

Country-of-Origin Strategies in International Marketing: A Comparison of the Effects of Explicit

COO Strategies on Consumers' Evaluations

Bachelor's Thesis

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Abstract

The country of origin (COO) is a widely studied topic in international business communication and marketing. It can affect certain aspects of consumers' evaluations, also known as the COO effect. This effect can be evoked with different strategies. However, few studies would appear to have addressed multiple strategies and/or compare them. This study aimed to find differences in effects on consumers' evaluations, evoked by explicit country-of-origin strategies that can be used in advertisements. Therefore, this study compared the possible effects of using the label 'Made in...', embedding the COO in the company name or using of the flag of that country, on attitude towards the advertisement, attitude towards the product and purchase intention. A total of 130 participants completed an on-line questionnaire, evaluating two product advertisements including different COO strategies. The results showed the existence of differences in effects. For example, depending on the product, a company name with a COO embedded in it was found to evoke a higher attitude towards the advertisement than when a company would use the label 'Made in...'. Furthermore, this company name or a COO flag were also found to evoke a higher attitude towards the product, compared to when no strategies at all would be used, but no difference was found in the effects between them. The use of the flag was also found effective in evoking a higher perceived product quality compared to using no strategies at all. Although effects of strategies and/or differences between them were found for all of the other aspects of consumers' evaluations, no effects were found on purchase intention by any of the strategies and therefore also no differences between them.

Country-of-Origin Strategies in International Marketing: A Comparison of the Effects of Explicit COO Strategies on Consumers' Evaluations

Over the last decades, the country of origin (COO) has been a widely studied topic in international business communication and marketing (Bilkey & Nes, 1982; Papadopoulos & Heslop, 1993; Peterson & Jolibert, 1995; Tan & Farley, 1986). The COO provides an extrinsic cue for consumers' evaluations, similar to for example price, brand name or warranty (Al-Sulaiti & Baker, 1998; Peterson & Jolibert, 1995; Verlegh & Steenkamp, 1999). The aspects of consumers' evaluations that are found to be affected by the COO cues, are attitude towards the advertisement, attitude towards the product, perceived product quality and purchase intention (Abraham & Patro, 2014; Aichner, 2014, Bilkey & Nes, 1982). These effects could also be described as the COO effects, which can be evoked by the use of different strategies in product advertisements (Abraham & Patro, 2014; Aichner, 2014). Although the relevance of studying the effects has been a topic of debate (Pharr, 2005; Usunier, 2006), more recent studies still show the importance of studying the effects that a COO can evoke on consumers' evaluations in product advertisement (Abraham & Patro, 2014; Hornikx & van Meurs, 2017; Jaffe & Nebenzahl, 2006; Josiassen & Harzing, 2008). The current study will discuss the different effects on consumers' evaluations, evoked by the COO strategies that can be used in product advertisements.

Literature review

Country-of-origin effect

The country of origin of a product does not necessarily have to be the country where the product is being produced. Over the years, COO developed to be a broad concept that can refer to the country a product is produced in, exported from, or a country that the product is associated with (Jaffe & Nebenzahl, 2006). The COO can influence consumers' preferences, which can be

named as ‘the COO effect’ (Abraham & Patro, 2014). Also, Al-Sulaiti and Baker (1998) and Verlegh and Steenkamp (1999) underline that COO has a significant effect on evaluative judgements. Furthermore, the effects evoked by a COO can be both positive as negative for consumer’s evaluations of a product or product advertisement (Cristea, Capatina & Stoenescu, 2015; Hornikx, van Meurs & Starren, 2007). For example, a negative country bias could lead to product avoidance (Cristea et al., 2015). In other words, when the associations that a country evokes in relation to a certain product are negative, consumers may decide to not use or buy the product.

The topic of COO effects is not only found to be important in the scientific field, but also in the practical field of international marketing. The use of a strong COO can be translated in a competitive advantage and in winning new markets (Aichner, 2014; Baker & Ballington, 2002; Jaffe & Nebenzahl, 2001). A strong COO would be the country that is the best match with the product, as Verlegh & Steenkamp (1999) have found a higher product evaluation when the product is congruent with the country, meaning that the associations the country provokes are matching the product.

Country-of-origin strategies

The COO effects can be evoked by different strategies. Aichner (2014) published an important study on the classification of these strategies, which are based on so called country-of-origin cues, or markers, as they will be named in this study. These markers are aspects of a product advertising that provide information to the consumer about the country of origin of the product. The strategy is the way in which this COO can be communicated to customers (Aichner, 2014).

Aichner (2014) made an inventory of the existing COO markers and categorized them in a list of eight typical strategies. First, he made a distinction between legally regulated strategies: use of 'Made in ...' or Use of origin and quality labels, and six other COO strategies with no legal restrictions: COO embedded in the company name, Typical COO words embedded in the company name, Use of the COO language, Use of famous or stereotypical people from the COO, use of COO flags and symbols and Use of typical landscapes or buildings from the COO. Second, a distinction has been made between two strategy types: implicit or explicit (Aichner, 2014). 'Explicit' means that the COO is being expressed in a direct way. When the consumer reads the label 'Made in ...' no extra inference is required to know the origin of the product. This is in contrast to an implicit strategy, for which an extra inference is required. For example, when an advertisement shows a famous person from the COO, an extra inference is required to connect the nationality of that person to the country the product is associated with. Third, Aichner (2014) made a distinction based on communication complexity. It was described that some of the COO strategies 'require a certain degree of knowledge about the customers from the respective target market' (p. 91). In other words, for some COO strategies it requires more effort from a company to use them, as they need to know more about certain characteristics of their target audience. The complexity of a strategy increases in terms of the required effort needed to use them: more effort means more complexity. The use of the label 'Made in...', creating a company name with the name of the country embedded in it or using a flag of the country all do not require profound knowledge about the COO and for that reason they can be seen as low complexity strategies. Furthermore, differences between strategies may be caused due to the type of marker and the possibility to capture the consumers' attention. The marker can for example be a textual element

(e.g. label ‘Made in...’) or a visual element (e.g. a flag). Visual elements, independent of their size, capture attention the best (Pieters & Wedel, 2004).

