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Abstract

The present study analyzes individual differences in the relationship between country image components and behavioural outcome variables by using two different approaches. One approach analyzes the moderating effect of two fundamental personality variables (Need for Cognition, Need for Affect) in explaining the strength of the relation between country image components and outcome variables (i.e., product evaluation, intention to buy, intention to visit). Alternatively a new personality theory consisting of 4 personality orientations (Thinking, Material, Imaginative, Feeling) will be integrated as moderator variable between the country image – outcome variable link. The first model with the more contextual specific personality traits was found to be a better tool in explaining individual differences in the country image – outcome variable link. Furthermore, our results provide empirical support that the relative importance consumers attach to different country image components varies according to a person's personality classification (thinking, feeling, combination, and passive processor). Overall the results show that personality is an important construct in understanding county image related information processes.

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1 Introduction

When consumers perceive products from different parts of the world, several intrinsic and extrinsic cues are available to guide them in their process of product evaluation and purchase intention. One extrinsic cue which has received considerable attention in marketing literature is the Country of- Origin (CoO) of a product (Usunier, 2006). Specifically, "the impact that generalizations and perceptions about a country have on a person's evaluation of the country's products and or brands" is generally referred to as the Country-of-Origin effect (Lampert and Jaffe, 1998, p. 61).

In traditional CoO studies, consumers were only presented with information about the product's national origin but did not have to provide ratings on the perceived image of the country. Over the course of time, the mere idea of country of origin of a product was gradually advanced by several researchers, bringing forth a new and extended construct, namely *country image* (Roth and Diamantopoulos, 2008).

Our starting point in this study concerns the debate in country-of-origin literature about how to best operationalize the *country image* construct. A recent paper by Roth and Diamantopoulos (2008) undertakes a critical review of current conceptualizations and operationalization of the country image construct and concludes that newer approaches in attitude theory are the best way to conceptualize the construct. The authors suggest that country image should be operationalized in terms of its cognitive (belief) and affective (emotions) component only, and that the conative component (intended behaviour) "is an outcome of these two and, hence, is a separate construct" (p. 736). The present study adopts this new theoretical framework of country image to our study's research model.

In this sense it is possible that consumers have an overall negative belief about a country (the cognitive part) while at the same time having an overall positive feeling towards the country (the affective part). For example, most Austrians may have a positive affective attitude towards Italy, but may not evaluate the beliefs (in terms of economy, technology, and politics) of the country highly. Although there may be possible differences with regards to the two sub-dimensions of country image, their individual impact on diverse outcome variables (i.e., product evaluation, intention to

buy, intention to visit) have not been investigated so far. It may well be that the relative importance of each country image component for predicting a particular outcome depends on a person's personality. As just one example, some people are more *thinkers* than others, and consumer research suggests that a thinking type of person considers logical reasoning prior to making a decision. If this holds true in the case of country image effects on outcome variables, it means that individuals who are identified as more *thinkers* than others, will consider the cognitive country image component more strongly as information source to base their behavioural intentions. In other words, their personality influences their information processing by amplifying their focus to the cognitive country image component when basing their behavioural intentions (i.e., product evaluation, intention to buy, etc.).

This exemplary proposition is theoretically grounded in study findings of attitude formation. Haddock and Zanna (1993, 1998) have already been interested in investigating whether that there are individual differences in the tendency to use affective and cognitive information in guiding prejudicial and social attitudes. Their findings revealed that depending on a person's score on the Feeling - Belief dimension[1] there were indeed differences in the propensity to use affect or cognition in guiding evaluations. Drawing upon these findings and the new operationalization of country image as recommended by Roth and Diamantopoulos (2008), it is reasonable to suggest that individuals with certain personality characteristics attach different importance to distinct components of country image when basing their conations (i.e., behavioural intentions)

Two personality traits (Need for Cognition NFC and its counterpart Need for Affect NFA) and one personality theory by John Gountas (2001) seem to be considerably promising in examining the relationship between country image facets and behavioural outcome variables. The main objective of this study is to address issues in country image effects by specifically exploring the direct impact of two personality traits and four personality orientations as proposed by Gountas (2001). To this end, we will run several regression analyses and integrate the personality traits and the personality orientations as moderator variables between the country image-outcome variable link.

[1] The Feeling – Belief dimension is a scale developed by Haddock and Zanna (1993) to measure individual differences in the tendency to use affective or cognitive information in forming attitudes.

From a practical perspective, if we find that a preference for cognitive or affective country image information is dependent on a person's personality, then we know that the effects of country image on consumer behaviour are not generalizable across individuals. These findings can be used by exporters of foreign products to help them to decide on their initial target segment when entering a new market and to design more effective communication campaigns. For example, exporters from unfavourable cognitive-image countries but favourable affective-image countries should perhaps target their products to personalities with a preference for processing affective country image information in order to gain market entry. Furthermore, their promotional message should particularly emphasize the positive emotional aspects the consumer associates with the country.

From a theoretical perspective, identifying personality variables as moderators of the relationship between country image components and outcome variables, extents our existing knowledge of the role personality plays in effects caused by country images.

1.1 Structure of the thesis

This diploma thesis is divided into nine chapters. The first chapter represents a brief introduction into the thesis' topic.

The second chapter will start up with a brief discussion about the well established Country-of-Origin effect in marketing literature, which subsequently provides a basis for the identification of existing research gaps and elaboration of research problems and questions.

Chapter 3 represents a literature review about the study's main concepts. We will start with a brief introduction into human personality, followed by a detailed discussion of various conceptualizations and measurement instruments to capture the constructs of Need for Cognition and Need for Affect. Finally, John Gountas' newly developed personality theory is described.

Chapter four of the thesis gives a detailed description of the study's theoretical models followed by chapter five, which is concerned with the development of our study's hypotheses.

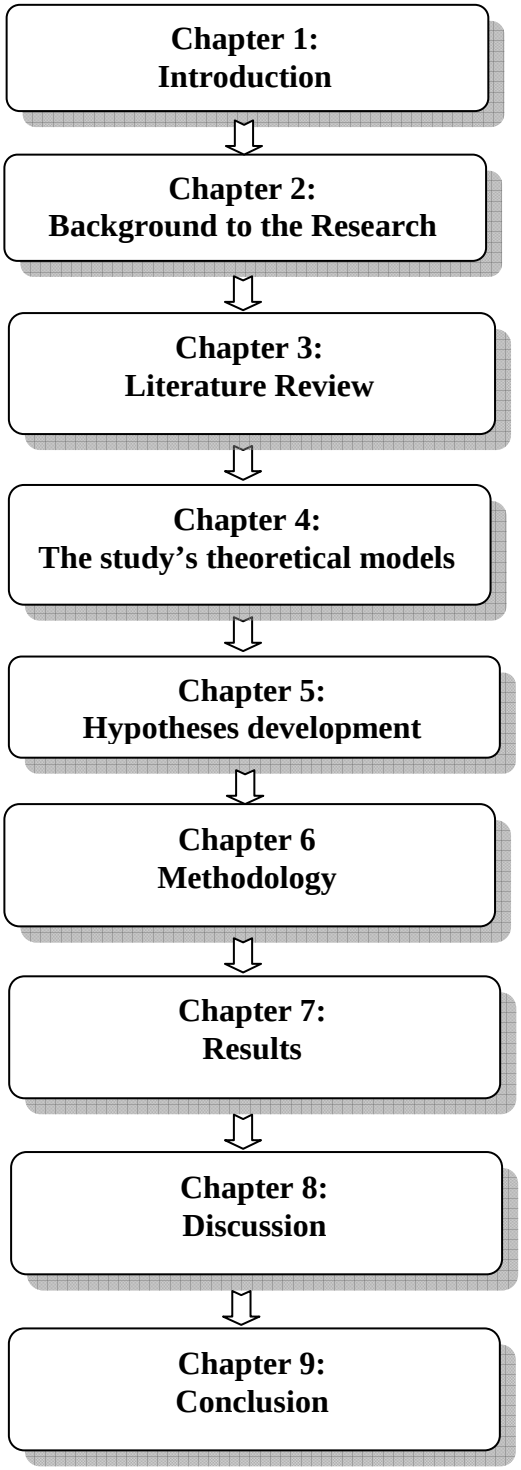
In chapter six the methodology of the study is described.

In the next chapter the study's results are presented. We will start up with some preliminary analyses of the data. Subsequently results of moderated regression analyses are presented. The remainder of this chapter is concerned with some further analyses of group comparisons and country familiarity issues.

In chapter 8 our study findings are discussed and interpreted.

Finally, chapter 9 implies the study's theoretical and practical implications. The study's limitations are considered and avenues for further research are given.

Figure 1: Structure of the thesis



2 Background to the Research

In this chapter we will first give a short review of the Country-of-Origin effect in marketing literature, which forms the basis for the identification of existing research gaps in this study area. Following that we will elaborate our study's research problems and questions.

2.1 Country-of-Origin-Effect

Country-of-Origin (CoO) is one of the most extensively researched areas in marketing literature (Papadopoulos and Heslop, 2003) and detailed reviews and meta analyses on this topic have already been produced by Bilkey and Ness (1982), Liefeld (1993), Peterson and Jolibert (1995), Verlegh and Steenkamp (1999) and Pharr (2005). To sum it up, the following conclusions emerge: First of all, the predictive power of the CoO construct on outcome variables has been found to be higher when the dependent variable is product evaluation and lower when the dependent variable is purchase intention. Peterson and Jolibert (1995) report an average effect size of 0.3 for product evaluation, whereas the average effect size for purchase intention is only 0.19. Verlegh (1999) even reports an average effect size of 0.39 for product evaluation and thus concludes that CoO does account for a substantial determinant in product evaluation. Second, CoO effects also appear to vary across product categories. Especially for technically complex products and fashion-oriented products the effect appears to be larger (Liefeld, 1993). Third, it can be said that products coming from low developing countries are perceived to be riskier and of inferior quality in comparison to products coming from highly developed countries (Verlegh and Steenkamp, 1999). A final issue in CoO studies refers to the problem of *generalizability*. Due to different methodological approaches used to study the effects of CoO on product evaluation, it is difficult to draw consistent conclusions (Peterson and Jolibert, 1995).

One differentiation in CoO studies that needs to be done is between single-cue and multi-cue studies. Single cue studies are studies where subjects are only presented with information of the product's national origin, while in multi-cue studies other informational cues are present (e.g., price, brand, warranty, performance). Several meta-

analyses have shown that CoO effects appear to decrease when several informational cues are present. Thus a general consensus exists that single cue studies should be interpreted with care due to their artificially inflated effect sizes (Verlegh and Steenkamp, 1995; Liefeld, 1993; Peterson and Jolibert, 1995).

A second issue in CoO studies that needs to be addressed is the differentiation between *hybrid* product studies and studies on *country image* perception. Around 1995 two streams of research emerged in the study of CoO effects (Pharr, 2005). The first stream of research refers to the so called hybrid product studies[2]. The basic idea behind these studies is that in an era of globalization, manufactures are expanding their production activities into many different countries, thus a product's national origin *per se* is not relevant any more (Yip, 1995). In light of this, several researchers started to partition the CoO construct into different subcategories such as country-of-assembly (COA), country-of-design (COD) and country-of-parts (COP) in order to take account of their individual impact on product evaluation and preferences (Insch and McBride, 2004; Chao 2001; Quester, Dzever and Chetty, 2000). Parallel to the first research stream, a second research stream emerged that advanced the mere idea of a product's CoO into a new and more holistic perception of a country, namely the so called *country image* construct (Pharr, 2005; Roth and Diamantopoulos, 2008). What follows is a brief illustration of the country image construct.

2.1.1 The Country Image Construct

Several definitions with regards to the country image construct have been proposed by marketing researchers (see Roth and Diamantopoulos, 2008 for review). But the best definition that is congruent with the idea of a generic country image construct and the way we are going to define country image in this thesis, has been proposed by Verlegh (2001). He defines country image as a "mental network of affective and cognitive associations connected to the country" (p. 25). In contrast to other generic country image definitions (e.g., Martin and Erolgu, 1993; Kotler, Haider & Rein, 1993) that have only exclusively mentioned the cognitive (belief) component of country image, Verlegh's definition also includes an affective component.

[2] "hybrids" are products whose components come from different parts of the world

Several researchers have tried to find theories that may best help to illustrate how country image should be conceptualized and operationalized in order to explain how this construct may possibly effect product evaluation and purchase intention. One conceptualization of country image that has been found to be theoretically appealing (Papadopoulos et al, 1988, 1990, 2000; Laroche et al., 2005) is based on the original three-component view of attitudes. In this sense country image is regarded as a three-dimensional construct, comprising of a cognitive, affective and conative image component. The cognitive image component consists of "consumers' beliefs about a country's industrial development and technological advancement", while the affective image component represents "consumers' affective response to the country's people". Finally, the conative component refers to "consumers' desired level of interaction with the sourcing country (Laroche et al., 2005, p. 98).

This conceptualization of country image suffers from a major limitation since it is based on an old-fashioned view of attitudes. Newer approaches in attitude theory describe the attitude construct as a two-dimensional model (e.g., Zajonc and Markus, 1982; Schlegel and Ditecco, 1982; Mackie and Hamilton, 1993) or a as hierarchy-of-effects (ABC) model (e.g., Ajzen and Fishbein, 1980). Such fundamental progresses in attitude theory motivated Roth and Diamantopoulos (2008) to propose a new theoretical framework to analyze the effects of country image on behavioural outcome variables. The authors suggest that country image should only be operationalized in terms of its cognitive and affective component.

(1) The *cognitive* component refers to "beliefs an individual holds with respect to an attitude object" (Lutz, 1981, p. 240), which is in this particular case a country. Consumers' generic beliefs about a country should be captured on different factors brought up in literature, such as economy, technology, politics, history, people, culture, landscape, etc. (e.g., Martin Eroglu, 1993; Heslop et al., 2004; Ittersum et al., 2003).

(2) The *affective* country image includes consumers' emotional response towards a country and measures whether consumers have either positive or negative feelings towards a specific country. Since no adequate scale to measure this component has yet been developed, Roth and Diamantopoulos (2008) propose to

> help oneself with scales that capture emotions in a consumption context (e.g., Richins, 1997) or scales that capture emotions as (affective) attitudes (e.g., Crites, Fabrigar, and Petty, 1994; Derbaix, 1995, Pan and Schmitt, 1996).

The conative component is explicitly mentioned as a separate construct which represents an outcome of the two country image dimensions. Country conatives refer to "intended and actual behaviour" (Lutz, 1981, p. 242) consumers can have with respect to a given country.

Additionally, the authors put forward four alternative theoretical models of country image that, depending on the situational context, account for the independent and interrelated processing of cognitive and affective country image formation and their impact on country conations. The first model is based upon the two component view of attitudes which allows for the simultaneous processing of affective and cognitive country image components and their independent impact on country conations. The other three models follow an order of steps that take into account the interrelated processing of country cognition, affect and conations. In case of high involvement, country cognition affects conations indirectly through country affects *(country cognition → country affect → conations),* while in the case of low involvement country cognition affects conations directly, which in turn impacts country affect *(country cognition → conation → country affect).* Finally, the fourth model is applicable in cases of hedonic consumption, hence, it is anticipated that consumers will solely react on the basis of subjective emotions. In this case it is assumed that country affect will directly impact country conations, which will then be the basis to form country beliefs *(country affect → conations → country cognition).*

Adopting these proposed models to previous country image perception studies (as described by Roth and Diamantopoulos, 2008), shows that the direct effects of country beliefs on consumers' behaviour have already been well examined (e.g., Han, 1989; Knight and Calantone, 2000; Laroche et al., 2005) but that there is still a lack of knowledge with respect to the affective component of country image and its direct impact on consumer behaviour. In our study the two component view of attitudes will be used as theoretical bases for our model, in order to analyze the various ways in which both country image components may independently impact country conations.

2.1.2 Country Conations

Apart from understanding the aforementioned conceptualization of country image, we are now interested in discussing possible country conations. A large body of literature explores the influence of country image structure on foreign product evaluation, product quality, risk, preferences and purchase intention (Liefeld, 1993). The effects of country image on product related outcome variables are already well researched, yet the perceived image of a country may also impact other behavioural intentions.

In tourism literature the effects of destination image on tourists' travel behaviour have been extensively researched. Researchers have consistently found that the perceived image of a destination influences tourists' destination preference (Goodrich, 1978) likelihood to visit (Court and Lupton, 1997), intention to visit (Chen and Kerstetter, 1999; Leisen, 2001), likelihood to recommend (Schroeder, 1996) and levels of enjoyment (Ross, 1993). Given these findings and the fact that destination image is likewise conceptualized in terms of a cognitive and affective image component (Baloglu and McCleary, 1999), it is reasonable to assume that country image may also influence consumers' travel behaviour. The purpose of this research therefore not only revolves around the explanatory power of country image on product related outcome variables but also on one tourism-related variable, namely intention to visit a foreign country. To sum up, we will focus on three key outcome variables, namely product evaluation (Roth and Romeo, 1992), intention to buy foreign products (Laroche et al., 2005; Knight and Calantone, 2000; Putrevo and Lord, 1994) and intention to visit a particular country (Um and Crompton, 1990; Ger, 1991; Javalgi, Thomas and Rao, 1992).

2.1.3 The Research Gap

Numerous antecedents and moderators have already been linked to country evaluations and product related outcome variables (for a recent review on this see Pharr, 2005). Studies on potential antecedents have found that stage of economic development (Verlegh and Steenkamp, 1999), cultural orientation (Gürhan-Canli and Maheswaran, 2000) and demographic characteristics such as age, gender, education or income (e.g., Anderson and Cunningham, 1972; Johansson, Douglas and Nonaka, 1985;) are important determinants of CoO evaluations. Additionally, CoO research has paid close

attention to socio-psychological characteristics of consumers (i.e., national identity, patriotism, nationalism, animosity and consumer ethnocentrism) that can result in a general aversion of foreign made products. For example, consumer ethnocentrism is defined as "beliefs held by (American) consumers about the appropriateness, indeed morality, of purchasing foreign-made products" (Shimp and Sharma, 1987, p. 280). It refers to the extent to which individuals fear that buying foreign products will in some way result in a threatening of the own domestic economy, which eventually biases the perception of foreign products and country-specific-beliefs (Balabanis and Diamantopoulos, 2004; Pharr, 2005).

More importantly, there is evidence to suggest that human personality also plays an important role in CoO related issues. In tourism literature researchers have already studied destination image and human personality through the quasi-related construct of self-image (Sirgy, 1982). The self-image theory proposes that there is a direct linkage between a person's self-image and the image of an object. In tourism literature, Chon (1992) was among the first researchers who linked the self-image construct to the image of a destination. He found that a tourist's satisfaction/dissatisfaction was significantly related to a tourist's self-image destination image congruity, thus the larger the match between a tourist's self-image and the destination's image, the larger the satisfaction. More recently, Beerli, Meneses and Gil (2007) also found that the larger the congruity between a destination's image and one's self-image, the higher the probability that the tourist will intent to visit the destination.

Furthermore, researchers have come to the idea to adopt the concept of human personality to countries. Likewise the concept of brand personality, developed by Aaker (1997), researchers propose that it is also possible to ascribe human characteristics to countries. Although this concept has its original roots in tourism literature (Hosany and Ekinci, 2003; Hosany, Ekinci and Uysal, 2006; Murphy, Moscardo and Benckendorff, 2007) a more recent paper in CoO literature by d'Astous and Boujbel, (2007) reports on the development of a new personality scale to position countries on human trait characteristics. In an attempt to examine the construct validity of the newly developed country personality scale, the self-image congruency theory has been taken as theoretical framework. In this sense, d'Astous and Boujbel (2007) also provide

empirical evidence that people prefer countries whose personality is congruent with their perceived self-image.

Although these studies support the notion that an individual's personality is an important construct in the study of country preferences and consumer behaviour, little research has simultaneously examined the relationship between CoO evaluations and behavioural outcome variables with respect to an individual's personality traits. At the time of writing only three studies of that kind could be detected. The first empirical test of this kind was carried out by Ahmed, d'Astous and Zouiten (1992). They tested the moderating effect of four personality variables (Harmavoidance[3], Excellence[4], Self-Esteem[5], and Value Orthodoxy[6]) on the simple and interactive relationship of brand name, CoO, price and service on consumers' evaluation of products. Their most interesting findings reveal that risk takers (individuals low in Harmavoidance) evaluate unfavourable image brands from unfavourable image countries better than individuals high in Harmavoidance. However, the authors conclude that their findings are only exploratory in nature since their sample size was limited to 90 students. They therefore call upon other researchers "to try new approaches to examine how personality may be a key moderator of country-of-origin effects" (p. 221).

Similarly a study by Zhang (1996), examines the importance of the personality trait Need for Cognition and tests whether individuals are stimulated by different sorts of information cues (including CoO) when evaluating foreign products. Zhang can demonstrate that differences in this consumer variable significantly influence the relative importance individuals attach to CoO information. Consumers high in Need for Cognition are found to evaluate products more on the relevance and strength of product attribute arguments. On the contrary, consumers low in Need for Cognition (who are less motivated to process product attributes) are more likely to base their evaluation of a product on peripheral cues, such as CoO. Another study by Karunaratna and Quester (2002) demonstrates that depending on an individual's level of Need for Cognition, he/she uses different components of CoO when evaluating the overall image of a product. In Karanatratna and Quester's study the CoO construct is operationalized as

[3] Harmavoidance refers to the an individual's inclination to avoid risk.
[4] Excellence is defined as and individual's motivation for perfection.
[5] Self-Esteem refers to a person's self confident.
[6] Value Orthodoxy indicates ethnocentrism and conservatism.

multi-dimensional construct consisting of a country-of design (COD), a country-of-assembly (COA) and a brand CoO.

However, the studies presented above are based on the bare notion of the CoO of a product. They neither explicitly measured the country image (or CoO) construct nor did they operationalize the country image (or CoO) as a two-dimensional concept comprising a cognitive and an affective facet. Furthermore, these studies are only focused on product evaluation, missing out other important outcome variables that might be influenced by a nation's origin. This is a crucial gap in marketing literature, since it can be argued that distinct consumer personality orientations or traits will affect the process of how cognitive and affective country image facets are used in guiding behavioural outcome variables. The following chapter describes the specific research problems/questions we are particularly interested in.

2.2 The Research Problems and Questions

The first research problem we were confronted with in this study was to establish a link between the construct of human personality, country image and behavioural outcome variables. In tourism literature personality characteristics are generally regarded as factors contributing to the formation of destination image. "Therefore, the perceived image will be formed through the image projected by the destination and the individual's own needs, motivations, prior knowledge, preferences, and other personal characteristics" (Beerli and Martín, 2004, p. 663). In this respect personality is regarded to have a direct impact on destination image perception which in turn will influence a tourist's travel behaviour. However, to the author's knowledge studies on the effects of personality characteristics on destination image perception are virtually non-existing. Literature relating personality characteristics to destination image has almost exclusively focused on a tourist's travel motivations or prior knowledge and preferences (e.g., Baloglu and McCleary, 1999) but not on an individual's personality traits. Thus the role personality plays in relation to destination image and behavioural outcome variables remains unclear until now.

Likewise aforementioned studies in marketing literature (e.g., Zhang, 1996; Ahmed, d'Astous and Zouiten, 1992), examining the role of personality variables in CoO

evaluation, we conceptualize human personality as a moderator variable influencing the link between affective and/or cognitive country image components and behavioural outcome variables. During the process of model development, two personality traits (Need for Cognition, Need for Affect) and one personality theory by Gountas (2001) were deemed to be promising in examining the relationship between country image and conatives. Therefore our first research question is formulated as follows.

Research Question 1: Does human personality (Need for Cognition, Need for Affect, Gountas' 4 personality orientations) impact the relationship between country image components and behavioural outcome variables?

Our study's second interest revolves around determining whether consumers with distinct processing styles attach different importance to the two country image components. Based upon Sojka and Gieses' classification model (1997) as described in chapter 3.2.3, we want to explore whether an individual relies more heavily on the cognitive, affective or both country information components according to the group of information processor the individual is classified to. Apart from looking at the effects of each personality traits separately, this classification may help to differentiate among market segments in CoO perception and therefore represents an extension of the analyses conducted to answer our study's first research question. Additionally, the most interesting issue comes from the possibility of establishing hypotheses that are directed at both linkages of country image facets and behavioral outcome variables. Therefore the relative importance an individual attaches to the cognitive and affective country image can be analyzed. Particularly we are interested in answering the following question.

Research Question 2: Does the relative importance of affective and cognitive country image components in predicting outcome variables differ according to an individual's processing style?

3 Literature Review

Need for Cognition, Need for Affect and Gountas' 4 personality orientations/traits are deemed to be promising constructs for studying the relationship between country image components and country conations. While Need for Cognition and Need for Affect represent situational specific response traits, John Gountas' 4 personality orientations represent more basic and abstract higher-order traits. In order to better understand the differences between these constructs, it might be useful to first have a look at the general concept of human personality. Following this brief introduction into human personality, the central concepts of the thesis will be discussed in more detail.

3.1 Human Personality

3.1.1 Definition of Human Personality

Originally, the term personality derives from the Latin word "persona", which stands for "actor's face mask." In a way, personality can be interpreted as a person's "mask" worn as he/she finds himself/herself in different situations over his/her life (Mowen, 1990, p. 183). Today the term personality has been found to include various definitional facets. In colloquial language, the word personality is often used as a synonym for social skills, effectiveness and charisma. For example, one may be described as a person with a "strong personality" or a boring person may be described as someone having "no personality" (Mischel, Shoda and Ayduk, 2008, p. 1). In psychology, the construct of personality is a much more complex phenomenon, going beyond value opinions of a person's personality.

