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ABSTRACT

Globalization has turned into a subject that is becoming increasingly crucial for marketers and academicians. One manifestation of globalization is the use of international languages such as English that are understood and accessible widely throughout the globe. When doing marketing activities language plays a significant role since it is a communication vehicle between the brand and its consumers. Therefore, the language used on product packaging influences consumers' responses. On the one hand, the choice of language is crucial to successfully communicate with consumers but on the other using different language for the same products in different countries makes business operations and marketing activities highly complex. This thesis investigates whether a standardization approach on product packaging and the language used influences consumer evaluations and perceptions. It distinguishes between brands with differing degrees of globalness and shows that for global brands a standardization approach is advisable since English is appreciated on those brands whereat local brands are advised to adapt the languages on pack to the local tongue. Other brands that are internationally available, but consumers see as originally from their country are advised to use global and local languages simultaneously. A German-only, English-only and German and English artwork was presented to a total of 771 Austrian consumers who were asked to evaluate their perceptions and behavioral intentions in an online questionnaire.

GERMAN ABSTRACT (ZUSAMMENFASSUNG)

Die Thematik der Globalisierung wird für den Bereich des Marketings aus praktischer und akademischer Sicht fortlaufend wichtiger. Ein unterstützendes Werkzeug der Globalisierung ist die Verwendung internationaler Sprachen wie Englisch, die überall auf der Welt verstanden und zugänglich sind. Bei Marketingaktivitäten spielt die Sprache eine wichtige Rolle, da sie als Kommunikationsmittel zwischen Marken und ihren Konsumenten fungiert. Daher beeinflusst die auf Produktverpackungen verwendete Sprache das Verhalten und Reaktionen der Konsumenten. Einerseits ist die Wahl der Sprache entscheidend für die erfolgreiche Kommunikation mit Konsumenten, andererseits macht die Verwendung unterschiedlicher Sprachen für dieselben Produkte in verschiedenen Ländern Geschäftsabläufe und Marketingaktivitäten sehr komplex. Diese Masterarbeit untersucht Einflüsse von unterschiedlichen Sprachen auf Produktverpackungen auf die Wahrnehmung und Verhaltensweisen von Konsumenten. Dabei wird explizit untersucht, ob ein standardisiertes Verpackungsdesign hinsichtlich der verwendeten Sprache Konsumenten beeinflusst. Es wird unterschieden zwischen Marken mit unterschiedlichem Grad an Internationalität und dabei gezeigt, dass für globale Marken ein Standardisierungsansatz ratsam ist, da Englisch auf solchen Marken geschätzt wird. Dahingegen wird lokalen Marken geraten, die Sprachen auf der Verpackung an die lokale Sprache anzupassen. Anderen Marken, die zwar international erhältlich sind, jedoch deren Ursprung Konsumenten mit ihrem Land in Verbindung bringen, sollten globale und lokale Sprachen gleichzeitig verwenden. Insgesamt wurden 771 österreichische Konsumenten befragt, welchen deutsch-, englisch und deutsch- und englischsprachige Produktverpackungen präsentiert wurden.

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1. Introduction

The topic of globalization has evolved into a universal subject that is becoming increasingly crucial for society, economics, science and many other fields of humanity. For marketing in particular, globalization defines consumer needs and tastes as homogenous across the universe. People all over the world no matter where and under which circumstances want to experience and become acquainted with everything they see and hear at any time. This is becoming possible and part of one's everyday life through technological advances (Levitt, 1983). Additionally, companies nowadays can face the benefits of globally operating on the market, feasible through economies of scale in all departments of a firm – production, marketing, management and more (Levitt, 1983). A junction of diverse cultures occurs through globalization, jointly influencing and interacting with each other (Arnett, 2002). Culture and the interdependency of different cultural formats is not the single origin of globalization rather than a combination of many, such as rapid technological development in communication, financial and economic independencies, the possibility of facile international travel, the increase of urban living environments and so forth (Arnett, 2002).

Language plays a significant role in the context of globalization. The use of the English language as a universal instrument for communication is already being applied in small and large corporations, cross-cultural families, political congresses, academic conferences and much more (Johnson, 2009). As a result, the question can be raised whether English could and should be used as a global language for marketing activities, particularly when English is accessible and learnable for everyone who is willing to be part of an international and intercultural universe. English is already seen as a global language and used to communicate between nations, individuals of diverse backgrounds and corporations (Crystal, 2003). Increasing the audience to which a firm, a country or an individual is able to communicate to can be reached through the knowledge of and the ability to speak the English language (Johnson, 2009).

Bilingual and multilingual marketing activities whereby marketers use more than one language simultaneously to communicate with consumers are becoming increasingly important for multinationals but also for smaller firms in order to keep up with the trend of globalization (Gopinath & Glassmann, 2008). However, are the efforts of marketers to go global efficient and necessary? Does the possibility to fully standardize products in terms of using only English

and no other local language as a communication tool on packaging exist in order to reduce complexity and inefficiency for companies? If so, how would consumers react who are not able to understand the English language? Will they feel excluded and thus switch to another brand? Or are they indifferent and accept the English packaging anyhow?

Contrarily to the phenomenon of globalization, recent research has shown trends towards de-globalization and antiglobalization. Antiglobalization is seen as a combination of consumers' believe and trust in political and economic activities supporting globalization as democratic ideals and the union of nations to solve global issues while opposing other activities that could cause problems for the local society such as outsourcing firm's human resources as well as free movement of capital and/or people across borders (Celveland & McCutcheon, 2022). In international business, de-globalization, defined as that nations become increasingly independent from each other (Verbeke, Coeurderoy, & Matt, 2018), could require structural, strategic and behavioural changes (Witt, 2019). Antiglobalization and de-globalization highlight the importance of individual entities and cultures (Celveland & McCutcheon, 2022) which emphasizes the importance of local languages as well. It could therefore be useful not to neglect local languages hence consider using them on packaging in specific situations.

Consolidated, it all comes down to the long-lasting debate of standardizing versus adapting marketing activities (Agrawal, 1995). However, not only advertisement can be standardized under specific circumstances but also other communication instruments such as packaging (Gopinath & Glassmann, 2008). Packaging is divided into several elements that marketers need to be careful about in order to reach the right and appropriate target group of a brand or a product and to create value. One of those elements is the text and concomitantly the language used (Kotler, 1986). The latter can have an influence on how consumers react towards a brand on a perceptual and behavioural level (Gopinath & Glassmann, 2008).

In times of globalization combined with a rising trend to de-globalize, firms need to become increasingly agile. Packaging that includes multiple languages, especially in the FMCG market, imply a high level of complexity for marketers. Clustered artworks for two, three and more countries with countries-specific languages on the packaging require many resources of human and monetary nature when being created and afterwards disposed in the markets. Additionally, these multi-language artworks are not comprehensive and hard to read for consumers which could result in purchase frustration and a drop of the positive perception towards the brand.

The number and type of languages on packaging could also negatively impact the brand quality and brand affect a consumer perceives. All these possibilities should be investigated before deciding on clustered artworks.

Due to the global pandemic of Covid-19 in the past years, big corporations have realized, due to reduced capacities in factories, that their product portfolios and offerings across multiple nations are not efficient and highly complex. Before the crisis, equal products were sold with variable and distinct packaging in different countries. The question that arises, due to the need for more efficiency coming from expected drops of service levels and an increase of inflation, is whether all individual languages should be integrated on the artwork or if English-only packaging is consumer friendly enough for different types of brands – global and local.

This thesis is especially designed to help companies find answers to these questions and drive complexity reduction to a new level. It is important to state that the thesis does not contain all elements of how consumers might perceive mono- versus multilingual artworks, nor includes all consumer and product/brand characteristics influencing their behaviour. However, it gives an adequate glance into the topic, initiating to not only see advertising activities as a standardization opportunity rather than widening academician's and practitioner's horizon in the respective field. Standardizing product packaging in terms of language has not been researched enough to give marketers evidenced advice on how to approach the topic in practise. The research question therefor proposes to elaborate on product packaging in combination with language and whether standardizing packaging in terms of language can be beneficial for different types of brands. The research question is stated as:

Does the language used on product packaging of global, glocal and local brands influence consumer's perception and behaviour towards the brands?

The thesis is structured as to firstly describe the general role of packaging and its importance in marketing. Afterwards language on packaging and its role in marketing is further explained, followed by a sufficient literature review on the debate of standardization and adaptation with emphasis on packaging and language. Thereafter, the hypothesis and the underlying research model are illustrated, followed by the methodology of the study, its analysis and the results. The thesis will then be completed by a discussion, managerial and academic implications and future research proposals.

Before diving into the existing literature, it is fundamental to explain that the survey of this thesis is financially and with regards to the used brands supported by Unilever - a corporation based in the United Kingdom and the Netherlands, owning multiple brands in the FMCG (Fast moving consumer goods = a market of goods that rotate quickly on retail shelves) industry. The firm operates in Austria with a local office and a domestic brand management department for its food brands such as Knorr, Hellmann's and Kuner. All three of the mentioned brands are part of the study. The choice for Unilever is simply justified by the authors employment at the corporation and the personal engagement in the three brands. Additionally, the author has been confronted with matters of complexity reduction and the concomitant reduction of the local portfolio due to a high degree of localized products and portfolio complexity as well as the aspired goal of Unilever to globally simplify its operations. Consequently, this thesis is the result of practical experience and the knowledge of how difficult decision-making in the area of standardization and adaption on a product level is in practise. The next chapter continues with a sufficient literature review, leading to the research model.

2. Literature Review

2.1. Product Packaging in the Marketing Mix

The original function of packaging is to provide protection against damage to the actual content while passing through the different stages of the supply chain until finally used by consumers (Gonzalez, Thornsbury, & Twede, 2007; Wells, Farley, & Armstrong, 2007). Moreover, packaging is increasingly being used as a promotional instrument due to changes in consumer's lifestyle and the increasing autonomy of consumers. It is more and more a generator for consumer attention that can achieve higher market shares through resolving competitive disorder coming from the increasing amounts of offered goods on shelf. Besides, it offers the opportunity of lower promotional costs for companies (Deliya & Bhavesh, 2012; Underwood, Klein, & Burke, 2001). The pack of a product works as a stimulus that helps consumers decide which brands or products to buy. It therefore works as a differentiator, giving the product a unique value (Underwood, Klein, & Burke, 2001; Wells, Farley, & Armstrong, 2007). Although, packaging in practice is progressively being put into focus, not as much research effort has been put into investigating its influence on consumers.

According to Rundh (2005), brands and packaging are related to each other. The package reaches consumer attention, improves a brands's image and gives the consumer guidance in the perception of the product. Packaging is of functional nature and has not only a marketing purpose but also technical elements that need to be further developed in the future. Especially in the industry of FMCG, packaging needs to serve as a sales improver through offering differentiation and competitive advantage (Rundh, 2005).

Wells, Farley & Armstrong (2007) researched the importance of packaging in the foods category, being one that requires more information offering to the consumer than others. They particularly looked at how important packaging is for own-labeled brands due to a rise in challenges for retailers and the food industry in terms of more demanding consumers. Clearly, the researchers found that consumers use packaging as a guiding element for their decision-making-process when in front of the shelf and actually deciding on a purchase. Suggestions follow that packaging must be tailored to one's customer base, providing necessary information and differentiating itself from the competition (Wells, Farley, & Armstrong, 2007). To bring in more clarity on the definition of packaging and its importance, elements of packaging have been defined over the last years that impact consumer's buying behaviour. As it is often the case, researches are at odds when it comes to classifying these elements or even the research approach towards analysing the elements (Deliya & Bhavesh, 2012). Academicians have put effort into defining the best set of elements that are important to maximize consumer perception of a brand or a product. An empirical approach towards this definition was done by Kuvykaite, Dovaliene, & Navickiene (2009). In their study, the researchers defined six variables for efficient packaging: size, color, form, graphics, material and flavor. Similarly, Kotler (2003) called out the following elements in his research when deciding on efficient packaging: brand, size, format, material, color and text. Overall, with some smaller variation between the sets, the main elements such as size, color, format and graphic/text stay the same.

The use of packaging as a communication tool was explored by Butkevičienė, Stravinskienė, & Rūtelionienė (2008). The authors concluded that the package is turning into the most crucial element when communicating with consumers, partly because it is the last point of contact to reach consumers and turn their decision towards a brand or product. Additionally, not only information through text is fundamental on packaging, rather than a combination of text and visuals to transmit emotions and information verbally and non-verbally (Butkevičienė, Stravinskienė, & Rūtelionienė, 2008).

In the research of Gonzales, Thornsby and Twede (2007), packaging is considered as a value driver for consumers and companies. Five factors were described that packaging needs to fulfill in order to be successful. These are either external, consumer related, or internal, company related, factors. Certainly, the production of the product and its packaging must be possible and therefore the packaging must be tailored to a firm's plant and its machines (Gonzalez, Thornsby, & Twede, 2007). Secondly, if the product itself does not fit in the packaging it does not fulfill its purpose. On a consumer level, the packaging must fit to consumer needs in terms of size, weight, material and more. These attributes are of physical nature but the researchers also find cognitive features of the product to be linked to an efficient packaging. Lastly, compatibility of the packaging and buyer's educational stage needs to be ensured, meaning that it is essential for the consumer to understand what the product is about (Gonzalez, Thornsby, & Twede, 2007).

As explained, packaging consists of graphical and informational elements. The second can only appeal to consumers due to the language used. Language plays an important role in an international context since it gives people the ability to communicate with each other (Roy & Starosta, 2001) emphasizing the importance of language as a key element in international marketing.

2.2. Language in International Marketing

Language in general is a tool or system to communicate with each other by the use of words, symbols and sounds that a community mostly understands (Roy & Starosta, 2001). According to the newest version of the Ethnologue the number of languages spoken worldwide is at 7,139 (Ehardt, Simons, & Fenning, 2021). It is therefore needless to say, that language barriers amongst individuals of different cultures do exist. Hence, consumer and marketers are influenced by language. Literature in the field of marketing operations say that a necessity of

a marketing manager to speak the local language of the region a company is engaging in does exist (Swift, 1991). Research has been done in the field of bilingualism and code-switching strategy. The technique of code-switching is defined as linguistic method whereby expressions or words of a foreign language are inserted into a marketing message, for example a slogan (Luna & Peracchio, 2005). The investigated technique lets consumers have language-specific associations, including attitudes towards a specific tongue. Product evaluations will, according to Lunca & Peracchio (2005), be weaker if a slogan is presented in a language that the majority speaks and has an expression included of a minority. However, if an individual has a positive attitude towards the minorities' language, the product evaluation results are better. Research rooted in fields of psychology and marketing shows that language does influence consumers and their evaluations and perceptions (Hunt & Agnoli, 1991; Luna & Peracchio, 2001; Schmitt, Pan, & Tavassoli, 1994; Zhang & Schmitt, 1998). In the area of psychology most of the research relies on the idea that cognition and language are related (Whorf, 1965). Cognition and thought are aswell related to marketing, highlighting the importance of language for marketing activities.

Overall, it is surprising how little research has been conducted examining the impact languages can have on marketing activities given the simultaneously growing trends of globalization and de-globalization. Nevertheless, some research did find relationships between language in advertisement and ad effectiveness on affective, cognitive and sociopsychological levels. In general, advertising is found to be more persuasive for minorities when presented in their native language (Koslow, Shamdasani, & Touchstone, 1994; Deshpandé, Hoyer, & Donthu, 1986; Forehand & Deshpandé, 2001; Luna & Peracchio, 2001; Luna & Peracchio, 2005).

As explained before, product packaging is a tool for communication in marketing (Butkevičienė, Stravinskienė, & Rūteliūnienė, 2008) implicating language effects. Attitudes, emotions and behaviour of consumers do vary when confronted with packaging in a foreign language whereas packaging in the local language is favoured (Gopinath & Glassmann, 2008; Noriega & Blair, 2008). Since the Hispanic culture is widespread through the United States, effort has been put into investigating how useful it is to use the Spanish language in U.S. advertising. As a result, for Hispanics the partial use of their ethnic language positively influences consumer's affect towards the advertisement (Koslow, Shamdasani, & Touchstone, 1994). However, gratuitous to say that the Spanish language and the Hispanic culture are not the only ones that need to be considered when investing whether language impacts the

performance of marketing activities or not. Contrarily, Ho, et al. (2019) found that when comparing Korean, Japanese and English packaging, English is more effective in terms of consumer's attention, perceived quality, taste perception, trust and purchase intention as well as preferred by consumers.

Some academics have considered bilingual packaging as the center of their research. A bilingual approach (English combined with a local language) was found to be non-advisable since the bilingual packaging was rated lower than an English-only packaging although showing that some languages, e.g. French, mitigate the non-favorability of the bilingual packaging when priced higher (Nyer, Gopinath, & Glassman, 2017).

Gopinath & Glassmann (2008) looked for evidence that confirmed the believe of bilingual product packaging influencing product evaluations. Thereby, bilingual packaging (English and Spanish) was compared to an English-only packaging resulting in a lower evaluation of the packaging with the two languages. Effects were investigated, whereby ethnocentrism and prejudice were found to be more impactful, particularly in a peripheral processing situation (Gopinath & Glassmann, 2008).

Khan & Lee (2020) just recently investigated whether an English or local language approach on packaging is more effective for consumer persuasion in bilingual markets. Thereby, the authors have tested their model on elected Western and local brands, hence on brands with different degrees of localness and globalness for the consumers. The Western brands where found to be evaluated weaker when presented in the local language, mediated by the sense-of-belonging since respondents did not expect the local language on the Western brand's product packaging. Similarly, English on the local brand was mediated by modernity and unexpected by consumers. Khan & Lee (2020) integrated different brands with variation in their localness and globalness into their study. The results of the research showed that global brands, such as Coco-Cola, could even suffer from localizing their products (Khan & Lee, 2020). A brand with a high level of globalization is widely and internationally available which is supportive for its image (Steenkamp, Batra, & Alden, 2003). If local languages on product packaging negatively influence the global image, the brand will not profit from it.

To use only one global language on product packaging for all countries in which a brand is available comes down to the question on whether standardizing the pack in terms of the language used is efficient and consumer friendly or if adaptation might be the better strategy to choose.

2.3. The Theory of Standardization and Adaptation in the Context of Product Packaging and Language

Standardization determines the degree of elements in the marketing mix to be similar or the same across multiple countries or entities (Onkvisit & Shaw, 1999). The first time this issue was raised from an academic point of view was in 1965 by Elinder (1965). Even before, David L. Brown, manager at Goodyear Tire and Rubber Company for advertising, stated:

“Just as green is green in Buenos Aires as well as in Batavia, just as two and two are four in Cape Town as well as in Copenhagen, just as the main purpose of advertising is to sell goods, in Singapore as well as in Sydney or Santiago, so all the primary purposes of advertising are identical in all countries, and all fundamentals of good advertising are essentially the same north and south of the Equator and east and west of Greenwich (Brown , 1923, p.190).”

Over many decades, researchers and practitioners have been debating about whether standardizing or adapting marketing activities will result in greater performance and effectiveness for firms (e.g. Agrawal, 1995; Chandra, Griffith, & Ryans, Jr. , 2002; Elinder, 1965; Fatt, 1967; Harvey, 1993; James & Hill, 1991; Onkvisit & Shaw, 1999; Shao, Shao, & Shao, 1992; Shoham, 1996). Three schools of thoughts have been established that generated evidence through research over many years. The first one is standardization. Adaptation as the contrary side is the second school of thought whereby researchers are convinced that consumer differences exist and need to be followed in order to be successful (Powers & Loyka, 2010). Lastly, the third school of thought – called out as the contingency perspective - implies a combination of the first and the second. It signifies that standardization must be applied only in specific situations also taking into account other affecting conditions such as type of product and consumer characteristics (Jain, 1989; Cavusgil, Zou, & Naidu, 1993).

Onkvisit and Shaw (1999) combine standardized marketing practices with local heritage, meaning that marketing activities are developed domestically and then used the same in other countries, whereby global marketing is specifically designed for multiple countries already keeping market differences and similarities under consideration. Knowing that, researchers are discordant in the means of when marketing activities are truly standardized or adapted/localized. The dividing line between the two strategies is blurry and influenced by one's subjective position (Onkvisit & Shaw, 1999). Levitt (1983) has a clear view on what a successful global marketing strategy needs to contain. That is to say common packaging as well as an equal brand name, brand communication and brand image. Nevertheless, the definition in Levitt's (1983) study is vague and not straight forward, leaving the opponents with the ability to discredit proponents due to a lack of validated marketing instances (Onkvisit & Shaw, 1999).

Onkvisit and Shaw (1999) were the first to determine valid empirical evidence for a standardized marketing strategy on a regional level (e.g. United States and Canada) rather than on a global level. Levitt (1983) on the other hand argues that through technological development the world and its markets must be seen as one entity without culture specific difference and with possibilities in economical betterment. Therefore, according to Levitt's point of view, marketing activities should be oriented towards standardization and approach one customer base - the global customer base. Levitt (1983) clearly states: "If a company forces costs and prices down and pushes quality and reliability up – while maintaining reasonable concern for suitability – customers will prefer its world-standardized products (p. 6)". Unique market segments do not exist anymore due to homogenized consumer needs and facile comparability of similar products in other countries – erasing borders for competition as well (Levitt, 1983). In the school of thought for globalization, cultural preferences and needs are becoming integrated into a global mindset, such as the availability and liking of traditional Indian cooking or Bavarian folklore across the globe. Contrarily, proponents of the adaptation strategy emphasize to consider differences among nations including cultural discrepancies, legal requirements, availability of technology and media as well as the stage of the product life cycle (Britt, 1974). For instance, legal restrictions and requirements are not to be omitted since companies face high charges when not following the laws (Still & Hill, 1984). Supporters of the contingency theory however emphasize that all circumstances need to be looked at prior to decision-making and a combination of adaptation and standardization is valuable to be considered (Kotler, 1986; Walters, 1986). In order to do so, Kotler (1968) developed a decision

process for marketeers whereby variable routes are suggested depend on how the market environment appears to be.

The challenge of local laws brings up the discussion about theoretical vs. practical feasibility of standardization (Still & Hill, 1984). In his paper of summarizing more than 40 years of debate on this topic, Agrawal (1995) states that in the 1950s the approach for marketing strategy tended towards adaptation whereby language and copy problems were defined as the major challenges. He further divides the ongoing debate into several decades – starting off with the decade of adaptation. Afterwards discordance evolved. Practitioners shifted towards standardized strategies whereby most researchers supported the contingency theory (Buzzell, 1968). With the start of the 1980s, according to Agrawal (1995) the internationalization of marketing has begun. Summarized it can be said, that until today, although globalization has increased significantly and English is spoken by many people (Crystal, 2003) there is still no consensus between practitioners and academicians as well as in between those groups on whether to standardize or adapt marketing activities. However, the tendency towards standardization is becoming bigger with the progress of globalization (Agrawal, 1995).

The benefits of standardizing versus adapting marketing activities to local conditions have been called out in research many times with findings that do not only show that standardization reduces complexity in different departments of a company. Standardization is also proven to be more cost efficient (Samiee & Roth, 1992). Nevertheless, it is no secret that differences between cultures and countries do exist. Hofstede (1983) has studied 50 countries by investigating their preferences in individualism, power distance, uncertainty avoidance and masculinity (Hofstede, 1983). This study is widely acknowledged, again also controversial (Minkov & Hofstede, 2014) resulting in an even more complex debate in the research field of standardization and adaptation. Especially when looking at consumer characteristics, consumer demographics and consumer behavior, studies have found that these factors strongly vary across countries (Onkvisit & Shaw, 1987; Hofstede, Frenkel, Steenkamp, & Wedel, 1999).

On these grounds, it is necessary to dive deeper into the elements of the marketing mix and empirically measure effects and interdependencies that determine strategic approaches for marketeers. In the case that segment simultaneity exists consumers hold common behavioural response patterns (Levitt, 1983). As a result consumers reactions to marketing stimuli must be similar across multiple nations (Jain, 1989; Levitt, 1983; Sriram & Gopalakrishna, 1991).

One stimuli in the marketing that has a significant impact on consumer behaviour and reveals a great opportunity in cost savings when standardized is the product and its packaging (Buzzell, 1968). Furthermore, the product partly represents a companies or brands presence in an international context and the degree of globalization (Walters, 1986). Griffith, Chandra, & Ryans, Jr. (2003) investigated factors that influence the decision on standardizing product packaging. Packaging standardization is, according to the study, impacted by a firm's process standardization, environmental similiarities across countries and the mode of entry a company is exposed to when entering another market. Market similiarities across countries was also tested as an influencing factor without significant results. Nevertheless, as the authors stated in their paper, they have not researched the whole set of factors that could have an affect on the decision whether to standardize packaging or not. Additionally, the variables are quite broad and can therefore be interepreted subjectively as well as do not contain specific consumer characteristics such as ethnocentrism or global/local identity.

Cavusgil, Zou & Naidu (1993) hypothesized in their empirical study that the decision towards promotion and product adaptation in an export venture is influenced by the characteristics of a company, the industry and the export market. Thereby, promotion adaptation was devided into three classifications, namely positioning, packaging/labeling and promotional approach. Accordingly, the aspect of packaging was investigated under the umbrella term "promotion adaptation" since the definition of product adaptation given in the paper is more of regulatory, legal and technical nature, contrarly to one's rational (Cavusgil, Zou, & Naidu, 1993). More precisely, Cavusgil, Zou & Naidu (1993) stated that "Packaging/Labeling includes those aspects of a product's package and label that are designed to enhance the product's appeal to customers beyond serving the protective and instructive functions (p. 486)." According to the results of the empirical study, product packaging/labeling and deciding on an adaptation strategy is significantly influenced by how experienced a firm is in an international context, the sales goals for an export venture, how unique a product is, the competitiveness of the export market, the cultural specificity of the product, an industries technological orientation and the familiarity towards a product by the customers of the export country. Additionally, when deciding on an adaption or standardziation approach of packaging the intensity of competition plays a notable role (Cavusgil, Zou, & Naidu, 1993).

Further research in the field of standardizing or adapting products and its packaging was done by Calantone, Cavusgil, Schmidt & Shin (2004). The authors aimed to better understand motivational aspects of a company to adapt products to local conditions as well as the underlying performance implications. They looked into factors linked to manager's decisions in favor of adapting a product on international ground. The study investigated two distinct countries – United States and South Korea. What was found is that the profitability of the export market positively influences the level of adaptation. Besides, the degree of product adaptation is lower when there are similar legal requirements between the countries. Interestingly, the results of the study also indicate that the more consumer-oriented a firm operates in their marketing activities, the more likely it is that the company adapts its products to an export country (Calantone, Cavusgil, Schmidt, & Shin, 2004).

The greater amount of product specific research was done for adaptation approaches (Boddewyn, Soehl, & Jacques, 1986; Cavusgil, Zou, & Naidu, 1993; Jain, 1989; Samiee & Roth, 1992, Szymanski, Bharadwaj, & Varadarajan). Jain (1989) in particular stressed that standardization of the marketing program, defined as the umbrella term for various aspects of the marketing mix, including packaging, is more likely in economically similar markets. Additionally, in that particular research, the segmentation of the market and the market position, hence the market development, market conditions and competitive landscape, positively affect the standardization strategy (Jain, 1989). Additionally, the nature of the product and the market positioning plays a significant role in choosing standardization. According to Jain (1989), tech and industrial products are more effective when standardized versus consumer goods. Physical, political and legal differences between the countries decreases the degree of standardization of a product and organizational factors play a significant role for a successful standardization approach (Jain, 1989). Importantly, it is clearly stated that the economic advantages of standardization are essential and strongly influence strategic decisions (Jain, 1989).

Khan, Lockshin, Lee, & Corsi (2017) focused on finding evidence on whether adapting packaging to local markets is beneficial for brands. Language in particular was as well considered as a standardized element on the pack. Contrary to Jain (1989), the results of the research shows that for global and hedonic brands an adaptation strategy is not advisable and may even cause the brand to suffer.

Overall, past research on the debate of adapting or standardizing products in an international context was focused on economical aspects as well as company and market environments. Only few researchers have also taken into account the consumer perspective when giving advice on whether to adapt or standardize products and its packaging. In particular the aspect of language was yet neglected. The lack of evidence therefore confirms the need to further understand the standardization strategy of packaging with specific emphasize on packaging.

3. Hypothesis and Research Model

The purpose of the study is to illustrate if a standardization strategy on product packaging in terms of language influences consumers perceptions and evaluations of different types of brands. The hypotheses were built accordingly in order to answer the research question appropriately.

Due to prior research that investigated different types of brands in terms of localness and globalness and their significant findings on how brands can be affected by the wrong use of language (Khan , Lockshin, Lee, & Corsi, 2017; Khan & Lee, 2020), it is of high interest for this thesis to examine whether the type of language used on product packaging changes a consumer's perceived brand globalness (PBG) or localness. For global brands, a standardized packaging strategy and therefor the use of a standard language such as English can be beneficial since it gives the consumer clarity on value and quality of a product (Khan , Lockshin, Lee, & Corsi, 2017). A global brand holds multiple characteristics that support its position. A brand is perceived as global if it is widely available and recognizable with a high geographical reach. It also needs to demonstrate happiness and excitement, be uniform and standardized, convenient and of low risk in terms of quality. Additionally, it needs to show responsibility for the environment and ethics (Holt, Quelch, & Taylor, 2004; Steenkamp, Batra, & Alden, 2003). Brands that are perceived as local, according to previous research, follow an adaptation strategy and stand for uniqueness and pride to be part of the local culture. They are original and only locally available (Dimofte, Johansson, & Ronkainen, 2008). For this thesis it is essential to understand whether the expected degree of globalness and localness of the used brands meet the actual perceived brand globalness and localness of consumers. Hypothesis 1 therefore serves as a manipulation check and is stated as:

Hypothesis 1:

- a) If a global language is applied to product packaging, then consumers will perceive the brand globalness as high on global brands.
- b) If a local language is applied to product packaging, then consumers will perceive the brand globalness as low on local brands.
- c) If a global and a local language are applied simultaneously to the product packaging, then consumers will perceive the brand globalness as high on glocal brands.