Companies use COO strategies to strengthen their position in a competitive market, hoping to benefit from the positive effects of a strong COO. Therefore, a better understanding of the differences between effects of the different strategies could provide for better decision making within advertisement strategies. Though previous studies provide a theoretical base for further research into the comparison of effects of different COO strategies, few studies would have appeared to address multiple COO strategies and/or compare them (Rozen & Raedts, 2013). Therefore, little is known about whether the COO effects can be generalized to all the different strategies or the existence of differences between the effects they can evoke, which indicates a knowledge gap.

Consumer evaluations influenced by country-of-origin strategies

The country-of-origin strategies can be used to evoke a COO effect that, in turn, can affect multiple aspects of consumers’ evaluations. For example, the use of a foreign language may increase the liking of an advertisement (Hornikx & van Meurs, 2017). In 2017, Hornikx and van Meurs conducted an experiment with two different advertisements for the same products (oranges): one advertisement showed a flag of the country of origin and an indication of the country (e.g. ‘Spanish product’) and the other advertisement showed a slogan in the foreign language of the COO. In the latter, the text ‘Dutch product’ and a Dutch flag were also added to function as indication of an advertisement for an incongruent COO. In terms of the categorization discussed by Aichner (2014), the markers that were used in this study would be categorized as ‘Use of flags and symbols’, ‘Made in...’ and ‘Use of the COO language’. The results of the study showed that both the advertisements in which COO strategies were used,

performed better in terms of attitude towards the advertisement (and product attitude, perceived product quality and purchase intention) than the baseline condition (Hornikx & van Meurs, 2017). Moreover, the liking of the advertisement in which the COO language was used was found to be higher than for the advertisement with the other strategies (Hornikx & van Meurs, 2017).

The country of origin has also been found to affect the attitude towards the product in an advertisement. For example, this was found through an experiment conducted by Verlegh, Steenkamp and Meulenberg (2005), in which they studied German consumers' evaluations of tomatoes from the Netherlands. The Dutch tomatoes had been negatively associated in terms of product-country image, which put them at a competitive disadvantage against tomatoes from Spain. Through full-page magazine advertisements consisting of a body text and pay-off line, supported by a matching image, Verlegh et al. (2005) examined how the differences in product-country image affected the impact of ad claims on consumer product evaluations. One of the advertisements used the brand name Hollandia and the other advertisement used the brand name Spania, to indicate the countries The Netherlands (Holland) and Spain. In terms of the categorization by Aichner (2014) the strategy used in the study is an example of 'COO embedded in the company name'. A positive main effect was found of the country of origin on purchase intention and attitude towards the product (Verlegh et al., 2005). Based on the results, Verlegh et al. (2005) concluded that the country of origin 'strongly influences consumer product evaluations' (p.136).

In terms of perceived product quality, past studies (Olson & Jacoby, as cited in Bilkey & Nes, 1982) have shown that intrinsic cues had a greater impact on perceived product quality than extrinsic cues (like a COO) did. Regarding the way COO can have an impact on perceived

product quality, Li and Wyer (1994) concluded that the COO is likely to be used as a comparative standard. In other words, the quality of new products will be compared to the quality of products of which the country is usually known for. Therefore, if the country is usually known to manufacture or export products of poor quality, consumers may use this as a standard of comparison and perceive other products as well to be of poor quality. Perceived product quality was also measured in an experiment conducted by Hornikx, van Meurs & Hof (2013) in which foreign (COO) languages were used for the slogans of product advertisements. It was found that the use of the foreign language for congruent products (products matching with the COO) resulted in a higher perceived product quality than for incongruent products

The country-of-origin strategies may also cause an effect on consumers' purchase intentions. For example, consumers may decide to not buy a product from an unfamiliar foreign brand, based on unfavorable inferences about the quality of products of the COO (Han, 1990). Lee and Lee (2009) also studied the effects of a country of origin on purchase intention, taking into account the product-country congruency. They analyzed the purchase intentions of students for a laptop with label 'Manufactured in Japan' or label 'Manufactured in South Korea' in which Japan was seen as a more favorable COO for laptops. Indeed, the Japanese laptop was evaluated more positively than the Korean one and purchase intention was also higher, showing that when the COO is more favorable, that influences purchase intention in a positive way. Furthermore, the country-of-origin effects on purchase intention are found to be less strong than on other aspects of consumers' evaluations, like the earlier mentioned effect on perceived product quality (Peterson & Jolibert, 2013; Verlegh & Steenkamp, 1999). A possible explanation for the weaker effect is that purchase intention is not only dependent on product characteristics, but also involves certain external influences like the ability to purchase a product in terms of the

economic situation of the consumer (Verlegh & Steenkamp, 1999). Even if all the other aspects are positively affected, consumers may still not be in the right economic situation for an increase of purchase intention.

