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List of Abbreviations

AD _{Att} :	Attitude towards the Advertisement
AD _{Cred} :	Advertisement Credibility
AD _{Inc} :	Advertisement Incongruity
AD _{Skep} :	Advertisement Skepticism
AD _{Str} :	Advertisement Strategy
AD _{Type} :	Advertisement Type
BR _{Att} :	Attitude towards the Brand
BR _{PI} :	Purchase Intention
COO:	Country-of-Origin
COO _{Fam} :	Country Familiarity
COO _{Fav} :	Country Favorability
COO _{PCT} :	Product Category Typicality
Col:	Country-of-Origin Image
ES:	Spain
FR:	France
PT:	Portugal
SSI:	Susceptibility to Stereotypical Influence
UK:	United Kingdom/Great Britain

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Abstract

Purpose – Across Country-of-Origin (COO) studies incorporating the Stereotype Content Model the ‘golden quadrant’ defines the most favorable state for a country stereotype as a combination of high warmth and high competence. However empirical research reveals that the majority of countries exhibit an ambivalent stereotype with high warmth/low competence or low warmth/high competence. The purpose of this study is to investigate novel advertising strategies, that are based on anchoring or complementing the dominant stereotype dimension, as an alternative to the commonly used strategy of activating the country stereotype as a whole.

Design/Methodology/Approach – An experimental online study (Study 1, n = 468) compares consumer responses for three advertisement strategies (anchored, complemented and neutral) across two countries – one with high warmth/moderate competence, the other with a moderate warmth/high competence profile. The therefore proposed mediation model (ad strategies -> ad credibility -> attitude towards the ad) is extended by a second study (Study 2, n = 497) with a parallel indirect path over advertisement skepticism.

Findings – The findings suggest that the perceived credibility of anchored and complemented advertisements depend on the referenced COO. While advertisements from brands with a dominantly warm COO lose credibility when they anchor or complement the country stereotype, brands originating from dominantly competent countries can maintain and even enhance credibility, which translates into more positive attitudes towards the ad.

Originality/Value – This research contributes by introducing two novel advertising strategies – anchoring and complementing the dominant stereotype dimension – and empirically testing their effect over advertisement credibility on the consumer’s attitude towards the ad. For that purpose, also susceptibility to stereotypical influence (SSI) is introduced as a moderator for perceived advertisement credibility and skepticism.

Keywords Country-of-Origin, Country Stereotype, Stereotype Content Model

1 Introduction

Country-of-origin (COO) of a product refers to the country that the consumer associates as the product's or brand's source, regardless of where the product is actually produced (Jaffe & Nebenzahl, 2006). A large body of research has examined how COO cues render symbolic value to the brand, act as a signal of quality, affect perceptions of risk associated with a purchase, and influence brand choice. The fundamental notion underlying such COO effects suggests that individuals associate different countries with different attributes which, subsequently, transfer to how they perceive products or brands coming from these countries (Halkias, Davvetas, & Diamantopoulos, 2016).

The investigation of COO effects has a long history in marketing research, stretching back to the late 1960s, and has been approached from many different angles. One of the most influential conceptualizations is based on stereotype theory from social psychology and was introduced in the late 1980s. In this context, a country stereotype is defined as a collectively shared and oversimplified set of beliefs about the characteristics of a country and its citizens (Greenwald & Banaji, 1995).

Since then, a multitude of attempts have been made to effectively capture stereotypical COO perceptions. However, only recently the development of the Stereotype Content Model (SCM; Fiske, Cuddy, Glick, & Xu, 2002) made it possible to combine them under a common framework (Chattalas, Kramer, & Takada, 2008). The SCM classifies stereotypes through the combination of two independent dimensions: *warmth* and *competence*. According to Kervyn, Bergsieker & Fiske (2012) the fundamental dimensions of social perception answer two questions: "Are this person's intentions towards me good or bad?" (inferred warmth) and "Can this person carry out these intentions?" (inferred competence). While this relates to judgements of people, the dimensions can also be used to categorize perceptions of brands (Aaker, Vohs, & Mogilner, 2010) and of countries (Chattalas et al., 2008).

Research evidence investigating COO effects with the help of the SCM show consensus to the dominance of the competence dimension in a market-related context. As a result, scholars have been stressing the importance of communicating country competence in COO-based advertising and brand communication (e.g. Chen, Mathur, & Maheswaran, 2014; Halkias et al., 2016). Although, the warmth dimension, on the other hand, has been largely downplayed,

recent findings suggest a potentially beneficial role under specific circumstances (e.g. Halkias et al., 2016; for more information see chapter 2.3).

In light of the above, a number of important questions arise; Is it invariably better to promote a COO's competence? If a brand has a COO that is stereotyped as predominantly competent (e.g., Germany), should it remain consistent and anchor its communication on the dominant country dimension (competence) or complement it by promoting the opposite one (warmth)? Alternatively, if a brand comes from a warm country (e.g., Greece) should it try to promote the dimension of competence (which, now, is the opposite dimension) or remain consistent with stereotypes and promote warmth? Would a neutral strategy, that does not indicate a specific stereotype dimension, be more beneficial in brand communications?

Stereotype ambivalence – the notion that the majority of stereotypes appears as a combination of low warmth and high competence or vice versa – defines two common cases. A brand either originates from a dominantly competent or dominantly warm country. Following the previous advice from the literature, brands from competent countries would stress only COO competence, i.e. they anchor their brand communications on existing consumer perceptions. But do they let the chance elapse to also promote country warmth? Consumers might already know that they are competent and cherish warmth. The original SCM map promotes the combination of high warmth and high competence as the most desired state for every out-group. This state is associated with admiration, while the other evoke envy (low warmth, high competence) or pity (high warmth, low competence).

To find answers to these questions this thesis drew from stereotype ambivalence research and literature on information incongruity to conduct an online experimental study. Participants were exposed to different ad stimuli that manipulate the COO dimension (warmth vs. competence vs. neutral) conveyed. By pairing the ad stimuli with COOs, that are dominantly perceived as warm or competent, our manipulations basically lead to what we call anchoring, complementing and neutral advertisement strategies.

The research study contributes theoretically in various ways. It investigates specified (i.e. anchored and complemented) and unspecified (i.e. neutral) ad strategies in the context of COO effects and explores their relative impact on consumer evaluations. Additionally, our findings provide insights on the interplay between beliefs and claims in advertising, as there might be differences between stereotypical beliefs of country competence combined with advertising claims of country warmth and vice versa.

From a managerial perspective, the study contributes by expanding the toolset available for COO-based brand communication. Importantly, the knowledge gained by combining the stereotype dimensions will help brand managers to identify communication strategies that are better adapted to different country stereotype profiles.

2 Theory

This chapter lays the theoretical groundwork of this thesis. It gives a short introduction to COO research and continues by explaining its link to stereotype theory, especially the SCM. Important to mention in regard to the SCM are the relationship of warmth and competence, the prevalence of mixed (ambivalent) stereotypes as well as the concept of the BIAS map with its desired “golden quadrant”. Furthermore, this chapter introduces susceptibility to stereotypical influence (SSI), a consumer characteristic hypothesized to mediate consumer responses when exposed to unusual stereotype information. Having established an overview of the theory, the chapter ends with the formulation of research questions left open, which in turn lead over to the postulation of the hypotheses in the next chapter.

2.1 Country-of-Origin

Consumers in today’s market space are met by a variety of products from countries all over the world. Despite being present in international trade for centuries – one might think of antic amphorae formed in country-specific shapes or the origin of the “Made in Germany” label – the importance of the country of origin remains unchanged. With the acceleration of worldwide globalization, the importance grew exponentially, a trend that was and still is mirrored by scientific publications on COO. Usunier (2006) estimated that there was a total of more than 400 journal articles published until 2006. A more recent literature review from Lu, Heslop, Thomas, & Kwan (2016) found 554 articles in the period from 1978 to 2013.

In general, the Country-of-Origin is an extrinsic attribute of the brand. Samiee (1994) defines COO as “the country with which a firm is associated.”. Closely related to this commonly used definition is another definition by Jaffe & Nebenzahl (2006) that states that the COO regards the “country which a consumer associates with a product or brand as being its source, regardless of where the product is actually produced”.

The beginning of modern COO research dates back to a study from Schooler published in 1965. He manipulated COO-labels of central American products and tested for differences in the product evaluation based on its origin (Schooler, 1965). It was revealed that otherwise identical products evoked different consumer responses only depending on their country-of-origin. His results marked the beginning of modern empirical COO-research and his article was succeeded by many more single-cue studies over the years.

As research progressed over time it became more and more relevant to not only find COO effects, but to understand the mechanisms and influences that were evoking and also interacting with COO effects. Single-cue studies were discarded and study foci shifted to the underlying constructs (Roth & Diamantopoulos, 2009). One of those constructs was the country-of-origin image (Col).

A country image was defined by Keller (1993) as a set of COO associations that are clustered into groups in a meaningful way. It is differentiated into a micro and macro level. While the macro level groups associations on the general economic stage of a country, the micro level is connected to the products within this country. The macro country image, described by Martin and Eroglu as “the total of all descriptive, inferential and informational beliefs one has about a particular country” (1993), is closely related to the COO conceptualization as a country stereotype.

A stereotype in general is “an oversimplified set of beliefs about traits that are characteristic members of any social category” (Greenwald & Banaji, 1995) thus also about a country-of-origin. As such stereotype theory provided the conceptual foundation to integrate a major point of criticism in country image research – the missing common conceptualization and measurement (Roth & Diamantopoulos, 2009)

Based on the conceptualization of COO as a stereotype, Chattalas et al. (2008) suggested to use the Stereotype Content Model (SCM) from social psychology literature to solve the criticism and use it as a commonly accepted measurement. Over the following years the SCM set the theoretical foundation for numerous studies in COO literature and ended the multitude of previous attempts to effectively capture COO perceptions.

2.2 The Stereotype Content Model

The Stereotype Content Model (SCM) (Fiske et al., 2002) is a common framework used to measure and classify stereotypical perceptions and is applied in various fields of social science. Stereotypes are classified by the SCM through the combination of two independent fundamental dimensions: *warmth* and *competence*. While warmth describes the perceived intention of ‘others’ towards one owns in-group, competence represents the ‘other’s’ ability to fulfill this intention. Kervyn, Bergsieker, & Fiske (2012) formulated them in short as the two questions “*Are this person's intentions toward me good or bad?*” (inferred warmth) and “*Can this person carry out these intentions?*” (inferred competence)”. Being developed for the context of social perception, the stereotype content model was quickly transferred to other

research areas as well, such as branding perception and COO perception (Chattalas et al., 2008; Kervyn, Fiske, & Malone, 2012).

2.3 Results of COO Studies Incorporating the SCM

As the SCM gained acceptance in the field of COO research, a multitude of studies found – partially even contradicting – effects of both COO warmth and competence. In general, they are regarded as independent and therefore both beneficial. Diamantopoulos et al. summarize it in the following way:

“Hence, the more a country is characterized by high warmth and/or high competence, the more positive consumers’ response towards products coming from the country are expected to be.” (Diamantopoulos, Florack, Halkias, & Palcu, 2017)

Chen et al. (2014) investigated the effect of stereotypical country related affect and how it influences subsequent product evaluations. Their results showed that competence related country affect has a direct effect on product evaluation, while the effect for warmth is indirect. They attribute this difference in effects to competence’s greater relevance for consumers when evaluating products.

Halkias et al. (2016) combined country of origin and global/local branding research. They found a significant direct effect of competence on brand attitude. Despite not exhibiting a significant direct effect on brand evaluations, they found country warmth to have a positive effect when combined with a global positioning strategy.

In Maher and Carter’s study (2011) the BIAS map (more information in chapter 2.5) was closely integrated into the study design. The country image was hypothesized to have both a direct and indirect effect – over product-country image (PCI) – on willingness to pay. The country image was further refined into cognitive (warmth and competence) and affective (admiration and contempt) country attitude. They highlight warmth’s strong effect on affective country attitudes, which mediate the effect on consumer’s willingness to buy. But they also found only a low influence of warmth on the PCI. Positive perceptions of PCI are mainly driven by perceived COO competence. In general, they found both dimensions to be beneficial, but counteracting each other when one is strongly present and the other only weakly.

Diamantopoulos et al. (2017) extended the literature by not only investigating the effect of COO when measured explicitly but also implicitly, i.e. that COO was not revealed as the content of interest. They found significant effects (SCM dimension → Brand Affect → Purchase Likelihood) for explicit competence in deliberate decision contexts. Unlike Chen et

al. (2014) they did not diminish the effect of COO warmth in the market context, but identified the decision context to be vital for the consumer responses. Implicit warmth perceptions exhibit greater explanatory power in a spontaneous decision context than those of competence did.

2.4 Relationship Warmth and Competence

The results of COO research incorporating the SCM also mirror a discussion that is vividly held in the social psychology research – the relationship of warmth and competence. From its theoretical design warmth and competence are independent dimensions, i.e. orthogonal and uncorrelated. Despite this theoretical conceptualization, various empirical studies still have found correlations between the two dimensions. There is an on-going argument about the directionality of this relationship which can be clustered in two groups each backed by well researched effects – the halo effect and the opposing innuendo effect. The former indicates a positive correlation between warmth and competence, while the latter suggests a negative correlation.

The halo effect has a longstanding history in social sciences and also especially in marketing research. Thorndike described it already in 1920 as the “marked tendency to think of the person in general as rather good or rather inferior and to color the judgments of the qualities by this general feeling.” (1920) In the context of the two SCM dimensions warmth and competence, this refers to the effect of transferring a positive impression on one dimension to the other one as well. A competent person would seem warmer just based on its competence evaluation and a warm person vice versa more competent.

Contrary, the innuendo effect is defined in literature as the “tendency for individuals to draw negative inferences from positive descriptions that omit one of the two fundamental perceptions of social perception, warmth and competence.” (Kervyn, Bergsieker, et al., 2012) Innuendo stands in theoretical opposition to the previously described halo effect.

The innuendo effect builds upon the premises of two contradicting social norms. On the one hand speakers are expected to provide sincere and relevant information and on the other hand to keep negative information to a minimum, as negative descriptions can be carried over to oneself. To solve this contradiction speakers purposely withhold negative information. Listeners on the receiving end of the communication decode this omission and therefore can potentially draw negative implications from a positive description (Kervyn, Bergsieker, et al.,

2012). As a result, a person only described as competent would be perceived as less warm and vice versa a person only referred to as warm would be perceived less competent.

2.5 “Golden Quadrant”

For the integration of COO into advertising efforts it is relevant to identify, which country stereotypes in general are beneficial to incorporate into a communication strategy. The golden quadrant is a paraphrase commonly used in the literature for the combination of high warmth and high competence perceptions. It classifies this position as the most desirable for a brand. The origin of this desirability lies in the BIAS map. The abbreviation BIAS stands for “behaviors from intergroup affect and stereotypes (BIAS) map” (Cuddy, Fiske, & Glick, 2007). The authors proposed that each of the four combinations of warmth and competence (both either high or low) lead to consistent and predictable social emotions, behaviors and attributions. The following figure illustrates emotional (grey arrows) and behavioral (black arrows) patterns relative to the position in the space spanned by the two SCM dimensions, namely *admiration*, *envy*, *pity* and *contempt*.

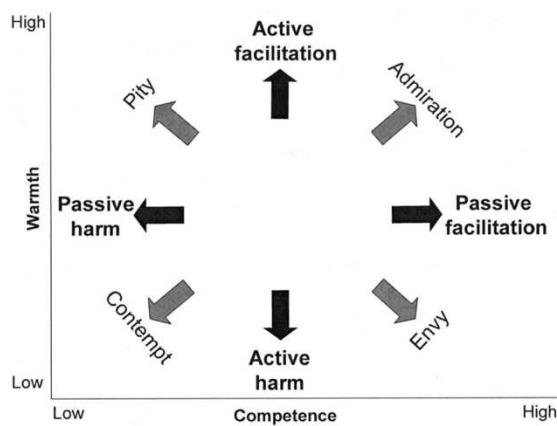


Figure 1: BIAS map (Cuddy et al., 2007)

National Stereotype Dimension	Lower Warmth	Higher Warmth
Higher Competence	Mixed Position: Best Fit for Utilitarian Products and Low-Contact Services (e.g., United Kingdom)	Most Desirable Position: Need to Maintain (e.g., France)
Lower Competence	Least Desirable Position: Need to Reposition and/or make country more familiar by promoting higher Competence and/or Warmth (e.g., Belgium)	Mixed Position: Best Fit for Hedonic Products and High-Contact Services (e.g., Italy)

Figure 2: BIAS Map adapted to COOs (Chattalas et al., 2008)

With these emotional and behavioral responses of consumers in mind, the BIAS map can analogously be translated to the domain of COO. A “golden quadrant” therefore also exists for country stereotypes and is as such the most desirable position for COO based advertising strategies. Chattalas et al. (2008) modified the BIAS map into the figure above on the right and added another component – product category typicality. It measures how strongly a country is associated with a specific product category. Hedonic products and services are matching a

high warmth and low competence profile while utilitarian products fit the complementary mixed stereotype of high competence and low warmth.

The following quote from the same study – though related to national efforts on changing the country image – should be kept in mind for the research question development in chapter 2.8:

“While in the short-term it would be desirable for a favorable fit to occur between the current national stereotype and the nation’s export product characteristics, in the long-term – as they diversify their international marketing efforts – nations may wish to strategically promote their relatively weaker stereotype dimension. Nations with a high level of perceived competence such as Germany, Singapore and Japan for example, should infuse their national brand with warmth, especially when they are promoting hedonic or high-contact services products.” (Chattalas et al., 2008)

2.6 Mixed Stereotypes

Despite the previously mentioned theoretical orthogonality there is extensive empirical evidence for a negative correlation between warmth and competence. This relationship often leads to mixed stereotypes, sometimes also called ambivalent stereotypes – either a combination of low warmth and high competence or vice versa. This phenomenon can also be found in regard to the evaluation of countries. The following figure displays 15 EU countries mapped according to their warmth and competence ratings. The study was conducted by Cuddy et al. (2009) and found three relevant groups in which countries could be clustered. Those groups were as expected defined by an underlying mixed stereotype – high warmth with low competence, low warmth with high competence and lowest warmth with highest competence.

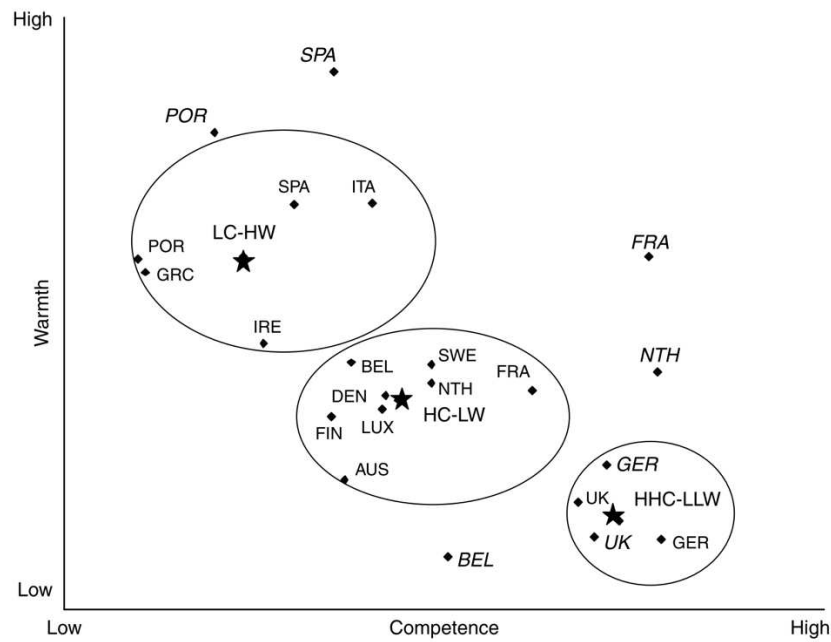


Figure 3: Warmth and Competence Scores of 15 EU Countries (Cuddy et al., 2009)

Note: Country codes in italics represent the scores of the own population.