In the course of time scientists have varied in how to define the construct of personality. Eyseneck (1952) regarded personality as the most abstract and least well specified concept in psychology. Klein, Barr and Wolitzky (1976) reasoned that there was no general accepted definition as well as theoretical conception of personality. As personality science evolves, a growing consensus of what personality means to scientist emerged. At a conceptual level, the term *personality* is used by scientists to refer to "psychological qualities that contribute to an individual's enduring and distinctive patterns of feeling, thinking, and behaving" (Cervone and Pervin, 2008, p. 8).First, we

can say that personality characteristics are qualities that are consistent over time and across different situations (Felser, 2007). That is what is meant by the term *enduring*, which can be found in the definition just presented. Second, the word *distinctive* refers to psychological attributes that distinguish persons from one another. Thus personality characteristics should not address universal features that are shared by all human beings. A final characteristic of personality is that it very broad in its notion. That is why the definition includes the words *thinking, feeling and behaving*. Personality can best be understood by looking at a person's cognitive and emotional experience in life and the way he/she interacts with his/her environment. A person's behaviour accounts for a crucial part in trying to understand a person as a whole (Cervon and Pervin, 2008).

3.1.2 Studying and measuring Human Personality

A large variety of explanations of personality have been suggested, but the trait-based approach is currently the most widely accepted (Cowley and Caldwell, 2001). At the trait-based approach, people are categorized according to stable psychological characteristics or traits. A trait can be described as "any characteristic in which one person differs from another in a relatively permanent and consistent way" (Mowen, 1990, p. 190). Thus a person's personality can be understood by considering traits as the most important unit of analysis. In the area of consumer behaviour, personality traits refer to relatively stable psychological qualities according to which individuals can be described and according to which behaviour can be predicted and explained (Schuler and Moser, 1992).

Several trait theories have been developed by various authors, the most significant ones being elaborated by Gordon Allport, Raymond Cattell and Hans Eyseneck in the 20th century. To sum up, all these trait theories share the basic assumptions that people have very basic inclinations or dispositions to behave in a certain way. These dispositions can be organized hierarchically, where very basic *higher-order factors* or *superfactors* can be broken down into more situational specific response traits (Cervone and Pervin, 2008). While higher-order factors are considered to be very general and abstract constructs, specific personality traits are more closely related to the specific situational context. Note that the degree of construct specificity affects the level of predictive power in consumer behaviour. While fairly strong correlations between specific

personality constructs and behaviour could be found, relatively weak correlations between higher-order personality factors and behaviour were found in previous consumer behaviour studies (Nakanishi, 1972; Kassarjian and Sheffet, 1991).

Personality theorists have different views as regards the number and nature of personality dimensions that are essential for an appropriate definition of personality. Due to fundamental differences in this study area, theorists have tried to reach a consensus on which and how many dimensions underlie the construct of human personality. Today a growing body of evidence indicates that personality can be organized and measured within five broad factors: namely, Extraversion, Neuroticism, Openness to Experience, Agreeableness and Conscientiousness (Pervin, 2000).

Table 1: Conceptual Definition of the Big Five Factors

Extraversion	*"…(includes) personality traits that focus on the quantity and intensity of relationships (such as sociability and dominance), energy level, positive emotionality.."*
Neuroticism	*"..(focus) on adjustment variables (such as psychoticism and distress), as well as negative emotional and behavioural traits (such as ambivalence over emotional expressiveness and aggression)...*"
Openness to Experience	"*..designed to include measures of intelligence, openness, and creativity..*"
Agreeableness	"*…includes personality traits that focus on the quantity and intensity of relationships (such as sociability and dominance), energy level, positive emotionality..*"
Conscientiousness	"*..includes goal directed behaviour (such as efficacy and rule conscious) and control-related traits (such as internal locus of control and impulsivity)...*"

Source: DeNeve and Cooper, 1998

A brief definition of the five factor model is presented in table 1. Although the Big Five Factor Model is commonly used as classification method of personality, there are certain problems that come along with directly applying this taxonomy in the area of consumer behaviour in order to predict specific behavioural responses.

A major criticism of the Big Five Model and other trait theories is that they were originally developed by psychologists for purposes that had nothing to do with consumer behaviour. The Five Factor Model puts more emphasis on very broad

personality traits that might not be relevant for behavioural research (Mowen, 1990; Pervin, 2000). Therefore the usefulness of this personality taxonomy was deemed to be inappropriate as to create a direct linkage between country image components and behavioural outcome variables.

3.2 Personality Traits

Two key personality traits indentified in consumer research that were consistently found to have an impact on consumer behaviour are Need for Cognition (NFC) and Need for Affect (NFA). Both personality traits are conceptuality similar in that they try to capture an individual's intrinsic motivation to engage in cognitive vs. emotional information processing (Cacioppo and Petty, 1982; Sojka and Giese, 2001). Importantly, however, is that these personality traits are theoretically applicable to our specific study area since they could be used to understand why individuals with certain characteristics pay attention to and use distinct country image components (cognitive vs. affective) in evaluating products and in their decision process of intention to buy products and intention to visit a country.

Before discussing these personality traits in more detail, it might be useful to briefly illustrate the nomological net surrounding the concepts of NFC and NFA (see Table 2). Past research approaching the study of individual differences in cognition and affect have typically focused on three distinct levels of analysis; namely: cognitive/emotional ability, style and information processing (see Maio and Esses, 2001).

Cognitive ability refers to a person's skill to "understand new concepts quicker, solve unfamiliar problems faster, see relationships that others don't and are more knowledgeable about a wider range of topics than others" (Dickens, 2009 forthcoming) and can be captured by using a variety of intelligence tests (ie; Cattell, 1960; Daniel, 1997). In contrast, emotional ability refers to an individual's capacity to "recognize the meanings of emotions, …to perceive emotions, assimilate emotion-related feelings, understand the information of those emotions, and manage them" (Mayer, Caruso, and Salovey, 1999, p. 267). Emotional ability can be tapped with scales such as the

Affective Orientation Scale[7] (Booth-Butterfield and Booth Butterfield, 1990) or the psychological scale of Alexithymia[8] (Taylor, Ryan and Bagby, 1985).

Table 2: Nomological Net of Need for Cognition and Need for Affect

Individual differences in terms of cognition and emotions	
Cognition	**Emotions**
Cognitive ability - Intelligence tests (e.g., Cattell, 1960; Daniel, 1997)	**Emotional ability** - Affective Orientation Scale (Booth-Butterfield and Booth-Butterfield, 1990) - Measure of Alexithymia (Taylor, Ryan and Bagby, 1985)
Cognitive style - Need for closure (Kruglanski, Webster and Klem, 1993) - Uncertainty orientation (Sorrentino and Short, 1986)	**Emotional style** - Affect Intensity measure (Larsen and Diener, 1987; Moore et al., 1995) - Repression-Sensitization Scale (Byrne, 1961) - Positive and Negative Affect Scale (Watson, Clark and Tellegen, 1988)
Cognitive processing - Need for Cognition (Cohen, Stotland and Wolfe, 1955) - Need for Cognition (Cacioppo and Petty, 1982, 1984)	**Emotional processing** - Need for Emotion (Raman, Chattopadhyay and Hoyer, 1995) - Preferences for Affect/Need for Affect (Sojka and Giese, 1997) - Need for Affect (Maio and Esses, 2001)

Source: adopted from Maio and Esses, 2001

Research on cognitive and emotional style, tries to focus on the way individuals perceive, experience and express emotions or information. Cognitive style can be captured with scales used to measure preferences for definite and unambiguous answers (Need for Closure; Kruglanski, Webster and Klem, 1993) or measures of cognitive reaction to uncertainty situations (Uncertainty Orientation; Sorrentino and Short, 1986). In contrast, various concepts and measurements have also been developed to capture an individual's emotional style, such as the Affect Intensity measurement (Larsen and Diener, 1987; Moore et al., 1995), the Repression-Sensitization Scale (Byrne, 1961) or the Positive and Negative Affect Scales (PANAS) (Watson, Clark and Tellegen, 1988). The Affect Intensity scale measures individual differences of affective response to a fixed level of affective stimulus and is therefore defined as the intensity with which individuals experience emotions (Larsen and Diener, 1987). The Repression-

[7] The Affective Orientation construct is defined as "*the degree to which individuals are aware of and use affect cues to guide communication"* (Booth-Butterfield & Booth-Butterfield, 1990)
[8] The Alexithymia construct is defined by a person's inability to describe, identify and distinguish between own feelings. (Taylor, Ryan & Bagby, 1985)

Sensitization Scale was constructed to measure an individual's propensity to avoid (repression) or approach (sensitization) responses to distressing emotional stimuli (Byrne, 1961). And finally, the PANAS scale is also thought to capture an individual's enduring propensity to experience positive or negative emotions (Watson, Clark and Tellegen, 1988)

Studies on cognitive and emotional processing assess an individual's inclination to engage in cognitive (affective) processing for retrieving information. The aforementioned concepts of NFC (Cacioppo, 1982) and NFA (Sojka and Giese, 2001) fall within this classification. Our study's focus will therefore only revolve around definitions and scales proposed by academics to capture an individual's preference to engage in cognitive or emotional processing.

3.2.1 The Concept of Cognitive Processing

3.2.1.1 Defining Cognitive Processing: Need for Cognition

People differ in their inclination to approach and process cognitive tasks. The pioneering work of Cohen, Stotland and Wolfe (1955) refer to this inclination as the *Need for Cognition (NFC)* and define it as "a need to understand and make reasonable the experiential world" (p. 291). In their research work they point out that "stronger needs lead people to see a situation as ambiguous even if it is relatively structured, indicating that higher standards of cognitive clarity are associated with greater need for cognition" (p. 292). However, it is important to note that the term *need*, is not intended to cause a psychological state of deprivation if this *need* is not satisfied. Instead they reason that "need for cognition may be said to qualify as a need since it directs behaviour toward a goal and causes tension when this goal is not attained" (p. 291).

The notion of a NFC construct is rooted in literature of social psychology and personality. Murphy (1947), for example, proposes a characterization of the individual and suggests that "thinkers" are persons who enjoy or have "fun to think" (p. 407). Similarly Katz (1960) proposes that certain individuals have an intrinsic "need to understand" (p. 170) when forming attitudes.

Caccioppo and Petty (1982) advanced Cohen, Stotland and Wolfe's (1955) NFC construct and defined it as a "tendency to engage in and enjoy thinking" (p. 116). Although both constructs are conceptually similar in that they try to tap "an individual's tendency to organize, abstract, and evaluate information" (Caccioppo and Petty, 1982, p. 124), there is nevertheless an important difference between these concepts. While Cohen's et al. (1955) conceptualization of NFC focuses on tension reduction, Cacioppo and Petty's conceptualization of NFC focuses on a person's intrinsic motivation to engage in cognitive processes.

Note that the concept of NFC has become a widely accepted moderating variable in communication and persuasion literature. Since the NFC variable was among others developed to understand individual differences in persuasion situations, it was used to understand individual differences in the study of the ELM (Elaboration Likelihood Model). According to the ELM, there are two different routes to persuasion. One is the central route and the other is the peripheral route. The central route "views attitude change as resulting from a diligent consideration of issue-relevant arguments" (Kruglanski and Higgins, 2003, p. 475). The peripheral route "attitudes change because the attitude object has been associated with either positive or negative cues" (Kruglanski and Higgins, 2003, p. 476). Several research studies by Cacioppo, Petty and colleagues have shown that persons with a high NFC are more likely to change their attitude via the central route. Hence, high NFC individuals will be stronger influenced if the quality of the arguments improves (Cacioppo, Petty and Morris, 1983; Cacioppo, Petty, Kao and Rodriguez, 1986). In contrast, low NFC individuals prefer a more simple type of information processing or a heuristic information processing and are therefore rather influenced by peripheral cues (Chaiken, Liberman and Eagly, 1989).

To sum up, individuals who score high values on the NFC scale are expected to enjoy thinking processes whereas individuals scoring low values on the NFC scale are expected to avoid tasks that require effortful thinking processes.

3.2.2 Measuring Cognitive Processing

In psychology and consumer science literature there appears to exist a broad consensus about the appropriate scale necessary to capture and individual's NFC. Almost every study in psychology and consumer research uses either the original 30-item instrument by Cacioppo et al. (1982) or the shortened 18-item version (Cacioppo et al. 1984). Cacioppo's NFC scale appears to be a wildly used construct across various disciplines since more than 28 entries on this topic could be found by only searching the standard database ABI inform during the period 2008 - 2009. The shortened 18-item NFC - instrument can be found in Appendix A.

3.2.2.1 Development of the Need for Cognition Scale

Cacioppo's et al. (1984) original 34-item instrument was developed and validated in the United States. The authors tested internal consistency and external validity measures of their scale in four empirical studies. The first empirical study was intended to generate an initial pool of opinion statements relevant to capture the NFC construct. The empirical studies by Cohen et al. (1955) and Cohen (1957) to capture the concept of NFC as well as empirical studies on measuring the need for achievement (McClellann, Atkinson, Clark and Lowell, 1953) served as basis to generate a pool of opinion statements. An initial 46-item scale was subsequently administered to two different groups of people known to differ in NFC.[9] A preliminary factor analysis of these responses revealed one major dimension with 34 items loading on one factor. In a second study the generated 34-item scale from the first study was administered to a larger population of 400 undergraduate students. A factor analysis was then used to confirm the factor structure yielded in study 1, which indeed reproduced very similar results. All 34 items were retained and formed the NFC scale. Study 3 and 4 served to examine the validity of the NFC scale. Discriminant validity of the scale was confirmed by showing that NFC was unrelated to social desirability and test anxiety and only weakly negatively related to social desirability and the construct of dogmatism. Convergent validity was confirmed by showing that NFC was positively related to general intelligence.

[9] University faculty members served as respondents for the high need for cognition group, while assembly line workers served as respondents for the low need for cognition group.

In order to come to a more manageable length of the measurement instrument, the scale was later revised and shortened to a pool of 18 items (Cacioppo, Petty and Kao, 1984). The reliability of the scales (the 34-item and the 18-item scale) was assessed and reproduced high Cronbach's alpha values of 0.9 and 0.84, respectively. Furthermore, a principal component analysis on the remaining 18 items revealed one dominant factor, thus confirming the results obtained in their previous study.

The reliability and underlying factor structure of the 18-item scale was further examined by Sadowski and Gulgoz (1992) and Forsterlee and Ho (1999). Consistent with findings by Cacioppo, Petty and Kao (1984), a principal component analysis revealed one dominant dimension and high internal consistencies with Cronbach's alpha values of 0.88 and 0.81, respectively. Furthermore, in a review of numerous studies applying the NFC scale, Caccioppo, Petty, Feinstein and Jarvis (1996) conclude that the NFC scale is a valid and reliable personality variable/trait to capture individual differences in a person's intrinsic motivation to engage in cognitive processing.

3.2.2.2 Cross-cultural Assessment of the Need for Cognition Scale

Cacioppo's NFC scale appears to be a scale with international appeal, since it has been successfully applied across various cultures and countries. The scale has been translated into various languages, such as German (Bless et al., 1994), Turkish (Guelgoez and Sadowski, 1995), Spanish (Gutierrez et al., 1993), French (Ginet and Py, 2000), Chinese (Kao, 1994), and Persian (Ghorbani, Watson, Bing, Davison, and LeBreton, 2003).

The German language version of the scale (Bless et al., 1994), for example, was developed by first translating Cacioppo and Petty's (1982) original version into the target language and then back translating it into the original English version. Subsequently, these two versions were discussed by two bilinguals. The formulations were adapted accordingly which resulted in an initial 46- item NFC scale. In addition to the 46-item NFC scale, questions related to scientific interest, need for achievement, social desirability were included to examine the convergent and discriminant validity of the NFC scale. Results of the principal component analysis showed that the scale was three dimensional in structure, but still there was a clear dominance of one dimension (Factor 1=20,4%; Factor 2=7,5%, Factor3=5.6). A short version of the NFC scale was

created by eliminating all items with factor loadings < 0.42, resulting in a final NFC scale with 16 items. Finally, reliability measures of the scale were assessed and showed a high degree of reliability (α= 0.83) similar to the values obtained by Cacioppo and Petty (1984).

3.2.3 The Concept of Affective Processing

3.2.3.1 Defining Affective Processes: Need for Emotions, Need for Affect, and Preference for Affect

As individuals differ in their tendency to process cognitive information, they can also differ in their inclination to process affective information. Jung (1970) was among the first researchers who suggested the notion of such a construct. He proposes that certain individuals have a higher disposition to enjoy experiencing emotions and as a consequence behave in a particular way.

Current conceptualizations of such an affective inclination are usually referred to as *Need for Emotion* (Raman, Chattopadhyay and Hoyer, 1995), *Preference for Affect* (Sojka and Giese, 1999) or *Need for Affect* (Maio and Esses, 2001). The Need for Emotion Scale was developed by Raman, Chattopadhyay and Hoyer (1995) to measure individual differences in the need to seek out emotional stimuli and was constructed to be analogous to the NFC scale. Raman et al. (1995) defined the concept as "the tendency or propensity for individuals to seek out emotional situations, enjoy emotional stimuli, and exhibit a preference to use emotions in interacting with the world" (p. 538). Shortly after, the Preference for Affect Scale was developed by Sojka and Giese (1999). This scale was also intended to be analogous to Cacioppos's NFC scale and was conceptualized as an "individual's tendency to engage in and enjoy processing feelings" (Sojka and Giese, 2001, p. 93). And finally, a more recent study by Maio and Esses (2001) developed the Need for Affect scale and referred to it as "the motivation to approach or avoid emotion-inducing situations" (p. 583).

Although all these conceptual definitions use different wordings, the intentional meanings behind them are all very similar. They all try to capture an individual's

inclination towards processing emotions and/or propensity to use emotions to make sense of his/her environment. In this thesis whenever the author refers to such an affective inclination, the term *Need for Affect (NFA)* will be used.

3.2.3.2 Measuring Affective Processing: Need for Emotion, Preference for Affect and Need for Affect scale

While there is a large consensus about the appropriate scale necessary to capture an individual's NFC, there seems to be a lack of agreement about the best scale necessary to capture an individual's NFA.

Raman, Chattopadhyay, Hoyer (1995) were among the first researchers who developed a scale on affective processing (see Appendix B). Since cognition "represents only one mode of information processing" (p. 537) the authors suggested developing a scale which intends to capture "individual differences in the way people deal with emotion in a fashion analogous to the NFC scale" (p. 537). An initial pool of 48 items was generated and subsequently administered to a sample of 203 undergraduate students. A final uni-dimensional scale consisting of 12 items was generated. The overall Cronbach's alpha value of the scale was found to be 0.87. Although this scale seems to be a sound measurement instrument, it has still some drawbacks. The scale is conceptualized to tap mainly into short-term emotional states and not into long-term emotions. Furthermore, according to Sojka and Giese (1997), the scale items are in their wording situationally bound and therefore measure affect processing as a function of the situation. This conflicts with current personality trait theories, since traits should be relatively stable psychological qualities with respect to situations (Moser, 2002).

For this reason, Sojka and Giese (1997) developed a situation-invariant 13-item Preference for Affect (PFA) scale (see Appendix C) analogous to Cacioppo's NFC scale. The first step in the development of the Preference for Affect scale involved the generation of more than 108 sample items, which were later reduced to 62 items by a panel of nine experts. An exploratory factor analyses on the responses resulted in 13 items loading 0.4 or higher on one dimension. This final 13 item scale was tested in two empirical studies (N_1= 194, N_2= 191) whereby confirmatory factor analysis resulted in a good fit for a uni-dimensional model. In both studies coefficient alphas for the

developed Preference for Affect scale were 0.9136 and 0.8591 respectively, thus approving the high reliability of the scale.

Probably the most comprehensive approach to developing a NFA scale was conducted by Maio and Esses (2001) (see Appendix D). The first step in their scale development implied the generation of 88 items, which were then reduced to 60 items after peer evaluation. Next, a questionnaire consisting of 60 Likert type statements was submitted to more than 355 participants. Several exploratory factor analyses led to 29 items loading better than 0.3 on their respective dimensions. Three of the 29 items were deleted due to low inter-item correlation. The final 26 items scale therefore includes two factors relating to (1) the motivation to approach emotions and (2) the motivation to avoid emotions. Several confirmatory factor analyses (N= 880) supported the initial two dimensional factor structure. Convergent and discriminant validity of the NFA scale were also examined with other concepts such as individual differences in affect intensity, NFC, cognitive style, and the Big Five factor model.

Although the NFA scale by Maio and Esses (2001) may represent the most comprehensive and probably most reliable scale to measure affect, it may not be wise to use the whole scale in our questionnaire. Due to the length of the scale (26 items) it may either be necessary to shorten the scale or it may be necessary to consider using a different scale to measure this concept.

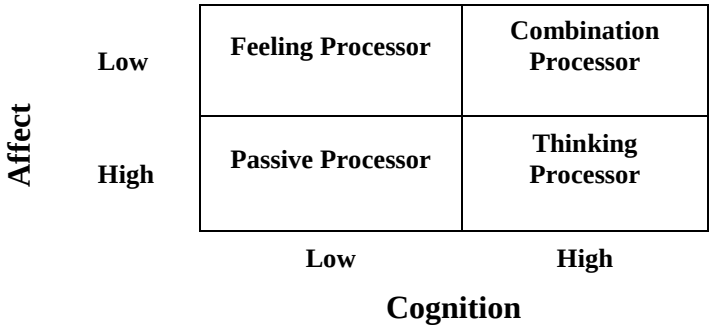
3.2.4 The Interaction of Affective and Cognitive Processes

Extant literature supports the notion that affect and cognition are independent but interrelated processes. For example, Zajonc's (1980) two system view proposes that "affect and cognition constitute independent sources of effects in information processing" (p. 151). Moreover, Epstein's (1998) cognitive-experiential self theory proposes that individuals process information by two independent but interactive systems. While the *rational* system is based on analytical, logical reasoning, the *experiential* system is based on holistic, affective experiences. In this sense, previous research studies found that individuals high in NFC could also process emotions, thus indicating that NFC is not the *polar opposite* to NFA and therefore one can conclude

that certain individuals are capable of using both systems (cognitive and emotional) to processing information (e.g., Booth-Butterfield and Booth-Butterfield, 1990).

In light of these study findings, Sojka and Giese (1997) developed a theoretical framework to demonstrate the *independent* but *interactive* relationship between the two personality variables NFC and their own developed concept of NFA (also referred to as Preference for Affect). They suggest that consumers can be categorized into four groups, depending on the score they obtain on the NFC and NFA scale. The authors propose that consumers can be classified as high NFC/low NFA, low NFC/high NFA, high NFC/high NFA and low NFC/low NFA. Figure 2 displays the interactive relationship between these two personality traits graphically. Thinking processors are those individuals who are high in cognition but low in affect (lower right quadrant), whereas feeling processors are those individuals who score high on affect but low on cognition (upper left quadrant). Individuals who obtain high levels of cognition and affect are referred to as the combination processors and finally those who are low on both variables (low in NFC and NFA) are named the passive processors. This theoretical framework will be used in this thesis to analyze the various ways in which the cognitive, affective or both country image components may be important drivers for behavioural outcome variables.

Figure 2: Classification of individuals according to their personality traits



Source: Sojka and Giese, 1997

3.3 John Gountas' personality theory

A promising alternative to the two personality traits is the relatively new personality theory developed by John Gountas (2001). In contrast to current personality theories/models that offer a fragmented perspectives of the individual (eg.: Zajonc's (1980) two system view, Epstein's (1998) cognitive-experiential self theory), John Gountas' personality model offers a holistic picture of the individual and defines at the broadest level of abstraction, four relatively distinct domains of important individual differences. By using this personality classification, we are able to establish a direct linkage between fundamental personality dimensions/traits in order to study the relationship between country image components and outcome variables.

3.3.1 Conceptual Origin and Definition

The conceptualization of this personality model builds on the notion of the original *Carl Jung's personality theory* (1921) and post Jungian personality type postulations (Briggs-Myers and Mc Caulley, 1989). Carl Jung's conception of personality is very complex. First of all he proposes four distinct ways of experiencing the world: sensing, intuition, feeling, and thinking, which is summarized in the table 3 below.

Table 3: Jung's personality theory

Ways of Experiencing	Characteristics
Sensing	Knowing through sensory systems
Intuition	Quick guessing about what underlies sensory inputs
Feeling	Focus on the emotional aspects of beauty or ugliness, pleasantness or unpleasantness
Thinking	Abstract thought, reasoning

Source: Mischel, 2008, p. 217

In addition, Jung broadens this concept and includes two attitudes, namely Introversion and Extraversion. These attitudes in conjunction with the four ways of experiencing the world result in eight distinct personality typologies, which he explains in detail in his work *psychological types* (1921).

The new model by John Gountas (2001) consists of four major personality sub-systems (Thinking, Feeling, Imaginative, Material/Physical) and postulates that each orientation has a different perspective of the world as well as a distinct style and preference of processing information. The validity and reliability of the theoretical model that underpin the scales were tested by carrying out several neuromarketing tests using electroencephalograph (EEG) brain scans. Findings of the EEG brain scan studies (N=43) give supporting evidence that personality can indeed be classified within 4 broad factors (Gountas, 2007, forthcoming).

A conceptual definition of each personality orientation is presented below. It is important to note that Gountas' personality perspective is not mutually exclusive. Hence, consumers who score high values on the thinking orientation can also score high values on the feeling orientation and so forth.

