

The effects of different explicit COO strategies in food advertising

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Abstract

In the area of advertising, different cues play an important role in the attitude consumers have towards a product. Previous research has shown that by communicating the country of origin or COO of a product, the quality perception that consumers have may change because of the different qualities and values they connect to a certain country (Bilkey & Nes, 1982). While the general effect of communicating a COO has been researched previously, the different manners in which a COO can be communicated had not yet been compared adequately. Therefore, the objective of the present study was to compare the effects of different COO strategies on product and brand evaluations. In the present study, Italian pasta and Norwegian salmon were compared, along with three COO strategies. Participants saw two advertisements, each containing a different product and COO strategy. They filled in a questionnaire, researching their attitude towards the advertisement, attitude towards the product, purchase intention and perceived product quality. The results showed that different COO markers influence product attitude and advertisement attitude, particularly in the case of Norwegian salmon. A possible explanation for this result lies in the fact that participants buy pasta more regularly than salmon. The different strategies also influenced perceived product quality, while having no effect on purchase intention for both salmon and pasta.

Keywords: COO marker, advertising, food products

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Introduction

According to Gürhan-Canli and Maheswaran (2000), country of origin- or COO effects refer to the extent to which the place of manufacture of a product influences product evaluation. Peterson & Jolibert (1995, p.884) define it as follows: “the country of origin of a product is an extrinsic product cue, an intangible product attribute, that is distinct from a physical product characteristic.” Different researchers, among them Bilkey & Nes (1982) have shown that the country of origin of a product plays a large role in the evaluations that products receive.

COO effect

As Leclerc, Schmitt & Dubé (1994) have shown, the COO of a product is significant in the way in which customers perceive a product. Participants were subjected to the same brand name, pronounced in English or French. The results showed that the French pronunciation of the brand affected brand attitude, product attitude and perceived hedonism, even when the actual food product was tasted. This research shows that the COO effect plays a large psychological role in the consumer's mind.

In relation to the COO effect, the image a certain country has in the mind of the consumer is essential, because when products are linked to a country, those products rely heavily on the consumer's perception of that country and its language (Kelly-Holmes, 2005). These perceptions differ significantly per country, as different languages for the exact same product lead to different evaluations: French ads were perceived as more beautiful and elegant, while German ads were seen as more businesslike and reliable (Hornikx, Van Meurs & Starren, 2007). Furthermore, the match between the country and the product type is important. For example, the match between Germany and cars is a favorable one because Germany is often associated with craftsmanship. However, the match between Mexico and watches is an unfavorable one, because Mexico is not often associated with values that match the production of watches (Roth & Romeo, 1992). Hornikx, Van Meurs & Hof (2013) found support for this congruence effect, showing that the use of a foreign language in the case of a congruent product led to higher perceived product quality, product attitude and purchase intention than in the case of an incongruent product.

COO strategies

According to Aichner (2014), there are eight different strategies to communicate the country of origin of a certain product.

The first strategy that is mentioned by Aichner (2014) is the legally regulated strategy of using the phrase ‘made in...’, for example ‘made in China’, which is a widespread example of a COO marker. This type of marker is used by many companies, as this COO marker is obligatory and regulated by the European Commission (2010) in most European countries: the use of a COO marker is obligatory for beef and veal, fruit and vegetables, eggs, poultry meat, wine, honey, olive oil, aquaculture products and organic products. Additionally, the use of this marker is regulated, as a large part of the production process should indeed take place in the country of origin. This is an explicit COO strategy.

The second strategy is the use of quality and origin labels, for which the European Union has regulated the use of three different schemes: a product can be registered as a Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) or Traditional Specialty Guaranteed (TSG) (Aichner, 2014). Generally, the use of these labels is regulated by law at an international level, to ensure credibility. The remaining COO strategies Aichner mentions are not regulated by national or international law. Therefore, these strategies can possibly be manipulated by companies, to communicate a certain COO to which the product has no connection in terms of production. An example of this practice is Dr. Oetker, which is a German company that uses Italian COO markers in the case of its pizza products. Making use of a quality or origin label is an explicit COO strategy.

Thirdly, a company can opt to embed the COO directly in the company name. The majority of companies that employ this strategy were founded by the national government, for example Air France, Bank of America, Royal Dutch Shell. This is an explicit strategy, as the COO can be directly extracted from the company name.

The fourth strategy that Aichner (2014) mentions is the use of certain stereotypical elements in the company name, which instantly communicate the COO of the product. Examples of this strategy are Husky Energy from Canada, Lincoln National from the United States, and Sandvik from Sweden. This is an implicit COO strategy, as the name of the COO is not directly mentioned in the company name, and a connection should still be made between the stereotypical element and the COO.

As a fifth strategy, Aichner (2014) mentions the use of the language corresponding with the COO of the product, in company or brand names, slogans or entire advertisements.

Examples for this strategy are Audi – ‘Vorsprung durch Technik’ and Volkswagen – ‘Das Auto’. This is an implicit strategy, as the connection between the language and the COO should still be made.

The sixth strategy is making use of a famous or stereotypical person, corresponding with the COO. This can be related to the person’s look, behavior, clothes or other elements. Examples of this strategy are an Austrian company using Arnold Schwarzenegger in an advertisement, or an Italian company using a stereotypical Italian man. It is however important to carefully select the celebrity, because as Chao, Wührer & Werani (2005) show, a “normal or typical” person from the own country is often preferred over a celebrity from a different country. This is also an implicit strategy, as consumers still have to find the connection between the person in the advertisement and the COO in question.

The penultimate strategy is the strategy of using COO flags and/or symbols, which is typically used for products that are typical for the corresponding COO, like bratwurst from Germany, or pizza from Italy. Using a flag is an explicit strategy, as a certain flag can only be linked to one country. However, making use of symbols is an implicit strategy, as symbols might be more difficult to connect to one certain country.

The last strategy that is mentioned in the article by Aichner (2014) is making use of typical landscapes or famous buildings from the COO, such as using the Eiffel Tower for a French product, or the Taj Mahal for a product from India. By using well-known buildings or landscapes, the company allows customers to quickly and easily associate the product with the corresponding COO. These eight strategies will serve as a framework for this study, concerning the different varieties in which COO markers are used. This is an implicit strategy, as a certain landscape still has to be connected to the COO in the mind of the consumer.

Although Aichner only mentions these eight strategies in his study on COO markers, Hornikx and Van Meurs (2017) have added a ninth strategy, which concerns the strategy referring to a COO and its inhabitants. An example of this strategy is using the phrase “With Australian ginseng”, or “Containing real Dutch cheese”.

