

# DIPLOMARBEIT

Titel der Diplomarbeit

„The Country-of-Origin Effects in Consumer Brand  
Perception and Brand Evaluation Processes:  
A Qualitative Study“

Verfasserin

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Magistra der Sozial- und Wirtschaftswissenschaften  
(Mag. rer. soc. oec.)

Wien, im Juni 2009

Studienkennzahl lt. Studienblatt:  
Studienrichtung lt. Studienblatt:  
Betreuer/Betreuerin:

157  
Internationale Betriebswirtschaft  
Univ.-Prof. Dr. Adamantios Diamantopoulos

## **Preface**

At this point I would like to thank all those people who supported me throughout the process of writing my diploma thesis and throughout my years at university.

My special gratitude goes to Professor Diamantopoulos, who through the passion with which he teaches Marketing, aroused my interest in the topic of Marketing, especially in Marketing research, and without whom this thesis would not have been possible.

Furthermore, I would like to take this opportunity to thank Dkfm. Marc Herz for bringing me in touch with the projective collage technique, as without him I would not have been able to execute this research study in the present form, for his active participation in our conjoint study and for the support of supervising my work.

My special thanks goes to my family, for preparing me with love and the best of their knowledge for life, for believing in me and for their financial support which gave me the possibility to study at all. In particular, I thank my daddy for the hours he spent revising my diploma thesis and correcting my spelling mistakes and my mum for her emotional support during the last years.

Aside from my family, I would like to say thank you to all my friends, who were there for and believed in me over all the years, who were always on my side in good times and shared wonderful and fun times with me, but who also patiently supported me in bad times. You consistently succeeded in inspiring me!

# Table of Contents

LIST OF FIGURES .....	IV
LIST OF TABLES .....	V
LIST OF ABBREVIATIONS.....	VI
<b>1 INTRODUCTION .....</b>	<b>1</b>
1.1 RESEARCH OBJECTIVE .....	2
1.2 STRUCTURE OF THE THESIS.....	3
<b>2 CONCEPTUAL FUNDAMENTALS AND DEFINITIONS.....</b>	<b>6</b>
2.1 PRODUCT DEFINITION.....	6
2.2 BRAND DEFINITION .....	8
2.2.1 <i>Brand Dimensions</i> .....	8
2.2.2 <i>Branding Strategy</i> .....	9
2.3 COUNTRY OF ORIGIN DEFINITIONS .....	11
2.3.1 <i>The Country of Origin of the Product</i> .....	11
2.3.2 <i>The Country of Origin of the Brand</i> .....	12
<b>3 GENERAL CONSUMER BEHAVIOR .....</b>	<b>13</b>
3.1 THE PSYCHOLOGICAL PROCESSES IN GENERAL INDIVIDUAL BEHAVIOR .....	14
3.1.1 <i>Information Storage and Individual's Knowledge</i> .....	15
3.1.2 <i>Visual Information Processing and Knowledge</i> .....	20
3.2 THE KEY PSYCHOLOGICAL PROCESSES IN CONSUMER BEHAVIOR.....	21
3.2.1 <i>Motivation</i> .....	21
3.2.2 <i>Perception</i> .....	21
3.2.3 <i>Learning</i> .....	22
3.2.4 <i>Memory</i> .....	23
3.3 THE CONSUMER DECISION MAKING PROCESS .....	25
3.4 CONSUMERS' INFORMATION PROCESSING IN BRAND EVALUATION PROCESSES	28
3.4.1 <i>Information Cues in Consumers' Product and Brand Evaluation</i>	
<i>Processes</i> .....	29
3.4.2 <i>Elaboration Likelihood Model</i> .....	31
<b>4 THE BRAND AND THE CONSUMER .....</b>	<b>33</b>
4.1 CUSTOMER-BASED BRAND EQUITY.....	33
4.2 CONSUMER BRAND KNOWLEDGE .....	35
4.2.1 <i>Brand Awareness</i> .....	36
4.2.2 <i>Brand Image</i> .....	37
4.2.3 <i>Secondary Brand Associations</i> .....	41
4.3 THE INFLUENCE OF CONSUMER BRAND AWARENESS AND BRAND IMAGE ON	
CONSUMER BRAND EVALUATION AND PURCHASE INTENTION .....	42
4.4 THE COO CUE OF A BRAND .....	43
4.4.1 <i>The Superiority of the COO Cue of a Brand vs. the COO Cue of a</i>	
<i>Product for the Consumer</i> .....	43
4.4.2 <i>The COO Cue and the Brand in Marketing Practice</i> .....	45
<b>5 COUNTRY OF ORIGIN AND THE CONSUMER.....</b>	<b>47</b>
5.1 THE COO CUE AND THE CONSUMER.....	47
5.2 THE MILESTONES IN PREVIOUS COO RESEARCH .....	48
5.2.1 <i>The Experiment That Got the COO Ball Rolling</i> .....	48

5.2.2	<i>Rethinking COO Research: Single Cue vs. Multiple Cue</i> .....	49
5.2.3	<i>Stuck on 1968 Relevance</i> .....	50
5.3	COUNTRY (OF ORIGIN) IMAGE.....	50
5.4	ASPECTS OF CONSUMERS' COO CUE PROCESSING .....	53
5.4.1	<i>Consumers' Cognitive Processing of the COO Cue</i> .....	54
5.4.2	<i>Consumers' Affective Processing of the COO Cue</i> .....	54
5.4.3	<i>Consumers' Normative Processing of the COO Cue</i> .....	55
5.5	COUNTRY-OF-ORIGIN EFFECTS.....	56
5.6	OVERESTIMATION OF COO EFFECTS .....	64
<b>6</b>	<b>CONSUMERS' COO KNOWLEDGE .....</b>	<b>67</b>
6.1	THE COO-ELM MODEL.....	67
6.2	CONSUMERS' LACK OF COO KNOWLEDGE .....	74
6.3	THE COO INFORMATION CUE: ACTUAL VS. PERCEIVED COO.....	77
<b>7</b>	<b>CONSUMERS' COO CUE USAGE .....</b>	<b>80</b>
7.1	POSSIBLE EXPLANATIONS FOR CONSUMERS' NON-USAGE OF COO CUE.....	81
7.2	POSSIBLE REASONS FOR CONSUMERS' COO CUE USAGE .....	82
7.3	POSSIBLE EXPLANATIONS FOR CONSUMERS' DENIAL OF COO CUE USAGE.....	84
7.3.1	<i>Consumers' Emotional Reasons</i> .....	84
7.3.2	<i>Consumers' Limited Awareness of their Actual COO Cue Usage</i> .....	85
7.3.3	<i>The Automatic Country-Of-Origin Effects on Consumers' Brand Judgment</i> .....	86
<b>8</b>	<b>RESEARCH GAP AND RESEARCH OBJECTIVE.....</b>	<b>89</b>
8.1	THE RESEARCH GAP .....	89
8.2	THE RESEARCH OBJECTIVE AND RESEARCH QUESTIONS .....	93
<b>9</b>	<b>RESEARCH METHOD .....</b>	<b>100</b>
9.1	PREVIOUS RESEARCH METHOD LIMITATIONS.....	100
9.1.1	<i>Research Method Limitation of Obtrusive Questioning</i> .....	100
9.1.2	<i>Research Method Limitation of Single-Cue Studies</i> .....	101
9.2	CHOICE AND JUSTIFICATION OF THE METHOD .....	102
9.2.1	<i>Improved Marketing Research Methods</i> .....	103
9.2.2	<i>Research Method I: Brand Bricolage Method</i> .....	105
9.2.3	<i>Research Method II: In-Depth Interview</i> .....	107
<b>10</b>	<b>THE RESEARCH STUDY .....</b>	<b>109</b>
10.1	STRUCTURE OF THE RESEARCH PROCESS.....	109
10.2	PRODUCT CATEGORY UNDER INVESTIGATION.....	115
10.3	BRANDS UNDER INVESTIGATION.....	115
10.3.1	<i>Almdudler</i> .....	115
10.3.2	<i>Red Bull</i> .....	116
10.4	THE STUDY'S SAMPLE .....	117
<b>11</b>	<b>RESULTS.....</b>	<b>119</b>
11.1	RESULTS OF RESEARCH QUESTION 1 .....	119
11.2	RESULTS OF RESEARCH QUESTION 2 .....	120
11.2.1	<i>Results of Research Question 2a</i> .....	126
11.2.2	<i>Results of Research Question 2b</i> .....	126
11.2.3	<i>Results of Research Question 2c</i> .....	128
11.3	RESULTS OF RESEARCH QUESTION 3 .....	129

11.3.1	<i>Results of Research Question 3a</i> .....	130
11.3.2	<i>Results of Research Question 3b</i> .....	132
11.4	RESULTS OF RESEARCH QUESTION 4 .....	133
11.4.1	<i>Results of Research Question 4a</i> .....	133
11.4.2	<i>Results of Research Question 4b</i> .....	134
11.5	RESULTS OF RESEARCH QUESTION 5 .....	136
11.5.1	<i>Results of Research Question 5a</i> .....	137
11.5.2	<i>Results of Research Question 5b</i> .....	140
11.6	RESULTS OF RESEARCH QUESTION 6 .....	142
11.6.1	<i>Results of Research Question 6a</i> .....	143
11.6.2	<i>Results of Research Question 6b</i> .....	147
11.7	RESULTS OF RESEARCH QUESTION 7 .....	148
<b>12</b>	<b>DISCUSSION</b> .....	<b>151</b>
12.1	CONCLUSION .....	152
12.2	LIMITATIONS OF THE STUDY .....	155
12.3	FUTURE RESEARCH SUGGESTIONS.....	156
	<b>REFERENCES</b> .....	<b>159</b>
	<b>APPENDIX</b> .....	<b>169</b>
	APPENDIX A - ABSTRACT (ENGLISH VERSION) .....	169
	APPENDIX B - ABSTRACT (GERMAN VERSION) .....	171
	APPENDIX C - LEBENSLAUF.....	174
	APPENDIX D - INTERVIEW GUIDE .....	176
	APPENDIX E - COLLAGES AND TRANSCRIPTS .....	182

## List of Figures

FIGURE 1 – EXAMPLES OF INTRINSIC AND EXTRINSIC PRODUCT ATTRIBUTES .....	7
FIGURE 2 – TOTAL SYSTEM OF PSYCHOLOGICAL PROCESSES .....	15
FIGURE 3 – DIFFERENT FORMS OF AN INDIVIDUAL’S MEMORY.....	17
FIGURE 4 – EXAMPLE OF A SEMANTIC NETWORK .....	19
FIGURE 5 – HYPOTHETICAL FERRARI MENTAL MAP.....	24
FIGURE 6 – FIVE-STAGE MODEL OF THE CONSUMER BUYING PROCESS.....	28
FIGURE 7 – THE EFFECTS OF INFORMATION CUES AND IRRADIATION .....	30
FIGURE 8 – ELABORATION LIKELIHOOD MODEL.....	32
FIGURE 9 – DIMENSIONS OF BRAND KNOWLEDGE .....	41
FIGURE 10 - SECONDARY SOURCES OF BRAND KNOWLEDGE.....	42
FIGURE 11 – COI BASED ON ATTITUDE THEORY .....	53
FIGURE 12 – HALO MODEL .....	58
FIGURE 13 – SUMMARY MODEL.....	59
FIGURE 14 – THE FLEXIBLE MODEL BY KNIGHT AND CALANTONE (2000) .....	60
FIGURE 15 – THE FLEXIBLE MODEL BY LAROCHE ET AL. (2005).....	61
FIGURE 16 – COUNTRY AND PRODUCT CATEGORY DIMENSION MATCHES AND MISMATCHES .	63
FIGURE 17 – COGNITIVE COO EFFECTS IDENTIFIED WITHIN THE LITERATURE AND COO CUE’S CENTRAL VS. PERIPHERAL PROCESSING.....	70
FIGURE 18 – COO-ELABORATION LIKELIHOOD MODEL AS A FLOW CHART.....	74
FIGURE 19 - THE RESEARCH MODEL OF RESEARCH QUESTION 1-4 .....	97
FIGURE 20 – STRUCTURE OF THE RESEARCH PROCESS.....	114
FIGURE 21 – DIRECTLY INDICATED INFLUENTIAL FACTORS IN CONSUMERS’ GENERAL BRAND EVALUATION PROCESSES .....	121
FIGURE 22 – MEASURABLE COO CUE PROCESSING IN UNOBTRUSIVE RESEARCH SETTINGS .	128
FIGURE 23 –AUTOMATIC VS. CONTROLLED COO CUE PROCESSING IN AN UNOBTRUSIVE RESEARCH SETTING .....	129
FIGURE 24 –4 TYPES OF CONSUMERS AS REGARDS MEASURABLE COO EFFECTS.....	135
FIGURE 25 – PROCESSED ASPECTS OF A BRAND’S COO CUE .....	138
FIGURE 26 – IMPLICIT COO EFFECTS: LOCAL VS. GLOBAL BRAND .....	149

## List of Tables

TABLE 1 – SAMPLE: GENDER DISTRIBUTION .....	118
TABLE 2 – SAMPLE: EMPLOYMENT STATUS OF RESPONDENTS .....	118
TABLE 3 – SAMPLE: AGE DISTRIBUTION.....	118
TABLE 4 – SAMPLE: BRANDS .....	118
TABLE 5 – MEASURABLE IMPLICIT COO EFFECTS .....	119
TABLE 6 – DIRECTLY INDICATED INFLUENTIAL FACTORS IN CONSUMERS’ GENERAL BRAND EVALUATION PROCESSES .....	120
TABLE 7 – INDIRECTLY INDICATED: INFLUENTIAL FACTORS ON CONSUMERS’ PERCEPTION OF A BRAND’S QUALITY .....	122
TABLE 8 – INDIRECTLY INDICATED: CONSUMERS’ INFERENCES FROM A BRAND’S PRICE ON OTHER BRAND CHARACTERISTICS .....	122
TABLE 9 – BRAND IMAGE (BRAND OF REFERENCE).....	123
TABLE 10 – INDIRECTLY INDICATED: CONSUMERS’ INFERENCES FROM A BRAND’S IMAGE ON OTHER BRAND CHARACTERISTICS .....	123
TABLE 11 – INDIRECTLY INDICATED: INFLUENTIAL FACTORS ON CONSUMERS’ PERCEPTION OF A BRAND’S IMAGE.....	123
TABLE 12 – INDIRECTLY INDICATED: INFLUENTIAL FACTORS ON CONSUMERS’ PERCEPTION OF A BRAND’S OVERALL LIKING.....	124
TABLE 13 – INDIRECTLY INDICATED: CONSUMERS’ INFERENCES FROM A BRAND’S PRODUCT PACKAGING ON OTHER BRAND CHARACTERISTICS.....	125
TABLE 14 – INDIRECTLY INDICATED: INFLUENTIAL FACTORS ON CONSUMERS’ PERCEPTION OF A BRAND’S ASSOCIATED RISK .....	126
TABLE 15 – MEASURABLE UNAIDED EXPLICIT COO EFFECTS .....	127
TABLE 16 – MEASURABLE UNAIDED, INDIRECT & EXPLICIT COO EFFECTS .....	127
TABLE 17 – MEASURABLE COO CUE PROCESSING IN UNOBTRUSIVE RESEARCH SETTINGS ....	128
TABLE 18 – AUTOMATIC VS. CONTROLLED COO CUE PROCESSING IN AN UNOBTRUSIVE RESEARCH SETTING.....	129
TABLE 19 – EXPLICIT COO EFFECTS: COO CUE PROCESSING.....	131
TABLE 20 – OVERALL MEASURABLE COO EFFECTS: IMPLICIT VS. EXPLICIT (UNAIDED&AIDED).....	131
TABLE 21 – OVERALL MEASURABLE COO CUE PROCESSING .....	131
TABLE 22 - RECHECK OF EXPLICIT COO EFFECTS.....	132
TABLE 23 – TOTALITY OF OVERALL MEASURABLE COO EFFECTS (IMPLICIT & EXPLICIT) ...	134
TABLE 24 – 4 TYPES OF CONSUMERS: LEVEL OF MEASURABLE COO EFFECT OCCURENCE .....	136
TABLE 25 - PROCESSED ASPECTS OF A BRAND’S COO CUE .....	138
TABLE 26 – COGNITIVE PROCESSING OF THE COO CUE: INDICATED COO CUE’S INFLUENCE ON CONSUMERS’ PERCEPTION .....	140
TABLE 27 – AFFECTIVE PROCESSING OF THE COO CUE: INDICATED COO CUE’S INFLUENCE ON CONSUMERS’ FEELINGS .....	140
TABLE 28 – NORMATIVE PROCESSING OF THE COO CUE: INDICATED COO CUE’S INFLUENCE ON CONSUMERS’ BEHAVIOR .....	140
TABLE 29 – RELATIONSHIP BETWEEN LEVEL OF COO EFFECT OCCURRENCE AND COO CUE’S PROCESSED ASPECT .....	142
TABLE 30 – MEASURED EXPLICIT COO EFFECTS: COO CUE’S INDICATED IMPORTANCE .....	143
TABLE 31 – MEASURED EXPLICIT COO EFFECTS: COO CUE’S IMPORTANCE VARIES WITH ..	144
TABLE 32 – INDICATED DIFFERENCES BETWEEN COUNTRIES CONCERNING COO CUE’S IMPORTANCE .....	145

TABLE 33 – INDICATED PRODUCT CATEGORIES OF COO CUE IMPORTANCE .....	146
TABLE 34 – RELATIONSHIP BETWEEN COO EFFECT OCCURRENCE AND FACTORS OF COO CUE’S VARYING IMPORTANCE.....	148
TABLE 35 – IMPLICIT COO EFFECTS: LOCAL VS. GLOBAL BRANDS .....	149
TABLE 36 –UNAIDED EXPLICIT COO EFFECTS: LOCAL VS. GLOBAL STIMULUS BRAND .....	150

## List of Abbreviations

BORA	Brand Origin Recognition Accuracy
COA	Country of Origin of Assembly
COCO	Country of Corporate Ownership
COI	Country Image
COM	Country of Manufacture
COO	Country of Origin
COOB	Country of Origin of the Brand
COOD	Country of Origin of Design
COOP	Country of Origin of the Product
ELM	Elaboration Likelihood Model
EU	European Union
LTM	Long-term Memory
NAFTA	North American Free Trade Agreement
PCI	Product Country Image
STM	Short-term Memory
WTO	World Trade Organization
ZMET	Zaltman Metaphor Elicitation Technique



# **1 Introduction**

In 1968 the founding experiment in Country-of-Origin (COO) research by Schooler and Wildt (in Usunier, 2006) showed that consumers evaluated two completely identical drinks, which only differed as regards their COO information that was given to study participants, in a different way. Since then about 700 research studies have been published within these last 40 years that are subject to consumers' product evaluation and purchase intention as regards the country of origin of different products (Papadopoulos & Heslop, 2002, p.295). All of these concluded, that a product's country of origin is a very important information cue for consumers on which they heavily rely when evaluating different products and making purchase decisions (Liefeld, 2004; Pharr, 2005).

Even though the concept of COO is one of the most studied topics in International Business and Marketing Literature (Spillian et al., 2007), and COO effects have been studied with respect to endogenous antecedents, so as regards a consumer's personal values and psychographics, as well as in matters of exogenous antecedents, so due to the structural dimensions of a particular country as a product's or a brand's COO (cf. Pharr, 2005), "most of the recent country-of-origin studies provide us with little generalizable knowledge" (Özsomer & Cavusgil, 1991, p.274), and "it is for instance still unclear if, how and to which extent the CoO-effect impacts on consumer evaluations" (Bloemer et al., 2009, p.63).

Even though within the last 40 years the business world and the marketplace have developed and passed through times where major changes took place, since 1968 apart from very few exceptions (cf. Liefeld, 2002, 2003; Pharr, 2005; Usunier, 2006), the relevance of previous COO research in today's world has never been rethought or questioned over the time. Furthermore, the fact that the COO is an important cue in consumers' evaluation processes as well as that consumers heavily rely on COO information when making purchase decisions was never called into question (cf. Usunier, 2006).

The fact that what has been reported in Marketing Literature about the COO construct so far needs to be rethought, is underpinned by the results of recent research studies, that have shown, that the previous implicit assumption that consumers know the country of origin of the products and brand on the market does not reflect reality (e.g. Samiee et al., 2005; Hennebichler, 2006; Balabanis & Diamantopoulos, 2008).

Another limitation of past COO research that has until today resulted in biased study findings, which are reported in Marketing Literature, refers to the previous implicit assumption that

consumers take the origin cue of products and brands as an important factor in their evaluation processes and purchase decisions. The fact that most research results of previous studies that investigated in consumers' COO cue usage are not valid predictors of consumers' actual behavior is due to the limitations of previous research methods applied; on the one hand obtrusively asking respondents about the influence a product's or brand's origin information has on their opinions, beliefs, attitudes and intentions, and on the other hand only presenting respondents a very small range of cues besides the COO cue, which both further entailed that the COO cue got inevitably highlighted more than it actually reflects reality (cf. Liefeld, 2003; Usunier, 2006). This is underpinned by the results of a recent research study by Liefeld (2004) that investigated actual consumers' COO cue usage by unobtrusively testing them on a verbal level. These results confirm the presumption that COO effects seem to have been overestimated so far.

But as research that investigated consumers' processing of a brand's origin information has highlighted, that consumers' COO cue processing is an automatic rather than a controlled process and individuals therefore lack in terms of their awareness of their actual COO information usage when evaluating brands and making purchase decisions (e.g. Liu & Johnson, 2005), there is good reason to assume that those results that Liefeld (2004) obtained through unobtrusively testing respondents about the origin cue's influence only on a verbal basis underestimate true COO effects.

## **1.1 Research Objective**

Due to the above mentioned contradictory findings of previous research that report about the importance or non-importance and the usage versus non-usage of COO information in consumers' evaluation processes and purchase decisions, the main objective of this research study is to find out if COO information actually has influence on consumers' brand perception and whether, if at all, consumers use COO information when evaluating different brands that are competing in the same product category.

As this research study at hand follows the idea that "brand and origin cues may also influence consumers' implicitly rather than explicitly" and closes the gap by following the recommendation that "more research into the role of implicit memory are extended to COO research", as "research into memory access shows that implicit memory correlates strongly with judgements, even in situations where explicit memory does not (Kardes, 1986)" (Josiassen & Harzing, 2008, p.266), the approach of this research work aims to step out of

common obtrusive and verbal research methods previously applied in studies about COO effects and overcome previous constraints about innovative research techniques in International Marketing research to prove the assumption that previous findings in COO studies show a high degree of biased results, to gain new insights in a widely explored research field and to present new perspectives of COO effects in consumers' brand perceptions, evaluation processes and purchase decisions.

Therefore, this study's aim is to further identify how consumers, if at all, use COO information, whether a brand's COO cue also has influence on consumers' general implicit perception of a brand and/or whether COO effects can be measured on a consumer's explicit level.

As it is reasonable to assume that consumers tend to automatically rather than in a controlled manner process the COO cue (cf. Liu & Johnson, 2005), this research study wants to give insights into individuals' tendency to process a brand's origin information.

Moreover, the objective of this research work is to determine the relative importance consumers attach to a brand's origin cue and whether COO cue's importance varies with certain factors in consumers' brand evaluation processes and purchase intentions.

## 1.2 Structure of the Thesis

Following this introduction, in **chapter two**, the key concepts that underlie this research thesis will briefly be presented. The terminology which is relevant for the reader of this work will be highlighted.

**Chapter three** gives insights in the concepts that underlie general consumer behavior. In the beginning a general introduction to the creation, processing and management of an individual's knowledge will be given. In order to enhance the understanding of how individuals as consumers behave, the major factors that influence the consumer decision making process and that determine its underlying structure will be presented. Furthermore, the four key psychological processes of consumer behavior, motivation, perception, learning and memory, will be discussed in more detail. In a next subchapter, those stages from the classical Five Stage Model, which is used in Marketing Literature to describe a consumer's buying decision process, that are relevant for this thesis will be highlighted. This chapter will close with an explanation of consumers' information processing which in particular refers to consumers' brand evaluation processes. The information cues that consumers can use in their evaluation processes and the effects of information cues and irradiation on consumers' brand

judgments are discussed in more detail, as well as consumers' variance of cue selection will be explained and the Elaboration Likelihood Model (ELM), that gives insights in consumers' attitude formation processes will be presented.

In **chapter four** the concept of a brand will be highlighted from a consumer's perspective. Therefore, the concept of Customer-Based Brand Equity, and its underlying dimension that is due to the level of a consumer's brand knowledge, which is further based on consumer's brand awareness, brand image and the way a consumer perceives and prefers the marketing of a particular brand, will be presented in detail. This chapter will discuss the influence that a consumer's brand awareness and brand image have on his brand evaluation processes and purchase intentions and will close with highlighting the reasonable superiority of the COO of a brand over that of a product for the consumer and with a presentation of COO cue's role in Marketing practice.

How the concept of Country-of-Origin should be seen in relation to consumers will be highlighted in **chapter five**. Thus, previous COO research evolution will shortly be presented, then the concept of Country Image will be explained, as well as the three different aspects of consumers' COO cue processing will be presented. This chapter will close with presenting different models identified in literature, that explain the impact of country image on consumers' attitude formation towards a product or a brand, and further discuss the problem that refers to the reasonable assumption of an overestimation of COO effects, about which previous Marketing Literature has reported so far.

**Chapter six** will deal with consumers' COO knowledge, present the reader the COO-ELM model that explains which COO effects are likely to occur in an individual's brand attitude formation process towards a brand's product from a particular country based on the degree of the consumer's COO prior knowledge about the products from this particular country. Furthermore, this chapter will discuss the recent findings about consumers' lack of knowledge about the origins of the products and brands on the market. Moreover, the reasonable superiority of an individual's perceived COO over a brand's actual COO and its further influence on consumer behavior will be discussed.

**Chapter seven** will present different and possible arguments that would highlight reasons for consumers' actual COO cue usage versus non-usage that could be identified in literature. In the last subchapter, consumers' emotional reasons, the factor of consumers' limited awareness of their actual COO cue usage and the concept of the Automatic Country-of-Origin Effect on consumers' brand judgment will be introduced as factors with which one could explain why

consumers might first of all deny their actual COO cue usage when asked directly and explicitly about it.

**Chapter eight** identifies a gap within the literature and further defines the research objective of this study's investigation, as well as formulates the research questions this research will address in particular.

**Chapter nine** refers to the research methods applied. First of all, this chapter will highlight the limitations as regards previous research methods and further present the methodological approaches that are applied in this research process as well as give a justification of the methods chosen for this research study.

In **chapter ten** the reader's understanding about the structure of the research process and the design and operation of this work's study will be enhanced.

The next section of this work, **chapter eleven**, will present the findings of this research study and in particular address each of the research questions raised in chapter eight of this work.

**Chapter twelve** will summarize this research's results and highlight the conclusions that can be drawn from this research work. Further possible limitations will be discussed, and implications for future research will be presented.

## **2 Conceptual Fundamentals and Definitions**

In the following section the conceptual fundamentals which are relevant for this work are presented. To enhance the reader's understanding about the difference between the concept of a product and the concept of a brand, these two fundamentals are explained in detail here. Also a brief overview of COO definitions will be given, whereas the concept of the COO of a product and the concept of the COO of a brand will be discussed in more detail.

### **2.1 Product Definition**

By Kotler's and Keller's (2006, p.372) definition "a product is anything that can be offered to a market to satisfy a want or need. Products that are marketed include physical goods, services, experiences, events, persons, places, properties, organizations, information and ideas".

#### **Product Attributes and Cues**

The character of a product is formed by a set of certain product attributes (cf. Peter & Olson, 1993). These "attributes are descriptive features that characterize a product and determine what a consumer thinks about the product and what is involved with its purchase and consumption" (Keller, 1993, p.4). And according to Kotler and Keller (2006, p.187), products are even more than this description, as these "cues are minor stimuli that determine when, where, and how a person responds".

Scientifically, product attributes can either be product-related attributes, in other words intrinsic, which means that these attributes are connected to and cannot be removed from the core product, or non-product related attributes, also called extrinsic attributes, as these are the attributes that are non-physical and are not an integral part of the product itself. Therefore, changes of intrinsic product attributes involve changes of the physical product itself and will consequently be recognized by consumers, whereas changes of extrinsic attributes do not affect the physical product itself and might, but need not necessarily, be recognized by consumers.

Intrinsic product attributes, in their nature of being necessary ingredients of the product itself, vary between product categories. For extrinsic product attributes, in their nature of belonging

to a product's purchasing or consumption process, Keller (1993, p.4) identifies four main types, which are (1) price information, (2) packaging or product appearance information, (3) user imagery (i.e. what type of person uses the product or service), and (4) usage imagery (i.e. where and in what types of situations the product or service is used). Figure 1 illustrates examples of intrinsic and extrinsic product attributes.

In general, consumers gather product attribute information by using cues, which help them to make inferences about a product's underlying attributes and which, in all likelihood, have influence on consumers' product evaluation and intention to or even not to purchase a particular product.

A cue can directly give the consumer information about a specific product attribute itself, as well as serve an intermediate function by allowing the consumer to make conclusions about other product characteristics.

Consumers use cues to get an impression of a product's performance and shorten their product evaluation process. The cues consumers take into consideration depend on the product category of the product. But this will be discussed in more detail in chapter 3.4.1 of this paper.

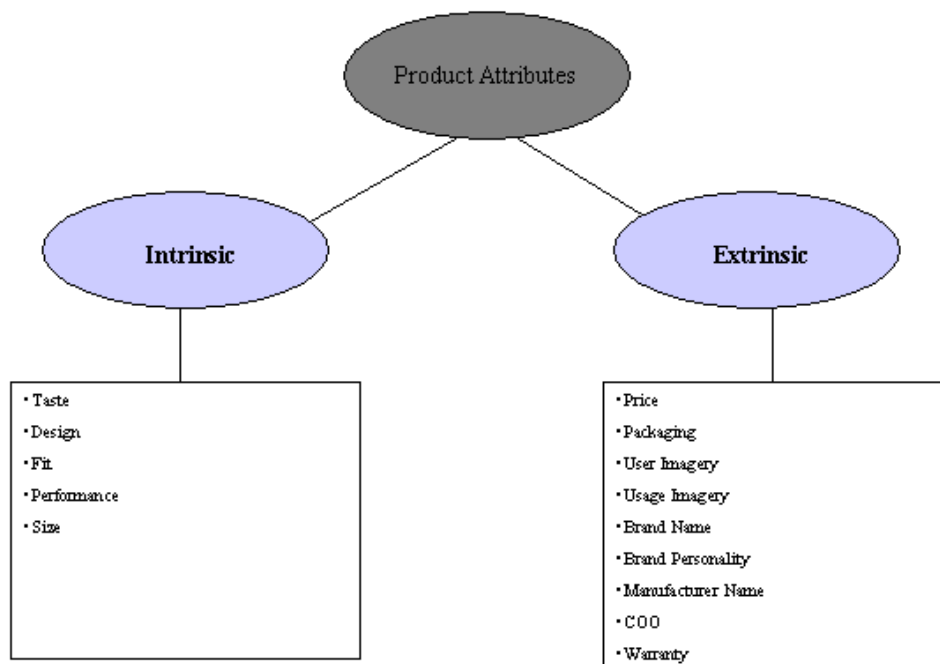


Figure 1 – Examples of Intrinsic and Extrinsic Product Attributes  
Source: Hennebichler (2006, p.21)

## 2.2 Brand Definition

As the marketplace is getting more and more competitive and within the last century the number of competitors within a product market has increased tremendously, companies and marketers have realized that they need to help consumers, so that they can more easily identify which products are offered by which company. Therefore, branding their products or services has become more and more important for companies, as it is a good way to enrich a company's offering with a certain value through the power of a brand.

There are several definitions that can be found for a brand.

According to Jobber (2004) a brand is "a distinct product offering created by the use of a name, symbol, design, packaging, or some combination of these intended to differentiate it from its competitors" and the American Marketing Association defines a brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors"(in Kotler & Keller, 2006, p.274).

The definition which should be seen as being most relevant for this work, as it very precisely highlights the difference between a product and a brand and points out that a brand is more than just a simple offering that satisfies a consumer's need, is given by Czinkota and Kotabe (2001, p.217), who state that "the product is given a character, an image, almost like a personality".

### 2.2.1 Brand Dimensions

The various brand definitions given above should point out that branding allows a company to add dimensions to the product itself and is therefore, a good way to differentiate the company's good or service from the other offerings on the market, that would also fulfill and satisfy the consumer's particular need or want. Thus consumers may evaluate the same product of one brand in a different way than if it were from another brand.

These differences or dimensions of a brand can be (cf. Hennebichler, 2006, p.45; Kotler & Keller, 2006, p.274):

- Rational, functional, tangible (e.g. the quality or product performance of a brand's product)



- Symbolic, emotional, intangible (refers to what the brand stands for or represents; e.g. the added value the customer gets through a preferable image of a brand, if a brand acts as a status symbol for a customer)

According to Gillespie et al. (2007, p.339) “brands provide a name or symbol that gives a product (or service) credibility and helps the consumer identify the product. A brand that consumers know and trust helps them make choices faster and more easily”. So for the consumer it is a learning process to find out which brands satisfy his needs and wants better than others, and which brands he trusts. This learning process is based on the consumer’s past experiences with a brand’s products and on a brand’s marketing program.

### **2.2.2 Branding Strategy**

The process of branding is defined as “endowing products and services with the power of a brand” (Kotler & Keller, 2006, p.275). But one has to be aware of the fact, that initially a brand’s marketing program creates the brand as a mental structure in the heads of consumers, further teaches consumers about the brand, as well as helps them to learn about a product’s brand, but in the long run, “a brand is a perceptual entity that is rooted in reality but reflects the perceptions and perhaps even the idiosyncrasies of consumers” (Kotler & Keller, 2006, p.275).

Hence it is important for marketers to develop a branding strategy where a marketing program is employed, that creates the brand as a mental structure in consumers’ minds and further shows consumers that there are differences between brands within a product category that are meaningful to them. So when consumers are aware of the brand, the brand’s marketer has to enhance consumers’ knowledge and convince consumers about the differential advantage of the brand. In a further step, this will ease consumers’ purchase decision making and probably result in a brand’s success. (cf. Kotler & Keller, 2006, pp.275)

#### Global – Local Branding Strategy

A brand can be marketed or promoted as an either local, foreign or global brand (cf. Alden et al., 1999). When a brand is marketed as a local brand, marketing programs focus on the local customers’ needs and wants, as well as that “marketing activities concentrate on getting as

close and personally relevant to individual customers as possible” (Kotler & Keller, 2006, p.244).

In contrast, global branding refers to the “achievement of brand penetration worldwide” (Jobber, 2004, p.285). As Marketing Literature lacks in terms of a formal definition of a global brand, combining what several authors state as regards a global brand, a global brand is “defined as a brand that shares common meaning across cultures” (Sousa, 2000, p.21), has “centrally coordinated marketing strategies” (Steenkamp et al., 2003, p.53) and “whose positioning, advertising, strategy, personality, look, and feel are in most respects the same from one country to another” (Aaker & Joachimsthaler, 1999, p.137). According to Steenkamp et al. (2003, p.53) “although there is a dearth of formal definitions of global brand in the literature, it is commonly agreed that they are brands that consumers can find under the same name in multiple countries with generally similar and centrally coordinated marketing strategies”.

But the main issue concerning whether a brand is global, local or foreign relates to consumers’ perceptions about a brand’s penetration and in which and how many countries they believe it is marketed. Referring to Steenkamp et al. (2003, p.54) and what they state about a global brand, “the issue here is whether a brand benefits from consumer perceptions that it is ‘global’ – a perception that can be formed only if consumers believe the brand is marketed in multiple countries and is generally recognized as global in these countries”.

As brand marketers have to develop a positioning strategy for their particular brand, whereas “positioning is the act of designing the company’s offering and image to occupy a distinctive place in the mind of the target market” and “the goal is to locate the brand in the minds of consumers to maximize the potential benefit to the firm” (Kotler & Keller, 2006, p.310), they can choose to follow a global, a local or a foreign positioning strategy.

Alden et al. (1999, pp.75) label these potential marketing positioning strategies as global, local or foreign consumer culture positioning. The first type of global consumer culture positioning describes a marketing positioning strategy, which results in a brand being associated with a global consumer culture (e.g. brands associated with a global culture: Nike, Gatorade). The second possibility of a brand’s positioning in the heads of consumers refers to the construct of local consumer culture positioning, which Alden et al. (1999, p.77) define “as a strategy that associates the brand with local cultural meanings, reflects the local culture’s norms and identities, is portrayed as consumed by local people in the national culture, and/or is depicted as locally produced for local people” (e.g. associated local Austrian brands: Ottakringer Beer, ja natuerlich!). The third positioning strategy that refers to foreign

consumer culture positioning describes the idea of provoking consumers' associations of a particular brand with a certain foreign culture (e.g. BMW, Armani).

## **2.3 Country of Origin Definitions**

In literature no consistent, straightforward and general definition of the Country-of-Origin concept can be found. According to Hennebichler (2006, p.7) "nowadays, COO serves as an umbrella term and comprises various areas in research". The COO concept can be broken down into subcategories, namely the Country of Origin of the Product (COOP), the Country of Origin of the Brand (COOB), the Country of Corporate Ownership (COCO), the Country of Manufacture (COM), the Country of Parts, the Country of Design (COD) and the Country of Assembly.

But as research has shown, there is a certain hierarchy of these subcategories as regards their importance consumers attach to each of them (cf. Thakor & Lavack, 2003), and as this study focuses solely on a consumer perspective, only the first two concepts will be defined and explained in more detail here.

### **2.3.1 The Country of Origin of the Product**

The first subcategory of COO is the oldest of all COO concepts and refers to the product level. According to Liefeld (2004, p.86) the country of origin of the product (COOP) is "the place in the world, where a product is manufactured".

But this general COOP construct again needs to be split into even more lower levels, to cover all fields of the origins a product can have. As nowadays hardly any product is produced in one single country, which is the result of increased globalization, more and cheaper imports and a rise in multinational companies and strategic alliances in the global marketplace, the COOP has become a more and more complex construct over the years, that needed to be split in sub-classes. (cf. Inch & McBride, 2004).

The first sub-class is formed by the Country of Origin of Design (COOD), which refers to the particular country where a product was conceived, designed and engineered, no matter if during the production process itself this country plays a role or not (cf. Ahmed et al., 1994; Ahmed & D'Astous, 1995).

The second sub-class is the Country of Origin of Assembly (COA), which indicates the particular country where most of the final steps in the production process have taken place.

The third sub-class, the Country of Origin of Parts (COO of Parts), can be described as the country, where the majority of the materials the product consists of and is made of and/or where component parts were made, have their origin.

### **2.3.2 The Country of Origin of the Brand**

The second subcategory of the general COO concept concentrates on the originating country on a brand level and is called the Country of Origin of the Brand (COOB). According to Liefeld (2004, p.86) the definition of the COOB is the following: “The country of the brand (COOB) is the country in which the head office of the company that owns the brand is located.” The implication derived from that definition is, that as the different products from a particular brand can have different COOs, the origin of the brand itself can always be only one particular country.

A second explanation of COOB can be found, as defined by Thakor and Kohli (1996, p.27), who state that the COOB is “the place, region, or country where a brand is perceived to belong by its target customers”.

Concerning the COOB concept in general, it is important to point out that “the COOB has become more interesting in recent years due to the rise of international companies which aggressively brand their products and implicitly or explicitly promote the brand origin” (Hennebichler, 2006, p.9).

### **3 General Consumer Behavior**

As a major focus of this thesis refers to consumers' brand attitude formation processes, brand evaluation processes and purchase intentions, it is important to understand the factors that have influence on how consumers deliver a judgment about a particular brand. Therefore, this chapter will present the reader a collection of the theoretical backgrounds and fundamentals one has to be aware of, to understand consumers' evaluation processes.

The factors that exert influence on how consumers' behave and react on the market can be classified into three distinct groups: The first factor refers to the buying situation, which is influenced by consumers' perceived risk and importance of the purchase as well as consumers' experience within the product category of purchase. The second influencing factor group is determined by social influences, like culture, social class, geo-demographics and reference groups. The third class of factors refers to an individual's personal influences of personality, lifestyle and age, lifecycle, information processing, motivation, beliefs and attitudes. (cf. Jobber, 2004, p.77)

As it would go beyond the scope of this work to explain each factor in detail, only those factors that are relevant for the topic of this thesis will be discussed here.

To understand how consumers actually deliver a judgment about a particular brand and how they come up with the final purchase decision for a particular brand, it is important to understand the underlying concepts of an individual's brain organization and functioning and how an individual's information processing is organized. Therefore, in the beginning of this chapter an introduction of the psychological processes that underlie an individual's general behavior will be given. Furthermore, the way individuals generally process and store information and how knowledge is built up will be discussed.

To understand how individuals behave as consumers and come up with brand judgments and make purchase decisions, it is important to be aware of the four key psychological processes of motivation, perception, learning and memory, that underlie general consumer behavior and that interact with each other in a consumer's brand evaluation processes and purchase decisions.

Thereafter, the stages a consumer goes through when making a purchase decision will be discussed, however, only the stages of a consumer's information search and consumer's evaluation of alternatives, as they are of importance for this work, will be discussed in detail.

In a next subchapter, a consumer's information processing in his brand evaluation processes and the topic of how consumers can use a product's or brand's information cues to come up with a product/brand judgment will be highlighted.

This chapter will close with a presentation of the ELM model, that explains that the influence a particular product's or brand's information cue has on a consumer's attitude towards a particular brand is determined by the way how an individual consumer processes this particular cue.

### **3.1 The Psychological Processes In General Individual Behavior**

Generally two types of an individual's psychological processes need to be distinguished (Kroeber-Riel & Weinberg, 1999, p.49):

1. **Activating Processes:**

Activating processes refer to situations of a person's arousal and excitement, that then set an individual's drive to react and behave in motion.

2. **Cognitive Processes:**

Cognitive Processes refer to an individual's reception, processing and retaining of information and are in an even wider sense the processes of notional information processing.

As most psychological processes of an individual include an activating as well as a cognitive component, Kroeber-Riel & Weinberg (1999, p.49) classify these complex processes into either:

1. Activating complex psychological processes, in which the activating component dominates (e.g. emotion, motivation, attitude), or into
2. Cognitive complex psychological processes, in which the cognitive component dominates (e.g. perception, evaluation, decision-making, learning, memory).

Figure 2 illustrates the total system of psychological processes that have influence on an individual's behavior.

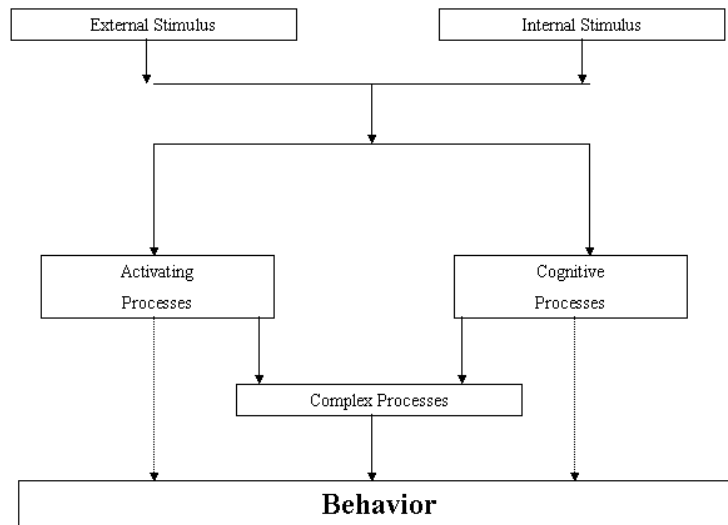


Figure 2 – Total System of Psychological Processes  
Source (adapted): Kroeber-Riel & Weinberg, 1999, p.50

As it would go beyond the scope of this work an individual's activating processes will not be presented in detail here. Therefore, only those processes in an individual's behavior where the activating component dominates and which are of relevance for the topic of this diploma thesis will be presented throughout the following sections.

However, the focus of this study lies on an individual's psychological processes in which the cognitive component dominates. Thus, an individual's cognitive processes and the underlying dimensions of an individual's information reception, information processing and information storage will be discussed in detail here.

### 3.1.1 Information Storage and Individual's Knowledge

“Information Processing refers to the process by which a stimulus is received, interpreted, stored in memory and later retrieved.” (Jobber, 2004, p.79)

Here the concept of an individual's information storage and the three phases of an individual's information reception, information interpretation and information processing, as well as the creation, processing and management of an individual's knowledge will be discussed in more detail.

In an individual's information reception one has to be aware of the fact, that as an individual is confronted with a vast amount of information every day, it is impossible for an individual to pay attention to each and every stimulus, as well as process and store each information. Therefore, an individual uses certain mechanisms to reduce these masses of stimuli into a manageable amount and sort out those bits of information that might be of particular importance for him. An important factor that determines an individual's information reception to a certain extent is the personal influence of an individual's motivation and level of interest in a particular topic. One of these sort out mechanisms refers to an individual's selective attention, which Kotler and Keller (2006) defined as "the mental process of screening out certain stimuli while noticing others".

As regards information storage, three different forms of an individual's memory can be distinguished, that refer to how an individual's reception of a stimulus leads to the storage of the particular information that the individual got conveyed through receiving this stimulus (cf. Kroeber-Riel & Weinberg, 1999). Understanding and being aware of these three forms is essential towards comprehending how an individual's knowledge is created and organized. Figure 3 helps to understand the process of an individual's information storage and gives an illustration of the different forms of an individual's memory.

When a particular stimulus is received by an individual it is stored in the first category of an individual's memory, which refers to an individual's sensory information storage, also named ultra-short-term memory or iconic memory. Here a particular stimulus, mainly those of visual or acoustic nature, is stored only for a very short period of 0.1-1 second. In contrast to ultra-short-term memory's limited storage duration of a particular stimulus, its capacity to store many received stimuli is high. The importance of an individual's ultra-short-term memory refers to the fact that only if a stimulus is received and stored there, at least for a very short time, can this stimulus further be interpreted and linked. (cf. Kroeber-Riel & Weinberg, 1999, p.226)

In a second step, those stimuli which have been received and stored at the first level of an individual's ultra-short-term memory are reduced into a manageable amount for the individual. The likeliness that a stimulus from ultra-short-term memory is carried over to the second stage of information storage, namely to an individual's short-term memory (STM), increases with the activation potential of the particular stimulus. The major importance of this second stage in the information storage process refers to the fact that those stimuli that have entered an individual's short-term memory are stored there for a time period of at least some seconds, which creates the chance for a particular stimulus that has been taken over from



ultra-short-term memory, that it will be encoded and therefore transformed into information that is cognitively available for an individual. This means that once information is cognitively available for an individual it will be processed and related to information that is already stored in an individual's long-term memory (LTM), which refers to an individual's previous experiences and knowledge. Therefore, the STM plays a central role in an individual's information processing, which refers to its intermediary and contact function between present experiences and previous experiences that are already stored in long-term memory and which is furthermore due to the fact that at that level of information storage, present information is set in relation to past information and thus, organized in form of an information construct that is higher in level. Therefore, the facet of cognitive processes that refers to how information is processed by an individual is due to the concept of an individual's knowledge, as it is a person's knowledge that determines the way an individual receives, processes and stores a particular bit of information. The mental construct of prior knowledge helps an individual to interpret, categorize and process a particular stimulus received. (cf. Kroeber-Riel & Weinberg, 1999, pp.226)

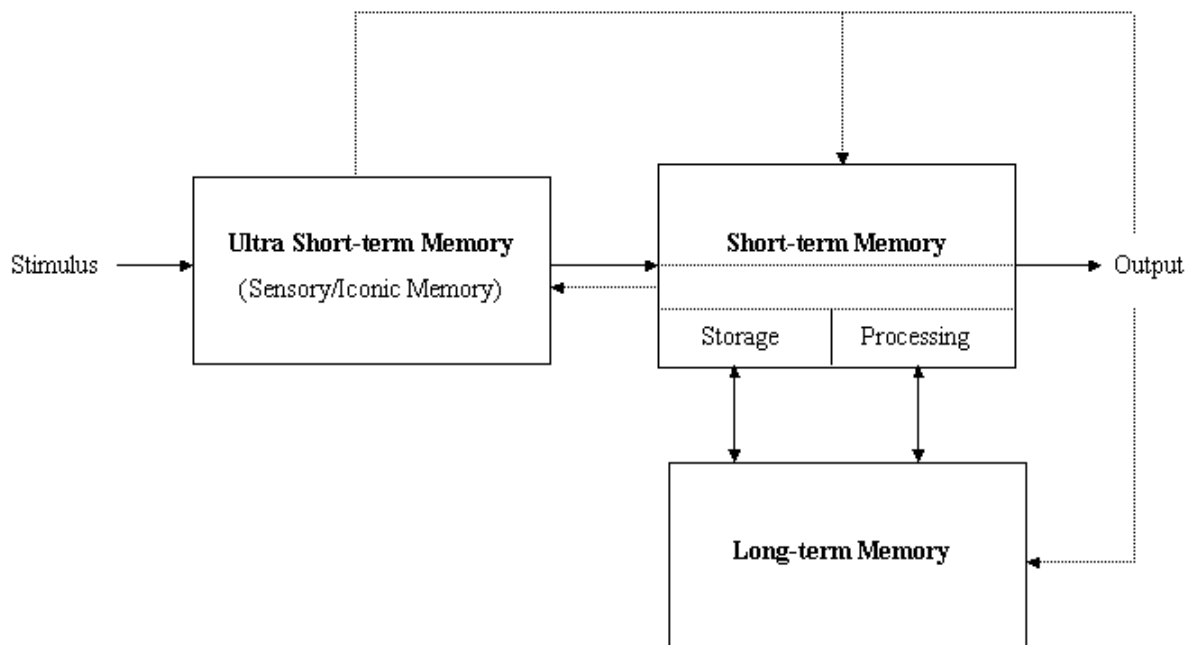


Figure 3 – Different Forms of an Individual's Memory  
Source (adapted): Kroeber-Riel & Weinberg, 1999, p.225

A widely accepted model that describes the structure and organization of an individual's knowledge is the semantic network model. The semantic network model assumes that each item that is stored in memory is linked to other items, which represent an individual's association of these two single items with each other, whereas the strength of relationships between different items varies. So if an individual receives a particular stimulus that activates one of these stored items, those items that are linked to the primarily activated item will be activated as well. Therefore, due to the fact that these single items are linked to each other, between these single items, that all together build up an individual's knowledge about a particular object or situation, spreading activity will take place that results in the activation of more than just the single item that initially has been activated as a reaction to the reception of a particular stimulus. (cf. Kroeber-Riel & Weinberg, 1999)

According to Kroeber-Riel and Weinberg (1999, p.232) the major part of an individual's knowledge is based on a person's standardized beliefs and images about what a particular issue typically looks like. These particular knowledge structures of an individual are called schemata and are characterized by the fact that they represent a topic's most important characteristics, that they are more or less abstract in nature and are hierarchically organized. By definition schemas are "cognitive structures of organized prior knowledge, abstracted from experience with specific instances" (Fiske & Linville, 1980, p.543; in: Roth & Diamantopoulos, 2008, p.3) and in Social Psychology Literature schemas are also described as stereotypes (cf. Bem, 1970; Roth & Diamantopoulos, 2008). Therefore a schema or stereotype is a form of knowledge organization that serves an important function in an individual's information processing, as it has influence on an individual's perception, simplifies an individual's thinking activity and organizes the storage of information (Kroeber-Riel & Weinberg, 1999, p.233). An example of a semantic network is illustrated in Figure 4.

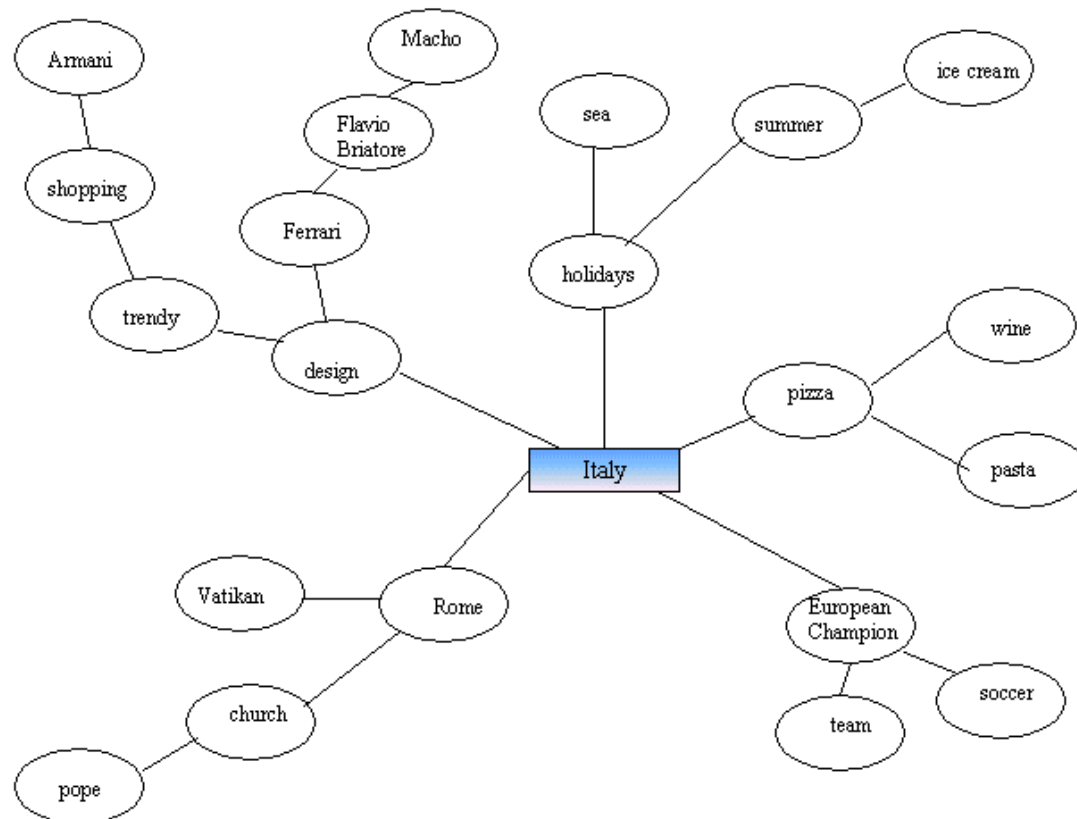


Figure 4 – Example of a Semantic Network  
 Source (adapted): Kroeber-Riel & Weinberg, 1999, p.231

Information that should not quickly be erased needs to be stored in an individual's long-term memory, as the widely-accepted view is that once an information is stored in long-term memory it can never be erased again. In LTM, information that has been processed in STM is stored in form of biochemical substances. The fact that information, once stored in long-term memory, can never be erased again, does not concurrently mean that an individual will never forget this information. An individual's forgetting of information refers to the major limitation of an individual's long-term memory, which is due to the fact that the amount of information stored there is so extensive, that it is a major problem to actually "find" information there (cf. Lindsay & Norman, 1977, 1981). Therefore, referring to the theory of Memory Retrieval which is due to information processing of "how information gets out of memory" (Kotler & Keller, 2006, p.190), one has to take the factor of how accessible information is for the individual and how easily a particular bit of information can be recalled into account. (cf. Kroeber-Riel & Weinberg, 1999, pp.227)

In Literature most models of LTM structure are based on forms of associative model formulation (cf. Kotler & Keller, 2006, p.188).

Taking the very common and widely accepted Associative Network Memory model as an example to explain how an individual's LTM is structured, Kotler and Keller (2006) define the Associative Network Memory model as "a conceptual representation that views memory as consisting of a set of nodes and interconnecting links where nodes represent stored information or concepts and links represent the strength of association between this information or concepts". So in other words, a node is any kind of stored information, that might be verbal, visual, abstract, or contextual, and this node is related or linked to other nodes, whereas the strength of these relationships between nodes varies.

### **3.1.2 Visual Information Processing and Knowledge**

Individuals also receive stimuli, which might be verbal or non-verbal, which they often encode in the form of an inner image. According to Hansen (1981) the majority of individuals has the tendency to process information visually. The role of inner images is not clear cut throughout literature. One theory describes imageries as one possible form of decoding, as it allows a person to get access to his knowledge that is stored in the individual's memory. According to another view, an individual's knowledge is stored either in the part of an individual's memory that refers to verbal information coding or in the other independent part of memory that refers to visually coded information. But regardless of imagery's underlying theory, its strong impact on an individual's thinking, feeling and acting is out of question (cf. Kroeber-Riel & Weinberg, 1999).

According to Kroeber-Riel and Weinberg (1999, p.343) imagery is defined as the notional formation, processing and storage of inner mental images (cf. Leven, 1995) and therefore it is a process of coding information in a non-verbal form in memory.

One can distinguish between two types of imageries:

- Perceptual Image (i.e. the object or any illustration of the object (e.g. model, picture) is actually present and might be perceived by an individual)
- Memory Image (i.e. an individual's imagined concept of an object, but in absence of the particular object)

## **3.2 The Key Psychological Processes in Consumer Behavior**

How a consumer reacts as regards to a brand that has entered his consciousness is the outcome of certain psychological processes of the individual in combination with certain personal characteristics of the consumer.

To understand consumers' behavior it is important to be aware of the four underlying key psychological processes that interact with each other in an individual's brand evaluation processes and purchase decisions. In particular, these four complex processes are: the activating complex psychological process of motivation; and the three cognitive complex psychological processes of perception, learning and memory, that follow whenever a marketing stimuli has entered a consumer's consciousness and that underlie consumers' buying behavior processes. (cf. Kroeber-Riel & Weinberg, 1999; Kotler & Keller, 2006)

### **3.2.1 Motivation**

The activating complex psychological process of motivation refers to the linkage between an individual's needs, drives and goals. An individual's need might either have its source in a person's physiology or psychology. Examples for physiological needs would be hunger or thirst, that is anything that refers to the fundamentals of survival, whereas examples for psychological needs would be self-development, status or esteem needs. When an individual's need (deprivation) reaches a certain level of intensity, it will set drives in motion (deprivations with direction) or in other words will become a motive, which will lead the person to react somehow to accomplish the individual's goal (anything that satisfies the need and reduces the driver). (cf. Jobber, 2004, pp. 82; Kotler & Keller, 2006, p. 184)

The most important theories of consumers' motivation in Marketing Literature are by Freud, Maslow and Herzberg (cf. Kotler & Keller, 2006, p.184), but it would go beyond the scope of this thesis to describe each theory in detail here.

### **3.2.2 Perception**

When a need has reached the required level of intensity and therefore has become a person's motive, an individual's actions will follow. But how the individual will act and what these actions will look like will depend on the individual's perceptions, which are caused by an

individual's cognitive complex psychological processes. An individual's perception refers to his view of certain things or situations and is defined as "the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world" (Kotler & Keller, 2006, pp.185).

According to Kotler and Keller (2006, p.186), in Marketing Sciences "perceptions are more important than reality, as it is perceptions that will affect consumers' actual behavior".

But it is important to be aware of the fact that perceptions about one and the same object or situation might vary among consumers and might differ from individual to individual. These differences in consumers' perceptions of the same thing will not be discussed in detail here. However, just to briefly mention it, these differences might be explained by the underlying processes of selective attention, selective distortion and selective retention.

Therefore, the way an individual consumer perceives for example a product or brand, a product's attributes or brand's information cue, will further determine the individual's evaluation of and behavior towards the product or brand.

### **3.2.3 Learning**

The cognitive complex psychological process of an individual's learning is defined as "any change in the content or organization of long-term memory and is the result of information processing" (Jobber, 2004, p.82). Therefore, a consumer's behavior towards a brand and his buying behavior is to a certain extent determined by his underlying learning processes. In other words, this means that if a consumer gains certain experiences with a brand, this will result in consumer's learning about the brand, which even further will have influence on his behavior towards the brand.

According to Kotler and Keller (2006, p.187) "most human behavior is learned", and by referring to Learning theory they state, that "learning is produced through the interplay of drives, stimuli, cues, responses, and reinforcement". As already mentioned above, a drive is a strong internal stimuli that will lead a person to react somehow. In contrast to drivers, cues are stimuli that have minor influence on consumer's impelling action, but they will determine the way a consumer will react. In other words, a drive will determine that a consumer acts, whereas cues will determine how, where and when an individual will react, as cues refer to information that is linked with the particular stimuli in the consumer's head.

So in terms of consumer buying behavior this means that an individual consumer's need will drive him to act, whereas these actions will cause consumer's experiences and learning

procedures. These learning procedures are on the one hand based on the consumer's generalization of his response to a similar stimulus and on the other hand are due to consumer's discrimination of differences in a set of similar stimuli and his adjusted response to those recognized differences. (cf. Kotler & Keller, 2006, p.187)

### **3.2.4 Memory**

As already discussed in a previous section of this thesis, an individual stores information and experiences in either ultra-short-term memory, short-term memory or long-term memory. The difference is that information in STM is only temporarily stored, whereas in LTM information is stored enduringly.

In order to explain a consumer's general behavior towards a brand, which is influenced by an individual's knowledge about the particular brand, on the basis of the Associative Network Memory model that has already been discussed in subchapter 3.1.1.1 of this work, one must hold in mind that a brand is stored as a node in a consumer's memory. And this brand node is connected or linked to other brand information nodes, whereas the strength between the brand node and one linked node, and the brand node and another linked node, might differ. Those linked brand information nodes that all refer to a consumer's "brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, and so on that become linked to the brand node" are called brand associations (Kotler & Keller, 2006, p.188).