In conjunction with the golden quadrant and the previously mentioned recommendations found in COO literature, mixed stereotypes represent a problem for practitioners trying to incorporate the COO into their advertisement strategy. Only few, if any, countries exhibit the most desirable high warmth/high competence profile. The question arises which strategy should be implemented when one country stereotype dimension is more pronounced than the other.

2.7 Susceptibility to Stereotypical Influence

Until now the theoretical background presented for this study mainly focused on country stereotypes alone and excluded consumer characteristics on the receiving end of brand communications. As this study's focus lies on investigating different advertising strategies incorporating either a holistic stereotype or only a specific stereotype dimension, a construct is needed that allowed to assess the consumer's receptiveness to country portrayals that are more incongruent to the commonly held stereotype.

In 2001 Castelli, Vanzetto, Sherman, & Arcuri conducted an experiment that tested the effect of stereotype consistent information on social conformity and accuracy perceptions. The results showed – as Cialdini & Goldstein in their literature review on social conformity phrased it – that “participants were more likely to conform to (and implicitly view as more accurate) the objective estimates of a confederate who earlier used stereotype-consistent (versus

stereotype inconsistent) traits to describe an outgroup member, even though they publicly expressed little faith in the confederate's judgements." (Cialdini & Goldstein, 2004)

Social conformity is part of social influence theory. Traditionally, social influence is further divided into normative and informative influence. *Normative* social influence is defined as an "influence to conform with the positive expectations of another" (Deutsch & Gerard, 1955), while the *informative* social influence is described "as an influence to accept information obtained from another as evidence about reality" (Deutsch & Gerard, 1955). The former focuses on a behavioral component that is influenced by others, while the later addresses the process of information gathering through and validation by the reference group. For this thesis the informational aspect is of more relevant than the normative, because it is based on the manipulation of stereotypical cues in an advertising claim. An informational evaluation of the ad precedes any subsequent consumer behavior that could be normatively influenced.

Despite the general impact social conformity might have on the results of this study, it is of more interest how conformably the individual behaves when presented with stereotypical information. We introduce susceptibility to stereotypical influence (SSI) to measure this consumer characteristic. It is conceptualized to capture the degree to which individuals are guided in their evaluations by a stereotype that is prevalent in their reference group.

In its theoretical development SSI is closely related to consumer susceptibility to interpersonal influence. This susceptibility is defined as "the need to identify with or enhance one's image in the opinion of significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions, and/or the tendency to learn about products and services by observing others or seeking information from others" (Bearden et al., 1989).

As already mentioned, the refined focus for SSI lies on the second part of the definition highlighting the informational influence of the reference group. It even narrows down the scope of susceptibility of informational influence towards commonly held stereotypes of the respective reference group. Because stereotypes are considered common sets of beliefs about any social category, SSI will measure how strongly the individual's opinion in general does conform or differ from the beliefs commonly held in the social group. Summarized, an individual with high scores on SSI is more likely to be influenced by the stereotypes shared in his or her environment, while an individual scoring low on SSI is more independent in his or her thinking of the reference group's shared stereotypes.

2.8 Research Questions

The short overview of COO studies incorporating the SCM already indicated that there is a consensus in literature for competence being the prominent dimension in terms of its effects in a market related context. Warmth instead is only mentioned in a smaller portion of managerial implications. In combination with the circumstance that most countries exhibit a mixed stereotype this leads to two main questions that should be answered by this thesis:

- Should specific SCM dimensions by anchoring or complementing be used in COO based advertising or is it better to continue using general country stereotypes, i.e. not implying a specific stereotype dimension?
- If specifying stereotype dimensions proves to be beneficial, is it better to just anchor the dominant stereotype dimension or might complementing enrich consumer's COO perceptions so that it moves closer towards the 'golden quadrant'?

Anchoring throughout this thesis will refer to the advertising strategy that focuses on the dominant country stereotype dimension the brand origin possesses. This means that anchoring can incorporate either warm or competent stereotypical cues but not both. Complementing is the contrary advertising strategy. It uses the inferior stereotype dimension – either warmth or competence depending on the COO – for brand communications.

These new strategies have very little, if any, precedent. Due to this novelty it has to be investigated in the first place, whether it is beneficial to only stress one stereotype dimension in comparison to the stereotype as a whole. The latter case would leave the attribution of the stereotype dimension to the recipient of brand communication, while the former guides the recipient towards one targeted dimension.

The second question insinuates on possible halo or innuendo effects when only using one stereotype dimension in brand communications. Advertisement strategies implementing anchoring or complementing limit the ad's message to only one dimension. Information is purposefully omitted to focus the consumer's attention upon the one dimension used. Will this omission lead to positive or negative effects on the excluded stereotype dimension? Is it possible that with the anchoring strategy the dominant stereotype dimension will radiate onto the inferior dimension or is more likely that it is interpreted as a concealment of one's

weaknesses? Is complementing in general considered credible, when the inferior dimension is emphasized? If so, might it be possible to move closer towards the 'golden quadrant'?

The third and maybe most important research interest lies in possible interactions between advertisement strategies and the COO a brand exhibits. Theory does not indicate – with the exception of a few innuendo studies – whether it makes a difference for warm or competent countries to omit one or the other dimension. Is it more credible for competent countries trying to appear warm than for warm countries to appear more competent? Based on innuendo theory there might already be a difference between dominantly warm and competent countries in just anchoring the dominant stereotype as the context relevant dimension is omitted.

Lastly, this study will investigate whether a consumer characteristic like SSI can influence the effect of anchoring or complementing. From its conceptualization SSI will measure how much a subject is influenced by stereotypical beliefs commonly held in the individual's social environment. It is likely to assume that different levels of SSI will lead to different levels of perceived incongruity and credibility.

The next chapter will specify the previously introduced research questions with respect to their directionality and postulate specific hypotheses, which will later on be tested in two studies.

3 Hypotheses

As the previous chapters have shown, there exists a research gap regarding the incorporation of specific COO stereotype dimensions in brand advertising strategies. The following hypotheses will therefore mainly structure along the advertisement strategy dimension to test for differences in consumer responses when confronted with these new strategies. Besides a closer orientation towards the theory, this will make results easier to interpret for marketing managers as advertising strategies can be changed with less effort than COOs.

Advertisement credibility (AD_{Cred}) is selected as the main dependent variable of this thesis. Several studies have shown its effect on common advertisement evaluation measures such as respondents' attitude towards the ad (AD_{Att}) (e.g. Halkias, Micevski, Diamantopoulos, & Milchram, 2017; MacKenzie & Lutz, 1989). In the specific context of this study credibility inhibits great importance due to the fact that new strategies, incorporating specific COO stereotype dimensions, are tested. If a new strategy fails to transport a credible advertising message in regard to its COO, it is unlikely to generate positive consumer evaluation at all.

The first hypotheses will center around the anchored and neutral advertising strategy. Advertising the COO as a whole is the standard case of COO research. In most studies the country stereotype is activated in consumer's minds by simply stating the country's name accompanied in many cases by an incorporation of the country flag and/or color. There lies no special focus on any stereotype dimension, they are rather indirectly induced through the general link to the COO.

The opposing strategies would be mentioning only specific stereotype dimensions in conjunction with the COO in question. The first version is the anchored strategy, where the advertising claim highlights the already established dominant stereotype dimension. In the context of marketing communications this can be described as low advertisement incongruity. This experimental setup results in four combinations of COO and the advertising strategy (AD_{Str}) – two neutral strategies advertising either a dominantly warm or competent COO, an anchored strategy that promotes country competence and an anchored ad highlighting the warmth of its country of origin. While the neutral strategies simply display their COOs, the anchored strategies omit information on the weaker stereotype dimension purposefully. This can be either be perceived as a focus on the essential information or as an intentional deception.

The innuendo effect has been shown to be stronger – in some cases only then existent – when the context salient dimension is omitted (Kervyn, Bergsieker, et al., 2012). In this experimental setting competence is likely to be the more salient dimension than warmth. Several studies have found a positive effect of country competence on brand attitudes (Chen et al., 2014; Maher & Carter, 2011). Halkias et al. phrases it as “the notion that warmth-related country judgments are more difficult to directly link to the assessment of products, whereas competence-related judgments can be readily associated with a country's ability to deliver high quality products and, thus, exert a strong influence on brand attitudes” (2016).

It is therefore hypothesized on the basis of the innuendo effect and its moderation through context saliency, that stressing only country competence will be perceived more credible or equally credible than the neutral advertisement. On the contrary, promoting country warmth as a warm country will be perceived as withholding necessary information on competence and therefore will result in lower levels of credibility. Consolidated and assuming that neutral ads will have near equal consumer ratings, this also means that anchoring in general will be more beneficial in terms of credibility for brands from competent countries than those from warm countries.

H1a: $AD_{Cred}(\text{Competent/Anchored}) \geq AD_{Cred}(\text{Competent/Neutral})$

H1b: $AD_{Cred}(\text{Warm/Anchored}) < AD_{Cred}(\text{Warm/Neutral})$

H1c: $AD_{Cred}(\text{Competent/Anchored}) \geq AD_{Cred}(\text{Warm/Anchored})$

Following the same rational, the situation reverses when a brand complements its dominant country stereotype dimension. For the mainly competent COO the advertisement now stresses only country warmth and vice versa. Omitting competence – the contextually salient dimension – will result in lower credibility scores for the competent country, while stressing it will increase it for the warm country in comparison to the anchored strategy.

These hypotheses are additionally based on the notion of primacy of warmth. As Cuddy et al. also state “from an evolutionary perspective, the primacy of warmth makes sense because another’s intent for good or ill matters more to survival than whether the other can act on those goals” (2008). In the light of this study this can be translated into a disposition of the customer to acknowledge more competence in contrast to more warmth relative to the prevalent country stereotype. From a consumer’s perspective misjudgments on competence

are less risky than those on warmth. Primacy in its meaning here shall not be confused with saliency. Context saliency is still likely to outweigh primacy of warmth as the latter is moderated by the situation (Cuddy et al., 2008).

H2a: $AD_{Cred}(\text{Competent/Anchored}) > AD_{Cred}(\text{Competent/Complemented})$

H2b: $AD_{Cred}(\text{Warm/Anchored}) < AD_{Cred}(\text{Warm/Complemented})$

Remark: It is assumed that both advertisement and brand evaluations will exhibit a slight favoritism of country competence by the respondents – i.e. a possibly significant main effect for COO. Competence was shown to have a greater effect in a market context than warmth (see p. 18). This assumption is further supported by the pretested product category scores as rather functional than hedonic (Bikes: $M = 5.08$, $SD = 1.81$; Backpacks: $M = 4.81$, $SD = 1.84$).

At the beginning of this chapter it was already mentioned that advertisement credibility is an established mechanism influencing AD_{Att} . This mediation from AD_{Str} over AD_{Cred} to AD_{Att} however is likely to be moderated by SSI in this study. SSI was proposed in the theoretical background of this thesis as a consumer characteristic that represents the consumer's tendency to rely on collective stereotypes. This moderation will likely occur in comparison of the neutral strategy to either the anchored or the complemented strategy. The latter two represent an incongruent stimulus (anchored: low incongruity, complemented: high incongruity) towards the existent stereotype. Consumers scoring high on SSI will prefer stereotypical congruent information, i.e. the neutral ad, over incongruent advertisement strategies. Individuals scoring low on SSI however will be more flexible in their credibility ratings. The effect of AD_{Str} on AD_{Cred} will therefore be weakened or even reversed. Figure 4 illustrates the moderated mediation.

H3: The impact of anchored and complemented ads (in comparison to neutral ads) on AD_{Att} is mediated by credibility. This relationship is also moderated by SSI – e.g. when SSI is high, the strategies focused on only one dimension have a negative effect on credibility and when SSI is low, this effect is weakened or reversed.

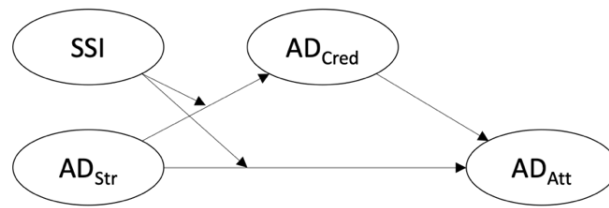


Figure 4: Proposed Moderated Mediation Model on Advertisement Attitude

For the second study this model will be extended by a second mediator – *advertisement skepticism*. In contrast to credibility increased skepticism will result in less positive attitudes towards the ad. Obermiller, Spangenberg & MacLachlan showed that consumer skepticism results in lower ad liking, reliability and attentiveness (2005). Although measured in their study as a disposition against advertisement in general, the same rational is likely to hold true when a specific ad causes skepticism. Should either anchoring or complementing the COO's dominant stereotype dimension result in higher consumer skepticism, it is hypothesized that the consumer's attitude towards the ad is decreasing. Again, this mediation will be moderated by SSI. Individuals scoring high on SSI will be more skeptical, when the neutral – considered the default – advertising strategy is replaced by a more focused ad strategy incorporating only one stereotype dimension and therefore omitting information.

H4: The impact of complemented ads on AD_{Att} is additionally mediated by skepticism. This relationship is moderated by SSI – when SSI is high, the complemented ad has a positive effect on skepticism and when SSI is low, this effect is weakened or reversed.

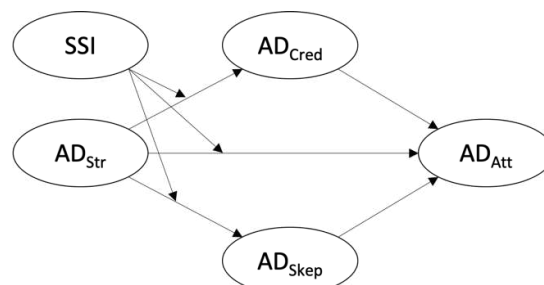


Figure 5: Proposed Extended Moderated Mediation Model on Advertisement Attitude

4 Study 1

4.1 Pretest

The aim of the pretest ($n = 75$, Female = 54.7, Mean Age = 33.8, SD Age = 12.6) was to find countries which exhibit the required warmth (competence) profile to conduct the experiments as well as product categories that would allow for comparability of the two studies and generalization beyond this thesis.

To recapitulate, the country profile has to fulfil a specific condition: one dimension has to be more pronounced than the other. At the same time the inferior dimension should not score too low to avoid negative effects of this inferior dimension. The figure below illustrates the desirable combination of country profiles.

	Country 1	Country 2
Warmth	High Score	Moderate Score
Competence	Moderate Score	High Score

Figure 6: Targeted Country Profile
(significant differences indicated in green, insignificant ones in red)

A list of ten countries was picked and tested in terms of their warmth and competence ratings. The countries were chosen on the basis of Cuddy, Fiske, & Glick (2008). The following figure depicts the final set for testing of countries mapped accordingly to their warmth and competence scores.

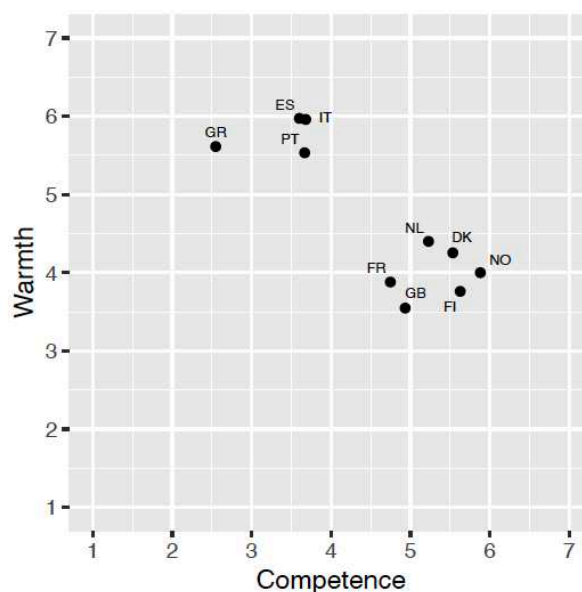


Figure 7: Pretested Countries

Warmth and competence were measured in a passive manner on 7-point Likert scale, which means respondents were asked in how warm/competent they think the countries are perceived *by most Austrians*. This was done after briefly introducing them to the two dimensions of the SCM model. Respondents read a short description stating each of the four adjectives for warmth (*warm, nice, friendly, good-natured*) and competence (*competent, capable, intelligent, efficient*). While country image favorability again was measured on the collective level, respondents were asked for their personal familiarity with the given countries, so the scores on country familiarity indicate individual ratings.

The results reproduced to a great extent the anticipated warmth and competence ratings from Cuddy et al. (2008; see also Figure 3). The familiarity scores were neither too high nor too low for any country with the exception of Italy. Only country favorability was problematic for the final country candidate selection. The Scandinavian countries as well as the Netherlands, i.e. two third of the dominantly competent countries, showed favorability scores higher than 5. Out of the competent countries only France and Great Britain remained suitable for the two main studies. From the warm countries Greece was discarded due to its low score on favorability. Italy disqualified for the final selection because of its high familiarity. Most likely this is attributed to its geographic location as Austria's southern neighbor. Country familiarity and favorability scores measured in the pretest can be found in the Appendix.

The final selection for Study 1 consists of the pair *Portugal/France*. The following figure shows the means of their warmth and competence scores. All comparisons (conducted with paired sample t-tests) were significant, which indicates that it is not a completely symmetric country profile as introduced earlier in this chapter. Nevertheless, the two countries are suitable for the experimental manipulation, because the requirements of moderate scores on the dominated dimension as well as significantly higher scores on the dominant dimensions are met. An overview of all test results can be found in the Appendix.

	Portugal	France
Warmth	5,53	3,88
Competence	3,67	4,75

Figure 8: Country Profiles of Portugal and France (green arrows highlight sig. mean differences)

Regarding the product categories backpacks, headphones and bicycles were tested. A three-item 7-point Likert scale measured product category involvement (adapted from Mittal, 1995). The second product category variable tested was a polarized measurement of a hedonic vs function product category classification. Both showed no significant differences – tested with a paired t-test – for the final category *backpacks*.

Table 1: Pretested Product Category Scores

	Involvement	Hedonic/Functional
	Mean (SD)	Mean (SD)
Backpacks	4.29 (2.01)	4.81 (1.84)
Headphones	4.29 (1.97)	4.83 (1.76)
Bikes	4.64 (1.81)	5.08 (1.81)

4.2 Experimental Stimuli

The experimental stimuli were partitioned in their separate constituents: visual component and verbal manipulation, which could be further deconstructed in brand name and warm (or competent) COO connotation.

The visual components consisted of several license free photos sourced from Shutterstock. They displayed primarily an average product of the targeted product category, i.e. a backpack. Several criteria were considered for their pre-selection. The images should not display the product and the user in too much detail. This was done due to the apprehension that otherwise product liking and the user's appearance could interfere with the COO effects, which are in the focus of the study. Another criterion for the selection of the photos was a neutrality regarding warm and competent associations. Both too competent and too warm elements were avoided. For example, these could have been groups of people clearly depicting team spirit or joy and therefore hinting warmth. The finally selected picture can be seen below in two exemplary manifestation of the six stimuli variations.