Of the strategies that have been mentioned, three will be used in the present study: Made in..., a COO embedded in the company name, and the use of a COO flag. Furthermore, a baseline condition will be used, which means that participants will also be presented with advertisements that do not contain a COO marker. The “Made in...” has been chosen as it is the best-known COO strategy, and according to Aichner (2014), it is the most frequently used and easiest strategy used to communicate the COO of a product. Concerning

the other two strategies that are used in the study, they have been selected because Aichner (2014) identifies them as explicit COO strategies with low complexity. Because the three strategies share their explicitness and their low complexity, the number of uncontrolled variables is low, as the difference between explicit and implicit cues does not play a role, and it is not likely that participants will misunderstand the COO strategies, leading to more adequate results. Therefore, the differences in product and brand evaluations the study might show can be attributed to the different individual strategies.

As the study by Aichner (2014) was done quite recently, few studies have yet compared the different strategies that Aichner proposes. However, researchers have studied the effects of other COO strategies. Focusing on the use of foreign languages in order to evoke connections to a certain COO, Hornikx, Van Meurs & De Boer (2010) and Hornikx & Stassen (2006) found that there are significant effects of the complexity of foreign language slogans on advertisement evaluations. Later studies showed that when using a foreign language in order to communicate a COO, congruence is also significant, as advertisements were found to be more persuasive when a language was used that matched the product in terms of product and country characteristics (Hornikx & Hof, 2008; Hornikx et al. 2013). Hendriks, Van Meurs & Van der Meij (2015) found that the use of a foreign accent in commercials significantly affects evaluations: a foreign accent that was congruent with the COO of the product led to better evaluations than an accent that was not congruent with the product's COO. However, foreign accents generally led to a more negative evaluation than commercials without a foreign accent.

Verlegh and Steenkamp (1999) also showed a significant effect of the use of COO markers, showing that the COO effect especially has a large influence on the perceived quality of the product, while only having a small influence on product attitude and purchase intention. Peterson & Jolibert (1995) found similar results, showing that the country of origin was a stronger predictor for quality perceptions than for purchase intention. According to Chao et al. (2005), this can be explained on the basis of the fact that a higher level of commitment is needed for purchase intention than for attitude formation. Josiassen, Lukas and Whithell (2005), however, found that the effect a COO has on attitude towards the product and advertisement can be influenced negatively by product familiarity: consumers who are more familiar with products, are less likely to be influenced by the COO effect.

In this study, food products will be compared, namely salmon from Norway and pasta from Italy, as research on COO markers has mainly focused on hi-tech and fashion, while the area of food advertisements has been virtually left unexplored (Chryssochoidis, Krystallis &

Perreas, 2007). Pasta from Italy will be used in the study, as it is seen as a generic product (Usunier, 1993), which is inseparably connected to Italy. As it is such a typical product, it will therefore be easier for participants to correctly recognize pasta as an Italian product. Internationally, salmon is also seen as a typical product of Norway, as the highest quality salmon comes from that country.

So far, the majority of research has only focused on linguistic COO claims, thereby ignoring visual COO claims. Roozen & Raedts (2013) addressed this issue in their study and analyzed combinations of visual and linguistic COO strategies. The results from their study suggested that visual COO associations have a much larger effect on product evaluations than linguistic COO associations. In this study, both visual and linguistic COO strategies will be compared.

Although research has been conducted on the effect of COO markers in advertising, the number of studies on this subject remains quite scarce. Therefore, it is significant to compare different linguistic and visual COO strategies that Aichner proposes. In order to be able to successfully compare and study COO strategies, Aichner's strategies can be used as a framework for COO studies. Furthermore, there have not been many different studies that have researched the differences between the different types of COO markers, and their implications in advertising. Therefore, it is relevant to research the influence of the different COO markers on consumers in advertising, in order to provide advertisers with the possibility to make a choice between the most functional types of COO markers. The purpose of this study was to compare different COO strategies, for which the following research question was used:

“To what extent do different explicit COO strategies differ in the effects on the consumers' attitude towards the product, attitude towards the advertisement, perceived quality of the product and purchase intention in food advertising?”

Method

Materials

Before exposing participants to the advertisements and the questionnaire, a pretest was administered, to test the effectiveness of the different variables that were selected for this study. Firstly, the extent to which participants were able to identify the flags of Norway and Italy was tested, when having to choose the correct flag from four options. The ability to identify the flags was tested, to be certain that participants would relate the COO marker to the correct country in the actual experiment. For Norway, 29 of 31 participants, or 93.5%

were able to correctly identify the flag as the Norwegian flag. For Italy, 30 of 31 participants, or 96.8% correctly identified the flag as Italy.

In the pretest, 16 out of 30 participants, or 53.3% chose “Taglitalië” as their preferred Italian pasta brand name, which was also chosen as the brand name used in the final survey. With respect to the Norwegian brand name, a slight majority preferred “Norsea”. 17 out of 30 participants put it in the first place, or 56.7%. However, due to the adaption of the brand name “Norsalm” to “Norzalm”, which 10 out of 30 or 33.3% participants put in the first place, the choice was made to include this brand name in the questionnaire, as it contained the Dutch language. These questions in relation to brand names were asked to make sure that the brand names would correctly transmit the relevant COO, and participants would be able to recognize the COO.

Lastly, participants were asked about country-product congruence. On a 7-point Likert scale, participants indicated they saw pasta as most typically Italian ($M = 6.57$, $SD = .96$). In the case of the most typically Norwegian product, participants chose salmon ($M = 5.57$, $SD = 1.58$). The experiment contained eight different advertisements, containing two different products, and four different types of COO strategies. The questionnaire was presented in Dutch to ensure the fact that every participant was able to correctly understand the questions from the questionnaire.

Concerning the COO embedded in the company name, the brand for the Italian pasta was called “Taglitalië”, which refers to a well-known type of pasta: “tagliatelle”, and to Italy, which was translated to Dutch: “Italië”, as the questionnaire was administered in Dutch. The Norwegian salmon brand was called “NorZalm”, which was derived from Norway and Salmon: “zalm” in Dutch.

Subjects

In relation to the respondents of the experiment, the target group consisted of adults, starting from the age of 18. Only participants above the age of 18 were asked to participate, out of ethical reasons.

Participants were selected through the snowball effect. A one-way analysis of variance with participant age and COO strategy as factors showed no significant differences between the different experimental conditions ($F(3, 242) < 1$, $p = .689$). The age of participants ranged from 18 to 66, with a mean of 32.21, and a standard deviation of 14.41. A chi-square test with gender and COO strategy as factors also showed no significant differences between the different experimental conditions ($\chi^2(3) = 1.79$, $p = .618$). Of the

participants, 56.1% was female. Furthermore, a chi-square test with educational level and COO strategy as factors showed no significant differences between the different experimental conditions ($\chi^2(15) = 2.50, p = 1.000$). Participants ranged from VMBO level to university level. The largest group of participants, namely 24.35%, have done an HBO study, and the same percentage has done a university study. Finally, a chi-square test with diet and COO strategy as factors showed no significant differences between the different experimental conditions ($\chi^2(9) = 7.87, p = .548$). The majority of participants, 90.2% did not follow a specific diet.