Thinking/Logical Personality Orientation

Individuals scoring higher values on the thinking orientation have a higher need to engage in cognitive information processing. Decisions are made objectively based on clear logical evaluation of facts. Consumers with a higher tendency on the thinking orientation have a stronger interest in creating new ideas and knowledge to understand and make sense of different aspects in life. Thinking oriented consumers are typically represented by the following characteristics:

"*interest in analysing information, maintaining objectivity in decision making, using well founded intellectual principles to guide thinking process, value justice and fairness, tend to use critical and deliberate thinking, which can appear emotionless or blunt and less concerned for feelings" (Gountas and Brancaleone, 2008 based on Briggs-Myers and McCaulley, 1989, p. 522)*

Imaginative Orientation

Imaginative consumers are able to reveal the unconscious percepts that influence an individual's thoughts and actions. They prefer to receive information from their environment by intuition, a more indirect way of looking at things by using unconscious ideas and associations. They are more likely than others to engage in imaginative visualisation techniques when interpreting their environment and are able to do this with

minimal information. Decision making is based on unconventional approaches such as creativity, imagination and theories of hunches. The most important subconstructs of the imaginative personality orientation are:

"…a stronger tendency to visualize, to construct images, are more inclined to value idealism, reflection, creativity, imagination and tolerance for the unusual and unconventional process of decision making…" (Gountas and Brancaleone, 2008, p. 522)

Material/Sensing Orientation

Material/Sensing consumers have a preference for the utilization of information obtained through the somatosensory system or in other words the five senses (sight, smell, hear, touch and taste). This preference is reflected in their appreciation of physical details and their precise ability to identify material features such as colour, texture, grain, and three-dimensional aspects. The construct of materialism is deeply anchored in their value system. They therefore experience a lot pleasure from physical comforts and material possessions. To sum up, the material/sensing consumer can be characterized by:

"physical realism, acute powers of material observations and understanding, memory for details, practical, down to earth and enjoyment of financial achievements and material possessions" (Gountas and Brancaleone, 2008, p. 523)

Feeling/Action Orientation

The feeling orientation is closely related to Salovey and Mayer's (1990) conception of Emotional Intelligence. In this sense, feeling oriented consumers are able to identify and understand emotions/feelings, are able to control their own feelings and finally they are able to manage/regulate emotions in both in themselves and in others. Since the feeling oriented consumers are capable of controlling and evoking new feeling states in themselves and in others, they have a higher tendency to be socially powerful and influential with other people. Feeling oriented consumers are further characterized by a heightened preference for processing information that is experiential in nature. Decision making is based on actual experiences gained and therefore they are more subjective in

their interpretation of their environment. The feeling orientations sub-constructs can be summarized as follows:

"higher concern for the human emotional and feeling aspects, experiential sources of information, a need for affiliation, status and social respect, understanding emotions, preference to evaluate products in terms of emotional benefits and social symbolism" (Gountas and Brancaleone, 2008 based on Briggs-Myers and McCaulley, 1989, p. 524)

It is important to note that although the thinking orientation and the feeling orientation are related to the construct of NFC and Preference for Affect, there are clear differences between these constructs; both from a theoretical point of view and in the way they have been measured. The thinking and feeling orientation are broad personality constructs, while NFC and NFA represent contextual specific personality variables that do not go beyond the use of affect and cognition in information processing,

3.3.2 Development of Gountas' personality orientation instrument

Reliability analyses of the original personality orientation instrument (Gountas, 2003) produced very robust Cronbach's alpha values (Thinking, α= 0.85; Material, α= 0.80; Feeling, α=0.83 and Intuitive, α= 0.85). However, more recent studies (e.g., Gountas and Webb, 2006; Gountas and Brancaleone, 2008.) revealed that the original 4 personality orientation instrument did not work correctly as expected. In other words, some items were found to cross load onto several factors (i.e., some items from the physical or feeling personality orientation were found to cross load onto the thinking or imaginative personality orientation). In light of these findings, Gountas decided to revise his instrument in 2008. The first step of the scale construction procedure consisted in generating items that people would use to define the four personality orientations. Two qualitative studies (study 1, N= 35, study 2, N= 120) using free elicitation techniques were conducted. Respondents were asked to explain in their own words what they understood to be a feeling, imaginative, material/physical, and thinking type of person. The free elicitation phase was followed by asking three independent assessors to analyze separately the free elicitator responses. This resulted in reducing the huge list of personality descriptors into a smaller, more manageable pool of items.

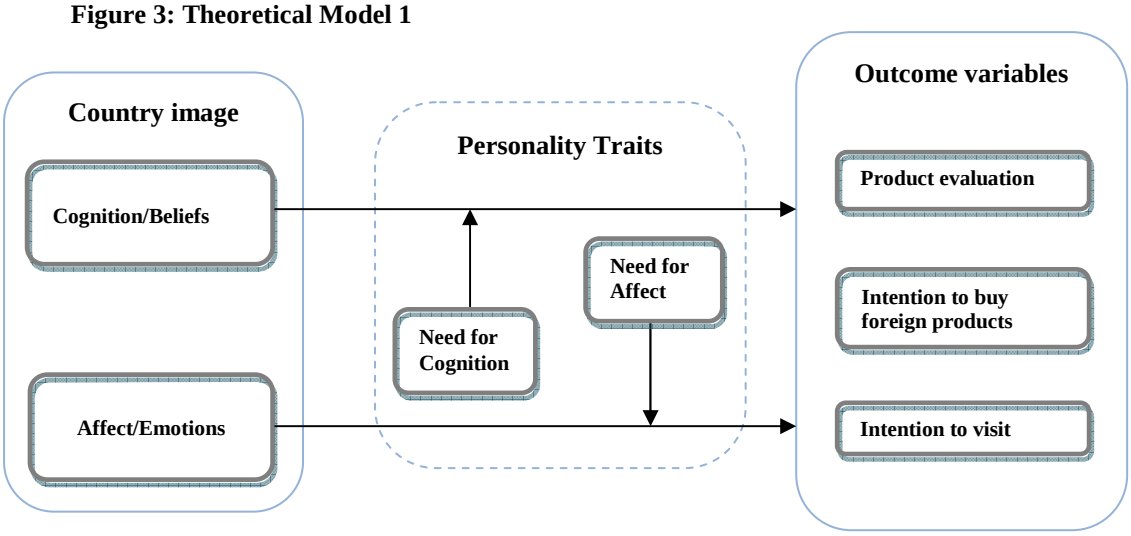
By the end of 2008, Gountas provided us with a preliminary validation study (N=500) that was carried out on a pool of 67 items. The results of this preliminary validation study can be seen in Appendix E.

Although the reliability analysis of the newly revised instrument reproduced relatively high Cronbach's alpha values (exact Cronbach's alpha values were not provided by the author), it is important to note that the measurement instrument of some personality constructs do not capture and reflect entirely their theoretical conceptualization. The material/physical personality orientation, for example, is characterized by consumers who value physical comforts and material possessions. Material/Physical consumers rely heavily on their input of their five senses (sight, smell, hear, touch and taste) to process information and experience a lot of pleasure from physical or material goods (Gountas, 2003). However, when looking at the items of factor 3 (Material) one can see that no items emerge that are related to the issue of sensory perception. Therefore results presented in this study that are related to the material/physical personality orientation should be interpreted with care since the scale instrument doesn't seem to capture the whole factor characteristics.

4 The study's theoretical models

Two different theoretical models have been developed to answer the study's first research question, whether personality does influence the country image - outcome variable link. The models shown in Figure 3 and Figure 4 depict the theoretical proposition that we suggest and test in this study. In Model 1 and 2, country image is regarded as a two dimensional construct whose cognitive and affective component may *directly* and *independently* impact outcome variables. This theoretical conceptualization is based upon the two component view of attitudes. According to Bagozzi and Burnkrant (1979) an attitude comprises a cognitive and an affective dimension which are "conceptually independent, yet empirically related constructs" (p. 916). With respect to the outcomes, three variables will be of particular interest to us, namely product evaluation, intention to buy foreign products and intention to visit a travel destination. As mentioned before, we conceptualize human personality as a *moderator* that impacts the relationship of cognitive versus affective country image component on outcome variables.

Figure 3: Theoretical Model 1

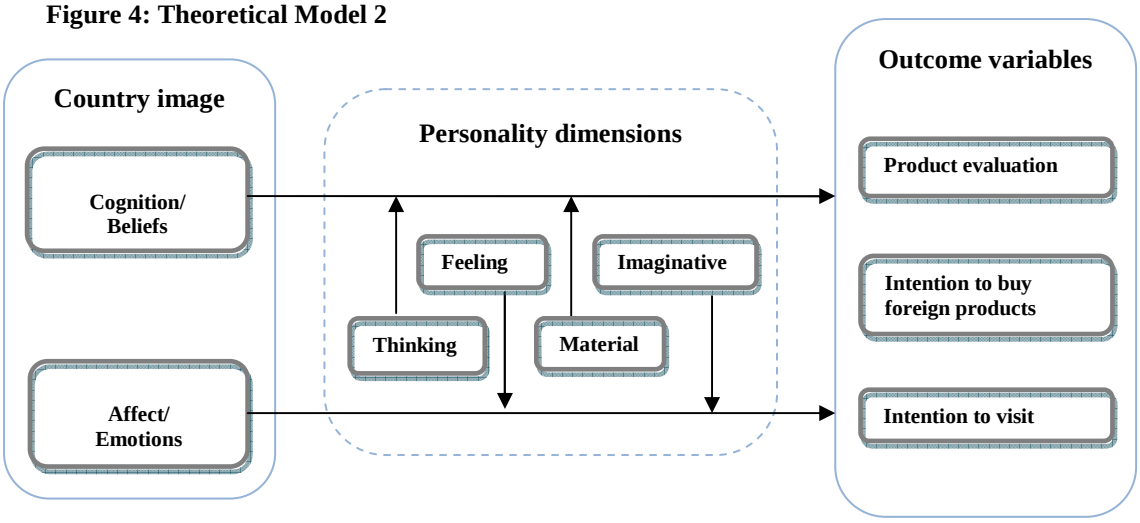


In the first model we use specific behavioural context related personality traits and propose that the predictive effects of affective versus cognitive country image components on outcome variables are moderated by individual difference measures of NFC (Cacioppo and Petty, 1982) and NFA (Sojka and Giese, 1997). In this respect, the model suggests that the cognitive component of country image becomes more salient (i.e., has a stronger effect on outcomes) when NFC is high and, similarly that the

affective component of country image becomes more salient (i.e., having a stronger impact on outcomes) when NFA is high.

These two personality variables could then be related to more basic dimensions of the personality such as the Big Five Factor in an effort to find out to what extant different needs in cognition and affect may have their roots in more fundamental dimensions of the individual. However, considering the already existing scope of the diploma thesis and considering the fact that studies on the relation between NFC, NFA and the Big Five Factors already exist, we will disregard to incorporate these analyses.

Figure 4: Theoretical Model 2



Model 2 integrates more basic human personality orientations/traits (Gountas' preliminary validation study in 2008, see Appendix E) as moderating variables between country image components and conations. Hence, we assume that different personality orientations moderate the link between country image components and outcome variables. The rational for testing model 2 is to apply a broader personality theory that is *directly* applicable within the country image - outcome variable link.

Furthermore, familiarity with a country is proposed to impact the various outcome variables in both models being studied. In comparison to product familiarity or brand familiarity, *country familiarity* reflects at a higher level of abstraction the extent of knowledge and/or experience a consumer holds about a country's, people, culture, business environment, economy, products etc.. Country familiarity may therefore directly impact the outcome variables through creating positive product evaluations (eg., Country X is a highly developed country, therefore I think that products from this

country are of good quality), through affecting purchase decisions (e.g., I have tried chocolate from country X and I loved it, so I can imagine to buy it) or through influencing travel behaviour (e.g., I like the people and the culture from country X, I definitely want to spent my next holidays there). We therefore decided to integrate country familiarity as a control variable into our model which has a direct impact on the outcome variables.

Several regression models will be conducted, where the two country image scales and country familiarity will be taken as independent variables, the four personality dimensions, the two personality traits will be taken as moderators (or interaction variables) and product evaluation, intention to buy and intention to visit will be considered as dependent variables. Additionally, country familiarity will be integrated as control variable, since this variable is expected to directly impact our outcome variables.

5 Hypotheses Development

5.1 The moderating role of personality traits (Model 1)

It is hypothesized that the strength of the relationship between country image components and conative outcome variables can be influenced by individual differences in two personality variables - The Need for Cognition and Need for Affect.

A number of empirical studies in the area of consumer research have already shown that individual differences in NFC can certainly affect the process of attitude formation. The study by Haugtvedt, Petty and Cacioppo (1992), for example, examined the function of NFC on attitudes formed as a result of being exposed to advertisements. Results of this study showed that attitudes formed by high NFC individuals were based more on an evaluation of specific product attributes; whereas attitudes of low NFC individuals were based on more simple peripheral cues. Other studies have shown that the NFC personality trait impacts the decision process, the scope of information searched as well as the type of information used when making decisions (Cacioppo et al., 1996; Venkatraman et al. 1990; Foxall and Bhate, 1993). Further studies have shown that high NFC individuals evaluate advertising information more intensively than low NFC individuals (Mantel and Kardes, 1999; Peltier and Schibrowsky, 1994). The results of these studies give reasonable support to consider that the same personality trait may be used to explain individual differences in the tendency to use the cognitive country image component when basing one's conations. In this sense one can argue that the link between the cognitive country image component and behavioral outcome variables might be stronger for individuals high in NFC than for individuals low in NFC. This is because for individuals high in NFC, the cognitive information about a country will be a stronger driver for behavior than for individuals low in NFC. Following this discussion, our hypothesis can be formulated as follows.

H1: The higher an individual's NFC, the stronger the relationship between the cognitive component of country image and (a) product evaluation, and (b) buying intention.

Regarding the outcome variable *intention to visit*, we believe that the affective country image component will also play a major role for high NFC individuals. Because of the "hedonic nature of holiday experiences and given that tourism destinations are rich in terms of symbolic values" (Ekinci and Hosany, 2006, p. 130), it is reasonable to suggest that high NFC individuals will also tend to refer to the affective facet of country image when deciding to visit a country. Therefore we cannot expect that NFC will also positively moderate the relationship between the cognitive country image and intention to visit.

H2: The personality trait NFC will have no significant impact on the relationship between the cognitive component of country image and intention to visit the country.

With respect to the other personality trait NFA, Larsen and Diener (1987) demonstrated that individuals differ in their response of emotional intensity even though exposed to equal levels of emotional stimuli. Moore et al. (1995) also demonstrated that high affect intensity individuals are more likely to be persuaded by emotional advertisements. The authors found out that people scoring higher values on the Affect Intensity (AI) scale responded significantly stronger to emotional ads as compared to low AI individuals. Despite the fact that the measurement scales used in these studies do not necessarily capture an individual's affective processing, they nevertheless give us an understanding about the way individuals react to different affective stimuli. In this sense, it is reasonable to suggest that for high NFA individuals the affective country image component will be a stronger driver for behavioural outcomes than for low NFA individuals. Hence, our hypothesis for high NFA individuals can be formulated as follows.

H3: The higher an individual's NFA, the stronger the relationship between the affective component of country image and (a) product evaluation, and (b) intention to buy products.

For the outcome variable intention to visit, that is more hedonic in nature, the following will be hypothesized.

H4: The higher an individual's NFA, the stronger the relationship between the affective component of country image and intention to visit the country.

5.2 The moderating role of personality dimensions (Model 2):

It is also hypothesized that the strength of the relation country image – outcome variable will be impacted by an individual's personality orientation (Thinking, Feeling, Material, and Imaginative). The thinking personality orientation prefers to use an impersonal process and makes decisions by linking ideas through logical connection. Likewise individuals who are high in NFC, individuals scoring high on the thinking personality orientation scale will prefer to evaluate products and buy products by objectively looking at the informational beliefs they have about that country. As regards the outcome variable intention to visit, we also believe that no moderation effect will occur.

H5: The higher an individual's score on the thinking personality orientation, the stronger the relationship between the cognitive country image and (a) product evaluation, and (b) buying intention.

H6: The thinking personality orientation will not moderate the relationship between the cognitive country image component and intention to visit.

As regards the material/physical personality orientation it is not that straightforward to develop a hypothetical relationship. The closely related construct of materialism "is not commonly proposed as an information-processing construct" (Hunt, Kernan and Mitchell, 1996, p. 65), hence, making it theoretically more difficult to develop a direct linkage to the construct of country image and behavioural outcome variables. However, Hunt, Kernan and Mitchell (1996) were able to show that there is a feasible theoretical linkage between information processing preferences and the construct of materialism. Richins and Dawson (1990, 1992) define materialism as "an organizing or second-order value that incorporates both the importance placed on certain end states (achievement and enjoyment values) and beliefs that possessions are appropriate means to achieve these states" (p. 171). Based upon this definition, Hunt, Kernan and Mitchell (1996) reason how materialists retrieve information about a target person to interpret and judge an individual. Materialists are therefore more likely to retrieve possession related

information than are less materialistic persons. In this sense it is also reasonable to argue that materialistic individuals would more likely engage in encoding of possession related information about a country. Since the cognitive country image facet is made of people's impressions based on a country's political, technological and economic structure, we believe that individuals with higher levels of materialism will retrieve the cognitive country image facet more strongly (especially the economic factors of a country to base their product evaluation and intention to buy products) than individuals with lower levels of materialism. With respect to the outcome variable intention to visit, a similar hypothesis to the one proposed for the thinking personality orientation was developed.

H7: The higher an individual's score on the material personality orientation, the stronger the relationship between the cognitive country image component and the outcome variables (a) product evaluation and (b) intention to buy.

H8: The material personality orientation will not moderate the relationship between the cognitive country image and intention to visit.

The feeling orientation is characterised by a heightened preference for experiential sources of information, enjoyment of emotional experiences, status as well as social respect. Feeling oriented consumers have a tendency to evaluate products in terms of social symbolism, status and emotional appeal (Gountas and Brancaleone, 2008 based on Pervin, 1997). Past studies have shown that feeling oriented individuals tend to evaluate services or products with regards to negative or positive emotions resulting from their consumptions (Gountas and Gountas, 2007). Accordingly, this personality orientation should moderate the relationship between the affective country image component and outcome variables. Hence, for individuals who obtain higher scores on the feeling personality orientation scale, the affective country image may become a stronger determinant of outcome variables than for individuals who obtain lower values on the feeling personality orientation scale.

H9: The higher an individual's score on the feeling personality orientation, the stronger the relationship between the affective country image component and the outcome variables (a) product evaluation, (b) intention to buy, and (c) intention to visit.

The imaginative personality orientation is characterized by a stronger tendency to visualise, creativity and imagination. Imaginative consumers prefer more abstract types of information processing (e.g., using visualisation techniques) and are more inclined to make decisions by *hunches* or *intuition*. One model which integrates intuition into decision making processes can be seen in the dual-process models by Chaiken and Trope (1999). According to these models there are two modes of mental processes. The traditional mode is characterized by rational thought and logical reasoning, whereas the intuitive mode is characterized by quick, unconscious and facile decision making. Considering the affective country image component as intuitive mode of mental country image processing, it is reasonable to assume that individuals with higher levels of imagination will be motivated to base their behavioural intentions more strongly upon the affective component of country image than individuals with lower levels of imagination.

H10: The higher an individual's score on the imaginative personality orientation, the stronger the relationship between the affective country image component and the outcome variables (a) product evaluation, (b) intention to buy, and (c) intention to visit.

5.3 The relative importance of cognitive and affective country image facets

Using Sojka and Gieses' classification model (1997) we propose that depending on the group of processor an individual is classified to, he/she will rely more heavily on the cognitive or affective country image component when basing his/her conation.

Given that an individual high in NFC and low in NFA (thinking processor) prefers to engage in cognitive information processing but is less motivated to process emotional stimuli, it is reasonable to assume that he/she will pay closer attention to the cognitive component of country image as opposed to the affective image component. The cognitive country image component thereby becomes a much stronger determinant of outcome variables compared to the affective image dimension. Nevertheless, regarding the outcome variable *intention to visit*, we believe that the affective country image component will also play a major role for the thinking processor. Since, according to

Ekinci and Hosany (2006) travel experiences are *hedonic in nature*; the outcome variable intention to visit might also be guided by emotional attitudes about the foreign country. The assumption that thinking processors will more strongly be guided by cognitive beliefs about a country as opposed to affective attitudes about a country when deciding to visit a destination may therefore be inappropriate in this particular case. Therefore the following hypotheses have been established.

H11: Thinking processors have a stronger preference to base their (a) product evaluation and (b) intention to buy products on the cognitive component of country image than on the affective component of country image.

H12: Thinking processors will base their intention to visit a country on both country image components (cognitive and affective) likewise.

With respect to the feeling processors (individuals high in NFA but low in NFC), it is reasonable to suggest that they will be particularly attracted to and guided by emotions about a country when evaluating products and deciding on behavioral intentions. This is because feeling processors have a stronger preference to seek out emotional information, which they can find in the affective component of country image. Moreover, empirical studies using Sojka and Giese's NFA scale have shown that feeling processors (those individuals scoring high values on the NFA scale but low values on the NFC scale) show higher levels of response to ads that are mainly emotional (Ruiz and Sicilia, 2004). Taking these findings into consideration our hypotheses will be formulated as follows.

H13: Feeling processors have a stronger preference to base their (a) product evaluation and (b) intention to buy products on the affective component of country image than on the cognitive component of country image.

H14: Feeling processors will only base their intention to visit a country on the affective country image component.

Since combination processors have high values in both personality traits (NFC and NFA), we assume that they should be likewise guided by the affective and cognitive

image component when evaluating products and when deciding on certain behavioral intentions.

H15: Combination processors will base their (a) product evaluation, (b) intention to buy products, and (c) intention to visit a country on both country image components (affective and cognitive) likewise.

Finally, for passive processors (individuals low in NFC and low in NFA) we did not develop hypothetical assumptions in this study. “Due to a lack of theoretical support, it would not be appropriate to test formal hypotheses” (Sojka and Giese, 2001, p. 96) for passive processors in this context.

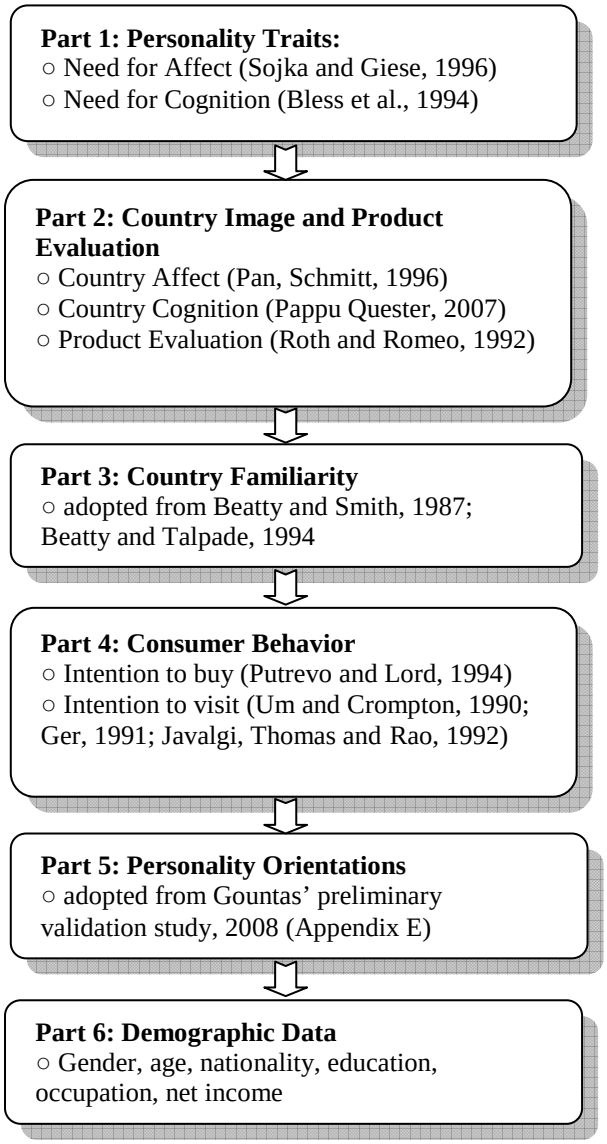
6 Methodology

The chapter of the thesis deals with the methodology of the study whereby issues of questionnaire development, construct measures used to capture the relevant concepts, data collection and sample composition are described. Moreover, a discussion about considerations in country stimuli selection and survey instrument translation has been included.

6.1 Questionnaire development

A questionnaire was designed as research instrument to obtain the data necessary to answer the study's research questions as outlined in chapter 2.2. The basic construct measures as described in the research model (chapter 4) had to be included in the final questionnaire. All measurement scales used in the survey instrument are based on previously developed scales borrowed from tourism and consumer research studies. A clear illustration of the structure of the questionnaire, its sequence of questioning and the relevant scales used to capture the constructs is provided in figure 5.

Figure 5: Questionnaire structure



The questionnaire was divided into six parts. The first part was designed to measure a consumer's extent to engage in cognitive and affective information processing. The second part of the

questionnaire consisted of measures capturing consumers' affects and beliefs about the country under investigation as well as their evaluation of the country's products in general. In a subsequent part, respondents were asked to indicate their overall degree of familiarity with the country. Part 3 of the questionnaire was followed by measures to capture consumers' intention to buy products from that the country under investigation as well as their intention to visit the country. The fifth part was again focused on measuring a consumer's personality orientation. The last part was concerned with socio-demographic questions related to gender, age, nationality, years living in Austria, occupation, highest level of education and monthly personal income after taxes. Results related to this last part are discussed in more detail in chapter 6.5.

Two versions of the questionnaire were developed were the order of the personality traits (part 1) and Gountas' personality orientations (part 5) were reversed in half of the questionnaires. Although it is generally recommended to bring similar topics together within a questionnaire, we decided not to do so for measuring the specific personality traits and the more general personality orientations. This decision was taken out of two considerations in mind. First, since the scales used to measure NFC, NFA and the four personality orientations (Thinking, Feeling, Material, and Imaginative) are relatively long; we felt that it might either look intimidating or boring to respondents if they are confronted with large list of scaling questions related to the same topic. By splitting these scales and positioning them at the beginning and the near end of the questionnaire, the respondent might feel that the questionnaire offers more variety in its look and formulation of the questions. Our second concern was related to the fear that respondents might lose the interest at the nearer end of the questionnaire and thus not read all questions presented in this part. We therefore decided to systematically vary the order of the personality scales for half of the questionnaires in order to minimize such concerns. The final layout and appearance of the questionnaires can be seen in Appendix G and H.