Companies are always concerned about how their brands are perceived on many levels. A brand's quality is one characteristic that a consumer evaluates when deciding on which brand to buy and is therefore a factor for success or failure (Kayaman & Arasli, 2007). Perceived brand quality co-determines the variable of brand value and defines how superior and excellent a consumers thinks a product is (Zeithaml, 1988). Therefore, a consumer's evaluation of a brand depends on the perceived quality of the brand (Keller & Aaker, 1992). Research has also shown that perceived brand globalness is positively related to the perceived brand quality of a brand (Steenkamp, Batra, & Alden, 2003). By the use of a global language the brand quality could therefore be affected which has been confirmed in previous research on product packaging (Gopinath & Glassmann, 2008). It is therefore hypothesized:

Hypothesis 2:

- a) If a global language is used on product packaging, then consumers will evaluate the brand quality as high on global brands.
- b) If a local language is used on product packaging, then consumers will evaluate the brand quality as high on local brands.
- c) If a global and local language is simultaneously used on product packaging, then consumers will evaluate the brand quality as high on glocal brands.

Similarly to brand quality, brand affect often plays a significant role when investigating consumer perceptions and evaluations (Eagly & Chaiken, 1993). It is emotionally based and concentrates on consumer's feelings towards a brand. Brand affect relates to many other brand specific response variables such as brand loyalty and brand trust and influence a brand's performance (Chaudhuri & Holbrook, 2001). The definition of brand affect follows the study of Chaudhuri & Holbrook (2001) as "a brand's potential to elicit a positive emotional response in the average consumer as a result of its use" (p. 82). Affect has a strong psychological impact

on consumers and supports a brand's recall and recognition (Zajonc, 1980). It was found in previous research that the impact of languages on consumers can be of affective nature (Luna & Peracchio, 2001). Brand affect is hypothesized to be influenced by the language used on product packaging as:

Hypothesis 3:

- a) The use of a global language on product packaging positively influences consumer's brand affect on global brands.
- b) The use of a local language on product packaging positively influences consumer's brand affect on local brands.
- c) The use of a global and a local language simultaneously on product packaging positively influences consumer's brand affect on glocal brands.

Not only affective, psychological and cognitive effects are expected to have an impact when investigating language (Luna & Peracchio, 2001). It has been found previously that consumer's behavioral intentions change when exposed to different languages on packaging (Ho, Chiu, Jiang, Shen, & Xu, 2019). Consumer intentions differ from their attitudes since they represent a consumer's motivation to act on something rather than their evaluations (Eagly & Chaiken, 1993). Purchase intention can be defined as a consumer's awareness to intentionally buy a brand (Spears & Singh, 2004). It is influenced by external factors (Keller K. , 2001) including labels of food packaging as nutrition tables and ingredient lists (Kozup, Creyer, & Burton, 2003) as well as health claims (Andrews, Netemeyer, & Burton, 1998). Information on the labels can only be transmitted by the use of language that would therefor directly influence a consumer's purchase intention. Hence, it is hypothesized:

Hypothesis 4:

- a) If a global language is used on product packaging, then consumer's purchase intention for global brands is high.
- b) If a local language is used on product packaging, then consumer's purchase intention for local brands is high.
- c) If a global and local language is simultaneously used on product packaging, then consumer's purchase intention for glocal brands is high.

The four hypotheses can be found again in the research model shown below. It contains the different types of brands, the independent variable (IV) ‘language’, the dependent variables (DV) as well as a set of control variables that could influence the effect of the IV on the DV.

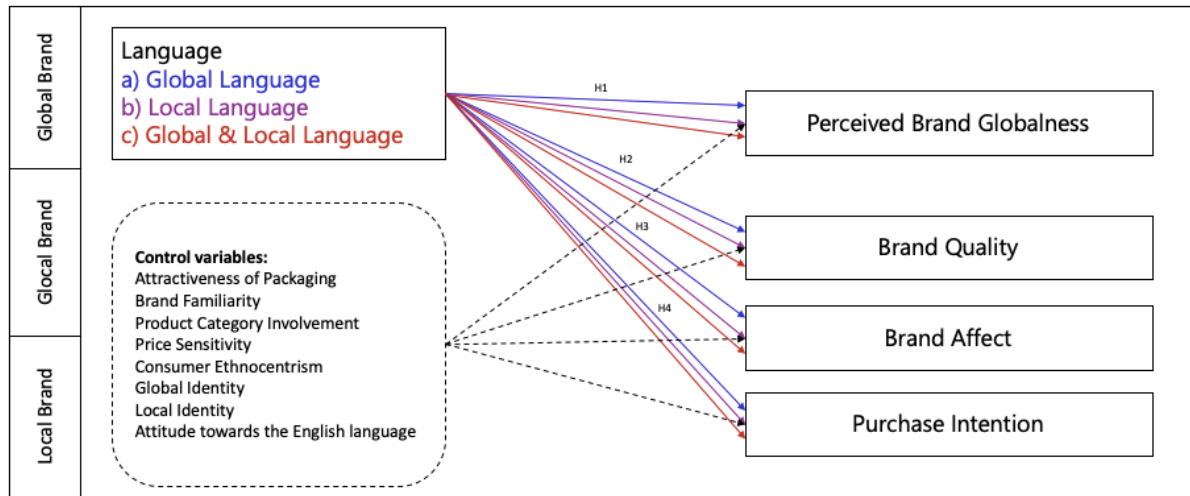



Figure 1: Research Model

4. Research Method

Austria was chosen as the country to be examined due to several reasons. Firstly, a majority of Austrians are able to speak the English language. In 2021, Austria ranks as number 2 in the EF English Proficiency Index (EF, Education First, 2021). All three brands exist in Austria and can therefore be reliably used for the survey. Additionally, Austrians prefer quality over quantity when it comes to buying food and engage themselves when choosing brands and products of the foods industry. They are willing to invest time and thought into the category which the author knows through internal research at Unilever. Lastly, Austria is becoming increasingly international. This development is observable due to the increasing number of corporations deciding to set up an Austrian base (e.g. Danone, Procter & Gamble) and Austrian companies going international (e.g. Red Bull, Stiegel, Waterdrop).

The hypotheses were tested by the use of consumer-packaged products since packaging is of high importance for these types of products (Clement, Kristensen, & Grønhaug, 2013). Three existing brands were chosen within the category of mayonnaise. The product category is characterized as hedonic by the author. Consumers value the sensory attributes of hedonic products and use them to satisfy their desires (Batra & Ahtola, 1991). Hedonic products go along with more thoughtful decision-making involving emotions not only rational thinking as well as a multi-sensory experiences (Holbrook & Hirschman, 1982). It was therefore essential for this research to choose a hedonic product category in order to ensure that the respondents

were not making decision based only on their rational rather than a combination of rationality and emotions. Mayonnaise is a category of the food industry. The food industry in particular was found to be most challenging when it comes to standardizing language on product packaging. Consumers demand more information on the nature of a food product than from items of other categories (Wells, Farley, & Armstrong, 2007). Another substantial argument why mayonnaise was chosen as the category to investigate is that the Unilever portfolio offers three mayonnaise brands that are known in Austria. Additionally, these brands differed in their expected degrees of globalness, being an essential element of the research model. The chosen brands are Hellmann's as a global brand, Knorr as a glocal brand and Kurer as a local brand. A glocal brand in this research is defined as a brand that is widely available across the globe but is seen as locally established by consumers.



Brand	Expected Degree of PBG
Hellmann's	high
Knorr	medium
Kurer	low

Table 1: Expected Degree of 'Perceived Brand Globalness' of the three chosen brands

Overall, the study had 771 participants. The respondents were divided into three groups. The sample sizes can be review in Table 2. Each group was exposed to all three brands but not to all languages. The first group answered questions on German-only packaging, the second on English-only packaging and the third on German and English packaging.

Group	Samples Size	Language	Brands
1	n = 258	Germany-only	Knorr
			Hellmann's
			Kurer
2	n = 258	English-only	Knorr
			Hellmann's
			Kurer
3	n = 255	German and English	Knorr
			Hellmann's
			Kurer

Table 2: Study Design

A professional market research panel recruited the respondents. All 771 respondents were recruited by e-mail, followed by an online questionnaire. The product packaging shown to the respondents as the stimuli can be looked up in the Appendix. Every product packaging was shown from the front (front of pack image = FOP) and the back (back of pack image = BOP). The participants were asked to first look at the images before answering the corresponding questions below. The brands combined with their respective selection of questions were randomly shown to the participants which allows to insure no effects of participant biases.

Perceived brand globalness, brand quality, brand affect and purchase intention served as the dependent variables. Perceived brand globalness was measured on a seven-point scale with three items (local brand – global brand; not purchasable abroad – purchasable abroad; sold only in Austria – sold worldwide) (Steenkamp, Batra, & Alden, 2003). The scale of brand quality consisted of three items (low quality – high quality; probability to try the brand is low – probability to try the brand is high; quality of the brand is minor to other brands – quality of the brand is superior to other brands) and respondents evaluated those on a seven-point scale (Keller & Aaker, 1992). Brand affect was measured on behalf of a Likert scale asking the respondent to disagree or agree on a seven-point scale (I feel good when using the brand; the brand makes me happy; the brand gives me pleasure) (Chaudhuri & Holbrook, 2001). Purchase intention was measured by the use of a string where respondents were able to indicate to which percentage they would buy the illustrated product at their next shopping trip (Adaption of Taylor & Bearden, 2002).

4.1. Control Variables

4.1.1. Attractiveness of Packaging

Past research has shown that consumers evaluate products on various product attributes that can be functional or affective. It was found that when exposing consumers to stimuli their evaluation of the stimuli's attractiveness has positively impacted a products quality (Wang, Minor, & Wei, 2011; Richardson, Jain, & Dick, 1996). Although past research has also shown that consumer buying decisions not directly influenced by the attractiveness of packaging (Abdullah, Kalam, & Akterujjaman, 2013) it was still important for the present study to eliminate the potential indirect influence the variable could have on the outcome. The variable was measured using a seven-point scale with five items which is an adaption of the attractiveness scale developed by Ohanian (1990) (unattractive – attractive; ugly – beautiful; classic – modern; boring – exciting; not appealing – appealing).

4.1.2. Brand Familiarity

The variable of brand familiarity is often discussed in the field of consumer psychology and consumer behaviour and influences a consumer's processing (Campbell & Keller, 2003). A consumer's experiences with a brand, indirect and direct, are summarized in one's familiarity with a brand (Alba & Hutchinson, 1987; Kent & Allen, 1994). Thereby, a consumer's memory plays a crucial role since it allows associations with brands. How often a consumer has been exposed to a brand is therefore important regarding the degree of brand familiarity a consumer holds (Campbell & Keller, 2003). Exposure and memory do also depend on how new a product is to a marketplace (Stewart, 1992). Additionally, not only the number of exposures to a brand but also the time spent on processing information of a brand controls brand familiarity (Baker, Hutchinson, Moore, & Nedungadi, 1986). Since brand familiarity is a cognitive variable and was found to influence consumer evaluations (Laroche, Kim, & Zhou, 1996) it was defined as a potential influence on the underlying research model and therefore needs to be controlled for. To measure brand familiarity a semantic differential with seven points and three items was used (I am not at all familiar with the brand – I am very familiar with the brand; I think I am not at all informed about the brand – I think I am very well informed about the brand; I consider myself as unexperienced with the brand – I consider myself as very experienced with the brand) (Diamantopoulos, Florack, Halkias, & Palcu, 2017).

4.1.3. Product-Category-Involvement

Generally, involvement determines how relevant a person defines or perceives a good based on one's needs, interests and values (Zaichkowsky, 1994). The level of involvement a person is holding during message processing is critical in ascertaining the path to persuasion (Petty, Cacioppo, Strathman, & Priester, 2005). This can be led back to the ELM – the Elaboration Likelihood Model. High product-category-involvement demands high cognitive resources of the consumer, meaning that the consumer cognitively and consciously uses their ability to think when exposed to relevant messages for their decision making (Brown, Homer, & Inman, 1998). In order to do so, consumers evaluate according to cues that have diagnostic characteristics such as the performance of the product and its beneficial attributes (Dens & De Pelsmacker, 2010). By integrating the variable into the model, it was ensured that the chosen category of mayonnaise and the respondents' involvement does not influence the outcome. The variable of product-category-involvement was measured on behalf of a seven-point Likert scale that consisted of six items (strong interest in mayonnaise; mayonnaise is very important to me; mayonnaise matters to me; I would choose mayonnaise wisely at purchase; choice of mayonnaise is an important decision for me; which mayonnaise to purchase is important to me) (Mittal, 1989).

4.1.4. Price Sensitivity

One important element of the marketing mix is price. Consumers respond to prices and price changes differently depending on various factors. These volatile reactions towards prices have been investigated in the past. Price sensitivity is defined as a consumer's feeling towards paying an indicated price for a product (Goldsmith & Newell, 1997). Some researchers find other marketing mix elements, such as advertising, to lower price sensitivity when choosing brands for purchase (Comanor & Wilson, 1979) contrarily to those who find advertising to widen a consumer's consideration set and therefore increasing price sensitivity (Stigler, 1961). Additionally, price sensitive is affected by consumer's brand perception and knowledge of the quality of a brand and how much information is available on the product and the brand, hence strongly related to the degree of uncertainty. This thesis investigates multiple brand attributes that in the past have found to be impactful on price sensitivity (Erdem, Swait, & Louviere, 2002). In order to limit the influence of price sensitivity on the relationship between the independent variable and the dependent variables, price sensitivity was selected as a control variable in the model. To measure the variable of price sensitivity a seven-point Likert scale with three items was used (I am willing to find a lower price for mayonnaise; I will change my

plans in order to buy a cheaper mayonnaise; I am sensible about prices for mayonnaise) (Wakefield & Inman, 2003).

4.1.5. Consumer Ethnocentrism

Ethnocentrism is a concept that combines cultural and social desires of consumers who see their own in-group in the centre of their existence (Booth, 2014). In international marketing research, consumer ethnocentrism describes how appropriate the purchase of a foreign-made good is to consumers (Sharma, Shimp, & Shin, 1995). Lantz and Loeb (1996) investigated highly ethnocentric consumer and their attitudes towards products that come from countries with cultural similarities or differences. What they found was a positive correlation between high ethnocentrism and attitude towards products from culturally similar countries. In previous research consumer ethnocentrism was found to be a mediator between variables that measure a consumer's brand evaluation such as perceived brand quality or perceived brand prestige (Akram, Merunka, & Akram, 2011). Since the used language on product packaging does influence consumer's evaluations of a product (Gopinath & Glassmann, 2008) it is assumed that there is a need to control for consumer ethnocentrism in the underlying research model. A seven-point Likert scale with five items was used to measure consumer ethnocentrism (Austrians should not buy foreign products because it hurts the Austrian economy and increases unemployment; It is wrong to buy foreign products because it makes Austrians unemployed; A true Austrian should always buy Austrian products; I always prefer Austrian products to foreign products; Austrians should buy products that are made in Austria and not make other countries rich through consumption) (Adaptation of Shimp & Sharma, 1987).

4.1.6. Global and Local Identity

Global identity in contrast adverts to consumer's association and reference to a global culture and their identification with others from around the world (Gao, Zhang, & Mittal, 2017; Zhang & Khare, 2009). Local identity refers to how strongly consumers are mentally attached to their traditions and cultures on a local level and how they identify themselves with people from their local community (Gao, Zhang, & Mittal, 2017).. Zhang and Khare (2009) have demonstrated that through priming consumers thoughts and ideas that are coherent with local identity, consumer's local identity can be activated. Additionally, Arnett (2002) states that due to globalization a bicultural identity, meaning a combination of local and global identity, develops among consumers. Bicultural identity refers to feeling attached to local traditions on the one hand but also identifying oneself as a global citizen. This piece of research integrates

the influence of global and local identity on one's perception of language when evaluating product packaging with foreign or domestic languages as a control variable. For both, global and local identity, a seven-point likert scale with four items was used for measuring (Global Identity: I am a cosmopolitan person; I think that people need to become more aware of how close we are connected to the rest of the world; I identify as a global citizen; I am interested in global events; Local Identity: My heart mainly belongs to the local community; I respect local traditions; I identify as a local citizen; I am interested in local events) (Tu, Khare, & Zhang, 2012).

4.1.7. Attitude towards the English language

Attitudes can appear either through cognitive thinking or through feelings and emotions. In order to develop attitudes a person needs to be exposed to many factors such as their peers and culture as well as their selves. It is known that foreign languages do elicit negative attitudes based on stereotyping (Brown D. , 2000). Hence, it was decided to include the variable in the research model as a control variable. This variable was measured using a seven-point semantic differential with three items adapted from the scale developed by Koslow, Shamdasani, & Touchstone, 1994 (very unfriendly – very friendly; not at all convincing – very convincing; not at all powerful – very powerful)

4.2. Questionnaire Design

In this thesis, the questionnaire was developed in English and then translated into German according to back-translation procedures (e.g., Behling & Law, 2000). The first three sections of the questionnaire were devoted to the brands. As mentioned before, each questionnaire tested a specific language cluster. The second section focused on consumer characteristics ending with demographical questions. The choice of order of the sections was based on a pre-test ($n = 15$) and intended to cluster the questionnaire in a way that the respondent understood the purpose of the study but were not misled towards bias answers. Additionally, the sample was divided into groups based on the language used and not the brands, to avoid biases on language. That way the respondents evaluated the three used brands by means of the same language. The full questionnaire can be reviewed in the Appendix.

4.3. Sample Composition Group 1 – Germany-only Artwork

The first group counted a number of 258 respondents, whereby 125 were female and 133 male, aged from 18 to 65 (mean age: 42,4; SD: 13,9) – similar to the sample of group 1. The means and standard deviations of the other demographic variables are as follows: mean income: 3,95; SD: 2,5 / mean living environment: 2,45; SD: 1,3 / mean education: 3,6; SD: 1,0 / mean English language knowledge: 2,9; SD: 0,8.

4.4. Sample Composition Group 2 – English-only Artwork

The second group used a quota sample of 258 Austrian consumers selected based on age, gender, income, living environment, level of education and knowledge of the English language. The final sample consisted of 127 male and 131 female participants, aged from 18 to 65 (mean age: 42,5; SD: 13,3). All other demographics roughly held a centric mean (mean income: 4.11; SD: 2,5 / mean living environment: 2,44; SD: 1,3 / mean education: 3,7; SD: 0,9 / mean English language knowledge: 3,0; SD: 0,794).

4.5. Composition Group 3 – German and English Artwork

The third study used a quota sample of 255 Austrian consumers. As in the two other groups described above, the participants were selected with regards to age, gender, income, living environment and level of education. The level of knowledge of the English language was tested likewise as in Group 1 and Group 2. 131 participants were female whereas 124 male respondents were counted, ranged from the age of 18 to 65 (mean age: 42,8; SD: 13,7). Just as in the other two groups, the other demographic variables show a rather centred mean (mean income: 4.06; SD: 2,4 / mean living environment: 2,56; SD: 1,3 / mean education: 3,86; SD: 0,8 / mean English language knowledge: 2,9; SD: 0,8).

5. Analysis & Presentation of Results

5.1. MANCOVA – multivariate analysis of co-variance

To test the hypothesis, a MANVOCA was performed. In MANCOVA statistical differences of more than 2 dependent variables influenced by one independent variable whilst controlling for other variables, called the covariates, are assessed (Field, 2017). That is done to eliminate potential effects the covariates could have on the relationship between the independent and the dependent variables. Before conducting a MANCOVA, assumption testing is required to determine whether the results of the analysis allow to correctly draw conclusions on them.

5.1.1. MANCOVA: Assumption Testing

The assumptions that need to be tested prior to conducting a multivariate analysis of covariance are the following:

1. Is there missing data in the data set?
2. Are there any outliers in the data set that need to be eliminated?
3. Are the dependent variables normally distributed?
4. Does a prevailing linear relationship between the dependent variables and the covariates exist?
5. Does homogeneity of variance and co-variance and of regression slopes predominate the data set?

The first and the second assumption can be confirmed for all three groups through reviewing and screening the data set as well as testing for outliers in SPSS. In the data sets of this thesis no missing values or outliers were identified. The third assumption can also be confirmed for all three groups due to the size of the sample for this study. The large number of respondents ($n_{\text{TOTAL}} = 771$) allows to assume that the data set is normally distributed and the MANCOVA can be applied. This is due to the Central Limit Theorem which ensures that for a sufficiently large sample ($n > 200$) the means of the sample are approximately normally distributed (Field, 2017). Assumption four assumes linear relationships between all dependent variables and covariates of the model. In this case, the linearity assumption is not met which reduces the statistical power of the analysis. Nevertheless, since the samples size is big it is assumed that although the fourth assumption is not confirmed, the analysis will be continued. The fifth assumption needs to be analysed through specific tests in SPSS. The results of Box's M show significant results for all three brands, implying that for interpretation and further analysis Pillai's Trace must be used because the assumption of homogeneity of variance-covariance is violated. The cause for the violation can lie in the slight differences between the sample sizes. Nevertheless, the group size differences are minimal and the analysis can be continued by using the appropriate types of analysis.

Brand	Box's M	F-value	p-value
Hellmann's	211.826	10.512	.000
Knorr	72.827	3.614	.000
Kuner	276.202	13.707	.000

Table 3: Homogeneity of variance-covariance

The table below shows the results of homogeneity of regression slopes. The required results would show non-significant results close to 1 for the Pillai's Trace p-value in order to confirm

that the effects are contributing more to the model. The bold significance-values of the Pillai's Trace test in the following table are below an alpha level of 0.05 which implies significant interaction between the respective covariates and the dependent variables on the specified brands. Although the assumption is not met for all covariates of the model, the analysis was continued due to the minimal impact on the full model.

Language (IV) * Covariate	Sig. Pillai's Trace		
	Hellmann's	Knorr	Kuner
Attractiveness of Packaging	0.000	0.035	0.395
Brand Familiarity	0.022	0.001	0.321
Product-Category-Involvement	0.016	0.000	0.456
Price Sensitivity	0.427	0.972	0.765
Attitude towards English	0.933	0.947	0.252
Consumer Ethnocentrism	0.922	0.203	0.678
Global Identity	0.481	0.234	0.877
Local Identity	0.591	0.548	0.742

Table 4: Homogeneity of Regression Slopes

5.1.2. MANVOCA: Presentation of Results

The overall model shows significant results with a p-value below $\alpha = 0.05$ according to the Pillai's trace test statistic for each of the brands.

Multivariate Test	Local Brand (Kuner)		Global Brand (Hellmann's)		Glocal Brand (Knorr)	
	Pillai's Trace	p-value	Pillai's Trace	p-value	Pillai's Trace	p-value
Language (IV)	0.334	0.000	0.348	0.000	0.092	0.000

Table 5: Significance level full research model per brand

Yet, looking at the effect of each control variable separately, not all showed significance. In the table below, the marked p-values show a significant effect of a control variable on a dependent variable of the model.

Effect Control Variables on Dependent Variables		Local Brand (Kuner)		Global Brand (Hellmann's)		Glocal Brand (Knorr)	
Control Variables	Dependent Variable	F-value	p-value	F-value	p-value	F-value	p-value
Attractiveness of Packaging	Perceived Brand Globalness	43.650	0.000	31.953	0.000	11.313	0.001
	Brand Quality	14.518	0.000	20.735	0.000	80.310	0.000
	Brand Affect	31.548	0.000	41.026	0.000	32.019	0.000
	Purchase Intention	46.640	0.000	91.319	0.000	106.868	0.000
Brand Familiarity	Perceived Brand Globalness	2.614	0.106	16.920	0.000	46.208	0.000
	Brand Quality	73.015	0.000	28.666	0.000	92.650	0.000
	Brand Affect	6.839	0.009	8.317	0.004	35.245	0.000
	Purchase Intention	54.434	0.000	102.891	0.000	41.506	0.000
Product-Category-Involvement	Perceived Brand Globalness	1.133	0.287	1.190	0.276	0.404	0.525
	Brand Quality	1.887	0.170	0.563	0.435	1.313	0.252
	Brand Affect	16.301	0.000	2.114	0.146	6.930	0.009
	Purchase Intention	87.687	0.000	32.691	0.000	41.187	0.000
Price Sensitivity	Perceived Brand Globalness	5.742	0.017	4.776	0.029	0.612	0.434
	Brand Quality	1.124	0.289	0.366	0.545	5.997	0.015
	Brand Affect	0.067	0.796	3.060	0.081	11.308	0.001
	Purchase Intention	0.058	0.810	0.778	0.378	7.125	0.008
Consumer Ethnocentrism	Perceived Brand Globalness	0.644	0.422	1.030	0.311	0.550	0.458
	Brand Quality	1.304	0.254	0.003	0.959	0.340	0.560
	Brand Affect	1.552	0.213	0.513	0.474	2.121	0.146
	Purchase Intention	0.019	0.890	0.034	0.855	1.714	0.191
Global Identity	Perceived Brand Globalness	0.041	0.840	3.281	0.070	9.892	0.002
	Brand Quality	0.001	0.974	6.419	0.011	0.000	0.985
	Brand Affect	3.074	0.080	0.104	0.747	0.155	0.693
	Purchase Intention	1.542	0.215	0.642	0.423	2.901	0.089
Local Identity	Perceived Brand Globalness	0.030	0.862	7.513	0.006	1.293	0.256
	Brand Quality	6.988	0.008	0.263	0.608	15.695	0.000
	Brand Affect	0.006	0.939	1.330	0.249	5.868	0.016
	Purchase Intention	0.117	0.733	2.541	0.111	1.287	0.257
Attitude towards the English language	Perceived Brand Globalness	1.619	0.204	1.592	0.207	0.025	0.874
	Brand Quality	0.034	0.854	0.000	0.985	5.305	0.022
	Brand Affect	0.782	0.377	0.078	0.780	1.889	0.170
	Purchase Intention	0.610	0.435	0.197	0.657	0.420	0.517

Table 6: Effects Control Variables on Dependent Variables

For each of the three brands, the covariates ‘attractiveness of packaging’ and ‘brand familiarity’ have the strongest effect on all four dependent variables (most p-values are below $\alpha = 0.05$). Surprisingly, consumer ethnocentrism does not show any significant values which implies that there is no effect of the covariate on the dependent variables in the model. These results do not correspond to prior research where consumer ethnocentrism was found to have an impact on consumer responses depending on the language used in advertisement and on product packaging (e.g., Gopinath & Glassmann, 2008).

In order to evaluate which language is most favourable for which brand, the data was analysed in two ways. Firstly, a comparison was made according to a within-each group design whereby the three brands were compared per language. Secondly, a between-groups design was applied by comparing the language per brand.

5.1.2.1. Within-each group design

Perceived Brand Globalness

The following table presents the means of ‘perceived brand globalness’ in a within-each group design:

Brand (Type of Brand)	Language (IV)	Dependent Variable	mean	p-value
Kuner (local)	German	Perceived Brand Globalness	4.612	0.000
	English		3.891	
	German & English		4.277	
Hellmann's (global)	German	Perceived Brand Globalness	4.086	0.000
	English		4.981	
	German & English		4.828	
Knorr (glocal)	German	Perceived Brand Globalness	4.631	0.938
	English		4.675	
	German & English		4.780	

Table 7: ‘Perceived brand globalness’ test results within-each group design

The impact of the IV on the DV ‘perceived brand globalness’ will be compared per language on each of the brands. The results of the local brand Kuner and the global brand Hellmann’s show that the differences between the means are statistically significant as demonstrated by the p-values which are below an alpha of 0.05 ($p_{\text{Kuner}} = 0.000 < \alpha = 0.05$; $p_{\text{Hellmann's}} = 0.000 < \alpha = 0.05$). As highlighted in the table, Hellmann’s as the global brand in the research model is perceived as most global when English is applied to the product packaging ($\text{mean}_{\text{Hellmann's/English}} = 4.981$) which is a validation of Hypothesis 1a). A local brand such as Kuner is perceived as most global when the product packaging is in German ($\text{mean}_{\text{Kuner/German}} = 4.612$). This finding contradicts what was predicted in Hypothesis 1b) that herewith needs to be rejected. Finally, the p-value of the glocal brand Knorr is above 0.05 ($p_{\text{Knorr}} = 0.938 > \alpha = 0.05$) which means that Hypothesis 1c) needs to be rejected. The respondents did not perceive the globalness of the glocal brand differently depending on the language used on the product packaging.

Brand Quality

Next, the means of the dependent variable ‘brand quality’ are presented.