Design

The design of the study was an experiment, in which the participants were presented with different stimuli, namely advertisements, containing different types of COO markers. These advertisements were created solely for the purpose of this study, in order to be able to fully control the layout of the different advertisements, to minimize the influence of secondary variables that were not part of the COO markers that were used, for example the general color of the advertisement, or previous exposure to the advertisement in question etc.

For this study, a 4x2 within-subjects design was used, the 4 corresponding with the three strategies and the baseline condition, and the 2 corresponding with the 2 different products that were used: Italian pasta and Norwegian salmon. The product in question was a between-factor, as participants were exposed to both levels of the variable. The COO strategy was both between- and a within-subjects factor, as participants did see multiple, namely two strategies, but they were not exposed to all levels of the variable. The three strategies for salmon were compared, and the three strategies for pasta were compared separately.

Instruments

The variables attitude towards the advertisement, perceived quality, attitude towards the product and purchase intention were based on Hornikx et al. (2013), the other variables were constructed for this study.

Attitude towards ad

The first dependent variable of this study was the attitude that participants have towards the advertisements that they have been shown. The attitude towards the ad was measured through four 7-point semantic differential scales, containing the items: "I believe

this advertisement to be.” 1: attractive – 7: unattractive (reverse coded), 1: beautiful - 7: ugly (reverse coded), 1: difficult - 7: easy, 1: convincing – 7: unconvincing. The reliability of ‘attitude to the advertisement’ comprising four items was good: $\alpha = .81$.

Perceived quality

The perceived quality of the products in the advertisements was measured through a single 7-point semantic differential scale: “I believe this product to be of high quality” 1: I agree completely – 7: I disagree completely (reverse coded).

Attitude towards product

The attitude towards the product was measured through four 7-point Likert scales: “I believe this product looks:” 1: attractive – 7 unattractive (reverse coded), 1: not tasty – 7: tasty, 1: inviting – 7: not inviting. “In my opinion, this product is:” 1: bad - 7: good, 1: uninteresting - 7: interesting, 1: harmful - 7: beneficial. The reliability of ‘attitude to the product’ comprising four items was acceptable: $\alpha = .79$.

Purchase intention

In order to measure the purchase intention, four 7-point Likert scales were used, based on Hornikx et al. (2013): “I would buy this product”, “I would definitely not recommend this product to my friends”, “This product is really something for me” and “I would buy this product in the store”. The Likert scales ranged from 1: I disagree completely, to 7: I agree completely. The reliability of ‘purchase intention’ comprising four items was acceptable: $\alpha = .79$.

Background variables

Attitude towards COO

This variable was measured through three 7-point Likert scales, with the item “I believe the country to which the advertisement belongs to be”: 1: nice – 7: not nice (reverse coded), 1: unattractive – 7: attractive, 1: beautiful – 7: not beautiful (reverse coded). The reliability of ‘COO attitude’ comprising four items was acceptable: $\alpha = .73$.

Product use

Product use was measured through a single 7-point Likert scale: “I regularly buy similar products”: 1: I totally disagree – 7: I totally agree.

Product typicality

Product typicality was measured for both products through five 7-point Likert scales:

“Indicate to what extent you would describe the following products as typically

Italian/Norwegian:”, for Italy: pasta, steak, white fish, soufflé and pizza, and for Norway: gazpacho, salmon, pea soup, chicken burger and crêpe.

For all scales where α was above .7, composite means were calculated.

Demographics

At the end of the questionnaire, participants were asked their age, mainly to make sure all participants were above 18 years old. Furthermore, they were asked whether they had the Dutch nationality, as only Dutch participants were to be researched. They were also asked their gender, level of education, and whether they followed any specific diet, for example vegetarianism.

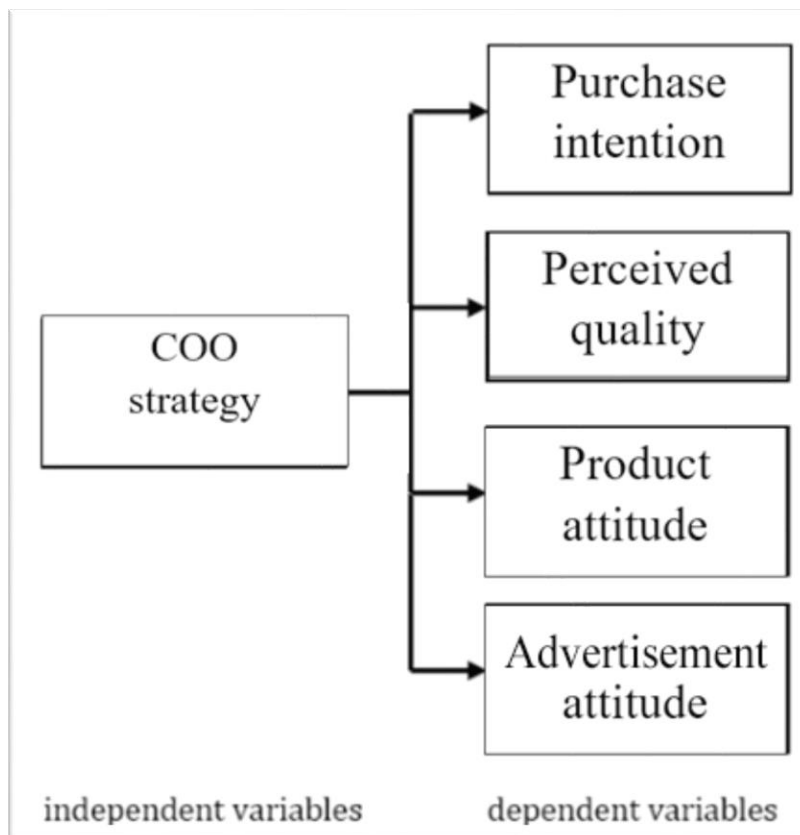


Figure 2: The analytical model of variables used in this study

Manipulation check

For the experiment, it was essential that the advertisements were as realistic as possible.

The perceived realism of the advertisements was measured through a single 7-point Likert scale: “I perceive this advertisement to be realistic”: 1: I totally disagree – 7: I totally agree.