Study aim

Studies seem likely to generalize the effects of the country of origin on consumer evaluations to all of the COO strategies available, while in reality just using a certain (single) strategy like the use of a foreign language, the use of a flag or embedding the country of origin in the company name (Aichner, 2014; Hornikx & van Meurs, 2017; Verlegh et al., 2005). An example of this can be found in a study by Verlegh et al. (2005) in which they discussed that ‘the country of origin strongly influences consumer product evaluations’ (p.136) while they used a single COO strategy (COO embedded in company name) in their product advertisements. The use of different COO strategies may evoke different effects on the different aspects of consumer evaluations mentioned before (product attitude, attitude towards the country, perceived product quality and purchase intention) but few studies would appear to have addressed multiple COO strategies and/or compare them (Hornikx & van Meurs, 2017; Roozen & Raedts, 2013). As mentioned before, that indicates a knowledge gap. Therefore, this study aims to find differences in effects on consumer evaluations, evoked by the COO strategies that can be used in product advertisements. This may also help strengthen the relevance of COO studies in the practical field, as proposed by Josiassen and Harzing (2008). Marketers may use the differences during the process of creating their COO marketing strategy, to optimize the effects in terms of the goal they are aiming for (for example: increasing perceived product quality).

The strategies used in this study are based on the categorization made by Aichner (2014). Because of a limited timeframe, not all strategies could be compared. Therefore, three of the

eight strategies were selected for the current study: Made in ..., COO embedded in the company name and Use of flags. This choice is based on the finding that strategy Made in ... is the most frequent used strategy to communicate a COO (Aichner, 2014) and more information would therefore be relevant for both practical and scientific areas of interest. Also, the ease of using this label is an argument for applying it to our stimuli material. This last argument applies also to the COO embedded in the company name and the Use of flags. Furthermore, to rule out differences in consumers' evaluations caused by differences in explicitness and communication complexity of the strategies, the two other strategies also needed to be of the same level of explicitness and communication complexity (explicit and low communication complexity). That is to say, for each of the three strategies consumers won't have to make an extra inference and the use of the strategies does not require profound knowledge about the COO. The use of flags originally was categorized as Use of flags and symbols (Aichner, 2014), but in order to keep the level of explicitness and communication complexity equal to the other two strategies, only flags were used in this study.

Research questions

The aim of this study leads to the following research questions and sub-questions:

RQ1: Is there a difference in effects of using different explicit COO strategies: Made in..., COO embedded in the company name, Use of flags and use of no strategies (baseline condition) on consumer evaluations?

SQ1: Is there a difference in effects of using different explicit COO strategies: Made in, COO embedded in the company name, Use of flags and use of no strategies (baseline condition) on attitude towards the advertisement?

SQ2: Is there a difference in effects of using different explicit COO strategies: Made in..., COO embedded in the company name, Use of flags and use of no strategies (baseline condition) on attitude towards the product?

SQ3: Is there a difference in effects of using different explicit COO strategies: Made in..., COO embedded in the company name, Use of flags and use of no strategies (baseline condition) on purchase intention?

Method

An experiment was conducted to discover if there are differences between the effects evoked by different explicit COO strategies on consumers' evaluations.

Materials

In this study, the independent variables COO strategies and Product were included. The variable COO strategies consisted of four levels; the use of 'Made in...', the use of a flag, the COO embedded in the company name and a baseline condition (no strategy). The variable Product consisted of two levels; pasta (tagliatelle) and salmon.

The participants received a questionnaire in which they were shown two magazine advertisements, made to look as realistic as possible, consisting of a body text (the company name) and a pay-off line (a slogan), supported by an image of the product (based on Verlegh et al., 2005). All the participants were shown two advertisements with two different strategies. The advertisements were designed to not look alike, to divert the attention from the changing strategy to the other aspects also changing, hiding the purpose of the study. The products used in the experiment were pasta for the advertisements with COO Italy, and salmon for the advertisements with COO Norway. To avoid differences in effects due to recognition or existing brand evaluations, the advertisements did not contain existing brand names. A total of eight

advertisements were created (four strategies x two products). First, a baseline condition was created. This condition consisted of a Dutch (fictitious) brand name, a slogan in Dutch and an image of the product. The baseline condition was then adapted to fit the COO strategies. For the strategy Made in..., a quality label with the text 'Norwegian/Italian quality' was added, for the strategy COO embedded in the company name the brand name was changed to Taglitalië or Norzalm and for the strategy the Use of a flag, a flag of the COO was added to the advertisement. For the experiment only products that were found to be most typical for the countries were used, because in earlier studies an importance of the match between COO and product has been stressed to evoke (stronger) effects (Hornikx & van Meurs, 2017; Lee & Lee, 2009).

A pretest was conducted to test product-country congruency, flag identification and company name attitude. A total of 31 participants filled in the online pretest questionnaire that was distributed through e-mail and Whatsapp (see Appendix A). The product-country congruency for five products per country was measured with the statement 'the following product is typically Italian/Norwegian' on a seven-point Likert scale ('completely disagree' – 'completely agree'). Pasta ($M = 6.57$, $SD = 0.97$) and salmon ($M = 5.57$, $SD = 1.61$) were found to be most typical for Italy and Norway. Therefore, these products were used in the experiment. For flag identification respondents chose one country out of four, to identify the country belonging to the flag. A total of 30 participants (96.8%) identified the flag for Italy correctly and a total of 29 participants (93.5%) identified the flag for Norway correctly. Therefore, both flags were used in the experiment. For attitude towards the company name, participants were asked to rank four company names from most favorite (1) to least favorite (4). A total of 16 participants (47.1%) indicated Taglitalië as most favorite. Therefore, Taglitalië was used in the experiment.

