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Ich versichere hiermit, die vorliegende Diplomarbeit selbstständig angefertigt und nur die angeführten Quellen verwendet zu haben. Die Arbeit wurde weder an einer anderen Hochschule als Prüfungsarbeit eingereicht noch wurde sie bisher veröffentlicht.

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Meinen Eltern und meiner Familie – die immer für mich da sind

To CJ – for pushing me forward and always giving me support

***"If we knew what we were doing
it wouldn't be called research."***

Albert Einstein (1879-1955)

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Abstract

This thesis aims to investigate the influence Country-of-Origin Images execute on the perceptions and quality evaluations of airlines from a European point of view. Moreover it is assessed, which role an airline's Country-of-Origin plays in the purchase decision of commercial flights.

At the beginning, a literature review about the most important findings in the field of County-of-Origin research is provided. In the further course of this review, a detailed description of the constructs used in this study is presented. Namely, these constructs are Country Personality, Product-Country Image and Consumer Ethnocentrism. To end the literature review, studies about the interplay of Country Images, services and, more specifically, airlines are examined in detail. A short presentation of the reference country, the Grand-Duchy of Luxembourg, and the reference airline "Luxair" is offered, followed by the description of the questionnaire development. To test the influences and the importance of Country Images in respect to airlines, a total research sample of 102 persons, covering many European nationalities, was collected.

The findings of this piece of research prove that Country-of-Origin Images indeed influence the perception and quality evaluation of airlines. Furthermore, the study demonstrates that an airline's Country-of-Origin is also an important factor in the purchase decision of an air journey. Finally, these findings' managerial implications, research limitations and future research suggestions are presented and discussed.

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List of Abbreviations

BCEE – "Banque et Caisse d'Epargne de l'Etat" – "Savings Bank of the State" (of Luxembourg)

BI – Brand Image (always referring to Roth's & Romeo's 1992 Country Image Scale applied for Brand Images)

BP – Brand Personality

CET – Consumer Ethnocentrism

CETSCALE – Consumer Ethnocentrism Scale

CI – Country Image (always referring to Roth's & Romeo's 1992 Country Image Scale)

CoI – Country-of-Origin Image

COO – Country-of-Origin

CP – Country Personality

e.g. – for example

etc. – and so on

EU – European Union

GDP – Gross Domestic Product

IATA – International Air Transport Association

i.e. – this means

PCI – Product-Country Image

USD – United States of America Dollars

1 Introduction

The airline industry, a typical service industry, has been one of the fastest growing economic sectors in the last few decades. In the EU-15¹ alone, the number of air passengers increased from slightly more than 200 million in the mid 1970s to around 600 million in the year 2000 (estimates only – EUROSTAT 2008). Even economic crises have only caused slight reductions in passenger numbers and were unable to stop this upward trend. In the airline industry, the use of Country-of-Origin (COO) cues in company and brand names is enormously wide spread. Most state-owned or state-founded airlines use some form of their country name in the company's title. Some examples are American Airlines, British Airways and Austrian Airlines. Additionally regional origins are widely used, as Air Berlin and Air Dolomiti show. According to the importance of the air travel sector and the wide spread use of COO-cues in the industry's brand names, it is well worth knowing, whether or not these cues have an influence on the perception of airlines.

1.1 Research Gap

In the scientific discipline of the interplay between Country-of-Origin Images (also referred to as 'CoI' and 'Country Image') and, the perception and evaluation of products, a huge number of studies have already been published (Papadopoulos & Heslop 2003). In the context of the present piece of research, the perception of products means the attitudes people create, and hold, towards a certain product or service. (Quality) evaluation should be seen more specifically and refers to people's particular judgement of a product's quality. As far as tangible products are concerned, literature has found consensus that Country-of-Origin Images do, in fact, influence the perception and evaluation of these (e.g. Nebenzahl & Jaffe 1996; Papadopoulos & Heslop 2003). In their literature review, Javalgi, Cutler and Winans (2001) found that there is basically an influence by Country Images on the perception and quality evaluation of services. They complain, however, of the small number of studies conducted in this field and encourage further research in order to validate this effect empirically. However, some

¹ Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden & United Kingdom

scholars doubt the importance COO executes on customer's product perceptions (e.g. Ahmed et al. 2002).

Thinking of the huge number of publications in the field of Country-of-Origin research (see e.g. the reviews of Papadopoulos & Heslop 2003 and Roth & Diamantopoulos 2008) and the wide spread use of COO-cues in the names of airlines, it is surprising that so little research has been completed in the area of the influence CoIs exert on services in general and on airlines in particular (see e.g. Javalgi, Cutler & Winans 2001). It would be easier for airline marketers to decide whether they should highlight or downplay the company's Country-of-Origin. In order to facilitate this, it is necessary to understand whether or not Country Images have an effect on perceptions and quality evaluations at all. Additionally, it is crucial to know the importance the public attributes to an airline's COO in the process of deciding whether to purchase tickets with an airline or not. For these reasons this thesis aims to answer two research questions:

Research Question 1: Do Country-of-Origin Images influence the perception and quality evaluations of airlines, as an example for a typical service industry, as they impact evaluations of tangible products?

Research Question 2: How important is Country-of-Origin as factor in the purchase decision process of flights, representing service products in general?

These research questions will be examined by the completion of an empirical quantitative study highlighting Luxembourg and "Luxair" as the reference-country and –airline. It will also be assessed, how people perceive airlines in order to aid airlines in managing their image. Furthermore, it will be tested if a favourable Product-Country match (Roth & Romeo 1992) between the image of Luxembourg and the airline exists. This is especially interesting as Luxembourg is described as a high income country with an extremely well developed and established service sector (CIA World Factbook 2008). Thus, it seems easy to imagine people's perception of such a highly developed country, is as a good host for an airline.

Answering these questions will aid airline marketers in better understanding the influence CoIs exert on the public's perceptions and quality evaluation of airlines. Additionally, a pattern image for airlines will be provided, which is based on consumer wishes. It would also be a much needed piece of research, in order to understand, if and how services and COO Images work together (Javalgi, Cutler & Winans 2001 and Papadopoulos & Heslop 2003).

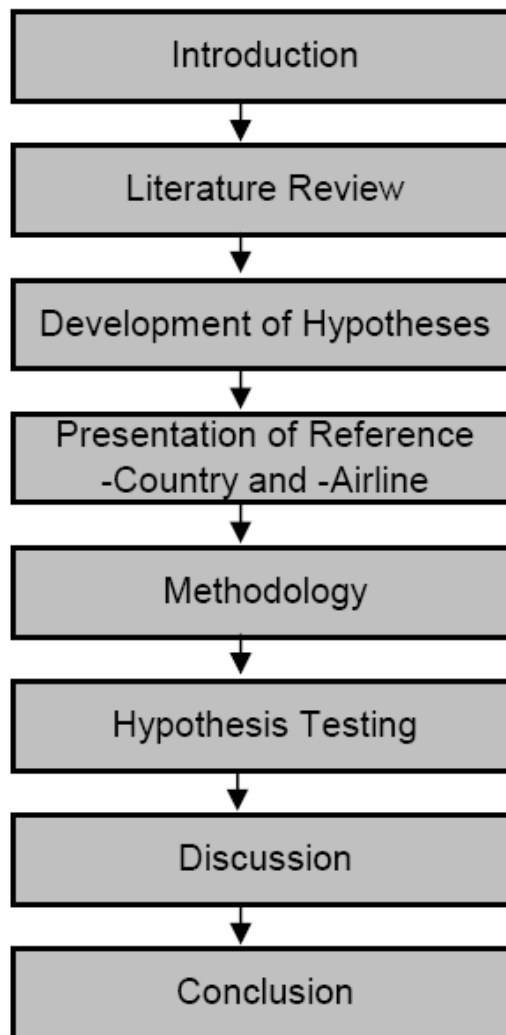
1.2 Structure of Thesis

Following this brief introduction, in chapter 2 the relevant concepts and constructs to measure country and brand images will be discussed and evaluated. Furthermore an overview of studies published in the field of the relationship between CoIs, services and airlines will be offered. Chapter 3 will contain a description of the development of hypotheses and a research model will be presented. This will be followed by a short presentation of Luxembourg and "Luxair" in chapter 4.

The Methodology of this thesis will be presented in chapter 5. Meaning, it will be described how the questionnaire was developed, where and according to which rules the data was collected. This will also contain a description of the data screening and editing process.

Chapter 6 will present the methods of analysis used, the analysis results and their interpretation. In chapter 7, these results will be discussed according to the findings of relevant literature. Finally, chapter 8 gives a conclusion to the thesis, in which managerial implications will be drawn. Furthermore, limitations this study has suffered will be presented and further areas of research will be proposed (see *Figure 1*).

Figure 1: Structure of the Thesis



2 Literature Review

Before the literature review begins, a short timeline of research should be provided. It began to be of scientific interest in the 1960's, e.g. Robinson and Hefner (1967) found that the perception of countries is organised around four dimensions (of these, the political system and level of development were found to be the most important). Apart from a few studies, however, COO remained quite unexplored until Bikley and Nes called attention to many gaps in this field of research and made a call to fill them (1982). The research of COO in Marketing was always closely connected to the effect CoIs have on product evaluations and purchase intentions (e.g. d'Astous & Boujbel 2007 and Heslop & Papadopoulos 1993). Here it should be explained that COO is "*the country which a consumer associates with a certain country or brand as being its source, regardless of where the product is actually produced. For example, many consumers consider GE to be an American brand even though some GE products are produced outside of the USA*" (Jaffe & Nebenzahl 2006). Whereas CoI basically refers to people's beliefs, assumptions etc. held about a certain country (e.g. Bannister & Saunders 1978; Kotler & Haider 1993). The first to directly research the effect of CoIs on product perceptions was Nagashima (1970a), who linked CoI with product attributes like price, technology, design etc. In the first few decades of COO research, the number of studies could be counted on two hands, but in the late eighties and throughout the nineties this number shot to over 700 publications by the turn of the millennium (Papadopoulos & Heslop 2003). To date, it has risen to more than 1000 published studies on the Country-of-Origin topic (Roth & Diamantopoulos 2008).

This vast quantity led to numerous, and sometimes contradictory, definitions and interpretations of CoI. The following section gives an overview of the most relevant papers. It will show different definitions and conceptualizations of the Country Image construct, which are important to this study. Some concepts are directly used in the course of this piece of research; others are deducted from the presented constructs. Further, the upcoming section will concentrate on literature on the interplay between COO Images and Services and finally reveal what researchers have so far discovered about the influence of CoI on airline assessment. This is important to know, as there are a number of indications for Country Image's influence on Service- and respectively on Airline-evaluation. But still, there is a lot to be confirmed or to be invalidated.

2.1 Country Image

Earlier it was explained that CoI basically refers to people's beliefs, assumptions etc. held about a certain country (e.g. Bannister & Saunders 1978; Kotler & Haider 1993). But after approximately 40 years of research, most constructs about Country Image still differ considerably. The upcoming section gives an overview of the definitions and the most relevant constructs of CoI for the present study.

2.1.1 Definitions of Country Image

As one of the few common points, one could see the definitions of Country Images, which seem to be rather homogenous. A look at *Table 1* shows that they are, basically, stating that Country(-of-Origin) Image is a set of beliefs, assumptions and/or stereotypes of people, products, culture, economic and technological development, political system and policies etc. of a country, region or other kind of place.

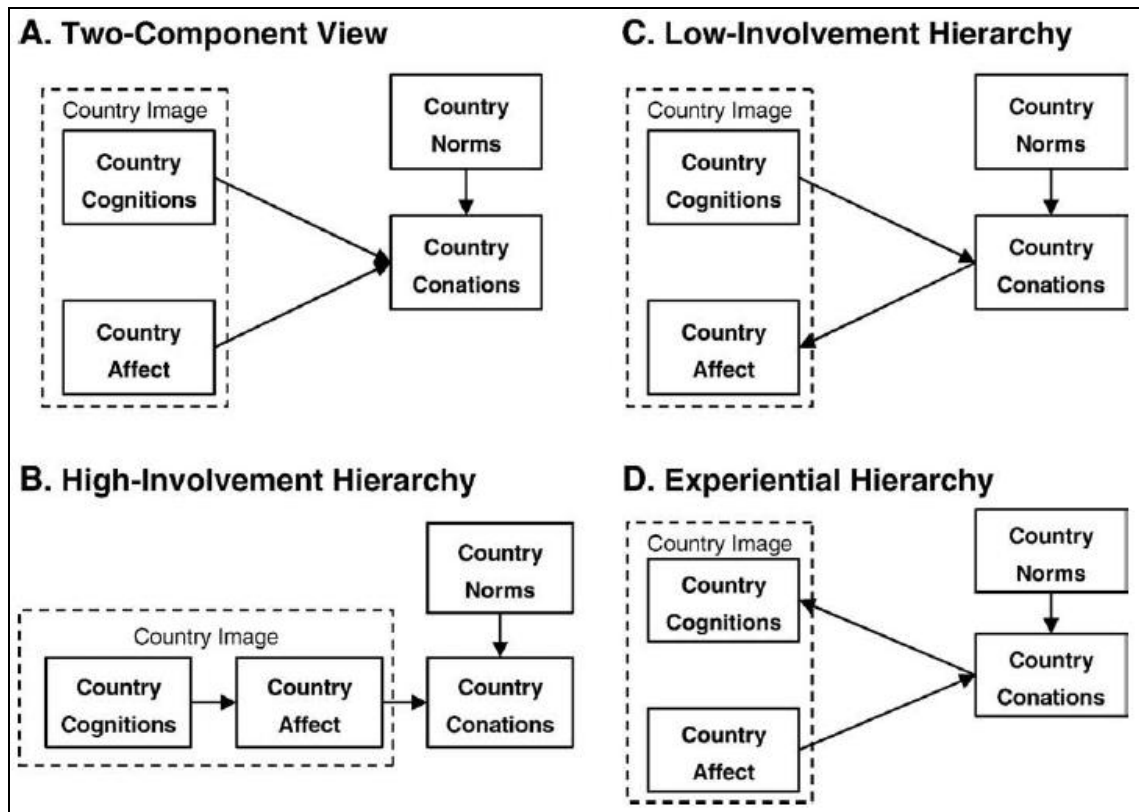
Table 1: Definitions of (general) Country Image

Author(s):	Definition:
Bannister & Saunders (1978, p. 562)	<i>"Generalized images, created by variables such as representative products, economic and political maturity, historical events and relationships, traditions, industrialization and the degree of technological virtuosity."</i>
Kotler & Haider (1993, p. 141)	<i>"The sums of beliefs and impressions people hold about places. Images represent a simplification of a large number of associations and pieces of information connected with a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place."</i>
Verlegh & Steenkamp (1999, p. 525)	<i>"Mental representations of a country's people, products, culture and national symbols. Product-country images contain widely shared cultural stereotypes."</i>
Verlegh (2001, p. 25)	<i>"A mental network of affective and cognitive associations connected to the country."</i>

These beliefs, assumptions and/or stereotypes, about a country are made up of several facets. According to the "attitude theory" of Fishbein and Ajzen (1975), the CoI construct is composed of cognitive, affective and conative components. This means, persons do not only evaluate, consider or buy a product, because of what they know, or think to know about a country. There is also an emotional part which comes into play in their evaluation, consideration or purchasing-decision. For example, a potential buyer of a BMW-car believes that Germany is good in engineering, has a highly qualified labour force and has developed to a stable and vital democracy (cognitive facet). But she/he doubts these beliefs, because this person had some bad experiences with some Germans. Now these two aspects might form his quality evaluation and/or willingness-to-buy the BMW-car (conative facet).

The final action/conation (e.g. the purchase itself) might be formed by emotions and mind at either time (Model A in Figure 2) or in sequence (Model B in Figure 2 – standard learning hierarchy). It is also possible that emotions lead to behaviour that forms certain cognitions (Model D in Figure 2) or that cognitions induce a conduct that constitutes a specific emotion (Model C in Figure 2). It is dependant on the situation, which model people apply in their evaluations. These situations are described in the headline of each model. E.g. in spontaneous impulse, thus experiential, buying, it would seem reasonable that a certain affect leads to an action. The purchase is then evaluated cognitively after it is effectively done.

Figure 2: Conceptual Models of Country Image



Source: Roth & Diamantopoulos 2008, p.10

2.1.2 Basic Conceptualisations of Country Image

One basic conceptualisation of the CoI is the split-up, if it is seen as halo- or as summary-construct. Another differentiation lies in the influence COO Images have on product evaluations or its role as a country-affiliation cue.

2.1.2.1 Country Image as a Halo- or a Summary-Construct

Concerning the first split-up of the Country-of-Origin Images literature makes, one can distinguish between CoI's influence as a halo- or as a summary-effect (e.g. Han 1989). An example for a halo-effect would be, if someone sees on television that the United States is one of the wealthiest countries on earth, that it has a long tradition in democracy and a powerful and highly developed economy. Because of this, the person forms a positive image towards the US and therefore concludes that all products from that country must be good, whether or not this is true.

A summary-effect is, if the same person once consumed a typical German meal and was totally dissatisfied with it. The conclusion is that German products are not good at all. Again, this may or may not be the case.

Han's research findings (1989) indicate that if consumers are not familiar with a country's products they rely more on halo-effects. On the other hand, they rely more on summary effects when they have already gained some experience with its goods.

2.1.2.2 Country Image as Product-Country Image or as Country-Affiliation Cue

According to Han and Terpstra (1988) and Hong and Wyer (1989) Country Images can be divided into two parts. Firstly, in that consumers use CoIs to assess a product's quality. Secondly, when consumers affiliate COO Images with their reference groups.

Concerning the first part, COO can be used directly as a product attribute (Reiersen 1967) or indirectly as a cue to evaluate different product attributes (Hong & Wyer 1989). (E.g. Germany seems to have a favourable reputation for its workmanship, products, manufactured in that country, might be measured as high in "quality of production"). This concept is called *Product-Country Image* (PCI). Summarised, in PCI country images are used for the evaluation of quality, performance and attributes of individual products, when other information about them is difficult to obtain (Bilkey & Nes 1982; Hong 1987).

As noted before, CoIs are also used to be affiliated with desired reference groups. One example is national loyalty (e.g. Bruning 1997), where people use COO-cues and Country Images to feel more affiliated or to show their affiliation to their country.

2.1.3 Product-Country Image

In the previous section, it was explained that Product-Country Image is the relationship between Country Images and products. This means that CoIs influence the evaluation of products among other intrinsic and extrinsic cues. Intrinsic cues are attributes of the product itself. A good example for this is freshness, i.e. the quality, of an apple. Extrinsic cues are attributes, which are not directly connected to the product itself. Examples of this are the price of a product, the warranty offered and country cues.

2.1.3.1 Definitions of Product-Country Image

Previously it was illustrated that definitions of Country Images themselves are quite homogenous. But it was also highlighted that no consensus is reached as far as COO research is concerned. Although a high number of studies have, by now, been published.

Table 2: Definitions of Product-Country Image

Author(s):	Definition:
Li, Fu & Murray (1997, p. 116)	<i>"Consumers' images of different countries and of products made in these countries."</i>
Knight & Calantone (2000, p. 127)	<i>"Country-of-origin image (COI) reflects a consumer's perceptions about the quality of products made in a particular country and the nature of people from that country."</i>
Nebenzahl, Jaffe & Usunier (2003, p. 388)	<i>"Consumers' perceptions about the attributes of products made in a certain country; emotions toward the country and resulted perceptions about the social desirability of owning products made in the country."</i>
Papadopoulos & Heslop (2003, p. 404)	<i>"Product-country images (PCIs) or the place-related images with which buyers and/or sellers may associate a product"</i>
Han (1989, p. 222)	<i>"Consumers' general perceptions of quality for products made in a given country."</i>
Roth & Romeo (1992, p. 480)	<i>"Country image is the overall perception consumers' form of products from a particular country, based on their prior perceptions of the country's production and marketing strengths and weaknesses."</i>

As *Table 2* shows, the definitions differ from more general ones (Li, Fu and Murray 1997) to definitions, where PCI definitions are derived from characteristics of product attributes (Nebenzahl, Jaffe & Usunier 2003). But there are also some common points in PCI research. Papadopoulos and Heslop (2003) attempt to convey the most common key points. In their literature review, they present on which they believe that, literature found a certain degree of consensus about Product-Country Images (see *Table 3*).

Table 3: Common Points about Product-Country Image

- Country-of-Origin is an extrinsic cue, which might be equal, more or less influential than other product characteristics and is used buy consumers as well as by industrial and retail buyers (e.g. Nes & Ghauri 1998).
- The PCI-construct is organized around seven key factors. These are; <i>Level of advancement of a country; Feelings about its people; Desire for closer links with the country; a country's products' quality; Price of its products; Level of the products' market presence</i> and <i>Overall level of satisfaction with its products</i> .
- Origin associations are often deduced from brand names, rather than from "made in" labels. Although consumers seem to be able to differentiate between countries of production, of assembly etc. (Ahmed, d'Astous & El-adraoui 1994).
- The view of CoI is likely to differ between product classes (Kaynak & Cavusgil 1983), whereas if a country's image is strong, all product classes' images seem to be stronger too (Dzever & Quester 1999).
- Country Images can change over time by significant events (e.g. Jaffe & Nebenzahl 1993), but in general they do this, if at all, slowly (Darling & Kraft 1996).

Source: Papadopoulos & Heslop 2003, pp. 442-423

Additionally, most literature indicates that there is an impact of country familiarity on image assessment (e.g. Han 1989; Johansson, Douglas & Nonaka 1985).

But in contrast to these common points and the general view that CoIs have a, more or less, high influence on the evaluation of products some researchers propose the opposite. There are also voices in literature (e.g. Ahmed et al. 2002) claiming that COO is a more private issue than most authors assume. As mentioned, the majority of articles on COO imply that all consumers respond to CoIs in roughly the same way. This might be consciously done or not. But there is also research, indicating that there are individuals, who do not, or only in a minor manner, respond COO cues. This could originate in, e.g., the fact that consumers have a high level of knowledge about the product in question (Ahmed et al. 2002).