The strength of the link between the brand node and a particular brand association in the consumer's mind is determined by the quantity and quality of an individual's processing of the brand-related information. This information processing action refers to the theory of Memory Encoding, which says that the more actively and attentively a person thinks about brand information at encoding, the stronger a consumer's related brand association will be. An additional factor that has influence on how strongly the relationship between the brand node and new additional brand information a consumer receives, in an individual's memory will become, is the extent of consumer's previous brand knowledge, and how these existing brand associations are organized, which content they have and how strong they are linked to the brand node. The strength of the linkage between the brand node and associated brand nodes will to a certain extent further determine how accessible brand-related information is for the consumer and how easily a brand association can be recalled by the individual. Thereby, it is important to highlight again, that just because information is potentially available in memory, as it is stored there, does not concurrently mean, that it is also actually

recallable by the consumer, as the individual might have no access to the particular information stored without other retrieval cues or reminders. (cf. Kotler & Keller, 2006, pp.189)

Therefore, referring to theory of Memory Retrieval, which, as already mentioned in previous sections of this thesis, refers to “how information gets out of memory” (Kotler & Keller, 2006, p.190), the way a consumer’s memory process of brand information encoding is organized will determine the structure of the individual’s brand memory, which in a next step will affect consumer’s memory process of brand information retrieval, which finally will have influence on the consumer’s behavior towards the particular brand.

Figure 5 gives a simple example of a mental map, that illustrates how an individual’s knowledge and brand beliefs about the brand Ferrari might be organized.

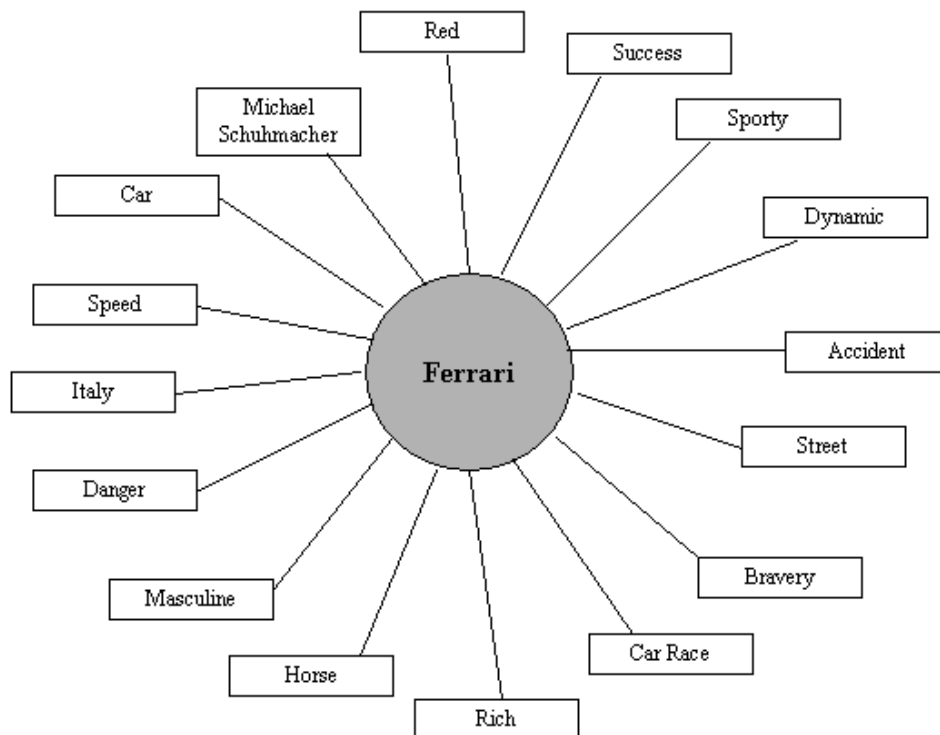


Figure 5 – Hypothetical Ferrari Mental Map  
Source (adapted): Kotler & Keller, 2006, p.188



### **3.3 The Consumer Decision Making Process**

In Marketing Literature the classical model used to describe the consumer buying process is the Five-Stage Model (cf. Jobber, 2004; Kotler & Keller, 2006). This model is based on the five main phases a consumer goes through when making a purchase decision.

#### **1. Need/Problem Recognition**

The starting point and first stage refers to consumer's problem recognition, which means that the individual recognizes a need, want or problem. Such a need might refer to one of an individual's basic needs and be recognized because of an internal stimulus - like hunger, thirst or sex – and might refer to a person's functional, emotional or psychological needs and be recognized because of an external stimulus. (cf. Jobber, 2004; Kotler & Keller, 2006)

#### **2. Information Search**

In a next step, after a consumer's particular need or problem has become a driver, the consumer will search for information to identify the possible alternatives to satisfy his particular need or resolve his problem. A consumer's information search can be an internal and/or external process. Internal information searching means that a consumer scans information stored in memory that would be important for problem solution. Such internal information might refer to personal experiences in the past and marketing communications, and might well include possible ways of problem solution. When the internal information search does not result in a satisfying problem solution for the consumer, he will start the external information process and start to search for information actively. (cf. Jobber, 2004, p.70)

Major external information sources might be personal sources, like family, friends, neighbors or working colleagues, commercial sources, such as advertising, web sites, salespeople or packaging, public sources, like mass media or consumer-rating organizations, or experimental, which refers to consumer's handling, examining and/or usage of a product. Which of these external information sources are used by a consumer and how much each of them influences the consumer depends on the product category and certain consumer characteristics. At the end of the information search stage, a consumer

will have build up his awareness set, which will include those brands out of the total set of all brands that are available on the market, that the consumer knows and that could satisfy his need or could provide him a problem solution. (cf. Kotler & Keller, 2006, p.192)

### **3. Evaluation of Alternatives**

In the third stage of the buying decision process a consumer screens those brands from his awareness set that meet his initial buying criteria. These brands are then included in the consumer's consideration set, or in other words, a consumer's consideration set includes those brands that the consumer has selected to be worth further evaluation. After the consumer has gathered some additional information about those brands in his consideration set, he will again screen the strong brands that have certain characteristics which are of particular importance for the individual, and include them in his choice set, out of which he will make his final purchase decision. As the initial stage of the buying decision process is the consumer's recognition of a particular need, the consumer expects to get certain benefits when satisfying this need through the purchase of a particular product or service. So the consumer looks for the product/brand solution that would deliver him the best sought-after benefits. (cf. Kotler & Keller, 2006, p.193)

According to Kotler and Keller (2006, p.193), "evaluations often reflect beliefs and attitudes" and therefore "people's beliefs about the attributes and benefits of a product or brand influence their buying decisions. Just as important as beliefs are attitudes". A belief is defined as "a descriptive thought that a person holds about something" and by definition, an attitude is "a person's enduring favorable or unfavorable evaluation, emotional feeling, and action tendencies toward some object or idea" (Kotler & Keller, 2006, pp.193).

So in the evaluation process a consumer defines certain choice criteria which he uses for screening the products and brands according to their sought-after benefits. And as consumers see "each product as a bundle of attributes with varying abilities for delivering the benefits sought to satisfy this need" (Jobber, 2004, p.71), these choice criteria might on the one hand relate to certain product attributes that refer to the functional benefits of a product. But on the other hand, "although brands might be perceived as similar, this does not necessarily mean they will be equally preferred" (Jobber, 2004, p.71), these differences in consumer's preferences of the product of one brand over that of another

brand can also refer to a symbolic, emotional and intangible benefit of a brand, as for example to a brand's image.

According to Alba et al. (1999) a consumer's final and overall product or brand evaluation can be explained by the theory of Information Integration, and therefore results out of a combination of extrinsic and intrinsic product cues. In other words, generally a consumer will use several cues, intrinsic and extrinsic ones, to form a product or brand belief and judgment. The nature of cues that influence consumers' overall evaluation of a brand's product vary between product categories and individuals.

The intensity of a consumer's information search and the extent to which a consumer evaluates a brand will depend on his level of involvement. "Consumer involvement can be defined in terms of the level of engagement and active processing undertaken by the consumer in responding to a marketing stimulus." (Kotler & Keller, 2006, p.200)

For high-involvement processes, which refer to purchases that are of high importance for the consumer, include high expenditure and that are perceived as carrying a high personal risk, as for example the purchase of a car, a flight or an insurance, a consumer will extensively search for information and will involve extensive evaluation. In low-involvement processes, which refer to purchases of a good or service that carry only minor risk, like the purchase of cereals, soft drinks or ice cream, a consumer's information searching process will be more limited and short, as well as probably rather internal and the consumer's evaluation process will be rather simple. (cf. Jobber, 2004, p.71)

#### **4. Purchase Decision**

After a consumer has evaluated the brands in his choice set, preferences for one brand over another will have emerged. Therefore, the consumer will have the intention to buy the most preferred one, which is also what he will finally do, if none of the factors of the attitudes of others or other unanticipated situational factors will intervene in the consumer's purchase intention and purchase decision. (cf. Jobber, 2004; Kotler & Keller, 2006)

#### **5. Post-purchase Behavior**

After a consumer has made a final purchase decision and has actually bought a product from a specific brand, the consumer will gain experience with the brand's product and

make a post-purchase evaluation of the brand. A consumer's level of post-purchase satisfaction will have influence on the probability that the consumer will decide to repurchase the brand. (cf. Kotler & Keller, 2006)

Consumers do not necessarily go through all five stages in their decision making process. Sometimes one or more stages might be skipped, as well as the order of stages might vary (cf. Kotler & Keller, 2006, p.191).

Figure 6 gives an illustration of the Five-Stage Model of the Consumer Buying Decision Process.

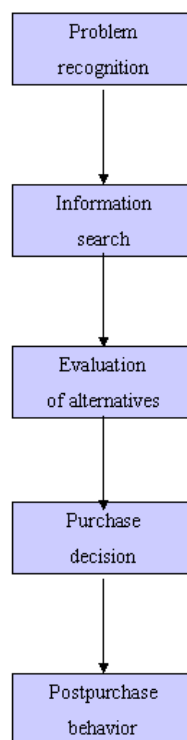


Figure 6 – Five-Stage Model of the Consumer Buying Process  
Source: Kotler & Keller, 2006, p.191

### 3.4 Consumers' Information Processing in Brand Evaluation Processes

As already mentioned above, based on the theory of Information Integration, a consumer will generally use extrinsic and intrinsic cues to evaluate a product from a particular brand. As the typical consumer usually perceives to get more information from a product's intrinsic cue

compared to a product's extrinsic cue, Marketing Literature assumes the relative importance of intrinsic cues over that of extrinsic cues in consumers' brand evaluation processes (cf. Purohit & Srivastava, 2001).

Which cues and how many cues a consumer takes into consideration in his brand evaluation processes depends on the given individual himself and it also varies between product categories.

### **3.4.1 Information Cues in Consumers' Product and Brand Evaluation Processes**

When explaining consumers' variance of cue selection as regards different product categories, one has to suppose the following two buying situations: In the first situation an individual needs a new refrigerator. In the second situation the same individual wants to buy a soft drink. In the consumer's evaluation of different refrigerator brands, he will probably take cues like quality, price, refrigerating capacity, consumption amount of electricity and warranty into consideration, whereas other factors like packaging for example might be of no relevance. In the consumer's second evaluation process, where he wants to buy a soft drink in the supermarket, cues like price, packaging and taste might be important for his purchase decision, whereas the cues of refrigerating capacity, consumption amount of electricity and warranty, that played a role in the consumer's first brand evaluation situation, will not affect the consumer's judgment of different soft drink brands at all.

Consumers often adopt stereotype thinking in their product and brand evaluation processes, as this thinking pattern allows an individual to process information regarding his subjective thinking and preferences and thus makes it easier for the individual to come up with a product or brand judgment. Very often consumers use one product information cue to make inferences about another product information cue or about another underlying product attribute. In such cases where an individual uses a product information cue to make conclusions about another product information cue, one can observe three different thinking patterns in a consumer's product and brand evaluation processes (cf. Lebreuz, 1996; Kroeber-Riel & Weinberg, 1999). Figure 7 shows the three different types of effects of product information cues that can be distinguished:

1. Information cue in a stricter sense: In this case a specific product information cue has influence on how an individual perceives a particular product attribute.
2. Irradiation: In this case a specific product information cue has an effect on how an individual perceives another product information cue.

- Information cue in a broader sense: This case refers to the situation in which a specific product information cue has influence on an individual's perception of a product attribute and at the same time also on the individual's perception of another product information cue.

Quoting Hennebichler (2006, p.20), "in this regard, cues serve as information chunks which help the consumer to ease the cognitive effort of processing information and function as substitutes for more complex information".

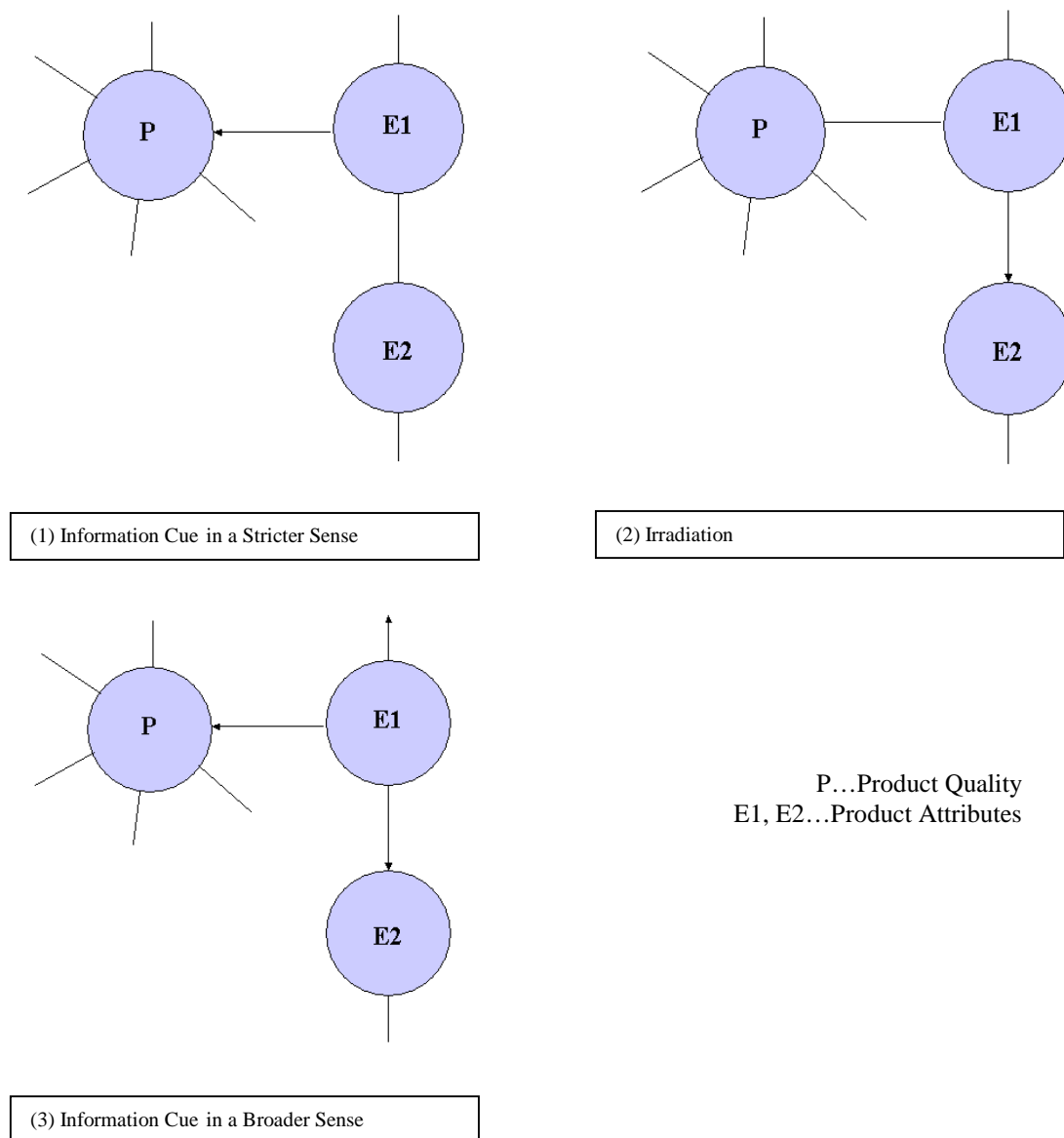


Figure 7 – The Effects of Information Cues and Irradiation  
 Source: Lebreuz (1996, p.61; in Hennebichler. 2006, p.21)

### 3.4.2 Elaboration Likelihood Model

Another influential theory of consumers brand evaluation and decision making process was established by Petty and Cacioppo (1986), who developed a model that explains how consumers form attitudes and how these attitudes can change. Their Elaboration Likelihood Model (ELM) shows how consumers evaluate between alternatives both for situations in which consumers' level of involvement is high and for situations in which consumers' level of involvement is low.

The model (see illustration Figure 8) explains that a consumer's attitude can either be formed via a central route or via a peripheral route. As elaboration refers to the ability, opportunity and motivation of a consumer to process information and information cues, it can either be rated high, which means that a consumer has to fulfill all three underlying aspects of elaboration, and only then, will a consumer follow the central route in his brand attitude formation process. In any other case, if a consumer lacks in either ability, opportunity or motivation, then elaboration will be rated low, which would result in consumer's information processing following the peripheral route to form his attitude towards a particular brand. (cf. Kotler & Keller, 2006, p. 200)

According to the ELM, when an individual's attitudes are formed via the central route, these attitudes are very persistent and resistant over time and very predictive of the individual's behavior. Hence, if a consumer has processed information via the central route in his brand evaluation process, the attitudes he has formed towards each of the brands in his choice set will be very predictive of consumer's actual purchase decision. In contrast, if a consumer's brand attitudes are formed through information processing via the peripheral route, these attitudes are less persistent and resistant over time, and less predictive of consumer's actual purchase decision for a particular brand. (cf. Petty et al., 1988, p.359)

In other words, the ELM explains that "consumers must want to evaluate a brand in detail, must have the necessary brand and product or service knowledge in memory, and must be given sufficient time and the proper setting to actually do so" (Kotler & Keller, 2006, p.200) and only then will consumers follow the central route in their brand attitude formation process. In any other case, whether consumers lack in terms of their ability, motivation or opportunity to process brand and product information, "consumers will tend to use the peripheral route and consider less central, more extrinsic factors in their decisions" (Kotler & Keller, 2006, p.200).

Consumer's evaluation tendency to process an information cue as a source of information when evaluating a particular product is determined by the cue's usefulness and value for the consumer. So referring to Petty and Cacioppo (1986; in Bloemer et al., 2009, p.70), in consumers' product evaluation processes, the more valuable a product information cue is for an individual, the more motivated the consumer will be to process such a cue. This will then result in consumer's central processing of such a valuable information cue in his attitude formation process towards a particular product. In contrast, the less value an information cue has for a consumer, the lower will be his motivation to process such a cue. Consequently, such a low-value cue will be processed, if at all, only via the peripheral route in consumers attitude formation process towards a particular product. (cf. Bloemer et al., 2009, p.70)

Based on the theory of Cue Selection Procedures, the value and usefulness of an information cue in a consumer's evaluation process is determined by the predictive and confidence value a consumer attaches to a specific cue. A cue's predictive value is defined as "the degree to which a consumer believes that a cue is indicative of a particular product characteristic of interest", whereas an information cue's confidence value refers to "how certain the consumer is that the cue is what he thinks it is" (Bloemer et al., 2009, p.70).

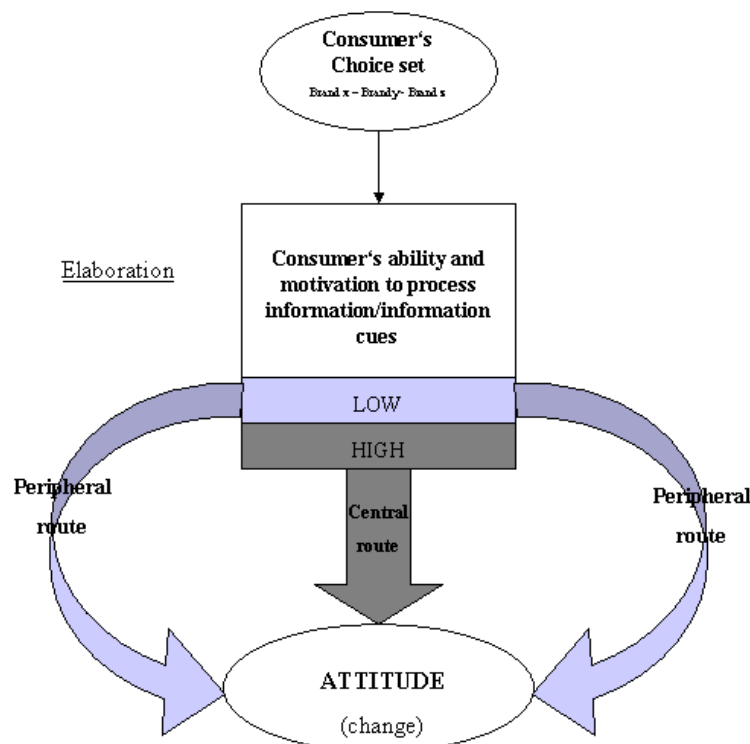


Figure 8 – Elaboration Likelihood Model  
Source (adapted): Aaker et al., 1992, p. 186



## **4 The Brand and the Consumer**

From a consumer's perspective a brand is a way to identify who or which company stands behind a particular product. Brands give consumers the chance to distinguish within a product market between those brands they like and that satisfy their needs in a good way, from those which do not or which they do not like. That consumers are able to identify, remember and distinguish between different brands as well as have certain associations with a brand is a process of learning by the consumer. Defining a brand with respect to a consumer, "a brand is the total sum of consumer's perceptions and feelings about the attributes of a product, how it performs, about the brand name of the good and its meaning, and about the company which created the brand" (Hennebichler, 2006, p.46). So "by developing an individual identity, branding permits customers to develop associations with the brand (e.g. prestige, economy) and eases the purchase decision" (Jobber, 2004, p.261).

But the associations a customer holds about a particular brand do not possess an objective reality, as the image each person has in mind about a specific brand differs from individual to individual (cf. Blümelhuber et al., 2004; Fournier, 1998; Esch, 2005). Therefore, a brand in its form of being an image construct in a consumer's mind, the associations people hold about a brand, its symbols and performance differ, as each individual has a different perception, experience and ideals. Thus, a brand in a consumer's head is subjective and individual in nature (cf. Herz, 2007). So the brand name or a brand's logo as regards the individual consumer, can therefore be interpreted as a cognitive folder system, which saves all information, pictures, emotions, as well as the sensory perceptions of a brand in a multimodal way (cf. Blümelhuber et al., 2004).

Branding a product is of great value for the customer as his search costs in the market are reduced and his perceived risk is minimized. Brands act as a signal of quality (good or bad), as well as as a symbolic piece of advice for the customer (cf. Jobber, 2004; Kotler & Keller, 2006).

### **4.1 Customer-Based Brand Equity**

In Marketing Literature several definitions for brand equity can be found. In 1989, the Marketing Science Institute specified brand equity as "the value that is added by the name and rewarded in the market with better profit margins or market shares. It can be viewed by

customers and channel members as both the financial asset and as a set of favorable associations and behaviors” (in Yasin et al., 2007, p.39).

According to Keller (1993, p.1), “the brand equity is defined in terms of the marketing effects uniquely attributable to the brand – for example, when certain outcomes result from the marketing of a product or service because of its brand name that would not occur if the same product or service did not have that name.”

Even more precisely, nowadays general brand equity is defined as “the added value endowed to products and services” and “this value might be reflected in how consumers think, feel, and act with respect to the brand, as well as the prices, market share, and profitability that the brand commands for the firm” (Kotler & Keller, 2006, p.276). Therefore, one can distinguish between brand equity which refers to the financial value that a brand represents for a company, and brand equity which refers to the psychological value that a brand has for the consumer, also termed customer-based brand equity.

As the financial aspect of brand value for a company is not relevant for this work, here only the concept of Customer-Based Brand Equity will be discussed in more detail. By definition, customer-based brand equity is “the differential effect that brand knowledge has on consumer response to the marketing of a brand” (Kotler & Keller, 2006, p.277).

Referring to the definition by Kotler and Keller (2006), the three important key elements of customer-based brand equity are therefore: consumer’s brand knowledge, consumer’s perception and preference of a brand’s marketing and, resulting out of these two factors, the third factor which is, differences in consumer response. So consumers’ knowledge about a particular brand combined with how a consumer perceives, likes and behaves according to how a particular brand is marketed, will further result in how a consumer will respond to a product of this particular brand in comparison to another brand’s product or a no-name product. If customer-based brand equity is positive, consumer’s reaction will be in favor of the particular brand’s product, whereas a negative customer-based brand equity will result in a more unfavorable consumer reaction to a product from that particular brand, compared to that towards another brand’s or an unlabelled product.

As several definitions within the Marketing Literature for customer-based brand equity can be found, there are also variations in the specification of brand equity’s underlying dimensions. For example Aaker (1991) names brand-name awareness, brand associations, perceived quality and brand loyalty as the underlying dimensions of brand equity. But regardless of brand equity’s definition and how the underlying dimensions of brand equity are named, the concept of Customer-Based Brand Equity is an explanation of the brand effect on consumers’

buying behavior, whereas “brand equity actually represents a product’s position in the mind of consumers in the marketplace (...). Therefore, what the consumers think of a particular brand determines the value it has to its owner” (Yasin et al., 2007, p.39).

Therefore, brand marketers have to put special focus on building customer-based brand equity through the creation of a familiar and strong brand, with which consumers hold strong, favorable and unique brand associations. Thus, by relying on Kotler’s and Keller’s brand equity definition and how they specified the underlying dimensions of the concept in this chapter, to ensure that, consumers have to gain good experiences with the products or services and marketing programs of a particular brand as well as having a certain amount of brand knowledge (cf. Keller, 1993; Kotler & Keller, 2006).

According to Kotler and Keller (2006, p.278) to create brand equity, the special focus that brand managers should emphasize is to enhance consumers’ brand knowledge, because “at the end of the day, the true value and future prospects of a brand rest with consumers, their knowledge about the brand, and their likely response to marketing activity as a result of this knowledge. Understanding consumers’ brand knowledge – all the different things that become linked to the brand in the minds of consumers – is thus of paramount importance because it is the foundation of brand equity.”

## **4.2 Consumer Brand Knowledge**

Brand knowledge is defined as “all the thoughts, feelings, images, experiences, beliefs, and so on that become associated with the brand” (Kotler & Keller, 2006, p.277) and is composed of two dimensions, namely brand awareness and brand image. The concepts of brand awareness and brand image will be discussed in more detail in the following subchapters, as it is essential to be familiar with the factors that underlie a consumer’s evaluation processes when dealing with the subject matter of this research study.

To discuss the concept of Consumer Brand Knowledge, here, the issue of how an individual’s memory and knowledge is structured and organized will be mentioned only very shortly to remind the reader of the most important points that have already been discussed and explained in more detail in the previous chapter of this work.

Referring to the Associative Network model, which gives an explanation of how an individual’s semantic memory and knowledge is composed., an individual’s knowledge is based on a set of nodes, which “are stored information”, and links, which are the connection between two or more nodes, “that vary in strength” (Keller, 1993, p.2). In an individual’s

information processing process, in which a person either encodes external information or retrieves internal information from memory, a particular node will be activated. Furthermore, such a single node can lead to the activation of other nodes which are linked to it in the individual's memory. Depending on how strong the link between the node that is activated initially and those linked nodes, that are activated just as a reaction to that node activated first, the degree of this "spreading activation" will be. Applying this general Associative Network model in reference to consumers' brand knowledge, "brand knowledge is conceptualised as consisting of a brand node in memory to which a variety of associations are linked" (Keller, 1993, p.3).

#### **4.2.1 Brand Awareness**

One component of consumer brand knowledge is consumer brand awareness, which is defined as "consumers' ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance" (Kotler & Keller, 2006, p.286). As one can learn out of the brand awareness definition, the concept of Brand Awareness refers to how strong a brand node is positioned in a consumer's memory as well consumer's ability to have access to that informational node and recall the information under different conditions. Thus, the concept of Brand Awareness can again be split into the two even deeper dimensions of brand recall and brand recognition performance.

According to Keller (1993), the first dimension of brand recognition means that when a consumer is asked whether he/she knows a particular brand by representing the brand simply as a cue, the consumer is able to correctly differentiate between the fact of having seen or having heard of the brand so far, or even not. The second dimension of brand recall means that when a consumer is asked to state the names of all the brands from a given product category he/she knows, the consumer mentions the particular brand that is under investigation. The fact that a consumer correctly classifies a brand as being part of a certain product category, as well as mentions the correct brand name, is a result of the circumstances that, first of all, the consumer has stored the particular brand name node in memory, and secondly, of the consumer's ability to have access to the brand name information that is stored in his/her memory.

As one can see from these definitions, consumers' brand awareness determines to a very large extent how successful a brand will be on the market. If a consumer's awareness of a particular brand is rather low, the likelihood that the consumer will have this brand in his consideration

set or even further consider to actually buy that brand, will be rather low. As a consequence, the brand's success will probably also be rather low. In contrast, the higher a consumer's brand awareness of a particular brand is the more likely it is that the consumer will take into consideration to actually buy that brand, which consequently will very likely result in the brand's success. (cf. Keller, 1993; Hennebichler, 2006)

#### **4.2.2 Brand Image**

By definition, brand image is “the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory” (Kotler & Keller, 2006, p.286). In terms of the Associative Network model this means that an individual's brand associations are those informational nodes that are linked to the brand node in the memory of the person. Depending on the strength, favorability and uniqueness of these brand associations that an individual holds in memory about a particular brand, the individual's brand knowledge about this particular brand will distinguish it from his brand knowledge of other brands that compete in the same product category. And as already mentioned above, these differences in a consumer's brand knowledge will have further influence on his buying decision. (cf. Keller, 1993)

But before going into more detail about the different dimensions of brand associations that one needs to be aware of, the different forms that brand associations can take will be explained.

##### 4.2.2.1 Types of Brand Associations

One has to distinguish between three different types of brand associations, that vary in their degree of information content. The three different forms of brand associations listed in an increasing order in terms of the magnitude of information they contain are (1) attributes, (2) benefits and (3) attitudes (cf. Keller, 1993).

#### **1. Attributes**

As already discussed in more detail within the framework of a product's concept in a previous chapter of this work, “attributes are those descriptive features that characterize a product or service – what a consumer thinks the product or service is or has and what is involved with its purchase or consumption” (Keller, 1993, p.4). One can distinguish

between intrinsic and extrinsic product attributes. Intrinsic product-related attributes relate to the product and cannot be removed from the core product in their nature of necessity for the product and/or physical connection to the product. Extrinsic or non-product-related attributes are not an integral or physical part of the core product as, according to Keller (1993, p.4), they refer to “the external aspects of the product or service that relate to its purchase and consumption” and can take the form of price information, packaging or product appearance information, user imagery and/or usage imagery.

## 2. Benefits

According to Keller (1993) benefits refer to the value an individual perceives through the attributes of a particular brand's product. In other words, benefits are the value that a product's attributes represent for a person, and these benefits can either be functional, experimental or symbolic.

- The first group of this classification are functional benefits that refer mostly to product consumption advantages that are due to product-related attributes. For the consumer these benefits mostly refer to the satisfaction of his basic needs, like physiological (e.g. food, water, shelter) or safety (e.g. security, protection) needs (Maslow, 1970; in Kotler & Keller, 2006, p.185).
- The second classification is experimental benefits which comprise mostly product-related attributes. But experimental benefits refer more to the way a person feels when using a particular product. For the consumer these benefits are mostly a result of his/her motivation to experience something, like variety, sensory pleasure or cognitive stimulation.
- The third group is formed by symbolic benefits which relate more to the non-product-related attributes. For a consumer these benefits refer to the satisfaction of his/her personal needs to express him-/herself, to get respect from others and/or outer-directed self-respect.

## 3. Brand Attitudes

Brand attitudes refer to the extent how much a consumer likes or dislikes a brand. This type of brand association plays an important role, as brand attitudes, in their nature of how a consumer evaluates a specific brand, have a major influence on a consumer's behavior.

If a consumer has a positive attitude towards a particular brand, this will considerably increase the probability that he/she will buy the brand. (cf. Keller, 1993)

The Expectancy-Value model of Bettman (1986; in Keller, 1993, p.4) understands brand attitudes as a consumer's evaluation of those salient beliefs, he/she holds about a particular product. In other words, this means that a consumer's brand attitudes are a combination of what the individual believes the product attributes and benefits of a particular brand are, and also how good or bad the individual judges those attributes and benefits.

As the different types of brand associations have now been discussed, an explanation of each of the three dimensions that, according to Keller (1993) brand associations can be measured by, which are their favorability, their strength and their uniqueness, will be given here.

#### 4.2.2.2 Favorability of Brand Associations

The favorability of the associations an individual has with a particular brand refers to how good or bad the individual perceives and judges those associations. Therefore, if a brand is successfully marketed, a consumer will hold positive and favorable brand associations about the brand's attributes and benefits as well as believe that these attributes and benefits will satisfy his needs. Thus, this will create a positive brand image in the head of the consumer and in an even further step will enhance the possibility of a positive evaluation of and purchase decision for the particular brand. The favorability of a brand association also depends on a consumer's attached importance to the particular attribute or benefit. If a consumer perceives one of the brand associations he has retained in memory about a particular brand, as being unimportant or as being a brand factor that he does not care about, then this brand association will facilitate consumer's brand recognition and awareness, but will have no further influence on consumer's purchase decision. The degree of importance of a specific brand association for a consumer also depends on the purchase situation and may vary between contexts, according to what a consumer wants to achieve through a specific purchase. (cf. Keller, 1993)

#### 4.2.2.3 Strength of Brand Associations

The strength of a brand association relates to how strong the link between the brand node and other brand-related informational cues is. The stronger an individual's brand association is the easier it is for the individual to process this information and refer it to the brand image he/she holds in memory. The strength of a brand association varies with the way the information is encoded and stored as part of the brand image in an individual's memory. More specifically, the amount of time an individual spends thinking about a particular bit of brand information and the way the person thinks about this information, influences how strong the link between the brand and the brand association is. So, if a consumer judges some specific brand information as being important, the probability the he will actively think about that specific brand information is very high. The fact that the consumer actively thinks about some specific brand information will increase the strength of the link with which he will store this informational brand association node in relation to the brand node. The stronger the link between the brand node and a brand association is the more likely it is that the individual has access to this information as well as is able to recall it more easily by "spreading activation". But referring to cognitive psychologists' views, just because a certain brand association is stored "somewhere" "at some day" in memory, where in fact information is stored for a very long time, does not concurrently mean that an individual also has access to this information. (cf. Kotler & Keller, 2006)

#### 4.2.2.4 Uniqueness of Brand Associations

The fact that an individual holds specific brand associations about a particular brand in mind does not mean that these brand associations are not also shared with other brands.

There are certain product categories which are stamped with certain brand attributes. This means that consumers hold prototypical beliefs about specific brand attributes for a product category as a whole, and therefore expect each brand that competes in that particular product category to have this specific, stereotypical and "common" attribute. These prototypical beliefs further have influence on how consumers perceive a brand that competes within such a "brand attribute stamped" product category. (cf. Keller, 1993, p.6)

Figure 9 gives an overview of the dimensions that underlie brand knowledge.



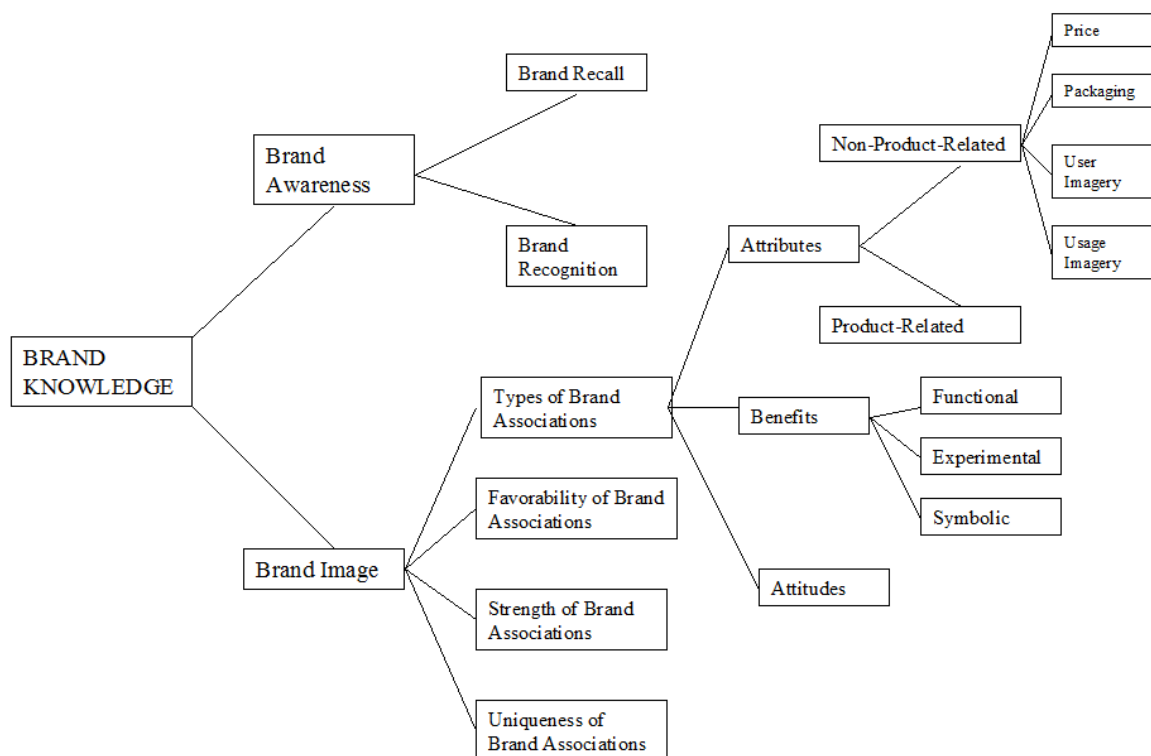


Figure 9 – Dimensions of Brand Knowledge  
Source: Keller (1993, p.7)

### 4.2.3 Secondary Brand Associations

Brand associations might not only be created through the brand’s marketing, they might also be generated through secondary sources, so through a secondary source other than the brand’s marketer. According to Kotler and Keller (2006, p.287) “brand associations may themselves be linked to other entities that have their own associations, creating “secondary” brand associations”, which means, that “brand equity might be created by linking the brand to other information in memory that conveys meaning to consumers”.

Such information, that refers to another source than a brand’s marketing program, but is associated with the brand in consumer’s mind (as shown in Figure 10), might relate to people (employees, endorsers), things (events, causes, third-party endorsements), places (country of origin, channels) and/or other brands (alliances, ingredients, company, extensions) (cf. Kotler & Keller, 2006).

According to Keller (1993, p.11) the product category in which a brand competes itself can also create secondary brand associations in the heads of consumers.

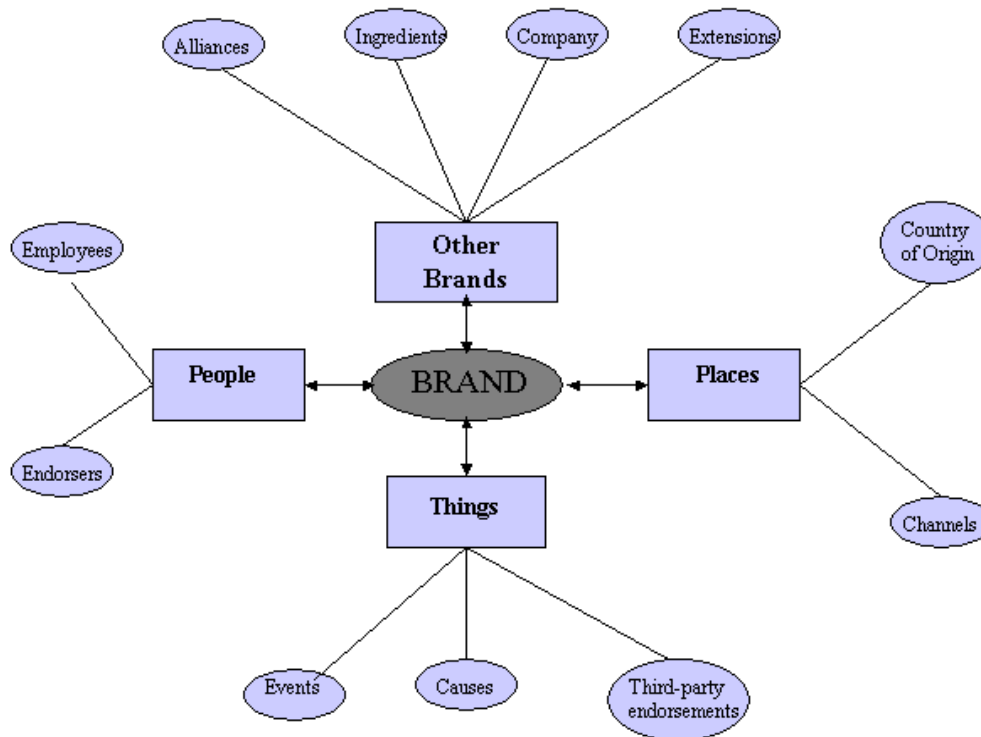


Figure 10 - Secondary Sources of Brand Knowledge  
Source: Kotler and Keller (2006, p.287)

### 4.3 The Influence of Consumer Brand Awareness and Brand Image on Consumer Brand Evaluation and Purchase Intention

As already mentioned above, the concept of Customer-Based Brand Equity explains that the level of a consumer's brand knowledge, which is based on consumer's brand awareness and brand image and the way the consumer perceives and prefers the marketing of a particular brand, has influence on how the consumer will respond to that particular brand, which more precisely means how he will evaluate the brand and what his intention to buy this brand's products will be.

The concept of Brand Awareness explains that a consumer needs to be aware of a particular brand as it is essential for a consumer actually evaluating the brand and thinking about probably buying it. So, if a brand is not in a consumer's awareness set, it can also not be part

of his consideration set, as well as not be part of his choice set and therefore will ultimately not even be evaluated by the individual.

Another fact that shows how essential the role of consumer's brand awareness is, is that high brand awareness will consequently have a positive influence on the formation and strength of consumer's brand associations in the brand image, which hence again will have influence on consumer's brand decisions (cf. Keller, 1993).

According to Keller (1993, p.8) "fundamentally, high levels of brand awareness and a positive brand image should increase the probability of brand choice, as well as produce greater consumer (and retailer) loyalty and decrease vulnerability to competitive marketing actions."

Consumer brand loyalty means that a consumer expresses through his repeated purchase of a particular brand that he has favorable beliefs of and attitudes towards this brand. These favorable beliefs and attitudes towards the brand might on the one hand be due to the nature of the product itself, but might on the other hand also result out of the favorable, strong and unique associations that a consumer holds about the brand's products, that go beyond the objective reality of the product (cf. Park, 1991; in. Keller, 1993, p.8)

## **4.4 The COO Cue of a Brand**

### **4.4.1 The Superiority of the COO Cue of a Brand vs. the COO Cue of a Product for the Consumer**

A brand's country of origin might also be information that consumers associate with a particular brand. In other words, this means that a brand's COO information cue is linked to the brand in consumers' memory.

Most of the existing COO studies are aimed at the country-of-origin effect of products, but as a production facility can relatively easily be displaced to another country it might therefore change from time to time during the life cycle of a product. There are plausible reasons for assuming, that the country of origin of the brand is a much more stable cue than the COO of a product. The country of origin of a brand is rather unlikely to ever change and therefore provides COO information that consumers can better rely on.

This is also consistent with the results of a research study by Ratcliff (1989; in Thakor & Lavack, 2003, p.406) that tested respondents' COO knowledge about the Volkswagen Fox on

the product level versus the brand level. 8% of respondents knew that the car was manufactured in Brazil, whereas 66% indicated that the VW Fox is a German brand.

This argument of the superiority of the COO effect of a brand over that of a product is also brought forward by Johansson (1993, pp.83), who argues that for foreign manufactured products and hybrid products “one would expect a strong brand name (again) to compensate for a foreign manufacturing location” and referring to examples like Hewlett-Packard, that is a US brand and Sony, which for the typical consumer is a Japanese brand, no matter in which countries the products of these brands are actually made, he also suggests “that well-established brand names have clear “home” countries”.

The view that the COO cue of a brand seems to be much more relevant in consumers' evaluation processes and purchase decisions than the COO cue, or “Made in” cue, of a product, is also underpinned by O'Shaughnessy and O'Shaughnessy (2000). When a new brand comes to the market consumers learn about the brand's origin, and therefore will associate the particular brand with a specific COO in their minds. If, as it is often the case in reality, the brand's COO and the countries where the brand's products are actually produced differ, and consumers later on have to evaluate a product from that particular brand, consumers will, nevertheless, probably much more rely on the COO they associate with the particular brand, than on the COO that is indicated by the “Made in” cue, so the COO of the product.

Thakor and Lavack (2003, p.404) prove in their study this information content superiority of the COO of a brand over that of the product in consumer evaluation processes and furthermore state in their Implication for Managers, that “Consumers perceive the brand origin of a product to be associated with the country where the brand's corporate parent resides, rather than the country in which the product or its components are manufactured at any given time. (...) Therefore, the brand origin association appears to represent a more powerful influence on consumers, while information about where a product's parts were manufactured or assembled is less important.”

Also Usunier (2006, p.64) states, by referring to the studies of Leclerc et al. (1994) and Samiee et al. (2005) in his paper, that “recent research shows that country of brand has become more significant for consumers than COM (country of manufacturer).”

Examples of other research studies, where results also support the view that consumers much more rely on the COOB are by Cordell (1992), Barta et al. (1993), Thakor and Kohli (1996) or Clarke et al. (2000).

#### 4.4.2 The COO Cue and the Brand in Marketing Practice

According to Laroche et al. (2005, p.97) a product's or a brand's COO "has significant strategic implications for firms engaged in both domestic and international businesses" as in Marketing Literature it is generally assumed that a brand's COO cue is an information that consumers rely on when evaluating brands and making purchase decisions. However, recent findings show (cf. Samiee, et al. 2005; Hennebichler, 2006; Balabanis & Diamantopoulos, 2008) that consumers have only limited knowledge about the origin of their products and brands purchased. This issue will be discussed in much more detail in chapter 6 of this work.

This aggravation of consumers apparently not having accurate country-of-origin information knowledge about most brands on the market and respectively about most of their goods purchased, seems to attach even more importance to the topic of categorization in Marketing. Categorization is that stage in an individual's perception process, where the individual classifies an object, according to its perceived characteristics to a specific group. (cf. Hennebichler, 2006, p.57)

For brand management in Marketing practice, this means that as long as a specific brand information cue can be processed by the consumer, the consumer will make a connection between this information and the brand and this information will further influence consumers' perception and evaluation of the brand. So, if a brand's COO information cue is processable for the consumer, consumer's country image will have influence on his brand image. Therefore, if marketers wish to exploit a favorable COO image by communicating it through their brand, it is important that the brand's COO information cue is accessible for and can be processed by consumers. (cf. Papadopoulos, 1993)

To make the origin cue more accessible and ease the COO cue information processing for consumers, Papadopoulos (1993, p.14)<sup>1</sup> lists several possibilities of how the COO cue can be incorporated in a brand, which further will manipulate consumers' brand perception:

1. *Embedded directly into the brand name:* e.g. Alitalia Airline, Austrian Airlines, Deutsche Bank
2. *Indicated indirectly through the brand name:* e.g. Lamborghini is Italian, Yves Saint Laurent and Louis Vuitton are French (although neither brand contains the respective country's name, they sound Italian/French as thus include a language cue)

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<sup>1</sup> examples and explanations were partially adapted here

3. *Indicated directly or indirectly in the producer's company name:* e.g., Nippon Steel
4. *Promoted expressly as a significant part of, or as "the" brand's unique selling proposition*
  - *Direct use of country image:* The French cosmetic manufacturer Eugene de Paris portrays in an advertisement an image that can be described best as "seductive elegance" under the headline: "So French. So Rare."
  - *Adapting country image to company image:* Ikea using a cartoon drawing of a moose, symbolizing Sweden and using the slogan "The Impossible Store from Sweden", to build a playful aura around a known and respected origin image for furniture
  - *Lateral transfer of image to an unrelated product:* Lowenbraü beer uses a positive stereotype in its advertising in Canada ("Lowenbraü: Tastefully Engineered in Germany")
  - *Playing on a reverse-negative stereotype:* In its British advertising, Lowenbraü portrays a German in lederhosen with the slogan: "Thankfully they sent us their lager, not their shorts."
5. *Included as the centerpiece or a part of package design:* a nation's flag, flag colors, or some other internationally recognized symbol, printed on or forming the packaging (e.g. Joghurt "TOTAL" – Greek flag in package design)
6. *Associated, directly or indirectly, with well-known representative symbols of the origin country* (Austrian Manner Schnitten – Viennese emblem Stephansdom on packaging)

It is reasonable to assume, that the strategy of emphasizing the COO cue by communicating it directly through the brand, will enhance consumers' accurate COO knowledge. Furthermore, the fact that the COO cue clearly stands out will probably result in consumers' perception of an enhanced importance of the COO cue in their overall brand evaluation process.

## **5 Country of Origin and the Consumer**

One of the most controversial and most often discussed issues in COO literature is if, and if so, how consumers do use the COO information cue and which influence a brand's origin information has on their evaluation of a brand and consequently on their purchase decision.

### **5.1 The COO Cue and the Consumer**

Nowadays, consumers are confronted with a tremendous amount of products and brands from different countries that are competing in the same product category. As consumers have to make choices out of the range of goods offered and base their decisions on certain criteria, an important role of a product's or a brand's origin as a choice criteria for consumers has been assumed in literature so far.

That consumers perceive and evaluate products and brands that compete within the same product category differently as regards their country of origin and the effect a product's or a brand's COO cue has on consumers' perception and evaluation of the product or brand is one of the most studied topics in International Business and Marketing Literature (cf. Liefeld, 2003; Spillan et al., 2007). Numerous studies have shown that a product's/brand's origin information has influence on consumers' product evaluation, quality perception, perceived risk and willingness to buy the particular product/brand (cf. Bilkey & Nes, 1982; Papadopoulos & Heslop, 2003). COO effects have been found to exist for products in general (cf. Bilkey & Nes, 1982), for certain product categories (cf. Cordell, 1992; Roth & Romeo, 1992), for certain classes of products (Nagashima, 1970) and for specific brands (Chao, 1993). Based on this research evidence, it is generally concluded, that "a product's country of origin matters to consumers" (Laroche et al., 2005, p.97) and the basic and common opinion in Marketing Literature is that consumers heavily rely on the COO cue when they evaluate different products and brands (cf. Liefeld, 1993; Baughn & Yaprak, 1993; Verlegh & Steenkamp, 1999; Jaffe & Nebenzahl, 2001).

The exact opposite view is propagated by Ohmae (1989, p.144), who argues that the COO is an information cue that does not matter to consumers. And as a product's/brand's origin is nothing a consumer cares about, this cue also fulfills no information or reference function for the individual. Resulting out of that, Ohmae concludes that something like a COO effect does

not exist in consumers' evaluation processes and purchase decisions, and therefore the COO cue serves no function.

But it is reasonable to assume that neither general Marketing Literature's view of COO's great importance nor Ohmae's view of a non-existence of any COO effect in consumers' brand evaluation processes reflects reality. The assumption that the COO cue actually plays a role in consumers' behavior towards a brand, but is neither as important as assumed in general literature nor as unimportant as Ohmae (1989) argues, is also backed up by Johansson (1993, p.78), who states that solely because a brand's COO is not the crucial factor on which consumers base their buying decision does not mean that the COO cue of a brand has no effect at all on their behavior, or by Johansson et al. (1985, p.395) who assume that "country-of-origin effects may be less significant than has generally been believed, and they may occur predominantly in relation to evaluation of specific attributes, rather than overall evaluations."

The reasons why one should put the way common Marketing Literature describes the influence a product's/brand's origin information has on consumers into question will be discussed in greater detail throughout this work. Therefore, in this chapter the milestones in previous COO research will be highlighted to explain where these differing views about the role that a product's or a brand's COO information plays for consumers might source from. Further those COO effects identified in previous literature that are relevant for this thesis will be presented to the reader.

## **5.2 The Milestones in Previous COO Research**

According to Papadopoulos and Heslop (2002, p.295), until 2002 there were about 700 research studies published within the last 40 years that are subject to consumers' product evaluation and purchase intention as regards to the country of origin of different products. And this stable flow of COO literature continued as the number of COO articles published between 2002 and 2005 was estimated to be 53 (cf. Usunier, 2006, p.65).

### **5.2.1 The Experiment That Got the COO Ball Rolling**

The founding experiment in COO research was done in 1968 by Schooler and Wildt (in Usunier, 2006), who wanted to find out whether consumers' evaluation of two identical drinks



in identical glasses differ, if they get the information that one drink is “Made in the USA”, whereas the other is “Made in Japan”. So the only difference was the COO of those goods and apart from that, both drinks were completely homogenous (whereas in fact they actually were also made in the same country). Respondents got a questionnaire in which they were asked to evaluate each drink. As the evaluation of those identical drinks, that differed only as regards their country-of-origin information given, were not the same for the “Made in the USA” and the “Made in Japan” product, Schooler and Wildt (1968) concluded, that the COO cue has a significant influence in consumers’ product evaluation processes.

### **5.2.2 Rethinking COO Research: Single Cue vs. Multiple Cue**

In 1982 Bilkey and Nes set new standards in COO research with their study as they highlighted the problems concerning the overestimation of effects when using single-cue studies and the limitation of consumers’ evaluations of products, which are not tangibly presented to them, but are only verbal descriptions. They argued that consumers’ product evaluation processes are based on more than the single cue COO, as individuals also take other information about a product into account, which might either refer to a product’s intrinsic (e.g. taste, design, fit) as well as extrinsic (e.g. price, brand name) attributes. Hence, if COO is the only variable that changes when consumers have to evaluate products, whereas all other extrinsic and intrinsic product attributes remain constant, this will result in an overestimation of the COO effect in consumers’ evaluation processes, as respondents do not even get a chance to base their evaluation on any other cue. (cf. Bilkey & Nes, 1982; Usunier, 2006)

Based on Bilkey’s and Nes’ (1982) criticism, several follow-up multi-cue research studies were made that proved that consumers base their buying decision on more than simply the COO cue, but also on other product attributes as well as the store image of where they buy a particular product (cf. Erickson et al., 1984; Morello, 1984; Morganosky & Lazarde, 1987; Thorelli et al., 1989). Several research studies also proved that the COO cue cannot simply be seen in isolation, as in several cases a product’s COO acts as a quality indicator for consumers, has influence on consumers’ risk and value perception and has an impact on consumers’ likeliness to purchase a particular product (cf. Han, 1989; Li & Wyer, 1994).

But according to Usunier (2006, p.62), Bilkey’s and Nes’ (1982) criticism precipitated that “from 1983 onward, the literature (therefore) developed mostly on the basis of multi-cue studies adding price, store, quality, etc. to COOs”, but the major problem that remains with

research findings since 1983 is, that research was made over decades “without questioning the basic relevance of COOs.”

### **5.2.3 Stuck on 1968 Relevance**

Within the last 40 years the business world and the marketplace have developed and passed through times where major changes took place. Developments like the increasing globalization has often resulted in companies dislocating their business operations to other countries, expansion, multinational production or the rise of global brands.

Even though many researchers have accepted to base their COO research work upon multi-cue studies, in numerous studies the COO cue is still the only cue presented to consumers (cf. Papadopoulos, 1993, p.22). So the fact that the COO is an important cue in consumers' evaluation processes as well as that consumers heavily rely on COO information when making purchase decisions has never been put in question since 1968. Until today research is based on the implicit assumption of COO's importance and appliance in consumers' evaluation processes and buying decisions and almost all data collection is administered by using questionnaires and asking mainly student samples (cf. Liefeld, 2003; Usunier, 2006). Apart from very few exceptions (Liefeld 2002, 2003; Usunier, 2006) the relevance of previous COO research in today's world has never been rethought or questioned over a long period of time.

But quoting Roth and Diamatopoulos (2008, p.1) “the focus of COO research has gradually shifted from evaluating differences in product evaluations and preferences based on the mere notion of the national origin of a product (e.g. Italy, Japan, USA) to a more complex construct, namely the image of the countries under consideration”, it seems that within the last few years changes have taken place within the field of COO research.

## **5.3 Country (of Origin) Image**

Generally one has to be aware that there is a difference between the concept of Country-of-Origin (COO) and the concept of Country Image (COI), as the mere notion of COO represents an extrinsic cue in consumers' product evaluation, whereas COI is stored in forms of beliefs and stereotypes in people's minds, which even further creates a form of affect towards a particular country. In other words, this stereotype in a consumer's mind has influence on

whether he likes or dislikes a particular country. By definition (Kotler & Keller, 2006) an “image is the set of beliefs, ideas, and impressions a person holds regarding an object”.

As for the concept of Country (of Origin) Image Effect no common definition can be found in literature, Roth and Diamantopoulos (2008) highlight three definitional groups of the COI:

### 1. Country Image

In this group those definitions that mainly refer to how consumers perceive a specific country, in other words, those that are mainly due to the cognitive aspect of country image can be found (cf. Bannister & Saunders, 1978; Desborde, 1990; Martin & Eroglu, 1993; Allred et al., 1999). There are a few which also include an affective component (Askegaard & Ger, 1998; Verlegh, 2001).

The definition of Kotler et al. (1993, p.141) also refers to this first group, as they specify country image as follows: “The sum of beliefs and impressions people hold about places. Images represent a simplification of a large number of associations and pieces of information connected with a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data from a place.”

Almost all definitions in the first group have in common that they mention a country’s economic situation, level of technological development, political and legal structure, culture and traditions, a country’s people and the way a country deals with environmental issues, as factors that influence how consumers perceive a particular country.

### 2. Product-Country Image

The definitions of this group distinguish between the Country Image concept and the Product Image concept. Each of these two concepts is examined in isolation, but in this second definitional group a relation and an interaction of these two concepts is also taken into account.

Examples of definitions falling into this second group would be by Li et al. (1997, p.166), whose definition of product-country image is “consumers’ images of different countries and of products made in these countries”, or by Jaffe and Nebenzahl (2001, p.13) who give the definition: “Brand and country images are similarly defined as the mental pictures of brands and countries, respectively.”

So the second group of product-country image refers to the cognitive belief a consumer has about a specific country which even further affects how the consumer perceives and likes or dislikes the products that are made in that country (cf. Hooley et al., 1988; Nebenzahl et al., 2003; Papadopoulos & Heslop, 2003).

### 3. (Country-related) Product Image

This third group of definitions puts special emphasis on the product image and its underlying construct rather than on the country image. So the focus is on the product image, whereas the term “country” simply specifies the particular country the product originates in (cf. Nagashima, 1970; Narayana, 1981; Han, 1989; Bilkey, 1993; Strutton et al., 1995). One example of these third group definitions would be one by Roth and Romeo (1992, p.480): “Country image is the overall perception consumers’ form of products from a particular country, based on their prior perceptions of the country’s production and marketing strength and weaknesses.”

### **The COI Construct based on Attitude Theory**

In terms of the concepts used to describe COI, no consistency can be found across and within the three definitional groups (cf. Laroche et al., 2005; Roth & Diamantopoulos, 2008). Within previous COI definitions its underlying concepts refer to “perception” (e.g. Narayana, 1981; Han, 1989; Allred et al., 1999; Knight & Calantone, 2000; Nebenzahl et al., 2003), “stereotypes” (e.g. Nagashima, 1970; Hooley et al., 1988; Strutton et al., 1995; Verlegh & Steenkamp, 1999;), “impression” (e.g. Kotler et al., 1993; Allred et al., 1999), “belief” (e.g. Martin & Eroglu, 1993; Kotler et al., 1993) as well as “schema” (e.g. Askegaard & Ger, 1998).

