



**Consumer options and country bias:
2 cases in different ethnocentrism contexts**

Ana Paula Gomes Hungara

201107189@fep.up.pt

**Dissertation Proposal
Masters in International Business**

Supervisor:

Raquel Meneses

15th September 2017

Nota biográfica

Ana Paula Gomes Hungara nasceu em Vila Nova de Gaia a 2 de Março de 1993. Em Setembro de 2011 iniciou o seu percurso académico na Licenciatura em Línguas e Relações Internacionais na Faculdade de Letras da Universidade do Porto. De Setembro de 2012 a Fevereiro de 2013 frequentou um período de estudos, ao abrigo do programa Erasmus, na *University of Liverpool*, no Reino Unido.

Concluiu a licenciatura em Junho de 2014 e, em Setembro desse mesmo ano, ingressou no Mestrado em Economia e Gestão Internacional da Faculdade de Economia da Universidade do Porto. Entre Setembro de 2015 e Setembro de 2017 trabalhou na empresa austríaca de organização de transportes internacionais LKW WALTER, em Kufstein, Áustria. Aí desempenhou funções como gestora de transportes para os mercados de exportação da Alemanha e França.

Atualmente dedica-se apenas à conclusão do Mestrado.

Agradecimentos

“Working hard is important, but there's something that matters even more. Believing in yourself. “

Harry Potter

Em primeiro lugar gostaria de agradecer aos meus pais e irmão, que estiveram comigo durante toda a minha formação académica até este ponto e que me apoiaram incondicionalmente durante este longo caminho.

O meu segundo agradecimento vai para a minha orientadora, a Prof^ª Dr^ª Raquel Meneses, que me apoiou sempre na execução deste trabalho, mostrando-se sempre disponível a ajudar. Agradeço-lhe toda a disponibilidade e compreensão, que foram muito importantes nesta fase da minha vida.

Agradeço à minha querida colega de Mestrado Diana Marisa Fernandes, pela amizade e pelo apoio incondicional. As tardes de estudo, as longas conversas ao telefone sobre trabalhos académicos e os apontamentos certamente foram importantes. Porém, o sentido de entajuda e de companheirismo que aprendi com ela foram, sem dúvida, ainda mais fundamentais.

Às minhas portuguesas de Kufstein, Sofia Pedro, Inês Lima e Milene Batista, um *Danke* muito grande pela ajuda com os questionários, quer com a tradução, quer com o apoio na execução prática das minhas ideias. À Inês Lima, o meu muito obrigada pela paciência que teve para comigo nestes últimos dias.

Finalmente, deixo um *Grazie* à minha portuguesa Raquel Baptista, que agora se converteu ao “italianismo”, não só pelo apoio e pela entajuda durante a licenciatura, mas por conseguir aturar o meu *stress* intenso dos últimos dias antes da entrega da tese.

A todos, o meu muito obrigada pela confiança.

Resumo

O principal objetivo deste trabalho consiste em estudar as influências do etnocentrismo, da animosidade e do enviesamento do consumo a favor dos produtos domésticos nas opções dos consumidores. Até agora, os estudos existentes focaram-se num país específico (Feurer, Baumbach & Woodside, 2016) e ainda não é clara a conexão existente entre etnocentrismo no consumo, animosidade e o desenvolvimento de juízos de valor negativos quanto aos produtos, que geram um enviesamento no consumo.

Este estudo espera contribuir para preencher estas lacunas na investigação do comportamento do consumidor. Uma vez que a principal limitação de estudos anteriores foi precisamente a análise destes efeitos num único país, de acordo com Balabanis and Diamantopoulos (2004), será efetuada uma experiência em dois países diferentes, comparando-os com dois países estrangeiros em cada caso, para provar a consistência ou inconsistência dos resultados entre países. Os dois países escolhidos para a experiência também serão analisados para estes efeitos face ao seu maior parceiro comercial, de maneira a distinguir a existência de outras animosidades; e serão também testados e comparados um com o outro, de modo a perceber se há diferenças.

A metodologia utilizada foi experimental e quantitativa. Consumidores acima dos 18 anos de idade foram selecionados aleatoriamente para participar nos estudos, em diferentes eventos em Portugal e na Áustria. A experiência consistiu na prova de dois produtos, seguida do preenchimento de um questionário.

A aplicação desta metodologia deverá influenciar, através do etnocentrismo ou da animosidade, os juízos de valor levados a cabo pelos consumidores, explicando assim um enviesamento no consumo a favor dos produtos nacionais.

Os resultados confirmaram a influência do etnocentrismo no consumo nos juízos de valor para certas categorias de produtos. A influência da animosidade, por outro lado, não gerou resultados significativos.

Palavras-chave: Enviesamento no consumo; Escolhas dos consumidores; Etnocentrismo no consumo ; Animosidade no consumo

Abstract

The main objective of this work is to study the influences of consumer ethnocentrism, consumer animosity and of the domestic country bias in consumer options. Until now, studies focused on a specific country (Feurer, Baumbach & Woodside, 2016) and it is not yet clear the connection between consumer ethnocentrism, consumer animosity and the subsequent development of negative product judgments, leading to a bias in consumption. This study will hopefully contribute to fill in these gaps in the analysis of consumer behaviour. Since the use of a single country as a test was one of the main limitations of former studies, according to Balabanis and Diamantopoulos (2004), an experiment will be performed in two different countries, comparing them to two foreign countries in each case, to prove consistency or inconsistency of the results across countries. The two countries chosen for the experiment will also be tested in relation to their greatest economic partner, to look for the existence of other animosities; and tested and compared against one another, to check for differences.

The methodology used is experimental and quantitative. Consumers over 18 years of age were randomly selected to participate in the study, in different events, in Portugal and Austria. The experience consisted of the tasting of two different products, followed by the completion of a questionnaire.

The application of this methodology was expected to influence, through the existence of a certain degree of consumer ethnocentrism or animosity, product judgments made by consumers, thus explaining domestic country bias.

The findings confirmed the influence of consumer ethnocentrism on product judgments for certain categories of products. The influence of animosity did not find significant results.

Key Words: Domestic Country Bias; Consumer Options; Consumer Ethnocentrism; Consumer Animosity

Contents

Nota biográfica.....	2
Agradecimentos.....	3
Resumo.....	4
Abstract	5
1. Introduction.....	9
2. Literature review	12
2.1. Brand association and country of origin effect.....	12
2.2. Ethnocentrism vs worldmindedness.....	15
2.2.1. Relationship of consumer ethnocentrism with international trade	17
2.4. Domestic country bias.....	21
2.5. Conclusions	22
3. Methodology	25
3.1. The Context.....	25
3.2. Data collection	26
3.2.2. Questionnaire.....	27
3.2.3. Sample	30
3.3. Reliability tests.....	33
3.4. Data analysis.....	35
4. Results discussion	37
4.1. Product judgment differences	37
4.2. Consumer ethnocentrism.....	58
4.3. Consumer animosity	60
4.4. Country image.....	61
5. Conclusion.....	63
Bibliography.....	65
Other references	67
Annex I – Similar studies	69
Annex II - Questionnaires	76
Questionnaire 1 – Control Group.....	76
Questionnaire 2 – Austria Portugal	80
Questionnaire 3 – Austria –Germany.....	87
Questionnaire 4 – Portugal-Spain	90

Boxplot 1-water AG AT and AP AT	38
Boxplot 2-Transparency Water AG AT and AP AT	39
Boxplot 3 – Paired sample T-Tests flav_wat AT	40
Boxplot 4 – Smell water AT	41
Boxplot 5 – Water PT.....	42
Boxplot 6 – Transparency Water PT	43
Boxplot 7 – Flavour water PT	44
Boxplot 8 – Smell water PT	45
Boxplot 9 – Jam AT	46
Boxplot 10- Sour jam AT	47
Boxplot 11 – Sweet jam AT	48
Boxplot 12 – Texture jams AT	49
Boxplot 13 –Colour jam AT.....	50
Boxplot 14 – Jam PT	52
Boxplot 15 – Sour jam PT	53
Boxplot 16 – Sweet jam PT	54
Boxplot 17 – texture jam PT	55
Boxplot 18 – Colour jam PT	56
Image 1- Model for Analysis.....	34
Table 1- Differences between Consumer Ethnocentrism and Consumer Animosity	20
Table 2-Product perceptions.....	28
Table 3-Country image.....	29
Table 4-CETSCALE	30
Table 5 - Gender of the participants in Austria.....	31
Table 6-School years of the participants in Austria.....	31
Table 7-Gender of the participants in Portugal	32
Table 8-School years of the participants in Portugal	32
Table 9-Construct Reliability and Validity	33
Table 10-Terminology used in the Paired Sample T-Tests.....	37
Table 11-Paired Sample T-Tests Water AT	38
Table 12-Paired sample T-Tests transwat AT.....	39

Table 13 - Paired sample T-Tests flav_wat AT	40
Table 14 – Paired sample T-Tests sme_wat AT.....	41
Table 15-Paired sample T-Tests water PT	42
Table 16 – Paired sample T-Test transwat PT	43
Table 17 - Paired sample T-Tests flav_wat PT	44
Table 18 -Paired sample T-Tests sme_wat PT.....	45
Table 19- Paired sample T-Test jam AT.....	46
Table 20-Paired sample T-Test sour jam AT.....	47
Table 21 – Paired sample T-Tests sweet_jam AT	48
Table 22 – Paired sample T-Tests text_jam AT.....	50
Table 23 – Paired sample T-Tests col_jam AT.....	51
Table 24 – Paired sample T-Tests jam PT.....	52
Table 25 – Paired sample T-Test sour_jam PT	53
Table 26 – Paired sample T-Tests sweet_jam PT.....	54
Table 27-Paired Sample T-Tests text: _jam PT	55
Table 28- paired sample T-TEST col_jam pt.....	56
Table 29 – Product differences	57
Table 30-SMART PLS Bootstrapping results for AP PA.....	58
Table 31 – Bootstrapping SMART PLS Results AG PE.....	59

1. Introduction

Consumers' preferences determine the success or failure of products in international markets. These preferences are associated with certain characteristics, one of which is the country of origin of a product. Indeed, the quality of a product is generally associated with a country (Koschate-Fischer, Diamantopoulos & Oldenkotte, 2012). This leverages the need to exchange different products between countries and, with that, comes international trade and the creation of internationally renowned images of products through international marketing.

Consumers nowadays are expected to buy regardless of the nationality of a product, but regarding instead the quality of it and the satisfaction of their needs. They are likely to display interest and to try products and brands from other countries. This kind of behaviour known as worldmindedness places the consumer as a global citizen (Nijssen & Douglas, 2011).

Most countries nowadays are in ideal conditions for the development of worldmindedness since, due to agreements allowing the free circulation of goods, consumers are exposed to a wide range of imported products at similar prices. As a result, inhabitants are able to choose with little concern about the price and more concern about the quality *per se*.

At the same time, many countries have their own campaigns to protect and promote their industries, especially when it comes to food. The labels "made in" are displayed in several products and consumers are driven to buy locally by advertisement in supermarkets in different ways.

Surely worries about the impact of the import of goods on the environment, the development of local economies and the support of the national industry may be brought to argument. Another explanation could be the so-called "domestic country bias" (Balabanis & Diamantopoulos, 2004) that takes place in international trade, in which the consumers prefer local over imported products, even in the absence of a better price or quality.

In the last years, as a consequence of the financial crisis, many anti-immigration, anti-EU political parties, designated as the populist right wing, are on the rise and experiencing an

increasing popularity in some European countries (Aisch & Rousseau, 2016). These political parties defend their local industries and promote the employment of locals through negative attitudes towards products coming from abroad. Indeed, these negative attitudes can be generated by specific events and negatively influence purchase behaviour. For example, following the Intifada in Israel, a demonstration of violence taken into action by Israeli Arabs and Palestinians, the purchase behaviour of Jewish Israeli consumers was changed and, with it, their cognitions, meaning that the quality perceptions of products were pushed downwards and that they avoided buying products from Arab Israelis (Shoham, Dawidov, Klein, & Ruvio, 2006).

In this work, the effects of this home bias and the judgment of foreign versus domestic products will be tested in two European countries, Austria and Portugal. In Austria the right wing party has increased its presence since 2008, from 18 percent of the votes that year to 35 percent during the 2016 parliamentary elections (Aisch & Rousseau, 2016). The campaign of Norbert Hofer, the FPÖ candidate¹ is marked by the wish to reduce benefits for immigrants in the country, while favouring employment to Austrians. In Portugal, right-wing parties are not representative and, by contrast, PNR² obtained 0,5 percent of the votes during the elections of 2015 (*RTP Notícias*, 2015)

This thesis will explore the existence of a domestic country bias in a country where the population seems to be more ethnocentric, judging by the results of its right wing party and by the study on consumer animosity in Austria by Riefler & Diamantopoulos (2007); and the outcomes for the same analysis in a country where nationalistic parties do not enjoy the same projection among the population. Studying consumer options and the development of a country bias in two different contexts is important to answer the question: what effect has the foreign or national origin of a product in consumers' perceptions of these products?

Given the importance of international trade and its international marketing strategies in the development of the global marketplace, understanding the phenomena of consumer ethnocentrism and the role of the domestic country bias in different countries is

¹ Freiheitlichen Partei Österreichs, designation of the most representative right-wing party in Austria.

² Partido Nacional Renovador, designation of the right-wing party in Portugal

fundamental. This investigation is the chance to learn more about the behaviour of the typical ethnocentric consumer and to forge global marketing strategies according to it.

In this thesis, a conceptualisation of the terms related to the domestic country bias and its main influencing factors based on previous literature on the subject will be made, followed by the empirical verification of data for the two countries considered in the study. Conclusions about the ethnocentric behaviour, as well as animosity feelings of consumers, in the enhancement of a country bias, will be drawn from the results obtained.

2. Literature review

In this chapter, the most important concepts affecting consumer options in terms of national vs foreign products will be studied. This analysis will start by exploring countries as brand associations and their impact in consumers' minds through country images and product judgments. Subsequently, two different attitudes towards different countries of origin, namely worldmindedness and ethnocentrism, will be compared.

The relationship of ethnocentrism with international trade, economic competitiveness and cultural similarity will be analysed, so as to better understand its development. Then there will be a focus on the development of a domestic country bias in favour of the purchase of domestic products.

Since country animosities have historically originated biases in the consumption of foreign products (Riefler & Diamantopoulos, 2007), consumer animosity will also be included in this study.

2.1. Brand association and country of origin effect

Brand knowledge corresponds to the personal meanings associated to a brand in the mind of a consumer. It contains a series of associations made by consumers. These associations can be seen as product-related and, in this case, they are associated with the product itself; or they can be non-product related, and thus associated with other characteristics, such as price, appearance and usage. They can also be related to the feelings towards a brand (Camiciottoli, Ranfagni & Guercini, 2014)

Brand associations lead to brand equity and, as so, they are expected to be strong and positive. In order for this to work, an alignment of brand identity, as perceived by the company, and brand image, as perceived by the customer, has to be made (Camiciottoli et al., 2014). Brand equity can be very important in mediating consumer behaviour and, especially, in the case of cultural identity and consumer ethnocentrism. If a brand is more prestigious and has a higher brand equity, consumers will be more willing to buy it (He & Wang, 2015).

Many brands use cultural identity, which is defined as the ability of a group of people to identify with elements that distinguish them from other cultures, as a way to appeal to consumers (He & Wang, 2015). Indeed, consumers express their national heritage and shared ways of life through the purchase of these products, which will make them more attractive to the consumer.

This phenomenon is particularly true in the case of countries with a low brand equity and perceived product quality when compared to global brands. It is also more applicable in collectivistic societies than in individualistic ones (He & Wang, 2015).

In line with cultural identity, the country of origin of a product can be used by a brand to create positive associations through stereotypes. Stereotypes are standards used to evaluate products from foreign countries and they affect other product-related cues. The sole presence of Country of Origin (or COO) information unconsciously activates stereotypes, thus influencing product judgments, either positive or negative (Urbonavicius, et al., 2010). For example, a Japanese company can use the general knowledge of its country as major producers of technological equipment to give the consumers an image of trust.

Many marketing strategies are also based on geographic locations, through the use of the denomination of origin. The use of the unique characteristics of a region can, indeed, enhance the image of a country (Silva & Saraiva, 2016). When evaluating products with a denomination of origin, consumers' trust will increase, as the geographic indication will be an indicator of the high quality of products (Seitz & Roosen, 2015). Overall, the associations made with a certain country of origin will generate the country of origin effect (Camiciottoli et al., 2014).

Country of origin effect (or COO effect) refers to the effect on consumer's evaluation of a product as a result of its country of origin (Koschate-Fischer, et al., 2012). The country of origin, for the effects of the analysis, can be either the country of manufacture, the country of assembly or the "made in" label of a product (Licsandru, et al., 2013).

COO effect is influenced by three main aspects: cognitive, normative and affective (Marchi, et al., 2014). Fischer and Zeugner-Roth (2017) define these three aspects that influence product judgment and purchase intentions in their study. The cognitive aspect is connected to country image and to its political, cultural and socio-economic attributes (Licsandru, et al., 2013). The normative aspect, referred to as conative by Licsandru, et al. (2013), is related to consumer ethnocentrism and to the feeling that it might be immoral to buy products from other countries. Finally, the affective aspect refers to the feelings towards other countries and the attachment to one's own country. They can be of patriotic, ethnocentric or racist nature (Licsandru, et al., 2013). These aspects can influence each other (M.Fischer & Zeugner-Roth, 2017).

As seen above, consumer choices depend ultimately on the image of a given country and the positive associations to it, which will be connected to the equity theory. According to Sousa, Nobre & Farhangmehr (xxxx), the image of a country is so important as to influence purchase decision making processes. A country with a bad reputation will see its products rejected in the market (Silva & Saraiva, 2016).

According to Licsandru, et al. (2013), there is a relation between brand equity and the country of production. If the country of production is not favourable, brands choose to create associations to other countries with a stronger reputation through means of advertising and brand spelling in a popular language. This phenomenon is also studied by Aichner, Forza & Trentin (2017), who believe that brands take advantage of the positive associations people make with a certain country for a certain product usually by giving the product a foreign name. In this process, stereotypes about the invented origin of a product will be generated unconsciously in a consumer's mind, increasing their willingness to buy and to pay for a foreign product. As an example, described by Aichner et.al., the German tea brand Milford uses a British sounding name to trigger positive stereotypes related to British tea (Aichner, et al., 2017).

Another thing to notice this brand is that, for the Austrian market, they use the name Milford and the whole package is written in English, but the label "Austrian brand since 1972" was added². This will be of a double advantage for the company, since they will benefit from both the positive image Austrians have from British Tea; and from the positive effect of the domestic country bias in favour of Austrian products in consumers' minds (Aichner, et al., 2017). The role of stereotypes will be important, as they work like shortcuts of information about the countries (Sousa, et al., xxxx).