2.1.3.2 The Concept of Product-Country Image

In their definition of Product-Country Image, Roth and Romeo (1992) take the first step to explain the concept of PCI and "Product-Country Match". They visualise this in their four-dimensional matrix (see *Figure 3*)

Figure 3: Country and Product Category Matches and Mismatches

		COUNTRY IMAGE DIMENSIONS	
		Positive	Negative
DIMENSIONS AS PRODUCT FEATURES	Important	I Favorable Match	II Unfavorable Match
	Not Important	III Favorable Mismatch	IV Unfavorable Mismatch

Source: Roth & Romeo 1992, p. 483

First, one needs to assess different countries and second, different product categories. Analysing the outcomes of this research, one can position the relationship between product and country on the matrix (*Figure 3*). (In their study, Roth & Romeo found several *favourable product-country matches*). Most of us subconsciously think of these findings too. Examples are Germany and cars, Japan and consumer electronics, Italy and shoes and so on. This suggests that many people perceive Germans to be strong in engineering and workmanship. These two features are important product attributes for cars, therefore, Germany and cars are a favourable match.

Literature also shows Roth's and Romeo's (1992) "product-country match" construct being denominated as "product ethnicity" (Usunier & Cestre 2007). In their paper, Usunier and Cestre also speak of "global product ethnicity". This is defined as the extent to which a product-country association is (1) strong, (2) quasi exclusive (i.e. if the product is associated with a single or a few COOs) and (3) similar across different countries.

2.1.3.3 Measurement of Product-Country Image

Roth and Romeo (1992) present a two dimensional scale for the measurement of Country Images (when referring to this scale the abbreviation CI is used). This scale is composed of four items (see *Table 4*).

Table 4: The Country Image Scale

Dimension:	Item:
<i>Production Successes</i>	Innovativeness
	Workmanship
<i>Marketing Achievements</i>	Design
	Prestige

Source: Roth & Romeo (1992), p. 480

According to the authors, the item *Innovativeness* stands for the use of new technology and engineering advances. *Workmanship* represents product characteristics like reliability, durability etc., basically the overall product quality. The item *Design* is to evaluate the appearance, style, colours variety of products. And finally, *Prestige* stands for the exclusivity, status and brand-name-reputation of a country's products (Roth & Romeo 1992).

2.1.4 Country Personality

The construct of "Country Personality" and the corresponding scale was developed and first presented by d'Astous and Boujbel in 2007. They argue that people hold increased, and still increasing, knowledge about countries other than their own. And as a consequence of this, they are likely to have more organised mental representations than they had in earlier times. Recently appeared means of communication allow us to transmit events of interest more or less instantaneously. No matter whether they happen near us or in any isolated place on earth.

2.1.4.1 Definition of Country Personality

Unfortunately, d'Astous and Boujbel (2007) do not offer a specific definition of their Country Personality (CP) construct explicitly. But looking into the conclusion section of their paper, one could derive the following:

"Countries are increasingly present in the lives of people. ... Therefore" they are "likely to form organized mental representations of countries ... around human traits, as in the case of brands and stores." (d'Astous & Boujbel 2007, p. 238)

This means that people use human personality traits for the evaluation and description of countries. They do it with other objects, like brands or stores (Batra, Lehmann & Singh 1993 and Aaker 1997). D'Astous and Boujbel (2007) connect CoI with human characteristics, mentioning e.g. that a country "has a seat" at the United Nations or might be described as "aggressive, morally decadent, and racist" (sic).

2.1.4.2 The Concept of Country Personality

The CP-concept is organised around six different dimensions. Namely these are; "Agreeableness"; "Wickedness"; "Snobbism"; "Assiduousness"; "Conformity" and "Unobtrusiveness". Each of these dimensions should represent a set of different human traits.

Some literature explicitly recommends the Country Personality concept as "a promising alternative to the traditional conceptualization of country beliefs" (Roth & Diamantopoulos 2008, p. 11). One reason for this recommendation is the concept's independence of and its applicability for different countries and product categories. Because, for example, the personality dimension "Snobbism" may, in fact, be a good forecast variable for designer clothes and haute couture. This will probably not work for producers of teddy bears however (Roth & Diamantopoulos 2008).

2.1.4.3 Measurement of Country Personality

D'Astous and Boujbel (2007) also developed a scale for assessing CP. This scale contains of a total of 24 items. There are always four of the total items assigned to one personality dimension. Like the six dimensions, each of the 24 items represents human characteristics (see *Table 5*).

Table 5: The Country Personality Scale

Dimensions:	Items:
<i>Agreeableness</i>	Bon-vivant
	Reveller
	Amusing
	Agreeable
<i>Wickedness</i>	Immoral
	Vulgar
	Decadent
	Offender
<i>Snobbism</i>	Haughty
	Snobbish
	Mannered
	Chauvinist
<i>Assiduousness</i>	Organized
	Rigorous
	Flourishing
	Hard to work
<i>Conformity</i>	Religious
	Spiritual
	Traditionalist
	Mysterious
<i>Unobtrusiveness</i>	Cowardly
	Wimpy
	Dependent
	Neutral

Source: d'Astous & Boujbel 2007, pp. 236-237

As noted before, the scale is supposed to be stable across countries and product categories employed" (Roth & Diamantopoulos 2008, p. 11).

2.1.5 Consumer Ethnocentrism

The construct of Consumer Ethnocentrism should represent the afore-mentioned degree of home-country-affiliation of consumers in this study. In contrast to other closely connected constructs as far as country-affiliation is concerned, Consumer Ethnocentrism is quite clear and well established in literature (e.g. ter Hofeste & Wedel 1999; Verlegh 2007).

2.1.5.1 Definition and Concept of Consumer Ethnocentrism

In 1987, Shimp and Sharma introduced the concept of "Consumer Ethnocentrism". This concept should represent the beliefs consumer hold about products from abroad and the appropriateness or morality to buy them. They state that ethnocentric consumers may feel that purchasing foreign-made products is not good for the domestic economy. Furthermore, they feel that it might cause the loss of jobs and is unpatriotic. Contrary to this, non-ethnocentric consumers purchase products, evaluating their attributes and qualities only, no matter where they are made in. (Shimp & Sharma 1987).

2.1.5.2 Measurement of Consumer Ethnocentrism

Shimp's and Sharma's (1987) study also offers a scale for evaluating their "Consumer Ethnocentrism" construct, the so called CETSCALE. In the original version CETSCALE is made up by 17 items, like e.g. "*A real American should always buy American-made products.*", "*It is not right to purchase foreign products, because it puts Americans out of jobs.*" or "*We should purchase products manufactured in America instead of letting other countries getting rich off us.*" (Shimp & Sharma 1987, p. 282). But as 17 items are quite a lot, in the following years several short versions of CETSCALE are in use. Even Shimp & Sharma themselves already offer a reduced ten item edition in their original study (1987). A new and convenient five item version was developed and used by Steenkamp, ter Hofeste and Wedel (1999) and Verlegh (2007) – see *Table 6*.

Table 6: The Five Item CETSCALE

Item:
My country's citizens should not buy foreign products, because this hurts my country's business and causes unemployment.
It is not right to purchase foreign products, because it puts my fellow countrymen out of jobs.
A real citizen of my country should always buy domestic-made products.
I always prefer my country's products to foreign products.
We should purchase products manufactured in our country, instead of letting other countries getting rich off us.

Source: Verlegh 2007, p. 373

In the present study, the choice fell on the five item CETSCALE. The reason for this lies in the fact that Consumer Ethnocentrism is only researched as a side effect like demographics such as age and gender.

2.2 Country-of-Origin Research in Services

The service sector has been the fastest growing in global trade throughout the 1990s (Javalgi & White 2002). According to the World Bank (2009), the share of services in the GDP-composition grew from 61 % to 67 % worldwide between 1990 and 2000. If one considers the high number of less developed and developing economies, this is an outstanding increase in such a short time. The high importance of services can be better seen, if only developed areas and countries, already having a huge share of services in their GDP, are taken into consideration. In the Euro zone, for example, it rose from 64 to 70 percent in the same timeframe. Even more impressive is the case of Luxembourg, where the same sector ascended from 71 % to 81 % in this period (all percentages from World Bank 2009).

Looking at these numbers it is surprising that so little research has been done in the area of the relationship between Country-of-Origin, Country Images and Services (Javalgi, Cutler & Winans 2001). The only review of literature on the interplay of COO Images and Services was written by Javalgi, Cutler and Winans and published in 2001. In this

paper, the authors detected only 19 studies, dividable into the categories (1) core services (e.g. hair dresser or the main focus of this study, airlines), (2) supplement services as value-added for tangible products (e.g. warranties or guarantees) and (3) cross-national comparisons of services produced and consumed in individual countries. As consequence of this gaping lack and given the importance of this economic sector, they urge researchers to put increased focus on this topic. But if one enters the terms "service(s)", "country-of-origin" and "COO" at "<http://scholar.google.com>", the only useable search results are the two already cited articles of Javalgi and co-authors. Also, Papadopoulos and Heslop (2003) try to put out the need for research in the field outside of tangible products. In detail, they mention tourism, foreign direct investment and services.

Looking on existing literature in this field, it seems that findings on COO and tangible goods are also applicable to services (Javalgi, Cutler & Winans 2001). I.e. CoIs seem to have an influence on service (-product) evaluation, willingness-to-buy and also, at least in part, on purchase intentions.

A more detailed look on core services, as defined above, reveals that consumers prefer providers from their home countries, from countries, which are culturally close to their own and from economically developed countries (Javalgi, Cutler & Winans 2001). If products, tangible or intangible, originate from less developed countries, supplementary services are tremendously important in product evaluation. This is due to the fact that most consumers harbour negative images of such countries. If products are from progressed economies, supplementary services can still be a competitive advantage (Javalgi, Cutler & Winans 2001). Also, in cross-national comparisons of services, similar findings about the impact of Country-of-Origin Images are shown.

These findings are supported by Ahmed et al. (2002). They found that CoIs have a stronger effect than brand names as far as quality assessment and product evaluation of cruise lines (a core service - analogical to the above mentioned categorisation) are concerned. They also found that positive and strong Country Images can compensate for a weak brand name. In contrast, when purchase intentions come into play, a strong brand name is more important than the product's COO. Furthermore it would seem that

the higher the consumers' familiarity with the service-product category and its brands, the less they (need to) rely on COO cues (Ahmed et al. 2002).

As far as service evaluations are concerned, extrinsic cues, like experience, play a special role. As there is no physical product, from which consumers could derive intrinsic cues like quality, weight, taste etc. in advance, they gain extraordinary importance. E.g., it will be difficult for a hairdresser to offer exactly the same haircut every time she/he is demanded to do so. And so, it will also be difficult for the consumer to rely on cues, other than her/his experience with the hairdresser. Giving only a simple example of the importance of extrinsic cues in the evaluation of services, also CoIs may be enormously important in maintaining a strong and positive image of a service (Ahmed et al. 2002). No matter if one sees COO as a product attribute itself affecting overall product evaluation directly or as an indicator in the assessment of specific product attributes, like it is discussed in literature (e.g. Hong & Wyer 1989; Lillis & Narayana 1974; Nagashima 1970b). This seems to be even truer for service-brands/products from less developed countries. If possible, it is suggested to anticipate consumers' negative beliefs about a country and downplay the COO (Ahmed et al. 2002). Instead, the emphasis should be put on other things like additional services as warranty or in the case of cruise lines, for example on the size and comfort of the rooms and decks.

It is also mentioned that companies from developing countries increasingly try to merge with brands from developed countries. This was the case when Star Cruise of Malaysia acquired a share in Norwegian Cruise Lines (Ahmed et al. 2002) or when Mexican Telemex bought a majority stake in Topp Telecom Inc. from the U.S. (Tampa Bay Business Journal 2008). This could also be a measure to overcome negative Country-of-Origin Images.

2.3 Country-of-Origin Research and Airlines

For Airlines, customer loyalty seems to be of great importance as all of them have frequent flyer programmes (e.g. "Miles & More" of "Lufthansa" or "IberiaPlus" of "Iberia"), giving benefits like free lounge permits to their members. This is an indication for the findings of Ahmed et. al. (2002). They say, the more familiar consumers are with a certain product-category, the lower is the need to access Country-of-Origin information, no matter if this information is favourable or not (Ahmed et al. 2002).

But still, airline managers seem to rely on Country Images too (Karunaratna, Quester & Johnson 1998). An example for this is "Deutsche Lufthansa". "Lufthansa" might want their potential customers with few experiences in air-travelling to emanate a high standard in safety and punctuality from the German CoI. And in this case, it seems to be a favourable CoI (according to Roth & Romeo 1992) as Germans have a good reputation in punctuality and in engineering.

But except this literature based assumption, articles and studies on airlines in general and its connection to Country-of-Origin in special seem to be even scarcer than on services in general. Accurately, only found four studies were found, which are more or less directly connected with this topic (see Berkman et. al. 1982; Bruning 1997; Karunaratna, Quester & Johnson 1998; Hoenen, Karunaratna & Quester 2005). A couple more were discovered, using airlines as reference but not directly investigating that matter.

In addition to the before cited study of Karunaratna, Quester and Johnson (1998) another study was published by Berkman et. al. in 1982. They compared CoIs with safety perceptions and found that passengers prefer airlines from their own country or from countries, which are culturally similar. They also suggest that airlines should apply their favourable CoI in advertisements, if it has a poor safety record. And they should use both, favourable CoIs and good safety records, if it can revert to it. This suggestion is due to the opinion that a positive COO Image is able to overcome an airline's bad safety record (ed. Cox 1967). But Berkman et al. need to realise this, because their findings show a high importance of safety in air travel. On the other hand, these results indicate that cultural distance may lead to poorer safety perceptions as are actually the case.

As already mentioned in the introductory note, most airlines have country or regional origin cues in their company/brand names (e.g. "Aerolíneas Argentinas", "Singapore Airlines", "Finnair", "US Airways" and many, many more). One reason for this is that many of them were founded as, or still are state-owned companies. In this way, they try/tried to exploit such feelings as consumer ethnocentrism (Shimp & Sharma 1987) and national loyalty (e.g. Han 1988). Also, regional airlines like "Air Dolomiti" do the same by appealing to people's attachment to the northern Italian dolomites region. In the course of internationalisation and liberalisation of the airline markets, most airlines with COO-cues in their names went on, to additionally appeal to loyalty feelings in their home markets. An example for this is the communication of the positive sides of the stereotypes of their countries. This was done in a number of "Austrian Airlines" advertising campaigns, playing with some typically Austrian clichés like "Sachertorte", "Wiener Schnitzel" and "Wiener Walzer". Many airlines, so use Country-of-Origin cues intentionally or intuitively (Karunaratna, Quester & Johnson 1998) for a long time already by their very nature. And in another study, it is presented that there are indications that CoIs influence pre-conceptions of services in general and airlines in special, if other information is missing (Hoenen, Karunaratna & Quester 2005).

The before mentioned exploitation of home-country feelings and national loyalty and its functioning is confirmed with limitations by Bruning (1997) in a different study. He mentions that airline managers of national carriers, thus carriers using COO-cues in their brand/company names, should not only rely on the loyalty of their fellow countrymen. His empirical data validates this effect for persons "least linked to the market-based economic system (e.g. students, unemployed workers, self-employed, homemakers, retirees, and labourers)" (Bruning 1997, p. 69), who show the highest loyalty values to their national home-country airline. In contrast, passengers strongly involved in the market economy (like managers and professionals) possess the smallest extent of national air carrier loyalty (Bruning 1997).

3 Development of Hypotheses

After presenting the most relevant Country Image evaluation concepts for this study, namely *Country Personality* (d'Astous & Boujbel 2007) and *Country Image* (Roth & Romeo 1992), in the following chapter hypotheses according to the research questions will be developed. In the case of the present study, the core-service sector airline industry is chosen to be analysed. As numerous authors demand more research in the interplay of Country Images and services (e.g. Bruning 1997; Javalgi, Cutler & Winans 2001; Ahmed et al. 2002; Papadopoulos & Heslop 2003) the following research questions, as presented earlier, are:

Research Question 1: Do Country-of-Origin Images influence the perception and quality evaluations of airlines, as an example of a typical service industry, as they impact evaluations of tangible products?

Research Question 2: How important is the Country-of-Origin as factor in the purchase decision process of flights, representing service products in general?

The influence of Country Images on "normal", tangible goods has been proven so far (e.g. Tse & Gorn 1993; Nebenzahl & Jaffe 1996; Nes & Ghauri 1998). But some scholars doubt the importance a COO Image executes on people's product perceptions (e.g. Johansson 1989; Ahmed et al. 2002). For example, one study found that Country Images affected the evaluation of some product attributes. But that influence was not strong enough to impact the overall perception (Erickson, Johansson & Chao 1984). A literature review of Javalgi, Cutler and Winans (2001) that analyses existing studies which examine the influence of Country-of-Origin Images on service-evaluations. They find that there are indications for an effect of CoIs on service-assessment, but demand for more empirical conformation. They highlight that studies on the relationship between COO Images and services are rare, but even scarcer, when CoI's influence on core services is to be studied. This view is also by other scholars (e.g. Papadopoulos & Heslop 2003).

Therefore, the following hypotheses are stated:

H1: Country-of-Origin Images do impact consumers' perception of airlines.

First indications for the support of H1 are already found by Berkman et al. (1982), Bruning (1997) and Karunaratna, Quester and Johnson (1998).

But in this context, it is also necessary to further question, if there is only a simple influence on the perception of airlines or if Country Images also affect the quality evaluation as is suggested by Berkman et al. (1982). They link COO Images with safety-perceptions of airlines and say that favourably perceived Country Images lead to higher safety feelings. But there are some easily accessible databases, which list unsafe, thus low quality, airlines evaluated on objective criteria. An example is the "Air Transport Blacklist" in which the European Commission publishes a list of airlines that do not fulfil the European safety standards and therefore are not allowed to land at airports within the EU (see European Commission 2009). As mentioned earlier, however, it is necessary to distinguish between simple perception of airlines and the evaluation of an airline's quality. So if CoIs influence the overall perception of air transport companies confirmed it does not necessarily mean that it also affects its quality evaluations. Thus, it is stated that:

H1a: Country-of-Origin Images do affect people's quality evaluation of an airline.

There are also some indications that CoI influences airline pre-conceptions only if further information is missing (Hoenen, Karunaratna & Quester 2005). This finding is supported by Ahmed's et al. (2002), who researched COO Image's impact on cruise line evaluation, another core area of service. This view is further strengthened by Bruning (1997), who found that the more people are involved in the market economy (e.g. managers) the less they rely on Country Images. As managers are, normally, those who travel most by air they rely less on CoIs when they need to choose an airline. Nevertheless Ahmed et al. (2002) conclude that the higher the consumers' knowledge about a country and a product category is the more confident they feel in using a COO as a product information cue.

Hence, the author states the hypothesis:

H1b: Country-of-Origin Images do influence airline evaluation, also if passengers have access to further information, namely if they have prior experience with the airline in question.

It is a widely researched topic, if products from a consumer's home country are better evaluated than foreign made ones (e.g. Bruning 1997, Balabanis & Diamantopoulos 2004, and Verlegh 2007). When analysing the Canadian Air Travel Market, Bruning (1997) found that Canadians prefer airlines from Canada to those from other countries, thus proving that home country bias exists. But as mentioned above, the more knowledge consumers have about a product category the less they use COO cues for forming an opinion on the product in question (e.g. Bruning 1997; Ahmed's et al. 2002; Hoenen, Karunaratna & Quester 2005). *Consumer Ethnocentrism* by definition means, purchasing home country products is morally more appropriate than goods from foreign countries (Shimp & Sharma 1987). To clarify the question if there is a general influence of home country feelings in airline and country perceptions it is included as measure for home country bias and it is hypothesised that:

H2: Consumer Ethnocentrism influences country and airline perceptions.

If H2 can be confirmed that the home country itself and home country airlines are better assessed than other countries and airlines from abroad, a finding of Bruning (1997) would be confirmed. This finding states that people who are highly involved in the market economy (e.g. managers) show less usage of COO cues in product evaluation than those who are not (e.g. retirees, housewives). This means that different groups of people exhibit different perceptions of countries and products. But as there are voices which state those COO effects differ across nationalities (e.g. Bos 1994; Jaffe & Martinez 1995; Nebenzahl & Jaffe 1996). Therefore, it is stated that:

H3: Different groups have different perceptions of countries and of airlines.

In this context, different groups are different *nationalities*, groups with different *occupations*, groups according to the respondent's *flying frequency*, to its *familiarity*

with a country, to its familiarity with an airline, as well as differences among gender, age groups and educational levels.

To a certain degree, literature agrees on the issue that there is a stronger or weaker influence of CoIs on people's marketplace behaviour as far as tangible goods are concerned (Papadopoulos & Heslop 2003). But as already mentioned earlier many scholars have doubts about the importance Country Images have on people's product evaluations (e.g. Erickson, Johansson & Chao 1984; Johansson 1989; Ahmed et al. 2002). Furthermore, it is demanded to research and validate COO's impact not only for tangible goods but also for services (e.g. Javalgi, Cutler & Winans 2001; Papadopoulos & Heslop 2003). This leads to the following hypothesis:

H4: Country-of-Origin is an important factor in the purchase-decision-process when airlines are concerned.

As argued in the development of H3, indications exist that different groups of people lay different importance in a product's Country-of-Origin (e.g. Bruning 1997; Ahmed et al. 2002; Hoenen, Karunaratna & Quester 2005). Especially Bruning (1997) is addressing this topic, by investigating differences in people's involvement in the market economy (e.g. managers, self-employed, students, housewives, retirees etc.). The finding that the more market-linked persons are the less important is COO, is now thought to extend to other demographics such as differing nationalities, groups with different flying frequencies etc., as studies already exist, which highlight that COO effects differ across nationalities (e.g. Bos 1994; Jaffe & Martinez 1995; Nebenzahl & Jaffe 1996). It is therefore expected that:

H5: Country-of-Origin's importance as driver in the purchase-decision-process differs among groups.