According to Laroche Papadopoulos, Heslop and Murali (2005) the major problem concerning these conceptual specifications previously used to define COI is, that each of these items fails to explain the entire COI construct. To further explain how country image, product beliefs and consumer product evaluations relate to each other (see chapter 5.5), they base the COI construct on Attitude theory (see Figure 11), whereas attitudes are defined as “a learned predisposition to respond in a consistency favorable or unfavorable manner with respect to a given object”(Fishbein & Ajzen, 1975, p.6)

By referring to Attitude theory, the COI construct of Laroche et al. (2005) has three underlying dimensions and is therefore based on the following components:

- Cognitions: refer to consumers' beliefs about a country and what consumers believe about the country's level of industrial and technological development
- Affects: refer to a country's emotional value to the consumer, i.e. a consumer has positive or negative, so either favorable or unfavorable, feelings towards a specific country
- Conation: describes consumers' behavioral intentions with regard to the sourcing country

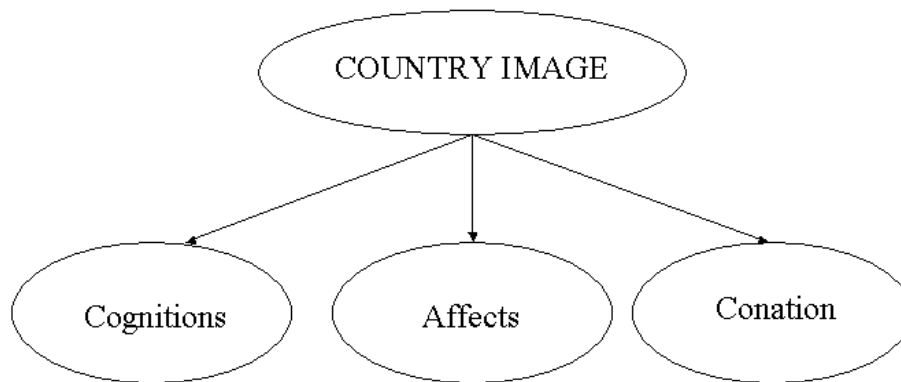


Figure 11 – COI based on Attitude Theory  
Source (adapted): Laroche et al., 2005

#### 5.4 Aspects of Consumers' COO Cue Processing

As the COI construct that is based on Attitude theory shows, “country-of-origin is not merely a cognitive cue for product quality, but also relates to emotions, identity, pride and autobiographical memories” (Verlegh & Steenkamp, 1999, p.523), therefore by referring to Attitude theory, COO effects in consumers' brand attitude formation processes, evaluation processes and purchase decisions might be of a cognitive, affective or normative nature, as they refer to three different aspects which one can observe in consumers' processing of a brand's origin information. (cf. Obermiller & Spangenberg, 1989; Verlegh & Steenkamp, 1999; Laroche et al., 2005; Bloemer et al., 2009)

### **5.4.1 Consumers' Cognitive Processing of the COO Cue**

The cognitive facet of the COO cue refers to the way a brand's COO cue affects the consumer in what he believes of a brand's product itself as well as the product's attributes. In other words, looking at COO information from its cognitive function, the COO cue will influence a consumer's product attribute perceptions. (cf. Verlegh & Steenkamp, 1999)

So, according to Bloemer et al. (2009, p.63), "cognitive COO-effects are characterized by the fact that consumers make rational use of the COO-cue."

In literature the underlying concepts of stereotypes and schemas are used to describe the cognitive side of the COO cue, whereas stereotypes (Bar-Tal, 1997, p.491) are defined as "stored beliefs about characteristics of group of people" and schemas (Fiske & Linville, 1980, p.543) as "cognitive structures of organized prior knowledge, abstracted from experience with specific instances".

In many previous research studies that concentrated on the cognitive part of the COO cue it has been shown, that the COO cue merely fulfills the function of a brand's or product's quality indicator (cf. Roth & Diamantopoulos, 2008).

### **5.4.2 Consumers' Affective Processing of the COO Cue**

The affective side of the COO information cue refers to an individual's emotions towards a particular country. Whether these feelings of a consumer are favorable or unfavorable towards a specific country, might refer to either a consumer's direct contact, for example having been on holidays there, or indirect contact, for example through reports on TV about the country. Verleegh and Steenkamp (1999) also list autobiographical memories, national or ethnic identities, as well as individual's possible feelings of "status" and "pride", that consumers might associate with having a product or brand that originates from a specific country. Thus, "country of origin also acts as an "expressive" or "image" attribute" (Verleegh & Steenkamp, 1999, p.526).

Therefore, affective COO effects refer to situations in which "the COO-cue is said to arouse a purely emotional reaction in the consumer" (Bloemer et al., 2009, p.63).

### 5.4.3 Consumers' Normative Processing of the COO Cue

The COO cue can also have the function of a norm that has influence on consumer's intended behavior. This normative function refers to a consumer's conative attitude when he is confronted with a brand or a product from a particular COO. These normative attitudes are based on a consumer's cognitions, so his thoughts and beliefs about a country's brands, and by a consumer's affects, so his emotions and feelings towards a brand from that particular country. (cf. Hennebichler, 2006, p.27)

Thus, by referring to Bloemer et al. (2009, p.63), conative/normative COO effects "manifest themselves in a situation where the consumer's behavioural intentions towards a product are guided by moral reflections generated by the COO-cue."

An example of a COO cue's normative aspect would be a situation in which a consumer prefers to buy a product or brand from a particular country, whereas his motive is to support that country's economy.

Thus, as a brand's COO cue can fulfill a normative function in consumers' buying behavior, a lot of countries and provinces make use of that facet of the COO cue, through heavily promoting themselves as a domestic and therefore favorable product's and brand's COO and by trying to sensibilize and motivate consumers to support the home country's economy by influencing them in their buying behavior to prefer domestic over foreign brands.

Another example that describes the exact opposite situation of consumer usage of the COO cue, but in which a brand's COO information also serves a normative function, refers to cases in which consumers actively avoid buying or boycott products and brands that originate from a particular country. In that case, a brand's COO cue influences the consumer as regards his negative buying decision, or in other words, COO information tells the consumer which brands not to purchase.

Klein et al. (1998, p.90) refer to the concept on Consumer Animosity which is defined as "the remnants of antipathy related to previous or ongoing military, political, or economic events" to explain that a product's or a brand's COO can have direct influence on a consumer's buying decision. Therefore, the origin cue of a particular product or brand has no influence on an individual's cognition or affect, so on how he perceives certain product attributes or brand characteristics, as it will directly determine the consumer's behavior towards the particular product or brand. Klein et al. (1998, p.96) showed in their study, that Chinese consumers

avoided buying Japanese products, whereas “this effect was independent of their judgments about the quality of Japanese products”, as it was due to consumers animosity.

## **5.5 Country-of-Origin Effects**

It is generally concluded in Marketing Literature, that “a product’s country of origin, or product country image (PCI) influences consumers’ evaluation of it” (Laroche et al., 2005, p.96). And as consumers have different beliefs and feelings about different countries, as well as about the products and brands from different countries, the question that arises is how these two factors influence consumers’ brand perception and brand evaluation processes and purchase decisions. To explain the psychological processes of COO effects that underlie consumers’ product/brand perception and evaluation processes and purchase decisions, several models been developed, whereas the most important will be presented here.

In two follow-up studies that referred to the product level, Hong and Wyer (1989,1990) found out that consumers’ perception of COO information and their usage of the COO cue differ with regard to the point of time in which it is presented to consumers. Consumers perceive a product’s COO cue simply as just another product attribute whenever product origin information and additional product attribute information are presented at the same point in time to them. But whenever a product’s COO information and additional attribute information are not presented together to the consumer, but the COO cue is presented before and other descriptions about a product’s attributes afterwards, then the COO cue will have a greater impact on consumers’ overall product judgment and further will have influence on how consumers perceive and interpret additional product information. Therefore, according to the Product Attribute Effects theory developed by Hong and Wyer (1989, 1990), COO effect occurrence depends on the point in time consumers receive COO information about a particular product/brand, and although COO information directly influences the consumer in his attitude formation process towards a product, in individuals’ general product evaluation processes the COO effect is only marginal.

The theory about Default Heuristics Effects that elucidates a consumer’s attitude formation process towards a product was developed by Manrai et al. (1998) and refers to “the process where information about a product’s COO is processed together with additional information about the product, resulting in an interactive effect on the consumer’s product evaluation”



(Bloemer et al., 2009, p.66). This interactive effect refers to two related but distinct processes that occur at the same time. The first effect that occurs is that the COO information cue and the additional product information directly influence consumers' product attitude formation and product evaluation processes. The second effect occurs simultaneously and refers to the fact that even though each bit of information has direct influence on consumers' product evaluation, the COO cue and the additional information about the product also have an impact on each others interpretation. Based on the results of their study, Manrai et al. (1998) concluded, that a default heuristic effect refers to situations in which an individual neither attaches great importance to a product's/brand's COO information nor to any other additional information about a product or a brand. Therefore, all information cues are at a moderate level in terms of their importance for an individual, which further means that a COO effect as well as effects that are due to any other product/brand information can also be found to occur at only moderate levels in consumers' evaluation processes.

The direct effects of country beliefs and product beliefs in consumers' cognitive processing during COI-based product and brand evaluations are shown in a very influential study by Han (1989). Results of this study (Han, 1989, p.228) "suggest structural interrelationships between country image, beliefs about product attributes, and brand attitude."

Han (1989) developed two models, as according to him, the role of COI in consumers' product evaluation can either be explained by the Halo model (see Figure 12) or by the Summary model (see Figure 13).

The Halo construct refers to situations in which consumers have low product familiarity, and therefore use COI as a halo for evaluating a product. In other words, a consumer's country beliefs will directly influence his perception of certain product attributes, as for example what he thinks about the quality of a product, which further will determine the individual's general attitude towards the brand. So, if a person is not familiar with a particular product, COI will have an indirect effect via an individual's product attribute perception on consumer's attitude towards the product's brand and his overall brand judgment. (cf. Han, 1989) But it is important not to forget that when consumers are not familiar with a product and have only limited product information, they will also use information cues other than just COI, like price, to form product beliefs (cf. Jacoby et al., 1971; Monroe, 1976).

Han's (1989) Summary construct refers to situations in which consumers have high product familiarity, and therefore COI fulfills a summary function. This summary function is based on the way individuals store information in memory and how an individual's knowledge is

composed. A person stores single elements of information in the form of nodes, if these single nodes have certain similarities, they might be grouped together and form so called “chunks”, which are higher in level and are information element units. When talking about consumers and how they organize their knowledge and information about products and brands from a particular country, one can conclude that a consumer’s information chunking process might be organized around the COO cue and therefore finally be summarized in the COI (cf. Han, 1989, p.223).

In other words, when consumers are very familiar with the products and brands from a particular country, the COI might summarize a consumer’s beliefs about those attributes that these COO’s products and brands have in common. Furthermore, a consumer might use COI as a proxy for evaluating new products and brands that appear on the market and that have their origin in the specific country. Therefore a consumer’s product beliefs are subsumed in the COI, so in a consumer’s country belief, which has direct influence on the consumer’s attitude towards the brand and the consumer’s product evaluation. (cf. Han, 1989; Bloemer et al., 2009)

**Low Product Familiarity**

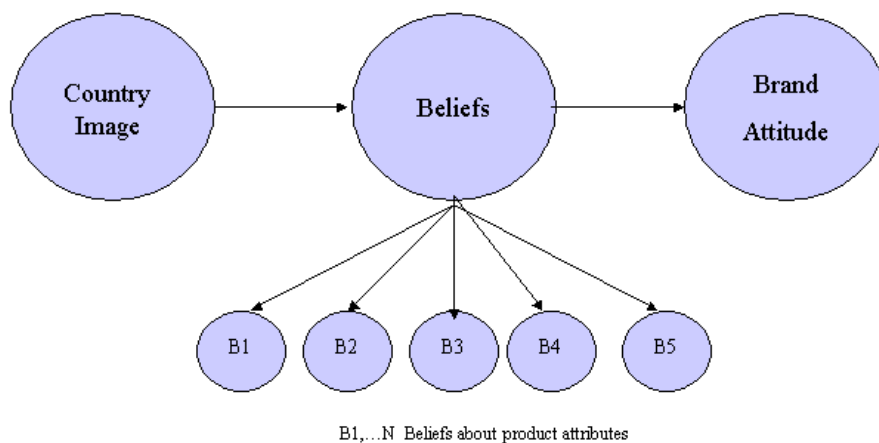


Figure 12 – Halo Model  
Source (adapted): Han, 1989, p.224

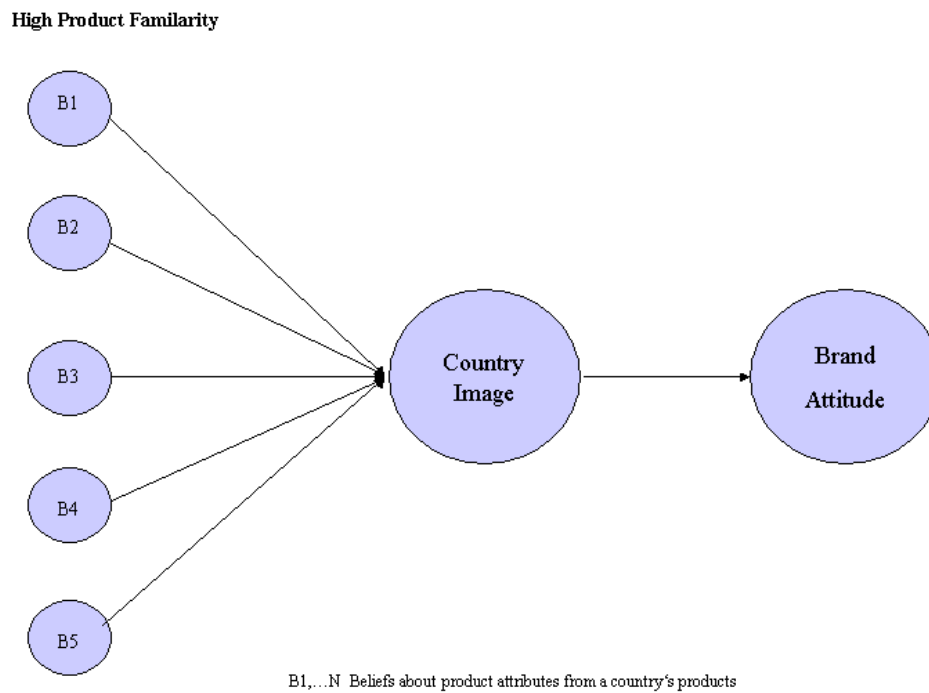


Figure 13 – Summary Model  
Source (adapted): Han, 1989, p.224

Han's (1989) explanation of COI's role in consumers' brand evaluation processes, which differentiated between consumers' level of product familiarity and explained the role of COI in consumers' product/brand judgment either by the Halo model or by the Summary model, was even further advanced by Knight and Calantone (2000), who developed and tested a flexible model (see Figure 14). This flexible model concludes that regardless of a consumer's level of product familiarity, "to the extent that consumers are sensitive to country-of-origin information, the flexible model implies that attitudes are, to a very substantial degree, the result of simultaneous processing of product beliefs and COI" (Knight & Calantone, 2000, p.139).

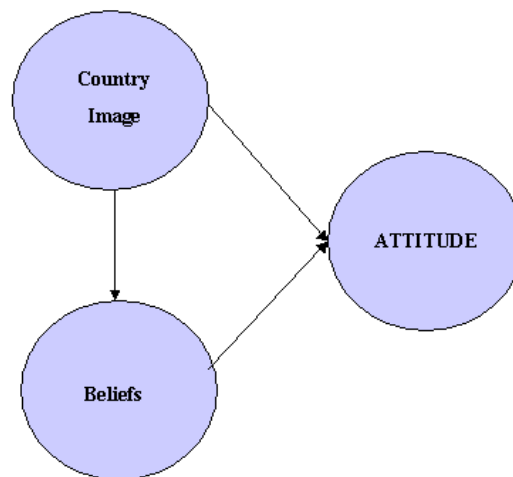


Figure 14 – The Flexible Model by Knight and Calantone (2000)  
Source (adapted): Knight & Calantone, 2000, p.131 (in Hennebichler, 2006, p.38)

All models that have been presented to explain the impact of COI on consumers' attitude formation processes towards a brand that originates in a particular country so far are all only based on the cognitive approach towards consumers' COO cue usage.

Based on Han's (1989) models, the flexible model of Knight and Calantone (2000), and the Three-Component model of COI, that is based on Attitude theory and that splits COI into the three components of cognition, affect and conation, Laroche et al. (2005) developed and tested a more enhanced model to explain how country image, product beliefs and product evaluation are related to each other and interact (see Figure 15).

Laroche et al. (2005) also support the argumentation of Knight and Calantone (2000) that consumers' product beliefs have influence on consumers brand attitude formation, as well as the assertion, that COI is directly related to consumers' product beliefs as well as directly related to consumers' attitude towards a brand, regardless of consumers' level of product familiarity. But in addition, the Laroche et al. (2005) model explains that when the magnitude of the affective component of the COI construct is greater in comparison to its cognitive component, then COI's direct influence on product evaluation will be greater than its influence on product beliefs, and vice versa, so when the cognitive component of the COI construct outweighs its affective component, then COI's direct influence on product evaluation will be smaller than COI's influence on product beliefs.

Therefore, with the development of their flexible model, Laroche et al. (2005) were able to give an explanation of how the underlying magnitude of the cognitive versus the affective component, that build the COI construct, affect the extent to which COI influences product evaluation directly or indirectly via product beliefs. The explanation of Laroche et al. (2005, p.102) which determines the extent to which COI's cognitive, affective or conative component is dominant, is the following: "The relative importance given to each of these dimensions when constructing a country image is likely to vary from person to person and from country to country."

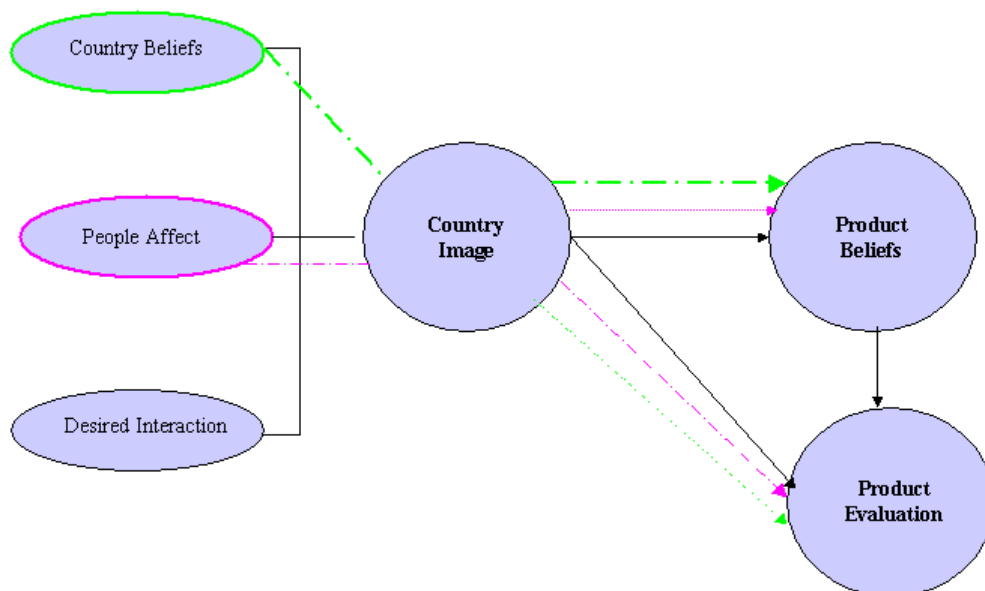


Figure 15 – The Flexible Model by Laroche et al. (2005)

Source (adapted): Laroche et al., 2005, p. 100

Another study that investigated the topic of country-of-origin effects was made by Roth and Romeo (1992), who examined whether country images and product categories are somehow linked or related to each other and if they have influence on consumers' perception of a particular product. Therefore, Roth and Romeo (1992) linked perceived country image dimensions to perceived product category dimensions and study results show that the importance consumers attach to a product's/brand's origin cue varies with product categories, as consumers prefer particular COOs in certain product categories and consumers' intention to purchase products from a specific COO varies between product categories (see Figure 16).

Roth and Romeo (1992) identified four distinct groups of product-country matches:

### 1. Favorable Match

A favorable match occurs when consumers perceive a certain country positively, as being a very good COO of a product that competes within a specific product category. So if a product's COO is perceived positively, as the country has perceived strengths in an area that is an important dimension as a product feature, a consumer perceives a favorable product-country match, which further will have influence on his willingness to buy the specific product.

For example, France is perceived positively in terms of design and prestige. In the product category of shoes, consumers attach great importance to the product dimensions of design and prestige. Thus, consumers perceive a favorable product-country match of shoes from France, which further has positive influence on consumers' willingness to purchase French shoes.

### 2. Unfavorable Match

An unfavorable match results from a product's COO that is perceived as being weak in an area that would be an important feature for the specific product category. So if a country is perceived as having a negative country image dimension, and consumers perceive this specific dimension as being important for the products of a certain category, then consumers' willingness to purchase such a product will be lower than for competing products that originate from a country with a more favorable image in that particular area of importance.

Referring to the example above, when Hungary is perceived negatively in its design and prestige COI dimensions, which are perceived as being important product features for shoes, then this results in an unfavorable product-country match of Hungarian shoes.

### 3. Favorable Mismatch

A favorable mismatch refers to the situation in which consumers perceive a certain dimension of a country very positively, but this associated strength of a country is not perceived as being an important feature for a product within the particular product category.

In terms of the example mentioned above, if France is being perceived positively in the dimensions of design and prestige, but if the product under investigation competes in a

product category like beer, where these dimensions are completely unimportant for consumers, then a favorable mismatch exists.

4. Unfavorable Mismatch

An unfavorable mismatch describes the situation in which certain dimensions of the image of a country are perceived to be negative, but these associated weaknesses of a country are not important dimensions as product features for a particular product category.

For example, for Hungary, which is perceived negatively in the COI dimensions of design and prestige, these negative associations are not relevant for consumers if the product under investigation competes in the product category of beer, where the dimensions of design and prestige as product features are seen as being of no importance at all.

		Country Image Dimensions	
		Positive	Negative
Dimensions As Product Features	Important	<b>1.</b> <b>Favorable</b> <b>Match</b>	<b>2.</b> <b>Unfavorable</b> <b>Match</b>
	Not important	<b>3.</b> <b>Favorable</b> <b>Mismatch</b>	<b>4.</b> <b>Unfavorable</b> <b>Mismatch</b>

Figure 16 – Country and Product Category Dimension Matches and Mismatches  
 Source: Roth & Romeo, 1992, p.483

Another important point about country-of-origin effects that one has to consider is highlighted by the findings of a study made by Sauer et al (1991), who observed that a COO effect might also be advertisement-specific, “which means the overall evaluation of the product is narrowed down in such a manner that it is determined almost exclusively by product attributes

contained in a target advertisement for a brand” (Bloemer et al., 2009, p.76). So if the COO of a brand or product is emphasized or explicitly named in an brand’s ad, the fact that the COO information cue plays a role in the brand evaluation process of some consumers, and therefore if a COO effect is observed, this might only be due to the fact that the origin factor has been raised in the advertisement. But of course this does not hold true for all consumers, that they base their evaluation of a particular brand simply on its ad and consider only those product attributes that have been emphasized in the brand’s advertisement. Sauer et al (1991) observed also a more global COO effect, which “is characterized by the fact that the overall evaluation of the product is not predominated by product attributes specifically addressed in the ad but by other, more general attributes that have not been explicitly shown” (Bloemer et al., 2009, p.76).

## **5.6 Overestimation of COO Effects**

“More than 600 consumer researchers have reported that the country of origin of products is an important consideration when consumers choose products.” (Liefeld, 2003, p.13) Also Bilkey and Nes (1982, p.94) conclude, that “all of the studies reviewed indicate that country of origin does indeed influence buyers’ perceptions of the products involved.”

As already mentioned in previous sections of this work, the fact that consumers attach great importance to the COO cue as well as heavily rely on origin information when evaluating products and brands and make purchase decisions, has been implicitly assumed in Marketing Literature up till today. This argument is backed up by the fact, that until 2004 one can only find two studies, in which consumers are directly asked if they use COO information at all (cf. Liefeld, 2004, p.87).

In almost all previous studies marketing researchers have routinely collected consumer data about a respondent’s opinion, his beliefs, attitudes and intentions all at the same point in time, in one and the same questionnaire. Therefore, it is reasonable to assume that through the additional demand effect of researchers testing respondents obtrusively, what has been measured is altered and distorted and therefore the measured attitudes, beliefs and intentions of respondents, probably show a high degree of correlation and consistency (cf. Liefeld, 2003).

This is also in line with what Balabanis and Diamantopoulos (2008, p.61) stated referring to the results of their study that showed that the majority of consumers is not even aware of the correct COO of the products and brands on the market, by saying “it is difficult not to



conclude that the true importance of the COO information could be significantly overestimated in extant COO research.” The possible consequences of consumers’ limited COO knowledge will be discussed in much more detail in the next chapter of this thesis.

The presumption of an overestimation of previously shown COO effects is underpinned by the results of those few studies that investigated by directly asking consumers whether they make use of a product’s/brand’s origin cue at all. In the study of Hugstad and Durr (1986) 60% of respondents indicated that they do not care about the origin of their products purchased. The findings of Liefeld’s (2004) research highlight that only 2.2% of a total of 1248 respondents answered that COO might have played a role in their purchase decision.

A problem as regards the results obtained through directly asking consumers whether they actually use COO information in their evaluation of brands and purchase decisions is that consumers might deny making any differences between products and brands according to their country of origin, as they do not want to give the researcher the impression of being a prejudiced and intolerant person (cf. Johansson, 1993).

Another reason that would explain the contradiction of previous general Marketing view, that consumers heavily rely on the COO cue in their product/brand attitude formation and evaluation processes, and the findings of those studies, where consumers state, whenever asked directly, that they do not take origin information into account in their evaluation processes and buying decisions, is given by Liu and Johnson (2005). They advanced the view that COO information in fact influences consumer behavior, but this COO effect is automatically and inevitably activated and is therefore out of consumers’ intention and control. Their explanation of why consumers on the one hand deny using COO information when asked directly about it, and on the other hand the results obtained in their study actually prove that a COO effect can be observed, is, that because of the lack of consumers’ control over the automatic activation of the COO cue in their evaluation processes, they therefore have only a limited ability to give an unbiased statement about each factor that has influence on their product and brand evaluation processes and their buying behavior.

These subjects shortly touched on, so the arguments for a possible overestimation of COO effects in previous Marketing Literature given, as well as the reasons that would nevertheless explain that a brand’s COO is not a senseless cue for consumers and that consumers actually

use COO information in their brand evaluation processes and buying decisions, will be discussed in more detail in chapter 7 of this work.

Therefore, even though the existence of the country-of-origin effect in consumers' product and brand evaluation is without doubt (cf. Johansson, 1993; Paswan & Sharma, 2004; Liu & Johnson, 2005; Samiee et al., 2005; Usunier, 2006; Balabanis & Diamantopoulos, 2008) , it is reasonable to suspect that in most previous studies the COO effect and COO cue's overall importance for consumers was overvalued as well as perhaps wrongly categorized in consumers' general brand perception, brand evaluation and decision making processes.

## **6 Consumers' COO Knowledge**

“Since consumers today are mostly well educated (...) it can be expected that they are well informed about the original country of their selected brands.”(Yasin et al, 2007, pp.44)

This statement highlights one major assumption that previous COO research has relied on so far. In almost all previous COO research studies it was implicitly assumed that consumers are knowledgeable about the origins of the products and brands on the market, or at least know the country of origin of those products and brands they actually buy or consider purchasing. (cf. Liefeld, 2004)

### **6.1 The COO-ELM Model**

In order to explain the relationship between consumers' COO knowledge and their COO cue usage and which of the cognitive processes, that underlie consumers' evaluation processes of different products with respect to their COO, will occur and how each of them will influence how a consumer uses a product's COO cue when performing the task of evaluating a product from a particular country, Bloemer, Brijs and Kasper developed the COO-ELM model.

Bloemer et al. (2009) linked four cognitive COO effects, which all had been described in previous Marketing Literature, to the Elaboration Likelihood Model (ELM) of Petty and Cacioppo (1986). Their argument for taking only the cognitive perspective into consideration, while ignoring the affective and conative aspect in consumers' COO cue information processing, is that “the cognitive COO-effect can be considered as the most important type of effect” (Bloemer et al., 2009, p.63). Another important note with regard to Bloemer et al.'s (2009) theory is, that in terms of the COI construct, their model only applies to the product level, that is to consumers' prior knowledge of the products of a particular country, and not to a country level, or consumers' prior knowledge about the country itself.

To understand the COO-ELM model, one first of all has to be aware of the concepts that the model is based on:

#### The ELM Model

The ELM model (Petty & Cacioppo, 1986), has already been described in a previous chapter of this work and will therefore not be explained in detail once again here. Just to shortly

recapitulate, the Elaboration Likelihood Model (ELM) explains how an individual's motivation, opportunity and ability to process information and its cues will have influence on whether his attitude will be formed via the central or via the peripheral route, which therefore will determine attitudes' degree of resistance, persistence and enhance their influence on the consumer's evaluation of a product or brand.

### Cognitive Processing of COO Information in Consumers' Brand Evaluation

As already mentioned above in the development of their COO-ELM model only the cognitive aspect of COO effects was taken into account, which Bloemer et al. (2009, p.68) defined as "the rational processing of descriptive, inferential and/or informational beliefs one associates with a particular country's products in order to arrive at an overall evaluation of the product being confronted with".

As regards the situational context (e.g. whether the COO cue is processed with additional information about a product), the structure of the underlying process (e.g. whether the COO cue has direct or indirect influence on consumers' product evaluation), the strength or impact on overall product evaluation (e.g. whether COO has a strong, moderate or low impact) and the time interval in which the COO cue is eventually processed together with additional information (e.g. whether COO information is presented before or after additional product information is presented to the consumer), Bloemer et al. (2009) distinguish between four types of cognitive COO effects, which they identified within Marketing Literature, namely, between the halo effect, the summary construct effect, the default heuristic effect and the product attribute effect, that further influence consumers' product evaluation processes, and which they linked to the ELM model. As these four types of cognitive effects have already been discussed in detail in a previous section of this work, here only the linkages between each of the four cognitive COO effects and the ELM model that Bloemer et al. (2009) developed, will be presented (see illustration Figure 17).

#### 1. COO Cue's Halo Effect and the ELM Model:

Relating the COO cue's halo effect (Han, 1989) to the ELM model, Bloemer et al. (2009, p.66) suggest, that in such a case consumers will process the COO cue via the peripheral route. Resulting out of that, the COO cue will have in such a case only indirect influence on consumer's final product evaluation and therefore the importance of the COO cue will be rather limited.

## 2. COO Cue's Summary Construct Effect and the ELM Model:

When linking the COO cue's summary construct effect (Han, 1989) to the ELM model, Bloemer et al. (2009, p.66) argue that "the summary construct-effect would be an example of central COO-processing since its impact on the consumer's evaluation of the product is direct and of substantial significance".

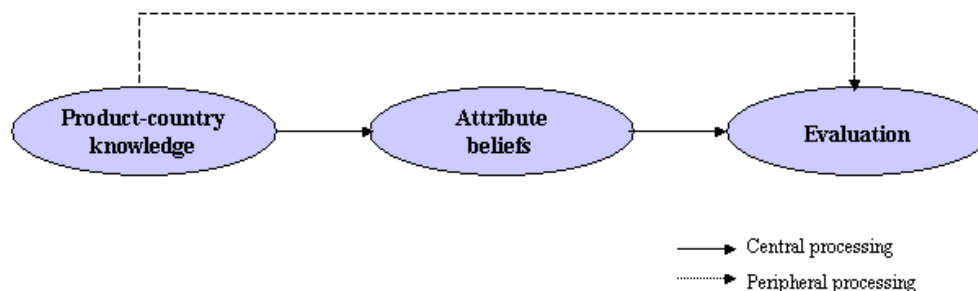
## 3. COO Cue's Default Heuristics Effect and the ELM Model:

Relating the default heuristic effect to the ELM model, this means that as no information is of particular importance, the COO information cue as well as additional product information will be processed via the peripheral route. But in terms of their importance in consumers' product evaluation process, information of the Default Heuristic model differs from the information of the Summary Construct model that is also processed via the peripheral route, as for the default heuristic effect holds, that "each of these cues taken separately is expected to exert only a limited (or peripheral) influence on the consumer's product evaluation. However, taken together, these peripheral cues still might have a considerable impact" (Bloemer et al., 2009, p.67).

## 4. COO Cue's Product Attribute Effect and the ELM Model:

Linking the Product Attribute Effect model to ELM, "it should be categorized as another type of peripheral processing, while the impact of this particular COO-effect on the evaluation of the product is almost negligible" (Bloemer et al., 2009, p.68).

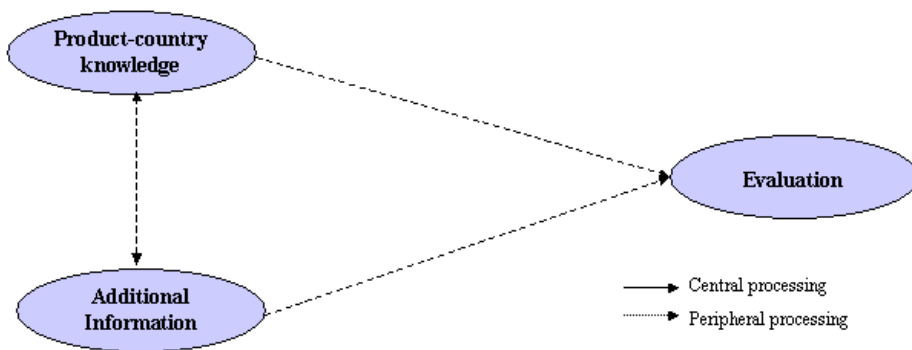
## The Halo Effect



### The Summary Construct Effect



### The Default Heuristic Effect



### The Product Attribute Effect

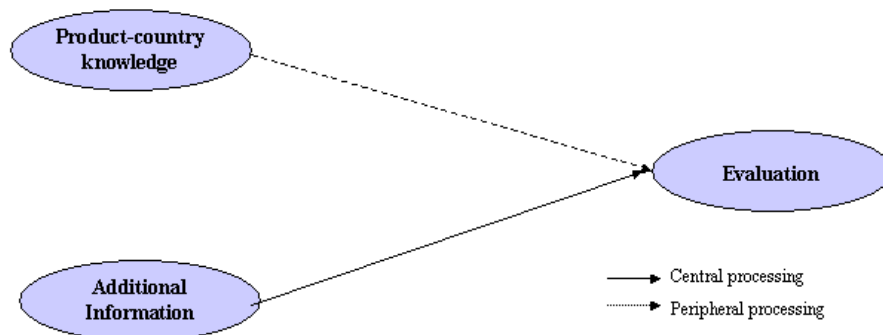


Figure 17 – Cognitive COO Effects identified within the Literature and COO Cue's Central vs. Peripheral Processing  
 Source: Bloemer et al., 2009, p.69

### **The Model: COO-ELM**

Based on the classic ELM model, speaking of consumers' product evaluation processes of a particular country's product, consumers' degree of elaboration of different product information cues depends on the value and usefulness each cue represents for the individual. Therefore, the more valuable a product information cue is for the consumer, the more motivated and the more able he will be to cognitively process such a cue, which will even lead to the cue being processed via the central route in consumer's attitude formation towards the specific product. In contrast, for product information cues that are less valuable for the consumer, his motivation and ability to cognitively process such a cue will be rather low, which consequently will lead to peripheral processing of such less valuable information cues.

With regard to the value and usefulness of an information cue for the consumer, Bloemer et al. (2009) argue that consumer's prior knowledge about an information cue, in particular consumer's COO prior knowledge, as the COO cue is the cue under examination, has to be taken into account. A consumer's COO knowledge (memory content) might be based on personal experiences with a COO's products, hearsay, word-of-mouth from family and friends, test magazine reports, etc. and can be rated as extended, moderate or limited (cf. Bloemer et al., 2009, p.74).

The reason Bloemer et al. (2009) indicate why it is important to take a consumer's COO prior knowledge into account, is, that the predictive and confidence value of a consumer's COO prior knowledge will influence a consumer's ability and motivation to process the COO cue. In other words, the more a consumer knows about a certain country's products, the higher will be the COO cue's predictive and confidence value for the consumer, and the higher will be his ability and motivation to process the COO information cue. In contrast, the lower a consumer's COO prior knowledge is, the less will be the COO cue's predictive and confidence value for him, which results in the consumer being less motivated and able to process the information cue. In terms of the COO cue's confidence value for the consumer, Bloemer et al. (2009, p.72) state, that "confidence values, besides being determined by the degree to which a consumer's COO knowledge is developed, seems to be related to the nature of the experiences on which this COO knowledge network is based".

Another factor that influences whether and how consumers use the COO cue in their evaluation of a product is the availability of additional product information to the consumer. In terms of the availability of additional product information cues, there might be situations

where only the COO cue and no other information cue about a product's attributes is available for consumers, and therefore consumers can only process COO information. In such a case one speaks of a single-cue setting. An example of such a situation where consumers have no other opportunity than to rely on the COO cue to evaluate a product would be if a consumer has to evaluate between different "Merlot" wines. Very often nothing else than "Merlot from Italy", "Merlot from France", etc. is indicated and no other product information is present. Such single-cue settings are also often found in the product categories of vegetables, fruits and meat. In multi-cue situations, where additional product information cues are available for consumers, a consumer's ability and motivation to process these additional information cues has also to be taken into consideration, whereas whether a consumer is able and motivated to process any additional product information cue will also be determined by the predictive and confidence value each of these cues represent for the consumer. (cf. Bloemer et al., 2009)

As already mentioned above, the COO-ELM model (see Figure 18) which Bloemer et al. (2009) developed, divides consumers into three groups with respect to their prior knowledge about the products from a particular country:

### **1. Consumers with extended COO prior knowledge**

In the product evaluation processes of this group of consumers, the COO cue operates either as a product attribute or as a Summary construct (general or specific).

In situations where the COO cue is not an important cue for overall product evaluation, as it plays no significant role for a specific product or within a specific product category or when consumers' have high motivation and ability to also process additional product information, then the COO cue operates simply as another product attribute, and hence is processed via the peripheral route.

The COO cue serves the function of a General Summary construct and will therefore be processed via the central route in situations where no other additional product information is available (e.g. "tomatoes from Spain" vs. "tomatoes from Austria").

But when the product a consumer has to evaluate competes within a product category, where COO related expertise is important and highly distinctive (e.g. "stamped" product categories like cars (Germany vs. Poland) or technological products (Japan vs. Poland)), then, in such situations, consumers will be less motivated to make the effort to process



additional product information. Therefore, the COO cue will serve the function of a Specific Summary construct and be further processed through the peripheral route.

For those cases in which a consumer has extended COO knowledge, but COO information of the product is not present for the consumer, Bloemer et al. (2009, p.76) conclude, that “by definition, it is not possible for the COO effect to occur and this situation is accordingly not relevant to COO effect research”.

## **2. Consumers with moderate COO prior knowledge**

Consumers whose knowledge about a country's product is at a moderate level are assumed not to solely rely on a product's COO cue in their evaluation processes, as COO cue's confidence and predictive value will not be high enough. Therefore, this group of consumers will also process additional product attribute information in their evaluation of a particular country's product. The magnitude of COO cue usage of consumers with moderate COO knowledge will depend on the amount of additional information available. In all situations, consumers with moderate COO prior knowledge will always process the origin cue via the peripheral route, whereas the situational context further determines whether the COO cue operates either as another product attribute or as a Default Heuristic (general or specific).

## **3. Consumers with limited COO prior knowledge**

As consumers within this third group have only limited COO knowledge, this group will search, if available, for additional product attribute information, as the confidence and predictive value of the COO cue does not exist for them.

In the product evaluation processes of this third group of consumers, the COO cue is also always being processed via the peripheral route, but due to the situational context operates either as a another product attribute or as a Halo (general or specific).

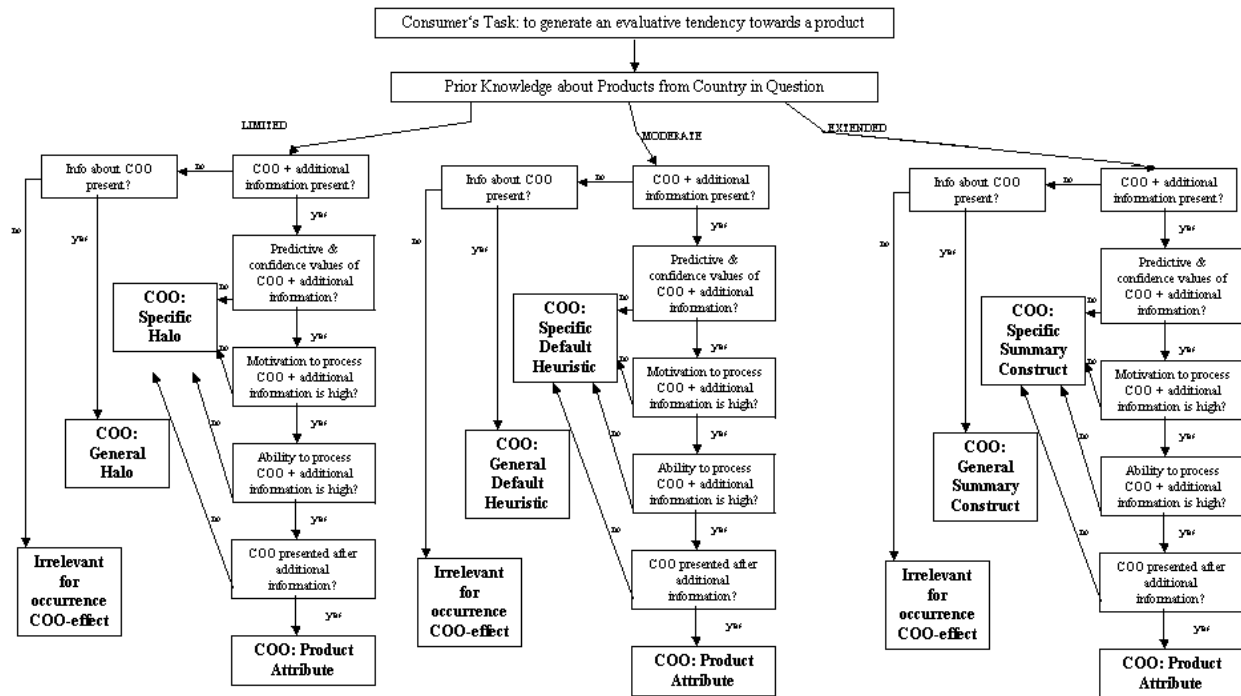


Figure 18 – COO-Elaboration Likelihood Model as a Flow Chart  
 Source: Bloemer et al., 2009, p.75

## 6.2 Consumers' Lack of COO Knowledge

A major problem in previous Country-of-Origin research is due to the fact, that, as already highlighted above and as shown on the example of the COO-ELM, it has been implicitly assumed that consumers know the actual origins of the products and brands on the market and are further able to correctly identify the COO of a product or a brand. Recent research that tested whether consumers are actually able to identify the correct country of origin of different products and brands, this previous implicit assumption that consumers have correct COO knowledge about different products and brands on the markets has been proved wrong, as these studies have brought to light that there is a great lack of consumers' ability to classify different brands and products correctly according to their COO.

Samiee, Shimp and Sharma (2005) carried out a study about consumers' ability to identify the correct COO of a brand. A questionnaire was sent to US households and returned by 480 consumers. From the 84 brands under investigation in the study, 40 had their origin in the United States and the remaining 44 brands originated from foreign countries. The brands selected competed in ten different product categories, namely: appliances, apparel items,

beverages (alcoholic and non-alcoholic), cameras and films, consumer electronics, health and beauty aids, packaged foods, shoes, sports equipment and watches. If a respondent was able to identify all brand-origin matches correctly, his brand-origin recognition (BORA) would score 100%, whereas if a respondent could not come up with a single correct brand-origin match, his BORA would be scored 0%. Results show, that respondents had only modest COO knowledge, as the average BORA score for all 84 brands under investigation was 35%, whereas for the foreign brands BORA scored only 22.3% and for the US brands BORA scored 49%. These results show that the majority of consumers is not aware of the correct COOB.

Hennebichler (2006) made a study with a mainly student sample of 205 respondents, in which his main aim was "to extend the current state of knowledge with respect to consumers' brand origin knowledge"(Hennebichler, 2006, p.81). He tested consumers' COOB knowledge in eight different product categories, namely: TVs, DVD players, computers, mobile phones, hifi-systems, refrigerators, microwave ovens and digital cameras. Results show that only in the product categories of computers (53.6%) and digital cameras (40.9%), the majority of respondents were able to come up with correct brand-origin matches. In all other six product categories the majority of respondents chose the "don't know" alternative in the questionnaire. In the product category of refrigerators, only 17.3% of respondents were able to identify correct brand-origin matches, whereas 29.6% indicated a wrong COO to the brands under investigation and 53.1% chose the "don't know" alternative.

Balabanis and Diamantopoulos (2008) conducted a study with a sample of 193 UK households, in which they tested consumers' COO knowledge of 13 different brands in the product category of microwave ovens, as well as consumers' evaluation of the specific brands. Results show, that not even a single respondent had correct COO knowledge of all the 13 brands under investigation. On average, the majority of respondents, 51.2%, were not able to identify the correct COO of the particular brands. On average 22.2% knew the correct COO of the brands tested and 21.8% indicated that they do not know where the brands come from.

But it is not only recent studies that show limited consumers' knowledge as regards the COO of products/brands. Even back in the year 1987 Hester and Huen conducted a study to find out whether American and Canadian consumers are aware of the correct COO of goods they have

actually purchased. Respondents were asked right after they had bought clothes, if they knew from which country their piece of clothing originates. Results indicate, that even in the year 1987 consumers were unknowing about the origins of the products they bought, as only 25% of the Canadian respondents and 20% of the American respondents were able to come up with the correct COO. The majority of the consumers asked, 65% of Canadians and 52% of Americans, were clueless about the country, where the clothes they had just purchased, had their origins and they also stated, that they were not even interested in knowing it.

These examples of research studies that investigated consumers' COO identification of different products and brands show, the consumers' actual knowledge about the COO of the products and brands on the market is very limited. These findings put previous COO research that is based on the implicit assumption of consumers' COO knowledge, as well as the predictive value of models like the COO-ELM model of Bloemer et al. (2009) that has been discussed above, heavily into question. As the COO-ELM model is primarily based on consumers' COO-prior knowledge to further explain how consumers process the origin cue, this model does not take into account that consumers might not even be aware of a particular product's or brand's COO. But as the examples above show, that consumers' lack of accurate knowledge about the origins of the products and brands on the market seem to hold true for the majority of individuals, this model therefore seems to be no good reference to explain how most consumers' actual process and further on make use of COO information in their brand evaluation processes.

The fact that consumers have only limited, if any at all, knowledge about the origin of products or brands, also puts a second assumption of previous research, that consumers heavily rely on the COO cue when evaluating products and brands and making purchase decisions, reasonably into question. But these possible consequences of consumers' limited COO cue usage will be discussed in later sections of this work.

As research has demonstrated that, when consumers have correct COO knowledge, COI influences the evaluation of products in general, specific classes of products, and specific brands (cf. Baughn & Yaprak, 1993; Bilkey & Nes, 1982; Özsomer & Cavusgil, 1991; Liefeld, 1993), here the fact that a brand's COO actually matters for consumers will still be assumed. Therefore, it seems reasonable that the COO information cue consumers actually use in their evaluation processes differs from what researches previously defined as the COO cue, which referred to the country where a product or brand in fact originates from.

### 6.3 The COO Information Cue: Actual vs. Perceived COO

The fact that more and more companies have become global and expand or move with their manufacturing plants or at least with parts of their manufacturing operations to other countries, so multinational production has increased, has led to the fact that it is sometimes not clear-cut where a product or brand is actually manufactured or designed, as well as that the country-of-manufacture and the country-of-design also increasingly do not correspond (cf. Usunier, 2006).

There are certain product categories which became associated as a whole with certain COOs in the heads of consumers. For example, cars are associated with Germany, watches and chocolate is associated with being Swiss, high-tech products are associated with Japan, perfume with France and trendy clothes are associated with originating from Italy. That is the reason why a lot of marketers exploit these positive associations between a country and a certain product category and use brand names or develop brand positioning strategies that promote a favorable origin to consumers, whereas in fact, this promoted origin of the brand is not identical to the actual COOB (cf. Thakor & Lavack, 2003).

That consumers do not have correct COO knowledge might also be explicitly desired and provoked by brand managers themselves. Concepts like foreign branding emphasize that a product or the brand itself appears to be from a more favorable COO than it actually does. The advantages of misleading consumers by adopting a brand name that consumers would associate with a more favorable COO than they would with the brand's actual COO, is also a topic picked up by Johansson (1993), who gives managers of brands, which originate from a less favorable, third world country, the recommendation to adopt, at least as an intermediate step, an Western-sounding brand name.

So as there are companies that "actively and successfully employ origin positioning strategies, that focus on emphasizing, downplaying or even altering consumers' origin perception" (Josiassen & Harzing, 2008, p.266), consumers might not associate the actual COO with a brand, maybe just because they associate the whole product category with a specific country, or because marketers exploit favorable COO associations and communicate a wrong COO of their brand.

According to Balabanis and Diamantopoulos (2008, p.40) who state that "given that different countries have different images in the mind of consumers (Heslop and Papdopoulos 1993; Jaffe and Nebenzahl 2006; Obermiller and Spangenberg 1989), if consumers associate a brand

with the wrong COO, their brand evaluations (and subsequent buying decisions) could differ from what they would have been if the correct COO had been identified.”

So nevertheless, even if a consumer associates a certain, for whatever reason, wrong COO with a specific brand, this perceived COOB will accordingly also have influence on his brand evaluation process and purchase decision.

As a study of Balabanis and Diamantopoulos (2008) shows, on average 22.2% of consumers knew the correct COO of the 13 different microwave oven brands tested, 51.2% were not able to identify the actual origin of the brand, and 21.8% indicated that they do not know the COO of the brand. These results show that at least 51.2% of consumers guessed or assumed that a particular brand originated in a particular country. Regardless of a brand's actual COO, these 51.2% certainly had a certain country in their mind, which they associated with a specific brand, and this perceived COO might also have had an influence on their overall brand evaluation. It can also be expected that among those 21.8% of tested consumers who stated, that they “do not know” where a particular brand originated, at least some can be found that nevertheless had a certain COO in mind, which they associated with the brand, but as they did not know for sure and maybe felt ashamed in guessing wrongly, they preferred choosing the “don't know” alternative.

The same holds for the 88.8% of overall respondents, who were not able to identify the correct COO of the products under investigation in the study of Liefeld (2004). Just because they were not aware of the origin of the product they had just purchased, does not concurrently mean, that no COO played any role in their brand evaluations and purchase decisions. So Liefeld's conclusion, that as this group was not aware of the correct COO, and therefore origin information also could have played no role in these consumers' purchase decision, should not frivolously be accepted. There is good reason to assume, that if examining that special situation more precisely, the conclusion would not hold true.

To focus on what consumers perceive as a brand's COO rather than what a brand's COO actually is, is also in line with what Samiee, Shimp and Sharma (2005, p.382) stated, that there is a possibility “that brand origin may be merely perceived (but inaccurate), and that this information is used in consumers' evaluative processes”, as well as with Thakor and Lavack (2003, pp.406), who stated as an implication for managers, “it is brand origin association that

should be our initial concern rather than the effect of where we actually make the product” and “it is not where it is made, but where you think it is made that matters”.

Also Usunier (2006, p.62) states, that “COO is increasingly considered as that country which consumers typically associate with a product or brand, irrespective of where it is actually manufactured. Country image as such may also have a certain influence on consumer evaluation.”

Josiassen and Harzing (2008, p.265) also argue that “for most research questions, COO research focusing on the COA (country of association) would be more appropriate than focusing on an increasingly irrelevant country of manufacture”.

## **7 Consumers' COO Cue Usage**

As already mentioned in previous chapters, the general view in COO research is that consumers use a brand's COO cue and heavily rely on this information when they evaluate brands and make purchase decisions. This implicit assumption of COO's importance in consumers' product and brand evaluation processes is also proved by the fact, that there are only two studies in published literature (cf. Cordell, 1993; Liefeld et al., 1993), that report "directly asking consumers how often they look to see where products are made in when shopping"(Liefeld, 2004, p.87).

Johansson (1993, p.80) indicated in his paper, whenever consumers are directly asked if they actually take the COO of a product or brand into account in their evaluation processes, consumers answer that they do not care about a good's COO and that this information has no influence on their buying decisions.

This argument is also discussed by Usunier (2006, p.63), who refers in his work to a study carried out by Hugstad and Durr in 1986. Hugstad and Durr (1986) investigated the importance American consumers attach to the COO of the goods they purchase. Results show that the decline of COO's importance in consumers' buying decisions does not seem to be just a recent trend, as 60% of respondents indicated when directly asked, that it is not important for them where their goods purchased come from.

This argument of consumers' decreasing usage of the COO cue is also underpinned by a recent study by Liefeld (2004), that also engaged in testing consumers' actual usage of origin information in their evaluation and buying decision processes. These research results obtained put the in COO literature so far assumed importance and usage of the COO cue in consumers' product evaluation and purchase decision processes heavily into question.

The study was executed on a sample of 1248 consumers and investigated by testing in a two-step experiment; firstly, respondents' COO knowledge and secondly, whether they make use of COO information when deciding which goods to purchase. At first Liefeld asked consumers directly at the point of purchase which general factors had influenced their decision for the particular product they had just purchased. Thus, he wanted to find out if the COO was something that consumers had taken into account when evaluating different products. In a second step, Liefeld tested consumers' COO knowledge about the products they had just purchased.



The first section of this study shows, that only 1.7% of consumers mentioned COO as a factor they took into consideration when making their purchase decision, whereas 65.5% mentioned intrinsic cues, followed by price referred to by 22.4%, brand was stated by 6.3% and other extrinsic cues by 2% of all respondents.

The second phase was to deliver insights into consumers' actual knowledge about the COOP and the importance the origin factor signifies for consumers. After that stage, Liefeld could identify 4 categories of consumers. The first class of consumers refers to those who did not know the correct country of origin of the product they had just purchased, which made up 88.8% of the 1248 respondents. Liefeld (2004) concluded, that as this group was not aware of the COOP, it also could have played no role in their purchase decision. The second group, 4.7% of the consumers tested, includes those people who guessed the correct COOP, but stated that it had not influenced their product choice. Another 4.3% of respondents, making up the third class, knew the correct COOP but stated that it played no role in their product choice. And the smallest group (only 2.2%) out of all respondents knew the correct COOP and indicated that it might have played a role in their product choice decision.

The vast majority of all Marketing studies published up to date report of consumers' heavy usage of COO information in their product and brand evaluation processes and purchase decisions whereas only a small number that investigated by indirectly asking consumers about their actual COO cue usage (cf. Hugstad & Durr, 1986; Liefeld, 2004), show limited or non-usage of origin information. In addition to the explications of COO effects that have been submitted in previous sections of this thesis, this chapter will present further possible arguments for consumers' non-usage as well as usage of COO information that could be found in Marketing Literature.

## **7.1 Possible Explanations for Consumers' Non-Usage of COO Cue**

Johansson (1993) picked up the idea of why one could put the existence or decrease of country-of-origin effects into question, by arguing that last decade's increased globalization, has resulted in the world becoming one big global world.

Pharr (2005, p.34) also argues, that international and global markets have been restructured over the last decade and names examples like the advent and rapid growth of the World Trade Organization (WTO) and the worldwide acceptance of the Internet as a medium of commerce irrespective of country boundaries to underpin his argument of last decade's increased

globalization. Furthermore, he puts into question whether the constructs in previous Marketing Literature of consumers' COO cue usage still hold true in today's era of global brands.

Also Usunier (2006, p.61) argues, that due to the fact that globalization has resulted in multinational production, global branding, and the decline of origin labeling in WTO rules, these market developments "tend to blur out the COO issue" and therefore the "COO effect is no longer a major issue for international marketing operations."

Even though there are several research studies that show that when consumers perceive a brand as a global brand, this has a positive influence on consumers' beliefs about the brand's quality, prestige and brand image (cf. Shocker et al., 1994; Kapferer, 1997; Steenkamp et al., 2003), Steenkamp et al. (2003, p.60) found no evidence that consumers' perceived brand globalness and what they associate with a global brand, has any influence on their purchase likelihood.

## **7.2 Possible Reasons for Consumers' COO Cue Usage**

On the one hand it is true that our world is getting more and more global and certain differences between cultures are decreasing or do not exist any more. Another result of globalization is that international trade has also become much more intensive. But on the other hand one should not forget, that it is also a fact, that countries differ in terms of their natural resources, commodities, capabilities and economic standards. And resulting out of that, the increased global trade in fact leads to the consequence that each country specializes in what it is best at producing and exports these products and brands to other countries, while importing those products and brands from product categories another country is better in producing. (cf. Johansson, 1993)

Another incontrovertible fact is that in the global marketplace there are product categories that are "stamped" with a certain country identity or brands that represent the lifestyle of a certain country (cf. Roth & Romeo, 1992; Paswan & Sharma, 2004). And therefore, no matter what consumers say or even do not say, as well as regardless of the individual's attitude towards foreign cultures, there are certain countries that the typical consumer associates with a certain characteristic and consequently, also with the country's products and brands. Japan, for example, is known as a country which has a high technical standard and is specialized in the production of high-tech products. Therefore, the average consumer associates Japanese brands

probably with high quality or good value. Hence, a consumer perceives and evaluates the products of a high-tech brand from Japan in a different way than if the brand would originate from Uganda. Another example of a country that is associated with a certain characteristic is Italy. Italian brands enjoy a good reputation in being very trendy and stylish and the typical consumer will therefore see the extravagant clothes of an Italian brand with other eyes and judge them in a different way than if the COOB would be Poland. (cf. Roth & Romeo, 1992; Johansson, 1993)

This is also in line with what Samil (1995; in Steenkamp et al., 2003, p.56) argues, that “despite the advent of global culture, local culture remains a central influence on consumer behavior and individual identity”. Based on that finding, Steenkamp et al. (2003, p.56) conclude, that even though the marketplace is getting more and more multinational and global, a global brand positioning strategy is not the only way to success, as a brand can also successfully compete when marketed as “an icon of the local culture”.

Samiee et al. (2005, p.382) distinguish even further between product categories concerning consumers' usage of the COO cue as an antecedent to how they perceive and judge other characteristics of a product. They argue, that for products like cars or other technological or crafted products, the COOB cue might be highly diagnostic in consumers' decision making. Whereas in consumers' buying decisions about inexpensive packaged goods, where it is less common that product categories are stamped with a certain country superiority, the COO cue might be entirely non-diagnostic.

The fact that consumers make inferences from a brand's COO to other brand attributes is a topic also discussed by Balabanis and Diamantopoulos (2008), who sustain the opinion by arguing that consumers who are confronted with a brand that is new on the market and with which they are unfamiliar, will probably use the brand's COO information cue to make predictions and inferences about some unknown characteristics of the brand. The models of Han (1989), Knight and Calantone (2000) and Laroche et al. (2005) that have already been highlighted in chapter 5 of this thesis underpin this line of argument.

Also Johansson (1993) explains, that the function of the COO cue in consumers' brand evaluation processes seems to be much more, that a brand's origin information serves an antecedent function, as it gives the consumer an initial indication of one or more other product characteristics, like quality, design, price, associated risk or value. Citing Johansson (1993, p.78) “country-of-origin is, in fact, used by consumers to reinforce, create, and bias initial

perceptions of products.” The fact that there are numerous studies which have arrived at the conclusion that a product's/brand's origin information has influence on consumers' product evaluation, quality perception, perceived risk and willingness to buy the particular product/brand (cf. Bilkey & Nes, 1982; Papadopoulos & Heslop, 2003) has already been highlighted in chapter 5.

That COO information affects consumers' perceptions is also in line with the findings of Thakor and Lavack (2003), who examined whether brand origin information has an influence on consumers' perceptions of a brand's quality, and detected that COO information of a brand has a significant effect on how consumers evaluate the quality of the brand.

Also Koubaa (2008) showed in his study that COO information has an effect on consumers' perceptions of a brand, as he proved that a brand's COO cue has an influence on how consumers perceive the overall image of a brand, and that consumers' brand image perceptions differ across brands and across countries.

So the effect of globalization with the merging of cultures and countries becoming “one big world” seems to be targeted and hold true for the supply side in the market in the long-run, but not for the demand side. (cf. Johansson, 1993)

To conclude while taking into account both contradictory views about the degree of COO cue's influence on consumers' brand evaluation processes and purchase decisions, it seems reasonable to assume that consumers use COO information and a COO effect exists in their brand perception and evaluation, but in previous International Marketing Literature this COO effect has been overestimated, as well as the way consumers use the COO cue has been misinterpreted and no complete picture of how and why consumers use COO information in their brand evaluation processes as well as its influence on consumers' purchase decision has been provided by Marketing researchers so far.

### **7.3 Possible Explanations for Consumers' Denial of COO Cue Usage**

#### **7.3.1 Consumers' Emotional Reasons**

Reasons for these contradictory findings about what consumers say when directly asked about their usage of the COO cue and the in COO literature so far purported exertion and importance of COO information in consumers evaluation processes and buying decisions

could be explained by study participants' willingness to avoid the researcher from getting the impression, that he/she might be an intolerant person who is prejudiced, and/or has negative attitudes towards foreign countries. This is also in line with Johansson (1993, p.80), who states about his results from various studies about consumers' COO usage: "I find that the respondents, when asked explicitly about it, consistently play down the role of country-of-origin in their recorded product evaluations. Despite this, the inferred CO effect is still strong. (...) Judging other countries' products on the basis of origin, by contrast, is less socially acceptable." Therefore, he concludes, that the fact, that consumers deny, when directly asked, that a good's COO actually has influence on their evaluation of it, seems to have rather emotional than logical reasons. In order to reflect reality about consumers' actual COO cue usage research methods and measurements have to be adapted to these circumstances.

### **7.3.2 Consumers' Limited Awareness of their Actual COO Cue Usage**

There are many ways one could explain the antagonism of the previously assumed importance of the COO cue for consumers in Marketing Literature and the results obtained in the first section of the Liefeld (2004) study, where respondents were unobtrusively tested and asked about the general product factors they have taken into account in their evaluation processes and that have finally resulted in their buying decision for a particular product.