For the Salmon, the company name Norsesea was indicated as most favorite by a total of 17 participants (56.7%), but in the experiment the name Norzalm was chosen to avoid differences influenced by the different languages of the brand name (zalm is a Dutch word). The name Norzalm came second with a total of 10 respondents (29.4%) identifying it as most favorite company name, therefore no problems caused by this choice were expected.

Subjects

A total of 130 respondents completed an online questionnaire (see Appendix B). All participants were native Dutch and at least eighteen years old. The participants were selected randomly, and participation was voluntary and could be stopped at any moment (only completed questionnaires were included in the current study). The age of the participants ranged from 18 to 66, with a mean of 32 years old ($M = 32.21$, $SD = 14.41$). In terms of gender, a total of 56.1% were women. Furthermore, most of the participants had university degrees (32.5%). All participants were asked if they followed one or more of the following diets; vegetarian, vegan or pescatarian. Most of the participants did not follow any of these diets (90.2%).

Chi-square tests showed no significant differences between the gender ($\chi^2 (3) = 1.79$, $p = .618$), educational level ($\chi^2 (15) = 2.50$, $p = 1.000$) or diets ($\chi^2 (9) = 7.87$, $p = .548$) of the participants amongst different strategies. Also, a one-way ANOVA analysis showed no significant differences between the age of the participants that were shown different COO strategies ($F (3,242) = .491$, $p = .698$).

Design

The study had a 4 (COO strategy: Made in..., COO embedded in the company name, Use of flag and a baseline condition) x 2 (product: Pasta, Salmon) within-subjects design. This means the participants each were exposed to two different products and two different COO strategies.

The distribution of the different COO strategies and products over the four versions of the questionnaire can be seen in Table 1.

Table 1. Distribution of COO strategies and products over the 4 versions of the questionnaire

	Questionnaire 1	Questionnaire 2	Questionnaire 3	Questionnaire 4
Product 1	Salmon	Pasta	Salmon	Pasta
Strategy 1	Made in	Made in	Baseline condition	Use of flag
Product 2	Pasta	Salmon	Pasta	Salmon
Strategy 2	Baseline condition	Use of flag	COO in company name	COO in company name

Instruments

As mentioned before, the experiment consisted of four versions of the questionnaire (see Appendix B) to measure the independent variables. All the versions started with a brief introduction followed by questions regarding the independent variables, three manipulation checks (flag identification, recognition of the marker and perceived realism), questions about product use, attitude towards the COO and product-country congruency and ended with demographic questions regarding age, educational level, gender and diet. All the questions were in Dutch and followed after the advertisement, with a total of two advertisements.

The variables ‘attitude towards the advertisement’, ‘attitude towards the product’, ‘perceived product quality’ and ‘purchase intention’ were measured with a scale based on Hornikx, van Meurs and Hof (2013). The dependent variable ‘attitude towards the advertisement’ was measured with a scale consisting of four seven-point semantic differentials (‘attractive’-

‘unattractive’, ‘beautiful’- ‘ugly’, ‘difficult’- ‘easy’, ‘convincing-not convincing’) completing the phrase ‘I think this advertisement is ...’. The reliability of ‘attitude towards the advertisement’ comprising four items was good: $\alpha = .81$.

The dependent variable ‘attitude towards the product’ was measured with a scale consisting of three seven-point semantic differentials (e.g. ‘attractive’-unattractive’, ‘not delicious’- ‘delicious’, ‘inviting’ – ‘not inviting’) completing the phrase ‘I think this product is ...’ and the statement ‘I consider this product as a high quality product measured on a seven-point Likert scale (‘completely disagree’ – ‘completely agree’). The reliability of ‘attitude towards the product’ comprising four items was acceptable: $\alpha = .79$.

The dependent variable ‘purchase intention’ was measured with a scale consisting of five statements (e.g. ‘I would surely buy this product’, see appendix B) measured on seven-point Likert scales (‘completely disagree’ – ‘completely agree’). The reliability of ‘purchase intention’ comprising five items was acceptable: $\alpha = .79$.

The dependent variable ‘perceived product quality’ was measured with a scale consisting of the statement ‘I believe this is a high-quality product’ measured on a seven-point Likert scale (‘completely disagree’ – ‘completely agree’).

The recognition of the markers was measured with the question ‘Which of these did you see?’ and four different answering options. Later this variable was recoded to have only two answers (‘correct’ – ‘incorrect’) to make it more accessible for analysis.

The flag identification was measured with an image of the flag, the question ‘Which country belongs to this flag’ and four answering options. Later this variable was recoded to have only two answers (‘correct’ – ‘incorrect’) to make it more accessible for analysis.

The variable ‘perceived realism’ was measured with a scale created for the current study, consisting of the item ‘I believe this is a real advertisement’ measured on a seven-point Likert scale (‘completely disagree’ – ‘completely agree’).

The background variable ‘product use’ was measured with a scale created for the current study, consisting of the statement ‘I often buy similar products’ measured on a seven-point Likert scale (‘completely disagree’ – ‘completely agree’).

The background variable ‘attitude towards COO’ was measured with a scale created for the current study, consisting of three seven-point semantic differentials (e.g. ‘nice’ – ‘not nice’, ‘unattractive’ – ‘attractive’, ‘beautiful’ – ‘not beautiful’) completing the sentence ‘I think the country belonging to this advertisement ...’ and the statement ‘The image that I have of the country of origin of this product is positive’ measured on a seven-point Likert scale (‘completely disagree’ – ‘completely agree’). The reliability of ‘attitude towards the COO’ comprising four items was acceptable: $\alpha = .73$.

