Less is more?

The influence of number of COO markers on ad effectiveness: a cross-national experiment

Bachelor Thesis

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Abstract

The purpose of the present study was to investigate the influence of number of country-of-origin markers depicted in an advertisement on ad effectiveness and to check for possible differences of German and Dutch consumer responses. Based on previous research on cue consistency (Miyazaki, Grewal, Goodstein, 2005), an adding up effect of COO marker effects was expected. Research on the effectiveness of multiple COO cues seems to be lacking, however, the use of more than one COO marker can be observed in real-life advertising. Furthermore, COO research was done in both German and Dutch contexts, but to date, no comparison of these nationality groups seems to have been done in this context. The current study aims to fill this research gap by conducting an online experiment. In a between-subjects design, Dutch or German participants were shown ads with either one, two or three COO markers, and consumer responses on product attitude, perceived quality, purchase intention and ad attitude were collected. Results showed no difference in effect of number of COO cues on product attitude, perceived quality, and purchase intention for both Dutch and Germans. Moreover, no difference between nationality on consumer response was found in general. Ad attitude was generally higher for three COO marker ads than for one COO marker ads, but whether this effect was exclusively due to the number of COO markers remains doubtful. Additional analyses were carried out to check for the influence of other variables and effects of product liking on ad effectiveness were found. Generally, this study has shown that using multiple COO cues may not be necessary at all in advertising. Less seems to be enough indeed.

COO markers, adding up effect, ad effectiveness, German, Dutch

Introduction

Globalisation has led to a greater interconnectedness between societies nowadays (Baylis & Smith, 2001). Thus, access to foreign products is facilitated and knowledge of foreign countries is enhanced. In the world we live in today, it is not uncommon to drive cars from Germany, buy wine from France and use a computer manufactured in the United States. Certainly, this provides companies with opportunities for their marketing strategies (Roth, 1995).

Oftentimes, one can observe cues of foreignness in advertisements. Miele, for example, a German manufacturer of household appliances, makes use of their German slogan "Immer Besser" ("Always better") and a label that highlights the German durability and quality in an advertisement on their Spanish website (see Image 1).

Image 1. Advertisement on the Spanish website of Miele (Miele, 2021).

These cues can be referred to as country-of-origin (COO) cues, which are part of a foreign consumer culture positioning strategy (FCCP), "a strategy that positions the brand as symbolic of a specific foreign consumer culture; that is, a brand whose personality, use occasion, and/or user group are associated with a foreign culture" (Alden, Steenkamp, & Batra, 1999).

Brands like Miele, employ such COO cues to evoke certain ethnocultural associations in the minds of the consumers that, in turn, may affect their perceived product quality, attitudes and purchase intention positively (Hornikx & van Meurs, 2017). The influence of COO on consumer behaviour has been widely researched and research in this area indeed established an effect of COO on consumers' evaluations of products and advertising (Peterson & Jolibert, 1995; Verlegh & Steenkamp, 1999).

Even though there is support for the effectiveness of COO markers and evidence on their occurrence in advertising, research on the use of multiple COO cues in advertising is scarce (Hornikx, van Meurs, van den Heuvel, & Janssen, 2020). Nevertheless, the corpus study by Hornikx et al. (2020) on magazine advertisements has shown that 30% of ads indeed use multiple COO cues (mostly two COO cues). Therefore, the purpose of the current study is to investigate the use of multiple COO markers and its influence on the effectiveness of an advertisement. Furthermore, German and Dutch consumers will be compared in order to see whether differences in COO effect strength exist. Although COO studies on these nationalities have been done respectively (e.g., Hornikx & van Meurs, 2017; Nederstigt & Hilberink-Schulpen, 2018; Otter, Prechtel, & Theuvsen, 2018; Verlegh, Steenkamp, & Meulenberg, 2005), no comparison has been made yet.

Theoretical Foundation

Country-of-origin (COO)

The concept of country-of-origin (COO) is not as straightforward as one might initially think. In fact, it is a rather complex construct and there can be various views on COO (Aichner, 2014). Nowadays in the globalised world, there is "an intertwined transnational network of exchanges . . . that results in the final product" (Samiee, 1994). Hence, according to Aichner (2014), the COO of a product might be associated with the country-of-design (COD), the country-of-assembly (COA), the country-of-parts (COP), the country-of-manufacture (COM) and/or the country-of-brand (COB). Nevertheless, this does not necessarily have to be a disadvantage. These manifold dimensions of COO can be used for a firm's advantage, by for example highlighting the origin of the brand to conceal the more negative image of the country-of-manufacture (Aichner, 2014).

Generally, the COO can be regarded as the home country of a company or product, specifically, as the country with which a company or a product is associated, regardless of where the product was manufactured or assembled (Özsomer & Cavusgil, 1991; Samiee, 1994). This definition of COO will be used in the current study.

The COO linking mechanism

The COO of a product affects consumer evaluations and their buying decisions (Beverland & Lindgreen, 2002; Elliott & Cameron, 1994; Schooler, 1965), therefore, companies make use of COO markers (Hornikx et al., 2020). The underlying principle is that consumers, when confronted with a particular COO, evoke associations or stereotypes connected to that country and subsequently transfer those to the product advertised (Hornikx & Starren, 2006; Hornikx & van Meurs, 2017). These associations with the country are formed based on direct experiences like holidays and actual product experience, as well as indirect experiences deriving from media (Verlegh et al., 2005).

Furthermore, what is relevant in this context, is the cultural competence hierarchy by Kelly-Holmes (2000) that "preordains [what] products particular countries are 'permitted' to produce". Based on their direct and indirect experiences with particular countries, consumers have an idea of what competencies those countries possess (Hornikx & Starren, 2006). Hence, consumers may think of Germany's competence in car engineering when seeing a German COO cue, rather than connecting the country to cosmetics (Kelly-Holmes, 2005).

The model by Hornikx and Starren (2006) visualises the COO mechanism (see Figure 1). Although they refer only to the country language, this can be extended to COO markers in general. There is empirical support by Hornikx and van Meurs (2017) that foreign languages function the same way as other COO cues. Companies may choose to connect COO cues, with a certain product and competence in their advertisement (e.g., German engineer, car, reliable machinery). What is then expected from the consumer is that they will recognize the COO and evoke ethnocultural stereotypes related to the COO. Consequently, the consumer is expected to transfer these stereotypes to the product (e.g., German cars are reliable).
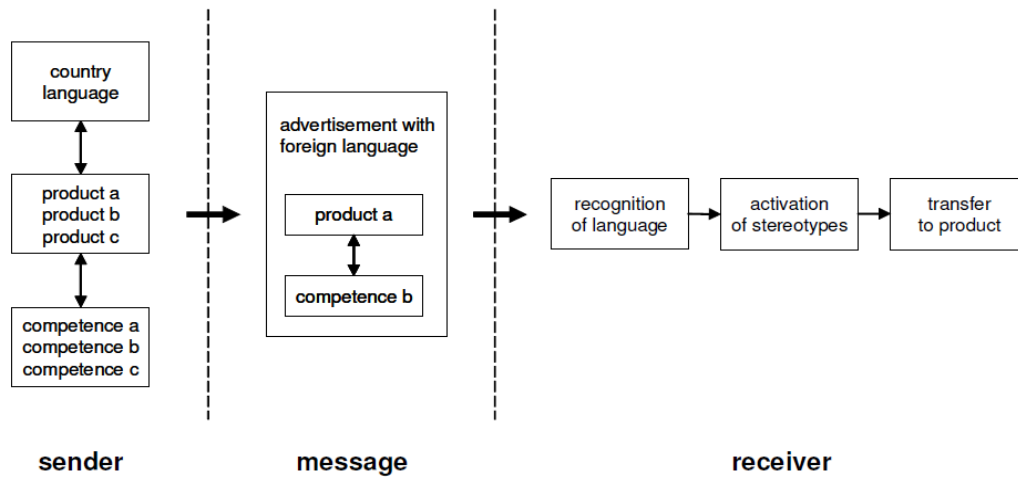
Figure 1. Symbolic associations of foreign languages in advertising from sender to receiver (Hornikx & Starren, 2006).

However, not every product can be linked to any COO. It should be noted that product ethnicity plays a role in this context, which refers to a strong association or match between product and country (Usunier & Cestre, 2007). This degree of product-country match is based on consumer perceptions and does not necessarily have to reflect reality (Usunier & Cestre, 2007). Following from that, a perceived fit between country and product seems to be crucial in COO advertising. Usunier and Cestre (2007) have already shown that consumers are more willing to buy products congruent with their product ethnicity than those that are incongruent. Apart from that, evidence suggests that perceived quality, attitude, purchase intention and ad liking are higher for advertisements presenting products with a congruent COO (Hornikx & van Meurs, 2017; Hornikx, van Meurs, & Hof, 2013).

Concerning the current study, only products with a high degree of product-country match will be used to ensure that similar associations will be elicited among the participants. Furthermore, it could be expected that the connection of multiple COO markers to the product might evoke more and possibly stronger associations, which could have an impact on ad effectiveness.

Communication of the COO

The COO of a product can be communicated in various ways. Alden et al. (1999) presented three consumer culture positioning (CCP) dimensions to suggest a FCCP, and thus, to evoke a product's COO in the consumers' minds. According to them, the central components are

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language (e.g., using a foreign language slogan), aesthetic style (e.g., a native or stereotypical person), as well as story themes (e.g., showing typical landscapes).

It should be noted, however, that COO markers are more varied than the dimensions proposed by Alden et al. (1999). Therefore, Aichner (2014) offered a list of eight different types of COO markers, in which he distinguished legally regulated COO markers from unregulated COO markers. "Made in…" as well as quality and origin labels belong to the former category. To be used by brands, certain requirements must be met that are imposed by law or organisations (Aichner, 2014).

The *"Made in…"* COO cue is the easiest and most straightforward marker, as the COO is explicitly mentioned, and consumers do not have to exert much cognitive processing to create associations (Aichner, 2014). Apart from that, Aichner (2014) even claimed that this is the most used COO cue. This was not supported by Hornikx et al. (2020), who conducted a content analysis on the frequency of occurrence of Aichner's (2014) COO markers in British, Dutch, and Spanish Cosmopolitan magazine advertisements. Their results have shown that the "Made in…" marker was one of the least used COO cues.

Quality and origin labels are geographically based labels that are used to protect and promote agricultural products (Aichner, 2014). If legal requirements are fulfilled, products can be registered with a Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) or Traditional Speciality Guaranteed (TSG) (Aichner, 2014). Examples for Spanish quality and origin labels would be "Vino de Rioja" or "Queso Manchego". These quality and origin labels were not found at all in the corpus by Hornikx et al. (2020), which can be explained by the fact that Cosmopolitan magazine advertisements usually promote clothes, perfume, and makeup and seldomly food products.

The remaining five COO cues by Aichner (2014), namely COO embedded in company name, COO words embedded in company name, COO language use, use of stereotypical people, COO flags and symbols, as well as use of typical landscapes or famous buildings, all pertain to the category of unregulated markers. As they are not legally regulated, every company can use them (Aichner, 2014). This provides companies with opportunities for their communication strategies. A brand can propose a certain origin using those COO markers, regardless of whether it is their actual origin or not (Hornikx et al., 2020; Magnusson, Westjohn, & Zdravkovic, 2011). Image 2 demonstrates such a case. It shows a leaflet page of the German discounter Penny, in which their private label is advertised as being typically Spanish.