Again, the upper-level groupings and groups are defined as for H3, but as higher price sensitivity for lower incomes is expected, the grouping "Income" will be included for H5. This expectation is due to Bruning's (1997) findings that persons with few links to the market economy rely more on COO cues than other groups. And generally, these groups tend to have lower incomes.

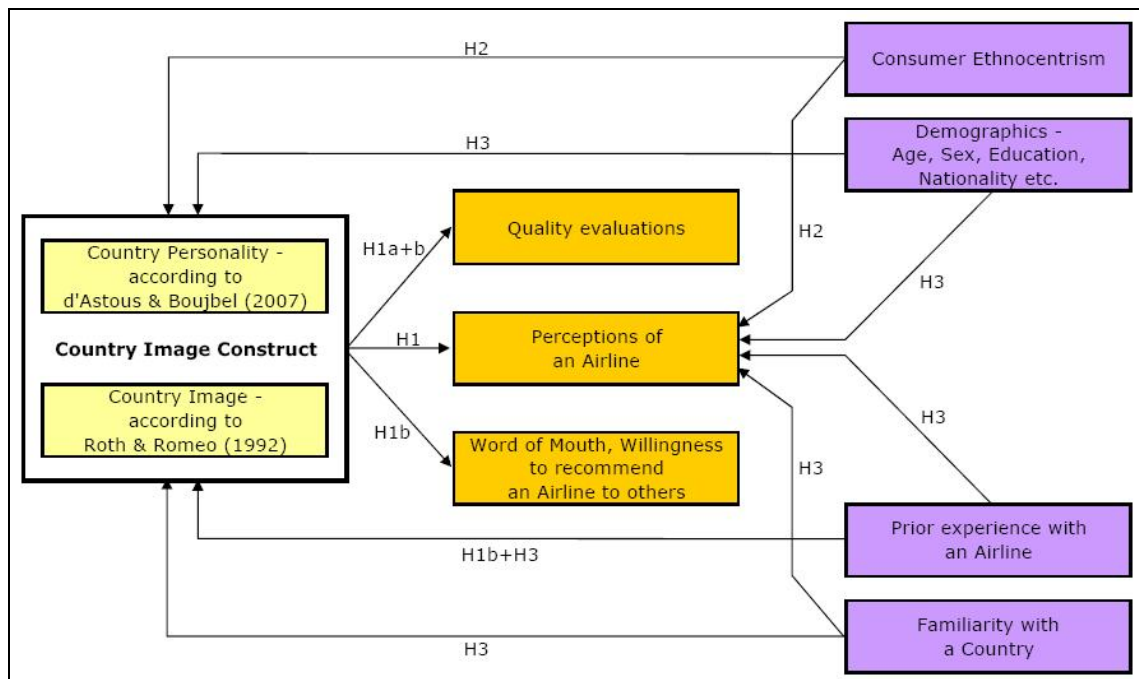
The reference-country Luxembourg is described as a high income country with an enormously well developed and established service sector (CIA World Factbook 2008). A problem with people's ability to evaluate the image of Luxembourg could be it's small size and low population (CIA World Factbook 2008), thus it's relative unimportance in the European mindset. But as a highly developed service sector might lead people to perceive the country as well qualified to be host country for airlines, another hypothesis needs to be proposed:

H6: There is a positive product-country match (Roth & Romeo 1992) between Luxembourg and Airlines.

3.1 Research Design & Model

The afore stated hypotheses H1, H1a, H1b, H2 and H3 plus the research and survey design leads to the following research model. Due to the operationalisation of the Country Image construct by two scales (Country Personality – d'Astous & Boujbel 2007 & Country Image – Roth & Romeo 1992) the research model for Hypotheses H1 to H3 looks as follows:

Figure 4: Research Model



In the model, (see *Figure 4*) the *Country Image Construct* should represent an antecedent of *airline perceptions*, of *airline quality evaluations* and of *willingness-to-recommend-the-airline-to-others* (will be analysed in H1, H1a, H1b, H2 and H3). *Consumer Ethnocentrism*, *demographics*, *prior experiences with "Luxair"* and *familiarity with Luxembourg* stand for moderators of the *Country Image Construct* on the before mentioned outcomes for "Luxair" (in H1b, H2 and H3). But they also stand for antecedents themselves for the outcome variables (in H2 and H3).

Going beyond this model, in hypothesis H4 the *importance of an airline's COO* in the purchase decision process of a flight will be assessed. Therefore COO will be compared with other purchase decision factors like *price of a flight*, *flight schedule* etc. In H5, it will be researched if the *importance of COO* differs among *demographic groups* and *groups with different familiarities with Luxembourg and "Luxair"*. Finally H6 will explore, whether or not there is a positive Product-Country match (Roth & Romeo 1992) between Luxembourg's image and airlines.

4 Description of Reference-Country and -Airline

As already heard in the introduction, the Western-European country Luxembourg and subsequently its national air carrier "Luxair" were chosen as to be the reference point for this study. The upcoming chapter shall give a brief overview on these reference points.

4.1 A Short Presentation of Luxembourg

Luxembourg is a landlocked Grand-Duchy with a population of a little less than 500,000 inhabitants. Its capital is Luxembourg-City with around 100,000 people living in the city's area. Luxembourg's stable, high-income economy makes it, per capita, the wealthiest country in the EU. The GDP per capita of Luxembourg lies at USD 85,100 and is the third highest in the world after Liechtenstein and Qatar. This GDP is more than twice as high as the EU average, which is USD 34,000 (CIA World Factbook 2008). Luxembourg has three official languages, each of them occupying an important part in Luxembourg's everyday-life.

There are several reasons for the choice Luxembourg. One is that in the field of interplay between COO and marketplace behaviour, this small but rich country seems to be quite unexplored. Having by far the highest GDP of all EU² countries, no literature concerning this topic was found concerning Luxembourg. It also has a highly developed service sector, an interesting point in the context of a study on services. Another interesting point in Luxembourg's favour is its multicultural population. Luxembourg has the highest percentage of foreign residents in the EU. It is also of interest that Luxembourg and the other two BENELUX countries Belgium and the Netherlands were a major force for European integration. This fact also contributes to Luxembourg's multiculturalism and cosmopolitanism. All these points make this country an interesting place for conducting a survey, when a European perspective is in question.

² Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden & United Kingdom

From a European point of view, the most engaging facet is Luxembourg's multiculturalism. Additional to its three official languages Luxembourgish, French and German, it counts of an extremely high number of foreign residents. Being a melting pot, only 63.1 % of all residents hold Luxembourgish passports (CIA World Factbook 2008). Portuguese (13.3 %), French (4.5 %), Italians (4.3 %) and Germans (2.3%) make up the most significant minority groups. The Grand-Duchy of Luxembourg is also home to the community with the highest percentage of resident aliens in the EU (Larochette – 69.75 % resident aliens in 2001 – STATEC 2003). Furthermore the City of Luxembourg is one of the three capital cities of the European Union (CIA World Factbook 2008) and hosts many EU institutions.

4.2 A Short Presentation of "Luxair"

The "*Luxair – Société Luxembourgeoise de Navigation Aérienne*" (Luxair – Luxembourgish Aviation Corporation) was founded in 1961. The corporation generated a turnover of nearly 404 million Euros in 2007. In the same period it carried approximately 1.15 million passengers. Employing an average of 2,236 persons "Luxair" is one of the main employers within the country. The main shareholder is the State of Luxembourg, holding a stock of 23.1 % of the corporation. Through shareholdings in companies, which also hold a share of "Luxair", the state controls more than 60 percent of the airline (Luxair 2008). The company offers scheduled flights to around 20 important business and hub destinations located in Western and Central Europe (Luxair 2008).

What makes "Luxair" especially interesting for a survey concerning airlines is it's ability to stay out of the newspapers. A look at other airlines, like "Alitalia" and "Austrian Airlines", shows that they have had serious problems throughout the last months. Firstly, due to high kerosene prices, then the current economic crisis. This, naturally, led to bad headlines. As "Luxair" shows more integrity in this context, this leads to less (negative) biased results. The same is also true for Luxembourg as a country. One does not hear a lot of news concerning Luxembourg in the course of crisis-reporting.

5 Methodology

In the last chapter the underlying concepts and the literature background was presented. Research gaps in service literature were also identified. The forthcoming chapter shall now demonstrate how the empirical section of this study tries to contribute to this matter. A matter that lies is an insufficient number of Country-of-Origin-research in the field of services. Especially studies on certain fast growing core-service-sectors like the airline industry are scarce (Javalgi, Cutler & Winans 2001).

The first part of the chapter will deal with the questionnaire development and pre-tests. It will be followed by a description of the data collection process and the final sample, of the data screening and different measurement matters.

5.1 Questionnaire Development

In order to avoid interviewer bias and to increase objectivity of the study, it was decided to develop a standardised and self-administered questionnaire. Additionally, it is the most adequate data collection method for the size and the thesis-character of the present study.

To be able to answer the research questions, Personality (d'Astous & Boujbel 2007) and Image (Roth & Romeo 1992) of Luxembourg, "Luxair" and a hypothetical "ideal" airline is measured. Furthermore, the respondents' level of Consumer Ethnocentrism (Shimp & Sharma 1987; Steenkamp, ter Hofeste and Wedel 1999 and Verlegh 2007) is assessed. It is also evaluated, how important an airline's Country-of-Origin is in the purchase decision process compared to other factors, like price or safety. Additionally there are questions about the interviewees' flying frequency, their familiarity with Luxembourg and "Luxair" and their perceived quality of "Luxair". As far as demographics are concerned, there are questions about education, occupation, income, gender, nationality and age of the respondents.

5.1.1 Personality and Image Scales

After the review of many country-image scales, the Country Personality scale of d'Astous and Boujbel (2007) was picked out as the main measurement instrument for the operationalisation of the Country Image construct. As presented, the scale consists of the six dimensions, where each of the dimensions is composed of four items. This makes up a scale-total of 24 items.

Table 5: The Country Personality Scale

Dimension:	Item:
<i>Agreeableness</i>	Bon-vivant
	Reveller
	Amusing
	Agreeable
<i>Wickedness</i>	Immoral
	Vulgar
	Decadent
	Offender
<i>Snobbism</i>	Haughty
	Snobbish
	Mannered
	Chauvinist
<i>Assiduousness</i>	Organized
	Rigorous
	Flourishing
	Hard to work
<i>Conformity</i>	Religious
	Spiritual
	Traditionalist
	Mysterious
<i>Unobtrusiveness</i>	Cowardly
	Wimpy
	Dependent
	Neutral

Source: d'Astous & Boujbel 2007, pp. 236-237

Additionally Roth's and Romeo's (1992) four-dimensional Country Image scale, with the more abstract items *Innovativeness*, *Design*, *Prestige* and *Workmanship* was included. This should make the construct more "tangible" for the interviewees. The CP-scale was chosen because of its good applicability in different countries and different product categories (Roth & Diamantopoulos 2008). Furthermore, the scale's construct validity is supported empirically (d'Astous & Boujbel 2007), what is not the case for many other scales proposed by literature (Roth & Diamantopoulos 2008).

In the questionnaire, these scales will not only be used to evaluate a country's personality and image, but also as a brand assessment tool. Respondents are asked to evaluate how far each of the 28 items applies to the image of *Luxembourg*, *Luxair* and a "*perfect*" airline. In the section "*perfect*" Airline, interviewees should indicate how an airline could, in their opinion, be "perfect". This evaluation should be done by filling out boxes with numbers from 1 to 7. These numbers are assigned to a seven-point-likert-type-scale, where 1 is the negative end-point denominated: "*I totally disagree*"; 4 is the neutral middle being assigned to "*I neither agree nor disagree*" and 7 is the positive end-point "*I totally agree*". The afore mentioned evaluation boxes are organized in separate columns for *Luxair*, *Luxembourg* and the "*perfect*" Airline next to a column, where the 28 items of the Personality (d'Astous & Boujbel 2007) and Image Scale (Roth & Romeo 1992) are listed. This structure was chosen, in order to make the questionnaire appear shorter and less daunting. There is an additional reason for the inclusion of a country, in this case Luxembourg, as measure in this study. The reason lies in the fact that countries have hardly ever been included in empirical COO studies and this represents a weakness in the studies done so far (Papadopoulos & Heslop 2003).

It may seem unusual to use Image (Roth & Romeo 1992) and Personality scales (d'Astous & Boujbel 2007) for the evaluation of brands as it is *Luxair* or also the "*perfect*" airline. But in the development of the Country Personality scale, d'Astous and Boujbel (2007) used many items, which originate in a scale for classifying brands on human personality traits (Dimensions of brand personality – Aaker 1997). Another confirmation for the applicability of country image scales on brand is given by the following definition: "Brand and country images are similarly defined as the mental pictures of brands and countries, respectively." (Jaffe & Nebenzahl 2001, p. 13). So the two scales should be easily applicable for the purposes of the present study.

5.1.2 Quality Evaluation

In another important point of the questionnaire, respondents who have prior experience of "Luxair" are asked to answer the questions "*How do you perceive the quality of Luxair's services?*"; "*Would you buy Luxair tickets again?*" and "*Would you recommend Luxair to other people?*". Here interviewees are ought to indicate their answer by ticking a certain number from 1 to 7 (1 = "no, not at all/low"; 7 = "yes, very/high") on seven-point-likert-type-scale. These questions should be seen as a quality measure and contribute to the research outcomes for airline section in the research model (Figure 4).

5.1.3 The Importance of COO in the Purchase Decision Process

The importance of COO in the purchase decision process of a flight is measured by a constant sum scale. Respondents are asked to distribute a total of 100 points over six items equivalent to their importance in the interviewees' minds. The six items are: "*Flight schedule (e.g. a flight at 6 p.m. is preferred over a flight at 2:35 p.m.)*"; "*The airline's Country-of-Origin*"; "*On-board services (e.g. friendliness of crew, seat-width, leg-space, meals)*"; "*Price*"; "*Safety (e.g. age of fleet, IATA membership, technical maintenance cycle)*"; "*Ground services (e.g. check-in, baggage handling, lost luggage services)*". It was also considered to use a conjoint analysis as measure for importance of drivers in the purchase decision process. But in the end, the constant sum scale was chosen. Although conjoint analyses are very popular and widely used (e.g. Green & Srinivasan 1990), they are quite uneconomic and cumbersome to apply (e.g. Green 1984). As constant sum scales make the questionnaire shorter and are easier to analyse, this method was preferred over a conjoint analysis.

5.1.4 Consumer Ethnocentrism

For the measurement of the influence of consumer ethnocentrism (Shimp & Sharma 1987) the five item CETSCALE of Steenkamp, ter Hofeste and Wedel (1999) and Verlegh (2007) was used. The choice fell on this short version of the CETSCALE, because, again, it makes the questionnaire shorter and it is only meant to measure side effects. For these five questions, respondents were to indicate their answers on a seven-point Likert-type-scale. The scale ranges from "1" – "*I totally disagree*" to "7" – "*I totally agree*". Additionally it was necessary to transform the scale from its adaption to a Dutch respondent sample to a scale without any national notion. E.g. the transformation of "*A real Dutchman should always buy Dutch products*" (Verlegh 2007,

p. 373) to *"A real citizen of my country should always buy domestic-made products"*. The necessity of this adaption lies in the applicability of the questionnaire throughout different countries and nationalities.

5.1.5 Familiarity with Luxembourg and "Luxair" & Flying Frequency

Furthermore the questionnaire consists of questions concerning the prior experience with "Luxair" (answer possibilities: *"I have never heard of them"*; *"I have heard about Luxair but have never flown with them"*; *"Once"*; *"Twice"*; *"Trice"* and *"More often"*), the familiarity with Luxembourg (answer possibilities: *"I have never heard about it"*; *"I have heard about it"*; *"I have been there once"*; *"I have been there several times"*; *"I live/lived there"*) and the air-travel frequency (answer possibilities: *"Not even once a year"*; *"Once to eleven times a year"*; *"Once to trice a month"*; *"Once a week"*; *"At least twice a week"*).

5.1.6 Demographic Questions

To finalise the questionnaire, demographic questions about the highest completed level of education (answer possibilities: *"Compulsory schooling"*; *"Apprenticeship/Professional school"*; *"A-levels/University entrance diploma"*; *"University/College"*; *"Other"*), the respondent's occupation (answer possibilities: *"Student"*; *"Working"*; *"Unemployed"*; *"Retired"*; *"Other (e.g. Housewife)"*), her/his monthly net income (answer possibilities: *"less than 1,000 EUR"*; *"1,000 – 1,499 EUR"*; *"1,500 – 1,999 EUR"*; *"2,000 – 2,500 EUR"*; *"more than 2,500 EUR"*), the gender, the nationality (with a line to fill it in) and the age (again with a line to fill it in) were included.

The question-sequence of the final, two-paged questionnaire (see Appendices A, B & C) looks as follows:

Table 7: Questionnaire Sequence

1. the question about the familiarity with "Luxair" as opening question
2. the Personality (d'Astous & Boujbel 2007) and Image (Roth & Romeo 1992) evaluation; the questions about the familiarity with Luxembourg, about the air-travel frequency; the three quality-measure questions – all of them as essential questions
3. the constant sum scale; the five item CETSCALE (Steenkamp, ter Hofeste & Wedel 1999 and Verlegh 2007) – both as the difficult questions
4. the demographic questions as the classification questions

Finally, the questionnaire was translated into German and French by the author himself and a student of the French language respectively. Before beginning the pre-tests, all three versions were checked for spelling, grammar and style by colleagues of the author, who had lived in England and France.

The reason, it was decided to offer an English, German and a French version (see Appendices A, B & C) of the questionnaire is that English can be seen as "lingua franca" in Europe. Additionally German and French are both official languages in the reference country Luxembourg. Furthermore, German is the language of Austria, host country to the University of Vienna and therefore main site for the data collection.

5.2 Pre-Tests

The pre-tests were done at the Vienna International Airport, where 20 Austrian Airlines employees were asked to go through the questionnaire in order to ascertain if it was understandable, to make suggestions for improvements and also to check spelling, grammar and style. Additionally two more persons, who haven't seen the questionnaire before, filled out the questionnaire, to measure the time this takes to complete (these completed questionnaires were not included in the final data sample). The questionnaire proved to be easily understood and the time required to fill-out the questionnaire would be approximately ten minutes.

After the correction of some typing errors and a few slight changes in the wording, the final versions were handed over for their final checks. The German version was

reviewed by a high school teacher of German and the English version was checked by a British citizen, well known to the author. The final review of the French version was completed by a professor of French from the Institute of Romanistic at the University of Vienna.

5.3 Data Collection & Final Sample

To get a diverse range in age, nationality, education, occupation, air-travel expertise etc. the data collection was done at different within places in Austria and Luxembourg. The conditions were that the final sample size lies at 100 respondents or above, that only Europeans should be included in the sample, that the gender proportion should be balanced and at least 10 Luxembourgish citizens should be incorporated in the study. Russian and Turkish citizen are counted as Europeans, as in both countries certain areas of their territory form part of the European continent. Furthermore, Russia's culture is basically formed by the same values as the cultures in other European countries. Turkey on the other hand, whose culture is also in part influenced by European values, is attempting to join the European Union, and, therefore, has carried numerous reforms throughout recent years that bring the country even closer to Europe.

The basic sampling method chosen was *convenience sampling*, as people who were easily reachable are included in the study. This method is the most economic and fits the thesis character of this study best. According to this method, data was collected among students at the BWZ (Centre of Business Studies) of the University of Vienna and other Austrians.

The problem with this sampling approach is that is difficult to find enough respondents in Austria who have prior experience with Luxembourg and "Luxair". Therefore, respondents were also selected in the form of *purposive sampling*. Furthermore, at least ten Luxembourgish citizens had to be included in the sample. For this reason *non-proportional quota sampling* was also applied. These methods were used at some well attended spots in the city centre of the City of Luxembourg, its youth hostel and at the campus "Kirchberg" of the University of Luxembourg.

To increase number of the number of respondents, who were experienced as far as the airline business is concerned; *expert sampling* was employed among Austrian Airlines employees at the airport of Vienna. This sampling method also intended to include at least ten interviewees, who travel by air at least once per week. But due to differing circumstances, which lay outwith the control of the author, it was not possible to achieve this objective.

As the gender proportion for Luxembourgers was very unbalanced, *snowball sampling* was also used. This was done in the form that a person known to the author, who works in Luxembourg, collected data among her female co-workers.

In summary, the sampling methods applied were a combination of *non-probability sampling methods*. In detail, *convenience sampling*, *purposive sampling*, *non-proportional quota sampling*, *expert sampling* and *snowball sampling* were used.

After the exclusion of some questionnaires, where a number of missing answers and obvious response errors (e.g. a part of the questionnaire is filled out with the same answer possibility) existed, the final research sample consists of 102 respondents. 51 of them are male, 51 female. The average interviewee is 28.5 years old and earns between 1,000 and 1,499 Euros per month. The mean education is A-level/University entrance diploma or higher. She/he is travelling between one and eleven times a year on average and has been in Luxembourg once. Furthermore, the average respondent has never flown with "Luxair", but has heard of it.

47.1 % of the interviewees are of Austrian nationality, 12.7 % are Luxembourgish and 40.2 percent fall into the group "Other Europeans". Out of the last group, the largest nationality cluster is formed by Germans which make up 10.8 % of all respondents, followed by French with 5.9 percent. All the other nationalities make up for less than 3 %. From a European point of view, it is important to say that respondents come from a total of 20 European countries. This means that many European countries, but at least all regions of Europe (e.g. South-Western Europe, Scandinavia and Eastern Europe etc.) are represented in this study.

5.4 Data Screening

As far as missing values are concerned only a low number of these occurred. Seven respondents did not indicate their monthly net income and two did not answer on one of the Consumer Ethnocentrism (Shimp & Sharma 1987) questions. Depending on their nationality and occupation, mean and median scores were calculated. If mean and median diverged from each other, a look on the answer distribution was taken. The missing value was then replaced by the mean or the median, depending on which number better represented the rest of the answers.