The product-country congruencies were measured with a scale created for this study, consisting of the item ‘This product is most typical for the country’ measured on a seven-point Likert scale (‘completely disagree’ – ‘completely agree’).

Procedure

The experiment consisted of an on-line questionnaire made with Qualtrics and was conducted on an individual basis. The participants were randomly contacted through social media (Facebook, Twitter, Instagram) and personally (Whatsapp). According to multiple studies, certain demographic variables influence the effects evoked by COO strategies (Abraham & Patro, 2014; Usunier, 1996). For example, Usunier (1996) found that the effects were smaller for consumers with a higher level of education. Also, it has been found that women are more likely

to hold a higher attitude towards foreign products than men and also older people are more likely to hold a higher attitude towards foreign products than younger people do (Abraham & Patro, 2014). For that reason, the questionnaire was distributed to a group of participants with diverse demographic characteristics. The participants were motivated to take part by a brief motivating text saying they could help someone graduate by completing the questionnaire. To not disclose the aim of the study, the participants were only told that the experiment was part of a bachelor's thesis of International Business Communication students. Furthermore, they were told that they could send an e-mail if they would have further questions about the questionnaire or the study in general. To start the questionnaire the participants had to read and accept a consent form. The participants were randomly assigned to one of the four versions of the questionnaire, which all contained the same questions and took an average of almost seven minutes to complete ($M = 6.50$, $SD = 2.52$).

Statistical treatment

First, scales with a reversed polarity were recoded to have the same polarity (1 = negative to 7 = positive) for all the variables and for all the scales where α was higher than .7, composite means were calculated, using the IBM Statistical Package for the Social Sciences (SPSS). To answer the research question, a total of seven statistical tests were conducted. For variables advertisement attitude, product attitude, purchase intention and perceived product quality, a two-way ANOVA analysis was conducted. Also, post-hoc Bonferroni tests were conducted to further explain significant ANOVA's. To further explain an interaction effect, a one-way ANOVA was conducted. For the manipulation checks, three Chi-square tests, an independent samples t-test and a one-way ANOVA were conducted. For the background variables, two one-way ANOVA's and a paired samples t-test were conducted.

Results

The aim of the current study was to find differences in effects on attitude towards the advertisement, attitude towards the product, perceived product quality and purchase intention, evoked by explicit COO strategies (Made in, COO embedded in the company name and Use of flags) that can be used in product advertisements.

Manipulation checks

A Chi-square test showed no significant difference between the recognition of the Made in... label between pasta (Italian quality) and salmon (Norwegian quality) ($\chi^2 (1) = .49, p = .484$). A total of 49 respondents (74.2%) recognized the label.

A Chi-square test showed no significant difference between the recognition of the flag between pasta and salmon ($\chi^2 (1) = 3.57, p = .059$). A total of 61 respondents (95.3%) recognized the flag.

A Chi-square test showed no significant difference between the recognition of the COO embedded in the company name between pasta and salmon ($\chi^2 (1) = 2.90, p = .089$). A total of 49 respondents (84.5%) recognized the COO embedded in the company name.

A Chi-square test showed no significant difference between the identification of the flag between the Italian and Norwegian flag ($\chi^2 (1) = .159, p = .690$). A total of 123 respondents (99.2%) recognized the country Italy and a total of 114 respondents (92.7%) recognized the country Norway.

An independent samples t-test showed a significant difference between Pasta and Salmon with regard to perceived realism ($t (237.13) = 2.17, p = .031$). Equal variances were not assumed. The perceived realism for the salmon advertisement ($M = 4.94, SD = 1.02$) was higher than for the pasta advertisement ($M = 4.63, SD = 1.21$).

A one-way analysis of variance showed a significant effect of COO strategy on perceived realism ($F(3) = 3.54, p = .015$). The perceived realism for the advertisement with a flag ($M = 5.08, SD = .97$) was higher than for the baseline condition ($p = .009$, Bonferroni-correction; $M = 4.43, SD = 1.13$). Data for both analyses can be found in Table 2.

Table 2. Means and standard deviations for the perceived realism in function of COO strategy and Product (1 = very low perceived realism, 7 = very high perceived realism).

Product	COO strategy	n	\underline{M}	\underline{SD}
Salmon	All	123	4.94	1.02
Pasta	All	123	4.63	.11
Both	Baseline	60	4.43	1.13
	Made in	65	4.78	1.26
	Flag	63	5.08	.97
	Company name	58	4.84	1.06
	Total	246	4.79	1.13

Dependent variables

A two-way analysis with Product and COO strategy as factors showed a significant main effect of COO strategy on attitude towards the advertisement ($F(3,238) = 4.44, p = .005$). The product was not found to have a significant main effect on attitude towards the advertisement ($F(1,238) = 3.25, p = .073$). The main effect was qualified by a significant interaction effect between product and COO strategy ($F(3,238) = 3.21, p = .024$). Differences between the COO strategies were only found for the salmon advertisements ($F(3,119) = 7.07, p < .001$): a higher advertisement attitude was found for the use of the COO in the company name ($M = 5.59, SD =$

1.00) compared to the use of Made in ($p < .001$, Bonferroni-correction; $M = 4.25$, $SD = 1.45$) and the baseline condition ($p < .001$, Bonferroni-correction; $M = 4.26$, $SD = 1.49$). There was no difference found between the COO strategies for the pasta advertisements ($F(3,119) < 1$). The descriptive data for this analysis can be found in Table 3.

Table 3. Means and standard deviations for the attitude towards the advertisement in function of COO strategy and Product (1 = very negative attitude, 7 = very positive attitude).