The country of production will impact more some societies than others. According to Eng, T.Y., Ozdemir S. & Michelson, G. (2016), it will impact more the collectivistic societies than the individualistic ones from Hofstede. Another moderating effect of COO against a certain country is brand loyalty, which can help overcome the negative aspects related to a certain country of production (Eng, et al., 2016).

² Since 1972, this company has been present in Austria, with its offices in Hall in Tirol, according to the company website: <http://www.milford.at/>

Due to globalisation, every individual has got at least a notion about certain foreign countries (Sousa, et al., xxxx). Moreover, the increasing complexity of the markets makes country of origin a distinguishable characteristic for evaluation (Silva & Saraiva, 2016). Even when some authors do not recognise that the effects of country image are significant in the willingness to buy products, they all agree that it affects the competitive business advantage by determining premium prices (Licsandru, et al., 2013).

In the absence of other elements, such as a known brand, a consumer will turn to the country of origin and, specifically to the image of that country, as an element for analysis. This can be used as a substitute of brand familiarity, when no brand is known or recognised (Koschate-Fischer, et al., 2012). This view is also supported by Bursi, et al.(2012), who state that this is a characteristic evaluated by consumers in the lack of or imperfect knowledge about a product and when other tangible aspects, such as taste, style, performance and quality are unavailable. Moreover, recent studies point to the fact that the ability of a country to manufacture a certain product also affects consumer's willingness to buy, in what is known by Product-Country Congruity (Marchi, et al., 2014). If a country's image is negatively influenced by a specific event, product judgment by consumers will be negative. Accordingly, situational animosity, i.e., the temporary hostility against products from another country that becomes evident as a result of a given situation, can indeed denigrate the image of a country. Indeed, the fact that the political, economic and cultural situation of a country can influence its image as a producer of goods and services is also reported by Marchi, et al.(2014).

It can also happen that, while not denigrating the image of a country, the use of buy local campaigns enhances the qualities of local products, leading consumers to create higher expectations about the products from their own country while regarding the products from the other countries as not having the same quality, according to De Nisco, Mainolfi, Marino & Napolitano (2015). Indeed, the image of a country can be biased through consumer ethnocentrism (Bursi, et al., 2012).

2.2. Ethnocentrism vs worldmindedness

Understanding the concepts of nationalism and worldmindedness is the key to understand how they affect purchasing and consumption decisions of consumers. On the one hand, countries are experiencing an increasing exposure and openness to other countries

(Nijssen & Douglas, 2011). As a result of international trade, the same product reaches different markets in different points of the globe (Rawwas, Rajendran & Wuehrer., 1996). This environment creates a new kind of consumer, the worldminded consumer (Rawwas, et al., 1996). More recently, the worldminded consumer has been referred to as the cosmopolitan consumer by Zeugner-Roth, et al. (2015). The worldminded or cosmopolitan consumer is the one that does not take into account the origin of a product he acquires. Actually, this type of consumer is willing and curious to try products from other cultures (Nijssen & Douglas, 2011).

On the other hand, the labels “made in” and the recent nationalistic tendencies in Europe are putting into evidence the existence of the ethnocentric consumer, a consumer that uses the element ethnocentrism in their analysis of products.

According to Feurer, et al., (2016, p.352), consumer ethnocentrism can be seen as “[...] a form of protectionism at the consumer level”. This protectionism will threaten the entry of international firms in foreign markets (Feurer, et al., 2016). Therefore, trade will be affected, generating a bias.

Fernández-Ferrín, Bande-Villela, Klein & del-Rio Araújo (2015) view ethnocentrism as a construct related to the social identity theory, according to which individuals create in-groups that distinguish themselves from out-groups. While these two groups use their in-group as a source of their identity, rivalries between groups can be created. In what concerns their behaviour as consumers, those who display ethnocentrism tend to distinguish between group products and out-group products (Fernández-Ferrín, et al., 2015). That happens because of the realistic group conflict theory, which states that relationships between different groups are based on objectives and interests. When these interests and objectives are very different, they tend to generate conflict (Fernández-Ferrín, et al., 2015). These authors also base consumer behaviour of ethnocentric consumers on the theory of planned behaviour, according to which the social environment is determinant for the buying behaviour of the individual. It states that an individual's behaviour is determined by social influences, such as those from their friends or family, for example (Fernández-Ferrín, et al., 2015).

That said, it is already apparent that ethnocentric consumers prefer the products from their own group, that is, domestic products, not exactly for the observable characteristics of a product *per se* but because of moral and patriotic considerations. According to Fernández-

Ferrín, et al. (2015), consumers may use two types of product judgments: they can support national products of their home country to support their country's economy (rational judgment); or they can see it as their obligation (moral judgment). By doing so, they also believe that the products of their own country have better quality (De Nisco, et al., 2015). Also according to the social identity theory, consumers are led to the purchase of domestic products as a mean to accept themselves and to be accepted by the group they belong to (Feurer, et al., 2016).

Concerning the age and gender of consumers, usually consumer ethnocentrism was linked to age, with older consumers, less educated, presenting higher levels of consumer ethnocentrism. However, according to Feurer, et al. (2016), consumer ethnocentrism is also present at younger ages, for example within students that cannot find a job after their degree. In this author's studies (Feurer, et al., 2016) the gender of ethnocentric consumers was also different from that of the results from other authors, who present women as being generally more ethnocentric than men. Notwithstanding, the majority of ethnocentric consumers identified were old women, with a low education level and a low income.

2.2.1. Relationship of consumer ethnocentrism with international trade

The preferences of ethnocentric consumers for domestic products can be seen as barriers to international market entry. Ethnocentrism is essentially related to the protection of the local economy and, therefore, to forms of protectionism to ensure it. The study of Feurer, et al. (2016) shows that, while many governments adopt protectionist measures, ethnocentric consumers can also take it upon themselves to implement protectionism. These differences relate to the theory of locus-of-control, in the sense that, while some consumers, with an internal locus-of-control feel they are in charge of a given situation, others, with external locus-of-control, believe they are powerless and that the power to change is in the hands of others (Feurer, et al., 2016).

The acceptance of foreign products in a certain country will be influenced by the degree of consumer ethnocentrism and cosmopolitanism present in that same country. The preference for domestic or foreign products is also dependent on how competitive and culturally similar countries and their products are.

2.3. Consumer animosity

The domestic country bias can also be motivated by disagreements between the home country and the foreign country, for which the name is consumer animosity.

Consumer animosity refers to the effect of tensions between different countries on the buying behaviour of a consumer. These tensions can be of various types, including stable, situational, national, and personal (Riefler & Diamantopoulos, 2007).

According to Shoham et al. (2006) animosity originates from three main sources: dogmatism, nationalism, and internationalism.

Dogmatism has to do with the degree of openness of people's beliefs. Usually dogmatic people are more conservative and, therefore, they tend not to be tolerant with other ethnic groups (Shoham, et al., 2006).

Nationalism is the belief on the superiority and dominance of a certain nation. Nationalists tend to regard other groups negatively and to build stereotypes about them. Nationalists, due to their belief in their dominance, also believe in isolationism and protectionism when it comes to trade (Shoham, et al., 2006).

According to Urbonavicius, Dikcius, Gineikiené et al. (2010), only a few studies focused on animosity antecedents and they were limited, until now, to dogmatism, nationalism and internationalism. More recently, personal characteristics were introduced as a modifying factor. However, this does not cover the whole scope of possible antecedents of animosity, meaning that studies are still necessary in this area.

It should also be noted that, unlike what happens with consumer ethnocentrism, where a scale can be generalised to many countries, COO is highly dependent on specific contexts, developing over time and used in different ways by different people, which makes the generalisation of animosity studies more difficult. (Urbonavicius, et al., 2010)

In terms of duration, stable animosities refer to historical perspectives of nations and they might stem from particular events in history, such as a military conflict. Situational animosity, on the other hand, relates to specific situations (Riefler & Diamantopoulos, 2007).

In micro- and macro-levels, animosities can be of a national or of a personal nature. Even though national animosity has to do with the perceived harm against a nation and personal animosity with the personal experiences of an individual, the two of them might be

correlated, since tensions among countries can influence the relationship with individuals from other countries (Riefler & Diamantopoulos, 2007).

Most animosities stem either from economic or war-based reasons. However, as stated by Riefler and Diamantopoulos (2007), these reasons are not exclusive and animosities related with, for example, religion or mentality may also exist.

Also, mentality-related reasons might be true for culturally close countries. For example, in their studies they explored the reasons for animosities in Austria against Germany to find out that, even though these two countries are culturally close, Austrians tend to regard negatively the mentality of German people (Riefler & Diamantopoulos, 2007). Also according to Urbonavicius, et al. (2010), animosity can have different sources, that can go from a rivalry between countries (USA and Canada, eg.), to military, economic or diplomatic disputes. Usually, animosity studies focused on war situations, but more recently, they were also focused on less extreme contexts, such as Holland and Germany, for example (Urbonavicius, et al., 2010).

Animosity manifests itself with more intensity if a product has many substitutes in a given country. That is because, if many substitutes of a product are available, boycott to a certain product from the disliked country is made easier (Riefler & Diamantopoulos, 2007).

Consumer animosity is usually related with consumer ethnocentrism, since there is also a tendency not to buy foreign products. However, and according to Riefler & Diamantopoulos (2007), they differ when it comes to the willingness to buy a certain product: usually ethnocentric consumers avoid to buy products from foreign countries in general, whereas animosity is directed to a certain country as a target. That means that consumer animosity affects the willingness to buy products from one specific target-country but it might not affect consumers' willingness to buy foreign products from other countries (Riefler & Diamantopoulos, 2007).

Fernández-Ferrín et. al. (2015) state that consumer ethnocentrism has more to do with the beliefs of consumers about whether it is appropriate to buy foreign products in general, whereas country animosity has to do with anger against a particular country. Also according to these authors, the role of consumer ethnocentrism on the willingness to buy is stronger than that of consumer animosity (Fernández-Ferrín, et al., 2015). These

differences can be found summarised in the table below (see: Table 1- Differences between Consumer Ethnocentrism and Consumer Animosity).

Table 1- Differences between Consumer Ethnocentrism and Consumer Animosity

	Consumer Ethnocentrism	Consumer Animosity
Foreign products	Tendency not to buy General tendency	Tendency not to buy. Towards the products of a country
Negative beliefs	Foreign products in general	Anger towards a certain country
Role on Willingness to Buy	Generally stronger	Generally weaker

Source:author

In terms of the relationship of consumers' animosity with their willingness to buy and with their purchase behaviour, Shoham, et al. (2006) refer to the cognitive dissonance theory. According to this theory, people would have a negative attitude towards a country, but positive towards aspects of their culture, like food or clothing. However, this dissonance would be diminished by denigrating products and services from the other country (Shoham, et al., 2006).

This means, in other words, that consumers try to achieve consistency in their thoughts, feelings and actions, the so-called cognitive consistency (Shoham, et al., 2006). There will be a sort of alignment of these three elements, in which, when consumers feel animosity towards a country, they will change their willingness to buy from that country, which will automatically affect their purchase behaviour (Shoham, et al., 2006).

The change in the purchase behaviour will then affect product-quality assessment, since these elements harmonise themselves in the consumer's mind (Shoham, et al., 2006). This effect takes place especially for products like food or services, since they have a strong cultural connection (Shoham, et al., 2006). As a result of this, product judgment will indeed be negatively affected, according to Shoham, et al.(2006).

Animosity assumes a great deal of importance in international business studies, since it implies major changes in political and social environments, which will affect product demand in a certain country negatively (Shoham, et al., 2006).

2.4. Domestic country bias

The domestic country bias can be defined as “[...] a bias against foreign products and in favor of domestic ones [...]” (Balabanis & Diamantopoulos, 2004, p. 80). It affects product perceptions and buying intentions (Balabanis & Diamantopoulos, 2004), being therefore related to the concepts of consumer ethnocentrism and to the willingness to pay for a product.

The domestic country bias can be triggered, according to Fischer & Zeugner-Roth (2017), by the three main aspects of the COO effect in different measures. First of all, it can be originated by consumer ethnocentrism, or the normative aspect, by the idea of the immorality embedded in the purchase of foreign products. Secondly, it can also be originated by the affective aspect, when the product ethnicity of a foreign product is higher than that of the domestic product. This happens due to an identity-protecting behaviour against the foreign product, whose superiority threatens the domestic products. Finally, national identity influences a domestic country bias (M.Fischer & Zeugner-Roth, 2017).

The impact of the bias on product perceptions can be seen in terms of quality. Consumers might ignore quality standards on their evaluation of a product and choose domestic products, even if they are of a lower quality (Morey, 2016). This conclusion is also supported by He & Wang (2015), who state that even when an import brand is considered to have a high equity, consumers may still have negative preferences on import brands, due to their moral obligation and normative response.

In the act of purchasing, this means that consumers will buy domestic products based on their observable quality, even if their unobservable quality would make them choose foreign products (Morey, 2016).

According to Balabanis and Diamantopoulos (2004), domestic country bias varies across countries and across product categories. More specifically, it exists for different products both in general and specific cases, in developed and less-developed countries and for end-users or industrial buyers (De Nisco, et al., 2015).

Morey (2016) uses it as an explanation for the phenomenon of missing trade, that is, the existence of less trade than neoclassical models would initially predict. When a domestic country bias is observed, consumers systematically prefer their home country or regional products to the products originating from abroad, thus influencing the normal trade flows. The main reasons for the occurrence of this bias can be seen from two perspectives: the supply and the demand points of view. On the supply side, this bias is usually associated with trade costs (Morey, 2016). On the demand side, consumer ethnocentrism and consumer animosity play a role in explaining it. Consumer ethnocentrism is, through social identity theory, positively correlated to a bias in favour of domestic products (Feurer, et al., 2016). The relationship of consumer animosity with changes in the purchasing behaviour, and, therefore, to the domestic country bias, will be connected to the cognitive consistency theory.

2.5. Conclusions

By examining the literature associated with domestic country bias and consumer options, some conclusions can already be taken (see Table 12 – Similar studies, Annex I).

First of all, consumer options are influenced by product judgments. These judgments can be influenced by animosity and consumer ethnocentrism. These two elements are important in the explanation of a bias in the consumption of products, the domestic country bias. The connection of animosity and ethnocentrism with consumer options and the domestic country bias has been demonstrated by some authors, even though its influence on the supply side is more frequently referred to than the influences of the demand side. Morey (2016) and Balabanis, G. & Diamantopoulos, A. (2004) are two of the authors that studied this phenomenon from the demand side. Balabanis and Diamantopoulos (2004) establish the connection between consumer ethnocentrism and a domestic country bias, but only in so far as to influence consumer's preferences for domestic products of certain categories. Animosity is not mentioned and an important limitation of the works of these two authors (Morey (2016); Balabanis and Diamantopoulos (2004)) is that they measure one country and the domestic country bias varies both in product category and country. Therefore, Balabanis and Diamantopoulos (2004) recognize the importance of focusing on different countries, as the results might be different. Two main limitations can already be found: the roles of consumer ethnocentrism and animosity in influencing consumer options and, therefore, their

responsibility for the development of a bias in consumption have not been yet paid too much attention; and, according to Balabanis and Diamantopoulos (2004), the use, until now, of a country to obtain results about the development of a country bias limits the application of generalisations to other countries. Also, according to Urbonavicius, et (2010), the relationship between consumer ethnocentrism and animosity remains yet unclear, which lets the field open for future research.

In the end, it is the consumers' decision to choose between a foreign and a domestic product. Their options will be based in different criteria and, for some consumers, this will include not only the quality of the product, but also its country of origin. In the case of the country of origin, a country's image will be determinant on a consumer's willingness to buy. As seen by Kochate-Fischer et al. (2012) if it is a positive one, consumers will be willing to pay more for it. If it is a negative one, this advantage is lost. A negative image of a country can be developed over time with animosity and ethnocentrism, which will be then developed into a domestic country bias. Zeugner-Roth et al. (2015), specifically, enhance the role that country attitudes have in the development of the willingness to pay and on product judgments.

If the influence of ethnocentrism and consumer animosity will have any impact on the quality perception of products, is a question for which there is not, until the moment, a consensual answer. For example, De Nisco et.al. (2015) find that, while economic animosity does not affect the level of country image or product beliefs, it does so with product receptivity, meaning that quality perceptions will remain equal, but that the willingness to buy will change. At the same time, Evanschitzky et al. (2008), consider that product judgments will indeed be affected, not by the occurrence of a particularly negative event but by the level of economic competitiveness of the country of a product, since consumer options are mainly guided by uncertainty avoidance and this element gives a general idea of security. Shoham et al. (2006) use the cognitive dissonance theory in his study, according to which consumers search for harmony in their decisions and, therefore, the anger typical from animosity must be followed by a denigration of products and services. Unlike Shoham et al. (2006), Fernandez et. al (2016) find that consumer ethnocentrism has a bigger influence on product judgment than consumer animosity and that, therefore, general negative feelings about buying foreign products were more influential than anger towards a specific country on product judgments. For Morey

(2016) and Siamagka and Balabanis (2015), ethnocentric consumers will always prefer domestic products, even if the quality is lower and the price is higher. More recently, Eng, et al. (2016) report that the role of product evaluations in a context of consumer ethnocentrism is not yet clear.

Once again, ethnocentrism and animosity are important for the judgment of consumers and, therefore, it might be important to have consumers evaluate the quality of foreign versus national products in contexts where ethnocentrism and animosity are present; as opposed to where it does not seem to play a major role in consumer's decisions. This will allow to assess quality perceptions for two different environments.

3. Methodology

The methodology used was based on previous similar works about the same variables. A quantitative research method with experimental research was used, since this was also the method used in previous studies (see table in Annex 1) and since it was the most adequate one to answer the investigation question. In addition, experimental research will be used.

3.1. The Context

This study was designed to fit two countries: Austria and Portugal. In both of them, the relationships with one another and with their greatest economic partner were studied. In the case of Portugal, the partner will be the neighbouring country Spain, the destination of 25% of Portugal's exports and the main seller to that country, contributing to about 32,9% of the Portuguese imports as of 2015 (*The World Factbook*, 2016). In Austria, the effects were studied also relative to its neighbour Germany. In 2015, Germany contributed as the destination of 29,4% of the exports originating from Austria; and as the major seller to Austria, since almost half of Austrian imports (41,5%) were from Germany for the same year (*The World Factbook*, 2016).