Image 2. Leaflet page of the German discounter Penny (Penny, 2021).

Some of Aichner's (2014) unregulated COO markers can be found in this example of Penny. The first would be *embedding the COO in the brand or company name*, which was the most frequently found COO marker in the study by Hornikx et al. (2020). The brand name "¡Que viva España!" explicitly mentions the suggested origin. Other examples for company names are Royal Dutch Shell and Air France. In these cases, the embedded COO also relates to the actual origin.

Another very frequent way to mention a COO is the *use of the COO language* (Aichner, 2014; Hornikx et al., 2020). This can be done in various ways. The COO language can be used in the slogan, as in the example of Penny "Muy bueno für alle" or Miele "Immer besser". Some may use it in their company or brand names (e.g. ¡Que viva España!; Pomodoro Mutti), or even for entire advertisements. An example for the latter would be the 2011 German television commercial for Giotto, in which Elisabetta Canalis solely spoke in Italian.

The third unregulated strategy identified by Aichner (2014) is using *typical COO words embedded in the company name*, such as Husky Energy or Lincoln National. This COO cue might be risky, as it requires some deeper knowledge of the consumers (Hornikx & van Meurs, 2020, p. 64).

The last three COO markers that Aichner (2014) identified are the *use of famous or stereotypical people from the COO* (e.g., Elisabetta Canalis in the Giotto commercial; a flamenco dancer on the product packaging of Penny), the *use of COO flags, symbols and other national elements* (e.g. Italian flag on the pasta packaging), as well as the *use of typical landscapes or famous buildings from the COO* (e.g. the Eiffel Tower appearing in the back of a Toyota advertisement).

The current study will make use of unregulated COO markers, because according to Aichner (2014), these are oftentimes combined with each other. Furthermore, one can distinguish between implicit and explicit markers (see Table 1). Whereas implicit cues are more complex and require more knowledge from consumers, explicit cues are more straightforward and easier to interpret (Aichner, 2014). Moreover, unregulated markers are largely implicit, which could be the reason why they often occur in combination (Aichner, 2014). Hornikx et al. (2020) also found that implicit COO cues are usually the most used COO markers in advertising. Thus, the current study will focus on unregulated and implicit COO markers.

Table 1. COO markers by Aichner (2014).

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

Effectiveness of COO

As previously mentioned, the associations that are evoked through the COO marker and transferred to the product tend to influence consumer evaluation of the product (Hornikx & van Meurs, 2017; Huang, Lo, Tung & Wang, 2017). Koschate-Fischer, Diamantopoulos and

Oldenkotte (2012) even claim that "the COO cue influences not only consumers' perceptions but also their actions".

Schooler (1965) was the first to observe a COO effect on product evaluations. Evaluations of identical products only varying in country label differed significantly. Since then, this effect has been widely researched and meta-analyses have demonstrated the robustness of this COO effect (Peterson & Jolibert, 1995; Verlegh & Steenkamp, 1999). COO effectiveness is mostly investigated by analysing perceived quality, product attitudes and purchase intention (e.g., Hornikx et al., 2013; Roozen & Raedts, 2013; Verlegh et al., 2005).

Previous research seems to agree on the fact that the COO functions as a strong cue of quality (Agrawal & Kamakura, 1999; Peterson & Jolibert, 1995). Elliott and Cameron (1994), for instance, investigated the effect of COO on quality perceptions when the only variation between products was the COO. Products identical in product descriptions, brand name, product type and price were evaluated as being of higher quality when a "Made in…" cue was present. Furthermore, another study by Otter et al. (2018) found a strong COO effect on quality perceptions of chocolate, when it was being labelled with the origin label "with cocoa from Ecuador". Nevertheless, an effect on perceived quality was also found for other types of COO markers. Hornikx et al. (2013) investigated the effectiveness of foreign languages in advertising. Advertisements with French, German or Spanish slogans were more effective in terms of product quality judgements when the foreign language slogan was congruent with the product.

A stronger COO effect was found in general for perceived quality than for product attitude (Verlegh & Steenkamp, 1999) and purchase intention (Peterson & Jolibert, 1994). Nevertheless, influence of COO on product attitudes and purchase intentions are evident. German consumers in Verlegh et al. (2005), for example, showed higher product attitude and purchase intention for tomatoes advertised with Spanish branding than for tomatoes with Dutch branding. Furthermore, the aforementioned study by Hornikx et al. (2013) on foreign language slogans in advertising found significant effects on product attitude and purchase intention as well. When products were congruent with the COO indicated by the language, product attitude and purchase intention were higher. Thus, as COO markers work best in congruent conditions, the current study will only use congruent cues as well.

Some studies also investigated the effect of COO on ad attitude (Hornikx & van Meurs, 2017; Nederstigt & Hilberink-Schulpen, 2018), but results seem more mixed in this context. Whereas Nederstigt and Hilberink-Schulpen (2018) did not find a significant effect of slogan language on ad attitude, Hornikx and van Meurs (2017) did. In the latter case, it was even found

that congruent foreign language ads resulted in higher ad attitude than congruent COO ads with origin labels (Hornikx & van Meurs, 2017). Usunier (2006) also reported mixed COO effects and even criticised that COO research does not reflect reality. He claimed that the relevance of COO in international marketing is not as high as it is portrayed in academia. However, Hornikx et al. (2020) seem to contradict, as their corpus analysis has identified at least one COO cue in about 36% of magazine advertisements.

COO in combination with other cues

As previous research has shown, there is evidence for the effectiveness of COO in marketing. Nonetheless, it should be noted that most studies seem to have focused on the effect of one single COO cue on consumer behaviour (e.g., Elliott & Cameron, 1994; Hornikx et al., 2013; Verlegh et al., 2005).

Some research has also been done on combinations of two COO markers (Leclerc, Schmitt, & Dubé, 1994; Spielmann, 2016), with varying results. Leclerc et al. (1994), for instance, examined the question whether French foreign branding interacts with "Made in…" information and whether such combination enhances perceptions of hedonism. Their results indicate that both COO cues function similarly as single cues, but a combination of both did not necessarily lead to an enhancement of hedonism perceptions. In Spielmann (2016), on the other hand, attitude for typical French products was more positive when brand name (i.e., Romanée) and brand symbol (i.e., Eiffel Tower) were congruent with the French COO than when only one of these cues was congruent with the COO.

To date, research on the effectiveness of using multiple COO cues in comparison with using single cues of origin seems to be scarce. Especially studies on the use of more than two COO markers tend to be lacking, which may be due to the actual use of COO cues in advertising. In their corpus study, Hornikx et al. (2020) have shown that most advertisements referring to a COO make use of only one COO marker (i.e. about 70%). Following that, multiple COO cues were used in about 30% of the analysed ads. In these cases, usually two markers were used. This raises the question why brands are more likely to use single COO cues in their advertising than multiple COO markers. The current study aims to shed light on this.

Taking previous studies into consideration, one could expect stronger associative links between brand and COO and an adding up of the COO effect when multiple consistent cues are present (Hornikx et al., 2020; Miyazaki et al., 2005; Spielmann, 2016). For example, Miyazaki et al. (2005) have found that multiple extrinsic product cues, when presenting positive quality

inferences and agreeing with each other, have a positive influence on consumers' evaluations. However, in this study extrinsic cues of *different* types (e.g., price, COO, warranty) were investigated and not multiple *similar* cues.

In addition, referring to the previously presented model of the COO mechanism by Hornikx and Starren (2006), it could be expected that the use of multiple COO markers strengthens the connection of product and competence. More COO cues could possibly evoke a larger number of stereotypes, or make existing associations stronger by agreement, which are consequently transferred to the product. This, in turn, may affect ad effectiveness positively.

Furthermore, Luna and Peracchio (2005) claimed that when a foreign language is used, it becomes salient, which draws attention and potentially affects evaluation (Hornikx & van Meurs, 2020, p. 36). Although they only referred to the COO marker of foreign language use, it could be the case that the saliency effect also applies to the use of multiple COO markers. When various markers refer to the same COO, they may become salient and attract attention.

Other research on the combination of COO with extrinsic cues of different types has reported a reduced effect of COO (Peterson & Jolibert, 1995; Pharr, 2005; Verlegh & Steenkamp, 1999). The COO seems to be most effective in terms of product evaluations and purchase intention when it is presented as the only cue (Peterson & Jolibert, 1995; Verlegh & Steenkamp, 1999; Lim, Darley, & Summers, 1994). The question remains whether the same holds for a COO cue in combination with other COO cues, instead of extrinsic cues of different types, or whether the effect would be added up. The current study aims to investigate this.

German vs. Dutch consumers

Several studies have examined the effect of COO on German (e.g., Otter et al., 2018; Verlegh et al., 2005; Visbal, Herrera-Mendoza, Orozco-Acosta, & Herzberg, 2017) as well as on Dutch consumer evaluations (e.g., Hornikx & van Meurs, 2017; Hornikx et al., 2013; Nederstigt & Hilberink-Schulpen, 2018). In general, COO effects have been found for both nationalities. German consumers, for example, have shown a higher willingness to pay, purchase intention and product attitude when the indicated COO of a product was related to a country with a more favourable image (Koschate-Fischer et al., 2012; Verlegh et al., 2005). In Hornikx and van Meurs (2017), as well as in Hornikx et al. (2013), Dutch consumers' evaluations in terms of product quality, product attitude and purchase intention were significantly better for congruent COO ads than for incongruent COO ads. When trying to compare the means for the Dutch consumers in Hornikx et al. (2013) and Hornikx and van Meurs (2017) with the German means

in Verlegh et al. (2005) to check for differences in nationality, a difference in scales was identified. Therefore, no comparison could be made. The current study will include Dutch and German participants to be able to make cross-national comparisons of COO effectiveness, as it seems like to date no research has been done in this context.

Furthermore, with regard to the cultural dimensions by Hofstede, there seems to be a difference of indulgence between the Dutch and the German culture (Hofstede Insights, 2021). German culture tends to be rather restrained, cynical, and pessimistic, whereas the Dutch are described as having a positive attitude and being optimistic. Maybe this difference can be extended to the concept of consumer ethnocentrism. Evanschitzky, Wangenheim, Woisetschläger and Blut (2008), for instance, have found strong consumer ethnocentrism tendencies in the German market. Some product categories, such as Italian fashion wear and French food products, tended to be perceived as a threat for the domestic economy, which underlines the pessimistic tendencies of German culture. In the Dutch market, consumer ethnocentrism was observed as well (de Ruyter, van Birgelen, & Wetzels, 1998). Nonetheless, maybe it is not as strong as in the German market due to the more optimistic nature of the Dutch, and thus, a possibly lower perceived threat to the domestic economy. With regard to the current study, German consumer ethnocentrism could be a possible reason, if differences in consumer responses to ads with multiple COO markers are observed between the Germans and the Dutch.

Apart from that, unrelated to consumer ethnocentrism, Profeta, Balling and Roosen (2012) surveyed 514 Germans in a real buying context and found that only about one-fifth of consumers considered the origin to be relevant. For about 80% of surveyed Germans, the origin did not play a role, which seems like a threat to the COO effect. If the COO is irrelevant to the consumer, COO markers will probably be less persuasive, which won't enhance ad effectiveness. However, no research on COO relevance for the Dutch was found. Thus, expectations should be treated with caution. The present study aims to check whether differences in COO effectiveness exist between German and Dutch participants.