In nine cases, questionnaire-point number six needed to be adapted. In the mentioned cases, respondents put e.g. 100 points on the airline's COO, another 100 points on the factor "Price" and 60 points on the factor "Safety", leading to a total of more than 100 points. These mistakes were corrected by proportionally converting the distributed points to the intended total of 100 points.

In questionnaire-point number 3 (Familiarity with Luxembourg) answer possibility "*I work there*" needed to be added in retrospect. This is due to the fact that two interviewees put this answer on the questionnaire. As in fact, there is an important possible response lying in between the answers "*I have been there several times*" and "*I live/lived there*", this concern was met.

Although not being Europeans, three participants from Asian countries are included in the study, because of their close ties to Europe. These include one Chinese citizen living and working in Luxembourg, one Japanese living, working and studying in Austria and one respondent from Kyrgyzstan living and studying in Austria.

5.5 Measurement

To make the data easier to analyse and clearer to understand, some of the research data required editing. For this reason, composite scores of the data from the questionnaire's personality (d'Astous & Boujbel 2007) and image (Roth & Romeo 1992) part were calculated and then checked for reliability. The same was carried with the answers supplied concerning the Consumer Ethnocentrism questions (Shimp & Sharma 1987). Finally, the much dispersed heterogeneous data on the familiarity with "Luxair" and Luxembourg and about most of the demographics were grouped to larger, more homogeneous clusters.

5.5.1 Composite Scores

To reduce the scope of analyses to be done and to make them easier, several composite scores were computed. The conformation for the correctness of calculating composite scores on a dimensional basis is given by the creators of the Country Personality Scale themselves. d'Astous and Boujbel (2007) do this to position a number of countries on the composite scores of the personality dimensions.

In the case of this study, composite scores are each personality dimensions for "*Luxair*", "*Luxembourg*" and "*the "perfect" Airline*" respectively of the Personality construct (d'Astous & Boujbel 2007). Namely, "AgreeablenessLuxair", "AgreeablenessLuxembourg", "AgreeablenessPerfectAirline", "WickednessLuxair", "Wickedness Luxembourg" etc. The same was done with the Image Items (Roth & Romeo 1992), having the composite scores "BILuxair", "CILuxembourg", "BIPerfectAirline". A composite score for the Consumer Ethnocentrism construct (Shimp & Sharma 1987) was also calculated. All the mentioned composite scores were determined by simply computing the rounded means of the corresponding items.

5.5.1.1 Scale Reliability

The reliability checks for the used scales are done by calculating *Cronbach's Alpha* for each of the Personality dimensions (d'Astous & Boujbel 2007) and the Image scale (Roth & Romeo 1992) of "Luxair", "Luxembourg" and the "perfect" Airline. The same is done for the five item CETSCALE (Steenkamp, ter Hofeste & Wedel 1999 and Verlegh 2007).

Cronbach's Alpha is normally seen as being equal to internal consistency reliability. And this consistency is a measure of homogeneity of the items within a scale. Having values between 0 and 1 for *Cronbach's Alpha*, a value that is not substantially lower than .70 is considered to represent a reliable scale (ed. Nunnally 1978). In the following, the outcomes of the reliability checks will be shown.

5.5.1.1.1 Country and Brand Personality Scales

It was presented that a composite score for each Country and Brand Personality dimension (d'Astous & Boujbel 2007) was calculated. Therefore, it was necessary to check the reliabilities of each the Personality dimensions.

Table 8: Reliability Personality Scales

Scale	Cronbach's Alpha
BP dimension Agreeableness – "Luxair"	$\alpha = .714$
BP dimension Wickedness – "Luxair"	$\alpha = .749$
BP dimension Snobbism – "Luxair"	$\alpha = .763$
BP dimension Assiduousness – "Luxair"	$\alpha = .738$
BP dimension Conformity – "Luxair"	$\alpha = .670$
BP dimension Unobtrusiveness – "Luxair"	$\alpha = .795$
CP dimension Agreeableness – Luxembourg	$\alpha = .713$
CP dimension Wickedness – Luxembourg	$\alpha = .725$
CP dimension Snobbism – Luxembourg	$\alpha = .751$
CP dimension Assiduousness – Luxembourg	$\alpha = .691$
CP dimension Conformity – Luxembourg	$\alpha = .702$
CP dimension Unobtrusiveness – Luxembourg	$\alpha = .704$
BP dimension Agreeableness – the "perfect" Airline	$\alpha = .663$
BP dimension Wickedness – the "perfect" Airline	$\alpha = .681$
BP dimension Snobbism – the "perfect" Airline	$\alpha = .765$
BP dimension Assiduousness – the "perfect" Airline	$\alpha = .795$
BP dimension Conformity – the "perfect" Airline	$\alpha = .639$
BP dimension Unobtrusiveness – the "perfect" Airline	$\alpha = .643$

Looking on the *Cronbach's Alpha* values in *Table 8*, basically one can see acceptable reliability outcomes. Only one dimension in the BP scale of "Luxair" and one more in the CP of Luxembourg fall below .70. But not substantially, so that they still represent acceptable reliabilities. As far as the BP scales for the "perfect" airline are concerned, four dimensional reliability values fall below .70. Two of the *Cronbach's Alpha* values lie slightly under .70 and so still are acceptable. The other two values lie a bit lower than .65. The lower reliabilities for the Personality of a "perfect" airline might be due to the fact that for many people it is difficult to describe a personality of a hypothetical object. But as an already existing scale is applied and as none of the dimensional *Cronbach's Alpha* values for the Brand Personality of a "perfect" airline lies too much below .70, reliabilities for this scale are still acceptable. Thus, all Personality scales (d'Astous & Boujbel 2007) prove to be reliable for this kind of study and none of the items need to be excluded.

5.5.1.1.2 Country and Brand Image Scales

Table 9 shows that all three Image scales (Roth & Romeo 1992) show very good reliability measure, lying well above .70. Therefore, the three scales proved to deliver reliable results.

Table 9: Reliability Image Scales

Scale	Cronbach's Alpha
Brand Image – "Luxair"	$\alpha = .812$
Country Image – Luxembourg	$\alpha = .778$
Brand Image – the "perfect" Airline	$\alpha = .796$

5.5.1.1.3 Five Item CETSCALE

What is true for the Image scales (Roth & Romeo 1992) is also true for Verlegh's (2007) five item CETSCALE. In the present study a *Cronbach's Alpha* value of nearly .9 is reached. Hence, the scale can be considered reliable.

Table 10: Reliability Five Item CETSCALE

Scale	Cronbach's Alpha
Five Item CETSCALE	$\alpha = .894$

5.5.2 Group Determination

It was decided to form groups of possible answers in order to reduce the scope of the scales and to simplify the analyses. Another reason is that some answer possibilities were seldom or never used, thus do not justify to be analysed as a single factor. As it can be seen in the part about the development of hypotheses, for hypotheses H3 and H5 the influence of these different groups is analysed. E.g., the influence of different nationalities on the perception of countries is measured. Therefore there is the upper-level grouping "Nationality" with the different groups "Luxembourgish", "Austrians" and "other Europeans". As the questionnaire only asks for the respondent's nationality, the mentioned clusters needed to be and were created. Additional to "Nationality", this was also done for the upper-level groupings: "Flying Frequency"; "Familiarity with a Country"; "Familiarity with an Airline"; "Age"; "Education" and "Income".

The grouping "Flying Frequency" consists of the groups: "Infrequent Flyers"; "Average Flyers" and "Frequent Flyers". "Infrequent Flyers" is equal to "*Not even once a year*" in the questionnaire and "Average Flyers" is equal to "*Once to eleven times a year*". "Frequent Flyers" is composed of the questionnaire's answer possibilities: "*Once to trice a month*"; "*Once a week*" and "*At least twice a week*".

"Familiarity with a Country" is made up by the groups: "Not Experienced", "Experienced" and "Experts". "Not experienced" is the summary of "*I have never heard about it*" and "*I have heard about it*". "Experienced" is composed of "*I have been there once*" and "*I have been there several times*". And "Experts" is made up by the answer possibilities "*I live/lived there*" and "*I work there*".

Again "Not Experienced"; "Experienced" and "Experts" compose this time the upper-level grouping "Familiarity with an Airline". Here "*I have never heard of them*" and "*I have heard about Luxair but have never flown with them*" make up "Not Experienced". "*Once*", "*Twice*" and "*Trice*" are summarised to "Experienced". And "*More often*" in the questionnaire is equal to "Experts".

The upper-level grouping "Age" is divided up into the groups "sub 25", "25-40" and "over 40". In the questionnaire, interviewees are only asked to indicate their age. Therefore, they are simply assigned to the respective group.

For "Education" as upper-level grouping the influence of different groups is measured by the clusters "Basically Educated, Apprenticeship & Professional Schools"; "A-levels, University Entrance Diploma & Similar" and "Graduates". As the group names imply, "Basically Educated, Apprenticeship & Professional Schools" consists of the questionnaire answer possibilities "*Compulsory Schooling*" and "*Apprenticeship/Professional school*". "Graduates" is equal to the questionnaire's "*University/College*". The group "A-levels, University Entrance Diploma & Similar" is made up by "*A-levels/University entrance diploma*" in the questionnaire and the two respondents, who marked "*Other*" as their highest completed level of education. These can be assigned to this group, because they specified their education's level with "*Meisterprüfung*" and "*PÄDAK*". Both specifications are Austrian and can be classified as to be higher than A-levels and which both allow matriculating for university in Austria but are lower than a university or college degree. The translation of "*PÄDAK*" is "*Pedagogic Academy*". In this context, it means that the respondent has completed this type of school. "*Meisterprüfung*" is more difficult to describe. Literally translated it means "*Master-exam*". In Austria, to be allowed to take this exam, one needs to complete an apprenticeship or a professional school. Furthermore, additional courses need to be taken. After passing this exam one is a "master" in her/his profession and is allowed to attend university in her/his specific field. E.g. a mechanic, who is a "master", is allowed to matriculate in "Engineering".

Finally, the upper-level grouping "Income" consists of the groups "Low"; "Middle" and "High". "Low" is equal to "*less than 1,000 EUR*" in the questionnaire. "Middle" is made up by the answering possibilities "*1,000 – 1,499 EUR*" and "*1,500 – 1,999 EUR*". And the group "High" is composed by "*2,000 – 2,500 EUR*" and "*more than 2,500 EUR*".

6 Hypothesis Testing

After the presentation of the data collection process and the final sample, the chapter to come will give a detailed presentation of the analyses done in this thesis. In the first part an overview of the applied analysis methods will be given. In the second section of this chapter, the research results will be presented and analysed in detail.

6.1 Methods of Analysis

As mentioned before, the methods of analysis applied will be listed in the following section. Furthermore it will be explained, why each method was used to test the corresponding hypothesis. For running the necessary tests, the statistics programme SPSS 15 is chosen as analysis instrument.

6.1.1 Regression

A regression is a method of analysis by which the influence of one (simple regression) or more (multiple regression) predictor variable concerning a particular outcome can be tested. By doing some additional calculations, it is also possible to measure the power of influence based on a linear model. A limitation of this method is that it is difficult to include variables containing categorical data. Categorical data is a type of data that can be divided in different, clearly defined groups. Typical examples for categorical data variables are gender, age groups or educational level. Coming back to regressions, they would seem to be a good method of analysis when both, predictor and outcome variables consist of non-categorical data.

In the present study, this is the case in hypotheses:

H1: Country-of-Origin Images do impact consumers' perception of airlines.

H2: Consumer Ethnocentrism influences country and airline perceptions.

For H1, seven different single regressions are done. In each of them, the influence of one Country Personality dimension (d'Astous & Boujbel 2007) of Luxembourg on the same Brand Personality (BP) dimension of "Luxair" is analysed. Like e.g. the influence of "Conformity Luxembourg" on "Conformity Luxair" or "Wickedness Luxembourg" on "Wickedness Luxair". The same is done with the composite Image (Roth & Romeo 1992) scores of Luxembourg and "Luxair".

Testing H2, the composite score of the Consumer Ethnocentrism (Shimp & Sharma 1987) data is the predictor variable in all of the 14 simple regressions to be done. As outcome variable, each Personality dimension (d'Astous & Boujbel 2007) of Luxembourg and of "Luxair" is used. Again, the composite score of Luxembourg's and "Luxair's" Country and Brand Image (Roth & Romeo 1992) is used also.

In all analyses testing H1 and H2, the specifications of in SPSS are the same. As variable entry method, *forced entry* is chosen, because this study is not of exploratory nature. To get better insights into the relationships of the variables, several other calculations, like e.g. the computing of the Mahalanobis distance are conducted.

Basically, the same is done with:

H1b: Country-of-Origin Images do influence airline evaluation, also if passengers have access to further information, namely if they have prior experience with the airline in question.

But in the case of H1b instead of a simple regression, a multiple regression analysis is conducted. This means, there is not only one predictor variable but also two or more. So for H1b the predictor variables are each of the six dimensional scores of the Country Personality (d'Astous & Boujbel 2007) of Luxembourg plus the composite score of Luxembourg's Country Image (Roth & Romeo 1992). As outcome variable, the three quality measures of the questionnaire's point 5 are entered. Additionally, another multiple regression is conducted with the six composite scores of the CP-dimensions of Luxembourg as independent variables and the composite score of the composite Country Image score of Luxembourg as dependent variable, representing in this case a

quality measure. For all analyses concerning H1b, only respondents with prior experience with "Luxair" are included in the regression.

6.1.2 T-Test

In t-tests, one can find out if evaluation differences in two different experimental conditions happen by chance only or if they represent genuine effects. Adopted for this piece of research, t-tests will be used to analyse the following hypotheses:

H1a: Country-of-Origin Images do affect people's quality evaluation of an airline.

H6: There is a positive product-country match (Roth & Romeo 1992) between Luxembourg and Airlines.

For the analysis of those two hypotheses *dependent means t-tests* are conducted. The reason for this is, because the same persons were exposed to both experimental conditions. In the context of H1a, this means that the same persons rated the Brand Personality (d'Astous & Boujbel 2007) and the Brand Image (BI) (Roth & Romeo 1992) of both, "Luxair" and the "perfect" Airline. The rationale for choosing this method of analysis must be explained in two steps. First, it is assumed that H1 can be supported and there is an influence of CoIs on people perception of airlines. If H1 cannot be supported and there is no general effect of COO Images on airline perception and it is not necessary to search for specific effects. But if H1 is supported and the difference between the two experimental conditions is significant, it is possible to say that CoIs also affect the quality evaluation of airlines. No matter if the difference is big or small.

As far as H6 is concerned, the differences in Personality (d'Astous & Boujbel 2007) and Image (Roth & Romeo 1992) evaluations of Luxembourg & the "perfect" airline are compared. If there is only a small **and** significant difference in the evaluation the two concepts, one can speak of a positive product-match (Roth & Romeo 1992) between Luxembourg and airlines.

Additionally, if a significant **and only** small difference in H1a is found (T-test of images of the "perfect" Airline and "Luxair"), "Luxair" has a good image in people's eyes. Thus, if then there is also only a little **and** significant evaluation difference between the images of Luxembourg and "Luxair", the airline seems to be able, intentionally or not, to exploit the favourable image of its host country,

6.1.3 One-Way ANOVA

Like regressions, one-way **Analyses-of-Variances** are to find out if an (independent) variable has an influence on one or more other (dependent) variable(-s). But unlike in regressions, it is no problem to include independent variables containing categorical data.

Therefore the following hypotheses need to be analysed by ANOVAs:

H3: Different groups have different perceptions of countries and of airlines.

H5: Country-of-Origin's importance as driver in the purchase-decision-process differs among groups.

Analysing H3, several ANOVAs need to be conducted. In each of these analyses one of the groupings described in part 5.2.3.3 (see also chapter 4) is the independent variable. The dependent variables are either the six Personality dimensions (d'Astous & Boujbel 2007) plus the Image (Roth & Romeo 1992) of "Luxair" or Luxembourg.

As far as dependent variables are concerned, the same is true for H5. The difference is that in all ANOVAS concerning this hypothesis, the independent variable is represented by "COO". This "COO" is equal to the "The airline's Country-of-Origin" in the questionnaire's point 6.

6.1.4 Comparing Means

The easiest method of analysis to be done is the one for drawing conclusions about:

H4: Country-of-Origin is an important factor in the purchase-decision-process when airlines are concerned.

In point 6 of the questionnaire, respondents are asked to rate six different airline-relevant cues according to their importance in the purchase-decision-process. This is done by distributing a total of 100 points. So in the end a percentage of the cue's importance is achieved. So by simply calculating the averages of interviewee's indications, one gets a percentage of Country-of-Origin's importance in the purchase-decision-process as far as airlines are concerned.

6.2 Presentation and Analysis of the Results

The upcoming section will give a detailed overview over the research results. For this reason, the results of the research-question-testing will be analysed hypothesis by hypothesis. At the end of the upcoming chapter a summary of the research findings will be provided.

6.2.1 Results of Hypothesis H1

To prove the hypothesis "*Country-of-Origin Images do impact consumers' perception of airlines*" a simple regression of the influence of each Country Personality dimension (d'Astous & Boujbel 2007) of Luxembourg on the equivalent of "Luxair's" BP was conducted.

Table 11: Analysis Results for H1

Hypotheses	R ²	Adjust. R ²	ANOVA		Coefficients				
			F-Ratio	Sig.		b-values	Standard Error	β	Sig.
Agreeableness Luxembourg → Agreeableness Luxair	.329	.322	48.927	p < .001	Constant	1.316	.397		p < .001
					Agreeableness Luxembourg	.591	.084	.573	p < .001
Wickedness Luxembourg → Wickedness Luxair	.484	.479	93.892	p < .001	Constant	.646	.181		p < .001
					Wickedness Luxembourg	.655	.068	.696	p < .001
Snobbism Luxembourg → Snobbism Luxair	.564	.559	129.176	p < .001	Constant	.589	.266		p < .05
					Snobbism Luxembourg	.785	.069	.751	p < .001
Assiduousness Luxembourg → Assiduousness Luxair	.270	.263	36.987	p < .001	Constant	2.257	.469		p < .001
					Assiduousness Luxembourg	.519	.085	.520	p < .001
Conformity Luxembourg → Conformity Luxair	.308	.301	44.568	p < .001	Constant	1.180	.301		p < .001
					Conformity Luxembourg	.522	.078	.555	p < .001
Unobtrusiveness Luxembourg → Unobtrusiveness Luxair	.427	.421	74.565	p < .001	Constant	.853	.227		p < .001
					Unobtrusiveness Luxembourg	.644	.075	.654	p < .001
Country Image Luxembourg → Brand Image Luxair	.179	.171	21.856	p < .001	Constant	2.227	.547		p < .001
					CoI Luxembourg	.485	.104	.104	p < .001
Average	.366	.359							

As *Table 11* shows that the proposed model proves to be significant (ANOVA: $p < .001$). Additionally, each of the Country Personality dimensions (2007) and Roth's and Romeo's (1992) Country Image of Luxembourg has a highly significant influence (Coefficients: $p < .001$) on the Brand Personality equivalents of "Luxair". The results also show quite high R^2 values, which stand for the percentage the researched influence-variable executes on the outcome variable. The average of the six dimensions plus the Image value shows that 36.6 % of the evaluation of "Luxair" is influenced by the CoI of Luxembourg. This result is further amplified by the fact that all of the adjusted R^2 values lie very close to the R^2 values. This means that the analysis shows a good cross-validity and that the results can be generalised to reality.

Having analysed the results, it can be clearly said that hypothesis H1 is supported. Therefore, it can be said that Country-of-Origin Images do impact the perception of airlines.

6.2.2 Results of Hypothesis H1a

In hypothesis H1a, it is researched, if "*Country-of-Origin Images do affect people's quality evaluation of an airline*" can be supported or not. For this reason dependent t-tests were conducted.

Table 12: Analysis Results for H1a

		Mean	Standard error of the mean	Correlations		T-test statistics			
				Correlation	Sig.	Mean difference	SE of the mean	T-Ratio	Sig.
Pair 1	AgreeablenessLuxair	4.02	.109	.391	p < .001	-.961	.123	-7.812	p < .001
	AgreeablenessPerfectA	4.98	.114						
Pair 2	WickednessLuxair	2.25	.104	.423	p < .001	.422	.107	3.958	p < .001
	WickednessPerfectA	1.82	.094						
Pair 3	SnobbismLuxair	3.46	.127	.559	p < .001	.814	.124	6.541	p < .001
	SnobbismPerfectA	2.65	.137						
Pair 4	AssiduousnessLuxair	5.07	.092	.246	p < .05	-1.029	.121	-8.505	p < .001
	AssiduousnessPerfectA	6.10	.105						
Pair 5	ConformityLuxair	3.11	.100	.471	p < .001	.137	.111	1.241	not sig.
	ConformityPerfectA	2.97	.114						
Pair 6	UnobtrusivenessLuxair	2.68	.110	.534	p < .001	.480	.103	4.660	p < .001
	UnobtrusivenessPerfectA	2.20	.103						
Pair 7	BILuxair	4.74	.117	.281	p < .05	-1.392	.129	-10.827	p < .001
	BIPerfectA	6.13	.096						

In *Table 12* it can be seen that the values of the T-statistic's Standard Error of the mean between the six BP dimensions (d'Astous & Boujbel 2007) and Brand Image (Roth & Romeo 1992) of "Luxair" and the "perfect" airline are very low. Thus, the samples can be expected to be very similar. And except in the case of the dimension *Conformity*, this similarity proves to be highly significant ($p < .001$) and is not happening by chance alone.

Although the evaluation difference between the *Conformity* (d'Astous & Boujbel 2007) measures of "Luxair" and the "perfect" Airline is not significant H1b is supported. The reason for this is that all the other analyses concerning this hypothesis are highly

significant and *Conformity* is only one facet of the researched model. Additionally, both samples of this dimension are significantly correlated to each other. This is another indication for an influential connection between CoIs and quality assessments. Furthermore, in the previous part, analyses showed that H1 is supported and an influence of Country Images on the perception of airlines exists. Thus, it is also reasonable to say that COO Images influence quality evaluation of airlines. As a significant difference between the Image of "Luxair" and the image of the "perfect" airline as quality measure is proven, which is not happening by chance only, the conclusion that Country-of-Origin Images do also affect people's quality evaluations of airlines can be drawn.