Since there is an intense commercial activity between Portugal and Spain and between Austria and Germany, consumers would be used to the products coming from their partners. However, animosity can also exist in countries that are apparently culturally similar. Portugal and Spain, for instance, share a kind of "sibling rivalry", in which Spain is seen as the "arrogant big brother". This rivalry dates back to the time of Discoveries, during which these two countries fought to forge their empire; and to the Spanish domination of Portugal until 1640, when independence was restored. The question of Olivença, a territory highly disputed between the two countries, also enhanced this rivalry³.

Austria and Germany share many points in history and a common language. However, they also have differences, mostly mentality and culture-related, such as the Austrians' perception of Germans' rigidity and lack of humour and the differences between the German spoken in Austria and the so-called "High German", which is the official version of the language. Historically, the defeat of Nazi Germany during World War II and the

³ As mentioned by Norman Berdichevsky in the article "Six centuries of Iberian rivalry. Portugal in the shadow of Spain". See: <http://portvitoria.com/six-centuries-of-iberian-rivalry-portugal-in-the-shadow-of-spain/>

discovery of the German atrocities were a breaking point in the relationship between these two countries. In the words of a German saying, Austrians want the world to believe that Beethoven is Austrian and Hitler is German ⁴.

Not only will the effects of consumer ethnocentrism be studied for countries that are important trading partners, but the same will be applied to countries where the trade relations are weaker – Portugal and Austria -, to understand if this phenomenon happens in countries where the products from one another are not recognised. In 2016, Portugal was in the 44th place as a client of Austria, representing 0,22% of the total Austrian exports. Austria, as an importer of Portuguese products, occupied the 36th place and represented 0,20% of the total Portuguese exports (AICEP Portugal Global, 2017)

This methodology allowed to measure the effects of animosity between two countries that are geographically close, Spain and Germany, thus attempting to enlarge the scope of studies on the personal reasons for animosity; and the effects of ethnocentrism against countries that are not so well-known by the interviewees, namely Portugal and Austria, to ensure that there would be few or no stereotypes about the countries and to its products prior to the analysis.

3.2. Data collection

There were intercepts in main events in each of the two countries analysed, Austria and Portugal. The first part of the study was experimental and simultaneously three different questionnaires were presented (see Questionnaire 1 – Control Group; Questionnaire 2 – Austria Portugal and Questionnaire 3 – Austria –Germany from Annex II): for the relations Austria – Portugal and Portugal-Austria; for Austria-Germany and Portugal-Spain ; and a country group, where the foreign countries in analysis were country A and country B.

3.2.1. The experiment

For the experiment, consumers were asked to taste two different jams and two different waters. They were told that these two waters and these two jams were from different countries and that they needed to compare them afterwards and give their opinion on which one was better (eg. if the study concerned the group Portugal-Austria, consumers

⁴ As mentioned in the article “What do Austrians really think of Germans?” . See: <https://www.thelocal.de/20140614/what-do-austrians-really-think-of-germans-the-local>

were told that they were tasting water from Portugal and from Austria; and jam from Portugal and from Austria).

In reality, the two jams and the two waters were from the same brand and from the same country, but they were put in similar recipients, having their brand removed. The recipients were marked with post-its from different colours, which were told to represent the two foreign countries, and this was the only differentiating element. As for the choice of the products used, water was chosen because it is a product consumed by everyone; and, even though it was supposed to taste the same, there were always differences to be noticed from one country to the other, which might, for example, have to do with the source of the water (namely, for example, if it is water from a river or from the mountains). The choice of jam had to do with the fact that it is a product that is present at breakfast, both for Austrian and Portuguese consumers, so most of the consumers would not refuse to taste it. Moreover, according to Marchi, et al.(2014), the study of consumer ethnocentrism should always focus on products that have a domestic alternative available. If this alternative does not exist, even ethnocentric consumers will have to buy foreign products to suppress their needs. The experimental side of this study was important as it allowed consumers to be in a situation where they got to know the products from the country being evaluated. In a normal situation, Austria and Portugal would not recognise products from their counterpart as the trade existent between these two countries is not significant, as shown before and, therefore, the study would not work.

3.2.2. Questionnaire

Afterwards the questionnaire, which consisted of three main parts, was applied. In part 1, the quality of the products tasted was evaluated, through a Likert-Type scale of 7 items. For the quality of the water, the characteristics flavour, smell, transparency were used since water does not have a flavour, a smell and is transparent, differences in the evaluation should originate solely from the influence of the COO in consumers' judgments. The choice of the characteristics of the jam appealed to consumer's senses, with questions related to the flavour, the colour, the texture, the sourness and the sweetness. The questionnaire was developed in Portuguese and translated to German. The table below indicated contains a description of the questions that were asked to consumers and the possible answers (see: Table 2-*Product* perceptions):

Table 2-Product perceptions

Question	Possible answers
On a scale of 1 to 7, how would you classify the quality of the waters of the mentioned countries?	1-very bad 4-neither bad not good 7-very good
On a scale of 1 to 7, how would you classify the transparency of the waters of the mentioned countries?	1-very transparent 4-neutral 7-very blurred
On a scale of 1 to 7 how would you classify the flavour of the waters of the mentioned countries?	1- very tasty 4-neutral 7-awful
On a scale of 1 to 7, how would you classify the smell of the waters of the mentioned countries?	1-very strong 4-neutral 7-very weak
On a scale of 1 to 7, how would you classify the quality of the jams of the mentioned countries?	1-very good 4-neither good nor bad 7- terrible
On a scale of 1 to 7, how would you classify the sourness of the jams of the mentioned countries?	1-very sour 4-a bit sour 7-not sour at all
On a scale of 1 to 7, how would you classify the sweetness of the jams of the mentioned countries?	1-very sweet 4- a bit sweet 7-bitter
On a scale of 1 to 7, how would you classify the texture of the jams of the mentioned countries?	1-very creamy 4-neutral 5-very liquid
On a scale of 1 to 7, how would you classify the colour of the jams of the mentioned countries?	1-very dark 4-neither dark nor light 7-very light

Source: author

The main objective of the questionnaire was to measure the impact of the country of origin in quality perceptions of consumers and the impact of ethnocentrism and animosity in the construction of those perceptions. Since this was a study between two different countries, differences between the two on how the ethnocentrism and country images constructs influenced the formation of these perceptions and how great was the impact of animosity on this phenomenon were included. Therefore, scales measuring country image and ethnocentrism were used and they were later tested for differences in animosity and

animosity-free contexts. The overall knowledge of the foreign country in test for the groups Austria-Portugal and Portugal-Austria was based on a scale by Roth, Diamantopoulos and Montesinos (2008), which is an 8-item version of the scale from Parameswaran and Yaprak (1987). These items described the people from a certain country and the aspirations associated to that country and it was used, in this case, for Austria-Portugal and Portugal-Austria. This bridge between country image and product evaluation was important and it was already mentioned by Urbonavicius et.al. (2016). The questions used for that matter can be seen on the table below (see Table 3-Country image).

Table 3-Country image

Question	Possible answers
Country image	
The people of Portugal/Austria are polite	1- I totally agree 4- I neither agree nor disagree 7- I totally disagree
The people of Portugal/Austria emphasize technical/vocational training	
The people of Portugal/Austria are hard-working	
The people of Portugal/Austria are creative	
The technical skills of the Portuguese/Austrian work force are high	
The people of Portugal/Austria are motivated to raise living standards	
The people of Portugal/Austria are proud to achieve high standards.	
The likely quality of Portuguese/Austrian brands is extremely high	
I am aware of Portuguese/Austrian brands	
Some characteristics of Portuguese/Austrian brands come to my mind quickly	

Source: elaborated by the author based on data by Roth et.al(2008).

Part 3 was the same for these three studies and it consisted of a Consumer Ethnocentric Tendencies Scale, or CETSCALE, from Sharma (1987), of 12 elements, adapted to fit the purposes of the study. This scale is the one normally accepted to measure consumer ethnocentrism and it is considered standard for every country.

Table 4-CETSCALE

Questions	Possible answers
CETSCALE	
Exclusively Austrian/Portuguese products	1-I totally agree 4- I neither agree nor disagree 7-I totally disagree
As Austrian/Portuguese, one should only buy domestic products	
We should buy Austrian/Portuguese products instead of enriching other countries with our money	
It is always better to buy Austrian/Portuguese products	
It should be imported as little as possible, except when necessary	
Austrians/Portuguese should not buy foreign products because the economic consequences are negative and it leads to unemployment.	
Austrians/Portuguese should always buy products that are produced in Austria/Portugal instead of importing	
Only the products that do not exist in Austria/Portugal should be imported	
Buy Austrian/Portuguese products. Help maintaining jobs in Austria/Portugal.	
The import of products should be slowed down	
Even if it is more expensive in the long term, I would rather support Austrian/Portuguese products	
It should not be allowed that foreigners have their products for sale in our markets.	

Source: elaborated by the author based on data by Shimp & Sharma (1987)

3.2.3. Sample

The sample was heterogeneous in terms of ages and gender. No pre-requisites were imposed and there was no discrimination of samples based on country of origin, which means that, for both countries, foreign visitors or people from other countries working and living in Austria and in Portugal were considered. The first studies were conducted in the Christmas Market in Kufstein, during the weekend of 2nd, 3rd, 4th and on 8th

December 2016. Further studies were conducted between 24th March and 6th May 2017 at a local university, the Fachhochschule Kufstein. The studies in Portugal were all conducted in the week of 23rd to 29th April 2017 at local parks, Parque da Lavandeira, Palácio de Cristal and Parque da Cidade do Porto.

From the 138 participants in the Austrian questionnaires, 54% of the inquirers were female, against 39,6% of males and 6,5% that did not answer the questionnaire (see Table 5 - Gender of the participants in Austria).

Table 5 - Gender of the participants in Austria

Gender

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Male	55	39,6	39,6	39,6
	female	75	54,0	54,0	93,5
	missing	9	6,5	6,5	100,0
	Total	139	100,0	100,0	

Source:SPSS

The majority of the Austrian sample pursued higher education studies, this accounting for half (50,4%) of the sample. This was followed by participants who had at least a secondary education level, accounting for 29,5% of the sample and 10,8% of the population had at least the 9th grade (see Table 6-School years of the participants in Austria).

Table 6-School years of the participants in Austria

School years

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	9th grade or equivalent	15	10,8	10,8	10,8
	Secondary school or equivalent	41	29,5	29,5	40,3
	Higher education	70	50,4	50,4	90,6
	missing	13	9,4	9,4	100,0
	Total	139	100,0	100,0	

Source:SPSS

In the Portuguese sample, composed by 144 questionnaires, the majority of respondents were males (52,1%) and 47.9% of the sample was composed by females, representing the opposite to the Austrian case (see Table 7-Gender of the participants in Portugal).

Table 7-Gender of the participants in Portugal

Gender

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Male	75	52,1	52,1	52,1
	female	69	47,9	47,9	100,0
	Total	144	100,0	100,0	

Source:SPSS

Participants in Austria had, on average, higher levels of education, with 50,4% holding a higher education studies diploma. In Portugal, the majority of the participants had at least a secondary school diploma or pursued higher education (see Table 8-School years of the participants in Portugal).

Table 8-School years of the participants in Portugal

School years

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Primary school	2	1,4	1,4	1,4
	6th grade or equivalent	12	8,3	8,3	9,7
	9th grade or equivalent	26	18,1	18,1	27,8
	12th grade or equivalent	50	34,7	34,7	62,5
	Higher education	54	37,5	37,5	100,0
	Total	144	100,0	100,0	

Source: SPSS

In both the cases – Austria and Portugal – inquiries were made randomly on the street. However, the profile of the participants was slightly different. The Austrian sample was, on average, constituted by more females than males, while the Portuguese sample was marked by a larger participation of females.

3.3. Reliability tests

138 observations constituted the Austrian sample and the Portuguese sample consisted of 145 questionnaires. The CETSCALE was included in every single group of questionnaires and a country image scale was used for Austria-Portugal and Portugal-Austria.

To ensure the fit of every item and the reliability of the model as a whole, an Average Variance Extracted (AVE) analysis was performed and Composite Reliability (CR) was also measured using the software SMART PLS for a Confirmatory Factor Analysis (for the actual values see)

Table 9-Construct Reliability and Validity

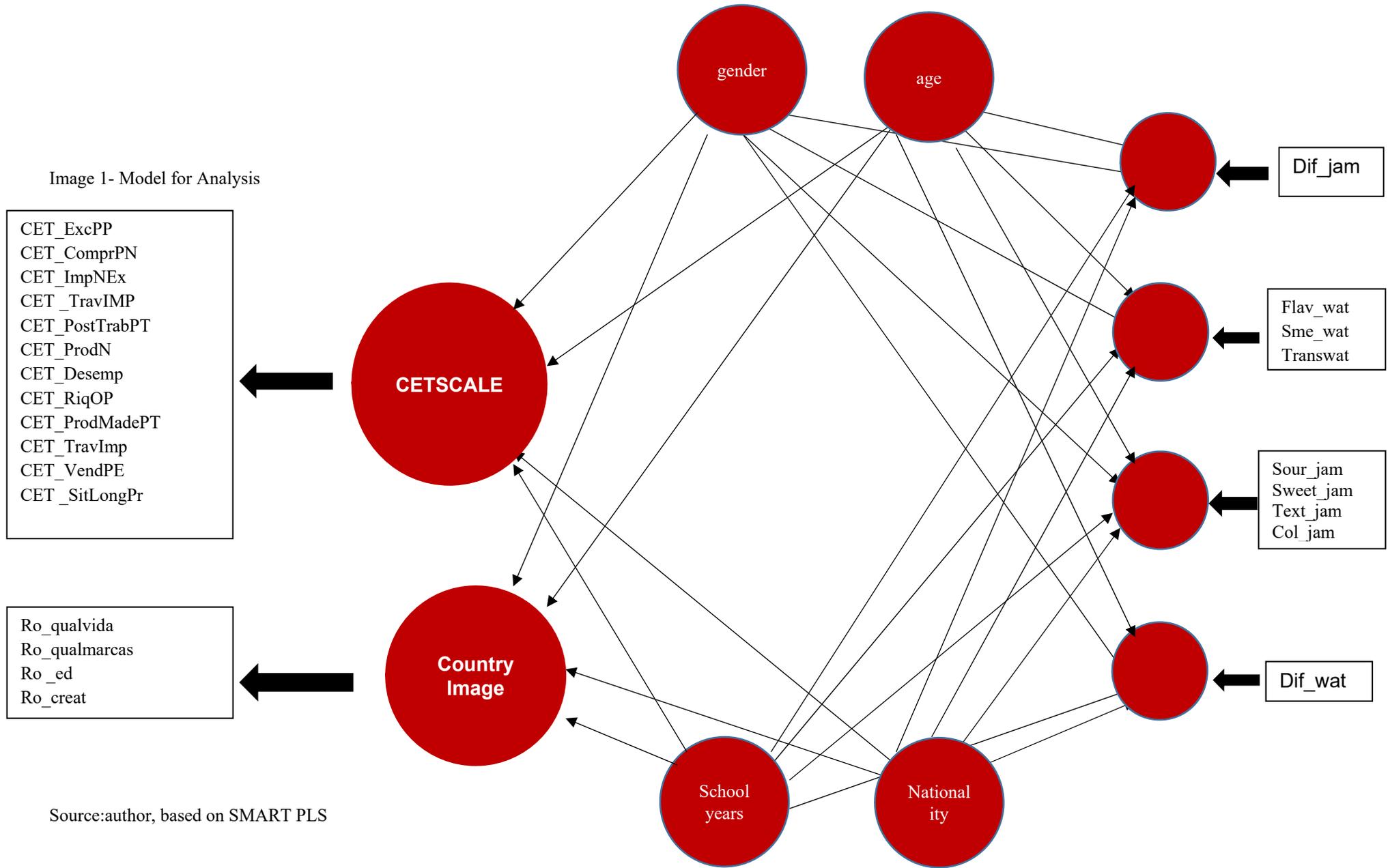
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Age	1,000	1,000	1,000	1,000
Dif_Water		1,000		
Dif_jam		1,000		
Etnocentrismo	0,948	0,961	0,956	0,649
Gender	1,000	1,000	1,000	1,000
Grupo	1,000	1,000	1,000	1,000
Imagem	0,847	0,875	0,883	0,521
Qual_Water	1,000	1,000	1,000	1,000
Qual_jam	1,000	1,000	1,000	1,000
School	1,000	1,000	1,000	1,000

Source: SMART PLS

The results then ensured the fit of the scales used and, with the help of these calculations, it was possible to remove the elements with outer loadings above the recommended minimum value of 0,5.

After the reliability tests and the removal of the elements with loadings inferior to 0,5, the following model for analysis was achieved for use in the tests:

Image 1- Model for Analysis



Source:author, based on SMART PLS

Two separated analysis were used, one for Portugal-Austria and Austria-Portugal; and another one for Austria-Germany and Portugal-Spain. For Portugal-Austria and Austria-Portugal, the analysis measured the causes for differences in product perceptions originating from these countries, in a context where animosity could not influence the results. For Austria-Germany and Portugal-Spain, the objective was the same, but it was tested in a context with a strong presence of animosity. Two distinct analysis were used so as to understand the causes of differences in product perceptions and if they were related to consumer animosity.

3.4. Data analysis

After collecting the data, through means of experiments and questionnaires and test for the reliability of the scales, the first step used was testing for differences in the evaluations of Austrian/Portuguese products and the foreign product in analysis. In this way it was possible to check for inconsistencies in the evaluation of foreign vs domestic products, taking into account that the same products were used for both analyses. Using T-student tests for each pair of samples, the hypothesis tested is:

H1: The means of the evaluations of domestic and foreign products are different.

This hypothesis was tested for both the overall perceived quality of water and jams and the particular characteristics of these two products, already mentioned above. Some differences were found and they are discussed further ahead.

A multigroup analysis was then performed to check if the differences on the impact of the variables was the same for two different groups. This was done for contexts with and without animosity and the more significant results are also displayed further ahead.

Furthermore, the impact of ethnocentrism and country image on the perceptions of quality of the products were tested, allowing to test the following hypotheses:

H2: Ethnocentrism will impact overall quality perceptions of the waters.

H3: Ethnocentrism will impact overall quality perceptions of the jams.

H4: Country image will impact overall quality perceptions of the waters.

H5: Country image will impact overall quality perceptions of the jams.

Since the test was performed in different countries, there is interest in knowing if consumer ethnocentrism will vary among countries, therefore, a sixth hypothesis is mentioned:

H6: Nationality (Portuguese or Austrian) will impact ethnocentrism.

The results could confirm or deny the applicability of the variables to explain a domestic country bias across different countries; as well as closing the gap for explaining the role of consumer ethnocentrism and consumer animosity on product judgments.