Current study

As research on the use of multiple COO cues seems to be lacking, the current study attempts to fill this research gap. Moreover, a cross-national experiment will be conducted to be able to compare Dutch and German consumer responses. Thus, the research question under investigation is the following:

RQ: To what extent does the number of COO markers (1 vs 2 vs 3) and nationality of the consumer (German vs Dutch) have an influence on the effectiveness of advertisements?

Effectiveness will be measured by means of perceived quality, product attitude, purchase intention and ad attitude.

Method

Materials

To investigate the effect of the number of COO markers, advertisements for three different Italian products were created. Pasta, pizza, and espresso were chosen as products, because a strong association between these products and Italy is assumed among German and Dutch participants. In Usunier and Cestre (2007), for instance, pasta was shown to evoke strong associations with Italy, and it was even considered as being the only COO for this product. Furthermore, the final product decision was made based on a small pre-test that was carried out among a few Dutch and Germans. Friends and family of the research team, who did not take part in the main experiment, were asked to rank pizza, pasta, mozzarella, gelato, and espresso from being most Italian to least Italian. As the majority considered pizza, pasta, and espresso as being most Italian, these products were chosen for the experiment.

Self-created and non-existent advertisements were used to avoid an influence of responses due to previous experiences (Rossiter & Bellman, 2005, p. 149). For each product, six ad versions were created that varied in the number of COO markers (1 vs 2 vs 3) and target group nationality (German vs Dutch). Only unregulated and implicit COO markers (see Table 1 on page 9) by Aichner (2014) were used, as he claimed that these are oftentimes used in combination with each other. More explicitly, the chosen COO markers were, firstly, the use of the COO language in the form of an Italian slogan (e.g. Gusto italiano originale.), as well as the use of stereotypical COO buildings and landscapes (e.g. the Colosseum), and the use of typical COO words in the company name (e.g. Piacere). For each product, different slogans, buildings, and company names were used. The ads that included three COO cues contained all three of the aforementioned COO marker types next to a product picture, whereas in ads with two COO cues only the slogan and company name were displayed with the product. One COO marker ads were reduced to only the Italian company name and the product picture.

To avoid that these ads were construed as Italian ads aimed at an Italian target group, an additional slogan in the respective native language was added underneath the company name (e.g. Uw keuze in de ochtend/ Deine Wahl am Morgen). Thus, the experiment included 18 different ads, six per product, varying in number of COO markers and additional text language. See image 3 for ad examples of one product and appendix I for all ads.

Image 3. Three versions of the German espresso ad.

Subjects

In total, 166 participants took part in the study, of which 94 participants (56.6%) were German and 72 (43.4%) were Dutch. Initially, 148 responses were collected for the German sample and 101 responses for the Dutch sample. However, incomplete survey responses had to be deleted, as well as responses of participants whose native language was different from the target language. Only one participant of the German sample, who reported both Polish and German as being their mother tongue, was kept for further analyses.

The German sample consisted of 66 (70.2%) females and 28 (29.8%) males, and age ranged from 19 to 59 with a mean age of 28.72 ($SD = 11.29$). With regard to the Dutch sample, 37 (51.4%) participants were male, 34 (47.2%) were female and one (1.4%) person identified themself as diverse. The Dutch mean age was 32.03 ($SD = 16.44$) and ranged from 19 to 85. The distribution of participants across the six conditions was 33 Germans and 19 Dutch in the one COO marker condition, 27 Germans and 26 Dutch in the two COO markers condition, and 34 Germans and 27 Dutch in the three COO markers condition.

Tests for homogeneity were carried out to check if the groups of subjects exposed to different conditions were comparable. A Chi-square test showed no significant relation between condition and gender in the German sample (χ^2 (2) = 2.43, *p* = .297), in the Dutch sample (χ^2 (4) = 2.24, *p* = .692), as well as in the total sample (χ^2 (4) = 3.62, *p* = .460). Furthermore, a one-way analysis of variance did not show a significant effect of condition on age for the German sample (*F* (2, 91) < 1), for the Dutch sample (*F* (2, 69) < 1) and for the total sample (*F* (2, 163) < 1). In terms of Italian language proficiency, another Chi-square test did not show any significant relation between condition and proficiency in the German sample (χ^2 (6) = 6.02, *p* = .421), Dutch sample (χ^2 (6) = 10.86, *p* = .093), as well as in the total sample (χ^2 (6) = 3.13, *p* = .792). Thus, the results confirm that the distribution of age, gender and language proficiency was similar across groups, which makes them comparable.

Design

The experiment had a 2 (nationality: German, Dutch) x 3 (one COO marker, two COO markers, three COO markers) between-subjects design (type of product was a within subject variable but will not be included because a within subject design is beyond the scope of this thesis). Each participant of either German or Dutch nationality was only exposed to three advertisements varying in product, but not in the number of COO markers. Therefore, one participant only saw ads with either one, two or three COO cues.

Instruments

Ad effectiveness was measured by means of *product attitude*, *perceived quality*, *purchase intention* and *ad attitude*. The questionnaire consisted of new scales that were created based on previously reported and validated items, which will be presented in the following. For each product advertisement, scales were the same. Moreover, scales were presented in the participants' native language, German or Dutch.

Product attitude was measured using five seven-point semantic differentials. The statement "I believe this product is" was followed by the adjective pairs "attractive - not attractive", "tasty - not tasty", "inviting - not inviting" developed by Hornikx et al. (2013) and extended by the two self-created items "pleasant - unpleasant" and "enjoyable - not enjoyable". The reliability of *product attitude* comprising five items was excellent for the German scale: α

= .94, as well as for the Dutch scale: α = .90. Consequently, the compound variable *product attitude*, consisting of the mean of all five items, was used in the further analyses.

Four seven-point semantic differentials were used to measure *perceived quality*. "This product is" was followed by the items "of high quality - of low quality" and "a good product - a bad product" based on van Hooft and Truong (2012), "better than the average product - worse than the average product" developed by Buchanan, Simmons and Bickart (1999) and the self-created item "a cheap product - an expensive product". The reliability of *perceived quality* comprising four items was excellent for the German scale: α = .91, as well as for the Dutch scale: α = .91. Therefore, the mean of all four items resulting in the compound variable *perceived quality* was used in the further analyses.

Purchase intention was measured on the basis of four seven-point Likert scales ranging from "Completely disagree" to "Completely agree". The first item "I definitely want to buy this product" was developed by van Hooft and Truong (2012), whereas the remaining items "I would consider buying this product", "I would recommend this product to friends", and "I would like to try out this product" were based on van Rompay, Fransen and Borgelink (2014). The reliability of *purchase intention* comprising four items was excellent for the German scale: α = .90, and good for the Dutch scale: α = .86. Thus, the mean of all four items was used to calculate the compound variable *purchase intention*, which was used in the further analyses.

Ad attitude was measured in the present study using the scale developed by Nederstigt and Hilberink-Schulpen (2018). Six seven-point semantic differentials were used. "This advertisement is" was followed by the adjective pairs "not original - original", "not interesting - interesting", "boring - fascinating", "not nice - nice", "unprofessional - professional" and "not understandable - understandable". The reliability of *ad attitude* comprising six items was excellent for the German scale: α = .95, as well as for the Dutch scale: α = .93. Consequently, the compound variable *ad attitude* consisting of the mean of all six items was used for further analyses.

Furthermore, two items per product were added as a manipulation check, namely a seven-point Likert scale "This espresso/pizza/pasta is really something for me" ranging from "Completely disagree" to "Completely agree" and an open question "How many times a week (for espresso) / a month (for pizza and pasta) do you drink/eat espresso/pizza/pasta?". Moreover, six additional manipulation check items were added at the end of the questionnaire. First, it was asked whether the participant has ever been to Italy followed by the three answer options "Yes, once.", "Yes, several times", and "No, never.". After that, the open question "What are your thoughts on Italy?" was asked. The following three items "Do you think that

pizza/pasta/espresso match with Italy?" gave the multiple-choice options "Yes, absolutely.", "Yes, to a large extent.", "To a large extent not", and "Absolutely not.". Lastly, participants were asked for their assessment of their Italian language proficiency in a multiple-choice question ("Very good/Fluent", "Good", "Rather bad", "No knowledge").

Procedure

Data was collected from the 8th of November until the 23rd of November 2021. German as well as Dutch consumers were recruited through convenience sampling, as each member of the research team had the possibility to reach German and/or Dutch people. They were asked to fill in a Qualtrics online questionnaire, which was sent out to them by means of a link via email, WhatsApp, and social media (i.e. Facebook, Instagram, and LinkedIn). The messages to invite participants were short only explaining that this study is part of a bachelor project, for which Dutch and German natives are needed, followed by the estimation of duration to complete the questionnaire.

The experimental procedure was the same for every participant. Depending on their nationality, the questionnaire was either in German or in Dutch. After opening the link, they were first presented with a short text thanking them for their willingness to participate, explaining the procedure, the content, and the structure of the study, who conducts the study, as well as ethical principles. However, the exact purpose of the study was concealed in order to collect valid results. Participants were told that they were asked for their opinions of ads in working progress. Moreover, participants gave their consent by selecting the answer option "I agree to participate". If they chose not to participate, they were directed directly to the end-of-survey message. When consent was given, participants saw the first ad with either one, two or three COO markers, depending on the condition they were in. After that, they were asked to fill in the scales on perceived quality, product attitude, purchase intention and ad attitude. For each concept, a separate page was shown, but the ad was always visible. After filling out the scales for each dependent variable, two additional manipulation check items on product liking and consumption frequency were shown. This was repeated for each advertisement. After seeing all ads, they were required to answer questions on their attitude towards Italy, the match between advertised products and Italy, whether they have travelled to Italy before, and how proficient they are in Italian. Lastly, demographic questions about their age, native language, and gender were answered. See appendix II for the complete questionnaire. The duration of the experiment

was about 5-10 minutes. The participants did not receive an incentive and were not debriefed at the end.

Statistical treatment

Scale reliability was checked by means of Cronbach's Alpha. Chi-square tests and a one-way ANOVA were carried out to test homogeneity. To answer the research question, two-way univariate analyses of variance with between-subjects factors only were carried out for each dependent variable. Apart from that, additional two-way ANOVAs were conducted for the manipulation check variables to check whether they influence the results.

Results

The manipulation checks have shown that attitude towards Italy was generally positive ($M = 1.08$, $SD = .28$; 1 = positive, 2 = neutral). Moreover, pizza ($M = 1.25$, $SD = .54$), espresso ($M = 1.34$, $SD = .58$), and pasta ($M = 1.16$, $SD = .47$) were all generally considered as having a high match with Italy. Espresso ($M = 3.93$, $SD = 1.78$), pizza ($M = 4.42$, $SD = 1.53$) and pasta liking ($M = 4.42$, $SD = 1.68$) seemed to be slightly positive on average. Pizza is consumed about three times ($M = 2.49$, $SD = 2.17$), and pasta about six times ($M = 6.23$, $SD = 3.80$) a month. Espresso is consumed three times a week ($M = 2.87$, $SD = 5.09$) on average. With respect to the Italian language proficiency, this was evaluated as being low on average ($M = 3.46$, $SD = .66$). Lastly, most participants travelled to Italy several times already ($M = 1.90$, $SD = .62$).

