, p = .133$ ). Table 11 presents the means and standard deviations of attitude towards the product quality for the interaction between COO advertised and COO strategy.

For ‘stereotypical person from the COO’, the attitude towards the product quality of the Spanish product ( $M = 2.95, SD = 0.71$ ) was lower than that of the Italian product ( $p < .001$ , Bonferroni correction;  $M = 3.57, SD = 0.80$ ). However, there was no difference between

the Spanish product and the French product ( $p = .078$ , Bonferroni correction). There was also no difference between the French and the Italian product ( $p = .230$ , Bonferroni correction).

For ‘building from the COO’, the attitude towards the product quality of the Spanish product ( $M = 2.76$ ,  $SD = 0.76$ ) was lower than that of the French ( $p < .001$ , Bonferroni correction;  $M = 3.49$ ,  $SD = 1.02$ ) and the Italian products ( $p < .001$ , Bonferroni correction;  $M = 3.30$ ,  $SD = 0.97$ ). There was no difference between the French and the Italian product ( $p = .440$ , Bonferroni correction).

Three one-way analyses of variance were conducted to also interpret the interaction per COO advertised instead of per COO strategy. First of all, a one-way analysis of variance showed a significant effect of COO strategy on attitude towards the product quality for the Spanish product ( $F(4, 175) = 5.68$ ,  $p < .001$ ). The attitude towards the product quality of the Spanish product for ‘building from the COO’ ( $M = 2.76$ ,  $SD = 0.76$ ) was lower than that for the ‘no marker’ condition ( $p = .013$ , Bonferroni correction;  $M = 3.28$ ,  $SD = 0.62$ ) and ‘Made in...’ ( $p < .001$ , Bonferroni correction;  $M = 3.45$ ,  $SD = 0.72$ ). Furthermore, the attitude towards the product quality of the Spanish product for ‘stereotypical person from the COO’ ( $M = 2.95$ ,  $SD = 0.71$ ) was lower than that for ‘Made in...’ ( $p = .026$ , Bonferroni correction;  $M = 3.45$ ,  $SD = 0.72$ ). In addition, there were no differences between the ‘no marker’ condition and ‘Made in...’ ( $p = 1.000$ , Bonferroni correction), ‘COO embedded in the company name’ ( $p = 1.000$ , Bonferroni correction) or ‘stereotypical person from the COO’ ( $p = .388$ , Bonferroni correction). There was also no difference between ‘Made in...’ and ‘COO embedded in the company name’ ( $p = 1.000$ , Bonferroni correction). Furthermore, there was no difference between ‘COO embedded in the company name’ and ‘stereotypical person from the COO’ ( $p = 1.000$ , Bonferroni correction) or ‘building from the COO’ ( $p = .064$ , Bonferroni correction). Lastly, there was no difference between ‘stereotypical person from the COO’ and ‘building from the COO’ ( $p = 1.000$ , Bonferroni correction).

Two other one-way analyses of variance showed no significant effect of COO strategy on attitude towards the product quality for the French product ( $F(4, 171) < 1$ ) or for the Italian product ( $F(4, 173) < 1$ ).

Table 11. Means and standard deviations of attitude towards the product quality for the interaction effect between COO strategy and COO advertised (1 = very negative attitude, 5 = very positive attitude)

	Spain <i>n</i> = 178 <i>M</i> ( <i>SD</i> )	France <i>n</i> = 178 <i>M</i> ( <i>SD</i> )	Italy <i>n</i> = 178 <i>M</i> ( <i>SD</i> )	<i>n</i>
‘No marker’	3.28 (0.62)	3.59 (0.67)	3.41 (0.66)	38
‘Made in...’	3.45 (0.72)	3.55 (0.81)	3.65 (0.88)	31
‘COO in company name’	3.20 (0.58)	3.29 (0.89)	3.54 (0.85)	35
‘Stereotypical person’	2.95 (0.71)	3.30 (0.78)	3.57 (0.80)	37
‘Building’	2.76 (0.76)	3.49 (1.02)	3.30 (0.97)	37

### Purchase intention

Research question 1d related to the effects of the COO strategies on purchase intention. A repeated measures analysis for purchase intention with COO advertised as within-subjects factor and COO strategy as between-subjects factor showed a significant main effect of COO advertised ( $F(2, 346) = 33.79, p < .001$ ) and no significant main effect of COO strategy ( $F(4, 173) < 1$ ). The interaction effect between COO advertised and COO strategy was also not significant ( $F(8, 346) < 1$ ). Table 12 shows the means and standard deviations of purchase intention per COO advertised and COO strategy.

With regards to the COO advertised, the purchase intention for the Spanish product ( $M = 3.62, SD = 1.45$ ) was lower than both the purchase intention for the French ( $p < .001$ , Bonferroni correction;  $M = 4.45, SD = 1.76$ ) and the Italian product ( $p < .001$ , Bonferroni correction;  $M = 4.80, SD = 1.55$ ). Furthermore, the purchase intention for the French product ( $M = 4.45, SD = 1.76$ ) was lower than that for the Italian product ( $p = .048$ , Bonferroni correction;  $M = 4.80, SD = 1.55$ ).

Table 12. Means and standard deviations of purchase intention per COO advertised and COO strategy (1 = very low purchase intention, 7 = very high purchase intention)

	<i>M</i>	<i>SD</i>	<i>n</i>
Spanish advertisements	3.62	1.45	178
French advertisements	4.45	1.76	178
Italian advertisements	4.80	1.55	178
‘No marker’ advertisements	4.40	0.92	38
‘Made in...’ advertisements	4.55	1.11	31
‘COO in company name’ advertisements	4.28	1.12	35
‘Stereotypical person’ advertisements	4.16	1.13	37
‘Building’ advertisements	4.10	1.34	37

### Ability to link product to COO

The last research question investigated the influence of the COO strategies on the ability of subjects to link the product to the correct COO. A Chi-square test showed a significant relation between COO strategy and ability to link the product to Spain ( $\chi^2(4) = 18.01, p = .001$ ). Participants who saw the ‘Made in...’ advertisement linked the product relatively more frequently correctly to Spain (93.5%) and less frequently incorrectly to another country (6.5%) than participants who saw the advertisement with the building from the COO. The latter gave relatively fewer correct answers (56.8%) and relatively more incorrect answers (43.2%). Furthermore, like with the ‘Made in...’ advertisement, participants who saw the advertisement with the COO embedded in the company name linked the product relatively more frequently to Spain (91.4%) and relatively less frequently to another country (8.6%) than participants who saw the advertisement with the building from the COO. Participants who saw the advertisements with no marker or with a stereotypical person from the COO did not give significantly more correct or incorrect answers than people who saw advertisements with any of the other strategies. The observed count and column percentages can be found in Table 13.

Table 13. Observed count and column percentages of correct and incorrect links to Spain per COO strategy.

	No marker	Made in...	COO name	Person	Building
Correct	28a, b (73.7%)	29b (93.5%)	32b (91.4%)	28a, b (75.7%)	21a (56.8%)
Incorrect	10a, b (26.3%)	2b (6.5%)	3b (8.6%)	9a, b (24.3%)	16a (43.2%)

Another Chi-square test showed no significant relation between COO strategy and ability to link the product to France ( $\chi^2(4) = 3.91, p = .418$ ). A Chi-square test also showed no significant relation between COO strategy and ability to link the product to Italy ( $\chi^2(4) = 8.77, p = .065$ ). Tables 14 and 15 present the observed count and column percentages for the ability to link the product to France and the ability to link to product to Italy respectively.

Table 14. Observed count and column percentages of correct and incorrect links to France per COO strategy.

	No marker	Made in...	COO name	Person	Building
Correct	36a (94.2%)	27a (87.1%)	34a (97.1%)	33a (89.2%)	32a (86.5%)
Incorrect	2a (5.3%)	4a (12.9%)	1a (2.9%)	4a (10.8%)	5a (13.5%)

Table 15. Observed count and column percentages of correct and incorrect links to Italy per COO strategy.

	No marker	Made in...	COO name	Person	Building
Correct	38a (100%)	31a (100%)	34a (97.1%)	33a (89.2%)	36a (97.3%)
Incorrect	0a (0%)	0a (0%)	1a (2.9%)	4a (10.8%)	1a (2.7%)

## Recall

Although it is not a dependent variable in the present study, it is important to know whether subjects actually noticed the COO markers and whether differences exist between COO strategies in how well subjects were able to recall them. As no COO strategy was used in the ‘no marker’ condition, this condition was excluded from the analysis. A one-way analysis of variance showed a significant effect of COO strategy on recall ( $F(3, 139) = 18.40, p < .001$ ). Table 16 shows the means and standard deviations of recall per COO strategy.

Recall of the ‘Made in...’ markers ( $M = 1.58, SD = 1.21$ ) was significantly lower than recall of the ‘COO embedded in the company name’ markers ( $p < .001$ , Bonferroni correction;  $M = 2.54, SD = 0.61$ ), the ‘stereotypical person from the COO’ markers ( $p < .001$ ,

Bonferroni correction;  $M = 2.78$ ,  $SD = 0.63$ ) and the ‘building from the COO’ markers ( $p < .001$ , Bonferroni correction;  $M = 2.78$ ,  $SD = 0.48$ ). However, there were no differences between recall of the ‘COO embedded in the company name’ markers and the ‘stereotypical person from the COO’ markers ( $p = 1.000$ , Bonferroni correction) or the ‘building from the COO’ markers ( $p = 1.000$ , Bonferroni correction). There was also no difference between the recall of the ‘stereotypical person from the COO’ markers or the ‘building from the COO’ markers ( $p = 1.000$ , Bonferroni correction).