Brand (Type of Brand)	Language (IV)	Dependent Variable	mean	p-value
Kuner (local)	German	Brand Quality	5.573	0.000
	English		3.988	
	German & English		5.206	
Hellmann's (global)	German	Brand Quality	3.326	0.000
	English		5.275	
	German & English		4.185	
Knorr (glocal)	German	Brand Quality	4.978	0.000
	English		5.060	
	German & English		5.677	

Table 8: ‘Brand quality’ test results within-each group design

The differences between the means of each language on the brands show significant results with all p-values being below the alpha of 0.05 ($p_{\text{Kuner}} = 0.000 < \alpha = 0.05$; $p_{\text{Hellmann's}} = 0.000 < \alpha = 0.05$; $p_{\text{Knorr}} = 0.000 < \alpha = 0.05$). The results show that English is the best language on product packaging for a high ‘brand quality’ evaluation on global brands ($\text{mean}_{\text{Hellmann's/English}} = 5.275$) which confirms hypothesis 2a). Looking at Kuner the values show that a local brand’s quality is evaluated best when the product packaging is in German ($\text{mean}_{\text{Kuner/German}} = 5.573$) which is a confirmation of hypothesis 2b). Finally, a glocal brand’s quality is evaluated best when the language used on product packaging is in German and English ($\text{mean}_{\text{Knorr/German\&English}} = 5.677$) confirming hypothesis 2c).

Brand Affect

The third dependent variable of the research model is ‘brand affect’. The means of each brand and language are presented below and then compared within-each group.

Brand (Type of Brand)	Language (IV)	Dependent Variable	mean	p-value
Kuner (local)	German	Brand Affect	5.012	0.000
	English		3.310	
	German & English		4.435	
Hellmann's (global)	German	Brand Affect	3.120	0.000
	English		4.794	
	German & English		3.678	
Knorr (glocal)	German	Brand Affect	4.239	0.000
	English		4.204	
	German & English		5.104	

Table 9: ‘Brand affect’ test results within-each group design

The significant levels of the difference between the means are below the alpha of 0.05 for Kuner ($p_{\text{Kuner}} = 0.000$), Hellmann's ($p_{\text{Hellmann's}} = 0.000$) and Knorr ($p_{\text{Knorr}} = 0.000$). Hellmann's and hence global brands show the highest value for 'brand affect' when the language used on product packaging is English ($\text{mean}_{\text{Hellmann's/English}} = 4.794$) confirming Hypothesis 3a). Local brands such as Kuner hold the highest mean of 'brand affect' when the product packaging is in German ($\text{mean}_{\text{Kuner/German}} = 5.012$) which is a confirmation for Hypothesis 3b). Lastly, the 'brand affect' is highest when the language on product packaging is in German and English for Knorr and therefor glocal brands ($\text{mean}_{\text{Knorr/German\&English}} = 5.104$). Due to this result, Hypothesis 3c) can be confirmed.

Purchase Intention

The last dependent variable in the model is "purchase intention" of which the means are presented below.

Brand (Type of Brand)	Language (IV)	Dependent Variable	mean	p-value
Kuner (local)	German	Purchase Intention	51.00	0.629
	English		52.97	
	German & English		53.96	
Hellmann's (global)	German	Purchase Intention	33.75	0.971
	English		35.36	
	German & English		34.84	
Knorr (glocal)	German	Purchase Intention	45.65	0.528
	English		47.08	
	German & English		50.37	

Table 10: 'Purchase intention' test results within-each group design

The mean differences between the languages on each brand do not show significant results for purchase intention ($p_{\text{Knorr}} = 0.528 > \alpha = 0.05$; $p_{\text{Hellmann's}} = 0.971 > \alpha = 0.05$; $p_{\text{Kuner}} = 0.629 > \alpha = 0.05$). Therefore, it is not possible to use the data to confirm any hypothesis related to "purchase intention". Hypothesis 4a), 4b) and 4c) are rejected and showing that the purchase intention is not directly influenced by any of the languages used on product packaging. This could be explained by the use of previous research where it was found that usually a chain of variables influences a consumer's purchase intention (Younus, Rasheed, & Zia, 2015). In this analysis no other factor in between the independent variable "language" and "purchase intention" was considered.

Result Games-Howell Test - Multiple Comparisons

To better understand the differences between the languages per brands, multiple ANOVAs (see Appendix) followed by Post-Hoc tests were performed for multiple comparisons. For that, Games-Howell was chosen 'due to the high sample size. The table below shows the multiple comparison test results of Games-Howell. The marked cells are significant ($p < \alpha = 0,05$) and in the following further analyzed.

Games-Howell	(I) LANGUAGE	(J) LANGUAGE	Kuner (local)		Hellmann's (global)		Knorr (global)	
			Mean Difference (I-J)	Sig.	Mean Difference (I-J)	Sig.	Mean Difference (I-J)	Sig.
Dependent Variable	GERMAN	ENGLISH	0.720	0.000	(-) 0.895	0.000	(-) 0.043	0.937
		GERMAN AND ENGLISH	0.335	0.055	(-) 0.742	0.000	(-) 0.148	0.482
	ENGLISH	GERMAN	(-) 0.720	0.000	0.895	0.000	0.043	0.937
		GERMAN AND ENGLISH	(-) 0.385	0.010	0.153	0.521	(-) 0.104	0.704
	GERMAN AND ENGLISH	GERMAN	(-) 0.335	0.055	0.742	0.000	0.148	0.482
Perceived Brand Globalness	ENGLISH	ENGLISH	0.385	0.010	(-) 0.153	0.521	0.104	0.704
		GERMAN AND ENGLISH	1.585	0.000	(-) 1.948	0.000	(-) 0.082	0.743
	GERMAN	GERMAN AND ENGLISH	0.367	0.007	(-) 0.858	0.000	(-) 0.699	0.000
		GERMAN	(-) 1.585	0.000	1.948	0.000	0.082	0.743
	ENGLISH	GERMAN AND ENGLISH	(-) 1.218	0.000	1.089	0.000	(-) 0.616	0.000
Brand Quality	GERMAN AND ENGLISH	GERMAN	(-) 0.367	0.007	0.858	0.000	0.699	0.000
		ENGLISH	1.218	0.000	(-) 1.089	0.000	0.616	0.000
	GERMAN	ENGLISH	1.702	0.000	(-) 1.674	0.000	0.034	0.955
		GERMAN AND ENGLISH	0.577	0.000	(-) 0.558	0.000	(-) 0.865	0.000
	ENGLISH	GERMAN	(-) 1.702	0.000	1.674	0.000	(-) 0.034	0.955
Brand Affect	GERMAN AND ENGLISH	GERMAN AND ENGLISH	(-) 1.125	0.000	1.116	0.000	(-) 0.900	0.000
		GERMAN	(-) 0.577	0.000	0.558	0.000	0.865	0.000
	ENGLISH	ENGLISH	1.125	0.000	(-) 1.116	0.000	0.900	0.000
		GERMAN AND ENGLISH	(-) 1.969	0.752	(-) 1.609	0.830	(-) 1.434	0.864
	GERMAN	GERMAN AND ENGLISH	(-) 2.957	0.540	(-) 1.083	0.918	(-) 4.721	0.215
Purchase Intention	ENGLISH	GERMAN	1969,000	0.752	1.609	0.830	1.434	0.864
		GERMAN AND ENGLISH	(-) 0.988	0.934	0.525	0.980	(-) 3.287	0.458
	GERMAN AND ENGLISH	GERMAN	2957,000	0.540	1.083	0.918	4.721	0.215
		ENGLISH	0.988	0.934	(-) 0.525	0.980	3.287	0.458
	ENGLISH	ENGLISH						

Table 11: Games-Howell Test: Results Multiple Comparisons

When evaluating the results of the ‘perceived brand globalness’, one can detect the biggest mean differences between English and German for the local and the global brand although going in opposite directions. The differences between the values of the glocal brand Knorr are not significant supporting the rejection of H1c). Looking at ‘brand quality’ all differences are significant for each of the brands supporting H2a), H2b) and H2c). The highest difference between the means of the local brand comes from the comparison between German and English ($\text{GERMAN} - \text{ENGLISH}_{\text{Brand Quality/Kuner}} = 1.585$; $\text{ENGLISH} - \text{GERMAN}_{\text{Brand Quality/Kuner}} = -1.585$). The difference between German and English is also the highest when comparing the values of the global brand whereby English holds the higher values ($\text{GERMAN} - \text{ENGLISH}_{\text{Brand Quality/Hellmann's}} = -1.948$; $\text{ENGLISH} - \text{GERMAN}_{\text{Brand Quality/Hellmann's}} = 1.948$). The mean differences of the glocal brand between the languages are not as high as of the other two brands but mostly significant. Here, the comparison between German / English and German is the biggest, with German / English being higher ($\text{GERMAN} - \text{GERMAN} / \text{ENGLISH}_{\text{Brand Quality/Knorr}} = -0.699$; $\text{GERMAN} / \text{ENGLISH} - \text{GERMAN}_{\text{Brand Quality Knorr}} = 0.699$).

The results in Table 11 do also underline the acceptance of H3a), H3b) and H3c). The differences between the means follow the same structure as those of ‘brand quality’. The highest difference between the means of the local brand is between German and English ($\text{GERMAN} - \text{ENGLISH}_{\text{Brand Affect/Kuner}} = 1.701$; $\text{ENGLISH} - \text{GERMAN}_{\text{Brand Affect/Kuner}} = -1.701$). The comparison between German and English also shows the biggest difference for the global brand ($\text{GERMAN} - \text{ENGLISH}_{\text{Brand Affect/Hellmann's}} = -1.674$; $\text{ENGLISH} - \text{GERMAN}_{\text{Brand Affect/Hellmann's}} = 1.674$). For the glocal brand the means differ most between German / English and English whereby German / English is higher than English ($\text{ENGLISH} - \text{GERMAN} / \text{ENGLISH}_{\text{Brand Affect/Knorr}} = -0.900$; $\text{GERMAN} / \text{ENGLISH} - \text{ENGLISH}_{\text{Brand Affect/ Knorr}} = 0.900$). Consistently for all three brands, the mean differences for ‘purchase intention’ are all non-significant which was predictable due to the results of the within-each group design.

5.1.2.2. Between-groups design

Another way to interpret the means is to compare the languages per brand.

The table below summarizes the findings and highlight the highest brand means for each language.

Dependent Variable	Language (IV)	Brand (Type of Brand)	mean	p-value
PBG	German	Kuner (local)	4.612	0.000
		Hellmann's (global)	4.086	
		Knorr (glocal)	4.631	
	English	Kuner (local)	3.891	0.000
		Hellmann's (global)	4.981	
		Knorr (glocal)	4.675	
	German & English	Kuner (local)	4.277	0.000
		Hellmann's (global)	4.828	
		Knorr (glocal)	4.780	
Brand Quality	German	Kuner (local)	5.012	0.000
		Hellmann's (global)	3.120	
		Knorr (glocal)	4.239	
	English	Kuner (local)	3.988	0.000
		Hellmann's (global)	5.275	
		Knorr (glocal)	5.060	
	German & English	Kuner (local)	5.206	0.000
		Hellmann's (global)	4.185	
		Knorr (glocal)	5.677	
Brand Affect	German	Kuner (local)	5.012	0.000
		Hellmann's (global)	3.120	
		Knorr (glocal)	4.239	
	English	Kuner (local)	3.310	0.000
		Hellmann's (global)	4.794	
		Knorr (glocal)	4.204	
	German & English	Kuner (local)	4.435	0.000
		Hellmann's (global)	3.678	
		Knorr (glocal)	5.104	
Purchase Intention	German	Kuner (local)	51.00	0.000
		Hellmann's (global)	33.75	
		Knorr (glocal)	45.65	
	English	Kuner (local)	52.97	0.000
		Hellmann's (global)	35.36	
		Knorr (glocal)	47.08	
	German & English	Kuner (local)	53.96	0.000
		Hellmann's (global)	34.84	
		Knorr (glocal)	50.37	

Table 12: Test results between-groups all DVs

Although, the comparisons in the within-each group design showed that a local brand was perceived to be most global when the product packaging is in a local language, we do see differences in Table 12. The comparison shows that when applying a local language to the product packaging of each brand, the glocal one is perceived most global ($\text{mean}_{\text{German/Knorr}} = 4.631$), however with only a small difference to the local brand ($\text{mean}_{\text{German/Kuner}} = 4.612$). The global brand holds the lowest mean. Although, the values do not fully correspond to the within-each group design the high value of Kuner in German is still supporting the rejection of hypothesis 1b). The comparison of the brands based on the other two language showed congruence to the within-each group design. It can be stated, that when English is used on product packaging a global brand is perceived as most global ($\text{mean}_{\text{English/Hellmanns}} = 4.981$), followed by the glocal brand ($\text{mean}_{\text{English/Knorr}} = 4.675$). A local brand is perceived as least global with English packaging ($\text{mean}_{\text{English/Kuner}} = 3.891$). These results support hypothesis 1a). For German and English packaging on all three brands, the global brand is the one with the highest perceived brand globalness ($\text{mean}_{\text{German\&English/Hellmann's}} = 4.828$). The glocal brand follows closely ($\text{mean}_{\text{German\&English/Knorr}} = 4.780$) before the local brand ($\text{mean}_{\text{German\&English/Kuner}} = 4.277$), which can be seen as a support for Hypothesis 1c) since the difference between the global and the glocal brand is small. The comparisons between the groups did also not show any differences between the within-each group design and the between-groups design for 'brand quality' and 'brand affect'.

What is most interesting is that when analyzing the dependent variable "purchase intention" the mean differences between the brands for each language do now show significant results ($p_{\text{German}} = 0.000 > \alpha = 0.05$; $p_{\text{English}} = 0.000 > \alpha = 0.05$; $p_{\text{German\&English}} = 0.000 > \alpha = 0.05$). The local brand Kuner holds the highest means for each of the languages ($\text{mean}_{\text{German/Kuner}} = 51.00$; $\text{mean}_{\text{English/Kuner}} = 52.97$; $\text{mean}_{\text{German\&English/Kuner}} = 53.96$) which shows the overall preference of the respondent towards the brand Kuner in terms of purchase intention. Additionally, the ranking of all three brands is the same across all languages implying that consumers intent to purchase Kuner before Knorr and at last Hellmann's independent of the language used on packaging. These findings go along with the rejection of Hypothesis 4a), 4b) and 4c) in the within-each group design because they show that language does not have an influence on purchase intention.

6. Discussion

Overall, the field of language in international marketing is becoming increasingly important, partly due to the simultaneously occurring phenomena of globalization, de-globalization and anti-globalization. In these times the question is often raised whether a global language on packaging can be effective and is consumer friendly or if local languages are necessary to be implemented per country. In marketing, consumers should always be in the centre of any activity, suggesting that consumer responses are necessary to render judgment around linguistic approaches in marketing. That for, this thesis and its corresponding research model was developed. Existing literature in the field of product packaging, language and the standardization and adaption theory substantiated the research model. The model was expanded by adding control variables that, based on their theoretical background, were defined to possibly having an influence on the outcomes. Additionally, since brands can have different perceived degrees of globalness, three brands were investigated that differed in the respective aspect. This allowed multiple comparisons of the results.

This thesis contributes to the few studies that investigated whether using multiple languages in the marketing mix, in particular on product packaging, have an impact on consumer perceptions of brands and products and their behaviour (Gopinath & Glassmann, 2008; Nyer, Gopinath, & Glassman, 2017; Khan & Lee, 2020). Language itself is a communication vehicle and an important element of marketing (Duncan & Moriarty, 1998). That is not only for media campaigns and advertisement but also for packaging and the information placed on it not matter if of functional or emotional nature (Kotler, 1986). All of that can be embedded in the theory of standardization and adaption that has widely been investigated for advertising and the promotional aspect of marketing (Agrawal, 1995). Product packaging represents a company's degree of globalness in terms of availability across multiple countries (Walters, 1986). In the context of this thesis, not only the availability but also the feasibility of product packaging for more than one country shows how global or local a company operates. What has been found is that language does influence a consumer's perception of whether a brand is global or not. If the information on product packaging is transported in English, consumers perceive global brands as more global implying that an English-only packaging is beneficial for a global brand to strengthen its global image. Interestingly, local brands as Kurer are seen to be more global if their packaging is in the local language. One explanation could be that brands emphasize their local heritage in its communication leading to consumers thinking that also internationally the local brand would not dissolve its local image. A consumer perceives a global brand as most

global when its packaging is in English and German. It could therefore be that the English on the packaging supports the global image of the brand while the local language strengthens the belief that the brand's origin is local. In general, the language used on product packaging is important for a brand's perceived globalness and helps companies to control the global or local image of a brand. That can be particularly helpful for global enterprises that own multiple brands following different strategic approaches in the same category.

Certainly, not only consumer perceptions on globalness or localness of a brand is of high importance for a brand's image. Consumers rank a preferred set of brands according to their quality perception of the brand. Additionally, if consumers see the brand as qualitatively minor compared to another brand, they will not buy the inferior brand (Richardson, Dick, & Arun, 1994). Consumers evaluate a brand's quality on extrinsic and intrinsic cues whereas one is the packaging and the information presented on the packaging. In order to process that information consumers must be able to understand it which is possible through the use of language. According to the results, a brand's quality is evaluated differently depending on the brand's level of globalness or localness and the language used. Overall, language has an influence on how consumers evaluate the quality of brands. A local brand's quality is seen as high when the packaging is presented in the local language, while on global brands English is preferred. German and English packaging is beneficial for glocal brands despite that in earlier research evidence was presented that multiple languages on packaging are not appreciated (Gopinath & Glassmann, 2008). Companies can therefore regulate the quality perception of their brands by the use of different languages on packaging.

Looking at consumer's emotions towards brands, the influence of language on brand affect was investigated. The results show that languages do impact how consumers evaluate brand affect. On a local brand, consumers evaluate the brand affect higher when the language used on product packaging is in the local language. English in return is beneficial for global brands when brand affect is evaluated. Glocal brands should use a mix of German and English on their packaging for a higher evaluation of brand affect. Summarized it can be said that consumers do evaluate functional and emotional variables differently depending on the language used on product packaging. Additionally, the perceived globalness of a brand should not be neglected since evaluations differ on it. The dependence of purchase intention on language could not be proven by the results. Purchase intention has usually been investigated as the last instance of a consumer's mental process towards buying a brand or product (Younus, Rasheed, & Zia,

2015). In this thesis, the variable is seen as independent from the other response variables which means that the direct influence of language on purchase intention was investigated. That turned out to be non-significant when the brands were compared per language. The comparison of the language per brand turned out to be significant, however only showing the overall preference of the respondents to purchase the brand Kuner. For each language, the local brand was evaluated highest again implying that language does not have an influence on a consumer's purchase intention.

Recapping the discussion above, this thesis suggest that the language used on product packaging does have an impact on consumer perceptions of brands in the means of globalness and localness, functional attributes such as quality, and emotional aspects such as positive or negative feelings towards a brand. What has been found interesting as well is that no matter if consumers are highly ethnocentric, that particular characteristic does not manipulate their responses of whether they find brands with English packaging superior or not.

7. Managerial and Academic Implication

7.1. Managerial Implication

Multinational corporations face numerous challenges when it comes to defining profitable portfolios across nations in which they operate. In addition to that, enterprises need to reduce complexity in terms of all aspects of a business – production, marketing, sales and more. An efficient approach could be to reduce the number of artworks produced for the same products and offering the same packaging with only one language – English – in multiple countries. According to this thesis the suggested approach is possible for global and partly for glocal brands that are widely available. For those, the consumer quality perceptions and positive feelings towards the brands are evaluated better when using a global language as the communication vehicle on packaging. Furthermore, a combination of global and local languages is even preferred on glocal brands. Especially in countries where regulations towards using foreign languages on product packaging are looser, a global language approach should be considered by practitioners for global brands and a multiple language approach for glocal brands. In countries as Austria, this means that English-only packaging should be implemented on the frontside of global brands (e.g., Hellmann's) with solely translating the necessary legal information on the back of the packaging (e.g., nutrition table information, ingredient lists) into the local language. This helps marketers to then build bigger artworks clusters and introduce

products with same artworks in multiple countries, rather than developing and producing separate artworks for each country.

When it comes to implementing standardized packaging designs into a company's strategic orientation, several beneficial aspects should be pointed out. One, probably the most obvious, is that it saves costs. Especially in these times, during a worldwide pandemic, companies need to increase their profits and shift their mindset from sales orientation towards margin orientation without losing the intention to keep turnover high. This transformation is often highly complex for MNEs (Multinational Enterprises), though particularly necessary due to rising inflation rates and raw material costs. Returning to the results of this thesis, global brands should use globally standardized packaging and save a large amount of money. The packaging can then be ordered in a bulk, reducing costs through scaling effects. Additionally, productions for more than one country can be combined, resulting in more efficient machine running times in factories. Inevitably, profits will rise based on the above-mentioned savings in supply chain costs.

Not only supply chain costs can be cut down through standardizing product packaging using English or English in combination with local languages on global and glocal brands. Human resources in marketing departments can be allocated more efficiently since artwork developments would be less time consuming and complex. Marketeers could focus on other marketing activities and use their gained time for more crucial tasks. But not only marketeers are involved in an artwork creation process. Employees and stakeholders of other departments such as R&D, operations, legal, artwork specialists and many more need to dedicate time, effort and thinking into developing artworks. Needless to say that these resources would be able to drastically reduce their work on designs of product packaging and shift their tasks in other directions that need more attention. Aside from that, allocating human resources from inefficient tasks to more serious problems are a cost saving factor that cannot be neglected. Currently, practitioners debate often whether to integrate all local languages of the countries on the artwork cluster on the front of pack and back of pack design. This is similar to the bi-lingual artwork used in this thesis but much more cluttered since the number of languages would not be limited to two. When taking into consideration the results of this thesis, the discussion is redundant for global brands since English can be used as the only language to display information. This approach would result in better readability and comprehensibility of the packaging. Additionally, the use of only one language on product packaging would leave

more room for effective marketing claims, transporting higher value of the product to the consumers. Nevertheless, glocal brands do require additional languages on packaging in order to be evaluated highest. It is recommended to implement the languages of the countries where the brand is seen as originated.

The results of this thesis also contribute to cultural aspects of a company and how it represents itself externally. Nowadays, the word “agile” in a working environment plays a significant role since it allows firms and their employees to be more flexible and at the same time more efficient and effective, delivering better results. By reducing complex tasks, a company’s corporate culture automatically becomes more agile, following that specific trend, improving its image externally and becoming more interesting for young, talented marketers. This thesis suggests reducing complex artwork creation processes and focus on developing standardized and nearly standardized artworks for global and glocal brands in order to allocate resources better and become more attractive from a corporate culture point of view. Diving a little deeper into the topic of external company images, the results and suggestions of this thesis help to strengthen a company’s or brand’s global image. By using English as the language to communicate on packaging, it points out its contribution to globalization and inclusion of all cultures and ethnic groups. In countries where English is accepted and understood by a majority of citizens, the use of English on product packaging gives the opportunity to include people that do not speak the local language, who often are immigrants from countries with different local languages.

Overall, it can be said that standardizing product packaging has multiple beneficial impacts for companies. Nevertheless, using a global language or a combination of global and local languages on product packaging is only recommended for global and glocal brands. The use of local languages is still of high importance for local brands in order to strengthen their local image, domestically and internationally, and not weaken consumer’s evaluations. Therefore it is essential for companies to first understand the role of their brands and how global or local they are perceived before taking actions on standardizing or adapting packaging in terms of language.

7.2. Academic Implications

As mentioned several times before, language in the context of product packaging has not been investigated enough yet. Additionally, the debate about standardization and adaptation of product packaging is also not yet exhausted. Further academic research is needed on how consumers react to different languages on product packaging in general but also on how consumers perceive products and brand when different languages are used. This thesis contributes to the lack of scientific research in the respective field. It adds to the work done by Gopinath & Glassmann (2008), whereby negative effects on product evaluations were found especially for multi-language packaging. The authors investigated a specific ethnic group, Hispanics, and delivered usable results for companies operating in North America. This thesis was designed with a more general approach that can easily be adapted for testing other languages and their influences. Additionally, since the thesis builds on the extensively researched topic of standardization (e.g. Levitt, 1983; Onkvisit & Shaw, 1999) and adaption (e.g. Agrawal, 1995; Chandra, Griffith, & Ryans, Jr. , 2002; Elinder, 1965) it widens the horizon of research towards standardization and adaptation and gives a more practical view of the topic in combination with product packaging. Besides, this piece of research participates in the field of brand globalness and localness perceptions and gives more insights into how packaging influences images of brand in terms of globalness or localness.

8. Limitations & Future Research

8.1. Research Limitations

The biggest limiting factor of the research model is the number of languages that were investigated. German and English were compared in this thesis which, regarding the great number of languages spoken worldwide, is very little. Furthermore, legal regulations that differ per country limit companies to decide for a global language approach in real life. In Austria for instance, especially in the food industry, companies are required to translate legal information into the local language. Due to that, two additional limitations of the study arise that are of practical nature. The study investigates two single-language (English-only and German-only) and one dual-language approach (German and English). The English-only packaging does not contain any German and therefore are for the investigated country rather unrealistic. Additionally, the category chosen lies in the food industry which is highly complex in terms of legal regulations and makes solely global language usage on packaging difficult. The category chosen brings up another limitation, despite its positive characteristics for this research. The word “Mayonnaise” is the same in English and German. Therefore, the stimuli did not differ

in the actual product name (even packaging said “Mayonnaise” independent of the language) possibly making it more difficult to respondent to recognize the language differences.

8.2. Future Research Suggestions

There are many product categories in the food industry that consumers do not plan to buy. For instance, chocolate or ice cream are products that are often impulsively bought by consumers. The decision to buy these products is made directly at the point-of-sale, reducing the time to decide on brands and products to a minimum and adding more importance to the packaging. Since the chosen product category of this thesis is expected to be part of a consumer’s plan for purchase, it is suggested to investigate standardizing and adapting product packaging in terms of language on categories that are part of impulsive buying behaviour and their impact on consumers. Besides, the research model can be extended including other consumer response variables which then gives an even better understanding of how language influences consumer’s evaluations and perceptions of brands. The available data could also be further analysed to find influences of language on purchase intention. Therefor the research model needs to be reworked, placing the DVs ‘brand quality’ and ‘brand affect’ in between the IV ‘language’ and the DV ‘purchase intention’. Lastly, it is recommended to reproduce this research model in other countries to further generalize the recommendation to globally standardize packaging.

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Appendix

Appendix A

FULL QUESTIONNAIRE GROUP 2 – ENGLISH-ONLY

(The other two questionnaires differed only by the stimuli shown to the respondents which can be reviewed afterwards)

Part 1: Introduction



Sehr geehrte Teilnehmerinnen, sehr geehrte Teilnehmer,

vielen Dank, dass Sie sich die Zeit nehmen, an dieser Umfrage teilzunehmen und einen wichtigen Beitrag zu meiner Masterarbeit zu leisten.

Mein Name ist Kerstin Missbrandt, ich studiere an der Universität Wien und schließe derzeit mein Studium mit meiner Masterarbeit ab.

Dabei geht es um Sprachen auf Produktverpackungen.

Die Umfrage wird ca. 15 Minuten in Anspruch nehmen und ist in 5 Abschnitte aufgeteilt. Die ersten drei Abschnitte befassen sich mit 3 unterschiedlichen Marken aus der Produktkategorie Mayonnaise, die am Österreichischen Markt verfügbar sind. Im 4. Abschnitt möchte ich gerne Näheres zu Ihrem Einkaufsverhalten in der Produktkategorie Mayonnaise erfahren. Im letzten Abschnitt habe ich noch ein paar Fragen zu Ihren demografischen Daten.

Bitte schauen Sie sich vor den ersten 3 Abschnitten jeweils die angezeigten Produktverpackungen genau an.

Alle Daten werden anonym erhoben und können Ihnen nicht direkt zugeordnet werden. Zudem werden diese selbstverständlich vertraulich behandelt!

Vielen Dank für Ihre Teilnahme!

Part 2: Brand 1



Im diesem Abschnitt der Umfrage geht es um die Marke Knorr.

Bitte schauen Sie sich zuerst die angezeigte Produktverpackung genau an und beantworten Sie darauf folgend die nachstehenden Fragen, indem Sie die zutreffenden Antworten markieren.



Bitte evaluieren Sie die abgebildete Produktverpackung

Für mich ist die abgebildete Produktverpackung:

	1	2	3	4	5	6	7	
unattraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	attraktiv
hässlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	schön
klassisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	modern
langweilig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	aufregend
nicht anziehend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	anziehend

Bitte evaluieren Sie anhand einer Skala von 1 – 7 folgende

Aussagen über die Marke Knorr.

	1	2	3	4	5	6	7	
Für mich ist die Marke Knorr eine lokale Marke.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Für mich ist die Marke Knorr eine globale Marke.
Ich glaube nicht, dass Konsumenten die Marke Knorr im Ausland kaufen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ich glaube, dass Konsumenten die Marke Knorr im Ausland kaufen.
Die Marke Knorr wird ausschließlich in Österreich verkauft.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Die Marke Knorr wird auf der ganzen Welt verkauft.

Bitte evaluieren Sie anhand einer Skala von 1 – 7 folgende

Aussagen über die Qualität der Marke Knorr.

	1	2	3	4	5	6	7	
Die Qualität der Marke Knorr ist minder.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Die Qualität der Marke Knorr ist hoch.
Es ist unwahrscheinlich, dass ich die Marke Knorr ausprobieren werde.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Es ist wahrscheinlich, dass ich die Marke Knorr ausprobieren werde.
Die Marke Knorr ist anderen Marken unterlegen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Die Marke Knorr ist anderen Marken überlegen.

Bitte geben Sie an zu welchem Grad Sie den folgenden Aussagen zustimmen.

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme teilweise nicht zu	Weder noch	Stimme teilweise zu	Stimme zu	Stimme voll zu
Ich fühle mich gut, wenn ich die Marke Knorr nutze.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Marke Knorr macht mich glücklich.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Marke Knorr bereitet mir Freude.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bitte evaluieren Sie anhand einer Skala von 1 – 7 die folgenden

Aussagen:

	1	2	3	4	5	6	7	
Die Marke Knorr ist mir gar nicht bekannt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Die Marke Knorr ist mir sehr bekannt.
Ich denke, dass ich über die Marke Knorr gar nicht informiert bin.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ich denke, dass ich über die Marke Knorr sehr gut informiert bin.
Ich betrachte mich selbst als unerfahren mit der Marke Knorr.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ich betrachte mich selbst als sehr erfahren mit der Marke Knorr.