Next, several repeated measure analyses were run to evaluate whether the type of product had an influence on the four dependent variables. Because a within subject design is beyond the scope of this thesis, only the general results will be reported. For attitude towards the product and purchase intention no effect of type of product was found, however, there was an effect of type of product for perceived quality and attitude towards the ad. In both cases the espresso advertisement received a more positive evaluation than the other two products. Since in most cases no differences were found and a within subject design is beyond the scope of this thesis, the three products were combined in one compound variable for each dependent variable for further analysis.

Main analysis

Advertisement effectivity was operationalized with four dependent variables, namely product attitude, perceived quality, purchase intention and ad attitude. For each dependent variable, separate analyses were run.

Attitude towards product

A two-way analysis of variance with nationality (German, Dutch) and condition (one COO marker, two COO markers, three COO markers) as between-subjects factors neither showed a significant main effect of condition ($F (2, 160) = 1.60$, $p = .206$), nor a main effect of nationality ($F (1, 160) = 3.53$, $p = .062$) on product attitude. The interaction between nationality and condition was also not statistically significant ($F (2, 160) = 1.29$, $p = .279$). See table 2 for all means and standard deviations for condition and nationality.

Table 2. Means and standard deviations (in brackets) for product attitude (1 = very negative, 7 = very positive) in function of number of markers (1, 2 or 3) and nationality (Dutch or German).

	German		Dutch		Total	
	M (SD)	*n*	*M (SD)*	*n*	*M (SD)*	*n*
1 COO marker	4.85 (.95)	33	4.74 (1.29)	19	4.81 (1.08)	52
2 COO markers	5.48 (.89)	27	4.79 (.79)	26	5.14 (.90)	53
3 COO markers	5.17 (1.31)	34	5.03 (1.01)	27	5.11 (1.18)	61
Total	5.15 (1.10)	94	4.87 (1.02)	72	5.02 (1.07)	166

Perceived quality

Furthermore, a two-way analysis of variance with nationality (German, Dutch) and condition (one COO marker, two COO markers, three COO markers) as between-subjects factors did not show a significant main effect of condition on perceived quality ($F (2, 160) = 1.90$, $p = .153$).

Nationality was not found to have a significant main effect on perceived quality (F (1, 160) = 2.37, p = .126) as well. The interaction between nationality and condition was not statistically significant (F (2, 160) = 1.50, p = .227). See table 3 for the means and standard deviations for both independent variables.

Table 3. Means and standard deviations (in brackets) for perceived quality (1 = very negative, 7 = very positive) in function of number of markers (1, 2 or 3) and nationality (Dutch or German).

	German		Dutch		Total	
	M (SD)	*n*	*M (SD)*	*n*	*M (SD)*	*n*
1 COO marker	4.40 (.80)	33	4.36 (1.10)	19	4.39 (.91)	52
2 COO markers	4.97 (.78)	27	4.39 (.77)	26	4.68 (.82)	53
3 COO markers	4.72 (1.10)	34	4.67 (.88)	27	4.70 (1.00)	61
Total	4.68 (.93)	94	4.49 (.91)	72	4.60 (.92)	166

Purchase intention

To investigate the effect of number of COO markers and nationality on purchase intention, another two-way analysis of variance with nationality (German, Dutch) and condition (one COO marker, two COO markers, three COO markers) as between-subjects factors was conducted. No significant main effect of condition on purchase intention (F (2, 160) = 1.38, p = .256) was found, and no significant main effect of nationality on purchase intention (F (1, 160) < 1) was detected. The interaction between condition and nationality was not statistically significant (F (2, 160) < 1). Means and standard deviations for condition and nationality are shown in table 4.

Table 4. Means and standard deviations (in brackets) for purchase intention (1 = very negative, 7 = very positive) in function of number of markers (1, 2 or 3) and nationality (Dutch or German).

	German		Dutch		Total	
	M (SD)	*n*	*M (SD)*	*n*	*M (SD)*	*n*
1 COO marker	4.07 (.87)	33	4.34 (1.28)	19	4.17 (1.03)	52
2 COO markers	4.61 (.88)	27	4.45 (.75)	26	4.53 (.81)	53
3 COO markers	4.42 (1.22)	34	4.38 (.92)	27	4.41 (1.09)	61
Total	4.35 (1.03)	94	4.39 (.96)	72	4.37 (1.00)	166

Attitude towards the advertisement

Finally, a two-way analysis of variance with nationality (German, Dutch) and condition (one COO marker, two COO markers, three COO markers) as between-subjects factors was conducted, which showed a significant main effect of condition on ad attitude (F (2, 160) = 5.88, p = .003). Nationality was not found to have a significant main effect on ad attitude (F (1, 160) < 1). The interaction between nationality and condition was also not statistically significant (F (2, 160) = 2.15, p = .120). Independent of nationality, attitude towards the ad was significantly higher for ads with three COO markers (M = 4.37, SD = 1.14) than for ads with one COO marker (M = 3.64, SD = 1.03; Bonferroni correction, p = .001). Ad attitude did not differ significantly between ads with one COO marker (M = 3.64, SD = 1.03) and two COO markers (M = 4.00, SD = .92; Bonferroni correction, p = .234), as well as no difference in ad attitude was found between ads with two (M = 4.00, SD = .92) and three COO markers (M = 4.37, SD = 1.14; Bonferroni correction, p = .171). Table 5 shows all means and standard deviations for condition and nationality in relation to ad attitude.

Table 5. Means and standard deviations (in brackets) for ad attitude (1 = very negative, 7 = very positive) in function of number of markers (1, 2 or 3) and nationality (Dutch or German).

	German		Dutch		Total	
	M (SD)	*n*	*M (SD)*	*n*	*M (SD)*	*n*
1 COO marker	3.47 (.77)	33	3.93 (1.34)	19	3.64 (1.03)	52
2 COO markers	4.18 (1.03)	27	3.80 (.77)	26	4.00 (.92)	53
3 COO markers	4.29 (1.23)	34	4.47 (1.04)	27	4.37 (1.14)	61
Total	3.97 (1.09)	94	4.08 (1.07)	72	4.02 (1.08)	166

Additional analyses

As the results did not meet the expectations, additional statistical tests were conducted to investigate whether other variables, namely attitude towards Italy, espresso liking, pasta liking, and pizza liking, played a role. Nationality was excluded in the following tests, as the previous two-way ANOVAs did not show any effect of or interactions with nationality.

Attitude towards the product with attitude towards Italy
Firstly, a two-way analysis of variance with attitude towards Italy (positive, neutral) and condition (one COO marker, two COO markers, three COO markers) as factors did not show a significant main effect of condition on product attitude (F (2, 160) < 1). Attitude towards Italy did show a significant main effect on product attitude (F (1, 160) = 4.17, p = .043). No interaction was found between condition and attitude towards Italy (F (2, 160) < 1). Irrespective of number of COO markers, participants with a positive attitude towards Italy tend to have a significantly higher product attitude (M = 5.09, SD = 1.00) than participants with a neutral attitude towards Italy (M = 4.37, SD = 1.55). However, it should be noted that Levene's test of

equality was significant. Alternative analyses would be needed, but this is outside the scope of this study. See table 6 for the descriptive statistics.

Perceived quality with attitude towards Italy

A two-way analysis of variance with attitude towards Italy (positive, neutral) and condition (one COO marker, two COO markers, three COO markers) as factors neither detected a significant main effect of condition on perceived quality (F (2, 160) < 1), nor a significant main effect of attitude towards Italy on perceived quality (F (1, 160) = 2.85, p = .093). No interaction was found between condition and attitude towards Italy (F (2, 160) < 1). Alternative analyses would be needed, as Levene's test of equality was again significant. Table 6 shows the means and standard deviations for condition and attitude towards Italy.

Purchase intention with attitude towards Italy

A two-way analysis of variance with attitude towards Italy (positive, neutral) and condition (one COO marker, two COO markers, three COO markers) as factors did not demonstrate a significant main effect of condition (F (2, 160) < 1), and no significant main effect of attitude towards Italy on purchase intention (F (1, 160) = 2.27, p = .134). No interaction was found between condition and attitude towards Italy (F (2, 160) < 1). See table 6 for the descriptive statistics.

Attitude towards the ad with attitude towards Italy

A two-way analysis of variance with attitude towards Italy (positive, neutral) and condition (one COO marker, two COO markers, three COO markers) as factors did not show a significant main effect of condition on ad attitude (F (2, 160) = 2.17, p = .118). No significant main effect of attitude towards Italy was found on ad attitude (F (1, 160) < 1). No interaction was found between condition and attitude towards Italy (F (2, 160) < 1). Table 6 shows the means and standard deviations for both independent variables.

Table 6. Means and standard deviations (in brackets) for ad effectiveness (1 = very negative, 7 = very positive) in function of number of markers (1, 2 or 3) and attitude towards Italy (positive or neutral).

	1 COO marker			2 COO markers			3 COO markers			Total		
	Positive *M (SD)*	Neutral *M (SD)*	Total *M (SD)*	Positive *M (SD)*	Neutral *M (SD)*	Total *M (SD)*	Positive *M (SD)*	Neutral *M (SD)*	Total *M (SD)*	Positive *M (SD)*	Neutral *M (SD)*	Total *M (SD)*
Product attitude	4.83 (1.09)	4.33 (.66)	4.81 (1.08)	5.19 (.90)	4.55 (.82)	5.14 (.90)	5.23 (.97)	4.29 (2.02)	5.11 (1.18)	5.09 (1.00)	4.37 (1.55)	5.02 (1.07)
Perceived quality	4.39 (.93)	4.21 (.29)	4.39 (.91)	4.73 (.78)	4.10 (1.19)	4.68 (.82)	4.79 (.89)	4.11 (1.53)	4.70 (1.00)	4.64 (.88)	4.13 (1.27)	4.60 (.92)
Purchase intention	4.17 (1.04)	4.08 (.82)	4.17 (1.03)	4.56 (.82)	4.17 (.75)	4.53 (.81)	4.53 (.98)	3.58 (1.47)	4.41 (1.09)	4.42 (.96)	3.82 (1.19)	4.37 (1.00)
Ad attitude	3.63 (1.05)	3.72 (.31)	3.64 (1.03)	4.06 (.89)	3.25 (1.14)	4.00 (.92)	4.40 (1.06)	4.15 (1.67)	4.37 (1.14)	4.04 (1.05)	3.83 (1.41)	4.02 (1.08)
n	50	2	52	49	4	53	53	8	61	152	14	166

Attitude towards the product with espresso liking

A two-way analysis of variance with espresso liking (product is something for them, product is not something for them) and condition (one COO marker, two COO markers, three COO markers) as factors did not show a significant main effect of condition on product attitude (F (2, 160) < 1). Espresso liking was found to have a significant main effect on attitude towards the product (F (1, 160) = 9.52, p = .002). No statistically significant interaction was found between condition and espresso liking (F (2, 160) = 2.08, p = .129). Independent of the number of COO markers, product attitude was significantly better when the espresso was identified as being something for them (M = 5.31, SD = 1.01) than when it was seen as not something for them (M = 4.80, SD = 1.07). See table 7 for the complete list of means and standard deviations for condition and espresso liking.