3.5. Conclusions

Chapter 3 presents data concerning the context for the study, data collection and the way the experiments and questionnaires were conducted. It also presents information about the age and gender of the participants in the study, plus the type of questions present in the questionnaire and the logic of its parts.

Finally, the results of reliability tests and the investigation hypotheses were presented. By explaining how, where and what exactly was tested, especially in terms of hypotheses, this chapter served as a basis for the further analysis of the results, which was done with the support of the softwares SMART PLS and SPSS, as it will be explained next.

4. Results discussion

After the recollection of data and the analysis of its reliability, it was analysed using the databases SPSS and SMART PLS, which are appropriate for the analysis of quantitative data. This chapter will present the results of each questionnaire part individually and then the final conclusions will be presented together.

4.1. Product judgment differences

The differences in product judgment were analysed in pairs, where the results of the different characteristics of the products for one country were analysed together with their counterpart. This was done by creating boxplot graphs, which were used to show the distribution of the answers case by case. The analysis was further complemented with the elaboration of hypothesis tests to analyse the equality of the differences. The objective here was to confirm the above mentioned hypothesis H1. Since the samples presented a normal distribution and they were paired, a T-Student test was chosen.

An analysis of the generated results is done below.

To distinguish between the different tests, the following terminology was used (see Table 10-Terminology used in the Paired Sample T-Tests):

Table 10-Terminology used in the Paired Sample T-Tests

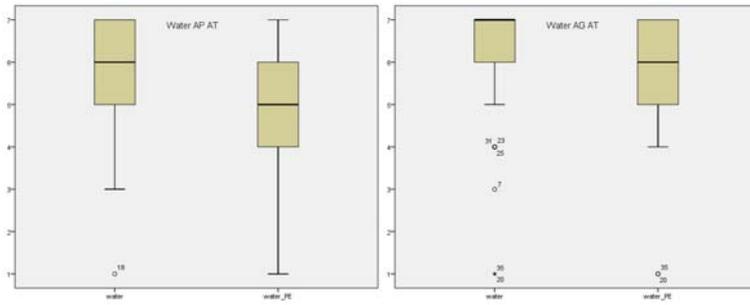
Test	Initials
Austria-Germany	AG AT
Austria-Portugal	AP AT
Country A – Country B (in Austria)	AB AT
Portugal-Spain	PE PT
Portugal-Austria	PA PT
Country A – Country B (in Portugal)	AB PT

Source: author

Water Austria

As it can be seen from the boxplots, the medians of the Austrian water were higher than the ones from Portuguese and German water.

Boxplot 1-water AG AT and AP AT



Source:SPSS

The tests presented a p-value lower than 0,05 to the general quality of the water for the groups Austria-Portugal and Austria-Germany. These results corroborate the ones that can be found in the boxplots, where significant differences could be found between the Austrian water and the German and Portuguese counterparts (see Table 11-Paired Sample T-Tests Water).

Table 11-Paired Sample T-Tests Water AT

T-test water AG AT

	Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
				Inferior	Superior			
water - water_PE	0,220	0,616	0,087	0,045	0,395	2,526	49	0,015

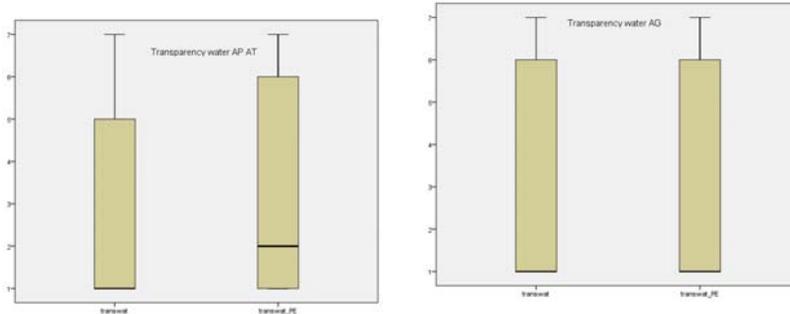
T-test water AP AT

	Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
				Inferior	Superior			
Par 1 water - water_PE	0,707	1,647	0,257	0,187	1,227	2,750	40	0,009

Source: SPSS

When it comes to the transparency of the water, the third quartile of the answers was in the same values in comparison to the German water.

Boxplot 2-Transparency Water AG AT and AP AT



Source: SPSS

However, Austrian water was considered more transparent than Portuguese water, with 5 points to Austria and 6 for Portugal.

In the hypothesis tests, no significant differences were found for the rejection of H0, even though the results of the boxplots showed some differences in the different profiles of answers.

Table 12 -Paired sample T-Tests transwat AT

T-test transat AG AT

	Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
				Inferior	Superior			
Par 1	transwat - transwat_PE	0,020	0,433	0,062	-0,104 0,145	0,330	48	0,743

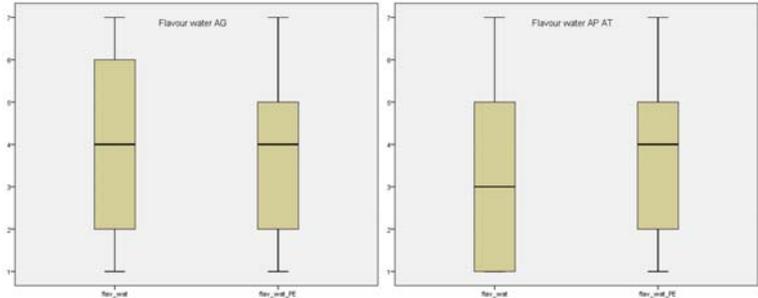
T-test transwat AP AT

	Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
				Inferior	Superior			
Par 1	transwat - transwat_PE	-0,143	0,683	0,105	-0,356 0,070	-1,355	41	0,183

Source:SPSS

On average, the flavour of both waters was considered neutral when a comparison was made with Germany; but in 75% of the observations, corresponding to the third quartile, German water scored lower, and meaning that it was considered tastier.

Boxplot 3 – Paired sample T-Tests flav_wat AT



Source: SPSS

However, the same was not true for the questionnaires evaluating it in relation to Portuguese water, where the values of Austrian water were located one point below in the median and one point below in the first quartile, revealing that, in consumers’ minds, the Austrian water was considered tastier. The results of the boxplots indicated differences in the flavour of Austrian water and Portuguese water. However and, as it can be seen from these tests, the differences were not significant enough to reject H0.

Table 13-Paired sample T-Tests flav_wat AT

T-Test flav_wat AG AT

		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval	
					Inferior	Superior
Par 1	flav_wat - flav_wat_PE	-0,040	1,009	0,143	-0,327	0,247

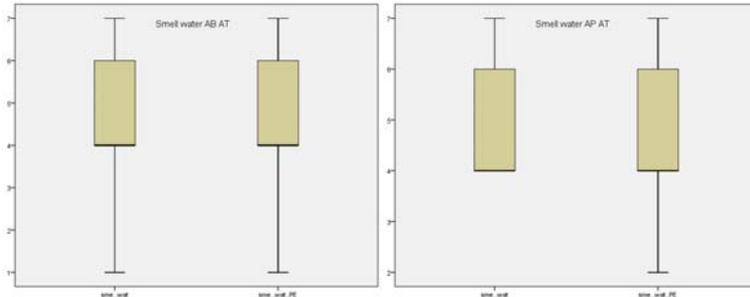
T-Test flav_wat AP AT

		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval	
					Inferior	Superior
Par 1	flav_wat - flav_wat_PE	-0,357	1,559	0,241	-0,843	0,129

Source:SPSS

The smell was considered neutral, having received practically the same values for all the samples.

Boxplot 4 – Smell water AT



Source:SPSS

No differences for the smell of the water were found when analysing the boxplots. However, the smell of the waters in the group Austria-Portugal obtained a result of 0,033, thus representing strong evidence for the rejection of H0.

Table 14 – Paired sample T-Tests sme_wat AT

T-Test smell water AG AT

		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	sme_wat - sme_wat_PE	0,116	0,498	0,076	-0,037	0,270	1,531	42	0,133

T-Test smell water AP AT

		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	sme_wat - sme_wat_PE	0,167	0,490	0,076	0,014	0,319	2,206	41	0,033

Source:SPSS

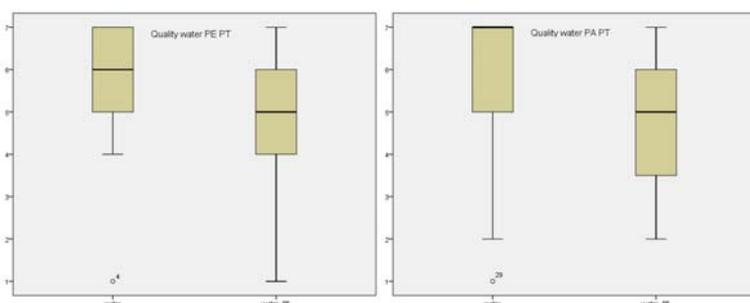
From the tests above represented, there were apparently differences as to the quality, transparency and flavour of the waters. However, when performing the tests, the

statistically significant differences were found as to the general quality and – in the case of Austria-Portugal – to the smell.

Water Portugal

The median score for Portugal-Spain as to the quality of the water was higher for Portugal than Spain.

Boxplot 5 – Water PT



Source:SPSS

The same result but with different quartiles was found in the case of Portugal-Austria, where the quality of the water from Portugal was considered, in its median, better.

Table 15 -Paired sample T-Tests water PT

T-test water PE PT

		Paired Differences					t	gl	Sig. (bilateral)
		Mean	Standard Deviation	Standard Mean Error	95% Confidence Interval				
					Inferior	Superior			
Par 1	water - water_PE	1,000	1,676	0,242	0,513	1,487	4,134	47	0,000

T-test water PA PT

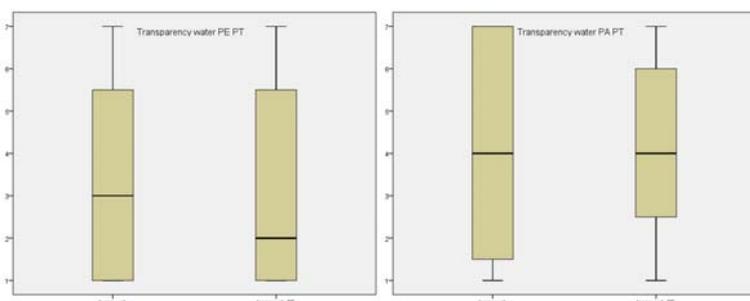
		Paired Differences					t	gl	Sig. (bilateral)
		Mean	Standard Deviation	Standard Mean Error	95% Confidence Interval				
					Inferior	Superior			
Par 1	water - water_PE	1,409	2,117	0,319	0,766	2,053	4,416	43	0,000

Source:SPSS

In this case, the T-tests also proved that there were perceived differences as to the quality of the water.

As to the transparency level, Portugal-Spain had differences to a median level, with the Spanish water being considered more transparent. However, this results were not verified for the first and third quartiles that behaved in the same way.

Boxplot 6 – Transparency Water PT



Source:SPSS

Portugal for the group Portugal-Austria had larger amplitude of answers than Austria. The medians were located at 4.

In the paired sample T-Tests, no significant differences were found in the transparency of the water. This result differs from the evidences found in the boxplots, where there were slight differences at the median for the group Portugal-Spain.

Table 16 – Paired sample T-Test transwat PT

T-test transparency water PE PT

		Mean	Standard Deviation	Standard Mean Error	95% Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	transwat - transwat_PE	0,208	1,288	0,186	-0,166	0,582	1,121	47	0,268

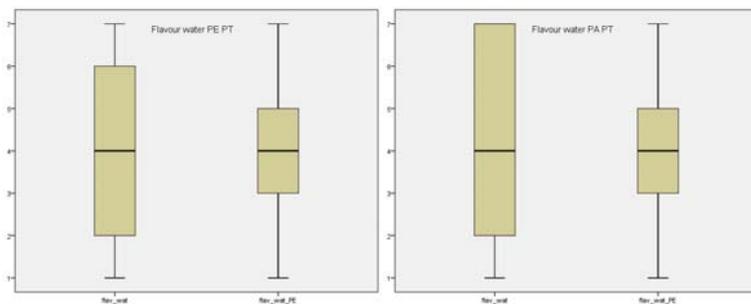
T-test transparency water PA PT

		Paired Differences		Standard Mean Error	95% Confidence Interval		t	gl	Sig. (bilateral)
		Mean	Standard Deviation		Inferior	Superior			
Par 1	transwat - transwat_PE	-0,182	2,202	0,332	-0,851	0,488	-0,548	43	0,587

Source:SPSS

For the flavour of the water, Austria and Spain obtained exactly the same values across the tests. The range of answers from Portugal was larger, going from 2 to 7 points (Portugal-Austria) to 2 to 6 points (Portugal-Spain). The medians of the flavour of the water in Portugal and Spain and in Portugal and Austria were identical.

Boxplot 7 – Flavour water PT



Source:SPSS

The results of the test for the flavour of the water were not significant for the rejection of the null hypothesis, what also happened with the boxplots.

Table 9- Paired sample T-Tests flav_wat PT

T-Test flavour water AB PT

		Mean	Standard Deviation	Standard Mean Error	95% Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	flav_wat - flav_wat_PE	-0,200	1,874	0,265	-0,732	0,332	-0,755	49	0,454

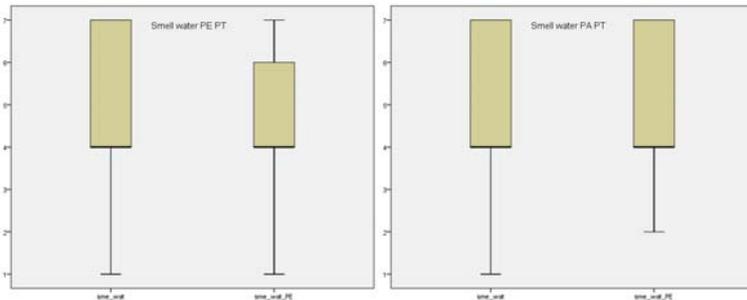
T-test flavour water PA PT

		Mean	Standard Deviation	Standard Mean Error	95% Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	flav_wat - flav_wat_PE	-0,045	2,332	0,352	-0,755	0,664	-0,129	43	0,898

Source: SPSS

As to the smell of the water, the results on the experiment Portugal-Spain, the results were the same in the median and first quartile. Notwithstanding, the range of answers was larger for Portugal, indicating a higher third quartile.

Boxplot 8 – Smell water PT



Source:SPSS

No significant differences were found as to the smell of the water. That was also the evidence of the boxplots.

Table 1810-Paired sample T-Tests sme_wat PT

T-test smell water PA PT

		Mean	Standard Deviation	Standard Mean Error	95% Interval Inferior	Confidence Superior	t	gl	Sig. (bilateral)
Par 1	sme_wat - sme_wat_PE	-0,114	1,466	0,221	-0,559	0,332	-0,514	43	0,610

T-test smell water PE PT

		Mean	Standard Deviation	Standard Mean Error	95% Interval Inferior	Confidence Superior	t	gl	Sig. (bilateral)
Par 1	sme_wat - sme_wat_PE	,104	1,036	,150	-,197	,405	,696	47	,490

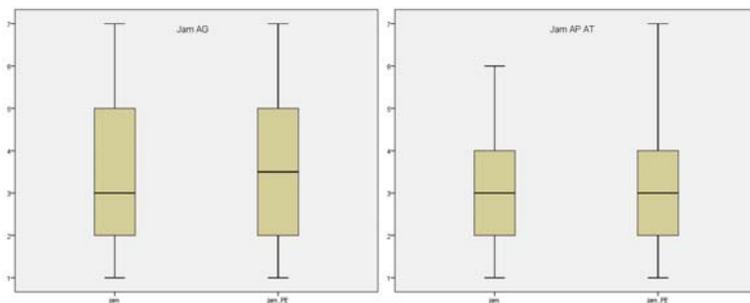
Source:SPSS

It can therefore be concluded that there were different distributions of the boxplots referring to the general quality, transparency, flavour and smell. The T-tests were able to support the existence of statistically significant differences for the characteristic quality of the water and nothing else.

Jam Austria

The quality of the jam was, in terms of its median, considered better in Austria than in Germany, for its lower scores.

Boxplot 9 – Jam AT



Source: SPSS

In the test Austria-Portugal, the results were identical for both countries, with the same distribution of answers.

The general quality of the jam presents, in the test Austria-Germany, weak evidence for the rejection of H0. This is corroborated by the results of the group Austria-Germany in the boxplots, where a difference can also be noticed.

Table 19- Paired sample T-Test jam AT

T-TEST jam AG AT

Par 1	jam	-	Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
						Inferior	Superior			
	jam_PE		-0,196	0,778	0,115	-0,427	0,035	-1,706	45	0,095

Paired sample T-TEST jam AG AT

Teste de amostras emparelhadas

T-TEST jam AP AT

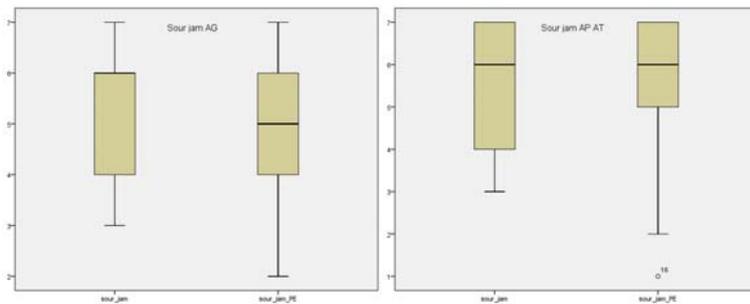
		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	jam - jam_PE	-0,026	1,385	0,225	-0,482	0,429	-0,117	37	0,907

Paired sample T-TEST jam AP AT

Source: SPSS

As to the sourness of the jam, the answers were equally concentrated for the group Austria-Germany, although the median was different and higher in the Austrian case – meaning that the Austrian jam was less sour than the German one.

Boxplot 10- Sour jam AT



Source:SPSS

The median of the answers for the group Austria-Portugal was the practically the same; however, the dispersion of the answers was higher for Austria, with the first quartile located one point below in relation to its counterpart.

There is no evidence for the rejection of H0 as to the sourness of the jams. The result is more or less similar to the ones obtained in the boxplots where, even though the amplitudes of the answers were different, the results were not significantly different.