As regards the response format, only scaling measures were used to capture consumers' responses to the particular constructs. All scales were balanced, non-forced and either measured on a seven or nine-point category. The majority of studies typically avoid the use of unbalanced scales (scales with an unequal amount of positive and negative answers) since they can provide a potential source of acquiescence response bias, i.e.

respondents are biased to answer in a particular way (Watson, 1992). Since we cannot assume that respondents will only answer in a few categories at only one extreme of the scale, we decided to use balanced scales. An odd number of scale points were provided to allow respondents to choose a neutral option in case they do not have a significant opinion to a question or in case they have a neutral stance towards a particular item. As regards the number of scale position used, a traditional five or seven point category is commonly used in literature. The use of longer scales is only recommended if the respondent is able to differentiate between the values of the categories (Wilson, 2003). In our study almost all of our measurement scales were captured on a seven point answer category. Only the sub-constructs of country image were measured on a nine point category in order to obtain a more precise measure of these constructs. Apart from these general problems involved during the process of questionnaire design, two other issues were of particular importance to the study. One of these issues referred to the process of country stimuli selection, the other issue was related to the difficulties in verbal instrument translation. These two subject matters are tackled in the following chapter.

6.2 Country selection

As regards the selection of an appropriate country stimulus, three criteria guided this process. First of all, a neutral foreign country should be selected with respect to the Austrian sample chosen as target population. By choosing a neutral country we are able to reduce potential country image biases that might have been caused by any external influence, such as animosities or affinities between the survey country and the foreign country under investigation. Animosities towards countries can be a consequence of political, social or religious tensions, while affinities towards specific foreign countries can be based on cultural, lifestyle appreciation of the foreign country or previous travel experiences and thus negatively or positively influence the overall evaluation of foreign products and intention to buy foreign products (Oberecker, Riefler and Diamantopoulos, 2008). It was therefore necessary to ensure that the relationships under study were not biased by any factor we were not able to control for and thus might have provided misleading results (Wilson, 2003). An exploratory research study conducted in Austria on consumer animosity (Riefler and Diamantopoulos, 2007) revealed that the USA, Germany, France and Turkey were among the most stated animosity countries, while

Italy, Spain and Greece were among the top affinity countries stated by Austrian consumers. Thus the choice of such countries as country stimuli should be avoided. Second, respondents should have a moderate level of familiarity with the country in order to enable them to provide valid ratings on the country image and product evaluation scales. And third, the use of a country with a relatively high variability in familiarity was preferred. Previous studies have shown that differences in familiarity do influence the strength of the relation between specific country image facets and outcome variables (Josiassen, Lukas and Withwell, 2008; Lee and Ganesh, 1999). To control for a systematic bias in country familiarity that might potentially influence the relationships under study, a country with a high variability in familiarity was given preference.

In order to decide for a neutral country with a moderate mean value and relatively high variability in country familiarity, a short pretest study with a quota sample of 15 Austrian consumers was conducted. Male and female respondents equally distributed among three age groups (18-30/31-50/51+) were asked to fill in a short questionnaire to measure their familiarity with respect to five neutral countries from five different parts of the world (Canada, Belgium, Ireland, Switzerland, Brazil). The questionnaire consisted of 4 items to measure country familiarity (Beatty and Smith, 1987; Beatty and Talpade, 1994) on a seven point Likert type scale with end points 1= strongly agree and 7= strongly disagree. A final question related to the amount of times the respondent had already visited the respective country was also included. Each of the five stimuli countries was assessed with respect to five country familiarity items. Table 4 provides some descriptive statistics of the results.

Table 4: Descriptive statistics of pretest study

Country	Mean value of country familiarity	Standard deviation (SD)
Canada	2.5	1.83
Belgium	2.15	1.48
Ireland	1.98	1.04
Switzerland	4.38	1.61
Brazil	1.33	0.49

Canada (SD= 1.83) was among the countries with the highest variability in country familiarity, followed by Switzerland (SD=1.61) and Belgium (SD=1.48). Since Switzerland was among the countries with the highest mean value in country familiarity, we decided to go ahead with this country. The considerably lower mean values of Canada and Belgium were regarded as too low as to enable respondents to give valid ratings on the country image scales as well as on product evaluation measures.

6.3 Survey instrument translation

Since our study was conducted with an Austrian consumer sample, the questionnaire had to be designed in German. Some of the constructs used in our survey instrument were already available in the required target language. A German version of the affective country image measure, country familiarity and the outcome variables (intention to visit, intention to buy, product evaluation) were borrowed from previous studies conducted at the Chair of International Marketing which were found to be reliable and valid measures. A German version of the personality construct NFC could also be identified in literature (Bless et al., 1994). However, still some measures (NFA, cognitive country image, Gountas' personality orientations) were not yet available in the target language und thus needed to be translated into the German language. In translating the remaining measurement scales, a two step procedure was adopted. First, a forward translation was conducted, whereby a single translator student who was native in German prepared a translation from the English source language into the German target language. The student was informed about the subject matter and was told that a totally literal translation may not always be required if it does not capture the correct meaning in the desired target language. (Craig and Douglas, 2005) For example, the English phrase *I am good at empathizing with other people's problems* can be literally translated into the German language *Ich bin gut darin die Probleme anderer Menschen nachzuempfinden*. But this literal German translation will not sound as fluent to a German Native speaker as the slightly adapted version *Ich kann mich gut in die Problemwelt anderer Menschen hineinversetzen.* Although most of the items were not translated literally into the German language, still a strong focus was placed on not moving too far away from the original version. In a second step, the original scales and the translated scales were given to three independent assessors who were native in

German. The translated scales were discussed and then they were asked to suggest alternative phrasing or wording for possible improvements. After careful evaluation and review of suggested phrasings, a final German version of the scales was created.

6.4 Construct measurement

The survey instrument used in our study was all based on previously developed scales. Appendices J and K contain the items used to measure each construct along with some validation information which is discussed in a subsequent chapter.

Country Image:

Country image was operationalized in terms of its cognitive and affective components. This way we follow the suggestion made by Roth and Diamantopoulos (2008) that country image comprises a cognitive (belief) and an affective (emotional) facet only. Since no specific measurement scale to capture country emotions had been developed so far (Roth and Diamantopoulos, 2008), we borrowed a scale from consumer psychology literature which was originally developed to measure the attitude towards a brand name. The final affective image scale was therefore a composition of 5 bipolar adjectives (like – dislike, positive – negative, good – bad, pleasant – unpleasant, favourable – unfavourable) adopted from Pan and Schmitt (1996) study as well as one own adjective (hostile – friendly). All items were measured on a nine point semantic differential scale format. Respondents were asked to rate their overall affective attitude towards Switzerland on each pair of adjectives. The cognitive image measure was borrowed from Pappu, Quester and Cooksey's (2007) study and consisted of nine items capturing a consumer's perceived macro country image about a given country. Respondents were asked to indicate on a nine point rating scale the extent to which they agree or disagree with a number of statements with regard to Switzerland. These statements were related to the economic, political and technological conditions of the country.

Need for Cognition, Need for Affect

To indentify a person's inherent desire to engage in cognitive processing, the German NFC scale developed by Bless et al. (1994) was adopted. Bless et al.'s version is based on the original NFC scale developed by Caccioppo et al. (1982) and offers a reliable and valid German adaptation measure. Due to considerations about the length of the

questionnaire, we decided not to use the full thirty-three items scale. A short form of the German NFC scale was created by eliminating all items with a factor loading < 0.5. Ratings for the remaining eleven items were collected by using a seven point Likert-type scale anchored by 1= strongly disagree and 7 = strongly agree. NFA was measured via the 13 item scale developed by Sojka and Giese (1997). According to the authors their scale was developed as an equivalent counterpart measure to the NFC scale and unlike other affect scales it captures the construct in a non-situational context. Furthermore, Sojka and Giese's scale (1997) contains an adequate number of items compared to Maio and Esses' scale (2001) which implies that there will be no need to shorten the measurement instrument. NFA was also measured on a seven point Likert-type scale.

Gountas' personality orientations

By the end of 2008, the author provided us with a preliminary validation study of his 4 personality orientation instrument (see Appendix E). Due to time constraints we could not wait any longer for the final validation study of the personality orientation instrument. Therefore we decided to go ahead and took the factor structure of the preliminary validation study as a basis to create a shortlist of the 4 personality orientations instrument. A 23-item scale was considered by selecting the top 6 items from the thinking, material, and feeling personality orientation and the top 5 items from the imaginative personality orientation. These four personality orientations were equivalently measured on a 7 point Likert-type scale ranging from 1= strongly disagree to 7 = strongly agree.

Country Familiarity:

The measure of country familiarity was adopted from previous consumer research studies (Beatty and Smith, 1987; Beatty and Talpade, 1994). Altogether four items captured this construct which were measured on a seven point Likert-type scale with end points 1= strongly agree and 7= strongly disagree.

Outcome Variables:

Product evaluation was measured using Roth and Romeo's (1992) scale that is operationalized in terms of design, workmanship, innovativeness and prestige. The overall perception consumers have of products from a particular country was captured

with 4 items and rated on a seven-point semantic differential format. These four bipolar items (eg: “high prestige” vs “low prestige”) were accompanied with an explanatory sentence describing what people understand with respect to each dimension of overall product evaluation. For example, the item *high prestige* vs *low prestige* was complemented with the sentence *Prestige refers to the exclusivity, status and brand awareness of a product* and thus facilitated respondents to understand the meaning of each product dimension. Consumer’s purchase intention was measured with 5 items borrowed from Putrevo and Lord (1994). Finally, consumer’s intention to visit a country was measured with 5 items adopted from earlier CoO and tourism research studies (i.e., Um and Crompton, 1990; Ger, 1991; Javalgi, Thomas and Rao, 1992). Purchase intention and intention to visit a country was captured via a seven point Likert type scale ranging from 1= strongly disagree to 7 = strongly agree.

6.5 Data collection and sample

Data collection was carried out at four different locations in Austria. These locations were: two offices in Vienna (BP Austria AG, Pall Austria GmbH), the University of Vienna and finally on a train trip from Vienna to Salzburg. A self-administered questionnaire was developed, which was personally handed to potential respondents and then collected after completion. The sampling method used in this study was a convenience sampling procedure whereby available members at the locations were approached and asked to participate in the study. This sampling procedure has the advantage that it is considerable less time consuming and cost effective than probabilistic sampling procedures. Nevertheless, convenience sampling procedures limit the ability to generalize results outside the study, since the sample might not be strictly representative of the target population from which it is drawn (Wilson, 2003). Although this problematic also holds true for our sample obtained, it should be free of any systematic bias.

Approximately 340 potential respondents were approached to participate in the study. A total of 219 questionnaires could be collected, leading to a satisfactory response rate of 64.4 %. From these 219 questionnaires, 16 questionnaires had to be excluded from the analysis out of two reasons. One reason for excluding a questionnaire was the number of items that were deliberately or unintentionally left unanswered. If the number of

unanswered questions exceeded the threshold value of 6 items, the questionnaire was excluded. A second reason for excluding a questionnaire was based on whether respondents did answer the questions according to a certain response pattern. Those questionnaires were excluded where respondents went down items over several parts of the questionnaire and gave the same rating to all of the items. Altogether 203 questionnaires were considered usable and taken for further data analysis. Table 5 provides a summary of the profile of the respondents.

Table 5: Sample characteristics

Response category	Frequency (n=203)	Percentage of total
Gender		
Male	112	44.8
Female	91	55.2
Education		
University degree	59	29.1
High school degree	85	41.9
Apprenticeship	27	13.3
Compulsory school	14	6.9
Other	18	8.9
Monthly personal income		
< 333	30	16.1
334 – 999	41	20.2
1000 – 1599	52	25.6
1600– 2400	47	23.2
> 2400	16	7.9
not indicated	17	8.4
Occupation		
Student/Pupil	65	32.0
Employee	121	59.6
Unemployed	3	1.5
Retired	7	3.4
Other (ie.: self-employed)	7	3.4
Nationality		
Austrian	187	91.6
Other	17	8.4

There were slightly more female (55.2%) than male (44.8%) participants. The sample age had a mean of 31.5 and varied from 16 to 71 years. The educational level was fairly high since 29% of the respondents had a university degree, 42% had completed their school living examination, 13% had served an apprenticeship and 9% had finalized compulsory school education. Other educational levels attained and mentioned were for

example, college degree, academy, and WIFI[10] educational courses. The level of income was fairly distributed among the five income classes. 17 (8.3%) respondents refused to indicate their income level. In terms of occupation, 59.6% of the respondents were employees, 32% were students or pupils and the remaining 8.3% were either self-employed, retired or unemployed. Altogether 187 consumers with Austrian citizenship were interviewed, whereas the rest had a non-Austrian citizenship but were fluent in the German language and were living in Austria on average for more than 14 years.

[10] WIFI="Wissen ist für immer" (courses for advanced vocational training offered by the WIFI company in Vienna)

7 Results

This part of the thesis provides the foundation of my work to answer the study's research questions and check the hypothetical assumptions developed. The first part of the chapter deals with some preliminary data analysis. Next, results of moderated regression analyses are presented. The remainder of the chapter is concerned with some further analyses of group comparisons and country familiarity issues.

7.1 Preliminary Data Analysis

Prior to running the moderated regression analyses in order to test our developed hypotheses, some preliminary data analysis were performed. In this chapter the procedure of data screening, some descriptive statistics, validation and reliability testing of our constructs and correlation analyses between all pairs of constructs are presented.

7.1.1 Data screening

In a first step several box plots were created to identify outliers and to get a first picture of the distribution of the data. Spotted outliers (those values that were very different from the rest) were rechecked and corrected if detected as mistake that occurred during the process of data entry. In the following chapter we will have a closer look at our data by discussing some descriptive statistics.

7.1.2 Descriptive Statistics

Table 6 provides some characteristics of the data in terms of its mean, median, standard deviation and variance. Values of kurtosis and skewness are also included to verify that the distribution of the data is roughly normal. Normality of our data is of crucial importance, since the statistical procedure used in this study is a parametric test which requires normal distributed data. When parametric tests are conducted without using normal distributed data then the analysis will probably produce misleading results (Field, 2006).

Table 6: Descriptive Statistics

	Mean	Median	Standard Deviation	Variance	Skewness	Kurtosis
Country Affect	6.43	6.5	1.59	2.56	-0.40	-0.02
Country Cognition	7.07	7.22	1.08	1.17	-1.15	2.71
Need for Cognition	5.01	5.18	0.97	0.95	-0.44	0.09
Need for Affect	4.69	4.69	1.09	1.19	-0.30	-0.27
Product Evaluation	5.48	5.5	1.12	0.84	-0.33	-0.64
Intention to buy	3.63	3.6	1.23	1.50	0.24	-0.09
Intention to visit	3.96	3.8	1.29	1.67	-0.03	-0.52
Country Familiarity	3.00	2.75	1.63	2.66	0.54	-0.69
Thinking	5.38	5.5	1.05	1.12	-1.27	2.34
Feeling	4.75	4.8	1.11	1.24	-0.37	-0.15
Material	3.99	4.17	1.29	1.69	-0.06	-0.39
Imaginative	4.97	5.0	1.16	1.34	-0.36	-0.39

Switzerland could score a favourable CoO image (mean= 6.43 for country affect and mean= 7.07 for country cognition on a scale ranging from 1 to 9). The outcome variable product evaluation was also relatively high (mean = 5.48 out of 7) but goes down to 3.63 and 3.96 for the outcome variables intention to buy and intention to visit respectively. On average, responses on the NFC and NFA scales obtained were 5.01 and 4.69 in each case. With respect to the familiarity of the country, a moderate mean value of 3.00 could be obtained. Finally, mean values for the four personality orientations ranged from 3.99 to 5.38.

When comparing the mean value to the median value of each variable, one can see that these values are nearly identical, indicating that the distribution of our data is almost symmetrical and therefore similar to that of a normal distribution. In a normal distribution the values of kurtosis and skewness should be zero. Positive values of kurtosis are an indication for a pointy distribution while negative values are an indication for a flat distribution. A positive value of skewness indicates a left aligned distribution, whereas a negative value indicates a right aligned distribution (Field, 2005). Almost all our variables are slightly negatively skewed and have a slight negative value of kurtosis. The fact that almost all kurtosis and skewness values are near to the value zero, is a further indication that our data is fairly normally distributed.

Finally, the variance of our variables was taken into consideration. Since several moderator variables were integrated into our regression models, a relatively large variance with respect to these variables was of particular interest to us. Studies in the area of moderated regression analysis have shown that “the ability to detect moderators decreases as the distribution of the moderator becomes more peaked or centered” (Darrow and Kahl, 1982, p. 41). Hence, the ability to identify a moderator will depend to a large extent on its variance. The variance for the moderators NFC and NFA (measured on a scale from 1 to 7) was 0.946 and 1.19 respectively, indicating a relatively low to moderate level of distribution. For Gountas’ personality dimensions variances were slightly higher, ranging from 1.12 to 1.69. These findings do not represent a satisfying initial situation for conducting a moderated regression analysis. However, in a subsequent analysis individuals will be grouped according to these two personality variables and individual differences will be analyzed by comparing country image effects on outcome variables on a subgroup basis. In case moderators cannot be identified in the first instance, then these post-hoc analyses should help us in gaining some further insights into the valuable role of personality traits in explaining individual difference in the country image - outcome variable link.

7.1.3 Factor Analysis

A further preliminary step in our analysis involved examining the factor structure and reliability of the scales used in our questionnaire. Several separate exploratory factor analyses were conducted on each scale in order to reveal the underlying dimensionality of the scale items. All scales were subjected to Direct Oblimin rotation with Principal axis Extraction. The reason for applying Principal Axis Factoring was because from a strict mathematical perspective only this extraction method is able to estimate the underlying factors in a data set. In Principal Axis Factoring factors are extracted by taking the common variance of items into consideration. In principal component analysis the common variance between items is assumed and factors are estimated by simply converting the data into a set of linear components (Dunteman, 1980). Direct Oblimin rotation was chosen, because this rotation method does account for potential factor inter-correlations, which we believe will be the case in our data set.

The Kaiser-Meyer Olkin (KMO) values were all way above the recommended threshold value of 0.5 as suggested by Kaiser (1974) and ranged from 0.771 to 0.938, which can be regarded as good to excellent. The Bartelett's tests were all significant at the 0.00 level. These results support the applicability of a factorial analysis on our data set (Field, 2006).

The common value of 0.4 was taken as criterion for a factor loading to be regarded as significant. All measurement items were evaluated and those items possessing low factor loadings (<0.4) or low communalities (< 0.3) were prospects for being excluded. This item screening procedure was applied to all scales. Accordingly, only one item from Gountas' personality scale was deleted, because it exhibited a low factor loading of 0.394 and a low communality of 0.288 and furthermore it cross loaded considerably high on a different dimension (>0.5).

In line with previous research, the NFA scale, the country affect scale, country familiarity and all other outcome variables (product evaluation, intention to buy and intention to visit) were found to be uni-dimensional in structure, accordingly all items loaded on one single factor, with factor loadings ranging 0.517 to 0.955 and communalities ranging from 0.267 to 0.865. Furthermore, all Cronbach's alpha values for these scales were relatively high ranging from 0.796 to 0.938 (see Appendix J for more detail).

Contrary to our expectations, two factors emerged for the NFC scale, which explained 46.37% of the total variance. Although the Eigenvalue of the second factor was greater than one and accounted for 10.71% of the total variance, this two-dimensional factor solution did not seem to be adequate. A closer look at the pattern matrix revealed that all reversed coded items were allocated to the first factor and the positive items were allocated to the second factor. Accordingly, the reverse coded items seem to have reproduced an artificial factor in our data set. The use of reverse coded items in our NFC scale have their basic logic in that they work as "cognitive 'speed bumps' that require respondent to engage in more controlled, as opposed to automatic" answering. Unfortunately, once respondents adopt a certain pattern of answering to positively worded questions, they may fail to realize the change to negatively formulated questions (and vice versa) and thus represent a potential source of method bias (Podsakoff et al.,

2003, p. 884). This phenomenon seemed to have occurred in our research study, thus the factor structure produced by the NFC scale is attributable to the measurement method rather than the construct itself. We therefore decided to ignore the results of the factor analysis and incorporated all 11 items of the NFC construct into our analysis. Factor loadings of all items ranged from 0.46 to 0.85 and communalities ranged from 0.27 to 0.58. The Cronbach's alpha value for this scale was 0.837 and therefore relatively high.

The factor structure produced by the country cognition scale was also two-dimensional but since the Eigenvalue of the second factor was smaller than 1 and only accounted for 6.76% of the total variance in the data, there were good reasons to assume that the extracted two factors were not suitable. A look at the scree plot revealed that the point of inflexion was at indeed at factor 1. Accordingly, the scale was regarded to be uni-dimensional in nature. Factor loadings were moderate ranging from 0.474 to 0.777 while communalities ranged from 0.319 to 0.619. The reliability coefficient of the country cognition scale was also relatively high ($\alpha = 0.86$).

Finally, Gountas' personality scale was subjected to exploratory factor analysis. After deletion of one item which was deemed to be inappropriate, a final four factor model was estimated with the remaining 23 items. All items loaded on their respective dimension with factor loadings ranging from 0.414 to 0.939. The factor solution accounted for 61.84% of the total variance with all communalities ranging from 0.403 to 0.767. This first factor referred to the thinking personality orientation and explained most of the variance (24.92%). The second and third factor referred to the imaginative and material personality orientation and explained 18.18% and 11.15% of the total variance in the data respectively. The final factor corresponds to the feeling oriented personality type and accounted for 7.58% of the total variance. All factors had relatively high Cronbach's alpha values: Factor 1 alpha coefficient was 0.877; Factor 2 alpha coefficient was 0.860; Factor 3 alpha coefficient was 0.907 and Factor 4 alpha coefficient was 0.874 (see Appendix K for further details).

7.1.4 Correlation Analyses

A final step in our preliminary analysis involved exploring the bivarite relationships between all pairs of constructs. A Pearson's product moment correlation was calculated to measure the strength of association between two variables. A two-tailed test was used, since the direction of the relationship was not predicted, prior to conducting this correlation analyses (Field, 2005). The complete correlation matrix which includes all correlations between all variables can be found in Appendix I.

The output shows that there was a significant positive correlation between country cognition and all three outcome variables, as well as a significant positive correlation between country affect and all three outcome variables. These results are consistent with previous findings in CoO literature, this all meaning that as the perceived image of Switzerland increases, the product evaluation obtained of that country increases as well as the probability of buying products from that country and visiting the country. There were also significant positive correlations between country cognition and country affect ($r= 0.327$; $p= 0.00$), as well as between all three pairs of behavioural outcome variables. In line with our expectations, product evaluation and intention to buy were significantly positively correlated ($r= 0.3119$; $p=0.00$), product evaluation and intention to visit were also correlated ($r= 0.387$; $p=0.00$) and finally the correlation between intention to buy and intention to visit was also strongly positive ($r= 0.5844$ at $p= 0.00$). The variable country familiarly did also positively and significantly relate to both, country affect ($r=0.3626$, $p=0.00$) and country cognition ($r= 0.2982$, $p=0.00$), as well as to all three outcome variables at $p<0.01$ (to product evaluation $r= 0.2956$; to intention to buy $r= 0.4466$ and to intention to visit $r= 0.4364$). Interestingly, there were also significant correlations between NFC and country cognitions ($r= 0.202$, $p=0.0019$) and NFC and Country Affect ($r= 0.1697$, $p<0.01$). These findings indicate that consumers with higher levels of cognition and higher levels of country familiarity had a better image of Switzerland than consumers with lower levels of cognition and lower levels of country familiarity. NFC also appears to be positively related to the outcome variables product evaluation ($r= 0.2172$, $p<0.01$) and intention to buy ($r= 0.1407$, $p<0.05$) but not the outcome variable intention to visit. The personality trait NFA did only slightly correlate with the outcome variable intention to visit ($r= 0.1254$, $p<0.05$), but no significant correlations were evident for NFA and the cognitive or affective country image component. Furthermore, there was a significant negative correlation between NFA and

NFC (r=-0.3018, p=0.00), indicating that our sample contains both, thinking and feeling type of people.

With regard to the association between the specific personality traits (NFC and NFA) and the higher order personality orientations, the following findings could be made. As expected, the thinking personality orientation was positively related to the personality trait NFC (r= 0.5945, p<0.01) but negatively related to the personality trait NFA (r= -0.2247, p<0.01). However, contrary to what we anticipated, the feeling personality orientation was not related to the NFA scale (r= 0.1063, p= 0.13) but there was evidence for a slight association to the NFC scale (r= 0.1446, p<0.05). Interestingly, only the imaginative personality orientation positively correlated with NFA (r= 0.4290, p<0.01) and did not correlate with NFC (r=0.0318, p=0.65). Finally, the material personality orientation was negatively related to the NFA scale (r= -0.1463, p<0.05) but not related to the NFC scale. These results give empirical support for the convergent validity of the thinking and the NFC scale as well as the imaginative and NFA scale. However, the expected correlation between the NFA scale and the feeling personality orientation scale was not provided by our data, thus suspecting the convergent validity of the scales.

7.2 The Main Analysis

In the following results of moderated regression analyses with regards to the first model are presented. It was decided not to report on the results of the second research model in great detail since the first model was found to be a more valuable tool in explaining and answering our research questions.

7.2.1 Moderated Regression Analyses: Model 1

As depicted in Figure 3 chapter 4 we posit that different human personality traits will moderate the relationship between specific country image components on product evaluation and behavioural outcome variables (intention to buy, intention to visit). In this sense, we assume that for people with high NFC the impact of the cognitive country image component on behavioural outcome variables will be stronger than for people with lower NFC. Equivalent hypotheses were also developed for the personality trait NFA with regards to its role in strengthening the relationship between the affective country image component and behavioural outcome variables. For testing these

hypotheses three moderating regression analysis were conducted separately for each depended variable (also referred to as criterion variable in moderation analysis). Accordingly, in the moderated regression analyses the two country image scales were taken as independent variables, *product evaluation*, *intention to buy* and *intention to visit* were considered as dependent variables and the two personality traits were taken as moderators (or interaction variables).