Die Antwort zur folgenden Frage ist eine Prozentzahl. Bitte geben Sie diese mit dem Schieberegler an.

0 % = ich werde das abgebildete Produkt keinesfalls kaufen.

100% = ich werde das abgebildete Produkt auf jeden Fall kaufen.

0 10 20 30 40 50 60 70 80 90 100

Bitte geben Sie an wie hoch die Wahrscheinlichkeit ist, dass sie bei Ihrem nächsten Einkauf das abgebildete Produkt kaufen werden.



Part 3: Brand 2



Im diesem Abschnitt der Umfrage geht es um die Marke Hellmann's.

Bitte schauen Sie sich zuerst die angezeigte Produktverpackung genau an und beantworten Sie darauf folgend die nachstehend Fragen, indem Sie die zutreffenden Antworten markieren.





Bitte evaluieren Sie die abgebildete Produktverpackung

Für mich ist die abgebildete Produktverpackung:

	1	2	3	4	5	6	7	
unattraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	attraktiv
hässlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	schön
klassisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	modern
langweilig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	aufregend
nicht anziehend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	anziehend

Bitte evaluieren Sie anhand einer Skala von 1 – 7 folgende Aussagen über die Marke Hellmann's.

	1	2	3	4	5	6	7	
Für mich ist die Marke Hellmann's eine lokale Marke.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Für mich ist die Marke Hellmann's eine globale Marke.
Ich glaube nicht, dass Konsumenten die Marke Hellmann's im Ausland kaufen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ich glaube, dass Konsumenten die Marke Hellmann's im Ausland kaufen.
Die Marke Hellmann's wird ausschließlich in Österreich verkauft.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Die Marke Hellmann's wird auf der ganzen Welt verkauft.

Bitte evaluieren Sie anhand einer Skala von 1 – 7 folgende Aussagen über die Qualität der Marke Hellmann's.

	1	2	3	4	5	6	7	
Die Qualität der Marke Hellmann's ist minder.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Die Qualität der Marke Hellmann's ist hoch.
Es ist unwahrscheinlich, dass ich die Marke Hellmann's ausprobieren werde.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Es ist wahrscheinlich, dass ich die Marke Hellmann's ausprobieren werde.
Die Marke Hellmann's ist anderen Marken unterlegen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Die Marke Hellmann's ist anderen Marken überlegen.

Bitte geben Sie an zu welchem Grad Sie den folgenden Aussagen zustimmen.

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme teilweise nicht zu	Weder noch	Stimme teilweise zu	Stimme zu	Stimme voll zu
Ich fühle mich gut, wenn ich die Marke Hellmann's nutze.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Marke Hellmann's macht mich glücklich.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Marke Hellmann's bereitet mir Freude.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Die Antwort zur folgenden Frage ist eine Prozentzahl. Bitte geben Sie diese mit dem Schieberegler an.

0 % = ich werde das abgebildete Produkt keinesfalls kaufen.

100% = ich werde das abgebildete Produkt auf jeden Fall kaufen.

0 10 20 30 40 50 60 70 80 90 100

Bitte geben Sie an wie hoch die Wahrscheinlichkeit ist, dass sie bei Ihrem nächsten Einkauf das abgebildete Produkt kaufen werden.



Bitte evaluieren Sie anhand einer Skala von 1 – 7 die folgenden Aussagen:

	1	2	3	4	5	6	7	
Die Marke Hellmann's ist mir gar nicht bekannt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Die Marke Hellmann's ist mir sehr bekannt.
Ich denke, dass ich über die Marke Hellmann's gar nicht informiert bin.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ich denke, dass ich über die Marke Hellmann's sehr gut informiert bin.
Ich betrachte mich selbst als unerfahren mit der Marke Hellmann's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ich betrachte mich selbst als sehr erfahren mit der Marke Hellmann's.

Part 4: Brand 3



Im diesem Abschnitt der Umfrage geht es um die Marke Kuner.

Bitte schauen Sie sich zuerst die angezeigte Produktverpackung genau an und beantworten Sie darauf folgend die nachstehend Fragen, indem sie die zutreffenden Antworten markieren.



Bitte evaluieren Sie die abgebildete Produktverpackung

Für mich ist die abgebildete Produktverpackung:

	1	2	3	4	5	6	7	
unattraktiv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	attraktiv
hässlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	schön
klassisch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	modern
langweilig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	aufregend
nicht anziehend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	anziehend

Bitte evaluieren Sie anhand einer Skala von 1 – 7 folgende Aussagen über die Marke Kuner.

	1	2	3	4	5	6	7	
Für mich ist die Marke Kuner eine lokale Marke.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Für mich ist die Marke Kuner eine globale Marke.
Ich glaube nicht, dass Konsumenten die Marke Kuner im Ausland kaufen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ich glaube, dass Konsumenten die Marke Kuner im Ausland kaufen.
Die Marke Kuner wird ausschließlich in Österreich verkauft.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Die Marke Kuner wird auf der ganzen Welt verkauft.

Bitte evaluieren Sie anhand einer Skala von 1 – 7 folgende Aussagen über die Qualität der Marke Kuner.

	1	2	3	4	5	6	7	
Die Qualität der Marke Kuner ist minder.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Die Qualität der Marke Kuner ist hoch.
Es ist unwahrscheinlich, dass ich die Marke Kuner ausprobieren werde.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Es ist wahrscheinlich, dass ich die Marke Kuner ausprobieren werde.
Die Marke Kuner ist anderen Marken unterlegen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Die Marke Kuner ist anderen Marken überlegen.

Bitte geben Sie an zu welchem Grad Sie den folgenden Aussagen zustimmen.

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme teilweise nicht zu	Weder noch	Stimme teilweise zu	Stimme zu	Stimme voll zu
Ich fühle mich gut, wenn ich die Marke Kuner nutze.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Marke Kuner macht mich glücklich.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Marke Kuner bereitet mir Freude.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Die Antwort zur folgenden Frage ist eine Prozentzahl. Bitte geben Sie diese mit dem Schieberegler an.

0 % = ich werde das abgebildete Produkt keinesfalls kaufen.

100% = ich werde das abgebildete Produkt auf jeden Fall kaufen.

0 10 20 30 40 50 60 70 80 90 100

Bitte geben Sie an wie hoch die Wahrscheinlichkeit ist, dass sie bei Ihrem nächsten Einkauf das abgebildete Produkt kaufen werden.



Bitte evaluieren Sie anhand einer Skala von 1 – 7 die folgenden Aussagen:

	1	2	3	4	5	6	7	
Die Marke Kurer ist mir gar nicht bekannt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Die Marke Kurer ist mir sehr bekannt.
Ich denke, dass ich über die Marke Kurer gar nicht informiert bin.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ich denke, dass ich über die Marke Kurer sehr gut informiert bin.
Ich betrachte mich selbst als unerfahren mit der Marke Kurer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ich betrachte mich selbst als sehr erfahren mit der Marke Kurer.

Part 5: Product Category



Die folgenden Fragen beziehen sich nun auf die Produktkategorie Mayonnaise und Ihre Erfahrungen mit dieser, so wie auch Ihrer Einstellung zur Produktkategorie.

Bitte beantworten Sie die Fragen, indem Sie die zutreffende Antwort markieren.

Bitte geben Sie an zu welchem Grad Sie den folgenden Aussagen zustimmen.

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme teilweise nicht zu	Weder noch	Stimme teilweise zu	Stimme zu	Stimme voll zu
Ich habe ein starkes Interesse an der Produktkategorie Mayonnaise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Produktkategorie Mayonnaise ist sehr wichtig für mich.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Für mich ist die Produktkategorie Mayonnaise von Bedeutung.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich würde meine Mayonnaise beim Kauf sehr sorgsam auswählen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Die Wahl einer Mayonnaise ist eine wichtige Entscheidung für mich.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welche Mayonnaise ich kaufe ist sehr wichtig für mich.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bitte geben Sie an zu welchem Grad Sie den folgenden Aussagen zustimmen.

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme teilweise nicht zu	Weder noch	Stimme teilweise zu	Stimme zu	Stimme voll zu
Ich bin bereit dazu einen geringeren Preis für Mayonnaise zu finden.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich werde meinen Plan ändern, um eine Mayonnaise zu kaufen, die günstiger ist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich bin sensibel wenn es um Preise für Mayonnaise geht.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bitte evaluieren Sie anhand einer Skala von 1 – 7 folgende Aussagen:

Die Englische Sprache ist für mich

	1	2	3	4	5	6	7	
sehr unfreundlich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sehr freundlich
gar nicht überzeugend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sehr überzeugend
gar nicht einflussreich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sehr einflussreich

Bitte geben Sie an zu welchem Grad Sie den folgenden Aussagen zustimmen.

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme teilweise nicht zu	Weder noch	Stimme teilweise zu	Stimme zu	Stimme voll zu
Österreicher und Österreicherinnen sollten keine ausländischen Produkte kaufen, da dies Österreichische Unternehmen verletzt und in Arbeitslosigkeit endet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Es ist nicht richtig ausländische Produkte zu kaufen, da dies Österreicher und Österreicherinnen arbeitslos macht.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ein richtiger Österreicher und eine richtige Österreicherin sollte immer Österreichische Produkte kaufen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich präferiere stets Österreichische Produkte anstelle von ausländischen Produkten.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Österreicher und Österreicherinnen sollten Produkte, die in Österreich hergestellt werden, kaufen und nicht andere Ländern durch den Konsum reich werden lassen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bitte geben Sie an zu welchem Grad Sie den folgenden Aussagen zustimmen.

	Stimme überhaupt nicht zu	Stimme nicht zu	Stimme teilweise nicht zu	Weder noch	Stimme teilweise zu	Stimme zu	Stimme voll zu
Ich bin ein sehr weltoffener Mensch.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich glaube daran, dass Menschen mehr darauf aufmerksam gemacht werden müssen, wie sehr wir mit dem Rest der Welt verbunden sind.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich identifiziere mich als globaler Bürger.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich interessiere mich für globale Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mein Herz gehört größtenteils der lokalen Gemeinschaft.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich respektiere lokale Traditionen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich identifiziere mich als lokalen Bürger.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich interessiere mich für lokale Events.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part 6: Demographics



Geben Sie nun im letzten Teil der Umfrage bitte noch Ihre demografischen Daten an.

Markieren Sie bitte die zutreffenden Antworten.

Bitte stufen Sie Ihre Englischkenntnisse ein:

- ☐ Keine Kenntnisse
- ☐ Geringe Kenntnisse
- ☐ Gute Kenntnisse
- ☐ Sehr gute Kenntnisse
- ☐ Muttersprache

Geschlecht

- ☐ Weiblich
- ☐ Männlich
- ☐ Weitere

Alter in Jahren:

Bitte geben Sie Ihren höchsten abgeschlossenen
Ausbildungsgrad an:

- ☐ Kein Schulabschluss
- ☐ Schulabschluss
- ☐ Matura/Abitur
- ☐ Berufsausbildung
- ☐ Hochschulausbildung
- ☐ Andere

Bitte geben Sie Ihr monatliches Nettoeinkommen an:

- ☐ Unter 1.500€
- ☐ 1.500€ - 2.000€
- ☐ 2.000€ - 2.500€
- ☐ 2.500€ - 3.000€
- ☐ 3.000€ - 3.500€
- ☐ 3.500€ - 4.000€
- ☐ Über 4.000€

Bitte geben Sie Ihre derzeitige Wohnumgebung an:

- ☐ Land
- ☐ Kleinstadt
- ☐ Vorstadt
- ☐ Stadt

OVERVIEW STIMULI FOR QUESTIONNAIRE

Stumli Group 1 – German-only Artworks:

1/ Knorr



Front of Pack Image



Back of Pack Image

2/ Hellmann's



Front of Pack Image



Back of Pack Image

3/ Kuner



Front of Pack Image



Back of Pack Image

Stimuli Group 2 – English-only Artworks:

1/ Knorr



Front of Pack Image



Back of Pack Image

2/ Hellmann's



Front of Pack Image



Back of Pack Image

3/ Kuner



Front of Pack Image



Back of Pack Image

Stimuli Group 3 – German and English Artworks:

1/ Knorr



Front of Pack Image



Back of Pack Image

2/ Hellmann's



Front of Pack Image



Back of Pack Image

3/ Kuner



Front of Pack Image



Back of Pack Image

Appendix B

Descriptive Demographics

Group 1 – German-only

Descriptive Statistics Demographic Data Group 2 - German-only							
	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
Variable Name	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Age	258	18	65	42,40	13,991	-1,144	0,302
Education	258	1	6	3,62	0,955	-0,427	0,302
Gender	258	1	3	1,52	0,516	-1,591	0,302
Knowledge of English	258	1	5	2,92	0,812	-0,309	0,302
Incom	258	1	8	3,95	2,499	-1,129	0,302
Living Environment	258	1	4	2,45	1,323	-1,751	0,302
Valid N (listwise)	258						

Group 2 – English-only

Descriptive Statistics Demographic Data Group 1 - English-only							
	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
Variable Name	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Age	258	18	65	42,55	13,307	-1,164	0,302
Gender	258	1	2	1,49	0,501	-2,015	0,302
Education	258	2	6	3,79	0,876	-0,077	0,302
Knowledge of English	258	1	5	3,02	0,794	-0,440	0,302
Income	258	1	8	4,11	2,535	-1,261	0,302
Living Environment	258	1	4	2,44	1,326	-1,758	0,302
Valid N (listwise)	258						

Group 3 – German and English

Descriptive Statistics Demographic Data Group 3							
	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
Variable Name	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Gender	255	1	2	1,49	0,501	-2,013	0,304
Age	255	18	65	42,82	13,781	-1,259	0,304
Education	255	2	6	3,86	0,838	0,597	0,304
Kowledge of English	255	1	5	2,99	0,801	-0,723	0,304
Income	255	1	8	4,06	2,433	-1,207	0,304
Living Environment	255	1	4	2,56	1,293	-1,717	0,304
Valid N (listwise)	255						

MANCOVA ASSUMPTIONS – SPSS OUTPUT

1/ Hellmann's

**Box's Test of
Equality of
Covariance
Matrices^a**

Box's M	72.827
F	3.614
df1	20
df2	2116702.52
Sig.	.000

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.149	32.553 ^b	4.000	741.000	.000
	Wilks' Lambda	.851	32.553 ^b	4.000	741.000	.000
	Hotelling's Trace	.176	32.553 ^b	4.000	741.000	.000
	Roy's Largest Root	.176	32.553 ^b	4.000	741.000	.000
LANGUAGE	Pillai's Trace	.047	4.466	8.000	1484.000	.000
	Wilks' Lambda	.953	4.475 ^b	8.000	1482.000	.000
	Hotelling's Trace	.048	4.485	8.000	1480.000	.000
	Roy's Largest Root	.037	6.942 ^c	4.000	742.000	.000
HELLMANNS_ATTRACTI VENESS_OF_PACKAGING	Pillai's Trace	.176	39.596 ^b	4.000	741.000	.000
	Wilks' Lambda	.824	39.596 ^b	4.000	741.000	.000
	Hotelling's Trace	.214	39.596 ^b	4.000	741.000	.000
	Roy's Largest Root	.214	39.596 ^b	4.000	741.000	.000
LANGUAGE * HELLMANNS_ATTRACTI VENESS_OF_PACKAGING	Pillai's Trace	.047	4.503	8.000	1484.000	.000
	Wilks' Lambda	.953	4.528 ^b	8.000	1482.000	.000
	Hotelling's Trace	.049	4.554	8.000	1480.000	.000
	Roy's Largest Root	.043	8.017 ^c	4.000	742.000	.000
HELLMANNS_BRAND_FA MILIARITY	Pillai's Trace	.164	36.359 ^b	4.000	741.000	.000
	Wilks' Lambda	.836	36.359 ^b	4.000	741.000	.000
	Hotelling's Trace	.196	36.359 ^b	4.000	741.000	.000
	Roy's Largest Root	.196	36.359 ^b	4.000	741.000	.000
LANGUAGE * HELLMANNS_BRAND_FA MILIARITY	Pillai's Trace	.024	2.240	8.000	1484.000	.022
	Wilks' Lambda	.976	2.243 ^b	8.000	1482.000	.022
	Hotelling's Trace	.024	2.245	8.000	1480.000	.022
	Roy's Largest Root	.020	3.687 ^c	4.000	742.000	.006
PRODUCT_CATEGORY_I NVOLVEMENT	Pillai's Trace	.044	8.443 ^b	4.000	741.000	.000
	Wilks' Lambda	.956	8.443 ^b	4.000	741.000	.000
	Hotelling's Trace	.046	8.443 ^b	4.000	741.000	.000
	Roy's Largest Root	.046	8.443 ^b	4.000	741.000	.000
LANGUAGE * PRODUCT_CATEGORY_I NVOLVEMENT	Pillai's Trace	.025	2.358	8.000	1484.000	.016
	Wilks' Lambda	.975	2.359 ^b	8.000	1482.000	.016
	Hotelling's Trace	.026	2.360	8.000	1480.000	.016
	Roy's Largest Root	.020	3.630 ^c	4.000	742.000	.006

PRICE_SENSITIVITY	Pillai's Trace	.012	2.206 ^b	4.000	741.000	.067
	Wilks' Lambda	.988	2.206 ^b	4.000	741.000	.067
	Hotelling's Trace	.012	2.206 ^b	4.000	741.000	.067
	Roy's Largest Root	.012	2.206 ^b	4.000	741.000	.067
LANGUAGE * PRICE_SENSITIVITY	Pillai's Trace	.011	1.010	8.000	1484.000	.427
	Wilks' Lambda	.989	1.009 ^b	8.000	1482.000	.427
	Hotelling's Trace	.011	1.008	8.000	1480.000	.428
	Roy's Largest Root	.008	1.510 ^c	4.000	742.000	.198
ATTITUDE_TOWARDS_ENGLISH	Pillai's Trace	.003	.637 ^b	4.000	741.000	.636
	Wilks' Lambda	.997	.637 ^b	4.000	741.000	.636
	Hotelling's Trace	.003	.637 ^b	4.000	741.000	.636
	Roy's Largest Root	.003	.637 ^b	4.000	741.000	.636
LANGUAGE * ATTITUDE_TOWARDS_ENGLISH	Pillai's Trace	.004	.378	8.000	1484.000	.933
	Wilks' Lambda	.996	.377 ^b	8.000	1482.000	.933
	Hotelling's Trace	.004	.377	8.000	1480.000	.933
	Roy's Largest Root	.003	.557 ^c	4.000	742.000	.694
CONSUMER_ETHNOCENTRISM	Pillai's Trace	.002	.361 ^b	4.000	741.000	.836
	Wilks' Lambda	.998	.361 ^b	4.000	741.000	.836
	Hotelling's Trace	.002	.361 ^b	4.000	741.000	.836
	Roy's Largest Root	.002	.361 ^b	4.000	741.000	.836
LANGUAGE * CONSUMER_ETHNOCENTRISM	Pillai's Trace	.004	.398	8.000	1484.000	.922
	Wilks' Lambda	.996	.398 ^b	8.000	1482.000	.922
	Hotelling's Trace	.004	.397	8.000	1480.000	.922
	Roy's Largest Root	.003	.586 ^c	4.000	742.000	.673
GLOBAL_IDENTITY	Pillai's Trace	.012	2.190 ^b	4.000	741.000	.068
	Wilks' Lambda	.988	2.190 ^b	4.000	741.000	.068
	Hotelling's Trace	.012	2.190 ^b	4.000	741.000	.068
	Roy's Largest Root	.012	2.190 ^b	4.000	741.000	.068
LANGUAGE * GLOBAL_IDENTITY	Pillai's Trace	.010	.941	8.000	1484.000	.481
	Wilks' Lambda	.990	.941 ^b	8.000	1482.000	.482
	Hotelling's Trace	.010	.940	8.000	1480.000	.482
	Roy's Largest Root	.007	1.357 ^c	4.000	742.000	.247
LOCAL_IDENTITY	Pillai's Trace	.015	2.811 ^b	4.000	741.000	.025
	Wilks' Lambda	.985	2.811 ^b	4.000	741.000	.025
	Hotelling's Trace	.015	2.811 ^b	4.000	741.000	.025
	Roy's Largest Root	.015	2.811 ^b	4.000	741.000	.025
LANGUAGE * LOCAL_IDENTITY	Pillai's Trace	.009	.813	8.000	1484.000	.591
	Wilks' Lambda	.991	.813 ^b	8.000	1482.000	.591
	Hotelling's Trace	.009	.813	8.000	1480.000	.591
	Roy's Largest Root	.008	1.460 ^c	4.000	742.000	.213

a. Design: Intercept + LANGUAGE + HELLMANNS ATTRACTIVENESS_OF_PACKAGING + LANGUAGE * HELLMANNS ATTRACTIVENESS_OF_PACKAGING + HELLMANNS_BRAND_FAMILIARITY + LANGUAGE * HELLMANNS_BRAND_FAMILIARITY + PRODUCT_CATEGORY_INVOLVEMENT + LANGUAGE * PRODUCT_CATEGORY_INVOLVEMENT + PRICE_SENSITIVITY + LANGUAGE * PRICE_SENSITIVITY + ATTITUDE_TOWARDS_ENGLISH + LANGUAGE * ATTITUDE_TOWARDS_ENGLISH + CONSUMER_ETHNOCENTRISM + LANGUAGE * CONSUMER_ETHNOCENTRISM + GLOBAL_IDENTITY + LANGUAGE * GLOBAL_IDENTITY + LOCAL_IDENTITY + LANGUAGE * LOCAL_IDENTITY

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Levene's Test of Equality of Error Variances^a

	F	df1	df2	Sig.
HELLMANNS_PBG_PBL	1.358	2	768	.258
HELLMANNS_BRAND_QUALITY	44.242	2	768	.000
HELLMANNS_BRAND_AFFECT	37.829	2	768	.000
Kaufwahrscheinlichkeit des Produktes	1.854	2	768	.157

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

- a. Design: Intercept + LANGUAGE +
 HELLMANNS_ATTRACTIVENESS_OF_PACKAGING + LANGUAGE
 * HELLMANNS_ATTRACTIVENESS_OF_PACKAGING +
 HELLMANNS_BRAND_FAMILIARITY + LANGUAGE *
 HELLMANNS_BRAND_FAMILIARITY +
 PRODUCT_CATEGORY_INVOLVEMENT + LANGUAGE *
 PRODUCT_CATEGORY_INVOLVEMENT + PRICE_SENSITIVITY +
 LANGUAGE * PRICE_SENSITIVITY +
 ATTITUDE_TOWARDS_ENGLISH + LANGUAGE *
 ATTITUDE_TOWARDS_ENGLISH +
 CONSUMER_ETHNOCENTRISM + LANGUAGE *
 CONSUMER_ETHNOCENTRISM + GLOBAL_IDENTITY +
 LANGUAGE * GLOBAL_IDENTITY + LOCAL_IDENTITY +
 LANGUAGE * LOCAL_IDENTITY

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	HELLMANNS_PBG_PBL	500.388 ^a	26	19.246	8.897	.000
	HELLMANNS_BRAND_QUALITY	860.982 ^b	26	33.115	19.944	.000
	HELLMANNS_BRAND_AFFECT	812.853 ^c	26	31.264	14.728	.000
	Kaufwahrscheinlichkeit des Produktes	339721.81 ^d	26	13066.223	23.434	.000
Intercept	HELLMANNS_PBG_PBL	85.518	1	85.518	39.532	.000
	HELLMANNS_BRAND_QUALITY	119.191	1	119.191	71.787	.000
	HELLMANNS_BRAND_AFFECT	37.208	1	37.208	17.528	.000
	Kaufwahrscheinlichkeit des Produktes	6482.797	1	6482.797	11.627	.001
LANGUAGE	HELLMANNS_PBG_PBL	7.157	2	3.579	1.654	.192
	HELLMANNS_BRAND_QUALITY	38.625	2	19.312	11.632	.000
	HELLMANNS_BRAND_AFFECT	18.416	2	9.208	4.338	.013
	Kaufwahrscheinlichkeit des Produktes	807.139	2	403.569	.724	.485
HELLMANNS_ATTRACTIVENESS_OF_PACKAGING	HELLMANNS_PBG_PBL	59.604	1	59.604	27.553	.000
	HELLMANNS_BRAND_QUALITY	40.040	1	40.040	24.115	.000
	HELLMANNS_BRAND_AFFECT	89.545	1	89.545	42.183	.000
	Kaufwahrscheinlichkeit des Produktes	46538.452	1	46538.452	83.465	.000
LANGUAGE * HELLMANNS_ATTRACTIVENESS_OF_PACKAGING	HELLMANNS_PBG_PBL	.787	2	.393	.182	.834
	HELLMANNS_BRAND_QUALITY	45.173	2	22.586	13.603	.000
	HELLMANNS_BRAND_AFFECT	18.380	2	9.190	4.329	.014
	Kaufwahrscheinlichkeit des Produktes	2900.716	2	1450.358	2.601	.075
HELLMANNS_BRAND_FAMILIARITY	HELLMANNS_PBG_PBL	40.359	1	40.359	18.657	.000
	HELLMANNS_BRAND_QUALITY	48.038	1	48.038	28.933	.000
	HELLMANNS_BRAND_AFFECT	13.884	1	13.884	6.541	.011
	Kaufwahrscheinlichkeit des Produktes	57991.745	1	57991.745	104.006	.000
LANGUAGE * HELLMANNS_BRAND_FAMILIARITY	HELLMANNS_PBG_PBL	12.901	2	6.451	2.982	.051
	HELLMANNS_BRAND_QUALITY	11.961	2	5.981	3.602	.028
	HELLMANNS_BRAND_AFFECT	9.450	2	4.725	2.226	.109
	Kaufwahrscheinlichkeit des Produktes	1336.971	2	668.485	1.199	.302
PRODUCT_CATEGORY_INVOLVEMENT	HELLMANNS_PBG_PBL	3.698	1	3.698	1.710	.191
	HELLMANNS_BRAND_QUALITY	.440	1	.440	.265	.607
	HELLMANNS_BRAND_AFFECT	2.470	1	2.470	1.164	.281
	Kaufwahrscheinlichkeit des Produktes	18338.661	1	18338.661	32.890	.000
LANGUAGE * PRODUCT_CATEGORY_INVOLVEMENT	HELLMANNS_PBG_PBL	11.086	2	5.543	2.562	.078
	HELLMANNS_BRAND_QUALITY	8.890	2	4.445	2.677	.069
	HELLMANNS_BRAND_AFFECT	11.620	2	5.810	2.737	.065
	Kaufwahrscheinlichkeit des Produktes	586.460	2	293.230	.526	.591
PRICE_SENSITIVITY	HELLMANNS_PBG_PBL	11.274	1	11.274	5.212	.023
	HELLMANNS_BRAND_QUALITY	.478	1	.478	.288	.592
	HELLMANNS_BRAND_AFFECT	7.210	1	7.210	3.396	.066
	Kaufwahrscheinlichkeit des Produktes	246.822	1	246.822	.443	.506
LANGUAGE * PRICE_SENSITIVITY	HELLMANNS_PBG_PBL	7.706	2	3.853	1.781	.169
	HELLMANNS_BRAND_QUALITY	2.545	2	1.272	.766	.465
	HELLMANNS_BRAND_AFFECT	3.364	2	1.682	.792	.453
	Kaufwahrscheinlichkeit des Produktes	798.276	2	399.138	.716	.489