6.2.3 Results of Hypothesis H1b

To further prove the assumption that CoIs impact the quality evaluations of airlines, an additional analysis is run. Earlier the hypothesis "*Country-of-Origin Images do influence airline evaluation, also if passengers have access to further information, namely if they have prior experience with the airline in question*" was stated. This is because, there are some indications in literature that a COO is more important in service and airline evaluation, if people do not have prior experience the industry (Ahmed et. al. 2002; Hoenen, Karunaratna & Quester 2005). Therefore, the analyses concerning this hypothesis are done with respondents only, who have prior experience with "Luxair".

To analyse this matter, d'Astous' and Boujbel's (2007) six personality dimensions of Luxembourg plus Roth's and Romeo's (1992) image dimension are tested in multiple regressions, if they have an influence on either the *quality perceptions*, the *re-buy intention* and the *willingness to recommend "Luxair" to others* (questionnaire point 5). Additionally, the four Image items (Roth & Romeo 1992) *Innovativeness*, *Design*, *Prestige* and *Workmanship* can also be seen as quality measures of a Brand Image. Roth and Romeo (1992) themselves use these items to evaluate positive or negative product-country matches. Thus, it seems unproblematic to use this construct also as quality measure and another multiple regression analysis is run. In this test, the influential variables again are represented by Luxembourg's CP (d'Astous & Boujbel 2007) dimension plus its CI (Roth & Romeo 1992). As outcome variable, the Brand Image of "Luxair" is used.

After running the four multiple regressions, it became clear that there is no multicollinearity in data (Tolerance Statistic > .2 and VIF < 10), that there are no independent errors (Durbin-Watson Statistic > 1 and < 3) and that the data is not biased (average VIF is approximately equal to 1).

Table 13: Influence of COO-Images when Prior Experience with "Luxair" Exists

Hypotheses	R	R ²	Adjust . R ²	Durbin- Watson Statistic	ANOVA		Tolerance Statistic	VIF
					F- Ratio	Sig.		
COO-Image → quality perceptions	.514	.264	.019	ok	1.076	not sig.	ok	ok
COO-Image → re-buy intention	.702	.493	.324	ok	2.918	p < .05	ok	ok
COO-Image → willingness-to- recommend	.749	.561	.415	ok	3.836	p < .05	ok	ok
COO-Image → Brand Image Luxair	.635	.403	.204	ok	2.022	not sig.	ok	ok

Looking at *Table 13*, one can see that Country Images do not have a significant influence on general quality perceptions of "Luxair". Neither if the quality perception item of the questionnaire's point 5 evaluated, nor if the composite BI score (Roth & Romeo 1992) as quality measure is tested. But if *re-buy intention* and *willingness to recommend "Luxair" to others* are used as a tool to assess quality, a different picture is drawn. The results show that around 50 % in *re-buy intention* ($R^2 = .493$) and also in *willingness to recommend "Luxair" to others* ($R^2 = .561$) are influenced by COO Images significantly ($p < .05$ in both cases).

A closer look on the influence, the specific dimensions of CP (d'Astous & Boujbel 2007) and CI (Roth & Romeo 1992) have on re-buy intention, reveals two things (see *Table 14*). First, only three out of seven dimensions have significant impacts. And second that the dimension CI (Roth & Romeo 1992) has a negative influence.

Table 14: The Influence of COO-Images on Re-buy Intention

Coefficients – COO-Image dimensions → re-buy intention				
	b-values	Standard Error	β	Sig.
Constant	4.389	2.421		not sig.
Agreeableness Luxembourg	.655	.285	.464	p < .05
Wickedness Luxembourg	.113	.290	.077	not sig.
Snobbism Luxembourg	-.141	.206	-.140	not sig.
Assiduousness Luxembourg	.108	.348	.060	not sig.
Conformity Luxembourg	.601	.226	.523	p < .05
Unobtrusiveness Luxembourg	-.371	.219	-.338	not sig.
Country Image Luxembourg	-.826	.368	-.440	p < .05

As mentioned before, only three dimensions prove to have a significant impact ($p < .05$). Namely these are the CP dimensions (d'Astous & Boujbel 2007) *Agreeableness* and *Conformity* of Luxembourg and its *CI* (Roth & Romeo 1992). But what is very surprising, is the fact that Luxembourg's Country Image according to Roth and Romeo (1992) has a negative influence on the respondents' *re-buy intention*. This means that the better they would evaluate the dimension *CI* of Luxembourg (Roth & Romeo 1992) the less they would be willing to fly again with an airline connected to the Country-of-Origin in question.

Similar findings are shown *Table 15*, which deals with the influence of the different dimensions of the *willingness to recommend airlines to others*.

Table 15: The Influence of COO-Images on Willingness to Recommend "Luxair" to Others

Coefficients – COO-Image dimensions → willingness to recommend "Luxair" to others				
	b-values	Standard Error	β	Sig.
Constant	3.375	2.284		not sig.
Agreeableness Luxembourg	.860	.269	.601	p < .05
Wickedness Luxembourg	-.242	.273	-.162	not sig.
Snobbism Luxembourg	.226	.194	.221	not sig.
Assiduousness Luxembourg	.157	.329	.086	not sig.
Conformity Luxembourg	.287	.213	.246	not sig.
Unobtrusiveness Luxembourg	-.071	.206	-.064	not sig.
Country Image Luxembourg	-.913	.348	-.479	p < .05

The difference here is that only the dimensions *Agreeableness* and *Country Image* have significant influence on the *willingness to recommend an airline to others*. But the very surprising negative impact of *CI* (Roth & Romeo 1992) is also significant for the *willingness to recommend "Luxair" to others*.

Summarised, hypothesis H1b can be supported partly. Whereas Country-of-Origin Images do not have a significant influence on general *quality perception*, indeed there is significant impact of CoIs on *re-buy intention* and on *willingness to recommend a certain airline to others* also if passengers have prior experience with the airline in question. Especially the CP dimension *Agreeableness* (d'Astous & Boujbel 2007) and Roth's and Romeo's *Country Image* (1992) have a strong influence. Here the *CI* shows to have a strange negative influence on the *re-buy intention* and the *willingness to recommend an airline to others*.

6.2.4 Results of Hypothesis H2

A different facet of the Country-of-Origin Images is that it can lead to, to a higher or lesser degree, biased feelings towards a person's home country (e.g. Bruning 1997, Balabanis & Diamantopoulos 2004, and Verlegh 2007). Therefore, this home country bias is evaluated with a five item Consumer Ethnocentrism scale (Verlegh 2007) and the hypothesis "*Consumer Ethnocentrism influences country and airline perceptions*" was stated.

6.2.4.1 Country Related Results

To research the country related part of the hypothesis, simple regressions with the composite score of the five item CETSCALE (Verlegh 2007) as predictor variable in each regression are run. The outcome variable is represented by the composite scores of each of the CP dimensions (d'Astous & Boujbel 2007) and the Country Image (Roth & Romeo 1992) of Luxembourg.

Table 16: Influence of Consumer Ethnocentrism on Country Evaluation

Hypotheses	R ²	Adjust . R ²	ANOVA		Coefficients				
			F-Ratio	Sig.		b-values	Standard Error	β	Sig.
CET → Agreeableness Luxembourg	.014	.004	1.455	not sig.	Constant	4.323	.236		p < .001
					CET	.085	.070	.120	not sig.
CET → Wickedness Luxembourg	.002	-.008	.194	not sig.	Constant	2.539	.248		p < .001
					CET	-.032	.074	-.044	not sig.
CET → Snobbism Luxembourg	.001	-.009	.054	not sig.	Constant	3.600	.275		p < .05
					CET	.019	.082	.023	not sig.
CET → Assiduousness Luxembourg	.001	-.009	.064	not sig.	Constant	5.375	.207		p < .001
					CET	.016	.062	.025	not sig.
CET → Conformity Luxembourg	.010	.000	.997	not sig.	Constant	3.482	.240		p < .001
					CET	.071	.071	.099	not sig.
CET → Unobtrusiveness Luxembourg	.002	-.008	.210	not sig.	Constant	2.936	.251		p < .001
					CET	-.034	.075	-.046	not sig.
CET → Country Image Luxembourg	.006	-.004	.575	not sig.	Constant	5.021	.229		p < .001
					CET	.052	.068	.076	not sig.
Average	.005	-.005							

The results in *Table 16* show that, in the present study, Consumer Ethnocentrism (Shimp & Sharma 1987) has no significant influence on the evaluation of countries.

6.2.4.2 Airline Related Results

Basically, the same regressions are done to assess the influence of Consumer Ethnocentrism (Shimp & Sharma 1987). The only difference is that the outcomes variables are represented by the six BP dimensions (d'Astous & Boujbel 2007) and the BI (Roth & Romeo 1992) of "Luxair" instead of Luxembourg.

Table 17: Influence of Consumer Ethnocentrism on Airline Evaluation

Hypotheses	R ²	Adjust . R ²	ANOVA		Coefficients				
			F-Ratio	Sig.		b-values	Standard Error	β	Sig.
CET → Agreeableness Luxair	.017	.007	1.760	not sig.	Constant	3.731	.243		p < .001
					CET	.096	.072	.132	not sig.
CET → Wickedness Luxair	.000	-.010	.000	not sig.	Constant	2.248	.234		p < .001
					CET	-.001	.070	-.002	not sig.
CET → Snobbism Luxair	.001	-.009	.149	not sig.	Constant	3.362	.287		p < .05
					CET	.033	.085	.039	not sig.
CET → Assiduousness Luxair	.004	-0.006	.404	not sig.	Constant	4.951	.206		p < .001
					CET	.039	.061	.063	not sig.
CET → Conformity Luxair	.018	.009	1,870	not sig.	Constant	2.833	.224		p < .001
					CET	.091	.067	.136	not sig.
CET → Unobtrusiveness Luxair	.000	.010	.006	not sig.	Constant	2.659	.248		p < .001
					CET	.006	.074	.008	not sig.
CET → Brand Image Luxair	.017	.007	1.719	not sig.	Constant	4.430	.261		p < .001
					CET	.102	.077	.130	not sig.
Average	.008	.001							

In contrast, the results are basically the same (see *Table 17*). No significant impact of Consumer Ethnocentrism (Shimp & Sharma 1987) on airline evaluations can be found.

Therefore, hypothesis H2 needs to be rejected, as no influence of Consumer Ethnocentrism on country and airline evaluations is found.

6.2.5 Results of Hypothesis H3

Though H2 cannot be supported, many sources in literature mention that different groups have different perceptions of countries and brands (e.g. Bruning 1997; Ahmed et. al. 2001). This means that, for example, Mexicans have different views of the Mexican Country Image and products from Mexico than US-Americans have (Roth & Romeo 1992). Because of these indications, the hypothesis "*different groups have different perceptions of countries and of airlines*" was stated.

In this piece of research different groups of *nationalities* and *occupations*, different groups in *flying frequency*, in *familiarity with Luxembourg*, in *familiarity with "Luxair"*, as well as *gender*, *age* differences and differences in *educational levels* are assessed according to the influence, they have on the image of Luxembourg and "Luxair".

6.2.5.1 Country Related Results

To find out the influence of the different mentioned groups, one-way ANOVAs with each of the groups as influence variable are run. The outcome variables are represented by the six composite CP-dimensional scores (d'Astous & Boujbel 2007) and the composite score of Roth's & Romeo's (1992) Country Image of Luxembourg.

6.2.5.1.1 Influence of Nationality

As the seven Levene statistics show, variances are not significantly different; the results of the ANOVAs can be assumed to be reliable.

Table 18: The Influence of Nationality on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Nationality → Agreeableness Luxembourg	.724	not sig.	6.953	p < .001				
Nationality → Unobtrusiveness Luxembourg	1.594	not sig.	5.755	p < .05				

Table 18 shows that only two Country Personality dimensions (d'Astous & Boujbel 2007) are evaluated significantly (p < .05) diverse by different nationalities. These are the *Agreeableness* and the *Unobtrusiveness* of Luxembourg. The other dimensions are not perceived significantly different.

6.2.5.1.2 Influence of Occupation

Again, only two CP-dimensions (d'Astous & Boujbel 2007) are perceived to be significantly different ($p < .05$) by various occupational groups (see *Table 19*). These are Luxembourg's *Conformity* and, again, it's *Agreeableness*. As for the dimension *Agreeableness*, variances are significantly different (Levene statistic; $p < .05$), additionally *Welch test* and *Brown-Forsythe test* are run as robust analysis methods to confirm the results of the one-way ANOVA.

Table 19: The Influence of Occupation on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Occupation → Agreeableness Luxembourg	3.258	$p < .05$	3.766	$p < .05$	4.012	$p < .05$	5.194	$p < .05$
Occupation → Conformity Luxembourg	.885	not sig.	7.473	$p < .001$				

6.2.5.1.3 Influence of Flying Frequency

Respondents with a certain flying frequency evaluate two dimensions of Luxembourg's Image significantly different from passengers with other frequencies (see *Table 20*). These two dimensions are *Conformity* and *Unobtrusiveness*. Also, the results of the ANOVAs can be taken as reliable, as both Levene's tests do not show significantly differing variances.

Table 20: The Influence of Flying Frequency on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
F. Frequency → Conformity Luxembourg	.680	not sig.	3.831	$p < .05$				
F. Frequency → Unobtrusiveness Luxembourg	1.988	not sig.	4.102	$p < .05$				

6.2.5.1.4 Influence of Familiarity with a Country

In the case of country familiarity, the familiarity level seems to have a higher influence on respondents than other characteristics, as e.g. nationality or occupation. Country familiarity has significant influence ($p < .05$) on four different dimensions of the image of Luxembourg (see *Table 21*). These are *Agreeableness*, *Snobbism* and

Unobtrusiveness. Furthermore, familiarity with Luxembourg has a highly significant ($p < .001$) impact on the dimension *Conformity*.

Table 21: The Influence of Familiarity with a Country on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Familiarity with Luxembourg → Agreeableness Luxembourg	2.612	not sig.	6.368	$p < .05$				
Familiarity with Luxembourg → Snobbism Luxembourg	.245	not sig.	3.166	$p < .05$				
Familiarity with Luxembourg → Conformity Luxembourg	.014	not sig.	8.456	$p < .001$				
Familiarity with Luxembourg → Unobtrusiveness Luxembourg	.015	not sig.	3.611	$p < .05$				

There is also no problem with significantly differing variances, as none of the Levene statistics reaches a significance level lower than .05.

6.2.5.1.5 Influence of Familiarity with an Airline

Testing the impact of the respondents' different airline familiarities, again, the variance differences are checked first. Levene's tests show that none of the seven ANOVAs conducted has significantly different variances (see *Table 22*).

Table 22: The Influence of Familiarity with an Airline on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Familiarity with Luxair → Conformity Luxembourg	2.072	not sig.	6.496	$p < .05$				

But in contrast to the influential characteristics tested before, familiarity with "Luxair" significantly affects ($p < .05$) only one out of the seven different Country personality (d'Astous & Boujbel 2007) and Country Image (Roth & Romeo 1992) dimensions. Namely, this dimension is the *Conformity* of Luxembourg.

6.2.5.1.6 Influence of Gender

Also, as far as the influence of gender on country evaluation is concerned, only one dimension assessed significantly diverse ($p < .05$) by men and women. This dimension is *Agreeableness* one more time (see *Table 23*). Levene statistics prove that variances do not show significant differences.

Table 23: The Influence of Gender on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Gender → Agreeableness Luxembourg	.014	not sig.	5.635	$p < .05$				

6.2.5.1.7 Influence of Age

A look on *Table 24* reveals that the variances differ significantly (Levene statistics → $p < .05$), when the influence of the different age groups on the evaluation of the *Agreeableness* of Luxembourg is tested. But for this dimension, neither the one-way ANOVA nor the robust *Welch* and *Brown-Forsythe tests* show significant evaluation differences of the distinct age groups. The only dimension, which is evaluated significantly different ($p < .05$), is *Conformity*. Here, there is no problem with significantly differing variances (see the corresponding Levene statistic).

Table 24: The Influence of Age on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Age → Agreeableness Luxembourg	3.345	$p < .05$.808	not sig.	.706	not sig.	1.005	not sig.
Age → Conformity Luxembourg	2.011	not sig.	3.939	$p < .05$				

6.2.5.1.8 Influence of Education

In contrast, the influential characteristics mentioned before, no significant evaluation differences are found, if persons from different education levels are tested (see Appendix M).

In summary, a certain evaluation difference of different e.g. age groups, different nationalities, country familiarities on country evaluations is found. But none of them influences a Country Image as a whole. In the case of the present study, this means all six Country Personality dimensions (d'Astous & Boujbel 2007) plus Roth's and Romeo's (1992) Country Image as an additional seventh dimension. For most tested characteristics, only one or just a few dimensions are evaluated significantly different by certain groups tested. For example, little surprisingly, familiarity with a country leads to the highest differences in the perception on Luxembourg. It has a significant influence on four out of the seven dimensions. Testing the other characteristics, only one or two dimensions are evaluated significantly diverse. The only exception is, when the impact of different education levels on differences in country evaluation is tested. Here no significant diversities are found at all. Taking these results into consideration, it can be concluded that *different groups do perceive countries differently to a certain degree*.

6.2.5.2 Airline Related Results

In the second part of the hypothesis H3, "*different groups have different perceptions of countries and of airlines*", the influence of group differences (e.g. in nationality, occupation etc.) on the image of "Luxair" is tested. This is done by running one-way ANOVAs, where predictor variables are again represented by the different groups listed at the beginning of this section. But in contrast to the country related perception differences, the outcome variables are represented by the six composite BP-dimensional scores (d'Astous & Boujbel 2007) and the composite score of Roth's & Romeo's (1992) Brand Image of either "Luxair".

6.2.5.2.1 Influence of Nationality

Only the case of the Brand Personality dimension (d'Astous & Boujbel 2007) *Wickedness* proves to differ significantly in variances (Levene statistic $\rightarrow p < .05$). But this poses no problem, as none of the tests (ANOVA, Welch test & Brown-Forsythe test) applied) reveals significant differences in the perception of Luxembourg's *Wickedness*. On the contrary, the BP dimension *Agreeableness* (d'Astous & Boujbel 2007) indeed is perceived significantly diverse ($p < .05$) by the different nationalities in this study (see Table 25).

Table 25: The Influence of Nationality on the Evaluation of "Luxair"

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Nationality → Agreeableness Luxair	2.425	not sig.	3.178	p < .05				
Nationality → Wickedness Luxair	7.642	p < .001	.408	not sig.	.991	not sig.	.548	not sig.

6.2.5.2.2 Influence of Occupation

No significant differences in the perception of "Luxair" are found in its evaluation by the chosen occupational groups (see Appendix O).

6.2.5.2.3 Influence of Flying Frequency

Testing the influence of flying frequency on the perception of "Luxair's" image, only the dimension *Wickedness* is perceived significantly different ($p < .05$). The ANOVA result for the dimension *Unobtrusiveness* also indicates significantly diverse perceptions. But as the Levene's test shows that the variances differ on a significant basis, the robust *Welch test* and *Brown-Forsythe test* need to be run. And these tests do not reveal significant perception disparities (see Table 26). Thus, in this case one can only speak that there are indications for evaluation differences of this dimension, but cannot be seen to be proven.

Table 26: The Influence of Flying Frequency on the Evaluation of "Luxair"

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
F. Frequency → Wickedness Luxair	1.276	not sig.	3.489	p < .05				
F. Frequency → Unobtrusiveness Luxair	4.591	p < .05	3.995	p < .05	1.153	not sig.	1.917	not sig.

6.2.5.2.4 Influence of Familiarity with a Country

For the case of the impact of different familiarities with Luxembourg on the perception of "Luxair", only one dimension is evaluated significantly different ($p < .05$). Namely, it is the BP dimension *Agreeableness*. There is also no problem with significantly differing variances (see Levene statistics in Table 27).

Table 27: The Influence of Familiarity with a Country on the Evaluation of "Luxair"

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Familiarity with Luxembourg → Agreeableness Luxair	.325	not sig.	3.079	p < .05				
Familiarity with Luxembourg → Wickedness Luxair	3.185	p < .05	.068	not sig.	.062	not sig.	.074	not sig.

6.2.5.2.5 Influence of Familiarity with an Airline

Surprisingly, a certain familiarity with "Luxair" does not lead to significant differences in the perception of the Image (d'Astous & Boujbel 2007; Roth & Romeo 1992) of the airline in question (see Appendix R). This means that persons, who know an airline only from advertisements or word-of-mouth, have the same perceptions of it like passengers, who are frequently travelling with it.

6.2.5.2.6 Influence of Gender

Also, as far gender is concerned it becomes obvious that men and women do not show significant differences in the image they hold about "Luxair" (see Appendix S).

6.2.5.2.7 Influence of Age

Looking on the evaluations of the image of "Luxair" (see Table 28) done by certain again groups, only one out of the seven dimensions (d'Astous & Boujbel 2007; Roth & Romeo 1992) is perceived significantly different (p < .05). This dimension is the *Conformity* dimension of "Luxair's" image. As the Levene's test does not reveal significantly distinct variances, the perceived differences in *Conformity* prove to be reliable.

Table 28: The Influence of Age on the Evaluation of "Luxair"

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Age → Conformity Luxair	.505	not sig.	3.536	p < .05				

6.2.5.2.8 *Influence of Education*

Like in the perception of the Image of Luxembourg, again no significant differences in the perception of "Luxair's" image are found, if persons from different education levels are tested (see Appendix U).