Table 16. Means and standard deviations of recall per COO strategy (0 = low recall score, 3 = high recall score)

	<i>M</i>	<i>SD</i>
‘Made in...’ advertisements ( $n = 31$ )	1.58	1.21
‘COO in company name’ advertisements ( $n = 35$ )	2.54	0.61
‘Stereotypical person’ advertisements ( $n = 37$ )	2.78	0.63
‘Building’ advertisements ( $n = 37$ )	2.78	0.48

## Background variables

### Product liking

A repeated measures analysis for product liking with COO advertised as within-subjects factor and COO strategy as between-subjects factor showed a significant main effect of COO advertised ( $F(2, 346) = 34.78$ ,  $p < .001$ ), but no significant main effect of COO strategy ( $F(4, 173) < 1$ ). The interaction effect between COO advertised and COO strategy was also not significant ( $F(8, 346) < 1$ ). Table 17 shows the means and standard deviations of product liking per COO advertised and COO strategy.

With regards to the COO advertised, participants liked the Italian product ( $M = 5.82$ ,  $SD = 1.16$ ) significantly more than the French ( $p < .001$ , Bonferroni correction;  $M = 4.85$ ,  $SD = 1.88$ ) and the Spanish products ( $p < .001$ , Bonferroni correction;  $M = 4.51$ ,  $SD = 1.52$ ). There was no difference between the French and the Spanish products ( $p = .130$ , Bonferroni correction).

Table 17. Means and standard deviations of product liking per COO advertised and COO strategy (1 = very low product liking, 7 = very high product liking)

	<i>M</i>	<i>SD</i>	<i>n</i>
Spanish advertisements	4.51	1.52	178
French advertisements	4.85	1.88	178
Italian advertisements	5.82	1.16	178
‘No marker’ advertisements	5.15	0.85	38
‘Made in...’ advertisements	4.97	0.92	31
‘COO in company name’ advertisements	5.17	0.85	35
‘Stereotypical person’ advertisements	4.96	1.05	37
‘Building’ advertisements	5.03	0.96	37

### Product use

A repeated measures analysis for product use with COO advertised as within-subjects factor and COO strategy as between-subjects factor showed a significant main effect of COO advertised ( $F(2, 346) = 130.42, p < .001$ ), but no significant main effect of COO strategy ( $F(4, 173) < 1$ ). The interaction effect between COO advertised and COO strategy was also not significant ( $F(8, 346) = 1.67, p < .106$ ). Table 18 presents the means and standard deviations of product use per COO advertised and COO strategy.

Table 18. Means and standard deviations of product use per COO advertised and COO strategy (1 = very low product use, 7 = very high product use)

	<i>M</i>	<i>SD</i>	<i>n</i>
Spanish advertisements	2.75	1.42	178
French advertisements	4.20	1.89	178
Italian advertisements	5.23	1.21	178
‘No marker’ advertisements	4.12	1.00	38
‘Made in...’ advertisements	4.11	0.85	31
‘COO in company name’ advertisements	4.11	1.02	35
‘Stereotypical person’ advertisements	3.97	1.06	37
‘Building’ advertisements	4.00	0.89	37

With regards to COO advertised, participants used the Italian product ( $M = 5.23, SD = 1.21$ ) significantly more than the Spanish ( $p < .001$ , Bonferroni correction;  $M = 2.75, SD =$

1.42) and the French products ( $p < .001$ , Bonferroni correction;  $M = 4.20$ ,  $SD = 1.89$ ). In addition, participants used the French product ( $M = 4.20$ ,  $SD = 1.89$ ) more than the Spanish product ( $p < .001$ , Bonferroni correction;  $M = 2.75$ ,  $SD = 1.42$ ).

### Attitude towards COO

A repeated measures analysis for attitude towards the COO with COO advertised as within-subjects factor and COO strategy as between-subjects factor showed a significant main effect of COO advertised ( $F(2, 346) = 4.63$ ,  $p = .010$ ), but no significant main effect of COO strategy ( $F(4, 173) = 1.40$ ,  $p = .236$ ). The interaction effect between COO advertised and COO strategy was not significant ( $F(8, 346) = 1.34$ ,  $p = .222$ ). Table 19 shows the means and standard deviations of attitude towards the COO per COO advertised and COO strategy.

With regards to COO advertised, participants' attitude towards Italy ( $M = 5.26$ ,  $SD = 1.16$ ) was significantly higher than their attitude towards France ( $p = .012$ , Bonferroni correction;  $M = 4.94$ ,  $SD = 1.22$ ). There was no difference between the attitudes towards Spain and France ( $p = .681$ , Bonferroni correction) or Italy ( $p = .159$ , Bonferroni correction).

Table 19. Means and standard deviations of attitude towards the COO per COO advertised and COO strategy (1 = negative attitude, 7 = positive attitude)

	<i>M</i>	<i>SD</i>	<i>n</i>
Spanish advertisements	5.08	0.98	178
French advertisements	4.49	1.22	178
Italian advertisements	5.26	1.16	178
'No marker' advertisements	5.07	0.85	38
'Made in...' advertisements	5.00	0.67	31
'COO in company name' advertisements	4.90	0.69	35
'Stereotypical person' advertisements	5.25	0.64	37
'Building' advertisements	5.23	0.95	37

### Familiarity with COO

A repeated measures analysis for familiarity with the COO with COO advertised as within-subjects factor and COO strategy as between-subjects factor showed a significant main effect of COO advertised ( $F(2, 346) = 41.45$ ,  $p < .001$ ), but no significant main effect of COO strategy ( $F(4, 173) < 1$ ). The interaction effect between COO advertised and COO strategy



was not significant ( $F(8, 346) = 1.02, p = .421$ ). Table 20 presents the means and standard deviations of familiarity with the COO per COO advertised and COO strategy.

With regards to the COO advertised, familiarity with France ( $M = 4.62, SD = 1.65$ ) was significantly higher than familiarity with Italy ( $p < .001$ , Bonferroni correction;  $M = 3.88, SD = 1.75$ ) and Spain ( $p < .001$ , Bonferroni correction;  $M = 3.39, SD = 1.75$ ). Furthermore, familiarity with Italy ( $M = 3.88, SD = 1.75$ ) was significantly higher than familiarity with Spain ( $p < .001$ , Bonferroni correction;  $M = 3.39, SD = 1.75$ ).

Table 20. Means and standard deviations of familiarity with the COO per COO advertised and COO strategy (1 = not familiar at all, 7 = very familiar)

	<i>M</i>	<i>SD</i>	<i>n</i>
Spanish advertisements	3.39	1.75	178
French advertisements	4.62	1.65	178
Italian advertisements	3.88	1.75	178
‘No marker’ advertisements	3.73	1.40	38
‘Made in...’ advertisements	4.11	1.37	31
‘COO in company name’ advertisements	3.71	1.21	35
‘Stereotypical person’ advertisements	4.07	1.31	37
‘Building’ advertisements	4.05	1.21	37

### **Familiarity with language**

A repeated measures analysis for familiarity with the language with COO advertised as within-subjects factor and COO strategy as between-subjects factor showed a significant main effect of COO advertised ( $F(2, 346) = 61.93, p < .001$ ), but no significant main effect of COO strategy ( $F(4, 173) = 1.38, p = .244$ ). There was also no significant interaction effect between COO advertised and COO strategy ( $F(8, 346) = 1.09, p = .370$ ). Table 21 shows the means and standard deviations of familiarity with the language per COO advertised and COO strategy.

With regards to COO advertised, participants were significantly more familiar with French ( $M = 3.32, SD = 1.63$ ) than with Spanish ( $p < .001$ , Bonferroni correction;  $M = 2.15, SD = 1.56$ ) and Italian ( $p < .001$ , Bonferroni correction;  $M = 1.92, SD = 1.26$ ). Participants were equally familiar with Spanish and Italian ( $p = .201$ , Bonferroni correction).

Table 21. Means and standard deviations of familiarity with the language per COO advertised and COO strategy (1 = not familiar at all, 7 = very familiar)

	<i>M</i>	<i>SD</i>	<i>n</i>
Spanish advertisements	2.15	1.56	178
French advertisements	3.32	1.63	178
Italian advertisements	1.92	1.26	178
‘No marker’ advertisements	2.19	1.00	38
‘Made in...’ advertisements	2.79	1.12	31
‘COO in company name’ advertisements	2.54	0.99	35
‘Stereotypical person’ advertisements	2.41	0.97	37
‘Building’ advertisements	2.44	1.27	37

### Conclusion

The purpose of this study was to investigate whether differences exist in the effectiveness of explicit and implicit COO strategies. This was done by measuring the effects of two explicit strategies (‘Made in...’ and ‘COO embedded in the company name’) and two implicit strategies (‘stereotypical person from the COO’ and ‘building from the COO’) used in advertisements for three food products with different COOs. The impact of the COO strategies on several dependent variables was measured and the conclusions per variable will be discussed now.