Figure 9: Congruent Warm Stimulus for Portugal



Figure 10: Congruent Competent Stimulus for France

The first part of the verbal component was a fictitious brand names that had to be picked for the advertisements. To minimize country ethnicity, it was avoided to use national languages of the country candidates. The ARC Nonword Database provided a safe way to generate brand names that were free of any country associations through similarities with their national language. *BREAL* was finally selected from an output list of 30 non-words.

Particular attention lied on the creation of the rest of the verbal manipulation as they constitute the most crucial component for the experiment's success. They have to contain the COO's name as well as the requested warm or competent connotation. By design these connotations would contain a selection from the original four adjectives for the SCM dimensions and a list of closely related adjectives. These were the final versions used in the study:

Warm verbal manipulation:

[BRAND]

The new backpack out now! Carefully manufactured with the aid of [COUNTRY]'s tradition of friendliness, warmth and helpfulness.

Competent verbal manipulation:

[BRAND]

The new backpack out now! Carefully manufactured with the aid of [COUNTRY]'s tradition of efficiency, capability and competence.

Neutral verbal manipulation:

[BRAND]

The new backpack out now! Carefully manufactured as a symbol of its [COUNTRY] origin.

Additionally to the wording, a little flag icon was included below the advertising slogan to further indicate the COO. The country name in the verbal manipulations was also highlighted in the flag's colors to make the COO even more salient.

4.3 Variables/Measurements

The experiment's variables can be clustered into three groups – advertisement related, brand related and country related. SSI stands out of this classification as it represents a consumer characteristic.

The advertisement related measures were ad attitude, incongruity, credibility, comprehension and skepticism. All of them were sourced from relevant previous literature. They can be found in the Appendix in the English version of the survey where all variables are listed along with their literature sources. While ad attitude and comprehension were measured on a 7-point semantic differential scale, the others were tested with a 7-point Likert scale.

Two brand related variables were ascertained – brand attitude and purchase intention. The former was measured with a 7-point semantic differential scale, the later with a 7-point Likert scale.

Into the group of country related variables fell the manipulation check, i.e. the conveyed country warmth/competence – as well as country favorability and product category typicality. All of them were measured on a 7-point Likert scale.

The SSI scale can be found at the bottom of Table 2. It was developed on the basis of previous studies by Dr. Halkias and further refined for this study. The focus for this refinement lied on simplifying the wording. Feedback by previous respondents had indicated that the semantically differential phrases were too long and complicated. As previously mentioned, there is an underlying notion of collectivism present. Some of the standard items for measuring collectivism (e.g. Triandis, 1995) went into the development of the new 6-point polarized scale for SSI. In both studies the scale reached reliability scores greater than 0.8. Factor analyses did not reveal any other underlying subfactors.

An overview of all construct items used as well as their reliability can be found in Table 2. Reliability was calculated with Cronbach's alpha. Additionally, demographic data was collected. The respondents were asked for gender, age, nationality, years living in Austria and their highest educational level.

Table 2: Variable Scales and Cronbach's Alpha for Study 1 and Study 2

Brand Attitude	α :0.90/0.91
My opinion about this brand is <i>negative/positive</i> .	
This is a <i>bad/good</i> brand.	
I do <i>not like/like</i> this brand.	
Brand Purchase Intention	α :0.86/0.88
It would be very likely that I buy a backpack of this brand	
I would buy a backpack of this brand, if I needed one.	
I would try a backpack of this brand.	
Advertisement Attitude	α :0.85/0.82
This is a <i>negative/positive</i> ad.	
This is an <i>unfavorable/favorable</i> ad.	
This is a <i>bad/good</i> ad.	
Advertisement Credibility	α :0.89/0.90
This ad provides a sincere impression of the brand.	
This ad provides a credible impression of the brand.	
This ad provides a trustworthy impression of the brand.	
Advertisement Incongruity	α :0.77/0.81
This ad is expectable.	
This ad is relevant.	
This ad is predictable.	
Perceived COO Warmth Conveyed	α :0.87/0.90
[Brand] represents [Citizens] as friendly.	
[Brand] represents [Citizens] as good-natured.	
[Brand] represents [Citizens] as nice.	
[Brand] represents [Citizens] as warm.	
Perceived COO Competence Conveyed	α :0.90/0.90
[Brand] represents [Citizens] as capable.	
[Brand] represents [Citizens] as efficient.	
[Brand] represents [Citizens] as intelligent.	
[Brand] represents [Citizens] as competent.	
Susceptibility to Stereotypical Influence	α :0.83/0.83
It is more important to me to be individual than to fit in with the majority. \leftrightarrow It is more important to me to fit in with the majority than to be individual.	
The opinion of the majority rarely helps me to form my own opinion. \leftrightarrow The opinion of the majority often helps me to form my own opinion.	
The opinion of the majority rarely has an influence on my own opinion. \leftrightarrow The opinion of the majority often has an influence on my own opinion.	
My own opinion often differs from the opinion of the majority. \leftrightarrow My own opinion is often shared by the majority.	
I still speak out, even if my opinion does not match the majority's opinion. \leftrightarrow I restrain my opinion, if it does not match the opinion of the majority.	
My own opinion stands often in contrast with the opinion of the majority. \leftrightarrow My own opinion often coincides with the opinion of the majority.	

4.4 Experiment Design and Procedure

The final design of the experiment included six different groups. Depending on the underlying two factors the following two designs emerge. Table 3 shows the design as a combination of COO and the stereotype dimension used in the ad (Advertisement Type: AD_{Type}). Table 4 depicts a design, where the AD_{Type} is replaced by a specific strategy – either anchoring, complementing or neutral. The second design will be used in later analyses¹.

Table 3: $COO \times AD_{Type} \rightarrow AD_{Str}$

	Warm Dimension	Competent Dimension	Neutral
Dominantly Warm	Anchored	Complemented	Neutral
Dominantly Competent	Complemented	Anchored	Neutral

Table 4: $COO \times AD_{Str} \rightarrow AD_{Type}$

	Anchored	Complemented	Neutral
Dominantly Warm	Warm	Competent	Neutral
Dominantly Competent	Competent	Warm	Neutral

In general, the study was conducted as a survey based online experiment. The respondents were recruited via the online portal *clickworker.de*, one of the largest crowdworking providers in German speaking countries. The survey itself was created with *soscisurvey*, a German html and PHP based online survey tool, while the study was conducted in Austria. In terms of economic, social, and political aspects of globalization, Austria is ranked sixth in the world according to the KOF globalization index (Gygli, Haelg, Potrafke, & Sturm, 2019). This guarantees comparability to other countries traditionally used in advertising research (e.g. USA or Germany).

After being displayed a short introduction, participants saw three ads, two of them filler ads and one the intended visual stimuli. From the experiment setup (see Table 4) six different groups arose, so six different visual stimuli were generated. The order of the three ads was completely randomized. Respondents were matched to one of the six experiment conditions by randomization without replacement. This procedure ensures near equal group sizes.

¹ This represents a design choice. Readers should keep in mind that through simple recoding this can be reversed at any time.



Figure 11: Filler Ad 1



Figure 12: Filler Ad 2

The questions following the experiment stimulus were grouped by content. After answering a few filler questions to avoid guiding respondents directly towards the targeted ad, questions were asked in the following order. First advertisement related questions were asked, followed by brand questions. Subsequently country controls and the SSI scale were displayed. Finally, after passing an attention check, demographics were ascertained. The survey flow as whole can be found in the Appendix both in English in text format and in German in its web survey format.

As this study was using a self-administered survey as its sole tool of research and the platform clickworker.de was used to target crowdworkers as respondents, it was of critical relevance to assure attentive responses. One of the biggest criticisms of online self-administered questionnaires is the big amount of inattentive crowdworkers. To avoid this behavior and differentiated between “good” and “bad” responses, two strategies were implemented. First of all, a screener was implemented. The design was adapted based on examples from Oppenheimer, Meyvis & Davidenko (2009) and Berinsky, Margolis & Sances (2016).

Lastly, we would like to know through which media channel you have regular contact to advertisement. You can also select multiple items from a range of answers. For a successful study reading carefully is more important than the content of this question. Please select therefore just the option ‘online’. Otherwise we cannot use your answers and have to terminate at this point.

Through which media channel do you have regular contact to advertising?

- Print
- Radio
- Television
- Outdoor advertisement
- Online
- Other

The second strategy also followed the example of Berinsky et al. (2016) and implemented a thanking condition. The study's introduction included the following statement:

We hope that you read the questions carefully and answer attentively. To verify that the questionnaire contains attention checks. Your full attention is of great importance, so that we can progress our research. Every single respondent helps us with that. Without your participations we would not be able to do so. But please also understand that we cannot use answers if the attention checks are failed. We therefore reserve the right to terminate the survey abortively.

Thank you for your participation!

A training stage, in which respondents who failed an initial screener would be able to retry as often as needed, was disregarded. Berinsky et al. (2016) discovered that higher screener passing rates did not automatically induce higher-quality data. They additionally researched the costs of such training and stated that it “reduces survey completion and increases panel attrition”(Berinsky et al., 2016). Due to limited monetary resources and a respondent pool, that was expected to be smaller than in US-American reference studies, the potential cost outweighed training benefits for this thesis.

4.5 Results

For Study 1 468 responses were collected. Due to an issue with the attention check (see 4.5.1) demographics were only available for 359 individuals in Study 1 (Female = 53.7, Mean Age = 29.8, SD Age = 10.9).

4.5.1 Passing Rates of the Attention Check

After conducting the two main studies, a serious issue was detected within the manipulation check. Passing rates deviated substantially from previous studies that implemented very similar attention screeners. In the first study the passing rate was 51.9% and in the second study 44.1%. For reference, in Berinsky et al.'s article from 2016 passing rates were greater than 62% in all control groups across all studies and their variations. For the treated groups (the thanking condition as done in this study) they were even higher with approximately 67%. To maintain the large size of the data set, while ensuring high quality of the data, several tests between the group failing the attention check and those passing it were conducted. Only if those tests had revealed severe differences, they would have been excluded. A first test verified whether the well-established relationships between AD_{Cred} , AD_{Att} , BR_{Att} and BR_{PI} still hold true. In both of the studies Pearson correlations were significant at 0.01 level and larger than 0.5 in the two attention check groups.

Secondly, country favorability (COO_{Fav}) and product category typicality (COO_{PCT}) were tested. Most of means did not differ significantly from each other, only COO_{PCT} in the second study showed significant differences between individuals passing the attention check and those failing it (*Portugal*: COO_{PCT} : $t(233) = 0.27$, $p = 0.79$, COO_{Fav} : $t(232) = -1.84$, $p = 0.07$; *France*: COO_{PCT} : $t(231) = 1.41$, $p = 0.16$, COO_{Fav} : $t(231) = 0.52$, $p = 0.61$; *Spain*: COO_{PCT} : $t(251) = 3.83$, $p = 0.00$, COO_{Fav} : $t(251) = 3.83$, $p = 0.00$; *Great Britain*: COO_{PCT} : $t(242) = 2.21$, $p = 0.03$, COO_{Fav} : $t(242) = -1.10$, $p = 0.27$).

In a third step, the manipulation check was verified for each experimental group by comparing the means of the conveyed country warmth/competence between the attentive and the inattentive group. Only in the second study two experimental groups exhibited significant differences (Group 5 in Study 2 on perceived warmth and Group 6 in Study 2 on perceived warmth).

Lastly a comparison of reliability scores (Cronbach's α) of the used scales was conducted. The results are displayed in the following table. A full overview of all tests conducted can be found in the Appendix. As only a very small fraction of tests revealed significant differences between the failing and passing respondents, the full sample was used for further analysis to maintain higher statistical power in the 2x3 study design.

Table 5: Cronbach's α Across Studies Across Attention Check Groups (ATT : 0 = failed, 1 = passed)

	Study 1			Study 2		
	ALL	ATT = 0	ATT = 1	ALL	ATT = 0	ATT = 1
BR _{Att}	0.90	0.91	0.90	0.90	0.88	0.92
BR _{Pi}	0.88	0.87	0.89	0.86	0.85	0.87
AD _{Att}	0.82	0.77	0.86	0.85	0.81	0.88
AD _{Cred}	0.90	0.89	0.90	0.89	0.86	0.91
AD _{Inc}	0.81	0.81	0.81	0.77	0.75	0.79
COO _{Warm}	0.89	0.85	0.93	0.87	0.86	0.88
COO _{Comp}	0.90	0.90	0.90	0.90	0.90	0.90
SSI	0.80	0.78	0.81	0.83	0.84	0.83

4.5.2 Manipulation Check

The experiment manipulation was controlled by conducting a 2x3 ($COO \times AD_{Type}$) factorial ANOVA on perceived country warmth and competence conveyed. There was a significant main effect of AD_{Type} on warmth ($F(2, 462) = 12.16$, $p < 0.001$) and competence ($F(2, 462) = 12.74$, $p < 0.001$). As expected, neither a significant main effect of COO (*Warmth*: $F(1, 462) =$

0.11, $p = 0.743$; *Competence*: $F(1, 462) = 0.10$, $p = 0.751$) nor a significant interaction effect was found (*Warmth*: $F(2, 462) = 1.13$, $p = 0.325$; *Competence*: $F(2, 462) = 2.31$, $p = 0.101$). Pairwise comparisons were used to verify that a warm (competent) advertisement type also resulted in higher warmth (competence) scores. They revealed significant mean differences of perceived warmth between the warm ad type and both the neutral and the competent ad type for both countries. The same held true for perceived competence, except for an insignificant mean difference between the competent and the neutral Portuguese ads. Same as before the full result tables can be found in the Appendix.

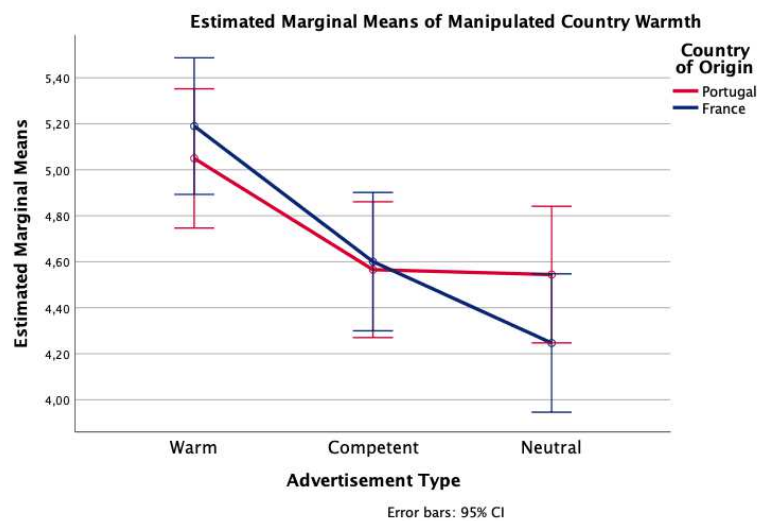


Figure 13: Estimated Means for Perceived Country Warmth for Portugal and France

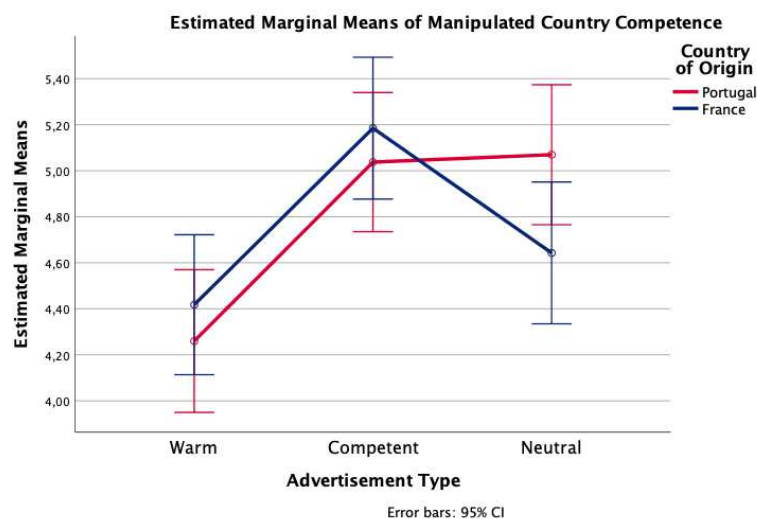


Figure 14: Estimated Means for Perceived Country Competence for Portugal and France

Conspicuous and also potentially hazardous for the analysis is the high score of perceived country competence for Portugal in the neutral condition. Despite not being manipulated, it is higher than France's neutral competence score (see right column of Figure 14). It might indicate that Portugal's country profile was falsely pretested or that the drawn experiment sample deviated substantially from the Austrian population. Both pretest and literature attest Portugal a country stereotype profile dominated by warmth. As the question did not directly assess the country stereotype but how the brand presents the stereotype, it is not sure whether Portugal's actual country stereotype was perceived to be more competent than France's. Still it has a major influence on the following analysis, because the neutral condition represents an important reference point, and should therefore be kept in mind when interpreting the results.

4.5.3 Two Way Factorial ANCOVA

The main analysis for H1 and H2 centers around a 2x3 factorial ANCOVA. It was tested whether group means of advertisement credibility differed in the experiment groups while controlling for country favorability and product category typicality. The following model was specified:

$$AD_{Cred} = \text{Intercept} + COO_{Fav} + COO_{PCT} + COO + AD_{Str} + COO * AD_{Str}$$

The main effect for COO, $F(460, 1) = 0.39$, $p = 0.533$, as well as the main effect of AD_{Str} , $F(460, 2) = 0.12$, $p = 0.889$, were found to be insignificant. The interaction between the two factors was also insignificant, $F(460, 2) = 2.01$, $p = 0.136$.

A subsequent simple effect analysis only revealed significant mean differences for the following pairs: $PT_{Anchored}$ (EM = 4.69) vs. $PT_{Neutral}$ (EM = 5.03) at $p = 0.046$ and $PT_{Neutral}$ (EM = 5.03) vs. $FR_{Neutral}$ (EM = 4.66) at $p = 0.030$. The p-values here refer to one-sided testing as the hypotheses were directional. Estimated means of advertisement credibility for each experiment group as well as their confidence intervals are shown in Figure 15. A reduced ANCOVA on only the anchored and the neutral ad strategies revealed a significant interaction of COO and AD_{Str} , $F(303, 1) = 4.00$, $p = 0.047$.

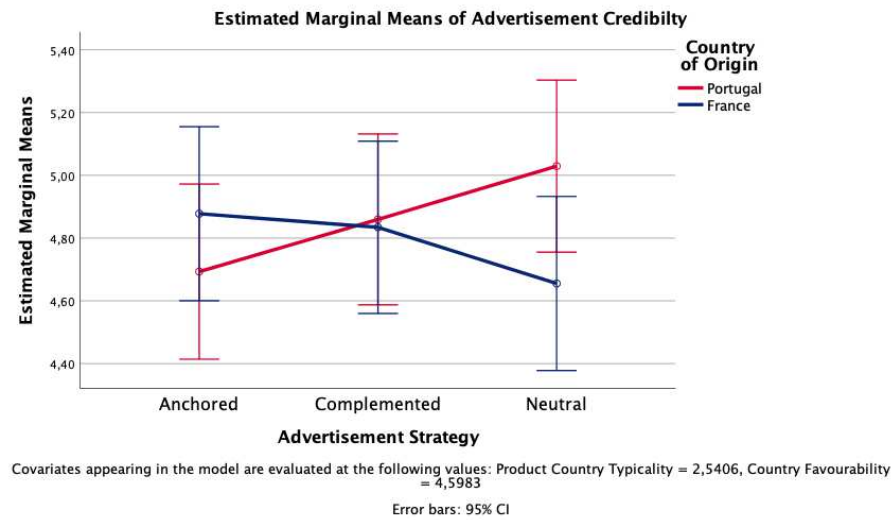


Figure 15: Estimated Means for Advertisement Credibility for Portugal and France

Hypothesis 1a, 1c, 2a and 2b were all rejected. Only hypothesis 1b got accepted. As already mentioned in the manipulation check, this could also be caused by the deviation in the perception of the Portuguese country stereotype. In the neutral condition the estimated mean of perceived country competence conveyed was higher for Portugal than for France and contradicts the pretested warmth and competence profile. The hypotheses will therefore be tested again in Study 2.