"In general terms, a moderator is a qualitative (eg., sex, race, class) or quantitative (eg., level of reward) variable that affects the direction and/or strength of the relation between an independent or predictor variable and a dependent or criterion variable" (Baron and Kenny, 1986, p. 1174). In other words, if there is a relationship between a variable X and a variable Y, a moderator can be regarded as a third variable Z that modifies the form of this established relationship on each level of Z (Aiken and West, 1993).

When conducting a moderated multiple regression analysis, not only hypothesized interaction effects between predictors and moderators on outcome variables are tested but also the main effects of predictors and moderators. This is done because a cross-product term includes information on both, the main and the interaction effect. It is therefore essential to isolate the main effects from the cross product term (Bedeian and Mooholder, 1994 based on Cohen and Cohen, 1983). Country familiarity was incorporated as a control variable and therefore the main effects of country familiarity on behavioural outcome variables were also tested. The following equation shows the specific predictors, moderators and interaction variables that were included into our moderated multiple regression models.

$$\mathbf{Y_i = a + b_1*CCOG + b_2*CAFF + b_3*FAM + b_4*NFC + b_5*NFA + b_6*(NFC*CCOG) + b_7*(NAF*CAFF)}$$

where

$\mathbf{Y_i}$ = outcome variables (product evaluation, intention to buy, intention to visit)
$\mathbf{b_i}$ = least square estimates
CCOG = cognitive country image
CAFF= affective country image
FAM = country familiarity
NFC = Need for Cognition
NFA = Need for Affect

Our moderator hypotheses are supported if the interaction term (NFC*CCOG) and NFA*CAFF are significant. Based on the results provided by the correlation analyses in chapter 7.1.4, main significant effects of the predictor variables CCOG, CAFF and FAM on Y_i are expected. There may also be main significant effects of the moderator variables (NFC and NFA) on Y_i, but these effects are not of direct relevance to testing the moderator hypotheses (Baron and Kenny, 1986). Whether a moderator is (not) related to the criterion or outcome variable, will be of interest to us when specifying the type of the moderator. According to Sharma, Durand and Gur-Arie (1981) a variable can be specified on two dimensions: (1) its relation to the criterion variable and (2) its interaction with the predictor variable. A variable that interacts with the predictor variable can further be classified into a pure and a quasi moderator variable (represented by quadrant 3 and 4 in Figure 6). Pure and quasi moderators are very similar in that they both affect the relationship between a predictor and a criterion variable, except that the former also interacts with the predictor or criterion variable. This fine distinction between pure and quasi moderators is of particular interest in psychometric literature, where a real or pure moderator variable should be unrelated to the predictor or criterion variable in order to be clearly interpretable (for further information on this topic see Sharma, Durand and Gur-Arie, 1981).

Figure 6: Typology of Specification Variables

	Related to Criterion and/or Predictor	**Not Related to Criterion and Predictor**
No Interaction with Predictor	Intervening, Exogenous, Antecedents, Suppressor, Predictor	Moderator (Homologizer)
Interaction with Predictor	Moderator ("Quasi Moderator")	Moderator ("Pure Moderator")

Source: Sharma, Durand and Gur-Arie, 1981

A further concern in moderated multiple regression analysis refers to the problem of multicollinearity. In moderated multiple regression analysis the predictor (X) and the moderator (Z) variables are multiplied to create the product term of the form X*Z. The first order variables X and Z will therefore be highly correlated with the product term (X*Z), which will lead to problems of multicollinearity (Aguinis, 1995). To deal with this issue we first mean centered the continuous independent variables when creating

the product term (NFC*CCOG) and (NFA*CAFF) to reduce problems of intercorrelation between the main and the interaction terms (Aiken and West, 1993). After transforming the variables, three moderated regression analyses were run on each dependent variable as pointed out in equation 1.

Across all regression models no evidence of multicollinearity could be found. Strong intercorrelations between predictor variables could not be detected and no interaction term had a variance of inflation factor (VIF) exceeding the recommended threshold value of 10 (Hair et al., 1998). Furthermore, our Durbin-Watson (DW) statistics were all close to 2, which provide evidence for the independence of error terms in our models (Field, 2006). In the following, results of the three regression models are presented.

7.2.1.1 Moderated regression analysis: Product evaluation

The first regression model investigates the relationship between specific country image facets on the evaluation of foreign products and the moderating role of personality traits in this context. Goodness of fit indices were statistically significant ($p<0.001$) for this model. The R^2 value accounted to 0.459, which indicates that almost 46% of the total variability at estimating foreign product evaluation is described by our model. Table 7 depicts the beta-values, standardized ß-values, the t-values and the significance values of our regression model.

Table 7: Coefficient Table of Moderated Regression Analysis 1: Product Evaluation

	Beta -value	ß - value	t-value	Sig. t	Hypothesis
Country Affect	0.165	0.289	4.755	0.000	-
Country Cognition	0.382	0.454	7.717	0.000	-
Country Familiarity	0.022	0.022	0.039	0.502	-
Need for Cognition	0.098	0.105	1.834	0.068	-
Need for Affect	0.093	0.111	0.1986	0.048	-
CCOGxNFC	0.026	0.033	0.608	0.544	Hyp 1a: not supported
CAFFxNFA	0.052	0.106	1.959	0.051	Hyp 3a: supported

Dependent Variable: Product Evaluation, $R^2 = 0.459$

There was a main significant impact of affective image (ß= 0.289, $p<0.001$), cognitive image (ß= 0.454, $p<0.001$), NFA (ß=0.111, $p<0.05$) and NFC (ß=0.105, $p<0.1$) on

product evaluation. When comparing the standardized ß values of the significant predictors, one can see that the cognitive country image was the strongest predictor for people's foreign product evaluation. As regards the interaction effect, only the NFA personality trait was found to have a significant impact on the relationship between the affective country image and product evaluation (ß= 0.106, p<0.1). Thus hypothesis 3a, which assumes that NFA will leverage the effect of the affective country image component and product evaluation is confirmed. Hypothesis 1a, which postulates that NFC will moderate the relationship between the cognitive country image component and product evaluation is not supported by our results.

7.2.1.2 Moderated regression analysis: Intention to buy

The second moderated regression analysis tested the same predictors and moderators on a different dependent variable, namely intention to buy foreign products. The test of the overall significance of the regression model was supported at p<0.001. Our R^2 goodness of fit indices amounted to 0.285 and thus indicates that 28.5% of the variability in the outcome variable around its mean is explained by the predictors.

Table 8: Coefficient Table of Moderated Regression Analysis 1: Intention to buy

	Beta-value	ß - value	t-value	Sig. t	Hypothesis
Country Affect	0.130	0.170	2.428	0.016	-
Country Cognition	0.128	0.113	1.676	0.095	-
Country Familiarity	0.268	0.357	5.298	0.000	-
Need for Cognition	0.061	0.048	0.736	0.463	-
Need for Affect	0.097	0.086	1.341	0.181	-
CCOGxNFC	-0.126	-0.120	-1.911	0.058	H1b: not supported
CAFFxNFA	0.049	0.075	1.207	0.229	H3b: not supported

Dependent Variable: Intention to buy, R^2 = 0.285

A look at table 8 shows that country affect (ß= 0.170, p<0.05), country cognition (ß= 0.113, p<0.1) and country familiarity (ß= 0.357, p<0.001) had a main significant effect on intention to buy foreign products. However, the predictor country familiarity had the highest contribution to the outcome variable, thus indicating a strong tendency of habitual buying behaviour in our sample. With respect to the interaction terms, only the personality trait NFC was found to significantly moderate the relationship between the

cognitive country image component and intention to buy products. Nevertheless, contrary to our expectations, the personality trait NFC does weaken the relationship between the cognitive country image component and intention to buy foreign products. The interaction term CCOG x NFC is negative (ß= - 1.911, p< 0.1), thus indicating that people who obtain higher scores on the NFC personality scale do use the cognitive country image component under less extent when deciding to buy foreign products. Nevertheless, the results provided make sense, since it can be argued that for consumers high in cognition, the behavioural outcome variable intention to buy may be based upon product related information as opposed to country of origin information. These results are partly in line with previous findings by Zhang (1996), who demonstrated that consumers high in NFC evaluated products on the strength and relevance of product attributes, whereas consumers low in NFC were more likely to evaluate products on peripheral cues, such as CoO information. Therefore, neither hypothesis 1b nor hypothesis 3b are supported by our results and need to be rejected.

7.2.1.3 Moderated regression analysis: Intention to visit

The last moderated regression model tested the moderating role of personality traits on the relationship between country image components and intention to visit the country. The overall regression model was significant at p<0.001, thus indicating a good model fit. Our predictor variables explained 35.7% of the total variance at estimating intention to visit a foreign country.

Table 9: Coefficient Table of Moderated Regression Analyses 1: Intention to visit

	Beta- value	ß - value	t-value	Sig. t	Hypothesis
Country Affect	0.297	0.370	5.573	0.000	-
Country Cognition	0.110	0.093	1.449	0.149	-
Country Familiarity	0.233	0.296	4.631	0.000	-
Need for Cognition	0.000	0.000	0.005	0.996	-
Need for Affect	0.185	0.157	2.568	0.011	-
CCOGxNFC	-0.017	-0.015	-0.254	0.800	H2: supported
CAFFxNFA	-0.018	-0.026	-0.444	0.658	H4: not supported

Dependent Variable: Intention to visit, $R^2 = 0.357$

In this regression model only country affect (ß= 0.370, p<0.001) and country familiarity (ß=0.298, p<0.001) had a significant impact on intention to visit (see table 9). NFA (ß=

0.157, p<0.5) was also found to have a main effect on the criterion variable, thus indicating that more affective oriented people are more open and willing to visit Switzerland. Country cognition was not found to be a predictor for intention to visit, although a positive correlation (r=0.2959, p<0.01) had been observed between these two variables. These results, however, make theoretical sense. Since the cognitive country image component is conceptualized in terms of its political, technological and economic structure, these cognitive attributes don't appear to be relevant for consumers in their decision to visit a country. Rather the affective attitude towards a country (eg.: like - dislike) is a determining factor in this decision process.

In line with our expectations, NFC did not moderate the relationship between the cognitive country image component and intention to visit, thus hypothesis 2 is supported by our data. The interaction term CAFF x NFA are not significant, consequently, hypothesis 4 assuming that NFA will moderate the relationship between the affective country image component and intention to visit, is not supported by our results.

7.2.1.4 Summary of Results

Taken together, the results suggest only partial support for the theoretical hypotheses developed in chapter 5.1. Although all regression models were statistically significant, the intention to buy and intention to visit models had much lower R^2, indicating that the CoO is more useful in predicting consumers' evaluation of products. These results are in line with previous findings in CoO literature, which revealed considerable decreases in the predictive power of country image when it comes to explain behavioural outcome variables (eg: intention to buy and intention to visit) other than product evaluation. A summary of the results is displayed in table 10, where variables with the greatest impact on each dependent variable are underlined.

Table 10: Summary of regression analyses: Model 1

Dependent variable	R^2	Country Affect	Country Cognition	Country Familiarity	Need for Cognition	Need for Affect	CCOGx NFC	CAFFx NFA
Product evaluation	0.46	0.29	<u>0.45</u>	-	0.105	0.111	-	0.106
Intention to buy	0.29	0.17	0.113	<u>0.357</u>	-	-	-0.12	-
Intention to visit	0.36	<u>0.37</u>	-	0.296	-	0.157	-	-

In the case of product evaluation, the personality variable NFA was found to slightly moderate the relationship between the affective country image and evaluation of foreign products. However, the NFA did not only interact with the predictor variable country affect, it was also related to the criterion variable product evaluation. Thus according to Sharma, Durand and Gur-Arie (1981) specification of variables (see Figure 6, chapter 7.2.1) the personality variable NFA is strictly speaking only a *quasi moderator*. The personality variable NFC was also found to influence the relationship between the cognitive country image component and intention to buy but the effect was negative and thus was not in line with our expectations. Nevertheless, in this case NFC is not related to the criterion variable intention to buy, thus NFC can be regarded as a *pure moderator* that weakens the relationship between the cognitive country image and intention to buy.

Finally, in the case of intention to visit, no interaction of NFA with the predictor variable country affect could be detected. Interestingly, NFA was found to have a main effect on intention to visit, thus indicating that this personality trait may rather be regarded as an antecedent of intention to visit.

The results presented, point out how important it is to differentiate between distinct outcome variables when developing hypotheses. In each regression model presented, the moderation effects and main effects of predictor and moderator variables worked differently. Thus, expecting that predictor variables and interaction effects will operate the same way with respect to distinct outcome variables is a rather vague approach. Therefore we recommend that during the process of hypotheses development it is of crucial importance to keep in mind the distinct role of outcome variables and the associated differences resulting from these criterion variables in the output of the regression models.

7.2.2 Moderated Regression Analyses: Model 2

In our second model we were interested in examining whether more basic personality orientations/traits are capable of influencing the relationship between country image components and outcome variables. To test the hypotheses of chapter 5.2, equivalent regression analyses (to the ones presented in the first model) were run on each outcome variable, where both country image components and country familiarity were

considered as predictor variables and the four personality orientations were integrated as moderator variables.

With regards to the first regression model with product evaluation as dependent variable, only a main significant effect of the thinking personality orientation was detected (ß= 0.139, p<0.01). This finding goes in line with the result of the first model, were a main significant effect of NFC on product evaluation was detected. For the other three personality variables neither a main nor an interactive effect was statistically significant.

The second regression model revealed a significant main effect of the feeling personality orientation (ß= -0.47, p<0.1) on intention to buy, as well as a significant interaction effect of the material personality orientation on country cognition (ß= 0.127, p<0.05). These results indicate that high feeling respondents have a tendency to avoid buying products from Switzerland. Furthermore, there is also evidence indicating that the impact of cognitive country image on intention to buy will be stronger for individuals high in materialism than for individuals low in materialism, thus hypothesis 7 is partially supported.

Finally, results on the third regression model with intention to visit as dependent variable, did only reveal a main significant effect of materialism on intention to visit (ß=-0.108, p<0.01), thus indicating that individuals higher in materialism were less willing to choose Switzerland as travel destination.

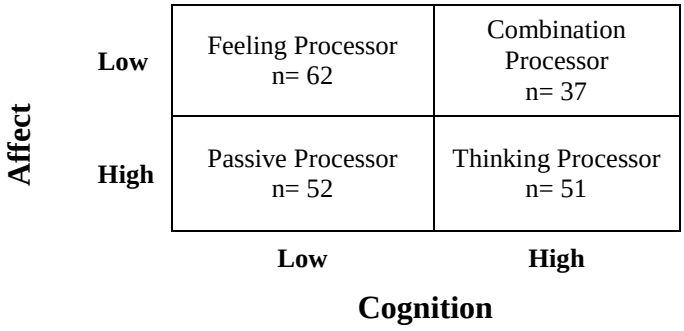
To sum up, the overall results of this model were rather weak, since only the material personality orientation was found to slightly influence the relationship between the cognitive country image and intention to buy. Only hypothesis 7 (b) was found to be supported by our data, the rest of the hypotheses developed for this model were not confirmed by our results. Taken together, one can say that the results provided by the two more specific personality traits (Model 1), turned out to be better variables in examining individual differences of CoO effect on product evaluation, intention to buy and intention to visit. Individuals interested in checking the results of the second model in more detail are referred to Appendix L - N.

7.2.3 The Interaction of Cognition and Affect: A Subgroup Analyses

So far, the two personality traits NFC and NFA have been treated separately with respect to their impact on the link between specific country image components and behavioural outcome variables. Although such analyses are very useful in that they give us some insights into the pure impact of cognition and affect in moderating certain linkages, we are somewhat limited in our examination.

The question whether individuals who vary in their personality (in the sense of affect and cognition) attach different importance to the cognitive and affective country image components in relation to specific outcome variables, could not yet be answered. In order to determine the relative importance individuals ascribe to the cognitive and affective country image facet when basing their evaluation and behavioural intentions, a further analysis was required. According to Sojka and Giese's classification model (see figure 7), individuals can be segmented into four groups based on the interactive relationship between cognition and affect.

Figure 7: Classification of individuals according to their personality traits.



Source: Sojka and Giese (1997)

To test the hypotheses presented in chapter 5.3, several separate regressions with only the cognitive and affective components of country image as predictors of the outcome variables product evaluation, intention to buy and intention to visit were run within each subgroup.

In line with previous research studies (Mantel and Kardes, 1999; Zhang, 1996) a median split of both variables NFC and NFA was conducted in order to categorize individuals into one of the four processing groups based on the values (low vs. high) obtained on

the variables. After conducting the four way sample split, 62 individuals could be identified as feeling processors, 51 individuals were identified as thinking processors, 37 individuals were classified as combination processors, and finally 52 individuals were sorted into the passive processor group.

7.2.3.1 Regression analyses for the Thinking Processors

Our first regression models examined the relationship between the two country image components and the three behavioral outcome variables on the 52 thinking processors. Results of these analyses are displayed in table 11. All regression models were checked for the assumptions of no multicollinearity and independence of error term. All VIF values were below the threshold value of 10, thus indicating that multicollinearity was not a problem in these models. Durbin-Watson statistics were close to 2; therefore the assumption of independent error terms was also satisfied.

Table 11: Regression analyses for the thinking processors

	Regression1: R^2: 0.536 Product evaluation			**Regression 2: R^2: 0.078 (no significance) Intention to buy**			**Regression 3: R^2: 0.252 Intention to visit**		
	ß	t-value	Sig. t	ß	t-value	Sig. t	ß	t-value	Sig. t
Country Affect	0.170	1.584	0.120	0.243	1.517	0.116	0.465	3.401	0.001
Country Cognition	0.646	6.012	0.000	0.072	0.475	0.637	0.079	0.577	0.567
Hypotheses	Hyp 11a: supported			Hyp 11b: not supported			Hyp 12: not supported		

The regression model for the outcome variable product evaluation was statistically significant at $p< 0.001$ and had an incredibly high R^2 value of 0.536. Thus, 53.6% of the variability of the product evaluation around its mean can be explained by our predictor variables. Country cognition (ß= 0.646, $p<0.001$) was found to be a significant predictor variable for product evaluation. Consequently, our hypothesis 11a which states that thinking processors will more strongly base their product evaluation on the cognitive country image facet is supported by our data. Interestingly, the ß -value for country affect was very small and not even significant, indicating that thinking processors are indeed very objective in their evaluation and are not guided by emotions when evaluating foreign products.

The second regression model with the outcome variable intention to buy revealed that the overall goodness of fit of our model was not significant. The R^2 value of the model was very low (R^2= 0.078) and the associated significance of the F-ratio (F-value=2.037, p= 1.42) was not significant at all. Therefore, we can conclude that for the thinking processors country image is not a good predictor for intention to buy. Although our hypothesis 11b is not supported by our data, these results are not completely surprising. Previous findings in chapter 7.2.1.2 have shown that the personality trait NFC does negatively moderate the relationship between the cognitive country image and intention to buy. The fact that this regression model is not significant for thinking processors does highlight our previous assumption that a thinking type of person does not attach any importance to the CoO when intending to buy a product. For thinking processors the process of buying intention seems to be based upon informational cues that are related to the product itself.

The third regression model with the dependent variable intention to visit, was statistically significant ($p<0.001$) and provides an R^2 value of 0.252. Interestingly, for the thinking processor only the ß-value of the affective country image (ß= 0.465, $p<0.001$) was statistically significant. Thus, hypothesis 14 which suggest an equal contribution of cognition and affect on intention to visit a country was not supported by our data.

7.2.3.2 Regression analyses for the Feeling Processors

In the next part the same regression analyses were conducted on each outcome variable for the feeling processors. All three regression analyses, as depicted in table 12, were statistically significant at $p<0.001$, thus indicating a good fit of our models. Problems resulting from violations of no multicollinearity and independence of error terms couldn't be detected. All VIF values of our regression models were below the threshold value of 10, thus confirming that multicollinearity was not a concern in this model. Durbin-Watson statistics were close to 2. Therefore the assumption of independent error terms was also met.

Table 12: Regression analyses for the feeling processors

	Regression1: R^2: 0.370 Product evaluation			**Regression 2: R^2: 0.303 Intention to buy**			**Regression 3: R^2: 0.233 Intention to visit**		
	ß	t-value	Sig. t	ß	t-value	Sig. t	ß	t-value	Sig. t
Country Affect	0.493	4.610	0.000	0.455	4.047	0.000	0.466	3.949	0.000
Country Cognition	0.251	2.346	0.022	0.214	1.905	0.062	0.056	0.473	0.638
Hypotheses	Hyp 13a: supported			Hyp 13b: supported			Hyp 14: supported		

With regard to the first regression with the outcome variable product evaluation, a moderate R^2 value of 0.370 was obtained. With an F-ratio of 17.291 the ANOVA was statistically significant at $p<0.001$. Both predictors in the model were found to be significant. Based on the magnitude of the regression coefficients (as reflected by the ß values), the cognitive country image component (ß= 0.646, $p< 0.001$) was considerably more important than the affective country image (ß= 0.251, $p<0.05$). These results indicate that feeling processors do indeed base their evaluation of products more intensively upon the emotional attitudes towards a country as opposed to the beliefs of a country. Hence, hypothesis 13a assuming that for feeling processors country affect is more important than country cognition when evaluating a product is supported by our data.

The second regression model revealed that country affect and country cognition accounted for 30.3% of the variation in the dependent variable intention to buy (R^2= 0.303). This regression was also statistically significant and had an F-ration of 12.828. Nevertheless, country affect (ß= 0.455, $p<0.001$) is again a much stronger predictor than country cognition (ß= 0.214, $p< 0.1$) for intention to buy. Thus hypothesis 13b which suggests that feeling processors will be more strongly influenced by the affective country image than the cognitive country image when intending to buy a product is also supported by our data.

The last regression analyses revealed to have a smaller R^2 value of 0.233, indicating that our predictor variables accounted for only 23.3% in the variation of intention to buy. In line with our expectations, only country affect was found to be a significant predictor of our outcome variable. Feeling processors do only refer to their feelings towards a

country when deciding to visit a country and thus hypothesis 14 is also supported by our results.

7.2.3.3 Regression analyses for the Combination Processors

Next three regressions were run on the subgroup sample for combination processors. As depicted in table 13, only two regression models were found to be significant at $p<0.001$. For the significant regression models, multicollinearity was not a potential problem since all VIF values did not exceed the value of 10. Furthermore, the assumption of independent error terms was also satisfied, since all Durbin Watson statistics were close to 2.

Table 13: Regression analyses for the combination processors

	Regression1: R^2: 0.427 Product evaluation			**Regression 2: R^2: 0.108 (no significance) Intention to buy**			**Regression 3: R^2: 0.431 Intention to visit**		
	ß	t-value	Sig. t	ß	t-value	Sig.t	ß	t-value	Sig. t
Country Affect	0.442	2.766	0.009	0.200	0.956	0.323	0.642	4.032	0.000
Country Cognition	0.288	6.012	0.080	0.169	0.845	0.404	0.024	0.149	0.883
Hypotheses	Hyp 15a: not supported			Hyp 15b: not supported			Hyp 15c: not supported		

As in the previous subgroup analyses, the regression analysis for the dependent variable product evaluation was considered first. The F-ratio for this model was relatively high and significant at $p<0.001$, thus providing evidence for the overall significance of our model. R^2 values for this regression were also relatively high, indicating that almost 43% of the variance in product evaluation can be explained by country affect and country cognition. Although both predictor variables country affect (ß= 0.442, $p<0.05$) and country cognition (ß= 0.288, $p<0.1$) were statistically significant, the affective country image component was still a stronger contributor in this context. Thus for combination processors the affective country image facet also seems to be a more important predictor for general product evaluation. Hypothesis 15a suggesting that the affective and cognitive country image should have a nearly equal impact on product evaluation needs to be rejected.

The following regression analysis with intention to buy as outcome variable yielded a very low F-ratio and its associated p-value was not significant either. These results indicate that for individuals who are high in cognition and high in affect (combination processors) the CoO does not seem to be an informational cue for intention to buy altogether, thus hypothesis 15b which assumes an equal impact of country cognition and affect on intention to buy needs to be rejected.

The final regression analysis was concerned with the dependent variable intention to visit. R^2 values for this regression were relatively high (R^2= 0.431) and with an F-ratio of 12.859 the model was found to be significant at $p<0.001$. Also in the case of combination processors, only the affective country image was a relevant predictor for intention to visit. Thus hypothesis 15c which assumes that both country image facets will equally contribute in predicting intention to visit is not supported by our data and thus needs to be rejected as well.

7.2.3.4 Regression analyses for the Passive Processors

Finally, regression analyses on the passive processors were considered. Although no hypotheses were developed for this information processing type, we will nevertheless briefly discuss the results. All regression models run on the 52 passive processors (those individuals who scored low values on both personality traits) were statistically significant at $p<0.001$. With regards to problems of multicollinearity and dependence of error terms, no evidence could be found.

Table 14: Regression analyses for the passive processors

	Regression1: R^2: 0.475 Product evaluation			**Regression 2: R^2: 0.159 Intention to buy**			**Regression 3: R^2: 0.257 Intention to visit**		
	ß value	t-value	Sig. t	Beta	t-value	Sig. t	Beta	t-value	Sig. t
Country Affect	0.284	2.704	0.009	0.109	0.821	0.416	0.339	2.712	0.009
Country Cognition	0.582	5.546	0.000	0.366	2.752	0.008	0.324	2.594	0.012

The R^2 value of the regression model with product evaluation as criterion variable was very satisfactory, since almost 48% of the variability in product evaluation can be explained by both country image dimensions. Although both predictor variables are significant, for passive processors the cognitive country image (ß= 0.582, $p<0.001$) appears to be a stronger influencer as opposed to the affective country image (ß= 0.284, $p<0.01$) in their process of product evaluation.