One explanation is given by Usunier (2006, p.61), who states that "many consumers are unaware of the manufacturing origin (made-in) of the goods they buy and, if aware, tend to use the origin information in conjunction with a number of other information cues such as price, brand, retail store image, etc. Except for the latter (i.e. that consumers do not use solely COO for evaluating products, which is rather self-evident), these changes have been ignored by academic researchers in marketing."

Another way one could understand why people might not have mentioned that a product's or brand's origin is important for them, whereas in fact it actually is, would be by referring to Johansson (1993, pp.78), who states that "the country-of-origin is sometimes taken for granted – and therefore – we as consumers do not pay attention to it. But (...) the latent effect can be quite significant."

### 7.3.3 The Automatic Country-Of-Origin Effects on Consumers' Brand Judgment

Even though the increase of globalization during the last decades has resulted in the diminishing of certain national differences and an increase in people's openness and understanding of foreign cultures, this does not concurrently mean that people have gotten rid of their perceived differences between countries, as well as the national stereotypes they associate with specific countries. This is in line with Johansson (1993), who argues that one cannot conclude, that people's increased global mindset will erase the COO effect at all.

In 2005 Liu and Johnson made a study to try to explain the contradicting results of those studies published in previous Marketing Literature which show a high degree of COO cue's influence in consumers' brand evaluation processes and those studies which put into question that consumers heavily, if at all, rely on origin information when evaluating different brands.

Liu and Johnson (2005) argue that one has to distinguish between two forms of human information processing, as it can be an automatic as well as a controlled process (cf. Posner, 1978; Schneider & Shiffrin, 1977). When evaluating different brands, the COO is a cue that gets automatically activated in consumers' information processing, regardless of consumers' intention to consider a brand's COO as a factor in their evaluation. And therefore, unavoidably, COO plays a role in consumers' evaluation of different brands.

The difference between these two types of automatic and controlled information processing lies in the degree of control a person has and the effort a person has to make to get access to the information stored in his/her memory. Whereas automatic processing "involves the spontaneous activation of some well-learned set of associations or responses that have been developed through repeated activation in memory" and "can be initiated by the mere presence of a stimulus in the environment", controlled processing is mostly regulated by the person himself, who has to put much more effort into that form of information processing.

By adjusting Devine's (1989a, 1989b) dissociation model, which proves that there is an effect, regardless of a person's attitude towards different races, where each person automatically and inevitably activates a certain associated racial stereotype when exposed to certain racial primes, to COO research, Liu and Johnson (2005) proved in their study that beside consumers' controlled use of brand information in their brand evaluation processes, an effect of COO information's influence on consumers' judgment of different brands can also be observed, whereas this COO effect, even for consumers' lack of intention, is automatically activated.

Liu's and Johnson's (2005) experiment included a sample of 96 respondents, which had to evaluate eight different brands (brand A, brand B, brand C, brand D, brand E, brand F, brand G, brand H) in the product category of notebook computers. Study participants were divided into two groups, either to the memory or the evaluation group. In a first step all members learned about the product attributes of each brand through advertisements that were presented to them. Then the members of the memory group had to address the task of keeping the brand specific attributes in mind, whereas members of the evaluation group were told to categorize each brand to being either good or bad, following the rule that "If a brand has two or more of the three diagnostic attribute values: 1.8 GHz processor speed, 40 MB hard drive, and 256 MB RAM, it should be judged as good" (Liu & Johnson, 2005, p.90), otherwise the brand should be categorized as bad. The brands A, B, C, D fulfilled at least two criteria in the judgment rule and should therefore correctly be categorized as "good", whereas brands E, F, G and H should correctly be judged as "bad".

After this first stage of the experiment was finished, in a second step the memory group also was asked to do the evaluation group's task and judge each brand as being either good or bad by following the rule. The evaluation group was told to memorize how they judged each brand. During this second stage of the study the 96 respondents also got information about each brand's COO. As results of a pre-test have shown that people evaluated the country stereotype of Japan, including products originating from Japan best, and the country stereotype of China, including Chinese products worst, the two COOs of computer brands chosen for the main study were Japan and China. Brand A and C fulfilled the condition of being judged as "good", but originated from the unfavorable COO China. Brands B and D should also be judged as "good" as fulfilling at least two of the three product attributes mentioned in the judgment rule, but these two brands originated from the more favorable COO Japan. The brands E, F, G and H did not pass the "good" judgment rule, but the indicated COO of brand E as well as G was China, of brand F and H Japan. Therefore the 4 brands B, D, E, G show a positive match according to the rule-based judgment and their COO, and the other brands A, C, F, H show a negative match as they either fulfill the rule and should correctly be judged as "good" and originate from an unfavorable country, or should be judged as "bad" according to the rule, but have a favorable COO.

The results of the experiment prove that respondents' judgment and evaluation of the eight brands under investigation was influenced by two independent sources of influence, firstly, by their controlled and intentional use of the product attributes to fulfill the "good vs. bad"

judgment rule, as well as by their automatic and unconscious activation of the country stereotypes, that respondents held in mind of each products' COO, China or Japan.

It is important to mention that all 96 study participants were asked to indicate how much influence the COO information had on their judgment answer or decision on a 5 point Likert Scale. Only 5 respondents stated that COO influenced them in their decision, whereas 91 indicated that the COO information did not influence them in their judgment.

Therefore, the results of the Liu and Johnson (2005) study show that a COO effect in consumers' brand evaluation can be observed.

But as almost all study participants stated that they did not have the intention to include and use the COO cue in their judgment of each brand, there is high evidence that consumers have only limited ability of being aware of each factor that they consider in their brand evaluation process and thus are unable to give an unbiased statement about all factors that influenced their judgment of a brand. And as the experiment has proved, one cue that obviously has influence on how consumers judge a brand, but which is out of consumers' control and intention, as it is activated automatically, seems to be the COO information of a brand. (cf. Liu & Johnson, 2005)



## **8 Research Gap And Research Objective**

One major issue in International Marketing research within the last years was the country-of-origin effect and its impact on consumer behavior (cf. Bilkey & Nes, 1982; Papadopoulos & Heslop, 2002; Liefeld, 2004). But even though within the last decades a vast amount of studies was aimed at finding out how, why and in which situations consumers use the COO information cue of a particular product or brand, the country-of-origin domain has remained one of the most controversial fields in Marketing Literature until today. This is underpinned by the fact, that “recent reviews still deplore the lack of conceptual, methodological and theoretical transparency” (Bloemer et al., 2009, p.63).

### **8.1 The Research Gap**

As already discussed in previous sections of this thesis, most of the existing COO studies are focused on the country-of-origin effect of products, but there are plausible reasons for assuming, that the origin information of brands has much more influence on consumers’ perception of a good. It is very common that companies relocate their production facility, i.e. where they produce a particular product, to another country from time to time. But the COO of a brand is with some exceptions hardly ever changed. Therefore, the country of origin of a brand represents a much more stable information cue for consumers which further leads to the reasonable assumption that consumers much more rely on the COOB cue than on the COOP cue in their evaluation processes and purchase decisions.

This superiority of the COO cue of a brand over that of a product in consumers’ brand evaluation processes and purchase decisions is supported by several researchers as well as backed up by several studies, which already have been mentioned and described in previous sections of this work (cf. Ratcliff, 1989; Cordell, 1992; Barta et al., 1993; Johansson, 1993; Leclerc et al., 1994; O’Shaughnessy & O’Shaughnessy, 2000; Thakor & Lavack, 2003; Samiee et al., 2005; Usunier, 2006).

Based on this line of argument this research study will emphasize on the country-of-origin effect on a brand level rather than on the product level. But this focus on the brand level should be seen as more referring to the researcher’s side and the general background of this study, than to the consumer side, as there is a very high probability the word ‘product’ and the word ‘brand’ are synonyms for the average consumer.

Despite the fact that most COO studies focused on the product rather than on the brand level, there are two major problems in previous COO research, that should be more strongly emphasized. In almost all studies it was implicitly assumed that consumers first of all know the country of origin of the products/brands and secondly, take the product/brand origin as an important factor into account when evaluating a product/brand and making product/brand choices.

The first assumption that consumers know the actual origin of products/brands was proved wrong by several recent studies, that show a great lack of consumers' COO knowledge about the origins of products and brands (cf. Liefeld, 2004; Samiee et al, 2005; Hennebichler, 2006; Balabanis & Diamantopoulos, 2008).

The fact that consumers have only limited, if any at all, knowledge about the origin of products or brands, also puts the second assumption of previous research works, that consumers heavily rely on the COO cue when evaluating products and brands and making purchase decisions, reasonably into question.

This is also in line with what Balabanis and Diamantopoulos (2008, p.61) stated after the results of their study proved that the majority of consumers were not able to correctly identify the COO of the brands under investigation: "Regardless of the view taken, it is difficult not to conclude that the true importance of COO information could be significantly overestimated in extant COO research."

As already described in previous chapters of this work, the fact that consumers have incorrect COO knowledge might be due to the fact that certain product categories are stamped with a certain country identity and/or might explicitly be provoked by brand managers themselves who want to exploit favorable COO associations and therefore communicate a wrong COO of their brand to consumers (cf. Johansson, 1993; Thakor & Lavack, 2003; Josiassen & Harzing, 2008).

But the fact that consumers might associate a wrong COO with a particular brand, whether provoked by brand managers or due to any other reason, does not concurrently mean that a consumer's perceived origin of a brand has no further influence on his brand perception, brand evaluation and purchase decision.

So based on the results of his research study that show a great lack of consumers' ability of correct COO identification, Liefeld's (2004) conclusion that if consumers do not have correct

origin knowledge, a product's or brand's COO could further have played no role in their evaluation processes and purchase decisions, seems not to hold true in reality. This is also in line with Josiassen and Harzing (2008), that consumers' ignorance of a brand's actual COO cannot be put on the same level as consumers' non-use of the COO cue in their brand evaluation processes and purchase decisions.

Therefore, as recent research studies (cf. Liefeld, 2004; Samiee, et al., 2005; Balabanis & Diamantopoulos, 2008) that investigated consumers' knowledge about the COO of products and brands show a so far unrecognized, great lack in consumer knowledge about the origins of the products and brands on the market, it is important not to forget that even though a lot of consumers are unknowing or unaware of the true origin of brands and products, in the majority of cases they might still associate a certain country of origin with a particular product or brand. As these consumers make up a majority of the overall consumership, they cannot simply be excluded in further research about COO's influence on consumers' product and brand evaluation processes.

Based on this line of argument it is reasonable to assume that consumers' perceived COOB has a stronger influence on consumers' brand evaluation processes and purchase decisions, than the actual COOB. So to get a holistic view, in this research study, the fact that consumers may not know the true COO will be ignored. However, the effect that each individual's perceived COO has on his/her brand evaluation processes and purchase intentions will be tested.

The fact that consumers attach great importance to the COO cue as well as heavily rely on origin information when evaluating products and brands and make purchase decisions has been reported in more than 600 research studies and has been implicitly assumed in Marketing Literature so far. This argument is backed up by the fact, that until 2004 one can only find two studies, in which consumers are directly asked if they use COO information at all. (cf. Liefeld, 2004)

Because of major research limitations in nearly all previous COO research studies, which are mainly due to obtrusively asking consumers about the influence a product's or brand's COO has on their evaluation processes and purchase decisions, and the fact that mainly studies of single-cue design were conducted, that inevitably highlighted the COO cue, it is hypothesized, that the COO effect has been overestimated so far.

In contrast, those limited numbers of COO studies that investigated by unobtrusively testing on a verbal level whether consumers even use COO information in their brand evaluation

processes and purchase decisions and which show a product's or brand's COO cue's non-importance and its very limited usage by consumers (cf. Hugstad & Durr, 1986; Liefeld, 2004), seem to underestimate the true COO effect.

A possible explanation of this underestimated COO cue importance refers to research methods that were applied in those studies. Referring to the study findings of Liu and Johnson (2005), who found out that consumers' COO cue processing is an automatic rather than a controlled process, it seems reasonable to assume that these previous studies that highlight only a minor or no COO effect and applied research methods of directly but unobtrusively asking consumers about their COO cue usage, underestimate the true COO effect on consumers' behavior, as these research methods applied do not give insights into consumers' latent beliefs as well as do not give respondents the opportunity to get access to their latent beliefs and name those cues which are out of their intention and control, as they are processed automatically. The limitations as regards previously applied research methods will be discussed in much more detail in chapter 9.1 of this thesis.

To prove the expectation that previous findings in COO studies show a high degree of biased results, further research where consumers are unobtrusively tested is needed, and which investigates to what extent, if at all, the perceived country of origin plays a role in consumers' unconscious and conscious brand perceptions, evaluation processes and purchase intentions, and how consumers' judgments of other brand cues (e.g. quality, price, design) are influenced by their perceived COO of a particular brand.

As regards the research method applied to test the COO effects in consumers' brand perception, evaluation and purchase intention, "consumer science is in great need of methodologies that unobtrusively discover the product attributes that consumers acquire and use in choice situations and the role those attributes play in the choices made" (Liefeld, 2004, p.95) as well as there is a need of "more innovative, experimental research" to get insights into consumers' COO information cue processing and to highlight that "the effects of COO may not always be direct, instantaneous, and easily observable" as "even when no immediate and discernable effects of COO are observed, COO could still make a difference in the long run" (Liu & Johnson, 2005, p.95).

Thus, this research will further examine whether the idea of Josiassen and Harzing (2008, p.266) who argue that because "explicit memory retrieval occurs consciously through the episodic system, while implicit knowledge occurs automatically through the semantic system

(Tulving, 1982; Schacter, 1987; Richardson-Klavehn & Bjork, 1988) (...) brand and origin cues may also influence consumers' implicitly rather than explicitly" can be confirmed.

As a lot of COO effects research studies focus on products and brands that compete in product categories, for example in the automobile sector that "are effectively 'stamped' with their country affiliation" it seems reasonable that COO effects in consumers' brand perceptions and evaluations do not reflect COO effects that could equally be measured in consumers' brand perceptions of brands that compete in other product categories, whereas "in many other product categories, perhaps especially those involving consumer packaged goods, CO(O) information is less conspicuous and thus variable in its recognition by consumers" (Samiee et al., 2005, p.382).

As this research study follows the idea that previous research that investigated in COO effects needs to be rethought, 1968's COO cue relevance has to be adapted to today's world (cf. Usunier, 2006) as well as it is necessary to step out of previous Marketing research habits that have led to an over-/underestimation and misinterpretation of COO cue's importance for and usage by consumers, this research will avoid testing COO effects in consumers' perceptions about brands that compete in a product category that is stamped with any country affiliation.

## **8.2 The Research Objective and Research Questions**

"It is for instance still unclear if, how and to which extent the CoO-effect impacts on consumer evaluations. These 'if, how and to which extent questions' hinge on the nature of the CoO-effect." (Bloemer et al., 2009, p.63)

As it is assumed that neither consumers' heavy COO cue usage that has previously been reported in Marketing Literature (cf. Bilkey & Nes, 1982; Baughn & Yaprak, 1993; Verlegh & Steenkamp, 1999; Jaffe & Nebenzahl, 2001 Papdopoulos & Heslop, 2003) nor the opposite view that consumers do not care about a product's or brand's origin cue (cf. Ohmae, 1989; Liefeld, 2004 ) actually reflects reality, the primary objective of this research study refers to whether any form of COO effect actually exists and if, in which forms the COO effect can be observed.

Based on this research's presumption that COO effects might occur and be measured on more than one level, the structure of this research study allows to measure consumers' brand COO cue processing on an implicit as well as on an explicit level.

Therefore, this research study will follow a three step approach, which is based on three complementary parts and will apply research methods, which will be presented in much more detail in the next chapter of this work, that avoid obtrusive testing of consumers' COO cue usage in their brand evaluation processes. At the same time it will provide a holistic view of an individual respondent's brand perception, overcome the problem of consumers' brand information overload, give insights into respondents' nonverbal, especially visual, channels of thoughts and communication, and it will allow to get even richer insights into consumers' brand perceptions and give detailed information about the COO effect on consumers' brand perception and evaluation as well as enhance the understanding of how, if at all, consumers use COO information.

As it is assumed that consumers' access to a brand's COO cue is rather limited and a brand's COO cue is probably processed rather automatically than controlled and might therefore be harder to communicate on a verbal level, these problems should be overcome by the introduction of a visual dimension in this research design. Therefore, the research objective as regards the first two steps of this research approach, that will refer to a respondent's creation of a collage and his explanation in an additional follow-up interview, will be to find out whether any implicit COO effect can be observed and if therefore a brand's COO cue unconsciously has influence on a consumer's implicit general brand perception.

### ***Research Question 1:***

*Has a particular brand's COO influence on consumers' perception of the brand?*

*Is there an observable implicit COO effect in consumers' general perception of a particular brand?*

Moreover, the question that this research wants to answer is whether consumers also explicitly use a brand's COO cue when evaluating different brands and whether it is a factor they consciously take into account when they think of making purchase decisions. Therefore

in the third step of this study's process, which consists of an individual in-depth interview, the objective is to find out whether explicit COO effects can also be measured in consumers' general brand evaluation processes and purchase intentions.

As one major limitation in previous research refers to the fact that COO effects occurrence was obtrusively tested, the third step of this research process will attempt to ascertain whether participants state to use a brand's COO information, when they are asked to freely indicate which general characteristics of a brand they take into account when evaluating brands and making purchase decisions. As discussed in section 3.4.1 in the theoretical part of this thesis, one can very frequently observe certain thinking patterns in a consumer's brand evaluation processes, as individuals use a single product/brand information cue to make conclusions about another product attribute or brand characteristic. Therefore, respondents will be asked to also name those factors that have influence on how they perceive these particular brand characteristics, which they stated as playing an important role in their evaluation processes, to get insights into whether consumers state to actually use a brand's COO cue indirectly in their brand evaluation processes and purchase decisions, as they make inferences about other brand characteristics from this piece of information.

### ***Research Question 2:***

***2a:*** *Do consumers explicitly state to directly use a brand's COO information in their brand evaluation processes and purchase decisions in an unobtrusive research setting?*

***2b:*** *Do consumers explicitly state to indirectly use a brand's COO information as they use a brand's COO cue to make inferences about other brand characteristics in their brand evaluation processes and purchase decisions in an unobtrusive research setting?*

***2c:*** *Is there a measurable difference between unaided implicit and unaided explicit COO effects' occurrence in consumers' brand perception and brand evaluation processes?*

Even though no explicit COO effect can be measured at all when consumers make no mention of a brand's COO cue as a brand characteristic that has influence on their brand evaluation processes and purchase decisions when tested unobtrusively about their COO cue usage, this

does not concurrently mean, that no explicit COO effect can be measured at all. As already mentioned, consumers' rather limited access to a brand's COO cue and the fact that a brand's COO cue is probably processed rather automatically than controlled and therefore might be harder to communicate (cf. Liu and Johnson, 2005), is assumed here, consumers' awareness needs to be rechecked through directly and obtrusively asking if a brand's COO has influence on the individual's brand perception and brand evaluation processes.

As Johansson (1993) argued that consumers might first of all deny actually using a brand COO information cue, as they do not want to give the researcher the impression of having prejudices, further questioning needs to address topics of whether the importance an individual attaches to a brand's origin eventually varies as regards to different situations.

### ***Research Question 3:***

***3a:*** *Do consumers who do not unaidedly mention using COO information in their brand evaluation processes and purchase decisions, really do not use a brand's COO cue at all or are consumers not just aware of their actual COO cue usage?*

***3b:*** *Do consumers who have limited awareness of their actual COO cue processing first of all deny COO cue usage when asked directly?*

The adoption of the three step approach in this research study therefore allows to compare COO cue's role in consumers' implicit perception of a particular brand versus COO cue's role of what consumers explicitly state or even not state about taking a brand's origin information into account when evaluating brands and making purchase decisions. This highlights whether there are differences and if one can distinguish between COO effects that occur implicitly in a consumer's brand perception and COO effects that are explicitly stated to occur in a consumer's general brand evaluation processes. That comparison of measured implicit and explicit COO effects gives insights into consumers' tendency to process a brand's COO cue and if a brand's origin information is processed automatically rather than controlled.

Figure 19 gives an illustration of the model of this research study that refers to the main objective of measuring at which level(s) COO effects occur and might be observed and whether consumers' COO cue processing is rather an automatic or rather a controlled process.



**Research Question 4:**

**4a:** Can COO effect occurrence be observed at any level of consumers' unconscious and/or conscious brand perception and/or brand evaluation and/or purchase intention processes?

**4b:** Are there differences as regards to the level where a COO effect can be measured, so is there a difference between consumers' implicit and explicit COO cue usage and is a brand's COO cue rather processed automatically or controlled?

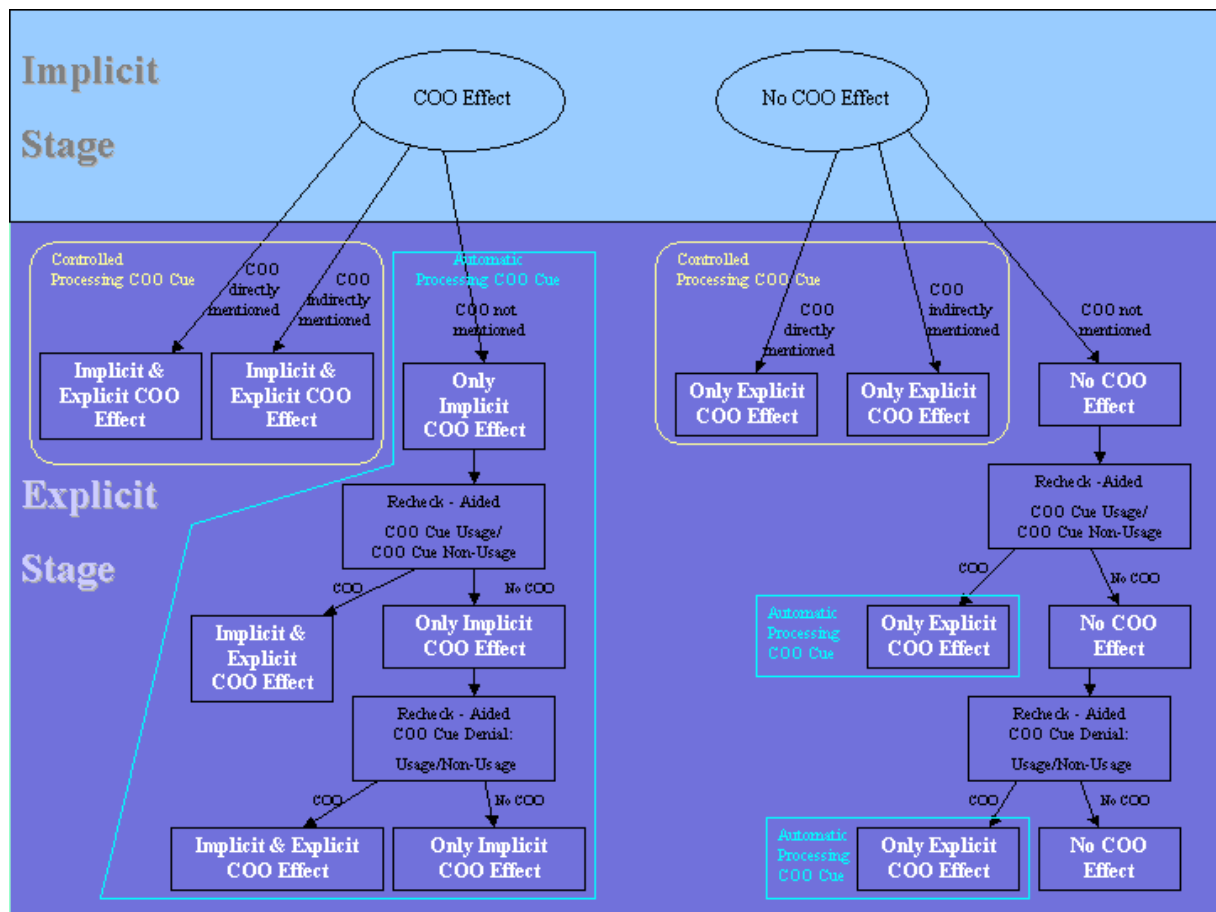


Figure 19 - The Research Model of Research Question 1-4

As one can distinguish between three different facets of how an individual can process a brand's COO cue, namely between the COO cue's cognitive, affective and normative processing, if at any level of the research process COO effects can be observed, this research will look into how and which aspect of a brand's COO cue consumers actually process.

**Research Question 5:**

**5a:** Which aspect of a brand's COO cue do consumers actually process? Does the COO cue rather fulfill a cognitive, an affective or a normative function in consumers' behavior?

**5b:** Are there any measurable relationships regarding the level, where COO effect occurrence can be measured for a consumer, and the aspect of the COO cue an individual actually processes?

If at any stage of the research process measurable COO effects occur, to understand why and when consumers use a brand's origin information and which influence COOB has on a consumer's judgment of a brand and how a consumer's purchase intention is determined by the origin of a brand, research has to further examine consumers' COO cue usage in detail. The research objective here is to find out whether any differences concerning the role a brand's COO cue plays in consumers' brand evaluation processes can be observed and whether the importance consumers attach to a brand's origin information differs between individuals, product categories, buying situations, and/or countries or varies with any other factor. Another question this research work seeks to answer is whether it is possible that a strong, unique and favorable brand image can overcome an individual's brand's COO cue usage and importance at all.

**Research Question 6:**

**6a:** Are there observable differences as regards the relative importance consumers' attach to a brand's COO cue, and if, which factors have influence on COO cue's importance for consumers?

**6b:** Are there any measurable relationships regarding the level, where COO effect occurrence can be measured for a consumer, and the factors that have influence on the importance consumers' attach to a brand's COO cue?

In addition, this research will provide insights into whether measurable COO effects vary as regards to how a brand is marketed, so whether consumers' implicit and explicit COOB cue usage differs for a brand that follows a global branding strategy compared to a brand that follows a local branding strategy.

***Research Question 7:***

*Are there any differences as regards observable COO effects in consumers' brand perceptions and brand evaluation processes of global versus local brands?*

## **9 Research Method**

The aim of this chapter is to give an overview of the research methods applied in this research study. As a justification of the research methods used, the limitations that refer to previous Country-of-Origin research will be discussed first.

### **9.1 Previous Research Method Limitations**

That previous research that examined the influence a brand's origin information has on consumers' behavior shows mainly biased results is due to the fact that in nearly all studies linguistic methods were applied and respondents were obtrusively asked about their COO cue usage. Furthermore, data was mainly collected by using questionnaires which were of single-cue design or the cues presented to the study participants were only very limited in number. (cf. Liefeld, 2002, 2003; Usunier, 2006)

#### **9.1.1 Research Method Limitation of Obtrusive Questioning**

In almost all of the over 700 existing COO studies the existence and great importance of the COO effect and its influence on consumers' evaluation processes was implicitly assumed, so respondents were obtrusively tested and directly asked about their usage of the COO cue in their product/brand evaluations and purchase decisions. But as "a voluminous research literature provides empirical evidence of the extent to which obtrusive, linguistic-based measurement systematically deforms and misinterprets the true state of what existed, exists, or will exist in the actual lives of consumers" (Liefeld, 2002, p.88), the evidence is that this deformation and misinterpretation also holds for results achieved in previous consumer COO research.

Already in 1975 Jacoby, ACR president at that time, criticized the poor quality of research methods used in consumer behavior research and pointed out that consumer researchers need to rethink their over-reliance on verbal stimuli as well as their reliance on results achieved through obtrusively asking consumers what they think or belief rather than unobtrusively observing and measuring consumers' behavior. But obviously researchers seem to have not respected Jacoby's advice, as his statement is also in line with what Liefeld (2002, p.85) urged consumer and marketing scientists to do 27 years later, when he stated that consumer

behavior research has “to start over with the first stage of science which has been skipped over – unobtrusive observation and description of consumer behaviour”, as only the results and facts achieved through unobtrusive research methods will provide a basis on which theory can be developed, that one can further draw upon.

As regards the limitation of previous COO effect research findings that are due to the major research method limitation of obtrusively testing the subjective that is under investigation in a research study, Liefeld (2004) refers to the results of an unpublished content analysis he made, where the characteristics of 105 COO studies that were published between 1965 and 2003 and are common Marketing Literature were analyzed. Results show that in only 2 out of the 105 studies, the COO effect was unobtrusively tested. “The rest were obtrusive, linguistic, interrogations of consumers” (Liefeld, 2004, p.87). With COO being the independent variable in almost all studies, in 93.3% of them, respondents were asked solely about indicating attitudinal data, whereas no investigation into the collection of any behavioral data from observation or secondary data was made.

Liefeld (2003, p.14) describes in more detail the limitation of previous research results due to obtrusive questioning, as follows: “There are hundreds of empirical studies and books identifying, documenting, and summarizing the extent to which obtrusive questioning causes systematic distortion, or even creates answers that didn’t exist when questions are asked. When all the distortion and answer-creating influences of obtrusive questioning are considered, researchers must pause and wonder, not only about over- or under-stating effects, but also misinterpreting the direction of the relationships. In short, the external validity of question-based estimation of consumer perceptions, beliefs, attitudes, or intentions is highly suspect.”

### **9.1.2 Research Method Limitation of Single-Cue Studies**

Another limitation that was highlighted through the content analysis of COO studies by Liefeld (2004) was, that in only a small number of these 105 cases that even were of multiple cue research design, the number of choice cues the respondent had were very limited in number. So with only presenting the respondent a very small range of cues, the COO cue gets inevitably highlighted more and the respondent’s likeliness to chose the COO cue increases.

This overestimation of COO’s importance in consumers’ evaluation and buying processes is also highlighted by Usunier (2006, p.63), who refers to a meta-analysis done by Peterson and

Jolibert (1995), who analyzed 52 COO studies and found out that the average effect of COO that was measurable in consumers' perception of a brand's quality and reliability was 0.30 when considering only single-cue studies. But when other cues were added to COO, as for example brand, price or store in multiple cue studies, COO effects dropped down to 0.16. The effect of a product's/brand's COO information on consumers' purchase intention was 0.19 for single-cue studies, whereas dropped to a low 0.03 when origin was considered in combination with other attributes.

These existing grievances in previous COO research methods is a topic that was also picked up by Johansson (1993, p.80), who states that "when the assessment of the country-of-origin effects is done by simply asking people to associate brands or products and countries, the measurement problem is acute", as "this calls the country-of-origin into salience much more than warranted in a real purchasing situation".

To prove the assumption that previous findings in COO studies show a high degree of biased results, further research which applies not only linguistic research methods but also allows to test consumers unobtrusively, is needed, to investigate to what extent, if at all, the perceived country of origin plays a role in consumers' brand judgment and choice, and how consumers' evaluations of other brand cues (e.g. quality, price, innovation, reliability, design) are influenced by their perceived COO of the brand.

## **9.2 Choice and Justification of the Method**

Due to the previous research method limitations and the resulting reasonable assumption that previous findings in COO studies show a high degree of biased results, further research where consumers are unobtrusively tested is needed to show whether COO effects can be observed in consumers' brand perception and/or brand evaluation processes and/or purchase decisions. This is also in line with the statement of Liefeld (2004, p.95), that "methodologies with better external validity also are needed. Consumer science is in great need of methodologies that unobtrusively discover the product attributes that consumers acquire and use in choice situations and the role those attributes play in the choices made". Also Liu and Johnson (2005, p.95) "call for more innovative, experimental research" to show consumers' COO cue information processing and to highlight that "the effects of COO may not always be direct, instantaneous, and easily observable" as "even when no immediate and discernable effects of COO are observed, COO could still make a difference in the long run."

### 9.2.1 Improved Marketing Research Methods

In the history of COO research “little change has occurred as concerns research methods which are based primarily on psychometric instruments and survey data.”(Usunier, 2006, p.61). Liefeld (2003, p.12) questions “the validity of using surveys and other interfering linguistic methods to collect data” and states that “virtually none of the consumer behavior research reported in academic journals measures or successfully predicts actual consumer behavior. Instead, it reports on remembered (or imagined) beliefs and rating scale attitudes and intentions, as reported by survey respondents in response to obtrusive and transparent questioning. Consumer research does not have the characteristics of science. Nor does it provide valid measure of what consumers actually think in their everyday lives. We’ve fallen into the trap of using unscientific, easy, quick, and cheap research styles.”, as consumer researchers “avoid the difficulties of developing unobtrusive, non-invasive methods” (Liefeld, 2002, p.87).

This need for a new marketing research technique, that gives marketers better insights into consumers’ thoughts and behaviors, as well as allows researchers to get access to consumers’ beliefs and emotions, that even they themselves are unaware of, was also noticed and picked up by Gerald Zaltman. The idea behind Zaltman’s (1997) improved research technique is to enhance insights into consumers’ perceptions, by giving them the opportunity to express themselves, their feelings, experiences, attitudes and beliefs not only through words, but also by using pictures and images, that research study participants pick from a given set, during the research process. According to Zaltman (1997, p.428), introducing these visual aids allows the researcher to get access to respondents’ “nonverbal, especially visual, channels of thought and communication”. Another advantage of using visual tools in Marketing Research is, that “having participants collect stimuli increases the likelihood that important but previously unconsidered issues will be uncovered” (Zaltman, 1997, p.428), whereas at the same time such projective techniques allow to unobtrusively measure each effect that should be tested in a respondent’s brand perception.

In fact, as already mentioned above, today’s Marketing research still mainly uses the traditional, quantitative and word-based methods, as the general marketing research view is that “psychological states, such as thoughts, feelings, beliefs, and opinions (...) are not directly accessible to anyone but the respondent” and “can be obtained only through language” (Bradburn, 1983; in Liefeld, 2002, p.86).

This contradicts to a certain extent the fact that the majority of individuals has the tendency to process information visually (cf. Hansen, 1981). And even though academic research in the fields of Psychology, Anthropology and Sociology has already adopted improved research methods that are screen-related, these techniques have not generally been accepted in Marketing research to this day.

According to Blümelhuber (2004, p.572) Marketing research techniques also need to become more interpretative and visual, as this would help marketers to overcome the problem of the products' and brands' information overload of consumers that limits previous research techniques. Qualitative visual research methods would provide deeper insights into consumers' macro-information as well as their underlying relevant micro-information.

This need for overcoming the language barrier that exists in the methods of previous and current consumer research is also discussed by Liefeld (2003, p.14) who questions whether the results obtained through previous research that investigated by simply asking consumers obtrusively about the influence a brand's COO information has on their beliefs, attitudes and intentions are valid predictors of consumers' actual behavior and who further states: "It's an assumption that asking the right question will provide valid information. What if the act of asking the question creates an answer where none previously existed? As Gertrude Stein mused 'Suppose no one asked a question. What would the answer be?'"

Blümelhuber (2004) argues, that especially in brand research, the introduction of visual tools would be very useful. As an individual's image of a brand is the outcome of a combination of his perceptions and beliefs, it is hard for consumers to put their thoughts, their beliefs, their emotions and their knowledge of a particular brand into words. Giving consumers the opportunity to express themselves also on a visual level, so through pictures, makes it easier for them to communicate how they actually perceive a particular brand and present a full picture of a brand's image they actually have in mind. Another advantage of also introducing a visual aspect in the research design is that the pictures also fulfill a stimulus function in the research process, which makes it easier for a respondent to get access to his latent beliefs and feelings, in turn also to express them, as well as to admit which brand information cues he has processed and that had influence on his brand perception.

This is also in line with what Josiassen and Harzing (2008, p.266) state for future COO research: "Research into memory access shows that implicit memory correlates strongly with judgements, even in situations where explicit memory does not (Kardes, 1986). Consequently, we recommend that recent calls (e.g. Shapiro and Krishnan, 2001; Grimes and Kitchen, 2007) for more research into the role of implicit memory are extended to COO research."



The introduction of a visual dimension in the research process, as Zaltman (1997) and Blümelhuber (2004) have proposed should also be reasonable if they rely on accepted theories in Psychology. Drawing upon Psychology, an individual absorbs 90% of total information visually (Legewie & Ehlers, 1994, p.83), and to a large extent this picture absorption process works automatically just as an individual does not control this information processing. Therefore in the majority of cases, images are received before words are in communication (Esch, 2001, p.134; in Herz, 2007, p.31). And according to Kroeber-Riel and Esch (2000, p.145; in Herz, 2007, p.31) text elements communicate by far less information than pictures do, and the verbal transmission of information is much more time consuming, partial and by far less impressive than a visual illustration.

### **9.2.2 Research Method I: Brand Bricolage Method**

According to Blümelhuber (2004, p.576) the brand image that an individual has as a construct in mind is very similar to a collage, as both combine multiple elements to a new scope of associations. Therefore, Brand Bricolage is a good method to elicit brand knowledge that is stored in an individual's memory.

A given set of magazines, brochures and journals, as well as pens in multiple colors, scissors and glue is given to the respondent and out of the given material he is supposed to create a collage. As the respondent is confronted with a vast amount of visual and verbal stimuli in the material provided for the creation of his collage and has the possibility to choose and pick those elements for his collage design, that would best represent his thoughts and feelings about the particular brand under investigation, the print material will also provide a lot of different stimuli while not biasing the respondent's choice. The image selection process brings the respondent to filter out certain information and code only those matters that are of particular importance. Therefore the Brand Bricolage method (Blümelhuber, 2004) can be classified as an unaided projective visual expressive technique and is used to capture the holistic construct of a brand image in the consumer's mind at all levels (Rook, 2006; Hofstede et al., 2007).

The high validity of each collage refers to the fact that this method is autonomous of a participant's creative talent and verbal skills. To create a collage gives each respondent the equivalent opportunity to express his thoughts and beliefs about a particular brand.

Additionally pictures give people the chance to better communicate their emotions and intuitions about a brand, than words in their one-dimensionality do. (cf. Blümelhuber, 2004; Herz, 2007)

As no picture or image is self-explanatory, it should therefore better be viewed as a metaphor that serves the function of communicating the true meaning of something via an indirect round-about way. So to understand what the respondent actually intended to say through a chosen image, it is important that the researcher uncovers the meaning behind. To make image interpretation as valid and objective as possible and limit researcher's freedom of interpretation, each individual participant should in a follow-up interview explain his designed collage, its general composition and the underlying reasons, the meaning and tenor behind each chosen image, picture or textual illustration as well as talk about possible missing elements. A standardized follow-up interview guide should assure that the interpretations of respondents' collages are comparable and the data is useful for analysis. (cf. Zaltman & Coulter, 1995; Zaltman, 1997 ) Thus, this research technique where a combination of a visual and a narrative dimension in the research method complement one another and balance each other's weaknesses should help brand marketing researchers to enhance their understanding and interpretation of how consumers perceive a particular brand (cf. Zaltman, 1997; Blümelhuber, 2004).

The Brand Bricolage method allows to perfectly follow the idea of this research work, that in this study, the fact that consumers may not know the true COO of a brand should be ignored, and rather tests if an individual's perceived COO has any effect on his brand perception and evaluation. As this research further assumes, that consumers tend to process origin information in a rather automatic than controlled manner and therefore, the COO cue works on a higher and more latent level than other brand cues and is some information that is harder for consumers to communicate, the collage technique should also provide a good research methodology. As respondents are confronted with a vast amount of different pictures and sentences in the collage designing process, that fulfill a stimulus function, this will give individuals the opportunity to get easier access to their latent beliefs and feelings and in turn, also to express those, that are of particular importance, whereas what a respondent chooses from the material provided is beyond any researcher's bias.

As already defined in the theoretical parts of this paper, a brand can be seen as an image construct in a consumer's mind. Therefore, the image of a brand refers to the perceptions and beliefs consumers hold. These are further reflected in their brand associations which they hold

in memory (cf. Kotler & Keller, 2006). So with reference to the Associative Network model, which has already been presented in much detail in chapter 4.2.2, each respondent will primarily express those brand associations he/she has in memory, that are of particular strength, favorability or un-favorability and uniqueness in the design of his collage about a particular brand. Thus, by making use of a collage technique in this research study will further help to determine the relative importance consumers attach to a brand's country of origin.

As "country-of-origin is not merely a cognitive cue (...) but also relates to emotions, identity, pride and autobiographical memories" (Roth & Diamatopoulos, 2008, p.8) all these possible elements of a brand's COO in an individual respondent's brand perception will be considered with the adoption of the Brand Bricolage method in this research study.

Therefore, in this research work this improved methodology approach of the Brand Bricolage method, that gives respondents the possibility to communicate not only on a verbal basis, but also by using visual tools, will be applied, as this allows to unobtrusively test the COO effect in consumers' brand perceptions on a non-verbal level, allows research participants to express things they might be unaware of and will provide a better picture of consumers' holistic thinking.

### **9.2.3 Research Method II: In-Depth Interview**

In line with what Zaltman (1997, p.435) argues that research methodologies, like the collage technique, are good to be "incorporated in the design of new and existing research techniques, as they can provide qualities of customer thought that are absent in standard research tools", the approach of this research study will further adopt the research method of an Individual In-Depth Interview as this is a method of qualitative research, that "is used to develop a deeper understanding of consumer attitudes and the reasons behind specific behaviours"(Wilson 2006, p.107).

As already mentioned the major advantages of the Brand Bricolage method are that it covers a visual as well as a narrative dimension in the research process and the fact that the respondent is confronted with a lot of different stimuli during his picture collection process for designing his collage, and respondent's choice for one over another picture is totally unaided, these stimuli are completely out of any researcher's bias. These stimuli as well as their complementary explanation and interpretation in the follow-up interview should be seen as a connecting factor for even further research. The activation of a respondent's latent beliefs

about a particular brand and the automatically processed information cues in a participant's collage creation and the follow-up interview should therefore help the individual to enhance his awareness of those information cues that he has eventually processed automatically rather than controlled and provide a basis for topics that the individual will emphasize and discuss in more detail in even further questioning.

With the appliance of the Brand Bricolage method in this study's approach, the questions of whether a consumer explicitly takes a brand's COO information cue into account when evaluating brands and making purchase decisions, or if he is aware of the fact that a brand's COO possibly influences his general perception of a brand, or if a COO cue's importance varies between product categories, or how the COO cue works in a respondent's brand evaluation processes and purchase decisions, and how a respondent actually makes use of and relies on COO information and its relative importance to the individual, will still remain unanswered.

So to scrutinize whether any explicit COO effect in a participant's general brand evaluation processes and purchase intentions can be observed and to further determine the role a brand's origin cue plays in individuals' buying behavior, applying the research method of Individual In-Depth Interviews in this research study will allow to provide further insights.

Pertaining to the aim of this research study, in-depth interviews in its unstructured and flexible approach should go beyond the topic of consumers' pure brand images, and provide even richer insights and more information about consumers' actual brand evaluation processes as well as give a better understanding of the factors that have influence on consumers' actual brand evaluations and purchase intentions for or against a particular brand.

## **10 The Research Study**

In the following section a detailed explanation of the structure of this research study will be given. The product category in which the brands that were under investigation in this research study compete will be discussed briefly. Each of the two brands that were used as a stimuli in the first two steps of this research process will also be presented. This chapter will close with a presentation of this study's sample characteristics.

### **10.1 Structure of the Research Process**

The methodological approach of this research study is adhere to a research process that is based on three complementary parts. According to Liu and Johnson (2005, p.89) "a major difficulty in studying automatic and controlled processes is that experimental tasks used to demonstrate automatic processing might be contaminated with controlled processing, and vice versa." So the major advantages of this three step research process are, that it allows to overcome the limitations of each single research method when applied in isolation of unobtrusively measuring respondents' controlled as well as automatically processed information cues, and that it is possible to measure and understand all three possible aspects of consumers' COO cue processing at the same time, that is consumers' cognitive, affective and normative processing of a brand's COO cue.

Therefore, the approach of this research work is to step out of common research methods previously applied in studies that investigated COO effects and overcome previous constraints about innovative research techniques in International Marketing research, to gain new insights in a widely explored research field and present new perspectives of COO effects in consumers' brand perceptions, evaluation processes and purchase decisions. In the design of this research process the two research methods of a Brand Bricolage technique and an Individual In-Depth Interview, that have already been presented in theory in chapter 9 of this thesis, are applied and combined.

Hence, the structure of the research process is as follows: The first step refers to a respondent's collage creation about his perception of one of the two brands under investigation, so either Almdudler or Red Bull. To guarantee the validity and objectivity of collage interpretation, in a next step, each respondent is asked to participate in a follow-up interview to explain his collage. The third and last stage in this research process is concerned

with consumers' brand evaluation processes and buying intentions in general. So in an individual in-depth interview even further questioning about a respondent's general brand evaluation processes and his general buying behavior are the topics emphasized. The in-depth interview is again split into two parts, whereas the first part of the interview gives attention to unobtrusively testing whether a COO effect can be observed by indirectly asking a study participant about his general buying behavior, his brand evaluation processes and important brand factors that have influence on his purchase intentions and decisions in general. Depending on a respondent's answers obtained in the first part of the in-depth interview, in part two the topic of a respondent's COO cue usage is either unobtrusively, so in case a respondent has himself and unaidedly revealed the topic of his COO cue usage in his brand evaluation processes, or obtrusively, as the COO topic is initially revealed by the researcher, tested. Therefore, in the second part of this interview, either obtrusively or unobtrusively, the COO effect on consumers' brand perception, evaluation and purchase intention is directly under question.

Now each step of this research approach will be illustrated in more detail:

### **1. Collage**

At first a respondent is confronted with a particular brand name of either one of the two brands that serve a stimulus function for participants, so either Almdudler or Red Bull. The respondent should have some purchase experience in the particular product category of soft drinks and has to be aware of the specific brand he is confronted with. As already discussed in much detail in chapter 4.2.1 of the theoretical part of this work, the fact that respondents' brand awareness will be rechecked will assure that the brand node of the stimuli brand is strongly enough positioned in each individual's memory, so that each study participant has the ability to have access to that informational node of the stimuli brand and further recall certain brand information he/she has stored in memory. In terms of the two underlying dimensions of the concept of Brand Awareness, in this study, only respondents' brand recognition performance will be checked. Therefore, each study participant will directly be asked whether he/she knows the particular stimuli brand by representing the brand simply as a cue.

Then, if a certain level of an individual's brand awareness is assured, each participant is asked to create a collage that would be as representative as possible of his/her perception of the particular brand under study.

The material for creating the collage is provided by the researcher and consists of a given set of magazines (random assortment of 6-8 magazines: Wienerin, Wiener, Compliment, miss, Sport Magazin, Profil, Format, Gesund Leben, News, e-media, Trend, Diva) and advertising material (Zielpunkt, Hofer), scissors, glue and pens in different colors. With the material provided the respondent is supposed to create a collage in about 30 minutes' time. Respondents are told in advance that there is no right or wrong in designing the collage and that they are allowed to write anything they want, cut or pull out any word, sentence or picture from the printed material, can fold it, glue it, and do whatever they want as it would be representative for their view of the particular stimulus brand.

So the first part of the three step approach of respondents' collage design should provide a holistic view of respondents' implicit brand perceptions and bring to light whether an implicit COO effect in consumers' brand perceptions can be observed and measured.

Each collage is digitally photographed and pictured (see Appendix E).

## **2. Follow-up Interview to Collage**

Right after each respondent has finished designing his collage, each participant should in a follow-up interview, as the second step of this research process, explain his collage and the meaning behind his chosen design.

The interview to each participant's collage follows a standardized interview guide (see Appendix D) that is based on the Zaltman Metaphor Elicitation Technique (ZMET) (cf. Blümelhuber, 2004; Zaltman & Coulter, 1995; Herz, 2007):

- *Mental map*: The respondent should give insights into his collage designing procedure and indicate whether his image choice was planned before beginning to create his/her collage or was rather on impulse when inspired by the material found in the set of magazines.
- *Central construct*: The respondent explains the general composition of his collage.
- *Storytelling*: The respondent is asked to explain the content of each of his chosen images.
- *Sorting*: The respondent should sort his chosen images according to their meaning.
- *Most representative image*: The respondent is asked to name the image that is most important to him.

- *Emotional images*: The study participant explains which images refer to any personal experiences with the brand under investigation.
- *Missing images*: The respondent should explain which images might be missing and explain their relative importance.

Zaltman's (1997) idea, that no picture or image that a respondent has chosen for the design of his collage is self-explanatory, and should therefore be viewed as a metaphor, that serves the function of communicating the true meaning of something the participant wants to say via an indirect round-about way, is adopted in an adjusted form in this research study. This study follows the view that pictures can serve as a metaphor, but will not generally assume that each and every picture necessarily serves a metaphor function and has a deeper meaning behind it.

Therefore, the second step in this research process of a follow-up interview allows the researcher to understand and uncover what each respondent wants to say with or through each of his chosen pictures or images. This limits researcher's own interpretation and therefore enhances the validity of the data. This and the fact that each interview follows the same standardized interview guide, enhances the comparability of the overall data.

Each follow-up interview is not only recorded but the interviewer also takes notes during the interview.

### **3. In-Depth Interview**

Up to this point of the research process the researcher has an understanding of how each respondent generally perceives the particular brand under investigation and knows whether a brand's COO plays a role in an individual's general, implicit brand perception.

Therefore, after completion of the first two stages of collage design and follow-up interview, the third step in this research process will be an individual in-depth interview. The participant's designed collage should from now on as a whole provide an attraction or stimulus to the respondent and serve as some kind of bridge-building function to the in-depth interview. Those cues that are processed automatically rather than controlled in an individual's brand information processing should be activated through a respondent's creation of the collage and their explanation and translation on a verbal basis in the follow-up interview should enhance the participant's awareness of his latent beliefs and automatically



processed brand information cues. So the topics demonstrated on the individual's collage should give the respondent impulses to emphasize and expound these topics.

As already mentioned, in this study approach the third step of an individual in-depth interview is again split into two complementary parts. The first part of the in-depth interview is devoted to a participant's general brand evaluation processes and to important brand factors he is conscious of and that have influence on the respondent's explicit purchase intentions in general. Therefore, the participant is asked to freely indicate which general characteristics of a brand he takes into account when evaluating brands and making purchase decisions. Those brand dimensions stated are emphasized, to find out which relative importance the individual attaches to each of them and which are the factors that have influence on the respondent's brand dimension perception. So in the first stage of the in-depth interview the COO effect is unobtrusively tested and consumers are asked unobtrusively about whether they use a brand's COO cue in their brand evaluation processes and purchase decisions.

Thus, the first part of the individual in-depth interview should answer the question whether consumers explicitly and unaidedly mention a brand's COO as a factor they take into account when evaluating brands and making purchase decisions.

The second part of the in-depth interview investigates the individual's usage of a brand's COO in detail.

In case of a respondent's explicit and unaided indication of taking account of the COO cue as a factor when evaluating different brands and making purchase decisions, or when a participant explicitly and unaidedly states that a brand's COO cue has influence on how he perceives other dimensions of a brand (e.g. quality, risk,...) in the first questioning part of the in-depth interview, the respondent's COO cue usage, its relative importance for the individual and whether it varies between product categories, levels of involvement and originating countries is directly questioned. It is reasonable to assume, that those respondents that explicitly and unaidedly state their COO cue usage in the first questioning part and as a consequence are asked in more detail about it, are not aware of the research topic under investigation. As detailed questioning about brand dimensions is also applied to each other brand characteristic that the respondent indicates as being important for him, the COO effect on these individuals' consumers' brand perception should very reasonably be tested unobtrusively.

When respondents do not unaidedly and explicitly state that a brand's COO cue plays a role in their buying behavior, in this second section of the in-depth interview, the topic of a brand's COO cue is raised by the researcher and as a result obtrusively under question. Study

participants are directly asked whether a brand’s COO cue plays a role in their brand perception, brand evaluation processes and purchase intentions and whether the importance they attach to a brand’s origin eventually varies between product categories or different COOs.

Therefore, the last stage of this study’s three step approach of respondents’ individual in-depth interviews should provide insights into whether explicit COO effects can be measured in consumers’ general brand evaluation processes and purchase decisions.

Each in-depth interview follows a semi-structured interview schedule (see Appendix D), is taped and later on transcribed (see Appendix E). The interview length varies between 15 and 25 minutes, as this time span allows getting even deeper insights into consumers’ brand evaluation processes while at the same time keeping up respondents’ attention and motivation to answer.

Figure 20 gives an illustration of the structure of this research process.

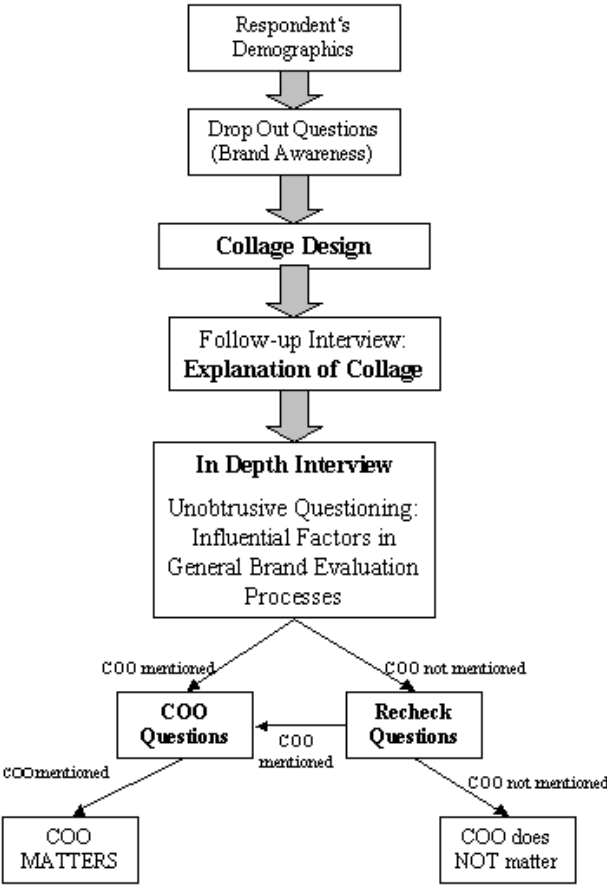


Figure 20 – Structure of the Research Process

## **10.2 Product Category Under Investigation**

The first two steps of this study's three step approach will investigate consumers' perceptions about either one of two low-involvement fast moving consumer good brands that compete in the product category of soft drinks and non-alcoholic beverages.

As this research assumes that consumers have only limited awareness of their actual usage of a brand's origin information when evaluating different brands and therefore COO effect occurrence needs to be measured on more than an explicit level, as one can observe the influence of a brand's origin cue also on an implicit level of an individual's general perception of a brand, the product category of soft drinks seems to be a good choice, as "the automatic and less observable effects of COO may have greater impact on products whose purchases are determined by intuition or impulse" (Liu & Johnson, 2005, p.95).

## **10.3 Brands under Investigation**

The brands that serve a stimuli function to get insights into whether a brand's COO cue implicitly influences consumers' general perception of a brand are Almdudler and Red Bull. As one major focus of this study is to investigate whether any differences in COO effects can be observed as regards a brand's marketing strategy and not so much whether any differences between countries as a brand's origin in consumers' general brand perception exist, as this would go beyond the scope of this work, both stimuli brands used in this study originate from Austria. The main difference between the two Austrian soft drink brands picked for unobtrusively testing consumers' COO cue processing in their brand perception processes, is that Almdudler follows a local branding strategy whereas Red Bull is marketed globally.

### **10.3.1 Almdudler**

Almdudler was contrived in 1957 by Erwin Klein and was his patriotic Austrian answer to Coke, as his aim was to bring "auf der Alm dudeln" (to tootle in the alps), which is an old Viennese yodelling style, into the form of a sparkling drink and to create the association of Austria's success in skiing sports and the brand Almdudler and incorporate Austria's prestige as a skiing nation in the image of the brand Almdudler.

Almdudler's strong link to its originating home country is underpinned by the fact that in 1971 Erwin Klein was exclusively entitled to use the Austrian national coat of arms in his business activities with the brand Almdudler<sup>2</sup>. For 37 years Almdudler had only been available in Austria, but then in 1994 Almdudler started to be exported to Germany, Switzerland, Belgium and Poland (whereas today Almdudler is not available in Poland anymore, as they stopped doing business there).

According to Spectra Marktforschung (2005)<sup>3</sup> 99% of the Austrian population is aware of the brand Almdudler and after Coke, Almdudler is Austrians' secondly most preferred soft drink.<sup>4</sup> Concerning the brand's marketing strategy, today Almdudler investigates in organizing its own events, does event sponsoring and sports sponsoring. Their advertising strategy, the message of one of Almdudler's first radio spots was "Wer Almdudler trinkt, liebt Österreich!" (Whoever drinks Almdudler, loves Austria!). Almdudler was one of the first Austrian brands that was promoted on TV and later on also in cinema spots. Almdudler's most important and popular claim is "Wenn die kan Almdudler hab'n, geh I wieder ham"" (If they don't have Almdudler, I am gonna go back home!). One major signet of the brand Almdudler is the couple of Marianne and Jakob. This popular couple signet of Almdudler originates from the Austrian post-war period, where the picture of Austria after the reconstruction period should be expressed, so Marianne and Jakob are shown, dressed in a traditional Austrian costume, in an Alpine scenery, drinking Almdudler.<sup>5</sup>

### 10.3.2 Red Bull

The Red Bull GmbH based in Fuschl am See (Austria) was established in 1984 by the Austrian businessman Dietrich Mateschitz. 49% of the limited liability corporation are held by Mateschitz, 49% by Hong Kong T.C. Agrotrading Company Limited and 2% by the Bangkok businessman Charlem Yoovidhya. In 1987 the Austrian soft drink brand Red Bull was first introduced onto the Austrian market, but was exported to other European countries beginning in 1993. Between 1993 and 1997 Red Bull was introduced onto the Hungarian, German, U.K., Norwegian and Danish market. In 1997 Red Bull was launched worldwide, whereas naming only its biggest markets here, Red Bull was made available in the USA,

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<sup>2</sup><http://www.wienerzeitung.at/Desktopdefault.aspx?tabID=3946&alias=wzo&lexikon=Trinken&letter=T&cob=242847>

<sup>3</sup> <http://de.wikipedia.org/wiki/Almdudler>

<sup>4</sup> [http://www.marke.at/content/knowledgebase/did\\_you\\_know/dyk\\_detail.asp?dykid=13](http://www.marke.at/content/knowledgebase/did_you_know/dyk_detail.asp?dykid=13)

<sup>5</sup> <http://www.wienerzeitung.at/Desktopdefault.aspx?tabID=3946&alias=wzo&lexikon=Trinken&letter=T&cob=242847>

Brazil, Australia, the Middle East, Mexico, Canada, etc. In 2006 Red Bull was available in 130 countries on every single continent.<sup>6</sup>

After a study of the European Brand Institute (2008)<sup>7</sup> Red Bull's brand equity is 12 billion Euro, which is the 12<sup>th</sup> highest brand equity of Europeans Top Brands.

Red Bull's Marketing strategy is based on classic advertising, events, sponsoring of individual sportsmen and sampling. The main focus of the brand's advertising strategy is to create and enhance consumers' awareness of the soft drink Red Bull mainly through sponsoring (mainly in extreme sports), which further will generate consumers' associations of the brand Red Bull and the sponsored events. Red Bull has hosted, hosts and organizes its own local Austrian as well as international sports events, does event sponsoring, sponsors sports teams, has set up its own sports teams, has founded several Red Bull Projects like Hangar-7 in Salzburg, Austria, and Formula Una. A major principle in Red Bull's marketing strategy is to use no newspaper advertisements and not to do billboard advertising. The most popular advertising slogan for the brand is "Red Bull verleiht Flüüügel!" (Red Bull makes you able to fly!).<sup>8</sup>

#### 10.4 The Study's Sample

In total 34 brand collages were tinkered and 34 in-depth interviews were conducted. The overall study sample relevant for this work consisted of 27 respondents, whereas 9 (33.3%) were male and 18 (66.7%) were female.

With the exception of 1 respondent who was a freelancer, all other 26 study participants were students. The average age of this student sample was 23.4 years.

As the first two steps of this research approach were concerned with respondents' general brand perception of either one out of two different brands that served a stimuli function, 15 study participants designed a collage and made a follow-up interview about their brand perception of the soft drink brand Almdudler, whereas for 12 respondents their perception of the second soft drink brand Red Bull was explored.

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<sup>6</sup> [http://de.wikipedia.org/wiki/Red\\_Bull\\_Energy\\_Drink](http://de.wikipedia.org/wiki/Red_Bull_Energy_Drink)

[http://de.wikipedia.org/wiki/Red\\_Bull\\_\(Unternehmen\)](http://de.wikipedia.org/wiki/Red_Bull_(Unternehmen))

<sup>7</sup> <http://diepresse.com/home/wirtschaft/international/415203/index.do>

<sup>8</sup> [http://de.wikipedia.org/wiki/Red\\_Bull\\_\(Unternehmen\)](http://de.wikipedia.org/wiki/Red_Bull_(Unternehmen))

<http://www.redbull.com/#page=HomePage.1174580284124-1228949053>

<http://www.marketingmall.ch/portal/site/printout.asp?id=453056856>

<http://www.slogans.de/slogans.php?BSelect%5B%5D=90>

Sample		
Gender Distribution	Frequency	Percent
Male	9	33.33%
Female	18	66.67%
<i>Total</i>	<i>27</i>	<i>100.00%</i>

TABLE 1 – SAMPLE: GENDER DISTRIBUTION

Sample		
Employment Status of Respondents	Frequency	Percent
Student	26	96.30%
Freelancer	1	3.70%
<i>Total</i>	<i>27</i>	<i>100.00%</i>

TABLE 2 – SAMPLE: EMPLOYMENT STATUS OF RESPONDENTS

Sample		
Age Distribution	Frequency	Percent
21	3	11.11%
22	5	18.52%
23	10	37.04%
24	5	18.52%
25	1	3.70%
26	0	0.00%
27	1	3.70%
28	1	3.70%
29	1	3.70%
<i>Total</i>	<i>27</i>	<i>100.00%</i>

TABLE 3 – SAMPLE: AGE DISTRIBUTION

Sample		
Brands	Frequency	Percent
Almdudler	15	55.56%
Red Bull	12	44.44%
<i>Total</i>	<i>27</i>	<i>100.00%</i>

TABLE 4 – SAMPLE: BRANDS

# 11 Results

In this chapter the findings of this qualitative research study will be presented in the form of addressing the research questions that were raised in section 8.2 of this work.