Table 20 -Paired sample T-Test sour jam AT

T-TEST sour jam AG AT

		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	sour_jam - sour_jam_PE	0,043	0,779	0,114	-0,186	0,271	0,374	46	0,710

T-TEST sour jam AP AT

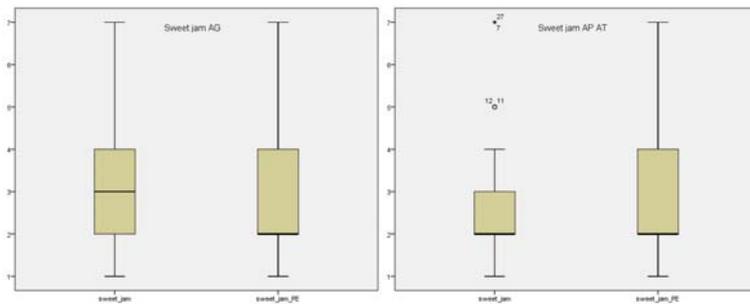
Par 1	sour_jam	-	Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
						Inferior	Superior			
	sour_jam_PE		0,108	1,100	0,181	-0,259	0,475	0,598	36	0,554

Paired sample T-TEST sour jam AP AT

Source: SPSS

When it comes to the sweetness of the jams, the median of the answers for the group Austria-Germany was different, revealing greater sweetness of the German sample.

Boxplot 11 – Sweet jam AT



Source:SPSS

In the group Austria-Portugal, the amplitude of answers was larger for the Portuguese sample than for the Austrian one, revealing that, for the consumers whose answers were located in the third quartile, the Portuguese jam was bitterer.

In terms of the sweetness of the jams, there is weak evidence (higher than 5% but lower than 10%) that the jams from the group Austria-Germany reject H0. The rest of the jams do not reject H0 as to the sweetness. The same differences were found in the boxplots.

Table 21 – Paired sample T-Tests sweet_jam AT

T-TEST sweet jam AG AT

		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	sweet_jam - sweet_jam_PE	0,271	1,047	0,151	-0,033	0,575	1,793	47	0,079

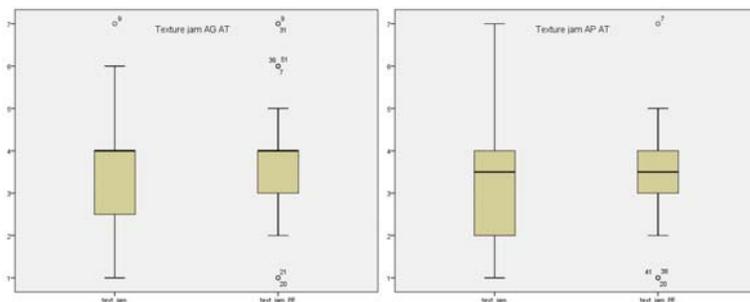
T-TEST sweet jam AP AT

		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	sweet_jam - sweet_jam_PE	0,026	1,305	0,212	-0,402	0,455	0,124	37	0,902

Source:SPSS

For the texture of the jams, the medians of the analysed countries were the same as to their counterparts. However, in the groups Austria-Germany and Austria-Portugal the concentration of answers was higher for the foreign countries in consideration for the analysis than for Austria, indicating that the foreign jams were considered less creamy than in the Austrian case.

Boxplot 12 – Texture jams AT



Source:SPSS

No evidence has been found for the rejection of H0 as for the texture of the jams.

Table 22 – Paired sample T-Tests text_jam AT

T-TEST texture jam AG AT

		Paired Differences				t	gl	Sig. (bilateral)
		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval Inferior Superior			
Par 1	text_jam - text_jam_PE	-0,146	0,772	0,111	-0,370 0,078	-1,310	47	0,197

Paired sample T-TEST texture jam AG AT

T-TEST texture jam AP AT

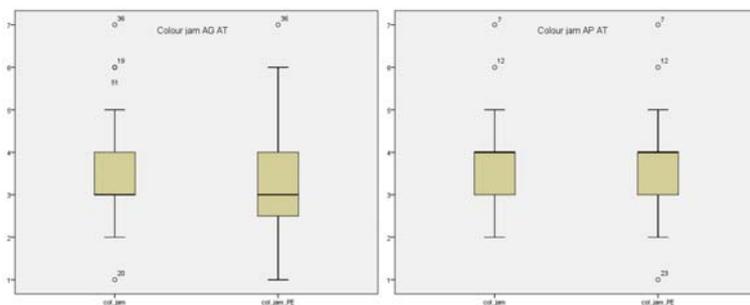
		Paired Differences				t	gl	Sig. (bilateral)
		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval Inferior Superior			
Par 1	text_jam - text_jam_PE	-0,053	1,089	0,177	-0,411 0,305	-0,298	37	0,767

Paired sample T-TEST texture jam AP AT

Source: SPSS

In the group Austria-Germany, for the colour, the first quartile referring to the German jam was located above the one from the Austrian sample – thus revealing that, for 25 % of the inquirers, the German jam was darker.

Boxplot 13 –Colour jam AT



Source:SPSS

There were no differences for the group Austria-Portugal. There is also no evidence for the rejection of H0 with relation to the colour of the jams.

Table 23 – Paired sample T-Tests col_jam AT

T-test colour jam AP AT

		Paired Differences					t	gl	Sig. (bilateral)
		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval				
					Inferior	Superior			
Par 1	col_jam - col_jam_PE	-0,158	0,789	0,128	-0,417	0,102	-1,233	37	0,225

T-test colour jam AG AT

		Paired Differences					t	gl	Sig. (bilateral)
		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval				
					Inferior	Superior			
Par 1	col_jam - col_jam_PE	0,063	0,836	0,121	-0,180	0,305	0,518	47	0,607

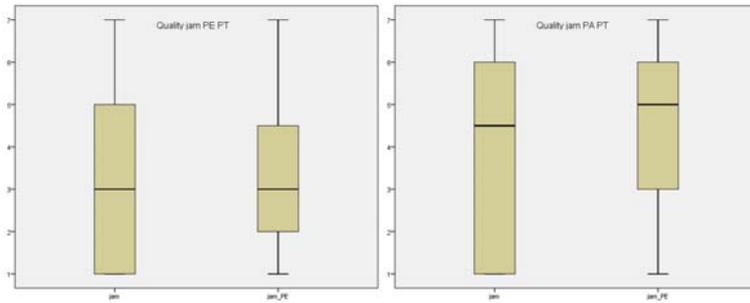
Source: SPSS

There is weak evidence for the rejection of H0 in the overall quality and sweetness of the jams for Austria – Germany. The jams were almost always considered equal.

Portugal

The general quality of the jam generated a larger amplitude of results for Portugal than Spain. The third quartile was higher for Portugal, indicating that the quality of the jam was not considered as good. The median was also higher, thus also indicating worse quality on average. However, the third quartile was at the same level for both countries.

Boxplot 14 – Jam PT



Source:SPSS

In the Portugal-Austria group, the Austrian jam was more biased to the top than the Portuguese one, meaning that the quality of the jam from Austria was worse. There are no significant differences that lead to the rejection of H0 in terms of quality of the jams, meaning that the differences found in the boxplots were also not very significant.

Table 24 – Paired sample T-Tests jam PT

T-test jam PA PT

		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	jam - jam_PT	-0,476	2,391	0,369	-1,221	0,269	-1,290	41	0,204

T-test jam PE PT

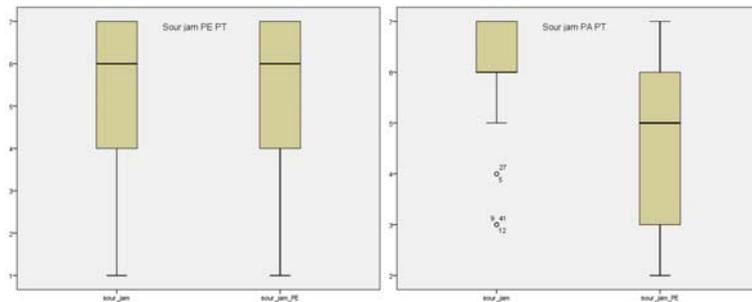
		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	jam - jam_PT	0,188	1,818	0,262	-0,340	0,715	0,715	47	0,478

Source: SPSS

The sourness of both jams was considered equal for the sample Portugal-Spain. However, the Austrian jam was considered much sourer than the Portuguese one.

In terms of sourness, there is significant evidence for the rejection of H0 in the case of the Portugal-Austria tests, with a p-value of 0,000. The same differences for that group were found in the boxplots.

Boxplot 15 – Sour jam PT



Source:SPSS

However, the Austrian jam was considered much sourer than the Portuguese one.

In terms of sourness, there is significant evidence for the rejection of H0 in the case of the Portugal-Austria tests, with a p-value of 0,000. The same differences for that group were found in the boxplots.

Table 25 – Paired sample T-Test sour_jam PT

T-test sour jam PA PT

		Paired Differences					t	gl	Sig. (bilateral)
		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval				
					Inferior	Superior			
Par 1	sour_jam - sour_jam_PE	1,366	1,946	0,304	0,752	1,980	4,494	40	0,000

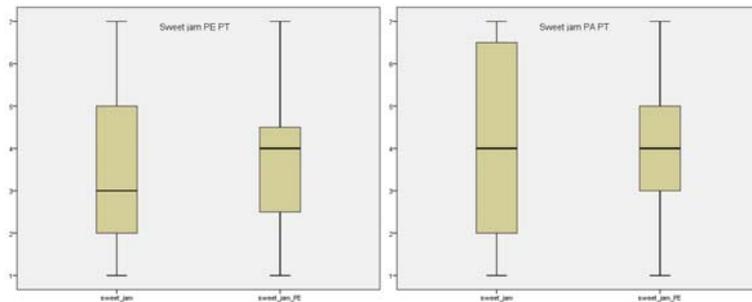
T-test sour jam PE PT

		Paired Differences					t	gl	Sig. (bilateral)
		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval				
					Inferior	Superior			
Par 1	sour_jam - sour_jam_PE	0,167	1,767	0,255	-0,346	0,680	0,654	47	0,517

Source: SPSS

As for the sweetness, the amplitude of the answers for the Portuguese sample was bigger. The results of Portugal-Spain were similar to the ones from Portugal-Austria, with the exception of the median, which was higher for Spain than for Portugal.

Boxplot 16 – Sweet jam PT



Source:SPSS

The Austrian jam had a smaller amplitude of answers that ranged from 3 to 5.

In the case of the sweetness, there is no significant evidence for the rejection of H0.

Table 26 – Paired sample T-Tests sweet_jam PT

T-test sweet jam PA PT

		Paired Differences							
		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	sweet_jam - sweet_jam_PE	0,000	2,124	0,307	-0,617	0,617	0,000	47	1,000

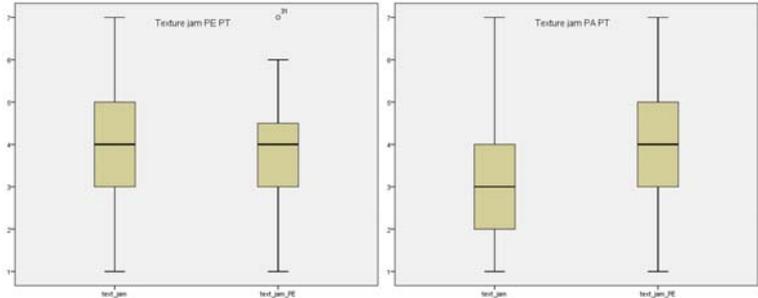
T-test sweet jam PE PT

		Paired Differences							
		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	sweet_jam - sweet_jam_PE	0,300	2,544	0,402	-0,514	1,114	0,746	39	0,460

Source:SPSS

Concerning the texture of the jams in Portugal – Spain, the third quartile was lower for Spain, whose jam was, this way, considered creamier.

Boxplot 17 – texture jam PT



Source: SPSS

For the participants of Portugal-Austria, the Portuguese sample was creamier than the Austrian one.

In the texture, there is significant evidence for the rejection of H0 in the test Portugal-Austria as to the texture of the jam. The same was true for the boxplots, since the Portuguese sample was considered creamier than the Austrian one.

Table 27 -Paired Sample T-Tests text:_jam PT

T-test texture jam PA PT

		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	text_jam - text_jam_PE	-0,902	2,311	0,361	-1,632	-0,173	-2,501	40	0,017

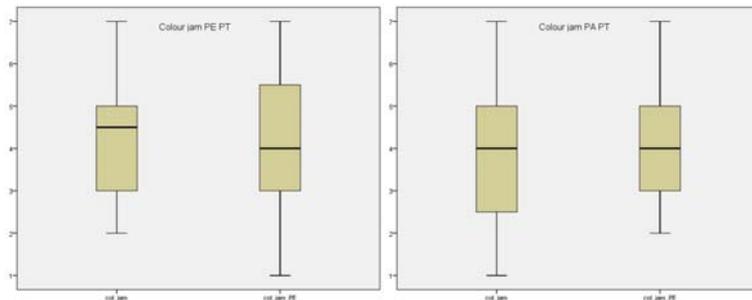
T-test texture jam PE PT

		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	text_jam - text_jam_PE	0,188	1,782	0,257	-0,330	0,705	0,729	47	0,470

Source:SPSS

In the colour of the jam, the Spanish sample was considered lighter than the Portuguese one in the third quartile.

Boxplot 18 – Colour jam PT



Source: SPSS

As for the group Portugal-Austria, the Portuguese jam had a larger amplitude of answers than the Austrian sample, which had a higher first quartile.

Table 28- paired sample T-TEST col_jam pt

T-test colour jam PE PT

		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	col_jam - col_jam_PE	0,042	1,738	0,251	-0,463	0,546	0,166	47	0,869

T-test colour jam PA PT

		Mean	Standard Deviation	Standard Mean Error	95% Mean Confidence Interval		t	gl	Sig. (bilateral)
					Inferior	Superior			
Par 1	col_jam - col_jam_PE	-0,163	2,288	0,349	-0,867	0,541	-0,467	42	0,643

Source:SPSS

As it was shown by the results above, the samples had different distributions but, when comparing the averages not all of them were statistically significant to allow the rejection of H0 as to the colour of the jams.

The main findings were as in the table below:

Table 29 – Product differences

Product characteristic	Result AP	Result AG	Result PA	Result PE
Water	Reject H0 at 0,009	Reject H0 at 0,015	Reject H0 at 0,000	Reject H0 at 0,000
Transwat	Confirm H0	Confirm H0	Confirm H0	Confirm H0
flav_wat	Confirm H0	Confirm H0	Confirm H0	Confirm H0
smell_wat	Reject H0 at 0,033	Confirm H0	Confirm H0	Confirm H0
Jam	Confirm H0	Reject H0 at 0,095	Confirm H0	Confirm H0
sour_jam	Confirm H0	Reject H0 at 0,079	Reject H0 at 0,000	Confirm H0
sweet_jam	Confirm H0	Confirm H0	Confirm H0	Confirm H0
text_jam	Confirm H0	Confirm H0	Reject H0 at 0,017	Confirm H0
col_jam	Confirm H0	Confirm H0	Confirm H0	Confirm H0

Source: author, based on data from SMART PLS

These differences for a few characteristics of the products confirmed the existence of a country of origin effect for both countries. COO was specially verified towards the water, in every questionnaire group of every country, indicating that this product might be more highly susceptible to a country of origin effect than jam. It is possible that this connection, responsible for the country bias of a product, varies across product categories, as hypothesized by Balabanis & Diamantopoulos (2004). The fact that waters from different sources are considered of different quality to most consumers, both in Portugal and in Austria, can help explain these results.

Apart from the differences found in the quality of the water, which were common to all the groups, in the Portuguese and Austrian samples, in each of these two countries there were three other evidences for rejecting H0. In the case of Austria, the differences were directed towards Germany, with a total of three out of eight results rejecting H0.

In the Portuguese case, however, the differences were not so concentrated in Spain, its traditional trading partner for the accounts of this study, but they were instead directed to Austria. There is evidence for the confirmation of H1 in this case:

H1: The means of the evaluations of domestic and foreign products are different.

There are indeed differences, both in the general quality of the water as in the observable characteristics. Water was the product where the biggest differences were found, meaning that this product might be more susceptible to different product judgments.

However, the products were exactly the same, so an explanation has to be found as to the variables influencing these differences.

4.2. Consumer ethnocentrism

To further advance the connection of product differences with ethnocentrism and country image for two different animosity contexts two SMART PLS analysis were run. The objective was to determine if product judgments were influenced by the results of ethnocentrism, animosity and country image. For this purpose, the following hypotheses were under test:

H2: Ethnocentrism will impact overall quality perceptions of the waters.

H3: Ethnocentrism will impact overall quality perceptions of the jams.

H6: Nationality (Portuguese or Austrian) will impact ethnocentrism.

The results of the bootstrapping indicated the presence of some relations with low P-values, thus rejecting H0 for the group AP PA:

Table 110-SMART PLS Bootstrapping results for AP PA

AP PA		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Age Ethnocentrism	->	-0,217	-0,215	0,114	1,913	0,056
Ethnocentrism Qual_Water	->	-0,224	-0,235	0,100	2,251	0,025
Group Ethnocentrism	->	0,319	0,325	0,114	2,801	0,005

Source: SMART PLS

The results indicate strong evidence for the rejection of H0 in the relation of ethnocentrism to the perceived quality of the water, thus allowing to accept H2, at least for AP PA. The difference was more significant for these two pairs of countries, at a p-value of 0,025.

There is also weak evidence for the rejection of H0 in the relation between age and ethnocentrism.

However, the major difference was found between group → ethnocentrism.

The bootstrapping results were as indicated below for AG PE:

Table 31 – Bootstrapping SMART PLS Results AG PE

AG PE		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Age Ethnocentrism	->	-0,217	-0,223	0,105	2,073	0,039
Ethnocentrism Qual_Water	->	-0,224	-0,234	0,098	2,289	0,023
Age Ethnocentrism	->	-0,217	-0,223	0,105	2,073	0,039
Group Ethnocentrism	->	0,319	0,324	0,113	2,821	0,005

Source: SMART PLS

Ethnocentrism, just like in the results of AG PE, was largely influenced by nationality. Strong evidence for the rejection of H0 was also found in this sample, extending the findings of Balabanis & Diamantopoulos (2004), who mentioned that the ethnocentrism studies needed to be replicated in different countries to look for differences in the results. The relation between ethnocentrism and nationality was a positive one with Portugal being variable 0 and Austria 1 in the test. These differences show that, in fact, and as hypothesized from the beginning, Austrian consumers, whose country context is more favourable to the preference for domestic products, are more ethnocentric.

Moreover, the relation between consumer ethnocentrism and the perceived quality of the water found significant difference for the rejection of H0 in the two groups. The results were not as strong for jam. As advanced by Balabanis & Diamantopoulos (2004), differences between product categories can be found, as some categories might be preferred to others. More recently, Loureiro and Kaufman (2017) present evidence for the fact that, for some product categories, the country where a product comes from influences

perceived quality. This study extends the findings of Loureiro and Kaufman (2017) by, simultaneously, being applied to two different countries.