Product	COO strategy	n	\underline{M}	\underline{SD}
Salmon	Baseline	28	4.26	1.49
	Made in	32	4.25	1.45
	Flag	33	4.98	1.33
	Company name	30	5.59	1.00
	Total	123	4.77	1.43
Pasta	Baseline	32	4.50	1.31
	Made in	33	4.36	1.21
	Flag	30	4.51	1.08
	Company name	28	4.53	1.36
	Total	123	4.47	1.23

A two-way analysis with Product and COO strategy as factors showed a significant main effect of COO strategy on attitude towards the product ($F(3,238) = 5.57$, $p = .006$). The product was also found to have a significant main effect on attitude towards the product ($F(1,238) = 4.99$, $p = .026$). The interaction effect between product and COO strategy was not statistically significant ($F(3,238) = 2.14$, $p = .095$). A higher attitude towards the product was found for the use of the COO in the company name ($M = 5.01$, $SD = 1.05$) compared to using the baseline

condition ($p = .005$, Bonferroni-correction; $M = 4.30$, $SD = 1.20$) and the use of a flag ($M = 4.88$, $SD = 1.16$) compared to using the baseline condition ($p = .034$, Bonferroni-correction; $M = 4.30$, $SD = 1.20$). Furthermore, a higher attitude towards the product was found for the salmon ($M = 5.89$, $SD = 1.25$) compared to the pasta ($M = 4.55$, $SD = 1.08$). The descriptive data for this analysis can be found in Table 4.

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

Product	COO strategy	<u>n</u>	<u>M</u>	<u>SD</u>
Salmon	Baseline	28	4.19	1.28
	Made in	32	4.95	1.22
	Flag	33	4.98	1.28
	Company name	30	5.39	.95
	Total	123	4.89	1.25
Pasta	Baseline	32	4.41	1.13
	Made in	33	4.42	1.12
	Flag	30	4.77	1.03
	Company name	28	4.61	1.03
	Total	123	4.55	1.08
Total	Baseline	60	4.30	1.20
	Made in	65	4.69	1.19
	Flag	63	4.88	1.16
	Company name	58	5.01	1.05
	Total	246	4.72	1.18

A two-way analysis with Product and COO strategy as factors showed a significant main effect of COO strategy on perceived product quality ($F(3,238) = 3.50, p = .016$). The product was not found to have a significant main effect on perceived product quality ($F(1,238) < 1$). The interaction effect between product and COO strategy was not statistically significant ($F(3, 238) = 1.85, p = .138$). A higher perceived product quality was found for the use of a flag ($M = 5.02, SD = 1.44$) compared to using the baseline condition ($p < .001$, Bonferroni-correction; $M = 4.13, SD = 1.48$). The descriptive data for this analysis can be found in Table 5.

Table 5. Means and standard deviations for the perceived product quality in function of COO strategy (1 = very low perceived quality, 7 = very high perceived quality).

COO strategy	<u>n</u>	<u>M</u>	<u>SD</u>
Baseline	60	4.13	1.48
Made in	65	4.54	1.65
Flag	63	5.02	1.44
Company name	58	4.74	1.54
Total	246	4.61	1.56

Note. The total n consists of the 123 participants that each were shown two strategies ($123 \times 2 = 246$).

A two-way analysis with Product and COO strategy as factors showed no significant main effect of COO strategy on purchase intention ($F(3,238) = 1.56, p = .199$). The product was also found to have no significant main effect on purchase intention ($F(1,238) < 1$). The interaction effect between product and COO strategy was also not statistically significant ($F(3,238) = 1.15, p = .331$).

Background variables

A one-way analysis of variance showed no significant effect of Product on attitude towards the COO ($F(1,244) < 1$).

A one-way analysis of variance showed a significant effect of Product on product use ($F(1,244) = 11.04, p = .001$). The product use for pasta ($M = 4.81, SD = 1.29$) was higher than for salmon ($M = 4.25, SD = 1.61$). The data for this analysis can be found in Table 6.

A paired samples t-test showed a significant difference between Pasta and Salmon ($t(123) = 5.18, p < .000$). The product-country congruency for pasta ($M = 6.54, SD = 0.87$) was shown to be higher than for salmon ($M = 6.15, SD = 1.28$). The data for this analysis can be found in Table 6.

Table 6. Means and standard deviations for Product use and Product-country congruency in function of product (1 = very low product use, 7 = very high product use).

Product	<u>n</u>	<u>M</u>	<u>SD</u>
Salmon	123	4.25	1.61
Pasta	123	4.87	1.29
Total	246	4.56	1.49

Conclusion and discussion

This study aimed to find differences in effects on consumers' evaluations, evoked by explicit country-of-origin (COO) strategies that can be used in advertisements. Therefore, this study compared the possible effects of using the label 'Made in...', embedding the COO in the company name or using of the flag of that country, on attitude towards the advertisement, attitude towards the product and purchase intention. The results showed the existence of

differences in effects between the strategies on consumers' evaluations. For example, depending on the product (in this case salmon) a company name with a COO embedded in it, was found to evoke a higher attitude towards the advertisement than when a company would use the label 'Made in...' or no strategies at all. Furthermore, this company name or a COO flag were also found to evoke a higher attitude towards the product, compared to when no strategies at all would be used, but no difference was found in the effects between them. The use of the flag was also found effective in evoking a higher perceived product quality compared to using no strategies at all. Although effects of strategies and/or differences between them were found for all of the other aspects of consumers' evaluations, no effects were found on purchase intention by any of the strategies and therefore also no differences between them.