Perceived quality with espresso liking

Apart from that, a two-way analysis of variance with espresso liking (product is something for them, product is not something for them) and condition (one COO marker, two COO markers, three COO markers) as factors did not show a significant main effect of condition on perceived quality (F (2, 160) < 1). However, a significant main effect of espresso liking on perceived quality was found (F (1, 160) = 6.04, p = .015). There was no significant interaction between condition and espresso liking (F (2, 160) < 1). Irrespective of the number of COO markers, when espresso was liked perceived quality was significantly higher (M = 4.81, SD = .89) than when espresso was not liked (M = 4.43, SD = .92). Table 7 shows all means and standard deviations for the analysis of perceived quality and espresso liking.

Purchase intention with espresso liking

A two-way analysis of variance with espresso liking (product is something for them, product is not something for them) and condition (one COO marker, two COO markers, three COO markers) as factors was conducted and no significant main effect of condition on purchase intention was found (F (2, 160) < 1). A significant main effect of espresso liking on purchase intention (F (1, 160) = 22.69, p < .001) was found. The interaction between condition and purchase intention was not statistically significant (F (2, 160) = 1.96, p = .144). Independent of number of COO markers, purchase intention was significantly higher when the participants liked espresso (M = 4.76, SD = .95) than when they did not like espresso (M = 4.06, SD = .93). See table 7 for all means and standard deviations for condition and espresso liking.

Attitude towards the ad with espresso liking

A two-way analysis of variance with espresso liking (product is something for them, product is not something for them) and condition (one COO marker, two COO markers, three COO markers) as factors showed a significant main effect of condition on ad attitude (F (2, 160) = 5.00, p = .008), as well as a significant main effect of espresso liking on ad attitude (F (1, 160) = 8.43, p = .004). The interaction between condition and espresso liking was not statistically significant (F (2, 160) < 1).

Independent of espresso liking, ad attitude was significantly higher for ads with three COO markers (M = 4.37, SD = 1.14) than for ads with one COO marker (M = 3.64, SD = 1.03; Bonferroni correction, p = .001). No significant difference in ad attitude was found between ads with one COO marker (M = 3.64, SD = 1.03) and two COO markers (M = 4.00, SD = .92; Bonferroni correction, p = .222), as well as between ads with two COO markers (M = 4.00, SD

= .92) and three COO markers ($M = 4.37$, $SD = 1.14$; Bonferroni correction, $p = .161$). Irrespective of number of COO markers, ad attitude was higher when espresso was considered by the participants as being something for them ($M = 4.33$, $SD = 1.12$) than when it was not considered as being something for them ($M = 3.78$, $SD = .99$). Table 7 shows all means and standard deviations of condition and espresso liking in this context.

Table 7. Means and standard deviations (in brackets) for ad effectiveness (1 = very negative, 7 = very positive) in function of number of markers (1, 2 or 3) and espresso liking (no liking or liking).

	1 COO marker			2 COO markers			3 COO markers			Total		
	No liking	Liking	Total	No liking	Liking	Total	No liking	Liking	Total	No liking	Liking	Total
	M (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)
Product attitude	4.50 (1.03)	5.50 (.86)	4.81 (1.08)	4.97 (.90)	5.31 (.88)	5.14 (.90)	5.01 (1.19)	5.21 (1.18)	5.11 (1.18)	4.80 (1.07)	5.31 (1.01)	5.02 (1.07)
Perceived quality	4.24 (.89)	4.72 (.90)	4.39 (.91)	4.48 (.75)	4.90 (.84)	4.68 (.82)	4.62 (1.07)	4.78 (.95)	4.70 (1.00)	4.43 (.92)	4.81 (.89)	4.60 (.92)
Purchase intention	3.81 (.85)	4.96 (.97)	4.17 (1.03)	4.29 (.72)	4.78 (.85)	4.53 (.81)	4.15 (1.11)	4.65 (1.02)	4.41 (1.09)	4.06 (.93)	4.76 (.95)	4.37 (1.00)
Ad attitude	3.47 (.98)	4.01 (1.07)	3.64 (1.03)	3.68 (.87)	4.32 (.87)	4.00 (.92)	4.24 (.95)	4.49 (1.31)	4.37 (1.14)	3.78 (.99)	4.33 (1.12)	4.02 (1.08)
n	36	16	52	27	26	53	30	31	61	93	73	166

Attitude towards the product with pizza liking

A two-way analysis of variance with pizza liking (product is something for them, product is not something for them) and condition (one COO marker, two COO markers, three COO markers) as between-subjects factors did not show a significant main effect of condition on product attitude ($F (2, 160) = 2.15$, $p = .120$). Pizza liking was found to have a significant main effect on product attitude ($F (1, 160) = 51.03$, $p < .001$). There was no significant interaction between condition and pizza liking ($F (2, 160) = 2.46$, $p = .089$). Irrespective of number of COO markers,

product attitude was higher when pizza was something for the participants ($M = 5.50$, $SD = .84$) than when pizza was not something for them ($M = 4.45$, $SD = 1.04$). See table 8 for all means and standard deviations for condition and pizza liking in relation to product attitude.

Perceived quality with pizza liking

A two-way analysis of variance with pizza liking (product is something for them, product is not something for them) and condition (one COO marker, two COO markers, three COO markers) as between-subjects factors did not detect a significant main effect of condition on perceived quality ($F (2, 160) = 3.03$, $p = .051$). Nevertheless, a significant main effect of pizza liking on perceived quality ($F (1, 160) = 62.75$, $p < .001$) was found. The interaction between condition and pizza liking was not statistically significant ($F (2, 160) < 1$).

Independent of number of COO markers, perceived quality was higher when pizza was liked ($M = 5.04$, $SD = .78$) than when pizza was not liked ($M = 4.06$, $SD = .80$). See table 8 for the complete list of means and standard deviations of the independent variables.

Purchase intention with pizza liking

To investigate the effect of number of COO markers and pizza liking on purchase intention, another two-way analysis of variance with pizza liking (product is something for them, product is not something for them) and condition (one COO marker, two COO markers, three COO markers) as between-subjects factors was conducted. No significant main effect of condition on purchase intention was found ($F (2, 160) = 2.38$, $p = .096$). Pizza liking was found to have a significant main effect on purchase intention ($F (1, 160) = 45.15$, $p < .001$). No statistically significant interaction was found between condition and pizza liking ($F (2, 160) = 1.67$, $p = .191$).

Irrespective of number of COO markers, purchase intention was significantly higher for participants who claimed that pizza is something for them ($M = 4.79$, $SD = .89$) than for participants who claimed that pizza is not something for them ($M = 3.86$, $SD = .87$). Table 8 shows all descriptive statistics of condition and pizza liking related to purchase intention.

Attitude towards the ad with pizza liking

A two-way analysis of variance with pizza liking (product is something for them, product is not something for them) and condition (one COO marker, two COO markers, three COO markers) as between-subjects factors showed a significant main effect of condition ($F (2, 160) = 10.34$, $p < .001$) and a significant main effect of pizza liking ($F (1, 160) = 51.62$, $p < .001$) on ad

attitude. There was no significant interaction between condition and pizza liking (F (2, 160) < 1).

Independent of pizza liking, attitude towards the ad was significantly higher for ads with three COO markers (M = 4.37, SD = 1.14) than for ads with one COO marker (M = 3.64, SD = 1.03; Bonferroni correction, p < .001). Attitude towards the ad did not differ significantly between ads with two COO markers (M = 4.00, SD = .92) and three COO markers (M = 4.37, SD = 1.14; Bonferroni correction, p = .091), as well as between ads with one COO marker (M = 3.64, SD = 1.03) and two COO markers (M = 4.00, SD = .92; Bonferroni correction, p = .133). Irrespective of number of COO markers, ad attitude was significantly higher for participants who like pizza (M = 4.47, SD = .98) than for those who do not like pizza (M = 3.47, SD = .93). See table 8 for all means and standard deviations.

Table 8. Means and standard deviations (in brackets) for ad effectiveness (1 = very negative, 7 = very positive) in function of number of markers (1, 2 or 3) and pizza liking (no liking or liking).

	1 COO marker			2 COO markers			3 COO markers			Total		
	No liking	Liking	Total	No liking	Liking	Total	No liking	Liking	Total	No liking	Liking	Total
	M	*M*	*M*	*M*	*M*	*M*	*M*	*M*	*M*	*M*	*M*	*M*
	(SD)	*(SD)*	*(SD)*	*(SD)*	*(SD)*	*(SD)*	*(SD)*	*(SD)*	*(SD)*	*(SD)*	*(SD)*	*(SD)*
Product attitude	4.38 (1.07)	5.15 (.97)	4.81 (1.08)	4.65 (.94)	5.49 (.70)	5.14 (.90)	4.36 (1.09)	5.83 (.72)	5.11 (1.18)	4.45 (1.04)	5.50 (.84)	5.02 (1.07)
Perceived quality	3.90 (.66)	4.78 (.90)	4.39 (.91)	4.17 (.74)	5.05 (.66)	4.68 (.82)	4.12 (.94)	5.26 (.70)	4.70 (1.00)	4.06 (.80)	5.04 (.78)	4.60 (.92)
Purchase intention	3.71 (.94)	4.53 (.97)	4.17 (1.03)	4.13 (.67)	4.81 (.80)	4.53 (.81)	3.77 (.93)	5.02 (.86)	4.41 (1.09)	3.86 (.87)	4.79 (.89)	4.37 (1.00)
Ad attitude	3.11 (.84)	4.06 (.98)	3.64 (1.03)	3.48 (.77)	4.36 (.85)	4.00 (.92)	3.74 (1.02)	4.98 (.91)	4.37 (1.14)	3.47 (.93)	4.47 (.98)	4.02 (1.08)
n	23	29	52	22	31	53	30	31	61	75	91	166

Attitude towards the product with pasta liking

A two-way analysis of variance with pasta liking (product is something for them, product is not something for them) and condition (one COO marker, two COO markers, three COO markers) as factors did not show a significant main effect of condition on product attitude (F (2, 160) = 1.32, p = .269). Pasta liking was found to have a statistically significant main effect on product attitude (F (1, 160) = 41.58, p < .001). The interaction between condition and pasta liking was not significant (F (2, 160) = 2.42, p = .092).

Independent of number of COO markers, product attitude was higher for those who liked pasta (M = 5.49, SD = .83) than for those who do not like pasta (M = 4.51, SD = 1.08). Table 9 shows all means and standard deviations.

Perceived quality with pasta liking

The effect of number of COO markers and pasta liking on perceived quality was analyzed by another two-way analysis of variance with pasta liking (product is something for them, product is not something for them) and condition (one COO marker, two COO markers, three COO markers) as between-subjects factors. No significant main effect of condition on perceived quality was found (F (2, 160) = 1.57, p = .210), whereas pasta liking was found to have a significant main effect on perceived quality (F (1, 160) = 51.89, p < .001). The interaction between condition and pasta liking was not significant (F (2, 160) < 1).

Irrespective of number of COO markers, pasta liking led to significantly higher perceived quality (M = 5.03, SD = .70) than when pasta was not liked (M = 4.11, SD = .90). Table 9 shows all means and standard deviations of condition and pasta liking for perceived quality.

Purchase intention with pasta liking

A two-way analysis of variance with pasta liking (product is something for them, product is not something for them) and condition (one COO marker, two COO markers, three COO markers) as factors did not show a significant main effect of condition on purchase intention (F (2, 160) = 1.90, p = .153), whereas a significant main effect of pasta liking on purchase intention was found (F (1, 160) = 65.06, p < .001). There was no significant interaction of condition and pasta liking (F (2, 160) < 1).