## 11.1 Results of Research Question 1

**Research Question 1:**  
*Has a particular brand’s COO influence on consumers’ perception of the brand?*  
*Is there an observable implicit COO effect in consumers’ general perception of a particular brand?*

To answer the question of whether any implicit COO effect can be observed in a respondent’s general perception of a brand, each respondent’s collage and the additional follow-up interview, that was conducted to uncover the meaning behind the designed collage and transform a respondent’s non-verbal form of communication into a verbal form, were conjointly analyzed by a group of researchers.

As regards consumers’ holistic perception of either one of the particular brands under investigation, the fact that a brand’s COO has influence on consumers’ general brand perception could be measured for 16 out of the sample’s total of 27 respondents (59.26%).

<b>Measurable Implicit COO Effects</b>		
	Frequency	Percent
COO Effect	16	59.26%
No COO Effect	11	40.74%
<i>Total</i>	27	100.00%

TABLE 5 – MEASURABLE IMPLICIT COO EFFECTS

## 11.2 Results of Research Question 2

**Research Question 2:**

**2a:** Do consumers explicitly state to directly use a brand's COO information in their brand evaluation processes and purchase decisions in an unobtrusive research setting?

**2b:** Do consumers explicitly state to indirectly use a brand's COO information as they use a brand's COO cue to make inferences about other brand characteristics in their brand evaluation processes and purchase decisions in an unobtrusive research setting?

**2c:** Is there a measurable difference between unaided implicit and unaided explicit COO effects' occurrence in consumers' brand perception and brand evaluation processes?

As regards the research objective of finding out whether consumers, who actually use COO information, are conscious of their COO cue usage, and explicitly state that a brand's origin has direct or indirect influence on their brand perception, brand evaluation and/or purchase decision when the research subjective of a brand's COO cue is unobtrusively tested, respondents were asked to indicate those factors and brand characteristics which they take into account in their brand evaluation processes and purchase decisions when talking about their general buying behavior. Furthermore interviewees should also explain which other cues they use to make inferences about each of the indicated factors of importance.

Directly Indicated Influential Factors In Consumers' General Brand Evaluation Processes		
	Frequency	Percent
Quality	18	66.67%
Price	14	51.85%
Brand Image	13	48.15%
Overall Brand Liking	10	37.04%
Brand's Product Packaging	5	18.52%
Perceived Risk	4	14.81%
COO	1	3.70%

TABLE 6 – DIRECTLY INDICATED INFLUENTIAL FACTORS IN CONSUMERS' GENERAL BRAND EVALUATION PROCESSES



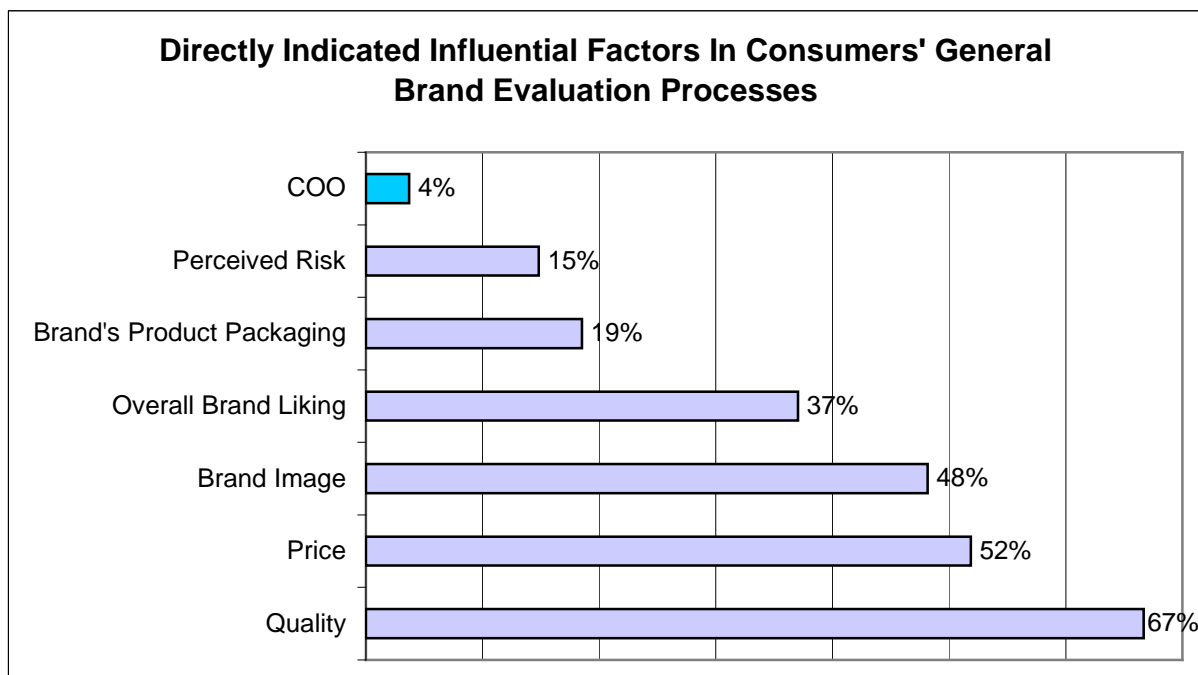


Figure 21 – Directly Indicated Influential Factors In Consumers' General Brand Evaluation Processes  
(values rounded)

The factor that was most frequently explicitly indicated by 18 (66.67%) study participants of being of particular importance in consumers' general brand evaluation processes and purchase decisions is a brand's quality. Of these 18 respondents, who stated that they take a brand's quality into consideration and who mentioned factors that have influence on how they perceive a brand's quality and which cues they use to infer a brand's quality, 5 or 27.78% mentioned price; 5 or 27.78% brand image; 5 or 27.78% own experiences with a brand; and once again 5 or 27.78% recommendation of others. Thus, these can be regarded as the most influential factors on interviewees' general perception of a brand's quality. 4 respondents (22.22%) mentioned that reading the text on the ingredients which are indicated on a brand's product packaging and a product's description enables them to draw conclusions about the quality of a particular brand. The fact that the brand image of the store where a particular brand is available allows respondents to conclude about a particular brand's product quality was indicated by 3 respondents (16.67%) and twice (N=2; 11.11%) a brand's packaging was mentioned as an indicator of a brand's quality. Of the 18 interviewees who stated that they take a brand's quality into account when evaluating brands and making purchase decisions, 1

respondent (5.56%) unaidedly indicated using a brand's COO cue to make inferences about a brand's quality.

<b>Indirectly Indicated: Influential Factors on Consumers' Perception of a Brand's Quality</b>		
	Frequency	Percent
Price	5	27.78%
Brand Image	5	27.78%
Own Brand Experiences	5	27.78%
Recommendation of Others	5	27.78%
Ingredients/Product Description	4	22.22%
Store Brand Image	3	16.67%
Brand's Product Packaging	2	11.11%
COO	1	5.56%

TABLE 7 – INDIRECTLY INDICATED: INFLUENTIAL FACTORS ON CONSUMERS' PERCEPTION OF A BRAND'S QUALITY

The second dominant factor in consumers' brand evaluation processes and purchase decisions was price (N=14; 51.85%). Out of those 14 respondents who indicated considering a particular brand's price, 10 (71.43%) argued that a brand's price allows them to make conclusions about the quality of the particular brand and for 5 (35.71%) participants the price cue has influence on their general brand image perception.

<b>Indirectly Indicated: Consumers' Inferences from a Brand's Price on Other Brand Characteristics</b>		
	Frequency	Percent
Quality	10	71.43%
Brand Image	5	35.71%

TABLE 8 – INDIRECTLY INDICATED: CONSUMERS' INFERENCES FROM A BRAND'S PRICE ON OTHER BRAND CHARACTERISTICS

The third most frequently mentioned factor that consumers take into consideration in their brand judgments and buying decisions was the factor of a brand's image (N=13; 48.15%), whereas 11 study participants (84.62%) referred to the image of a product's brand and 2 (15.38%) to the brand image of the store where a particular brand's product is available. The

fact that consumer take the image of a store where they purchase a particular product or brand into account, is already underpinned by previous study findings (cf. Morganosky & Lazarde, 1987; Thorelli et al., 1989).

12 times (92.31%) these 13 interviewees indicated that they infer a brand’s quality from a particular brand’s image and 5 times (38.46%) these individuals indicated that a favorable brand image limits their perceived risk as regards to buying the specific brand. 1 interviewee (7.69%) indicated that he cannot conclude anything from a brand’s image. In terms of which factors have influence on how consumers perceive the image of a particular brand, 3 (23.08%) indicated that the length of time a brand is available on the market has a positive influence on their brand image perception and 1 respondent (7.69%) indicated, that how a brand is marketed and advertised has a positive influence on his brand image perception.

<b>Brand Image (Brand of Reference)</b>		
	Frequency	Percent
Product's Brand Image	11	84.62%
Store's Brand Image	2	15.38%

TABLE 9 – BRAND IMAGE (BRAND OF REFERENCE)

<b>Indirectly Indicated: Consumers' Inferences from a Brand's Image on Other Brand Characteristics</b>		
	Frequency	Percent
Quality	12	92.31%
Perceived Risk	5	38.46%
None	1	7.69%

TABLE 10 – INDIRECTLY INDICATED: CONSUMERS’ INFERENCES FROM A BRAND’S IMAGE ON OTHER BRAND CHARACTERISTICS

<b>Indirectly Indicated: Influential Factors on Consumers' Perception of a Brand's Image</b>		
	Frequency	Percent
Brand's Time on the Market	3	23.08%
Brand's Marketing/Advertising	1	7.69%

TABLE 11 – INDIRECTLY INDICATED: INFLUENTIAL FACTORS ON CONSUMERS’ PERCEPTION OF A BRAND’S IMAGE

A total of 10 study participants (37.04%) stated that their overall liking of a particular brand has a positive influence on how they evaluate the brand and whether they have the intention of actually buying a product of this brand. As the two phases of collage creation and the additional follow-up interview, that were used to measure whether any implicit COO effect in a consumer's general perception of a brand can be observed, were concerned with two particular soft drink brands, which were used as stimuli, it was reasonable to assume that respondents were influenced by the fact that the first two stages in this three step research approach referred to the product category of soft drinks, and therefore a lot of respondents would indicate the taste of a particular brand as a factor of importance. Thus, as the "good taste" of a brand falls in the category of an individual's personal liking, it was included in the factor group of an individual's overall liking of a particular brand. Concerning those factors these 10 interviewees indicated that the following have influence on their general liking of a particular brand were: personal sensation (N=4; 40%), quality (N=3; 30%), brand image (N=3; 30%), then if a brand is attractively marketed and advertised (N=3; 30%), product ingredients when talking about food (N=2; 20%) and an attractive brand's product packaging (N=1; 10%). 1 study participant (10%) indicated that if a brand originates in the respondent's home country, this has an additional positive influence on his personal liking of a particular brand.

<b>Indirectly Indicated: Influential Factors on Consumers' Perception of a Brand's Overall Liking</b>		
	Frequency	Percent
Personal Sensation	4	40.00%
Quality	3	30.00%
Brand Image	3	30.00%
Brand's Marketing/Advertising	3	30.00%
Product Ingredients	2	20.00%
Attractive Brand's Product Packaging	1	10.00%
COO (local)	1	10.00%

TABLE 12 – INDIRECTLY INDICATED: INFLUENTIAL FACTORS ON CONSUMERS' PERCEPTION OF A BRAND'S OVERALL LIKING

5 respondents (18.52%) said that they take a brand's product packaging into account in their general brand evaluation processes and purchase decisions. Whereas 3 (60%) of these 5 interviewed mentioned that they make an inference about a brand's quality from a brand's product packaging, 1 (20%) said a brand's taste and 1 (20%) interviewee stated that a brand's product packaging reduces his perceived brand's risk. 2 (40%) out of these five respondents who stated taking a brand's product packaging into account, indicated that they cannot conclude anything from it, whereas 1 of these two stated that a brand's product packaging is just important in a spontaneous purchase situation. As regards the question of how one could explain differences between the levels of attractiveness among different brands' product packagings 1 respondent indicated that this is simply due to the fact that marketers want to cover all different types of consumers, which differ in terms of their personal tastes and preferences and 1 respondent indicated that he thinks that this is because of the price differences between brands.

<b>Indirectly Indicated: Consumers' Inferences from a Brand's Product Packaging on Other Brand Characteristics</b>		
	Frequency	Percent
Quality	3	60.00%
Taste	1	20.00%
Perceived Risk	1	20.00%
None	2	40.00%

TABLE 13 – INDIRECTLY INDICATED: CONSUMERS' INFERENCES FROM A BRAND'S PRODUCT PACKAGING ON OTHER BRAND CHARACTERISTICS

Of the total number of 27 respondents, 4 (14.81%) indicated that how they perceive the risk of buying a particular brand has influence on how they evaluate the brand and also on whether they have the intention to actually buy the brand. The factors that have influence on how these 4 respondents perceive a brand's associated risk, were: 3 times (75%) it was stated that a favorable brand's image limits the risk that is associated with the purchase of a particular brand, twice (N=2; 50%) a brand's price, twice (N=2; 50%) individuals' own experiences with a brand and once (N=1; 25%) the factor of a brand's established quality over time were mentioned.

<b>Indirectly Indicated: Influential Factors on Consumers' Perception of a Brand's Associated Risk</b>		
	Frequency	Percent
Brand Image	3	75.00%
Price	2	50.00%
Own Experiences	2	50.00%
Established Quality over Time	1	25.00%

TABLE 14 – INDIRECTLY INDICATED: INFLUENTIAL FACTORS ON CONSUMERS' PERCEPTION OF A BRAND'S ASSOCIATED RISK

The fact that respondents take a brand's COO into account when evaluating different brands and making purchase decisions was explicitly and directly mentioned by only one respondent out of the sample of 27 persons (3.70%).

This is in line with the previous findings of Liefeld (2004), that have been discussed in chapter 7 of this work. Liefeld (2004) also investigated consumers' COO cue usage in an unobtrusive research setting, and in his study only 1.7% of respondents directly and unaidedly indicated that they take a product's COO into account when making purchase decisions.

### **11.2.1 Results of Research Question 2a**

Only 1 (3.70%) out of a sample of 27 respondents directly indicated using a brand's COO information cue in his brand evaluation processes and purchase decisions. Therefore, only 1 unaided, direct and explicit COO effect could be measured.

### **11.2.2 Results of Research Question 2b**

As 2 respondents (7.41%) indirectly stated using a brand's COO information, whereas 1 interviewee mentioned making inferences from a brand's origin cue on a brand's quality (3.70%) and 1 study participant (3.70%) said that a brand's COO has influence on his overall liking and preference of a particular brand, only a total of 2 unaided, indirect and explicit COO effects could be observed.

<b>Measurable Unaided Explicit COO Effects</b>		
	Frequency	Percent
Direct Explicit COO Effect	1	3.70%
Indirect Explicit COO Effect	2	7.41%
No Explicit COO Effect	24	88.89%

TABLE 15 – MEASURABLE UNAIDED EXPLICIT COO EFFECTS

<b>Measurable Unaided, Indirect &amp; Explicit COO Effects: Consumers’ Inferences from a Brand's COO on Other Brand Characteristics</b>		
	Frequency	Percent
Quality	1	3.70%
Price	0	0.00%
Brand Image	0	0.00%
Overall Brand Liking	1	3.70%
Brand's Product Packaging	0	0.00%
Perceived Risk	0	0.00%

TABLE 16 – MEASURABLE UNAIDED, INDIRECT & EXPLICIT COO EFFECTS

Concerning the research question of whether there are differences between implicit and explicit COO effect occurrence that can be measured when respondents are unobtrusively tested about their COO cue usage in their brand perception and brand evaluation processes, results show, that out of the overall sample of 27 respondents, 16 (59.26%) incorporated the COO cue in their collage creation about their general perception of either one of the two stimuli brands under investigation, whereas out of the overall sample, only 3 respondents (11.11%) unaidedly explicitly stated that a brand’s COO cue has influence on their brand perception, brand judgment and buying behavior. Among those 3 participants where an explicit COO effect could be measured, also an implicit COO effect could be observed. Therefore, the assumption that a brand’s COO cue actually has influence on consumers, but consumers lack awareness of their actual COO cue usage, which is due to the fact that most individuals process a brand’s COO cue rather automatically than controlled, is proved to hold true.

11.2.3 Results of Research Question 2c

Up to this stage of data analysis for 16 out of the 27 respondents (59.26%), a brand’s COO cue processing could be measured. 3 of these 16 study participants (18.75%) were actually aware of processing a brand’s COO cue in their brand evaluation processes. Therefore, results indicate, that out of those consumers for whom an implicit COO effect could be measured, as it is incorporated in their general perception of a particular brand, 81.25% (N=13) processed the brand’s COO cue automatically and therefore had only limited awareness of their actual COO cue usage.

Measurable COO Cue Processing in Unobtrusive Research Settings				
	Implicit Level		Unaided Explicit Level	
	N	%	N	%
COO Cue Processing	16	59.26%	3	11.11%
No COO Cue Processing	11	40.74%	24	88.89%
Total	27	100.00%	27	100.00%

TABLE 17 – MEASURABLE COO CUE PROCESSING IN UNOBTRUSIVE RESEARCH SETTINGS

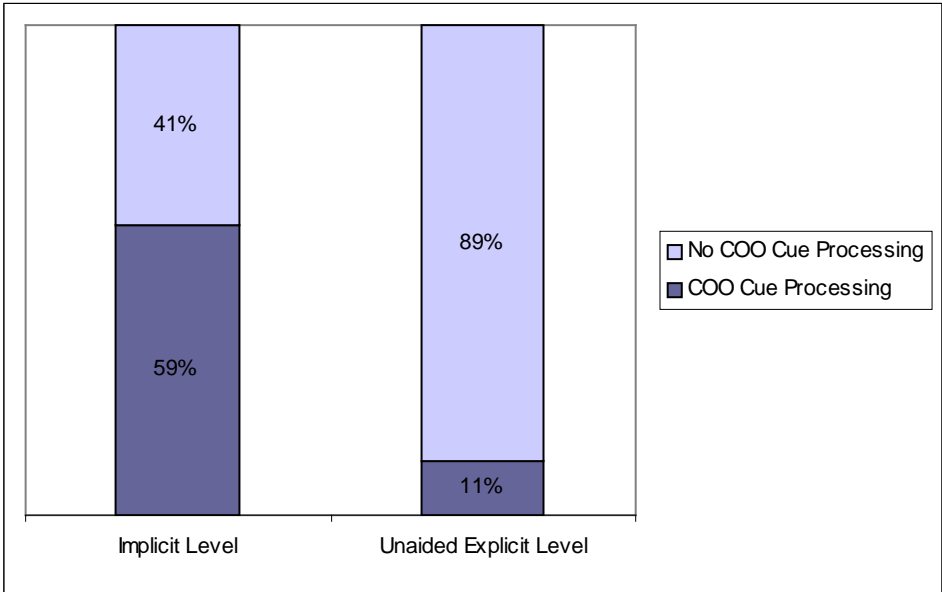


Figure 22 – Measurable COO Cue Processing in Unobtrusive Research Settings (values rounded)



Automatic vs. Controlled COO Cue Processing in an Unobtrusive Research Setting		
	Frequency	Percent
Controlled	3	18.75%
Automatic	13	81.25%
<i>Total</i>	<i>16</i>	<i>100.00%</i>

TABLE 18 – AUTOMATIC VS. CONTROLLED COO CUE PROCESSING IN AN UNOBTRUSIVE RESEARCH SETTING

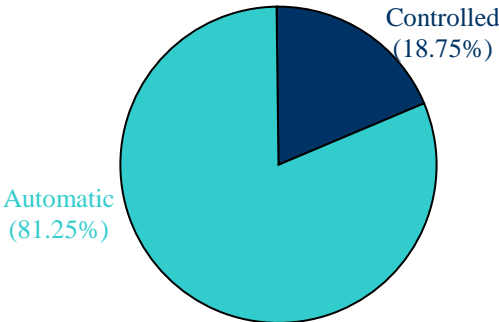


Figure 23 –Automatic vs. Controlled COO Cue Processing in an Unobtrusive Research Setting

11.3 Results of Research Question 3

**Research Question 3:**

**3a:** Do consumers who do not unaidedly mention using COO information in their brand evaluation processes and purchase decisions, really do not use a brand’s COO cue at all or are consumers not just aware of their actual COO cue usage?

**3b:** Do consumers who have limited awareness of their actual COO cue processing first of all deny COO cue usage when asked directly?

The fact that consumers did not explicitly mention using a brand’s COO cue when asked unobtrusively about their COO cue usage does not concurrently mean that they make no use of a brand’s origin information at all. For those respondents where an implicit COO effect

could be measured it could either be that they process a brand's COO cue rather automatically than controlled and therefore, lack awareness of their actual COO cue usage in their brand evaluation processes and purchase intentions for a particular brand, or perhaps that a brand's COO cue can be observed as a neutral factor in their perception of a brand, but serves no information function for the individuals, and thus further plays no role in how they evaluate a particular brand as well as has no influence on their purchase decision for a particular brand.

When explicit COO effects were rechecked through obtrusive testing of all 24 respondents who did not indirectly or directly state taking a brand's origin into account in their evaluation processes, and they were directly asked whether a brand's COO cue plays a role in their brand evaluation processes, 7 of those 24 participants (29.17%) instantly indicated actually using a brand's origin information.

Further questioning that investigated in consumers' COO cue usage in more detail showed, that throughout the interview, 18 of the 24 interviewees (75%) where no explicit COO effect could be measured when asked unobtrusively, said they actually take a brand's origin information into account when evaluating brands and making buying decisions.

### **11.3.1 Results of Research Question 3a**

Out of the sample of 27 respondents, 24 (88.89%) did not directly or indirectly mention taking a brand's COO information into account when evaluating different brands and making purchase decisions when the subject of a brand's COO cue usage was unobtrusively tested. As this research work had previously assumed that consumers' COO cue processing is a rather automatic than a controlled process, further obtrusive questioning that rechecked consumers' actual COO cue usage by directly asking study participants about whether a brand's COO cue plays a role in their judgment formation of a particular brand and/or in their purchase behavior, showed, that throughout the interview 18 of those 24 respondents (75%) where up to the point of obtrusively asking respondents about their COO cue usage, no explicit COO effect could be measured, indicated that they actually take a brand's origin cue into account. Therefore, the assumption that the majority of consumers, for which a brand's COO cue actually plays a role in their perception, evaluation and purchase intention of a particular brand, process a brand's COO cue automatically holds true, as out of the overall sample of 27, explicit COO effects could be measured for 21 respondents (77.78%), whereas only 3 of these 21 individuals (14.29%) showed that they process a brand's origin information controlled and therefore were aware of their actual COO cue usage, in contrast to the remaining 18 out of

these 21 interviewees (85.71%), who showed that they automatically process a brand’s COO cue and therefore lacked awareness as regards their actual COO cue usage. The fact that the majority of consumers tends to process a brand’s COO cue in an automatic rather than in a controlled manner is supported by previous research findings (cf. Liu & Johnson, 2005). Results of this study show that for only 6 out of 27 respondents (22.22%) no explicit COO effects could be measured at all.

<b>Explicit COO Effects: COO Cue Processing</b>		
	Frequency	Percent
Automatic	18	85.71%
Controlled	3	14.29%
<i>Total</i>	<i>21</i>	<i>100.00%</i>

TABLE 19 – EXPLICIT COO EFFECTS: COO CUE PROCESSING

<b>Overall Measurable COO Effects</b>				
	Implicit		Explicit (unaided & aided)	
	N	%	N	%
COO Cue Processing	16	59.26%	21	77.78%
No COO Cue Processing	11	40.74%	6	22.22%
<i>Total</i>	<i>27</i>	<i>100.00%</i>	<i>27</i>	<i>100.00%</i>

TABLE 20 – OVERALL MEASURABLE COO EFFECTS: IMPLICIT VS. EXPLICIT (UNAIDED&AIDED)

<b>Overall Measurable COO Cue Processing</b>						
	Implicit Level		Explicit Level			
	N	%	Controlled		Automatic	
N			%	N	%	
COO Cue Processing	16	59.26%	3	11.11%	18	75.00%
No COO Cue Processing	11	40.74%	24	88.89%	6	25.00%
<i>Total</i>	<i>27</i>	<i>100.00%</i>	<i>27</i>	<i>100.00%</i>	<i>24</i>	<i>100.00%</i>

TABLE 21 – OVERALL MEASURABLE COO CUE PROCESSING

### 11.3.2 Results of Research Question 3b

The assumption that consumers tend to first of all deny that a brand's origin information actually has influence on how they perceive and evaluate a brand and on their intention to buy a particular brand, as they do not want to give the researcher the impression that they have prejudices and are intolerant, is proved to hold true, as only 7 out of those 24 respondents (29.17%) who did not indicated using a brand's COO cue when asked unobtrusively, immediately stated that a brand's origin plays a role in their brand evaluation processes and purchase decisions when asked obtrusively and directly. But throughout the interview, when respondents were asked in more detail about whether they can think of certain situations in which they actually use a brand's COO information, 18 of those 24 respondents (75%) mentioned that a brand's origin actually has influence on their brand perception and/or evaluation and/or purchase intention. Therefore, 11 out of 18 respondents (61.11%) who automatically process a brand's COO cue first of all denied taking a brand's COO cue into account when asked directly and obtrusively about whether they use a brand's origin information in their brand evaluation processes, whereas in fact they actually do, as further questioning highlighted.

As has been highlighted in previous chapters of this thesis, these findings are in line with what Johansson (1993) previously argued, that consumers tend to play down or deny their actual COO cue usage more because of emotional than logical reasons, as they do not want to give the researcher the impression that they are intolerant and have prejudices, as it is less socially acceptable to judge brands as regards their COO.

<b>Recheck Explicit COO Effects: COO Cue Usage/Non-Usage and Denial</b>				
	Recheck Direct Question		Recheck Detailed Questions	
	Frequency	Percent	Frequency	Percent
COO Cue Usage	7	29.17%	18	75.00%
COO Cue Non-Usage	17	70.83%	6	25.00%
<i>Total</i>	<i>24</i>	<i>100.00%</i>	<i>24</i>	<i>100.00%</i>

TABLE 22 - RECHECK OF EXPLICIT COO EFFECTS

## 11.4 Results of Research Question 4

### **Research Question 4:**

**4a:** *Can COO effect occurrence be observed at any level of consumers' unconscious and/or conscious brand perception and/or brand evaluation and/or purchase intention processes?*

**4b:** *Are there differences as regards to the level where a COO effect can be measured, so is there a difference between consumers' implicit and explicit COO cue usage and is a brand's COO cue rather processed automatically or controlled?*

Pertaining to the question on which levels COO effects can actually be measured and which differences between implicit and explicit COO effects can be observed, results show that COO effects can be measured on a consumers' implicit brand perception level (N=16; 59.26%) as well as on an explicit level (N=21; 77.78%). As already discussed above, the problem concerning COO effects that can actually be observed on an individual's explicit level, is their measurability, which is due to consumers' limited awareness of their actual COO cue usage, as individuals rather automatically (N=18; 85.71%) than controlled (N=3; 14.29%) process a brand's origin information. Furthermore, the majority of those who automatically process the COOB tend to first of all deny (N=11; 61.11%) their actual usage. For the total of 27 study participants results show an occurrence of 16 implicit COO effects (59.26%), as a brand's COO information cue could be observed in consumers' collages and the additional follow-up interview to the collage, so in respondents' general perception of a particular brand under investigation.

In the overall sample of 27 respondents, when interviewees were asked unobtrusively as well as obtrusively about their COO cue usage, all in all, 21 explicit COO effects could be measured (77.78%).

### 11.4.1 Results of Research Question 4a

Concerning the question of whether a COO effect can be observed in having influence at any level on a consumer, so either on an individual's brand perception and/or brand evaluation processes and/or purchase intention, results show that for 24 respondents of the overall

sample of 27 study participants (88.89%) a COO effect can be measured at either an implicit level, so in the first two stages of the research process which comprised a respondent's collage creation and an additional follow-up interview about the individual's general perception of a particular stimulus brand under investigation, or/as well as can be measured on an explicit level, so in the third step of this research approach, which was due to an individual's in-depth interview about his brand evaluation processes.

Therefore, in only 3 out of 27 cases (11.11%) no COO effect occurrence could be observed neither on an implicit nor on an explicit level, and therefore played no role in these consumers' general brand perception, brand evaluation and purchase intentions processes.

<b>Totality of Overall Measurable COO Effects (Implicit &amp; Explicit)</b>		
	Frequency	Percent
Any COO Effect	24	88.89%
No COO Effect	3	11.11%
<i>Total</i>	<i>27</i>	<i>100.00%</i>

TABLE 23 – TOTALITY OF OVERALL MEASURABLE COO EFFECTS (IMPLICIT & EXPLICIT)

#### **11.4.2 Results of Research Question 4b**

Due to the two levels on which COO effects, that influence consumers' general brand perception, brand evaluation processes and/or purchase decisions, can be measured, four different groups of consumers emerged (see Figure 21).

The first type of consumer comprises the biggest group out of the total 27 respondents (N=13; 48.15%), and refers to those cases where an implicit COO effect as well as an explicit COO effect could be measured throughout the three-step approach of this research process.

The second most common consumer type refers to those study participants (N=8; 29.63%) for which indeed no implicit COO effect could be measured on the projective level of the first two stages in this research process, but for whom, nevertheless, a COO effect could be measured on an explicit level. So these respondents explicitly stated in the third and last step of this research process of an individual's in-depth interview that a brand's COO cue plays a role in their brand evaluation processes and purchase decisions.

For the third consumer type (N=3; 11.11%) a COO effect could be measured only on an implicit level, which could be observed in an individual’s general perception of a brand, but was not measurable on an explicit level.

The last group of consumers is formed by 3 respondents (11.11%) out of this study’s sample of a total of 27 persons and refers to those individuals where neither an implicit nor an explicit COO effect could be measured. Therefore, a brand’s origin information plays no role in the brand perception, brand judgment and buying behavior for the members of this fourth consumer group.

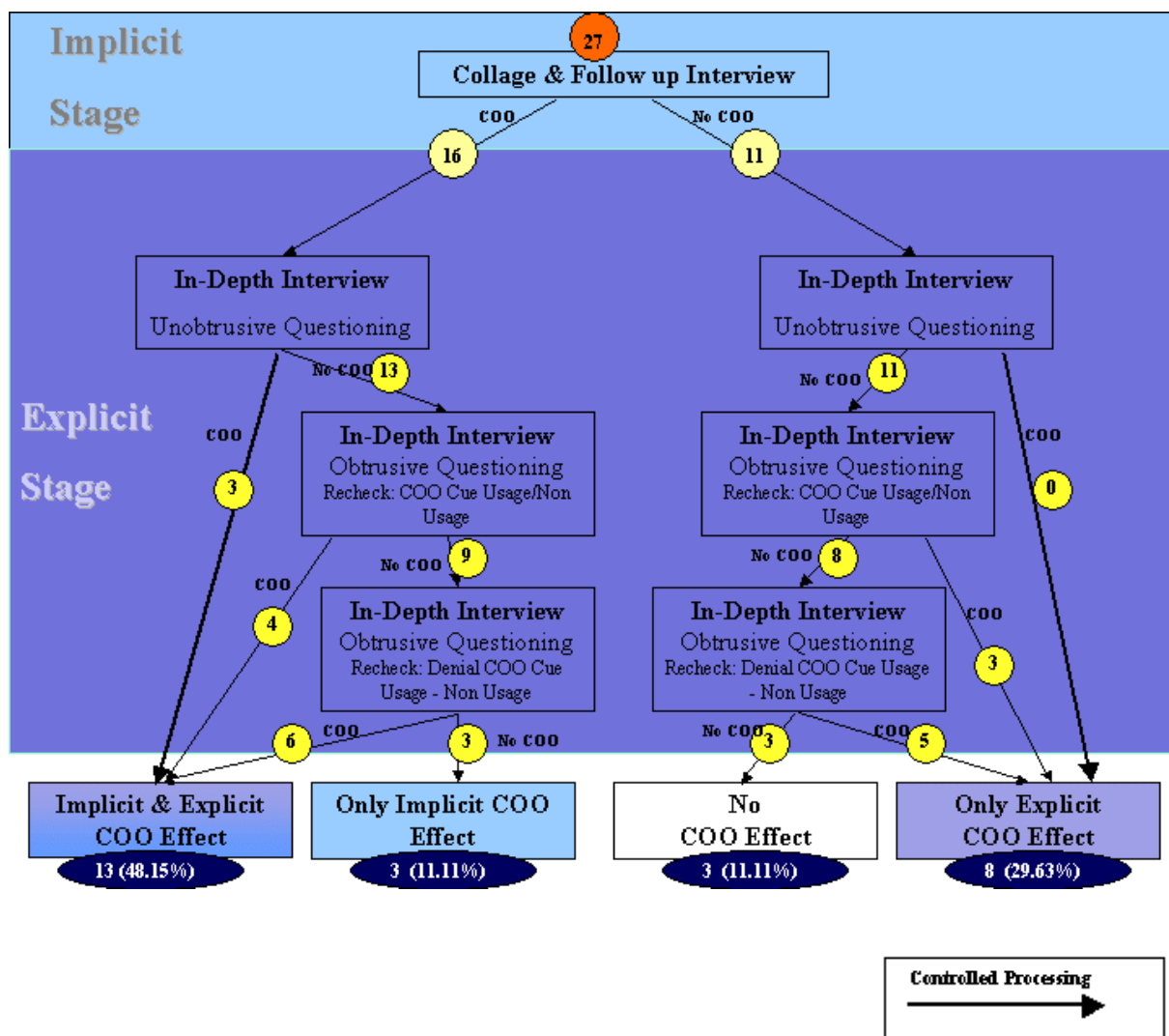


Figure 24 –4 Types of Consumers as Regards Measurable COO Effects

4 Types of Consumers: Level of Measurable COO Effect Occurrence		
	Frequency	Percent
On Implicit & Explicit Level	13	48.15%
Only On Explicit Level	8	29.63%
Only On Implicit Level	3	11.11%
At No Level	3	11.11%
<i>Total</i>	27	100.00%

TABLE 24 – 4 TYPES OF CONSUMERS: LEVEL OF MEASURABLE COO EFFECT OCCURENCE

Concerning the question of whether a brand's COO cue is processed rather automatically or controlled, this research study's results show, that for 24 (88.89%) of the sample's total of 27 respondents, COO cue's processing was observable. Out of these 24 study participants, only 3 (12.5%) processed a brand's COO cue in a controlled manner, whereas all three respondents who processed COO information in a controlled manner were individuals for whom COO effect occurrence was measurable on an implicit as well as on an explicit level, so for members of the first consumer group. The remaining 21 study participants (87.5%), for whom COO cue processing could be observed, automatically processed a brand's COO cue.

## 11.5 Results of Research Question 5

### **Research Question 5:**

**5a:** Which aspect of a brand's COO cue do consumers actually process? Does the COO cue rather fulfill a cognitive, an affective or a normative function in consumers' behavior?

**5b:** Are there any measurable relationships regarding the level, where COO effect occurrence can be measured for a consumer, and the aspect of the COO cue an individual actually processes?

Concerning the research objective of highlighting which of the three aspects of a brand's origin cue consumers actually process, that is a COO cue's cognitive, affective or normative facet, and of finding out whether any trend concerning a combination of aspects which consumers actually process can be observed, only the 21 study participants, that were either members of the first consumer group (N=13; 48.15%) that emerged out of the total sample of



27 where implicit and explicit COO effects were measurable in these respondents' brand perception, brand evaluation processes and purchase decisions, or of the second consumer group (N=8; 29.63%) for which COO effect occurrence was only observable on an explicit level were further analyzed with regard to which facet of a brand's origin information these individuals actually process.

The fact that the third group of consumers for which a COO effect could only be measured on an implicit level was excluded from the further analysis of this research question is due to the limitation of an objective and valid interpretation of if any, and if any, which aspect each of these 3 individuals had actually processed. Even though it seems very reasonable that these 3 respondents, for which a brand's origin information could only be observed to have influence on their implicit general perception of a particular stimuli brand, but was further not measurable on an explicit level, process a COO cue's affective aspect and the brand's origin information has influence on their brand image perception, it might also be possible, that for them, the COO cue serves only a neutral function and therefore has no further influence on their feelings towards a brand, which would be in line with the suggestion Ohmae (1989) that has been highlighted in the theoretical part of this thesis, that a brand's COO cue serves no information or reference function for the consumer.

The reason why the fourth group of consumers for which no COO cue usage could be measured at all (N=3; 11.11%), so neither on an implicit nor on an explicit level, was excluded from the analysis of this research question, is due to the implication, that as these individuals do not process a brand's COO cue at all, they also do not process a particular facet of a brand's origin information.

For these 21 respondents, for which COO effects could be measured on an explicit level, as what they indicated about their COO cue usage was not always straight forward, a data analysis of measuring these debatable cases of which aspect of a brand's origin information these study participants actually process, is to a certain extent based on researcher's intention and on the conclusions drawn from a group discussion with other researchers.

### **11.5.1 Results of Research Question 5a**

Results show that out of the 21 respondents who explicitly stated using a brand's COO cue when evaluating brands and making purchase decisions, consumers' processing of COO cue's cognitive aspect was measured 15 times (71.43%), of its affective facet 14 times (66.67%)

and respondents' processing of a brand's origin cue that was due to its normative side could be measured 9 times (42.86%).

Processed Aspects of a Brand's COO Cue		
	Frequency	Percent
Cognitive	15	71.43%
Affective	14	66.67%
Normative	9	42.86%

TABLE 25 - PROCESSED ASPECTS OF A BRAND'S COO CUE

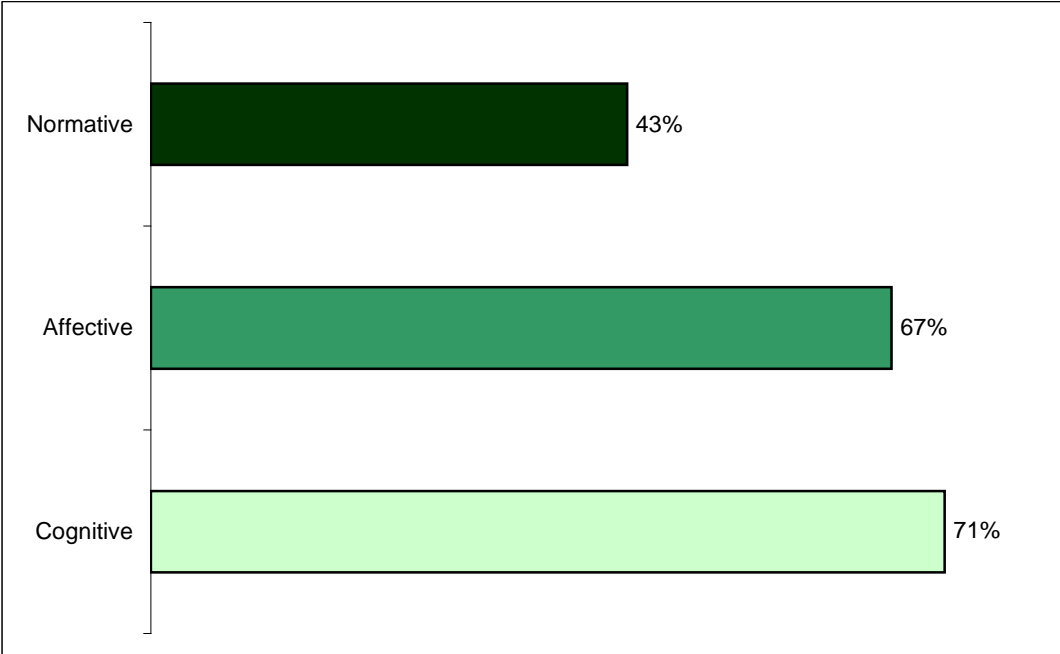


Figure 25 – Processed Aspects of a Brand's COO Cue (values rounded)

The most frequently processed aspect of a brand's COO cue that could be measured refers to the cognitive aspect of a brand's origin information, which was measurable for 15 out of the overall 21 cases (71.43%) in what interviewees indicated concerning their usage of a brand's COO cue in their brand perception, brand evaluation processes and purchase decisions.

Out of these 15 respondents, where COO cue's processing could be observed to refer to the way a brand's COO cue affects the individual in what he believes of a brand's product itself as well as about the product's attributes, all 15 study participants (100%) indicated that a brand's

COO cue has further influence on how they perceive a brand's product quality. Looking at those 15 individuals who referred to the cognitive function of a brand's COO information, the fact that the COO cue has influence on how consumers perceive the risk that is associated with the buying of a particular brand was mentioned 3 times (20%). This is in line with what numerous studies that have analyzed the influence of COO on consumers' perceptions have brought to light (cf. Bilkey & Nes, 1982; Papadopoulos & Heslop, 2003). The fact that when concentrating on the cognitive part of the COO cue, it has also been previously shown, that the COO cue's cognitive facet has merely the function of a brand's or product's quality indicator (cf. Thakor & Lavack, 2003; Roth & Diamantopoulos, 2008).

The second strongest side of a brand's origin information that study participants have shown to actually process refers to the cue's affective facet, which could be ascertained as being processed by 14 respondents out of the 21 cases (66.67%) which were subsequently analyzed in more detail.

In line with what Verleegh and Steenkamp (1999) stated, that COO can act as an "expressive" or "image" attribute", COO cue's influence on consumers' general brand perception could be measured 8 times (57.14%), when the 14 participants who referred to the affective function of a brand's origin information were interviewed. 5 out of these 14 interviewees (35.71%) indicated that the fact whether a food brand originates from a specific country which is typical and famous for producing specialities in the specific food product category in which the particular brand competes, has influence on their feelings about the particular food brand. Other emotional reasons and personal feelings about a particular country as a brand's COO that were due to respondents' affective processing of a brand's origin cue were mentioned by 4 of these 14 individuals (28.57%).

The function of a brand's origin information that could be measured to have lowest influence in consumers' brand evaluation processes and purchase decisions refers to its normative side, which was observable for 9 respondents out of the 21 study participants (42.86%). In these 9 cases where individuals' normative processing of a brand's origin information could be observed, 4 (44.44%) referred to the preference to buy a brand that originates in the individual's home country which was assigned to the motive of supporting the home country's economy. 3 times interviewees (33.33%) indicated that they process a brand's COO cue if they make purchase decisions in product categories where the brand's product freshness is important, which would have further influence on their buying behavior. The fact that individuals process a brand's COO cue as they take ethical reasons relating to certain

countries as a brand's origin into account in their purchase decisions was indicated by 3 participants (33.33%).

<b>Cognitive Processing of the COO Cue: Indicated COO Cue's Influence on Consumers' Perception</b>		
	Frequency	Percent
Quality	15	100.00%
Risk	3	20.00%

TABLE 26 – COGNITIVE PROCESSING OF THE COO CUE: INDICATED COO CUE'S INFLUENCE ON CONSUMERS' PERCEPTION

<b>Affective Processing of the COO Cue: Indicated COO Cue's Influence on Consumers' Feelings</b>		
	Frequency	Percent
Brand Image Perception	8	57.14%
A Country's Speciality Product	5	35.71%
Other Emotional Reasons/Personal Feelings	4	28.57%

TABLE 27 – AFFECTIVE PROCESSING OF THE COO CUE: INDICATED COO CUE'S INFLUENCE ON CONSUMERS' FEELINGS

<b>Normative Processing of the COO Cue: Indicated COO Cue's Influence on Consumers' Behavior</b>		
	Frequency	Percent
To Support Home Country's Economy	4	44.44%
If a Brand's Product Freshness Is Important	3	33.33%
Ethical Reasons	3	33.33%

TABLE 28 – NORMATIVE PROCESSING OF THE COO CUE: INDICATED COO CUE'S INFLUENCE ON CONSUMERS' BEHAVIOR

### 11.5.2 Results of Research Question 5b

Concerning the question of whether any relationship between the level where a respondent's COO cue usage occurs, that is on which level a COO effect can be measured, and the aspect of a brand's COO cue a participant actually processes can be observed, each of the four groups of consumers that have emerged through analyzing the data as regards the level where COO effects can be measured in an individual's brand perception, brand evaluation processes

and purchase decisions was further analyzed, to find out which facet(s) of a brand's COO cue each group's respondents actually process. This was carried out to determine whether any differences between implicit and/or explicit COO effects that can be measured in a participant's behavior towards brands and COOB cue's influence on rather a respondent's cognition, affect and/or conation can be observed.

For the first group of 13 consumers (48.15%) that emerged out of the sample of 27 respondents, where an implicit and an explicit COO effect could be measured in their brand perception, evaluation processes and purchase intentions, COO cue's cognitive side processing could be measured for 10 of these 13 respondents (76.92%), 9 times (69.23%) this group's respondents' processing of a brand's information's affective aspect was observable and 6 members (46.15%) of this first group of consumers indicated that a particular brand's origin information has a normative influence on their buying decisions.

For 5 members (62.5%) of the second consumer group that comprises 8 (29.63%) of the overall 27 respondents for whom only an explicit COO effect could be measured in their brand perception, brand evaluation processes and purchase decisions, COO cue's processing of its cognitive aspect could be measured. It could be observed in 5 cases (62.5%) that members of this second group of consumers for which their COO cue usage could only be measured on an explicit level, process the affective aspect of a brand's origin information. For 3 respondents out of this second group (37.5%), consumers' processing of a brand's COO referred to its normative function.

The third group of consumers (N=3; 11.11%) where COO effects occurred only on an implicit level, so could only be measured in a respondent's general implicit perception of a particular brand, but did not occur on an explicit level, there is high evidence that these consumers process neither COO cue's cognitive nor its normative aspect. And, as already mentioned above, as data analysis concerning these individuals' processing of COO cue's affective aspect seems to be very reasonable on the one hand, but on the other hand this assumption lacks in terms of its confirmation, the question of which aspect of the COO cue these individuals, for which a brand's origin information's influence could only be measured on an implicit level, actually process, still remains unanswered.

For the fourth and last group of consumers (N=3; 11.11%) for which no COO cue usage could be measured at all, so neither on an implicit nor on an explicit level, it is logical that as these individuals do not process a brand's COO cue at all, they furthermore do not process a particular facet of a brand's origin information.

Relationship Between Level Of COO Effect Occurrence & COO Cue's Processed Aspect								
	Implicit & Explicit COO Effects (N=13)		Only Explicit COO Effects (N=8)		Only Implicit COO Effects (N=3)		No COO Effects (N=3)	
	N	%	N	%	N	%	N	%
Cognitive	10	76.92%	5	62.50%	0	0.00%	0	0.00%
Affective	9	69.23%	5	62.50%	?	?	0	0.00%
Normative	6	46.15%	3	37.50%	0	0.00%	0	0.00%

TABLE 29 – RELATIONSHIP BETWEEN LEVEL OF COO EFFECT OCCURRENCE AND COO CUE'S PROCESSED ASPECT

Despite the fact that those individuals for which COO effects could be measured on an implicit as well as on an explicit level, seem to process each facet of a brand's origin cue more heavily than those consumers for which COO effects could only be measured on an explicit level, the distribution of consumers' COO cue's processed aspect does not show any other trend or any major differences between the four groups of consumers that have emerged from the different levels where COO effects could be measured in respondents' brand perception, brand evaluation processes and purchase decisions.

According to what Laroche et al. (2005, p.102) stated about which factors determine the extent to which COO cue's cognitive, affective or conative component is dominant, that "the relative importance given to each of these dimensions (...) is likely to vary from person to person and from country to country", this research study could also not observe any relationship between the level where consumers actually use, or even not use, COO information and the function a brand's origin cue fulfills for the individuals.

## 11.6 Results of Research Question 6

### **Research Question 6:**

**6a:** Are there observable differences as regards the relative importance consumers' attach to a brand's COO cue, and if, which factors have influence on COO cue's importance for consumers?

**6b:** Are there any measurable relationships regarding the level, where COO effect occurrence can be measured for a consumer, and the factors that have influence on the importance consumers attach to a brand's COO cue?

Concerning the research objective of finding out when, how and why consumers, if at all, use a brand’s COO cue, whether there are any observable differences as regards the role a brand’s COO cue plays in consumers’ brand evaluation processes and whether the importance consumers attach to a brand’s origin information differs between individuals, product categories, buying situations, and/or countries or varies with any other factor, results show, that out of those 21 respondents for which an explicit COO effect could be measured, 1 respondent (4.76%), who also was the only individual that also directly mentioned taking a brand’s COO cue into account when asked unobtrusively about it, stated that a brand’s COO cue is of high importance to him, 3 (14.29%) indicated that a brand’s COO cue plays only a minor role in their brand evaluation processes and purchase decisions and the majority of 17 interviewees (80.95%) indicated that the importance they attach to a brand’s origin information is rather limited in general, but varies and depends on certain factors.

<b>Measured Explicit COO Effects: COO Cue's Indicated Importance</b>		
	Frequency	Percent
High Importance	1	4.76%
Minor Importance	3	14.29%
Depends	17	80.95%
<i>Total</i>	<i>21</i>	<i>100.00%</i>

TABLE 30 – MEASURED EXPLICIT COO EFFECTS: COO CUE’S INDICATED IMPORTANCE

**11.6.1 Results of Research Question 6a**

Concerning the question of whether the importance consumers attach to a brand’s origin information varies with certain factors, results show that out of those 21 respondents where any explicit COO effect could be measured, 18 (85.71%) mentioned that the importance they attach to a brand’s COO information differs between countries, and 16 (76.19%) indicated that the importance they attach to a brand’s origin information varies between different product categories.

<b>Measured Explicit COO Effects: COO Cue's Importance varies with</b>		
	Frequency	Percent
Countries	18	85.71%
Product Categories	16	76.19%

TABLE 31 – MEASURED EXPLICIT COO EFFECTS: COO CUE'S IMPORTANCE VARIES WITH

Out of those 21 respondents where any explicit COO effect could be measured, 18 (85.71%) mentioned that the importance they attach to a brand's COO information differs between countries. That consumers' perception of a brand differs as regards the country image these individuals have in mind about the brand's COO, refers to the concept of Country (of Origin) Image Effects, which has been discussed in chapter 5 of the theoretical part of this work. Out of these 18 interviewees, for 11 (61.11%) of them the difference as regards COO effects refers to the concept of Country Image (cf. Roth & Diamantopoulos, 2008), as they indicated that a particular country's level of economic development, so a factor that mainly refers to how the individuals perceive a particular country, has influence on how they perceive, evaluate and/or buy a brand that originates from that country, whereas most respondents drew a line between Western countries as a brand's COO and/or between European or EU brands, and brands that originate from other less developed countries. Another influential factor concerning the usage of a brand's origin information that was mentioned by 8 out of these 18 interviewees (44.44%) was due to consumers' preference of home country's over foreign countries' brands. 4 of these 18 individuals (22.22%) who explicitly mentioned differentiating between countries as a brand's COO, indicated that a particular brand's COO and the overall image of that brand have to fit, which therefore refers to the definitional group of COI effects that is due to Brand-Country Image (cf. Roth & Diamantopoulos, 2008), as these individuals examine the image of a brand and the image of the country where the specific brand originates each in isolation, but also see an interaction of these two.



<b>Indicated Differences between Countries concerning COO Cue's Importance</b>		
	Frequency	Percent
Country Image	11	61.11%
Home vs. Foreign COO	8	44.44%
Brand-Country Image	4	22.22%

TABLE 32 – INDICATED DIFFERENCES BETWEEN COUNTRIES CONCERNING COO CUE'S IMPORTANCE

16 of those 21 study participants (76.19%), who explicitly stated that they take a brand's COO cue into account when the subject of a brand's origin information was either unobtrusively or obtrusively under question, indicated that the importance they attach to a brand's origin information varies between different product categories. The fact that consumers prefer particular countries in particular product categories as a brand's COO is underpinned by previous research (cf. Roth & Romeo, 1992).

Out of these 16 consumers, the product categories in which these interviewees indicated attaching great importance to a brand's COO cue and which therefore have been stated most often refer to the car industry (N=8; 50%) and food in general (N=8; 50%). 7 out of those 16 study participants (43.75%) mentioned that they take a brand's origin information into account when evaluating and buying in the product category of technical products. A brand's COO cue's importance was also highlighted by 4 of those 16 respondents (25%) for product categories in which a particular country is famous for producing specialty goods and delicacies, as for example, Greece, where olives are a delicacy or Switzerland which is famous for producing very good chocolate. The fact that a brand's COO cue plays a role in unbranded product categories like vegetables, fruits etc was also mentioned 4 times (25%), which is in line with what has been discussed in the theoretical part of this work, as Hong and Wyer (1989, 1990) and Bloemer et al. (2009) have already found out that the availability of additional product/brand information to the consumer has further influence on the importance consumers attach to a product's or brand's COO cue and that consumers tend to much more rely on the origin cue in single-cue settings. When explaining the fact that individuals attach much more importance to COO information when evaluating products that compete in unbranded product categories, like e.g. wine, meat, vegetables or fruits, by referring to the COO-ELM model (see chapter 6.1) when ignoring the dimension of an individual's COO-

prior knowledge, the only case in which the COO-ELM model predicts that consumers will process the origin cue via the direct route, which further enhances the extent to which the COO cue will actually influence the consumer in his attitude formation towards a product/brand, is due to situations where little or no information about other product attributes or brand characteristics is available.

COO's importance in the product category of clothes was mentioned 3 times (18.75%), whereas 1 of these 3 participants indicated, that at the moment he cannot take a clothing brand's COO into account in his final purchase decision, as his limited budget situation does not allow him to do so at the moment. 2 out of these 16 respondents (12.50%) indicated that they care more about a brand's origin when they evaluate brands and make purchase decisions in product categories in which the factor of a product's freshness is important (e.g. meat, vegetables, fruits). A product category where COO cue's importance was also highlighted by 1 respondent (6.25%) was cosmetics.

<b>Indicated Product Categories of COO Cue Importance</b>		
	Frequency	Percent
Car Industry	8	50.00%
Food in General	8	50.00%
Technical Products	7	43.75%
Speciality of particular COO	4	25.00%
Unbranded Product Categories	4	25.00%
Clothes	3	18.75%
Food where Freshness is important	2	12.50%
Cosmetics	1	6.25%

TABLE 33 – INDICATED PRODUCT CATEGORIES OF COO CUE IMPORTANCE

By referring to the ELM model by Petty and Cacioppo (1986), that has been discussed in much detail in section 3.4.2 of the theoretical part of this work, consumer's evaluation tendency to process a brand's COO cue as a source of information, when evaluating a particular brand, is determined by the cue's usefulness and value for the consumer. In other words, the more valuable a particular information cue is for an individual, the more motivated the consumer will be to process such a cue. As the importance consumers attach to a brand's COO cue in general is shown to be rather minor, it seems reasonable that as the majority of consumers lack in terms of their motivation to process a brand's origin information (and probably also in terms of their ability and opportunity, but this cannot be confirmed by this

research study) the country-of-origin cue follows the peripheral route in most consumers' attitude formations towards a particular brand.

This presupposition is also underpinned by the COO-ELM model of Bloemer et al. (2009) which has been described in much detail in chapter 6 of this thesis. Even though this model is based on the implicit assumption that consumers are aware of the correct origins of the products and brands on the market, which has been shown to be rather limited in fact (cf. Samiee et al., 2005; Hennebichler, 2006; Balabanis & Diamantopoulos, 2008) and is therefore ignored in this research study, the model shows, that at all levels of consumers' COO-prior knowledge and for all underlying cognitive dimensions of individuals' COO cue processing, in all except one situation, consumers process origin information via the peripheral route, which further means that COO cue's influence in consumers' evaluation processes is marginal.

### **11.6.2 Results of Research Question 6b**

Concerning the research question of whether there is any measurable relationship between the level where a COO effect is observable to occur in an individual's brand perception, brand evaluation and/or purchase intention processes and the factors of variance as regards the importance a consumer attaches to a brand's COO cue, of the 4 different consumer types that could be identified as regards the different levels where COO effects could be measured, only those two groups of consumers for whom a COO effect was measurable on an explicit level were further analyzed as regards the factors that have influence on the importance the individuals attach to a brand's COO cue.

Here it was observable, that all 13 study participants for whom an implicit and an explicit COO effect could be measured in their brand perception and evaluation processes, indicated, that the importance they attach to a brand's COO cue varies with different countries (N=13; 100%), compared to only 5 of the 8 (62.5%) respondents for whom a COO effect was observable only on an explicit level.

In contrast, the fact that COO cue's importance varies with different product categories was mentioned by 7 of those 8 respondents (87.5%) for whom COO effect occurrence was only measurable on an explicit level, compared to 9 of those 13 study participants (69.23%) for whom an implicit and an explicit COO effect was observable.

These results show, that for individuals from the first consumer group (N=13), for whom COO effects were measurable on an implicit as well as on an explicit level, the importance

they attach to a brand's COO cue varies much more with different countries as a brand's COO (N=13; 100%), than between different product categories (N=9; 69.23%)

For those consumers from the second consumer group (N=8) for whom COO effects were measurable only on an explicit level, COO importance varies more as regards different product categories (N=7; 87.50%) than between different countries as a brand's COO (N=5; 62.50%).

Relationship between COO Effect Occurrence & Factors of COO Cue's Varying Importance				
	Implicit & Explicit COO Effect (N=13)		Only Explicit COO Effect (N=8)	
	N	%	N	%
Countries	13	100.00%	5	62.50%
Product Categories	9	69.23%	7	87.50%

TABLE 34 – RELATIONSHIP BETWEEN COO EFFECT OCCURRENCE AND FACTORS OF COO CUE'S VARYING IMPORTANCE

## 11.7 Results of Research Question 7

### **Research Question 7:**

*Are there any differences as regards observable COO effects in consumers' brand perceptions and brand evaluation processes of global versus local brands?*

As the two brands that served a stimuli function in the first two steps of this research process differ in the way they are marketed, whereas the first brand Almdudler follows a local and the second brand, Red Bull, follows a global branding strategy, another question this research work addresses is, whether there are any differences as regards measurable COO effects in consumers' brand perceptions, brand evaluation processes and purchase intentions between these two brands.

The fact that this research study allows to present a picture of consumers' holistic perception of either one of the two stimuli brands and further can answer the question of whether any implicit COO effect can be observed in a respondent's general perception of a brand, for the

locally marketed brand Almdudler, which was the stimuli brand for 15 respondents out of the total sample of 27 (55.56%), the brand’s COO cue could be measured to have influence on how 11 out of these 15 individuals (73.33%) generally perceive Almdudler. In contrast, for the second stimuli brand, Red Bull, which follows a global marketing strategy, out of the 12 study participants who made a collage about Red Bull and explained it in an additional follow-up interview, only 5 (41.67%) implicit COO effects could be measured. These results highlight that a brand’s origin information has much more influence on consumers’ perception of a locally marketed brand compared to a globally marketed brand.

Implicit COO Effects: Local vs. Global Brands				
	Almdudler (local)		Red Bull (global)	
	N	%	N	%
Implicit COO Effects	11	73.33%	5	41.67%
No Implicit COO Effects	4	26.67%	7	58.33%
<i>Total</i>	15	100.00%	12	100.00%

TABLE 35 – IMPLICIT COO EFFECTS: LOCAL VS. GLOBAL BRANDS

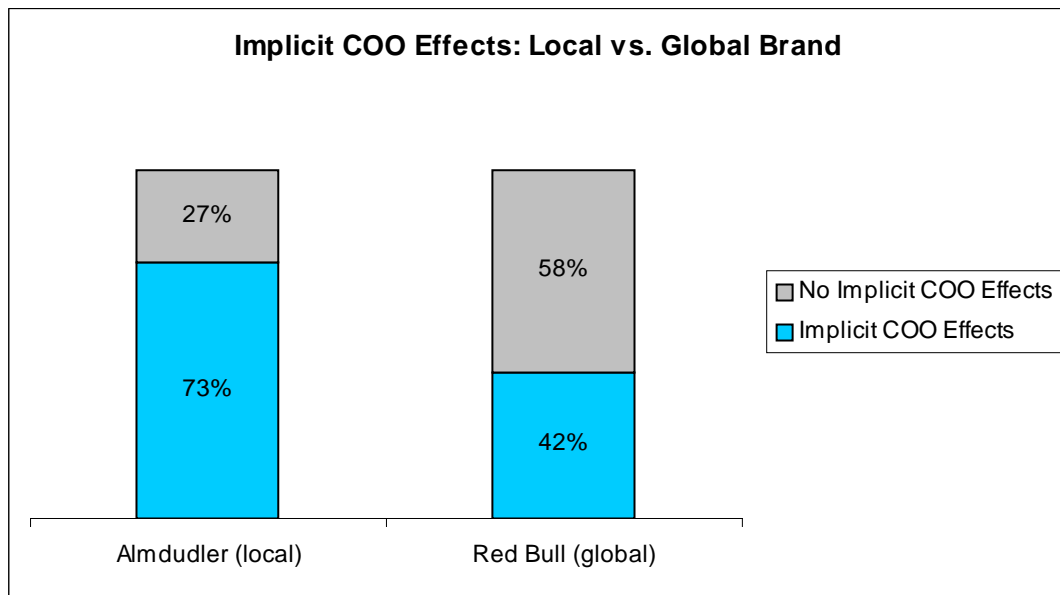


Figure 26 – Implicit COO Effects: Local vs. Global Brand  
(values rounded)

As explicit COO effects were measured in the third step of this research process which were concerned with consumers' general brand evaluation processes and purchase decisions and did not refer to either one of the two stimuli brands, it makes no sense to differentiate between global and local brands as regards to explicit COO effect occurrence in this study's results. But a very interesting aspect of explicit COO effects, that could be observed in what respondents indicated about their general brand evaluation processes and purchase decisions, refers to the fact, that for each of the 3 individuals (11.11%) out of the total of 27 respondents who either directly or indirectly, but unaidedly mentioned to take a brand's origin cue into account when evaluating brands and making buying decisions, the stimuli brand in the first two steps of this three step research approach was the locally marketed brand Almdudler. Therefore, it seems reasonable that for these 3 study participants for whom an unaided explicit COO effect could be measured, their controlled processing of a brand's COO cue was to a certain extent due to the fact that their COO cue awareness was still stimulated by their creation of a collage about their perception of the local brand Almdudler, and moreover, as results have shown, the probability that consumers process a brand's origin information cue in their brand perception of a local brand is higher than it is for global brands.