Discussion

In terms of attitude towards the advertisement, not all strategies were found to have an effect and the effects were found to depend on the product. That is to say, the only strategies that were found to evoke a higher advertisement attitude were COO embedded in the company name and Made in..., with a less strong effect for the latter and both only present within the salmon advertisement. The difference between the two strategies could possibly be explained by the exposure to the label 'Made in...'. It may be that consumers are more used to seeing the label than to seeing a COO in a company name, as Aichner (2014) mentioned Made in... is the most frequent strategy used. Hornikx and van Meurs (2017), found that advertisements in which the combination of strategies Made in... and Use of flags and symbols was used performed better in terms of advertisement attitude than when no strategies were used. The current study did not find the effect caused by the COO flag. However, no combination of strategies was used like Hornikx and van Meurs (2017) did, which could explain the difference. Furthermore, this study focused

on two different advertisements of the same products, where the current study used two different products. The interaction effect of the product found in the current study may be explained by the use of the products. Consumers may be more used to seeing the strategies in the product pasta, as they use it more often and see the strategies on packaging. This is supported by the finding that pasta was indeed used more often than salmon. Moreover, the product-country congruency was found higher for pasta than for salmon, which could provide an additional explanation for the interaction effect.

In terms of attitude towards the product, embedding a COO in the company name or using a COO flag were found to result in a higher attitude towards the product, compared to the use of no strategy at all, but no differences in effects were found between the strategies. This finding is consistent with earlier findings by Verlegh et al. (2005), in which advertisements using the COO embedded in the company name resulted in a positive effect on attitude towards the product. The effect caused by the COO flag was also found in the study by Hornikx and van Meurs (2017), although they used the marker in combination with the label 'Made in...', instead of a single strategy like the current study did. The effect of 'Made in...' was not found in the current study, which is a possible consequence of not using this combination; consumers may be more used to seeing the strategy 'Made in...' as it is the most frequent used strategy (Aichner, 2014) and therefore need an additional strategy to cause the effect of a higher product attitude.

For the perceived product quality of the products, the use of the COO flag resulted in a positive effect compared to when no strategies were used. That is to say, the other two strategies did not evoke a higher perceived product quality. This finding may partially be explained in terms of the nature of COO markers. As mentioned earlier in the current study, these markers are extrinsic cues, which were found to be of less impact on perceived quality than intrinsic cues

(Olson & Jacoby, as cited in Bilkey & Nes, 1982). It could be for that reason most of the strategies showed no significant effect for this aspect, comparing to the use of no strategies. The reason that the COO flag, in contrary to the other two strategies, did evoke an effect may be explained by the marker types. A COO flag is a visual marker, whereas the company name and the label 'Made in...' are both textual markers. Visual elements capture attention best (Pieters & Wedel, 2004), and with that attention the advertisement could have a greater effect in terms of perceived product quality.

In the current study, purchase intention was not affected by any of the strategies. In other words, there was no difference between the advertisements where the COO strategies were used in comparison to the advertisements where no strategies were used. Also, no differences were found between the different COO strategies. These findings are not fully in line with earlier findings in literature that COO strategies do have an effect on purchase intention (Han, 1990; Hornikx & van Meurs, 2017; Lee & Lee, 2009). However, multiple studies mentioned less strong effects of the strategies on purchase attention than on other aspects of consumers' evaluations like perceived product quality (Peterson & Jolibert, 2013; Verlegh & Steenkamp, 1999). The purchase intention does not solely depend on product features, but also on external aspects like the economic situation of the consumer (Verlegh & Steenkamp, 1999); consumers perhaps are not able to purchase the product, due to a negative economic situation. Even if all the other aspects are positively affected by one or more of the strategies, like the results of the current study showed, consumers may still not be in the right economic situation for an increase of purchase intention.

Limitations

A limitation of the current study is the fact that all the participants were native Dutch. Therefore, the results may not be fully representative for ‘consumers’ seen from a global level. Furthermore, the products that were used were both food products, which could have had an influence on the effects that were evoked. Another limitation is that in the current study only three of the in total eight strategies (Aichner, 2014) were used for comparison, and only explicit strategies were used, which may have affected the results in terms of differences between the strategies.

Further research

As COO strategies are a topic within international marketing, it would be interesting for future studies to conduct an experiment with participants of more than one nationality. Furthermore, different types of products could be used, to examine if the product type affects any of the COO effects. The current study compared three explicit strategies instead of using all of the eight strategies described by Aichner (2014). Future studies could compare other strategies, more strategies or all eight, to give a more complete view on the differences in effects. The results could then also provide justification for the differences in results between studies, due to the use of combinations of markers or the use of a single strategy as were found for attitude towards the advertisement and towards the product. Furthermore, it is recommended for future studies to examine if product use is related to the power of COO effects, which could provide justification for the interaction effect of product and COO strategy on advertisement attitude. Additionally, the effect of frequent use of a strategy in relation to the power of COO effects could be examined. For example, the strategy ‘Made in...’ is the most frequent used strategy (Aichner, 2014), which means consumers likely see this the most and further research could

examine if therefore COO effects are less strong on attitude towards the product. Also, future studies may focus on the difference between textual and visual COO markers, as the results could provide a justification for differences in effect on perceived product quality.