Independent of number of COO markers, purchase intention was higher for participants who liked pasta (M = 4.87, SD = .88) than for participants who did not like this product (M = 3.80, SD = .79). All means and standard deviations are presented in table 9.

Attitude towards the ad with pasta liking

A two-way analysis of variance with pasta liking (product is something for them, product is not something for them) and condition (one COO marker, two COO markers, three COO markers) as factors showed a significant main effect of condition on ad attitude (F (2, 160) = 6.29, p = .002), as well as a significant main effect of pasta liking on ad attitude (F (1, 160) = 33.75, p < .001). The interaction between condition and pasta liking was not statistically significant (F (2, 160) = 1.91, p = .151).

Irrespective of pasta liking, ads with three COO markers (M = 4.37, SD = 1.14) led to a significantly better ad attitude than COO markers with one COO marker (M = 3.64, SD = 1.03; Bonferroni correction, p < .001). Ad attitude did not differ significantly between ads with two COO markers (M = 4.00, SD = .92) and three COO markers (M = 4.37, SD = 1.14; Bonferroni correction, p = .110), as well as between ads with one COO marker (M = 3.64, SD = 1.03) and two COO markers (M = 4.00, SD = .92; Bonferroni correction, p = .158). Irrespective of number of COO markers, ad attitude was significantly higher when pasta was something for the participants (M = 4.45, SD = 1.03) than when pasta was not something for them (M = 3.54, SD = .92). See table 9 for all means and standard deviations for condition and pasta liking.

Table 9. Means and standard deviations (in brackets) for ad effectiveness (1 = very negative, 7 = very positive) in function of number of markers (1, 2 or 3) and pasta liking (no liking or liking).

	1 COO marker			2 COO markers			3 COO markers			Total		
	No liking	Liking	Total	No liking	Liking	Total	No liking	Liking	Total	No liking	Liking	Total
	M (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)
Product attitude	4.42 (1.10)	5.23 (.89)	4.81 (1.08)	4.79 (.99)	5.45 (.70)	5.14 (.90)	4.31 (1.11)	5.70 (.83)	5.11 (1.18)	4.51 (1.08)	5.49 (.83)	5.02 (1.07)
Perceived quality	3.94 (.82)	4.87 (.75)	4.39 (.91)	4.31 (.85)	5.02 (.64)	4.68 (.82)	4.09 (1.03)	5.15 (.71)	4.70 (1.00)	4.11 (.90)	5.03 (.70)	4.60 (.92)
Purchase intention	3.66 (.80)	4.71 (.98)	4.17 (1.03)	4.04 (.58)	4.97 (.74)	4.53 (.81)	3.72 (.93)	4.91 (.91)	4.41 (1.09)	3.80 (.79)	4.87 (.88)	4.37 (1.00)
Ad attitude	3.40 (.87)	3.89 (1.14)	3.64 (1.03)	3.53 (.81)	4.41 (.82)	4.00 (.92)	3.68 (1.07)	4.88 (.92)	4.37 (1.14)	3.54 (.92)	4.45 (1.03)	4.02 (1.08)
n	27	25	52	25	28	53	26	35	61	78	88	166

Furthermore, additional two-way ANOVAs were run to check for an influence of perceived product-country match on the results. Nevertheless, no significant effects or interactions of condition and product-country match on the four dependent variables were found.

In addition, statistical analyses also showed that Italian language proficiency of the participants did not influence the results. For all four dependent variables, there were no significant effects or interactions for language proficiency and condition. See appendix III for full reports of all analyses.

Conclusion and discussion

The current study has shown that product attitude, purchase intention and perceived quality were not enhanced with an increasing number of COO markers in the ads. This applied to both

Dutch and German groups. Furthermore, no differences in ad effectiveness between these nationality groups were found in general.

The former seems to be in line with Leclerc et al. (1994), who investigated the effect of two COO cues in combination. When combined, no effectiveness enhancement was found, but when presented in isolation, the COO markers functioned similarly. Nevertheless, it must be noted that they were focused on hedonism perceptions, whereas this study differed in dependent variables to Leclerc et al. (1994). Moreover, the results of the corpus study by Hornikx et al. (2020) could be considered to be in line with the observed lack of higher effectiveness of multiple COO markers. The majority (i.e. 70%) of their analysed ads showing any type of COO cue included only one marker, possibly because there is no added value to the use of more than one COO cue. However, 30% of ads still used multiple COO markers, and if so, mostly two markers were included. The use of more than two COO cues was very scarce. Further research and replicating studies on the effect of multiple COO cues on ad effectiveness will be necessary to clarify the question of whether there indeed is no enhanced effect of multiple COO markers.

One effect that has been found, is a significantly higher ad attitude for ads with three COO markers in comparison to ads with one COO marker. Nonetheless, this cannot be considered as evidence for the previously hypothesised adding up effect of multiple COO markers (Hornikx et al., 2020; Miyazaki et al., 2005; Spielmann, 2016). If the effects of COO markers would have added up, then attitude towards ads with two COO cues probably would have differed from the attitude towards ads with one COO marker, as well as ad attitude would have differed between ads with two COO markers and three COO markers. It is possible that this observation is due to aesthetic reasons, as ads with one COO cue simply showed the product on a plain background with just the brand name and logo above. This could have been considered as too simple, whereas ads with three COO cues may have appeared more complete leading to a better ad attitude. Feedback that was received by some participants seems to support this assumption. According to them, the ads were very simple, boring and unprofessional looking (e.g., "What incredibly bad advertising images. A 14-year-old could have designed that."). In line with that, Hornikx and van Meurs (2020, p. 27) criticised experimental advertising research in general as deviating from advertising in real-life. According to them, the material is oftentimes too simplistic, which threatens ecological validity. Thus, future research should employ more realistic material to receive more valid results and to be able to apply these results to real-life contexts. Especially in the context of multiple COO cue advertising, to check if enhanced effects would appear in a real-life setting.

Although the expected results have not been found in this study, additional statistical analyses have found some effects. For each product, product attitude, perceived quality, purchase intention and ad attitude were significantly higher when the respective product was liked. Maybe the choice of using victuals as products in this study was unfavourable, as these products are easy to be biased about. One can either like or dislike certain food products and drinks, which may have prevailed in their ad processing and consequently overshadowed the COO cues. Moreover, if given feedback, several participants emphasised that the products were the main thing they based their decisions on. Thus, it seems like the COO markers did not receive much attention. Future studies should try to use rather 'neutral' products to investigate whether the number depicted COO markers influences ad effectiveness. For example, when presented with ads for cars, preference and product liking might play a minor role than for victuals. Therefore, giving more attention to the COO cues and possibly leading to an effect of the number of COO markers.

Furthermore, additional analyses have shown that product attitude was better when attitude towards Italy was positive, which seems like a favourable precondition for COO effects in advertising. It could have been expected that a positive attitude evokes positive stereotypes of the country (Hornikx & Starren, 2006; Hornikx & van Meurs, 2017), and thus, that multiple COO cues add up these positive associations leading to enhanced ad effectiveness (Hornikx et al., 2020; Miyazaki et al., 2005; Spielmann, 2016). Nevertheless, this was not observed in this study. Maybe it is additional evidence against an adding-up effect of COO cues. It should be noted, however, that Levene's test was significant in this case, so this observation should be treated with caution. Additional analyses would have been needed, but this is outside the scope of this study. Future research should shed a light on the interaction between attitude towards the advertised country of origin and number of COO markers in the ad.

With regard to the comparison of Dutch and Germans, it seems like these cultures are not different enough to observe differences in the influence of the number of COO cues on ad effectiveness. Therefore, if scales would have been the same for the previously discussed COO studies with Dutch and German participants respectively, probably no difference would have been observed beforehand. Apart from that, a difference based on consumer ethnocentrism tendencies and Hofstede's indulgence dimension was expected, but it cannot be confirmed with certainty that either of these concepts actually differs among these cultures. Instead of just assuming differences, it might have been of added value to measure individual indulgence values and consumer ethnocentrism as well. Future research should zoom in on possible differences between these cultures, to see whether they are indeed as similar as they appear in

this study. Next to that, cultures are dynamic and change over time (Liu, Volčič, & Gallois, 2015), even if cultural differences existed in the past, they might not exist anymore.

In conclusion, the study has shown that the effects of multiple COO cues do not seem to add up, and therefore, multiple COO markers do not necessarily lead to enhanced ad effectiveness. Even if more than one COO cue is sometimes used in advertising, there seems to be no added value in doing so. Marketers should keep the COO effect in mind, since it is a proven and effective tool, but one COO cue seems to be enough indeed. Nonetheless, to be certain that this is really the case, more research on the effectiveness of multiple COO cues will be necessary in the future.

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I. Materials

One COO marker condition

Pizza ad - Dutch and German version

Espresso ad - Dutch and German version

Pasta ad - Dutch and German version

Two COO marker condition

Pizza ad - Dutch and German version

Espresso ad - Dutch and German version

Pasta ad - Dutch and German version

Three COO marker condition

Pizza ad - Dutch and German version

Espresso ad - Dutch and German version

Pasta ad - Dutch and German version

II. Questionnaire

BA questionnaire (German version)

Sehr geehrte/r Teilnehmer/in,

Wir danken Ihnen sehr für Ihr Interesse und Ihre Bereitschaft an unserer Studie teilzunehmen!   Wir sind fünf International Business Communication Studenten der Radboud Universität in Nijmegen, welche diese Studie im Rahmen ihrer Bachelor Arbeit durchführen. Sie werden gleich drei Werbungen sehen, welche sich momentan noch im Entwicklungsprozess befinden. Wir würden Sie bitten, ein paar Fragen zu diesen Werbungen zu beantworten. Bitte markieren Sie die Antworten, die auf Sie zutreffen. Es gibt keine richtigen oder falschen Antworten.

Die Studie wird etwa 5-10 Minuten in Anspruch nehmen. Alle Daten werden anonym erhoben, sie können Ihrer Person nicht zugeordnet werden und werden streng vertraulich behandelt. Die Teilnahme an der Studie ist freiwillig. Sie können jederzeit und ohne Angabe von Gründen die Teilnahme an dieser Studie beenden, ohne dass Ihnen daraus Nachteile entstehen.

Vielen Dank für Ihre Teilnahme!

Ich habe die Teilnahmeinformationen zur Studie vollständig gelesen und verstanden und stimme einer Teilnahme an der Studie zu.

○ Ja, ich bin mit der Teilnahme einverstanden. (1)

○ Nein, ich möchte nicht an dieser Studie teilnehmen. (2)

.

Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	○	○	○	○	○	○	○	attraktiv
nicht lecker	○	○	○	○	○	○	○	lecker
ungenießbar	○	○	○	○	○	○	○	genießbar
nicht einladend	○	○	○	○	○	○	○	einladend
nicht ansprechend	○	○	○	○	○	○	○	ansprechend

Page Break

Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	○	○	○	○	○	○	○	ein gutes Produkt
von niedriger Qualität	○	○	○	○	○	○	○	von hoher Qualität
schlechter als das durchschnittliche Produkt	○	○	○	○	○	○	○	besser als das durchschnittliche Produkt
ein billiges Produkt	○	○	○	○	○	○	○	ein teures Produkt

Page Break

Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	○	○	○	○	○	○	○
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	○	○	○	○	○	○	○
Ich würde dieses Produkt gerne probieren. (3)	○	○	○	○	○	○	○
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	○	○	○	○	○	○	○

Page Break

.

Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	○	○	○	○	○	○	○	originell
uninteressant	○	○	○	○	○	○	○	interessant
langweilig	○	○	○	○	○	○	○	spannend
nicht schön	○	○	○	○	○	○	○	schön
unprofessionell	○	○	○	○	○	○	○	professionell
unverständlich	○	○	○	○	○	○	○	verständlich

Page Break ———————————————————————————————

Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Diese Pizza ist sicherlich etwas für mich. (1)	○	○	○	○	○	○	○

✳

Wie oft pro Monat essen Sie Pizza?

_____

Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	○	○	○	○	○	○	○	attraktiv
nicht lecker	○	○	○	○	○	○	○	lecker
ungenießbar	○	○	○	○	○	○	○	genießbar
nicht einladend	○	○	○	○	○	○	○	einladend
nicht ansprechend	○	○	○	○	○	○	○	ansprechend

Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	○	○	○	○	○	○	○	ein gutes Produkt
von niedriger Qualität	○	○	○	○	○	○	○	von hoher Qualität
schlechter als das durchschnittliche Produkt	○	○	○	○	○	○	○	besser als das durchschnittliche Produkt
ein billiges Produkt	○	○	○	○	○	○	○	ein teures Produkt

Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	○	○	○	○	○	○	○
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	○	○	○	○	○	○	○
Ich würde dieses Produkt gerne probieren. (3)	○	○	○	○	○	○	○
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	○	○	○	○	○	○	○

Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	○	○	○	○	○	○	○	originell
uninteressant	○	○	○	○	○	○	○	interessant
langweilig	○	○	○	○	○	○	○	spannend
nicht schön	○	○	○	○	○	○	○	schön
unprofessionell	○	○	○	○	○	○	○	professionell
unverständlich	○	○	○	○	○	○	○	verständlich

Page Break ————————————————————————————————————

.

Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Dieser Espresso ist sicherlich etwas für mich. (1)	○	○	○	○	○	○	○

✳

Wie oft pro Woche trinken Sie Espresso?

_____

Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	○	○	○	○	○	○	○	attraktiv
nicht lecker	○	○	○	○	○	○	○	lecker
ungenießbar	○	○	○	○	○	○	○	genießbar
nicht einladend	○	○	○	○	○	○	○	einladend
nicht ansprechend	○	○	○	○	○	○	○	ansprechend

Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	○	○	○	○	○	○	○	ein gutes Produkt
von niedriger Qualität	○	○	○	○	○	○	○	von hoher Qualität
schlechter als das durchschnittliche Produkt	○	○	○	○	○	○	○	besser als das durchschnittliche Produkt
ein billiges Produkt	○	○	○	○	○	○	○	ein teures Produkt

Page Break

.

Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	○	○	○	○	○	○	○
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	○	○	○	○	○	○	○
Ich würde dieses Produkt gerne probieren. (3)	○	○	○	○	○	○	○
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	○	○	○	○	○	○	○

Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	○	○	○	○	○	○	○	originell
uninteressant	○	○	○	○	○	○	○	interessant
langweilig	○	○	○	○	○	○	○	spannend
nicht schön	○	○	○	○	○	○	○	schön
unprofessionell	○	○	○	○	○	○	○	professionell
unverständlich	○	○	○	○	○	○	○	verständlich

Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Diese Pasta ist sicherlich etwas für mich. (1)	○	○	○	○	○	○	○

*

Wie oft pro Monat essen Sie Pasta?

_____

Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	◯	◯	◯	◯	◯	◯	◯	attraktiv
nicht lecker	◯	◯	◯	◯	◯	◯	◯	lecker
ungenießbar	◯	◯	◯	◯	◯	◯	◯	genießbar
nicht einladend	◯	◯	◯	◯	◯	◯	◯	einladend
nicht ansprechend	◯	◯	◯	◯	◯	◯	◯	ansprechend

Page Break

Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	○	○	○	○	○	○	○	ein gutes Produkt
von niedriger Qualität	○	○	○	○	○	○	○	von hoher Qualität
schlechter als das durchschnittliche Produkt	○	○	○	○	○	○	○	besser als das durchschnittliche Produkt
ein billiges Produkt	○	○	○	○	○	○	○	ein teures Produkt

Page Break

Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	○	○	○	○	○	○	○
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	○	○	○	○	○	○	○
Ich würde dieses Produkt gerne probieren. (3)	○	○	○	○	○	○	○
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	○	○	○	○	○	○	○

Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	○	○	○	○	○	○	○	originell
uninteressant	○	○	○	○	○	○	○	interessant
langweilig	○	○	○	○	○	○	○	spannend
nicht schön	○	○	○	○	○	○	○	schön
unprofessionell	○	○	○	○	○	○	○	professionell
unverständlich	○	○	○	○	○	○	○	verständlich

Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Diese Pizza ist sicherlich etwas für mich. (1)	○	○	○	○	○	○	○

*

Wie oft pro Monat essen Sie Pizza?

_____

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.

Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	○	○	○	○	○	○	○	attraktiv
nicht lecker	○	○	○	○	○	○	○	lecker
ungenießbar	○	○	○	○	○	○	○	genießbar
nicht einladend	○	○	○	○	○	○	○	einladend
nicht ansprechend	○	○	○	○	○	○	○	ansprechend

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.

Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	○	○	○	○	○	○	○	ein gutes Produkt
von niedriger Qualität	○	○	○	○	○	○	○	von hoher Qualität
schlechter als das durchschnittliche Produkt	○	○	○	○	○	○	○	besser als das durchschnittliche Produkt
ein billiges Produkt	○	○	○	○	○	○	○	ein teures Produkt

Page Break ——

Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	○	○	○	○	○	○	○
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	○	○	○	○	○	○	○
Ich würde dieses Produkt gerne probieren. (3)	○	○	○	○	○	○	○
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	○	○	○	○	○	○	○

.

Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	○	○	○	○	○	○	○	originell
uninteressant	○	○	○	○	○	○	○	interessant
langweilig	○	○	○	○	○	○	○	spannend
nicht schön	○	○	○	○	○	○	○	schön
unprofessionell	○	○	○	○	○	○	○	professionell
unverständlich	○	○	○	○	○	○	○	verständlich

.

Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Dieser Espresso ist sicherlich etwas für mich. (1)	○	○	○	○	○	○	○

*

Wie oft pro Woche trinken Sie Espresso?

_____

Page Break

Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	○	○	○	○	○	○	○	attraktiv
nicht lecker	○	○	○	○	○	○	○	lecker
ungenießbar	○	○	○	○	○	○	○	genießbar
nicht einladend	○	○	○	○	○	○	○	einladend
nicht ansprechend	○	○	○	○	○	○	○	ansprechend

Page Break

Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	○	○	○	○	○	○	○	ein gutes Produkt
von niedriger Qualität	○	○	○	○	○	○	○	von hoher Qualität
schlechter als das durchschnittliche Produkt	○	○	○	○	○	○	○	besser als das durchschnittliche Produkt
ein billiges Produkt	○	○	○	○	○	○	○	ein teures Produkt

Page Break

Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	○	○	○	○	○	○	○
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	○	○	○	○	○	○	○
Ich würde dieses Produkt gerne probieren. (3)	○	○	○	○	○	○	○
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	○	○	○	○	○	○	○

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Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	○	○	○	○	○	○	○	originell
uninteressant	○	○	○	○	○	○	○	interessant
langweilig	○	○	○	○	○	○	○	spannend
nicht schön	○	○	○	○	○	○	○	schön
unprofessionell	○	○	○	○	○	○	○	professionell
unverständlich	○	○	○	○	○	○	○	verständlich

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Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Diese Pasta ist sicherlich etwas für mich. (1)	○	○	○	○	○	○	○

✳

Wie oft pro Monat essen Sie Pasta?

_____

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h glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	◯	◯	◯	◯	◯	◯	◯	attraktiv
nicht lecker	◯	◯	◯	◯	◯	◯	◯	lecker
ungenießbar	◯	◯	◯	◯	◯	◯	◯	genießbar
nicht einladend	◯	◯	◯	◯	◯	◯	◯	einladend
nicht ansprechend	◯	◯	◯	◯	◯	◯	◯	ansprechend

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.

Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	◯	◯	◯	◯	◯	◯	◯	ein gutes Produkt
von niedriger Qualität	◯	◯	◯	◯	◯	◯	◯	von hoher Qualität
schlechter als das durchschnittliche Produkt	◯	◯	◯	◯	◯	◯	◯	besser als das durchschnittliche Produkt
ein billiges Produkt	◯	◯	◯	◯	◯	◯	◯	ein teures Produkt

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	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	○	○	○	○	○	○	○
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	○	○	○	○	○	○	○
Ich würde dieses Produkt gerne probieren. (3)	○	○	○	○	○	○	○
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	○	○	○	○	○	○	○

Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	○	○	○	○	○	○	○	originell
uninteressant	○	○	○	○	○	○	○	interessant
langweilig	○	○	○	○	○	○	○	spannend
nicht schön	○	○	○	○	○	○	○	schön
unprofessionell	○	○	○	○	○	○	○	professionell
unverständlich	○	○	○	○	○	○	○	verständlich

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	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Diese Pizza ist sicherlich etwas für mich. (1)	○	○	○	○	○	○	○

✳

Wie oft pro Monat essen Sie Pizza?

_____

Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	○	○	○	○	○	○	○	attraktiv
nicht lecker	○	○	○	○	○	○	○	lecker
ungenießbar	○	○	○	○	○	○	○	genießbar
nicht einladend	○	○	○	○	○	○	○	einladend
nicht ansprechend	○	○	○	○	○	○	○	ansprechend

Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	○	○	○	○	○	○	○	ein gutes Produkt
von niedriger Qualität	○	○	○	○	○	○	○	von hoher Qualität
schlechter als das durchschnittliche Produkt	○	○	○	○	○	○	○	besser als das durchschnittliche Produkt
ein billiges Produkt	○	○	○	○	○	○	○	ein teures Produkt

Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	○	○	○	○	○	○	○
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	○	○	○	○	○	○	○
Ich würde dieses Produkt gerne probieren. (3)	○	○	○	○	○	○	○
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	○	○	○	○	○	○	○

Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	○	○	○	○	○	○	○	originell
uninteressant	○	○	○	○	○	○	○	interessant
langweilig	○	○	○	○	○	○	○	spannend
nicht schön	○	○	○	○	○	○	○	schön
unprofessionell	○	○	○	○	○	○	○	professionell
unverständlich	○	○	○	○	○	○	○	verständlich

Page Break

.

Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Dieser Espresso ist sicherlich etwas für mich. (1)	○	○	○	○	○	○	○

✱

Wie oft pro Woche trinken Sie Espresso?

_____

.

Ich glaube das abgebildete Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unattraktiv	◯	◯	◯	◯	◯	◯	◯	attraktiv
nicht lecker	◯	◯	◯	◯	◯	◯	◯	lecker
ungenießbar	◯	◯	◯	◯	◯	◯	◯	genießbar
nicht einladend	◯	◯	◯	◯	◯	◯	◯	einladend
nicht ansprechend	◯	◯	◯	◯	◯	◯	◯	ansprechend

.