An independent samples t-test showed a significant difference between salmon advertisements and pasta advertisements with regard to perceived realism ($t(244) = 2.17, p = .031$). Salmon ads ($M = 4.94, SD = 1.02$) were perceived to be more realistic than pasta ads ($M = 4.63, SD = 1.21$). Then, a one-way ANOVA showed a significant effect of COO strategy, independent of type of product, on perceived realism ($F(3, 245) = 3.54, p = .015$). The COO strategy making use of a flag ($M = 5.08, SD = .97$) led to higher perceived realism than the baseline condition ($p = .009$, Bonferroni-correction; $M = 4.43, SD = 1.13$).

Table 1: Means and standard deviations (between brackets) for the perceived realism of the advertisements in function of product with (1 = very unrealistic, 7 = very realistic)

	Salmon	Pasta	Total
	n = 123	n = 123	N = 246
	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
Perceived realism	4.94 (1.02)	4.63 (1.21)	4.79 (1.13)

Table 2: Means and standard deviations (between brackets) for the perceived realism of the advertisements in function of COO strategy with (1 = very unrealistic, 7 = very realistic)

	Baseline	Made in	Flag	Company name	Total
	n = 60	n = 65	n = 63	n = 58	N = 246
	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
Perceived realism	4.43 (1.13)	4.78 (1.26)	5.08 (.97)	4.84 (1.06)	4.79 (1.13)

Secondly, the extent to which all participants were able to identify the countries in question, namely Italy and Norway, from their flags was tested. This variable was tested through one single multiple choice question each for Norway and Italy: “To which country does this flag belong?”. A Chi-square test showed no significant relation between product and the extent to which participants correctly recognized the flag ($\chi^2 (2) = 0, p = 1$). Regarding the Norwegian flag, 115 participants, or 92.7% correctly identified the flag, while 123 participants or 99.2% correctly identified the Italian flag.

Furthermore, the extent to which participants noticed the COO markers in the ads was tested. The participants were asked through a multiple choice question which quality label, which flag and which company name was seen in the advertisement. A Chi-square test showed no significant relation between product and the extent to which participants correctly recalled the quality label ($\chi^2 (1) = .490, p = .484$). Regarding the group that saw the salmon ad containing a quality label, 25 participants (78.1%) correctly recalled the quality label. In the case of the pasta advertisement containing a quality label, 24 participants (70.6%) answered the question correctly. Regarding the recognition of the flags, a Chi-square test showed no significant relation between product and the extent to which participants correctly recalled the flag ($\chi^2 (1) = 3.57, p = .059$). Regarding the participants who were exposed to ads containing a flag, 34 participants (100%) recognized the Norwegian flag, while 27 participants (90%) recognized the Italian flag. Lastly, regarding the COO strategy in which the COO was embedded in the company name, a Chi-square test showed no significant relation between product and the extent to which participants correctly recalled the COO embedded in the company name ($\chi^2 (1) = 2.90, p = .089$). 23 participants (76.7%) correctly recalled the company name for the salmon, while 26 participants (92.9%) correctly recalled the company name for the pasta advertisement. To test the associations between different food products and Italy or Norway, participants were asked to answer 5 7-point Likert scales for both countries, scoring different food products on the basis of to what extent participants associate them with either Italy or Norway, ranging from 1: “I disagree completely” to 7: “I agree completely”. This way, the product-country congruence was tested again. Regarding Norway, salmon was regarded as the most typically Norwegian product, with a mean of 6.17, and a standard deviation of 1.25. For Italy, the product that was seen as most typically Italian was pasta, with a mean of 6.53 and a standard deviation of 0.85.

Procedure

The questionnaire was administered online, to make sure the process was as fast and easy as possible, for both participants and researchers. In this way, the results could also easily be analyzed. The respondents were mainly recruited via the internet, namely through social media, as well as through personal contacts. First, participants were asked to read about the fact that the results would be used for scientific purposes, and that the data would remain available for 10 years. After this information, participants were then asked to either agree or disagree to participate in the research. The participants were divided into four groups, which means they did not see the same advertisements. Each participant saw two advertisements, each containing a different product, and a different COO strategy. For example, one group of participants saw a salmon advertisement with a COO embedded in the company name, and a pasta advertisement containing a COO flag. This way, participants would not be able to discover the aim of the research, as most participants were likely to think that the difference between the products was the most important variable. There was no financial reward or some sort of price or raffle, the principal way in which participants were motivated was the fact that they would participate in scientific research, and that their participation could lead to new scientific insights. On average, participants that completed the questionnaire took 6 minutes and 50 seconds to do so, with a standard deviation of 2 minutes and 52 seconds.

With regard to the dependent variables in this study, two-way ANOVAs were used, in order to analyze the effect of the different COO strategies and the type of product on the dependent variables. Regarding the variables COO attitude and product use, one-way ANOVAs were used, analyzing the effect of product type on the background variables. The last background variable, the typicality of the two products, was analyzed by using a paired samples t-test, showing the differences in product typicality between salmon and pasta. The SPSS data file was eventually recoded into a within-subjects design in which every participant had two rows to be able to do the suitable analyses.

Results

Ad attitude

A two-way analysis with type of product (product) and type of COO strategy as factors showed a significant main effect of COO strategy on the attitude towards the advertisement ($F(3,238) = 4.44, p = .005$). This main effect was qualified by a significant interaction effect between type of product and type of COO strategy ($F(3,238) = 3.21, p = .024$). The difference between the COO strategies was only found for the salmon advertisements ($F(3,119) = 7.07, p < .001$): the use of the COO in the company name ($M = 5.59, SD = 1.00$) showed a greater positive effect on advertisement attitude than using made in ($p = .006$, Bonferroni-correction; $M = 4.25, SD = 1.45$) or the baseline condition ($p = .024$, Bonferroni-correction; $M = 4.26, SD = 1.49$), as can be seen in table 3. Type of product was not found to have a significant main effect on attitude towards the advertisement ($F(1,238) = 3.25, p = .073$). There was no difference between the COO strategies for the pasta advertisements ($F(3,119) < 1$).