#### Attitude towards the product

First of all, the results showed that there was a significant effect of COO strategy on attitude towards the product, suggesting that some COO strategies were more effective than others. However, when additional analyses were run to investigate what the differences between the COO strategies were, no significant differences were found. Thus, there were no differences in the effectiveness of implicit and explicit COO strategies on attitude towards the product. However, it should be noted that there was also no difference between the ‘no marker’ condition and the COO strategies, meaning that, in this case, COO strategies might not have had any effect on attitude towards the product at all.

The findings did show that attitude towards the product differed depending on the COO advertised. The Italian product resulted in the highest attitude towards the product, whereas participants rated the Spanish product the lowest.

### **Attitude towards the advertisement**

With regards to the attitude towards the advertisement, the only significant difference that was found was between the different COOs advertised. Similar to the attitude towards the product, the attitude towards the Spanish advertisements was lower than the attitudes towards the French and the Italian advertisements.

No significant differences were found between the COO strategies. This suggests that, for attitude towards the advertisement, explicit and implicit COO strategies are equally effective. In addition, like with attitude towards the product, the results also suggest that the COO strategies had no effect on attitude towards the advertisement at all as the ‘no marker’ condition did not differ significantly from the other COO strategies.

### **Attitude towards the product quality**

The findings showed that, for attitude towards the product quality, a difference between the COO strategies only existed for the advertisements with the Spanish product. For this product, both the advertisement with the Sagrada Família and the advertisement with the stereotypical person from Spain resulted in a worse attitude towards the product quality than the advertisements with ‘Made in Spain.’ Furthermore, the advertisement with the COO embedded in the company name did not differ significantly from any of the other strategies. These results indicate that, in the case of Spain, the explicit strategies, and ‘Made in...’ in particular, led to a better attitude towards the product quality than the implicit strategies.

Furthermore, the results showed a difference between the COOs advertised. Once again, the Spanish product scored lower than the French and the Italian product, suggesting that paella is perceived as being of lower quality than brie and pizza.

### **Purchase intention**

The results for purchase intention were similar to the ones for attitude towards the advertisement and attitude towards the product. No differences were found between the COO strategies, suggesting that the implicit and explicit strategies had similar effects on purchase intention. However, the ‘no marker’ condition also did not differ from the other COO strategies, indicating that there was no COO effect taking place at all.

With regards to the products and COOs that were advertised, the Italian product resulted in the highest purchase intention, whereas, again, the Spanish product led to the lowest purchase intention. These results again confirm that participants saw the Spanish product as inferior to the other products.

### **Link product and COO**

For the ability of participants to link the product to the correct COO, the only difference between COO strategies was found for the Spanish product. Participants were more likely to link paella to Spain after seeing the ‘Made in...’ advertisement or the ‘COO embedded in the company name’ advertisement than after seeing the advertisement with the building from the COO. Although the advertisements with ‘Made in...’ and ‘COO embedded in the company’ were not significantly better than advertisements with the stereotypical person from the COO, their large differences with the advertisement with the building from the COO do suggest that, to some extent, explicit strategies led to a better ability to link the product to the COO than implicit strategies.

### **Recall**

Although recall was not a dependent variable in this study, the results that were found are worth mentioning in the conclusion. Participants’ recall of the ‘Made in...’ markers was significantly worse than their recall of the ‘COO embedded in the company name’ markers, the ‘stereotypical person from the COO’ markers and the ‘building from the COO’ markers. In addition, although the difference between ‘COO embedded in the company name’ and the two implicit markers was not significant, the latter did score the highest on recall. Therefore, implicit markers might result in higher recall than explicit markers. However, considering only ‘Made in...’ differed significantly from the implicit markers, this conclusion should be treated with caution.

## **Discussion**

### **COO effect**

The results of the present study provide an interesting contrast to the existing literature. When simply looking at the COO effect and not the differences between implicit and explicit markers, one major contrasting finding is that the advertisements containing no COO marker did not perform significantly worse than the advertisements with COO markers on any of the dependent variables. Moreover, the ‘no marker’ condition often did not even have the lowest mean. This goes against the findings by, for example, Verlegh et al. (2005) and Hornikx et al. (2013), who both found a positive effect of using a COO strategy on variables such as attitude towards the product quality, attitude towards the product and purchase intention. However, both these studies and others that found evidence for the COO effect (e.g. Koschate-Fisher et al., 2012; Schooler & Wildt, 1968) studied the COO effect by associating a product with both

a COO with a favourable image and a COO with an unfavourable image. The present study, on the other hand, compared situations in which the product was linked to a COO with a favourable image or to no COO at all. This difference in design could be the reason why previous studies did find evidence for the COO effect, but the current study did not.

### **Explicit and implicit COO strategies**

Although research into the differences between COO strategies and, more specifically, implicit and explicit strategies is scarce, the research that does exist is not in line with the findings of this study. First of all, Leclerc et al. (1994) compared the ‘Made in...’ label, an explicit strategy, and the use of a foreign brand name, which is a more implicit strategy, and found that the latter had a significant positive effect on brand attitude, whereas the former did not. Furthermore, Roozen and Raedts (2013) concluded that visual COO strategies might be more effective than verbal COO strategies. The present study found the opposite, as the explicit (verbal) strategies led to a better attitude towards the product quality and ability to link the product to the COO than the implicit (visual) strategies.

The differences between the current study and previous research can be explained by looking at the COO strategies that were studied. Both Leclerc et al. (1994) and Roozen and Raedts (2013) investigated different COO strategies than this study. Leclerc et al. (1994) studied foreign brand names and the ‘Made in...’ label, Roozen and Raedts (2013) looked at foreign language use and buildings from the COO and the current study investigated the ‘Made in...’ label, COO embedded in the company name, buildings from the COO and stereotypical people from the COO. Therefore, the possibility exists that the difference in effectiveness between the COO strategies does not come from a distinction between implicit and explicit strategies, but that some strategies are simply more effective than others. This may explain why Leclerc et al. (1994), for example, found that foreign brand names were more effective than the ‘Made in...’ label, but that this study found ‘Made in...’ to be more effective than stereotypical people from the COO and buildings from the COO.

However, the results for recall were actually in line with Roozen and Raedts (2013) and do suggest that an implicit/explicit categorisation can be made. In contrast to what was found for other dependent variables, participants recalled the visual, implicit COO strategies better than the verbal, explicit ones. It could, therefore, be the case that visual COO markers are easier to recognise and later recall, but that participants are unable to then link them to the COO to activate the COO effect due to the increased communication complexity of these markers, as argued by Aichner (2014). It might thus be necessary to use strategies like ‘Made

in...' and 'COO embedded in the company name' to explicitly tell consumers where a product is from in order to ensure that the COO effect will take place.

### **Comparing different COOs**

A recurring finding was the difference between the COOs advertised. Regardless of the COO strategy that was used, Spain scored lowest on attitude towards the product, attitude towards the advertisement, attitude towards the product quality and purchase intention. Furthermore, Italy scored significantly better than both Spain and France on attitude towards the product and purchase intention. Although differences in attitudes towards various products could have been expected, it is not in line with existing literature. In their study on the effectiveness of several COO strategies, Roozen and Raedts (2013) also tested products from several countries (beer from Germany, wine from France, paella from Spain and pizza from Italy) and did not find any differences between these products. This is especially interesting as they also compared paella and pizza, which is where the present study found most significant differences. However, it should be noted that Roozen and Raedts (2013) used Belgian participants, whereas this study used Dutch participants. Although it might be expected that this should not lead to major differences in results as Belgium and the Netherlands are neighbouring countries, research showed that the two countries actually differ a lot on Hofstede's cultural dimensions (Soeters, 1995). Cultural differences can influence the way participants respond on questionnaires (Johnson, Kulesa, Cho & Shavitt, 2005), which might explain why the results found in this study were not in line with Roozen and Raedts (2013).

The differences in results between the COOs could be explained by the background variables that were measured. Participants liked the Italian product more than both the French and the Spanish product. Furthermore, they used the Italian and French products significantly more than the Spanish product and were least familiar with Spain. These differences between the COOs mirror the differences found on the dependent variables. Therefore, it might have been the case that participants gave lower scores to (advertisements for) products they liked and used less, and came from a country they were less familiar with.

### **The case of Spain**

Besides the negative attitude towards the Spanish product in general, the results also indicated that paella was a special case in relation to the differences between the COO strategies. Where the COO strategies did not differ significantly on attitude towards the product quality and ability to link the product to the COO for the French and the Italian products, they did for the

Spanish product. The explicit strategies led to a better attitude towards the product quality of the Spanish product and a higher ability to link the product to Spain than the implicit strategies. This difference between the COOs is not surprising as Hornikx et al. (2013) already showed that the effects of COO strategies can differ depending on the COO that is advertised.

Nevertheless, interesting conclusions can be drawn from these results. The background variables showed that participants were least familiar with Spain. Furthermore, the manipulation check about the association between the food and the COO showed that the association between paella and Spain was the lowest of all three products. Paella was thus perceived by the participants as a more neutral product than brie and pizza. Therefore, the possibility exists that the COO strategies had a smaller effect on the French and Italian products because participants already strongly associated them with their corresponding COOs. In contrast, the Spanish product might have still needed the COO strategies in order to establish an association with Spain and influence the dependent variables. This may explain why the COO strategies had a larger effect on the attitude towards the product quality of the Spanish product and the ability to link the product to Spain.