4.5.4 Moderated Mediation Analysis

The hypothesized mediation model was tested on pairs of AD_{Str} (COO constant) that showed significant differences in regard to advertising credibility in the first step of the main analysis. This was only $PT_{Anchored}$ vs $PT_{Neutral}$ (Anchored coded as 1, neutral as 0). To analyze the moderated mediation PROCESS was used (Hayes, 2017). The analysis was based on PROCESS-Model 8 with COO_{Fav} and COO_{PCT} as covariates (see also Figure 4). The level of confidence for the confidence intervals was set to 90% as the hypotheses were directional. For bootstrapping 10,000 samples were drawn. All PROCESS outputs can be found in the Appendix.

Table 6: Conditional indirect effect ($AD_{Str} \rightarrow AD_{Cred} \rightarrow AD_{Att}$) for $PT_{Anchored}$ vs. $PT_{Neutral}$

SSI	Effect	BootSE	BootLLCI	BootULCI
1.86	-0.31	0.16	-0.58	-0.06
2.85	-0.21	0.11	-0.39	-0.03
3.84	-0.10	0.15	-0.34	0.15

Both regressions on AD_{Cred} and on AD_{Att} were significant, although the coefficient of AD_{Str} , SSI and their interaction were insignificant. The conditional indirect effect of AD_{Str} over AD_{Cred} on AD_{Att} was significant at the 90% level for low (mean - SD) and average SSI scores. H3 is therefore partially supported for the comparison of the neutral and anchored strategies for Portugal.

4.5.5 Follow-Up Analysis on Moderated Mediation Analysis

Additionally to the hypothesized mediation model, COO as the independent variable (Portugal coded as 0, France as 1) was tested, because a significant mean difference of $FR_{Neutral}$ and $PT_{Neutral}$ was revealed in the simple effect analysis.

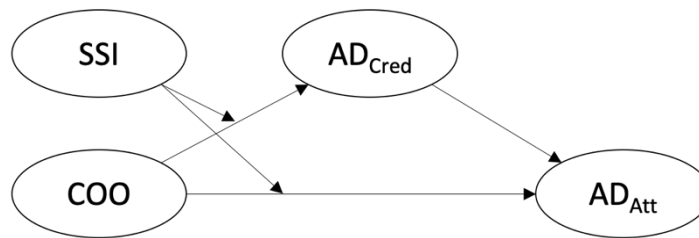


Figure 16: Mediation Model with COO as Independent Variable

Again, the regression models were significant, while the coefficients of COO, SSI and their interaction were not. The conditional indirect path of COO over AD_{Cred} on AD_{Att} was significant at 90% level for average and high levels (mean + SD) of SSI.

Table 7: Conditional indirect effect (COO \rightarrow AD_{Cred} \rightarrow AD_{Att}) for $PT_{Neutral}$ vs $FR_{Neutral}$

SSI	Effect	BootSE	BootLLCI	BootULCI
1.79	-0.17	0.19	-0.51	0.13
2.70	-0.25	0.13	-0.45	-0.04
3.62	-0.31	0.15	-0.56	-0.06

5 Study 2

5.1 Method

The method of the second study was closely following the procedure of the first study. The chosen countries were Spain and Great Britain. As the pretest for the first study had shown, the country profiles matched the criteria as well (see Figure 17, tests are included in the Appendix). Bicycles were selected for the category. The category's involvement and hedonic-functional scores were close to those of the category *backpacks*.

	Spain	Great Britain
Warmth	5,97	3,55
Competence	3,60	4,93

Figure 17: Country Profile of Spain and Great Britain (green arrows highlight sig. mean differences)

The experiment stimuli were constructed following the same guidelines used in the first study. Two examples are shown below. For the brand name *FLANE* was chosen. It was selected from the same non-word database as in the first study to avoid strong associations to one of the two countries.



Figure 18: Incongruent Competent Stimulus for Spain



Figure 19: Incongruent Warm Stimulus for UK

The questionnaire contained the same variables with the same measurements as used in the first study with one addition. Advertisement skepticism was added. The variable was assessed with a one-item 7-point Likert scale stating: "This ad makes me skeptical. (1: totally disagree to 7: totally agree)".

5.2 Results

The survey of study 2 was answered by 497 individuals. Due to the same issue with the attention check as explained in chapter 4.5.1 demographics were only available for 373 of them (Female = 55.8, Mean Age = 29.3, SD Age = 9.7).

5.2.1 Manipulation Check

The experiment manipulation was examined by conducting a 2x3 (COO x AD_{Type}²) factorial ANOVA on perceived country warmth and competence conveyed. Again the main effect of AD_{Type} on warmth ($F(2, 491) = 13.47, p < 0.001$) and competence ($F(2, 491) = 4.10, p < 0.05$) was significant. As expected and also found in Study 1, neither a significant main effect of COO (*Warmth*: $F(1, 491) = 0.27, p = 0.603$; *Competence*: $F(1, 491) = 2.84, p = 0.093$) nor a significant interaction effect was found (*Warmth*: $F(2, 491) = 0.57, p = 0.568$; *Competence*: $F(2, 491) = 0.76, p = 0.467$). Pairwise comparisons revealed significant mean differences of perceived warmth between the warm ad type and the neutral as well as the competent ad type for both countries. The same held true for perceived competence, except for an insignificant mean difference between the competent and the neutral Spanish ads. A similar insignificant mean difference caused problems in the first study. The mean difference here is less extreme. Although unusual, the perceived manipulated country competence for Spain in the neutral condition is not higher but nearly equal the score of the UK. It is not considered to be a violation of the experiment design.

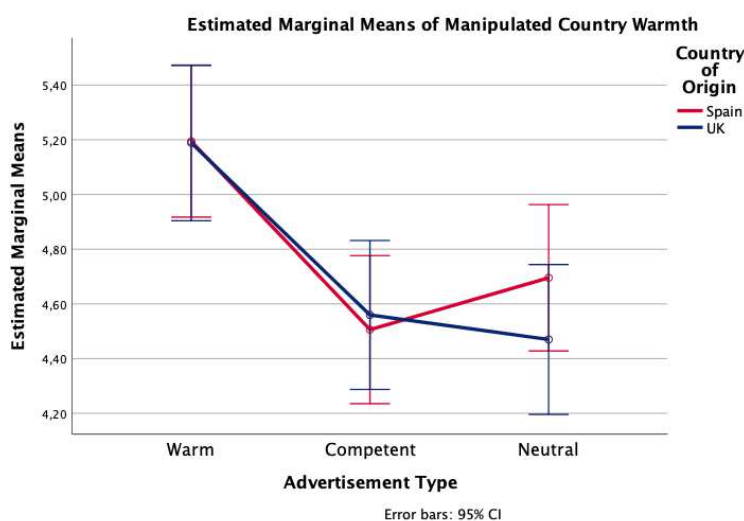


Figure 20: Estimated Means for Perceived Country Warmth for Spain and UK

² Advertisement Type (AD_{Type}) describes the stereotype dimension used in the advertisement with 0 = 'warm', 1 = 'competent', 2 = 'neutral' (see also chapter on experiment design)

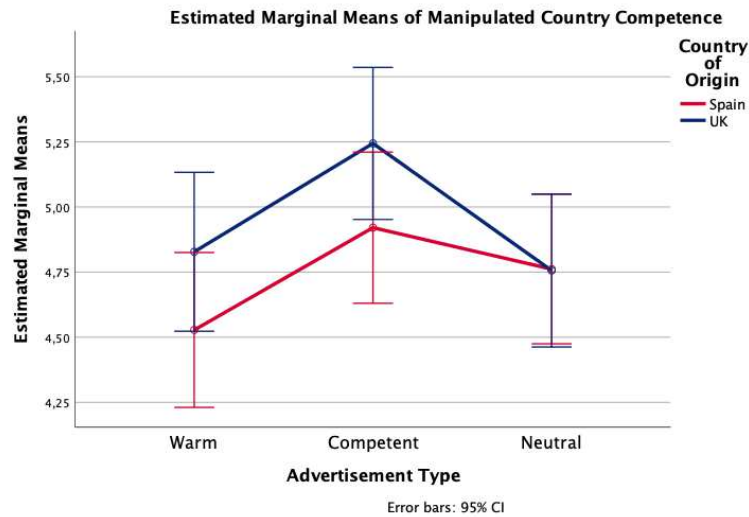


Figure 21: Estimated Means for Perceived Country Competence for Spain and UK

5.2.2 Two Way Factorial ANCOVA

To test H1 and H2, a similar 2x3 factorial ANCOVA as in Study 1 was used. It was tested whether group means of advertisement credibility differed in the experiment groups while controlling for country favorability and product category typicality. The linear model was constructed the same way as in in Study 1.

The main effect for COO was found to be significant, $F(489, 1) = 8.25$, $p = 0.004$, while that for the AD_{Str} was insignificant, $F(489, 2) = 0.20$, $p = 0.817$. Meanwhile the interaction between the two factors was significant, $F(489, 2) = 4.18$, $p = 0.016$.

A simple effect analysis followed the ANCOVA. It revealed significant means differences for the following pairs: $ES_{Anchored}$ (EM = 4.53) vs. $ES_{Neutral}$ (EM = 4.91) at $p = 0.022$, $ES_{Complemented}$ (EM = 4.50) vs. $ES_{Neutral}$ (EM = 4.91) at $p = 0.015$ and $ES_{Anchored}$ (EM = 4.53) vs. $UK_{Anchored}$ (EM = 5.09) at $p = 0.002$. Close to the threshold was the pair $UK_{Anchored}$ (EM = 5.09) vs. $UK_{Neutral}$ (EM = 4.78) at $p = 0.051$. Again p-values refer to one-sided testing as the hypotheses were directional. Hypotheses 1b and 1c can therefore be accepted, while hypotheses 2a and 2b are rejected. Hypothesis 1a is considered to be partially supported as the threshold is only slightly exceeded.

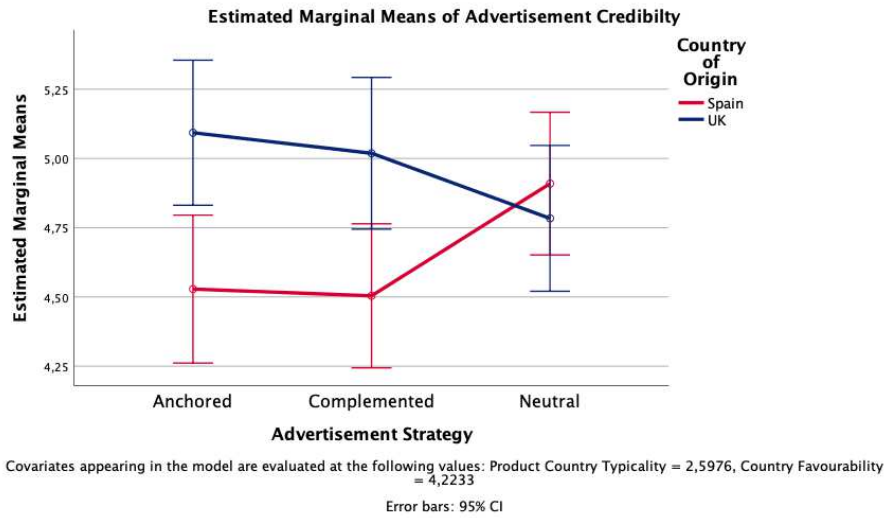


Figure 22: Estimated Means for Advertisement Credibility for Spain and UK

5.2.3 Moderated Mediation Analysis

The moderated mediation model tested in the first study was extended by a parallel mediation over AD_{Skep} (see also Figure 5). The model was tested three times for each significant mean difference found in the simple effect analysis ($ES_{Anchored}$ vs. $ES_{Neutral}$, $ES_{Complemented}$ vs. $ES_{Neutral}$ and $UK_{Anchored}$ vs. $UK_{Neutral}$; The neutral strategy was coded as 0, the other strategy as 1). PROCESS model 8 (Hayes, 2017) was used again for the analysis, but this time with two parallel mediators. Analysis specifications were similar to Study 1.

Table 8: Conditional indirect effect ($AD_{Str} \rightarrow AD_{Cred} \rightarrow AD_{Att}$) for $ES_{Anchored}$ vs. $ES_{Neutral}$

SSI	Effect	BootSE	BootLLCI	BootULCI
2.00	-0.14	0.14	-0.37	0.09
2.89	-0.23	0.11	-0.41	-0.06
3.78	-0.32	0.14	-0.55	-0.09

Table 9: Conditional indirect effect ($AD_{Str} \rightarrow AD_{Cred} \rightarrow AD_{Att}$) for $ES_{Complemented}$ vs. $ES_{Neutral}$

SSI	Effect	BootSE	BootLLCI	BootULCI
2.07	-0.27	0.14	-0.50	-0.05
2.99	-0.20	0.09	-0.35	-0.05
3.90	-0.14	0.11	-0.33	0.05

Table 10: Conditional indirect effect ($AD_{Str} \rightarrow AD_{Cred} \rightarrow AD_{Att}$) for $UK_{Anchored}$ vs. $UK_{Neutral}$

SSI	Effect	BootSE	BootLLCI	BootULCI
1.98	0.12	0.17	-0.16	0.39
2.96	0.20	0.12	> 0.00	0.40
3.93	0.29	0.15	0.05	0.55

For all three pairs found in the simple effect analysis, the linear model on AD_{Cred} and AD_{Att} were significant, while the linear model on AD_{Skep} was only significant for the pair $ES_{Anchored}$ vs. $ES_{Neutral}$. Conditional indirect effects for AD_{Skep} were not found, so H4 was not supported in Study 2. The conditional indirect effects over AD_{Cred} were significant for $ES_{Anchored}$ vs. $ES_{Neutral}$ for average (mean) and high (mean + SD) levels of SSI, for $ES_{Complemented}$ vs. $ES_{Neutral}$ for low (mean – SD) and average levels of SSI and for $UK_{Anchored}$ vs. $UK_{Neutral}$ for average and high (mean + SD) levels of SSI. H3 was therefore partially supported by Study 2.

5.2.4 Follow-Up Analysis on Moderated Mediation Analysis

Similar to Study 1 the mediation analysis was followed by an extension along the COO dimension. The simple effect analysis revealed a significant mean difference of $ES_{Anchored}$ vs. $UK_{Anchored}$ (Spain coded as 0, UK as 1). The conditional indirect effect of COO over AD_{Cred} on AD_{Att} was found to be significant at 90% levels for average (mean) and high (mean + SD) levels of SSI.

Table 11: Conditional indirect effect (COO \rightarrow AD_{Cred} \rightarrow AD_{Att}) for $ES_{Anchored}$ vs. $UK_{Anchored}$

SSI	Effect	BootSE	BootLLCI	BootULCI
1.95	0.07	0.15	-0.18	0.32
2.87	0.33	0.12	0.13	0.53
3.78	0.58	0.17	0.31	0.86

6 Conclusion and Discussion

After conducting the two studies, this chapter will summarize the findings, evaluate them in terms of the initial research questions and translate them into managerial advice. The following table gives a brief overview on which hypotheses were supported, which were rejected and which partially supported.

Table 12: Overview of Hypothesis Testing

Hypothesis	Study 1	Study 2
1a	No	Close to threshold
1b	Yes	Yes
1c	No	Yes
2a	No	No
2b	No	No
3	Partially supported	Partially supported
4	x	No

6.1 Theoretical Implications

This thesis aimed at three initial research questions regarding the incorporation of country stereotype dimensions in brand communications. Can traditional advertisements that activate COO effects by including the country stereotype as a whole be extended with advertisement strategies that only incorporate one SCM dimension – warmth or competence – and therefore anchor or complement the brand’s COO? Is anchoring or complementing perceived to be more credible by consumers? Does the credibility depend on the country that is anchored or complemented, with other words are there differences for dominantly warm versus dominantly competent countries?

Study 1 and 2 both have shown that anchoring strategies result in significantly worse credibility ratings than neutral strategies when implemented for dominantly warm COOs. For dominantly competent countries this trend could not be detected, it was rather reversed. In Study 2 the anchored strategy for Great Britain even resulted in higher, close to significant, credibility ratings. This indicates that purposefully omitting information on country competence has negative effects and results in worse advertisement related ratings, unless

the country stereotype does already entail high competence perceptions. It supports the assumption of an innuendo effect for anchored ads of brands with a dominantly warm COO. The hypothesized moderation of the innuendo effect by the context saliency of country competence in the market setting is also supported. Both studies showed that the anchored competent ads evoked equal and even higher credibility ratings than the neutral competent ads.

Complementing one's country stereotype dimension revealed mixed results. Though no significant mean differences to other advertising strategies were detected, it resulted in worse credibility ratings than neutral strategies, but also higher ratings than anchored strategies for warm countries across both studies. Reversed the same could be observed for the dominantly competent countries. Credibility scores in both studies were higher than for the neutral strategy, but lower than for the anchored strategies.

While companies from competent countries could therefore try to move closer towards the 'golden quadrant' by creating complemented advertisements, companies from dominantly warm countries have to find more credible methods to enrich their COO. Chattalas et al.'s (2008) advise to promote the weaker stereotype dimension (see p. 10) should therefore be considered carefully and definitely be conducted in a more subtle manner than just promoting it directly.

Theoretically this thesis also contributed by incorporating susceptibility to stereotypical influence as a consumer characteristic to measure an individual's tendency to rely on collectively held stereotypes. It exhibited a moderating role on credibility for anchored/complemented versus neutral ad strategies. The higher respondents scored on SSI, the more they distrusted anchored warm ads. This was reversed for ads with a dominantly competent COOs. For the UK consumers with higher scores of SSI revealed a stronger positive indirect effect through credibility on attitude towards the ad, when they were exposed to anchored ads rather than neutral ads. Both findings could hint that consumers more susceptible to stereotypical influence prefer competence-based advertisements and/or distrust advertisements purely incorporating country warmth. This interpretation is further supported by the follow up analysis of Study 2 where ES_{Anchored} and UK_{Anchored} were compared in the mediation analysis. Again, respondents with average to high SSI scores revealed a stronger positive indirect effect on AD_{Att} through AD_{Cred} . The anchored ad from UK

(competence based) resulted in higher credibility scores than the anchored ad from Spain (warmth based).

To summarize the theoretical contribution, this study introduced anchored and complemented ad strategies and investigated their effect on advertisement credibility. Significant effects on advertisement skepticism could not be detected. It was shown that the success of the newly introduced strategies depends on the COO that a brand possesses. While anchoring and maybe also complementing could be beneficial for brands from dominantly competent countries, the same strategies induce a loss in advertisement credibility when implemented for dominantly warm COOs. SSI as an individual's tendency to rely on collective stereotypes increased the effect and hinted a preference for advertisement that included country competence, even if it is only indirectly included by a dominantly competent COO, over purely warmth-based advertisement. Context saliency of competence in the market setting was therefore supported and resulted together with the innuendo effect in the expected negative effects predicted.

6.2 Managerial Implications

From a managerial perspective the findings deepen the knowledge on how to incorporate COO into brand communications. Results show that the standard case of including COO cues into an advertisement to activate country stereotypes as a whole can be extended by anchoring or complementing the dominant COO dimension with an ad highlighting either country warmth or competence depending on the COO.