<b>Unaided Explicit COO Effects: Local vs. Global Stimulus Brand</b>		
	Frequency	Percent
Stimuli Brand Almdudler	3	100.00%
Stimuli Brand Red Bull	0	0.00%
<i>Total</i>	3	<i>100.00%</i>

TABLE 36 –UNAIDED EXPLICIT COO EFFECTS: LOCAL VS. GLOBAL STIMULUS BRAND

## 12 Discussion

Even though COO effects are one of the major topics in previous International Marketing Literature and a vast amount of studies refers to the impact a product's or brand's origin information has on consumers' perception and evaluation processes and purchase decisions (cf. Bilkey & Nes, 1982; Papadopoulos & Heslop, 2002; Liefeld, 2004), the country-of-origin domain still is one of the most controversial fields in Marketing Literature.

“Most of the recent country-of-origin studies provide us with little generalizable knowledge” (Özsomer & Cavusgil, 1991, p.274), and “it is for instance still unclear if, how and to which extent the COO-effect impacts on consumer evaluations. These ‘if, how and to which extent questions’ hinge on the nature of the COO-effect” (Bloemer et al., 2009, p.63).

The fact, that most research results of previous studies that investigated consumers' COO cue usage are not valid predictors of consumers' actual behavior is due to the limitations of previous research methods applied, by on the one hand obtrusively asking respondents about the influence a product's or brand's origin information has on their opinions, beliefs, attitudes and intentions and by on the other hand only presenting respondents a very small range of cues besides the COO cue from which they can choose, which both resulted in the COO cue getting inevitably highlighted more than it actually reflects reality.

To prove the assumption that previous findings in COO studies show a high degree of biased results, this research also applies research methods by which consumers are unobtrusively tested.

Furthermore, this research study at hand follows the idea that “brand and origin cues may also influence consumers' implicitly rather than explicitly” and closes the gap by following the recommendation that “more research into the role of implicit memory are extended to COO research”, as “research into memory access shows that implicit memory correlates strongly with judgements, even in situations where explicit memory does not (Kardes, 1986)” (Josiassen & Harzing, 2008, p.266).

Therefore, the approach of this research work aims to step out of common research methods previously applied in studies about COO effects and overcome previous constraints about innovative research techniques in International Marketing research, to gain new insights in a widely explored research field and present new perspectives of COO effects in consumers' brand perceptions, evaluation processes and purchase decisions.

This qualitative investigation shows that with the adoption of an improved methodology approach of giving respondents the possibility to communicate not only on a verbal basis, but also by using visual tools, one can overcome the limitations of each single research method when applied in isolation of unobtrusively measuring respondents' controlled as well as automatically processed information cues. Furthermore, it facilitates unobtrusive testing of COO effects on an implicit as well as on an explicit level in consumers' brand perceptions and evaluations. It also allows research participants to express things they might be unaware of and finally provides a better picture of consumers' holistic thinking.

## 12.1 Conclusion

In line with the recently voiced critique (Liefeld, 2004; Pharr, 2005; Balabanis & Diamantopoulos, 2008) the findings of this study show that previous research studies which have been published in Marketing Research Literature so far (cf. Bilkey & Nes, 1982; Papadopoulos & Heslop, 2003) and which report about the major influence of COO on consumers' product and brand perception and evaluation and the fact that individuals further heavily rely on a brand's or product's origin information cue when making purchase decisions, show a high degree of biased results because of major research method limitations. As nearly all previous COO research studies were mainly based on obtrusively and directly asking consumers about the influence a product's or brand's COO has on their evaluation processes and purchase decisions and the fact that almost all studies conducted were of single cue design (cf. Liefeld, 2002), this qualitative research work, that also investigated by unobtrusively testing individuals' COO cue usage, proves that previously obtrusive questioning inevitably highlighted the COO cue more than it reflects reality and therefore, shows overestimated COO effects which can be measured on a consumer's explicit level.

In line with those limited numbers of COO studies (cf. Hugstad & Durr, 1986; Liefeld, 2004), that investigated by unobtrusively testing the COO effect on consumers' evaluation processes and purchase decisions on a verbal level and that show that consumers very rarely state to take a product's or a brand's origin information into account in their brand evaluation processes and purchase decisions, in this research study only one respondent (3.70%) out of the sample's total of 27 participants unaidedly, explicitly and directly indicated using origin information in his evaluation processes and buying decisions and two individuals (7.41%) unaidedly admitted using a brand's COO to make inferences on other characteristics of a



brand, one respondent in particular referred to a brand's quality and one said it was due to his overall liking of a brand.

The majority of this study's participants (N=24; 88.89%) did not explicitly and unaidedly mention that a brand's origin information has any influence on their behavior towards a brand when the research's subject was unobtrusively under question.

In contrast with consumers' non-usage of origin information that has been concluded if respondents did not explicitly state using a brand's COO when they were unobtrusively tested (cf. Liefeld, 2004), this research work proves what Josiassen and Harzing (2008) already suggested, namely, the fact that consumers ignore a brand's COO cue when talking about their general brand evaluation and buying behavior cannot be put on the same level with consumers' non-usage of a brand's origin information, as individuals tend to process a brand's origin information rather automatically than controlled.

To get access to consumers latent beliefs and test whether a brand's origin cue has influence on a person's general implicit perception of a brand, this research study followed the recent calls for more innovative research methods (cf. Liefeld, 2004; Liu & Johnson, 2005) and adopted an unaided projective visual research technique that allowed participants to provide a holistic view of how they perceive a particular brand, whereas the fact of whether a respondent expressed that a brand's origin cue had influence on his implicit brand perception was totally unaided and out of any researcher's bias.

With the introduction of a visual dimension in this research approach this research study highlights that a brand's COO cue actually has influence on consumers, as for 16 (59.26%) study participants out of the sample of 27 an implicit COO effect could be measured.

Thus, these findings show that consumers actually process a brand's origin information, but when consumers should be unobtrusively tested about their actual COO cue usage, measurement needs to be undertaken on more than simply an explicit level, but also on an implicit level, as individuals' actual COO cue processing could unaidedly be measured for 59.26% (N=16) of the overall sample on an implicit level, compared to 11.11% (N=3) for which it could be observed on an explicit level. This difference is due to the fact that those individuals who actually process a brand's COO cue when they are unobtrusively tested about the influence a brand's origin information has on their brand perception and evaluation, tend to process a brand's COO cue rather automatically (N=13; 81.25%) than controlled (N=3; 18.75%).

Past findings which have indicated that consumers tend to first of all deny or at least play down the influence a brand's origin cue actually has on them (cf. Johansson, 1993), are

confirmed by this research, as for those participants for whom no explicit COO effect could be measured when the subject of this study was unobtrusively under question, their actual COO cue usage in their brand evaluation processes and purchase decisions was rechecked by directly asking them. Results show that out of those respondents who did not unaidedly and explicitly stated using a brand's origin information, when individuals' actual COO cue usage was directly and explicitly rechecked, at first only 29.17% indicated that they actually take origin information into account in their brand evaluation processes and purchase decisions, whereas further detailed questioning has shown, that in fact 75% of them actually use a brand's COO cue.

As this study allowed to measure COO effects on an implicit as well as on an explicit level, four different types of consumers could be identified that differ as regards the level where an influence of a brand's COO information could be observed and in terms of their actual origin cue usage. The majority of respondents (48.15%) that form the first consumer group refers to those individuals for which an explicit as well as an implicit COO effect could be measured. The second biggest group (29.63%) comprises those consumers for which COO effect occurrence could only be measured on an explicit level. The third and fourth group are equal in size as they are each formed by 11.11% of the total number of consumers; the third group consists of individuals for which only an implicit COO effect could be observed, whereas the fourth group refers to those persons where neither an explicit nor an implicit COO effect, so no COO effect at all, could be measured.

Consistent with the assumption of Balabanis and Diamantopoulos (2008) as regards the probable significant overestimation of COO information's importance in previous COO research, results of this study show, that out of those respondents for which any explicit COO effect could be measured, only 4.76% indicated that a brand's origin information is of high personal importance, 14.29% stated COO cue's minor importance and for 80.95% COO cue's importance varies with certain factors. For all individuals for which a COO effect was measurable on an explicit level, the importance they attach to a brand's origin information differs, for 85.71% of them variations were as regards the image of different countries as a brand's origin, and 76.19% of these respondents indicated that variations referred to a brand's product categories, which is in line with extant findings (cf. Cordell, 1992; Roth & Romeo, 1992).

## 12.2 Limitations of the Study

The major limitation of this study refers to the fact that because of its qualitative nature and its entailed limited sample size of only 27 respondents, study findings cannot be generalized and should rather be considered as bringing to light what can be observed with enhanced COO effect research. As this study's three step research approach, which combines two research methods, allows to overcome the problems and weaknesses of previous COO research by introducing established models and theories from related disciplines into COO effect research, results therefore highlight that a brand's origin information can be measured to have influence on consumers on more than just an explicit, but also on an implicit level.

The second clear limitation of the findings of this study is due to the fact that the data sample is a student sample. As Liefeld (2003) already argued, student samples are not representative for a wider consumer population and therefore, results that are obtained by using student samples cannot be generalized. Also Sternthal et al. (1994) raised the topic of students' non-representativeness of an average consumer group, as they are a relatively homogenous group, as well as differ in terms of their socio-demographics, so in terms of age, income and education, from a wider consumer population.

The main advantage of this three step approach and the usage of a projective visual expressive technique as it allows researchers to measure whether a brand's origin cue is implicitly embedded in an individual's perception of a particular brand, can to a certain extent also be seen as a limitation. To test whether the COO cue has an influence on how consumers perceive a brand, the stimuli brands used for the study needed to be real brands.

As the majority of implicit COO effects could be measured in consumers' perception of the local brand compared to those that could be observed in respondents' perception of the global brand, it seems reasonable that this trend is not just only due to the fact that these two brands differ in the way they are marketed, so either locally or globally. Although measured implicit COO effects are totally out of any researcher's bias, the fact that the COO topic is very much emphasized in the marketing and advertising of the local brand Almdudler and the brand's image is highly affiliated with its origin cue and Austrian traditions, may possibly bring forth misleading results concerning the COO effect occurrence that could be measured in consumers' implicit use of the brand's origin information. As highlighted in section 4.4.2 of this work, Papadopoulos (1993, p.14) lists "associating the brand, directly or indirectly, with

well known symbols of the origin country” as one possibility to make the origin cue more accessible and therefore ease the COO cue information processing for consumers, and as discussed in chapter 5.5, Sauer et al (1991) observed that a COO effect might also be advertisement-specific. Thus, the fact that the COO cue clearly stands out will have probably resulted in consumers’ perception of an enhanced importance of the COO cue in their overall brand perception of Almdudler,

As the stimuli brands used in this study both compete in the product category of soft drinks, it seems reasonable that because this study tested implicit COO effects in consumers’ perception of low-involvement fast moving consumer goods, results might differ if COO cue’s influence on how individuals implicitly perceive a high-involvement good was examined. Therefore, the findings of this study about implicit COO effects in consumers’ brand perception cannot be generalized across product categories.

The limitation as regards explicit COO effects that can be measured in what consumers indicate about COO cue’s influence on how they evaluate a brand and their intention to further buy it when the topic of a brand’s origin information usage is obtrusively raised and under question have been discussed in much detail throughout this work. But as also in this research, study participants who did not unaidedly come up with the issue under question when tested unobtrusively have been rechecked about their actual COO cue usage and therefore the topic of a brand’s COO information has been obtrusively raised by the researcher and respondents have been directly asked about their COO cue usage, it seems reasonable, that explicit COO effects that could only be measured after addressing the topic of a brand’s origin information are not only due to the fact that individuals tend to process a brand’s origin information automatically rather than controlled and therefore have only limited awareness of their actual COO cue usage, but also show a certain amount of biased results, that have led to an overestimation of explicit COO effects in this study’s findings.

### **12.3 Future Research Suggestions**

As one possible limitation of this research study refers to the fact that the data sample was a student sample, future research should investigate whether there are any observable differences between measurable implicit and explicit COO effects if the experiment is conducted by using a sample that better represents the different positions in society, and

therefore varies more in terms of age and education, as well as the distribution between the sexes should be reasonably balanced.

The factor of a participant's income could also be additionally included in the research design, as perhaps a consumers' COO cue usage differs with an individual's income level and price sensitivity.

In the first two steps of this three step approach that was adopted in this research study the brands that served a stimuli function to get insights into whether a brand's COO cue implicitly influences consumers' general perception of a brand were two low-involvement fast moving consumer good brands that compete in the product category of soft drinks and non-alcoholic beverages. Future research should investigate in measuring implicit COO effects in consumers' brand perceptions for brands that compete in other product categories than soft drinks and should give insights whether measurable implicit COO effects vary between low-involvement and high-involvement product categories.

Moreover, the stimuli used for this study were two Austrian brands, so brands which have their origin in this study participants' home country or at least country of residence. Another issue that should be addressed in future studies refers to measuring implicit COO effects in consumers' perception of other soft drink brands that have their origins in other, that is foreign countries. In a next step the results of obtained implicit COO effects that can be measured in consumers' general perception of foreign brands should then be compared with the results of this study, where observed implicit COO effects were due to respondents' general perception of home country's brands.

Another suggestion for future research would be to apply the methodology of this research work on a service level rather than on a product level, as this would provide important insights concerning implicit and explicit COO effects that can be measured in consumer behavior towards brands on a product level compared to brands on a service level. One proposition for stimuli brands would be supermarket chain brands, as some respondents in this study mentioned that the image of the store where a particular brand is available is highly important for them and is the most influential factor on how they generally perceive and evaluate a particular product's brand.

An interesting area for future research would be to conduct a study, like the study at hand, in countries beside Austria and explore whether measurable implicit and explicit COO effects

differ, as well as whether consumers' automatic versus controlled processing of a brand's COO cue differs between cultures, as it is reasonable to assume that different people from different nations vary in their degree of sensitivity with regard to a brand's COO cue and in the degree of importance they attach to a brand's origin information.

Interesting insights would also be provided by a future rerun of the study at hand by using the same stimuli brands, but by conducting it with a sample of respondents who immigrated to Austria, as it would allow to further compare whether COO effects in consumers' perception of home country's brands differ between locally born people and immigrants.

Another proposal for prospective research would be to apply this study's three step approach and test whether a reverse effect is observable, so if a country's brands have influence on how consumers and individuals perceive and judge a particular country. This would refer to whether implicit and/or explicit brand effects could be measured in an individual's country image perception and country evaluation processes.

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## **Appendix**

### **Appendix A - Abstract (English Version)**

Even though the Country-of-Origin (COO) concept has been excessively studied within the last 40 years, the country-of-origin domain is still one of the most controversial fields in International Marketing Literature.

The major drawback of the about 700 research studies that have been published up to date, refers to the previous implicit assumption that a product's or brand's country of origin is a very important information cue for consumers, on which they heavily rely when evaluating different products and brands and making purchase decisions. This has further provoked that as COO cue's importance for consumers has been assumed, almost all previous research studies that investigated COO effects tested consumers obtrusively about their origin cue usage and study participants were directly asked about the influence a product's or brand's origin information has on their opinions, beliefs, attitudes and intentions. This has entailed that the COO cue got inevitably highlighted more than it actually reflects reality and has biased the outcomes of previous study findings, which further report about overestimated COO effects in Marketing Literature.

Those limited number of studies that investigated by unobtrusively asking individuals about their COO cue usage report about the non-importance of a brand's origin information for consumers. On the one hand these findings confirm the presumption that COO effects seem to have been overestimated through obtrusive questioning so far, but on the other hand recent research that investigated consumers' processing of a brand's origin information has highlighted, that consumers' COO cue processing is an automatic rather than a controlled process and individuals therefore lack awareness of their actual COO information usage as well as the ability to state their actual origin information usage when evaluating brands and making purchase decisions. Therefore, the major limitation of those findings that were obtained by unobtrusively testing COO effect occurrence in consumers' behavior refers to the fact that respondents were only tested on an explicit and verbal level. As a result, those findings that were obtained through unobtrusively testing respondents about the origin cue's influence on a verbal basis have underestimated true COO effects.

The fact that research results of previous studies that investigated in consumers' COO cue usage are not valid predictors of consumers' actual behavior, which is due to the limitations of

previous research methods applied, this research study at hand follows the idea of consumers' limited awareness of their actual COO cue usage as individuals tend to process a brand's origin information automatically rather than controlled and closes the research gap by following the recent recommendation for extending COO research into individuals' implicit memory, as the access to individuals' memory will show that implicit memory correlates strongly with judgements, even in situations where explicit memory does not.

The approach of this work at hand was to step out of common research methods previously applied in studies about COO effects and overcome previous constraints about innovative research techniques in International Marketing research, to gain new insights in a widely explored research field and present new perspectives of COO effects in consumers' brand perceptions, evaluation processes and purchase decisions.

The adoption of a two method - three step approach, using the Brand Bricolage technique combined with the method of an Individual In-Depth Interview in this research study, therefore allowed to compare COO cue's role in consumers' implicit perception of a particular brand versus COO cue's role of what consumers explicitly state or even not state about taking a brand's origin information into account when evaluating brands and making purchase decisions.

This qualitative investigation shows that with the adoption of an improved methodology approach of giving respondents the possibility to communicate not only on a verbal basis, but also by using visual tools, it overcomes the limitations of each single research method when applied in isolation of unobtrusively measuring respondents' controlled as well as automatically processed information cues. Furthermore, it facilitates unobtrusive testing of COO effects on an implicit as well as on an explicit level in consumers' brand perceptions and evaluations. It also allows research participants to express things they might be unaware of and finally provides a better picture of consumers' holistic thinking.

By introducing established models and theories from related disciplines into COO effect research, results of this study therefore highlight that a brand's origin information can be measured to have influence on an implicit level, so on consumers' general perception of a particular brand, as well as on an explicit, but primarily aided, level, as consumers tend to process COO information in an automatic rather than in a controlled manner.

## **Appendix B - Abstract (German Version)**

Die Rolle, die das Herkunftsland eines Produktes bzw. einer Marke in der Markenwahrnehmung, Markenbeurteilung und Kaufabsicht eines Konsumenten spielt, wurde zwar innerhalb der letzten 40 Jahre sehr intensiv erforscht, dennoch ist der Herkunftslandeffekt bis heute eines der widersprüchlichsten Forschungsgebiete in der internationalen Marketingliteratur geblieben.

Das große Manko der bis dato ca. 700 veröffentlichten Studien ist, dass diese auf der bisherigen, impliziten Annahme basieren, dass das Herkunftsland eines Produktes oder einer Marke eine wichtige Information für Konsumenten darstellt, die sie in weiterer Folge auch benutzen und sehr stark in ihre Produkt-/Markenbeurteilungen, wie auch in ihre Kaufentscheidungen miteinbeziehen.

Diese bisher angenommene Wichtigkeit von Herkunftslandsinformationen für Konsumenten hat in weiterer Folge dazu geführt, dass in fast allen bisherigen Studien, die den Effekt von Herkunftslandinformation erforschen wollten, Konsumenten offensichtlich überprüft wurden, ob und wie sie Herkunftslandinformationen benutzen. Studienteilnehmer wurden direkt über den Einfluss, den das Herkunftsland eines Produktes oder einer Marke auf sie hat, befragt. Dies hat zwangsläufig dazu geführt, dass die Information über das Herkunftsland einer Marke in den Vordergrund gestellt und somit stärker hervorgehoben wurde, als es der Realität entspricht, was schlussendlich dazu führte, dass diese Studien verfälschte Ergebnisse hervorbrachten. Bis heute wird in der Marketingliteratur über einen zu hoch bewerteten Einfluss, den das Herkunftsland eines Produkts oder einer Marke tatsächlich auf Konsumenten hat, berichtet.

Die wenigen Studien, in denen Personen nicht offensichtlich über ihre Benutzung von Herkunftslandinformation untersucht wurden, zeigen, dass Konsumenten der Herkunftslandinformation einer Marke keine Wichtigkeit beimessen. Einerseits bestätigen diese Ergebnisse die Annahme, dass der Herkunftslandeffekt dadurch, dass er bisher offensichtlich überprüft wurde, überbewertet worden ist. Andererseits haben jüngste Studien nun aber gezeigt, dass Konsumenten Informationen über das Herkunftsland eines Produktes/einer Marke in ihrer Markenbeurteilung und Kaufentscheidung eigentlich schon miteinbeziehen, jedoch nicht fähig sind, dies auch zu verbalisieren. Das liegt daran, dass Konsumenten die Information über das Herkunftsland von Produkten/Marken eher in einem automatischen als in einem kontrollierten Prozess verarbeiten, und sich somit ihrer

tatsächlichen Benutzung von Herkunftslandinformation nur in beschränktem Maße bewusst sind. Die Einschränkung der Erkenntnisse jener Studien, die den Einfluss, den das Herkunftsland auf das Verhalten von Konsumenten hat, unauffällig erforscht haben, liegt also darin, dass die Befragten nur auf einer expliziten und verbalen Ebene getestet wurden. Somit wird die tatsächliche Wirkung, die das Herkunftsland einer Marke auf den Konsumenten hat, in den Ergebnissen, die durch eine unauffällige Befragung von Konsumenten erzielt wurden, unterbewertet.

Da die Ergebnisse bisheriger Studien auf Grund der angewandten Methoden keine verlässlichen Daten liefern, um vorauszusagen, ob und wie Konsumenten Herkunftslandinformation verwenden, verfolgt diese Studie die Idee, dass Konsumenten sich nur beschränkt über ihre tatsächliche Benutzung von Herkunftslandinformationen bewusst sind, was daran liegt, dass die meisten Personen die Information über das Herkunftsland einer Marke in einem automatischen und nicht in einem kontrollierten Prozess verarbeiten. Diese Untersuchung schließt somit eine Forschungslücke, indem sie jüngsten Empfehlungen, Herkunftslandforschung auch im impliziten Gedächtnis von Individuen zu betreiben, folgt. Der Zutritt in das Gedächtnis von Personen ermöglicht es zu zeigen, dass das implizite Gedächtnis, gerade in Situationen in denen es das explizite Gedächtnis nicht ist, sehr stark mit dem Urteilsvermögen verbunden ist.

Der Denkansatz dieser Studie ist es also, nicht den üblichen methodischen Ansätzen zu folgen, die in bisherigen Herkunftslandeffekt-Studien üblich waren, und die bisherigen Hemmungen, innovative Forschungsmethoden auch in der Internationalen Marketingforschung anzuwenden, abzulegen, um neue Einblicke in einen sehr stark erforschten Bereich zu gewinnen und den Einfluss, den das Herkunftsland auf die Markenwahrnehmung, Markenbeurteilung und Kaufentscheidungen von Konsumenten hat, aus neuen Blickwinkeln zu betrachten.

Dadurch, dass in dieser Studie ein dreistufiger Ansatz mit zwei Methoden - der Brand Bricolage Technik in Verbindung mit einem Tiefeninterview - verfolgt wird, wurde es möglich, die Rolle, die das Herkunftsland in der impliziten Wahrnehmung einer Marke eines Konsumenten spielt, damit, wie Konsumenten die Rolle, die die Information über das Herkunftsland einer Marke in ihrer Markenbeurteilung und Kaufentscheidung spielt, explizit beschreiben, oder eben gerade auch nicht beschreiben, zu vergleichen.

Diese qualitative Untersuchung zeigt, dass es durch einen verbesserten methodischen Ansatz, der es Studienteilnehmern ermöglicht sich nicht nur auf einer verbalen Ebene, sondern sich auch mit Hilfe visueller Mittel auszudrücken, möglich ist, die Nachteile, die jede einzelne

Methode hat, wenn man nur diese eine Methode benutzt, um unauffällig zu messen welche Informationen eine Person in einem automatischen bzw. in einem kontrollierten Prozess verarbeitet, auszugleichen. Weiters erleichtert es dieser Ansatz unauffällig zu untersuchen, inwieweit das Herkunftsland einer Marke einen Konsumenten auf impliziter Ebene, in seiner Markenwahrnehmung, wie aber auch auf expliziter Ebene, in seiner Markenbeurteilung, beeinflusst, da den Studienteilnehmern die Möglichkeit gegeben wird, etwas auszudrücken, dessen sie sich gar nicht bewusst sind. Somit wird durch den Ansatz, den diese Studie verfolgt, ein besseres und holistisches Bild davon geboten, wie Konsumenten wirklich denken.

Da im Ansatz dieser Studie etablierte Modelle und Theorien aus verwandten Bereichen ihre Anwendung in der Herkunftslandforschung fanden, war es möglich aufzuzeigen, dass die Beeinflussung von Konsumenten durch die Information über das Herkunftsland einer Marke sowohl auf einer impliziten Ebene, die der allgemeinen Wahrnehmung einer Marke, wie auch auf expliziter Ebene, wobei hier primär nur durch eine gestützte Befragung, was wiederum daran liegt, dass Konsumenten die Information über das Herkunftsland einer Marke eher in einem automatischen als in einem kontrollierten Prozess verarbeiten, nachweisbar ist.

## Appendix C - Lebenslauf



### **LEBENS LAUF**

#### **ANGABEN ZUR PERSON**

Name	WASTIAN Ursula
E-mail	<a href="mailto:ursula_wastian@hotmail.com">ursula_wastian@hotmail.com</a>
Staatsangehörigkeit	Österreich
Geburtsdatum	15.12.1984
Geburtsort	Friesach (Bezirk St.Veit/Glan)
Eltern	Mag.Michaela Wastian, Mag.Josef Wastian

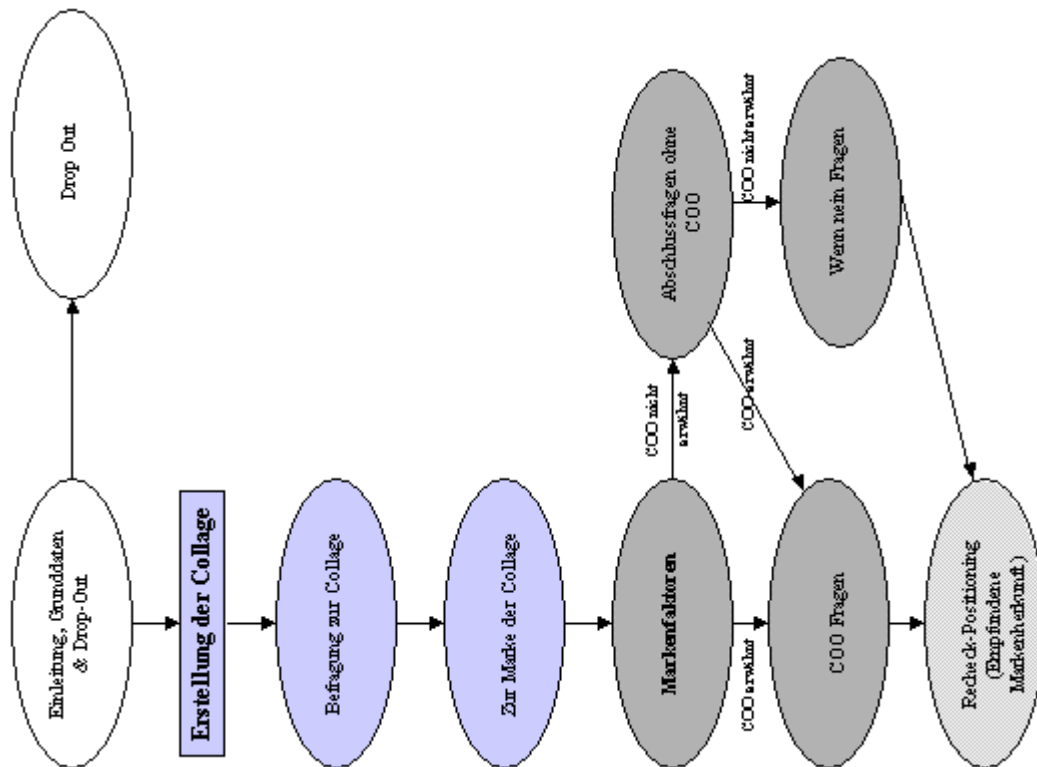
#### **SCHUL- UND BERUFSBILDUNG**

<u>seit Oktober 2003</u>	<p>Studium der internationalen Betriebswirtschaft am BWZ der Universität Wien</p> <ul style="list-style-type: none"> <li>• erfolgreicher Abschluss des ersten Studienabschnitts im Jänner 2005</li> <li>• erfolgreicher Abschluss des zweiten Studienabschnitts im Juni 2006</li> </ul> <p><b>Spezialisierungen im 3.Abschnitt:</b> International Management, International Marketing</p> <p><u>Thema der Diplomarbeit:</u> „The Country-of-Origin Effects in Consumer Brand Perception and Brand Evaluation Processes: A Qualitative Study“</p>
<u>1995 – 2003</u>	<p>Schülerin des BG/BRG St.Veit/Glan</p> <ul style="list-style-type: none"> <li>• Ablegung der Matura im Juni 2003 mit ausgezeichnetem Erfolg</li> </ul>
<u>1991 – 1995</u>	<p>Schülerin der Volksschule Obermühlbach (Bezirk St.Veit/Glan)</p>

**PERSÖNLICHE FÄHIGKEITEN UND KOMPETENZEN**

Muttersprache	Deutsch
Sonstige Sprachen	<u>Englisch:</u> Lesen: ausgezeichnet Schreiben: ausgezeichnet Sprechen: ausgezeichnet  <u>Französisch:</u> Lesen: gut Schreiben: gut Sprechen: gut  <u>Italienisch:</u> Lesen: Grundkenntnisse Schreiben: Grundkenntnisse Sprechen: Grundkenntnisse
IT-Kompetenzen	Microsoft Word, Excel, PowerPoint, SPSS
Bisherige Arbeitserfahrung	<u>August 2002 und August 2003</u> Stadtgemeinde St.Veit/Glan <u>Juli 2004</u> Wirtschaftskammer Klagenfurt <u>Februar 2005, 2006, 2007, 2008 &amp; 2009</u> Praktika in der Kärntner Sparkasse <u>August und September 2007 &amp; 2008</u> Praktika in der Kärntner Sparkasse  Job im Einzelhandel, Jobs im Gastgewerbe, Telefonistin zur Kundenakquise

## Appendix D - Interview Guide



### Einleitung

Hallo liebe(r) Teilnehmer(in),

vielen Dank, dass Sie sich die Zeit genommen haben, uns bei unserem Projekt zum Thema „Markenwahrnehmung“ zu unterstützen. Ich werde Ihnen nun in Kürze den Ablauf der Erhebung erklären und dann werden wir sofort starten.

-----  
Die Erhebung dauert ca. 40 Minuten und besteht aus zwei Teilen.

**Im ersten Teil** bitten wir Sie aus dem vorliegenden Material (Papier, Zeitschriften, Kleber, Schere, Stifte) eine Collage zu basteln. **Im zweiten Teil** werden wir Sie bitten uns Ihre Collage kurz erklären und einige kurze Fragen zu beantworten.

Wie bereits angesprochen, bezieht sich unser Projekt auf die Wahrnehmung von Marken. Es ist also Ihre persönliche Meinung gefragt und es gibt keine richtigen oder falschen Aussagen.



Quoten und Grunddaten						
Q1 - Fallnummer	Q2 - Interviewer	Q3 - Datum	Q4 - Marke (Treatment)	Q5 - Alter	Q6 - Geschlecht	Q7 - Beruf / Studienfach
					<input type="checkbox"/> m <input type="checkbox"/> w	

Drop-out questions!		
Drop out 1	Kennen Sie die Marke <i>Almdudler</i> / <i>Red-Bull</i> ?	<input type="checkbox"/> ja <input type="checkbox"/> nein
Drop out 2	Trinken (Nutzen) Sie zumindest ab und zu <i>Almdudler</i> / <i>Red-Bull</i> ?	<input type="checkbox"/> ja <input type="checkbox"/> nein



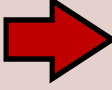
Befragung zur Collage	
Wie sind Sie bei der Collagenerstellung <b>vorgegangen</b> ? Welche Zeitschriften haben Sie verwendet?	<b>C1</b>
<b>Wussten Sie bereits</b> welche Bilder Sie verwenden möchten, oder haben Sie sich eher spontan beim Durchblättern inspirieren lassen? <input type="checkbox"/> spontan inspiriert <input type="checkbox"/> bereits vorher gewusst und zwar:	<b>C2</b>
Bitte <b>beschreiben</b> Sie kurz in eigenen Worten Ihre Collage?	<b>C3</b>
Was soll die Collage ausdrücken? Was ist die <b>Kernaussage</b> der Collage?	<b>C4</b>
<b>Was genau bedeuten</b> die einzelnen Bilder und Texte auf Ihrer Collage?	<b>C5</b>
Stehen bestimmte Bilder, Texte oder Bereiche Ihrer Collage in einem <b>bestimmten Zusammenhang</b> ?	<b>C6</b>
Sind die Elemente auf Ihrer Collage in einer bestimmten <b>Form oder Anordnung</b> aufgeklebt worden?	<b>C7</b>
Gibt es ein Element, welches auf Ihrer Collage von <b>zentraler Bedeutung</b> ist? Welches? Warum?	<b>C8</b>
Gibt es besondere <b>Ereignisse, bzw. Erlebnisse</b> , die Sie mit der Marke verbinden, und die Sie durch Elemente auf der Collage ausdrücken?	<b>C9</b>
Wenn Ihre Collage ein <b>Kunstwerk</b> wäre, welchen Titel würde Ihr Werk dann tragen?	<b>C10</b>
Welche Elemente haben Ihnen <b>gefehlt</b> ? Warum wären diese wichtig gewesen?	<b>C11</b>

Zur Marke der Collage
Nutzen /Kaufen Sie ein Produkt dieser Marke?
Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?
Wenn nein: Was waren Ihre Gründe warum Sie sich gegen den Kauf dieser Marke entschieden haben?

**Spontankauf** - Welche Faktoren/Eigenschaften einer Marke beeinflussen Sie auch in einer spontanen Kaufsituation?

Welche Marken kennen Sie noch in dieser Produktkategorie?

Markenfaktoren - Marken (Allgemein)				
Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?				
<input type="checkbox"/> Preis	<input type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

 Sobald „HERKUNFTSLAND“ der Marke als Kaufentscheidungsfaktor erwähnt, zu COO Fragen „HERKUNFTSLAND“ der Marke **nicht** als Kaufentscheidungsfaktor erwähnt, dann auf jeden der **genannten** Faktoren einzeln eingehen und nach dem WARUM fragen. (Faktor: Preis, Qualität, Bekanntheit der Marke, Risiko/Garantie, Ethik, Verpackung, Geschmack/Gefallen, Gesundheit)

<b>Faktor Preis:</b>	<b>F1</b>
Welche <b>Rolle</b> spielt der Preis einer Marke in Ihrer Kaufentscheidung?	<b>F1a</b>
Kann man anhand des Preises einer Marke <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen? Wenn ja, auf welche?	<b>F1b</b>

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	<b>F2a</b>
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>

<b>Die Marke als Produktfaktor:</b>	<b>F3</b>
Welche <b>Rolle</b> spielt die Marke eines Produktes in Ihrer Kaufentscheidung?	<b>F3a</b>
Welche <b>Rückschlüsse</b> können Sie aus dem Bekanntheitsgrad einer Marke auf andere Markeneigenschaften ziehen?	<b>F3b</b>

<b>Faktor Risiko/Garantie:</b>	<b>F4</b>
Beeinflusst eine Marke das von Ihnen <b>wahrgenommene Risiko/Sicherheit</b> beim Kauf eines Produktes?	<b>F4a</b>
Welche anderen Marken-/Produkteigenschaften beeinflussen Ihrer Meinung nach das von Ihnen <b>wahrgenommene Risiko</b> einer Marke?	<b>F4b</b>

<b>Faktor Ethik:</b>	<b>F5</b>
Welche <b>Rolle</b> spielt die Ethik einer Marke in Ihrer Kaufentscheidung?	<b>F5a</b>
Was <b>bedeutet</b> für Sie Ethik einer Marke?	<b>F5b</b>
Welche anderen Eigenschaften einer Marke/eines Produktes lassen Sie <b>Rückschlüsse</b> auf eine ethisch korrekte Marke machen?	<b>F5c</b>

<b>Faktor Verpackung/Präsentation der Marke:</b>	<b>F6</b>
Welche <b>Rolle</b> spielt die Verpackung eines Produktes/die Präsentation einer Marke in Ihrer Kaufentscheidung?	<b>F6a</b>
Lässt die Verpackung/das Erscheinungsbild einer Marke Sie <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen?	<b>F6b</b>
Wie erklären Sie sich <b>Unterschiede</b> in Bezug auf die Attraktivität einer Verpackung/die Attraktivität der Präsentation zwischen den einzelnen Marken in dieser Produktkategorie?	<b>F6c</b>

<b>Faktor Gefallen/Geschmack der Marke:</b>	<b>F7</b>
Was <b>bedeutet</b> für Sie Ihnen gefällt eine Marke?	<b>F7a</b>
Welche <b>Markeneigenschaften beeinflussen</b> Sie eventuell noch darin, ob Ihnen eine Marke <b>gefällt</b> oder nicht?	<b>F7b</b>
Welche <b>Markeneigenschaften beeinflussen</b> eventuell noch dass Ihnen ein Produkt einer Marke <b>schmeckt</b> ?	<b>F7b</b>
Wie erklären Sie sich, dass Sie an <b>unterschiedlichen</b> Marken in dieser Produktkategorie unterschiedlich Gefallen finden?	<b>F7c</b>

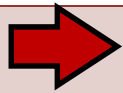
<b>Faktor Gesundheit</b>	<b>F8</b>
<i>Ist der Faktor Gesundheit für Sie gleichbedeutend mit Qualität und/oder Risiko einer Marke?</i>	

*Siehe Qualität und/oder Risiko*

### Fortsetzung: Markenfaktoren - Marken (Allgemein)

Welcher der von Ihnen eben genannten Faktoren spielt die **wichtigste/geringste** Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?

Gibt es **Unterschiede Ihrer Markenkriterien** zwischen verschiedenen Produktkategorien?  
Wenn ja, welche? Begründung warum?



*Bis hierhin (in Interview)*  
„HERKUNFTSLAND“ der Marke als Kaufentscheidungsfaktor erwähnt, zu **COO Fragen**  
„HERKUNFTSLAND“ der Marke **nicht** als Kaufentscheidungsfaktor erwähnt, dann zu **Abschlussfragen ohne COO**

### Abschlussfragen ohne COO

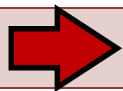
*Bisheriges Interview kurz zusammenfassen:*

*Sie haben Faktor X, Y,... (z.B. den Faktor Preis, den Faktor Qualität,...) genannt und wir haben besprochen welchen Einfluss diese einzelnen Faktoren auf Ihre Markenevaluation bzw. Kaufentscheidung haben.*

**Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?**

**Wenn ja:**

Warum haben Sie es bisher nicht erwähnt?



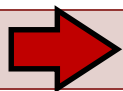
*Weiter zu COO Fragen*

**Wenn nein:**

Gibt es eventuell **Unterschiede zwischen Produktkategorien** ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?



*Weiter zu Recheck – Positioning: Empfundene Markenherkunft*

## COO Fragen

Welche **Rolle** spielt das Herkunftsland einer Marke genau für Sie?

Was **schlussfolgern** Sie aus dem Herkunftsland einer Marke in Bezug auf die Marke selbst?

Hat das Herkunftsland einer Marke Einfluss darauf, wie Sie **andere Eigenschaften der Marke wahrnehmen** bzw. beurteilen?

Was sind die **Gründe** warum Sie Herkunftslandinformationen in Ihre Markenbeurteilung bzw. Kaufentscheidung miteinbeziehen?

Wie **ausschlaggebend** ist das Herkunftsland einer Marke in Ihre Kaufentscheidung?

Woher beziehen Sie Ihr **Wissen** bzw. Ihre Informationen über die Herkunft einer Marke?

Wenn Sie nicht über das Herkunftsland einer Marke Bescheid wissen, **informieren** Sie sich extra?

Wenn ja:  
Wo und warum?

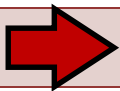
Wenn nein:  
Warum nicht?

Gibt es **Unterschiede zwischen Produktkategorien** bezüglich der Wichtigkeit die Sie dem Herkunftsland einer Marke beimessen bzw. ob Sie Informationen über die Herkunft einer Marke benutzen?

Wenn ja:  
Welche Unterschiede bestehen? Warum?

Wie **definieren** Sie das Herkunftsland einer Marke?  
(z.B. Produktionsland, „made-in“ Land, Firmensitz,...)

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?



Weiter zu **Recheck – Positioning: Empfundene Markenherkunft**

### Recheck – Positioning: Empfundene Markenherkunft

Empfinden Sie **Almdudler / Red-Bull /**  
eher als Marke aus Österreich oder Marke aus dem Ausland (Deutschland/USA)?

**Check1**

**Almdudler**     aus Österreich             aus dem Ausland (Deutschland/USA)  
**Red-Bull**         aus Österreich             aus dem Ausland (Deutschland/USA)

Empfinden Sie die Marke **Coca-Cola / Almdudler / Red-Bull / Bionade**  
eher als globale Weltmarke oder als lokale Marke aus der Heimat?

**Check2**

**Almdudler**     global                             lokal  
**Red-Bull**         global                             lokal

**Vielen Dank für das Interview und vielen Dank für Ihre Unterstützung!  
Ende des Interviews**

## Appendix E - Collages and Transcripts

### Respondent 1 (Almdudler)



### Zur Marke der Collage

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ja.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Weil es mir schmeckt...also hauptsächlich wegen dem Geschmack.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Adelholzer Apfelkräuterlimonade, Tiroler Alm

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input checked="" type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input checked="" type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	
Na ja, sagen wir so...Qualität ist schon sehr wichtig...aber Preis ist auch wichtig. Also Qualität ist an erster Stelle, aber wenn ich es gewichten müsste, dann 60 Qualität und 40 Preis.	<b>F2a</b>
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	
Dass etwas gesund ist, also die Inhaltsstoffe und die Zutaten. Dann noch das Herkunftsland und das Produktionsdatum...also dass ein Produkt nicht so lange logistische Wege gehabt hat. Also dass das jetzt kürzere Wege vom Schlachtort oder vom Produktionsort zum Supermarkt gehabt hat. Also dass ich jetzt nicht unbedingt ägyptische Erdbeeren essen würde wenn ich im Sommer italienische haben kann oder so.	<b>F2b</b>

<b>Faktor Preis:</b>	<b>F1</b>
Welche <b>Rolle</b> spielt der Preis einer Marke in Ihrer Kaufentscheidung?	
Ja, Preis ist wichtig. Aber er muss im Verhältnis zur Qualität stehen. Also wie schon gesagt, gewichtet Qualität 60% und Preis 40%. Also ich entscheide eher vor Ort und ich schau mir die Produkte an. Also wenn ich jetzt an Germknödel denk...ob ich jetzt Iglo oder eine Hausmarke vom Supermarkt kaufe...wenn ich die Hausmarke kenne und schon gekostet habe, dann hängt es davon ab ob es mir schmeckt. Oder auch bei Ketchup, da kaufe ich eher Heinz weil es mir besser schmeckt. Und die haben da ein spezielles Rezept und da zahle ich den Geschmacksaufpreis...also das hängt wirklich vom Geschmack ab. Aber bei den Hausmarken jetzt von Billa oder Spar, wie jetzt clever oder so...das probiere ich schon und da habe ich Vertrauen dass die da jetzt auf Qualität achten. Also bei so Sachen wie Butter und Reis, da tendiere ich eher zu Hausmarken.	<b>F1a</b>

<p>Kann man anhand des Preises einer Marke <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen? Wenn ja, auf welche?</p> <p>Ich würde mal sagen dass wenn etwas teurer ist, dass es gewisse Gründe dafür gibt. Und das zum Teil, also nicht immer daran liegt, dass vielleicht die Qualitätskontrollen besser sind, oder dass vielleicht die Zutaten die dafür verwendet wurden von besserer Qualität sind. Aber gleichzeitig ist es mir bewusst dass bei manchen Marken...dass man nur den Aufpreis für die Marke zahlt.</p>	<p><b>F1b</b></p>
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<p><b>Faktor Gesundheit</b></p>	<p><b>F8</b></p>
<p><i>Ist der Faktor Gesundheit für Sie gleichbedeutend mit Qualität und/oder Risiko einer Marke?</i></p>	
<p>Qualität.</p>	

<p><b>Fortsetzung: Markenfaktoren - Marken (Allgemein)</b></p>
<p>Welcher der von Ihnen eben genannten Faktoren spielt die <b>wichtigste/geringste</b> Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?</p>
<p>Qualität</p>

<p><b>Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?</b></p>
<p>→ direkt erwähnt bei F2b</p>

<p><b>COO Fragen</b></p>
<p>Welche <b>Rolle</b> spielt das Herkunftsland einer Marke genau für Sie?</p>
<p>Also wenn es jetzt um bestimmte Produkte geht, wie jetzt zum Beispiel Germknödel...dann kaufe ich österreichische. Also ich weiß auch gar nicht wo die hergestellt werden, aber ich gehe davon aus dass die österreichisch sind. Wenn ich eine Grünen Veltliner trinke, dann muss der für mich aus Österreich kommen. Wenn es Milchprodukte sind, dann tendenziell aus der Region, also Wien, Niederösterreich...Hauptsache dass das frisch ist. Und bei exotischen Sachen, da müssen die halt aus bestimmten Ländern kommen. Was weiß ich, Mangos aus Asien... Bei Fleisch hätte ich gerne dass es aus Österreich kommt und weil ich jetzt ja auch hier lebe und ich denke dass das streng kontrolliert ist. Also ich würde jetzt zum Beispiel chinesische Gewürze oder so kaufen, aber ich brauche jetzt kein chinesisches Schweinefleisch oder so.</p>



Hat das Herkunftsland einer Marke Einfluss darauf, wie Sie **andere Eigenschaften der Marke wahrnehmen** bzw. beurteilen?

Ja, also bei gewissen Ländern da bin ich mir dann einfach sicher dass die Qualität stimmt.  
Und wenn ich jetzt die Wahl habe zwischen einem Grünen Veltliner aus Österreich und einem aus Frankreich, dann denke ich nicht dass die Qualität bei dem aus Frankreich schlecht ist, sondern da geht es mir darum, dass Grüner Veltliner ursprünglich aus Österreich ist...und da würde ich dann einfach den österreichischen bevorzugen.  
Bei Feta Käse, da kaufe ich den aus Bulgarien, einfach weil das Land typisch dafür ist und ich finde der schmeckt besser.  
Also da geht es auch darum dass ein Land einfach typisch für bestimmte Produkte ist.

Was sind die **Gründe** warum Sie Herkunftslandinformationen in Ihre Markenbeurteilung bzw. Kaufentscheidung miteinbeziehen?

Also bei Fleisch, einfach weil ich will dass es frisch ist und deshalb kaufe ich kein Fleisch aus China, sondern aus Österreich.  
Und bei so Produkten wie Grünem Veltliner oder Germknödel oder Almdudler, da ist Österreich einfach typisch dafür und das Ursprungsland...und das hat dann einfach emotionale Gründe warum ich darauf achte.

Woher beziehen Sie Ihr **Wissen** bzw. Ihre Informationen über die Herkunft einer Marke?

Von Konsumentenzeitschriften, also in Deutschland gibt's doch das Test.  
Ab und zu schau ich da auch online rein.  
Und ja, hauptsächlich aus den Medien.

Gibt es **Unterschiede zwischen Produktkategorien** bezüglich der Wichtigkeit die Sie dem Herkunftsland einer Marke beimessen bzw. ob Sie Informationen über die Herkunft einer Marke benutzen?

Wenn ja:

Welche Unterschiede bestehen? Warum?

Naja, in gewissen Produktkategorien, da lege ich schon mehr Wert auf die Marke. Also woher die Marke kommt und nicht wo die das zusammengebaut haben, das ist mir egal.  
Weil man kriegt ja jetzt keine österreichischen Computer oder so. Das ist ja eh alles in China oder in Taiwan oder so zusammengebaut worden. Also ich würde jetzt schon etwas von Sony oder von Dell oder so kaufen, statt jetzt Medion von Hofer oder so. Also bei technischen Produkten da achte ich mehr auf die Marke und nicht auf ein spezielles Land.  
Und beim Essen...na ja, da sind so Sachen wie Fleisch, oder Obst und Gemüse eher markenunabhängig. Und dann lege ich eher Wert auf das Herkunftsland.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Österreich.

**Respondent 2 (Red Bull)**



<b>Zur Marke der Collage</b>	
<b>Nutzen /Kaufen Sie ein Produkt dieser Marke?</b>	Nein, eigentlich na ja.
<b>Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?</b>	Ich trinke es in Verbindung mit Wodka, also beim fortgehen und wenn ich müde bin.
<b>Wenn nein: Was waren Ihre Gründe warum Sie sich gegen den Kauf dieser Marke entschieden haben?</b>	Es schmeckt mir nicht.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Flying Horse

**Markenfaktoren - Marken (Allgemein)**  
 Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input type="checkbox"/> Preis	<input type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input checked="" type="checkbox"/> SONSTIG: Erfahrung mit der Marke	

<b>Die Marke als Produktfaktor:</b>	<b>F3</b>
Welche <b>Rolle</b> spielt die Marke eines Produktes in Ihrer Kaufentscheidung?	
Mir ist wichtig dass ich eine Marke kenne. Also ich bin da sehr konservativ und vertraue in diese Marken die ich kenne.	<b>F3a</b>
Welche <b>Rückschlüsse</b> können Sie aus dem der Bekanntheitsgrad einer Marke auf andere Markeneigenschaften ziehen?	
Ja, begrenztes Risiko, Sicherheit und Qualität...und wie bei Waschmittel zum Beispiel, da kaufe ich das Gleiche wie meine Mama schon immer. Da weiß ich wie das riecht und wie ich es anwende und da weiß ich was rauskommt irgendwie. Und bei neuen Produkten, da würde ich dann auch die Marken ausprobieren die ich schon kenne. Also wenn jetzt Red Bull ein neues Getränk auf den Markt bringt und die Marke XY bringt dasselbe Produkt auf den Markt, dann würde ich das neue Getränk sicherlich von red Bull probieren und nicht von XY...einfach weil ich Red Bull, die Marke kenne.	<b>F3b</b>

**Fortsetzung: Markenfaktoren - Marken (Allgemein)**  
 Welcher der von Ihnen eben genannten Faktoren spielt die **wichtigste/geringste** Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?

Dass ich die Marke kenne.

**Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?**

Nein, nicht wirklich.
<b>Wenn ja:</b>
Warum haben Sie es bisher nicht erwähnt?

**Wenn nein:**

Gibt es eventuell **Unterschiede zwischen Produktkategorien** ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?

Naja, das kommt darauf an. Also bei Red Bull, da würde ich jetzt nicht schauen wo ist das wirklich produziert. Wenn ich jetzt Tomaten kaufe, also in Produktkategorien etwas kaufe, wo es keine Marken gibt, da würde ich dann schon schauen dass die Tomaten jetzt aus Österreich sind. Einfach weil die nicht so weite Transportwege hinter sich haben und dann schmecken die auch besser.  
Also bei Kleidung, da würde ich schon gerne darauf achten, dass das nicht in einem Dritte Welt Land produziert worden ist, aber das kann ich mir jetzt als Student eben noch nicht leisten es in meine Kaufentscheidung mit einzubeziehen.

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Nein, wenn eine Marke bekannt ist, dann ist es mir egal woher das kommt. Da zählt das Image und die Bekanntheit der Marke und das gibt mir Sicherheit dass ich mich auf die Qualität und Sicherheit verlassen kann.  
Was das Herkunftsland solcher bekannter Marken angeht, da schließe ich weder irgendein Land ein noch aus.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Nein. Aber ich empfinde es als eine Marke aus Österreich...aus Salzburg.

**Respondent 3 (Almdudler)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Manchmal trinke ich es.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input type="checkbox"/> Preis	<input type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input checked="" type="checkbox"/> SONSTIG: Erfahrung	

<b>Die Marke als Produktfaktor:</b>	<b>F3</b>
Welche <b>Rolle</b> spielt die Marke eines Produktes in Ihrer Kaufentscheidung?	<b>F3a</b>
<p>Es spielt schon eine Rolle, aber ist nicht das Wichtigste.</p>	
Welche <b>Rückschlüsse</b> können Sie aus dem der Bekanntheitsgrad einer Marke auf andere Markeneigenschaften ziehen?	<b>F3b</b>
<p>Ja, einfach dass sich die Marke bewährt hat, dass sie Erfolg hat, dass das Konzept passt, also dass die Qualität auch passt. Weil sonst wäre sie wahrscheinlich nicht so erfolgreich geworden. Und wenn sich eine Marke bewährt hat über eine Zeit lang, dann ist auch nicht so ein hohes Risiko mit dem Kauf verbunden.</p>	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	<b>F2a</b>
<p>Umso teurer die Produkte werden umso wichtiger wird mir die Qualität. Wenn ich eine Laptop, einen Fernseher oder ein Auto kaufe, umso wichtiger ist mir die Qualität der Produkte und dass Preis und Leistung stimmen.</p>	
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>
<p>Ich würde sagen anhand der Marke selber. Wenn ich mir jetzt einen neuen Fernseher kaufe, dann werde ich mich wohl oder übel für einen Samsung entscheiden. Einfach weil viele meiner Freunde sich jetzt einen Samsung gekauft haben und einfach so happy mit dem sind, dass ich mir denk „okay, da kann ich dann nicht wirklich viel falsch machen“. Aber ob mir die Qualität dann auch wirklich so passt kann ich dann wahrscheinlich auch erst nach ein paar Wochen oder Monaten sagen.</p>	

<b>Fortsetzung: Markenfaktoren - Marken (Allgemein)</b>	
Welcher der von Ihnen eben genannten Faktoren spielt die <b>wichtigste/geringste</b> Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?	
<p>Primär würde ich sagen Erfahrungswerte was die Marke betrifft und was Freunde und Bekannte sagen. Also hauptsächlich kaufe ich Marken die ich kenne...was der Bauer nicht kennt...</p>	
Gibt es <b>Unterschiede Ihrer Markenkriterien</b> zwischen verschiedenen Produktkategorien? Wenn ja, welche? Begründung warum?	
<p>Ja, also das kommt schon darauf an ob es sich jetzt um Supermarktprodukte oder um andere Produkte handelt. Bei Preis ist es schwierig, also da kommt es schon darauf an um was für Produkte es sich handelt. Wenn ich jetzt ein Getränk kaufe, dann entscheide ich mich sichere eher spontan und sage „okay, das hab ich schon einmal probiert und das ist gut“. Wenn ich mir jetzt einen neuen Fernseher kaufe, dann ist das wieder eine</p>	

ganz andere Schicht, weil da kommen einfach noch mehr Kriterien hinzu.  
 Also ich würde sagen je teurer die Produkte werden, also wenn ich jetzt anfangen bei Supermarktartikeln und Nahrungsmitteln, über Handys und dann weiter rauf zu Laptops, da hole ich mir dann mehr Erfahrungswerte von Freunden und recherchiere auch mehr. Also bei Laptops dann mache ich schon viel Preisvergleiche und was die Laptops dann qualitätsmäßig und qualitativ alles können und haben. Und so geht das dann halt weiter. Bei einem neuen Fernseher, da informiere ich mich halt auch über die Qualität und die ganzen Leistungen und hole mir auch viel mehr Erfahrungswerte ein als bei anderen Produkten. Und das steigert sich dann mit dem Preissegment. Bei einem neuen Auto würde ich jetzt auch nicht sagen ich gehe in den Laden und 1 Stunde später komme ich dann mit einem neuen Auto raus. Also da brauche ich schon ein paar Tage und Wochen bis ich mich dann entscheide. Also da achte ich dann immer mehr auf die Qualität, also da ist primär, dass Preis und Leistung stimmen.  
 Also umso teurer umso wichtiger wird die Qualität.

### Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?

Wenig...und kommt auch wieder darauf an. In der Automobilbranche da bin ich schon auf die Deutschen fixiert, aber sonst eigentlich...ist mir das ziemlich schnuppe.

#### Wenn ja:

Warum haben Sie es bisher nicht erwähnt?

#### Wenn nein:

Gibt es eventuell **Unterschiede zwischen Produktkategorien** ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?

In der Automobilbranche da bin ich schon auf die Deutschen fixiert, aber sonst eigentlich...ist mir das ziemlich schnuppe.  
 Und bei Autos, einfach weil die sich wirklich bewährt haben und qualitativ auch wirklich besser sind. Und das ist auch wegen meiner Familie, da...die würden mich killen wenn ich ein anderes Auto kauf.

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Also die Autos, keine Ahnung BMW, die werden ja auch alle im Ausland produziert...aber wenn BMW jetzt keine deutsche Marke wäre...hmm, bliebe die Qualität dann bestehen?  
 Also wenn ich mir vorstelle es wäre ein und das selbe Auto, schaut gleich aus und kann das Gleiche, nur wäre es jetzt aus Polen zum Beispiel...dann frage ich mich ob die es geschafft hätten, dass das Auto so erfolgreich wird. Und wenn ja, wenn es sich in der Branche etabliert hat, oder hätte, oder hätte können...ja, schwierige Frage.  
 Aber meine Wahrnehmung wäre dann sicher eine andere, also auf jeden Fall. Also mein erster Blick würde dann sicherlich nicht zu der Marke gehen, sondern wahrscheinlich erst mein zweiter oder mein dritter.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?

Aus welchem?

Aus Österreich.

**Respondent 4 (Red Bull)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ja, ab und zu.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Damit ich wach bleibe... und weil ich die Marke kenne und die anderen nicht so gut. Keine Ahnung, ich verlasse mich bei Red Bull auf die Qualität und da ist der Preis dann auch nicht so wichtig, wenn etwas Qualität hat. Und bei den anderen Marken, die um vielleicht 1 Euro, da weiß ich dann nicht ob das jetzt vielleicht nur irgendetwas ist oder ob das Getränk auch wirklich getestet ist..  
 Und für Red Bull, da habe ich von anderen auch gehört, dass das gut ist und so, und es ist ja auch getestet. Außerdem sieht man Red Bull auch in Werbungen, und für andere Marken, wie jetzt zum Beispiel Res oder Dragon, da habe ich nie Werbungen gehört oder gesehen.



Welche Marken kennen Sie noch in dieser Produktkategorie?

Res, Dragon, und ich weiß jetzt nicht wie die Marke heißt die es beim Hofer gibt. Aber da gibt es auch eine Marke.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input checked="" type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	<b>F2a</b>
<p>Also gerade bei Obst und Gemüse, da nehme ich immer Bio, zum Beispiel „na natürlich bio“. Also da achte ich schon sehr auf die Qualität und das ist mir auch sehr wichtig.</p> <p>Und bei Red Bull zum Beispiel kaufe ich auch das, weil es für Qualität steht und somit mit dem Kauf kein Risiko verbunden ist. Da ist der Preis dann auch nicht wichtig für mich, wenn ein Produkt qualitativ hochwertig ist.</p> <p>Also die Qualität einer Marke ist sehr wichtig.</p>	
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>
<p>Wenn ein Produkt zum Beispiel weniger Fett hat, oder nicht diese Stoffe hat, die schlecht sind.</p> <p>Und ich lese immer den Inhalt, also die Inhaltsstoffe eines Produktes, und daher weiß ich ob die Marke Qualität hat oder nicht.</p> <p>Und wenn ich eine Marke finde, die diese Inhaltsstoffe hat die ich möchte, dann entscheide ich mich auch dazu, diese Marke zu kaufen.</p>	

<b>Die Marke als Produktfaktor:</b>	<b>F3</b>
Welche <b>Rolle</b> spielt die Marke eines Produktes in Ihrer Kaufentscheidung?	<b>F3a</b>
<p>Ja, die Marke spielt auch eine große Rolle.</p>	
Welche <b>Rückschlüsse</b> können Sie aus dem der Bekanntheitsgrad einer Marke auf andere Markeneigenschaften ziehen?	<b>F3b</b>
<p>Ich schließe auf eine gute Qualität und dass mit dem Kauf kein Risiko verbunden ist.</p> <p>Bei Red Bull, das ist für mich bekannt wegen diesen Werbungen. Und daraus kann ich schließen dass Red Bull auch qualitativ hochwertig ist.</p> <p>Und wenn ich im Fernsehen immer die Werbung oder das Sponsoring sehe, dann kaufe ich diesen Energy Drink.</p>	

<b>Faktor Gesundheit</b>	<b>F8</b>
<i>Ist der Faktor Gesundheit für Sie gleichbedeutend mit Qualität und/oder Risiko einer Marke?</i>	
Das ist für mich gleichbedeutend mit Qualität und Sicherheit.	