In conclusion, explicit COO strategies might be more effective than implicit COO strategies, but these COO strategies might only be useful when a neutral product has to be promoted. It should be noted, however, that testing the difference between neutral and ethnic products was not the purpose of this experiment and, therefore, only tentative conclusions can be drawn.

### **Limitations**

All decisions made with regards to the design of this study were based on extensive reasoning. However, after conducting the experiment and analysing the results, several limitations can be identified. First of all, based on the outcomes of the manipulation checks, some flaws in the manipulation of the independent variables and the design of the materials can be identified. The advertisements that were designed for the different COO strategies and COOs were not perceived as equally realistic. The advertisements for the Spanish product were seen as less realistic than those for the French and the Italian products. Furthermore, the ‘Made in...’ advertisements were perceived as more realistic than the advertisements with the stereotypical persons. Consequently, the differences found between the COOs and COO strategies in these advertisements could be attributed to the differences in how realistic they

were. The more negative attitudes towards the Spanish product, for example, could have thus been caused by the design of the advertisements.

Furthermore, even though a pre-test was conducted to find the three products that had the strongest associations with the COOs, the manipulation check showed that the Spanish product had a weaker association than the French and the Italian products. Although it could be seen as a limitation as differences in the materials cause unsystematic variance in the results, it did allow for an analysis of the effects of COO strategies on the attitudes to different types of products and, more specifically, the effects on more neutral products. Therefore, this limitation resulted in a valuable contribution to existing research.

In addition, due to the limited time and resources available for the experiment, the decision was made to only investigate the attitudes of Dutch participants. However, as Gürhan-Canli and Maheswaran (2000) argued, responses to COO strategies can vary depending on someone's cultural background. Therefore, the generalisability of the results is limited.

Another limitation influencing the generalisability is the selection method. Snowball sampling was used due to limited resources, but it would have been better if random sampling had been used.

Lastly, the foods, buildings and persons used in the pre-test were chosen by the researcher. Therefore, the possibility exists that, for example, there were buildings with an even stronger association with the COOs than the ones selected by the researcher. Another method for the pre-test would have been to allow participants to write down which buildings they think of when presented with a certain country. Although both methods have their advantages and disadvantages, the latter would have avoided the bias of the researcher.

### **Recommendations**

Based on the results and the limitations of the present study, there are several recommendations for further research. First of all, future studies should address the current limitations. They should pre-test the advertisements after they are designed to ensure that all of them are perceived as equally realistic. Additionally, it is recommended to study consumers from different nationalities or include two groups of participants from different nationalities in order to compare their responses. In order to increase generalisability, future research should also use random sampling when selecting their participants. Another method for the pre-test should also be considered. Apart from preventing bias of the researcher,



another method could also ensure that foods, buildings and persons are selected that all have the same degree of association with the COO.

In addition to addressing the limitations, the results of this study also give rise to other questions that further research could answer. Firstly, this study operationalised explicit COO strategies by using ‘Made in...’ and ‘COO embedded in the company name’ and used ‘stereotypical people from the COO’ and ‘buildings from the COO’ as the implicit strategies. It found some differences between the two types of strategies, but Aichner (2014) shows that there are more explicit and implicit strategies such as ‘quality and origin labels’ (explicit), ‘foreign language use’ (implicit) and ‘COO words in the company name’ (implicit). It is important that further research compares these other COO strategies in order to find out whether similar conclusions can be drawn.

Furthermore, the results suggest that COO strategies might lose their effectiveness when they are used for products that already have a strong link to a COO. This hypothesis should be studied in more detail by, for example, selecting a neutral product and a product with a strong association with a country and using various COO strategies that link them to the same COO. Then, the responses of participants should be measured in order to find out whether the COO strategies had a larger effect on the attitudes towards the neutral product.

Lastly, an interesting finding of this study were the surprisingly high scores of the implicit COO strategies on recall, compared to their low scores on attitude towards the product quality and ability to link the product to the COO. These results lead to the assumption that implicit markers, which were in this case visual markers, attract more attention and are, therefore, remembered better. However, explicit markers might be better at communicating the COO, resulting in the COO effect. Further research should test this assumption in greater detail. They should also include verbal implicit markers in their experiment to test whether the high scores on recall remain or whether an increased recall is only a characteristic of visual implicit COO markers.

### **Implications**

The results of this study contribute to the existing body of literature on COO strategies. As mentioned before, previous research mainly focused on the use of single COO strategies, with only a few studies that compared them. This study has filled this gap by investigating the effectiveness of four different COO strategies and drawing conclusions about whether implicit or explicit strategies are more effective. Although this is only one of the first studies investigating this topic and results should be looked at with caution, it still provides valuable

new insights and can function as a stepping stone for future research into implicit and explicit COO strategies.

Furthermore, the study also presents a new perspective on the effectiveness of COO strategies with regards to the specific products they are used for. The hypothesis that COO strategies might be more effective for neutral products can spark a new direction for future studies.

In addition to its contributions to theory, this study can also be of value to companies. As mentioned in the introduction, it is important for companies to know whether they are using the most effective and efficient strategy to promote their products. Based on the results, marketing departments could decide to use an explicit COO strategy to promote their product. However, it is important to note that mainly the ‘Made in...’ strategy scored significantly higher than the implicit strategies. If companies intend to use this strategy, they should carefully look at the legal regulations surrounding it.

In conclusion, this study has shown that explicit strategies might have a more positive impact on attitude towards the product quality and ability to link the product to the COO than implicit strategies. However, these results should be treated with caution due to limitations and issues with the manipulation of the materials. Nevertheless, the study has filled an important gap in the existing literature on COO strategies and can hopefully inspire future researchers to explore this topic in greater detail.

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## Appendix

### Appendix 1: Pre-test results

#### Spanish food

A repeated measures analysis for association with Spain with type of food as a within-subjects factor showed a significant main effect of type of food ( $F(5, 105) = 46.11, p < .001$ ). The means and standard deviations of association with Spain per type of food can be found in Table 22.

The association with Spain for cornflakes ( $M = 1.56, SD = 0.77$ ) was significantly lower than the association with Spain for paella ( $p < .001$ , Bonferroni correction;  $M = 5.64, SD = 1.30$ ), tapas ( $p < .001$ , Bonferroni correction;  $M = 4.98, SD = 1.50$ ), churros ( $p < .001$ , Bonferroni correction;  $M = 4.33, SD = 1.84$ ) and gazpacho ( $p = .001$ , Bonferroni correction;  $M = 3.33, SD = 1.48$ ). Furthermore, the association with Spain for bread ( $M = 1.60, SD = 0.87$ ) was significantly lower than the association with Spain for paella ( $p < .001$ , Bonferroni correction;  $M = 5.64, SD = 1.30$ ), tapas ( $p < .001$ , Bonferroni correction;  $M = 4.98, SD = 1.50$ ), churros ( $p < .001$ , Bonferroni correction;  $M = 4.33, SD = 1.84$ ) and gazpacho ( $p < .001$ , Bonferroni correction;  $M = 3.33, SD = 1.48$ ). Additionally, the association with Spain for gazpacho ( $M = 3.33, SD = 1.48$ ) was significantly lower than the association with Spain for paella ( $p < .001$ , Bonferroni correction;  $M = 5.64, SD = 1.30$ ) and tapas ( $p = .023$ , Bonferroni correction;  $M = 4.98, SD = 1.50$ ). The association with Spain for churros ( $M = 4.33, SD = 1.84$ ) was also lower than the association with Spain for paella ( $p = .015$ , Bonferroni correction;  $M = 5.64, SD = 1.30$ ). There was no difference between the association with Spain for tapas and for churros ( $p = 1.000$ , Bonferroni correction). Furthermore, there was no difference between the association with Spain for bread and for cornflakes ( $p = 1.000$ , Bonferroni correction). There was also no difference between the association with Spain for churros and for gazpacho ( $p = .399$ , Bonferroni correction). Lastly, there was no significant difference between the association with Spain for paella and for tapas ( $p = .912$ , Bonferroni correction).

Table 22. Means and standard deviations of association with Spain per type of food (1 = weak association, 7 = strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
Paella	5.64	1.30	22
Tapas	4.98	1.50	22
Cornflakes	1.56	0.77	22
Churros	4.33	1.84	22
Bread	1.60	0.87	22
Gazpacho	3.33	1.48	22

### French food

A repeated measures analysis for association with France with type of food as a within-subjects factor showed a significant main effect of type of food ( $F(5, 105) = 73.23, p < .001$ ). The means and standard deviations of association with France per type of food can be found in Table 23.

First of all, the association with France for potatoes ( $M = 1.41, SD = 0.47$ ) was lower than the association with France for croissant ( $p < .001$ , Bonferroni correction;  $M = 5.58, SD = 1.17$ ), 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;  $M = 5.73, SD = 1.33$ ). Furthermore, the association with France for apple ( $M = 1.54, SD = 0.51$ ) was lower than the association with France for croissant ( $p < .001$ , Bonferroni correction;  $M = 5.58, SD = 1.17$ ), 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;  $M = 5.73, SD = 1.33$ ). There was no difference between the association with France for croissant and for baguette ( $p = 1.000$ , Bonferroni correction), for macarons ( $p = .073$ , Bonferroni correction) or for brie ( $p = 1.000$ , Bonferroni correction). Additionally, there was no difference between the association with France for baguette and for macarons ( $p = .391$ , Bonferroni correction) or for brie ( $p = 1.000$ , Bonferroni correction). There was also no difference between the association with France for macarons and for brie ( $p = .059$ , Bonferroni correction). Lastly, there was no difference between the association with France for apple and for bread ( $p = 1.000$ , Bonferroni correction).