Summarising the test results described before, it can be said that there are even less perception differences in the image of "Luxair" than in the image of Luxembourg. Only as far as distinct flying frequencies, familiarities with a country and age groups are concerned; in each case, just one single dimension was evaluated significantly different by the respondents. Testing certain nationalities, again only one dimension proves to be perceived significantly different. But there are indications that a second dimension is perceived diversely by the nationalities in question. Therefore it is concluded that *different groups do perceive countries differently only to a very small degree.*

6.2.5.3 **Support or Rejection of H3**

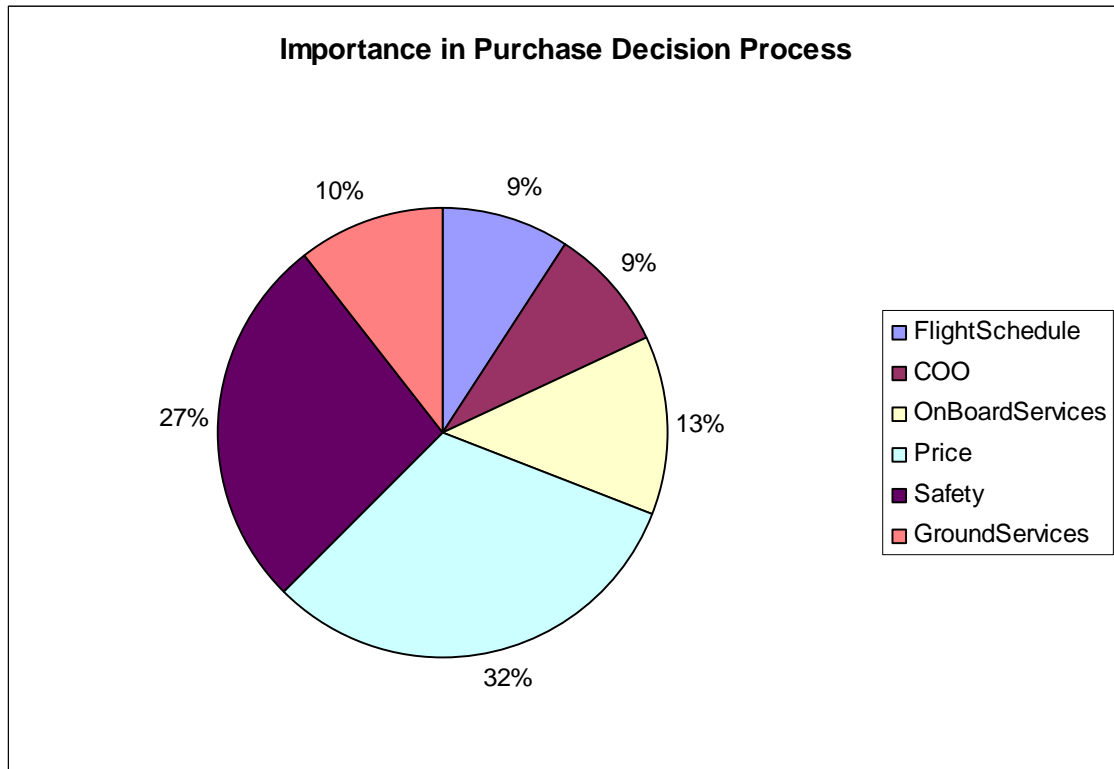
For the image of Luxembourg, a certain difference in its perception is found. There is even less diversity in the perception of the image of "Luxair". Thus, H3 is supported only in parts. It is therefore stated that different groups have some differences in the perception of countries and to a lesser degree in the perception of airlines.

6.2.6 **Results of Hypothesis H4**

Earlier in this work it was mentioned that literature has found agreement that there is a certain influence of CoIs on quality evaluations and willingness-to-buy as far as tangible goods are concerned (e.g. Nebenzahl & Jaffe 1996; Papadopoulos & Heslop 2003). But some scholars say that COO executes less influence in the purchase decision process than most researchers assume (e.g. Ahmed et al. 2002). This matter should also be researched for the case of airlines. Therefore, the hypothesis H4, "*Country-of-Origin is an important factor in the purchase-decision-process when airlines are concerned*" was stated. During the data collection phase, respondents were asked to distribute a total of 100 points on six factors in the purchase decision process. These factors are the *Flight Schedule* (i.e. the times of the flights), the airline's *Country-of-Origin*, the *Onboard Services* offered, the *Price* of the flight, the *Safety* of the airline and the *Ground Services* provided. To find out the overall importance from a European point of view, simply the mean scores of each factor are calculated. In this manner, it is possible

to say that a certain factor executes a particular percentage of influence in the flight purchase decision process.

Figure 5: Importance in Purchase Decision Process



As *Figure 5* shows, that the *Price* of a flight and the *Safety* an airline can offer are by far the most important factors in the purchase decision process for a flight. Respectively, they explain 32 and 27 percent of influence. Thus, the remaining four factor together count for only 41 % of impact. Of them, the *Onboard Services* provided explains 13%, the *Ground Services* offered for 10 % and lastly, the *Flight Schedule* and the airlines' *Country-of-Origin* for only 9 percent each, of influence in the purchase decision process.

Although, an airline' COO is far away from being the most important factor in the purchase decision process of a flight, they still play a quite important role in it. Therefore, H4 is supported and it is confirmed that Country-of-Origin is an important factor in the purchase-decision-process when airlines are concerned.

6.2.7 Results of Hypothesis H5

In the last section it was assessed, how important an airline's COO is in the purchase decision process of flights from an overall European perspective. But Bruning (1997) mentions that different demographic group's respond differently on Country-of-Origin cues. Although this study is done on the example of air travel, it is seen from a North-American point of view. To confirm this, hypothesis H5 was stated and it is expected that "*Country-of-Origin's importance as driver in the purchase-decision-process differs among groups*".

Table 29: Influence on different Groups on the importance of COO in the Purchase Decision Process

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Nationality → COO	3.442	p < .05	3.776	p < .05	3.105	not sig.	3.045	not sig.
Occupation → COO	.061	not sig.	.975	not sig.				
F-Frequency → COO	.167	not sig.	.025	not sig.				
Familiarity with Luxembourg → COO	4.097	p < .05	3.211	p < .05	2.897	not sig.	2.347	not sig.
Familiarity with Luxair → COO	5.918	p < .05	6.420	p < .05	3.780	p < .05	3.749	p < .05
Gender → COO	.610	not sig.	.038	not sig.				
Age → COO	.356	not sig.	.267	not sig.				
Education → COO	2.963	not sig.	.229	not sig.				
Income → COO	2.049	not sig.	1.824	not sig.				

Interestingly, out of the nine analyses run for hypothesis H5, only the three ones with significantly differing variances (see *Table 29* → Levene statistic with $p < .05$) show significant differences in evaluations throughout the groups tested (F-Ratio with $p < .05$). These groups are different clusters of *Nationality*, groups with different *Familiarity with a Country* and with distinct *Familiarity with an Airline*. But as variances differ significantly, the robust *Welch test* and *Brown-Forsythe test* need to be run. These two robust tests reveal that only different familiarities with "Luxair" really

lead to significant differences ($p < .5$) in the importance of COO in the purchase decision process.

Due to these results, hypothesis H5 needs to be rejected in its initial form, as there is too little significant difference in COO's importance. Instead, it is restated that there are indications that Country-of-Origin's importance as driver in the purchase-decision-process differs among groups.

6.2.8 Results of Hypothesis H6

As the depicted in section, the reference-country Luxembourg is described as a high income country with an enormously well developed and established service sector (CIA World Factbook 2008). Therefore, the highly developed service sector might lead people to perceive the country as well qualified to be host country for airlines. Out of this reason hypothesis H6, saying that "*there is a positive product-country match (Roth & Romeo 1992) between Luxembourg and Airlines*" was stated. H6 was tested by applying dependent T-tests between each Personality dimension (d'Astous & Boujbel 2007) plus the Image of Roth & Romeo (1992) of Luxembourg and their equivalents of the "perfect" airline.

Table 30: Check for a Product-Country Match between Luxembourg and Airlines

		Mean	Standard error of the mean	Correlations		T-test statistics			
				Correlation	Sig.	Mean difference	SE of the mean	T-Ratio	Sig.
Pair 1	Agreeableness Luxembourg	4.58	.106	.340	p < .001	-.402	.126	-3.181	p < .05
	AgreeablenessPerfectA	4.98	.114						
Pair 2	Wickedness Luxembourg	2.44	.110	.431	p < .001	.618	.110	5.628	p < .001
	WickednessPerfectA	1.82	.094						
Pair 3	Snobbism Luxembourg	3.66	.122	.568	p < .001	1.010	.121	8.341	p < .001
	SnobbismPerfectA	2.65	.137						
Pair 4	Assiduousness Luxembourg	5.42	.092	.381	p < .001	-.676	.110	-6.158	p < .001
	AssiduousnessPerfectA	6.10	.105						
Pair 5	Conformity Luxembourg	3.70	.107	.385	p < .001	.725	.122	5.928	p < .001
	ConformityPerfectA	2.97	.114						
Pair 6	Unobtrusiveness Luxembourg	2.83	.112	.601	p < .001	.637	.096	6.616	p < .001
	UnobtrusivenessPerfectA	2.20	.103						
Pair 7	CILuxembourg	5.18	.102	.304	p < .05	-.951	.117	-8.136	p < .001
	BIPerfectA	6.13	.096						

A look on the T-statistics of *Table 30* reveals that the Standard Error of the mean of each T-test is very small. Thus, we can also expect very small evaluation differences between the image of Luxembourg and the image of the "perfect" airline. As all T-tests prove to be significant (six out of seven tests are highly significant), it can be concluded that this small differences is real and not happening by chance alone.

Therefore, hypothesis H6 is supported and it is proven that there is a positive product-country match (Roth & Romeo 1992) between Luxembourg and Airlines.

Additionally, as a significant **and only** small difference between the images of the "perfect" Airline and "Luxair" is found (see section 6.4), it is reasonable to say that "Luxair" has a good image in people's eyes. Now another seven T-tests between each of the six Personality dimensions (d'Astous & Boujbel 2007) and Roth's & Romeo's (1992) Images of "Luxair" and Luxembourg are conducted.

Table 31: Check for an Image Match between "Luxair" and Luxembourg

		Mean	Standard error of the mean	Correlations		T-test statistics			
				Correlation	Sig.	Mean difference	SE of the mean	T-Ratio	Sig.
Pair 1	AgreeablenessLuxair	4.02	.109	.573	p < .001	-.559	.099	-5.640	p < .001
	Agreeableness Luxembourg	4.58	.106						
Pair 2	WickednessLuxair	2.25	.104	.696	p < .001	-.196	.084	-2.344	p < .05
	Wickedness Luxembourg	2.44	.110						
Pair 3	SnobbismLuxair	3.46	.127	.751	p < .001	-.196	.088	-2.224	p < .05
	Snobbism Luxembourg	3.66	.122						
Pair 4	AssiduousnessLuxair	5.07	.092	.520	p < .001	-.353	.090	-3.925	p < .001
	Assiduousness Luxembourg	5.42	.092						
Pair 5	ConformityLuxair	3.11	.100	.555	p < .001	-.588	.098	-6.010	p < .001
	Conformity Luxembourg	3.70	.107						
Pair 6	UnobtrusivenessLuxair	2.68	.110	.654	p < .001	-.157	.092	-1.702	not sig.
	Unobtrusiveness Luxembourg	2.83	.112						
Pair 7	BILuxair	4.74	.117	.424	p < .001	-.441	.118	-3.743	p < .001
	CI Luxembourg	5.18	.102						

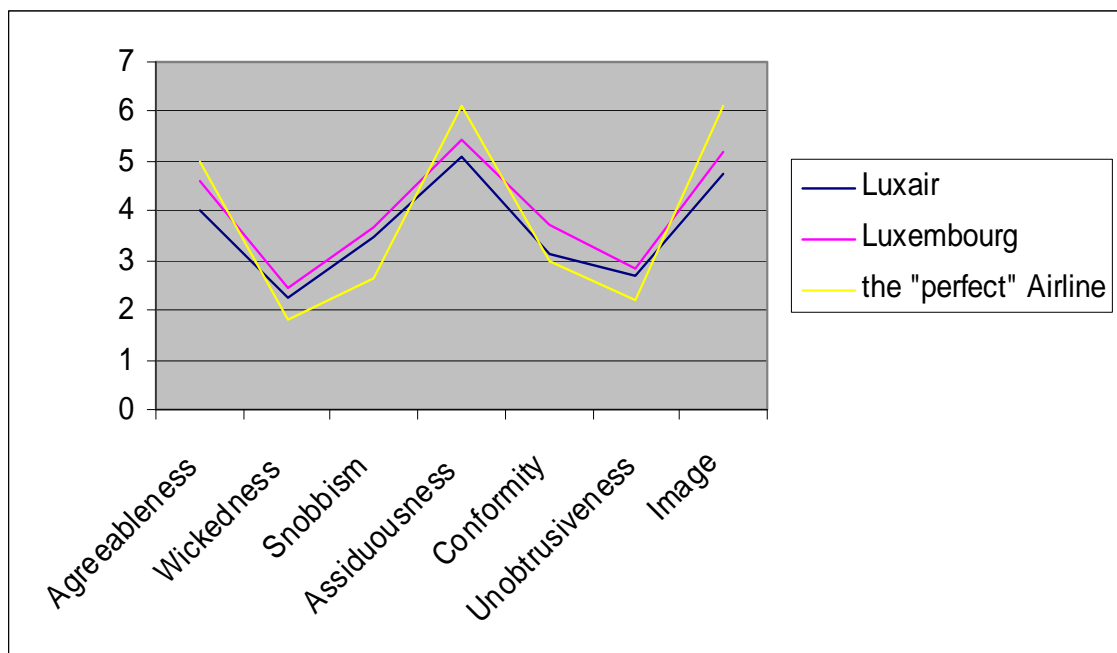
In Table 31, it can be seen that again there are very small Standard Errors of the mean between the dimensional scores. So, small differences in the perception of "Luxair" and Luxembourg are expected. Though, the small difference between the scores of "Luxair" and Luxembourg of the dimension *Unobtrusiveness* are not significant, the other six T-tests prove to be significant. This means that these small evaluation differences do not happen by chance alone. Additionally, also the Unobtrusiveness scores are significantly correlated. Thus, the image of "Luxair" is closely connected to the image of Luxembourg. It seems that the "Luxair" managers are able, consciously or unconsciously, to exploit the positive product-country match (Roth & Romeo 1992) between the image of Luxembourg and airlines quite good.

Further proof for these research outcomes is given on Figure 6. A look at the mean evaluations of Country and Brand Personality (d'Astous & Boujbel 2007) and Country and Brand Image (Roth & Romeo 1992) of "Luxair", Luxembourg and the "perfect" Airline shows that the means of them lie quite close together. Hence, confirming that a

favourable Product-Country match (Roth & Romeo 1992) exists for Luxembourg and airlines. Also, the closeness between the image of Luxembourg and "Luxair's" image is clearly visible.

Additionally, it can be seen that people want airlines to be *agreeable*, *assiduous* and to score high in the image dimensions *innovativeness*, *design*, *prestige* and *workmanship*. Whereas they consider the "perfect" airline not to score high in *wickedness*, *snobbism*, *conformity* and *unobtrusiveness*.

Figure 6: Average Evaluations of "Luxair", Luxembourg and the "perfect" Airline



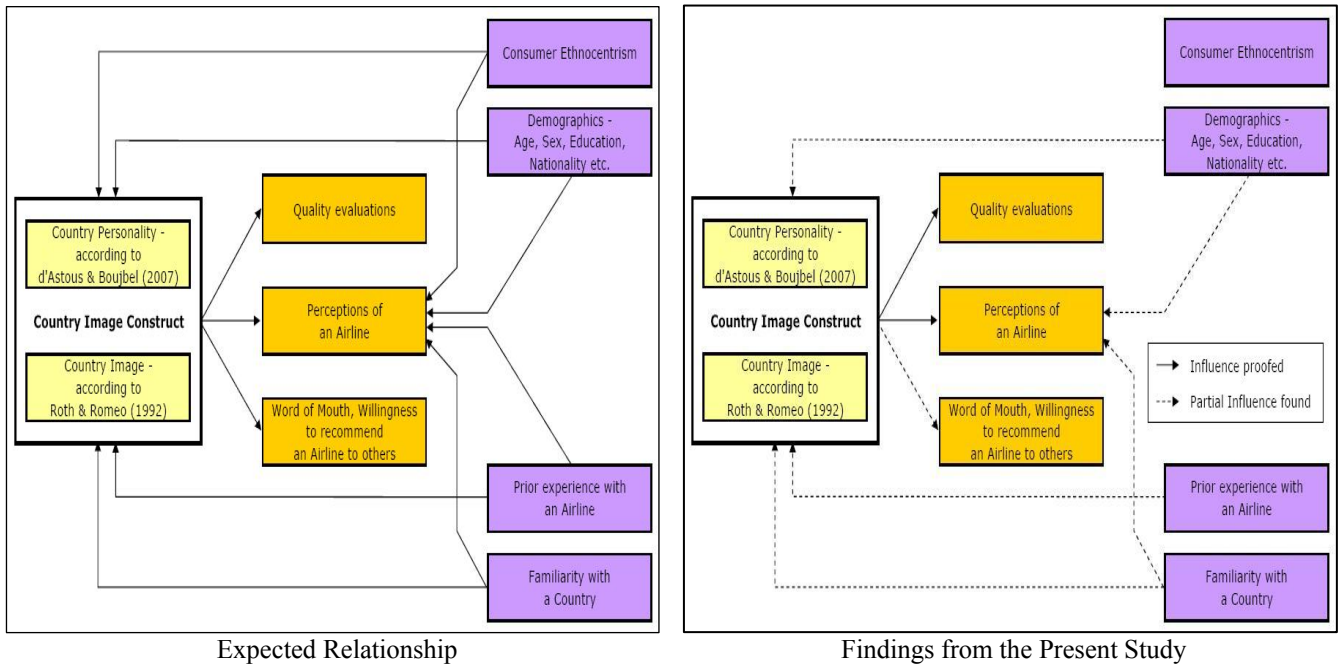
6.2.9 Summary of the Results

A detailed overview about all the exact analysis results can be found in the Appendices section. In the past chapter, we learned that, from a European perspective, it is proven that Country-of-Origin Images do influence people's perception of airlines, a typical core service (support of H1). As H1a is also supported, CoIs do not only impact image perception, but also quality evaluations of airlines. In contrast, H1b is only supported only in parts. If passengers already have experiences with an airline, Country Images do not influence their general quality perceptions. But some influences of COO Images on these passengers' re-buy intentions and their willingness to recommend a certain airline to others is found.

No influence was found as far as Consumer Ethnocentrism is concerned. CET neither executes influence on the perception of countries nor on the evaluation of airlines (rejection of H2).

The notion, that groups with different consumer characteristics have different perceptions of countries and airlines can be supported only in parts (H3). Some groups, like persons with different education levels, do not show any perception differences at all. Others, like people with different flying frequencies do perceive differently only a few facets of country and airline images. None of the groups tested was found to show perception differences on the entire country image or airline image.

Figure 7: Comparison of Expected Relationship between Consumer Characteristics, Country Images and Outcomes for Airlines with the Actual Findings from the Present Study



Hypothesis H4 is dealing with the importance of a Country-of-Origin in the purchase decision process for flights. It was found that COOs are important factors in this process, therefore H4 is supported. But COO's importance lies far behind other factors like price of the flight or the safety an airline can offer. Furthermore, hypothesis H5 is rejected in its initial form. But still, indications are found that Country-of-Origin's importance differs among different groups.

Finally, a perfect Product-Country Match (Roth & Romeo 1992) between the Country Image of Luxembourg and airlines is found and H6 is fully supported. It is also found that the images of "Luxair" and Luxembourg are closely connected. Therefore, it seems that "Luxair's" managers are able to exploit the good image of the airline's home country.

7 Discussion

This thesis deals with Country-of-Origin and Country Images and its relationship with services in general and airlines in special. At the beginning a short overview over the most important conceptualizations of general COO and CoI research has been given. To distinguish, clearly define and evaluate the possibilities of measurement of the core concepts used in this piece of research a literature review has been presented. These core concepts are Product-Country Image (e.g. Roth & Romeo 1992; Usunier & Cestre 2007), d'Astous & Boujbel's (2007) Country Personality to measure Country and also Brand Images (e.g. Aaker 1997; Jaffe & Nebenzahl 2001, p. 13; d'Astous & Boujbel 2007). Furthermore, the Consumer Ethnocentrism construct (Shimp & Sharma 1987) is included to measure home country bias in country and product perceptions. Furthermore, existing literature about the interplay of Country Images and services and Country Images and airlines has been reviewed.

Country Personality is a concept developed by d'Astous and Boujbel in 2007. It is organised around the belief that people characterise countries and other things, like brands, on human personality traits (e.g. Aaker 1997; Jaffe & Nebenzahl 2001, p. 13). For example, some people might think that England is an offish and traditional country. Product-Country Images are more connected to images people hold about countries and their products and how these images influence each other (e.g. Roth & Romeo 1992; Usunier & Cestre 2007). Finally, the well established Consumer Ethnocentrism construct is defined around some persons' feelings that purchasing products from a foreign country is not appropriate and wrong as it the reason for the loss of jobs in one's home country and damages the domestic economy (Shimp & Sharma 1987).

Then, hypotheses about the influence of Country Images on the perception and quality evaluation of airlines and services and the importance, a Country-of-Origin execute in the purchase decision process of service products and flights have been developed. Also a short presentation of the reference country Luxembourg and reference airline "Luxair" has been given. To test the hypotheses a self administered questionnaire was developed in English language and translated to German and French. A pre-test was carried out, to make sure the questionnaire is easy to understand and it does not take to much time to complete it. The sample of 102 respondents was collected at several spots in Austria and

Luxembourg, where care was taken to get a good representation of Europe's nationalities and of different demographic groups. After the data has been screened, edited and scales' reliabilities (Cronbach's alpha $\sim .70$) has been checked, the main analyses have been run.