For brands originating from a dominantly competent country both strategies resulted in at least equal credibility ratings, while anchoring competence even resulted in higher credibility scores than the neutral ad. Here brand managers could consider advertising campaigns that mainly build upon country competence, but also occasionally highlight purely the warmth of the respective COO. Doing so, it could be possible to slightly alter consumer perceptions of the brand's COO and move it closer towards the desired 'golden quadrant'.

Brand managers of brands with a dominantly warm COO should not consider anchoring and complementing strategies as proposed in this thesis without further adaptations to their specific country stereotype. The results show that in both studies the anchored warm ads were significantly less credible than the neutral warm ads. Complementing warmth by only advertising country competence as well could not generate higher credibility scores. Attempts

to move the COO closer to the 'golden quadrant' therefore have to be accompanied by other initiatives that provide more credibility for the advertisement.

A commonly used strategy and well researched approach to generate higher advertisement credibility is celebrity endorsement. Despite being a long-known advertisement strategy, celebrity endorsement gains new attention with the increasing popularity of social media influencers (e.g. Schouten, Janssen, & Verspaget, 2020). Combining efforts of complementing the country stereotype with the endorsement by celebrities/influencers from the same country that fit the "weaker" stereotype dimension might prove to be more credible and allow for a positioning closer to the 'golden quadrant'.

SSI as a newly introduced consumer characteristic allows brand managers to tailor advertisements more precisely to their customers. Should their targeted clientele be more susceptible to stereotypical influence, results hint that they favor more competence-based advertisement. The results did not indicate the same significant effects for consumers with low levels of SSI. Brand managers could therefore try communicating country stereotypes with less restrictions to competence to this group of consumers. If they decide to do so, they have to rigorously pretest their strategies to predict consumer responses. Already by its theoretical design, individuals scoring low on SSI exhibit higher variances in their responses to portrayed stereotypes.

In summary, the contribution of this thesis to managerial practices is mainly defined by the two strategies, anchoring and complementing, that were to the best of our knowledge for the first time empirically tested. They expand the toolset of COO advertisement strategies that brand managers can use. Additionally, SSI can be beneficial as an analytic tool, when brand managers want to assess consumer susceptibility to country stereotypes in advertisements in general.

7 Limitations and Further Research

Despite being able to overall investigate the differences in consumer responses towards the three advertising strategies, some limitations to the study design and its realization became evident. This chapter shortly summarizes them, evaluates their impact and addresses potential research areas for the future. The suggestions for further research will hereby extend beyond the limitations and mark other closely related and potentially interesting research areas for anchoring and complementing country stereotypes.

The countries chosen for the conducted studies were selected by their fit to a certain profile. This profile requested one dominant stereotype dimension with a score significantly higher than the mid-point, while the inferior should score moderately and not differ significantly from the mid-point (compare Figure 6). This was decided to avoid the effects of a negative emotional and behavioral responses to a lack of warmth or competence. Given the relatively small effect sizes found, one could think of changing the country profile to high/low instead of high/medium for future studies. Complementing the stereotype dimension then would be cognitively more dissonant and would evoke stronger consumer responses by its increased incongruity.

The second concern was already addressed in the result reporting of Study 1. Failing rates of the attention check were substantially higher than in comparable studies incorporating the same procedure. After rigorously testing for differences in their responses, it was decided to keep them included for the main analysis to maintain a high sample size with larger statistical power. Still one cannot be completely sure whether the results are not influenced by subtle differences and should therefore keep this limitation in mind when interpreting the results.

A third limitation lies within the analysis procedure. Due to already mentioned small – and mostly insignificant – mean differences between credibility scores of the different experimental groups, it was decided to only isolate pairs of AD_{Str}/COO combinations with significant mean differences for the analysis of the mediation model. Hayes instead advises to keep multi-categorical variables within the mediation analysis to maintain higher statistical power (2017). Future, more extensive studies could investigate the effects within the mediation model with all 2x3 experimental groups as input.

The fourth limitation results from the measurement of the second mediator – advertisement skepticism. In contrast to credibility it was assessed with a single question instead of a multi-item scale. Soo (2002) gives a short overview of constructs used in the past and also suggests

an multi-item to assess consumer skepticism towards an advertisement. Future studies could incorporate this refined measurement and by doing so detect influences that this study was not able to uncover.

In addition to the already mentioned potential future study designs that could address the limitations of this thesis, a few more can be drawn from the theoretical conceptualization and the results found in this study. Two ideas will be briefly introduced in the following paragraphs.

In the managerial implications celebrity and influencer endorsement was suggested as a potential strategy to combine anchoring or complementing with more credible ways of advertising. This could enable brand manager to slightly alter the portrayed country stereotype, while at the same time not suffer from a loss in perceived advertisement credibility. Many more advertising strategies could be designed to fulfill the same purpose. One way could be for example to bring consumers closer to “authentic” and “average” individuals from the respective COO that complement the country stereotype by their daily-life behavior and provide more credibility to the advertisement claim. This could be investigated as an alternation of advertisement incorporating user or employee generated content.

Though not directly related to anchoring and complementing, an interesting advertising campaign could be found during the conduction of this study. Dallmayr commissioned Munich based ad agency Thynk to create a campaign, that was built on combining the German brand heritage with Italy as the origin of European coffee culture. This was done under the slogan *“Dolce Vita in Dallmayr-Qualität”* (Dolce vita with Dallmayr quality). The ads therefore contained phrases like *“Temprament trifft Qualität”* (temperament meets quality) and *“Aroma: Si, Qualität: Ja”*. It hereby combined the Italian country stereotype of high warmth with the German stereotype of high competence. As a brand ambassador Moritz Bleibtreu was selected, a German actor who has lived in Italy for some time. Future studies could investigate whether such alternative ways of completing the country stereotype result in higher credibility ratings than the thesis at hand revealed when complementing one’s own country stereotype.

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Appendix

German Abstract

Motivation – Country-of-Origin (COO) Studien, die auf dem Stereotype Content Model aufbauen, definieren häufig die Kombination von viel Wärme und hoher Kompetenz als den „Goldenen Quadranten“ und damit als die bevorzugte Ausprägung, die ein Länderstereotypen annehmen kann. Empirische Studien jedoch zeigen, dass die meisten Länder einen ambivalenten Stereotypen aufweisen, also eine Kombination aus wenig Wärme und hoher Kompetenz oder andersherum. Der Zweck dieser Studie ist es neuartige Werbestrategien zu untersuchen, die darauf beruhen, die dominante Stereotypdimension zu spiegeln (*anchor*) oder zu komplementieren (*complement*), und sie als Alternativen zu der sonst gängigen Strategie den Stereotypen als Ganzen zu aktivieren zu präsentieren.

Design/Methodik/Vorgehen – Eine Experiment-basierte Online-Studie (Studie 1, n = 468) vergleicht die Reaktionen von Konsumenten auf die drei Werbestrategien (*anchoring*, *complementing*, *neutral*) für zwei verschiedene Länder – eins mit viel Wärme/moderater Kompetenz und eins mit moderater Wärme/viel Kompetenz. Das hierfür vorgeschlagene Mediationsmodell – ausgehend von der Werbestrategie über die Glaubwürdigkeit der Werbung auf die Einstellung zur Werbeanzeige – wird in einer zweiten Studie (Studie 2, n = 497) um einen parallelen indirekten Pfad mit dem Mediator „Skepsis gegenüber der Werbeanzeige“ erweitert.

Ergebnisse – Die Ergebnisse lassen schließen, dass die wahrgenommen Glaubwürdigkeit von Werbungen, die anchoring oder complementing benutzen, vom referenzierten Herkunftsland (COO) abhängt. Während Werbungen von Marken mit hauptsächlich warmen Herkunftsland an Glaubwürdigkeit verlieren, wenn sie die dominante Stereotypdimension hervorheben oder komplementieren, können Marken aus hauptsächlich kompetent wahrgenommen Ländern Glaubwürdigkeit erhalten und teilweise sogar ausbauen, was sich wiederum in positiveren Einstellung gegenüber der Werbung äußert.

Originalität/Beitrag – Der Beitrag dieser Studie ergibt sich aus der Einführung zweier neuer Werbestrategien – *anchoring* und *complementing* der dominanten Stereotypdimension – und aus der empirischen Analyse ihrer Effekte auf die Glaubwürdigkeit und daher auf die Einstellung zur Werbeanzeige seitens der Konsumenten. Für diesen Zweck wurde zusätzlich Empfänglichkeit für Stereotypen (SSI) als Moderator-Variable für die Glaubwürdigkeit und die Skepsis bezüglich der Werbeanzeige entwickelt.

Schlagwörter Country-of-Origin, Länderstereotypen, Stereotype Content Model

Pretest

1. Perception of Countries

This section investigates *how society, in general, thinks about different countries*.

People typically describe other countries and nationalities along two fundamental dimensions: *warmth* and *competence*.

Warmth reflects how *warm, friendly, nice* and *good-natured* a country is perceived to be, whereas **competence** reflects perceptions of *competence, capability, intelligence* and *efficiency*.

We would therefore kindly ask you to indicate how *most people in Austria* think about the following countries.

I think that most people in Austria perceive **Italy** as:

<i>not warm</i>	1	2	3	4	5	6	7	<i>warm</i>
<i>not competent</i>	1	2	3	4	5	6	7	<i>competent</i>

I think that most people in Austria perceive **Spain** as:

<i>not warm</i>	1	2	3	4	5	6	7	<i>warm</i>
<i>not competent</i>	1	2	3	4	5	6	7	<i>competent</i>

I think that most people in Austria perceive **Greece** as:

<i>no warm</i>	1	2	3	4	5	6	7	<i>warm</i>
<i>not competent</i>	1	2	3	4	5	6	7	<i>competent</i>

I think that most people in Austria perceive Portugal as:								
<i>not warm</i>	1	2	3	4	5	6	7	<i>warm</i>
<i>not competent</i>	1	2	3	4	5	6	7	<i>competent</i>

I think that most people in Austria perceive France as								
<i>not warm</i>	1	2	3	4	5	6	7	<i>warm</i>
<i>not competent</i>	1	2	3	4	5	6	7	<i>competent</i>

I think that most people in Austria perceive the Netherlands as								
<i>not warm</i>	1	2	3	4	5	6	7	<i>warm</i>
<i>not competent</i>	1	2	3	4	5	6	7	<i>competent</i>

I think that most people in Austria perceive Norway as								
<i>not warm</i>	1	2	3	4	5	6	7	<i>warm</i>
<i>not competent</i>	1	2	3	4	5	6	7	<i>competent</i>

I think that most people in Austria perceive Great Britain as								
<i>not warm</i>	1	2	3	4	5	6	7	<i>warm</i>
<i>not competent</i>	1	2	3	4	5	6	7	<i>competent</i>

I think that most people in Austria perceive Finland as								
<i>not warm</i>	1	2	3	4	5	6	7	<i>warm</i>
<i>not competent</i>	1	2	3	4	5	6	7	<i>competent</i>

I think that most people in Austria perceive Denmark as								
<i>not warm</i>	1	2	3	4	5	6	7	<i>warm</i>
<i>not competent</i>	1	2	3	4	5	6	7	<i>competent</i>

I think that *for most people in Austria* the overall image of the following countries is:

	Unfavorable image						Favorable image	
<i>Italy</i>	1	2	3	4	5	6	7	
<i>Spain</i>	1	2	3	4	5	6	7	
<i>Greece</i>	1	2	3	4	5	6	7	
<i>Portugal</i>	1	2	3	4	5	6	7	
<i>France</i>	1	2	3	4	5	6	7	
<i>Netherlands</i>	1	2	3	4	5	6	7	
<i>Norway</i>	1	2	3	4	5	6	7	
<i>Great Britain</i>	1	2	3	4	5	6	7	
<i>Finland</i>	1	2	3	4	5	6	7	
<i>Denmark</i>	1	2	3	4	5	6	7	

The following questions look into your own individual opinion.
Please indicate, how familiar *you personally* are with the following countries.

	Not familiar						Very familiar	
<i>Italy</i>	1	2	3	4	5	6	7	
<i>Spain</i>	1	2	3	4	5	6	7	

<i>Greece</i>	1	2	3	4	5	6	7
<i>Portugal</i>	1	2	3	4	5	6	7
<i>France</i>	1	2	3	4	5	6	7
<i>Netherlands</i>	1	2	3	4	5	6	7
<i>Norway</i>	1	2	3	4	5	6	7
<i>Great Britain</i>	1	2	3	4	5	6	7
<i>Finland</i>	1	2	3	4	5	6	7
<i>Denmark</i>	1	2	3	4	5	6	7

2. Product Category

In this section we are interested in your personal opinion towards three different product categories.

Please, indicate for each product category the extent to which you disagree/agree with the four statements below.

The following statements relate to the product category of **backpacks**.

Backpacks are of high relevance for me.

I totally disagree 1 2 3 4 5 6 7 *I totally agree*

Backpacks are important to me.

I totally disagree 1 2 3 4 5 6 7 *I totally agree*

I am familiar with the product category of **backpacks**.

I totally disagree 1 2 3 4 5 6 7 *I totally agree*

The following statements relate to the product category of **bikes**.

Bikes are of high relevance for me.

I totally disagree 1 2 3 4 5 6 7 *I totally agree*

Bikes are important to me.

I totally disagree 1 2 3 4 5 6 7 *I totally agree*

I am familiar with the product category of **bikes**.

I totally disagree 1 2 3 4 5 6 7 *I totally agree*

The following statements relate to the product category of **headphones**.

Headphones are of high relevance for me.

I totally disagree 1 2 3 4 5 6 7 *I totally agree*

Headphones are important to me.

I totally disagree 1 2 3 4 5 6 7 *I totally agree*

I am familiar with the product category of **headphones**.

I totally disagree 1 2 3 4 5 6 7 *I totally agree*

Consumers typically make purchase decisions either on the basis of more **hedonic** aspects associated with how a product makes them feel (e.g., *product symbolism, image, fun, pleasurable, enjoyable*) or based on more **utilitarian** aspects referring to how a product performs (e.g., *usefulness, functionality, practicality*).

Please, indicate where do you *personally* base your purchase decision for each product category.

	Hedonic					Utilitarian	
<i>Backpacks</i>	1	2	3	4	5	6	7
<i>Bikes</i>	1	2	3	4	5	6	7
<i>Headphones</i>	1	2	3	4	5	6	7

3. Demographics

Nationality:

☐ Austrian ☐ other:

Gender:

☐ male ☐ female

Age:

For how long have you lived in Austria?

Pretest – Results

Country Profiles (Paired Sample T-Tests):

	PT_{Warmth}	PT_{Competence}	FR_{Warmth}	FR_{Competence}	ES_{Warmth}	ES_{Competence}	GB_{Warmth}	GB_{Competence}
Mean	5.53	3.67	3.88	4.75	5.97	3.60	3.55	4.93
SD	1.31	1.38	1.59	1.24	1.21	1.45	1.40	1.06

Warmth and Competence Scores

PT (Warmth = 5.5, Competence = 3.7) vs. FR (Warmth = 3.9, Competence = 4.7)

PT_{Warmth} vs PT_{Competence}: $t(74) = 9.82, p = 0.000$

FR_{Warmth} vs FR_{Competence}: $t(74) = -4.47, p = 0.000$

PT_{Warmth} vs FR_{Competence}: $t(74) = 4.54, p = 0.000$

PT_{Competence} vs. FR_{Warmth}: $t(74) = -0.99, p = 0.324$

PT_{Warmth} vs mid-point(4): $t(74) = 10.15, p = 0.000$

PT_{Competence} vs mid-point(4): $t(74) = -2.09, p = 0.040$

FR_{Warmth} vs mid-point(4): $t(74) = -0.65, p = 0.516$

FR_{Competence} vs mid-point(4): $t(74) = 5.21, p = 0.000$

ES (Warmth=6.0, Competence=3.6) vs. GB (Warmth=3.5, Competence=4.9)

ES_{Warmth} vs ES_{Competence}: $t(74) = 12.27, p = 0.000$

GB_{Warmth} vs GB_{Competence}: $t(74) = -8.74, p = 0.000$

ES_{Warmth} vs GB_{Competence}: $t(74) = 6.93, p = 0.000$

ES_{Competence} vs. GB_{Warmth}: $t(74) = 0.31, p = 0.754$

ES_{Warmth} vs mid-point(4): $t(74) = 14.15, p = 0.000$

ES_{Competence} vs mid-point(4): $t(74) = -2.39, p = 0.020$

GB_{Warmth} vs mid-point(4): $t(74) = -2.81, p = 0.006$

GB_{Competence} vs mid-point(4): $t(74) = 7.65, p = 0.000$

	PT_{Fav}	PT_{Fam}	FR_{Fav}	FR_{Fam}	ES_{Fav}	ES_{Fam}	GB_{Fav}	GB_{Fam}
Mean	4.56	3.77	4.65	4.52	4.56	4.49	4.55	4.65
SD	1.15	1.58	1.31	1.54	1.25	1.49	1.33	1.47

Favorability and Familiarity Scores

ES_{Favorability} vs GB_{Favorability}: $t(74) = 0.07, p = 0.946$

PT_{Favorability} vs FR_{Favorability}: $t(74) = -0.52, p = 0.604$

ES_{Familiarity} vs GB_{Familiarity}: $t(74) = -0.66, p = 0.509$

PT_{Familiarity} vs FR_{Familiarity}: $t(74) = -3.17, p = 0.002$

Category Scores (Paired Sample T-Tests):

	BACKPACK_{HedFunc}	BIKE_{HedFunc}	BACKPACK_{Inv}	BIKE_{Inv}
Mean	4.81	5.08	4.29	4.64
SD	1.84	1.81	2.01	1.81

Hedonic vs Functional and Product Category Involvement Scores

BACKPACK_{Inv} vs BIKE_{Inv}: $t(74) = -1.44$, $p = 0.15$

BACKPACK_{HedFunc} vs BIKE_{HedFunc}: $t(74) = -1.07$, $p = 0.288062$

Analysis – Study 1

Comparison between Attention Check Failed (Att = 0) and Attention Check Passed (Att = 1)

Relationship $AD_{Att} \rightarrow BR_{Att} \rightarrow BR_{PI}$:

Correlation (sig)	Population (N=468)	Att = 0 (N=225)	Att = 1 (N=243)
$AD_{Cred} \leftrightarrow AD_{Att}$	0.645 (0.000)	0.655 (0.000)	0.635 (0.000)
$AD_{Att} \leftrightarrow BR_{ATT}$	0.688 (0.000)	0.654 (0.000)	0.719 (0.000)
$BR_{Att} \leftrightarrow BR_{PI}$	0.624 (0.000)	0.649 (0.000)	0.608 (0.000)

Product-Country-Typicality/ Country Favorability:

Portugal:

Means (SD)	Population (N=235)	Att = 0 (N=119)	Att = 1 (N=116)	T-Test
COO_{PCT}	2.55 (1.795)	2.58 (1.783)	2.52 (1.815)	0.267 (0.790)
COO_{Fav}	4.70 (1.429)	4.53 (1.401)	4.87 (1.442)	-1.840 (0.067)

France:

Means (SD)	Population (N=233)	Att = 0 (N=106)	Att = 1 (N=127)	T-Test
COO_{PCT}	2.53 (1.740)	2.71 (1.820)	2.39 (1.662)	1.409 (0.160)
COO_{Fav}	4.50 (1.581)	4.56 (1.662)	4.44 (1.516)	-0.517 (0.605)

Manipulation Check:

Experiment Group 1 (Warmth/Congruent):