ATTITUDE_TOWARDS_ENGLISH	HELLMANN'S_PBG_PBL	3.346	1	3.346	1.547	.214
	HELLMANN'S_BRAND_QUALITY	.003	1	.003	.002	.966
	HELLMANN'S_BRAND_AFFECT	1.271	1	1.271	.599	.439
	Kaufwahrscheinlichkeit des Produktes	127.769	1	127.769	.229	.632
LANGUAGE * ATTITUDE_TOWARDS_ENGLISH	HELLMANN'S_PBG_PBL	2.669	2	1.334	.617	.540
	HELLMANN'S_BRAND_QUALITY	.284	2	.142	.086	.918
	HELLMANN'S_BRAND_AFFECT	2.145	2	1.072	.505	.604
	Kaufwahrscheinlichkeit des Produktes	360.799	2	180.399	.324	.724
CONSUMER_ETHNOCENTRISM	HELLMANN'S_PBG_PBL	2.568	1	2.568	1.187	.276
	HELLMANN'S_BRAND_QUALITY	.026	1	.026	.016	.900
	HELLMANN'S_BRAND_AFFECT	.529	1	.529	.249	.618
	Kaufwahrscheinlichkeit des Produktes	44.336	1	44.336	.080	.778
LANGUAGE * CONSUMER_ETHNOCENTRISM	HELLMANN'S_PBG_PBL	4.967	2	2.483	1.148	.318
	HELLMANN'S_BRAND_QUALITY	.027	2	.014	.008	.992
	HELLMANN'S_BRAND_AFFECT	.841	2	.421	.198	.820
	Kaufwahrscheinlichkeit des Produktes	262.115	2	131.057	.235	.791
GLOBAL_IDENTITY	HELLMANN'S_PBG_PBL	6.962	1	6.962	3.218	.073
	HELLMANN'S_BRAND_QUALITY	8.147	1	8.147	4.907	.027
	HELLMANN'S_BRAND_AFFECT	.005	1	.005	.002	.962
	Kaufwahrscheinlichkeit des Produktes	586.832	1	586.832	1.052	.305
LANGUAGE * GLOBAL_IDENTITY	HELLMANN'S_PBG_PBL	3.123	2	1.562	.722	.486
	HELLMANN'S_BRAND_QUALITY	3.100	2	1.550	.934	.394
	HELLMANN'S_BRAND_AFFECT	7.281	2	3.641	1.715	.181
	Kaufwahrscheinlichkeit des Produktes	937.920	2	468.960	.841	.432
LOCAL_IDENTITY	HELLMANN'S_PBG_PBL	14.472	1	14.472	6.690	.010
	HELLMANN'S_BRAND_QUALITY	.001	1	.001	.000	.986
	HELLMANN'S_BRAND_AFFECT	5.305	1	5.305	2.499	.114
	Kaufwahrscheinlichkeit des Produktes	1013.999	1	1013.999	1.819	.178
LANGUAGE * LOCAL_IDENTITY	HELLMANN'S_PBG_PBL	9.136	2	4.568	2.112	.122
	HELLMANN'S_BRAND_QUALITY	4.300	2	2.150	1.295	.274
	HELLMANN'S_BRAND_AFFECT	.257	2	.129	.061	.941
	Kaufwahrscheinlichkeit des Produktes	84.897	2	42.448	.076	.927
Error	HELLMANN'S_PBG_PBL	1609.444	744	2.163		
	HELLMANN'S_BRAND_QUALITY	1235.300	744	1.660		
	HELLMANN'S_BRAND_AFFECT	1579.341	744	2.123		
	Kaufwahrscheinlichkeit des Produktes	414839.939	744	557.581		
Total	HELLMANN'S_PBG_PBL	18649.444	771			
	HELLMANN'S_BRAND_QUALITY	16106.889	771			
	HELLMANN'S_BRAND_AFFECT	13910.222	771			
	Kaufwahrscheinlichkeit des Produktes	1680162.00	771			
Corrected Total	HELLMANN'S_PBG_PBL	2109.832	770			
	HELLMANN'S_BRAND_QUALITY	2096.282	770			
	HELLMANN'S_BRAND_AFFECT	2392.194	770			
	Kaufwahrscheinlichkeit des Produktes	754561.746	770			

a. R Squared = .237 (Adjusted R Squared = .211)

b. R Squared = .411 (Adjusted R Squared = .390)

c. R Squared = .340 (Adjusted R Squared = .317)

d. R Squared = .450 (Adjusted R Squared = .431)

2/ Knorr

Box's Test of Equality of Covariance Matrices^a

Box's M	72.827
F	3.614
df1	20
df2	2116702.52
Sig.	.000

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.136	29.096 ^b	4.000	741.000	.000
	Wilks' Lambda	.864	29.096 ^b	4.000	741.000	.000
	Hotelling's Trace	.157	29.096 ^b	4.000	741.000	.000
	Roy's Largest Root	.157	29.096 ^b	4.000	741.000	.000
LANGUAGE	Pillai's Trace	.056	5.392	8.000	1484.000	.000
	Wilks' Lambda	.944	5.461 ^b	8.000	1482.000	.000
	Hotelling's Trace	.060	5.529	8.000	1480.000	.000
	Roy's Largest Root	.059	10.943 ^c	4.000	742.000	.000
KNORR_ATTRACTIVENESS_OF_PACKAGING	Pillai's Trace	.173	38.679 ^b	4.000	741.000	.000
	Wilks' Lambda	.827	38.679 ^b	4.000	741.000	.000
	Hotelling's Trace	.209	38.679 ^b	4.000	741.000	.000
	Roy's Largest Root	.209	38.679 ^b	4.000	741.000	.000
LANGUAGE * KNORR_ATTRACTIVENESS_OF_PACKAGING	Pillai's Trace	.022	2.083	8.000	1484.000	.035
	Wilks' Lambda	.978	2.081 ^b	8.000	1482.000	.035
	Hotelling's Trace	.022	2.079	8.000	1480.000	.035
	Roy's Largest Root	.014	2.616 ^c	4.000	742.000	.034
KNORR_BRAND_FAMILIARITY	Pillai's Trace	.162	35.798 ^b	4.000	741.000	.000
	Wilks' Lambda	.838	35.798 ^b	4.000	741.000	.000
	Hotelling's Trace	.193	35.798 ^b	4.000	741.000	.000
	Roy's Largest Root	.193	35.798 ^b	4.000	741.000	.000
LANGUAGE * KNORR_BRAND_FAMILIARITY	Pillai's Trace	.035	3.312	8.000	1484.000	.001
	Wilks' Lambda	.965	3.323 ^b	8.000	1482.000	.001
	Hotelling's Trace	.036	3.334	8.000	1480.000	.001
	Roy's Largest Root	.031	5.745 ^c	4.000	742.000	.000
PRODUCT_CATEGORY_INVOLVEMENT	Pillai's Trace	.070	14.038 ^b	4.000	741.000	.000
	Wilks' Lambda	.930	14.038 ^b	4.000	741.000	.000
	Hotelling's Trace	.076	14.038 ^b	4.000	741.000	.000
	Roy's Largest Root	.076	14.038 ^b	4.000	741.000	.000
LANGUAGE * PRODUCT_CATEGORY_INVOLVEMENT	Pillai's Trace	.040	3.811	8.000	1484.000	.000
	Wilks' Lambda	.960	3.814 ^b	8.000	1482.000	.000
	Hotelling's Trace	.041	3.818	8.000	1480.000	.000
	Roy's Largest Root	.030	5.621 ^c	4.000	742.000	.000

PRICE_SENSITIVITY	Pillai's Trace	.019	3.492 ^b	4.000	741.000	.008
	Wilks' Lambda	.981	3.492 ^b	4.000	741.000	.008
	Hotelling's Trace	.019	3.492 ^b	4.000	741.000	.008
	Roy's Largest Root	.019	3.492 ^b	4.000	741.000	.008
LANGUAGE * PRICE_SENSITIVITY	Pillai's Trace	.003	.281	8.000	1484.000	.972
	Wilks' Lambda	.997	.280 ^b	8.000	1482.000	.973
	Hotelling's Trace	.003	.280	8.000	1480.000	.973
	Roy's Largest Root	.002	.418 ^c	4.000	742.000	.796
ATTITUDE_TOWARDS_ENGLISH	Pillai's Trace	.004	.757 ^b	4.000	741.000	.553
	Wilks' Lambda	.996	.757 ^b	4.000	741.000	.553
	Hotelling's Trace	.004	.757 ^b	4.000	741.000	.553
	Roy's Largest Root	.004	.757 ^b	4.000	741.000	.553
LANGUAGE * ATTITUDE_TOWARDS_ENGLISH	Pillai's Trace	.004	.349	8.000	1484.000	.947
	Wilks' Lambda	.996	.349 ^b	8.000	1482.000	.947
	Hotelling's Trace	.004	.348	8.000	1480.000	.947
	Roy's Largest Root	.003	.640 ^c	4.000	742.000	.634
CONSUMER_ETHNOCENTRISM	Pillai's Trace	.010	1.905 ^b	4.000	741.000	.108
	Wilks' Lambda	.990	1.905 ^b	4.000	741.000	.108
	Hotelling's Trace	.010	1.905 ^b	4.000	741.000	.108
	Roy's Largest Root	.010	1.905 ^b	4.000	741.000	.108
LANGUAGE * CONSUMER_ETHNOCENTRISM	Pillai's Trace	.015	1.374	8.000	1484.000	.203
	Wilks' Lambda	.985	1.377 ^b	8.000	1482.000	.202
	Hotelling's Trace	.015	1.379	8.000	1480.000	.201
	Roy's Largest Root	.014	2.677 ^c	4.000	742.000	.031
GLOBAL_IDENTITY	Pillai's Trace	.017	3.252 ^b	4.000	741.000	.012
	Wilks' Lambda	.983	3.252 ^b	4.000	741.000	.012
	Hotelling's Trace	.018	3.252 ^b	4.000	741.000	.012
	Roy's Largest Root	.018	3.252 ^b	4.000	741.000	.012
LANGUAGE * GLOBAL_IDENTITY	Pillai's Trace	.014	1.311	8.000	1484.000	.234
	Wilks' Lambda	.986	1.312 ^b	8.000	1482.000	.233
	Hotelling's Trace	.014	1.313	8.000	1480.000	.232
	Roy's Largest Root	.013	2.381 ^c	4.000	742.000	.050
LOCAL_IDENTITY	Pillai's Trace	.019	3.666 ^b	4.000	741.000	.006
	Wilks' Lambda	.981	3.666 ^b	4.000	741.000	.006
	Hotelling's Trace	.020	3.666 ^b	4.000	741.000	.006
	Roy's Largest Root	.020	3.666 ^b	4.000	741.000	.006
LANGUAGE * LOCAL_IDENTITY	Pillai's Trace	.009	.862	8.000	1484.000	.548
	Wilks' Lambda	.991	.861 ^b	8.000	1482.000	.549
	Hotelling's Trace	.009	.861	8.000	1480.000	.549
	Roy's Largest Root	.007	1.261 ^c	4.000	742.000	.284

a. Design: Intercept + LANGUAGE + KNORR_ATTRACTIVENESS_OF_PACKAGING + LANGUAGE * KNORR_ATTRACTIVENESS_OF_PACKAGING + KNORR_BRAND_FAMILIARITY + LANGUAGE * KNORR_BRAND_FAMILIARITY + PRODUCT_CATEGORY_INVOLVEMENT + LANGUAGE * PRODUCT_CATEGORY_INVOLVEMENT + PRICE_SENSITIVITY + LANGUAGE * PRICE_SENSITIVITY + ATTITUDE_TOWARDS_ENGLISH + LANGUAGE * ATTITUDE_TOWARDS_ENGLISH + CONSUMER_ETHNOCENTRISM + LANGUAGE * CONSUMER_ETHNOCENTRISM + GLOBAL_IDENTITY + LANGUAGE * GLOBAL_IDENTITY + LOCAL_IDENTITY + LANGUAGE * LOCAL_IDENTITY

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Levene's Test of Equality of Error Variances^a

	F	df1	df2	Sig.
KNORR_PBG_PBL	1.900	2	768	.150
KNORR_BRAND_QUALITY	20.722	2	768	.000
KNORR_BRAND_AFFECT	34.965	2	768	.000
Kaufwahrscheinlichkeit des Produktes	2.613	2	768	.074

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

- a. Design: Intercept + LANGUAGE +
 KNORR_ATTRACTIVENESS_OF_PACKAGING + LANGUAGE *
 KNORR_ATTRACTIVENESS_OF_PACKAGING +
 KNORR_BRAND_FAMILIARITY + LANGUAGE *
 KNORR_BRAND_FAMILIARITY +
 PRODUCT_CATEGORY_INVOLVEMENT + LANGUAGE *
 PRODUCT_CATEGORY_INVOLVEMENT + PRICE_SENSITIVITY +
 LANGUAGE * PRICE_SENSITIVITY +
 ATTITUDE_TOWARDS_ENGLISH + LANGUAGE *
 ATTITUDE_TOWARDS_ENGLISH +
 CONSUMER_ETHNOCENTRISM + LANGUAGE *
 CONSUMER_ETHNOCENTRISM + GLOBAL_IDENTITY +
 LANGUAGE * GLOBAL_IDENTITY + LOCAL_IDENTITY +
 LANGUAGE * LOCAL_IDENTITY

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	KNORR_PBG_PBL	352.054 ^a	26	13.541	7.770	.000
	KNORR_BRAND_QUALITY	587.150 ^b	26	22.583	23.895	.000
	KNORR_BRAND_AFFECT	621.719 ^c	26	23.912	17.224	.000
	Kaufwahrscheinlichkeit des Produktes	299876.97 ^d	26	11533.729	18.311	.000
Intercept	KNORR_PBG_PBL	24.122	1	24.122	13.842	.000
	KNORR_BRAND_QUALITY	35.677	1	35.677	37.750	.000
	KNORR_BRAND_AFFECT	11.206	1	11.206	8.071	.005
	Kaufwahrscheinlichkeit des Produktes	27295.486	1	27295.486	43.334	.000
LANGUAGE	KNORR_PBG_PBL	2.087	2	1.044	.599	.550
	KNORR_BRAND_QUALITY	30.757	2	15.379	16.273	.000
	KNORR_BRAND_AFFECT	24.107	2	12.053	8.682	.000
	Kaufwahrscheinlichkeit des Produktes	1578.776	2	789.388	1.253	.286
KNORR_ATTRACTIVENESS_OF_PACKAGING	KNORR_PBG_PBL	17.962	1	17.962	10.307	.001
	KNORR_BRAND_QUALITY	72.487	1	72.487	76.700	.000
	KNORR_BRAND_AFFECT	37.050	1	37.050	26.687	.000
	Kaufwahrscheinlichkeit des Produktes	66520.272	1	66520.272	105.608	.000
LANGUAGE * KNORR_ATTRACTIVENESS_OF_PACKAGING	KNORR_PBG_PBL	7.380	2	3.690	2.117	.121
	KNORR_BRAND_QUALITY	9.342	2	4.671	4.942	.007
	KNORR_BRAND_AFFECT	5.722	2	2.861	2.061	.128
	Kaufwahrscheinlichkeit des Produktes	635.730	2	317.865	.505	.604
KNORR_BRAND_FAMILIARITY	KNORR_PBG_PBL	75.603	1	75.603	43.384	.000
	KNORR_BRAND_QUALITY	87.983	1	87.983	93.097	.000
	KNORR_BRAND_AFFECT	49.169	1	49.169	35.417	.000
	Kaufwahrscheinlichkeit des Produktes	25296.588	1	25296.588	40.161	.000
LANGUAGE * KNORR_BRAND_FAMILIARITY	KNORR_PBG_PBL	9.247	2	4.623	2.653	.071
	KNORR_BRAND_QUALITY	13.244	2	6.622	7.007	.001
	KNORR_BRAND_AFFECT	10.055	2	5.027	3.621	.027
	Kaufwahrscheinlichkeit des Produktes	1424.436	2	712.218	1.131	.323
PRODUCT_CATEGORY_INVOLVEMENT	KNORR_PBG_PBL	1.982	1	1.982	1.138	.286
	KNORR_BRAND_QUALITY	.548	1	.548	.580	.447
	KNORR_BRAND_AFFECT	13.799	1	13.799	9.940	.002
	Kaufwahrscheinlichkeit des Produktes	24759.800	1	24759.800	39.309	.000
LANGUAGE * PRODUCT_CATEGORY_INVOLVEMENT	KNORR_PBG_PBL	15.404	2	7.702	4.420	.012
	KNORR_BRAND_QUALITY	6.906	2	3.453	3.654	.026
	KNORR_BRAND_AFFECT	28.785	2	14.393	10.367	.000
	Kaufwahrscheinlichkeit des Produktes	408.481	2	204.240	.324	.723

PRICE_SENSITIVITY	KNORR_PBG_PBL	1.928	1	1.928	1.107	.293
	KNORR_BRAND_QUALITY	4.800	1	4.800	5.079	.025
	KNORR_BRAND_AFFECT	13.616	1	13.616	9.808	.002
	Kaufwahrscheinlichkeit des Produktes	3769.704	1	3769.704	5.985	.015
LANGUAGE * PRICE_SENSITIVITY	KNORR_PBG_PBL	.784	2	.392	.225	.799
	KNORR_BRAND_QUALITY	1.567	2	.784	.829	.437
	KNORR_BRAND_AFFECT	.727	2	.364	.262	.770
	Kaufwahrscheinlichkeit des Produktes	149.081	2	74.540	.118	.888
ATTITUDE_TOWARDS_ENGLISH	KNORR_PBG_PBL	.032	1	.032	.018	.892
	KNORR_BRAND_QUALITY	2.698	1	2.698	2.855	.092
	KNORR_BRAND_AFFECT	1.751	1	1.751	1.261	.262
	Kaufwahrscheinlichkeit des Produktes	227.757	1	227.757	.362	.548
LANGUAGE * ATTITUDE_TOWARDS_ENGLISH	KNORR_PBG_PBL	.376	2	.188	.108	.898
	KNORR_BRAND_QUALITY	1.416	2	.708	.749	.473
	KNORR_BRAND_AFFECT	2.820	2	1.410	1.016	.363
	Kaufwahrscheinlichkeit des Produktes	56.880	2	28.440	.045	.956
CONSUMER_ETHNOCENTRISM	KNORR_PBG_PBL	.567	1	.567	.325	.569
	KNORR_BRAND_QUALITY	.456	1	.456	.482	.488
	KNORR_BRAND_AFFECT	2.784	1	2.784	2.005	.157
	Kaufwahrscheinlichkeit des Produktes	913.693	1	913.693	1.451	.229
LANGUAGE * CONSUMER_ETHNOCENTRISM	KNORR_PBG_PBL	1.193	2	.596	.342	.710
	KNORR_BRAND_QUALITY	.804	2	.402	.425	.654
	KNORR_BRAND_AFFECT	8.097	2	4.049	2.916	.055
	Kaufwahrscheinlichkeit des Produktes	3505.137	2	1752.569	2.782	.063
GLOBAL_IDENTITY	KNORR_PBG_PBL	17.068	1	17.068	9.794	.002
	KNORR_BRAND_QUALITY	.087	1	.087	.092	.762
	KNORR_BRAND_AFFECT	.364	1	.364	.262	.609
	Kaufwahrscheinlichkeit des Produktes	1532.698	1	1532.698	2.433	.119
LANGUAGE * GLOBAL_IDENTITY	KNORR_PBG_PBL	7.219	2	3.609	2.071	.127
	KNORR_BRAND_QUALITY	.773	2	.386	.409	.664
	KNORR_BRAND_AFFECT	3.924	2	1.962	1.413	.244
	Kaufwahrscheinlichkeit des Produktes	642.682	2	321.341	.510	.601
LOCAL_IDENTITY	KNORR_PBG_PBL	1.603	1	1.603	.920	.338
	KNORR_BRAND_QUALITY	13.190	1	13.190	13.956	.000
	KNORR_BRAND_AFFECT	6.165	1	6.165	4.441	.035
	Kaufwahrscheinlichkeit des Produktes	1224.670	1	1224.670	1.944	.164
LANGUAGE * LOCAL_IDENTITY	KNORR_PBG_PBL	1.486	2	.743	.426	.653
	KNORR_BRAND_QUALITY	2.151	2	1.076	1.138	.321
	KNORR_BRAND_AFFECT	1.712	2	.856	.617	.540
	Kaufwahrscheinlichkeit des Produktes	910.246	2	455.123	.723	.486

Error	KNORR_PBG_PBL	1296.522	744	1.743		
	KNORR_BRAND_QUALITY	703.127	744	.945		
	KNORR_BRAND_AFFECT	1032.888	744	1.388		
	Kaufwahrscheinlichkeit des Produktes	468630.325	744	629.879		
Total	KNORR_PBG_PBL	18648.333	771			
	KNORR_BRAND_QUALITY	22435.222	771			
	KNORR_BRAND_AFFECT	17362.000	771			
	Kaufwahrscheinlichkeit des Produktes	2521926.00	771			
Corrected Total	KNORR_PBG_PBL	1648.575	770			
	KNORR_BRAND_QUALITY	1290.278	770			
	KNORR_BRAND_AFFECT	1654.607	770			
	Kaufwahrscheinlichkeit des Produktes	768507.292	770			

a. R Squared = .214 (Adjusted R Squared = .186)

b. R Squared = .455 (Adjusted R Squared = .436)

c. R Squared = .376 (Adjusted R Squared = .354)

d. R Squared = .390 (Adjusted R Squared = .369)

3/ Kurer

Box's Test of Equality of Covariance Matrices^a

Box's M	276.202
F	13.707
df1	20
df2	2116702.52
Sig.	.000

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.075	15.002 ^b	4.000	741.000	.000	.075
	Wilks' Lambda	.925	15.002 ^b	4.000	741.000	.000	.075
	Hotelling's Trace	.081	15.002 ^b	4.000	741.000	.000	.075
	Roy's Largest Root	.081	15.002 ^b	4.000	741.000	.000	.075
LANGUAGE	Pillai's Trace	.023	2.159	8.000	1484.000	.028	.012
	Wilks' Lambda	.977	2.162 ^b	8.000	1482.000	.028	.012
	Hotelling's Trace	.023	2.165	8.000	1480.000	.028	.012
	Roy's Largest Root	.020	3.641 ^c	4.000	742.000	.006	.019
KUNER_ATTRACTIVENESS_OF_PACKAGING	Pillai's Trace	.139	29.873 ^b	4.000	741.000	.000	.139
	Wilks' Lambda	.861	29.873 ^b	4.000	741.000	.000	.139
	Hotelling's Trace	.161	29.873 ^b	4.000	741.000	.000	.139
	Roy's Largest Root	.161	29.873 ^b	4.000	741.000	.000	.139
LANGUAGE * KUNER_ATTRACTIVENESS_OF_PACKAGING	Pillai's Trace	.011	1.051	8.000	1484.000	.395	.006
	Wilks' Lambda	.989	1.050 ^b	8.000	1482.000	.396	.006
	Hotelling's Trace	.011	1.050	8.000	1480.000	.396	.006
	Roy's Largest Root	.009	1.668 ^c	4.000	742.000	.156	.009
KUNER_BRAND_AWARENESS	Pillai's Trace	.138	29.679 ^b	4.000	741.000	.000	.138
	Wilks' Lambda	.862	29.679 ^b	4.000	741.000	.000	.138
	Hotelling's Trace	.160	29.679 ^b	4.000	741.000	.000	.138
	Roy's Largest Root	.160	29.679 ^b	4.000	741.000	.000	.138
LANGUAGE * KUNER_BRAND_AWARENESS	Pillai's Trace	.012	1.158	8.000	1484.000	.321	.006
	Wilks' Lambda	.988	1.158 ^b	8.000	1482.000	.322	.006
	Hotelling's Trace	.013	1.157	8.000	1480.000	.322	.006
	Roy's Largest Root	.010	1.830 ^c	4.000	742.000	.121	.010
PRODUCT_CATEGORY_INVOLVEMENT	Pillai's Trace	.111	23.221 ^b	4.000	741.000	.000	.111
	Wilks' Lambda	.889	23.221 ^b	4.000	741.000	.000	.111
	Hotelling's Trace	.125	23.221 ^b	4.000	741.000	.000	.111
	Roy's Largest Root	.125	23.221 ^b	4.000	741.000	.000	.111
LANGUAGE * PRODUCT_CATEGORY_INVOLVEMENT	Pillai's Trace	.010	.972	8.000	1484.000	.456	.005
	Wilks' Lambda	.990	.972 ^b	8.000	1482.000	.456	.005
	Hotelling's Trace	.010	.971	8.000	1480.000	.457	.005
	Roy's Largest Root	.008	1.522 ^c	4.000	742.000	.194	.008
PRICE_SENSITIVITY	Pillai's Trace	.009	1.749 ^b	4.000	741.000	.137	.009
	Wilks' Lambda	.991	1.749 ^b	4.000	741.000	.137	.009
	Hotelling's Trace	.009	1.749 ^b	4.000	741.000	.137	.009
	Roy's Largest Root	.009	1.749 ^b	4.000	741.000	.137	.009
LANGUAGE * PRICE_SENSITIVITY	Pillai's Trace	.007	.616	8.000	1484.000	.765	.003
	Wilks' Lambda	.993	.616 ^b	8.000	1482.000	.765	.003
	Hotelling's Trace	.007	.616	8.000	1480.000	.765	.003
	Roy's Largest Root	.006	1.125 ^c	4.000	742.000	.344	.006

(Brand Awareness is supposed to be Brand Familiarity)

ATTITUDE_TOWARDS_ENGLISH	Pillai's Trace	.004	.815 ^b	4.000	741.000	.516	.004
	Wilks' Lambda	.996	.815 ^b	4.000	741.000	.516	.004
	Hotelling's Trace	.004	.815 ^b	4.000	741.000	.516	.004
	Roy's Largest Root	.004	.815 ^b	4.000	741.000	.516	.004
LANGUAGE * ATTITUDE_TOWARDS_ENGLISH	Pillai's Trace	.014	1.275	8.000	1484.000	.252	.007
	Wilks' Lambda	.986	1.276 ^b	8.000	1482.000	.252	.007
	Hotelling's Trace	.014	1.277	8.000	1480.000	.251	.007
	Roy's Largest Root	.012	2.213 ^c	4.000	742.000	.066	.012
CONSUMER_ETHNOCENTRISM	Pillai's Trace	.004	.806 ^b	4.000	741.000	.522	.004
	Wilks' Lambda	.996	.806 ^b	4.000	741.000	.522	.004
	Hotelling's Trace	.004	.806 ^b	4.000	741.000	.522	.004
	Roy's Largest Root	.004	.806 ^b	4.000	741.000	.522	.004
LANGUAGE * CONSUMER_ETHNOCENTRISM	Pillai's Trace	.008	.716	8.000	1484.000	.678	.004
	Wilks' Lambda	.992	.715 ^b	8.000	1482.000	.678	.004
	Hotelling's Trace	.008	.715	8.000	1480.000	.679	.004
	Roy's Largest Root	.006	1.089 ^c	4.000	742.000	.361	.006
GLOBAL_IDENTITY	Pillai's Trace	.008	1.440 ^b	4.000	741.000	.219	.008
	Wilks' Lambda	.992	1.440 ^b	4.000	741.000	.219	.008
	Hotelling's Trace	.008	1.440 ^b	4.000	741.000	.219	.008
	Roy's Largest Root	.008	1.440 ^b	4.000	741.000	.219	.008
LANGUAGE * GLOBAL_IDENTITY	Pillai's Trace	.005	.472	8.000	1484.000	.877	.003
	Wilks' Lambda	.995	.471 ^b	8.000	1482.000	.877	.003
	Hotelling's Trace	.005	.471	8.000	1480.000	.877	.003
	Roy's Largest Root	.004	.814 ^c	4.000	742.000	.516	.004
LOCAL_IDENTITY	Pillai's Trace	.010	1.944 ^b	4.000	741.000	.101	.010
	Wilks' Lambda	.990	1.944 ^b	4.000	741.000	.101	.010
	Hotelling's Trace	.010	1.944 ^b	4.000	741.000	.101	.010
	Roy's Largest Root	.010	1.944 ^b	4.000	741.000	.101	.010
LANGUAGE * LOCAL_IDENTITY	Pillai's Trace	.007	.643	8.000	1484.000	.742	.003
	Wilks' Lambda	.993	.642 ^b	8.000	1482.000	.742	.003
	Hotelling's Trace	.007	.642	8.000	1480.000	.743	.003
	Roy's Largest Root	.004	.701 ^c	4.000	742.000	.592	.004

a. Design: Intercept + LANGUAGE + KUNER_ATTRACTIVENESS_OF_PACKAGING + LANGUAGE * KUNER_ATTRACTIVENESS_OF_PACKAGING + KUNER_BRAND_AWARENESS + LANGUAGE * KUNER_BRAND_AWARENESS + PRODUCT_CATEGORY_INVOLVEMENT + LANGUAGE * PRODUCT_CATEGORY_INVOLVEMENT + PRICE_SENSITIVITY + LANGUAGE * PRICE_SENSITIVITY + ATTITUDE_TOWARDS_ENGLISH + LANGUAGE * ATTITUDE_TOWARDS_ENGLISH + CONSUMER_ETHNOCENTRISM + LANGUAGE * CONSUMER_ETHNOCENTRISM + GLOBAL_IDENTITY + LANGUAGE * GLOBAL_IDENTITY + LOCAL_IDENTITY + LANGUAGE * LOCAL_IDENTITY

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Levene's Test of Equality of Error Variances^a

	F	df1	df2	Sig.
KUNER_PBG_PBL	1.378	2	768	.253
KUNER_BRAND_QUALITY	128.417	2	768	.000
KUNER_BRAND_AFFECT	68.193	2	768	.000
Kaufwahrscheinlichkeit des Produktes	.059	2	768	.943