<b>Faktor Risiko/Garantie:</b>	<b>F4</b>
Beeinflusst eine Marke das von Ihnen <b>wahrgenommene Risiko/Sicherheit</b> beim Kauf eines Produktes?	
Also zum Beispiel wenn jetzt Obst und Gemüse billig ist, und nicht bio, dann ist das auch nicht gesund.	<b>F4a</b>
Welche anderen Marken/Produkteigenschaften beeinflussen Ihrer Meinung nach das von Ihnen <b>wahrgenommene Risiko</b> einer Marke?	
Der Preis.	<b>F4b</b>

<b>Fortsetzung: Markenfaktoren - Marken (Allgemein)</b>	
Welcher der von Ihnen eben genannten Faktoren spielt die <b>wichtigste/geringste</b> Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?	
Die wichtigste Rolle spielt die Qualität.	
Gibt es <b>Unterschiede Ihrer Markenkriterien</b> zwischen verschiedenen Produktkategorien? Wenn ja, welche? Begründung warum?	
Ich achte immer auf Qualität und darauf, dass ein Produkt diese Eigenschaften die ich brauche hat. Manchmal ist auch der Preis wichtig. Dann achte ich auf den Komfort den ich brauche.	

<b>Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?</b>	
Nein.	
<b>Wenn ja:</b>	
Warum habe Sie es bisher nicht erwähnt?	

**Wenn nein:**

Gibt es eventuell **Unterschiede zwischen Produktkategorien** ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?

Nein, das ist mir eigentlich immer egal.  
Nein, ich probiere meistens einfach verschiedene Sachen, und das was mir am Besten schmeckt oder gefällt, das kaufe ich dann auch weiterhin. Aber ich würde alle Marken ausprobieren, egal aus welchem Land sie kommt. Also das hat nichts mit dem Herkunftsland zu tun. Das ist mir komplett egal. Ich probiere eine Marke, egal aus welchem Land.

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Nein, würde sie nicht. Wenn jetzt ein Produkt von Japan, von China, von irgendwoher kommt, wenn es Qualität ist und es schmeckt zum Beispiel, dann ist es egal.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Keine Ahnung, könnte ich jetzt auch auf kein Land tippen.

## Respondent 5 (Red Bull)



## Zur Marke der Collage

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ja, wenn ich müde bin, dann trinke ich Red Bull. Und wenn ich fort bin, dann trinke ich immer Wodka Red Bull.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Ich komme aus einem Land, wo es keine dieser Marken gibt wie im restlichen Europa. Und in Europa gibt es schon so viele Marken und so viel von allem, das man ja gar nicht mehr weiß was man trinkt. Aber in meinem Land gab es damals nur Red Bull und dann erst später sind die anderen Energy Drinks gekommen. Und diese anderen die kaufe ich auch nicht. Und diese anderen Energy Drinks, die kaufe ich nicht. Red Bull schmeckt mir gut und man sieht, dass es nicht einfach nur irgendein billiges Getränk ist. Es ist Red Bull jetzt auch nicht so teuer, aber in der Disko schon. Aber Red Bull ist irgendwie dynamisch. Jetzt nicht dass ich immer auf den Namen, die Marke schaue, aber Red Bull kennt einfach auch jeder. Vielleicht gab es früher in meiner Heimat auch andere Marken, aber ich habe nur über Red Bull gewusst.

Ich habe immer nur von Red Bull gehört, darüber haben alle geredet und somit gab es für mich nur Red Bull. Und das klebt irgendwo in meinem Kopf fest, das steht da irgendwo. Und dieser Name ist einfach stark und Red Bull steht auch irgendwie für Qualität, obwohl es nicht nur mehr so ist. Aber wir, die Leute sind irgendwie so... wir kaufen Red Bull, weil alle reden über Red Bull. Keiner trinkt Wodka shalalala, alle trinken nur Wodka Red Bull. Und es steht auch nur so im Menü, also in der Karte... Wodka Red Bull.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Also irgendwelche Namen von anderen Energy Drinks kenne ich jetzt nicht.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input checked="" type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input checked="" type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

<b>Faktor Preis:</b>	<b>F1</b>
Welche <b>Rolle</b> spielt der Preis einer Marke in Ihrer Kaufentscheidung?	
Jetzt, in meiner jetzigen Situation ist der Preis wichtig. Ich arbeite nicht, meine Eltern finanzieren mich...es ist wichtig.	<b>F1a</b>
Kann man anhand des Preises einer Marke <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen? Wenn ja, auf welche?	
Man sagt zwar, dass wenn etwas teuer ist, dann ist es gut. Muss es aber nicht. Also es gibt auch billige Sachen, die aber auch wirklich gut sind. Preis sagt mir gar nichts über die Marke, Jetzt achte ich auf den Preis, weil ich muss. Aber Preis sagt mir überhaupt nichts. Ich werde sicher nicht ein Hotel buchen, wo die Nacht 25000 Euro kostet, nur weil ich 25000 Euro habe. Das sagt einem überhaupt nichts, weil das ist keine Garantie das es auch wirklich gut ist, für mich.	<b>F1b</b>

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	
Sehr wichtig. Besonders bei gewisser Kleidung, und bei Schuhen und bei Schminke. Besonders beim schminken und bei Waschgel usw.	<b>F2a</b>
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	
Hier habe ich auch gesehen...zum Beispiel Clinique, also die weltbekannteste Kosmetikmarke, da habe ich von meinem Hautarzt die Information bekommen, dass ich kein Clinique benutzen sollte, da das	<b>F2b</b>

<p>ganz schlecht für meine Haut ist. Da sind schlechte Inhaltsstoffe drinnen, und die machen die Haut süchtig. Also da sieht man dass die Qualität nicht nur eine reine Geldsache ist.                  Qualität verbinde ich mit einer gewissen Sicherheit und auch Gesundheit. Also der Preis sagt mir nicht immer wie die Qualität ist.                  Zum Beispiel bei Cereals. Es gibt Cereals um 5 Euro und um 1 Euro. Und da lese ich die Verpackungsinformation, also wie viele Kalorien die jeweils haben und was die Inhaltsstoffe sind. Und da kann keiner lügen. Und wenn ich damit zufrieden bin, und es sich ja bei Cereals um Produkte handelt die ich nicht für die Ewigkeit habe, da kaufe ich dann diese Marke, wo ich mit den Inhaltsstoffen zufrieden bin.                  Also ich kaufe etwas, ich probiere es, und dann werde ich sehen ob die Qualität auch gut ist.                  Wie bei Schuhen. Ich kaufe, dann probiere ich sie aus und wenn sie nach einem Monat kaputt sind, dann kaufe ich diese Marke nicht mehr. So checke ich meine Marken und die Qualität. Ich sehe eine Marke nicht und sage gleich, uh ja das ist Qualität.</p>	
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<b>Fortsetzung: Markenfaktoren - Marken (Allgemein)</b>	
<p>Welcher der von Ihnen eben genannten Faktoren spielt die <b>wichtigste/geringste</b> Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?</p>	
<p>Für mich, Design.                  Und in Produktkategorien wo es jetzt nicht so sehr um Design geht, Qualität.</p>	
<p>Gibt es <b>Unterschiede Ihrer Markenkriterien</b> zwischen verschiedenen Produktkategorien?                  Wenn ja, welche? Begründung warum?</p>	
<p>Also bei Kleidung, Dingen durch die ich mich jetzt vielleicht ausdrücke, da achte ich auf Design. Also ein Produkt muss mich ansprechen und mir gefallen, hat aber weniger mit der Marke zu tun.                  Und in Produktkategorien wo es nicht so sehr um Design geht bzw. es sich um Dinge handelt, die man länger hat, da achte ich auf die Qualität. Da ist es mehr egal ob es jetzt 100 Euro mehr kostet. Aber grundsätzlich spielt Preis sonst schon eine Rolle.</p>	

<b>Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?</b>	
<p>Nein, überhaupt nicht.</p>	
<b>Wenn ja:</b>	
<p>Warum habe Sie es bisher nicht erwähnt?</p>	

<b>Wenn nein:</b>	
<p>Gibt es eventuell <b>Unterschiede zwischen Produktkategorien</b> ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?</p>	
<p>Nein. Also das sieht man ja schon bei Kleidung...alles ist aus China. Und ob das jetzt aus Italien oder Frankreich ist, nein, das spielt keine Rolle.</p>	

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Nein, das ist mir ganz egal. Ich habe sogar gehört dass Red Bull eigentlich aus Thailand ist...aber das ist mir egal. Wenn es eine Marke in Wien zu kaufen gibt, dann ist mir egal woher die kommt.  
Weil für mich war Österreich vor 10 Jahren so weit entfernt, wie China es jetzt ist. Und ich habe damals in meiner Heimat auch Red Bull aus Österreich gekauft...und wenn es jetzt aus Kasachstan wäre...mir egal.  
Aber wenn es diese Marke in Wien gibt und die Getränkedose geschlossen ist, dann kaufe ich es.  
Ich glaube Österreich würde gar nichts am Markt haben, wenn es ungesund oder illegal wäre. Das kann ich garantieren, obwohl ich das nie gecheckt habe. Ich vertraue einfach.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Aus Österreich...Salzburg.

**Respondent 6 (Almdudler)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ich habe es nur ein paar mal getrunken. Also in den letzten 2 Jahren vielleicht so 2-3 mal.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Ich habe Almdudler im Sommer gekauft. Und es war sehr erfrischend im Vergleich zu anderen Getränken wie Cola.



Welche Marken kennen Sie noch in dieser Produktkategorie?
Sprite, Seven Up

**Markenfaktoren - Marken (Allgemein)**  
 Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	<b>F2a</b>
Ja, also Qualität ist sehr wichtig. Also die Qualität beeinflusst meine Kaufentscheidung schon sehr stark.	
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>
Das kann ich so eigentlich gar nicht sagen. Man muss es einfach probieren. Oder zumindest bei mir ist das so.	

<b>Die Marke als Produktfaktor:</b>	<b>F3</b>
Welche <b>Rolle</b> spielt die Marke eines Produktes in Ihrer Kaufentscheidung?	<b>F3a</b>
Also wenn ich jetzt ein Produkt kaufe, das ich nicht besonders gut kenne, dann würde ich schon darauf achten, dass es vielleicht eine gewisse Marke hat.	
Welche <b>Rückschlüsse</b> können Sie aus dem der Bekanntheitsgrad einer Marke auf andere Markeneigenschaften ziehen?	<b>F3b</b>
Ab und zu kann man schon darauf schließen wie gut das Produkt ist. Es ist nicht immer so, aber zum Beispiel wenn ich an die Coca Cola Company denke, dann kann ich mir schon vorstellen was und wie die Produkte sind. Ich meine, die Marke hat schon einen hohen Einfluss darauf wie ich ihre Produkte wahrnehme.	

**Fortsetzung: Markenfaktoren - Marken (Allgemein)**

Welcher der von Ihnen eben genannten Faktoren spielt die **wichtigste/geringste** Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?

Am wichtigsten ist eigentlich Qualität.

**Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?**

Nein, das ist egal.

**Wenn ja:**

Warum habe Sie es bisher nicht erwähnt?

**Wenn nein:**

Gibt es eventuell **Unterschiede zwischen Produktkategorien** ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?

Ja, vielleicht schon. Zum Beispiel bei Autos, da würde ich deutsche Autos bevorzugen. Oder Fleisch, da würde ich Fleisch aus Argentinien bevorzugen. Kaffee aus Kolumbien oder arabischen Ländern.

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Nein, also wie jetzt bei Almdudler. Es ist Österreichisch, aber wenn es jetzt auch vielleicht in der Schweiz produziert werden würde, dann würde ich es auch kaufen. Es sind auch Länder die eine ziemlich ähnliche Tradition haben.  
Aber wäre Almdudler jetzt vielleicht aus einem tropischen Land, dann würde ich es doch anders wahrnehmen. Almdudler ist eine Kräuterlimonade, also das ist aus den Bergen und das wird produziert irgendwo in einem Land mit vielen Bergen. Und das würde dann nicht mehr zusammen passen.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Aus Österreich.

**Respondent 7 (Red Bull)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ab und zu mal, ja.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Ich trinke es wenn eher beim fortgehen mal und dann auch eher mit Alkohol gemischt. Aber wenn ich es trinke, dann ist die Entscheidung wohlüberlegt.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Nachdem ich nebenbei in einem Supermarkt arbeite, weiß ich dass es zum Beispiel Race gibt, oder...was gibt es noch...Power Horse...dann das Shark gab's einmal, aber ich glaube das gibt es jetzt nicht mehr. Und dann noch andere Billigprodukte, wie jetzt zum Beispiel das S Budget von Spar.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input checked="" type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input checked="" type="checkbox"/> SONSTIG: Empfehlung	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	<b>F2a</b>
Die Wichtigkeit die ich der Qualität beimesse...das kommt ganz auf das Produkt selbst an. Wo mir hohe Qualität besonders wichtig ist, ist bei Kleidung. Da ist die Verarbeitung das Non Plus Ultra. Und wo es mir noch wichtig ist, ist bei technischem Zubehör. Zum Beispiel Computer, MP3 Player.	
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>
Also vom Aussehen her...wenn ich mir jetzt vorstelle ich stehe vor dem Regal und ich sehe 2 Produkte von 2 verschiedenen Marken...dann von außen sieht man ja eigentlich kaum einen Unterschied. Wenn man es jetzt aber genauer betrachtet, wie jetzt zum Beispiel bei Kleidung es anzieht, dann merkt man sehr wohl „aha, das ist von der teureren Marke und das von einer billigeren“. Also ich glaube Marken kann man heutzutage von außen sehr gut fälschen, aber jetzt quasi vom inneren Teil des Produktes, das ist relativ schwer nachzumachen.	

<b>Faktor Preis:</b>	<b>F1</b>
Welche <b>Rolle</b> spielt der Preis einer Marke in Ihrer Kaufentscheidung?	<b>F1a</b>
Also ich habe die Erfahrung gemacht, dass Markenprodukte eigentlich teurer sind als so andere nicht bekanntere Markenprodukte. Aber für mich spielt der Preis, gerade als Student, eine wichtige Rolle. Also somit ist meine Auswahl zwischen verschiedene Marken, einfach durch mein Budget das ich als Student zur Verfügung habe, begrenzt. Also es gibt für mich bestimmte Marken, die dadurch einfach gar nicht in Frage kommen.	
Kann man anhand des Preises einer Marke <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen? Wenn ja, auf welche?	<b>F1b</b>
Das ist schwer zu sagen. Man kann nicht immer vom Preis auf die Qualität schließen...also das kommt wieder auf die Produkte an. Ich denke bei Computern war es, oder zumindest bis vor einigen Jahren, war es noch so, dass je teurer ein Computer war, desto eher konnte man darauf schließen dass die Qualität auch besser ist und dass auch wirklich hochwertigere Teile verwendet wurden.	

### Fortsetzung: Markenfaktoren - Marken (Allgemein)

Gibt es **Unterschiede Ihrer Markenkriterien** zwischen verschiedenen Produktkategorien?  
Wenn ja, welche? Begründung warum?

Vor allem bei Nahrungsmitteln glaube ich dass die Marke relativ wenig aussagekräftig ist, weil die Inkredenzien meistens die gleichen sind, nur halt...man kann das glaube ich ganz gut vergleichen mit Hofer contra Merkur glaube ich. Und äh...quasi der Gleiche Inhalt, nur halt eben mit der Marke ist teurer und man zahlt halt die Marke.  
Genau das gleiche ist bei Autos...Mercedes zahlst halt quasi den Stern und bei anderen gleichwertigen aber billigeren Produkten, da zahlst halt nicht den Stern und zahlst deshalb ein bisschen weniger.

**Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?**

Also ich würde mich schon für eine bestimmte Marke entscheiden auf Grund ihres Herkunftslandes.

**Wenn ja:**

Warum habe Sie es bisher nicht erwähnt?

### COO Fragen

Welche **Rolle** spielt das Herkunftsland einer Marke genau für Sie?

Also ich bin Israeli. Und wenn ich jetzt in meiner Heimat bin, dann kaufe ich israelische Produkte, weil ich damit quasi die heimische Wirtschaft fördern will.

Was **schlussfolgern** Sie aus dem Herkunftsland einer Marke in Bezug auf die Marke selbst?

Das ist jetzt wieder Produkt-spezifisch.  
Also jetzt zum Beispiel Mineralwasser, also italienisches Mineralwasser ist nach meiner Erfahrung jetzt zum Beispiel billiger als österreichisches Mineralwasser. Warum das so ist...keine Ahnung.  
Ja also ich glaube rein das Herkunftsland sagt jetzt nicht wie viel bezahlst du für eine Marke, ja, das ist eher meine Message.  
Also auf Grund des Herkunftslandes auf Preis und Qualität schlussfolgern...nein.  
Es ist schwer zu sagen, aber bei Qualität...ich würde schon sagen, dass die österreichischen Produkte wenn man sie jetzt mit zum Beispiel asiatischen Produkten vergleicht auf jeden Fall besser sind. Aber innerhalb Europas oder im Vergleich mit amerikanischen würde ich sagen da gibt es wenig Qualitätsunterschiede.

Was sind die **Gründe** warum Sie Herkunftslandinformationen in Ihre Markenbeurteilung bzw. Kaufentscheidung miteinbeziehen?

Das ist eher so die Heimatverbundenheit. Also das hat weniger funktionale Gründe, sondern eher symbolische.  
Das ist eher so ein Heimatgefühl und deshalb will ich gerne heimische Produkte kaufen.  
Also wenn ich in Israel bin, dann kaufe ich israelische Produkte und genau so wenn ich in Österreich bin, dann würde ich eher österreichische Produkte kaufen.

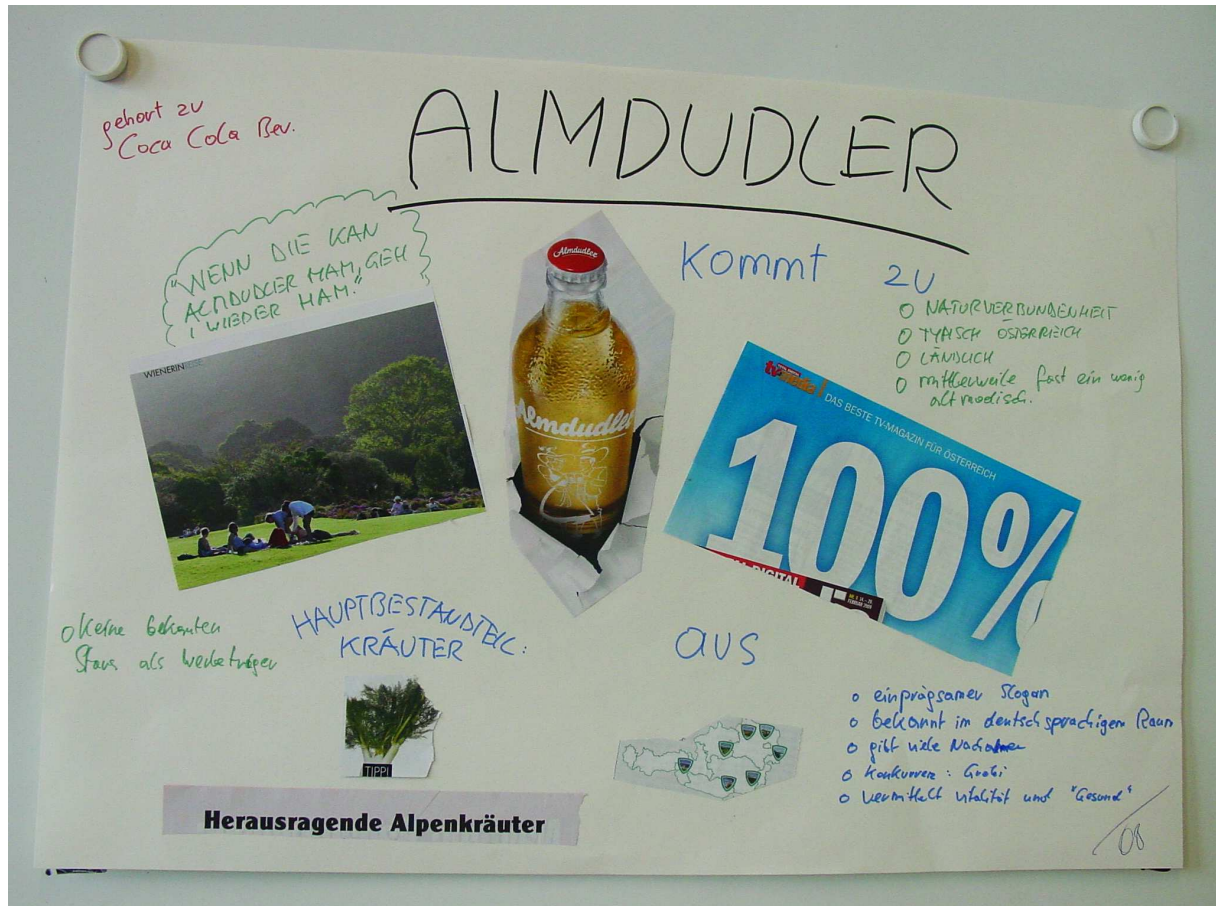
Wie **ausschlaggebend** ist das Herkunftsland einer Marke in Ihre Kaufentscheidung?

Naja, es hat halt eben symbolischen Charakter.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Ja, Red Bull ist aus Salzburg...also Österreich.

**Respondent 8 (Almdudler)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ja.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Ja, also der Geschmack. Und nachdem es doch ganz erfrischend ist...oder auch beim Heurigen zum Beispiel, wo es halt einfach kein Cola oder kein Fanta oder was gibt.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Radelberger.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input checked="" type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input checked="" type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

<b>Faktor Preis:</b>	<b>F1</b>
Welche <b>Rolle</b> spielt der Preis einer Marke in Ihrer Kaufentscheidung?	<b>F1a</b>
Also bei so alltäglichen Produkten ist mir Preis schon wichtig. Wenn ich eben von einer günstigeren Marke oder No Name Produkt das selbe habe, dann kaufe ich eben das was günstiger ist. Bei teureren Sachen, also bei nicht so alltäglichen Sachen, da ist mir schon eher die Marke wichtig. Also bei Elektronik zum Beispiel, da ist der Preis nicht der ausschlaggebende Faktor auf den ich schaue.	
Kann man anhand des Preises einer Marke <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen? Wenn ja, auf welche?	<b>F1b</b>
Ja teils auf die Qualität. Und bei bestimmten Marken, da ist sicherlich mit dem teuren Preis ein gewisses Image oder ein gewisser Status verbunden.	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	<b>F2a</b>
Kommt jetzt auch wieder darauf an ob es sich um ein alltägliches Produkt handelt oder nicht. Aber Qualität ist eher schon wichtig. Aber muss halt auch im bezug zum Preis stehen, also dass das halt auch irgendwie gerechtfertigt ist.	
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>
Sicher vielleicht auch wo man es kaufen kann. Also ob ich etwas jetzt vielleicht beim Diskonter oder beim Merkur kaufe. Also alltägliche Produkte wie jetzt Fleisch zum Beispiel, würde ich sicher eher beim Merkur kaufen, als beim Hofer. Einfach weil es beim Merkur teurer ist und deshalb nehme ich halt auch an dass die Qualität da dann auch besser ist. Vielleicht auch die Verpackung.	



<b>Faktor Verpackung/Präsentation der Marke:</b>	<b>F6</b>
Welche <b>Rolle</b> spielt die Verpackung eines Produktes/die Präsentation einer Marke in Ihrer Kaufentscheidung?	<b>F6a</b>
Ja gerade wenn jetzt etwas im Regal steht und mich dann auch anspricht von der Farbe her, oder von der Aufschrift, dann gibt mir das schon auch Rückschluss auf die Qualität.	
Lässt die Verpackung/das Erscheinungsbild einer Marke Sie <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen?	<b>F6b</b>
Ja, auf die Qualität. Also wenn jetzt die Verpackung jetzt allerbilligst ist, dann schließe ich schon auch auf schlechtere Qualität.	
Wie erklären Sie sich <b>Unterschiede</b> in Bezug auf die Attraktivität einer Verpackung/die Attraktivität der Präsentation zwischen den einzelnen Marken in dieser Produktkategorie?	<b>F6c</b>
Also ich denke mir, bei den Markenprodukten, die sind erstens teurer und...jetzt rein vom Preis her sind die billigen Produkte ja auch nur deshalb so billig, weil sie auch irgendwo dann einsparen müssen. Und da wird die Verpackung dann eben auch nicht so attraktiv und aufregend gestaltet sein, wie bei teureren Produkten.	

<b>Fortsetzung: Markenfaktoren - Marken (Allgemein)</b>	
Welcher der von Ihnen eben genannten Faktoren spielt die <b>wichtigste/geringste</b> Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?	
Qualität.	
Gibt es <b>Unterschiede Ihrer Markenkriterien</b> zwischen verschiedenen Produktkategorien? Wenn ja, welche? Begründung warum?	
Ja, bei nicht alltäglichen Produkten achte ich eher auf die Qualität und vor allem die Marke. Und bei alltäglichen Produkten, wie jetzt Butter oder Milch, da ist dann eher der Preis entscheidend.	

<b>Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?</b>
Da achte ich eigentlich nicht drauf. Also ich rechne eigentlich einfach damit, dass alles was der Merkur verkauft sowieso okay ist. Also spielt das Herkunftsland für mich nicht wirklich eine Rolle.
<b>Wenn ja:</b>
Warum habe Sie es bisher nicht erwähnt?

**Wenn nein:**

Gibt es eventuell **Unterschiede zwischen Produktkategorien** ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?

Nein, also ich würde sagen das ist immer gleich, also nicht wichtig.

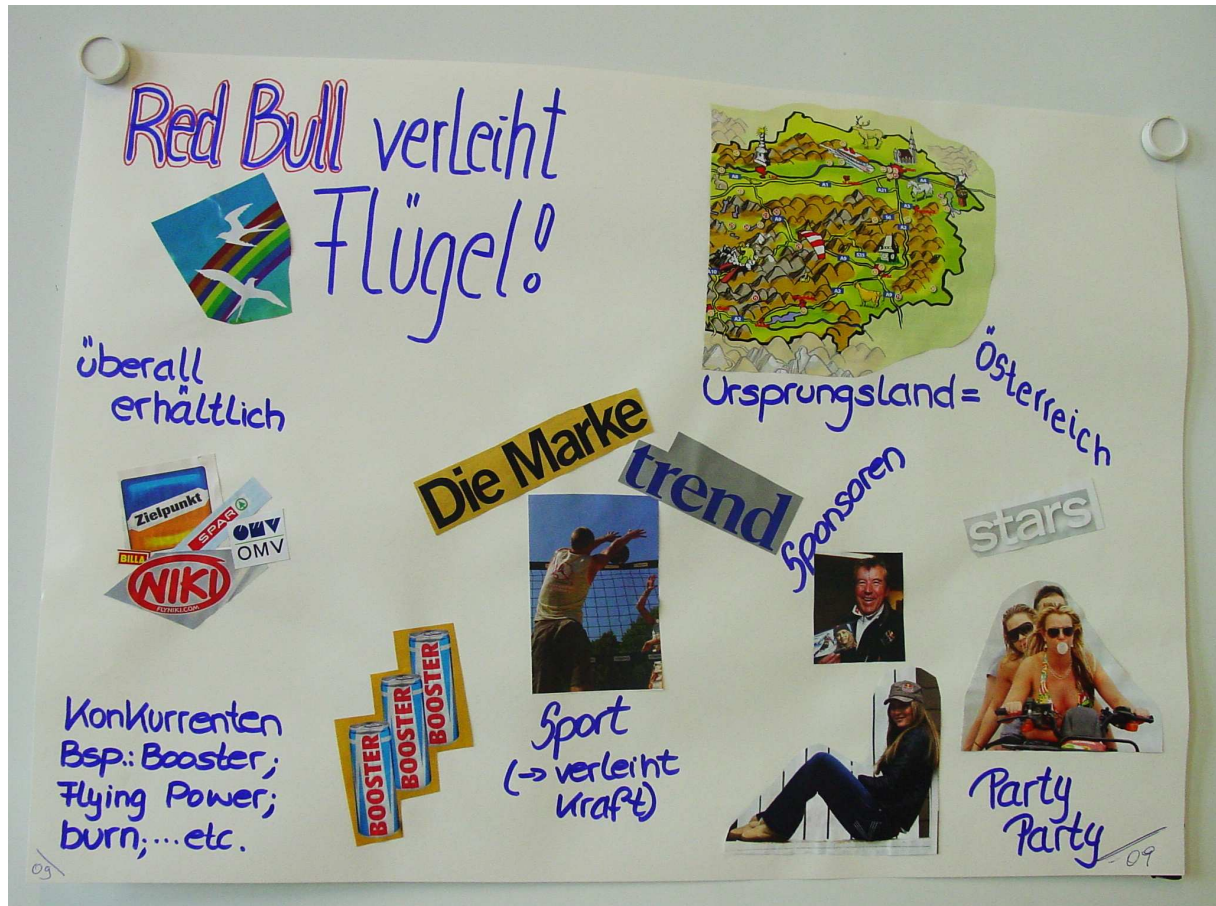
Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Glaube ich nicht. Also wenn jetzt Almdudler zum Beispiel aus Amerika kommen würde, also wenn es mir schmeckt, dann kaufe ich es trotzdem.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Aus Österreich hätte ich mir gedacht.

**Respondent 9 (Red Bull)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ja, also ich muss sagen fast jeden Tag.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Na, vielleicht wenn ich auf der Uni sitze und dann werde ich schon müde, dass ich mir denke „Ach, kaufe ich mir schnell ein Red Bull“.  
Und es schmeckt aber auch gut finde ich.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input type="checkbox"/> Preis	<input type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input checked="" type="checkbox"/> Verpackung	<input checked="" type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input checked="" type="checkbox"/> SONSTIG: Werbung; Empfehlung	

<b>Faktor Verpackung/Präsentation der Marke:</b>	<b>F6</b>
<p>Welche <b>Rolle</b> spielt die Verpackung eines Produktes/die Präsentation einer Marke in Ihrer Kaufentscheidung?</p> <p>Naja, also wenn ich jetzt vor dem Regal stehe und da ist ein Energy Drink und der ist iftgrün verpackt, dann würde ich finden das schaut giftig aus.</p>	<b>F6a</b>
<p>Lässt die Verpackung/das Erscheinungsbild einer Marke Sie <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen?</p> <p>Also ich glaube schon, dass die Verpackung eines Produktes mich schon sehr beeinflusst wie ich die Qualität einer Marke wahrnehme. Also wenn etwas total hässlich ist von außen, also eine furchtbare Farbe hat oder so, dann würde ich es glaube ich nicht nehmen. Also ich würde glauben wenn etwas hässlich verpackt ist, dann schmeckt es auch nicht.</p>	<b>F6b</b>

**Fortsetzung: Markenfaktoren - Marken (Allgemein)**

Welcher der von Ihnen eben genannten Faktoren spielt die **wichtigste/geringste** Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?

Ja, eigentlich beeinflusst mich am meisten die Werbung einer Marke. Dann noch die Verpackung und vielleicht Empfehlungen von Freunden oder meiner Familie.

Gibt es **Unterschiede Ihrer Markenkriterien** zwischen verschiedenen Produktkategorien? Wenn ja, welche? Begründung warum?

Nein, also ich würde sagen meine Kriterien sind da immer ziemlich ähnlich.  
Wobei bei Autos muss ich sagen, da würde ich schon eher auf die Erfahrungswerte von Bekannten und meiner Familie vertrauen, als auf die Werbung. Da ist glaube ich schon der Erfahrungswert wichtiger, weil es ist doch eine größere Investition.

**Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?**

Nein, glaube ich nicht.

<b>Wenn ja:</b>
Warum habe Sie es bisher nicht erwähnt?
<b>Wenn nein:</b>
Gibt es eventuell <b>Unterschiede zwischen Produktkategorien</b> ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?
<p>Naja...ich meine es kommt auch wieder darauf an was das jetzt ist. Aber das ist dann Einstellung. Aber ich mag jetzt die japanischen Autos zum Beispiel nicht so gern. Wobei ich sagen muss, ich bin noch nie eines gefahren.</p> <p>Ich habe nur 2 Freunde, die eines haben und die haben es ständig in der Werkstatt stehen. Also sage ich halt auch so, japanische Autos...weiß ich nicht.</p> <p>Wobei es kommt dann eben schon auch auf das Produkt an und man muss aber auch wie gesagt die Erfahrung damit machen. Also das ist schwierig.</p> <p>Aber so im Großen und Ganzen glaube ich ist das Herkunftsland egal.</p> <p>Ich glaube man weiß aber oft einfach auch gar nicht woher ein Produkt kommt.</p>
Würde sich Ihre Wahrnehmung und <b>Beurteilung einer Marke verändern</b> , wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?
<p>Nein, glaube ich nicht. Also ich würde Red Bull jetzt genauso trinken wenn es aus Deutschland oder Amerika oder China wäre. Also ich glaube nicht, dass das Herkunftsland Einfluss auf die Qualität hat.</p>
Wissen Sie <b>aus welchem Land</b> die Marke, über die Sie eine Collage gebastelt haben, kommt? Aus welchem?
<p>Ja, also aus Österreich.</p>

**Respondent 10 (Almdudler)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Selten, weil diese ganzen Getränke mir einfach generell zu süß sind.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Also wenn ich doch mal einen Almdudler gekauft habe, dann weil es im Zweifel von diesen süßen Getränken dann doch nicht sooo süß ist. Also geschmacklich ist Almdudler da dann noch das Beste.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Gröbi, Coca Cola, Fanta, und diese Billigschiene von Hofer usw.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input checked="" type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input checked="" type="checkbox"/> SONSTIG: Marke des Geschäfts	

<b>Faktor Preis:</b>	<b>F1</b>
Welche <b>Rolle</b> spielt der Preis einer Marke in Ihrer Kaufentscheidung?	<b>F1a</b>
Wie wichtig mir der Preis ist, hängt oft davon ab wie gut ist ein Konkurrenzprodukt oder wie viele grundlegende Produkte (Marken) gibt es in dieser Kategorie überhaupt. Also wenn es jetzt in einer Produktkategorie 10 Marken gibt, eine ist preislich total anders und 9 andere sind preislich alle auf demselben Niveau und von der Qualität her ähnlich, dann wird sich das was am teuersten ist sowieso nicht durchsetzen.	
Kann man anhand des Preises einer Marke <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen? Wenn ja, auf welche?	<b>F1b</b>
Ja, also bis zu einem gewissen Grad steht Preis schon auch für Qualität. Aber nur das alles...der Rest ist dann schon auch Prestige. Also ich glaube dass ein absolut überteuerter Preis halt vielleicht gewisse Leute anzieht, weil „ich kann’s mir leisten“ und die es dann herzeigen.	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	<b>F2a</b>
Also die Wichtigkeit der Qualität ist wieder so vice versa mit dem Preis. Also Qualität ist grundsätzlich wichtig, ja, aber wenn ich das fünffache zahlen muss für vielleicht doppelte Qualität, dann nein. Also Preis und Qualität stehen für mich in direktem Zusammenhang in meiner Kaufentscheidung.	
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>
Ja, also wieder bis zu einem gewissen Grad steht der Preis schon auch für Qualität. Aber nicht nur. Wie gesagt, Preis und Qualität stehen für mich in direktem Zusammenhang...ich schließe aus dem Preis bis zu einem gewissen Grad auch auf die Qualität.	

<b>Die Marke als Produktfaktor: (ADAPTED – Die Marke des Geschäfts als Qualitätsfaktor)</b>	<b>F3</b>
Welche <b>Rolle</b> spielt die Marke des Geschäfts wo Sie ein Produkt kaufen in Ihrer Kaufentscheidung?	<b>F3a</b>
Ja, also jetzt bei nicht Fleisch und Gemüse...also bei so null-acht-fünfzehn Produkten ist mir dann die Marke auch eher egal. Also ich achte eher weniger auf die Marke sondern eher darauf wo ich es einkaufe. Also wenn ich jetzt zum Beispiel Frischfleisch einkaufe, dann schaue ich schon dass ich so	

<p>Diskonter Sachen wie jetzt Hofer oder so vermeide und eher zum Spar gehe. Welche Marke das dann ist, keine Ahnung. Also da steht die Marke Spar für mich als Überbegriff.          Also wenn es jetzt um Frischeprodukte geht wie Obst, Gemüse oder Fleisch, da achte ich schon auf die Marke des Geschäfts und kaufe es eher beim Spar.          Bei so Sachen wie jetzt zum Beispiel Mehl, da ist es mir egal. Auch ob es jetzt ein Diskonterprodukt ist oder nicht.</p>	
<p>Welche <b>Rückschlüsse</b> können Sie aus dem der Bekanntheitsgrad einer Marke (Produkt) auf andere Markeneigenschaften ziehen?</p> <p>Naja, je bekannter eine Marke ist, vor allem je länger es sie gibt...wie jetzt Almdudler, das gibt es ja schon ewig...dann bekommt das halt eine gewissen Status. Also eine neue Marke wird wahrscheinlich ewig brauchen und wird es auch niemals schaffen diesen Status zu haben.          Ja also der Bekanntheitsgrad einer Marke steht für bewährte Qualität.          Und man kann nicht wirklich etwas falsch machen sie zu kaufen.</p>	<p><b>F3b</b></p>

<p><b>Fortsetzung: Markenfaktoren - Marken (Allgemein)</b></p>	
<p>Welcher der von Ihnen eben genannten Faktoren spielt die <b>wichtigste/geringste</b> Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?</p>	
<p>Ja, also dann die Prestige der Marke des Geschäfts und Qualität.</p>	
<p>Gibt es <b>Unterschiede Ihrer Markenkriterien</b> zwischen verschiedenen Produktkategorien?          Wenn ja, welche? Begründung warum?</p>	
<p>Ja, also bei Frischeprodukten auf die Qualität.          Bei Getränken auf ja, vielleicht gibt es da dann schon auch Lieblingsgetränke...da kann dann schon auch die Marke im Vordergrund stehen. Wie jetzt bei Rauch Eistee oder so. Das schmeckt jetzt mir zum Beispiel am besten...keine Ahnung warum, aber ist so.</p>	

<p><b>Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?</b></p>	
<p>Grundsätzlich nein. Aber bei Frischeprodukten würde ich schon versuchen zu schaun, dass die aus Österreich kommen.</p>	
<p><b>Wenn ja:</b>          Warum habe Sie es bisher nicht erwähnt?</p>	

<p><b>Wenn nein:</b></p>	
<p>Gibt es eventuell <b>Unterschiede zwischen Produktkategorien</b> ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?</p>	
<p>Naja, also so wie bei Frischeprodukten, da würde ich also schon versuchen zu schauen, dass die aus Österreich kommen.          Bei Getränken, oder extrem haltbaren Produkten ist es mir eigentlich mehr egal.          Und jetzt Produktkategorien wie Autos oder so...puh, also das ist so eine Kategorie von Kauf, also da suche</p>	



ich mir dann dieses Auto aus, das ich mir A leisten kann und B möchte. Und was ich möchte ist nicht beeinflusst vom Herkunftsland einer Marke. Vielleicht schließe ich jetzt gewisse Marken, ich sage einmal primär schon aus, was aber nicht heißt dass ein dementsprechender Preis das nicht wieder revidieren kann, und das Auto dann wieder interessant wird.

Also grundlegend weiß ja jeder, dass die französischen Autos von der Haltbarkeit her nicht so toll sind, wenn jetzt das Auto aber nur 80% von einem anderen Auto kostet, für vergleichbares was die Autos können, dann ist es schon wieder eine Überlegung.

Und bei technischen Produkten ist es mir auch komplett egal, weil da kommt ja eh alles aus dem asiatischen Raum.

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Könnte ich mir jetzt schwer vorstellen. Na gut, ich meine, kommt dann schon auch wieder auf das Produkt darauf an.

Ja, also bis zu einem gewissen Grad, wie jetzt bei Autos steht das Herkunftsland einer Marke schon auch für Qualität. Diese vielleicht niedrigere Qualität kann aber ein entsprechender Preis in meiner Kaufentscheidung wieder wett machen.

...aber es gibt schon so Prestigesachen, die gewisse Sachen so suggerieren. Also wenn ich jetzt hernehme, eine absolut neue Computertechnik und die kommt aus Usbekistan, dann vermittelt das dann doch...also die sind dann doch relativ, durch Kommunismus und so weiter, total im Rückstand...könnte man vielleicht schon einmal kurz überlegen ob das irgendwie naheliegend sein kann...aber ich würde trotzdem nicht soweit gehen und sagen, dass mich das dann in meiner Kaufentscheidung beeinflusst.

Also das Herkunftsland einer Marke beeinflusst mich vielleicht im ersten Moment wie ich eine neue Marke wahrnehme...aber in meiner finalen Kaufentscheidung eigentlich nicht.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Almdudler gehört zu Coca Cola Beverages dazu...aber das Ursprungs-Almdudler kommt schon aus Österreich.

**Respondent 11 (Red Bull)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ab und zu schon.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Also ich habe oft gesehen dass Leute das auf Partys getrunken haben und die dann die ganze Nacht durchhalten und die sind nicht müde.  
 Also Gründe warum ich Red Bull kaufe sind hauptsächlich...damit ich fit bin.  
 Und ich trinke vor dem Sport Red Bull und dann habe ich...ich glaube ich habe mehr Kraft.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Tiger...im Supermarkt ist das das Gleiche. Weil Red Bull ist schon am teuersten und andere wie jetzt Tiger oder...andere Marken, die Red Bull ähnlich sind, die wirken schon auch nicht so gut wie Red Bull und die schmecken auch nicht so gut.

**Markenfaktoren - Marken (Allgemein)**  
 Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input checked="" type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input checked="" type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input checked="" type="checkbox"/> SONSTIG: Werbung	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	
Also für mich ist die Qualität das erste an das ich denke wenn ich etwas kaufen will.	<b>F2a</b>
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	
Hmmm...das ist eine gute Frage. Die meisten Produkte sehen super aus, aber die sind trotzdem schlechte Qualität. Aber ich glaube das weiß man dann eben nur aus Erfahrung. Gewisse Sachen muss man gekostet haben oder bei anderen gesehen haben, und wenn die sagen, dass eine Marke oder ein Produkt perfekt ist, dann kann ich darauf vertrauen und dann das gleiche kaufen. Also Empfehlungen sind da auch wichtig.	<b>F2b</b>

<b>Faktor Preis:</b>	<b>F1</b>
Welche <b>Rolle</b> spielt der Preis einer Marke in Ihrer Kaufentscheidung?	
Also die Wichtigkeit des Preises steht für mich so an dritter Stelle.	<b>F1a</b>
Kann man anhand des Preises einer Marke <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen? Wenn ja, auf welche?	
Ja, also vom Preis einer Marke kann man schon auf die Funktionalität schließen und auch auf Qualität. Also ein höherer Preis ist glaube ich schon ein Indikator für bessere Qualität.	<b>F1b</b>

<b>Faktor Verpackung/Präsentation der Marke:</b>	<b>F6</b>
Welche <b>Rolle</b> spielt die Verpackung eines Produktes/die Präsentation einer Marke in Ihrer Kaufentscheidung?	<b>F6a</b>
<p>Also es ist nicht so wichtig wie etwas verpackt ist und aussieht. Aber ich glaube, dass wenn man etwas nicht kennt und im Geschäft ist, dann schaut man im ersten Moment schon darauf wie irgendetwas aussieht. Und dann, wenn einem das gefällt wie etwas aussieht, dann kauft man das wahrscheinlich auch eher.</p>	
Lässt die Verpackung/das Erscheinungsbild einer Marke Sie <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen?	<b>F6b</b>
<p>Nein, ich glaube nicht wirklich.</p>	

<b>Fortsetzung: Markenfaktoren - Marken (Allgemein)</b>	
Welcher der von Ihnen eben genannten Faktoren spielt die <b>wichtigste/geringste</b> Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?	
<p>Qualität</p>	
Gibt es <b>Unterschiede Ihrer Markenkriterien</b> zwischen verschiedenen Produktkategorien? Wenn ja, welche? Begründung warum?	
<p>Ja, also bei Lebensmittel spielt das Aussehen sicher nicht so eine große Rolle. Man kennt eh fast alles was im Geschäft steht, und die, die das verkaufen machen die Sachen halt nicht so besonders schön, aber ich glaube... Ja, also bei Klamotten da zählt das Aussehen schon.</p>	

<b>Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?</b>
<p>Nein, also das spielt für mich keine Rolle. ...weil ich habe zum Beispiel oft gesehen, dass gewisse Sachen in der Türkei gemacht sind oder in China...und eigentlich, ja, das ist mir egal.</p>
<b>Wenn ja:</b>
Warum habe Sie es bisher nicht erwähnt?

**Wenn nein:**

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Also ich glaube nicht dass etwas besser oder schlechter ist, weil es aus einem bestimmten Land kommt. Es ist in Bezug auf die Funktionalität oder Qualität eines Produktes egal und aber auch von der emotionalen Seite her, ist es mir egal.

Also alleine bei Klamotten, fast alles ist in der Türkei gemacht worden und ja, ich glaube ich sehe diese Sachen wären gleich, wenn sie jetzt in Polen oder in Österreich gemacht worden wären.

Und wie jetzt Red Bull, das wäre mir egal ob das jetzt ursprünglich in den USA oder in China gemacht worden ist...das ist deshalb nicht besser oder cooler.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Red Bull...USA? Keine Ahnung.

**Respondent 12 (Red Bull)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Nein.

Wenn nein: Was waren Ihre Gründe warum Sie sich gegen den Kauf dieser Marke entschieden haben?

Weil es nicht gesund ist und es schmeckt auch nicht so gut.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Äh...andere Energy Drinks...Gatorade und Powerrade...aber die sind nicht mit Koffein.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input type="checkbox"/> Preis	<input type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input checked="" type="checkbox"/> SONSTIG: Erfahrung	

<b>Die Marke als Produktfaktor:</b>	<b>F3</b>
Welche <b>Rolle</b> spielt die Marke eines Produktes in Ihrer Kaufentscheidung?	<b>F3a</b>
<p>Ich achte auf die Marke und dass die ein gutes Image hat. Also die Marke spielt schon eine wichtige Rolle, das würde ich schon sagen.</p>	
Welche <b>Rückschlüsse</b> können Sie aus dem der Bekanntheitsgrad einer Marke auf andere Markeneigenschaften ziehen?	<b>F3b</b>
<p>Ähm, ich probiere eine Marke immer selber und manchmal bin ich überzeugt dass eine Marke nicht gut ist, obwohl alle anderen diese Marke nutzen. So wie zum Beispiel das Windows Betriebssystem...ich habe mich für Apple entschieden und ich bleibe auch dabei, auch wenn alle anderen Windows nutzen. Ich sehe bestimmte Vorteile und ja...deshalb probiere ich eine Marke immer selber ob die auch wirklich für mich gut ist. Also es ist so, dass das Image einer Marke mich überzeugt eine Marke auszuprobieren, aber bedeutet nicht dass ich sie dann weiterhin kaufe nur weil es eine bekannte Marke ist.</p>	

**Fortsetzung: Markenfaktoren - Marken (Allgemein)**

Welcher der von Ihnen eben genannten Faktoren spielt die **wichtigste/geringste** Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?

Ja, also das Markenimage beeinflusst mich darin, dass ich eine Marke ausprobiere, aber nichts weiter. Also da würde ich schon eher eine Marke mit einem guten Image ausprobieren. Aber erst wenn mir eine Marke dann gefällt und ich gute Erfahrungen damit gemacht habe, dann bin ich auch überzeugt von einer Marke.

Gibt es **Unterschiede Ihrer Markenkriterien** zwischen verschiedenen Produktkategorien?  
Wenn ja, welche? Begründung warum?

Ja, also bei manchen Produkten ist die Marke eher egal und bei manchen Produkten ist es wichtig. Also bei Elektrogeräten, da würde ich zum Beispiel nur Markenprodukte kaufen und nicht irgendwelche gefährlichen no name Sachen.  
Bei Nahrungsmitteln, also Brot und solche Sachen, Butter und so...da ist es nicht wichtig.

**Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?**

Ja, ich habe gewisse Vorurteile, dass wahrscheinlich Kaffee aus Italien besser schmeckt.

**Wenn ja:**

Warum haben Sie es bisher nicht erwähnt?

**COO Fragen**

Welche **Rolle** spielt das Herkunftsland einer Marke genau für Sie?

Das kommt auf die Produktkategorie an.

Hat das Herkunftsland einer Marke Einfluss darauf, wie Sie **andere Eigenschaften der Marke wahrnehmen** bzw. beurteilen?

Also bei gewissen Produktkategorien wie Kaffee oder Schokolade, da glaube ich dass das aus gewissen Länder besser ist.  
Bei Red Bull, da glaube ich nicht unbedingt dass es sich positiv auf die Marke auswirkt, dass die aus Österreich kommt, weil die werben ja damit nicht. Und wenn Red Bull jetzt zum Beispiel aus China käme...also ich versuche ja inländische Nahrungsmittel zu kaufen...und wenn es jetzt aus China wäre, dann würde ich es wahrscheinlich nicht kaufen.  
Aber ich glaube jetzt nicht generell dass ein Produkt aus einem gewissen Land qualitativ besser oder schlechter ist. Ich probiere das selber.

Was sind die **Gründe** warum Sie Herkunftslandinformationen in Ihre Markenbeurteilung bzw. Kaufentscheidung miteinbeziehen?

Also ich versuche deshalb inländische Produkte bei Nahrungsmitteln zu kaufen, damit ich die Wirtschaft damit ankurbeln kann.

Gibt es **Unterschiede zwischen Produktkategorien** bezüglich der Wichtigkeit die Sie dem Herkunftsland einer Marke beimessen bzw. ob Sie Informationen über die Herkunft einer Marke benutzen?

Ja.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Aus Österreich.



Respondent 13 (Almdudler)



### Zur Marke der Collage

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ja, ab und zu.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Es schmeckt mir gut.

### Markenfaktoren - Marken (Allgemein)

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input checked="" type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input checked="" type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input checked="" type="checkbox"/> SONSTIG: Herkunftsland	

### COO Fragen

Welche **Rolle** spielt das Herkunftsland einer Marke genau für Sie?

Also für mich ist es wichtig.

Was **schlussfolgern** Sie aus dem Herkunftsland einer Marke in Bezug auf die Marke selbst?

Es gibt darüber Aufschluss wie lange Transportwege die Produkte zurückgelegt haben und auch unter welchen Bedingungen etwas erzeugt wurde.  
 Also ich kann Rückschlüsse auf die Qualität ziehen und auch darauf, dass es ja, vielleicht auch umweltfreundlicher ist auf jeden Fall. Vielleicht auch...ja, also ob das wirklich auch qualitativ erzeugt worden ist, oder ob da irgendwie Sorgfalt dahinter steckt, oder...also so etwas in die Richtung.

Hat das Herkunftsland einer Marke Einfluss darauf, wie Sie **andere Eigenschaften der Marke wahrnehmen** bzw. beurteilen?

Was sind die **Gründe** warum Sie Herkunftslandinformationen in Ihre Markenbeurteilung bzw. Kaufentscheidung miteinbeziehen?

Ja, weil ich aus dem Herkunftsland auf die Qualität einer Marke schließen kann und vielleicht auch weiß, dass es vielleicht auch umweltfreundlicher ist auf jeden Fall. Vielleicht auch...ja, also ob das wirklich auch qualitativ erzeugt worden ist, oder ob da irgendwie Sorgfalt dahinter steckt, oder...also so etwas in die Richtung.

Woher beziehen Sie Ihr **Wissen** bzw. Ihre Informationen über die Herkunft einer Marke?

Also hauptsächlich eigentlich vom Etikett, was da oben steht.  
Und bei manchen Marken, da weiß man halt einfach, ja das ist eine österreichische Marke.  
...und ja, sonst eigentlich hauptsächlich vom Etikett.

Wenn Sie nicht über das Herkunftsland einer Marke Bescheid wissen, **informieren** Sie sich extra?

Äh...kommt darauf an welches Produkt das ist würde ich sagen.

Gibt es **Unterschiede zwischen Produktkategorien** bezüglich der Wichtigkeit die Sie dem Herkunftsland einer Marke beimessen bzw. ob Sie Informationen über die Herkunft einer Marke benutzen?

Ja.

Wenn ja:

Welche Unterschiede bestehen? Warum?

Bei einem Lebensmittel ist es mir wichtiger als bei Kleidung zum Beispiel. Weil bei Kleidung darf man das glaub ich eh nicht glauben was da so drauf steht.  
Also hauptsächlich spielt das Herkunftsland wirklich eine Rolle bei Lebensmitteln. Und dann vielleicht auch noch bei Kosmetikartikeln.  
Eventuell auch bei technischen Geräten. Wobei das da oft schwierig ist, weil das da oft aus verschiedenen Bestandteilen besteht die alle von woanders kommen und dann weiß man es eigentlich eh nicht wirklich, aber...ja, bei so etwas steht für mich dann die Marke als Überbegriff. Wie jetzt zum Beispiel Sony, da zählt dann für mich einfach nur woher Sony kommt.

Wie **definieren** Sie das Herkunftsland einer Marke?

(z.B. Produktionsland, „made-in“ Land, Firmensitz,...)

Ich glaube auch, das ist oft nur ein Gefühl. Weil dieses made-in, gerade in der Textilbranche, einfach oft nicht stimmt. Wo man weiß, da wird nur ein Etikett dazu genäht und dann steht drauf made in Italy und es kommt nicht aus Italien.  
Also da steht dann schon die Marke für mich einfach als Überbegriff.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?

Aus welchem?

Aus Österreich.

**Respondent 14 (Red Bull)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Nein, eigentlich nicht.

Wenn nein: Was waren Ihre Gründe warum Sie sich gegen den Kauf dieser Marke entschieden haben?

Es schmeckt mir nicht. Es ist mir zu süß und außerdem ist es nicht gesund.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Ich glaube Fly Horse oder so.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input checked="" type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input checked="" type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input checked="" type="checkbox"/> SONSTIG: Werbung	

**Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?**

Ja, doch.

**Wenn ja:**

Warum habe Sie es bisher nicht erwähnt?

Es ist mir irgendwie nicht eingefallen. Also ich habe es vergessen...ich weiß auch nicht warum. Vielleicht habe ich mich zu sehr auf Red Bull konzentriert...aber generell weiß ich nicht warum es mir nicht eingefallen ist.

**COO Fragen**

Welche **Rolle** spielt das Herkunftsland einer Marke genau für Sie?

Das Herkunftsland ist für mich irgendwie in meinem Kopf schon mit der Marke verbunden. Also wenn ich eine Marke gut finde, dann nehme ich einfach schon grundsätzlich an, dass sie aus einem Land kommt, das okay ist.  
 Ja, also wenn ich etwas kaufe, zum Beispiel Kleidung, dann weiß ich einfach schon wo ich hin muss. Zum Beispiel schließe ich manche Geschäfte die so typisch chinesisch sind, schon von Anfang an aus.  
 Also es ist jetzt nicht sehr wichtig das Herkunftsland, und ich kaufe jetzt auch nicht nur Sachen, die aus den USA kommen. Aber es ist mir schon wichtig dass die Qualität passt.

Was **schlussfolgern** Sie aus dem Herkunftsland einer Marke in Bezug auf die Marke selbst?

Ja, also ich schließe aus dem Herkunftsland darauf wie die Qualität ist.

Hat das Herkunftsland einer Marke Einfluss darauf, wie Sie **andere Eigenschaften der Marke wahrnehmen** bzw. beurteilen?

Und ein „gutes“ Herkunftsland rechtfertigt für mich auch einen höheren Preis. Also schlussfolgere ich auch auf den Preis.  
 Und mich beeinflusst auch die Werbung einer Marke eigentlich sehr stark. Also wenn eine Marke ein gewisses Image hat, dann schließe ich daraus, dass diese Marke vielleicht eben nicht gerade aus China kommt.

Was sind die **Gründe** warum Sie Herkunftslandinformationen in Ihre Markenbeurteilung bzw. Kaufentscheidung miteinbeziehen?

Ja, weil ich generell auf die Qualität und den Preis schließe.  
Und ich habe auch im Fernsehen oft gesehen, dass in China alles so billig produziert wird und so, und deshalb ist auch die Qualität schlechter.

Wie **ausschlaggebend** ist das Herkunftsland einer Marke in Ihre Kaufentscheidung?

Naja, also ich bin da sicherlich beeinflusst von dem was ich im Fernsehen gesehen und gehört habe und dass die Sachen aus China einfach billig und schlechte Qualität sind.  
Aber wenn jetzt das Gegenteil bewiesen wird, dann werde ich vielleicht auch meine Meinung ändern. Und ich bin da auch sehr beeinflusst von der Werbung.  
Also wenn eine Marke ein gewisses Image hat, dann schließe ich daraus, dass so eine Marke eben vielleicht jetzt nicht aus China kommt.

Woher beziehen Sie Ihr **Wissen** bzw. Ihre Informationen über die Herkunft einer Marke?

...es ist irgendwie gefühlt. Also Zara zum Beispiel produziert in Rumänien in der Stadt wo ich herkomme.  
Aber obwohl ich das weiß, ist Zara für mich eine spanische Marke. Einfach weil in Rumänien, Zara hat auch diese spanischen Voraussetzungen.

Wenn Sie nicht über das Herkunftsland einer Marke Bescheid wissen, **informieren** Sie sich extra?

Eher nicht, aber manchmal bei Kleidung und Technologie.

Wenn ja:

Wo und warum?

Im Internet und Zeitschriften.

Gibt es **Unterschiede zwischen Produktkategorien** bezüglich der Wichtigkeit die Sie dem Herkunftsland einer Marke beimessen bzw. ob Sie Informationen über die Herkunft einer Marke benutzen?

Ja.

Wenn ja:

Welche Unterschiede bestehen? Warum?

Bei Kleidung, bei Technologie ist es mir schon wichtig.  
Und bei so alltäglichen Produkten ist es mir eigentlich egal. Aber da rechne ich einfach damit, dass beim Billa oder beim Spar...da repräsentieren die Geschäfte eine gewisse Qualität für mich.

Wie **definieren** Sie das Herkunftsland einer Marke?

(z.B. Produktionsland, „made-in“ Land, Firmensitz,...)

...ist ein Gefühl meistens.

So wie Red Bull, da weiß ich dass es aus Österreich ist. Aber wenn ich nach meinem Gefühl gehe, da fühlt sich Red Bull an, als ob es aus Amerika kommt. Einfach weil es so süß ist und das assoziiere ich mit amerikanischen Produkten...also es fühlt sich nicht österreichisch an, einfach weil der Geschmack so anders ist.

Also wenn irgendetwas süß schmeckt, dann verbinde ich das mit Amerika. So wie Schokolade, die machen das nur damit es süß ist. Aber so Schokolade wie Lindt oder so, das ist gute Schokolade. Ich weiß nicht wie ich das sagen soll...

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?

Aus welchem?

Ja, aus Österreich.

**Respondent 15 (Almdudler)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Nein.

Wenn nein: Was waren Ihre Gründe warum Sie sich gegen den Kauf dieser Marke entschieden haben?

Nein, ich mag keinen Kräutergeschmack. Und ich assoziiere Kräuter mit Medizin.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Nein.



**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input checked="" type="checkbox"/> Preis	<input type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input checked="" type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input checked="" type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

**Faktor Risiko/Garantie:** **F4**

Beeinflusst eine Marke das von Ihnen **wahrgenommene Risiko/Sicherheit** beim Kauf eines Produktes?

Ähm, es ist mir wichtig dass ein Produkt natürliche Inhaltsstoffe hat und nicht diese chemischen Stoffe. Aber eine bekannte Marke steht nicht unbedingt für die Sicherheit. Also das hängt davon ab, um was für ein Produkt es sich handelt.  
 Also wenn ich zum Beispiel in meinem Heimatland Polen Käse kaufe, dann würde ich den natürlichen polnischen Käse kaufen, und nicht den, der in Plastik verpackt ist.  
 Also nur weil etwas eine Marke ist kann man sich nicht sicher sein, dass es natürliche Inhaltsstoffe hat.

**F4a**

Welche anderen Marken/Produkteigenschaften beeinflussen Ihrer Meinung nach das von Ihnen **wahrgenommene Risiko** einer Marke?

Ja, die Qualität und einfach wie sich etwas über ein paar Jahre hält. Also bei Lebensmitteln ist das jetzt schwer, aber bei Kleidung zum Beispiel...wenn eine Jean schon nach 1 oder 2 Jahren kaputt sind...dann kaufe ich diese Jean nie wieder.

**F4b**

**Faktor Preis:**

**F1**

Kann man anhand des Preises einer Marke **Rückschlüsse** auf andere Markeneigenschaften ziehen? Wenn ja, auf welche?

Ich glaube der Preis sagt sehr viel über eine Marke, obwohl es gibt auch viele billige Marken die von sehr hoher Qualität sind.  
 Aber grundsätzlich glaube ich dass ein hoher Preis auch für hohe Qualität steht.