4.3. Consumer animosity

Since ethnocentrism impacted the product judgments of both the animosity and the animosity-free contexts, it is important to test if the impact would be the same for the two situations or if animosity would influence the evaluation of products.

To check if the effects of these relations were different between different country groups, that is contexts of animosity and animosity-free contexts, a two-sample z-test was run. The relation *Ethnocentrism* → *perceived quality of the water* was tested using the equation:

$$z = \frac{\text{Path sample1} - \text{Path sample2}}{\sqrt{\frac{(m-1)^2}{(m+n-2)} * S.E.^2 \text{ sample1} + \frac{(n-1)^2}{(m+n-2)} * S.E.^2 \text{ sample2} * \sqrt{\frac{1}{m} + \frac{1}{n}}}}$$

In which:

Path sample 1= -0,234

Path sample 2= -0,235

M=89

N=99

SE sample 1= 0,098

SE sample 2= 0,100

The result obtained for the Z-value was 0,000140098, which confirmed that the impact of animosity does not have a statistically significant influence over the impact of ethnocentrism on the general quality of water. This means, in other words that animosity is not found to influence ethnocentrism, but that there must be another connection between the two.

As mentioned in the literature review, ethnocentrism and animosity can play a role in influencing product judgments and, therefore, the explanations could rely on these two variables. In this particular case, and since it is assumed that there is a certain degree of consumer animosity in the relations between Austria and Germany, as mentioned before by Riefler & Diamantopoulos (2007), the results might have been a result of rivalries of Austria against Germany. In the Portuguese case, the results showed differences against

a country that was not so well-known to most of the population, when comparing to Spain. This might be in line with the thoughts of Evanschitzky et al. (2008), according to whom consumers will prefer products from a culturally similar country when a domestic alternative is not available, so as to overcome uncertainty, preconized by Hofstede as the uncertainty avoidance dimension. Moreover, Portugal is known for the significant score in this measurement, being classified as a country with high uncertainty avoidance.

There is also still an indefinition on the relationship between consumer animosity and consumer ethnocentrism (Urbonavicius, et al., 2010). For Riefler & Diamantopoulos (2007), the role of consumer animosity is more connected to the willingness to buy a product, whereas its impact on quality perceptions is not clear. At the same time, since animosity is a phenomenon that occurs in different ways for different contexts (Urbonavicius, et al., 2010), it is difficult to find a pattern to analyse its antecedents, which makes the analysis for particular cases difficult.

4.4. Country image

The country image construct generated no significant results for any of the relations, thus H4 and H5 are not confirmed:

H4: Country image will impact observable quality perceptions of the waters.

H5: Country image will impact observable quality perceptions of the jams.

It should, however, be noted that the results for country image refer to countries that are not close enough to build an image about one another and that even that did not prevent the effect of consumer ethnocentrism, which is associated to negative images of a country, from being demonstrated.

4.5. Conclusions

This chapter evaluated the results obtained from the experiment and questionnaires from the Austrian and Portuguese samples for its different parts: namely product judgments, consumer ethnocentrism, consumer animosity and country image. For the relationships between these parts, 6 different hypotheses were formulated.

H1 was confirmed, since there were a few differences in the product judgments of products coming from abroad against domestic products. H2 was also confirmed, since ethnocentrism indeed reflected different evaluations of the waters. The same did not

happen, however, with H3. H4 and H5 were not confirmed, as no effects of country image were found to influence the analysis in a significant way. H6 was confirmed.

Therefore, the biggest conclusions from this work can be resumed by the following three hypotheses:

H1: The means of the evaluations of domestic and foreign products are different.

H2: Ethnocentrism will impact overall quality perceptions of the waters.

H6: Nationality (Portuguese or Austrian) will impact ethnocentrism.

Based on the results and the discussions above, it is apparent that ethnocentrism is largely responsible for the formation of product judgments. Moreover, this judgment varies both across countries and across product categories.

5. Conclusion

The aim of this thesis was to test for the effects of consumer animosity, consumer ethnocentrism and of country image, for two given different country contexts, on the evaluation of products. This was achieved by evaluating the differences between domestic and foreign products first; and by measuring the answers to ethnocentrism-related and country image-related questions, together with product evaluations. The method used was quantitative and hypothesis tests were used to look for the statistically significant relations.

The results revealed significant differences on the evaluations of the overall quality of the water, but only one significant result to confirm differences in the quality of the jam. In other words, findings that the country of origin effect varies across product categories are confirmed. The role of consumer ethnocentrism on general quality perceptions rather than on observable characteristics, in the case of the water, reveal that the type of product judgment made by ethnocentric consumers looks only at the whole and rejects it, even if the other observable characteristics of a product are considered equal to the ones from the domestic products. The differences on this impact generated by consumer animosity were not significant, which means that another connections to measure the impact of an animosity context on product evaluations need to be further studied.

One of the main limitations of this work was precisely the lack of a consistent scale to evaluate animosity. Most scales existent at the moment focus on extreme contexts of war and economic disputes, even though some studies already start to evaluate less critical situations related to personal reasons to dislike or feel anger towards a country (Urbonavicius, et al., 2010). Moreover, this difficulty can also be explained by the fact that animosity varies among different countries, once there may be many explanations for this feeling, unlike what happens with the CETSCALE, which is still considered a standardised scale that can be applied to many different countries (Urbonavicius, et al., 2010).

As for country image, no significant differences were found. Notwithstanding, and like it was mentioned before, until now the country of origin effect helped build stereotypes that were important for consumers on the evaluation of products. In this case, however, the

countries chosen for the country image analysis were not close or known enough to one another so as to allow the creation of stereotypes, but that did not prevent consumers from evaluating the foreign against the domestic products in a different fashion.

Finally, the main conclusion of this work, and the one with the strongest results, is that the country in which the test is run will influence the levels of ethnocentrism. This extends the findings of authors such as Balabanis & Diamantopoulos (2004) as to the differences of consumer ethnocentrism and, thus, on the formation of a domestic country bias for different countries and provides evidence for this relation by testing ethnocentrism indeed in two different countries. Moreover, with a result of 0,005, this result was found to be very significant.

This thesis brings some contributions to the investigation on the COO effect. It first provides an insight on the effects of the label “country” in consumers’ senses, which means that not only are stereotypes but also specific characteristics of the products associated with countries, meaning that the analysis to venture in a new market with a given product might be misleading for managers only looking for stereotypes and preconceived ideas about their countries. Also, by evaluating if the perceived differences between products can somehow be connected to the constructs of animosity, consumer ethnocentrism and country image, it allows to advance the research for the different impacts on product evaluations.

Bibliography

- AICEP Portugal Global, 2017. *Áustria - Síntese País*, s.l.: s.n.
- Aichner, T., Forza, C. & Trentin, A., 2017. The country-of-origin lie: impact of foreign branding on customers' willingness to buy and willingness to pay when the product's actual origin is disclosed. *The International Review of Retail, Distribution and Consumer Research*, 27(1), pp. 43-60.
- Balabanis, G. & Diamantopoulos, A., 2004. Domestic Country Bias, Country-of Origin Effects, and Consumer Ethnocentrism: A Multidimensional Unfolding Approach. *Journal of the Academy of Marketing Science*, 32(80), pp. 80-95.
- Bursi, T. et al., 2012. Italy's country image and the role of ethnocentrism in Spanish and Chinese consumers' perceptions. Em: *International Marketing and the Country of Origin Effect—The Global Impact of Made in Italy* . s.l.:s.n., pp. 45-64.
- Camiciottoli, B. , Ranfagni, S., Guercini,S., 2014. Exploring brand associations: an innovative methodological approach. *European Journal of Marketing*, 48 (5/6) .pp. 1092 - 1112.
- Castello, E. & Mihelj, S., 2017. Selling and consuming the nation: Understanding consumer nationalism. 0(0), pp. 1-19.
- De Nisco, A., Mainolfi, G., Marino, V. & Napolitano, M. R., 2015. Effect of economic animosity on consumer ethnocentrism and product-country images. A binational study on the perception of Germany during the Euro crisis. *European Management Journal*,34 (1), pp. 59-68.
- Eng, T.-Y., Ozdemir, S. & Michelson, G., 2016. Brand origin and country of production congruity: Evidence from the UK and China. *Journal of Business Research*, 69(12), p. 5703–5711.
- Evanschitzky, H., v.Wangenheim, F., Woisetschläger, D. & Blut, M., 2008. Consumer ethnocentrism in the German market. *International Marketing Review*, 25(1), pp. 7-32.
- Fernández-Ferrín, P., Bande-Vilela, B., Klein, J. & del Rio Araújo, L., 2015. Consumer ethnocentrism and consumer animosity: antecedents and consequences. *International Journal of Emerging Markets*, 10(1), pp. 73 - 88 .
- Feurer, S., Baumbach, E. & G. Woodside, A., 2016. Applying configurational theory to build a typology of ethnocentric consumers. *International Marketing Review*, 33(3), pp. 351-375.

- Halkias, G., Davvetas, V. & Diamantopoulos, A., 2016. The interplay between country stereotypes and perceived brand localness/globalness as drivers of brand preference. *Journal of Business Research*, 69(9), pp. 3621-3628.
- He, J. & Wang, C., 2015. Cultural identity and consumer ethnocentrism impacts on preference and purchase of domestic versus import brands: An empirical study in China. *Journal of Business Research*, Volume 68, pp. 1225-1233.
- Koschate-Fischer, N., Diamantopoulos, A. & Oldenkotte, K., 2012. Are Consumers Really Willing to Pay More for a Favorable Country Image? A Study of Country-of-Origin Effects on Willingness to Pay. *Journal of International Marketing*, 20 (1), pp. 19-41.
- Lee, K. T., Lee, Y.-I. & Lee, R., 2014. Economic nationalism and cosmopolitanism: A study of interpersonal antecedents and differential outcomes. *European Journal of Marketing*, 48(5/6), pp. 1133-1158.
- Licsandru, T. C., Szamosi, L. T. & Papadopoulos, N., 2013. *The Impact of Country-of-Origin, Ethnocentrism and Animosity on Product Evaluation: Evidence from Romania*. s.l., s.n., pp. 259-277.
- Loureiro, S. & Kaufmann, H. R., 2017. Advertising and country-of-origin images as sources of brand equity and the moderating role of brand typicality. *Baltic Journal of Management*, pp. 1-31.
- M.Fischer, P. & Zeugner-Roth, K. P., 2017. Disentangling country-of-origin effects: the interplay of product ethnicity, national identity, and consumer ethnocentrism. *Marketing Letters*, 28(2), p. 189–204.
- Marchi, G., Martinelli, E. & Balboni, B., 2014. The country of origin effect on retailer buying behavior: a cross-country analysis on Italian footwear. *Journal of Global Fashion Marketing: Bridging Fashion and Marketing*, 5(2), pp. 122-134.
- Morey, M., 2016. Preferences and the home bias in trade. *Journal of Development Economics*, Volume 121, pp. 24-37.
- Nijssen, E. & Douglas, S., 2011. Consumer World-Mindedness and Attitudes Towards Product Positioning in Advertising: An Examination of Global Versus Foreign Versus Local Positioning. *Journal of International Marketing*, 19 (3), pp. 113-133.
- Ntounis, N. & Liu, W.-L., 2012. *Country-of-Origin Image Impact on British Consumers' Attitudes towards Greek Food and Drink Products*. Berlin, s.n.

- Rawwas, M., Rajendran, K. & Wuehrer, G. A., 1996. The influence of worldmindedness and nationalism on consumer evaluation of domestic and foreign products. *International Marketing Review*, 13 (2), pp. 20-38.
- Riefler, P. & Diamantopoulos, A., 2007. Consumer animosity: a literature review and a reconsideration of its measurement. 24 (1), pp. 87 - 119.
- Shoham, A., Dawidov, M., G.Klein, J. & Ruvio, A., 2006. Animosity on the Home Front: The Intifada in Israel and Its Impact on Consumer Behavior. *Journal of International Marketing*, 14 (3), pp. 92-114.
- Siamagka, N.-T. & Balabanis, G., 2015. Revisiting Consumer Ethnocentrism: Review, Reconceptualization, and Empirical Testing. *Journal of International Marketing*, 23 (3), pp. 66-86.
- Silva, S. & Saraiva, L., 2016. Understanding changes on the country-of-origin effect in Portugal. *STUDIA UNIVERSITATIS BABEȘ-BOLYAI OECONOMICA*, 61(3), pp. 3-19.
- Sousa, A., Nobre, H. & Farhangmehr, M., xxxx. Exploring the effects of ethnocentrism and country familiarity in consumer preference and brand recognition. x(y).
- Urbonavicius, S., Dikcius, V., Gineikienė, J. & Degutis, M., 2010. Country of origin effects in the context of transformations: Nostalgia, ethnocentrism and animosity. *Transformations in Business and Economics*, 9(1).
- Zeugner-Roth, Žabkar, V. & Diamantopoulos, A., 2015. Consumer Ethnocentrism, National Identity, and Consumer Cosmopolitanism as Drivers of Consumer Behavior: A Social Identity Theory Perspective. *Journal of International Marketing*, 23 (2), pp. 25-54.

Other references

- Aisch, Pearce & Rousseau 2016, "How Far Is Europe Swinging to the Right?", *The New York Times* [online], viewed 15 October 2016, <https://www.usq.edu.au/library/referencing/harvard-agps-referencing-guide#Jnl&News>
- Eleicoes 2015:Portugal a Votos*, 2015, Total Global 2015 - Resultados, Resultados da Secretaria-Geral do Ministério da Administração Interna - Administração Eleitoral , RTP Notícias.viewed 15 October 2016 <<http://www.rtp.pt/noticias/eleicoes/legislativas/2015/>>.

CIA . 2016. *The World Factbook*. [ONLINE] Available at: <https://www.cia.gov/library/publications/the-world-factbook/geos/au.html>. [Accessed 7 January 2017].

Annex I – Similar studies

Table 12 – Similar studies

Author	Year	Methodology	Variables	Context	Main Conclusions
Balabanis, G. & Diamantopoulos, A.	2004	✓ Quantitative research (rankings and questionnaire)	<ul style="list-style-type: none"> ✓ country-of-origin effect; consumer ethnocentrism ✓ consumer preferences; ✓ international marketing ✓ domestic country bias 	<ul style="list-style-type: none"> ✓ Limitations of former studies in examining the dispersion of consumer ethnocentrism across different countries and product categories. 	<ul style="list-style-type: none"> ✓ Level of domestic country bias varies across product categories ✓ Country ethnocentrism found to be positively related to preferences for domestic products; and negatively towards products from abroad ✓ Economic competitiveness/cultural distance do not affect the link between consumer ethnocentrism and preferences for other products
De Nisco, A., Mainolfi, G., Marino, V. & Napolitano	2015	✓ Quantitative research (survey based on a sample of Italian and Spanish graduate students in Economics, in Spain and Italy)	<ul style="list-style-type: none"> ✓ Economic animosity ✓ Consumer ethnocentrism ✓ Country image ✓ Country of origin effect ✓ Euro crisis 	<ul style="list-style-type: none"> ✓ The resurgence of anti-German sentiments in European countries as a result of the European crisis 	<ul style="list-style-type: none"> ✓ Even though economic animosity does not affect the level of country image or product beliefs, it does so with product receptivity ✓ Enhances the relationship between economic animosity and consumer ethnocentrism
Evanschitzky, H., v.Wangenheim, F., Woisetschläger, D. & Blut	2008	Quantitative research (replication of the study of Balabanis and	<ul style="list-style-type: none"> ✓ Germany ✓ Ethnocentrism ✓ Country of origin ✓ Consumer behaviour 	<ul style="list-style-type: none"> ✓ Limitations of former studies in predicting domestic country bias' variations 	<ul style="list-style-type: none"> ✓ Economic competitiveness determines product judgments and an explanation for this might be the high uncertainty avoidance of the sample.

Author	Year	Methodology	Variables	Context	Main Conclusions
		Diamantopoulos (2004))		across product categories and across countries	<ul style="list-style-type: none"> ✓ CE affects preferences for products seen as strong drivers of the economy. ✓ The predictive power of CE varies across different nations.
Koschate-Fischer, N., Diamantopoulos, A. & Oldenkotte, K.,	2012	Use of 3 complementary experimental studies	<ul style="list-style-type: none"> ✓ Country of origin ✓ Willingness to pay ✓ Brand familiarity 	<ul style="list-style-type: none"> ✓ The importance of price-related consequences of the country of origin are frequently neglected in the literature. 	<ul style="list-style-type: none"> ✓ COO has an impact on willingness to pay (with consumers willing to pay more for a product from a country with a more favourable country image) ✓ What most influences COO effect is the country image, not the connection between the brand's home country ✓ Country image should influence a company's communication strategy: either to be used in their favour or to be hidden behind other characteristics of the product, if this image is not favourable enough. ✓ Decisions of location to countries that have a worse country image should be well thought of.
Nijssen, E. & Douglas, S., 2011	2011	<ul style="list-style-type: none"> ✓ Combination of an experimental approach with a consumer 	<ul style="list-style-type: none"> ✓ Worldmindedness ✓ Ethnocentrism ✓ Advertising research 	<ul style="list-style-type: none"> ✓ The increasing interest in global consumer culture and its impact on 	<ul style="list-style-type: none"> ✓ Consumer worldmindedness and ethnocentrism are very influential nowadays, so that

Author	Year	Methodology	Variables	Context	Main Conclusions
		<p>surveys in a shopping centre and in a supermarket in the Netherlands through an intercept approach</p> <ul style="list-style-type: none"> ✓ Review of consumer worldmindedness literature 	<ul style="list-style-type: none"> ✓ Consumer cultural positioning ✓ Global brands 	<p>“(...) product preferences and choices, lifestyles, and exposure to mass media from other countries.” (Nijssen et al, 2011, pp.113)</p>	<p>marketing strategies should include the two segments.</p> <ul style="list-style-type: none"> ✓ However, it should also be taken into account that many consumers adopt both ethnocentrism and worldmindedness and strategies might need to take into account this mix.
Rawwas, M., Rajendran, K. & Wuehrer, G. A.	1996	<ul style="list-style-type: none"> ✓ Quantitative research (telephone interviews) 	<ul style="list-style-type: none"> ✓ Worldmindedness ✓ Nationalism ✓ CO designations ✓ Product quality perceptions 	<ul style="list-style-type: none"> ✓ Relationship of quality perceptions and CO designations with consumer ideologies 	<ul style="list-style-type: none"> ✓ Consumers in managerial positions and most highly educated are usually worldminded. ✓ Highly nationalistic consumers are usually less educated and older. ✓ Highly nationalistic consumers pay more attention to the country of origin of a given product. ✓ Whereas highly nationalistic consumers attribute greater quality to domestic products, highly worldminded consumers attribute quality to foreign products. ✓ It may be important to use consumer ideologies as segments.