With regards to the second regression model with intention to buy as outcome variable, a considerably lower R^2 of 0.159 could be obtained, indicating that country image is not such a good predictor for intention to buy in the case of passive processors. Moreover only the cognitive country image (ß= 0.366, $p<0.001$) resulted to be a significant predictor of intention to buy.

The final regression with intention to visit as outcome yielded an R^2 of 0.257. Interestingly, for passive processors both country image dimensions served as important determinants of intention to visit a travel destination.

7.2.3.5 Summary of Results:

Taken together, the subgroup analyses on consumer's product evaluation provided satisfying results with high R^2 ranging from 0.37 to 0.536 (see table 15). In line with our expectations, for feeling processors the affective country image appears to be a much stronger influencer on product evaluation, while for thinking processors the opposite was found. Interestingly, for combination processors the affective country image revealed to be a stronger information source for their process of product evaluation, while for passive processors the opposite was true. These findings demonstrate that both affective and cognitive country image components play a crucial role in consumers' evaluation of foreign products but that the relative importance of these components changes as a function of a person's personality in cognition and affect.

Table 15: Summary of regression analyses across all information processing types (dependent variable: product evaluation)

Affect	Cognition: Low	Cognition: High
Low	Feeling Processor **R^2 = 0.370** $ß_{CCOG}$=0.251 $ß_{CAFF}$=0.493	Combination Processor **R^2= 0.442** $ß_{CCOG}$= 0.288 $ß_{CAFF}$= 0.442
High	Passive Processor **R^2= 0.475** $ß_{CCOG}$=0.582 $ß_{CAFF}$=0.284	Thinking Processor **R^2= 0.536** $ß_{CCOG}$= 0.646 $ß_{CAFF}$= n.s.

Cognition

In the case of intention to buy, subgroup regression analysis provided much lower R^2 values (see table 16). As previously indicated, a positive correlation between product evaluation and intention to buy was confirmed. However, congruent with previous research studies, country image appeared to be a better predictor for product evaluation than for intention to buy products. Results indicated that only for feeling and passive processors the CoO appeared to be a significant predictor in their decision to buy products. In line with our expectations, feeling processors were found to base their intention to buy a product more strongly on the affective component of country image. Interestingly, for passive processors (whose behaviour was not predicted) the contrary was verified.

Table 16: Summary of regression analyses across all information processing types (dependent variable: intention to buy)

Affect	Cognition: Low	Cognition: High
Low	Feeling Processor **R^2 = 0.303** $ß_{CCOG}$= 0.214 $ß_{CAFF}$= 0.455	Combination Processor **R^2= 0.108 (n.s.)** $ß_{CCOG}$= n.s. $ß_{CAFF}$= n.s.
High	Passive Processor **R^2= 0.159** $ß_{CCOG}$= 0.366 $ß_{CAFF}$= n.s.	Thinking Processor **R^2= 0.078 (n.s.)** $ß_{CCOG}$= n.s. $ß_{CAFF}$= n.s.

Cognition

Finally, with regards to intention to visit, only the affective country image component was found to be a relevant predictor of intention to visit for most information processing types (see table 17). For thinking, feeling and combination processors only affect towards a country was found to predict intention to visit. In the case of passive processors, both image components did unexplainably determine intention to visit. These results suggest, that with respect to this behavioural outcome variable, personality does not seem to have a relevant role in trying to explain the relative importance individuals attach to different country image components.

Table 17: Summary of regression analyses across all information processing types (dependent variable: intention to visit)

Affect \ Cognition	Low	High
Low	Feeling Processor **R^2 = 0.233** $ß_{CCOG}$= n.s $ß_{CAFF}$= 0.466	Combination Processor **R^2= 0.431** $ß_{CCOG}$= n.s $ß_{CAFF}$=0.642
High	Passive Processor **R^2= 0.257** $ß_{CCOG}$=0.339 $ß_{CAFF}$=0.324	Thinking Processor **R^2= 0.252** $ß_{CCOG}$= n.s. $ß_{CAFF}$= 0.465

7.3 Further Analyses

The final part in our empirical study is concerned with analyses on country familiarity to test for its effect on the relationship between country image dimensions and outcome variables. Subsequently analyses on group comparisons of information processing types with respect to certain variables are investigated.

7.3.1 The Role of Country Familiarity

Besides the effects of human personality, country familiarity may also play a role in this context. The relative salience of affective vs. cognitive country image components in predicting outcome variables could also vary across different levels of familiarity with a country. For example, it could well be that for individuals with a high degree in country familiarity the cognitive country image is a stronger driver for conations. This is

because better informed persons are in a better position to base their conations on the country's cognitive component since they have the available information necessary to justify their conations. Contrary to that people with a lower degree in country familiarity, may rather tend to base their conations upon the country's affective image component since they don't have the necessary information available to justify their conations. Despite such possible scenarios, the role of country familiarity on the relationship between cognitive and affective country image components on outcome variables has never been investigated before. Thus the third and final objective of the thesis is to examine the relative effects of cognitive versus affective country image under different levels of country familiarity.

A tripartite partitioning was used for the variable country familiarity. After splitting the sample into individuals with low, middle and high country familiarity, the middle one third of the sample was removed from the experiment. Three regression analyses with only the cognitive and affective country image as predictors of behavioural outcome variables were performed separately for each subgroup sample (with either low or high country familiarity).

Table 18: Regression analyses on subgroup sample with low country familiarity

	Regression1: R^2: 0.313 Product evaluation			**Regression 2: R^2: 0.137 Intention to buy**			**Regression 3: R^2: 0.086 Intention to visit**		
	Beta	t-value	Sig. t	Beta	t-value	Sig. t	Beta	t-value	Sig. t
Country Affect	0.121	1.288	0.201	0.225	2.131	0.036	0.250	2.301	0.024
Country Cognition	0.521	5.531	0.000	0.251	2.373	0.008	0.108	0.992	0.324

Table 18 depicts the regression analyses for the subgroup sample with low country familiarity. All three regressions were found to be statistically significant and complied with the assumptions of no multicollinearity and independence of the error terms. R^2 values of the three regressions performed were, R^2= 0.313, R^2 = 0.137 and R^2= 0.086 respectively, indicating that country image might be less helpful in predicting people's intention to visit a country as travel destination if they are not familiar with the country *per se*.

As can be seen form table 18 regression 1, only the cognitive country image (ß= 0.521, $p<0.001$) served as important determinant of product evaluation, suggesting that for

people with low country familiarity only the cognitive country image served as relevant determinant for product evaluation. The second regression with intention to buy as dependent variable revealed that both affective (ß=0.225, p<0.05) and cognitive (ß=0.251, p<0.01) country images were equally important as predictor variables. Finally, results of the last regression analysis showed that only country affect (ß= 0.25, p<0.05) appears to be a significant predictor for intention to visit a travel destination.

The same regression analyses were also performed on the subgroup sample with high country familiarity. Results of this subgroup analyses are displayed in table 19. All regressions satisfied the assumption of no multicollinearity and independence of error terms. Although all regressions performed were statistically significant, the model with the outcome variable intention to buy had a much lower R^2 of 0.157 compared to the other two regression models. These results indicate that under conditions of high country familiarity country image is a much better predictor for product evaluation and intention to visit as opposed to the outcome variable intention to buy.

Table 19: Regression analysis on the subgroup sample with high country familiarity

	Regression1: R^2: 0.376 Product evaluation			**Regression 2: R^2: 0.157 Intention to buy**			**Regression 3: R^2: 0.435 Intention to visit**		
	Beta	t-value	Sig. t	Beta	t-value	Sig.	Beta	t-value	Sig. t
Country Affect	0.502	4.908	0.000	0.345	2.905	0.005	0.645	6.635	0.000
Country Cognition	0.246	2.408	0.019	0.126	1.059	0.294	0.050	0.510	0.612

Both country image components had a significant impact on product evaluation, but their relative importance was different for cognition (ß= 0.246, p<0.05) and affect (ß= 0.502, p<0.001), thus the affective country image dimension appears to be a stronger predictor of product evaluation for individuals with a high degree of country familiarity. In the case of intention to buy and intention to visit, however, only the affective country image appeared to be a significant predictor.

Overall, the results provided by both subgroups, indicate that the relative importance of country image components changes as a function of country familiarity. Contrary to our expectations, for individuals high in country familiarity, the affective component of country image appears to be more important in predicting product evaluation and

behavioural intentions. Contrary to that, individuals with low country familiarity appear to base their evaluation of products more strongly upon the cognitive component of country image.

7.3.2 Group Comparisons

Since the second research purpose of this study was centered on comparing the impact and relative importance of specific country image facets on outcome variables across different processing types (eg.: Thinker, Feeler,..) it is necessary to ensure that these effects are free and not biased by any other factors, for example the degree of country familiarity, that might influence the relationships under study. Three separate one-way ANOVAs were conducted to ensure that individuals categorized into one of the four respective processing groups are equivalent with regard to country familiarity, country affect and country cognition, in order to assure that such factors did not account for observed differences and thus confounded our results.

In a first step the assumption of homogeneity across our sample was checked. Since all three Levene's Tests were non-significant at $p<0.05$ we can assume that the assumption of homogeneity of our sample variance was met and thus our statistical instrument chosen did reproduce reliable results (Field, 2006).

The one-way analysis of variance (ANOVA) revealed no significant differences across the four processing types on the country cognition measure $F(3,198) = 2.304$, $p<0.05$ and on the country affect measure $F(3, 198) = 1.386$, $p<0.05$. However, the ANOVA on the country familiarity measure did reveal significant differences in the average country familiarity across the four processing types, $F(3,197) = 2.811$, $p<0.05$. For conducting post hoc analyses, Gabriel's pairwise test procedure was adopted, since it is designed for group comparisons with slight differences in sample size (Field, 2006). Pairwise comparisons of the four processing groups revealed that there was a significant difference in the level of country familiarity between the thinking (mean= 3.51) and feeling processor (mean= 6.24) at $p < 0.05$.

Table 20: Mean values of country cognition, country affect and country familiarity as a function of information processing type

	Country Cognition	Country Affect	Country Familiarity
Thinker	7.34	6.66	3.51
Feeler	7.04	6.26	2.64
Combiner	7.10	6.73	2.91
Passive	6.79	6.20	3.02

These findings are interesting because our analyses on country familiarity indicated that high country familiarity does lead to a strengthened relationship between the affective country image and outcome variables (see results in chapter 7.3.1), yet these pairwise comparisons showed that the feeling processors had a significant lower country familiarity than the thinking processors. However, these results indicate that the results presented in chapter 7.2.3.2 about the feeling processors do not account for observed differences in country familiarity.

8 Discussion

The question how to best operationalize country image is a complex and ongoing research issue. For years, academics examining the structure of country image and its effects on behavioural outcome variables have focused on the cognitive facet of country image only. However, more recent studies investigating this area have recognized the importance of affect (emotions) in the formation of an overall country image. (Laroche et al., 2005; Roth and Diamantopoulos, 2008)

This thesis is an extension of current CoO studies. First of all, as suggested by Roth and Diamantopoulos (2008), country image was operationalized as a two-dimensional construct comprising a cognitive and an affective component only. Although literature has already suggested that beliefs and affects are parts of the country image construct (eg., Papadopoulos, Heslop and Bamossy, 1990; Parameswaran and Pisharodi, 1994; Laroche et al., 2005) previous studies have failed to examine the individual impact of country beliefs and affect on conations. In line with the two component view of attitudes we found that beliefs and affect do indeed *simultaneously* but *independently* affect country conations. In this sense it is possible that an individual holds positive emotional connotations with a country, while at the same time holds negative beliefs about a country. In addition, we examined the explanatory power of CoO not merely on product evaluation, but also on two other outcome variables, namely intention to buy products from a particular foreign country and intention to visit the country. Considerable differences in the outcome of the overall regression models point out how important it is to differentiate between distinct outcome variables during the process of hypotheses development.

The major contribution of this diploma thesis consisted in incorporating personality variables between the country image - outcome variable link to study the strength of association between specific country image components and outcome variables as a function of personality. In doing so, two alternative theoretical models have been established using both global personality orientations/traits as well as context specific personality traits. Furthermore we tested the proposition that the relative importance of affective vs. cognitive country image components in predicting outcome variables changes according to an individual's personality classification as proposed by Sojka and

Giese (1997). Finally, we were also interested in examining whether the relative importance of affective vs. cognitive country image components varies at different levels of country familiarity.

Our study findings indicate that for both models a substantial amount of the variance was explained by the predictor variables. More than forty percent of the variance was explained for the dependent variable product evaluation (Model 1: R^2= 0.459; Model 2: R^2= 0.469), nearly thirty percent of the variance for intention to buy (Model 1: R^2= 0.285, Model 2: R^2= 0.299) and more than thirty percent of the variance for intention to visit (Model 1: R^2= 0.357; Model 2: R^2= 0.361). In line with previous research findings, (e.g., Peterson and Jolibert, 1995; Verlegh and Steenkamp, 1999) the predictive ability of our regression models are much better for the dependent variable product evaluation than for the dependent variable purchase intention. Verlegh and Steenkamp (1999) explain this effect by reasoning that "purchase intentions do not only represent a trade off between consumer needs and product features, but also incorporate several 'external' influences, of which budget constraints are the most important. Specifically, consumers may perceive a product to be of high quality, and like it very much, but they may simply not be able to afford it. Hence, the impact of country related inferences should be smallest for purchase intention (p. 530)."

Furthermore, it should be noted that the improvement in R^2 that comes from integrating personality variables as moderators between the country image-outcome variable link, is relatively small for both models (R^2 improves by 3-4%). However, the relative improvement in R^2 (relative to the amount of personality variables integrated) is larger for model 1 than for model 2, thus we can conclude that the first regression model with the more specific moderator personality traits, is a better tool to study individual differences in CoO related effects. These findings are in line with previous research findings of personality and consumer behaviour, stating that more contextual specific personality traits have a higher predictive validity than broad or intermediate personality constructs (Nakanishi, 1972; Kassarjian and Sheffet, 1991).

One key result of the first moderated regression model is that in the case of product evaluation, a significant positive interaction effect between the personality variable NFA and country affect was found. Thus these findings provide some preliminary

evidence suggesting that as individuals score higher values on the NFA scale, the stronger becomes the link between country affect and product evaluation. Furthermore, results also indicated a significant negative interaction effect between NFC and country cognition for the dependent variable intention to buy. Although these findings were contrary to our expectations, they are theoretically reasonable. As previously mentioned, this result can partly be explained by study findings from Zhang (1996), who demonstrated that consumers high in NFC evaluated products on the strength and relevance of product attributes, whereas consumers low in NFC were more likely to evaluate products on peripheral cues, such as CoO information. Thus, applying these study findings to our specific research context may imply that consumers high in NFC will be less influenced by a country's origin in their purchase decisions, compared to consumers low in NFC. Our study findings, however, demonstrated that only beliefs about a country and not affect become less influential factors in purchase decisions for highly cognitive consumers. This may be because consumers high in NFC base their purchase intentions on more specific product related information as opposed to beliefs about a country.

Another interesting finding of the regression analyses was that only the affective image component was found to significantly impact intention to visit. As previously mentioned, these results can be explained by the fact that the cognitive country image component was operationalized in terms of politics, technology and economy, thus representing cognitive factors that may not be relevant for consumers in their decision to visit a country. Furthermore, a main effect of NFA was found on intention to visit, thus indicating that the higher an individual's score on the NFA scale the higher his/her preference to travel at all. Because of the hedonic nature of holidays and given that holiday experiences are full of symbolic values and emotional experiences (Ekinci and Hosany, 2006), it's plausible to say that highly affective consumers are more attached towards travel experiences in general.

Given our findings that consumers appear to base their decision to visit a country, solely on their affective (emotional) attitude towards the country, the experiential hierarchy model (see Roth and Diamantopoulos, 2008) might be a useful tool to outline how consumers process country image information. The experiential hierarchy model of country image suggests that only country affect will directly impact country conations,

which will then be the basis to form country beliefs *(country affect → conations → country cognition).* Applying this model to the study context of intention to visit, it may well be that a person is willing to visit a country because he/she simply likes the country. A belief about the country might be formed after having visited the country, for example, a tourist might experience the high price level of Swiss products or services and may therefore conclude that Switzerland is a country with a highly developed economy, high living standards and high labour costs. To verify the overall fit of this model, a longitudinal study design may be useful. For example, a group of consumers could be studied for the effects of country affect on intention to visit before visiting a country and the effects of conations on country beliefs after having visiting a country.

The thesis also demonstrated that for certain outcome variables, the role of the two sub constructs of country image (cognitive or affective) differs according to an individual's personality classification in terms of cognition and affect (Sojka and Giese, 1997). We demonstrated that for individuals indentified as *thinking* processors the formation of product evaluation is cognitively driven, while for individuals indentified as *feeling* processors the opposite holds true. These results are in line with findings stemming from the field of attitude theory where Haddock and Zanna, (1993, 1998) revealed that depending on a person's score on the Feeling-Belief dimension there were individual differences in the tendency to use affective and cognitive information in guiding prejudicial and social attitudes. In addition, we found that combination processors (high in cognition and high in affect) were also more strongly driven by the affective country image component when it comes to evaluate products, while for passive processors (low in cognition and low in affect) the opposite was verified. With respect to the dependent variable intention to buy, only for feeling and passive processors the country's origin was found to be a significant predictor. In line with our expectation, feeling processors are more strongly driven by the affective image component when it comes to buy foreign products, which is consistent with their high NFA. Interestingly, passive processors (low in cognition and low in affect) appear to be solely driven by the country's cognitive image component. In addition our subgroup analyses revealed that for feeling, combination and even thinking processors, only the affective country image component was uniquely predictive of intention to visit. Only passive processors were found to rely on both country image components when deciding to visit a country. Given these findings it is reasonable to assume that with respect to the dependent variable intention to visit, personality classifications seem to play a marginal role in

trying to explain the relative importance individuals attach to different country image components.

Finally, with respect to the influence of country familiarity, our results indicate that the affective country image is more salient for product evaluation when consumers are more familiar with the country. Although not hypothesized, perhaps these findings indicate that the high involvement hierarchy model *(country cognition → country affect → conations)* as suggest by Roth and Diamantopoulos (2008) might have been more suitable to illustrate how consumers process country image information when evaluating products on a *global* level. The high involvement hierarchy model is based on the traditional approach in attitude formation which suggests that "affect in preferences is an outcome of cognitive representation of an object; (hence) before you can like something you must know what it is" (Zajonc and Markus, 1982, p. 125). In this context it is also possible to illustrate our research findings, where individuals who did not know Switzerland were rather influenced by the cognitive country image component in their process of product evaluation, but as their familiarity with the country got higher they were rather influenced by the affective country component. This suggestion supports Obermiller and Spangenberg's (1989) proposition that the traditional hierarchy of effects sequence may be the most common mode consumer process CoO related information.

9 Conclusion

Our study findings clearly illustrate that there are individual differences in the way consumer process country image information with respect to different behavioural outcome variables. Personality is indeed an important consumer characteristic which should be taken into account when studying country image effects on behaviour. More specifically, the two personality traits (NFC and NFA) have shown to be useful variables when combined together, since they become a powerful instrument for segmenting consumers (Ruiz and Sicilia, 2004). This is because the relative importance of different country image components on conatives was found to vary across these market segments.

From a managerial perspective this thesis has the following implications. Segmenting the market into subgroups according to individual differences in NFC and NFA (Sojka and Giese, 1997) may give managers some strategic guidelines with respect to their communication strategy when entering a new market. For example, marketers exporting products from favourable cognitive image countries but unfavourable affective image countries should devote their initial promotional efforts to thinking processors, since these consumers will base their product evaluations on beliefs about a country but not on affects. Nevertheless, marketers should note that a positive cognitive country image does not necessarily mean that thinking processors will have a higher willingness to buy products from this country. Other, more product specific information may be of crucial importance during purchase decisions for highly cognitive consumers (Zhang, 1996).

Of equal importance is the finding that the negative product attitude that has generally been associated with products coming for less developed countries, (Gaedeke, 1973) does not necessarily mean that manufactures of developing countries should avoid the promotion of the CoO in their communication strategy. When exporters of developing countries enjoy a positive affective country image in their export markets, they can positively benefit from such an image as long as they target the correct consumer segment. The message to such exporters from unfavourable cognitive-image countries but favourable affective-image countries is perhaps that their products should be targeted to feeling processors in order to gain market entry, since this consumer segment is more prone to base its product evaluation and purchase decision upon its

affective attitude toward the sourcing country. Their promotional message should particularly emphasize the positive emotional aspects the consumer associates with the country.

For the tourism industry our findings indicate that the affective country image conveyed to consumers is of crucial importance, since it is this image component which is predominantly responsible for consumers' travel decision. These findings highlight the importance of a constructive cooperation between tourism industry, the government and the community to enhance the development and marketing of a country's affective image facet.

Similar to other studies, this study also has some limitations. First of all, our study design and the use of Austrian consumers only, limit somehow the *generalizability* of our study findings. Since our study only presents country image as informational cue, our R^2 values might be artificially high. In addition, even though we could find that there are individual differences in the preference to base one's conation on either the cognitive or affective country image component, we still don't know how this effect may change if we present respondents with other informational cues. In the presence of product specific information it might be interesting to observe whether thinking processors would still place emphasis on the cognitive country image component when evaluating products (Zhang, 1996). Furthermore, the respondents of this study were only from Austrian origin but since the sample was relatively diverse the results of the study should not be strongly biased.

Another potential concern is that the study measured product evaluation on a *global* level. Therefore, the extent to which study findings are generalizable across product categories is somewhat limited since opponents of global product evaluation argue that product images vary across product categories.

Finally, our study findings might be biased by the lack of a well-established scale to measure country emotions. By the time of our research no scale to measure country affect had yet been developed, thus we had to borrow a scale from a different discipline that captures consumers' (affective) attitude towards brand names. Also the measurement of the cognitive country image component shows some drawbacks. Since

country cognition was operationalized in terms of its economic, political, and technological structure, we might have missed out other potential factors that could be relevant for consumers in their decision to visit a county. If we would have included other cognitive factors (e.g. climate, landscape, culture, etc...) in our study design, it would have been more likely that also country beliefs become important predictors of intention to visit a country.

The limitations presented above give some interesting avenues for further research. First of all, it would be interesting to identify other potential moderators affecting the country image outcome variable link. In particular it would be interesting to examine the role of *product typology* within this context. Findings within the area of information processing and attitude formation have already indicated that the type of product (i.e., functional vs. hedonic) influences whether product attitudes might be cognitively or emotionally driven (Batra and Athola, 1990; Kempf, 1999; Kempf and Laczniak, 2001). Drawing upon these findings it is reasonable to suggest that the impact of the affective country image component becomes stronger for hedonic product types, while for functional products the cognitive country image component will become more salient. Therefore the question arises whether feeling processors would still place a stronger emphasis on the country image's affective component if they would be asked to evaluate a functional product (e.g., a computer, electric power drill). In the case of thinking processors it would also be interesting to examine whether these individuals would still be driven by the country's cognitive component if asked to evaluate a hedonic product. Since our thesis' findings, indicate that thinking processors are driven by a country's affective component only when deciding to visit a country, it is reasonable to assume that in the case of products that are strongly hedonic in nature, the affective country component might also become a strong driver. It would therefore be interesting to investigate how personality variables and different product types jointly work to explain the relative importance individuals attach to different country image components.

Finally, it would be interesting to examine how a different operationalization of the cognitive country image would have changed our results with regards to the dependent variable intention to visit. As mentioned before, while cognitive factors such as economy, politics and technology appear to be irrelevant for consumers' decision to visit

a country, other cognitive factors such as climate, landscape or culture might be important predictors of travelling decisions (Um and Crompton, 1990).

10 List of References

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11 Appendix

Appendix A: Short version of the Need for Cognition Scale by Cacioppo, Petty and Kao (1984)

items	
1	I would prefer complex to simple problems.
2	I like to have the responsibility of handling a situation that requires a lot of thinking.
3	Thinking is not my idea of fun.*
4	I would rather do something that requires little thought than something that is sure to challenge my thinking abilities.*
5	I try to anticipate and avoid situations where there is likely a chance I will have to think in depth about something.*
6	I find satisfaction in deliberating hard and for long hours.
7	I only think as hard as I have to.*
8	I prefer to think about small, daily projects to long-term ones.*
9	I like tasks that require little thought once I've learned them.*
10	The idea of relying on thought to make my way to the top appeals to me.
11	I really enjoy a task that involves coming up with new solutions to problems.
12	Learning new ways to think doesn't excite me very much.*
13	I prefer my life to be filled with puzzles that I must solve.
14	The notion of thinking abstractly is appealing to me.
15	I would prefer a task that is intellectual, difficult, and important to one that is somewhat important but does not require much thought.
16	I feel relief rather than satisfaction after completing a task that required a lot of mental effort.*
17	It's enough for me that something gets the job done; I don't care how or why it works.*
18	I usually end up deliberating about issues even when they do not affect me personally.

*Reverse coded items

Appendix B: Need for Emotion Scale by Raman, Chattopadhyay and Hoyer (1995)

items	
1	I try to anticipate and avoid situations were there is a likely chance of getting emotionally involved
2	Experiencing strong emotions is not something I enjoy very much.
3	I would rather be in a situation where I experience little emotions than one which is sure to get me emotionally involved.
4	I don't look forward to being in situations that others have found to be emotional.
5	I look forward to situations that I know are less emotionally involving.
6	I like to be unemotional in emotional situations.
7	I find little satisfaction in experiencing strong emotions.
8	I prefer to keep my feelings under check.
9	I feel relief rather than fulfilled after experiencing a situation that was very emotional.
10	I prefer to ignore the emotional aspects of situations rather than getting involved in them.
11	More often than not, making decisions based on emotions just leads to more errors.
12	I don't like to have the responsibility of handling a situation that is emotional in nature.