Relevance and implications

Although the relevance of studying country-of-origin effects has been a topic of debate (Pharr, 2005; Usunier, 2006), more recent studies still show the importance of studying the effects that a country of origin can evoke on consumer's evaluations in product advertisement (Abraham & Patro, 2014; Hornikx & van Meurs, 2017; Jaffe & Nebenzahl, 2006; Josiassen & Harzing, 2008). The current study also showed that COO strategies still evoke effects on the different aspects of consumers' evaluations and that it is still a relevant topic. Moreover, it showed that not all strategies have the same effects or even any effect at all. For that reason, no conclusions should be generalized to all of the strategies when not all of those strategies were separately examined. Marketers may use the differences during the process of creating their COO marketing strategy, to optimize the effects in terms of the goal they are aiming for. However, COO marketing strategy should be seen as a supporting aspect rather than a solution when the goal is increasing purchase intention, because no direct effects on purchase intention were found.

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Appendix A

Pretest questionnaire

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

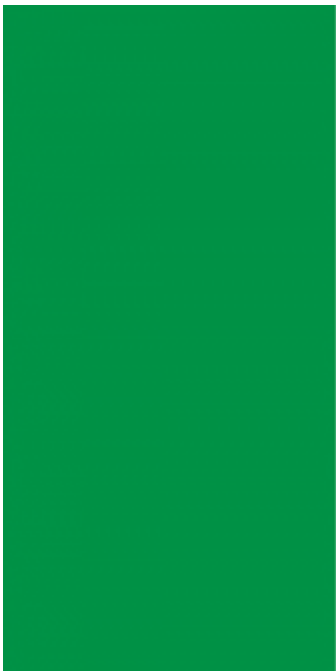
Radboud Universiteit Postbus 9103 6500 HD Nijmegen Tel: 024-3615814

m.vanbeuningen@let.ru.nl

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
- Ik wil niet meedoen



Bij welk land hoort deze vlag?

- Griekenland
- Italië
- Frankrijk
- Spanje



Bij welk land hoort deze vlag?

- Zweden
 - België
 - Noorwegen
 - Zwitserland
-



Bij welk land hoort deze vlag?

- Duitsland
- Finland
- België
- Oostenrijk

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

	Helemaal oneens	Oneens	Beetje oneens	Neutraal	Beetje mee eens	Mee eens	Heel erg mee eens
Pizza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biefstuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pasta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Witvis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soufflé	<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.

	Helemaal oneens	Oneens	Beetje oneens	Neutraal	Beetje me eens	Mee eens	Heer erg mee eens
Gazpacho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zalm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kipburger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crêpe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Erwtensoep	<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 Duits' zou omschrijven.

	Helemaal oneens	Oneens	Beetje oneens	Neutraal	Beetje me eens	Mee eens	Heer erg mee eens
Melk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kaas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pizza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

_____ Italipasta

_____ PastaRome

_____ Napels Pasta

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

_____ Norsalm

_____ Salmway

_____ NorSea

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

_____ Bierlijn

_____ HamBierg

_____ BeierBier

Appendix B

Main questionnaire

Beste deelnemer,

U wordt uitgenodigd om mee te doen aan een marketingonderzoek 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

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
- Ik wil niet meedoen

Op de volgende pagina krijgt u een advertentie te zien van een product. Voordat u doorgaat naar de vragen die bij deze advertentie horen, vragen wij u om rustig naar de advertentie te kijken en uw mening te vormen hierover. Als u dit gedaan heeft voor uzelf, kunt u doorgaan naar de bijbehorende vragen. Het is niet meer mogelijk om terug te gaan naar de advertentie als u heeft doorgeklikt naar de vragen



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

	helemaal oneens	sterk mee oneens	oneens	neutraal	eens	sterk mee eens	helemaal eens
Ik zou dit product zeker kopen	<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	<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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Welk label heeft u in de advertentie gezien?

- 'Duurzaam product'
- 'Noorse kwaliteit'
- 'Van wilde zalm'
- 'Originele kwaliteit'

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 doorgedrukt.



BEZOEK ONZE WEBSITE

www.degraaff.nl



Ik vind deze advertentie:

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

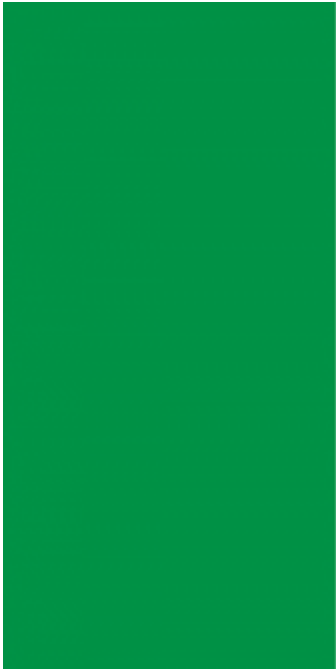
Helemaal mee eens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Helemaal mee oneens
----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	---------------------------



Ik vind het land dat bij deze advertentie hoort:

	1	2	3	4	5	6	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

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



Bij welk land hoort de vlag?

- Griekenland
 - Italië
 - Frankrijk
 - Spanje
-

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



Bij welk land hoort de vlag?

- Zweden
 - België
 - Noorwegen
 - Zwitserland
-

Met welk geslacht identificeert u zich het meest?

- man
- vrouw
-

Hebt u de Nederlandse nationaliteit?

- ja
- nee
-

Hoe oud bent u?

Wat is uw hoogst genoten opleiding?

- Basisschool
- VMBO
- HAVO
- VWO
- MBO
- HBO
- WO

Volgt u één of meerdere van de volgende diëten?

- Vegetarisch
- Veganistisch
- Pescotarisch
- Geen van bovenstaande

Appendix C

Advertisements: Baseline conditions





BEZOEK ONZE WEBSITE

www.degraaff.nl



Appendix D

Statement of own work

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

Student name: _____
Student number: _____

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

DECLARATION:

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

Signature: _____

Place and date: _____