Table 3. Means and standard deviations (between brackets) for the attitude towards the advertisements in function of product, in this case salmon, and COO strategy with (1 = very negative attitude, 7 = very positive attitude)

	Baseline <i>M (SD)</i>	Made in <i>M (SD)</i>	Flag <i>M (SD)</i>	Company name <i>M (SD)</i>	Total <i>M (SD)</i>
	n = 32	n = 33	n = 30	n = 28	N = 123
Pasta	4.50 (1.31)	4.36 (1.21)	4.50 (1.08)	4.53 (1.00)	4.47 (1.23)
	n = 28	n = 32	n = 33	n = 30	N = 123
Salmon	4.26 (1.49)	4.25 (1.45)	4.98 (1.33)	5.59 (1.00)	4.77 (1.43)

Product attitude

A two-way analysis of variance with product type and COO strategy as factors showed a significant main effect of the type of COO strategy on product attitude ($F(3, 238) = 4.31, p = .006$). This effect was only present for the product salmon, where the advertisement that made use of the strategy of using a company name ($M = 5.39, SD = .95$) led to a significantly

higher product attitude than the baseline condition ($p = .001$, Bonferroni-correction; $M = 4.19$, $SD = 1.28$), as can be seen in table 4. Product type was also found to have a significant main effect on product attitude ($F(1, 238) = 4.991$, $p = .026$). Salmon advertisements ($M = 4.89$, $SD = 1.25$) led to a higher product attitude than pasta advertisements ($M = 4.55$, $SD = 1.08$). The interaction effect between product and COO strategy was not statistically significant ($F(3, 238) = 2.143$, $p = .095$).

Table 4. Means and standard deviations (between brackets) for the attitude towards the product in function COO strategy with (1 = very negative attitude, 7 = very positive attitude)

	Baseline <i>M (SD)</i>	Made in <i>M (SD)</i>	Flag <i>M (SD)</i>	Company name <i>M (SD)</i>	Total <i>M (SD)</i>
	n = 32	n = 33	n = 30	n = 28	N = 123
Pasta	4.41 (1.13)	4.43 (1.12)	4.78 (1.03)	4.61 (1.03)	4.55 (1.08)
	n = 28	n = 32	n = 33	n = 30	N = 123
Salmon	4.19 (1.28)	4.95 (1.22)	4.98 (1.28)	5.39 (.95)	4.89 (1.25)

Purchase intention

A two-way analysis of variance with product type and COO strategy as factors showed no significant main effect of the type of COO strategy on purchase intention ($F(3, 238) = 1.563$, $p = .199$). Product type was also not found to have a significant main effect on purchase intention ($F(1, 238) < 1$). The interaction effect between product and COO strategy was also not statistically significant ($F(3, 238) = 1.146$, $p = .331$).

Perceived quality

A two-way analysis of variance with product type and COO strategy as factors showed a significant main effect of the type of COO strategy on perceived quality ($F(3, 238) = 3.501$, $p = .016$). Perceived quality was significantly higher in the case of the COO flag ($M = 5.02$, $SD = 1.44$) than in the case of the baseline condition ($p = .009$, Bonferroni-correction; $M = 4.13$, $SD = 1.48$). This effect can be seen in table 5. Product type was found to have no significant main effect on perceived quality ($F(1, 238) < 1$, $p = .428$). The interaction

effect between product and COO strategy was not statistically significant ($F(3, 238) = 1.853, p = .138$).

Table 5. Means and standard deviations (between brackets) for the perceived product quality and COO strategy with (1 = very negative attitude, 7 = very positive perceived quality)

	Baseline	Made in	Total Flag	Company name	Total
	n = 60	n = 65	n = 63	n = 58	N = 246
	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
Perceived quality	4.13 (1.48)	4.54 (1.65)	5.02 (1.44)	4.74 (1.54)	4.61 (1.56)

Background variables

COO attitude

A one-way analysis of variance showed no significant effect of product on attitude towards the COO ($F(1, 244) < 1, p = .701$ with product type and COO strategy as factors showed a significant main effect of the type of COO strategy on COO attitude ($F(3, 238) = 9.632, p < .001$). The ‘made in’ ($M = 5.06, SD = 1.06$) was significantly higher than the baseline condition ($p < .001$, Bonferroni-correction; $M = 4.32, SD = .73$). The flag ($M = 5.20, SD = 1.08$) was also significantly higher than the baseline condition ($p < .001$, Bonferroni-correction), as can be seen in table 6. Product type was not found to have a significant main effect on COO attitude ($F(1, 238) = .350, p = .554$). The interaction effect between product and COO strategy was not statistically significant ($F(3, 238) = .430, p = .731$).

Table 6. Means and standard deviations (between brackets) for the COO attitude in function of COO strategy with (1 = very negative attitude, 7 = very positive attitude).

	Total				
	Baseline	Made in	Flag	Company name	Total
	n = 60	n = 65	n = 63	n = 58	N = 246
	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
COO Attitude	4.32 (.74)	5.06 (1.06)	5.20 (1.08)	4.79 (1.01)	4.85 (1.04)

Product use

A one-way ANOVA showed a significant effect of product type on product use ($F(1, 244) = 11.036, p = .001$). Pasta ($M = 4.87, SD = 1.29$) was shown to have higher product use than salmon ($M = 4.25, SD = 1.61$). The effect can be seen in table 7.

Table 7. Means and standard deviations (between brackets) for the product use in function of product with (1 = very low product use, 7 = very high product use)

	Total		
	Salmon	Pasta	Total
	n = 123	n = 123	N = 246
	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
Product use	4.25 (1.61)	4.87 (1.29)	4.56 (1.49)

Product typicality

A paired samples t-test showed a significant difference in product typicality between Italian pasta and Norwegian salmon ($t(123) = 5.18, p < .001$). Pasta ($M = 6.54, SD = .87$) was shown to be more typical to Italy than salmon ($M = 6.15, SD = 1.28$) is typical to Norway.

Table 8. Means and standard deviations (between brackets) for the product use in function of product with (1 = very low product use, 7 = very high product use)

Product typicality	M (SD)
Italian pasta	6.54 (.87)
Norwegian Salmon	6.15 (1.28)

Conclusion and Discussion

The aim of this study was to assess the extent to which the three different explicit COO markers influenced evaluations. In order to study this effect, an experiment was carried out among Dutch participants, to test the three different COO strategies.

The COO strategies showed a significant effect on advertisement attitude: in the salmon advertisements, as the use of a COO embedded in the company name showed a greater positive effect on advertisement attitude than ‘made in’, and the baseline condition. In the case of the pasta advertisements, there was no significant effect of the different COO strategies on the attitude towards the advertisement.

In the case of the attitude towards the product, there was also a significant effect of the type of COO strategy, but only in the case of the salmon advertisements, where the strategy of embedding the COO in the company name also led to a more positive attitude towards the product than the baseline condition. A possible explanation for the effect of the foreign company name on the attitude towards the product and the advertisement can be found in the article by Leclerc et al. (1994, p.263): “whereas foreign-sounding brand names may be relatively unfamiliar, hard to pronounce and less memorable than English names, they may carry positive associations that affect how consumers perceive and evaluate the products.”

There was also a significant effect of the type of product on product attitude: salmon advertisements led to a more positive attitude towards the product than pasta advertisements.