**F1b**

**Faktor Gefallen/Geschmack der Marke:**

**F7**

Was **bedeutet** für Sie Ihnen gefällt eine Marke?

Bei Getränken bedeutet es, dass es mir schmeckt.

**F7a**

Welche <b>Markeneigenschaften beeinflussen</b> Sie eventuell noch darin, ob Ihnen eine Marke <b>gefällt</b> oder nicht?	<b>F7b</b>
Welche <b>Markeneigenschaften beeinflussen</b> eventuell noch dass Ihnen ein Produkt einer Marke <b>schmeckt</b> ?	
<p>Ja, also ich muss eine Marke einfach probiert haben.                  Wenn es im Supermarkt zum Beispiel eine Verkostung von Almdudler gäbe, dann würde ich das Getränk probieren. Aber zum Ausprobieren mir eine ganze Flasche selbst zu kaufen, das würde ich nicht.                  Also ich muss eine Marke schon einmal selber getestet haben.</p>	

<b>Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?</b>
<p>Das ist nicht wichtig glaube ich.</p>
<b>Wenn ja:</b>
Warum habe Sie es bisher nicht erwähnt?

<b>Wenn nein:</b>
Gibt es eventuell <b>Unterschiede zwischen Produktkategorien</b> ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?
<p>Also bei Lebensmitteln ist das Herkunftsland egal, denke ich.                  Aber bei Laptops oder so, wenn die in China gemacht sind, vielleicht würde ich mich dann für etwas anderes entscheiden.                  Aber sonst, grundsätzlich glaube ich nicht dass sich das Herkunftsland direkt auf das Funktionale einer Marke auswirkt.</p>

Würde sich Ihre Wahrnehmung und <b>Beurteilung einer Marke verändern</b> , wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?
<p>Nein, das glaube ich nicht. Also ob Almdudler jetzt aus Polen, aus Frankreich, aus China oder aus Österreich kommt, solange es schmeckt, ist es egal aus welchem Land Almdudler ist. Also bei Lebensmitteln ist es egal glaube ich.                  Also heute ist Almdudler zwar aus Österreich, aber morgen wird es vielleicht in Frankreich produziert...und es bleibt trotzdem das Gleiche.                  Ich glaube das Herkunftsland spielt nur eine Rolle wenn jemand zum Beispiel Vorurteile gegen Russland hat, dann wird diese Person keine Marken aus Russland kaufen. Das finde ich zwar komisch, aber...</p>

Wissen Sie <b>aus welchem Land</b> die Marke, über die Sie eine Collage gebastelt haben, kommt? Aus welchem?
<p>Aus Österreich.</p>

Respondent 18 (Red Bull)



Zur Marke der Collage

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ja.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Um fit zu werden. Also ich trinke es entweder beim fortgehen oder vor der Uni.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Isostar

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input type="checkbox"/> Preis	<input type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

<b>Die Marke als Produktfaktor:</b>	<b>F3</b>
Welche <b>Rolle</b> spielt die Marke eines Produktes in Ihrer Kaufentscheidung?	<b>F3a</b>
<p>Das Image einer Marke ist mir schon sehr wichtig.                  Mir ist es vor allem bei Lebensmitteln sehr wichtig ein Markenprodukt zu kaufen. Also da würde ich jetzt nur etwas nehmen wo ich schon Bescheid weiß.</p>	
Welche <b>Rückschlüsse</b> können Sie aus dem der Bekanntheitsgrad einer Marke auf andere Markeneigenschaften ziehen?	<b>F3b</b>
<p>Also in Bezug auf die Qualität kommt es darauf an. Aber bei Lebensmitteln sollte schon die Qualität besser sein.</p>	

**Fortsetzung: Markenfaktoren - Marken (Allgemein)**

Welcher der von Ihnen eben genannten Faktoren spielt die **wichtigste/geringste** Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?

<p>Ja, das Image einer Marke.</p>
-----------------------------------

**Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?**

<p>Ja.</p>
------------

**Wenn ja:**

Warum habe Sie es bisher nicht erwähnt?

**COO Fragen**

Welche **Rolle** spielt das Herkunftsland einer Marke genau für Sie?

<p>Ja, also bei Elektronik oder so spielt es schon eine Rolle. Also da würde ich nur etwas kaufen wo ich weiß das ist aus einem Land wo mir auch eine gewisse Qualität sicher ist. Also da würde ich nichts kaufen aus einem Land wo ich nicht genau weiß, wie das da ist.                  Und bei Lebensmitteln ist das auch so, würde ich sagen.</p>
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Was **schlussfolgern** Sie aus dem Herkunftsland einer Marke in Bezug auf die Marke selbst?

Wenn ein Land in einer bestimmten Produktkategorie gut ist, dann auf eine gewisse Qualität und Sicherheit der Marke aus diesem Land.  
Im Fall von Österreich zum Beispiel Milchprodukte.

Hat das Herkunftsland einer Marke Einfluss darauf, wie Sie **andere Eigenschaften der Marke wahrnehmen** bzw. beurteilen?

Ja, das macht schon einen Unterschied, ob eine Marke aus Österreich oder Deutschland oder Polen ist. Jedes Land hat ja so seine Vor- und Nachteile bei gewissen Sachen.  
Ja, also in dem Fall von Red Bull, es würde keinen Unterschied machen ob Red Bull jetzt aus Österreich oder aus Deutschland wäre. Wäre es aber aus China, dann würde das für mich schon einen Unterschied machen. Aber ob jetzt eine Marke aus Österreich oder Deutschland oder Frankreich kommt, das würde für mich keinen Unterschied machen. Wäre es aber aus Indien oder China, dann wäre das für mich schon ein Unterschied. Und ich denke, dass die Qualität da auch unterschiedlich ist.

Was sind die **Gründe** warum Sie Herkunftslandinformationen in Ihre Markenbeurteilung bzw. Kaufentscheidung miteinbeziehen?

Weil ich denke dass zwischen den Marken bestimmter Länder Qualitätsunterschiede bestehen.  
Also ich glaube das gewisse Länder einfach mit schlechterem Material produzieren.

Gibt es **Unterschiede zwischen Produktkategorien** bezüglich der Wichtigkeit die Sie dem Herkunftsland einer Marke beimessen bzw. ob Sie Informationen über die Herkunft einer Marke benutzen?

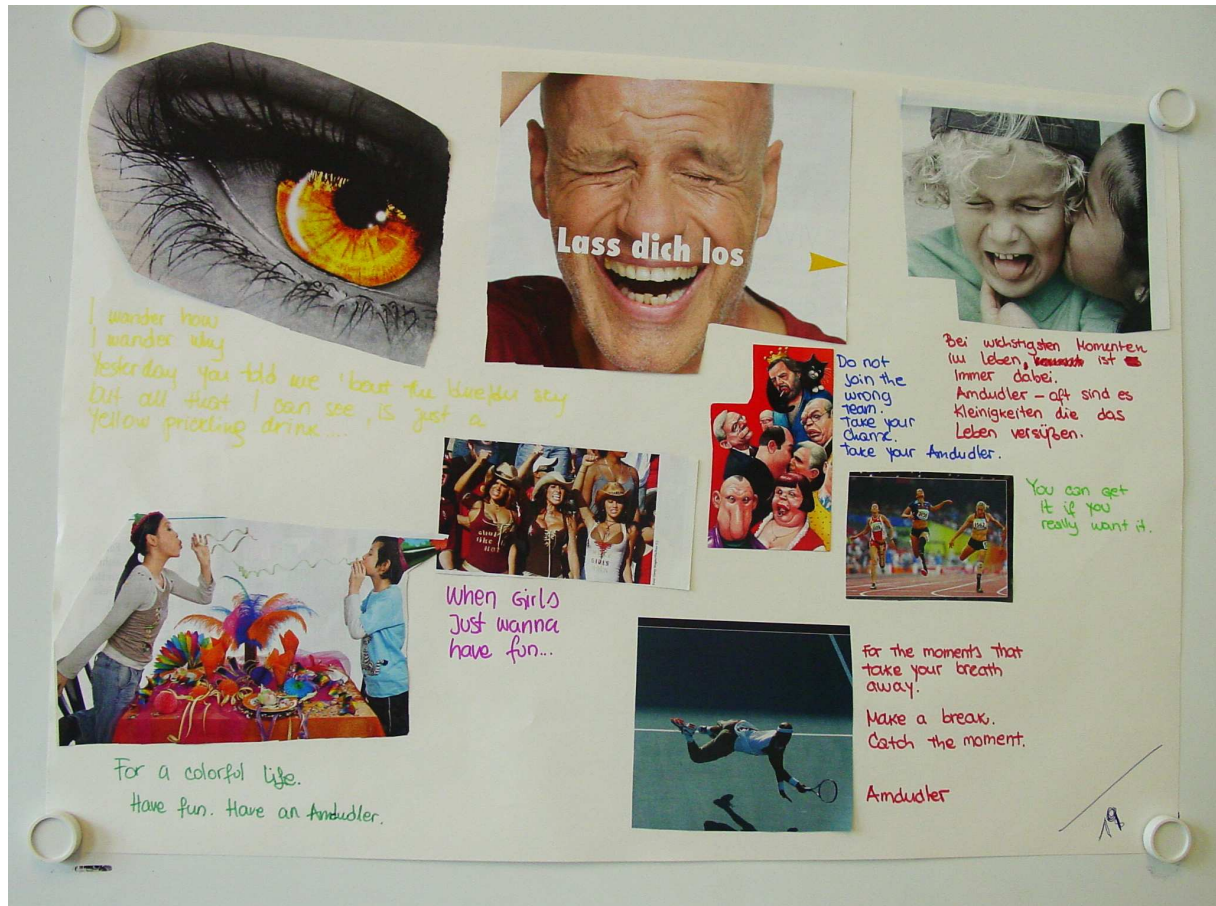
Wenn ja:  
Welche Unterschiede bestehen? Warum?

Ja, also bei Elektronik oder so spielt das Herkunftsland schon eine Rolle. Also da würde ich nur etwas kaufen wo ich weiß das ist aus einem Land wo mir auch eine gewisse Qualität sicher ist. Also da würde ich nichts kaufen aus einem Land wo ich nicht genau weiß, wie das da ist.  
Und bei Lebensmitteln ist das auch so, würde ich sagen.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Aus Österreich.

**Respondent 19 (Almdudler)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ja.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Ja, ich trinke es seit Jahren. Wir haben in Serbien auch ein ähnliches Getränk, das ist nur nicht so prickelnd sondern ein bisschen stiller sozusagen. Und es erinnert mich irgendwie an Kaugummis, was wir als Kinder immer hatten, also so vom süßen Geschmack. Und ab und zu wenn ich viel Durst habe, dann ist es besser als Cola oder so. Und ich mag es weil man einen großen Almdudler gibt. Und ich trinke es auch mit Bier wenn ich fortgehe ab und zu. Dann trinke ich Radler.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input checked="" type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input checked="" type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

<b>Faktor Qualität:</b>	<b>F2</b>
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	
Ja ich glaube schon. Weil heutzutage haben wir sehr viele statistische Daten...und da können wir sehen wie viele Probleme hat man zum Beispiel mit Audi oder mit Teilen von einem Audi...im Vergleich zu zum Beispiel mit einem Hyundai. Also da sieht man schon wie die Sicherheit ist und so.	<b>F2b</b>

<b>Faktor Risiko/Garantie:</b>	<b>F4</b>
Beeinflusst eine Marke das von Ihnen <b>wahrgenommene Risiko/Sicherheit</b> beim Kauf eines Produktes?	
Ja, man ist sicherer wenn man eine bekanntere Marke kauft.	<b>F4a</b>
Welche anderen Marken/Produkteigenschaften beeinflussen Ihrer Meinung nach das von Ihnen <b>wahrgenommene Risiko</b> einer Marke?	
Ja, die Leistung einer Marke beeinflusst das von mir wahrgenommene Risiko. Und die Sicherheit...zum Beispiel wenn man von Autos oder Bikes redet oder bei Skiern nimmt man Atomic Ski und nicht irgendwelche anderen total billigen oder so.	<b>F4b</b>

<b>Faktor Gefallen/Geschmack der Marke:</b>	<b>F7</b>
Was <b>bedeutet</b> für Sie Ihnen gefällt eine Marke?	
Das bedeutet dass mir eine Marke vom Image oder vom Style her einfach gefallen muss.	<b>F7a</b>
Welche <b>Markeneigenschaften beeinflussen</b> Sie eventuell noch darin, ob Ihnen eine Marke <b>gefällt</b> oder nicht?	
Ich weiß nicht...das ist zu persönlich. Ich muss alles irgendwie selbst ausprobieren. Ich kann jetzt nicht sagen ich mag nur Prada oder Armani oder D&G...ich muss das erst ausprobieren und schauen ob mir das steht und so. Und bei Essen und Getränken, da ist es auch so, das muss ich erst mal selber ausprobieren damit ich dann sagen kann ich mag es oder so. Und jetzt zur Zeit ist es mir auch wichtig, dass...ich mag Sachen die aus meinem Heimatland kommen. Weil ich weiß nicht...das fehlt mir jetzt und meine Mutter schickt mir dann Sachen und Marken aus meiner Heimat, die ich hier nicht kaufen kann. Oder ich kann es kaufen, aber halt nicht so viel.	<b>F7b</b>

**Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?**

Ja teilweise.

**Wenn ja:**

Warum haben Sie es bisher nicht erwähnt?

**COO Fragen**

Welche **Rolle** spielt das Herkunftsland einer Marke genau für Sie?

Jetzt zur Zeit ist es mir auch wichtig bei Nahrungsmitteln, dass...ich mag Sachen die aus meinem Heimatland kommen. Weil ich weiß nicht...das fehlt mir jetzt und meine Mutter schickt mir dann Sachen und Marken aus meiner Heimat, die ich hier nicht kaufen kann, wie das Getränk Zetevita. Oder ich kann es kaufen, aber halt nicht so viel.

Hat das Herkunftsland einer Marke Einfluss darauf, wie Sie **andere Eigenschaften der Marke wahrnehmen** bzw. beurteilen?

Ja, es beeinflusst mich nur wenn es positiv ist. Wenn eine Marke eine negative Eigenschaft hat, dann denke ich nicht darüber nach.  
Sowie McDonalds, das ist jetzt nicht gesund und so weiter, aber mich beeinflusst das dann nicht dass es aus den USA kommt oder so.  
Aber mir gefällt es schon wenn eine Marke aus Österreich kommt, die ich in Serbien jetzt mittlerweile auch kaufen kann seit wir Spar und diese Supermärkte haben.  
Aber zum Beispiel ich trinke zum Beispiel dieses Getränk Zetevita, das gibt es in Serbien und ich mag es sehr. Aber es kommt eigentlich aus Kroatien glaube ich. Aber das ist egal...ich verbinde es mit Serbien und nicht mit Kroatien. Also das ist schon so Erinnerung und Heimatgefühl...egal aus welchem Land das Getränk eigentlich kommt.  
Und generell sind einige Länder wahrscheinlich einfach besser in etwas als die anderen. Also da habe ich jetzt noch nie so darüber nachgedacht ob das Herkunftsland auch Einfluss auf die Qualität hat. Aber...nein, das ist mir nicht so wichtig.

Was sind die **Gründe** warum Sie Herkunftslandinformationen in Ihre Markenbeurteilung bzw. Kaufentscheidung miteinbeziehen?

Ja, eben so die Erinnerung an Serbien und an zu Hause. Das sind mehr so die Faktoren die mich da beeinflussen. Das ist mehr so eine emotionale Bindung.

Gibt es **Unterschiede zwischen Produktkategorien** bezüglich der Wichtigkeit die Sie dem Herkunftsland einer Marke beimessen bzw. ob Sie Informationen über die Herkunft einer Marke benutzen?

**Wenn ja:**

Welche Unterschiede bestehen? Warum?

Bei Autos würde ich mich auf Deutschland verlassen.



Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Aus Österreich.

**Respondent 20 (Almdudler)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Sehr selten eigentlich.

Wenn nein: Was waren Ihre Gründe warum Sie sich gegen den Kauf dieser Marke entschieden haben?

Ja, das fällt doch mehr oder weniger unter Soft Drinks und das finde ich einfach zu süß.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Tiroler Alm, und die ganzen Hofer Produkte, aber ich weiß nicht wie die jetzt heißen.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

X Preis	<input type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
X Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

<b>Faktor Verpackung/Präsentation der Marke:</b>	<b>F6</b>
Welche <b>Rolle</b> spielt die Verpackung eines Produktes/die Präsentation einer Marke in Ihrer Kaufentscheidung?	<b>F6a</b>
<p>Also ich habe bei mir des öfteren bemerkt, dass mich eine schöne Verpackung am meisten zum Kauf anregt. Also davon lasse ich mich sehr stark leiten.</p> <p>Also wenn jetzt verschiedene Marken in einer Produktkategorie unterschiedlich verpackt sind, dann würde ich sicher eher zu dem greifen was eine attraktivere Verpackung hat.</p>	
Lässt die Verpackung/das Erscheinungsbild einer Marke Sie <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen?	<b>F6b</b>
<p>Ja, also das kann man doch eher weniger verallgemeinern.</p> <p>Aber für den Spontankauf ist es dann doch eher wichtig, dass es nicht zu überladen ist und in einer gewissen Schlichtheit gehalten ist.</p>	

<b>Faktor Preis:</b>	<b>F1</b>
Welche <b>Rolle</b> spielt der Preis einer Marke in Ihrer Kaufentscheidung?	<b>F1a</b>
<p>Ja, der Preis spielt logischerweise eine Rolle. Aber das kommt auch immer darauf an, in welchem Rahmen sich das abspielt.</p> <p>Also ich zahle gerne für gute Produkte ein bisschen mehr.</p>	
Kann man anhand des Preises einer Marke <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen? Wenn ja, auf welche?	<b>F1b</b>
<p>Also auf die Qualität...da weiß ich dass es meistens eigentlich nicht so ist, aber ich weiß von mir selber, dass ich wenn ich zwei Produkte, die gleichwertig gut produziert worden sind, sicher eher das kaufen werde, das die schönere Verpackung und den höheren Preis hat.</p> <p>Einfach weil ich annehme, dass wenn man mehr dafür bezahlen muss, dann ist die Qualität höher.</p> <p>Und ich meine, wenn ich jetzt wirklich sehe, dass das am selben Ort produziert worden ist, dann würde ich mich wahrscheinlich eh wieder anders entscheiden. Also das ist auch gar nicht so selten soweit ich weiß, dass Produkte verschiedener Marken in ein und derselben Fabrik produziert werden.</p>	

### Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?

Ja, sicher.

#### Wenn ja:

Warum habe Sie es bisher nicht erwähnt?

### COO Fragen

Welche **Rolle** spielt das Herkunftsland einer Marke genau für Sie?

Also generell schaue ich schon, dass es zumindest, also wenn es nicht aus Österreich ist, aber dass es zumindest aus Europa kommt.

Hat das Herkunftsland einer Marke Einfluss darauf, wie Sie **andere Eigenschaften der Marke wahrnehmen** bzw. beurteilen?

Also ich würde schon auch sagen, dass Produkte aus dem Heimatland generell besser sind, also von höherer Qualität sind.  
Wenn jetzt Almdudler zum Beispiel aus Spanien wäre, also immer noch aus Europa, dann würde es von der Qualität her wahrscheinlich keinen Unterschied machen, aber ich würde es nicht kaufen. Also da würde das Image einfach nicht passen.  
Und wäre Almdudler jetzt aus Pakistan, dann würde ich es schon gar nicht kaufen. Aber dann aus Qualitätsgründen.

Was sind die **Gründe** warum Sie Herkunftslandinformationen in Ihre Markenbeurteilung bzw. Kaufentscheidung miteinbeziehen?

Ja, einfach weil diese Sachen dann so lange Vertriebswege hinter sich haben.  
Also das hat jetzt keine funktionalen Gründe, dass ich glaube dass die Qualität schlechter ist oder so. Das sind Umweltschutzgründe, also ethische Gründe eher.  
Aber ich würde schon auch sagen, dass Produkte aus dem Heimatland generell besser sind, also von höherer Qualität sind.

Woher beziehen Sie Ihr **Wissen** bzw. Ihre Informationen über die Herkunft einer Marke?

Ich schaue hinten auf den Hersteller.

Wenn Sie nicht über das Herkunftsland einer Marke Bescheid wissen, **informieren** Sie sich extra?

#### Wenn ja:

Wo und warum?

Ja, ich schaue hinten bei der Verpackung auf den Hersteller und das mache ich fast bei jedem Produkt

Gibt es **Unterschiede zwischen Produktkategorien** bezüglich der Wichtigkeit die Sie dem Herkunftsland einer Marke beimessen bzw. ob Sie Informationen über die Herkunft einer Marke benutzen?

Wenn ja:

Welche Unterschiede bestehen? Warum?

Also gerade bei Obst, sobald da irgendwas aus Afrika, oder so Kiwis aus Neuseeland oder Ananas aus Costa Rica oder so...das kaufe ich einfach nicht, einfach wegen der langen Transportwege.  
Aber sonst fällt mir jetzt gerade kein Beispiel ein, aber ansonsten glaube ich schon dass man verallgemeinern kann, dass Produkte die aus Österreich sind von besserer Qualität sind.  
Bei Kleidung ist es mir wirklich egal woher das kommt. Also da schaue ich auch nicht nach.  
Also vorrangig bei Lebensmitteln, da schaue ich wo es herkommt.

Wie **definieren** Sie das Herkunftsland einer Marke?

(z.B. Produktionsland, „made-in“ Land, Firmensitz,...)

Also das kommt dann meistens auch wieder darauf an von welchen Produkten man redet. Aber normalerweise der Produktionsstandort.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?

Aus welchem?

Aus Österreich.

**Respondent 21 (Red Bull)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ja.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Naja, ich arbeite viel und auf der Uni bin ich viel und da trinke ich Red Bull, aber einfach nur zur Abwechslung.

**Wenn nein:** Was waren Ihre Gründe warum Sie sich gegen den Kauf dieser Marke entschieden haben?

Also ich entscheide mich nicht immer für Red Bull. Weil ich finde dass Booster vom Zielpunkt genau dasselbe ist und ich trinke das glaube ich sogar öfter.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Booster von Zielpunkt, und dann gibt's da noch...keine Ahnung.

**Markenfaktoren - Marken (Allgemein)**  
 Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input checked="" type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input checked="" type="checkbox"/> SONSTIG: Empfehlung	

<b>Faktor Preis:</b>	<b>F1</b>
Welche <b>Rolle</b> spielt der Preis einer Marke in Ihrer Kaufentscheidung?	<b>F1a</b>
Ja, das Preis-Leistungsverhältnis muss stimmen. Weil wenn mich ein Energy Drink zum Beispiel nicht wach halten würde, dann würde ich ihn auch nicht, auch wenn er jetzt nur 1 Euro kostet, kaufen. Also ja, das Preis-Leistungsverhältnis muss stimmen für mich. Farben und so, das ist mir eigentlich egal.	
Kann man anhand des Preises einer Marke <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen? Wenn ja, auf welche?	<b>F1b</b>
Ich glaube das hängt immer vom Status/Image des Geschäft ab. Also wenn ich weiß...also wenn man Red Bull nur bei Lidl kaufen könnte, dann würde ich es wahrscheinlich nie kaufen. Aber wenn ich weiß das gibt es auch bei Zielpunkt und beim Billa, und bei was weiß ich wo, dann würde ich es schon kaufen. Und bei Computermarken oder so...wenn ich mir denke ein Apple kostet was weiß ich 1700 Euro und ich mir anschau was der kann und ich einen Computer bei Dell bestellen kann um 900 Euro, und der Apple dann doppelt so stark ist, dann denke ich schon dass man anhand des Preises auf die Qualität schließen kann.	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	<b>F2a</b>
Ja, wie gesagt. Das Preis-Leistungsverhältnis muss passen.	
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>
Um zu wissen wie die Qualität ist muss ich es selber ausprobieren.	

Aber ansonsten würde ich schon sagen, dass die Verpackung eine Rolle spielt. Ja, also es muss irgendwie ansprechend sein. Weil wenn das nur irgendeine Plastikdose mit irgendeinem Logo drauf ist, dann ist das uninteressant. Und da denke ich mir dann auch immer das Produkt taugt nichts. Also anhand der Verpackung, ja, das muss ansprechend sein.

### Fortsetzung: Markenfaktoren - Marken (Allgemein)

Welcher der von Ihnen eben genannten Faktoren spielt die **wichtigste/geringste** Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?

Ja, das Preis-Leistungsverhältnis und Empfehlungen. Einfach wenn ich sehe das eine Marke die anderen alle haben, und ich es noch nie probiert habe, dann probiere ich es auch.

### Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?

Nein, das ist total egal.

#### Wenn ja:

Warum habe Sie es bisher nicht erwähnt?

#### Wenn nein:

Gibt es eventuell **Unterschiede zwischen Produktkategorien** ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?

Das ist mir immer egal wo etwas herkommt. Ob es Schuhe sind und ich kaufe sie in Deutschland und die sind made in Taiwan und es sind Adidas Schuhe, dann denke ich mir ja, ich kaufe und zahle den Preis für die Marke und wenn es mir nicht passt, dann gebe ich sie zurück.  
Und auch bei Essen und Getränken, solange meine Gesundheit nicht darunter leidet, ist es mir egal.

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Nein. Wenn Red Bull jetzt aus Österreich oder aus China kommt, nein, das ist mir egal.  
Das ist dasselbe bei Cola. Die produzieren das auch irgendwo und es ist einfach Cola und da ist mir das egal woher das kommt.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Ich habe keine Ahnung wo Red Bull herkommt und es ist mir auch egal.



**Respondent 22 (Almdudler)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Nein.

Wenn nein: Was waren Ihre Gründe warum Sie sich gegen den Kauf dieser Marke entschieden haben?

Vielleicht liegt es daran weil es diese Marke in der Slowakei wo ich herkomme nicht gibt. Und ich bin einfach nicht gewöhnt es zu kaufen.  
 Ich kaufe Almdudler nicht deshalb nicht weil ich es nicht mag oder es mir nicht schmeckt, sondern einfach weil ich es nicht gewöhnt bin diese Marke zu kaufen.

**Spontankauf** - Welche Faktoren/Eigenschaften einer Marke beeinflussen Sie auch in einer spontanen Kaufsituation?

Also normalerweise habe ich auch nicht so viel Zeit wenn ich etwas kaufe. Also nehme ich das was ich kenne. Da weiß ich was für eine Qualität mich erwartet und da weiß ich auch dass es mir schmeckt.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Vielleicht Vöslauer, das gibt es auch mit so Kräutergeschmack, und in der Slowakei gibt es Raie, das ist eine Marke mit auch so Kräutergeschmack, und das schmeckt sehr gut.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input type="checkbox"/> Preis	<input type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input checked="" type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input checked="" type="checkbox"/> Gesund	<input checked="" type="checkbox"/> SONSTIG: Werbung	

<b>Faktor Verpackung/Präsentation der Marke:</b>	<b>F6</b>
Welche <b>Rolle</b> spielt die Verpackung eines Produktes/die Präsentation einer Marke in Ihrer Kaufentscheidung?	<b>F6a</b>
Also es ist jetzt nicht ganz wichtig, aber es spielt schon eine Rolle.	
Lässt die Verpackung/das Erscheinungsbild einer Marke Sie <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen?	<b>F6b</b>
Also ich glaube wenn die Ware schön verpackt ist, also wenn sich die Firma die schöne Verpackung leisten kann, dann ist auch die Ware gut.	
Wie erklären Sie sich <b>Unterschiede</b> in Bezug auf die Attraktivität einer Verpackung/die Attraktivität der Präsentation zwischen den einzelnen Marken in dieser Produktkategorie?	<b>F6c</b>
Ich glaube das liegt einfach daran, dass unterschiedlichen Leuten etwas unterschiedliches gefällt.	

<b>Faktor Gesundheit</b>	<b>F8</b>
<i>Ist der Faktor Gesundheit für Sie gleichbedeutend mit Qualität und/oder Risiko einer Marke?</i>	
Mit Qualität.	

<b>Faktor Qualität:</b>	<b>F2</b>
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>
Das kann ich nicht eindeutig sagen.	

<b>Die Marke als Produktfaktor:</b>	<b>F3</b>
Welche <b>Rolle</b> spielt die Marke eines Produktes in Ihrer Kaufentscheidung?	<b>F3a</b>
Also in einer spontanen Kaufsituation ist die Marke eines Produktes ausschlaggebend, einfach wenn ich eine Marke kenne.	
Welche <b>Rückschlüsse</b> können Sie aus dem der Bekanntheitsgrad einer Marke auf andere Markeneigenschaften ziehen?	<b>F3b</b>
Also wenn eine Marke bekannt ist, dann vertraue ich dieser Marke. Also dann weiß ich einfach dass die Qualität gut ist.	

<b>Fortsetzung: Markenfaktoren - Marken (Allgemein)</b>	
Welcher der von Ihnen eben genannten Faktoren spielt die <b>wichtigste/geringste</b> Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?	
Vielleicht die Marke.	
Gibt es <b>Unterschiede Ihrer Markenkriterien</b> zwischen verschiedenen Produktkategorien? Wenn ja, welche? Begründung warum?	
Ich denke schon. Also beim Essen achte ich sicherlich mehr darauf was ich esse. Bei Nahrungsmitteln da achte ich auf den Inhalt. Aber bei Kleidung, da muss ich nicht unbedingt ein T-Shirt haben das eine berühmte Marke hat.	

<b>Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?</b>
Das ist mir egal. Also ich lese nicht auf jedem Produkt aus welchem Land das kommt.

**Wenn nein:**

Gibt es eventuell **Unterschiede zwischen Produktkategorien** ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?

Eigentlich nicht, nein. Also das ist kein Faktor.

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Hm, na ja, also natürlich wenn ich zwischen slowakischen und englischen Produkten auswählen kann, dann wähle ich die slowakischen. Einfach weil es für die slowakische Wirtschaft gut ist. Aber meine Wahrnehmung einer Marke würde das nicht beeinflussen.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Aus Österreich.

**Respondent 23 (Almdudler)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Nein.

Wenn nein: Was waren Ihre Gründe warum Sie sich gegen den Kauf dieser Marke entschieden haben?

Ich mag diesen Kräutergeschmack nicht so. Also ich würde es probieren, aber nicht kaufen.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Ich kenne keine anderen.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input checked="" type="checkbox"/> SONSTIG: Werbung, Empfehlung	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	<b>F2a</b>
Qualität ist mir schon wichtig. Ich würde mich da auch auf Empfehlungen von Freunden verlassen.	
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>
Ja, also Rückschlüsse auf die Qualität kann man anhand anderer Eigenschaften auf jeden Fall machen. Also wenn eine Marke bekannt ist, dann weiß man auch dass diese Marke für eine gewisse Qualität steht. Und wenn ich dann auch weiß dass diese Marke in Ordnung ist, dann ist das für mich ein guter Grund ein Produkt dieser Marke zu kaufen. Kleidung zum Beispiel, das kaufe ich nicht irgendwo oder irgendwas, sondern nur das, wo ich auch weiß dass ich mich auf die Qualität der Marke verlassen kann.	

<b>Die Marke als Produktfaktor:</b>	<b>F3</b>
Welche <b>Rolle</b> spielt die Marke eines Produktes in Ihrer Kaufentscheidung?	<b>F3a</b>
Ja, also wenn mir eine Marke bekannt ist, dann kann ich Rückschlüsse auf die Qualität ziehen und ich fühle mich dann sicherer.	
Welche <b>Rückschlüsse</b> können Sie aus dem der Bekanntheitsgrad einer Marke auf andere Markeneigenschaften ziehen?	<b>F3b</b>
Also wenn eine Marke bekannt ist, dann fühle ich mich sicherer, also dann besteht weniger Risiko, dass sie von schlechter Qualität ist.	

**Fortsetzung: Markenfaktoren - Marken (Allgemein)**

Gibt es **Unterschiede Ihrer Markenkriterien** zwischen verschiedenen Produktkategorien?  
Wenn ja, welche? Begründung warum?

Also bei Essen achte ich mehr auf den Preis als auf den Hersteller. Bei Kleidung, das muss man ja jeden Tag tragen und da ist es mir wichtiger, dass die Qualität passt.
---

**Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?**

Nein.

**Wenn ja:**

Warum habe Sie es bisher nicht erwähnt?

**Wenn nein:**

Gibt es eventuell **Unterschiede zwischen Produktkategorien** ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?

Also bei Kleidung ist es mir egal.  
Bei Essen und Getränken macht das Herkunftsland vielleicht schon einen Unterschied.

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Nein, also ich glaube nicht dass man aus dem Herkunftsland einer Marke Rückschlüsse auf die Qualität ziehen kann.  
Also ich habe schon bemerkt, dass auch wenn es eine spanische Marke ist, dass die Kleider in China produziert werden. Also ist das sowieso egal.  
Bei Getränken würde es für mich schon einen Unterschied machen. Also wenn Almdudler jetzt aus Österreich oder Deutschland kommt, dann ist das etwas anderes als wenn Almdudler aus China käme. Mein Bruder war in China und beim Essen, die essen diese kleinen Tiere...und wer weiß was die da in die Getränke reinmachen.  
Also meine Wahrnehmung einer Marke in Bezug auf das Herkunftsland wäre für europäische Marken generell nicht anders.  
Aber wenn eine Marke jetzt aus einem Land kommt wo ich mir nicht sicher bin, wie das da ist, dann wäre meine Wahrnehmung schon anders.  
Also ich glaube das Herkunftsland macht einen Unterschied in Bezug auf das Image einer Marke, also ich denke das ist mehr so das weiche, emotionale einer Marke. Dass es da wichtig ist woher es kommt.  
Also das Image einer Marke ist schon unterschiedlich ob eine Marke jetzt aus Serbien oder aus Dänemark kommt.  
Also in meiner Kaufentscheidung...vielleicht würde ich mir schon überlegen ob ich eine serbische Marke kaufen soll. Ich weiß auch nicht wieso...aber vielleicht liegt es einfach nur daran dass ich das Land nicht kenne und vielleicht werde ich mir da zuerst ein paar Infos holen ob man sich da bei der Qualität auch sicher sein kann und so.  
Wenn eine neue Marke jetzt aus der Slowakei, also meiner Heimat, kommt, dann würde ich es einfach probieren um zu sehen was die jetzt so neues erfunden haben.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Nein. Aber wenn ich raten müsste, dann vielleicht aus Österreich oder Deutschland.

**Respondent 24 (Red Bull)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ja.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Red Bull hat eine interessante Werbung. Und die anderen haben nicht soviel Werbung und die stehen auch nicht so im Vordergrund.  
Also ich kaufe eher Red Bull als andere Marken, einfach weil es bekannter ist als andere Marken.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Ich weiß schon dass es viele gibt, aber Marken, also andere Energy Drinks kann ich jetzt nicht nennen.



**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input type="checkbox"/> Preis	<input type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	X Gefallen/Geschmack	X Gesund	X SONSTIG: Werbung	

<b>Faktor Gefallen/Geschmack der Marke:</b>	<b>F7</b>
Was <b>bedeutet</b> für Sie Ihnen gefällt eine Marke?	<b>F7a</b>
<p>Ja, also ich glaube wenn ich eine Werbung einer Marke mag, dann mag ich die Marke. Aber auf die Marke selbst achte ich grundsätzlich nicht.</p>	
Welche <b>Markeneigenschaften beeinflussen</b> Sie eventuell noch darin, ob Ihnen eine Marke <b>gefällt</b> oder nicht?	<b>F7b</b>
<p>Eine gute Werbung. Also wenn die Werbung einer Marke besonders schön ist, dann meine ich auch dass ich dann vielleicht auch die Marke einfach lieber mag. Also wenn ich eine Werbung gerne mag, dann beeinflusst mich das schon darin ob mir eine Marke gefällt. Außerdem denke ich dann auch dass diese Produkte eine gute Qualität haben.</p>	

**Fortsetzung: Markenfaktoren - Marken (Allgemein)**

Welcher der von Ihnen eben genannten Faktoren spielt die **wichtigste/geringste** Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?

Ob mir etwas gefällt oder nicht.

Gibt es **Unterschiede Ihrer Markenkriterien** zwischen verschiedenen Produktkategorien?  
Wenn ja, welche? Begründung warum?

Nein.

<b>Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?</b>
Hmmm, grundsätzlich nein.
<b>Wenn ja:</b>
Warum habe Sie es bisher nicht erwähnt?

**Wenn nein:**

Gibt es eventuell **Unterschiede zwischen Produktkategorien** ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?

Nur bei Lebensmitteln spielt es schon eine Rolle, weil ich glaube das ich damit die Wirtschaft in meinem Land unterstütze. Ja, also bei Lebensmitteln glaube ich, dass wenn ich Produkte aus der Slowakei kaufe, dass ich damit die Wirtschaft in meinem Land unterstütze.

Aber wenn ich jetzt einkaufen bin, dann schaue ich nicht jedes Mal ob ein Lebensmittel Produkt aus der Slowakei ist oder nicht.

Das Herkunftsland spielt eigentlich nur eine Rolle bei Lebensmitteln, aber es ist nicht so wichtig. Ich weiß das Herkunftsland nur wenn ich es zufällig lese. Aber ich lese nicht extra auf der Verpackung oder sonst irgendwo nach.

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Nein. Ich glaube nicht dass ein slowakisches Produkt mehr oder weniger kann, aber ich habe ein gutes Gefühl wenn ich etwas Slowakisches kaufe, einfach weil ich damit mein Land unterstütze.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Nein, und ich könnte auch nicht wirklich ein Land zuordnen.

**Respondent 25 (Almdudler)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Nicht so oft.

Wenn nein: Was waren Ihre Gründe warum Sie sich gegen den Kauf dieser Marke entschieden haben?

Das hat nichts damit zu tun dass ich etwas gegen die Marke habe, aber ich sehe Almdudler nicht so oft. Andere Marken sehe ich öfter.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Diese Kräuterteemarken...habe ich vergessen.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input checked="" type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input checked="" type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input checked="" type="checkbox"/> Gefallen/Geschmack	<input checked="" type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

<b>Faktor Gefallen/Geschmack der Marke:</b>	<b>F7</b>
Was <b>bedeutet</b> für Sie Ihnen gefällt eine Marke?	<b>F7a</b>
<div style="border: 1px solid black; padding: 5px;">                 ...dass die Marke von guter Qualität ist.             </div>	
Welche <b>Markeneigenschaften</b> beeinflussen Sie eventuell noch darin, ob Ihnen eine Marke <b>gefällt</b> oder nicht?	<b>F7b</b>
<div style="border: 1px solid black; padding: 5px;">                 Ja, also wie gut der Inhalt und die Qualität ist.             </div>	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	<b>F2a</b>
<div style="border: 1px solid black; padding: 5px;">                 Ganz wichtig. Aber der Preis ist auch wichtig.             </div>	
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>
<div style="border: 1px solid black; padding: 5px;">                 Ja, also wenn eine Marke einen hohen Preis hat, dann glaube ich dass auch die Qualität besser ist.                  Dann frage ich auch andere Leute.                  Und die Werbung beeinflusst mich auch.             </div>	

<b>Faktor Preis:</b>	<b>F1</b>
Welche <b>Rolle</b> spielt der Preis einer Marke in Ihrer Kaufentscheidung?	<b>F1a</b>
<div style="border: 1px solid black; padding: 5px;">                 Der Preis spielt eine große Rolle.             </div>	
Kann man anhand des Preises einer Marke <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen? Wenn ja, auf welche?	<b>F1b</b>
<div style="border: 1px solid black; padding: 5px;">                 Ja, ich glaube dass etwas das teurer ist auch von besserer Qualität ist.             </div>	

<b>Faktor Risiko/Garantie:</b>	<b>F4</b>
Beeinflusst eine Marke das von Ihnen <b>wahrgenommene Risiko/Sicherheit</b> beim Kauf eines Produktes?	<b>F4a</b>
Ja schon.	
Welche anderen Marken/Produkteigenschaften beeinflussen Ihrer Meinung nach das von Ihnen <b>wahrgenommene Risiko</b> einer Marke?	<b>F4b</b>
Ich würde sagen, dass der Bekanntheitsgrad einer Marke mich darin beeinflusst wie sicher oder unsicher ich ein Produkt einer Marke wahrnehme. Das kann sein.	

<b>Fortsetzung: Markenfaktoren - Marken (Allgemein)</b>	
Welcher der von Ihnen eben genannten Faktoren spielt die <b>wichtigste/geringste</b> Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?	
Preis und Qualität.	
Gibt es <b>Unterschiede Ihrer Markenkriterien</b> zwischen verschiedenen Produktkategorien? Wenn ja, welche? Begründung warum?	
Nein, eine Marke muss mir einfach zusagen.	

<b>Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?</b>	
Nein.	
<b>Wenn ja:</b>	
Warum habe Sie es bisher nicht erwähnt?	

<b>Wenn nein:</b>	
Gibt es eventuell <b>Unterschiede zwischen Produktkategorien</b> ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?	
<p>Ja, also wenn ich jetzt zum Beispiel Oliven kaufe, dann kaufe ich die, die aus Griechenland sind. Einfach weil dieses Land dann bessere Oliven hat. Und dann ist mir das Herkunftsland auch wichtig.</p> <p>Ja, wenn in einer Produktkategorie ein gewisses Land bekannt ist, dass es darin gut ist, dann beeinflusst mich das schon in meiner Kaufentscheidung.</p> <p>Dann...technische Produkte, da glaube ich dass Japan besser ist, aber da bin ich mir nicht sicher.</p> <p>Und Textilien, also da bevorzuge ich schon Kleidung aus meiner Heimat, also aus der Türkei. Das ist besser als aus Österreich.</p> <p>Egal ist mir das Herkunftsland bei solchen Produktkategorien die allgemein global sind.</p>	

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Also nur wenn ein Land für irgendetwas typisch ist. Zum Beispiel bei Oliven aus Zypern oder aus Griechenland, da schließe ich aus dem Herkunftsland der Oliven, dass sie von besserer Qualität sind. Wenn es jetzt kein Land gibt, das für ein gewisses Produkt bekannt ist, dann ist es mir egal und dann ist meine Wahrnehmung gleich.

Also grundsätzlich ändert sich meine Wahrnehmung eines Produktes nur wenn es ein bestimmtes Land gibt das für dieses Produkt typisch ist.

Aber ich informiere mich nicht extra über das Herkunftsland einer Marke. Also wenn ich nicht weiß woher eine Marke kommt, dann weiß ich es eben nicht, und das ist dann auch okay so.

Ja, also ich achte zuerst auf den Preis und die Qualität. Und wenn zwei Produkte jetzt den gleichen Preis haben und ich über die Qualität nicht Bescheid weiß, dann schaue ich auf das Herkunftsland.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Nein. Aber es fühlt sich österreichisch an.



**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input checked="" type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input checked="" type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	<b>F2a</b>
<p>Ja, die Qualität ist vielleicht das Wichtigste.</p>	
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>
<p>Ja, manchmal aus dem Preis. Also manchmal denke ich, dass wenn etwas teurer ist, dann ist es qualitativ hochwertiger. Und wenn etwas nicht so teuer ist, dann ist es wahrscheinlich auch nicht so qualitativ. Und vielleicht liegt es auch an dem Geschäft wo man etwas kaufen kann. Wenn ich zum Beispiel an Gemüse denke, dann ist das beim Penny Markt zwar billiger, aber es ist auch nicht so frisch wie beim Merkur oder so, wo es auch teurer ist, aber dafür frisch.</p>	

<b>Faktor Preis:</b>	<b>F1</b>
Welche <b>Rolle</b> spielt der Preis einer Marke in Ihrer Kaufentscheidung?	<b>F1a</b>
<p>Naja, es hängt davon ab. Je nachdem was ich mir leisten kann. Wenn ich mir etwas Teureres leisten kann, dann kaufe ich das was teurer ist. Und wenn ich mir das nicht leisten kann, dann versuche ich eine Zwischenlösung zu finden.</p>	
Kann man anhand des Preises einer Marke <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen? Wenn ja, auf welche?	<b>F1b</b>
<p>Also ein höherer Preis bedeutet für mich höhere Qualität. Ja, dann schließe ich noch daraus, dass es eine berühmte Marke ist wenn der Preis höher ist. Weil ein höherer Preis ist oft auch nur weil man für den Namen einer Marke bezahlt.</p>	

<b>Die Marke als Produktfaktor:</b>	<b>F3</b>
Welche <b>Rückschlüsse</b> können Sie aus dem der Bekanntheitsgrad einer Marke auf andere Markeneigenschaften ziehen?	<b>F3b</b>
<p>Ja, also wenn eine Marke bekannt ist, dann steht das einfach für die Qualität der Produkte.</p>	



<b>Faktor Gefallen/Geschmack der Marke:</b>	<b>F7</b>
Was <b>bedeutet</b> für Sie Ihnen gefällt eine Marke?	<b>F7a</b>
<p>Vielleicht haben die einfach ein gutes Marketing, die Produkte schmecken gut oder schauen gut aus oder so. Oder die Produkte sind natürlich.</p>	
Welche <b>Markeneigenschaften beeinflussen</b> Sie eventuell noch darin, ob Ihnen eine Marke <b>gefällt</b> oder nicht?	<b>F7b</b>
<p>Vielleicht wenn sie ein gutes Marketing haben.                  Und vielleicht wenn man von Essen redet...manche Produkte haben natürliche Inhaltsstoffe und manche sind so mit Chemikalien und so. Und diese chemischen Produkte erkennt man an ihrer extrem langen Haltbarkeit, also am Haltbarkeitsdatum. Und bei natürlichen Produkten, da ist die Haltbarkeit kürzer, weil sie eben nicht diese schlechten Chemikalien enthalten. Die halten dann vielleicht nur 2 oder 3 Tage.                  Und außerdem sind die natürlichen Produkte auch teurer.</p>	

<b>Fortsetzung: Markenfaktoren - Marken (Allgemein)</b>	
Welcher der von Ihnen eben genannten Faktoren spielt die <b>wichtigste/geringste</b> Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?	
<p>Am wichtigsten ist mir die Qualität.</p>	
Gibt es <b>Unterschiede Ihrer Markenkriterien</b> zwischen verschiedenen Produktkategorien? Wenn ja, welche? Begründung warum?	
<p>Ich achte grundsätzlich immer auf die Qualität.                  Aber wenn ich jetzt zum Beispiel technische Produkte kaufe, dann muss ich schon Informationen suchen und kaufe nicht spontan irgendetwas. Also ich achte bei technischen Produkten dann auch auf die Marke , den Preis und solche Sachen.</p>	

<b>Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?</b>
<p>Ähm, nur wenn eine Marke mit dem Herkunftsland verbunden ist.                  Zum Beispiel technische Sachen sollte man aus Japan vielleicht kaufen, einfach weil man weiß dass die Japaner die Besten in Technologiesachen sind.                  Also da beeinflusst mich das Herkunftsland schon, ja.</p>

**Wenn ja:**

Warum habe Sie es bisher nicht erwähnt?

Hm...na ja für so Produkte wie Kleidung oder Essen, da ist mir das Herkunftsland nicht wichtig. Aber bei so Sachen wie Autos, oder weiß ich nicht, Computer, Videokameras...da ist es mir vielleicht schon wichtig.

**COO Fragen**

Welche **Rolle** spielt das Herkunftsland einer Marke genau für Sie?

Naja, in Produktkategorien wo das Herkunftsland für mich eine Rolle spielt, da schaue ich nicht bei jedem Produkt einzeln woher das kommt. Da schaue ich nur auf die Marke.

Was **schlussfolgern** Sie aus dem Herkunftsland einer Marke in Bezug auf die Marke selbst?

Wenn ein Land gut in einem bestimmten Bereich ist, oder eben vielleicht eben überhaupt nicht gut...dann kann ich auf die Qualität schließen.

Hat das Herkunftsland einer Marke Einfluss darauf, wie Sie **andere Eigenschaften der Marke wahrnehmen** bzw. beurteilen?

Also wenn ich jetzt höre dass zum Beispiel Deutschland bekannt dafür ist gute Autos zu machen, dann glaube ich auch, dass deutsche Autos besser sind.

Was sind die **Gründe** warum Sie Herkunftslandinformationen in Ihre Markenbeurteilung bzw. Kaufentscheidung miteinbeziehen?

Einfach weil ich vom Hören Sagen dann weiß, dass ein Land in irgendetwas gut ist.

Wie **ausschlaggebend** ist das Herkunftsland einer Marke in Ihre Kaufentscheidung?

Naja, manchmal ist es mir unwichtig und manchmal so halb wichtig.

Woher beziehen Sie Ihr **Wissen** bzw. Ihre Informationen über die Herkunft einer Marke?

Vom made in Label.

Wenn Sie nicht über das Herkunftsland einer Marke Bescheid wissen, **informieren** Sie sich extra?

Wenn ein Produkt mir jetzt besonders wichtig ist und es auch sehr teuer ist, dann suche ich wahrscheinlich extra nach Informationen, ja.

Wenn mir das Produkt aber nicht so wichtig ist, dann informiere ich mich nicht extra.

Gibt es **Unterschiede zwischen Produktkategorien** bezüglich der Wichtigkeit die Sie dem Herkunftsland einer Marke beimessen bzw. ob Sie Informationen über die Herkunft einer Marke benutzen?

Wenn ja:

Welche Unterschiede bestehen? Warum?

Bei Produkten wie Kleidung oder Essen, da ist mir das Herkunftsland nicht wichtig.  
Aber bei so Sachen wie Autos, oder weiß ich nicht, Computer, Videokameras...da ist es mir vielleicht schon wichtig.

Wie **definieren** Sie das Herkunftsland einer Marke?

(z.B. Produktionsland, „made-in“ Land, Firmensitz,...)

Wahrscheinlich das was am made in Label steht.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?

Aus welchem?

Österreich.

**Respondent 31 (Red Bull)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ja.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Einfach weil es gut schmeckt.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Shark, und äh...na ja es gibt schon einige Marken.

**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	<b>F2a</b>
Gute Qualität ist schon einer der wichtigsten Faktoren bei einer Marke.	
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>
Eine bekannte Marke ist bessere Qualität. Also ich glaube je bekannter eine Marke ist, desto besser ist auch die Qualität. Oder auch wenn der Preis höher ist, dann glaube ich auch dass das bessere Qualität ist.	

<b>Die Marke als Produktfaktor:</b>	<b>F3</b>
Welche <b>Rückschlüsse</b> können Sie aus dem der Bekanntheitsgrad einer Marke auf andere Markeneigenschaften ziehen?	<b>F3b</b>
Eine bekannte Marke ist bessere Qualität.	

**Fortsetzung: Markenfaktoren - Marken (Allgemein)**

Welcher der von Ihnen eben genannten Faktoren spielt die **wichtigste/geringste** Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?

Qualität und Preis.
---------------------

<b>Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?</b>
Ja, schon.
<b>Wenn ja:</b>
Warum habe Sie es bisher nicht erwähnt?

### COO Fragen

Welche **Rolle** spielt das Herkunftsland einer Marke genau für Sie?

Es kommt darauf an um welche Art von Produkt es sich handelt.

Hat das Herkunftsland einer Marke Einfluss darauf, wie Sie **andere Eigenschaften der Marke wahrnehmen** bzw. beurteilen?

Also bei Österreich zum Beispiel würde ich sagen dass das ein gutes Herkunftsland für Produkte ist. Und das Image spielt auch eine Rolle. Also ich glaube dass das Herkunftsland Einfluss auf das Image einer Marke hat.  
Sowie bei Red Bull...da glaube ich dass auch wenn die Zutaten vielleicht nicht so gesund sind, dass das Herkunftsland Österreich sich positiv auf das Image von Red Bull auswirkt. Es würde auch keinen Unterschied machen wenn Red Bull jetzt aus Deutschland oder Frankreich kommen würde. Wäre Red Bull jetzt aber aus einem osteuropäischem Land, dann wäre es schon ein Unterschied, also das Image von Red Bull wäre anders.

Was sind die **Gründe** warum Sie Herkunftslandinformationen in Ihre Markenbeurteilung bzw. Kaufentscheidung miteinbeziehen?

Wegen dem Image der Marke. Also ich glaube nicht dass eine Marke aus Bosnien jetzt schlechtere Qualität hat, nein...das wäre eine Imagesache.

Woher beziehen Sie Ihr **Wissen** bzw. Ihre Informationen über die Herkunft einer Marke?

Was andere Leute sagen.  
Auch vom Internet.

Gibt es **Unterschiede zwischen Produktkategorien** bezüglich der Wichtigkeit die Sie dem Herkunftsland einer Marke beimessen bzw. ob Sie Informationen über die Herkunft einer Marke benutzen?

Ja.

Wenn ja:

Welche Unterschiede bestehen? Warum?

Ja, also bei Technik ist es zum Beispiel wichtig. Da glaube ich dass da Produkte aus Westeuropa oder Japan besser sind.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Ja, aus Österreich.

Respondent 32 (Almdudler)



Zur Marke der Collage

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ab und zu, gelegentlich.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Einfach der Geschmack, weil es mir persönlich schmeckt.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Frucade würde ich sagen, Schartner Bombe.



**Markenfaktoren - Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input checked="" type="checkbox"/> Preis	<input checked="" type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

<b>Faktor Preis:</b>	<b>F1</b>
Welche <b>Rolle</b> spielt der Preis einer Marke in Ihrer Kaufentscheidung?	<b>F1a</b>
<p>Es kommt darauf an wie viel Geld ich zur Verfügung habe natürlich. Also manchmal habe ich mehr Geld, da spielt es weniger eine Rolle und wenn ich weniger Geld habe, dann spielt es eine größere Rolle.</p>	
Kann man anhand des Preises einer Marke <b>Rückschlüsse</b> auf andere Markeneigenschaften ziehen? Wenn ja, auf welche?	<b>F1b</b>
<p>Naja, man nimmt an dass es eine gute Qualität ist, dass es länger hält...solche Sachen.</p>	

<b>Die Marke als Produktfaktor:</b>	<b>F3</b>
Welche <b>Rolle</b> spielt die Marke eines Produktes in Ihrer Kaufentscheidung?	<b>F3a</b>
<p>Ich achte auf das Image einer Marke. Naja, ich würde sagen es ist nicht immer wichtig, aber bei Kleidung ist es mir jetzt vielleicht wichtig, während bei Lebensmitteln nicht so. Bei Technik, also bei einem Fernseher oder so, da ist es mir dann schon wichtig. Ja, also das kommt auf die Produktkategorie an.</p>	
Welche <b>Rückschlüsse</b> können Sie aus dem der Bekanntheitsgrad einer Marke auf andere Markeneigenschaften ziehen?	<b>F3b</b>
<p>Dass diese Marke sehr viele Leute kaufen und deshalb die Qualität gut sein muss, oder müsste.</p>	

<b>Faktor Qualität:</b>	<b>F2</b>
Wie wichtig ist für Sie die Qualität einer Marke/eines Produktes in Ihrer Kaufentscheidung?	<b>F2a</b>
<p>Die Qualität spielt glaube ich schon die wichtigste Rolle.</p>	
Welche anderen Marken-/Produkteigenschaften lassen Sie <b>Rückschlüsse</b> auf die Qualität machen?	<b>F2b</b>
<p>Das Image einer Marke und ja, vielleicht vom Kaufverhalten der anderen.</p>	

**Fortsetzung: Markenfaktoren - Marken (Allgemein)**

Welcher der von Ihnen eben genannten Faktoren spielt die **wichtigste/geringste** Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?

Das wichtigste ist glaube ich schon die Qualität.

Gibt es **Unterschiede Ihrer Markenkriterien** zwischen verschiedenen Produktkategorien? Wenn ja, welche? Begründung warum?

Bei Kleidung muss die Marke gut aussehen, bei Technik muss sie gute Eigenschaften haben, also lange Haltbarkeit und gute Produkteigenschaften einfach.

**Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?**

Nein, also das ist mir generell egal würde ich sagen.

**Wenn ja:**

Warum haben Sie es bisher nicht erwähnt?

**Wenn nein:**

Gibt es eventuell **Unterschiede zwischen Produktkategorien** ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?

Es gibt sicher Produktkategorien, so wie jetzt bei Autos oder so, da würde ich glaube ich schon auf das Herkunftsland achten.  
Bei Kleidung oder so wäre es mir egal woher das kommt.

Würde sich Ihre Wahrnehmung und **Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Ich glaube es ist generell unwichtig woher eine Marke kommt. Auch billige Länder, oder halt Länder die als Billigländer angesehen werden, haben gute Marken.  
Nein, also woher eine Marke jetzt kommt, ich glaube das beeinflusst meine Wahrnehmung einer Marke jetzt nicht.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt? Aus welchem?

Das ist eine österreichische Marke.

**Respondent 35 (Almdudler)**



**Zur Marke der Collage**

Nutzen /Kaufen Sie ein Produkt dieser Marke?

Ja, ich trinke Almdudler sehr gerne.

Wenn ja: Was waren Ihre Gründe warum Sie sich für den Kauf dieser Marke entschieden haben?

Es schmeckt mir sehr gut.

Welche Marken kennen Sie noch in dieser Produktkategorie?

Kräuterlimonade? ...eigentlich nicht.

**Markenfaktoren – Marken (Allgemein)**

Auf welche Faktoren einer Marke achten Sie, wenn Sie sich für bzw. gegen den Kauf einer Marke entscheiden?

<input type="checkbox"/> Preis	<input type="checkbox"/> Qualität	<input checked="" type="checkbox"/> Marke	<input type="checkbox"/> Garantie/Risiko	<input type="checkbox"/> Ethik
<input type="checkbox"/> Verpackung	<input checked="" type="checkbox"/> Gefallen/Geschmack	<input type="checkbox"/> Gesund	<input type="checkbox"/> SONSTIG:	

<b>Faktor Gefallen/Geschmack der Marke:</b>	<b>F7</b>
Was <b>bedeutet</b> für Sie Ihnen gefällt eine Marke?	<b>F7a</b>
<div style="border: 1px solid black; padding: 5px;">                 Es sollte keine durchschnittliche Marke sein. Eine Marke sollte für mich auffallen.             </div>	
Welche <b>Markeneigenschaften beeinflussen</b> Sie eventuell noch darin, ob Ihnen eine Marke <b>gefällt</b> oder nicht?	<b>F7b</b>
<div style="border: 1px solid black; padding: 5px;">                 Die Werbung ist sehr wichtig für mich, also ob es spannend oder sehr langweilig ist. Und dann ob die Marke jetzt neu...also es sollte keine durchschnittliche Marke sein. Eine Marke sollte für mich auffallen.             </div>	
Wie erklären Sie sich, dass Sie an <b>unterschiedlichen</b> Marken in dieser Produktkategorie unterschiedlich Gefallen finden?	<b>F7c</b>
<div style="border: 1px solid black; padding: 5px;">                 Es sollte keine durchschnittliche Marke sein. Eine Marke sollte für mich auffallen.             </div>	

**Fortsetzung: Markenfaktoren – Marken (Allgemein)**

Welcher der von Ihnen eben genannten Faktoren spielt die **wichtigste/geringste** Rolle (z.B. Qualität, Preis,...) in Ihrer Entscheidung für den Kauf einer Marke?

<div style="border: 1px solid black; padding: 5px;">                 Dass eine Marke mir gefällt, das ist mir am wichtigsten. Da spielt dann auch der Preis nicht so eine Rolle.             </div>
---

**Spielt das Herkunftsland einer Marke in Ihrer Kaufentscheidung für bzw. gegen eine Marke eine Rolle?**

<div style="border: 1px solid black; padding: 5px;">                 Nein, auf keinen Fall.                  Ich kann nicht sagen dass Marken aus einem gewissen Land irgendwie besser oder schlechter sind.             </div>
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**Wenn ja:**

Warum haben Sie es bisher nicht erwähnt?

**Wenn nein:**

Gibt es eventuell **Unterschiede zwischen Produktkategorien** ob das Herkunftsland einer Marke Ihre Kaufentscheidung beeinflusst?

Ja, das kann schon sein.

Bei Autos sehe ich einen Unterschied ob es aus den USA oder aus Europa kommt, also aus Österreich oder aus Frankreich oder aus weiß ich nicht kommt...also bei Autos sehe ich einen Unterschied zwischen Autos aus den USA und aus Europa.

Bei Nahrungsmitteln würde ich sagen dass vielleicht nur ein kleiner Unterschied besteht. Allgemein kann man bei Essen und Getränken nicht sagen, dass Marken aus Österreich da jetzt besser sind...das kann man nicht sagen.

Würde sich Ihre **Wahrnehmung und Beurteilung einer Marke verändern**, wenn nur das Herkunftsland der Marke ein anderes wäre, die Marke ansonsten aber ganz gleich wäre?

Ja ich glaube schon dass das Herkunftsland Einfluss auf das Image einer Marke hat...ja, ich glaube das beeinflusst Leute.

Wenn Almdudler jetzt nicht aus Österreich sondern aus Frankreich wäre, das würde sicherlich die Qualität des Produktes nicht ändern und...irgendwie das Image auch nicht...weil Alpen gibt es auch in Frankreich.

Wäre Almdudler jetzt aus Schweden, das wäre dann schon komplizierter, weil wenn man Almdudler sieht, dann denkt man an Alm und an Berge. Die Qualität wäre nicht anders wenn Almdudler aus Schweden käme, aber das Image wäre anders.

Wäre Almdudler jetzt aus der Ukraine, da hätte ich manchmal vielleicht Bedenken, dass die da irgendwelche billigen Rohstoffe hineingeben.

Wissen Sie **aus welchem Land** die Marke, über die Sie eine Collage gebastelt haben, kommt?  
Aus welchem?

Almdudler ist aus Österreich.