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	KUNER_PBG_PBL	399.060 ^a	26	15.348	7.051	.000	.198
	KUNER_BRAND_QUALITY	917.721 ^b	26	35.297	16.169	.000	.361
	KUNER_BRAND_AFFECT	845.788 ^c	26	32.530	14.946	.000	.343
	Kaufwahrscheinlichkeit des Produktes	331838.70 ^d	26	12763.027	22.076	.000	.435
Intercept	KUNER_PBG_PBL	33.816	1	33.816	15.534	.000	.020
	KUNER_BRAND_QUALITY	35.385	1	35.385	16.210	.000	.021
	KUNER_BRAND_AFFECT	7.965	1	7.965	3.660	.056	.005
	Kaufwahrscheinlichkeit des Produktes	11088.184	1	11088.184	19.179	.000	.025
LANGUAGE	KUNER_PBG_PBL	4.207	2	2.103	.966	.381	.003
	KUNER_BRAND_QUALITY	.469	2	.235	.107	.898	.000
	KUNER_BRAND_AFFECT	29.366	2	14.683	6.746	.001	.018
	Kaufwahrscheinlichkeit des Produktes	1023.865	2	511.933	.885	.413	.002
KUNER_ATTRACTIVENESS_OF_PACKAGING	KUNER_PBG_PBL	93.762	1	93.762	43.072	.000	.055
	KUNER_BRAND_QUALITY	34.648	1	34.648	15.872	.000	.021
	KUNER_BRAND_AFFECT	71.650	1	71.650	32.919	.000	.042
	Kaufwahrscheinlichkeit des Produktes	25158.158	1	25158.158	43.515	.000	.055
LANGUAGE * KUNER_ATTRACTIVENESS_OF_PACKAGING	KUNER_PBG_PBL	3.512	2	1.756	.807	.447	.002
	KUNER_BRAND_QUALITY	7.056	2	3.528	1.616	.199	.004
	KUNER_BRAND_AFFECT	.491	2	.245	.113	.893	.000
	Kaufwahrscheinlichkeit des Produktes	1643.832	2	821.916	1.422	.242	.004
KUNER_BRAND_AWARENESS	KUNER_PBG_PBL	5.505	1	5.505	2.529	.112	.003
	KUNER_BRAND_QUALITY	155.819	1	155.819	71.380	.000	.088
	KUNER_BRAND_AFFECT	13.835	1	13.835	6.357	.012	.008
	Kaufwahrscheinlichkeit des Produktes	31913.327	1	31913.327	55.199	.000	.069
LANGUAGE * KUNER_BRAND_AWARENESS	KUNER_PBG_PBL	.829	2	.415	.190	.827	.001
	KUNER_BRAND_QUALITY	10.950	2	5.475	2.508	.082	.007
	KUNER_BRAND_AFFECT	4.959	2	2.479	1.139	.321	.003
	Kaufwahrscheinlichkeit des Produktes	926.025	2	463.013	.801	.449	.002
PRODUCT_CATEGORY_INVOLVEMENT	KUNER_PBG_PBL	3.072	1	3.072	1.411	.235	.002
	KUNER_BRAND_QUALITY	3.070	1	3.070	1.406	.236	.002
	KUNER_BRAND_AFFECT	30.690	1	30.690	14.100	.000	.019
	Kaufwahrscheinlichkeit des Produktes	49191.571	1	49191.571	85.085	.000	.103
LANGUAGE * PRODUCT_CATEGORY_INVOLVEMENT	KUNER_PBG_PBL	.946	2	.473	.217	.805	.001
	KUNER_BRAND_QUALITY	8.557	2	4.278	1.960	.142	.005
	KUNER_BRAND_AFFECT	3.843	2	1.922	.883	.414	.002
	Kaufwahrscheinlichkeit des Produktes	909.307	2	454.654	.786	.456	.002
PRICE_SENSITIVITY	KUNER_PBG_PBL	12.455	1	12.455	5.721	.017	.008
	KUNER_BRAND_QUALITY	2.787	1	2.787	1.277	.259	.002
	KUNER_BRAND_AFFECT	.193	1	.193	.089	.766	.000
	Kaufwahrscheinlichkeit des Produktes	16.805	1	16.805	.029	.865	.000
LANGUAGE * PRICE_SENSITIVITY	KUNER_PBG_PBL	.040	2	.020	.009	.991	.000
	KUNER_BRAND_QUALITY	2.471	2	1.235	.566	.568	.002
	KUNER_BRAND_AFFECT	3.182	2	1.591	.731	.482	.002
	Kaufwahrscheinlichkeit des Produktes	1224.632	2	612.316	1.059	.347	.003

ATTITUDE_TOWARDS_ENGLISH	KUNER_PBG_PBL	3.302	1	3.302	1.517	.218	.002
	KUNER_BRAND_QUALITY	.006	1	.006	.003	.960	.000
	KUNER_BRAND_AFFECT	3.565	1	3.565	1.638	.201	.002
	Kaufwahrscheinlichkeit des Produktes	258.859	1	258.859	.448	.504	.001
LANGUAGE * ATTITUDE_TOWARDS_ENGLISH	KUNER_PBG_PBL	1.438	2	.719	.330	.719	.001
	KUNER_BRAND_QUALITY	2.836	2	1.418	.650	.523	.002
	KUNER_BRAND_AFFECT	6.264	2	3.132	1.439	.238	.004
	Kaufwahrscheinlichkeit des Produktes	3840.367	2	1920.183	3.321	.037	.009
CONSUMER_ETHNOCENTRISM	KUNER_PBG_PBL	.736	1	.736	.338	.561	.000
	KUNER_BRAND_QUALITY	2.442	1	2.442	1.119	.291	.002
	KUNER_BRAND_AFFECT	3.825	1	3.825	1.758	.185	.002
	Kaufwahrscheinlichkeit des Produktes	14.416	1	14.416	.025	.875	.000
LANGUAGE * CONSUMER_ETHNOCENTRISM	KUNER_PBG_PBL	1.413	2	.706	.325	.723	.001
	KUNER_BRAND_QUALITY	3.141	2	1.570	.719	.487	.002
	KUNER_BRAND_AFFECT	.650	2	.325	.149	.861	.000
	Kaufwahrscheinlichkeit des Produktes	1947.651	2	973.826	1.684	.186	.005
GLOBAL_IDENTITY	KUNER_PBG_PBL	.015	1	.015	.007	.935	.000
	KUNER_BRAND_QUALITY	1.240E-6	1	1.240E-6	.000	.999	.000
	KUNER_BRAND_AFFECT	6.501	1	6.501	2.987	.084	.004
	Kaufwahrscheinlichkeit des Produktes	1173.061	1	1173.061	2.029	.155	.003
LANGUAGE * GLOBAL_IDENTITY	KUNER_PBG_PBL	.561	2	.281	.129	.879	.000
	KUNER_BRAND_QUALITY	1.530	2	.765	.350	.705	.001
	KUNER_BRAND_AFFECT	.826	2	.413	.190	.827	.001
	Kaufwahrscheinlichkeit des Produktes	1633.869	2	816.934	1.413	.244	.004
LOCAL_IDENTITY	KUNER_PBG_PBL	.172	1	.172	.079	.779	.000
	KUNER_BRAND_QUALITY	16.649	1	16.649	7.627	.006	.010
	KUNER_BRAND_AFFECT	.172	1	.172	.079	.779	.000
	Kaufwahrscheinlichkeit des Produktes	17.110	1	17.110	.030	.863	.000
LANGUAGE * LOCAL_IDENTITY	KUNER_PBG_PBL	3.778	2	1.889	.868	.420	.002
	KUNER_BRAND_QUALITY	3.502	2	1.751	.802	.449	.002
	KUNER_BRAND_AFFECT	3.752	2	1.876	.862	.423	.002
	Kaufwahrscheinlichkeit des Produktes	42.141	2	21.071	.036	.964	.000
Error	KUNER_PBG_PBL	1619.602	744	2.177			
	KUNER_BRAND_QUALITY	1624.113	744	2.183			
	KUNER_BRAND_AFFECT	1619.341	744	2.177			
	Kaufwahrscheinlichkeit des Produktes	430142.777	744	578.149			
Total	KUNER_PBG_PBL	16012.222	771				
	KUNER_BRAND_QUALITY	21218.222	771				
	KUNER_BRAND_AFFECT	16404.778	771				
	Kaufwahrscheinlichkeit des Produktes	2898458.00	771				
Corrected Total	KUNER_PBG_PBL	2018.662	770				
	KUNER_BRAND_QUALITY	2541.834	770				
	KUNER_BRAND_AFFECT	2465.129	770				
	Kaufwahrscheinlichkeit des Produktes	761981.481	770				

- a. R Squared = .198 (Adjusted R Squared = .170)
b. R Squared = .361 (Adjusted R Squared = .339)
c. R Squared = .343 (Adjusted R Squared = .320)
d. R Squared = .435 (Adjusted R Squared = .416)

MANCOVA TEST RESULTS SPSS OUTPUT

WITHIN EACH GROUP DESIGN

1/ Hellmann's

Between-Subjects Factors

		Value Label	N
LANGUAGE	1.00	DE	258
	2.00	ENG	258
	3.00	MIXED	255

Descriptive Statistics

	LANGUAGE	Mean	Std. Deviation	N
HELLMANNS_PBG_PBL	DE	4.0866	1.64534	258
	ENG	4.9819	1.65263	258
	MIXED	4.8288	1.52920	255
	Total	4.6316	1.65531	771
HELLMANNS_BRAND_QUALITY	DE	3.3269	1.42106	258
	ENG	5.2752	1.52244	258
	MIXED	4.1856	1.38845	255
	Total	4.2629	1.64998	771
HELLMANNS_BRAND_AFFECT	DE	3.1202	1.40432	258
	ENG	4.7946	1.89693	258
	MIXED	3.6784	1.51843	255
	Total	3.8651	1.76260	771
Kaufwahrscheinlichkeit des Produktes	DE	33.75	31.187	258
	ENG	35.36	31.545	258
	MIXED	34.84	31.279	255
	Total	34.65	31.304	771

(Kaufwahrscheinlichkeit des Produktes = Purchase Intention)

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.148	32.860 ^b	4.000	757.000	.000	.148
	Wilks' Lambda	.852	32.860 ^b	4.000	757.000	.000	.148
	Hotelling's Trace	.174	32.860 ^b	4.000	757.000	.000	.148
	Roy's Largest Root	.174	32.860 ^b	4.000	757.000	.000	.148
HELLMANNS_ATTRACTIVENESS_OF_PACKAGING	Pillai's Trace	.178	41.071 ^b	4.000	757.000	.000	.178
	Wilks' Lambda	.822	41.071 ^b	4.000	757.000	.000	.178
	Hotelling's Trace	.217	41.071 ^b	4.000	757.000	.000	.178
	Roy's Largest Root	.217	41.071 ^b	4.000	757.000	.000	.178
HELLMANNS_BRAND_FAMILIARITY	Pillai's Trace	.157	35.267 ^b	4.000	757.000	.000	.157
	Wilks' Lambda	.843	35.267 ^b	4.000	757.000	.000	.157
	Hotelling's Trace	.186	35.267 ^b	4.000	757.000	.000	.157
	Roy's Largest Root	.186	35.267 ^b	4.000	757.000	.000	.157
PRODUCT_CATEGORY_INVOLVEMENT	Pillai's Trace	.043	8.447 ^b	4.000	757.000	.000	.043
	Wilks' Lambda	.957	8.447 ^b	4.000	757.000	.000	.043
	Hotelling's Trace	.045	8.447 ^b	4.000	757.000	.000	.043
	Roy's Largest Root	.045	8.447 ^b	4.000	757.000	.000	.043
PRICE_SENSITIVITY	Pillai's Trace	.011	2.165 ^b	4.000	757.000	.071	.011
	Wilks' Lambda	.989	2.165 ^b	4.000	757.000	.071	.011
	Hotelling's Trace	.011	2.165 ^b	4.000	757.000	.071	.011
	Roy's Largest Root	.011	2.165 ^b	4.000	757.000	.071	.011
ATTITUDE_TOWARDS_ENGLISH	Pillai's Trace	.003	.492 ^b	4.000	757.000	.742	.003
	Wilks' Lambda	.997	.492 ^b	4.000	757.000	.742	.003
	Hotelling's Trace	.003	.492 ^b	4.000	757.000	.742	.003
	Roy's Largest Root	.003	.492 ^b	4.000	757.000	.742	.003
CONSUMER_ETHNOCENTRISM	Pillai's Trace	.002	.381 ^b	4.000	757.000	.822	.002
	Wilks' Lambda	.998	.381 ^b	4.000	757.000	.822	.002
	Hotelling's Trace	.002	.381 ^b	4.000	757.000	.822	.002
	Roy's Largest Root	.002	.381 ^b	4.000	757.000	.822	.002
GLOBAL_IDENTITY	Pillai's Trace	.013	2.460 ^b	4.000	757.000	.044	.013
	Wilks' Lambda	.987	2.460 ^b	4.000	757.000	.044	.013
	Hotelling's Trace	.013	2.460 ^b	4.000	757.000	.044	.013
	Roy's Largest Root	.013	2.460 ^b	4.000	757.000	.044	.013
LOCAL_IDENTITY	Pillai's Trace	.016	2.981 ^b	4.000	757.000	.019	.016
	Wilks' Lambda	.984	2.981 ^b	4.000	757.000	.019	.016
	Hotelling's Trace	.016	2.981 ^b	4.000	757.000	.019	.016
	Roy's Largest Root	.016	2.981 ^b	4.000	757.000	.019	.016
LANGUAGE	Pillai's Trace	.348	39.944	8.000	1516.000	.000	.174
	Wilks' Lambda	.656	44.420 ^b	8.000	1514.000	.000	.190
	Hotelling's Trace	.518	48.973	8.000	1512.000	.000	.206
	Roy's Largest Root	.506	95.851 ^c	4.000	758.000	.000	.336

a. Design: Intercept + HELLMANNS_ATTRACTIVENESS_OF_PACKAGING + HELLMANNS_BRAND_FAMILIARITY + PRODUCT_CATEGORY_INVOLVEMENT + PRICE_SENSITIVITY + ATTITUDE_TOWARDS_ENGLISH + CONSUMER_ETHNOCENTRISM + GLOBAL_IDENTITY + LOCAL_IDENTITY + LANGUAGE

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	HELLMANNS_PBG_PBL	443.599 ^a	10	44.360	20.233	.000	.210
	HELLMANNS_BRAND_QUALITY	735.737 ^b	10	73.574	41.098	.000	.351
	HELLMANNS_BRAND_AFFECT	706.605 ^c	10	70.661	31.859	.000	.295
	Kaufwahrscheinlichkeit des Produktes	332952.68 ^d	10	33295.268	60.019	.000	.441
Intercept	HELLMANNS_PBG_PBL	80.747	1	80.747	36.830	.000	.046
	HELLMANNS_BRAND_QUALITY	131.239	1	131.239	73.310	.000	.088
	HELLMANNS_BRAND_AFFECT	45.582	1	45.582	20.552	.000	.026
	Kaufwahrscheinlichkeit des Produktes	7251.928	1	7251.928	13.072	.000	.017
HELLMANNS_ATTRACTIVENESS_OF_PACKAGING	HELLMANNS_PBG_PBL	70.055	1	70.055	31.953	.000	.040
	HELLMANNS_BRAND_QUALITY	37.119	1	37.119	20.735	.000	.027
	HELLMANNS_BRAND_AFFECT	90.992	1	90.992	41.026	.000	.051
	Kaufwahrscheinlichkeit des Produktes	50659.333	1	50659.333	91.319	.000	.107
HELLMANNS_BRAND_FAMILIARITY	HELLMANNS_PBG_PBL	37.095	1	37.095	16.920	.000	.022
	HELLMANNS_BRAND_QUALITY	51.318	1	51.318	28.666	.000	.036
	HELLMANNS_BRAND_AFFECT	18.446	1	18.446	8.317	.004	.011
	Kaufwahrscheinlichkeit des Produktes	57078.789	1	57078.789	102.891	.000	.119
PRODUCT_CATEGORY_INVOLVEMENT	HELLMANNS_PBG_PBL	2.609	1	2.609	1.190	.276	.002
	HELLMANNS_BRAND_QUALITY	1.007	1	1.007	.563	.453	.001
	HELLMANNS_BRAND_AFFECT	4.688	1	4.688	2.114	.146	.003
	Kaufwahrscheinlichkeit des Produktes	18135.227	1	18135.227	32.691	.000	.041
PRICE_SENSITIVITY	HELLMANNS_PBG_PBL	10.471	1	10.471	4.776	.029	.006
	HELLMANNS_BRAND_QUALITY	.655	1	.655	.366	.545	.000
	HELLMANNS_BRAND_AFFECT	6.786	1	6.786	3.060	.081	.004
	Kaufwahrscheinlichkeit des Produktes	431.370	1	431.370	.778	.378	.001
ATTITUDE_TOWARDS_ENGLISH	HELLMANNS_PBG_PBL	3.491	1	3.491	1.592	.207	.002
	HELLMANNS_BRAND_QUALITY	.001	1	.001	.000	.985	.000
	HELLMANNS_BRAND_AFFECT	.174	1	.174	.078	.780	.000
	Kaufwahrscheinlichkeit des Produktes	109.169	1	109.169	.197	.657	.000
CONSUMER_ETHNOCENTRISM	HELLMANNS_PBG_PBL	2.258	1	2.258	1.030	.311	.001
	HELLMANNS_BRAND_QUALITY	.005	1	.005	.003	.959	.000
	HELLMANNS_BRAND_AFFECT	1.138	1	1.138	.513	.474	.001
	Kaufwahrscheinlichkeit des Produktes	18.595	1	18.595	.034	.855	.000
GLOBAL_IDENTITY	HELLMANNS_PBG_PBL	7.193	1	7.193	3.281	.070	.004
	HELLMANNS_BRAND_QUALITY	11.490	1	11.490	6.419	.011	.008
	HELLMANNS_BRAND_AFFECT	.230	1	.230	.104	.747	.000
	Kaufwahrscheinlichkeit des Produktes	356.111	1	356.111	.642	.423	.001

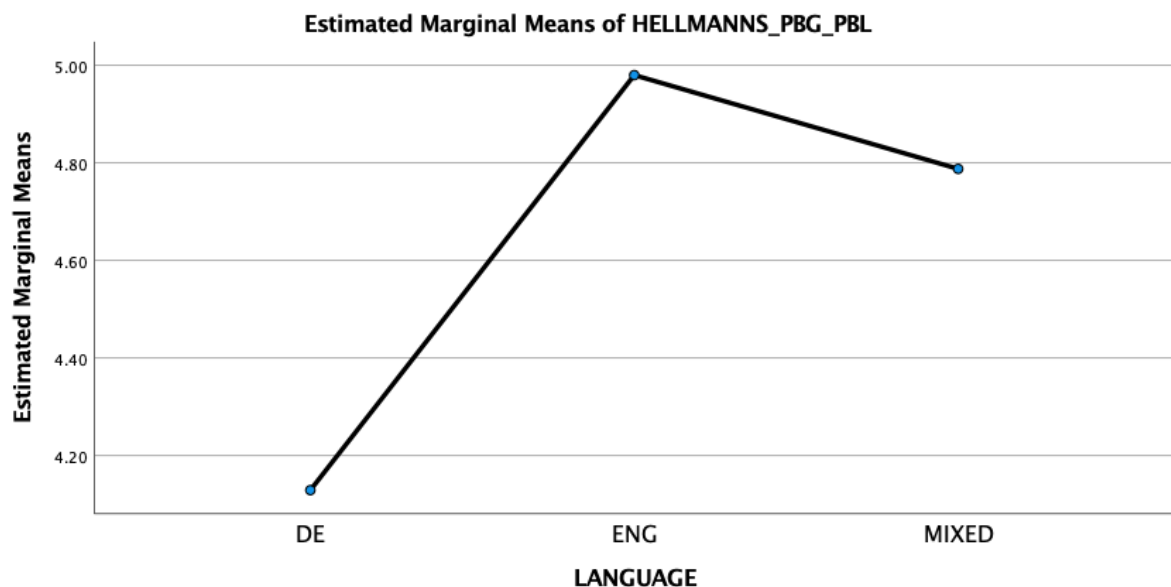
LOCAL_IDENTITY	HELLMANN'S_PBG_PBL	16.472	1	16.472	7.513	.006	.010
	HELLMANN'S_BRAND_QUALITY	.472	1	.472	.263	.608	.000
	HELLMANN'S_BRAND_AFFECT	2.951	1	2.951	1.330	.249	.002
	Kaufwahrscheinlichkeit des Produktes	1409.378	1	1409.378	2.541	.111	.003
LANGUAGE	HELLMANN'S_PBG_PBL	100.837	2	50.418	22.997	.000	.057
	HELLMANN'S_BRAND_QUALITY	464.705	2	232.352	129.792	.000	.255
	HELLMANN'S_BRAND_AFFECT	344.251	2	172.126	77.608	.000	.170
	Kaufwahrscheinlichkeit des Produktes	32.759	2	16.380	.030	.971	.000
Error	HELLMANN'S_PBG_PBL	1666.234	760	2.192			
	HELLMANN'S_BRAND_QUALITY	1360.545	760	1.790			
	HELLMANN'S_BRAND_AFFECT	1685.589	760	2.218			
	Kaufwahrscheinlichkeit des Produktes	421609.070	760	554.749			
Total	HELLMANN'S_PBG_PBL	18649.444	771				
	HELLMANN'S_BRAND_QUALITY	16106.889	771				
	HELLMANN'S_BRAND_AFFECT	13910.222	771				
	Kaufwahrscheinlichkeit des Produktes	1680162.00	771				
Corrected Total	HELLMANN'S_PBG_PBL	2109.832	770				
	HELLMANN'S_BRAND_QUALITY	2096.282	770				
	HELLMANN'S_BRAND_AFFECT	2392.194	770				
	Kaufwahrscheinlichkeit des Produktes	754561.746	770				

a. R Squared = .210 (Adjusted R Squared = .200)

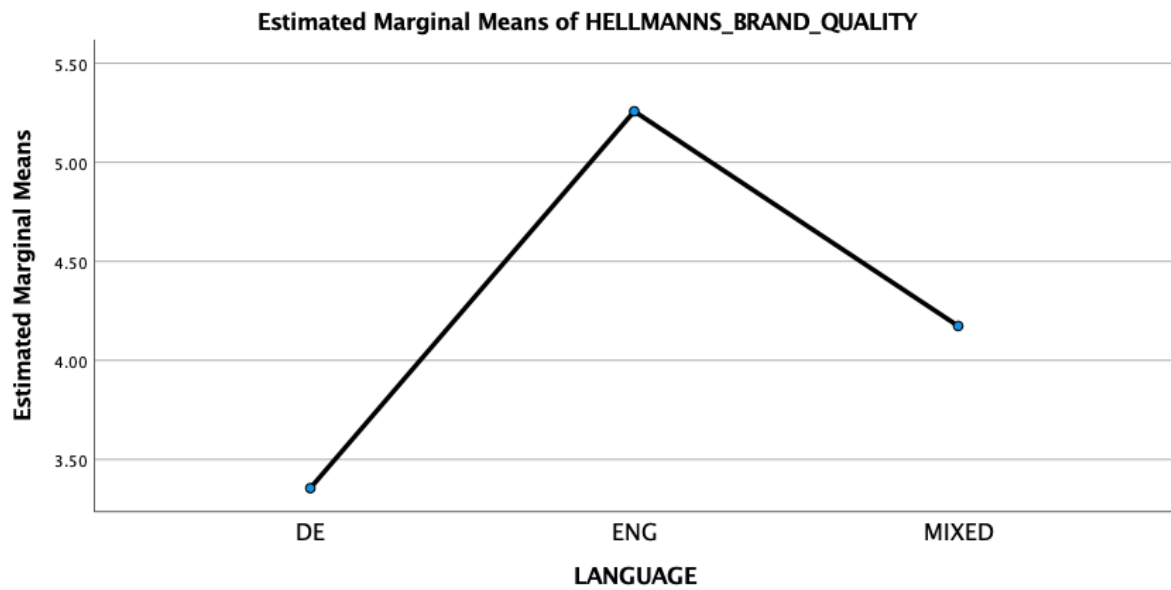
b. R Squared = .351 (Adjusted R Squared = .342)

c. R Squared = .295 (Adjusted R Squared = .286)

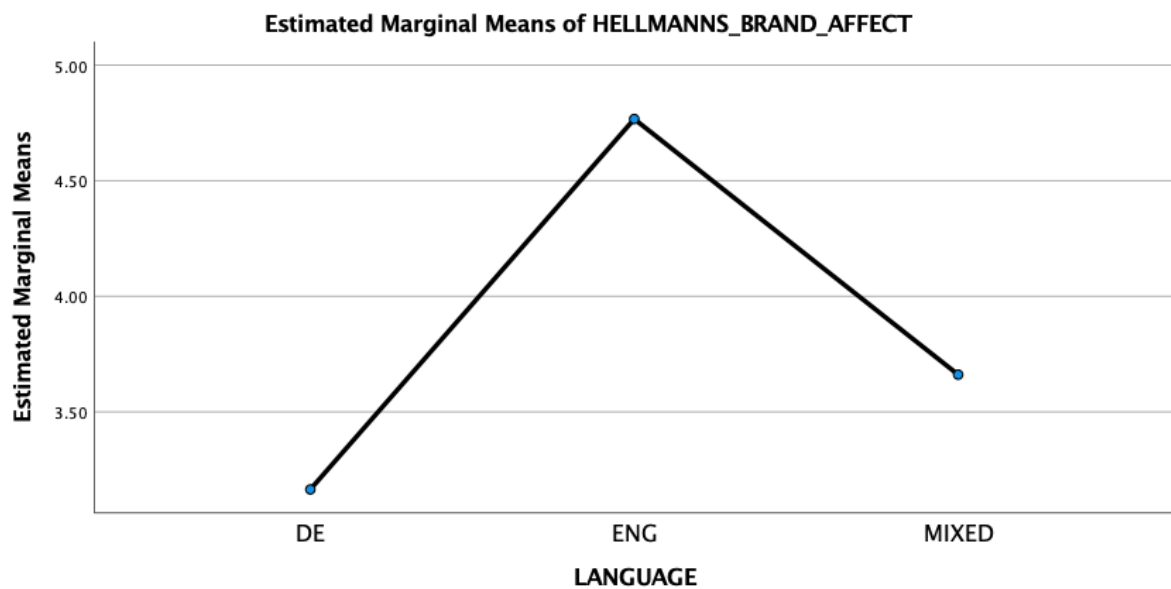
d. R Squared = .441 (Adjusted R Squared = .434)



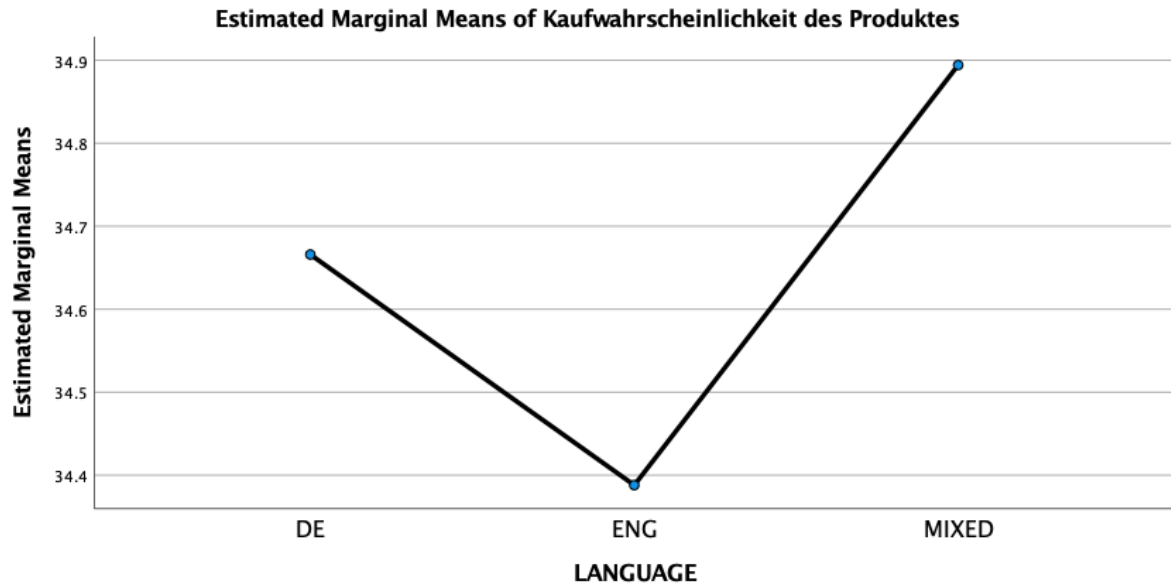
Covariates appearing in the model are evaluated at the following values: HELLMANN'S_ATTRACTIVENESS_OF_PACKAGING = 4.1494, HELLMANN'S_BRAND_FAMILIARITY = 2.9788, PRODUCT_CATEGORY_INVOLVEMENT = 4.2127, PRICE_SENSITIVITY = 3.7778, ATTITUDE_TOWARDS_ENGLISH = 4.8305, CONSUMER_ETHNOCENTRISM = 4.3180, GLOBAL_IDENTITY = 4.9475, LOCAL_IDENTITY = 5.0376



Covariates appearing in the model are evaluated at the following values: HELLMANNS_ATTRACTIVENESS_OF_PACKAGING = 4.1494, HELLMANNS_BRAND_FAMILIARITY = 2.9788, PRODUCT_CATEGORY_INVOLVEMENT = 4.2127, PRICE_SENSITIVITY = 3.7778, ATTITUDE_TOWARDS_ENGLISH = 4.8305, CONSUMER_ETHNOCENTRISM = 4.3180, GLOBAL_IDENTITY = 4.9475, LOCAL_IDENTITY = 5.0376



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2/ Knorr

Between-Subjects Factors

	Value	Label	N
LANGUAGE	1.00	DE	258
	2.00	ENG	258
	3.00	MIXED	255

Descriptive Statistics

	LANGUAGE	Mean	Std. Deviation	N
KNORR_PBG_PBL	DE	4.6318	1.42308	258
	ENG	4.6757	1.47215	258
	MIXED	4.7804	1.49559	255
	Total	4.6956	1.46322	771
KNORR_BRAND_QUALITY	DE	4.9780	1.29849	258
	ENG	5.0607	1.25593	258
	MIXED	5.6771	1.21807	255
	Total	5.2369	1.29448	771
KNORR_BRAND_AFFECT	DE	4.2390	1.32787	258
	ENG	4.2041	1.41196	258
	MIXED	5.1046	1.47936	255
	Total	4.5136	1.46589	771
Kaufwahrscheinlichkeit des Produktes	DE	45.65	32.304	258
	ENG	47.08	30.918	258
	MIXED	50.37	31.476	255
	Total	47.69	31.592	771