As expected, it was found that Country-of-Origin Images do have a significant impact on the perception and on quality evaluation of airlines and thus, also of services. This goes conform to the work of Javalgi, Cutler and Winans (2001), who found indications for these effects. Also Berkman et al. (1982) are confirmed, who link Country Images with the safety of an airline as quality measure. Only the question if COO Images are also influential for quality assessments if further information exists cannot be answered clearly. For this case, no significant influence was found for general quality evaluations. But somewhat contradictory to existing literature (e.g. Ahmed et. al. 2002; Hoenen, Karunaratna & Quester 2005), re-buy intentions and the willingness to recommend airlines to others are significantly influenced by CoIs indeed. So the matter if experience with a service reduces the impact of Country Images still remains open.

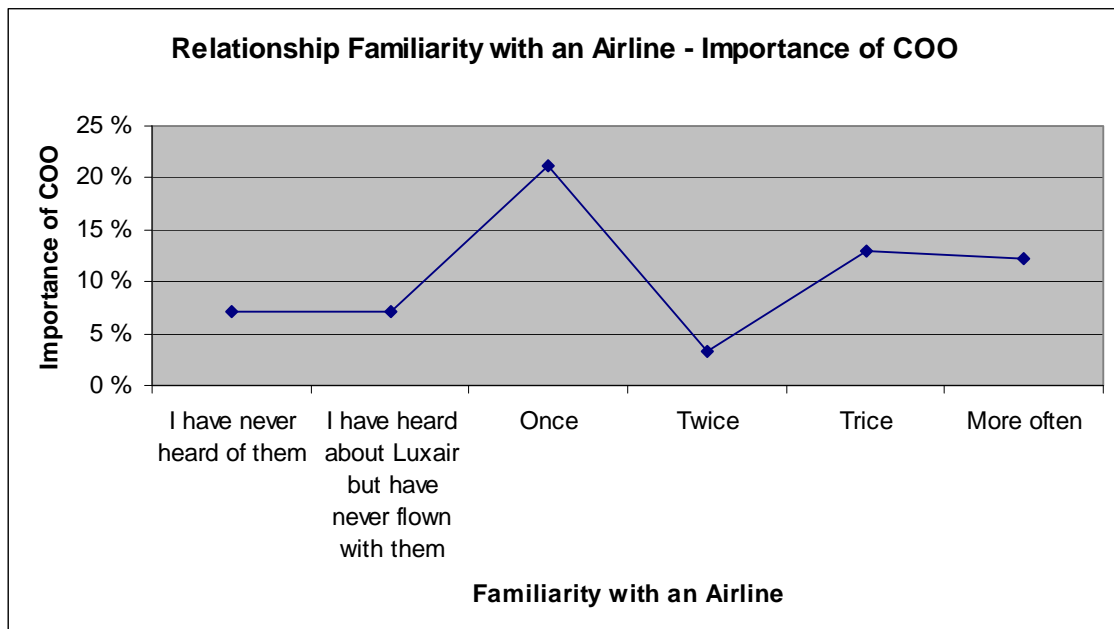
In contrast to previous research (e.g. Bruning 1997; Balabanis & Diamantopoulos 2004; Verlegh 2007), no significant influence of home-country bias in the form of Consumer Ethnocentrism (Shimp & Sharma 1987) was found. This is true for perceptions of airlines and also on how country images are perceived.

Bruning (1997) found that different groups like nationalities, age groups, gender etc. do respond diversely on COO cues. But the results of the present study cannot give a clear answer on this question as H3 is only partly supported. It was found that different groups do perceive differently only parts of country images and to an even lesser degree of airline images.

As far as the importance of Country-of-Origin in the purchase decision process are concerned, the results of this research are more in line with scholars, who say that these cues do execute a smaller influence than most researchers believe (e.g. Ahmed et. al. 2002). An airline's COO only counts for an influence of 9 %, when six important factors in the purchase decision process of flights are evaluated according to their importance. But Country-of-Origin is far away from being the most important factor in this process,

as the price of a flight or the safety an airline can offer, respectively count for 32 % and 27% of influence each. But as far as Bruning's (1997) findings according to the importance differences of Country Images in different groups are concerned, the results of this study completely confirm these findings. The reason for this is that only indications for differing importance among groups were found. Additionally, the view that the more familiar a person is with a certain product category, the less it relies on Country-of-Origin cues (e.g. Ahmed et. al. 2002; Hoenen, Karunaratna & Quester 2005) cannot be confirmed for airlines. As *Figure 8* shows, no continuous in this relationship can be found.

Figure 8: The Relationship between Familiarity with an Airline and the Importance of the COO



Finally, it can be confirmed, that a favourable Product-Country Match (Roth & Romeo 1992) between Luxembourg and Airlines exists. Additionally, as the tests show, "Luxair" is perceived to have a favourable image for airlines. This indicates that "Luxair" managers are able to exploit the before mentioned favourable Product-Country Match.

8 Conclusion

An enormous number of airlines use Country-of-Origin cues in their company or brand names. The reason for this lies in the fact that many of them were founded by states or still are state owned. Nevertheless airlines need to know, which influence these cues execute on the perception and quality evaluations of these companies and. Apart from this research aim, this study also confirms the impact of Country Images in the assessment of services. Furthermore, at least from a European perspective, this piece of research offers a pattern image, how consumers wish, an airline should be and which airline marketers can use as a guideline for image management.

8.1 Research Findings and Managerial Implications

The most important research finding is that Javalgi, Cutler and Winans (2001) can be confirmed and it is proven that Country-of-Origin Images indeed do have an influence on the perception of airlines, thus also of services. Furthermore, another major finding is that an airline's Country-of-Origin is an important factor in the purchase decision process, but not far away from being the most important factor. Therefore, both voices in literature can be confirmed. The scholars who assume CoIs to be an important factor (e.g. Tse & Gorn 1993; Nes & Ghauri 1998) as well as those who say that many researches overestimate a COO's influence (e.g. Johansson 1989; Erickson, Johansson & Chao 1984).

As far as the pattern image for airlines is concerned, respondents find it important that airlines score high on the Personality dimensions (d'Astous & Boujbel 2007) *Agreeableness* and *Assiduousness* and on Roth's and Romeo's (1992) Image dimensions *Innovativeness*, *Design*, *Prestige* and *Workmanship*. In contrast potential air travel consumers expect airlines to score low on the Personality dimensions *Wickedness*, *Snobbism*, *Conformity* and *Unobtrusiveness* (see the "perfect Airline" graph in *Figure 6*). With these findings, airlines managers can use this pattern image as decision criterion, when image management is concerned. After assessing the Country Personality (d'Astous & Boujbel 2007) and Country Image (Roth & Romeo 1992) of their airline's home country, they can decide whether to highlight the country's Personality and Image

if it proves to be favourable or to occlude it, if it is unfavourable. The pattern image can also be used, when managers assess the image of their airline and take it as reference point for the actual image of the airline in question.

When it comes to the assessments of Luxembourg and "Luxair", the respondents find that this airline's image comes close to the before mentioned "ideal" pattern image. Additionally, a favourable Product-Country Match (Roth & Romeo 1992) between Luxembourg and airlines is found. As also a significant influence of the image of Luxembourg on the perception and quality evaluation of "Luxair" is found, the company's managers can be quite happy, as they seem to be able to take advantage of this positive relationship between home country and airline. But nevertheless in section 6.10 it can be also seen that all personality and image scores of "Luxair", although only slightly, lie behind those of Luxembourg. This means there is still potential improvement of the image of "Luxair" and the airline's managers should think about more highlighting of the favourable image of Luxembourg.

8.2 Limitations

Though the research sample of this thesis represents many European countries, the scope of this study does not represent all of them. Additionally, it was not possible to include all demographic groups in a completely representative way. Furthermore, it would also have been good to include more frequent flyers in this study. Due to economic reasons, it was not possible to include all European nationalities in this study. Also the lacking cooperation and help of most airlines and of companies related to the air travel business (e.g. airports, means of transport to airports) that were not able or willing to support the author in the data collection process. As a consequence of these limitations, a high number of the respondents were students. This fact might explain that no significant influence of Consumer Ethnocentrism on country and airline perception was found, as many students live in a more multicultural environment (e.g. student exchange programmes) than the average persons does.

Therefore, the research findings of this study need to be confirmed on a larger scope within the European countries as well as in countries outside this continent. It is also necessary to repeat it with other reference countries and for other core service industries. It might be also advisable to get more demographic representativeness as this study unfortunately can offer.

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Appendices

Appendix A: English Version of the Questionnaire



Airlines and Country-of-Origin

1 Have you ever flown with Luxair?			
<input type="checkbox"/>	I have never heard of them	<input type="checkbox"/>	I have heard about Luxair but have never flown with them
<input type="checkbox"/>	Once	<input type="checkbox"/>	Twice
<input type="checkbox"/>	Trice	<input type="checkbox"/>	More often

The following statements refer to Airlines or countries. Please evaluate each of them as if they were PERSONS. If this seems uncommon to you just think about human characteristics, which usually come to mind, when talking about a COUNTRY or other things.


e.g. CANADA as a country could be described as a "person", who is close to nature, calm and rational.

Based on this example; please indicate in part 2, how far the characteristics of "persons" apply to the image of Luxembourg and Luxair. Furthermore please indicate how far a "perfect" airline's image should be described by them. Please do this by filling in the boxes with the adequate Nr. from 1 to 7. The numbers have the following meanings:

- | | | | | | | |
|--------------------|------------|-------------------|------------------------------|----------------|----------|-----------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| I totally disagree | I disagree | I rather disagree | I neither agree nor disagree | I rather agree | I agree | I totally agree |


2		Luxair	Luxembourg	the "perfect" Airline
2.1	Bon-vivant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.2	Reveler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3	Amusing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4	Agreeable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.5	Immoral	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.6	Vulgar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.7	Decadent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.8	Offender	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.9	Haughty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.10	Snobbish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.11	Mannered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.12	Chauvinist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.13	Organized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.14	Rigorous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.15	Flourishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.16	Hard to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.17	Religious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.18	Spiritual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.19	Traditionalist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.20	Mysterious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.21	Cowardly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.22	Wimpy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.23	Dependent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.24	Neutral	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.25	Innovativeness (Use of technology and engineering advances)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.26	Design (Appearance, style, colours, variety)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.27	Prestige (Exclusivity, status, brand name reputation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.28	Workmanship (Reliability, durability, craftsmanship, manufacturing, quality)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3 How familiar are you with Luxembourg?	4 How often do you travel by plane in general?
<input type="checkbox"/> I have never heard about it	<input type="checkbox"/> Not even once a year
<input type="checkbox"/> I have heard about it	<input type="checkbox"/> Once to eleven times a year
<input type="checkbox"/> I have been there once	<input type="checkbox"/> Once to trice a month
<input type="checkbox"/> I have been there several times	<input type="checkbox"/> Once a week
<input type="checkbox"/> I live/lived there	<input type="checkbox"/> At least twice a week

5 (If you don't have any prior experience with Luxair, please ignore part 5 and go on with part 6)	no, not at all/low	yes, very/high					
							
5.1 How do you perceive the quality of Luxair's services?	1	2	3	4	5	6	7
5.2 Would you buy Luxair tickets again?	1	2	3	4	5	6	7
5.3 Would you recommend Luxair to other persons?	1	2	3	4	5	6	7

Please allocate the total of 100 points to the following items according to their importance. e.g. if "price" is by far the most important driver of one's buying decision, she/he will allocate e.g. 60 points to this item and the remaining 40 points will be distributed among the other five items.

6	Points
6.1 Flight schedule (e.g. a flight at 6 p.m. is preferred over a flight at 2:35 p.m.)	_____
6.2 The airline's Country-of-Origin	_____
6.3 On-board services (e.g. friendliness of crew, seat-width, leg-space, meals)	_____
6.4 Price	_____
6.5 Safety (e.g. age of fleet, IATA membership, technical maintenance cycle)	_____
6.6 Ground services (e.g. check-in, baggage handling, lost luggage services)	_____

7	I totally disagree	I totally agree					
							
7.1 My country's citizens should not buy foreign products, because this hurts my country's business and causes unemployment.	1	2	3	4	5	6	7
7.2 It is not right to purchase foreign products, because it puts my fellow countrymen out of jobs.	1	2	3	4	5	6	7
7.3 A real citizen of my country should always buy domestic-made products.	1	2	3	4	5	6	7
7.4 I always prefer my country's products over foreign products.	1	2	3	4	5	6	7
7.5 We should purchase products manufactured in our country, instead of letting other countries get rich off us.	1	2	3	4	5	6	7

8 Highest completed level of education
<input type="checkbox"/> Compulsory schooling
<input type="checkbox"/> Apprenticeship/Professional school
<input type="checkbox"/> A-levels/University entrance diploma
<input type="checkbox"/> University/College
<input type="checkbox"/> Other: _____

9 Occupation
<input type="checkbox"/> Student
<input type="checkbox"/> Working
<input type="checkbox"/> Unemployed
<input type="checkbox"/> Retired
<input type="checkbox"/> Other (e.g. Housewife)

10 Net income per month
<input type="checkbox"/> less than 1,000 EUR
<input type="checkbox"/> 1,000 – 1,499 EUR
<input type="checkbox"/> 1,500 – 1,999 EUR
<input type="checkbox"/> 2,000 – 2,500 EUR
<input type="checkbox"/> more than 2,500 EUR

11 Gender
<input type="checkbox"/> Female
<input type="checkbox"/> Male

12
Nationality: _____
Age: _____ years

THANK YOU VERY MUCH FOR YOUR PARTICIPATION!

Appendix B: German Version of the Questionnaire

Fluglinien und deren Herkunftsland


1 Sind Sie jemals mit Luxair geflogen?			
<input type="checkbox"/>	Ich habe noch nie davon gehört	<input type="checkbox"/>	Ich habe von Luxair gehört, bin aber noch nie damit geflogen
<input type="checkbox"/>	einmal	<input type="checkbox"/>	zweimal
<input type="checkbox"/>	dreimal	<input type="checkbox"/>	öfter

Die folgenden Aussagen beziehen sich auf Fluglinien oder Länder. Bitte bewerten Sie diese, als ob sie **PERSONEN** wären. Sollte Ihnen das ungewöhnlich erscheinen, denken Sie einfach an **menschliche Eigenschaften**, die typischerweise mit einem **LAND** oder anderen Dingen in Verbindung gebracht werden können.


Beispiel: Das Land KANADA könnte als eine „Person“ beschrieben werden, die naturverbunden, gelassen und vernünftig ist.

Geben Sie bitte anhand dieses Beispiels in Teil 2 an, inwieweit die Eigenschaften von „Personen“ auf das Image von Luxemburg und Luxair zutreffen könnten und inwieweit sie das Image einer „perfekten“ Fluglinie beschreiben würden. Bitte schreiben Sie dafür die entsprechende Zahl von 1 bis 7 in die Kästchen. Diese haben folgende Bedeutung:

- | | | | | | | |
|--------------------|----------|------------------|-------------------------------------|-------------------|-----------|---------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Lehne
völlig ab | Lehne ab | Lehne
eher ab | Weder Ablehnung,
noch Zustimmung | Stimme
eher zu | Stimme zu | Stimme
völlig zu |


2		 Luxair	Luxemburg	die „perfekte“ Fluglinie
2.1	Genießer, Lebemann	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.2	ausgelassen, feiernd	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3	amüsan, unterhaltsam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4	liebenswert, gefällig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.5	unmoralisch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.6	geschmacklos, vulgär	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.7	verschwendisch, dekadent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.8	Angreifer, Missetäter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.9	hochmütig, stolz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.10	versnobt, hochnäsiger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.11	gekünstelt, affektiert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.12	chauvinistisch, selbstgefällig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.13	organisiert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.14	genau, präzise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.15	erfolgreich, florierend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.16	hart arbeitend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.17	religiös, gläubig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.18	spirituell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.19	traditionell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.20	mysteriös, geheimnisvoll	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.21	feige, zaghaft	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.22	schwach, kümmerlich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.23	unselbstständig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.24	gleichgültig, neutral	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.25	Innovativität (Verwendung von Technologie- und Entwicklungsschritten)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.26	Design (Aussehen, Stil, Farben, Vielfalt)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.27	Prestige (Exklusivität, Status, Markenansicht)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.28	Wertarbeit (Verlässlichkeit, Haltbarkeit, Kunstfertigkeit, Verarbeitung, Qualität)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3 Wie gut kennen Sie Luxemburg?	4 Wie oft reisen Sie mit Flugzeugen?
<input type="checkbox"/> Ich habe noch nie davon gehört <input type="checkbox"/> Ich habe davon gehört <input type="checkbox"/> Ich war einmal dort <input type="checkbox"/> Ich war einige Male dort <input type="checkbox"/> Ich lebe dort/ich habe dort gelebt	<input type="checkbox"/> Weniger als einmal im Jahr <input type="checkbox"/> Ein- bis elfmal im Jahr <input type="checkbox"/> Ein- bis dreimal im Monat <input type="checkbox"/> Einmal in der Woche <input type="checkbox"/> Mindestens zweimal in der Woche

5 (Wenn Sie noch keine Erfahrungen mit Luxair gemacht haben, ignorieren Sie bitte Teil fünf und machen Sie mit Teil sechs weiter)	nein, gar nicht/niedrig	ja, sehr/hoch					
							
5.1 Wie empfinden Sie die Qualität des Services von Luxair?	1	2	3	4	5	6	7
5.2 Wären Sie bereit, wieder Tickets von Luxair zu kaufen?	1	2	3	4	5	6	7
5.3 Wären Sie bereit, Luxair an andere Personen weiter zu empfehlen?	1	2	3	4	5	6	7

Bitte verteilen Sie insgesamt 100 Punkte, entsprechend ihrer Wichtigkeit, auf die folgenden Begriffe. zB. wenn „Preis“ das wichtigste Kaufentscheidungskriterium für eine Person ist, wird sie/er zB. 60 Punkte diesem Begriff zuteilen und die verbleibenden 40 Punkte auf die anderen fünf Begriffe verteilen.

6	Punkte
6.1 Flugzeiten (ein Flug um 18 Uhr wird zB. einem Flug um 14:35 Uhr vorgezogen)	_____
6.2 Das Herkunftsland der Fluglinie	_____
6.3 Kabinenservice (zB. Freundlichkeit der Besatzung, Sitzbreite, Fußraum, Speisen)	_____
6.4 Preis	_____
6.5 Sicherheit (zB. Alter der Flotte, IATA-Mitgliedschaft, Wartungszyklus)	_____
6.6 Bodenservice (zB. Check-In, Gepäckabfertigung, Service bei verlorenem Gepäck)	_____

7	Lehne völlig ab	Stimme völlig zu					
							
7.1 Die Bürger meines Landes sollten keine ausländischen Produkte kaufen, weil das den Handel/das Gewerbe meines Landes schwächt und Arbeitslosigkeit verursacht.	1	2	3	4	5	6	7
7.2 Es ist nicht richtig, ausländische Produkte zu kaufen, weil dadurch meine Landsleute Jobs verlieren.	1	2	3	4	5	6	7
7.3 Ein echter Bürger meines Landes sollte immer im Inland hergestellte Produkte kaufen.	1	2	3	4	5	6	7
7.4 Ich ziehe die Produkte meines Landes immer ausländischen Produkten vor.	1	2	3	4	5	6	7
7.5 Wir sollten in unserem Land hergestellte Produkte kaufen, anstatt andere Länder durch uns reich werden zu lassen.	1	2	3	4	5	6	7

8 Höchste abgeschlossene Schulbildung	9 Beschäftigung	10 Nettoeinkommen pro Monat
<input type="checkbox"/> Pflichtschule <input type="checkbox"/> Lehre/Fachschule <input type="checkbox"/> Matura/Abitur <input type="checkbox"/> Universität/Fachhochschule <input type="checkbox"/> anderes: _____	<input type="checkbox"/> Student/Schüler <input type="checkbox"/> erwerbstätig <input type="checkbox"/> arbeitslos <input type="checkbox"/> in Pension <input type="checkbox"/> anderes (zB. Hausfrau)	<input type="checkbox"/> weniger als 1.000 EUR <input type="checkbox"/> 1.000 – 1.499 EUR <input type="checkbox"/> 1.500 – 1.999 EUR <input type="checkbox"/> 2.000 – 2.500 EUR <input type="checkbox"/> mehr als 2.500 EUR

11 Geschlecht	12
<input type="checkbox"/> weiblich <input type="checkbox"/> männlich	Staatsbürgerschaft: _____ Alter: _____ Jahre

VIELEN DANK FÜR IHRE TEILNAHME!

Appendix C: French Version of the Questionnaire



Lignes Aériennes et Pays d'Origine

1 Avez-vous déjà voyagé avec Luxair?			
<input type="checkbox"/>	Je n'en ai jamais entendu parler	<input type="checkbox"/>	J'en ai déjà entendu parler, mais je n'ai jamais voyagé avec Luxair
<input type="checkbox"/>	Une fois	<input type="checkbox"/>	Deux fois
<input type="checkbox"/>	Trois fois	<input type="checkbox"/>	Plusieurs fois

Les déclarations suivantes se réfèrent aux lignes aériennes ou pays. Veuillez les évaluer comme s'ils étaient des **PERSONNES**. Si cela vous paraît inhabituel pensez juste aux traits de caractère humain, qui viennent plus facilement à l'esprit, lorsque l'on parle d'un pays ou d'autres choses.


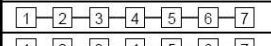
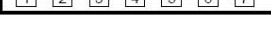
par ex. le CANADA pourrait être décrit comme une "personne" qui est proche de la nature, calme et raisonnable.