Dieses Produkt ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
ein schlechtes Produkt	○	○	○	○	○	○	○	ein gutes Produkt
von niedriger Qualität	○	○	○	○	○	○	○	von hoher Qualität
schlechter als das durchschnittliche Produkt	○	○	○	○	○	○	○	besser als das durchschnittliche Produkt
ein billiges Produkt	○	○	○	○	○	○	○	ein teures Produkt

Page Break ——

Wie stehen Sie zu den folgenden Aussagen:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Ich möchte das Produkt auf jeden Fall kaufen. (1)	○	○	○	○	○	○	○
Ich würde den Kauf dieses Produkts in Betracht ziehen. (2)	○	○	○	○	○	○	○
Ich würde dieses Produkt gerne probieren. (3)	○	○	○	○	○	○	○
Ich würde dieses Produkt an Freunde weiterempfehlen. (4)	○	○	○	○	○	○	○

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Die Werbung ist...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
unoriginell	○	○	○	○	○	○	○	originell
uninteressant	○	○	○	○	○	○	○	interessant
langweilig	○	○	○	○	○	○	○	spannend
nicht schön	○	○	○	○	○	○	○	schön
unprofessionell	○	○	○	○	○	○	○	professionell
unverständlich	○	○	○	○	○	○	○	verständlich

Wie stehen Sie zu folgender Aussage:

	Stimme ganz und gar nicht zu (1)	Stimme nicht zu (2)	Stimme eher nicht zu (3)	Weder noch (4)	Stimme eher zu (5)	Stimme zu (6)	Stimme voll und ganz zu (7)
Diese Pasta ist sicherlich etwas für mich. (1)	○	○	○	○	○	○	○

✱

Wie oft pro Monat essen Sie Pasta?

_____

Waren Sie jemals in Italien?

○ Ja, einmal. (1)

○ Ja, mehrmals. (2)

○ Nein, noch nie. (3)

✱

Wie finden Sie Italien?

_____

Glauben Sie, dass Pizza zu Italien passt?

○ Ja, absolut. (1)

○ Ja, weitestgehend. (2)

○ Weitestgehend nicht. (3)

○ Nein, überhaupt nicht. (4)

Glauben Sie, dass Pasta zu Italien passt?

    ○ Ja, absolut. (1)

    ○ Ja, weitestgehend. (2)

    ○ Weitestgehend nicht. (3)

    ○ Nein, überhaupt nicht. (4)

Glauben Sie, dass Espresso zu Italien passt?

    ○ Ja, absolut. (1)

    ○ Ja, weitestgehend. (2)

    ○ Weitestgehend nicht. (3)

    ○ Nein, überhaupt nicht. (4)

Wie würden Sie Ihre Sprachkompetenz in Italienisch einschätzen?

    ○ Sehr gut/ fließend (1)

    ○ Gut (2)

    ○ Eher schlecht (3)

    ○ Gar keine Kenntnisse (4)

End of Block: Manipulation Check

Start of Block: Demographics

✱

Wie alt sind Sie?

_____

Was ist Ihre Muttersprache?

_____

Welchem Geschlecht fühlen Sie sich zugehörig?

○ Männlich (1)

○ Weiblich (2)

○ Divers (3)

End of Block: Demographics

III. Additional analyses

Attitude towards the product with perceived product-country match

A two-way analysis of variance with perceived product-country match (high, low) and condition (one COO marker, two COO markers, 3 COO markers) was conducted to investigate the effect on product attitude. No significant main effect of condition (F (2, 160) < 1) and no significant main effect of product-country match (F (1, 160) = 1.89, p = .172) on product attitude was found. No interaction was shown between condition and product-country match (F (2, 160) < 1). Levene's test of equality was significant, thus, alternative analyses would be needed. Table 10 shows the means and standard deviations.

Perceived quality with perceived product-country match

A two-way analysis of variance with perceived product-country match (high, low) and condition (one COO marker, two COO markers, 3 COO markers) did not find a significant main effect of condition on perceived quality (F (2, 160) < 1). Product-country match did not show a significant main effect on perceived quality (F (1, 160) < 1). No interaction was detected between condition and product-country match (F (2, 160) < 1). See table 10 for the means and standard deviations of condition and product-country match.

Purchase intention with perceived product-country match

A two-way analysis of variance with perceived product-country match (high, low) and condition (one COO marker, two COO markers, 3 COO markers) did not show a significant main effect of condition on purchase intention ($F_{(2, 160)} < 1$). Product-country match also did not show a significant main effect on purchase intention ($F_{(1, 160)} < 1$). No interaction was found between condition and product-country match ($F_{(2, 160)} < 1$). Nevertheless, Levene's test was significant. Therefore, additional analyses would be needed. See table 10 for the means and standard deviations.

Attitude towards the ad with perceived product-country match

A two-way analysis of variance with perceived product-country match (high, low) and condition (one COO marker, two COO markers, 3 COO markers) as between-subjects factors did not show a significant main effect of condition on ad attitude ($F_{(2, 160)} < 1$). Product-country match was also not found to have a significant main effect on ad attitude ($F_{(1, 160)} = 1.34$, $p = .249$) as well. The interaction between product-country match and condition was also not statistically significant ($F_{(2, 160)} = 1.01$, $p = .366$). See table 10 for the descriptive statistics.

Table 10. Means and standard deviations (in brackets) for ad effectiveness (1 = very negative, 7 = very positive) in function of number of markers (1, 2 or 3) and perceived product-country match (high match or low match).

	1 COO marker			2 COO markers			3 COO markers			Total		
	High match	Low match	Total	High match	Low match	Total	High match	Low match	Total	High match	Low match	Total
	M (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)	*M* (SD)
Product attitude	4.81 (.95)	4.83 (1.90)	4.81 (1.08)	5.19 (.92)	4.58 (.27)	5.14 (.90)	5.14 (1.19)	4.27 (.38)	5.11 (1.18)	5.05 (1.05)	4.66 (1.31)	5.02 (1.07)
Perceived quality	4.38 (.83)	4.49 (1.48)	4.39 (.91)	4.72 (.83)	4.19 (.53)	4.68 (.82)	4.71 (1.01)	4.38 (.65)	4.70 (1.00)	4.61 (.91)	4.37 (1.07)	4.60 (.92)
Purchase intention	4.15 (.90)	4.25 (1.89)	4.17 (1.03)	4.54 (.84)	4.35 (.43)	4.53 (.81)	4.41 (1.11)	4.17 (.24)	4.41 (1.09)	4.38 (.97)	4.27 (1.30)	4.37 (1.00)
Ad attitude	3.61 (.94)	3.82 (1.68)	3.64 (1.03)	4.03 (.93)	3.56 (.74)	4.00 (.92)	4.40 (1.15)	3.47 (.43)	4.37 (1.14)	4.05 (1.07)	3.68 (1.21)	4.02 (1.08)
n	46	6	52	49	4	53	59	2	61	154	12	166

Attitude towards the product with language proficiency

A two-way analysis of variance with language proficiency (fluent, good, rather bad, no knowledge) and type of condition (one COO marker, two COO markers, three COO markers) as between-subjects factors neither showed a significant main effect of condition ($F(2, 154) < 1$), nor a significant main effect of language proficiency on product attitude ($F(3, 154) = 1.02$, $p = .386$). The interaction between language proficiency and condition was also not statistically significant ($F(6, 154) < 1$). See table 11 for the descriptive statistics.

Perceived quality with language proficiency

A two-way analysis of variance with language proficiency (fluent, good, rather bad, no knowledge) and type of condition (one COO marker, two COO markers, three COO markers)

as between-subjects factors did not show a significant main effect of condition on perceived quality ($F_{(2, 154)} < 1$). Language proficiency was also not found to have a significant main effect on perceived quality ($F_{(3, 154)} = 1.02$, $p = .385$). The interaction between language proficiency and type of condition was also not statistically significant ($F_{(6, 154)} < 1$). See table 11 for the descriptive statistics.

Purchase intention with language proficiency

A two-way analysis of variance with language proficiency (fluent, good, rather bad, no knowledge) and type of condition (one COO marker, two COO markers, three COO markers) as between-subjects factors did not show a significant main effect of condition on purchase intention ($F_{(2, 154)} < 1$), as well as no significant main effect of language proficiency on purchase intention ($F_{(3, 154)} = 1.37$, $p = .254$). No interaction between language proficiency and type of condition was found ($F_{(6, 154)} < 1$). See table 11 for the descriptive statistics.

Attitude towards the ad with language proficiency

A two-way analysis of variance with language proficiency (fluent, good, rather bad, no knowledge) and type of condition (one COO marker, two COO markers, three COO markers) as between-subjects factors did not show a significant main effect of condition on ad attitude ($F_{(2, 154)} = 1.39$, $p = .252$). Language proficiency was also not found to have a significant main effect on ad attitude ($F_{(3, 154)} = 1.40$, $p = .245$). The interaction between language proficiency and type of condition was also not statistically significant ($F_{(6, 154)} < 1$). See table 11 for the descriptive statistics.

Table 11. Means and standard deviations (in brackets) for ad effectiveness (1 = very negative, 7 = very positive) in function of number of markers (1, 2 or 3) and language proficiency (fluent, good, rather bad, no knowledge).

	1 COO marker					2 COO markers					3 COO markers					Total				
	Fluent	Good	Rather bad	No knowledge	Total	Fluent	Good	Rather bad	No knowledge	Total	Fluent	Good	Rather bad	No knowledge	Total	Fluent	Good	Rather bad	No knowledge	Total
	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)	M (SD)
Product attitude	3.87 (.)	5.02 (.80)	4.72 (1.08)	4.87 (1.13)	4.81 (1.08)	4.20 (.)	5.53 (.)	5.14 (.91)	5.16 (.92)	5.14 (.90)	4.47 (.)	5.70 (.71)	4.98 (1.16)	5.21 (1.24)	5.11 (1.18)	4.18 (.30)	5.29 (.72)	4.96 (1.06)	5.08 (1.11)	5.02 (1.07)
Perceived quality	3.92 (.)	5.44 (.94)	4.31 (.97)	4.31 (.82)	4.39 (.91)	4.33 (.)	5.42 (.)	4.73 (.84)	4.64 (.82)	4.68 (.82)	5.08 (.)	4.96 (1.00)	4.59 (1.00)	4.77 (1.04)	4.70 (1.00)	4.44 (.59)	5.30 (.82)	4.56 (.94)	4.57 (.92)	4.60 (.92)
Purchase intention	3.58 (.)	4.50 (1.02)	4.14 (1.17)	4.16 (.98)	4.17 (1.03)	3.92 (.)	6.00 (.)	4.55 (.85)	4.49 (.77)	4.53 (.81)	3.83 (.)	4.92 (.59)	4.41 (1.19)	4.39 (1.05)	4.41 (1.09)	3.78 (.17)	4.83 (.94)	4.38 (1.08)	4.34 (.94)	4.37 (1.00)
Ad attitude	3.83 (.)	4.47 (.87)	3.54 (1.35)	3.57 (.79)	3.64 (1.03)	3.83 (.)	5.33 (.)	3.97 (1.17)	3.97 (.70)	4.00 (.92)	4.78 (.)	4.94 (1.26)	4.31 (1.15)	4.37 (1.18)	4.37 (1.14)	4.15 (.55)	4.73 (.87)	3.99 (1.24)	3.98 (.97)	4.02 (1.08)
n	1	4	18	29	52	1	1	22	29	53	1	2	27	31	61	3	7	67	89	166