Author	Year	Methodology	Variables	Context	Main Conclusions
Riefler, P. & Diamantopoulos, A.	2007	✓ Quantitative research	<ul style="list-style-type: none"> ✓ Consumer animosity ✓ Consumer behaviour, Market research, International business 	<ul style="list-style-type: none"> ✓ The increasing importance of the study of consumer animosity and its influence on purchase behaviour 	<ul style="list-style-type: none"> ✓ Consumers may feel animosity for several countries and for a number of reasons. ✓ There are other reasons, apart from war- and economic-based reasons, that might be the source of animosity (eg. Religion or mentality) ✓ There is no relation between animosity and cultural similarity since there might be animosity between two countries that are culturally close; or it might not exist for countries that are culturally dissimilar.
Siamagka, N.-T. & Balabanis, G.	2015	Quantitative research	<ul style="list-style-type: none"> ✓ Consumer Ethnocentrism 	<ul style="list-style-type: none"> ✓ Prior research on consumer ethnocentrism, which reveals that consumers will prefer domestic products, even when the quality is lower and the price is higher 	<ul style="list-style-type: none"> ✓ Consumer ethnocentrism is affected by age, gender, education and income ✓ Consumer ethnocentrism might be triggered by mere habituation ✓ Consumer ethnocentrism is influenced by insecurity, due to threat of international competition

Author	Year	Methodology	Variables	Context	Main Conclusions
Zeugner-Roth, Žabkar, V. & Diamantopoulos, A.	2015	<ul style="list-style-type: none"> ✓ Cluster analysis ✓ Quantitative research 	<ul style="list-style-type: none"> ✓ consumer ethnocentrism ✓ national identity ✓ consumer cosmopolitanism 	<ul style="list-style-type: none"> ✓ Limitations of former studies on evaluating consumer orientations in a single model 	<ul style="list-style-type: none"> ✓ importance of consumer ethnocentrism, national identity, consumer cosmopolitanism in predicting consumer behaviour, although their impact is different ✓ national identity needs not to be related with consumer ethnocentrism ✓ the Austrian sample was more ethnocentric than the Slovenian sample ✓ Consumer cosmopolitans may not feel be ethnocentric and still feel attached to their home country. ✓ Country attitudes influence product judgment and willingness to buy ✓
Shoham, Aviv; Davidow, Moshe; Klein, Jill; Ruvio, Ayalla	2006	Quantitative research	<ul style="list-style-type: none"> ✓ Consumer animosity ✓ War animosity 	<ul style="list-style-type: none"> ✓ Jewish Israelis' animosity towards products from Arab' Israelis following the Intifada of 2000 	<ul style="list-style-type: none"> ✓ Dogmatism, nationalism and internationalism are strong predictors of animosity ✓ Depending on temporal perception of the events causing animosity, these may actually affect product-quality judgments – due to cognitive dissonance theory

Author	Year	Methodology	Variables	Context	Main Conclusions
Morey, M.	2016	<ul style="list-style-type: none"> ✓ Quantitative and experimental research 	<ul style="list-style-type: none"> ✓ Home bias ✓ Preferences ✓ Missing trade 	<ul style="list-style-type: none"> ✓ The study of the demand side of the home bias: consumer's preferences for domestic products 	<ul style="list-style-type: none"> ✓ Consumers systematically prefer domestic products, not only because of price or quality
Camiciottoli, B., Ranfagni, S., Guercini, S.	2014	<ul style="list-style-type: none"> ✓ Qualitative market research ✓ Quantitative text mining 	<ul style="list-style-type: none"> ✓ Fashion industry ✓ Online communities ✓ Brand association 	<ul style="list-style-type: none"> ✓ Study of brand associations in an online community of international consumers. 	<ul style="list-style-type: none"> ✓ Consistent brand associations with those defined by firms. ✓ Distinctive brand association themes
Fernández-Ferrín, P., Bandeira-Vilela, B., Klein, J. & del Rio Araújo, L.	2015	<ul style="list-style-type: none"> ✓ Quantitative research (through surveys collected by a marketing agency) 	<ul style="list-style-type: none"> ✓ Country of origin ✓ Consumer ethnocentrism ✓ Consumer animosity 	<ul style="list-style-type: none"> ✓ Study on the antecedents of consumer ethnocentrism and animosity 	<ul style="list-style-type: none"> ✓ Animosity and ethnocentrism are different and so each has unique antecedents.
Feurer, S., Baumbach, E. & G. Woodside, A.	2016	<ul style="list-style-type: none"> ✓ Qualitative comparative analysis of survey data 	<ul style="list-style-type: none"> ✓ Buying ✓ Consumer ethnocentrism ✓ Government- and consumer-controlled protectionism 	<ul style="list-style-type: none"> ✓ The need to understand how to identify ethnocentric consumers, due to their negative influence in international marketing entry. 	<ul style="list-style-type: none"> ✓ Several different configurations of antecedents are sufficient to explain consumer ethnocentrism
Halkias, G., Davvetas, V. & Diamantopoulos, A.,	2016	<ul style="list-style-type: none"> ✓ Quantitative research (questionnaire) 	<ul style="list-style-type: none"> ✓ Country stereotypes ✓ Global brands ✓ Local brands 	<ul style="list-style-type: none"> ✓ Focus of international marketing on the influence of globalness/localness of brands and COO 	<ul style="list-style-type: none"> ✓ Coo and globalness/localness are complementary in the analysis of consumer responses. ✓ Brand origin and localness/globalness

Author	Year	Methodology	Variables	Context	Main Conclusions
				associations on consumers' preferences.	influence the impression of a brand ✓ Brand localness has stronger effects than globalness in determining purchase intentions.

Annex II - Questionnaires

Questionnaire 1 – Control Group

Portuguese version

Os dados por si fornecidos serão utilizados unicamente para fins estatísticos)

Sexo:

Idade:

Nacionalidade:

Habilitações académicas:

Numa escala de 1 a 7 (em que 1- muito má; 4- nem má nem boa; 7- muito boa) como classificaria a qualidade da água dos países indicados?

Assinale a sua resposta com “x”.

País A: 1 2 3 4 5 6 7

País B: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- muito transparente; 4- neutra; 7- muito turva) como classificaria a transparência da água dos países indicados?

Assinale a sua resposta com „x“

País A: 1 2 3 4 5 6 7

País B: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- muito saborosa; 4- neutra; 7- horrível) como classificaria o sabor da água dos países indicados? Assinale a sua resposta com „x“

País A: 1 2 3 4 5 6 7

País B: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- muito forte; 4 – neutro; 7 – muito fraco) , como classificaria o odor da água dos países indicados? Assinale a sua resposta com „x“

País A: 1 2 3 4 5 6 7

País B: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- muito boa; 4 – nem boa nem má; 7 – péssima), como classificaria a qualidade das compotas dos países indicados? Assinale a sua resposta com „x“

País A: 1 2 3 4 5 6 7

País B: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1-muito ácida; 4 – um bocadinho ácida; 7 – nada ácida) como classificaria a acidez das compotas dos países indicados? Assinale a sua resposta com „x“

País A: 1 2 3 4 5 6 7

País B: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1-muito doce; 4 – um bocadinho doce; 7 – amarga) como classificaria a doçura das compotas dos países indicados? Assinale a sua resposta com „x“

País A: 1 2 3 4 5 6 7

País B: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1-muito cremoso; 4 – neutra; 7 – muito líquida) como classificaria a textura das compotas dos países indicados? Assinale a sua resposta com „x“

País A: 1 2 3 4 5 6 7

País B: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1-muito escura; 4 – nem escura nem clara; 7 – muito clara) como classificaria a cor das compotas dos países indicados? Assinale a sua resposta com „x“

País A: 1 2 3 4 5 6 7

País B: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- concordo plenamente; 4- não concordo nem discordo; 7- discordo plenamente) dê a sua opinião sobre as seguintes afirmações:

Exclusivamente produtos portugueses.

1 2 3 4 5 6 7

Como portugueses devemos comprar apenas produtos nacionais.

1 2 3 4 5 6 7

Devemos comprar produtos portugueses em vez de permitirmos que outros países enriqueçam às nossas custas.

1 2 3 4 5 6 7

É sempre melhor comprar produtos portugueses

1 2 3 4 5 6 7

Deveria ser importado tão pouco quanto possível e apenas quando é necessário.

1 2 3 4 5 6 7

Os portugueses não devem comprar produtos estrangeiros, pois as consequências para a economia são negativas e podem conduzir ao desemprego.

1 2 3 4 5 6 7

Os portugueses devem sempre comprar produtos fabricados em Portugal A em vez de importar.

1 2 3 4 5 6 7

Só os produtos que não existem em Portugal devem ser importados.

1 2 3 4 5 6 7

Compre produtos portugueses. Ajude a manter postos de trabalho em Portugal.

1 2 3 4 5 6 7

A importação de produtos deveria ser travada.

1 2 3 4 5 6 7

Mesmo que me fique mais caro a longo prazo, prefiro apoiar os produtos portugueses.

1 2 3 4 5 6 7

Não deveria ser permitido que os estrangeiros vendessem os seus produtos nos nossos mercados.

1 2 3 4 5 6 7

Obrigada pela sua colaboração!!!! 😊

German version

(Die von Ihnen angegebenen Daten werden nur für statistische Zwecke verwendet.)

Geschlecht:

Alter:

Staatsangehörigkeit:

Schulbildung:

Auf einer Scala von 1 bis 7 (wo 1- sehr schrecklich; 4 – weder gut noch schrecklich; 7 – sehr gut) wie würden Sie die Wasserqualität der einzelnen Länder bewerten? Markieren Sie mit „x“.

Land A: 1 2 3 4 5 6 7

Land B: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr durchsichtig ; 4 – neutral; 7 – sehr trüb) wie würden Sie die Durchsichtigkeit des Wassers der einzelnen Länder bewerten? Markieren Sie mit „x“.

Land A: 1 2 3 4 5 6 7

Land B: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr schmackhaft ; 4 – neutral; 7 - schrecklich) wie würden Sie der Geschmack des Wassers der einzelnen Länder bewerten? Markieren Sie mit „x“.

Land A: 1 2 3 4 5 6 7

Land B: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr stark ; 4 – neutral; 7 - schwach) wie würden Sie der Geruch des Wassers der einzelnen Länder bewerten? Markieren Sie mit „x“.

Land A: 1 2 3 4 5 6 7

Land B: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr gut; 4 – weder gut noch schrecklich; 7 – schrecklich) wie würden Sie die Qualität von den Marmeladen der einzelnen Länder bewerten? Markieren Sie mit „x“.

Land A: 1 2 3 4 5 6 7

Land B: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr sauer; 4 – ein bisschen sauer; 7 – sehr wenig sauer) wie würden Sie die Säuregehalt von den Marmeladen der einzelnen Länder bewerten? Markieren Sie mit „x“.

Land A: 1 2 3 4 5 6 7

Land B: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr süß; 4 – ziemlich süß; 7 – bitter) wie würden Sie die Süße von den Marmeladen der einzelnen Länder bewerten? Markieren Sie mit „x“.

Land A: 1 2 3 4 5 6 7

Land B: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr sahnig; 4 – neutral; 7 – sehr flüßig) wie würden Sie die Textur von den Marmeladen der einzelnen Länder in den folgenden Parametern bewerten? Markieren Sie mit „x“.

Land A: 1 2 3 4 5 6 7

Land B: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr dunkel; 4 – weder dunkel noch hell; 7 – sehr hell) wie würden Sie die Farbe von den Marmeladen der einzelnen Länder in den folgenden Parametern bewerten? Markieren Sie mit „x“.

Land A: 1 2 3 4 5 6 7

Land B: 1 2 3 4 5 6 7

Auf einer Skala von 1 bis 7 (wo 1- ich bin völlig einverstanden; 7- ich bin völlig anderer Meinung) geben Sie Ihre Maß an Übereinstimmung mit den folgenden Aussagen:

Ausschließlich Österreichische Produkte.

1 2 3 4 5 6 7

Als Österreicher sollte man nur heimische Produkte kaufen.

1 2 3 4 5 6 7

Wir sollten österreichische Produkte kaufen, statt die anderen Länder durch uns/unser Geld zu bereichern.

1 2 3 4 5 6 7

Es ist immer besser österreichische Produkte zu kaufen.

1 2 3 4 5 6 7

Es sollte so wenig wie möglich importiert / erworben werden, außer wenn nötig.

1 2 3 4 5 6 7

Die Österreicher dürften nicht ausländische Produkte kaufen, da die wirtschaftliche Folgen negative sind und können zu Arbeitslosigkeit führen.

1 2 3 4 5 6 7

Österreicher sollen immer Produkte, die in Österreich gemacht werden, kaufen anstatt zu importieren

1 2 3 4 5 6 7

Nur die Produkte die es nicht in Österreich gibt sollen importiert werden.

1 2 3 4 5 6 7

Kaufen Sie Österreichische Produkte. Behalten Sie Arbeitsstellen in Österreich.

1 2 3 4 5 6 7

Der Import von Produkten sollte gebremst werden.

1 2 3 4 5 6 7

Sogar wenn es mir langfristig teurer wird, möchte ich gern österreichische Produkte unterstützen.

1 2 3 4 5 6 7

Es sollte nicht erlaubt sein, dass die Ausländer ihre Produkte bei unserer Märkte zum verkaufen haben.

1 2 3 4 5 6 7

Waren Sie schon Mal im Ausland? Ja Nein

Vielen Dank für Ihre Hilfe!!! ☺

Portuguese version

(Os dados por si fornecidos serão utilizados unicamente para fins estatísticos)

Sexo:

Idade:

Nacionalidade:

Habilitações académicas:

Numa escala de 1 a 7 (em que 1- muito má; 4- nem má nem boa; 7- muito boa) como classificaria a qualidade da água dos países indicados?

Assinale a sua resposta com “x”.

Portugal: 1 2 3 4 5 6 7

Áustria: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- muito transparente; 4- neutra; 7- muito turva) como classificaria a transparência da água dos países indicados?

Assinale a sua resposta com „x“

Portugal : 1 2 3 4 5 6 7

Áustria : 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- muito saborosa; 4- neutra; 7- horrível) como classificaria o sabor da água dos países indicados? Assinale a sua resposta com „x“

Portugal : 1 2 3 4 5 6 7

Áustria : 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- muito forte; 4 – neutro; 7 – muito fraco) , como classificaria o odor da água dos países indicados? Assinale a sua resposta com „x“

Portugal : 1 2 3 4 5 6 7

Áustria : 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- muito boa; 4 – nem boa nem má; 7 – péssima), como classificaria a qualidade das compotas dos países indicados? Assinale a sua resposta com „x“

Portugal : 1 2 3 4 5 6 7

Áustria: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1-muito ácida; 4 – um bocadinho ácida; 7 – nada ácida) como classificaria a acidez das compotas dos países indicados? Assinale a sua resposta com „x“

Portugal : 1 2 3 4 5 6 7

Áustria: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1-muito doce; 4 – um bocadinho doce; 7 – amarga) como classificaria a doçura das compotas dos países indicados? Assinale a sua resposta com „x“

Portugal: 1 2 3 4 5 6 7

Áustria: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1-muito cremoso; 4 – neutra; 7 – muito líquida) como classificaria a textura das compotas dos países indicados? Assinale a sua resposta com „x“

Portugal: 1 2 3 4 5 6 7

Áustria: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1-muito escura; 4 – nem escura nem clara; 7 – muito clara) como classificaria a cor das compotas dos países indicados? Assinale a sua resposta com „x“

Portugal: 1 2 3 4 5 6 7

Áustria: 1 2 3 4 5 6 7

Pensando em produtos no geral, numa escala de 1 a 7 (em que 1-muito inovador; 4 – neutro; 7 – nada inovador) como classificaria a inovação dos produtos em Portugal versus a inovação dos produtos em Áustria? Por inovação entenda-se o uso de novas tecnologias e as melhoria dos produtos. Assinale a sua resposta com „x“

Portugal: 1 2 3 4 5 6 7

Áustria: 1 2 3 4 5 6 7

Pensando em produtos no geral, numa escala de 1 a 7 (em que 1-muito atrativo; 4 – neutro; 7 – nada atrativo) como classificaria a atratividade do *design* dos produtos em Portugal versus a atratividade do *design* dos produtos em Áustria, em relação ao seu aspeto, cor e escolha? Assinale a sua resposta com „x“

Portugal: 1 2 3 4 5 6 7

Áustria: 1 2 3 4 5 6 7

Pensando em produtos no geral, numa escala de 1 a 7 (em que 1-muito bem vistos; 4 – neutro; 7 –muito mal vistos) como classificaria o prestígio dos produtos em Portugal versus o prestígio dos produtos em Áustria,incluindo a sua exclusividade, estatuto, cores e apelo das marcas? Assinale a sua resposta com „x“

Portugal: 1 2 3 4 5 6 7

Áustria: 1 2 3 4 5 6 7

Pensando em produtos no geral, numa escala de 1 a 7 (em que 1- muito confiável ; 4 – neutro; 7 –muito pouco confiável) como classificaria fabrico dos produtos em Portugal versus o fabrico dos produtos em Áustria, olhando à confiança, durabilidade, artesanato e qualidade? Assinale a sua resposta com „x“.

Portugal: 1 2 3 4 5 6 7

Áustria: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- concordo plenamente; 4- não concordo nem discordo; 7- discordo plenamente) dê a sua opinião sobre as seguintes afirmações:

Os austríacos são educados

1 2 3 4 5 6 7

Os austríacos valorizam as habilitações académicas

1 2 3 4 5 6 7

Os austríacos trabalham muito

1 2 3 4 5 6 7

Os austríacos são creativos

1 2 3 4 5 6 7

As capacidades técnicas dos austríacos são elevadas

1 2 3 4 5 6 7

Os austríacos sentem-se motivados a melhorar a sua qualidade de vida

1 2 3 4 5 6 7

Os austríacos orgulham-se de alcançar padrões elevados

1 2 3 4 5 6 7

A qualidade das marcas austríacas é muito elevada

1 2 3 4 5 6 7

Eu reconheço produtos austríacos

1 2 3 4 5 6 7

Algumas características dos produtos austríacos vêm-me facilmente à memória.

1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- concordo plenamente; 4- não concordo nem discordo; 7- discordo plenamente) dê a sua opinião sobre as seguintes afirmações:

É preciso ter cuidado ao fazer negócios com os austríacos.

1 2 3 4 5 6 7

Não me agrada que Portugal esteja tão dependente economicamente da Áustria.

1 2 3 4 5 6 7

A Áustria tem demasiada influência na economia portuguesa.

1 2 3 4 5 6 7

As empresas austríacas ultrapassam as portuguesas a fazer negócios/ em volume de negócios.