The difference in product use between the two products could be a possible explanation for the fact that there are only effects of the different COO strategies for salmon on both advertisement and product attitude. Pasta was used significantly more by participants than salmon. Josiassen et al. (2008) found a negative moderating influence of product familiarity on the effect of a COO image: the COO effect is particularly significant when consumers evaluate products with which they are not familiar. This could be an explanation for the fact that for product and advertisement attitude, the different COO strategies did not have a significant effect in the case of the pasta advertisements, as the product use results show that participants are more familiar with pasta than with salmon.

Regarding the purchase intention, there was no significant effect of either the COO strategy or the product on the purchase intention. These results are partly in line with Peterson & Jolibert (1995), Verlegh & Steenkamp (1999) and Chao et al. (2005), who found in their studies that the COO effect did not have a large effect on purchase intention. Both studies did however mention that the COO effect did have a larger effect on the perceived quality of the product. This effect could also be seen in the results of the present study, as they showed that the strategy of using a COO flag led to significantly higher perceived product quality than the baseline condition, while the other COO strategies did not lead to significantly higher perceived quality than the baseline. As Roozen & Raedts (2013) suggest in their study, visual COO stimuli are indeed more effective than linguistic COO stimuli. However, as the perceived quality is the only dependent variable for which the only visual COO strategy in this study, namely the COO flag, was significantly more effective than the baseline condition, the other results of the present study differ significantly from the findings by Roozen & Raedts (2013)

Regarding the attitude towards the COO, there was a significant effect of the COO strategy, as the use of a flag led to the most positive attitude towards the COO, which was significantly more positive than the 'made in' strategy, which was again more positive than the baseline condition. However, as the attitude towards the COO had not been tested in the pretest, the results from the questionnaire cannot be compared to the attitude towards the COO that pretest participants might have had who had not been exposed to an advertisement.

Lastly, the control variable concerning the product typicality showed a significant effect of type of product, as pasta was shown to be more typical to Italy than salmon was typical to Norway. According to Hong and Kang (2006), there is an important effect of product typicality on product evaluations: when a product is more typical of its COO, consumers rely more on their prior knowledge of the country, and less on other cues.

However, when a product is less typical of its COO, more attention is spent on other cues. These findings may also be an explanation as to why the effect of the COO strategies is not as big in the case of the Italian pasta, as pasta is seen as a more typical product of Italy than Norway is typical of Norway.

An important limitation of this study is the generalizability, as only three different, explicit COO strategies and two different products from two COOs have been compared. Furthermore, only Dutch participants were analyzed in the study. For these reasons, it is difficult to generalize the results to the entire population. As participants from other countries have other stereotypes regarding other countries, their cognitive response to COO markers referring to certain countries would show different results than the present study, as country stereotypes have a large influence on the effect of COO markers (Liu, Johnson & Johnson, 2005). As only two products have only been compared, it would also be relevant in the future to compare different products, making reference to a different COO. Also, as only three of Aichner's (2014) strategies have been compared, it could be interesting in the future to compare the other, implicit strategies, as the difference in explicitness might lead to different results. As participants from other countries have other stereotypes regarding other countries, their cognitive response to COO markers referring to certain countries would show different results than the present study, as country stereotypes have a large influence on the effect of COO markers (Liu, Johnson & Johnson, 2005).

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This bachelor thesis comprises **6361** words, excluding tables, references and appendices

Appendix 1: Advertisements

TAGLITALIË
1885

NIEUW

Onze kwaliteit, jouw specialiteit

8-10 MINUTEN 100% HARDE TRONK

BEZOEK ONZE WEBSITE
www.taglitalie.nl

f i y

DE GRAAFF
1885

NIEUW

Onze kwaliteit, jouw specialiteit

8-10 MINUTEN 100% HARDE TRONK

BEZOEK ONZE WEBSITE
www.degraaff.nl

f i y

DE GRAAFF
1885

NIEUW

Onze kwaliteit, jouw specialiteit

8-10 MINUTEN 100% HARDE TRONK

BEZOEK ONZE WEBSITE
www.degraaff.nl

f i y

ITALIAANSE KWALITEIT

DE GRAAFF
1885

NIEUW

Onze kwaliteit, jouw specialiteit

8-10 MINUTEN 100% HARDE TRONK

BEZOEK ONZE WEBSITE
www.degraaff.nl

f i y

★★★★★







Heerlijk vers.-

SINDS  1955

VISRIJK

★★★★★







Heerlijk vers.-

SINDS  1955

NORZALM

★★★★★
NOORSE
KWALITEIT







Heerlijk vers.-

SINDS  1955

VISRIJK









Heerlijk vers.-

SINDS  1955

VISRIJK

Appendix 2: pre-test

Pre-Test Thesis

Q9 Beste deelnemer,

U wordt uitgenodigd om mee te doen aan een marketing onderzoek naar nieuwe product advertenties. Dit onderzoek wordt uitgevoerd door Bachelorstudenten van de studie 'International Business Communication' aan de Radboud Universiteit te Nijmegen.

INFORMATIE EN TOESTEMMING Meedoen aan het onderzoek houdt in dat u een online vragenlijst gaat invullen. De vragen in dit onderzoek zijn gericht op uw persoonlijke mening. Er zijn geen goede of foute antwoorden, wij zijn slechts geïnteresseerd in uw persoonlijke mening. Het invullen van de vragenlijst kost ongeveer 3 minuten.

Vertrouwelijkheid van de onderzoeksgegevens De gegevens die we in dit onderzoek verzamelen, zullen door studenten gebruikt worden voor het afronden van hun Bachelorstudie. Natuurlijk maken we deze gegevens volledig anoniem en bewaren we ze op beveiligde wijze volgens de richtlijnen van de Radboud Universiteit. Uitgangspunt is dat de anoniem gemaakte data tenminste 10 jaar ten behoeve van de wetenschappelijke gemeenschap opvraagbaar zijn.

Vrijwilligheid U doet vrijwillig mee aan dit onderzoek. Daarom kunt u op elk moment tijdens het invullen van de vragenlijst uw deelname stopzetten. Alle gegevens die we bij u verzameld hebben, worden dan definitief verwijderd.

