Rehabilitating the status of country images: An empirical case

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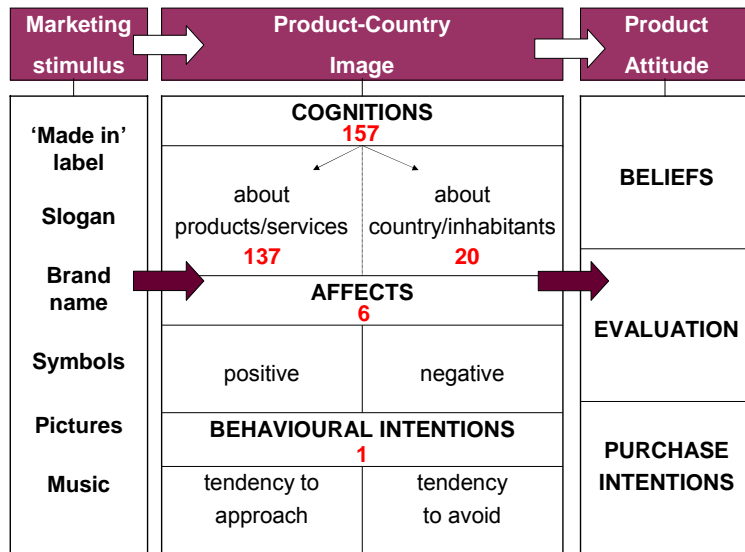***Hasselt University, Faculty of Applied Economics (Belgium)**
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1. Literature review and problem statement

Marketing stimulus	Product-Country Image		Product Attitude
'Made in' label	**COGNITIONS** **157**		**BELIEFS**
Slogan	about products/services **137**	about country/inhabitants **20**	
Brand name	**AFFECTS** **6**		**EVALUATION**
Symbols	positive	negative	
Pictures	**BEHAVIOURAL INTENTIONS** **1**		**PURCHASE INTENTIONS**
Music	tendency to approach	tendency to avoid	

Numbers in red represent amount of studies where concept in question has been empirically assessed.

2. Research questions

1. How are cognitions, affects and behavioural intentions towards **a country and its people** related to each other?

2. Do cognitions related to **a country and its people** influence the formation of an individual's attitude towards a product from that country?

3. Do affects related to **a country and its people** influence the formation of an individual's attitude towards a product from that country?

4. Do behavioural intentions related to **a country and its people** influence the formation of an individual's attitude towards a product from that country?

3. Methodology*

Respondents: 616 Belgian students

Product: Beer

Country-of-origin (Coo): Spain

Self-administered questionnaire (53 items)
→ Part 1: scale measuring image about Spain (43 items)**
→ Part 2: scale measuring image about Spanish beer (10 items)

* The data-set analyzed in this paper is part of a broader study (1225 respondents) with the same questionnaire-format being applied also to Denmark (as a second coo) and DVD-players (as a second product category).

** Respondents were questioned about 9 country-related features: cultural identity, political climate, language, history, landscape, climate, economy, religion and people.

4. Results
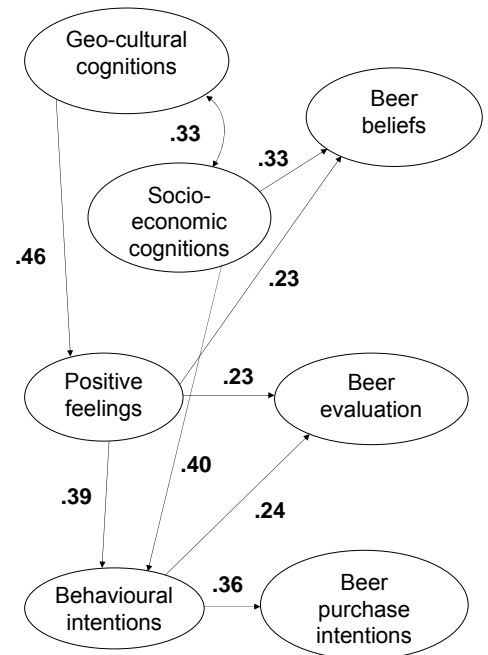
* Negative feelings were not found in the data.

** Only significant paths have been pictured.

*** Significance at α = .05

5. Conclusions

1. Country image: hierarchically structured

cognitions
↓
positive feelings
↓
behavioural intentions

2. Coo-effects are statistically significant

3. Coo-effects are supported by composite mechanisms

4. Country-specific behavioural intentions have largest impact