1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- concordo plenamente; 4- não concordo nem discordo; 7- discordo plenamente) dê a sua opinião sobre as seguintes afirmações:

Exclusivamente produtos portugueses.

1 2 3 4 5 6 7

Como portugueses devemos comprar apenas produtos nacionais.

1 2 3 4 5 6 7

Devemos comprar produtos portugueses em vez de permitirmos que outros países enriqueçam às nossas custas.

1 2 3 4 5 6 7

É sempre melhor comprar produtos portugueses

1 2 3 4 5 6 7

Deveria ser importado tão pouco quanto possível e apenas quando é necessário.

1 2 3 4 5 6 7

Os portugueses não devem comprar produtos estrangeiros, pois as consequências para a economia são negativas e podem conduzir ao desemprego.

1 2 3 4 5 6 7

Os portugueses devem sempre comprar produtos fabricados em Portugal em vez de importar.

1 2 3 4 5 6 7

Só os produtos que não existem em Portugal devem ser importados.

1 2 3 4 5 6 7

Compre produtos portugueses. Ajude a manter postos de trabalho em Portugal.

1 2 3 4 5 6 7

A importação de produtos deveria ser travada.

1 2 3 4 5 6 7

Mesmo que me fique mais caro a longo prazo, prefiro apoiar os produtos portugueses.

1 2 3 4 5 6 7

Não deveria ser permitido que os estrangeiros vendessem os seus produtos nos nossos mercados.

1 2 3 4 5 6 7

Já esteve na Áustria? Sim Não

Obrigada pela sua colaboração!!!! 😊

German version

(Die von Ihnen angegebenen Daten werden nur für statistische Zwecke verwendet.)

Geschlecht:

Alter:

Staatsangehörigkeit:

Schulausbildung:

Auf einer Scala von 1 bis 7 (wo 1- sehr schrecklich; 4 – weder gut noch schrecklich; 7 – sehr gut) wie würden Sie die Wasserqualität der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich: 1 2 3 4 5 6 7

Portugal: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr durchsichtig ; 4 – neutral; 7 – sehr trüb) wie würden Sie die Durchsichtigkeit des Wassers der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich: 1 2 3 4 5 6 7

Portugal: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr schmackhaft ; 4 – neutral; 7 - schrecklich) wie würden Sie der Geschmack des Wassers der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich: 1 2 3 4 5 6 7

Portugal: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr stark ; 4 – neutral; 7 - schwach) wie würden Sie der Geruch des Wassers der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich: 1 2 3 4 5 6 7

Portugal: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr gut; 4 – weder gut noch schrecklich; 7 – schrecklich) wie würden Sie die Qualität von den Marmeladen der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich: 1 2 3 4 5 6 7

Portugal: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr sauer; 4 – ein bisschen sauer; 7 – sehr wenig sauer) wie würden Sie die Säuregehalt von den Marmeladen der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich: 1 2 3 4 5 6 7

Portugal: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr süß; 4 – ziemlich süß; 7 – bitter) wie würden Sie die Süße von den Marmeladen der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich: 1 2 3 4 5 6 7

Portugal: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr cremig; 4 – neutral; 7 – sehr flüßig) wie würden Sie die Textur von den Marmeladen der einzelnen Länder in den folgenden Parametern bewerten? Markieren Sie mit „x“.

Österreich: 1 2 3 4 5 6 7

Portugal: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr dunkel; 4 – weder dunkel noch hell; 7 – sehr hell) wie würden Sie die Farbe von den Marmeladen der einzelnen Länder in den folgenden Parametern bewerten? Markieren Sie mit „x“.

Österreich: 1 2 3 4 5 6 7

Portugal: 1 2 3 4 5 6 7

Auf einer Skala von 1 bis 7 (wo 1- ich bin völlig einverstanden; 7- ich bin völlig anderer Meinung) geben Sie Ihre Maß an Übereinstimmung mit den folgenden Aussagen:

Leute aus Portugal sind höflich

1 2 3 4 5 6 7

Leute aus Portugal betonen die berufliche Ausbildung

1 2 3 4 5 6 7

Leute aus Portugal arbeiten viel

1 2 3 4 5 6 7

Leute aus Portugal sind kreativ

1 2 3 4 5 6 7

Die technische Fähigkeiten von Portugiesen sind hoch

1 2 3 4 5 6 7

Leute aus Portugal sind motiviert, die eigene Lebensstandards zu erhöhen

1 2 3 4 5 6 7

Leute aus Portugal sind stolz darauf hohe Standards zu erreichen

1 2 3 4 5 6 7

Die wahrscheinliche Qualität von portugiesischen Marken ist sehr hoch

1 2 3 4 5 6 7

Ich kann portugiesische Produkte erkennen.

1 2 3 4 5 6 7

Einige Merkmale der portugiesischen Marken kommen mir schnell in den Sinn

1 2 3 4 5 6 7

Auf einer Skala von 1 bis 7 (wo 1- ich bin völlig einverstanden; 7- ich bin völlig anderer Meinung) geben Sie Ihre Maß an Übereinstimmung mit den folgenden Aussagen:

Ausschließlich Österreichische Produkte.

1 2 3 4 5 6 7

Als Österreicher sollte man nur heimische Produkte kaufen.

1 2 3 4 5 6 7

Wir sollten österreichische Produkte kaufen, statt die anderen Länder durch uns/unser Geld zu bereichern.

1 2 3 4 5 6 7

Es ist immer besser österreichische Produkte zu kaufen.

1 2 3 4 5 6 7

Es sollte so wenig wie möglich importiert / erworben werden, außer wenn nötig.

1 2 3 4 5 6 7

Die Österreicher dürften nicht ausländische Produkte kaufen, da die wirtschaftliche Folgen negative sind und können zu Arbeitslosigkeit führen.

1 2 3 4 5 6 7

Österreicher sollen immer Produkte, die in Österreich gemacht werden, kaufen anstatt zu importieren

1 2 3 4 5 6 7

Nur die Produkte die es nicht in Österreich gibt sollen importiert werden.

1 2 3 4 5 6 7

Kaufen Sie Österreichische Produkte. Behalten Sie Arbeitsstellen in Österreich.

1 2 3 4 5 6 7

Der Import von Produkten sollte gebremst werden.

1 2 3 4 5 6 7

Sogar wenn es mir langfristig teurer wird, möchte ich gern österreichische Produkte unterstützen.

1 2 3 4 5 6 7

Es sollte nicht erlaubt sein, dass die Ausländer ihre Produkte bei unserer Märkte zum verkaufen haben.

1 2 3 4 5 6 7

Waren Sie schon Mal in Portugal? Ja Nein

Vielen Dank für Ihre Hilfe!!! 😊

(Die von Ihnen angegebenen Daten werden nur für statistische Zwecke verwendet.)

Geschlecht:

Alter:

Staatsangehörigkeit:

Schulbildung:

Auf einer Scala von 1 bis 7 (wo 1- sehr schrecklich; 4 – weder gut noch schrecklich; 7 – sehr gut) wie würden Sie die Wasserqualität der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich : 1 2 3 4 5 6 7

Deutschland: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr durchsichtig ; 4 – neutral; 7 – sehr trüb) wie würden Sie die Durchsichtigkeit des Wassers der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich : 1 2 3 4 5 6 7

Deutschland : 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr schmackhaft ; 4 – neutral; 7 - schrecklich) wie würden Sie der Geschmack des Wassers der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich : 1 2 3 4 5 6 7

Deutschland : 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr stark ; 4 – neutral; 7 - schwach) wie würden Sie der Geruch des Wassers der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich : 1 2 3 4 5 6 7

Deutschland : 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr gut; 4 – weder gut noch schrecklich; 7 – schrecklich) wie würden Sie die Qualität von den Marmeladen der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich : 1 2 3 4 5 6 7

Deutschland: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr sauer; 4 – ein bisschen sauer; 7 – sehr wenig sauer) wie würden Sie die Säuregehalt von den Marmeladen der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich : 1 2 3 4 5 6 7

Deutschland: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr süß; 4 – ziemlich süß; 7 – bitter) wie würden Sie die Süße von den Marmeladen der einzelnen Länder bewerten? Markieren Sie mit „x“.

Österreich: 1 2 3 4 5 6 7

Deutschland: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr sahnig; 4 – neutral; 7 – sehr flüßig) wie würden Sie die Textur von den Marmeladen der einzelnen Länder in den folgenden Parametern bewerten? Markieren Sie mit „x“.

Österreich: 1 2 3 4 5 6 7

Deutschland: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr dunkel; 4 – weder dunkel noch hell; 7 – sehr hell) wie würden Sie die Farbe von den Marmeladen der

einzelnen Länder in den folgenden Parametern bewerten? Markieren Sie mit „x“.

Österreich: 1 2 3 4 5 6 7

Deutschland: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1 – sehr innovativ; 4-neutral; und 7- nicht innovativ), wie würden Sie die Produktinnovation in Österreich versus die Produktinnovation in Deutschland bewerten? Mit Innovation wird die Benutzung neuer Technologien und die Verbesserung des Produktes gemeint.

Österreich: 1 2 3 4 5 6 7

Deutschland: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1 – sehr attraktiv; 4-neutral; und 7- nicht attraktiv), wie würden Sie die Attraktivität des Designs des Produktes aus Österreich / Deutschland in Bezug auf ihr Aussehen, Design, Farbe und Auswahl klassifizieren ?

Österreich: 1 2 3 4 5 6 7

Deutschland: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- sehr gut angesehen; 4-neutral; 7- sehr schlecht angesehen) wie würden Sie das Prestige der Produkten aus Österreich/Deutschland klassifizieren, inklusiv die Exklusivität, Status, Farben und den Ruf der Marke?

Österreich: 1 2 3 4 5 6 7

Deutschland: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7, wie würden Sie die Herstellung von Produkten in Österreich/Deutschland klassifizieren, in Hinsicht auf das Vertrauen, Haltbarkeit, Handwerk und Herstellungsqualität?

Österreich: 1 2 3 4 5 6 7

Deutschland: 1 2 3 4 5 6 7

Auf einer Scala von 1 bis 7 (wo 1- ich bin völlig einverstanden; 7- ich bin völlig anderer Meinung) geben Sie Ihre Maß an Übereinstimmung mit den folgenden Aussagen:

Ich bin immer noch verärgert über die Teilnahme von Deutschland im Zweiten Weltkrieg.

1 2 3 4 5 6 7

Mann muss bei Geschäften mit Deutschen vorsichtig sein.

1 2 3 4 5 6 7

Mir gefällt es nicht, dass Österreich wirtschaftlich so abhängig von Deutschland ist.

1 2 3 4 5 6 7

Deutschland hat zu viel Einfluss auf die Österreichische Wirtschaft.

1 2 3 4 5 6 7

Die deutsche Firmen überragen die österreichischen im Geschäftemachen / im Geschäftsvolumen.

1 2 3 4 5 6 7

Die Deutschen beschweren sich über alles.

1 2 3 4 5 6 7

Auf einer Skala von 1 bis 7 (wo 1- ich bin völlig einverstanden; 7- ich bin völlig anderer Meinung) geben Sie Ihre Maß an Übereinstimmung mit den folgenden Aussagen:

Ausschließlich Österreichische Produkte.

1 2 3 4 5 6 7

Als Österreicher sollte man nur heimische Produkte kaufen.

1 2 3 4 5 6 7

Wir sollten österreichische Produkte kaufen, statt die anderen Länder durch uns/unser Geld zu bereichern.

1 2 3 4 5 6 7

Es ist immer besser österreichische Produkte zu kaufen.

1 2 3 4 5 6 7

Es sollte so wenig wie möglich importiert / erworben werden, außer wenn nötig.

1 2 3 4 5 6 7

Die Österreicher dürften nicht ausländische Produkte kaufen, da die wirtschaftliche Folgen negative sind und können zu Arbeitslosigkeit führen.

1 2 3 4 5 6 7

Österreicher sollen immer Produkte, die in Österreich gemacht werden, kaufen anstatt zu importieren

1 2 3 4 5 6 7

Nur die Produkte die es nicht in Österreich gibt sollen importiert werden.

1 2 3 4 5 6 7

Kaufen Sie Österreichische Produkte. Behalten Sie Arbeitsstellen in Österreich.

1 2 3 4 5 6 7

Der Import von Produkten sollte gebremst werden.

1 2 3 4 5 6 7

Sogar wenn es mir langfristig teurer wird, möchte ich gern österreichische Produkte unterstützen.

1 2 3 4 5 6 7

Es sollte nicht erlaubt sein, dass die Ausländer ihre Produkte bei unserer Märkte zum verkaufen haben.

1 2 3 4 5 6 7

Waren Sie schon Mal in Deutschland? Ja Nein

Vielen Dank für Ihre Hilfe!!!! 😊

(Os dados por si fornecidos serão utilizados unicamente para fins estatísticos)

Sexo:

Idade:

Nacionalidade:

Habilitações académicas:

Numa escala de 1 a 7 (em que 1- muito má; 4- nem má nem boa; 7- muito boa) como classificaria a qualidade da água dos países indicados?

Assinale a sua resposta com “x”.

Portugal: 1 2 3 4 5 6 7

Espanha: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- muito transparente; 4- neutra; 7- muito turva) como classificaria a transparência da água dos países indicados?

Assinale a sua resposta com „x“

Portugal : 1 2 3 4 5 6 7

Espanha : 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- muito saborosa; 4- neutra; 7- horrível) como classificaria o sabor da água dos países indicados? Assinale a sua resposta com „x“

Portugal : 1 2 3 4 5 6 7

Espanha : 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- muito forte; 4 – neutro; 7 – muito fraco) , como classificaria o odor da água dos países indicados? Assinale a sua resposta com „x“

Portugal : 1 2 3 4 5 6 7

Espanha : 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- muito boa; 4 – nem boa nem má; 7 – péssima), como classificaria a qualidade das compotas dos países indicados? Assinale a sua resposta com „x“

Portugal : 1 2 3 4 5 6 7

Espanha: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1-muito ácida; 4 – um bocadinho ácida; 7 – nada ácida) como classificaria a acidez das compotas dos países indicados? Assinale a sua resposta com „x“

Portugal : 1 2 3 4 5 6 7

Espanha: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1-muito doce; 4 – um bocadinho doce; 7 – amarga) como classificaria a doçura das compotas dos países indicados? Assinale a sua resposta com „x“

Portugal: 1 2 3 4 5 6 7

Espanha: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1-muito cremoso; 4 – neutra; 7 – muito líquida) como classificaria a textura das compotas dos países indicados? Assinale a sua resposta com „x“

Portugal: 1 2 3 4 5 6 7

Espanha: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1-muito escura; 4 – nem escura nem clara; 7 – muito clara) como classificaria a cor das compotas dos países indicados? Assinale a sua resposta com „x“

Portugal: 1 2 3 4 5 6 7

Espanha: 1 2 3 4 5 6 7

Pensando em produtos no geral, numa escala de 1 a 7 (em que 1-muito inovador; 4 – neutro; 7 – nada inovador) como classificaria a inovação dos produtos em Portugal versus a inovação dos produtos em Espanha? Por inovação entenda-se o uso de novas tecnologias e as melhorias dos produtos. Assinale a sua resposta com „x“

Portugal: 1 2 3 4 5 6 7

Espanha: 1 2 3 4 5 6 7

Pensando em produtos no geral, numa escala de 1 a 7 (em que 1-muito atrativo; 4 – neutro; 7 – nada atrativo) como classificaria a atratividade do *design* dos produtos em Portugal versus a atratividade do *design* dos produtos em Espanha, em relação ao seu aspeto, cor e escolha? Assinale a sua resposta com „x“

Portugal: 1 2 3 4 5 6 7

Espanha: 1 2 3 4 5 6 7

Pensando em produtos no geral, numa escala de 1 a 7 (em que 1-muito bem vistos; 4 – neutro; 7 – muito mal vistos) como classificaria o prestígio dos produtos em Portugal versus o prestígio dos produtos em Espanha, incluindo a sua exclusividade, estatuto, cores e apelo das marcas? Assinale a sua resposta com „x“

Portugal: 1 2 3 4 5 6 7

Espanha: 1 2 3 4 5 6 7

Pensando em produtos no geral, numa escala de 1 a 7 (em que 1- muito confiável ; 4 – neutro; 7 –muito pouco confiável) como classificaria fabrico dos produtos em Portugal versus o fabrico dos produtos em Espanha, olhando à confiança, durabilidade, artesanato e qualidade? Assinale a sua resposta com „x“.

Portugal: 1 2 3 4 5 6 7

Espanha: 1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- concordo plenamente; 4- não concordo nem discordo; 7- discordo plenamente) dê a sua opinião sobre as seguintes afirmações:

É preciso ter cuidado ao fazer negócios com os espanhóis.

1 2 3 4 5 6 7

Não me agrada que Portugal esteja tão dependente economicamente de Espanha.

1 2 3 4 5 6 7

Espanha tem demasiada influência na economia portuguesa.

1 2 3 4 5 6 7

As empresas espanholas ultrapassam as portuguesas a fazer negócios/ em volume de negócios.

1 2 3 4 5 6 7

Numa escala de 1 a 7 (em que 1- concordo plenamente; 4- não concordo nem discordo; 7- discordo plenamente) dê a sua opinião sobre as seguintes afirmações:

Exclusivamente produtos portugueses.

1 2 3 4 5 6 7

Como portugueses devemos comprar apenas produtos nacionais.

1 2 3 4 5 6 7

Devemos comprar produtos portugueses em vez de permitirmos que outros países enriqueçam às nossas custas.

1 2 3 4 5 6 7

É sempre melhor comprar produtos portugueses

1 2 3 4 5 6 7

Deveria ser importado tão pouco quanto possível e apenas quando é necessário.

1 2 3 4 5 6 7

Os portugueses não devem comprar produtos estrangeiros, pois as consequências para a economia são negativas e podem conduzir ao desemprego.

1 2 3 4 5 6 7

Os portugueses devem sempre comprar produtos fabricados em Portugal em vez de importar.

1 2 3 4 5 6 7

Só os produtos que não existem em Portugal devem ser importados.

1 2 3 4 5 6 7

Compre produtos portugueses. Ajude a manter postos de trabalho em Portugal.

1 2 3 4 5 6 7

A importação de produtos deveria ser travada.

1 2 3 4 5 6 7

Mesmo que me fique mais caro a longo prazo, prefiro apoiar os produtos portugueses.

1 2 3 4 5 6 7

Não deveria ser permitido que os estrangeiros vendessem os seus produtos nos nossos mercados.

1 2 3 4 5 6 7

Já esteve em Espanha? Sim Não

Obrigada pela sua colaboração!!!! 😊