Means (SD)	Population (N=76)	Att = 0 (N=37)	Att = 1 (N=39)	T-Test
Per. Warmth	5.05 (1.318)	4.99 (0.995)	5.11 (1.576)	-0.407 (0.685)
Per. Comp.	4.26 (1.352)	4.21 (1.169)	4.31 (1.519)	-0.315 (0.754)

Experiment Group 2 (Warmth/Incongruent):

Means (SD)	Population (N=80)	Att = 0 (N=42)	Att = 1 (N=38)	T-Test
Per. Warmth	4.57 (1.522)	4.73 (1.386)	4.38 (1.659)	1.029 (0.307)
Per. Comp.	5.04 (1.329)	4.89 (1.416)	5.20 (1.223)	-1.067 (0.289)

Experiment Group 3 (Warmth/Neutral):

Means (SD)	Population (N=79)	Att = 0 (N=40)	Att = 1 (N=39)	T-Test
Per. Warmth	4.54 (1.370)	4.40 (1.313)	4.69 (1.427)	-0.948 (0.346)
Per. Comp.	5.07 (1.199)	4.93 (1.182)	5.22 (1.213)	-1.087 (0.280)

Experiment Group 4 (Competence/Congruent):

Means (SD)	Population (N=77)	Att = 0 (N=33)	Att = 1 (N=44)	T-Test
Per. Warmth	4.60 (1.360)	4.47 (1.432)	4.70 (1.312)	-0.729 (0.468)
Per. Comp.	5.19 (1.438)	5.05 (1.448)	5.28 (1.438)	-0.696 (0.489)

Experiment Group 5 (Competence/Incongruent):

Means (SD)	Population (N=79)	Att = 0 (N=34)	Att = 1 (N=45)	T-Test
Per. Warmth	5.19 (1.080)	5.26 (1.101)	5.13 (1.073)	0.533 (0.596)
Per. Comp.	4.42 (1.445)	4.33 (1.597)	4.48 (1.333)	-0.462 (0.645)

Experiment Group 6 (Competence/Neutral):

Means (SD)	Population (N=77)	Att = 0 (N=39)	Att = 1 (N=38)	T-Test
Per. Warmth	4.25 (1.367)	4.51 (1.139)	3.98 (1.537)	1.710 (0.091)
Per. Comp.	4.64 (1.479)	4.77 (1.464)	4.51 (1.502)	0.758 (0.451)

Scale Reliabilities:

Cronbach's Alpha	Population (N=468)	Att = 0 (N=225)	Att = 1 (N=243)
BR _{Att}	0.905	0.907	0.903
BR _{PI}	0.879	0.868	0.889
AD _{Att}	0.821	0.773	0.863
AD _{Cred}	0.896	0.886	0.904
AD _{Incon}	0.679	0.675	0.681
Per. COO _{warm}	0.895	0.849	0.926
Per. COO _{comp}	0.896	0.896	0.897
SSI	0.830	0.818	0.842

Manipulation Check (2x3 Factorial ANOVA)

Assumptions:

- Normality met due to Central Limit Theorem. (Field, 2018, p. 330). Smallest experiment group contains 76 individuals.
- Independence met by study's between-subject design

Dependent Variable: Manipulated Country Warmth

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	48.17	5	9.63	5.34	0.000	0.06
Intercept	10,332.19	1	10,332.19	5,727.46	0.000	0.93
COO	0.19	1	0.19	0.11	0.743	0.00
AD _{Type}	43.88	2	21.94	12.16	0.000	0.05
COO * AD _{Type}	4.07	2	2.04	1.13	0.325	0.01
Error	833.44	462	1.80			
Total	11,216.44	468				
Corrected Total	881.61	467				

$R^2 = 0.06$ (Adjusted $R^2 = 0.04$)

Levene's Test: $F(5, 462) = 1.11, p = 0.352$

Estimated Means: Manipulate Country Warmth

Est. Mean (SD)	Warm	Competent	Neutral
Portugal	5.05 (0.15)	4.57 (0.15)	4.54 (0.15)
France	5.19 (0.15)	4.60 (0.15)	4.25 (0.15)

Pairwise Comparisons

Dependent Variable: Manipulated Country Warmth

COO	(I) AD _{Type}	(J) AD _{Type}	Mean Difference (I-J)	Std. Error	Sig.
Portugal	Warm	Competent	0.48	0.22	0.025
		Neutral	0.51	0.22	0.020
	Competent	Warm	-0.48	0.22	0.025
		Neutral	0.02	0.21	0.920
	Neutral	Warm	-0.51	0.22	0.020
		Competent	-0.02	0.21	0.920
France	Warm	Competent	0.59	0.22	0.006
		Neutral	0.94	0.22	0.000
	Competent	Warm	-0.59	0.22	0.006
		Neutral	0.35	0.22	0.103
	Neutral	Warm	-0.94	0.22	0.000
		Competent	-0.35	0.22	0.103

AD _{Type}	(I) COO	(J) COO	Mean Difference (I-J)	Std. Error	Sig.
Warm	Portugal	France	-0.14	0.22	0.515
Competent	Portugal	France	-0.04	0.21	0.870
Neutral	Portugal	France	0.30	0.22	0.167

Dependent Variable: Manipulated Country Competence

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	56.91	5	11.38	6.01	0.000	0.061
Intercept	10,639.38	1	10,639.38	5,619.17	0.000	0.924
COO	0.19	1	0.19	0.10	0.751	0.000
AD _{Type}	48.25	2	24.13	12.74	0.000	0.052
COO * AD _{Type}	8.73	2	4.37	2.31	0.101	0.010
Error	874.75	462	1.89			
Total	11,586.13	468				
Corrected Total	931.66	467				

$R^2 = 0.06$ (Adjusted $R^2 = 0.05$)

Levene's Test: $F(5, 462) = 0.98$, $p = 0.428$

Estimated Means: Manipulate Country Competence

Est. Mean (SD)	Warm	Competent	Neutral
Portugal	4.26 (0.16)	5.04 (0.15)	5.07 (0.16)
France	4.42 (0.16)	5.19 (0.16)	4.64 (0.16)

Pairwise Comparisons

Dependent Variable: Manipulated Country Competence

COO	(I) AD _{Type}	(J) AD _{Type}	Mean Difference (I-J)	Std. Error	Sig.
Portugal	Warm	Competent	-0.78	0.22	0.000
		Neutral	-0.81	0.22	0.000
	Competent	Warm	0.78	0.22	0.000
		Neutral	-0.03	0.22	0.883
	Neutral	Warm	0.81	0.22	0.000
		Competent	0.03	0.22	0.883
France	Warm	Competent	-0.77	0.22	0.001
		Neutral	-0.23	0.22	0.307
	Competent	Warm	0.77	0.22	0.001
		Neutral	0.54	0.22	0.015
	Neutral	Warm	0.23	0.22	0.307
		Competent	-0.54	0.22	0.015

AD _{Type}	(I) COO	(J) COO	Mean Difference (I-J)	Std. Error	Sig.
Warm	Portugal	France	-0.16	0.22	0.476
Competent	Portugal	France	-0.15	0.22	0.502
Neutral	Portugal	France	0.43	0.22	0.053

Main Analysis – Part 1 (2x3 Factorial ANCOVA)

Assumptions:

- Normality met due to Central Limit Theorem. (Field, 2018, p. 330). Smallest experiment group contains 76 individuals.
- Independence met by study's between-subject design

Dependent Variable: Advertisement Credibility

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	114.60	7	16.37	10.69	0.000	0.14
Intercept	500.81	1	600.80	326.64	0.000	0.42
COO _{PCT}	13.04	1	13.04	8.50	0.004	0.02
COO _{Fav}	64.47	1	64.47	42.05	0.000	0.08
COO	0.60	1	0.60	0.39	0.533	0.00
AD _{Str}	0.36	2	0.18	0.12	0.889	0.00
COO * AD _{Str}	6.15	2	3.08	2.01	0.136	0.01
Error	705.27	460	1.53			
Total	11,720.67	468				
Corrected Total	819.87	467				

$R^2 = 0.14$ (Adjusted $R^2 = 0.13$)

Levene's Test: $F(5, 462) = 0.49$, $p = 0.785$

Estimated Means: Advertisement Credibility

Est. Mean (SD)	Anchored	Complemented	Neutral
Portugal	4.69 (0.14)	4.86 (0.14)	5.03 (0.14)
France	4.88 (0.14)	4.83 (0.14)	4.66 (0.14)

Pairwise Comparisons

Dependent Variable: Advertisement Credibility

COO	(I) AD _{Str}	(J) AD _{Str}	Mean Difference (I-J)	Std. Error	Sig.
Portugal	Anchored	Complemented	-0.17	0.20	0.402
		Neutral	-0.34	0.20	0.092
	Complemented	Anchored	0.17	0.20	0.402
		Neutral	-0.17	0.20	0.388
	Neutral	Anchored	0.37	0.20	0.092
		Complemented	0.17	0.20	0.388
France	Anchored	Complemented	0.04	0.20	0.827
		Neutral	0.22	0.20	0.266
	Complemented	Anchored	-0.04	0.20	0.827
		Neutral	0.18	0.20	0.368
	Neutral	Anchored	-0.22	0.20	0.266
		Complemented	-0.18	0.20	0.368

AD _{Str}	(I) COO	(J) COO	Mean Difference (I-J)	Std. Error	Sig.
Anchored	Portugal	France	-0.18	0.20	0.357
Complemented	Portugal	France	0.03	0.20	0.898
Neutral	Portugal	France	0.37	0.20	0.060

Main Analysis – Part 2 (2x2 Factorial ANCOVA)

Assumptions:

- Normality met due to Central Limit Theorem. (Field, 2018, p. 330). Smallest experiment group contains 76 individuals.
- Independence met by study's between-subject design

Dependent Variable: Advertisement Credibility

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	71.16	5	14.23	9.52	0.000	0.14
Intercept	321.82	1	321.82	215.28	0.000	0.42
COO _{PCT}	16.31	1	16.31	10.91	0.001	0.04
COO _{Fav}	28.81	1	28.81	19.27	0.000	0.06
COO	0.73	1	0.73	0.49	0.485	0.00
AD _{Str}	0.26	1	0.26	0.18	0.676	0.00
COO * AD _{Str}	5.97	1	5.97	4.00	0.047	0.01
Error	452.95	303	1.50			
Total	7,712.11	309				
Corrected Total	524.11	308				

$R^2 = 0.14$ (Adjusted $R^2 = 0.12$)

Levene's Test: $F(3, 305) = 0.21$, $p = 0.889$

Pairwise Comparisons

Dependent Variable: Advertisement Credibility

COO	(I) AD _{Str}	(J) AD _{Str}	Mean Difference (I-J)	Std. Error	Sig.
Portugal	Anchored	Neutral	-0.34	0.20	0.088
France	Anchored	Neutral	0.22	0.20	0.265

AD _{Type}	(I) COO	(J) COO	Mean Difference (I-J)	Std. Error	Sig.
Warm	Portugal	France	-0.18	0.20	0.361
Neutral	Portugal	France	0.38	0.20	0.056

Moderated Mediation Analysis

PT_{Anchored} vs. PT_{Neutral}

AD_{Str}: 0 = Neutral, 1 = Anchored

Level of confidence for CI: 90%

Number of bootstrap samples: 10,000

SSI values in conditional tables: [mean -SD], mean, [mean + SD]

Outcome: AD _{Cred}	Coeff.	SE	t	p	LLCI	ULCI
Constant	3.76	0.56	6.68	0.000	2.83	4.69
AD _{Str}	-0.93	0.61	-1.53	0.129	-1.96	0.08
SSI	0.01	0.16	0.09	0.927	-0.24	0.27
AD _{Str} *SSI	0.20	0.20	0.97	0.333	-0.14	0.54
CO _{PCT}	0.19	0.06	3.31	0.001	0.10	0.29
CO _{Fav}	0.16	0.07	2.19	0.030	0.04	0.28

Note: $R^2 = 0.19$, $F(5, 149) = 6.89$, $p = 0.00$

Outcome: AD _{Att}	Coeff.	SE	t	p	LLCI	ULCI
Constant	1.70	0.50	3.37	0.001	0.87	2.54
AD _{Str}	-0.73	0.49	-1.49	0.138	-1.54	0.08
AD _{Cred}	0.55	0.06	8.59	0.000	0.45	0.66
SSI	-0.12	0.12	-0.99	0.322	-0.32	0.08
AD _{Str} *SSI	0.22	0.16	1.36	0.176	-0.05	0.49
CO _{PCT}	0.04	0.05	0.97	0.336	-0.03	0.12
CO _{Fav}	0.11	0.06	1.86	0.066	0.01	0.21

Note: $R^2 = 0.46$, $F(6, 148) = 20.73$, $p = 0.00$

Conditional direct effect: $AD_{Str} \rightarrow AD_{Att}$

SSI	Effect	SE	t	p	LLCI	ULCI
1.86	-0.32	0.22	-1.42	0.16	-0.69	0.05
2.85	-0.10	0.16	-0.64	0.52	-0.36	0.16
3.84	0.12	0.22	0.53	0.60	-0.25	0.49

Conditional indirect effect: $AD_{Str} \rightarrow AD_{Cred} \rightarrow AD_{Att}$

SSI	Effect	BootSE	BootLLCI	BootULCI
1.86	-0.31	0.16	-0.58	-0.06
2.85	-0.21	0.11	-0.39	-0.03
3.84	-0.10	0.15	-0.34	0.15

$PT_{Neutral}$ VS $FR_{Neutral}$

COO: 0 = Portugal, 1 = France

Level of confidence for CI: 90%

Number of bootstrap samples: 10,000

SSI values in conditional tables: [mean -SD], mean, [mean + SD]

Outcome: AD_{Cred}	Coeff.	SE	t	p	LLCI	ULCI
Constant	3.85	1.08	3.57	0.00	2.07	5.64
COO	-0.06	0.62	-0.10	0.92	-1.10	0.97
SSI	0.15	0.35	0.43	0.67	-0.43	0.74
COO*SSI	-0.12	0.22	-0.55	0.59	0.48	0.24
CO_{PCT}	0.10	0.06	1.74	0.08	0.01	0.20
CO_{Fav}	0.20	0.07	2.72	0.01	0.08	0.32

Note: $R^2 = 0.11$, $F(5, 150) = 3.54$, $p = 0.00$

Outcome: AD _{Att}	Coeff.	SE	t	p	LLCI	ULCI
Constant	2.29	0.86	2.65	0.009	0.86	3.71
COO	-0.82	0.48	-1.70	0.091	-1.61	-0.02
AD _{Cred}	0.63	0.06	10.02	0.000	0.52	0.73
SSI	-0.38	0.27	-1.41	0.161	-0.83	0.07
COO*SSI	0.25	0.17	1.50	0.135	-0.03	0.53
CO _{PCT}	0.06	0.05	1.38	0.168	-0.01	0.14
CO _{Fav}	0.07	0.06	1.31	0.192	-0.02	0.17

Note: $R^2 = 0.48$, $F(6, 149) = 22.69$, $p = 0.00$

Conditional direct effect: COO → AD_{Att}

SSI	Effect	SE	t	p	LLCI	ULCI
1.79	-0.36	0.22	-1.67	0.097	-0.72	< -0.00
2.70	-0.13	0.15	-0.86	0.393	-0.39	0.12
3.62	0.10	0.22	0.45	0.651	-0.26	0.46

Conditional indirect effect: COO → AD_{Cred} → AD_{Att}

SSI	Effect	BootSE	BootLLCI	BootULCI
1.79	-0.17	0.19	-0.51	0.13
2.70	-0.25	0.13	-0.45	-0.04
3.62	-0.31	0.15	-0.56	-0.06

Analysis – Study 2

Comparison between Attention Check Failed (Att = 0) and Attention Check Passed (Att = 1)

Relationship $Ad_{ATT} \rightarrow Br_{ATT} \rightarrow PI$:

Correlation (sig)	Population (N=497)	Att = 0 (N=278)	Att = 1 (N=219)
$Ad_{CRED} \leftrightarrow Ad_{ATT}$	0.672 (0.000)	0.592 (0.000)	0.738 (0.000)
$Ad_{ATT} \leftrightarrow Br_{ATT}$	0.701 (0.000)	0.618 (0.000)	0.777 (0.000)
$Br_{ATT} \leftrightarrow PI$	0.687 (0.000)	0.647 (0.000)	0.730 (0.000)

Product-Country-Typicality/ Country Favorability:

Spain:

Means (SD)	Population (N=253)	Att = 0 (N=140)	Att = 1 (N=113)	T-Test
COO_{PCT}	2.57 (1.720)	2.94 (1.756)	2.12 (1.542)	3.889 (0.000)
COO_{Fav}	4.43 (1.551)	4.57 (1.410)	4.25 (1.698)	1.624 (0.106)

Note: Product Country Typicality differs significantly between subjects that failed and those who passed the attention check.

UK:

Means (SD)	Population (N=244)	Att = 0 (N=138)	Att = 1 (N=106)	T-Test
COO_{PCT}	2.62 (1.765)	2.84 (1.865)	2.34 (1.591)	2.261 (0.025)
COO_{Fav}	4.01 (1.604)	3.91 (1.676)	4.14 (1.502)	-1.104 (0.271)

Note: Product Country Typicality differs significantly between subjects that failed and those who passed the attention check.

Manipulation Check:

Experiment Group 1 (Warmth/Congruent):

Means (SD)	Population (N=81)	Att = 0 (N=48)	Att = 1 (N=33)	T-Test
Per. Warmth	5.19 (1.215)	5.35 (1.014)	4.97 (1.447)	1.302 (0.199)
Per. Comp.	4.53 (1.424)	4.66 (1.410)	4.34 (1.445)	0.979 (0.331)

Experiment Group 2 (Warmth/Incongruent):

Means (SD)	Population (N=85)	Att = 0 (N=41)	Att = 1 (N=44)	T-Test
Per. Warmth	4.51 (1.442)	4.76 (1.277)	4.27 (1.556)	1.597 (0.114)
Per. Comp.	4.92 (1.375)	5.01 (1.189)	4.84 (1.538)	0.551 (0.583)

Experiment Group 3 (Warmth/Neutral):

Means (SD)	Population (N=87)	Att = 0 (N=51)	Att = 1 (N=36)	T-Test
Per. Warmth	4.70 (1.399)	4.56 (1.353)	4.89 (1.458)	-1.085 (0.281)
Per. Comp.	4.76 (1.352)	4.68 (1.288)	4.88 (1.449)	-0.696 (0.488)

Experiment Group 4 (Competence/Congruent):

Means (SD)	Population (N=84)	Att = 0 (N=43)	Att = 1 (N=41)	T-Test
Per. Warmth	4.53 (1.424)	4.72 (1.179)	4.39 (1.125)	1.314 (0.193)
Per. Comp.	5.24 (1.256)	5.23 (1.214)	5.26 (1.313)	-0.129 (0.898)

Experiment Group 5 (Competence/Incongruent):

Means (SD)	Population (N=77)	Att = 0 (N=44)	Att = 1 (N=33)	T-Test
Per. Warmth	5.19 (1.106)	4.95 (1.138)	5.50 (0.994)	-2.196 (0.031)
Per. Comp.	4.83 (1.379)	4.72 (1.470)	4.97 (1.254)	-0.780 (0.438)

Note: Perceived warmth differs significantly between subjects that failed and those who passed the attention check.

Experiment Group 6 (Competence/Neutral):

Means (SD)	Population (N=83)	Att = 0 (N=51)	Att = 1 (N=32)	T-Test
Per. Warmth	4.47 (1.242)	4.77 (1.008)	3.98 (1.431)	2.950 (0.004)
Per. Comp.	4.76 (1.383)	4.75 (1.350)	4.77 (1.455)	-0.090 (0.928)

Note: Perceived warmth differs significantly between subjects that failed and those who passed the attention check.