Table 23. Means and standard deviations of association with France per type of food (1 = weak association, 7 = strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
Croissant	5.58	1.17	22
Baguette	5.27	1.30	22
Apple	1.54	0.51	22
Macarons	4.33	2.08	22
Brie	5.73	1.33	22
Potatoes	1.41	0.47	22

### Italian food

A repeated measures analysis for association with Italy with type of food as within-subjects factor showed a significant main effect of type of food ( $F(5, 105) = 106.58, p < .001$ ). Table 24 presents the means and standard deviations of association with Italy per type of food.

The association with Italy for biscuits ( $M = 1.74, SD = 0.75$ ) was lower than the association with Italy for pizza ( $p < .001$ , Bonferroni correction;  $M = 6.36, SD = 0.93$ ), 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;  $M = 5.83, SD = 0.95$ ). Furthermore, the association with Italy for cauliflower ( $M = 1.46, SD = 0.85$ ) was lower than the association with Italy for pizza ( $p < .001$ , Bonferroni correction;  $M = 6.36, SD = 0.93$ ), 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;  $M = 5.83, SD = 0.95$ ). Additionally, the association with Italy for gelato ( $M = 5.03, SD = 1.29$ ) was lower than the association with Italy for pizza ( $p = .002$ , Bonferroni correction;  $M = 6.36, SD = 0.93$ ). There was no difference between the association with Italy for pizza and for lasagne ( $p = .156$ , Bonferroni correction) or for pasta ( $p = .658$ , Bonferroni correction). Furthermore, there was no difference between biscuits and cauliflower ( $p = .146$ , Bonferroni correction). There was also no difference between gelato and lasagne ( $p = 1.000$ , Bonferroni correction) or pasta ( $p = .291$ , Bonferroni correction). Lastly, there was no difference between lasagne and pasta ( $p = 1.000$ , Bonferroni correction).



Table 24. Means and standard deviations of association with Italy per type of food (1 = weak association, 7 = strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
Pizza	6.36	0.93	22
Biscuits	1.74	0.75	22
Cauliflower	1.46	0.85	22
Gelato	5.03	1.29	22
Lasagne	5.52	1.49	22
Pasta	5.83	0.95	22

### Spanish famous person

A repeated measures analysis for association with Spain with famous person as within-subjects factor showed a significant main effect of famous person ( $F(5, 105) = 10.72, p < .001$ ). Table 25 presents the means and standard deviations of association with Spain per famous person.

First of all, the association with Spain for Leonardo DiCaprio ( $M = 1.69, SD = 0.89$ ) was significantly lower than for Rafael Nadal ( $p < .001$ , Bonferroni correction;  $M = 4.08, SD = 1.95$ ), Enrique Iglesias ( $p < .001$ , Bonferroni correction;  $M = 4.39, SD = 1.91$ ), Penélope Cruz ( $p = .001$ , Bonferroni correction;  $M = 3.72, SD = 1.87$ ) and Salvador Dalí ( $p < .001$ , Bonferroni correction;  $M = 4.33, SD = 1.95$ ). Furthermore, the association with Spain for Jennifer Lopez ( $M = 2.52, SD = 1.55$ ) was lower than for Enrique Iglesias ( $p = .002$ , Bonferroni correction;  $M = 4.39, SD = 1.91$ ). There was no difference between Leonardo DiCaprio and Jennifer Lopez ( $p = .382$ , Bonferroni correction). Additionally, there was no difference between Rafael Nadal and Enrique Iglesias ( $p = 1.000$ , Bonferroni correction), Penélope Cruz ( $p = 1.000$ , Bonferroni correction), Jennifer Lopez ( $p = .100$ , Bonferroni correction) or Salvador Dalí ( $p = 1.000$ , Bonferroni correction). Furthermore, there was no difference between Enrique Iglesias and Penélope Cruz ( $p = 1.000$ , Bonferroni correction) or Salvador Dalí ( $p = 1.000$ , Bonferroni correction). There was also no difference between Penélope Cruz and Jennifer Lopez ( $p = .459$ , Bonferroni correction) or Salvador Dalí ( $p = 1.000$ , Bonferroni correction). Lastly, there was no difference between Jennifer Lopez and Salvador Dalí ( $p = .094$ , Bonferroni correction).

Table 25. Means and standard deviations of association with Spain per famous person (1 = weak association, 7 = strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
Leonardo DiCaprio	1.69	0.89	22
Rafael Nadal	4.08	1.95	22
Enrique Iglesias	4.39	1.91	22
Penélope Cruz	3.72	1.87	22
Jennifer Lopez	2.52	1.55	22
Salvador Dalí	4.33	1.95	22

### French famous person

A repeated measures analysis for association with France with famous person as within-subjects factor showed a significant main effect of famous person ( $F(5, 105) = 6.78, p < .001$ ). Table 26 presents the means and standard deviations of association with France per famous person.

The association with France for Vanessa Paradis ( $M = 2.27, SD = 1.34$ ) was lower than for Coco Chanel ( $p = .008$ , Bonferroni correction;  $M = 3.81, SD = 1.72$ ), Stromae ( $p = .043$ , Bonferroni correction;  $M = 3.87, SD = 1.96$ ) and Zinédine Zidane ( $p = .027$ , Bonferroni correction;  $M = 3.50, SD = 1.83$ ). Furthermore, the association with France for Coco Chanel ( $M = 3.81, SD = 1.72$ ) was higher than for Angelina Jolie ( $p = .007$ , Bonferroni correction;  $M = 2.25, SD = 1.16$ ) and Vanessa Paradis ( $p = .008$ , Bonferroni correction;  $M = 2.27, SD = 1.34$ ). Moreover, the association with France for Angelina Jolie ( $M = 2.25, SD = 1.16$ ) was lower than for Stromae ( $p = .020$ , Bonferroni correction;  $M = 3.87, SD = 1.96$ ). However, there was no difference between Luc Besson and Coco Chanel ( $p = .391$ , Bonferroni correction), Angelina Jolie ( $p = 1.000$ , Bonferroni correction), Vanessa Paradis ( $p = 1.000$ , Bonferroni correction), Stromae ( $p = .895$ , Bonferroni correction) or Zinédine Zidane ( $p = 1.000$ , Bonferroni correction). Additionally, there was no difference between Coco Chanel and Stromae ( $p = 1.000$ , Bonferroni correction) or Zinédine Zidane ( $p = 1.000$ , Bonferroni correction). Furthermore, there was no difference between Angelina Jolie and Vanessa Paradis ( $p = 1.000$ , Bonferroni correction) or Zinédine Zidane ( $p = .091$ , Bonferroni correction). Lastly, there was also no difference between Stromae and Zinédine Zidane ( $p = 1.000$ , Bonferroni correction).

Table 26. Means and standard deviations of association with France per famous person (1 = weak association, 7 = strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
Coco Chanel	3.81	1.72	22
Angelina Jolie	2.25	1.16	22
Vanessa Paradis	2.27	1.34	22
Stromae	3.87	1.96	22
Luc Besson	2.83	1.47	22
Zinédine Zidane	3.50	1.83	22

### Italian famous person

A repeated measures analysis for association with Italy with famous person as within-subjects factor showed a significant main effect of famous person ( $F(5, 105) = 5.43, p < .001$ ). Table 27 shows the means and standard deviations of association with Italy per famous person.

The association with Italy for Meryl Streep ( $M = 2.02, SD = 1.38$ ) was lower than for 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;  $M = 3.20, SD = 1.48$ ). However, there were no differences between Donatella Versace and Francesco Totti ( $p = 1.000$ , Bonferroni correction), Monica Bellucci ( $p = 1.000$ , Bonferroni correction), Giancarlo Giannini ( $p = .141$ , Bonferroni correction) or Johnny Depp ( $p = .251$ , Bonferroni correction). Moreover, there were no differences between Francesco Totti and Monica Bellucci ( $p = 1.000$ , Bonferroni correction), Giancarlo Giannini ( $p = 1.000$ , Bonferroni correction) or Johnny Depp ( $p = .937$ , Bonferroni correction). There were also no differences between Meryl Streep and Giancarlo Giannini ( $p = .175$ , Bonferroni correction) or Johnny Depp ( $p = .587$ , Bonferroni correction). Furthermore, there were no differences between Monica Bellucci and Giancarlo Giannini ( $p = 1.000$ , Bonferroni correction) or Johnny Depp ( $p = .802$ , Bonferroni correction). Lastly, there was no difference between Giancarlo Giannini and Johnny Depp ( $p = 1.000$ , Bonferroni correction).