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.115	24.615 ^b	4.000	757.000	.000	.115
	Wilks' Lambda	.885	24.615 ^b	4.000	757.000	.000	.115
	Hotelling's Trace	.130	24.615 ^b	4.000	757.000	.000	.115
	Roy's Largest Root	.130	24.615 ^b	4.000	757.000	.000	.115
KNORR_ATTRACTIVENESS_OF_PACKAGING	Pillai's Trace	.176	40.365 ^b	4.000	757.000	.000	.176
	Wilks' Lambda	.824	40.365 ^b	4.000	757.000	.000	.176
	Hotelling's Trace	.213	40.365 ^b	4.000	757.000	.000	.176
	Roy's Largest Root	.213	40.365 ^b	4.000	757.000	.000	.176
KNORR_BRAND_FAMILIARITY	Pillai's Trace	.163	36.868 ^b	4.000	757.000	.000	.163
	Wilks' Lambda	.837	36.868 ^b	4.000	757.000	.000	.163
	Hotelling's Trace	.195	36.868 ^b	4.000	757.000	.000	.163
	Roy's Largest Root	.195	36.868 ^b	4.000	757.000	.000	.163
PRODUCT_CATEGORY_INVOLVEMENT	Pillai's Trace	.070	14.234 ^b	4.000	757.000	.000	.070
	Wilks' Lambda	.930	14.234 ^b	4.000	757.000	.000	.070
	Hotelling's Trace	.075	14.234 ^b	4.000	757.000	.000	.070
	Roy's Largest Root	.075	14.234 ^b	4.000	757.000	.000	.070
PRICE_SENSITIVITY	Pillai's Trace	.020	3.958 ^b	4.000	757.000	.003	.020
	Wilks' Lambda	.980	3.958 ^b	4.000	757.000	.003	.020
	Hotelling's Trace	.021	3.958 ^b	4.000	757.000	.003	.020
	Roy's Largest Root	.021	3.958 ^b	4.000	757.000	.003	.020
ATTITUDE_TOWARDS_ENGLISH	Pillai's Trace	.007	1.365 ^b	4.000	757.000	.244	.007
	Wilks' Lambda	.993	1.365 ^b	4.000	757.000	.244	.007
	Hotelling's Trace	.007	1.365 ^b	4.000	757.000	.244	.007
	Roy's Largest Root	.007	1.365 ^b	4.000	757.000	.244	.007
CONSUMER_ETHNOCENTRISM	Pillai's Trace	.011	2.095 ^b	4.000	757.000	.080	.011
	Wilks' Lambda	.989	2.095 ^b	4.000	757.000	.080	.011
	Hotelling's Trace	.011	2.095 ^b	4.000	757.000	.080	.011
	Roy's Largest Root	.011	2.095 ^b	4.000	757.000	.080	.011
GLOBAL_IDENTITY	Pillai's Trace	.018	3.388 ^b	4.000	757.000	.009	.018
	Wilks' Lambda	.982	3.388 ^b	4.000	757.000	.009	.018
	Hotelling's Trace	.018	3.388 ^b	4.000	757.000	.009	.018
	Roy's Largest Root	.018	3.388 ^b	4.000	757.000	.009	.018
LOCAL_IDENTITY	Pillai's Trace	.021	4.113 ^b	4.000	757.000	.003	.021
	Wilks' Lambda	.979	4.113 ^b	4.000	757.000	.003	.021
	Hotelling's Trace	.022	4.113 ^b	4.000	757.000	.003	.021
	Roy's Largest Root	.022	4.113 ^b	4.000	757.000	.003	.021
LANGUAGE	Pillai's Trace	.092	9.119	8.000	1516.000	.000	.046
	Wilks' Lambda	.908	9.310 ^b	8.000	1514.000	.000	.047
	Hotelling's Trace	.101	9.501	8.000	1512.000	.000	.048
	Roy's Largest Root	.098	18.526 ^c	4.000	758.000	.000	.089

a. Design: Intercept + KNORR_ATTRACTIVENESS_OF_PACKAGING + KNORR_BRAND_FAMILIARITY + PRODUCT_CATEGORY_INVOLVEMENT + PRICE_SENSITIVITY + ATTITUDE_TOWARDS_ENGLISH + CONSUMER_ETHNOCENTRISM + GLOBAL_IDENTITY + LOCAL_IDENTITY + LANGUAGE

b. Exact statistic

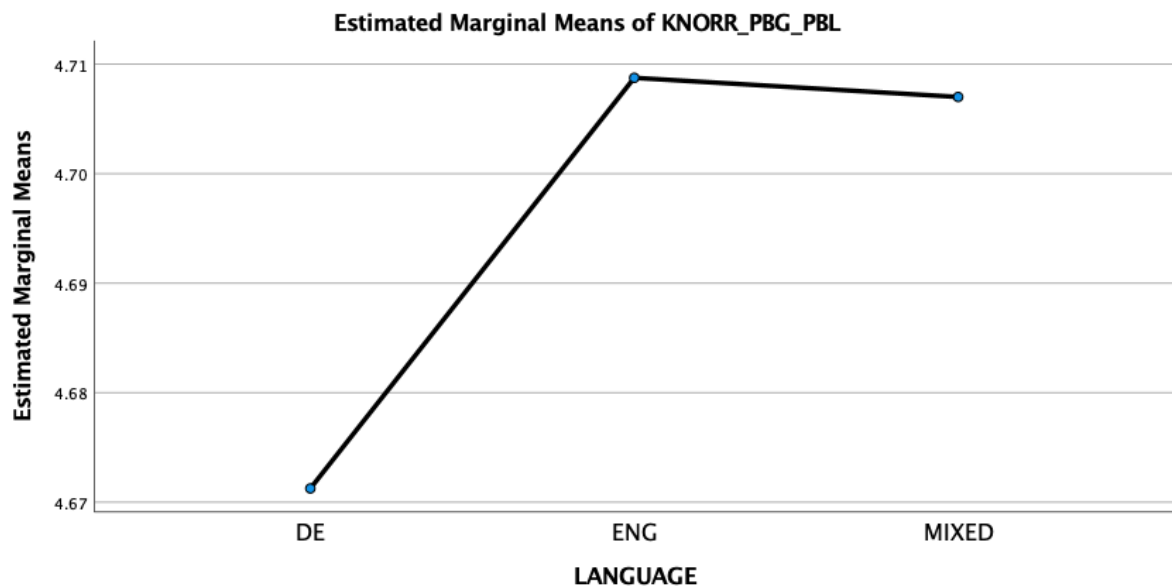
c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Tests of Between-Subjects Effects

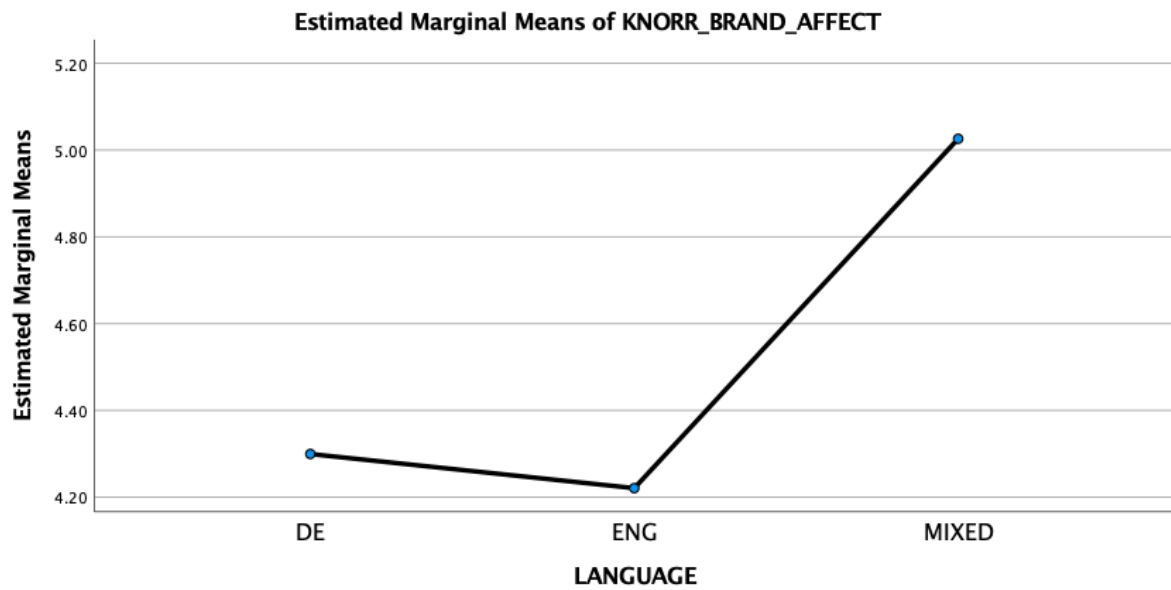
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	KNORR_PBG_PBL	312.782 ^a	10	31.278	17.796	.000	.190
	KNORR_BRAND_QUALITY	527.147 ^b	10	52.715	52.498	.000	.409
	KNORR_BRAND_AFFECT	539.970 ^c	10	53.997	36.817	.000	.326
	Kaufwahrscheinlichkeit des Produktes	292152.72 ^d	10	29215.272	46.612	.000	.380
Intercept	KNORR_PBG_PBL	25.798	1	25.798	14.678	.000	.019
	KNORR_BRAND_QUALITY	25.961	1	25.961	25.855	.000	.033
	KNORR_BRAND_AFFECT	6.183	1	6.183	4.216	.040	.006
	Kaufwahrscheinlichkeit des Produktes	26522.895	1	26522.895	42.316	.000	.053
KNORR_ATTRACTIVENESS_OF_PACKAGING	KNORR_PBG_PBL	19.884	1	19.884	11.313	.001	.015
	KNORR_BRAND_QUALITY	80.641	1	80.641	80.310	.000	.096
	KNORR_BRAND_AFFECT	46.960	1	46.960	32.019	.000	.040
	Kaufwahrscheinlichkeit des Produktes	66983.055	1	66983.055	106.868	.000	.123
KNORR_BRAND_FAMILIARITY	KNORR_PBG_PBL	81.216	1	81.216	46.208	.000	.057
	KNORR_BRAND_QUALITY	93.031	1	93.031	92.650	.000	.109
	KNORR_BRAND_AFFECT	51.691	1	51.691	35.245	.000	.044
	Kaufwahrscheinlichkeit des Produktes	26015.201	1	26015.201	41.506	.000	.052
PRODUCT_CATEGORY_INVOLVEMENT	KNORR_PBG_PBL	.710	1	.710	.404	.525	.001
	KNORR_BRAND_QUALITY	1.318	1	1.318	1.313	.252	.002
	KNORR_BRAND_AFFECT	10.164	1	10.164	6.930	.009	.009
	Kaufwahrscheinlichkeit des Produktes	25815.396	1	25815.396	41.187	.000	.051
PRICE_SENSITIVITY	KNORR_PBG_PBL	1.076	1	1.076	.612	.434	.001
	KNORR_BRAND_QUALITY	6.021	1	6.021	5.997	.015	.008
	KNORR_BRAND_AFFECT	16.585	1	16.585	11.308	.001	.015
	Kaufwahrscheinlichkeit des Produktes	4465.780	1	4465.780	7.125	.008	.009
ATTITUDE_TOWARDS_ENGLISH	KNORR_PBG_PBL	.044	1	.044	.025	.874	.000
	KNORR_BRAND_QUALITY	5.327	1	5.327	5.305	.022	.007
	KNORR_BRAND_AFFECT	2.771	1	2.771	1.889	.170	.002
	Kaufwahrscheinlichkeit des Produktes	263.278	1	263.278	.420	.517	.001
CONSUMER_ETHNOCENTRISM	KNORR_PBG_PBL	.967	1	.967	.550	.458	.001
	KNORR_BRAND_QUALITY	.341	1	.341	.340	.560	.000
	KNORR_BRAND_AFFECT	3.111	1	3.111	2.121	.146	.003
	Kaufwahrscheinlichkeit des Produktes	1074.226	1	1074.226	1.714	.191	.002
GLOBAL_IDENTITY	KNORR_PBG_PBL	17.387	1	17.387	9.892	.002	.013
	KNORR_BRAND_QUALITY	.000	1	.000	.000	.985	.000
	KNORR_BRAND_AFFECT	.228	1	.228	.155	.693	.000
	Kaufwahrscheinlichkeit des Produktes	1818.104	1	1818.104	2.901	.089	.004

LOCAL_IDENTITY	KNORR_PBG_PBL	2.272	1	2.272	1.293	.256	.002
	KNORR_BRAND_QUALITY	15.759	1	15.759	15.695	.000	.020
	KNORR_BRAND_AFFECT	8.606	1	8.606	5.868	.016	.008
	Kaufwahrscheinlichkeit des Produktes	806.510	1	806.510	1.287	.257	.002
LANGUAGE	KNORR_PBG_PBL	.226	2	.113	.064	.938	.000
	KNORR_BRAND_QUALITY	45.467	2	22.734	22.640	.000	.056
	KNORR_BRAND_AFFECT	99.075	2	49.538	33.776	.000	.082
	Kaufwahrscheinlichkeit des Produktes	800.152	2	400.076	.638	.528	.002
Error	KNORR_PBG_PBL	1335.793	760	1.758			
	KNORR_BRAND_QUALITY	763.131	760	1.004			
	KNORR_BRAND_AFFECT	1114.637	760	1.467			
	Kaufwahrscheinlichkeit des Produktes	476354.572	760	626.782			
Total	KNORR_PBG_PBL	18648.333	771				
	KNORR_BRAND_QUALITY	22435.222	771				
	KNORR_BRAND_AFFECT	17362.000	771				
	Kaufwahrscheinlichkeit des Produktes	2521926.00	771				
Corrected Total	KNORR_PBG_PBL	1648.575	770				
	KNORR_BRAND_QUALITY	1290.278	770				
	KNORR_BRAND_AFFECT	1654.607	770				
	Kaufwahrscheinlichkeit des Produktes	768507.292	770				

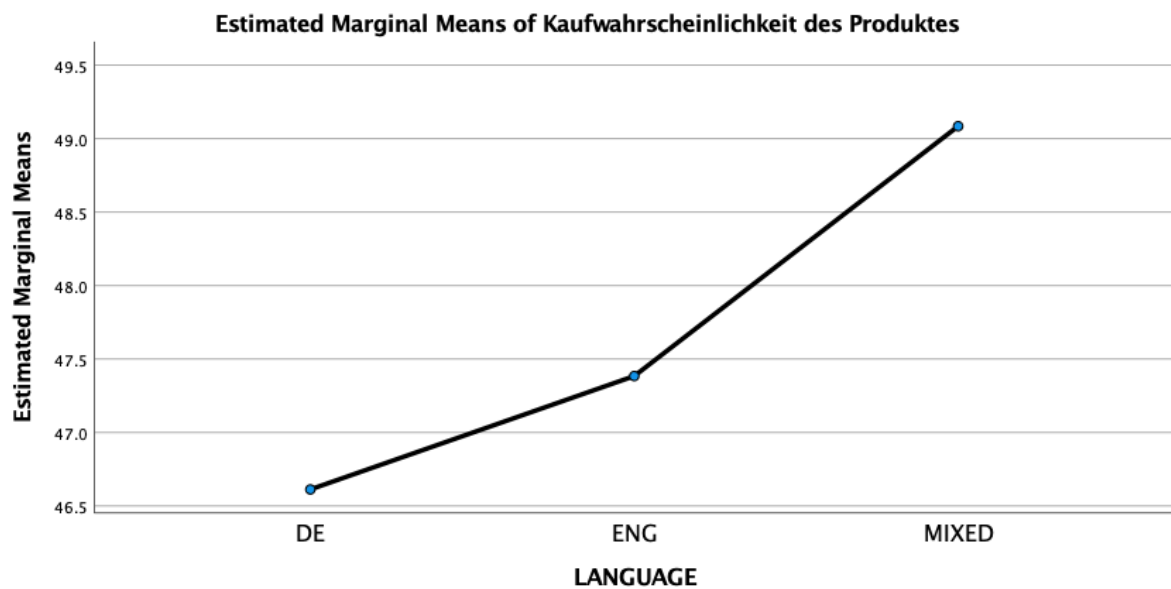
- a. R Squared = .190 (Adjusted R Squared = .179)
b. R Squared = .409 (Adjusted R Squared = .401)
c. R Squared = .326 (Adjusted R Squared = .317)
d. R Squared = .380 (Adjusted R Squared = .372)



Covariates appearing in the model are evaluated at the following values: KNORR_ATTRACTIVENESS_OF_PACKAGING = 4.3961, KNORR_BRAND_FAMILIARITY = 5.2927, PRODUCT_CATEGORY_INVOLVEMENT = 4.2127, PRICE_SENSITIVITY = 3.7778, ATTITUDE_TOWARDS_ENGLISH = 4.8305, CONSUMER_ETHNOCENTRISM = 4.3180, GLOBAL_IDENTITY = 4.9475, LOCAL_IDENTITY = 5.0376



Covariates appearing in the model are evaluated at the following values: KNORR_ATTRACTIVENESS_OF_PACKAGING = 4.3961, KNORR_BRAND_FAMILIARITY = 5.2927, PRODUCT_CATEGORY_INVOLVEMENT = 4.2127, PRICE_SENSITIVITY = 3.7778, ATTITUDE_TOWARDS_ENGLISH = 4.8305, CONSUMER_ETHNOCENTRISM = 4.3180, GLOBAL_IDENTITY = 4.9475, LOCAL_IDENTITY = 5.0376



Covariates appearing in the model are evaluated at the following values: KNORR_ATTRACTIVENESS_OF_PACKAGING = 4.3961, KNORR_BRAND_FAMILIARITY = 5.2927, PRODUCT_CATEGORY_INVOLVEMENT = 4.2127, PRICE_SENSITIVITY = 3.7778, ATTITUDE_TOWARDS_ENGLISH = 4.8305, CONSUMER_ETHNOCENTRISM = 4.3180, GLOBAL_IDENTITY = 4.9475, LOCAL_IDENTITY = 5.0376

3/ Kuner

Between-Subjects Factors

	Value	Label	N
LANGUAGE	1.00	DE	258
	2.00	ENG	258
	3.00	MIXED	255

Descriptive Statistics

	LANGUAGE	Mean	Std. Deviation	N
KUNER_PBG_PBL	DE	4.6124	1.78081	258
	ENG	3.8915	1.48558	258
	MIXED	4.2771	1.49712	255
	Total	4.2603	1.61915	771
KUNER_BRAND_QUALIT Y	DE	5.5736	1.42728	258
	ENG	3.9884	2.18182	258
	MIXED	5.2065	1.31585	255
	Total	4.9217	1.81689	771
KUNER_BRAND_AFFECT	DE	5.0129	1.58020	258
	ENG	3.3101	1.91979	258
	MIXED	4.4353	1.38801	255
	Total	4.2521	1.78926	771
Kaufwahrscheinlichkeit des Produktes	DE	51.00	31.015	258
	ENG	52.97	31.167	258
	MIXED	53.96	32.237	255
	Total	52.64	31.458	771

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.079	16.298 ^b	4.000	757.000	.000	.079
	Wilks' Lambda	.921	16.298 ^b	4.000	757.000	.000	.079
	Hotelling's Trace	.086	16.298 ^b	4.000	757.000	.000	.079
	Roy's Largest Root	.086	16.298 ^b	4.000	757.000	.000	.079
KUNER_ATTRACTIVENESS_OF_PACKAGING	Pillai's Trace	.137	29.920 ^b	4.000	757.000	.000	.137
	Wilks' Lambda	.863	29.920 ^b	4.000	757.000	.000	.137
	Hotelling's Trace	.158	29.920 ^b	4.000	757.000	.000	.137
	Roy's Largest Root	.158	29.920 ^b	4.000	757.000	.000	.137
KUNER_BRAND_AWARENESS	Pillai's Trace	.136	29.836 ^b	4.000	757.000	.000	.136
	Wilks' Lambda	.864	29.836 ^b	4.000	757.000	.000	.136
	Hotelling's Trace	.158	29.836 ^b	4.000	757.000	.000	.136
	Roy's Largest Root	.158	29.836 ^b	4.000	757.000	.000	.136
PRODUCT_CATEGORY_INVOLVEMENT	Pillai's Trace	.113	24.086 ^b	4.000	757.000	.000	.113
	Wilks' Lambda	.887	24.086 ^b	4.000	757.000	.000	.113
	Hotelling's Trace	.127	24.086 ^b	4.000	757.000	.000	.113
	Roy's Largest Root	.127	24.086 ^b	4.000	757.000	.000	.113
PRICE_SENSITIVITY	Pillai's Trace	.009	1.718 ^b	4.000	757.000	.144	.009
	Wilks' Lambda	.991	1.718 ^b	4.000	757.000	.144	.009
	Hotelling's Trace	.009	1.718 ^b	4.000	757.000	.144	.009
	Roy's Largest Root	.009	1.718 ^b	4.000	757.000	.144	.009
ATTITUDE_TOWARDS_ENGLISH	Pillai's Trace	.004	.692 ^b	4.000	757.000	.598	.004
	Wilks' Lambda	.996	.692 ^b	4.000	757.000	.598	.004
	Hotelling's Trace	.004	.692 ^b	4.000	757.000	.598	.004
	Roy's Largest Root	.004	.692 ^b	4.000	757.000	.598	.004
CONSUMER_ETHNOCENTRISM	Pillai's Trace	.005	.869 ^b	4.000	757.000	.482	.005
	Wilks' Lambda	.995	.869 ^b	4.000	757.000	.482	.005
	Hotelling's Trace	.005	.869 ^b	4.000	757.000	.482	.005
	Roy's Largest Root	.005	.869 ^b	4.000	757.000	.482	.005
GLOBAL_IDENTITY	Pillai's Trace	.007	1.323 ^b	4.000	757.000	.260	.007
	Wilks' Lambda	.993	1.323 ^b	4.000	757.000	.260	.007
	Hotelling's Trace	.007	1.323 ^b	4.000	757.000	.260	.007
	Roy's Largest Root	.007	1.323 ^b	4.000	757.000	.260	.007
LOCAL_IDENTITY	Pillai's Trace	.010	1.860 ^b	4.000	757.000	.116	.010
	Wilks' Lambda	.990	1.860 ^b	4.000	757.000	.116	.010
	Hotelling's Trace	.010	1.860 ^b	4.000	757.000	.116	.010
	Roy's Largest Root	.010	1.860 ^b	4.000	757.000	.116	.010
LANGUAGE	Pillai's Trace	.334	37.956	8.000	1516.000	.000	.167
	Wilks' Lambda	.668	42.313 ^b	8.000	1514.000	.000	.183
	Hotelling's Trace	.495	46.743	8.000	1512.000	.000	.198
	Roy's Largest Root	.489	92.759 ^c	4.000	758.000	.000	.329

a. Design: Intercept + KUNER_ATTRACTIVENESS_OF_PACKAGING + KUNER_BRAND_AWARENESS + PRODUCT_CATEGORY_INVOLVEMENT + PRICE_SENSITIVITY + ATTITUDE_TOWARDS_ENGLISH + CONSUMER_ETHNOCENTRISM + GLOBAL_IDENTITY + LOCAL_IDENTITY + LANGUAGE

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	KUNER_PBG_PBL	374.247 ^a	10	37.425	17.297	.000	.185
	KUNER_BRAND_QUALITY	871.035 ^b	10	87.103	39.621	.000	.343
	KUNER_BRAND_AFFECT	807.997 ^c	10	80.800	37.057	.000	.328
	Kaufwahrscheinlichkeit des Produktes	319958.21 ^d	10	31995.821	55.013	.000	.420
Intercept	KUNER_PBG_PBL	35.431	1	35.431	16.375	.000	.021
	KUNER_BRAND_QUALITY	39.706	1	39.706	18.061	.000	.023
	KUNER_BRAND_AFFECT	13.990	1	13.990	6.416	.012	.008
	Kaufwahrscheinlichkeit des Produktes	10768.430	1	10768.430	18.515	.000	.024
KUNER_ATTRACTIVENESS_OF_PACKAGING	KUNER_PBG_PBL	94.446	1	94.446	43.650	.000	.054
	KUNER_BRAND_QUALITY	31.917	1	31.917	14.518	.000	.019
	KUNER_BRAND_AFFECT	68.789	1	68.789	31.548	.000	.040
	Kaufwahrscheinlichkeit des Produktes	27126.267	1	27126.267	46.640	.000	.058
KUNER_BRAND_AWARENESS	KUNER_PBG_PBL	5.656	1	5.656	2.614	.106	.003
	KUNER_BRAND_QUALITY	160.517	1	160.517	73.015	.000	.088
	KUNER_BRAND_AFFECT	14.911	1	14.911	6.839	.009	.009
	Kaufwahrscheinlichkeit des Produktes	31659.159	1	31659.159	54.434	.000	.067
PRODUCT_CATEGORY_INVOLVEMENT	KUNER_PBG_PBL	2.452	1	2.452	1.133	.287	.001
	KUNER_BRAND_QUALITY	4.149	1	4.149	1.887	.170	.002
	KUNER_BRAND_AFFECT	35.544	1	35.544	16.301	.000	.021
	Kaufwahrscheinlichkeit des Produktes	50999.726	1	50999.726	87.687	.000	.103
PRICE_SENSITIVITY	KUNER_PBG_PBL	12.423	1	12.423	5.742	.017	.007
	KUNER_BRAND_QUALITY	2.472	1	2.472	1.124	.289	.001
	KUNER_BRAND_AFFECT	.147	1	.147	.067	.796	.000
	Kaufwahrscheinlichkeit des Produktes	33.582	1	33.582	.058	.810	.000
ATTITUDE_TOWARDS_ENGLISH	KUNER_PBG_PBL	3.504	1	3.504	1.619	.204	.002
	KUNER_BRAND_QUALITY	.074	1	.074	.034	.854	.000
	KUNER_BRAND_AFFECT	1.706	1	1.706	.782	.377	.001
	Kaufwahrscheinlichkeit des Produktes	354.690	1	354.690	.610	.435	.001
CONSUMER_ETHNOCENTRISM	KUNER_PBG_PBL	1.394	1	1.394	.644	.422	.001
	KUNER_BRAND_QUALITY	2.866	1	2.866	1.304	.254	.002
	KUNER_BRAND_AFFECT	3.384	1	3.384	1.552	.213	.002
	Kaufwahrscheinlichkeit des Produktes	11.091	1	11.091	.019	.890	.000
GLOBAL_IDENTITY	KUNER_PBG_PBL	.089	1	.089	.041	.840	.000
	KUNER_BRAND_QUALITY	.002	1	.002	.001	.974	.000
	KUNER_BRAND_AFFECT	6.703	1	6.703	3.074	.080	.004
	Kaufwahrscheinlichkeit des Produktes	897.002	1	897.002	1.542	.215	.002

LOCAL_IDENTITY	KUNER_PBG_PBL	.066	1	.066	.030	.862	.000
	KUNER_BRAND_QUALITY	15.363	1	15.363	6.988	.008	.009
	KUNER_BRAND_AFFECT	.013	1	.013	.006	.939	.000
	Kaufwahrscheinlichkeit des Produktes	67.837	1	67.837	.117	.733	.000
LANGUAGE	KUNER_PBG_PBL	87.195	2	43.597	20.149	.000	.050
	KUNER_BRAND_QUALITY	346.029	2	173.014	78.699	.000	.172
	KUNER_BRAND_AFFECT	402.524	2	201.262	92.304	.000	.195
	Kaufwahrscheinlichkeit des Produktes	539.764	2	269.882	.464	.629	.001
Error	KUNER_PBG_PBL	1644.415	760	2.164			
	KUNER_BRAND_QUALITY	1670.799	760	2.198			
	KUNER_BRAND_AFFECT	1657.132	760	2.180			
	Kaufwahrscheinlichkeit des Produktes	442023.267	760	581.610			
Total	KUNER_PBG_PBL	16012.222	771				
	KUNER_BRAND_QUALITY	21218.222	771				
	KUNER_BRAND_AFFECT	16404.778	771				
	Kaufwahrscheinlichkeit des Produktes	2898458.00	771				
Corrected Total	KUNER_PBG_PBL	2018.662	770				
	KUNER_BRAND_QUALITY	2541.834	770				
	KUNER_BRAND_AFFECT	2465.129	770				
	Kaufwahrscheinlichkeit des Produktes	761981.481	770				

a. R Squared = .185 (Adjusted R Squared = .175)

b. R Squared = .343 (Adjusted R Squared = .334)

c. R Squared = .328 (Adjusted R Squared = .319)

d. R Squared = .420 (Adjusted R Squared = .412)

BETWEEN-GROUPS DESIGN: REPEATED MEASURES SPSS OUTPUT

1/ English

Perceived Brand Globalness

Descriptive Statistics

	Mean	Std. Deviation	N
ENG_Knorr_PBL_PBG	4.6757	1.47215	258
ENG_HLMs_PBL_PBG	4.9819	1.65263	258
ENG_Kuner_PBL_PBG	3.8915	1.48558	258

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Language	Pillai's Trace	.234	39.051 ^b	2.000	256.000	.000
	Wilks' Lambda	.766	39.051 ^b	2.000	256.000	.000
	Hotelling's Trace	.305	39.051 ^b	2.000	256.000	.000
	Roy's Largest Root	.305	39.051 ^b	2.000	256.000	.000

a. Design: Intercept
Within Subjects Design: Language

b. Exact statistic

Mauchly's Test of Sphericity^a

Measure: MEASURE_1

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b Huynh-Feldt	Lower-bound
Language	.929	18.725	2	.000	.934	.941	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept
Within Subjects Design: Language