À l'aide de cet exemple, indiquez dans la seconde partie du sondage dans quelle mesure ces traits de caractère propres aux "personnes" s'appliquent au Luxembourg et Luxair et pourraient décrire une ligne aérienne "parfaite". Veuillez remplir les cases avec le nombre approprié allant de 1 à 7. Les nombres ont les significations suivantes:

1	2	3	4	5	6	7
Je ne suis pas du tout d'accord	Je ne suis pas d'accord	Je suis plutôt en désaccord	Je ne suis ni pour ni contre	Je suis plutôt d'accord	Je suis d'accord	Je suis complètement d'accord


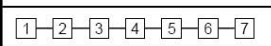
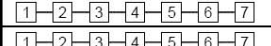
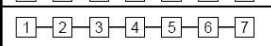
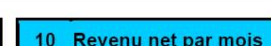
2	Luxair	Luxembourg	la ligne aérienne "parfaite"
2.1	Bon-vivant	<input type="checkbox"/>	<input type="checkbox"/>
2.2	Convivial(e)	<input type="checkbox"/>	<input type="checkbox"/>
2.3	Divertissant(e)	<input type="checkbox"/>	<input type="checkbox"/>
2.4	Aimable, charmant(e)	<input type="checkbox"/>	<input type="checkbox"/>
2.5	Immoral(e)	<input type="checkbox"/>	<input type="checkbox"/>
2.6	Sans goût, vulgaire	<input type="checkbox"/>	<input type="checkbox"/>
2.7	Opulent(e), décadent(e)	<input type="checkbox"/>	<input type="checkbox"/>
2.8	Offensif,-ive	<input type="checkbox"/>	<input type="checkbox"/>
2.9	Hautain(e)	<input type="checkbox"/>	<input type="checkbox"/>
2.10	Snob	<input type="checkbox"/>	<input type="checkbox"/>
2.11	Maniéré(e)	<input type="checkbox"/>	<input type="checkbox"/>
2.12	Chauvin(e)	<input type="checkbox"/>	<input type="checkbox"/>
2.13	Organisé(e)	<input type="checkbox"/>	<input type="checkbox"/>
2.14	Rigoureux,-euse/précis(e)	<input type="checkbox"/>	<input type="checkbox"/>
2.15	Prospère, florissant(e)	<input type="checkbox"/>	<input type="checkbox"/>
2.16	Travaillant dur	<input type="checkbox"/>	<input type="checkbox"/>
2.17	Croyant(e)/religieux,-euse	<input type="checkbox"/>	<input type="checkbox"/>
2.18	Spirituel(le)	<input type="checkbox"/>	<input type="checkbox"/>
2.19	Traditionaliste	<input type="checkbox"/>	<input type="checkbox"/>
2.20	Mystérieux,-euse	<input type="checkbox"/>	<input type="checkbox"/>
2.21	Lâche	<input type="checkbox"/>	<input type="checkbox"/>
2.22	Lamentable	<input type="checkbox"/>	<input type="checkbox"/>
2.23	Dépendant(e)	<input type="checkbox"/>	<input type="checkbox"/>
2.24	Neutre	<input type="checkbox"/>	<input type="checkbox"/>
2.25	Innovation (usage des progrès de la technologie et du développement)	<input type="checkbox"/>	<input type="checkbox"/>
2.26	Design (apparence, style, couleurs, diversité)	<input type="checkbox"/>	<input type="checkbox"/>
2.27	Prestige (classe, statut, réputation de la marque)	<input type="checkbox"/>	<input type="checkbox"/>
2.28	Travail de qualité (fiabilité, durée, habilité, finition, qualité)	<input type="checkbox"/>	<input type="checkbox"/>

3 Dans quelle mesure connaissez-vous le Luxembourg?	4 Combien de fois voyagez-vous en avion?
<input type="checkbox"/> Je n'en ai jamais entendu parler <input type="checkbox"/> J'en ai déjà entendu parler <input type="checkbox"/> J'y ai été une fois <input type="checkbox"/> J'y ai été plusieurs fois <input type="checkbox"/> Je vis là-bas/J'ai vécu là-bas	<input type="checkbox"/> Moins d'une fois par an <input type="checkbox"/> D'une à onze fois par an <input type="checkbox"/> D'une à trois fois par mois <input type="checkbox"/> Une fois par semaine <input type="checkbox"/> Au moins deux fois par semaine

5 (Si vous n'avez pas encore eu d'expériences avec Luxair, passez S.V.P. directement à la partie 6)	non, pas du tout/bas	oui, beaucoup/haut
5.1 Comment ressentez-vous la qualité du service de Luxair?		
5.2 Seriez-vous disposé à acheter de nouveau des billets de Luxair?		
5.3 Seriez-vous disposé à recommander Luxair à d'autres personnes?		

Veuillez distribuer un total de 100 points aux termes suivants selon leur importance. Par ex. si le "prix" est le critère le plus important, on distribuera par ex. 60 points à ce terme et les 40 points restants seront distribués aux autres.

6	Points
6.1 L'horaire du vol (par ex. un vol à 18 heures est préféré à un vol à 14 h 35)	_____
6.2 Pays d'origine de la ligne aérienne	_____
6.3 Service en avion (amabilité de l'équipage, largeur du siège, espace des pieds, repas)	_____
6.4 Prix	_____
6.5 Sécurité (par ex. âge de l'avion, appartenance à l'IATA, entretien technique)	_____
6.6 Service au sol (par ex. enregistrement, enregistrement des bagages, service en cas de bagages perdus)	_____

7	Je ne suis pas du tout d'accord	Je suis complètement d'accord
7.1 Les citoyens de mon pays ne devraient pas acheter de produits étrangers, car cela nuit à l'économie de mon pays et crée du chômage.		
7.2 C'est faux d'acheter des produits étrangers, car cela retire du travail à mes compatriotes.		
7.3 Un vrai citoyen de mon pays devrait toujours acheter des produits locaux.		
7.4 Je préfère toujours les produits de mon pays aux produits étrangers.		
7.5 Nous devrions acheter des produits fabriqués dans notre pays, au lieu de laisser les autres pays s'enrichir à notre place.		

8 Le plus haut niveau de formation complété	9 Occupation	10 Revenu net par mois
<input type="checkbox"/> Ecole obligatoire <input type="checkbox"/> Apprentissage/école professionnelle <input type="checkbox"/> Baccalauréat <input type="checkbox"/> Université/école supérieure spécialisée <input type="checkbox"/> Autres: _____	<input type="checkbox"/> Etudiant(e)/élève <input type="checkbox"/> Actif,-ive <input type="checkbox"/> Au chômage <input type="checkbox"/> En retraite <input type="checkbox"/> Autres (par ex: ménagère)	<input type="checkbox"/> Moins de 1 000 EUR <input type="checkbox"/> 1 000 – 1 499 EUR <input type="checkbox"/> 1 500 – 1 999 EUR <input type="checkbox"/> 2 000 – 2 500 EUR <input type="checkbox"/> Plus de 2 500 EUR

11 Sexe	12
<input type="checkbox"/> Féminin <input type="checkbox"/> Masculin	Nationalité: _____ Âge: _____ ans

MERCI BEAUCOUP POUR VOTRE PARTICIPATION !

Appendix D: The Influence of COO-Images on Quality Perceptions when Prior Experience with "Luxair" Exists

Coefficients – COO-Image dimensions → quality perceptions				
	b-values	Standard Error	β	Sig.
Constant	3.517	2.560		not sig.
Agreeableness Luxembourg	.080	.302	.065	not sig.
Wickedness Luxembourg	-.253	.306	-.196	not sig.
Snobbism Luxembourg	.160	.218	.181	not sig.
Assiduousness Luxembourg	.644	.368	.409	not sig.
Conformity Luxembourg	.285	.239	.282	not sig.
Unobtrusiveness Luxembourg	-.001	.231	-.001	not sig.
Country Image Luxembourg	-.663	.390	-.402	not sig.

Appendix E: The Influence of COO-Images on Brand Images as a Quality Measure when Prior Experience with "Luxair" Exists

Coefficients – COO-Image of Luxembourg → BI of Luxair as a quality measure				
	b-values	Standard Error	β	Sig.
Constant	1.030	1.996		not sig.
Agreeableness Luxembourg	.362	.235	.337	not sig.
Wickedness Luxembourg	.318	.239	.284	not sig.
Snobbism Luxembourg	.201	.170	.263	not sig.
Assiduousness Luxembourg	-.044	.287	-.032	not sig.
Conformity Luxembourg	-.255	.186	-.293	not sig.
Unobtrusiveness Luxembourg	-.232	.180	-.278	not sig.
Country Image Luxembourg	.410	.304	.288	not sig.

Appendix F: The Influence of Nationality on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Nationality → Agreeableness Luxembourg	.724	not sig.	6.953	p < .001				
Nationality → Wickedness Luxembourg	2.319	not sig.	.538	not sig.				
Nationality → Snobbism Luxembourg	.058	not sig.	1.142	not sig.				
Nationality → Assiduousness Luxembourg	.574	not sig.	.069	not sig.				
Nationality → Conformity Luxembourg	1.566	not sig.	1.900	not sig.				
Nationality → Unobtrusiveness Luxembourg	1.594	not sig.	5.755	p < .05				
Nationality → Country Image Luxembourg	.728	not sig.	4.841	not sig.				

Appendix G: The Influence of Occupation on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Occupation → Agreeableness Luxembourg	3.258	p < .05	3.766	p < .05	4.012	p < .05	5.194	p < .05
Occupation → Wickedness Luxembourg	2.041	not sig.	.944	not sig.				
Occupation → Snobbism Luxembourg	.131	not sig.	.262	not sig.				
Occupation → Assiduousness Luxembourg	.054	not sig.	1.366	not sig.				
Occupation → Conformity Luxembourg	.885	not sig.	7.473	p < .001				
Occupation → Unobtrusiveness Luxembourg	.133	not sig.	.898	not sig.				
Occupation → Country Image Luxembourg	1.156	not sig.	2.496	not sig.				

Appendix H: The Influence of Flying Frequency on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
F. Frequency → Agreeableness Luxembourg	2.157	not sig.	.382	not sig.				
F. Frequency → Wickedness Luxembourg	.276	not sig.	2.063	not sig.				
F. Frequency → Snobbism Luxembourg	.116	not sig.	.175	not sig.				
F. Frequency → Assiduousness Luxembourg	.816	not sig.	.483	not sig.				
F. Frequency → Conformity Luxembourg	.680	not sig.	3.831	p < .05				
F. Frequency → Unobtrusiveness Luxembourg	1.988	not sig.	4.102	p < .05				
F. Frequency → Country Image Luxembourg	.929	not sig.	.311	not sig.				

Appendix I: The Influence of Familiarity with a Country on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Familiarity with Luxembourg → Agreeableness Luxembourg	2.612	not sig.	6.368	p < .05				
Familiarity with Luxembourg → Wickedness Luxembourg	2.582	not sig.	.035	not sig.				
Familiarity with Luxembourg → Snobbism Luxembourg	.245	not sig.	3.166	p < .05				
Familiarity with Luxembourg → Assiduousness Luxembourg	1.033	not sig.	2.131	not sig.				
Familiarity with Luxembourg → Conformity Luxembourg	.014	not sig.	8.456	p < .001				
Familiarity with Luxembourg → Unobtrusiveness Luxembourg	.015	not sig.	3.611	p < .05				
Familiarity with Luxembourg → Country Image Luxembourg	.729	not sig.	2.372	not sig.				

Appendix J: The Influence of Familiarity with an Airline on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Familiarity with Luxair → Agreeableness Luxembourg	1.246	not sig.	2.924	not sig.				
Familiarity with Luxair → Wickedness Luxembourg	3.020	not sig.	.062	not sig.				
Familiarity with Luxair → Snobbism Luxembourg	.365	not sig.	2.788	not sig.				
Familiarity with Luxair → Assiduousness Luxembourg	2.208	not sig.	1.095	not sig.				
Familiarity with Luxair → Conformity Luxembourg	2.072	not sig.	6.496	p < .05				
Familiarity with Luxair → Unobtrusiveness Luxembourg	1.599	not sig.	2.939	not sig.				
Familiarity with Luxair → Country Image Luxembourg	1.304	not sig.	1.863	not sig.				

Appendix K: The Influence of Gender on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Gender → Agreeableness Luxembourg	.014	not sig.	5.635	p < .05				
Gender → Wickedness Luxembourg	2.260	not sig.	.385	not sig.				
Gender → Snobbism Luxembourg	.911	not sig.	.522	not sig.				
Gender → Assiduousness Luxembourg	2.246	not sig.	1.944	not sig.				
Gender → Conformity Luxembourg	.316	not sig.	1.429	not sig.				
Gender → Unobtrusiveness Luxembourg	.085	not sig.	.934	not sig.				
Gender → Country Image Luxembourg	1.247	not sig.	.147	not sig.				

Appendix L: The Influence of Age on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Age → Agreeableness Luxembourg	3.345	p < .05	.808	not sig.	.706	not sig.	1.005	not sig.
Age → Wickedness Luxembourg	2.011	not sig.	1.158	not sig.				
Age → Snobbism Luxembourg	.000	not sig.	1.111	not sig.				
Age → Assiduousness Luxembourg	.355	not sig.	.140	not sig.				
Age → Conformity Luxembourg	2.011	not sig.	3.939	p < .05				
Age → Unobtrusiveness Luxembourg	.010	not sig.	1.053	not sig.				
Age → Country Image Luxembourg	1.005	not sig.	.186	not sig.				

Appendix M: The Influence of Education on the Evaluation of Luxembourg

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Education → Agreeableness Luxembourg	1.105	not sig.	.675	not sig.				
Education → Wickedness Luxembourg	.878	not sig.	.325	not sig.				
Education → Snobbism Luxembourg	1.524	not sig.	1.041	not sig.				
Education → Assiduousness Luxembourg	.641	not sig.	.851	not sig.				
Education → Conformity Luxembourg	2.660	not sig.	1.786	not sig.				
Education → Unobtrusiveness Luxembourg	.524	not sig.	1.060	not sig.				
Education → Country Image Luxembourg	.237	not sig.	2.551	not sig.				

Appendix N: The Influence of Nationality on the Evaluation of "Luxair"

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Nationality → Agreeableness Luxair	2.425	not sig.	3.178	p < .05				
Nationality → Wickedness Luxair	7.642	p < .001	.408	not sig.	.991	not sig.	.548	not sig.
Nationality → Snobbism Luxair	1.095	not sig.	.475	not sig.				
Nationality → Assiduousness Luxair	.911	not sig.	.674	not sig.				
Nationality → Conformity Luxair	1.704	not sig.	2.640	not sig.				
Nationality → Unobtrusiveness Luxair	.215	not sig.	1.764	not sig.				
Nationality → Brand Image Luxair	.379	not sig.	.167	not sig.				

Appendix O: The Influence of Occupation on the Evaluation of "Luxair"

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Occupation → Agreeableness Luxair	1.437	not sig.	2.589	not sig.				
Occupation → Wickedness Luxair	.081	not sig.	2.570	not sig.				
Occupation → Snobbism Luxair	.584	not sig.	.398	not sig.				
Occupation → Assiduousness Luxair	.945	not sig.	.324	not sig.				
Occupation → Conformity Luxair	.087	not sig.	2.873	not sig.				
Occupation → Unobtrusiveness Luxair	.866	not sig.	.087	not sig.				
Occupation → Brand Image Luxair	1.040	not sig.	.011	not sig.				

Appendix P: The Influence of Flying Frequency on the Evaluation of "Luxair"

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
F. Frequency → Agreeableness Luxair	.365	not sig.	.207	not sig.				
F. Frequency → Wickedness Luxair	1.276	not sig.	3.489	p < .05				
F. Frequency → Snobbism Luxair	.853	not sig.	.928	not sig.				
F. Frequency → Assiduousness Luxair	.518	not sig.	.675	not sig.				
F. Frequency → Conformity Luxair	1.287	not sig.	1.350	not sig.				
F. Frequency → Unobtrusiveness Luxair	4.591	p < .05	3.995	p < .05	1.153	not sig.	1.917	not sig.
F. Frequency → Brand Image Luxair	1.366	not sig.	.581	not sig.				

Appendix Q: The Influence of Familiarity with a Country on the Evaluation of "Luxair"

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Familiarity with Luxembourg → Agreeableness Luxair	.325	not sig.	3.079	p < .05				
Familiarity with Luxembourg → Wickedness Luxair	3.185	p < .05	.068	not sig.	.062	not sig.	.074	not sig.
Familiarity with Luxembourg → Snobbism Luxair	.860	not sig.	2.027	not sig.				
Familiarity with Luxembourg → Assiduousness Luxair	.315	not sig.	1.109	not sig.				
Familiarity with Luxembourg → Conformity Luxair	.466	not sig.	1.901	not sig.				
Familiarity with Luxembourg → Unobtrusiveness Luxair	2.882	not sig.	.166	not sig.				
Familiarity with Luxembourg → Brand Image Luxair	.184	not sig.	.336	not sig.				

Appendix R: The Influence of Familiarity with an Airline on the Evaluation of "Luxair"

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Familiarity with Luxair → Agreeableness Luxair	1.387	not sig.	1.819	not sig.				
Familiarity with Luxair → Wickedness Luxair	4.550	p < .05	.192	not sig.	.258	not sig.	.264	not sig.
Familiarity with Luxair → Snobbism Luxair	.104	not sig.	1.310	not sig.				
Familiarity with Luxair → Assiduousness Luxair	1.403	not sig.	.587	not sig.				
Familiarity with Luxair → Conformity Luxair	1.343	not sig.	1.310	not sig.				
Familiarity with Luxair → Unobtrusiveness Luxair	.192	not sig.	.923	not sig.				
Familiarity with Luxair → Brand Image Luxair	1.923	not sig.	.328	not sig.				

Appendix S: The Influence of Gender on the Evaluation of "Luxair"

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Gender → Agreeableness Luxair	.314	not sig.	.517	not sig.				
Gender → Wickedness Luxair	.015	not sig.	.222	not sig.				
Gender → Snobbism Luxair	.239	not sig.	1.336	not sig.				
Gender → Assiduousness Luxair	.407	not sig.	.102	not sig.				
Gender → Conformity Luxair	.072	not sig.	3.530	not sig.				
Gender → Unobtrusiveness Luxair	.099	not sig.	2.930	not sig.				
Gender → Brand Image Luxair	.866	not sig.	.176	not sig.				

Appendix T: The Influence of Age on the Evaluation of "Luxair"

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Age → Agreeableness Luxair	.579	not sig.	.734	not sig.				
Age → Wickedness Luxair	.519	not sig.	.469	not sig.				
Age → Snobbism Luxair	2.875	not sig.	.582	not sig.				
Age → Assiduousness Luxair	1.322	not sig.	.238	not sig.				
Age → Conformity Luxair	.505	not sig.	3.536	p < .05				
Age → Unobtrusiveness Luxair	.678	not sig.	.055	not sig.				
Age → Brand Image Luxair	.979	not sig.	.257	not sig.				

Appendix U: The Influence of Education on the Evaluation of "Luxair"

Hypotheses	Levene's test		ANOVA		Welch test		Brown-Forsythe test	
	Levene statistic	Sig.	F-Ratio	Sig.	Test statistic	Sig.	Test statistic	Sig.
Education → Agreeableness Luxair	.029	not sig.	.765	not sig.				
Education → Wickedness Luxair	.603	not sig.	.234	not sig.				
Education → Snobbism Luxair	2.863	not sig.	.834	not sig.				
Education → Assiduousness Luxair	1.821	not sig.	.585	not sig.				
Education → Conformity Luxair	.448	not sig.	.977	not sig.				
Education → Unobtrusiveness Luxair	1.018	not sig.	.727	not sig.				
Education → Brand Image Luxair	3.360	p < .05	.692	not sig.	.397	not sig.	.469	not sig.

Appendix V: Abstract in German

Zusammenfassung

In dieser Diplomarbeit wird der Einfluss, den das Image des Herkunftslandes auf die Wahrnehmung und Qualitätsbewertung von Fluglinien ausübt, aus einer europäischen Sichtweise untersucht. Des Weiteren wird analysiert, welche Rolle das Herkunftsland einer Fluglinie im Kaufentscheidungsprozess spielt.

Am Anfang wird eine Übersicht über die wichtigsten Erkenntnisse im Bereich der Herkunftslandsforschung präsentiert. In weiterer Folge der Literaturrecherche wird eine detaillierte Beschreibung der in dieser Studie verwendeten Konstrukte dargelegt. Diese Konstrukte sind "Country Personality", "Product-Country Image" und "Consumer Ethnocentrism". Am Ende der Literaturübersicht wird es eine genaue Abhandlung über das Zusammenspiel von Länderimages, Dienstleistungen und, im Besonderen, Fluglinien geben. Einer kurzen Vorstellung der Referenzlandes Luxemburg und der Referenzfluglinie "Luxair" wird eine Beschreibung der Fragebogenentwicklung folgen. Um den Einfluss und die Wichtigkeit von Länderimages zu testen, wurden insgesamt 102 Personen vieler europäischer Nationalitäten befragt.

Die Ergebnisse dieser Studie belegen, dass das Image des Herkunftslandes eines Luftfahrtsunternehmens in der Tat die Wahrnehmung und Qualitätsbewertung von Fluglinien beeinflussen. Weiters demonstriert diese Diplomarbeit, dass das Herkunftsland einer Fluglinie auch ein wichtiger Faktor im Kaufentscheidungsprozess von Flugreisen ist. Am Schluss dieser Arbeit werden aus den Ergebnissen Schlussfolgerungen für Manager gezogen, Probleme die im Zuge dieser Forschungsarbeit aufgetreten sind und zukünftige Forschungsvorschläge präsentiert und diskutiert.

Appendix W: Curriculum Vitae

CURRICULUM VITÆ

Personal Data

Name: Christian Kirchengast
Date of Birth: July 25th, 1982
Place of Birth: Graz, Austria
Nationality: Austria

Education & Background

2002 – 2009 International Business Administration, University of Vienna
Concentrations: International Marketing; Organization
Since 2008 Spanish, University of Vienna
2005 – 2006 ERASMUS Exchange Year, University of Valencia, Spain
2001 – 2002 Military Service, served at AR1, StbBt, Feldbach, Austria
1996 – 2001 Bundeshandelsakademie Feldbach, Austria, High School

Languages

German Mother Tongue
English Fluent in written and spoken
Spanish Fluent in written and spoken
Italian Intermediate Knowledge
Catalan Intermediate Knowledge