Table 27. Means and standard deviations of association with Italy per famous person (1 = weak association, 7 = strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
Donatella Versace	3.51	1.52	22
Francesco Totti	3.47	1.61	22
Meryl Streep	2.02	1.38	22
Monica Bellucci	3.20	1.48	22
Giancarlo Giannini	3.06	1.46	22
Johnny Depp	2.50	1.64	22

### Spanish stereotypical person

A repeated measures analysis for association with Spain with stereotypical person as within-subjects factor showed a significant main effect of stereotypical person ( $F(5, 105) = 8.90, p < .001$ ). Table 28 presents the means and standard deviations of association with Spain per stereotypical person.

The association with Spain for Spanish stereotypical person 1 ( $M = 5.55, SD = 1.39$ ) was significantly higher than for Spanish stereotypical person 2 ( $p = .035$ , Bonferroni correction;  $M = 4.41, SD = 1.98$ ), non-Spanish stereotypical person 3 ( $p = .001$ , Bonferroni correction;  $M = 3.93, SD = 1.77$ ), Spanish stereotypical person 4 ( $p = .006$ , Bonferroni correction;  $M = 3.88, SD = 1.66$ ) and non-Spanish stereotypical person 5 ( $p = .009$ , Bonferroni correction;  $M = 3.52, SD = 1.61$ ). Furthermore, the association with Spain for Spanish stereotypical person 6 ( $M = 5.53, SD = 1.58$ ) was higher than for non-Spanish stereotypical person 3 ( $p = .022$ , Bonferroni correction;  $M = 3.93, SD = 1.77$ ), Spanish stereotypical person 4 ( $p = .017$ , Bonferroni correction;  $M = 3.88, SD = 1.66$ ) and non-Spanish stereotypical person 5 ( $p < .001$ , Bonferroni correction;  $M = 3.52, SD = 1.61$ ). There was no difference between Spanish stereotypical person 1 and Spanish stereotypical person 6 ( $p = 1.000$ , Bonferroni correction). There was also no difference between Spanish stereotypical person 2 and non-Spanish stereotypical person 3 ( $p = 1.000$ , Bonferroni correction), Spanish stereotypical person 4 ( $p = 1.000$ , Bonferroni correction), non-Spanish stereotypical person 5 ( $p = 1.000$ , Bonferroni correction) or Spanish stereotypical person 6 ( $p = .288$ , Bonferroni correction). Moreover, there was no difference between non-Spanish stereotypical person 3 and Spanish stereotypical person 4 ( $p = 1.000$ , Bonferroni correction) or non-Spanish stereotypical person 5 ( $p = 1.000$ , Bonferroni correction). Lastly, there was no

difference between Spanish stereotypical person 4 and non-Spanish stereotypical person 5 ( $p = 1.000$ , Bonferroni correction).

Table 28. Means and standard deviations of association with Spain per stereotypical person (1 = weak association, 7 = strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
Spanish stereotypical person 1	5.55	1.39	22
Spanish stereotypical person 2	4.41	1.98	22
Non-Spanish stereotypical person 3	3.93	1.77	22
Spanish stereotypical person 4	3.88	1.66	22
Non-Spanish stereotypical person 5	3.52	1.61	22
Spanish stereotypical person 6	5.53	1.58	22

### French stereotypical person

A repeated measures analysis for association with France with stereotypical person as within-subjects factor showed a significant main effect of stereotypical person ( $F(5, 105) = 41.43$ ,  $p < .001$ ). Table 29 presents the means and standard deviations of association with France per stereotypical person.

The association with France for non-French stereotypical person 5 ( $M = 2.80$ ,  $SD = 1.24$ ) was significantly lower than for French stereotypical person 1 ( $p < .001$ , Bonferroni correction;  $M = 5.45$ ,  $SD = 1.39$ ), French stereotypical person 2 ( $p < .001$ , Bonferroni correction;  $M = 6.12$ ,  $SD = 0.89$ ), French stereotypical person 3 ( $p < .001$ , Bonferroni correction;  $M = 5.59$ ,  $SD = 1.36$ ) and French stereotypical person 4 ( $p < .001$ , Bonferroni correction;  $M = 4.67$ ,  $SD = 1.80$ ). Furthermore, the association with France for non-French stereotypical person 6 ( $M = 2.64$ ,  $SD = 1.22$ ) was lower than for French stereotypical person 1 ( $p < .001$ , Bonferroni correction;  $M = 5.45$ ,  $SD = 1.39$ ), French stereotypical person 2 ( $p < .001$ , Bonferroni correction;  $M = 6.12$ ,  $SD = 0.89$ ), French stereotypical person 3 ( $p < .001$ , Bonferroni correction;  $M = 5.59$ ,  $SD = 1.36$ ) and French stereotypical person 4 ( $p < .001$ , Bonferroni correction;  $M = 4.67$ ,  $SD = 1.80$ ). Moreover, the association with France for French stereotypical person 2 ( $M = 6.12$ ,  $SD = 0.89$ ) was higher than for French stereotypical person 1 ( $p = .019$ , Bonferroni correction;  $M = 5.45$ ,  $SD = 1.39$ ) and French stereotypical person 4 ( $p = .015$ , Bonferroni correction;  $M = 4.67$ ,  $SD = 1.80$ ). However, there was no difference between French stereotypical person 3 and French stereotypical person 1 ( $p = 1.000$ , Bonferroni correction), French stereotypical person 2 ( $p = .918$ , Bonferroni correction)

or French stereotypical person 4 ( $p = .222$ , Bonferroni correction). There was also no difference between French stereotypical person 1 and French stereotypical person 4 ( $p = .673$ , Bonferroni correction) and no difference between non-French stereotypical person 5 and non-French stereotypical person 6 ( $p = 1.000$ , Bonferroni correction).

Table 29. Means and standard deviations of association with France per stereotypical person (1 = weak association, 7 = strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
French stereotypical person 1	5.45	1.39	22
French stereotypical person 2	6.12	0.89	22
French stereotypical person 3	5.59	1.36	22
French stereotypical person 4	4.67	1.80	22
Non-French stereotypical person 5	2.80	1.24	22
Non-French stereotypical person 6	2.64	1.22	22

### Italian stereotypical person

A repeated measures analysis for association with Italy with stereotypical person as within-subjects factor showed a significant main effect of stereotypical person ( $F(5, 105) = 12.51$ ,  $p < .001$ ). Table 30 presents the means and standard deviations of association with Italy per stereotypical person.

The association with Italy was significantly higher for Italian stereotypical person 1 ( $M = 4.89$ ,  $SD = 1.79$ ) than for non-Italian stereotypical person 3 ( $p = .001$ , Bonferroni correction;  $M = 2.72$ ,  $SD = 1.40$ ), Italian stereotypical person 4 ( $p = .007$ , Bonferroni correction;  $M = 3.39$ ,  $SD = 1.39$ ) and non-Italian stereotypical person 6 ( $p < .001$ , Bonferroni correction;  $M = 2.48$ ,  $SD = 1.30$ ). Furthermore, the association with Italy for Italian stereotypical person 2 ( $M = 5.06$ ,  $SD = 1.62$ ) was higher than for non-Italian stereotypical person 3 ( $p < .001$ , Bonferroni correction;  $M = 2.72$ ,  $SD = 1.40$ ), Italian stereotypical person 4 ( $p = .009$ , Bonferroni correction;  $M = 3.39$ ,  $SD = 1.39$ ) and non-Italian stereotypical person 6 ( $p < .001$ , Bonferroni correction;  $M = 2.48$ ,  $SD = 1.30$ ). However, there was no difference between Italian stereotypical person 5 and Italian stereotypical person 1 ( $p = 1.000$ , Bonferroni correction), Italian stereotypical person 2 ( $p = .873$ , Bonferroni correction), non-Italian stereotypical person 3 ( $p = .634$ , Bonferroni correction), Italian stereotypical person 4 ( $p = 1.000$ , Bonferroni correction) or non-Italian stereotypical person 6 ( $p = .155$ , Bonferroni correction). Furthermore, there was no difference between Italian stereotypical person 1 and

Italian stereotypical person 2 ( $p = 1.000$ , Bonferroni correction), between non-Italian stereotypical person 3 and Italian stereotypical person 4 ( $p = .715$ , Bonferroni correction) or non-Italian stereotypical person 6 ( $p = 1.000$ , Bonferroni correction) and between Italian stereotypical person 4 and non-Italian stereotypical person 6 ( $p = .157$ , Bonferroni correction).

Table 30. Means and standard deviations of association with Italy per stereotypical person (1 = weak association, 7 = strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
Italian stereotypical person 1	4.89	1.79	22
Italian stereotypical person 2	5.06	1.62	22
Non-Italian stereotypical person 3	2.72	1.40	22
Italian stereotypical person 4	3.39	1.39	22
Italian stereotypical person 5	3.87	2.00	22
Non-Italian stereotypical person 6	2.48	1.30	22

### Comparing famous and stereotypical people

In order to find out whether famous or stereotypical people should be used, several paired samples t-tests were conducted that compared the highest scoring stereotypical person and the highest scoring famous person of a COO. The means and standard deviations of the association with the COO for each famous and stereotypical person can be found in Table 31.

First of all, a paired samples t-test showed a significant difference between Stromae and French stereotypical person 2 with regard to the association with France ( $t(21) = 5.31, p < .001$ ). The association with France for French stereotypical person 2 ( $M = 6.12, SD = 0.89$ ) was shown to be higher than for Stromae ( $M = 3.87, SD = 1.96$ ).