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Language	Sphericity Assumed	163.215	2	81.607	44.418	.000
	Greenhouse-Geisser	163.215	1.868	87.364	44.418	.000
	Huynh-Feldt	163.215	1.881	86.752	44.418	.000
	Lower-bound	163.215	1.000	163.215	44.418	.000
Error(Language)	Sphericity Assumed	944.341	514	1.837		
	Greenhouse-Geisser	944.341	480.134	1.967		
	Huynh-Feldt	944.341	483.517	1.953		
	Lower-bound	944.341	257.000	3.674		

Brand Quality

Descriptive Statistics

	Mean	Std. Deviation	N
ENG_Knorr_Brand_Quality	5.0607	1.25593	258
ENG_HLMs_Brand_Quality	5.2752	1.52244	258
ENG_Kuner_Brand_Quality	3.9884	2.18182	258

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Language	Pillai's Trace	.212	34.478 ^b	2.000	256.000	.000
	Wilks' Lambda	.788	34.478 ^b	2.000	256.000	.000
	Hotelling's Trace	.269	34.478 ^b	2.000	256.000	.000
	Roy's Largest Root	.269	34.478 ^b	2.000	256.000	.000

a. Design: Intercept
Within Subjects Design: Language

b. Exact statistic

Mauchly's Test of Sphericity^a

Measure: MEASURE_1

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b Huynh-Feldt	Lower-bound
Language	.853	40.727	2	.000	.872	.877	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept
Within Subjects Design: Language

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Language	Sphericity Assumed	245.259	2	122.629	45.677	.000
	Greenhouse-Geisser	245.259	1.744	140.666	45.677	.000
	Huynh-Feldt	245.259	1.754	139.791	45.677	.000
	Lower-bound	245.259	1.000	245.259	45.677	.000
Error(Language)	Sphericity Assumed	1379.927	514	2.685		
	Greenhouse-Geisser	1379.927	448.094	3.080		
	Huynh-Feldt	1379.927	450.897	3.060		
	Lower-bound	1379.927	257.000	5.369		

Brand Affect

Descriptive Statistics

	Mean	Std. Deviation	N
ENG_Knorr_Brand_Affect	4.2041	1.41196	258
ENG_HLMs_Brand_Affect	4.7946	1.89693	258
ENG_Kuner_Brand_Affect	3.3101	1.91979	258

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Language	Pillai's Trace	.253	43.451 ^b	2.000	256.000	.000
	Wilks' Lambda	.747	43.451 ^b	2.000	256.000	.000
	Hotelling's Trace	.339	43.451 ^b	2.000	256.000	.000
	Roy's Largest Root	.339	43.451 ^b	2.000	256.000	.000

a. Design: Intercept
Within Subjects Design: Language

b. Exact statistic

Mauchly's Test of Sphericity^a

Measure: Brand_Affect

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b Huynh-Feldt	Lower-bound
Language	.788	60.846	2	.000	.825	.830	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept
Within Subjects Design: Language

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: Brand_Affect

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Language	Sphericity Assumed	288.245	2	144.122	58.413	.000
	Greenhouse-Geisser	288.245	1.651	174.611	58.413	.000
	Huynh-Feldt	288.245	1.660	173.632	58.413	.000
	Lower-bound	288.245	1.000	288.245	58.413	.000
Error(Language)	Sphericity Assumed	1268.200	514	2.467		
	Greenhouse-Geisser	1268.200	424.252	2.989		
	Huynh-Feldt	1268.200	426.643	2.973		
	Lower-bound	1268.200	257.000	4.935		

Purchase Intention

Descriptive Statistics

	Mean	Std. Deviation	N
ENG_Knorr_Purchase_Intention	46.93	30.812	258
ENG_HLMs_Purchase_Intention	35.36	31.545	258
ENG_Kuner_Purchase_Intention	52.97	31.167	258

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Language	Pillai's Trace	.137	20.316 ^b	2.000	256.000	.000
	Wilks' Lambda	.863	20.316 ^b	2.000	256.000	.000
	Hotelling's Trace	.159	20.316 ^b	2.000	256.000	.000
	Roy's Largest Root	.159	20.316 ^b	2.000	256.000	.000

a. Design: Intercept
Within Subjects Design: Language

b. Exact statistic

Mauchly's Test of Sphericity^a

Measure: MEASURE_1

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b Huynh-Feldt	Lower-bound
Language	.999	.134	2	.935	.999	1.000	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept
Within Subjects Design: Language

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Language	Sphericity Assumed	41332.682	2	20666.341	20.786	.000
	Greenhouse-Geisser	41332.682	1.999	20677.178	20.786	.000
	Huynh-Feldt	41332.682	2.000	20666.341	20.786	.000
	Lower-bound	41332.682	1.000	41332.682	20.786	.000
Error(Language)	Sphericity Assumed	511031.984	514	994.226		
	Greenhouse-Geisser	511031.984	513.731	994.747		
	Huynh-Feldt	511031.984	514.000	994.226		
	Lower-bound	511031.984	257.000	1988.451		

2/ German

Perceived Brand Globalness

Descriptive Statistics

	Mean	Std. Deviation	N
DE_Knorr_PBL_PBG	4.6318	1.42308	258
DE_HLMs_PBL_PBG	4.0866	1.64534	258
DE_Kuner_PBL_PBG	4.6124	1.78081	258

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Language	Pillai's Trace	.070	9.564 ^b	2.000	256.000	.000
	Wilks' Lambda	.930	9.564 ^b	2.000	256.000	.000
	Hotelling's Trace	.075	9.564 ^b	2.000	256.000	.000
	Roy's Largest Root	.075	9.564 ^b	2.000	256.000	.000

a. Design: Intercept
Within Subjects Design: Language

b. Exact statistic

Mauchly's Test of Sphericity^a

Measure: Perceived_Brand_Globalness

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b Huynh-Feldt	Lower-bound
Language	.902	26.463	2	.000	.911	.917	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept
Within Subjects Design: Language

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: Perceived_Brand_Globalness

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Language	Sphericity Assumed	49.377	2	24.688	10.550	.000
	Greenhouse-Geisser	49.377	1.821	27.113	10.550	.000
	Huynh-Feldt	49.377	1.833	26.931	10.550	.000
	Lower-bound	49.377	1.000	49.377	10.550	.001
Error(Language)	Sphericity Assumed	1202.846	514	2.340		
	Greenhouse-Geisser	1202.846	468.036	2.570		
	Huynh-Feldt	1202.846	471.196	2.553		
	Lower-bound	1202.846	257.000	4.680		

Brand Quality

Descriptive Statistics

	Mean	Std. Deviation	N
DE_Knorr_Brand_Quality	4.9780	1.29849	258
DE_HLMs_Brand_Quality	3.3269	1.42106	258
DE_Kuner_Brand_Quality	5.5736	1.42728	258

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Language	Pillai's Trace	.598	190.354 ^b	2.000	256.000	.000
	Wilks' Lambda	.402	190.354 ^b	2.000	256.000	.000
	Hotelling's Trace	1.487	190.354 ^b	2.000	256.000	.000
	Roy's Largest Root	1.487	190.354 ^b	2.000	256.000	.000

a. Design: Intercept
Within Subjects Design: Language

b. Exact statistic

Mauchly's Test of Sphericity^a

Measure: Brand_Quality

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b Huynh-Feldt	Lower-bound
Language	.916	22.472	2	.000	.922	.929	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept
Within Subjects Design: Language

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: Brand_Quality

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Language	Sphericity Assumed	699.099	2	349.550	246.192	.000
	Greenhouse-Geisser	699.099	1.845	378.925	246.192	.000
	Huynh-Feldt	699.099	1.858	376.328	246.192	.000
	Lower-bound	699.099	1.000	699.099	246.192	.000
Error(Language)	Sphericity Assumed	729.790	514	1.420		
	Greenhouse-Geisser	729.790	474.153	1.539		
	Huynh-Feldt	729.790	477.426	1.529		
	Lower-bound	729.790	257.000	2.840		

Brand Affect

Descriptive Statistics

	Mean	Std. Deviation	N
DE_Knorr_Brand_Affect	4.2390	1.32787	258
DE_HLMs_Brand_Affect	3.1202	1.40432	258
DE_Kuner_Brand_Affect	5.0129	1.58020	258

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Language	Pillai's Trace	.489	122.288 ^b	2.000	256.000	.000
	Wilks' Lambda	.511	122.288 ^b	2.000	256.000	.000
	Hotelling's Trace	.955	122.288 ^b	2.000	256.000	.000
	Roy's Largest Root	.955	122.288 ^b	2.000	256.000	.000

a. Design: Intercept
Within Subjects Design: Language

b. Exact statistic

Mauchly's Test of Sphericity^a

Measure: Brand_Affect

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b Huynh-Feldt	Lower-bound
Language	.939	16.166	2	.000	.942	.949	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept
Within Subjects Design: Language

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: Brand_Affect

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Language	Sphericity Assumed	467.267	2	233.634	153.088	.000
	Greenhouse-Geisser	467.267	1.885	247.931	153.088	.000
	Huynh-Feldt	467.267	1.898	246.171	153.088	.000
	Lower-bound	467.267	1.000	467.267	153.088	.000
Error(Language)	Sphericity Assumed	784.437	514	1.526		
	Greenhouse-Geisser	784.437	484.359	1.620		
	Huynh-Feldt	784.437	487.821	1.608		
	Lower-bound	784.437	257.000	3.052		

Purchase Intention

Descriptive Statistics

	Mean	Std. Deviation	N
DE_Knorr_Purchase_Intention	45.65	32.304	258
DE_HLMs_Purchase_Intention	33.75	31.187	258
DE_Kuner_Purchase_Intention	51.00	31.015	258

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Language	Pillai's Trace	.232	38.700 ^b	2.000	256.000	.000
	Wilks' Lambda	.768	38.700 ^b	2.000	256.000	.000
	Hotelling's Trace	.302	38.700 ^b	2.000	256.000	.000
	Roy's Largest Root	.302	38.700 ^b	2.000	256.000	.000

a. Design: Intercept
Within Subjects Design: Language

b. Exact statistic

Mauchly's Test of Sphericity^a

Measure: Purchase_Intention

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b Huynh-Feldt	Lower-bound
Language	.942	15.419	2	.000	.945	.952	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept
Within Subjects Design: Language

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: Purchase_Intention

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Language	Sphericity Assumed	40232.669	2	20116.335	47.585	.000
	Greenhouse-Geisser	40232.669	1.890	21292.199	47.585	.000
	Huynh-Feldt	40232.669	1.903	21140.460	47.585	.000
	Lower-bound	40232.669	1.000	40232.669	47.585	.000
Error(Language)	Sphericity Assumed	217291.997	514	422.747		
	Greenhouse-Geisser	217291.997	485.614	447.458		
	Huynh-Feldt	217291.997	489.100	444.269		
	Lower-bound	217291.997	257.000	845.494		

3/ German & English

Perceived Brand Globalness

Descriptive Statistics

	Mean	Std. Deviation	N
MIXED_Knorr_PBL_PBG	4.7808	1.49853	254
MIXED_HLMs_PBL_PBG	4.8202	1.52610	254
MIXED_Kuner_PBL_PBG	4.2730	1.49860	254

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Language	Pillai's Trace	.076	10.368 ^b	2.000	252.000	.000
	Wilks' Lambda	.924	10.368 ^b	2.000	252.000	.000
	Hotelling's Trace	.082	10.368 ^b	2.000	252.000	.000
	Roy's Largest Root	.082	10.368 ^b	2.000	252.000	.000

a. Design: Intercept
Within Subjects Design: Language

b. Exact statistic

Mauchly's Test of Sphericity^a

Measure: PBG

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b Huynh-Feldt	Lower-bound
Language	.997	.700	2	.705	.997	1.000	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept
Within Subjects Design: Language

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: PBG

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Language	Sphericity Assumed	47.325	2	23.663	10.171	.000
	Greenhouse-Geisser	47.325	1.994	23.728	10.171	.000
	Huynh-Feldt	47.325	2.000	23.663	10.171	.000
	Lower-bound	47.325	1.000	47.325	10.171	.002
Error(Language)	Sphericity Assumed	1177.193	506	2.326		
	Greenhouse-Geisser	1177.193	504.601	2.333		
	Huynh-Feldt	1177.193	506.000	2.326		
	Lower-bound	1177.193	253.000	4.653		

Brand Quality

Descriptive Statistics

	Mean	Std. Deviation	N
MIXED_Knorr_Brand_Quality	5.6784	1.21788	255
MIXED_HLMs_Brand_Quality	4.1856	1.38845	255
MIXED_Kuner_Brand_Quality	5.2065	1.31585	255

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Language	Pillai's Trace	.431	95.723 ^b	2.000	253.000	.000
	Wilks' Lambda	.569	95.723 ^b	2.000	253.000	.000
	Hotelling's Trace	.757	95.723 ^b	2.000	253.000	.000
	Roy's Largest Root	.757	95.723 ^b	2.000	253.000	.000

a. Design: Intercept
Within Subjects Design: Language

b. Exact statistic

Mauchly's Test of Sphericity^a

Measure: Brand_Quality

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b Huynh-Feldt	Lower-bound
Language	.948	13.539	2	.001	.950	.957	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept
Within Subjects Design: Language

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: Brand_Quality

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Language	Sphericity Assumed	296.942	2	148.471	97.257	.000
	Greenhouse-Geisser	296.942	1.901	156.207	97.257	.000
	Huynh-Feldt	296.942	1.915	155.070	97.257	.000
	Lower-bound	296.942	1.000	296.942	97.257	.000
Error(Language)	Sphericity Assumed	775.502	508	1.527		
	Greenhouse-Geisser	775.502	482.841	1.606		
	Huynh-Feldt	775.502	486.382	1.594		
	Lower-bound	775.502	254.000	3.053		

Brand Affect

Descriptive Statistics

	Mean	Std. Deviation	N
MIXED_Knorr_Brand_Affect	5.1111	1.47666	255
MIXED_HLMs_Brand_Affect	3.6784	1.51843	255
MIXED_Kuner_Brand_Affect	4.4353	1.38801	255

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Language	Pillai's Trace	.328	61.794 ^b	2.000	253.000	.000
	Wilks' Lambda	.672	61.794 ^b	2.000	253.000	.000
	Hotelling's Trace	.488	61.794 ^b	2.000	253.000	.000
	Roy's Largest Root	.488	61.794 ^b	2.000	253.000	.000

a. Design: Intercept
Within Subjects Design: Language

b. Exact statistic

Mauchly's Test of Sphericity^a

Measure: Brand_Affect

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b Huynh-Feldt	Lower-bound
Language	.819	50.576	2	.000	.847	.852	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept
Within Subjects Design: Language

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: Brand_Affect

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Language	Sphericity Assumed	261.982	2	130.991	67.340	.000
	Greenhouse-Geisser	261.982	1.693	154.726	67.340	.000
	Huynh-Feldt	261.982	1.703	153.804	67.340	.000
	Lower-bound	261.982	1.000	261.982	67.340	.000
Error(Language)	Sphericity Assumed	988.166	508	1.945		
	Greenhouse-Geisser	988.166	430.074	2.298		
	Huynh-Feldt	988.166	432.651	2.284		
	Lower-bound	988.166	254.000	3.890		

Purchase Intention

Descriptive Statistics

	Mean	Std. Deviation	N
MIXED_Knorr_Purchase_Intention	50.37	31.476	255
MIXED_HLMs_Purchase_Intention	34.84	31.279	255
MIXED_Kuner_Purchase_Intention	53.96	32.237	255

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Language	Pillai's Trace	.236	39.131 ^b	2.000	253.000	.000
	Wilks' Lambda	.764	39.131 ^b	2.000	253.000	.000
	Hotelling's Trace	.309	39.131 ^b	2.000	253.000	.000
	Roy's Largest Root	.309	39.131 ^b	2.000	253.000	.000

a. Design: Intercept
Within Subjects Design: Language

b. Exact statistic

Mauchly's Test of Sphericity^a

Measure: Purchase_Intention

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Greenhouse-Geisser	Epsilon ^b Huynh-Feldt	Lower-bound
Language	.807	54.338	2	.000	.838	.843	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept
Within Subjects Design: Language

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: Purchase_Intention

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Language	Sphericity Assumed	52697.655	2	26348.827	31.254	.000
	Greenhouse-Geisser	52697.655	1.676	31441.440	31.254	.000
	Huynh-Feldt	52697.655	1.686	31257.754	31.254	.000
	Lower-bound	52697.655	1.000	52697.655	31.254	.000
Error(Language)	Sphericity Assumed	428268.345	508	843.048		
	Greenhouse-Geisser	428268.345	425.719	1005.989		
	Huynh-Feldt	428268.345	428.220	1000.112		
	Lower-bound	428268.345	254.000	1686.096		

ONE-WAY ANOVA RESULTS - SPSS OUTPUT

1/ Hellmann's

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
HELLMANN'S_PBG_PBL	DE	258	4.0866	1.64534	.10243	3.8848	4.2883	1.00	7.00
	ENG	258	4.9819	1.65263	.10289	4.7793	5.1845	1.00	7.00
	MIXED	255	4.8288	1.52920	.09576	4.6402	5.0173	1.00	7.00
	Total	771	4.6316	1.65531	.05961	4.5146	4.7487	1.00	7.00
HELLMANN'S_BRAND_QUALITY	DE	258	3.3269	1.42106	.08847	3.1527	3.5011	1.00	7.00
	ENG	258	5.2752	1.52244	.09478	5.0885	5.4618	1.00	7.00
	MIXED	255	4.1856	1.38845	.08695	4.0144	4.3569	1.00	7.00
	Total	771	4.2629	1.64998	.05942	4.1462	4.3795	1.00	7.00
HELLMANN'S_BRAND_AFFECT	DE	258	3.1202	1.40432	.08743	2.9480	3.2923	1.00	6.00
	ENG	258	4.7946	1.89693	.11810	4.5620	5.0271	1.00	7.00
	MIXED	255	3.6784	1.51843	.09509	3.4912	3.8657	1.00	7.00
	Total	771	3.8651	1.76260	.06348	3.7405	3.9897	1.00	7.00
Kaufwahrscheinlichkeit des Produktes	DE	258	33.75	31.187	1.942	29.93	37.58	0	100
	ENG	258	35.36	31.545	1.964	31.49	39.23	0	100
	MIXED	255	34.84	31.279	1.959	30.98	38.69	0	100
	Total	771	34.65	31.304	1.127	32.44	36.86	0	100

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
HELLMANN'S_PBG_PBL	Between Groups	118.216	2	59.108	22.793	.000
	Within Groups	1991.616	768	2.593		
	Total	2109.832	770			
HELLMANN'S_BRAND_QUALITY	Between Groups	491.951	2	245.976	117.750	.000
	Within Groups	1604.331	768	2.089		
	Total	2096.282	770			
HELLMANN'S_BRAND_AFFECT	Between Groups	374.952	2	187.476	71.376	.000
	Within Groups	2017.241	768	2.627		
	Total	2392.194	770			
Kaufwahrscheinlichkeit des Produktes	Between Groups	347.063	2	173.531	.177	.838
	Within Groups	754214.683	768	982.050		
	Total	754561.746	770			

2/ Knorr

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
KNORR_PBG_PBL	DE	258	4.6318	1.42308	.08860	4.4573	4.8063	1.00	7.00
	ENG	258	4.6757	1.47215	.09165	4.4952	4.8562	1.00	7.00
	MIXED	255	4.7804	1.49559	.09366	4.5959	4.9648	1.00	7.00
	Total	771	4.6956	1.46322	.05270	4.5922	4.7991	1.00	7.00
KNORR_BRAND_QUALITY	DE	258	4.9780	1.29849	.08084	4.8188	5.1372	1.00	7.00
	ENG	258	5.0607	1.25593	.07819	4.9067	5.2147	1.00	7.00
	MIXED	255	5.6771	1.21807	.07628	5.5269	5.8273	1.00	7.00
	Total	771	5.2369	1.29448	.04662	5.1454	5.3284	1.00	7.00
KNORR_BRAND_AFFECT	DE	258	4.2390	1.32787	.08267	4.0762	4.4018	1.00	7.00
	ENG	258	4.2041	1.41196	.08790	4.0310	4.3772	1.00	7.00
	MIXED	255	5.1046	1.47936	.09264	4.9221	5.2870	1.00	7.00
	Total	771	4.5136	1.46589	.05279	4.4100	4.6173	1.00	7.00
Kaufwahrscheinlichkeit des Produktes	DE	258	45.65	32.304	2.011	41.69	49.61	0	100
	ENG	258	47.08	30.918	1.925	43.29	50.87	0	100
	MIXED	255	50.37	31.476	1.971	46.49	54.25	0	100
	Total	771	47.69	31.592	1.138	45.46	49.92	0	100

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KNORR_PBG_PBL	Between Groups	2.986	2	1.493	.697	.498
	Within Groups	1645.589	768	2.143		
	Total	1648.575	770			
KNORR_BRAND_QUALITY	Between Groups	74.715	2	37.357	23.603	.000
	Within Groups	1215.563	768	1.583		
	Total	1290.278	770			
KNORR_BRAND_AFFECT	Between Groups	133.220	2	66.610	33.625	.000
	Within Groups	1521.387	768	1.981		
	Total	1654.607	770			
Kaufwahrscheinlichkeit des Produktes	Between Groups	3001.749	2	1500.875	1.506	.223
	Within Groups	765505.543	768	996.752		
	Total	768507.292	770			

3/ Kuner

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
KUNER_PBG_PBL	DE	258	4.6124	1.78081	.11087	4.3941	4.8307	1.00	7.00
	ENG	258	3.8915	1.48558	.09249	3.7093	4.0736	1.00	7.00
	MIXED	255	4.2771	1.49712	.09375	4.0925	4.4618	1.00	7.00
	Total	771	4.2603	1.61915	.05831	4.1458	4.3747	1.00	7.00
KUNER_BRAND_QUALITY	DE	258	5.5736	1.42728	.08886	5.3987	5.7486	1.00	7.00
	ENG	258	3.9884	2.18182	.13583	3.7209	4.2559	1.00	7.00
	MIXED	255	5.2065	1.31585	.08240	5.0443	5.3688	1.00	7.00
	Total	771	4.9217	1.81689	.06543	4.7933	5.0502	1.00	7.00
KUNER_BRAND_AFFECT	DE	258	5.0129	1.58020	.09838	4.8192	5.2067	1.00	7.00
	ENG	258	3.3101	1.91979	.11952	3.0747	3.5454	1.00	7.00
	MIXED	255	4.4353	1.38801	.08692	4.2641	4.6065	1.00	7.00
	Total	771	4.2521	1.78926	.06444	4.1256	4.3786	1.00	7.00
Kaufwahrscheinlichkeit des Produktes	DE	258	51.00	31.015	1.931	47.20	54.81	0	100
	ENG	258	52.97	31.167	1.940	49.15	56.79	0	100
	MIXED	255	53.96	32.237	2.019	49.99	57.94	0	100
	Total	771	52.64	31.458	1.133	50.42	54.86	0	100

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KUNER_PBG_PBL	Between Groups	67.155	2	33.577	13.214	.000
	Within Groups	1951.507	768	2.541		
	Total	2018.662	770			
KUNER_BRAND_QUALITY	Between Groups	355.090	2	177.545	62.355	.000
	Within Groups	2186.744	768	2.847		
	Total	2541.834	770			
KUNER_BRAND_AFFECT	Between Groups	386.851	2	193.426	71.478	.000
	Within Groups	2078.278	768	2.706		
	Total	2465.129	770			
Kaufwahrscheinlichkeit des Produktes	Between Groups	1164.067	2	582.034	.588	.556
	Within Groups	760817.414	768	990.648		
	Total	761981.481	770			

MULTIPLE COMPARISONS GAMES HOWELL TEST RESULTS – SPSS OUTPUT

1/ Hellmann's

Multiple Comparisons							
Games-Howell							
Dependent Variable	(I) LANGUAGE	(J) LANGUAGE	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
HELLMANNNS_PBG_PBL	DE	ENG	-.89535*	.14519	.000	-1.2366	-.5541
		MIXED	-.74219*	.14023	.000	-1.0718	-.4126
	ENG	DE	.89535*	.14519	.000	.5541	1.2366
		MIXED	.15315	.14056	.521	-.1772	.4835
	MIXED	DE	.74219*	.14023	.000	.4126	1.0718
		ENG	-.15315	.14056	.521	-.4835	.1772
HELLMANNNS_BRAND_QUALITY	DE	ENG	-1.94832*	.12966	.000	-2.2531	-1.6436
		MIXED	-.85875*	.12404	.000	-1.1503	-.5672
	ENG	DE	1.94832*	.12966	.000	1.6436	2.2531
		MIXED	1.08957*	.12862	.000	.7872	1.3919
	MIXED	DE	.85875*	.12404	.000	.5672	1.1503
		ENG	-1.08957*	.12862	.000	-1.3919	-.7872
HELLMANNNS_BRAND_AFFECT	DE	ENG	-1.67442*	.14694	.000	-2.0199	-1.3290
		MIXED	-.55828*	.12917	.000	-.8619	-.2546
	ENG	DE	1.67442*	.14694	.000	1.3290	2.0199
		MIXED	1.11614*	.15162	.000	.7597	1.4726
	MIXED	DE	.55828*	.12917	.000	.2546	.8619
		ENG	-1.11614*	.15162	.000	-1.4726	-.7597
Kaufwahrscheinlichkeit des Produktes	DE	ENG	-1.609	2.762	.830	-8.10	4.88
		MIXED	-1.083	2.758	.918	-7.57	5.40
	ENG	DE	1.609	2.762	.830	-4.88	8.10
		MIXED	.525	2.774	.980	-5.99	7.05
	MIXED	DE	1.083	2.758	.918	-5.40	7.57
		ENG	-.525	2.774	.980	-7.05	5.99

*. The mean difference is significant at the 0.05 level.

2/ Knorr

Multiple Comparisons

Games-Howell

Dependent Variable	(I) LANGUAGE	(J) LANGUAGE	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
KNORR_PBG_PBL	DE	ENG	-.04393	.12747	.937	-.3436	.2557
		MIXED	-.14861	.12892	.482	-.4517	.1544
	ENG	DE	.04393	.12747	.937	-.2557	.3436
		MIXED	-.10468	.13104	.704	-.4127	.2033
	MIXED	DE	.14861	.12892	.482	-.1544	.4517
		ENG	.10468	.13104	.704	-.2033	.4127
KNORR_BRAND_QUALITY	DE	ENG	-.08269	.11247	.743	-.3470	.1817
		MIXED	-.69909*	.11115	.000	-.9603	-.4378
	ENG	DE	.08269	.11247	.743	-.1817	.3470
		MIXED	-.61640*	.10923	.000	-.8732	-.3596
	MIXED	DE	.69909*	.11115	.000	.4378	.9603
		ENG	.61640*	.10923	.000	.3596	.8732
KNORR_BRAND_AFFECT	DE	ENG	.03488	.12067	.955	-.2488	.3185
		MIXED	-.86556*	.12416	.000	-1.1574	-.5737
	ENG	DE	-.03488	.12067	.955	-.3185	.2488
		MIXED	-.90044*	.12771	.000	-1.2006	-.6003
	MIXED	DE	.86556*	.12416	.000	.5737	1.1574
		ENG	.90044*	.12771	.000	.6003	1.2006
Kaufwahrscheinlichkeit des Produktes	DE	ENG	-1.434	2.784	.864	-7.98	5.11
		MIXED	-4.721	2.816	.215	-11.34	1.90
	ENG	DE	1.434	2.784	.864	-5.11	7.98
		MIXED	-3.287	2.755	.458	-9.76	3.19
	MIXED	DE	4.721	2.816	.215	-1.90	11.34
		ENG	3.287	2.755	.458	-3.19	9.76

*. The mean difference is significant at the 0.05 level.

3/ Kuner

Multiple Comparisons

Games-Howell

Dependent Variable	(I) LANGUAGE	(J) LANGUAGE	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
KUNER_PBG_PBL	DE	ENG	.72093*	.14438	.000	.3815	1.0603
		MIXED	.33528	.14519	.055	-.0060	.6766
	ENG	DE	-.72093*	.14438	.000	-1.0603	-.3815
		MIXED	-.38565*	.13170	.010	-.6952	-.0761
	MIXED	DE	-.33528	.14519	.055	-.6766	.0060
		ENG	.38565*	.13170	.010	.0761	.6952
KUNER_BRAND_QUALITY	DE	ENG	1.58527*	.16232	.000	1.2036	1.9670
		MIXED	.36711*	.12119	.007	.0822	.6520
	ENG	DE	-1.58527*	.16232	.000	-1.9670	-1.2036
		MIXED	-1.21816*	.15887	.000	-1.5918	-.8445
	MIXED	DE	-.36711*	.12119	.007	-.6520	-.0822
		ENG	1.21816*	.15887	.000	.8445	1.5918
KUNER_BRAND_AFFECT	DE	ENG	1.70284*	.15480	.000	1.3389	2.0667
		MIXED	.57763*	.13128	.000	.2690	.8862
	ENG	DE	-1.70284*	.15480	.000	-2.0667	-1.3389
		MIXED	-1.12522*	.14778	.000	-1.4727	-.7777
	MIXED	DE	-.57763*	.13128	.000	-.8862	-.2690
		ENG	1.12522*	.14778	.000	.7777	1.4727
Kaufwahrscheinlichkeit des Produktes	DE	ENG	-1.969	2.737	.752	-8.40	4.47
		MIXED	-2.957	2.794	.540	-9.52	3.61
	ENG	DE	1.969	2.737	.752	-4.47	8.40
		MIXED	-.988	2.800	.934	-7.57	5.59
	MIXED	DE	2.957	2.794	.540	-3.61	9.52
		ENG	.988	2.800	.934	-5.59	7.57

*. The mean difference is significant at the 0.05 level.