Rehabilitating the status of country images: An empirical case

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1. Literature review and problem statement

- Marketing stimulus
- Product-Country Image
- Product Attitude
- 'Made in' label
- Slogan
- Brand name
- Symbols
- Pictures
- Music

COGNITIONS
- about products/services
- about country/inhabitants

AFFECTS
- positive
- negative

BEHAVIOURAL INTENTIONS
- tendency to approach
- tendency to avoid

BELIEFS

EVALUATION

PURCHASE INTENTIONS

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

- Beer beliefs
- Socio-economic cognitions
- Positive feelings
- Beer evaluation
- Behavioural intentions
- Beer purchase intentions

* Negative feelings were not found in the data.
** Only significant paths have been pictured.
*** Significance at $\alpha = .05$

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