Note: All the items require reverse scoring to reflect a higher level of NFE

Appendix C: Preference for Affect Scale by Sojka and Giese (1997)

items	
1	I am good at empathizing with other people's problems.
2	I make decisions with my heart
3	I often get too emotionally involved
4	I appreciate opportunities to discover my true feelings
5	I like being around sensitive people
6	My feelings reflect who I am
7	I am a feeling person
8	I am more a "feeler" than a "thinker"
9	When I recall a situation, I usually recall the emotional aspects of the situations
10	I prefer a task that is emotional and important to a task that is intellectual and important.
11	Feeling comes naturally to me
12	I enjoy trying to explain my feelings-even if it's only to myself

Appendix D: Need for Affect Scale by Maio and Esses (2001)

items	
1	It is important for me to be in touch with my feelings.
2	I think that it is important to explore my feelings.
3	I am a very emotional person.
4	It is important for me to know how others are feeling.
5	Emotions help people get along in life.
6	Strong emotions are generally beneficial.
7	I feel that I need to experience strong emotions regularly.
8	I approach situations in which I expect to experience strong emotions.
9	I feel like I need a good cry every now and then.
10	I like to dwell on my emotions.
11	We should indulge our emotions.
12	I like decorating my bedroom with a lot of pictures and posters of things emotionally significant to me.
13	The experience of emotions promotes human survival.
14	I do not know how to handle my emotions, so I avoid them.
15	I find strong emotions overwhelming and therefore try to avoid them.
16	Emotions are dangerous—they tend to get me into situations that I would rather avoid.
17	I would prefer not to experience either the lows or highs of emotion.
18	If I reflect on my past, I see that I tend to be afraid of feeling emotions.
19	I would love to be like “Mr. Spock,” who is totally logical and experiences little emotion.
20	I have trouble telling the people close to me that I love them.
21	Displays of emotions are embarrassing.
22	Acting on one’s emotions is always a mistake.
23	I am sometimes afraid of how I might act if I become too emotional.
24	Avoiding emotional events helps me sleep better at night.
25	I wish I could feel less emotion.
26	People can function most effectively when they are not experiencing strong emotions.

Note: The first 13 items asses the motivation to approach emotions, the last 13 items asses the motivation to avoid emotions.

Appendix E: Gountas' preliminary validation study (2008)

		Components			
		Factor 1: Thinking	**Factor 2: Feeling**	**Factor 3: Material**	**Factor 4: Imaginative**
1	I am very much a logical thinking type of person.	.704			
2	I am an intelligently practical person.	.646			
3	I make decisions based on carefully thought out logical ideas.	.629			
4	I use clear rational thinking to make sense of the world.	.622			
5	I enjoy coming up with new ideas to solve problems.	.614			
6	I enjoy learning and understanding as much as possible.	.595			
7	I admire intellectual ability.	.582			
8	I make rationally objective decisions.	.576			
9	I like new inventions, new discoveries about the future.	.565			
10	It is important for me to understand the meaning of why and how things work.	.534			
11	I am very confident in social relationships		.815		
12	I am naturally good at creating social impressions.		.705		
13	I am self-sufficient with social relationships.		.687		
14	I am very good at figuring out how to be socially admired.		.668		
15	I am myself when I experience social pressure.		.592		
16	I am very good at monitoring my own feelings.		.539		
17	I am able to understand other people's feelings.		.502		
18	I am able to contain my feelings.		.346		
19	Material security is very important for me.			.785	
20	Physical material comforts are extremely important in my life.			.771	
21	Material possessions give me the most pleasure in life.			.760	
22	Achieving material, financial success is very important in my life.			.757	
23	The enjoyment of material luxuries is my idea of the "good-life".			.750	
24	The things that I buy reflect my achievements.			.581	
25	Good food is essential to my enjoyment of life.				
26	I have an active imagination.				.792
27	I am able to create imaginary worlds.				.771
28	I drift into imaginative visualizations naturally.				.670
29	I am naturally good at using my imagination.		.311		.664
30	I spend a lot of time thinking about different things.	.317			.615
31	I am very interested in mystical things.				.426
32	I use "gut-feeling" to make decisions.				

Appendix F: Questionnaire of pretest study

UMFRAGE ZUM THEMA LÄNDERKENNTNIS
Eine Diplomarbeit an der Universität Wien-

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		Kanada	Belgien	Irland	Schweiz	Brasilien
1	**Kenntnis der verschiedenen Länder**	Trifft nicht zu … Trifft voll zu	Trifft nicht zu … Trifft voll zu	Trifft nicht zu … Trifft voll zu	Trifft nicht zu … Trifft voll zu	Trifft nicht zu … Trifft voll zu
1.1	Ich habe sehr viel Erfahrung mit diesem Land	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
1.2	Ich kenne dieses Land sehr gut.	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
1.3	Ich würde mich selbst als sehr vertraut mit diesem Land bezeichnen	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
1.4	Alles in allem kenne ich dieses Land sehr gut	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7

2	**Wie häufig waren Sie schon in diesen Ländern (Bitte ankreuzen!)**	Noch nie	1x	2x	3x	4x	5x	Mehr als 5x
2.1	Kanada							
2.2	Belgien							
2.3	Irland							
2.4	Schweiz							
2.5	Brasilien							

Alter: _____

Geschlecht: ☐ weiblich ☐ männlich

Beruf: ☐ Erwerbstätig ☐ Selbständig ☐ Pension ☐ Student

Danke für Ihre Teilnahme!

Appendix G: Final questionnaire (version 1)

FRAGEN ZUM THEMA IDENTITÄT UND LÄNDERIMAGE
DIPLOMARBEIT AN DER UNIVERSITÄT WIEN

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TEIL A: FRAGEN ZU IHRER PERSON (TEIL 1)		
1	**Bitte kreuzen Sie jene Zahlen von 1-7 an, um ihren Zustimmungsgrad mit folgenden Aussagen anzugeben.**	Trifft nicht zu … Trifft voll zu
1.1	Ich kann mich gut in die Problemwelt anderer Leute hineinversetzen.	1 2 3 4 5 6 7
1.2	Ich treffe Entscheidungen mit meinem Herzen.	1 2 3 4 5 6 7
1.3	Ich bin oft zu gefühlsmäßig involviert.	1 2 3 4 5 6 7
1.4	Ich schätze Gelegenheiten, in denen ich meine tatsächlichen Gefühle erforschen kann.	1 2 3 4 5 6 7
1.5	Ich mag es in der Umgebung feinfühliger Menschen zu sein.	1 2 3 4 5 6 7
1.6	Meine Gefühle spiegeln mich wider.	1 2 3 4 5 6 7
1.7	Ich bin ein gefühlsbetonter Mensch.	1 2 3 4 5 6 7
1.8	Ich bin eher ein „Gefühlsmensch“ als ein „Kopfmensch“.	1 2 3 4 5 6 7
1.9	Wenn ich mich an eine Situation zurück erinnere, so erinnere ich mich in der Regel an deren gefühlsmäßigen Aspekte.	1 2 3 4 5 6 7
1.10	Ich ziehe eine Aufgabe, die gefühlsbetont und wichtig ist, einer verstandesbetonten und wichtigen Aufgabenstellung vor.	1 2 3 4 5 6 7
1.11	Gefühle kommen bei mir von selber.	1 2 3 4 5 6 7
1.12	Ich genieße es, meine Gefühle zu erklären, selbst wenn ich das nur mir selbst gegenüber tue.	1 2 3 4 5 6 7
1.13	Emotionen finde ich aufregend.	1 2 3 4 5 6 7

TEIL B: FRAGEN ZU IHRER PERSON (TEIL 2)		
2	**Inwiefern stimmen Sie diesen Aussagen zu?**	Trifft nicht zu … Trifft voll zu
2.1	Die Aufgabe, neue Lösungen für Probleme zu finden, macht mir wirklich Spaß.	1 2 3 4 5 6 7
2.2	Die Vorstellung, mich auf mein Denkvermögen zu verlassen, um es zu etwas zu bringen, spricht mich nicht an.	1 2 3 4 5 6 7
2.3	Ich würde lieber etwas tun, das wenig Denken erfordert, als etwas, das mit Sicherheit meine Denkfähigkeit herausfordert.	1 2 3 4 5 6 7
2.4	Ich finde wenig Befriedigung darin, angestrengt und stundenlang nachzudenken.	1 2 3 4 5 6 7
2.5	In erster Linie denke ich, weil ich muss.	1 2 3 4 5 6 7
2.6	Ich trage nicht gerne die Verantwortung für eine Situation, die sehr viel Denken erfordert.	1 2 3 4 5 6 7

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2.7	Denken entspricht nicht dem, was ich unter Spaß verstehe.	1 2 3 4 5 6 7
2.8	Ich versuche, Situationen vorauszuahnen und zu vermeiden, in denen die Wahrscheinlichkeit groß ist, dass ich intensiv über etwas nachdenken muss.	1 2 3 4 5 6 7
2.9	Ich habe es gern, wenn mein Leben voller kniffliger Aufgaben ist, die ich lösen muss.	1 2 3 4 5 6 7
2.10	Ich würde komplizierte Probleme einfachen Problemen vorziehen.	1 2 3 4 5 6 7
2.11	Es genügt mir, einfach die Antwort zu kennen, ohne die Gründe für die Antwort eines Problems zu verstehen.	1 2 3 4 5 6 7

TEIL B: FRAGEN ZUR PERSÖNLICHEN EINSTELLUNG ZUR SCHWEIZ

Bitte kreuzen Sie auf den Zahlen von 1-9 an, inwiefern die Aussagen ihrer persönliche Einstellung zum Land entsprechen.

3.	EINSTELLUNG zur SCHWEIZ		EINSTELLUNG zur SCHWEIZ
3.1	mag ich nicht	1 2 3 4 5 6 7 8 9	mag ich
3.2	negativ	1 2 3 4 5 6 7 8 9	positiv
3.3	schlecht	1 2 3 4 5 6 7 8 9	gut
3.4	unangenehm	1 2 3 4 5 6 7 8 9	angenehm
3.5	unvorteilhaft	1 2 3 4 5 6 7 8 9	vorteilhaft
3.6	feindselig	1 2 3 4 5 6 7 8 9	freundlich

TEIL C: FRAGEN ZUR BESCHREIBUNG DER SCHWEIZ

Bitte kreuzen Sie jene Zahlen von 1-9 an, die ihrer persönlichen Beurteilung zum Land entsprechen. Es gibt keine falschen oder richtigen Antworten. Wir sind nur daran interessiert wie Sie das Land wahrnehmen.

4	Beschreibung von der SCHWEIZ	Trifft nicht zu … Trifft voll zu
4.1	Hoher Stand an technologischer Forschungsarbeit	1 2 3 4 5 6 7 8 9
4.2	Hoher Lebensstandard	1 2 3 4 5 6 7 8 9
4.3	Hohe Lohnkosten	1 2 3 4 5 6 7 8 9
4.4	Wohlfahrtsstaat	1 2 3 4 5 6 7 8 9
4.5	Hohes Niveau an Industrialisierung	1 2 3 4 5 6 7 8 9
4.6	Zivile, nicht Militärregierung	1 2 3 4 5 6 7 8 9
4.7	Hochentwickelte Wirtschaft	1 2 3 4 5 6 7 8 9

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4.8	System der freien Marktwirtschaft	1 2 3 4 5 6 7 8 9
4.9	Demokratisch	1 2 3 4 5 6 7 8 9

5	**Produktbewertung SCHWEIZ**	
5.1	Wie **INNOVATIV** würden sie Produkte aus der Schweiz einschätzen? Hierbei werden unter „innovativ" die Anwendung neuer Technologien sowie technologischer Fortschritt verstanden.	**Nicht innovativ** — **Sehr innovativ** 1 2 3 4 5 6 7
5.2	Wie würden Sie das **DESIGN** von Produkten aus der Schweiz einschätzen? Unter „Design" werden Faktoren wie Form, Gestaltung, Aufmachung, Stil und Farbe des Produkts verstanden.	**Unattraktives Design** — **Ansprechendes Design** 1 2 3 4 5 6 7
5.3	Wie würden Sie das **ANSEHEN** von Produkten aus der Schweiz einschätzen? Unter „Ansehen" werden Faktoren wie Exklusivität, Status und Markennamenbekanntheit verstanden.	**Niedriges Ansehen** — **Hohes Ansehen** 1 2 3 4 5 6 7
5.4	Wie würden Sie die **VERARBEITUNG** von Produkten aus der Schweiz einschätzen? Unter „Verarbeitung" werden Faktoren wie Zuverlässigkeit, Haltbarkeit, Kunstfertigkeit und Qualität verstanden.	**Schlechte Verarbeitung** — **Gute Verarbeitung** 1 2 3 4 5 6 7

TEIL D: FRAGEN ZUR LÄNDERKENNTNIS

6	**Kenntnis SCHWEIZ**	Trifft nicht zu — Trifft voll zu
6.1	Ich habe sehr viel Erfahrung mit diesem Land.	1 2 3 4 5 6 7
6.2	Ich kenne dieses Land überdurchschnittlich gut.	1 2 3 4 5 6 7
6.3	Ich würde mich selbst als vertraut mit diesem Land einschätzen.	1 2 3 4 5 6 7
6.4	Alles in einem, kenne ich dieses Land sehr gut.	1 2 3 4 5 6 7

TEIL E: KAUFBEREITSCHAFT/REISEINTENTION

7	**Kaufbereitschaft SCHWEIZ**	Trifft nicht zu — Trifft voll zu
7.1	Ich würde gerne Produkte dieses Landes kaufen.	1 2 3 4 5 6 7
7.2	Es ist mir wichtig, Produkte dieses Landes zu besitzen.	1 2 3 4 5 6 7
7.3	Produkte dieses Landes sind für Leute wie mich gemacht.	1 2 3 4 5 6 7
7.4	Ich würde Produkte dieses Landes weiterempfehlen.	1 2 3 4 5 6 7
7.5	Ich verschenke gerne Produkte dieses Landes.	1 2 3 4 5 6 7

8	Reisebereitschaft SCHWEIZ	Trifft nicht zu … Trifft voll zu
8.1	Ich mache gern Urlaub in diesem Land.	1 2 3 4 5 6 7
8.2	Ein Kurzurlaub in diesem Land würde mir sehr gut gefallen.	1 2 3 4 5 6 7
8.3	Ich würde auch anderen empfehlen, Urlaub in diesem Land zu machen.	1 2 3 4 5 6 7
8.4	Dieses Land ist das Land meiner Träume.	1 2 3 4 5 6 7
8.5	Dieses Land ist sehr beliebt bei Touristen.	1 2 3 4 5 6 7

TEIL A: FRAGEN ZU IHRER PERSON (TEIL 3)		
9	**Inwiefern können sie sich mit folgenden Aussagen identifizieren? Bitte kreuzen Sie jene Zahlen von 1-7 an.**	**Trifft nicht zu … Trifft voll zu**
9.1	Ich bin ein logisch-denkender Mensch.	1 2 3 4 5 6 7
9.2	Ich bin eine Person mit einem guten Hausverstand.	1 2 3 4 5 6 7
9.3	Ich treffe Entscheidungen auf Grundlage von wohl durchdachten, logischen Gedanken.	1 2 3 4 5 6 7
9.4	Ich wende rationales Denken an, um die Welt zu verstehen.	1 2 3 4 5 6 7
9.5	Mir gefällt es, zu neuen Ideen zu gelangen, um Probleme zu lösen.	1 2 3 4 5 6 7
9.6	Mir gefällt, es soviel wie möglich zu lernen und zu verstehen.	1 2 3 4 5 6 7
9.7	Ich bin sehr selbstsicher in gesellschaftlichen Beziehungen.	1 2 3 4 5 6 7
9.8	Ich bin von Natur aus gut darin, in der Gesellschaft Eindruck zu hinterlassen.	1 2 3 4 5 6 7
9.9	Ich bin selbstbewußt, was gesellschaftliche Beziehungen angeht.	1 2 3 4 5 6 7
9.10	Ich bin gut darin, herauszufinden, wie ich gesellschaftliche Anerkennung erhalte.	1 2 3 4 5 6 7
9.11	Ich bleibe wie ich bin, auch unter gesellschaftlichem Druck.	1 2 3 4 5 6 7
9.12	Ich bin gut darin, meine eigenen Gefühle zu überwachen.	1 2 3 4 5 6 7
9.13	Materielle Sicherheit ist mir sehr wichtig.	1 2 3 4 5 6 7
9.14	Physisch, materieller Komfort ist extrem wichtig in meinem Leben.	1 2 3 4 5 6 7
9.15	Materieller Besitz bereitet mir die größte Freude im Leben.	1 2 3 4 5 6 7
9.16	Für mich ist es im Leben sehr wichtig, materiellen, finanziellen Erfolg zu erzielen.	1 2 3 4 5 6 7

9.17	Der Genuss von materiellem Luxus entspricht meiner Vorstellung eines guten Lebens.	1 2 3 4 5 6 7
9.18	Die Dinge, die ich kaufe, spiegeln meinen Erfolg wider.	1 2 3 4 5 6 7
9.19	Ich habe eine rege Fantasie.	1 2 3 4 5 6 7
9.20	Ich bin fähig, Phantasiewelten zu erschaffen.	1 2 3 4 5 6 7
9.21	Es liegt in meiner Natur, in phantasievolle Vorstellungen abzugleiten.	1 2 3 4 5 6 7
9.22	Ich bin von Natur aus gut darin, meine Vorstellungskraft zu nutzen.	1 2 3 4 5 6 7
9.23	Ich wende sehr viel Zeit auf, um über die verschiedensten Dinge nachzudenken.	1 2 3 4 5 6 7

G: ANGABEN ZUR PERSON

10.	Geschlecht
1	Weiblich
2	Männlich
	Alter: _____Jahre

11.	Staatsbürgerschaft
	Staatsbürgerschaft: _____
	Falls Sie keine österreichische Staatbürgerschaft haben, wie lange leben Sie schon in Österreich?
	_____Jahre

12.	Höchste abgeschlossene Schulbildung
1	Pflichtschule
2	Lehre
3	Matura
4	Universität/FH
5	Anders: _____

13.	Tätigkeit
1	Student/Schüler
2	erwerbstätig
3	arbeitssuchend
4	Pension
5	Anders:_____

14.	Nettoeinkommen / Monat
1	Unter 333 EUR
2	333 – 999 EUR
3	1000 – 1599 EUR
4	1600 – 2400 EUR
5	Mehr als 2400 EUR

Danke für Ihre Teilnahme!

Appendix H: Final questionnaire (version 2)

FRAGEN ZUM THEMA IDENTITÄT UND LÄNDERIMAGES
DIPLOMARBEIT AN DER UNIVERSITÄT WIEN

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TEIL A: FRAGEN ZU IHRER PERSON (TEIL 1)		
1	Inwiefern können sie sich mit folgenden Aussagen identifizieren? Bitte kreuzen Sie jene Zahlen von 1-7 an.	Trifft nicht zu → Trifft voll zu
1.1	Ich bin ein logisch-denkender Mensch.	1 2 3 4 5 6 7
1.2	Ich bin eine Person mit einem guten Hausverstand.	1 2 3 4 5 6 7
1.3	Ich treffe Entscheidungen auf Grundlage von wohl durchdachten, logischen Gedanken.	1 2 3 4 5 6 7
1.4	Ich wende rationales Denken an, um die Welt zu verstehen.	1 2 3 4 5 6 7
1.5	Mir gefällt es, zu neuen Ideen zu gelangen, um Probleme zu lösen.	1 2 3 4 5 6 7
1.6	Mir gefällt es, soviel wie möglich zu lernen und zu verstehen.	1 2 3 4 5 6 7
1.7	Ich bin sehr selbstsicher in gesellschaftlichen Beziehungen.	1 2 3 4 5 6 7
1.8	Ich bin von Natur aus gut darin, in der Gesellschaft Eindruck zu hinterlassen.	1 2 3 4 5 6 7
1.9	Ich bin selbstbewußt, was gesellschaftliche Beziehungen angeht.	1 2 3 4 5 6 7
1.10	Ich bin gut darin, herauszufinden, wie ich gesellschaftliche Anerkennung erhalte.	1 2 3 4 5 6 7
1.11	Ich bleibe wie ich bin, auch unter gesellschaftlichem Druck.	1 2 3 4 5 6 7
1.12	Ich bin gut darin, meine eigenen Gefühle zu überwachen.	1 2 3 4 5 6 7
1.13	Materielle Sicherheit ist mir sehr wichtig.	1 2 3 4 5 6 7
1.14	Physisch, materieller Komfort ist extrem wichtig in meinem Leben.	1 2 3 4 5 6 7
1.15	Materieller Besitz bereitet mir die größte Freude im Leben.	1 2 3 4 5 6 7
1.16	Für mich ist es im Leben sehr wichtig, materiellen, finanziellen Erfolg zu erzielen.	1 2 3 4 5 6 7
1.17	Der Genuss von materiellem Luxus entspricht meiner Vorstellung eines guten Lebens.	1 2 3 4 5 6 7
1.18	Die Dinge, die ich kaufe, spiegeln meinen Erfolg wider.	1 2 3 4 5 6 7
1.19	Ich habe eine rege Fantasie.	1 2 3 4 5 6 7
1.20	Ich bin fähig, Phantasiewelten zu erschaffen.	1 2 3 4 5 6 7
1.21	Es liegt in meiner Natur, in phantasievolle Vorstellungen abzugleiten.	1 2 3 4 5 6 7
1.22	Ich bin von Natur aus gut darin, meine Vorstellungskraft zu nutzen.	1 2 3 4 5 6 7
1.23	Ich wende sehr viel Zeit auf, um über die verschiedensten Dinge nachzudenken.	1 2 3 4 5 6 7

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TEIL B: FRAGEN ZUR PERSÖNLICHEN EINSTELLUNG ZUR SCHWEIZ

Bitte kreuzen Sie auf den Zahlen von 1-9 an, inwiefern die Aussagen ihrer persönliche Einstellung zum Land entsprechen.

2.	Einstellung zur SCHWEIZ		EINSTELLUNG zur SCHWEIZ
2.1	mag ich nicht	1 2 3 4 5 6 7 8 9	mag ich
2.2	negativ	1 2 3 4 5 6 7 8 9	positiv
2.3	schlecht	1 2 3 4 5 6 7 8 9	gut
2.4	unangenehm	1 2 3 4 5 6 7 8 9	angenehm
2.5	unvorteilhaft	1 2 3 4 5 6 7 8 9	vorteilhaft
2.6	feindselig	1 2 3 4 5 6 7 8 9	freundlich

TEIL C: FRAGEN ZUR BESCHREIBUNG DER SCHWEIZ

Bitte kreuzen Sie jene Zahlen von 1-9 an, die ihrer persönlichen Beurteilung zum Land entsprechen. Es gibt keine falschen oder richtigen Antworten. Wir sind nur daran interessiert wie Sie das Land wahrnehmen.