Scale Reliabilities:

Cronbach's Alpha	Population (N=497)	Att = 0 (N=278)	Att = 1 (N=219)
BR _{Att}	0.904	0.884	0.922
BR _{PI}	0.863	0.853	0.875
Ad _{Att}	0.848	0.812	0.878
Ad _{Cred}	0.889	0.861	0.911
Ad _{Incon}	0.663	0.635	0.686
Per. COO _{warm}	0.872	0.856	0.885
Per. COO _{comp}	0.904	0.904	0.903
SSI	0.834	0.839	0.827

Manipulation Check

Assumptions:

- Normality met due to Central Limit Theorem. (Field, 2018, p. 330). Smallest experiment group contains 77 individuals.
- Independence met by study's between-subject design

Dependent Variable: Manipulated Country Warmth

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	45.63	5	9.13	5.66	0.000	0.05
Intercept	11,285.87	1	11,285.87	6,998.25	0.000	0.93
COO	0.44	1	0.44	0.27	0.603	0.00
AD _{Type}	43.46	2	21.73	13.47	0.000	0.05
COO * AD _{Type}	1.82	2	0.91	0.57	0.568	0.00
Error	791.82	491	1.61			
Total	12,098.56	497				
Corrected Total	837.45	496				

$R^2 = 0.05$ (Adjusted $R^2 = 0.05$)

Levene's Test: $F(5, 491) = 1.28$, $p = 0.272$

Estimated Means: Manipulate Country Warmth

Est. Mean (SD)	Warm	Competent	Neutral
Spain	5.19 (0.14)	4.51 (0.14)	4.70 (0.15)
Great Britain	5.19 (0.15)	4.56 (0.14)	4.47 (0.14)

Pairwise Comparisons

Dependent Variable: Manipulated Country Warmth

COO	(I) AD _{Type}	(J) AD _{Type}	Mean Difference (I-J)	Std. Error	Sig.
Spain	Warm	Competent	0.69	0.20	0.001
		Neutral	0.50	0.20	0.011
	Competent	Warm	-0.69	0.20	0.001
		Neutral	-0.19	0.19	0.328
	Neutral	Warm	-0.50	0.20	0.011
		Competent	0.19	0.19	0.328
Great Britain	Warm	Competent	0.63	0.20	0.002
		Neutral	0.72	0.20	0.000
	Competent	Warm	-0.63	0.20	0.002
		Neutral	0.09	0.20	0.649
	Neutral	Warm	-0.72	0.20	0.000
		Competent	-0.09	0.20	0.649

AD _{Type}	(I) COO	(J) COO	Mean Difference (I-J)	Std. Error	Sig.
Warm	Spain	Great Britain	0.01	0.20	0.976
Competent	Spain	Great Britain	-0.05	0.20	0.784
Neutral	Spain	Great Britain	0.23	0.20	0.248

Dependent Variable: Manipulated Country Competence

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	23.29	5	4.66	2.51	0.029	0.03
Intercept	11,623.15	1	11,623.15	6,268.52	0.000	0.93
COO	5.27	1	5.27	2.84	0.093	0.01
AD _{Type}	15.19	2	7.60	4.10	0.017	0.02
COO * AD _{Type}	2.83	2	1.42	0.76	0.467	0.00
Error	910.42	491	1.85			
Total	12,583.69	497				
Corrected Total	933.71	496				

$R^2 = 0.03$ (Adjusted $R^2 = 0.02$)

Levene's Test: $F(5, 491) = 0.13$, $p = 0.987$

Estimated Means: Manipulate Country Competence

Est. Mean (SD)	Warm	Competent	Neutral
Spain	4.53 (0.15)	4.92 (0.15)	4.76 (0.15)
Great Britain	4.83 (0.16)	5.24 (0.15)	4.76 (0.15)

Pairwise Comparisons

Dependent Variable: Manipulated Country Competence

COO	(I) AD _{Type}	(J) AD _{Type}	Mean Difference (I-J)	Std. Error	Sig.
Spain	Warm	Competent	-0.39	0.21	0.064
		Neutral	-0.23	0.21	0.267
	Competent	Warm	0.39	0.21	0.064
		Neutral	-0.16	0.21	0.444
	Neutral	Warm	0.23	0.21	0.267
		Competent	0.16	0.21	0.444
Great Britain	Warm	Competent	-0.42	0.22	0.053
		Neutral	0.07	0.22	0.739
	Competent	Warm	0.42	0.22	0.053
		Neutral	0.49	0.21	0.021
	Neutral	Warm	-0.07	0.22	0.739
		Competent	-0.49	0.21	0.021

AD _{Type}	(I) COO	(J) COO	Mean Difference (I-J)	Std. Error	Sig.
Warm	Spain	Great Britain	-0.30	0.22	0.167
Competent	Spain	Great Britain	-0.32	0.21	0.123
Neutral	Spain	Great Britain	0.01	0.21	0.979

Main Analysis (2x3 Factorial ANCOVA)

Assumptions:

- Normality met due to Central Limit Theorem. (Field, 2018, p. 330). Smallest experiment group contains 77 individuals.
- Independence met by study's between-subject design

Dependent Variable: Advertisement Credibility

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	93.30	7	13.33	8.97	0.000	0.11
Intercept	851.45	1	851.45	572.71	0.000	0.54
COO _{PCT}	20.38	1	20.38	13.71	0.000	0.03
COO _{Fav}	26.03	1	26.03	17.51	0.000	0.04
COO	12.27	1	12.27	8.25	0.004	0.02
AD _{Str}	0.60	2	0.30	0.20	0.817	0.00
COO * AD _{Str}	12.41	2	6.21	4.18	0.016	0.02
Error	727.00	489	1.49			
Total	12,294.22	497				
Corrected Total	820.29	496				

$R^2 = 0.11$ (Adjusted $R^2 = 0.10$)

Levene's Test: $F(5, 491) = 1.00$, $p = 0.418$

Estimated Means: Advertisement Credibility

Est. Mean (SD)	Anchored	Complemented	Neutral
Spain	4.53 (0.14)	4.50 (0.13)	4.91 (0.13)
Great Britain	5.09 (0.13)	5.02 (0.14)	4.78 (0.13)

Pairwise Comparisons

Dependent Variable: Advertisement Credibility

COO	(I) AD _{Str}	(J) AD _{Str}	Mean Difference (I-J)	Std. Error	Sig.
Spain	Anchored	Complemented	0.02	0.19	0.898
		Neutral	-0.38	0.19	0.044
	Complemented	Anchored	-0.02	0.19	0.898
		Neutral	-0.41	0.19	0.030
	Neutral	Anchored	0.38	0.19	0.044
		Complemented	0.41	0.19	0.030
Great Britain	Anchored	Complemented	0.07	0.19	0.700
		Neutral	0.31	0.19	0.102
	Complemented	Anchored	-0.07	0.19	0.700
		Neutral	0.24	0.19	0.224
	Neutral	Anchored	-0.31	0.19	0.102
		Complemented	-0.24	0.19	0.224

AD _{Type}	(I) COO	(J) COO	Mean Difference (I-J)	Std. Error	Sig.
Anchored	Spain	Great Britain	-0.57	0.19	0.003
Complemented	Spain	Great Britain	-0.52	0.19	0.008
Neutral	Spain	Great Britain	0.13	0.19	0.504

Moderated Mediation Analysis

ES_{Anchored} vs. ES_{Neutral}

AD_{Str}: 0 = Neutral, 1 = Anchored

Level of confidence for CI: 90%

Number of bootstrap samples: 10,000

SSI values in conditional tables: [mean -SD], mean, [mean + SD]

Outcome: AD _{Cred}	Coeff.	SE	t	p	LLCI	ULCI
Constant	4.36	0.50	8.68	0.000	3.52	5.19
AD _{Str}	0.10	0.64	0.15	0.879	-0.96	1.16
SSI	-0.11	0.15	-0.73	0.465	-0.35	0.14
AD _{Str} *SSI	-0.18	0.21	0.86	0.392	-0.53	0.17
CO _{PCT}	0.18	0.06	3.05	0.003	0.08	0.27
CO _{Fav}	0.10	0.06	1.68	0.095	> 0.00	0.20

Note: $R^2 = 0.12$, $F(5, 162) = 4.48$, $p = 0.00$

Outcome: AD _{Skep}	Coeff.	SE	t	p	LLCI	ULCI
Constant	3.23	0.76	4.23	0.000	1.97	4.49
AD _{Str}	0.51	0.97	0.52	0.603	-1.10	2.12
SSI	0.36	0.23	1.58	0.119	-0.02	0.73
AD _{Str} *SSI	-0.06	0.32	-0.17	0.864	-0.59	0.48
CO _{PCT}	-0.18	0.09	-2.06	0.041	-0.33	-0.04
CO _{Fav}	-0.12	0.09	-1.35	0.178	-0.28	0.03

Note: $R^2 = 0.06$, $F(5, 162) = 2.19$, $p = 0.05$

Outcome: AD _{Att}	Coeff.	SE	t	p	LLCI	ULCI
Constant	1.96	0.58	3.38	0.001	1.00	2.92
AD _{Str}	-0.28	0.55	-0.52	0.605	-1.19	0.62
AD _{Cred}	0.54	0.07	7.51	0.000	0.42	0.66
AD _{Skep}	-0.14	0.05	-2.98	0.003	-0.22	-0.06
SSI	0.05	0.13	0.38	0.702	-0.16	0.26
AD _{Str} *SSI	0.10	0.18	0.56	0.574	-0.20	0.40
CO _{PCT}	0.13	0.05	2.56	0.012	0.05	0.21
CO _{Fav}	0.02	0.05	0.29	0.775	-0.07	0.10

Note: $R^2 = 0.45$, $F(7, 160) = 18.83$, $p = 0.00$

Conditional direct effect: AD_{Str} -> AD_{Att}

SSI	Effect	SE	t	p	LLCI	ULCI
2.00	-0.08	0.23	-0.35	0.73	-0.45	0.29
2.89	0.01	0.16	0.07	0.94	-0.25	0.28
3.78	0.10	0.23	0.45	0.66	-0.28	0.48

Conditional indirect effect: AD_{Str} -> AD_{Cred} -> AD_{Att}

SSI	Effect	BootSE	BootLLCI	BootULCI
2.00	-0.14	0.14	-0.37	0.09
2.89	-0.23	0.11	-0.41	-0.06
3.78	-0.32	0.14	-0.55	-0.09

Conditional indirect effect: AD_{Str} -> AD_{Skep} -> AD_{Att}

SSI	Effect	BootSE	BootLLCI	BootULCI
2.00	-0.06	0.07	-0.19	0.04
2.89	-0.05	0.05	-0.14	0.01
3.78	-0.04	0.06	-0.15	0.05

ES_{Complemented} vs. ES_{Neutral}

AD_{Str}: 0 = Neutral, 1 = Complemented

Level of confidence for CI: 90%

Number of bootstrap samples: 10,000

SSI values in conditional tables: [mean -SD], mean, [mean + SD]

Outcome: AD _{Cred}	Coeff.	SE	t	p	LLCI	ULCI
Constant	4.22	0.51	8.25	0.000	3.38	5.07
AD _{Str}	-0.84	0.63	-1.33	0.185	-1.89	0.20
SSI	-0.07	0.15	-0.47	0.637	-0.32	0.18
AD _{Str} *SSI	0.15	0.20	0.72	0.472	-0.19	0.48
CO _{PCT}	0.12	0.06	1.96	0.052	0.02	0.22
CO _{Fav}	0.14	0.06	2.28	0.024	0.04	0.24

Note: R² = 0.11, F(5, 166) = 4.09, p = 0.00

Outcome: AD _{Skep}	Coeff.	SE	t	p	LLCI	ULCI
Constant	3.05	0.78	3.93	0.000	1.77	4.34
AD _{Str}	0.22	0.96	0.23	0.818	-1.37	1.81
SSI	0.29	0.23	1.25	0.212	-0.09	0.67
AD _{Str} *SSI	0.07	0.31	0.24	0.808	-0.43	0.58
CO _{PCT}	-0.10	0.09	-1.10	0.271	-0.25	0.05
CO _{Fav}	-0.08	0.09	-0.90	0.372	-0.24	0.07

Note: R² = 0.04, F(5, 166) = 1.47, p = 0.20

Outcome: AD _{Att}	Coeff.	SE	t	p	LLCI	ULCI
Constant	2.27	0.54	4.20	0.000	1.38	3.16
AD _{Str}	0.09	0.51	0.17	0.865	-0.75	0.92
AD _{Cred}	0.50	0.07	7.44	0.000	0.39	0.61
AD _{Skep}	-0.22	0.04	-5.00	0.000	-0.29	-0.15
SSI	0.08	0.12	0.65	0.517	-0.12	0.28
AD _{Str} *SSI	0.00	0.16	0.01	0.992	-0.27	0.27
CO _{PCT}	0.11	0.05	2.18	0.031	0.03	0.19
CO _{Fav}	0.05	0.05	0.90	0.367	-0.04	0.13

Note: $R^2 = 0.50$, $F(7, 164) = 23.48$, $p = 0.00$

Conditional direct effect: AD_{Str} -> AD_{Att}

SSI	Effect	SE	t	p	LLCI	ULCI
2.07	0.09	0.21	0.42	0.67	-0.26	0.44
2.99	0.09	0.15	0.61	0.54	-0.16	0.34
3.90	0.09	0.21	0.44	0.66	-0.25	0.44

Conditional indirect effect: AD_{Str} -> AD_{Cred} -> AD_{Att}

SSI	Effect	BootSE	BootLLCI	BootULCI
2.07	-0.27	0.14	-0.50	-0.05
2.99	-0.20	0.09	-0.35	-0.05
3.90	-0.14	0.11	-0.33	0.05

Conditional indirect effect: AD_{Str} -> AD_{Skep} -> AD_{Att}

SSI	Effect	BootSE	BootLLCI	BootULCI
2.07	-0.08	0.09	-0.23	0.06
2.99	-0.10	0.06	-0.21	> 0.00
3.90	-0.11	0.09	-0.27	0.02

UK_{Anchored} vs. UK_{Neutral}

AD_{Str}: 0 = Neutral, 1 = Anchored

Level of confidence for CI: 90%

Number of bootstrap samples: 10,000

SSI values in conditional tables: [mean -SD], mean, [mean + SD]

Outcome: AD _{Cred}	Coeff.	SE	t	p	LLCI	ULCI
Constant	3.49	0.46	7.58	0.000	2.73	4.26
AD _{Str}	-0.09	0.60	-0.14	0.887	-1.07	0.90
SSI	0.03	0.13	0.25	0.802	-0.19	0.26
AD _{Str} *SSI	0.14	0.19	0.71	0.481	-0.18	0.45
CO _{PCT}	0.10	0.06	1.74	0.085	> 0.00	0.20
CO _{Fav}	0.22	0.07	3.32	0.001	0.11	0.33

Note: R² = 0.11, F(5, 161) = 5.61, p = 0.00

Outcome: AD _{Skep}	Coeff.	SE	t	p	LLCI	ULCI
Constant	3.45	0.70	4.95	0.000	2.30	4.61
AD _{Str}	0.09	0.90	0.10	0.921	-1.40	1.58
SSI	0.18	0.20	0.89	0.377	-0.16	0.51
AD _{Str} *SSI	-0.11	0.29	-0.38	0.705	-0.59	0.37
CO _{PCT}	0.05	0.09	0.52	0.603	-0.10	0.20
CO _{Fav}	-0.17	0.10	-1.68	0.095	-0.33	< 0.00

Note: R² = 0.03, F(5, 161) = 0.84, p = 0.52

Outcome: AD _{Att}	Coeff.	SE	t	p	LLCI	ULCI
Constant	1.05	0.51	2.08	0.039	0.22	1.89
AD _{Str}	-0.02	0.47	-0.04	0.971	-0.79	0.76
AD _{Cred}	0.64	0.07	9.08	0.000	0.52	0.76
AD _{Skep}	-0.10	0.05	-2.04	0.044	-0.17	-0.02
SSI	0.03	0.11	0.27	0.787	-0.15	0.20
AD _{Str} *SSI	0.04	0.15	0.25	0.807	-0.21	0.29
CO _{PCT}	0.11	0.05	2.24	0.027	0.03	0.19
CO _{Fav}	0.08	0.05	1.41	0.161	-0.01	0.17

Note: R² = 0.56, F(7, 159) = 28.48, p = 0.00

Conditional direct effect: $AD_{Str} \rightarrow AD_{Att}$

SSI	Effect	SE	t	p	LLCI	ULCI
1.98	0.06	0.21	0.27	0.785	-0.29	0.40
2.96	0.09	0.15	0.63	0.530	-0.15	0.34
3.93	0.13	0.21	0.61	0.540	-0.22	0.48

Conditional indirect effect: $AD_{Str} \rightarrow AD_{Cred} \rightarrow AD_{Att}$

SSI	Effect	BootSE	BootLLCI	BootULCI
1.98	0.12	0.17	-0.16	0.39
2.96	0.20	0.12	> 0.00	0.40
3.93	0.29	0.15	0.05	0.55

Conditional indirect effect: $AD_{Str} \rightarrow AD_{Skep} \rightarrow AD_{Att}$

SSI	Effect	BootSE	BootLLCI	BootULCI
1.98	0.01	0.05	-0.06	0.09
2.96	0.02	0.03	-0.02	0.09
3.93	0.03	0.05	-0.03	0.14

$ES_{Anchored}$ vs. $UK_{Anchored}$

COO: 0 = Spain, 1 = Great Britain

Level of confidence for CI: 90%

Number of bootstrap samples: 10,000

SSI values in conditional tables: [mean -SD], mean, [mean + SD]

Outcome: AD_{Cred}	Coeff.	SE	t	p	LLCI	ULCI
Constant	5.16	1.06	4.87	0.000	3.41	6.92
COO	-0.79	0.63	-1.24	0.217	-1.83	0.26
SSI	-0.76	0.35	-2.20	0.029	-1.34	-0.19
COO*SSI	0.47	0.21	2.21	0.028	0.12	0.82
CO_{PCT}	0.22	0.06	3.63	0.000	0.12	0.32
CO_{Fav}	0.10	0.07	1.41	0.162	-0.02	0.21

Note: $R^2 = 0.17$, $F(5, 159) = 6.37$, $p = 0.00$

Outcome: AD _{Skep}	Coeff.	SE	t	p	LLCI	ULCI
Constant	3.14	1.62	1.94	0.054	0.46	5.82
AD _{Str}	0.26	0.97	0.27	0.790	-1.34	1.86
SSI	0.53	0.53	1.00	0.319	-0.35	1.40
COO*SSI	-0.23	0.32	-0.73	0.468	-0.77	0.30
CO _{PCT}	-0.13	0.09	-1.41	0.160	-0.29	0.02
CO _{Fav}	-0.08	0.10	-0.73	0.466	-0.25	0.10

Note: $R^2 = 0.04$, $F(5, 159) = 1.30$, $p = 0.26$

Outcome: AD _{Att}	Coeff.	SE	t	p	LLCI	ULCI
Constant	1.00	0.99	1.02	0.310	-0.63	2.64
COO	0.15	0.52	0.28	0.777	-0.72	1.02
AD _{Cred}	0.58	0.07	8.08	0.000	0.47	0.70
AD _{Skep}	-0.08	0.05	-1.74	0.085	-0.16	< 0.00
SSI	0.20	0.29	0.71	0.482	-0.27	0.68
COO*SSI	-0.06	0.18	-0.36	0.721	-0.36	0.23
CO _{PCT}	0.20	0.05	3.76	0.000	0.11	0.28
CO _{Fav}	0.01	0.06	0.10	0.924	-0.09	0.10

Note: $R^2 = 0.51$, $F(7, 157) = 23.41$, $p = 0.00$

Conditional direct effect: COO → AD_{Att}

SSI	Effect	SE	t	P	LLCI	ULCI
1.95	0.03	0.22	0.11	0.91	-0.35	0.40
2.87	-0.03	0.16	-0.20	0.84	-0.31	0.24
3.78	-0.09	0.24	-0.38	0.70	-0.48	0.30

Conditional indirect effect: COO → AD_{Cred} → AD_{Att}

SSI	Effect	BootSE	BootLLCI	BootULCI
1.95	0.07	0.15	-0.18	0.32
2.87	0.33	0.12	0.13	0.53
3.78	0.58	0.17	0.31	0.86

Conditional indirect effect: COO -> AD_{skep} -> AD_{Att}

SSI	Effect	BootSE	BootLLCI	BootULCI
1.95	0.01	0.05	-0.04	0.11
2.87	0.03	0.04	-0.01	0.11
3.78	0.05	0.06	-0.01	0.17

Experiment Material

Study 1:



Anchored Warm Advertisement



Complemented Warm Advertisement

t



Complemented Competent Advertisement



Anchored Competent Advertisement



Neutral Advertisement



Neutral Advertisement

Study 2:



Anchored Warm Advertisement



Complemented Warm Advertisement



Complemented Competent Advertisement



Anchored Competent Advertisement



Neutral Advertisement



Neutral Advertisement

Survey Flow

INTRODUCTION

Chair for International Marketing

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Research Organization

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This study is conducted as part of a master thesis at the chair of international marketing at the university of Vienna. It investigates the method of operation of different advertisements. Therefore we kindly ask you to answer a few questions about advertisement material we will show to you. The survey solely serves scientific purposes and will not be given to any companies for commercial benefit.