Nadere inlichtingen Voor eventuele klachten over dit onderzoek kunt u contact opnemen met:

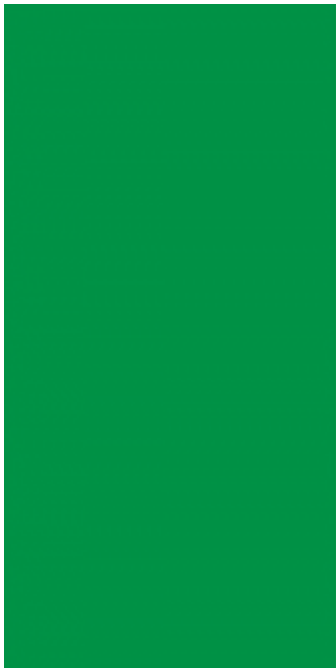
Margret van Beuningen, secretaris Ethische Toetsingscommissie Geesteswetenschappen
Radboud Universiteit Postbus 9103 6500 HD Nijmegen Tel: 024-3615814
m.vanbeuningen@let.ru.nl

Q10 TOESTEMMING: Geef hieronder uw keuze aan. Door te klikken op de knop 'Ik ga akkoord' geeft u aan dat u: ● bovenstaande informatie heeft gelezen ● vrijwillig meedoet aan het onderzoek ● 18 jaar of ouder bent

Als u niet mee wilt doen aan het onderzoek, kunt u op de knop 'Ik wil niet meedoen' klikken

- ☐ Ik ga akkoord (1)
- ☐ Ik wil niet meedoen (4)

Q2



Q4 Bij welk land hoort deze vlag?

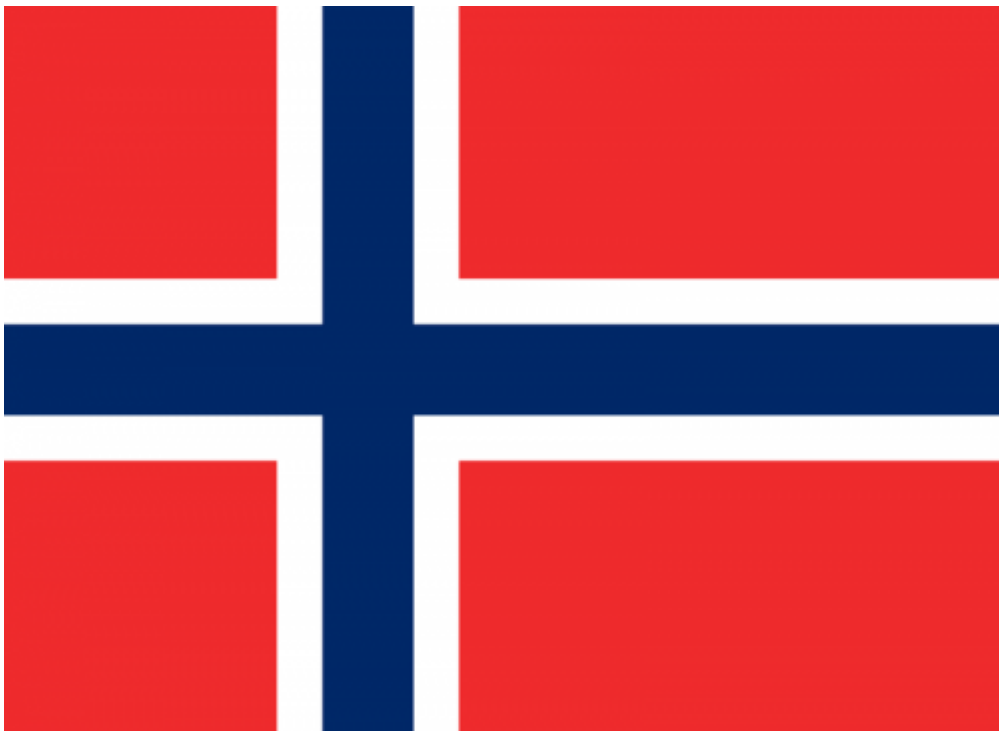
☐ Griekenland (1)

☐ Italië (2)

☐ Frankrijk (3)

☐ Spanje (4)

Q6



Q7 Bij welk land hoort deze vlag?

- ☐ Zweden (1)
 - ☐ België (2)
 - ☐ Noorwegen (3)
 - ☐ Zwitserland (4)
-

Q13



Q12 Bij welk land hoort deze vlag?

☐ Duitsland (1)

☐ Finland (2)

☐ België (3)

☐ Oostenrijk (4)

Q10

Geef aan in hoeverre jij de volgende producten als 'typisch Italiaans' zou omschrijven.

	Helemaal oneens (1)	Oneens (2)	Beetje oneens (3)	Neutraal (4)	Beetje me eens (5)	Mee eens (6)	Heel erg mee eens (7)
Pizza (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biefstuk (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pasta (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Witvis (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soufflé (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Geef aan in hoeverre jij de volgende producten als 'typisch Noors' zou omschrijven.

Geef aan in hoeverre jij de volgende producten als 'typisch Duits' zou omschrijven.

[illegible]

End of Block: Product-country congruency

Start of Block: Company name attitude

Q9

Welke bedrijfsnaam past volgens jou het beste bij een Italiaans merk dat pasta's produceert?

Plaats de namen van meest favoriet naar minst favoriet.

_____ Taglitalië (1)

_____ Italipasta (2)

_____ PastaRome (3)

_____ Napels Pasta (4)

Q11

Welke bedrijfsnaam past volgens jou het beste bij een Noors merk dat zalm verkoopt? Plaats

de namen van meest favoriet naar minst favoriet.

_____ Norsalm (1)

_____ Salmway (2)

_____ NorSea (3)

Q11

Welke bedrijfsnaam past volgens jou het beste bij een Duits merk dat bier verkoopt? Plaats de namen van meest favoriet naar minst favoriet.

_____ Bierlijn (1)

_____ HamBierg (2)

_____ BeierBier (3)

Appendix 3: survey

Thesis Survey

Q9 Beste deelnemer,

U wordt uitgenodigd om mee te doen aan een marketing onderzoek naar nieuwe product advertenties. Dit onderzoek wordt uitgevoerd door Bachelorstudenten van de studie 'International Business Communication' aan de Radboud Universiteit te Nijmegen.

INFORMATIE EN TOESTEMMING Meedoen aan het onderzoek houdt in dat u een online vragenlijst gaat invullen. De vragen in dit onderzoek zijn gericht op uw persoonlijke mening. Er zijn geen goede of foute antwoorden, wij zijn slechts geïnteresseerd in uw persoonlijke mening. Het invullen van de vragenlijst kost ongeveer 5-10 minuten.

Vertrouwelijkheid van de onderzoeksgegevens De gegevens die we in dit onderzoek verzamelen, zullen door studenten gebruikt worden voor het afronden van hun

Bachelorstudie. Natuurlijk maken we deze gegevens volledig anoniem en bewaren we ze op beveiligde wijze volgens de richtlijnen van de Radboud Universiteit. Uitgangspunt is dat de anoniem gemaakte data tenminste 10 jaar ten behoeve van de wetenschappelijke gemeenschap opvraagbaar zijn.