3	Beschreibung von der SCHWEIZ	Trifft nicht zu … Trifft voll zu
3.1	Hoher Stand an technologischer Forschungsarbeit	1 2 3 4 5 6 7 8 9
3.2	Hoher Lebensstandard	1 2 3 4 5 6 7 8 9
3.3	Hohe Lohnkosten	1 2 3 4 5 6 7 8 9
3.4	Wohlfahrtsstaat	1 2 3 4 5 6 7 8 9
3.5	Hohes Niveau an Industrialisierung	1 2 3 4 5 6 7 8 9
3.6	Zivile, nicht Militärregierung	1 2 3 4 5 6 7 8 9
3.7	Hochentwickelte Wirtschaft	1 2 3 4 5 6 7 8 9
3.8	System der freien Marktwirtschaft	1 2 3 4 5 6 7 8 9
3.9	Demokratisch	1 2 3 4 5 6 7 8 9

4	Produktbewertung SCHWEIZ	Nicht innovativ … Sehr innovativ
4.1	Wie **INNOVATIV** würden sie Produkte aus der Schweiz einschätzen? Hierbei werden unter „innovativ" die Anwendung neuer Technologien sowie technologischer Fortschritt verstanden.	1 2 3 4 5 6 7

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4.2	Wie würden Sie das **DESIGN** von Produkten aus der Schweiz einschätzen? Unter „Design" werden Faktoren wie Form, Gestaltung, Aufmachung, Stil und Farbe des Produkts verstanden.	Unattraktives Design — Ansprechendes Design 1 2 3 4 5 6 7
4.3	Wie würden Sie das **ANSEHEN** von Produkten aus der Schweiz einschätzen? Unter „Ansehen" werden Faktoren wie Exklusivität, Status und Markennamenbekanntheit verstanden.	Niedriges Ansehen — Hohes Ansehen 1 2 3 4 5 6 7
4.4	Wie würden Sie die **VERARBEITUNG** von Produkten aus der Schweiz einschätzen? Unter „Verarbeitung" werden Faktoren wie Zuverlässigkeit, Haltbarkeit, Kunstfertigkeit und Qualität verstanden.	Schlechte Verarbeitung — Gute Verarbeitung 1 2 3 4 5 6 7

TEIL D: FRAGEN ZUR LÄNDERKENNTNIS

5	**Kenntnis SCHWEIZ**	Trifft nicht zu — Trifft voll zu
5.1	Ich habe sehr viel Erfahrung mit diesem Land.	1 2 3 4 5 6 7
5.2	Ich kenne dieses Land überdurchschnittlich gut.	1 2 3 4 5 6 7
5.3	Ich würde mich selbst als vertraut mit diesem Land einschätzen.	1 2 3 4 5 6 7
5.4	Alles in einem, kenne ich dieses Land sehr gut.	1 2 3 4 5 6 7

TEIL E: KAUFBEREITSCHAFT/REISEINTENTION

6	**Kaufbereitschaft SCHWEIZ**	Trifft nicht zu — Trifft voll zu
6.1	Ich würde gerne Produkte dieses Landes kaufen.	1 2 3 4 5 6 7
6.2	Es ist mir wichtig, Produkte dieses Landes zu besitzen.	1 2 3 4 5 6 7
6.3	Produkte dieses Landes sind für Leute wie mich gemacht.	1 2 3 4 5 6 7
6.4	Ich würde Produkte dieses Landes weiterempfehlen.	1 2 3 4 5 6 7
6.5	Ich verschenke gerne Produkte dieses Landes.	1 2 3 4 5 6 7

7	**Reisebereitschaft SCHWEIZ**	Trifft nicht zu — Trifft voll zu
7.1	Ich mache gern Urlaub in diesem Land.	1 2 3 4 5 6 7
7.2	Ein Kurzurlaub in diesem Land würde mir sehr gut gefallen.	1 2 3 4 5 6 7
7.3	Ich würde auch anderen empfehlen, Urlaub in diesem Land zu machen.	1 2 3 4 5 6 7
7.4	Dieses Land ist das Land meiner Träume.	1 2 3 4 5 6 7
7.5	Dieses Land ist sehr beliebt bei Touristen.	1 2 3 4 5 6 7

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TEIL F: FRAGEN ZU IHRER PERSON (TEIL 2)		
8	**Bitte kreuzen Sie jene Zahlen von 1-7 an, um ihren Zustimmungsgrad mit folgenden Aussagen anzugeben.**	Trifft nicht zu … Trifft voll zu
8.1	Ich kann mich gut in die Problemwelt anderer Leute hineinversetzen.	1 2 3 4 5 6 7
8.2	Ich treffe Entscheidungen mit meinem Herzen.	1 2 3 4 5 6 7
8.3	Ich bin oft zu gefühlsmäßig involviert.	1 2 3 4 5 6 7
8.4	Ich schätze Gelegenheiten, in denen ich meine tatsächlichen Gefühle erforschen kann.	1 2 3 4 5 6 7
8.5	Ich mag es in der Umgebung feinfühliger Menschen zu sein.	1 2 3 4 5 6 7
8.6	Meine Gefühle spiegeln mich wider.	1 2 3 4 5 6 7
8.7	Ich bin ein gefühlsbetonter Mensch.	1 2 3 4 5 6 7
8.8	Ich bin eher ein „Gefühlsmensch“ als ein „Kopfmensch“.	1 2 3 4 5 6 7
8.9	Wenn ich mich an eine Situation zurück erinnere, so erinnere ich mich in der Regel an deren gefühlsmäßigen Aspekte.	1 2 3 4 5 6 7
8.10	Ich ziehe eine Aufgabe, die gefühlsbetont und wichtig ist, einer verstandesbetonten und wichtigen Aufgabenstellung vor.	1 2 3 4 5 6 7
8.11	Gefühle kommen bei mir von selber.	1 2 3 4 5 6 7
8.12	Ich genieße es, meine Gefühle zu erklären, selbst wenn ich das nur mir selbst gegenüber tue.	1 2 3 4 5 6 7
8.13	Emotionen finde ich aufregend.	1 2 3 4 5 6 7

TEIL G: FRAGEN ZU IHRER PERSON (TEIL 3)		
9	**Inwiefern stimmen Sie diesen Aussagen zu?**	Trifft nicht zu … Trifft voll zu
9.1	Die Aufgabe, neue Lösungen für Probleme zu finden, macht mir wirklich Spaß.	1 2 3 4 5 6 7
9.2	Die Vorstellung, mich auf mein Denkvermögen zu verlassen, um es zu etwas zu bringen, spricht mich nicht an.	1 2 3 4 5 6 7
9.3	Ich würde lieber etwas tun, das wenig Denken erfordert, als etwas, das mit Sicherheit meine Denkfähigkeit herausfordert.	1 2 3 4 5 6 7
9.4	Ich finde wenig Befriedigung darin, angestrengt und stundenlang nachzudenken.	1 2 3 4 5 6 7
9.5	In erster Linie denke ich, weil ich muss.	1 2 3 4 5 6 7
9.6	Ich trage nicht gerne die Verantwortung für eine Situation, die sehr viel Denken erfordert.	1 2 3 4 5 6 7

9.7	Denken entspricht nicht dem, was ich unter Spaß verstehe.	1 2 3 4 5 6 7
9.8	Ich versuche, Situationen vorauszuahnen und zu vermeiden, in denen die Wahrscheinlichkeit groß ist, dass ich intensiv über etwas nachdenken muss.	1 2 3 4 5 6 7
9.9	Ich habe es gern, wenn mein Leben voller kniffliger Aufgaben ist, die ich lösen muß.	1 2 3 4 5 6 7
9.10	Ich würde komplizierte Probleme einfachen Problemen vorziehen.	1 2 3 4 5 6 7
9.11	Es genügt mir, einfach die Antwort zu kennen, ohne die Gründe für die Antwort eines Problems zu verstehen.	1 2 3 4 5 6 7

TEIL G: ANGABEN ZUR PERSON

10.	Geschlecht
1	Weiblich
2	Männlich
	Alter: _____Jahre

11.	Staatsbürgerschaft
	Staatsbürgerschaft: _____
	Falls Sie keine österreichische Staatbürgerschaft haben, wie lange leben Sie schon in Österreich?
	_____Jahre

12.	Höchste abgeschlossene Schulbildung
1	Pflichtschule
2	Lehre
3	Matura
4	Universität/FH
5	Anders: _____

13.	Tätigkeit
1	Student/Schüler
2	erwerbstätig
3	arbeitssuchend
4	Pension
5	Anders:_____

14.	Nettoeinkommen / Monat
1	Unter 333 EUR
2	333 – 999 EUR
3	1000 – 1599 EUR
4	1600 – 2400 EUR
5	Mehr als 2400 EUR

Danke für Ihre Teilnahme!

Appendix I: Pearson Correlation Matrix

** Correlation is significant at the 0.01 level (2-tailed)
* Correlation is significant at the 0.05 level (2-tailed)

		Country Affect	Country Cognition	Need for Cognition	Need for Affect	familiarity	Thinking	Feeling	Material	Imaginative	Product Evaluation	Intention to buy	Intention to visit
Country Affect	Pearson Corr.	1,000**	0,327**	0,202 **	-0,004	0,362**	0,103	0,110	-0,062	0,078	0,498**	0,352**	0,501**
	Sig. (2-tailed)		0,000	0,003	0,948	0,000	0,141	0,116	0,373	0,266	0,000	0,000	0,000
	N	203	203	203	203	202	203	203	203	203	203	203	203
Country Cognition	Pearson Corr.	0,32 **	1,000**	0,169*	-0,062	0,298**	0,285**	0,096	0,036	0,086	0,569**	0,300**	0,295**
	Sig. (2-tailed)	0,000		0,015	0,378	0,000	0,000	0,169	0,603	0,218	0,000	0,000	0,000
	N	203	203	203	203	202	203	203	203	203	203	203	203
Need for Cognition	Pearson Corr.	0,202**	0,169*	1,000**	-0,301**	0,171*	0,594**	0,144*	-0,095	0,031	0,217**	0,140*	0,089
	Sig. (2-tailed)	0,003	0,015		0,000	0,014	0,000	0,039	0,176	0,652	0,001	0,045	0,203
	N	203	203	203	203	202	203	203	203	203	203	203	203
Need for Affect	Pearson Corr.	-0,004	-0,062	-0,301**	1,000**	-0,114	-0,224**	0,106	-0,146*	0,429**	0,042	0,029	0,125
	Sig. (2-tailed)	0,948	0,378	0,000		0,106	0,001	0,131	0,037	0,000	0,552	0,675	0,074
	N	203	203	203	203	202	203	203	203	203	203	203	203
familiarity	Pearson Corr.	0,36**	0,298**	0,171*	-0,114	1,000**	0,164*	0,287**	0,120	0,037	0,295**	0,446**	0,436**
	Sig. (2-tailed)	0,000	0,000	0,014	0,106		0,019	0,000	0,086	0,600	0,000	0,000	0,000
	N	202	202	202	202	202	202	202	202	202	202	202	202

		Country Affect	Country Cognition	Need for Cognition	Need for Affect	familiarity	Thinking	Feeling	Material	Imaginative	Product Evaluation	Intention to buy	Intention to visit
Thinking	Pearson Corr.	0,103	0,285**	0,594**	-0,224**	0,164*	1,000**	0,337**	0,178*	0,087	0,309**	0,072	0,1659*
	Sig. (2-tailed)	0,141	0,000	0,000	0,001	0,019		0,000	0,010	0,215	0,000	0,301	0,018
	N	203	203	203	203	202	203	203	203	203	203	203	203
Feeling	Pearson Corr.	0,110	0,096	0,144*	0,106	0,287**	0,337**	1,000**	0,211**	0,240**	0,113	0,016	0,073
	Sig. (2-tailed)	0,116	0,169	0,039	0,131	0,000	0,000		0,002	0,000	0,107	0,820	0,295
	N	203	203	203	203	202	203	203	203	203	203	203	203
Material	Pearson Corr.	-0,062	0,036	-0,095	-0,146*	0,120	0,178*	0,211**	1,000**	-0,185**	0,044	0,040	-0,108
	Sig. (2-tailed)	0,373	0,603	0,176	0,037	0,086	0,010	0,002		0,008	0,532	0,568	0,124
	N	203	203	203	203	202	203	203	203	203	203	203	203
Imaginative	Pearson Corr.	0,078	0,086	0,031	0,429**	0,037	0,087	0,240**	-0,185**	1,000**	0,132	0,022	0,122
	Sig. (2-tailed)	0,266	0,218	0,652	0,000	0,600	0,215	0,000	0,008		0,058	0,754	0,081
	N	203	203	203	203	202	203	203	203	203	203	203	203
Product Evaluation	Pearson Corr.	0,498**	0,569**	0,217**	0,042	0,295**	0,309**	0,113	0,044	0,132	1,000**	0,311**	0,387**
	Sig. (2-tailed)	0,000	0,000	0,001	0,552	0,000	0,000	0,107	0,532	0,058		0,000	0,000
	N	203	203	203	203	202	203	203	203	203	203	203	203
Intention to buy	Pearson Corr.	0,352**	0,300**	0,140*	0,029	0,446**	0,072	0,016	0,040	0,022	0,311**	1,000**	0,584**
	Sig. (2-tailed)	0,000	0,000	0,045	0,675	0,000	0,301	0,820	0,568	0,754	0,000		0,000
	N	203	203	203	203	202	203	203	203	203	203	203	203
Intention to visit	Pearson Corr.	0,501**	0,295**	0,089	0,125	0,436**	0,165*	0,073	-0,108	0,122	0,387**	0,584**	1,000**
	Sig. (2-tailed)	0,000	0,000	0,203	0,074	0,000	0,018	0,295	0,124	0,081	0,000	0,000	
	N	203	203	203	203	202	203	203	203	203	203	203	203

Appendix J: Factor Analyses of uni-dimensional Constructs

Construct	Factor Loadings	Communalities
Country Affect (i=6)		
like - dislike	0.860	0.740
positive - negative	0.852	0.726
good - bad	0.930	0.865
Pleasant - unpleasant	0.880	0.775
Favorable - unfavorable	0.794	0.583
Hostile - friendly	0.764	0.631
Cronbach's Alpha	0.938	
Eigenvalue	4.319	
Variance Explained	71.991%	
Country Cognition (i=9)		
High Level of technological research	0.474	0.485
High standard of living	0.647	0.567
High labour costs	0.536	0.344
Welfare system	0.777	0.478
High level of industrialization	0.568	0.386
Civilian non-military government	- 0.671*	0.406
Highly developed economy	- 0.533*	0.689
Free-market system	- 0.796*	0.659
Democratic	- 0.651*	0.518
Cronbach's Alpha	0.860	
Eigenvalue	3.922 / 0.609*	
Variance Explained	43.575 / 6.761*	
Product evaluation (i= 4)		
not innovative - very innovative	0.669	0.448
non-attractive design - attractive design	0.660	0.435
low prestige - high prestige	0.728	0.529
bad workmanship -good workmanship	0.755	0.570
Cronbach's Alpha	0.796	
Eigenvalue	1.982	
Variance Explained	49.546%	
Intention to buy (i=5)		
I am willing to buy products from this country.	0.700	0.490
It is important to me to own products form this country.	0.720	0.518
Products from this country are made for people like me.	0.824	0.679
I would recommend products from this country to others.	0.751	0.564
I like to give away products form this country.	0.742	0.551
Cronbach's Alpha	0.862	
Eigenvalue	2.802	
Variance Explained	56.032%	
Intention to visit (i=5)		
I would like to take a vacation in this country.	0.774	0.599
A trip to this country would be a lot of fun.	0.688	0.474
I would recommend going to this country to others.	0.928	0.860
This country is a place I have dreamed of visiting.	0.683	0.466
This country is a place popular with travelers.	0.518	0.268
Cronbach's Alpha	0.843	
Eigenvalue	2.667	
Variance Explained	53.349%	
Notes: * items / values from artificial factor		

Constructs	Factor Loadings	Communa -lities
Country familiarity (i=4)		
I am very experienced with this country.	0.897	0.804
I know this country better than others.	0.883	0.779
I am very familiar with this country.	0.925	0.856
All in all, I know this country really well.	0.955	0.912
Cronbach's Alpha	0.954	
Eigenvalue	3.351	
Variance Explained	83.774%	
Need for Affect (i=13)		
I am good at empathizing with other people's problems.	0.517	0.267
I make decisions with my heart.	0.789	0.622
I often get too emotionally involved.	0.709	0.503
I appreciate opportunities to discover my true feelings.	0.786	0.618
I like being around sensitive people.	0.690	0.476
My feelings reflect who I am.	0.670	0.449
I am a feeling person.	0.855	0.731
I am more a "feeler" than a "thinker".	0.827	0.684
When I recall a situation, I usually recall the emotional aspects of the situations.	0.717	0.515
I prefer a task that is emotional and important to a task that is intellectual and important.	0.727	0.529
Feeling comes naturally to me.	0.641	0.411
I enjoy trying to explain my feelings-even if it's only to myself.	0.669	0.448
Emotion excites me.	0.620	0.384
Cronbach's Alpha	0.930	
Eigenvalue	6.637	
Variance Explained	51.054%	
Need for Cognition (i=11)		
Die Aufgabe, neue Lösungen für Probleme zu finden, macht mir wirklich Spaß.	0.460*	0.288
Die Vorstellung, mich auf mein Denkvermögen zu verlassen, um es zu etwas zu bringen, spricht mich nicht an.	0.478	0.240
Ich würde lieber etwas tun, das wenig Denken erfordert, als etwas, das mit Sicherheit meine Denkfähigkeit herausfordert.	0.825	0.689
Ich finde wenig Befriedigung darin, angestrengt und stundenlang nachzudenken.	0.697	0.496
In erster Linie denke ich, weil ich muss.	0.718	0.515
Ich trage nicht gerne die Verantwortung für eine Situation, die sehr viel Denken erfordert.	0.683	0.504
Denken entspricht nicht dem, was ich unter Spaß verstehe.	0.699	0.490
Ich versuche, Situationen vorauszuahnen und zu vermeiden, in denen die Wahrscheinlichkeit groß ist, dass ich intensiv über etwas nachdenken muss.	0.674	0.454
Ich habe es gern, wenn mein Leben voller kniffliger Aufgaben ist, die ich lösen muß.	0.844*	0.712
Ich würde komplizierte Probleme einfachen Problemen vorziehen.	0.635*	0.406
Es genügt mir, einfach die Antwort zu kennen, ohne die Gründe für die Antwort eines Problems zu verstehen.	0.552	0.306
Cronbach's Alpha	0.837	
Eigenvalue	3.923 / 1.178*	
Variance Explained	35.666% / 10.712%*	
Note: * artificial factor due to use of reverse coded items.		

Appendix K: Factor Analysis of Gountas' Personality Scale

Personality Orientation	Loadings	Communalities
Thinking		
I am very much a logical thinking type of person.	0.821	0.646
I am an intelligently practical person.	0.703	0.580
I make decisions based on carefully thought out logical ideas.	0.851	0.717
I use clear rational thinking to make sense of the world.	0.796	0.619
I enjoy coming up with new ideas to solve problems.	0.666	0.464
I enjoy learning and understanding as much as possible.	0.595	0.374
Cronbach's Alpha	0.877	
Eigenvalue	5.483	
Variance Explained	24.921%	
Feeling		
I am very confident in social relationships.	-0.939	0.749
I am naturally good at creating social impressions.	-0.851	0.737
I am self-sufficient with social relationships.	-0.851	0.837
I am very good at figuring out how to be socially admired.	-0.753	0.641
I am myself when I experience social pressure.*	-	-
I am very good at monitoring my own feelings.	- 0.425	0.353
Cronbach's Alpha	0.874	
Eigenvalue	1.668	
Variance Explained	7.583%	
Material/Sensing		
Material security is very important for me.	0.561	0.401
Physical material comforts are extremely important in my life.	0.834	0.695
Material possessions give me the most pleasure in life.	0.881	0.739
Achieving material, financial success is very important in my life.	0.843	0.756
The enjoyment of material luxuries is my idea of the "good life".	0.910	0.774
The things that I buy reflect my achievements.	0.694	0.521
Cronbach's Alpha	0.907	
Eigenvalue	2.452	
Variance Explained	11.145%	
Imaginative/Intuitive		
I have an active imagination.	0.689	0.514
I am able to create imaginary worlds.	0.874	0.752
I drift into imaginative visualisations naturally.	0.896	0.744
I am naturally good at using my imagination.	0.727	0.643
I spend a lot of time thinking about different things.	0.534	0.350
Cronbach's Alpha	0.860	
Eigenvalue	4.001	
Variance Explained	18.187%	
Note: * item deleted due to loading on Thinking orientation		

Appendix L: Regression Model 2 (product evaluation)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,685[a]	,469	,438	,68365	,469	15,245	11	190	,000	1,958

b. Dependent Variable: Product Evaluation

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	,643	,469		1,370	,172	-,282	1,568					
Country Cognition	,357	,053	,424	6,690	,000	,252	,463	,568	,437	,354	,696	1,438
Country Affect	,191	,034	,335	5,558	,000	,123	,259	,496	,374	,294	,769	1,301
familiarity	,018	,034	,032	,524	,601	-,050	,086	,296	,038	,028	,742	1,347
Thinking	,139	,052	,162	2,703	,007	,038	,241	,306	,192	,143	,779	1,284
Feeling	-,040	,050	-,048	-,792	,429	-,138	,059	,110	-,057	-,042	,747	1,339
Material	,030	,040	,042	,735	,463	-,050	,109	,045	,053	,039	,851	1,175
Imaginative	,068	,046	,086	1,479	,141	-,023	,159	,123	,107	,078	,822	1,217
ThinkingxCountry COG[11]	,034	,038	,054	,897	,371	-,041	,109	-,043	,065	,047	,771	1,298
FeelingxCountryAFF[12]	,020	,033	,035	,605	,546	-,045	,084	,052	,044	,032	,822	1,217
ImaginativexCountryAFF	-,038	,028	-,076	-1,332	,184	-,094	,018	,061	-,096	-,070	,852	1,174
MaterialxCountryCOG	,005	,037	,007	,134	,894	-,069	,079	,033	,010	,007	,898	1,114

[11] CountryCOG = Country Cognition
[12] Country AFF = Country Affect

Appendix M: Regression Model 2 (intention to buy)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,547[a]	,299	,259	1,05693	,299	7,374	11	190	,000	2,229

Dependent Variable: Intention to buy

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	1,734	,725		2,392	,018	,304	3,164					
Country Cognition	,110	,083	,097	1,331	,185	-,053	,273	,299	,096	,081	,696	1,438
Country Affect	,150	,053	,196	2,832	,005	,046	,255	,350	,201	,172	,769	1,301
Familiarity	,297	,053	,396	5,611	,000	,193	,402	,447	,377	,341	,742	1,347
Thinking	-,029	,080	-,025	-,358	,720	-,186	,129	,070	-,026	-,022	,779	1,284
Feeling	-,147	,077	-,134	-1,905	,058	-,300	,005	,014	-,137	-,116	,747	1,339
Material	,020	,062	,022	,329	,742	-,102	,143	,041	,024	,020	,851	1,175
Imaginative	,007	,071	,007	,099	,921	-,133	,147	,016	,007	,006	,822	1,217
ThinkingxCountryCOG[13]	-,051	,059	-,060	-,860	,391	-,167	,065	-,072	-,062	-,052	,771	1,298
FeelingxCountryAFF[14]	-,025	,051	-,034	-,501	,617	-,125	,074	,052	-,036	-,030	,822	1,217
ImaginativexCountryAFF	,047	,044	,070	1,064	,289	-,040	,133	,165	,077	,065	,852	1,174
MaterialxCountryCOG	,114	,058	,127	1,980	,049	,000	,228	,105	,142	,120	,898	1,114

[13] Country COG = Country Cognition
[14] Country AFF = Country Affect

Appendix N: Regression Model 2 (intention to visit)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,601[a]	,361	,324	1,05829	,361	9,759	11	190	,000	2,041

Dependent Variable: Intention to visit

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	,873	,726		1,202	,231	-,559	2,305					
Country Cognition	,065	,083	,055	,791	,430	-,098	,228	,293	,057	,046	,696	1,438
Country Affect	,288	,053	,358	5,410	,000	,183	,393	,499	,365	,314	,769	1,301
Familiarity	,240	,053	,304	4,514	,000	,135	,344	,436	,311	,262	,742	1,347
Thinking	,130	,080	,107	1,626	,106	-,028	,287	,160	,117	,094	,779	1,284
Feeling	-,105	,077	-,091	-1,354	,177	-,258	,048	,069	-,098	-,079	,747	1,339
Material	-,107	,062	-,108	-1,713	,088	-,229	,016	-,108	-,123	-,099	,851	1,175
Imaginative	,055	,071	,050	,774	,440	-,085	,196	,111	,056	,045	,822	1,217
ThinkingxCountryCOG[15]	-,027	,059	-,030	-,460	,646	-,143	,089	-,020	-,033	-,027	,771	1,298
FeelingxCountryAFF[16]	,020	,051	,025	,398	,691	-,080	,120	,073	,029	,023	,822	1,217
ImaginativexCountryAFF	,009	,044	,013	,201	,841	-,078	,096	,117	,015	,012	,852	1,174
MaterialxCountryCOG	-,028	,058	-,030	-,482	,630	-,142	,086	-,067	-,035	-,028	,898	1,114

[15] Country COG = Country Cognition
[16] CountryAFF = Country Affect

Appendix O: Abstract (Deutsche Zusammenfassung)

Beim Country-of-Origin Effekt geht es um das Image eines Herkunftslandes, das einen wichtigen Einfluss auf das Konsumentenverhalten haben kann. Die vorliegende Studie hat es sich zum Ziel gemacht aus bestehender Literatur ein Model über das Zusammenspiel von Länderimage, Produktbewertung, Kaufintention und Reisebereitschaft anzuwenden und die moderierenden Effekte von Persönlichkeitsvariablen auf diese Konzepte zu prüfen. Hierbei werden zwei situationspezifische Persönlichkeitsmerkmale (Need for Cognition und Need for Affect) und eine neu entwickelte Persönlichkeitstheorie bestehend aus vier Persönlichkeitsdimensionen (Kopfmensch, Gefühlsmensch, materieller Mensch, intuitiver Mensch) als Moderatoren eingesetzt und geprüft ob diese Variablen einen Effekt auf die Beziehung zwischen verschiedenen Länderimagekomponenten (affektiv und kognitiv) und Verhaltensvariablen haben. Die zwei situationspezifische Persönlichkeitsmerkmale haben sich als wertvolle Moderatoren in Bezug auf den Country-of-Origin Effekt erwiesen. So zeigt sich, dass Personen mit einem hohen Need for Affect im Prozess der Produktbewertung stärker vom affektiven Teil des Länderimages beeinflusst werden, als Personen mit einem niedrigem Need for Affect. Darüber hinaus hat die Studie gezeigt, dass in Abhängigkeit der Persönlichkeitsklassifizierung einer Person, der kognitiven und affektiven Komponente des Länderimages unterschiedliche Bedeutung beigemessen wird. So konnte festgestellt werden, dass Personen (mit einem kognitiven Ansatz zur Informationsverarbeitung) ihr Verhalten und ihre Produktbewertung stärker auf den kognitiven Teil von Länderimage stützten als auf den affektiven Teil. Abschließend werden praktische Auswirkungen der Resultate der Studie diskutiert und Vorschläge zu weiterführenden Studien eruiert.

Appendix P: Curriculum Vitae

Curriculum Vitae- Nicole Schischlik

Personal Data	Date and Place of Birth: 12. April 1985, Vienna, Austria
Education	
10/2003-08/2009	**International Business Administration** at the University of Vienna
01– 05/07	**Exchange term** at the Carleton University, Canada
1995-2003	BRG Klosterneuburg (Matura passed with distinction)
Working experience	
10/2008 – 06/2009	**Universität Wien – Zentrum für Betriebswirtschaftslehre** A - 1210 Wien, Brünnerstraße 72 Student Assistant at the Chair of International Marketing
08/2008 – 02/2009 & 07 – 08/2007	**BP Austria AG** A - 2355 Wiener Neudorf, Industriezentrum NÖ Süd Str. 6, Objekt 17 Internship
04 – 09/2006 & 07 – 09/2005	**Austria Hotels Betriebs GmbH – Passauerhof** A - 1190 Wien, Cobenzlgasse 9 Part time employee
08/2004	**Gemeinde St.-Andrä Wördern** A - 3423 Wördern, Altgasse 30 Internship
08/2002 & 08/2001	**Creditreform Wirtschaftsauskunftei Kubicki KG** A - 1190 Wien, Muthgasse 36 Internship
Out of school activities and scholarships	
10/2007 - 09/2008	**Leistungsstipendium** der Universität Wien
03 - 06/2008	Participation at the national **L'Oreal Brandstorm Marketing Competition**
09/2002	Participation as Committee President at the interregional **Model European Parliament** in Vienna
03/2001	Participation as Delegate at the international **Model European Parliament** in Denmark
Languages	
German	Mother tongue
Spanish	2nd. Mother tongue (grown up bilingual)
English	Fluently
French	Intermediate Knowledge (language course in Montréal - Canada, 10/2002)