Filling out this questionnaire will probably take 5 minutes of your time.

Please note:

- There are no right or wrong answers. We are only interested in your personal judgement.
- This questionnaire is anonymous. All your responses will be handled carefully and not be given to any third party.
- We hope that you read the questions carefully and answer attentively. To verify that the questionnaire contains attention checks. Your full attention is of great importance, so that we can progress our research. Every single respondent helps us with that. Without your participations we would not be able to do so. But please also understand that we cannot use answers if the attention checks are failed. We therefore reserve the right to terminate the survey abortively.

Thank you for your participation!

NEW PAGE

STIMULUS + Filler Advertisements

Advertisement Material

On the next pages we will show you a few advertisements. Please take enough time to look at them and form a quick opinion about them. The following questions will relate to the presented pictures. There will not be another chance to look at the advertisements again.

(Randomized order of fillers and stimulus)

NEW PAGE

Filler 1 TREBE (see p. 28)

NEW PAGE

Stimulus (1 out of 6) FLANE (see previous subchapter)

NEW PAGE

Filler 2 CLETT (see p. 28)

NEW PAGE

A Advertisement Measurements

F1 and F2 in randomized order

[F1. Advertisement Incongruity (TREBE)]

The next question refers to the **advertisement** of the coffee roastery **TREBE**.

To what extent do you agree with the statements about the advertisement of the brand TREBE?

This ad is expectable.

This ad is relevant.

This ad is predictable.

(1 to 7 rating scale totally disagree – totally agree)

[F2. Advertisement Attitude (CLETT)]

This question refers to the **advertisement** of the suitcase manufacturer **CLETT**.

How do you evaluate the advertisement of CLETT?

This is a negative ad./ This is a positive ad

This is an unfavorable ad./ This is a favorable ad.

This is a bad ad./ This is a good ad.

(Polar 1-7)

From now on the questions will refer to the **advertisement** of the bicycle brand **FLANE**.

A1. Advertisement Processing Time

Time spent on stimulus page (measured in milliseconds)

A2. Advertisement Attitude (Okazaki, Mueller, & Taylor, 2010)

How do you evaluate the advertisement of FLANE?

This is a bad ad./ This is a good ad.

This is a unfavorable ad./ This is a favorable ad.

This is a negative ad./ This is a positive ad

(Polar 1-7)

A3. Advertisement Comprehension (Halkias & Kokkinaki, 2014)

This ad makes no sense./This ad makes sense.

(Polar 1-7)

A4. Advertisement Credibility (Van Rompay & Pruyn, 2011)

To what extent do you agree with the statements about the advertisement of the brand **FLANE**?

This ad provides a sincere impression of the brand.

This ad provides a credible impression of the brand.

This ad provides a trustworthy impression of the brand.

(1 to 7 rating scale totally disagree – totally agree)

A5. Advertisement Incongruity (adapted_(+predictable) from Halkias & Kokkinaki, 2014)

This ad is predictable.

This ad is relevant.

This ad is expectable.

(1 to 7 rating scale totally disagree – totally agree)

A6. Advertisement Skepticism

This ad makes me skeptical.

(1 to 7 rating scale totally disagree – totally agree)

NEW PAGE

B Brand Measurements

The following two questions will refer to the brand **FLANE**.

B1. Brand Attitude (Fuchs & Diamantopoulos, 2010)

How do you evaluate the **brand FLANE**?

My opinion about this brand is negative./ My opinion about this brand is positive.

This is a bad brand./This is a good brand.

I do not like this brand./I like this brand.

(Polar 1-7)

B2. Purchase Intention (Halkias, Davvetas & Diamantopoulos; 2016)

To what extent do you agree with the statements about the **brand FLANE**?

It would be very likely that I buy a bike of this brand

I would buy a bike of this brand, if I needed one.

I would try a bike of this brand.

(1 to 7 rating scale totally disagree – totally agree)

C Country Measurements

The following two questions refer to **[Country]** as a country.

C1. Country Typicality (item from Spielmann, 2016)

To what extent do you agree with the statements about [Country]?

I associate the product category bikes with [Country].

(1 to 7 rating scale totally disagree – totally agree)

C2. Country Favorability

[Country] has a favorable image.

(1 to 7 rating scale totally disagree – totally agree)

C3. Country Manipulation (Halkias et al., 2016; Diamantopoulos et al., 2017)

How are [Citizens] depicted in the advertisement of FLANE?

FLANE represents [Citizens] as friendly.

FLANE represents [Citizens] as good-natured.

FLANE represents [Citizens] as nice.

FLANE represents [Citizens] as warm.

FLANE represents [Citizens] as capable.

FLANE represents [Citizens] as efficient.

FLANE represents [Citizens] as intelligent.

FLANE represents [Citizens] as competent.

(1 to 7 rating scale totally disagree – totally agree)

D Stereotype Reliance (developed by Halkias, further adapted)

The next question deals with the relationship between your own opinion and that of the majority.

Please indicate where you would locate yourself in between the two statements. We are only interested in your personal assessment. There are no right or wrong, no better or worse answers.

It is more important to me to be individual than to fit in with the majority./ It is more important to me to fit in with the majority than to be individual.

The opinion of the majority rarely helps me to form my own opinion./ The opinion of the majority often helps me to form my own opinion.

The opinion of the majority rarely has an influence on my own opinion./ The opinion of the majority often has an influence on my own opinion.

My own opinion often differs from the opinion of the majority./ My own opinion is often shared by the majority.

I still speak out, even if my opinion does not match the majority's opinion./ I restrain my opinion, if it does not match the opinion of the majority.

My own opinion stands often in contrast with the opinion of the majority./ My own opinion often coincides with the opinion of the majority.

(Polar 1-6)

NEW PAGE

E Attention Check (adapted from Berinsky, Margolis & Sances, 2016)

Lastly, we would like to know through which media channel you have regular contact to advertisement. You can also select multiple items from a range of answers. For a successful study reading carefully is more important than the content of this question. Please select therefore just the option 'online'. Otherwise we cannot use your answers and have to terminate at this point.

Through which media channel do you have regular contact to advertising?

- Print
- Radio
- Television
- Outdoor advertisement
- Online
- Other

(Single Choice, if something else than 'online' is selected, the survey is ended)

NEW PAGE

F Demographics

F1. Age

Please indicate your age.

___ Years

F2. Gender

Please indicate your gender.

- Male
- Female
- Diverse

(Single Choice)

F3. Education

Please select your highest qualification.

Compulsory school

Apprenticeship

A-Level/High-School Diploma

University/College

(Single Choice)

F4. Nationality

Please indicate your nationality.

Austria

Other ____ (Please indicate which)

(Single Choice plus text input for 'other')

F5. Years spent in Austria

For how long have you lived in Austria?

____ Years in Austria

NEW PAGE

Thank you for your participation!

With the following code you can register for your payment:

V9JDR4UAKA

Please contact us if you have any questions. The address is linked at the end of this page. To send us an e-mail, just click on the name shaded in blue in the imprint.

Your answers have been saved, you can close the browser window now.

Final Survey

Fragebogen

17.01.20, 11:44



Lehrstuhl für Internationales Marketing

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Diese Studie wird am Lehrstuhl für Internationales Marketing der Universität Wien im Rahmen einer Masterarbeit durchgeführt. Sie untersucht die Wirkungsweise verschiedener Werbungen. Hierfür bitten wir Sie ein paar Fragen über die von uns präsentierten Werbeanzeigen zu beantworten. Die Umfrage dient dabei ausschließlich wissenschaftlichen Zwecken und wird nicht für kommerzielle Interessen an Firmen weitergegeben.

Die Beantwortung der Fragen wird etwa 5-7 Minuten Ihrer Zeit in Anspruch nehmen.

Bitte beachten Sie:

- Es gibt keine richtigen oder falschen Antworten. Wir sind nur an Ihrer persönlichen Einschätzung interessiert.
- Dieser Fragebogen ist anonym. Alle Ihre Angaben werden vertraulich behandelt und nicht an Dritte weitergegeben.
- Wir hoffen, dass Sie die Fragen sorgfältig lesen und aufmerksam beantworten. Um dies zu überprüfen, enthält dieser Fragebogen Aufmerksamkeitstests. Ihre volle Aufmerksamkeit ist existentiell dafür, dass wir unsere Forschung voranbringen können. Jede einzelne Antwort hilft uns dabei weiter, denn ohne Ihre Teilnahme wären wir dazu nicht in der Lage. Verstehen Sie allerdings bitte auch, dass wir Antworten nicht verwenden können, sollten die Aufmerksamkeitstests nicht richtig beantwortet werden. Wir behalten uns daher das Recht vor, den Fragebogen vorzeitig abubrechen.

Vielen Dank für Ihre Teilnahme!

Weiter

Victor Pacyna, BSc,
Lehrstuhl für Internationales Marketing,
Institut der Betriebswirtschaftslehre,
Universität Wien

0% ausgefüllt



Werbeanzeigen

Wir werden Ihnen auf den nächsten Seiten einige Werbeanzeigen zeigen. Bitte nehmen Sie sich ausreichend Zeit, sich diese anzuschauen und ein kurzes Urteil über sie zu bilden. Die nachfolgenden Fragen werden sich dann auf die Ihnen gleich präsentierten Bilder beziehen. Es wird keine weitere Möglichkeit geben, sich die Werbeanzeigen erneut anzusehen.

Weiter

Victor Pacyna, BSc,
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11% ausgefüllt



Weiter

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Universität Wien

22% ausgefüllt



**ZEIT FÜR EIN
UPGRADE**



Reisen Sie **smart** mit **CLETT**

[Weiter](#)

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Universität Wien

33% ausgefüllt

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Werbeanzeigen

Die nächste Frage bezieht sich auf die **Werbung** der Kaffeerösterei **TREBE**.

In wiefern stimmen Sie den Aussagen über die **Werbung der Marke TREBE** zu?

	Stimme überhaupt nicht zu.	Stimme voll und ganz zu.
Diese Werbung ist vorhersehbar .	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
Diese Werbung ist relevant .	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
Diese Werbung ist durchschaubar .	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	

Diese Frage bezieht sich auf die **Werbung** des Kofferherstellers **CLETT**.

Wie beurteilen Sie die **Werbung von CLETT**?

Dies ist eine negative Werbung.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Dies ist eine positive Werbung.
Dies ist eine unvorteilhafte Werbung.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Dies ist eine vorteilhafte Werbung.
Dies ist eine schlechte Werbung.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Dies ist eine gute Werbung.

Die Fragen werden sich ab jetzt auf die **Werbung** des Fahrradherstellers **FLANE** beziehen.

Wie beurteilen Sie die **Werbung von FLANE**?

Dies ist eine schlechte Werbung.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Dies ist eine gute Werbung.
Dies ist eine unvorteilhafte Werbung.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Dies ist eine vorteilhafte Werbung.
Dies ist eine negative Werbung.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Dies ist eine positive Werbung.
Die Werbung macht für mich keinen Sinn .	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Die Werbung macht für mich Sinn .

Inwiefern stimmen Sie den nachfolgenden Aussagen über die **Werbung der Marke FLANE** zu?

	Stimme überhaupt nicht zu.	Stimme voll und ganz zu.
Die Werbung vermittelt ein ehrliches Bild der Marke.	<input type="radio"/>	<input type="radio"/>
Die Werbung vermittelt ein glaubhaftes Bild der Marke.	<input type="radio"/>	<input type="radio"/>
Die Werbung vermittelt ein vertrauenswürdiges Bild der Marke.	<input type="radio"/>	<input type="radio"/>
Diese Werbung ist üblich .	<input type="radio"/>	<input type="radio"/>
Diese Werbung ist gewöhnlich .	<input type="radio"/>	<input type="radio"/>
Diese Werbung ist relevant .	<input type="radio"/>	<input type="radio"/>
Diese Werbung ist durchschaubar .	<input type="radio"/>	<input type="radio"/>
Diese Werbung ist vorhersehbar .	<input type="radio"/>	<input type="radio"/>
Diese Werbung macht mich skeptisch .	<input type="radio"/>	<input type="radio"/>

Wie werden Ihrer Meinung nach **Großbritannien** und seine Bürger in der **Werbung von FLANE** dargestellt?

	Stimme überhaupt nicht zu.	Stimme voll und ganz zu.
In der Werbung wird Großbritannien als freundlich dargestellt.	<input type="radio"/>	<input type="radio"/>
In der Werbung wird Großbritannien als gutmütig dargestellt.	<input type="radio"/>	<input type="radio"/>
In der Werbung wird Großbritannien als nett dargestellt.	<input type="radio"/>	<input type="radio"/>
In der Werbung wird Großbritannien als warm dargestellt.	<input type="radio"/>	<input type="radio"/>
In der Werbung wird Großbritannien als fähig dargestellt.	<input type="radio"/>	<input type="radio"/>
In der Werbung wird Großbritannien als effizient dargestellt.	<input type="radio"/>	<input type="radio"/>
In der Werbung wird Großbritannien als intelligent dargestellt.	<input type="radio"/>	<input type="radio"/>
In der Werbung wird Großbritannien als kompetent dargestellt.	<input type="radio"/>	<input type="radio"/>

Weiter

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56% ausgefüllt



Die nachfolgenden zwei Fragen beziehen sich auf die Marke **FLANE**.

Wie beurteilen Sie die **Marke FLANE**?

Meine Meinung über die Marke ist **negativ**.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Meine Meinung über diese Marke ist **positiv**.

Dies ist eine **schlechte** Marke.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Dies ist eine **gute** Marke.

Ich **mag** diese Marke **nicht**.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Ich **mag** diese Marke.

Inwiefern stimmen Sie den nachfolgenden Aussagen über die **Marke FLANE** zu?

Stimme
überhaupt
nicht zu.

Stimme voll
und ganz zu.



Es ist sehr wahrscheinlich, dass ich ein Fahrrad dieser Marke kaufen würde.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Ich würde ein Fahrrad dieser Marke kaufen, wenn ich eins benötigen würde.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Ich würde diese Marke ausprobieren.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Die nachfolgenden zwei Fragen beziehen sich auf **Großbritannien** als Land.

In wiefern stimmen Sie den folgenden Aussagen über **Großbritannien** zu?

Stimme
überhaupt
nicht zu.

Stimme voll
und ganz zu.



Ich assoziiere die Produktkategorie Fahrräder mit Großbritannien.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Großbritannien hat ein vorteilhaftes Image.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Die nächste Frage befasst sich mit dem Verhältnis zwischen Ihrer Meinung und der Meinung der Allgemeinheit.

Bitte markieren Sie, wo sich selbst zwischen den beiden entgegengesetzten Aussagen sehen. Dabei sind wir nur an **Ihrer persönlichen Einschätzung** interessiert. Es gibt keine richtigen oder falschen, keine besseren oder schlechteren Antworten.

Mir ist es wichtiger individuell zu sein als der Mehrheit zu entsprechen.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Mir ist es wichtiger der Mehrheit zu entsprechen als individuell zu sein.
Die Meinung der Mehrheit hilft mir nur selten bei meiner eigenen Meinungsbildung.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Die Meinung der Mehrheit hilft mir oft bei meiner eigenen Meinungsbildung.
Die Meinung der Mehrheit beeinflusst selten meine eigene Sichtweise.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Die Meinung der Mehrheit beeinflusst häufig meine eigene Sichtweise.
Meine eigenen Meinung unterscheidet sich häufig von der der Mehrheit.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Meine eigene Meinung wird häufig von der Mehrheit geteilt.
Ich sag auch dann meine Meinung, wenn sie nicht der Meinung der Mehrheit entspricht.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Ich halte meine Meinung zurück, wenn sie nicht der Meinung der Mehrheit entspricht.
Meine eigenen Meinung steht häufig im Gegensatz zur Meinung der Mehrheit.	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Meine Meinung stimmt häufig mit der Meinung der Mehrheit überein.

[Weiter](#)

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67% ausgefüllt



Als letztes wollen wir noch von Ihnen wissen, über welche Medien Sie regelmäßig mit Werbung in Kontakt kommen. Dabei können sie aus mehreren Antworten auswählen und beliebig viele Möglichkeiten ankreuzen. Wichtiger als der Inhalt dieser Frage ist für eine erfolgreiche Studie allerdings, dass Sie für die Beantwortung der Fragen die Angaben genau lesen. Kreuzen Sie daher nur die Möglichkeit „Online“ an. Andernfalls können wir Ihre Antwort leider nicht benutzen und müssen an dieser Stelle abbrechen.

Über welche Medien haben Sie regelmäßigen Kontakt zu Werbeanzeigen?

- ☐ Print
- ☐ Radio
- ☐ Fernsehen
- ☐ Außenwerbung
- ☐ Online
- ☐ Andere

Weiter

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78% ausgefüllt



Demografie

Bitte geben Sie Ihr **Alter** an.

Jahre

Bitte geben Sie Ihr **Geschlecht** an.

- ☐ männlich
☐ weiblich
☐ divers

Bitte geben Sie Ihre höchste abgeschlossene **Ausbildung** an.

- ☐ Pflichtschule
☐ Ausbildung/Lehre
☐ Matura/Abitur
☐ Universität/Fachhochschule

Bitte geben Sie Ihre **Nationalität** an.

- ☐ Österreich
☐ Sonstiges
☐ Bitte geben Sie Ihre Nationalität an.

Wie lange leben Sie schon in Österreich?

Jahre in Österreich

Weiter

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89% ausgefüllt



Vielen Dank für Ihre Teilnahme!

Mit dem folgenden Code können Sie sich zur Bezahlung registrieren:

V9JDR4UAKA

Bei Fragen wenden Sie sich gerne jeder Zeit an uns. Die Kontaktadresse ist am Ende dieser Seite verlinkt. Um uns eine E-Mail zukommen zu lassen, klicken Sie einfach auf den blau hinterlegten Namen im Impressum.

Ihre Antworten wurden gespeichert, Sie können das Browser-Fenster nun schließen.

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