Another paired samples t-test showed a significant difference between Donatella Versace and Italian stereotypical person 2 with regard to the association with Italy ( $t(21) = 4.31, p < .001$ ). The association with Italy for Italian stereotypical person 2 ( $M = 5.06, SD = 1.62$ ) was higher than for Donatella Versace ( $M = 3.51, SD = 1.52$ ).

Lastly, a paired samples t-test showed a significant difference between Enrique Iglesias and Spanish stereotypical person 1 with regard to the association with Spain ( $t(21) = 2.26, p = .035$ ). The association with Spain for Spanish stereotypical person 1 ( $M = 5.55, SD = 1.39$ ) was higher than for Enrique Iglesias ( $M = 4.39, SD = 1.91$ ).

Table 31. Means and standard deviations of association with COO per famous and stereotypical person (1 = weak association, 7 = strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
Stromae	3.87	1.96	22
French stereotypical person 2	6.12	0.89	22
Donatella Versace	3.51	1.52	22
Italian stereotypical person 2	5.06	1.62	22
Enrique Iglesias	4.39	1.91	22
Spanish stereotypical person 1	5.55	1.39	22

### Spanish building

A repeated measures analysis for association with Spain with building as within-subjects factor showed a significant main effect of building ( $F(5, 105) = 19.58, p < .001$ ). Table 32 presents the means and standard deviations of association with Spain per building.

The association with Spain for the Sagrada Família ( $M = 6.17, SD = 1.35$ ) was significantly higher than the association with Spain for Belém Tower ( $p < .001$ , Bonferroni correction;  $M = 3.55, SD = 1.35$ ), Giralda ( $p < .001$ , Bonferroni correction;  $M = 3.92, SD = 1.42$ ), Museo del Prado ( $p < .001$ , Bonferroni correction;  $M = 3.61, SD = 1.78$ ), Alhambra ( $p < .001$ , Bonferroni correction;  $M = 3.76, SD = 1.66$ ) and Jerónimos Monastery ( $p < .001$ , Bonferroni correction;  $M = 3.41, SD = 1.46$ ). However, there was no difference between the association with Spain for Belém Tower and for Giralda ( $p = 1.000$ , Bonferroni correction), for Museo del Prado ( $p = 1.000$ , Bonferroni correction), for Alhambra ( $p = 1.000$ , Bonferroni correction) or for Jerónimos Monastery ( $p = 1.000$ , Bonferroni correction). Furthermore, there was no difference between Giralda and Museo del Prado ( $p = 1.000$ , Bonferroni correction), Alhambra ( $p = 1.000$ , Bonferroni correction) or Jerónimos Monastery ( $p = .539$ , Bonferroni correction). There was also no difference between Museo del Prado and Alhambra ( $p = 1.000$ , Bonferroni correction) or Jerónimos Monastery ( $p = 1.000$ , Bonferroni correction). Lastly, there was no difference between Alhambra and Jerónimos Monastery ( $p = .263$ , Bonferroni correction).



Table 32. Means and standard deviations of association with Spain per building (1 = weak association, 7 = strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
Belém Tower	3.55	1.35	22
Sagrada Família	6.17	1.48	22
Giralda	3.92	1.42	22
Museo del Prado	3.61	1.78	22
Alhambra	3.76	1.66	22
Jerónimos Monastery	3.41	1.46	22

### French building

A repeated measures analysis for association with France with building as within-subjects factor showed a significant main effect of building ( $F(5, 105) = 45.56, p < .001$ ). The means and standard deviations of association with France per building can be found in Table 33.

The association with France for Palácio da Pena ( $M = 2.72, SD = 1.38$ ) was lower than the association with France for the Sacré-Cœur ( $p < .001$ , Bonferroni correction;  $M = 5.56, SD = 1.58$ ), for the Eiffel Tower ( $p < .001$ , Bonferroni correction;  $M = 6.81, SD = 0.43$ ), for the Notre-Dame ( $p < .001$ , Bonferroni correction;  $M = 6.02, SD = 1.48$ ) and for the Arc de Triomphe ( $p < .001$ , Bonferroni correction;  $M = 6.42, SD = 0.88$ ). Furthermore, the association with France for Alcobaça Monastery ( $M = 3.62, SD = 1.63$ ) was lower than the association with France for the Sacré-Cœur ( $p = .005$ , Bonferroni correction;  $M = 5.56, SD = 1.58$ ), for the Eiffel Tower ( $p < .001$ , Bonferroni correction;  $M = 6.81, SD = 0.43$ ), for the Notre-Dame ( $p < .001$ , Bonferroni correction;  $M = 6.02, SD = 1.48$ ) and for the Arc de Triomphe ( $p < .001$ , Bonferroni correction;  $M = 6.42, SD = 0.88$ ). In addition, the association with France for the Eiffel Tower ( $M = 6.81, SD = 0.43$ ) was higher than the association with France for the Sacré-Cœur ( $p = .018$ , Bonferroni correction;  $M = 5.56, SD = 1.58$ ). However, there was no difference between the Sacré-Cœur and the Notre-Dame ( $p = .828$ , Bonferroni correction) or the Arc de Triomphe ( $p = .426$ , Bonferroni correction). There was also no difference between the Eiffel Tower and the Notre-Dame ( $p = .296$ , Bonferroni correction) or the Arc de Triomphe ( $p = .111$ , Bonferroni correction). Lastly, there was no difference between the Notre-Dame and the Arc de Triomphe ( $p = 1.000$ , Bonferroni correction).

Table 33. Means and standard deviations of association with France per building (1 = weak association, 7 = strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
Sacré-Cœur	5.56	1.58	22
Alcobaça Monastery	3.62	1.63	22
Eiffel Tower	6.81	0.43	22
Notre-Dame	6.02	1.48	22
Palácio da Pena	2.72	1.38	22
Arc de Triomphe	6.42	0.88	22

### Italian building

A repeated measures analysis for association with Italy with building as within-subjects factor showed a significant main effect of building ( $F(5, 105) = 44.87, p < .001$ ). The means and standard deviations of association with Italy per building can be found in Table 34.

First of all, the association with Italy for Rosenborg Castle ( $M = 2.47, SD = 1.20$ ) was significantly lower than for St. Peter's Basilica ( $p < .001$ , Bonferroni correction;  $M = 5.62, SD = 1.39$ ), Milan Cathedral ( $p < .001$ , Bonferroni correction;  $M = 5.42, SD = 1.86$ ), the Leaning Tower of Pisa ( $p < .001$ , Bonferroni correction;  $M = 6.48, SD = 1.30$ ) and the Colosseum ( $p < .001$ , Bonferroni correction;  $M = 5.98, SD = 1.78$ ). Furthermore, the association with Italy for Wawel Royal Castle ( $M = 2.79, SD = 1.54$ ) was lower than for St. Peter's Basilica ( $p < .001$ , Bonferroni correction;  $M = 5.62, SD = 1.39$ ), Milan Cathedral ( $p < .001$ , Bonferroni correction;  $M = 5.42, SD = 1.86$ ), the Leaning Tower of Pisa ( $p < .001$ , Bonferroni correction;  $M = 6.48, SD = 1.30$ ) and the Colosseum ( $p < .001$ , Bonferroni correction;  $M = 5.98, SD = 1.78$ ). However, there was no difference between St. Peter's Basilica and Milan Cathedral ( $p = 1.000$ , Bonferroni correction), the Leaning Tower of Pisa ( $p = .169$ , Bonferroni correction) or the Colosseum ( $p = 1.000$ , Bonferroni correction). There was also no difference between Milan Cathedral and the Leaning Tower of Pisa ( $p = .072$ , Bonferroni correction) or the Colosseum ( $p = 1.000$ , Bonferroni correction). Furthermore, there was no difference between the Leaning Tower of Pisa and the Colosseum ( $p = 1.000$ , Bonferroni correction). Lastly, there was no difference between Rosenborg Castle and Wawel Royal Castle ( $p = 1.000$ , Bonferroni correction).

Table 34. Means and standard deviations of association with Italy per building (1 = weak association, 7 = strong association)

	<i>M</i>	<i>SD</i>	<i>n</i>
St. Peter's Basilica	5.62	1.39	22
Milan Cathedral	5.42	1.86	22
Rosenborg Castle	2.47	1.20	22
Wawel Royal Castle	2.79	1.54	22
Leaning Tower of Pisa	6.48	1.30	22
Colosseum	5.98	1.78	22

### Likeability of the brand names

The pre-test also tested the likeability of several brand names for the different foods that were tested. Based on the pre-test results, the brand names for brie, pizza and paella were used in the advertisements and it is therefore important to know whether the brand names differed in likeability.

A repeated measures analysis for likeability with brand name as within-subjects factor showed no significant main effect of brand name ( $F(2, 42) = 1.41, p = .257$ ). Thus, all brand names were liked equally. The means and standard deviations of likeability per brand name can be found in Table 35.