Vrijwilligheid U doet vrijwillig mee aan dit onderzoek. Daarom kunt u op elk moment tijdens het invullen van de vragenlijst uw deelname stopzetten. Alle gegevens die we bij u verzameld hebben, worden dan definitief verwijderd.

Nadere inlichtingen Voor eventuele klachten over dit onderzoek kunt u contact opnemen met:

Margret van Beuningen, secretaris Ethische Toetsingscommissie Geesteswetenschappen
Radboud Universiteit Postbus 9103 6500 HD Nijmegen Tel: 024-3615814
m.vanbeuningen@let.ru.nl

Q10 TOESTEMMING: Geef hieronder uw keuze aan. Door te klikken op de knop 'Ik ga akkoord' geeft u aan dat u: ● bovenstaande informatie heeft gelezen ● vrijwillig meedoet aan het onderzoek ● 18 jaar of ouder bent

Als u niet mee wilt doen aan het onderzoek, kunt u op de knop 'Ik wil niet meedoen' klikken

☐ Ik ga akkoord (1)

☐ Ik wil niet meedoen (4)

[illegible][illegible]

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Helemaal mee eens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Helemaal mee oneens

[illegible]

Geef aan in hoeverre je het eens of oneens bent met de volgende stellingen

	helemaal oneens (1)	sterk mee oneens (2)	oneens (3)	neutraal (4)	eens (5)	sterk mee eens (6)	helemaal eens (7)
Ik zou dit product zeker kopen (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou dit product zeker niet aanraden aan mijn vrienden (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit product is echt iets voor mij (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q100 Welk label heeft u in de advertentie gezien?

- ☐ 'Duurzaam product' (1)
- ☐ 'Noorse kwaliteit' (2)
- ☐ 'Van wilde zalm' (3)
- ☐ 'Originele kwaliteit' (4)

Ik vind het land dat bij deze advertentie hoort:

[illegible]

de rest Geef aan in hoeverre je het eens of oneens bent met de volgende stellingen

[illegible]

Q94 U krijgt nu een tweede (en tevens laatste) advertentie te zien. Neem de tijd om deze te bestuderen voordat u doorklikt naar de bijbehorende vragen. U kunt niet meer terug naar de advertentie als u reeds naar de vragenlijst heeft doorgeklikt.

Ik vind deze advertentie:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
aantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	onaantrekkelijk
mooi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lelijk
moeilijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	makkelijk
overtuigend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	niet overtuigend

Ik geloof dat dit product een hoge kwaliteit heeft

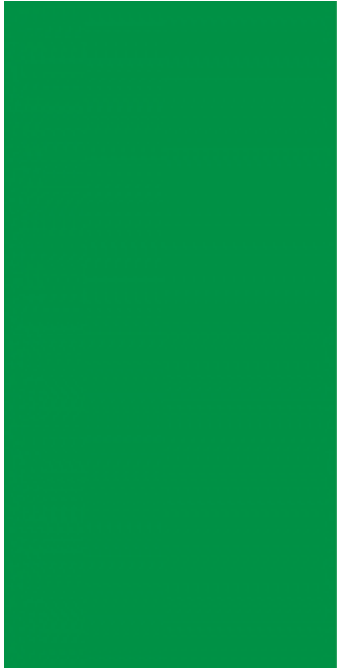
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Helemaal mee eens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Helemaal mee oneens

Ik vind het land dat bij deze advertentie hoort:

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet leuk
Onaantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Aantrekkelijk
Mooi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet mooi

Als ik dit product tegen zou komen in de winkel zou ik het zeker niet kopen (1)							
Ik koop regelmatig vergelijkbare producten (2)							
Ik zou dit product in de winkel kopen (3)							
Ik ben van mening dat dit product van hoge kwaliteit is (4)							
Ik zou liever hetzelfde product van een ander merk kopen (5)							
Het beeld dat ik heb van het land van herkomst van dit product is positief (6)							
Deze advertentie komt realistisch over (7)							

Q2 Bij welk land hoort onderstaande vlag? (antwoordmogelijkheden staan op de volgende pagina)



Q4 Bij welk land hoort de vlag?

- ☐ Griekenland (1)
 - ☐ Italië (2)
 - ☐ Frankrijk (3)
 - ☐ Spanje (4)
-

Q6 Bij welk land hoort onderstaande vlag? (antwoordmogelijkheden staan op de volgende pagina)



Q7 Bij welk land hoort de vlag?

- ☐ Zweden (1)
- ☐ België (2)
- ☐ Noorwegen (3)
- ☐ Zwitserland (4)

End of Block: Flag identification

Start of Block: Product-country congruency

Q10

Geef aan in hoeverre jij de volgende producten als 'typisch Italiaans' zou omschrijven.

	Helemaal oneens (1)	Oneens (2)	Beetje oneens (3)	Neutraal (4)	Beetje me eens (5)	Mee eens (6)	Heel erg mee eens (7)
Pizza (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biefstuk (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pasta (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Witvis (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soufflé (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13

Geef aan in hoeverre jij de volgende producten als 'typisch Noors' zou omschrijven.

	Helemaal oneens (1)	Oneens (2)	Beetje oneens (3)	Neutraal (4)	Beetje me eens (5)	Mee eens (6)	Heer erg mee eens (7)
Gazpacho (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zalm (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kipburger (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crêpe (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Erwtensoepp (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Product-country congruency

Start of Block: Demographics

gender Met welk geslacht identificeert u zich het meest?

☐ man (1)

☐ vrouw (2)

nationality Hebt u de Nederlandse nationaliteit?

☐ ja (7)

☐ nee (8)

age Hoe oud bent u?

Q90 Wat is uw hoogst genoten opleiding?

☐ Basisschool (1)

☐ VMBO (7)

☐ HAVO (8)

☐ VWO (9)

☐ MBO (10)

☐ HBO (11)

☐ WO (12)

Q91 Volgt u één of meerdere van de volgende diëten?

- ☐ Vegetarisch (1)
- ☐ Veganistisch (4)
- ☐ Pescotarisch (5)
- ☐ Geen van bovenstaande (6)

Appendix A. Statement of own work

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

Student name: Guus van den Munckhof

Student number: 4816773

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DECLARATION:

- a. I hereby declare that I am familiar with the faculty manual (<http://www.ru.nl/stip/english/rules-regulations/fraud-plagiarism/>) and with Article 16 "Fraud and plagiarism" in the Education and Examination Regulations for the Bachelor's programme of Communication and Information Studies.
- b. I also declare that I have only submitted text written in my own words
- c. I certify that this thesis is my own work and that I have acknowledged all material and sources used in its preparation, whether they be books, articles, reports, lecture notes, and any other kind of document, electronic or personal communication.

Signature: _____

Place and date: _____