Table 35. Means and standard deviations of likeability per brand name (1 = not liked at all, 7 = liked a lot)

	<i>M</i>	<i>SD</i>	<i>n</i>
Brie de France	4.77	1.48	22
Pizza Italia	5.00	1.35	22
Paella Española	4.45	1.34	22

### Link between brand names and COO

It was also tested whether participants understood the link between the brand names and COOs and could write down the correct COO when presented with the brand name. For 'Brie de France', all 22 participants correctly linked it to France. This was also the case for 'Paella Española.' However, for 'Pizza Italia', one participant wrote down the wrong country, namely, the Netherlands. Nevertheless, all other participants correctly linked it to Italy. In

## Effectiveness of Explicit and Implicit COO Markers

conclusion, it can be said that all brand names represent their corresponding COOs well and can, therefore, be used in the advertisements.

### Appendix 2: Advertisements used in the experiment

#### Spanish advertisements



#### French advertisements



**Italian advertisements**



### **Appendix 3: 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](mailto:s.potze@student.ru.nl)

Wij danken u voor uw deelname.

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

## Effectiveness of Explicit and Implicit COO Markers

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Croissant Pain de France	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brie de France	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Macarons Pâtisserie de France	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pizza Italia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pasta d'Italia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lasagna Italiana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gelato Italiano	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paella Española	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tapas d'España	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gazpacho Español	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Churros Casa España	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Effectiveness of Explicit and Implicit COO Markers

Welk land associeert u met de merknaam *Baguette Boulangerie Française*/Croissant Pain de France/Brie de France/Macarons Pâtisserie de France/Pizza Italia/Pasta d'Italia/Lasagna Italiana/Gelato Italiano/Paella Española/Tapas d'España/Gazpacho Español/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.



	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Dit eten is Frans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit is typisch eten uit Frankrijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik associeer dit eten met Frankrijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit eten doet me aan Frankrijk denken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er wordt naar Frankrijk verwezen met dit eten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Effectiveness of Explicit and Implicit COO Markers

Er is een  
sterke link  
tussen  
Frankrijk  
en dit eten

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

## Effectiveness of Explicit and Implicit COO Markers



	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Dit eten is Spaans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit is typisch eten uit Spanje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik associeer dit eten met Spanje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit eten doet me aan Spanje denken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er wordt naar Spanje verwezen met dit eten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er is een sterke link tussen Spanje en dit eten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Effectiveness of Explicit and Implicit COO Markers

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.



	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Dit gebouw is Frans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit is een typisch gebouw uit Frankrijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik associeer dit gebouw met Frankrijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit gebouw doet me aan Frankrijk denken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er wordt naar Frankrijk verwezen met dit gebouw	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Effectiveness of Explicit and Implicit COO Markers

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	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Dit gebouw is Italiaans	○	○	○	○	○	○	○
Dit is een typisch gebouw uit Italië	○	○	○	○	○	○	○
Ik associeer dit gebouw met Italië	○	○	○	○	○	○	○
Dit gebouw doet me aan Italië denken	○	○	○	○	○	○	○
Er wordt naar Italië verwezen met dit gebouw	○	○	○	○	○	○	○

## Effectiveness of Explicit and Implicit COO Markers

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tussen  
Italië en  
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	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Dit gebouw is Spaans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit is een typisch gebouw uit Spanje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik associeer dit gebouw met Spanje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit gebouw doet me aan Spanje denken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Effectiveness of Explicit and Implicit COO Markers

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Er is een  
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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.



	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Deze persoon is Frans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit is een typisch persoon uit Frankrijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik associeer deze persoon met Frankrijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Effectiveness of Explicit and Implicit COO Markers

Deze persoon doet me aan Frankrijk denken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er wordt naar Frankrijk verwezen met deze persoon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er is een sterke link tussen Frankrijk en deze persoon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



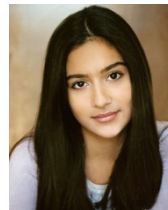
	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Deze persoon is Italiaans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit is een typisch persoon uit Italië	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik associeer deze persoon met Italië	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deze persoon doet me aan Italië denken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Effectiveness of Explicit and Implicit COO Markers

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Er is een  
sterke link  
tussen  
Italië en  
deze  
persoon

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	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Deze persoon is Spaans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit is een typisch persoon uit Spanje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik associeer deze persoon met Spanje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deze persoon doet me aan Spanje denken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Effectiveness of Explicit and Implicit COO Markers

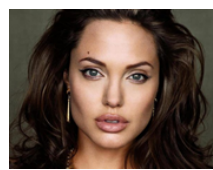
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Er is een  
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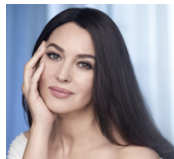
Bij de volgende vragen krijgt u telkens een foto van een persoon te zien. De foto wordt gevolgd door verschillende vragen waarmee u de link tussen de persoon en een bepaald land kan beoordelen.



	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Deze persoon is Frans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit is een typisch persoon uit Frankrijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik associeer deze persoon met Frankrijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Effectiveness of Explicit and Implicit COO Markers

Deze persoon doet me aan Frankrijk denken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er wordt naar Frankrijk verwezen met deze persoon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er is een sterke link tussen Frankrijk en deze persoon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Deze persoon is Italiaans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit is een typisch persoon uit Italië	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik associeer deze persoon met Italië	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Effectiveness of Explicit and Implicit COO Markers

Deze persoon doet me aan Italië denken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er wordt naar Italië verwezen met deze persoon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er is een sterke link tussen Italië en deze persoon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	Zeer mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Zeer mee eens
Deze persoon is Spaans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit is een typisch persoon uit Spanje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik associeer deze persoon met Spanje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Effectiveness of Explicit and Implicit COO Markers

Deze persoon doet me aan Spanje denken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er wordt naar Spanje verwezen met deze persoon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er is een sterke link tussen Spanje en deze persoon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

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 normaal voor uw deelname.

#### **Appendix 4: Example questionnaire for ‘building from the COO’**

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](mailto:s.potze@student.ru.nl)

Wij danken u voor uw deelname.

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

## Effectiveness of Explicit and Implicit COO Markers

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.



De kwaliteit van dit product is:

Ze er sle cht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ze er go ed
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Ik vind dit product:

	Ze er sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Ze er sterk mee eens
Leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Effectiveness of Explicit and Implicit COO Markers

Deze advertentie is:

Negatief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positief
Niet aantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aantrekkelijk
Niet overtuigend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Overtuigend
Niet geloofwaardig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Geloofwaardig
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Dit product kopen is:

Iets wat ik nooit zou doen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Iets wat ik zeker zou doen
Iets wat ik niet aan mijn vrienden zou aanraden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Iets wat ik aan mijn vrienden zou aanraden
Zeker niet iets voor mij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Zeker iets voor mij

Aan welk land linkt u dit product?

---

Met welk land associeert u het gebouw in de advertentie?

---



## Effectiveness of Explicit and Implicit COO Markers

	Zeer sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Zeer sterk mee eens
Ik vind paella lekker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik eet regelmatig paella	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind Spanje leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik associeer dit product met Spanje	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De advertentie zou in een tijdschrift kunnen staan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	Zeer sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Zeer sterk mee eens
Ik heb Spanje regelmatig bezocht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik spreek Spaans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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De kwaliteit van dit product is:

Zeer slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Zeer goed
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Ik vind dit product:

	Zeer sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Zeer sterk mee eens
Leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Deze advertentie is:

Negatief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positief
Niet aantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aantrekkelijk
Niet overtuigend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Overtuigend
Niet geloofwaardig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Geloofwaardig
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Dit product kopen is:

Iets wat ik nooit zou doen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Iets wat ik zeker zou doen
Iets wat ik niet aan mijn vrienden zou aanraden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Iets wat ik aan mijn vrienden zou aanraden
Zeker niet iets voor mij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Zeker iets voor mij

Aan welk land linkt u dit product?

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Met welk land associeert u het gebouw in de advertentie?

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	Ze er sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Ze er sterk mee eens
Ik vind brie lekker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik eet regelmatig brie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind Frankrijk leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik associeer dit product met Frankrijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Effectiveness of Explicit and Implicit COO Markers

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 bezoekt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik spreek Frans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



De kwaliteit van dit product is:

Zeer slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Zeer goed
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## Effectiveness of Explicit and Implicit COO Markers

Ik vind dit product:

	Ze sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Ze sterk mee eens
Leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Deze advertentie is:

Negatief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positief
Niet aantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aantrekkelijk
Niet overtuigend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Overtuigend
Niet geloofwaardig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Geloofwaardig
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Dit product kopen is:

Iets wat ik nooit zou doen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Iets wat ik zeker zou doen
Iets wat ik niet aan mijn vrienden zou aanraden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Iets wat ik aan mijn vrienden zou aanraden
Zeker niet iets voor mij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Zeker iets voor mij

## Effectiveness of Explicit and Implicit COO Markers

Aan welk land linkt u dit product?

---

Met welk land associeert u het gebouw in de advertentie?

---

	Ze er sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Ze er sterk mee eens
Ik vind pizza lekker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik eet regelmatig pizza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind Italië leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik associeer dit product met Italië	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De advertentie zou in een tijdschrift kunnen staan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Ze er sterk mee oneens	Sterk mee oneens	Mee oneens	Neutraal	Mee eens	Sterk mee eens	Ze er sterk mee eens
Ik heb Italië regelmatig bezocht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik spreek Italiaans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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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 is uw leeftijd?

---

## Effectiveness of Explicit and Implicit COO Markers

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